



## bookbytes e-sales guidelines

V.022006

# Contents

---

- 1 Product Range for 2006
- 2 Product & Price List
- 3 Learning Bundle Offers
- 4 New Products Coming Soon in 2006

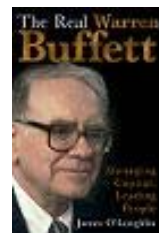
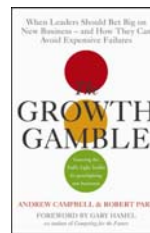
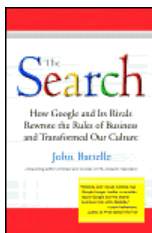
## Bookbytes Product Range for 2006

---

### Product Range

Bookbytes **reference library** contains content covering a variety of topics from Leadership, Personal Development, Sales & Marketing, Business Trends, Strategy and Customer Service. The reference library includes the following:

❖ **Business Book Summaries: five page electronic summaries** of leading UK and European business books, summarised by our team of leading UK and European Journalists



❖ **Business Interviews: exclusive interviews** with the **world's leading business writers** on the future of business covering agenda-setting viewpoints on the future of business. Topics include; Leadership, Team Building and People Development. These are condensed into three page PDF summaries

❖ **Business Best Practice: executive essays** from **top international business minds** giving practical advice and fresh thinking on tackling management tasks in business. Topics include: Coaching, Building Teams, People Development and Leadership. These are condensed into three page PDF summaries

❖ **Learning Bundles:** A selection of **five summaries** chosen from our business book summaries, business Interviews and Business Best Practice ranges focusing in on a particular topic covering Leadership, Performance Management Customer Service and Marketing

### Coming soon in 2006

❖ **Podcasts: 15 minute abstracts** of the leading **UK and European business books**, read by our team of professional voice over artists who work with some of the leading corporate training firms

❖ **CDROM:** Our Business Bundles transferred to CDROM so you can view our range together whenever it suits you.

## Product & Price List

Category  
One

### PDF Business Book Summaries

Product Code	Title & Author	Price
BB101	How to grow leaders, John Adair,	£5.00
BB102	The way of the leader, Donald G Krause,	£5.00
BB103	Performance at the limit, M Jenkins, K Pasternak & R West	£5.00
BB104	Next to me, David Jones	£5.00
BB105	The Growth Gamble, Andrew Campbell, Robert Park,	£5.00
BB106	Does your marketing sell, Ian Moore	£5.00
BB107	Creating Passion Brands, Helen Edwards & Derek Day,	£5.00
BB108	Global Call centers, Erik Granered,	£5.00
BB109	Re-Engineering Corporations, Michael Hammer & James Champy,	£5.00
BB110	The real Warren Buffet, James O'Loughlin	£5.00
BB111	Strategies for building successful global Business, Hubert Gatignon & John R. Kimberly with Robert Gunther,	£5.00
BB112	The Search, John Battelle,	£5.00
BB113	Coaching for Performance, Sir John Whitmore	£5.00
BB114	Shut up and Listen, Cary Cooper & Theo Theobald	£5.00
BB115	What's this India business, Paul Davies,	£5.00
BB116	Having their cake, Don Young & Pat Scott	£5.00
BB117	The Buzz, David Freemantle	£5.00
BB118	Business and the beautiful game, Theo Theobald & Cary Cooper	Coming Soon
BB119	Complete Mind Makeover, Ros Taylor,	Coming Soon
BB120	How come you can't identify your key customers, Peter Cheverton,	Coming Soon

## Product & Price List

Category  
two

### PDF Business Interviews

Product Code	Title & Author	Price
BB201	Helping Managers to assess the value of Human Capital, C Bartlett	£5.00
BB202	Leading Managers to Adapt and Grow, Warren Bennis	£5.00
BB203	Elephants and Fleas, Charles Handy	£5.00
BB204	The Case for business Criticism, Christopher Locke	£5.00
BB205	Redefining what it means to manage Globally, Fons Trompenaars	£5.00
BB206	Transforming Business by making it an Experience, Joseph Pine	£5.00
BB207	Making Marketing Manageable, Philip Kotler	£5.00
BB208	Changing the Workplace into a Meaningful Community, J S Brown	£5.00
BB209	The Case against the Long Run, Peter Bernstein	£5.00
BB210	Creating Strategies for the Future, William Bridges	£5.00
BB211	Achieving Customer Satisfaction and Customer Loyalty, J Rayport	£5.00
BB212	The Dance of Authenticity, Watts Wacker and Ryan Mathews	£5.00
BB213	Creating the vision of Managers Growing from Good to Great, Jim Collins	£5.00
BB214	Taking Management on a Strategy Safari, Henry Mintzberg	£5.00
BB215	Helping Managers measure up to the Leadership Challenge, Jim Kouzes	£5.00
BB216	Revealing How Management is All About 'Heart', Noel M. Tichy	£5.00
BB217	Setting the Agenda for the next Generation of Leaders, M Hammer	£5.00
BB218	Taking Managers online for the customer revolution, Patty Seybold,	Coming Soon
BB219	Taking Managers beyond Strategy, Structure, and Systems, Sumantra Ghoshal	Coming Soon
BB220	Beyond Strategy, Jean-Claude Larreche	Coming Soon

## Product & Price List

Category  
three

### PDF Business Best Practice

Product Code	Title & Author	Price
BB301	The Second coming of Service, Karl Albrecht	£5.00
BB302	Managing 1:1 Marketing, Drayton Bird	£5.00
BB303	Maximising a new Strategic Alliance, Peter Killing	£5.00
BB304	Re-Organising the Firm without Destroying it, Colin Price	£5.00
BB305	Really Leading, Debashis Chatterjee	£5.00
BB306	The End of Growth, Robert M. Tomasko	£5.00
BB307	Avoiding Mistakes from the Past, James E. Schrage	£5.00
BB308	The Good, the Fad and the Ugly, Lucy Kellaway	£5.00
BB309	Managing in a 24/7 Organisation, Thomas Koulopoulos	£5.00
BB310	Marketing to the 'Real-time' Consumer, Geoff Mott and Regis McKenna, The McKenna Group,	£5.00
BB311	Creating Powerful Brands, Paul Stobart	£5.00
BB312	Marketing: The Importance of being First, Al Ries & Laura Ries	£5.00
BB313	Infusing a company with Cutting-edge Strategy, Oren Harari	£5.00
BB314	Managing the Challenge of e-service, Chris Voss,	£5.00
BB315	Managing The Customer, Merlin Stone,	£5.00
BB316	How to walk on the Leading Edge without falling off the cliff, Judith A. Neal	£5.00
BB317	Outsourcing, Ronan McIvor,	£5.00
BB318	Coaching, Max Landsberg	Coming Soon
BB319	The Critical Factors that Build or Break Teams, Meredith Belbin	Coming Soon
BB320	Finding and Keeping the Best Talent in the World, Richard Leider	Coming Soon

## Learning Bundle Offers

### Customer Innovation Bundle

Product Code	Title & Author	Price (RRP)
BB401	The Case for business Criticism, Christopher Locke	£19.99
	The Second coming of Service, Karl Albrecht	
	The Buzz, David Freemantle	
	The Search, John Battelle,	
	Avoiding Mistakes from the Past, James E. Schrage	

### Business Trends Bundle

Product Code	Title & Author	Price (RRP)
BB501	What's this India business, Paul Davies,	£19.99
	The End of Growth, Robert M. Tomasko	
	Having their cake, Don Young & Pat Scott	
	Redefining what it means to manage Globally, Fons Trompenaars	
	Re-Engineering Corporations, Michael Hammer & James Champy,	

### Sales & Marketing Bundle

Product Code	Title & Author	Price (RRP)
BB601	Does your marketing sell, Ian Moore	£19.99
	Creating Passion Brands, Helen Edwards & Derek Day,	
	The real Warren Buffet, James O'Loughlin	
	Managing 1:1 Marketing, Drayton Bird	
	Making Marketing Manageable, Philip Kotler	

## Bundle Offers

### Strategy Bundle

Product Code	Title & Author	Price (RRP)
BB701	The Growth Gamble, Andrew Campbell, Robert Park,	£19.99
	Strategies for building successful global Business, Hubert Gatignon & John R. Kimberly with Robert Gunther,	
	Elephants and Fleas, Charles Handy	
	Maximising a new Strategic Alliance, Peter Killing	
	Global Call centers, Erik Granered,	

### Performance Management Bundle

Product Code	Title & Author	Price (RRP)
BB801	Performance at the limit, M Jenkins, K Pasternak & R West	£19.99
	Shut up and Listen, Cary Cooper & Theo Theobald	
	Coaching for Performance, Sir John Whitmore	
	Helping Managers to assess the value of Human Capital, C Bartlett	
	Leading Managers to Adapt and Grow, Warren Bennis	

### Leadership Bundle

Product Code	Title & Author	Price (RRP)
BB901	Next to me, David Jones	£19.99
	How to grow leaders, John Adair,	
	The way of the leader, Donald G Krause,	
	Transforming Business by making it an Experience, Joseph Pine	
	Really Leading, Debashis Chatterjee	

## New Products Coming Soon in 2006

---

### Podcast Bundle

Product Code	Title & Author	Price (RRP)
BBA01	The Growth Gamble, Andrew Campbell, Robert Park,	£15.00
	The Buzz, David Freemantle	
	How to grow leaders, John Adair,	

### CDROM Bundle

Product Code	Bundle Title	Price (RRP)
BBCD01	Customer Innovation	£29.95
BBCD02	Business Trends	£29.95
BBCD03	Sales & Marketing	£29.95
BBCD04	Strategy	£29.95
BBCD05	Performance Management	£29.95
BBCD06	Leadership	£29.95
BBCD07	Audio Bundle	£24.95