

August 2001

This month's password

... birthday

(Book of the month)

- Secrets of Internet Business Success
- Small Business "Fix It" Manual
- Complete Business Etiquette Handbook
- Terrific Telephone Techniques
- Stop Thief! How to Prevent People from Stealing Your Profit
- Merchandising Made Simple
- Retailing - How to Lift Sales and Profit

Book of the Month

Secrets of Internet Business Success

by Gihan Perera

Aust: \$ 26.40

O/Sea: A\$24.00

The Internet is the fastest-growing technology we've ever seen, but a few unchanging principles have remained constant throughout its history.

This book will teach you *the secrets of success* on the Internet. You'll discover:

- How to tell the Internet hype from the Internet hype.
- How to find information quickly and effectively.
- How to connect with worldwide communities with similar goals and interests.
- How to develop a Web site that integrates with your *overall business strategy*.
- How to establish credibility and gain respect on the Internet.
- How to protect your computer's security and your personal privacy.

This book is filled with *practical* and *powerful* tips and techniques that will teach you how to use the Internet to grow your business, save time and increase profits.

Complete Business Etiquette Handbook

by Barbara Pachter, Marjorie Brody and Betsy Anderson

Aust: \$ 55.00

O/Seas: A\$50.00

From the finer points of making interactions to international protocol, a foolproof guide to impeccable, customer-winning business manners at home and around the world.

Here's a step-by-step guide to avoiding social blunders and handling yourself properly in any business situation.

Retailing - How to Lift Sales and Profit

by Lorraine Thornton

Aust: \$ 27.50

O/Seas: A\$ 25.00

This book, based on years of hard experience, will not only assist retail students but anyone who wants to learn more about this rewarding industry.

Retailing - How to Lift Sales and Profit is intended to help experienced retailers and newcomers alike to achieve more sales, good profits and personal satisfaction. It will also assist store owners to improve current sales and profit results

Terrific Telephone Techniques

by Jurek Leon

Aust: \$ 33.00

O/Seas: A\$30.00

This publication has been written as a handy reference guide for the many questions which can arise concerning professional telephone behaviour in your business.

It is also designed for you to use as a workbook. It includes a series of exercises which can be undertaken by everyone in your work group.

This is the ultimate guide to excellent service over the phone.

Stop Thief! How to Prevent People from Stealing Your Profit

By Danielle Bradshaw & Jurek Leon

Aust: \$ 33.00

O/Seas: A\$30.00

Stop Thief! Includes case studies and guidelines to help you train and manage your staff, and to set and maintain store security standards.

It is designed to give you the confidence and the skills to minimize shop stealing in your store, and to deal with shop stealing effectively. It will also serve as a guide and workbook which managers can use to train new staff and raise the awareness of existing staff.

Merchandising Made Simple

by Jurek Leon, Jan Leonard and Joy Morrison

Aust: \$ 33.00

O/Seas: A\$30.00

This booklet has been prepared to help you and your team to make immediate improvements in your store performance through better merchandising.

It is an introductory booklet designed to be practical and easy to use.

Small Business "Fix It" Manual

By Penelope Russell

Aust: \$ 44.00

O/Seas: A\$40.00

The purpose of this manual is to assist all those people with little or no formal business training, who work from home, run a one person consultancy, are self employed or operate a small business.

It is designed to help pinpoint problem areas vital to success through analyzing:

- the current market
- product knowledge
- selling/market strategies
- customer service
- how to review, measure and manage time, costs and productivity.

And taking fast action to find new and profitable directions.

ORDER FORM

Title

Please tick the box

- Secrets of Internet Business Success
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- Complete Business Etiquette Handbook
- Terrific Telephone Techniques
- Stop Thief! How to Prevent People from Stealing Your Profit
- Merchandising Made Simple
- Retailing - How to Lift Sales and Profit

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