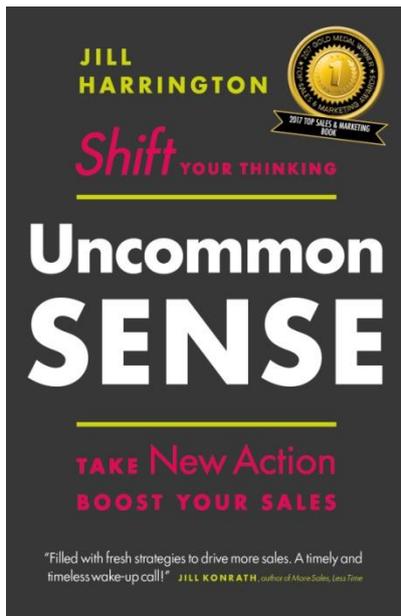


### About the book:

Insightful, lively, and powerfully effective, *The Performance Principle* illustrates the fundamentals of performance management, providing a model that allows the reader to understand exactly what motivates people in the workplace and how to align this with the organization's strategy. It is written for any manager, supervisor, or business leader who feels there must be a better, more systematic way to motivate their team and achieve phenomenal results.

### About the author:

Mackenzie Kyle has more than twenty-five years' experience in operations and process improvement, and has provided specific assistance in everything from strategic planning to performance management to managing projects. He focusses on assisting clients with identifying and implementing strategic change and improving team performance, providing a unique approach that bridges the gap between theory and practical application of technique. His first book, *Making It Happen: A Non-Technical Guide to Project Management*, has sold more than forty thousand copies.



#### About the book:

You're a talented sales professional, but you face big hairy sales challenges every day and you just can't seem to get anywhere.

*Uncommon Sense* shows you how to shift your thinking and behavior to stand out from the pack and achieve bigger, better sales, faster.

It's time to dispense with the common nonsense of dusty old selling imperatives (like, elevator pitches, unique value propositions, and Always Be Closing). Stop thinking like a seller, and start thinking like your customers and prospects. *Uncommon Sense* shows you how to shift the way you sell . . . and the results you get.

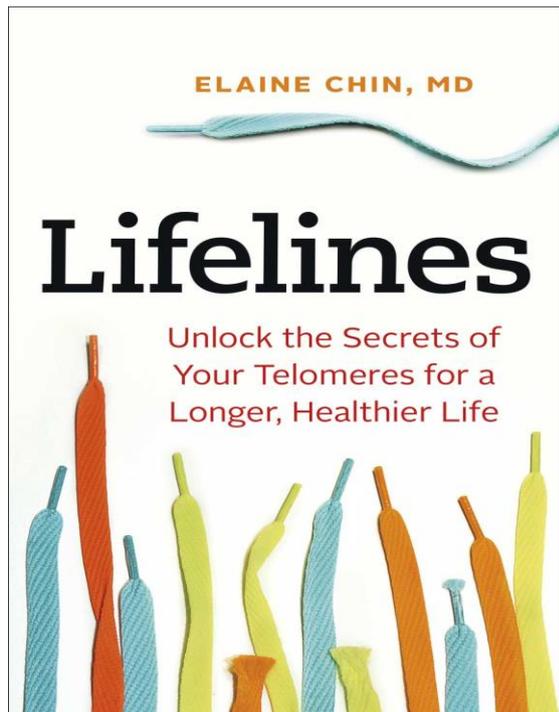
Whether you're a seasoned sales pro or a novice, a sales manager who wants to launch the team to new levels of performance, or a small business owner struggling with the selling role, *Uncommon Sense* is the personal sales coach you need to shift your thinking, shift your habits, and shift your performance to new heights.

#### About the author:



Jill Harrington is passionate about selling. As president of salesSHIFT, she helps sales teams from diverse industries shift the way they think and act, enabling them to drive bigger, better, faster sales in highly competitive markets. She has spoken to stellar reviews on four continents, has contributed to business and trade publications in North America, and her salesSHIFT blog was voted one of the top 10 sales blogs worldwide by Top Sales World in 2014.

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About the book:

This first-ever handbook containing comprehensive information on diet, the potential of supplements, hormone-replacement therapy, sleep patterns, and mental health will show you how to use our knowledge of telomere science to change your life for the better. Dr. Chin offers practical and realistic ways to optimize the length of your telomeres to give you an advantage in what really counts most in life—how long and how well you will live.

About the author:



Elaine Chin, MD, MBA, is a North American trailblazer of personalized medicine. She is the founder of Executive Health Centre in Toronto, which focusses on peak performance through an integrative science-based approach to maintaining optimal health. Her clinic's work with telomeres has been highlighted in the *Globe and Mail*, *Maclean's*, and on CTV National News. Her writing has appeared in *Maclean's* and *Canadian Business*. She is also a consultant for TELUS Communications, in the role of chief wellness officer. Dr. Chin received her medical degree from the University of Toronto and her MBA from the same university's Rotman School of Management.