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Unmarketing

**Unmarketing  
Everything Has  
Changed And  
Nothing Is  
Different  
Has Changed  
And Nothing  
Is  
Different**

Eventually, you  
will totally  
discover a  
further

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Everything Has

Changed And

Nothing Is

Different

experience and

achievement by

spending more

cash. yet when?

attain you agree

to that you

require to

acquire those

every needs

subsequently

having

significantly

cash? Why don't

you try to

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Unmarketing  
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Everything Has  
something basic  
Changed And  
in the  
Nothing Is  
beginning?

That's something  
that will lead  
you to  
comprehend even  
more on the  
subject of the  
globe,  
experience, some  
places, later  
than history,

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amusement, and a  
lot more?

Changed And  
Nothing Is  
Different  
It is your  
agreed own era  
to proceed  
reviewing habit.  
in the course of  
guides you could  
enjoy now is

**unmarketing  
everything has  
changed and  
nothing is**

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Unmarketing

**different** below.

Changed And

**Taylor Swift -**

**Nothing Is**

**Changed** ft. Ed

**Sheeran** ~~Content~~

~~Marketing:~~

~~Everything Has~~

~~Changed \u0026~~

~~Nothing is~~

~~Different~~

~~Scott Stratten~~

Taylor Swift

\u0026 Ed

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Sheeran -  
Everything Has  
Changed And  
Nothing Is  
Different  
BGT (HD) Taylor  
Swift -

Everything Has  
Changed Ft Ed  
Sheeran [Lyrics]

---

Ed Sheeran and  
surprise guest  
Taylor Swift  
\"Everything Has  
Changed\" at MSG

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11/1 - HQ Best Has

Coast -  
Everything Has  
Nothing Is  
Changed

(Official Music

Video) [Vietsub

+ Kara] Taylor

Swift -

Everything Has

Changed ft. Ed

Sheeran

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\ "UnMarketing" \

by Scott

Stratten

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Taylor Swift -  
Everything Has  
Changed ft. Ed  
Sheeran | Lyrics  
Songs

---

EVERYTHING HAS  
CHANGED

---

Taylor Swift -  
Everything Has  
Changed ft. Ed  
Sheeran (DVD The  
RED Tour Live)  
*Everything Has  
Changed (spanish*

*Page 8/120*



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*Everything Has  
Changed And  
Nothing Is  
Different*

Kevin  
*karla y la Banda  
/ letra*

~~Britain's Got  
Talent~~

~~performance:~~

~~Everything Has~~

~~Changed~~ Taylor

Swift - Acoustic

Performances

from RED Album

*Best Coast -*

*Everything Has*

*Changed (Live*

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*Performance) /*

*Vevo Taylor*

*Swift — I Knew*

*You Were Trouble*

*— Lyrics Songs*

*Best Coast - For*

*The First Time*

*(Official Music*

*Video) Back to*

*December- Taylor*

*Swift lyrics Ed*

*Sheeran —*

*Perfect Symphony*

*(with Andrea*

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Bocelli) **Taylor**

**Swift-Enchanted**

**[with lyrics]**

Taylor Swift -

Red

Best Coast -

Heaven Sent

Everything Has

Changed **Taylor**

**Swift -**

**Everything Has**

**Changed**

**(Official Music**

**Video Cover)**

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**Mary Desmond Ft.**

**Cody Lovaas** *From*

*Hope to*

*Insolvency: Has*

*Everything*

*Changed? (w/*

*Raoul Pal)*

Everything Has

Changed (Remix)

~~Taylor Swift —~~

~~Everything Has~~

~~Changed ft. Ed~~

~~Sheeran (tradução~~

~~e/legendado) PT—~~

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~~BR~~ **Everything Has  
Has Changed  
-Taylor Swift  
ft. Ed**

~~Different~~ **Sheeran (lyrics)  
Everything Had  
Changed**

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In 2009, Scott  
Stratten and  
Alison Stratten  
wrote the

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bestselling Has  
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Changed And  
Stop Marketing,  
Nothing Is  
Start Engaging  
Different  
and began a  
journey that  
would take them  
around the world  
sharing their  
message of  
engagement with  
corporations,  
entrepreneurs,  
and

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students. They  
are now back  
with this second  
edition, because  
Everything has  
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all the  
brilliance of  
the first  
edition, plus  
new content and  
commentary to

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~~Everything Has~~  
~~Changed and~~  
~~Nothing is ...~~  
UnMarket to  
build trust and  
make lifelong  
customers! In



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would take them  
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In 2009, Scott Stratten and Alison Stratten wrote the bestselling *UnMarketing: Stop Marketing, Start Engaging* and began a journey that would take them around the world sharing

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Unmarketing

their message of  
engagement with  
corporations,  
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Nothing is  
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landscape we all  
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Different

. I

have just

finished reading

Scott Stratten

updated book -

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Changed and

Nothing is

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Unmarketing

Different. He is

an expert in  
Viral, Social,  
and Authentic

Marketing which  
he calls

UnMarketing. He  
was named one of  
the top 5 social  
media

influencers in  
the world by

Forbes and one  
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changed and

nothing is  
different.

[Scott Stratten]

-- "Stop  
marketing. Start  
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one likes cold  
calls at  
dinnertime, junk  
mail overflowing

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your mailbox, Has  
and  
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then the ...

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~~Everything Has~~  
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Nothing is  
Different. The  
tried and true  
ways of  
marketing have  
turned into  
tired and old,  
not to mention  
ineffective. At

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Unmarketing  
the same time,  
what makes  
businesses good  
or bad,  
successful or  
not, haven't  
really changed.

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Service,  
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item 2

UNMARKETING:  
EVERYTHING HAS



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EVERYTHING HAS

CHANGED AND  
NOTHING IS By  
Alison Stratten

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In Unmarketing  
Stratten builds  
on the basic  
marketing

theory, such as  
the Hierarchy of  
Buying, but then  
looks at how  
Social Media  
changes  
everything and  
yet changes  
nothing. This is  
a central theme,

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Everything Has

Changed And

Nothing Is

Different

it is still about telling people about a business and about forming relationships, it is just we are doing this in new ways.

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Start your Has

review of

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have a

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remarkable  
perspective on  
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the book becomes  
spoiled by his  
ego. The little  
asides and  
footnotes  
initially start  
off fun, and  
then become ...

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of disruption -  
it's fast-paced,  
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is forever  
changing how we

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operate, create,  
connect, and  
market.

UnBranding is  
about focus -  
it's about  
seeing that  
within these new  
strategies,  
technologies and  
frameworks  
fighting for our  
attention, lay  
the tried and



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true tenants of  
good business –  
because  
innovation is  
nothing but a  
bright and shiny  
new toy unless  
it works.

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~~UnMarketing Inc.~~

Overview.

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make lifelong

customers! In

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and began a

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would take them

around the world

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and Alison  
Stratten Read in  
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Synopsis

UnMarketing

(2009) lays out

a new approach

to marketing

that goes beyond

typical methods

like cold

calling and ...

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word of mouth,  
customer  
service,  
consumer  
advocacy, and  
leadership, with  
examples of what  
to do and what

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Everything Has

Changed And

Nothing Is

Worldwide

Different  
corporations, in

areas such as

real estate,

travel, service,

retail, and B2B.

~~UnMarketing,~~

~~Second Edition~~

~~Audiobook |~~

~~Scott Stratten~~

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UnMarketing:  
Everything Has  
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Scott and Alison  
Stratten Scott  
Stratten is the  
President of  
UnMarketing. He  
is an expert in  
Viral, Social,  
and Authentic

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build trust and  
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customers! In  
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around the world  
sharing their  
message of  
engagement with  
corporations,  
entrepreneurs,  
and

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reflect the  
rapidly changing  
landscape we all  
live, buy, and  
work in today.

For generations,  
marketing has  
been

hypocritical.

We've been  
taught to market  
to others in  
ways we hate  
being marketed

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to (cold-calling, flyers, ads, etc.). So why do we still keep trying the same stale marketing moves? UnMarketing shows you how to unlearn the old ways and consistently attract and engage the right

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customers. Has

You'll stop just  
pushing out your  
message and

praying that it  
sticks

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Potential and  
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customers want  
to be listened  
to, validated,  
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platform to be

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heard—especially

online. With

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you'll create a

relationship

with your

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make yourself

the logical

choice for their

needs. We know

you've been told

to act like

other people,

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talk like other  
people, and  
market like all  
the people, but  
it is time for  
you to unlearn  
everything and  
start to  
UnMarket  
yourself.

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consistently  
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engage the right  
customers.

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pushing out your

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you to unlearn  
everything and  
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Unselling is about everything but the sell. We put all of our focus on the individual purchase transaction, while putting the rest of our business actions second. We've become blind to customer

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decision is made  
before a  
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contacts you. We  
have funnel  
vision, and it

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needs to stop.

Unselling is  
about the big  
picture:

creating repeat  
customers, not  
one-time buyers.  
Create loyal  
clients that  
refer others,  
not faceless  
numbers.

Becoming the go-  
to company for

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something, before they even need you. You don't need

Different social media, but you can be connecting with your clients socially. Your video doesn't have to be viral in front of a million people, just contagious

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in front of your  
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engagement. It's  
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Creatives  
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financial side  
of running a  
creative  
business.  
Creatives -  
which include  
anyone promoting  
their own  
creative  
services

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(designers, copywriters, photographers, illustrators, interior designers, web designers, and more) - are great at their work, but when it comes to running the financial side of their

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business, most  
would rather not  
talk about it.

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focuses on

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techniques and

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for work and how

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clients and

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"This book is about focus - it's about seeing that within these new strategies, technologies and frameworks

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lessons. It's

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about moving

forward with

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back to the core

of good branding

while continuing

to innovate and

improve without

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leaving your Has  
values behind"--

Changed And

Nothing Is

Different

Easy to digest  
tips and tools  
on how not to  
run a business  
Experts are  
constantly  
telling us what  
we need to be  
doing to improve  
our businesses.  
Hundreds of

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books in the market are filled with advice from these experts. But how can you filter out all of the bad advice, misinformation, and misuse of business tools that is out there? None of

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Everything has  
us needs another  
list of what we  
should be doing.

QR Codes Kill

Kittens tells

you what not to  
do. Easy to

digest, easy to  
avoid. The book

is separated  
into several

sections, and  
each will

include a story

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Everything Has  
Changed And  
Nothing Is  
Different

related to the  
topic in  
addition to tips  
and explanations  
on what not to  
do. Includes  
real-life  
examples along  
with tips and  
guidance on  
experts, human  
resources, marke  
ting/branding,  
networking (in

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person and

online), public  
relations, and

customer service

Written by Scott

Stratten, author  
of UnMarketing

and the

President of

UnMarketing.com,

a company that

combines efforts

in viral,

social, and

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authentic  
marketing; he  
has appeared on  
Mashable.com and  
CNN.com, and in  
the Wall Street  
Journal, USA  
Today, and Fast  
Company It  
doesn't do you  
any good to do a  
few things right  
and a lot of  
things wrong.



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Find out what has not to do. If reading this book saves just one kitten's life, it's worth it.

UnBranding  
breaks through  
the noise of  
disruption. We  
live in a  
transformative

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time. The

digital age has  
given us

unlimited access

to information

and affected all

our traditional

business

relationships -

from how we hire

and manage, to

how we

communicate with

our current and

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opportunities  
for emerging  
products and  
services we  
never thought  
possible. With  
all the  
excitement of  
our time, comes

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confusion and fear for many businesses.

Change can be daunting, and never have we lived in a time where change came so quickly. This is the age of disruption - it's fast-paced, far-reaching and is forever

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changing how we  
operate, create,  
connect, and  
market. It's

easy to see why  
brand heads are  
spinning.

Businesses are  
suffering from  
'the next big  
thing' and we're  
here to help you  
find the cure.

UnBranding is

*Page 101/120*

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Everything Has  
about focus  
it's about  
Changed And  
seeing that  
Nothing Is  
within these new  
Different  
strategies,  
technologies and  
frameworks  
fighting for our  
attention, lay  
the tried and  
true tenants of  
good business -  
because  
innovation is

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nothing but a  
bright and shiny  
new toy, unless  
it actually  
works.

UnBranding is  
here to remind  
you that you  
can't fix rude  
staff, mediocre  
products and a  
poor brand  
reputation with  
a fancy new app.

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Nothing Is  
Different

We are going to  
learn from 100  
branding stories  
that will

challenge your  
assumptions  
about business  
today and teach  
valuable,  
actionable  
lessons. It's  
not about going  
backwards, it's  
about moving



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forward with  
purpose, getting  
back to the core  
of good branding  
while continuing  
to innovate and  
improve without  
leaving your  
values behind.

Some topics will  
include: Growing  
and maintaining  
your brand voice  
through the

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noise How to  
focus on the  
right tools for  
your business,  
for the right  
reasons  
Maintaining  
trust,  
consistency and  
connection  
through customer  
service and  
community The  
most important

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yourself before  
innovation The  
importance of  
personal

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digital age How  
to successful  
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reviews It's  
time for a  
reality check.

It's time to

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Solve problems,  
create  
connections, and  
provide value  
rather than rush  
strategy just to  
make headlines.  
UnBranding gives  
you the guidance  
you need to  
navigate the age  
of disruption  
and succeed in  
business today.

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UnAwesome is  
UnAcceptable.

The Book of  
Business Awesome  
is designed as  
two shortbooks  
put together—one  
read from the  
front and the  
other read from  
the back when

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flipped over. Has

Covering key

business

concepts related

to marketing,

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resources,

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relations, social

media, and

customer

service, The

Book of

BusinessAwesome

*Page 110/120*

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includes case studies of

successful

businesses

that gained

exposure through

being awesome

and effective.

This

book provides

actionable tools

enabling readers

to apply the con

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to their own  
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business remains  
awesome, instead  
of unawesome, and

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business today.

Drive  
profitability,  
productivity,  
and  
accountability  
To create  
extraordinary

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lives, we must

learn to

“unplug” from

the constant

barrage of

disruptions and

“plug in” to the

tools,

strategies, and

mindsets that

allow us to

harness our

attention to

reach our

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highest potential—and this book shows you how.

Attention Pays

spotlights on the power of attention and absolute focus.

Personally: WHO we pay attention to.

Professionally:

WHAT we pay

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attention to.

And Globally:

HOW we pay

attention in the

world—and to the

world. In an on-

demand, 24/7

society, where

distractions

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people

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profitability,

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what really  
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learn how  
Attention Pays.

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