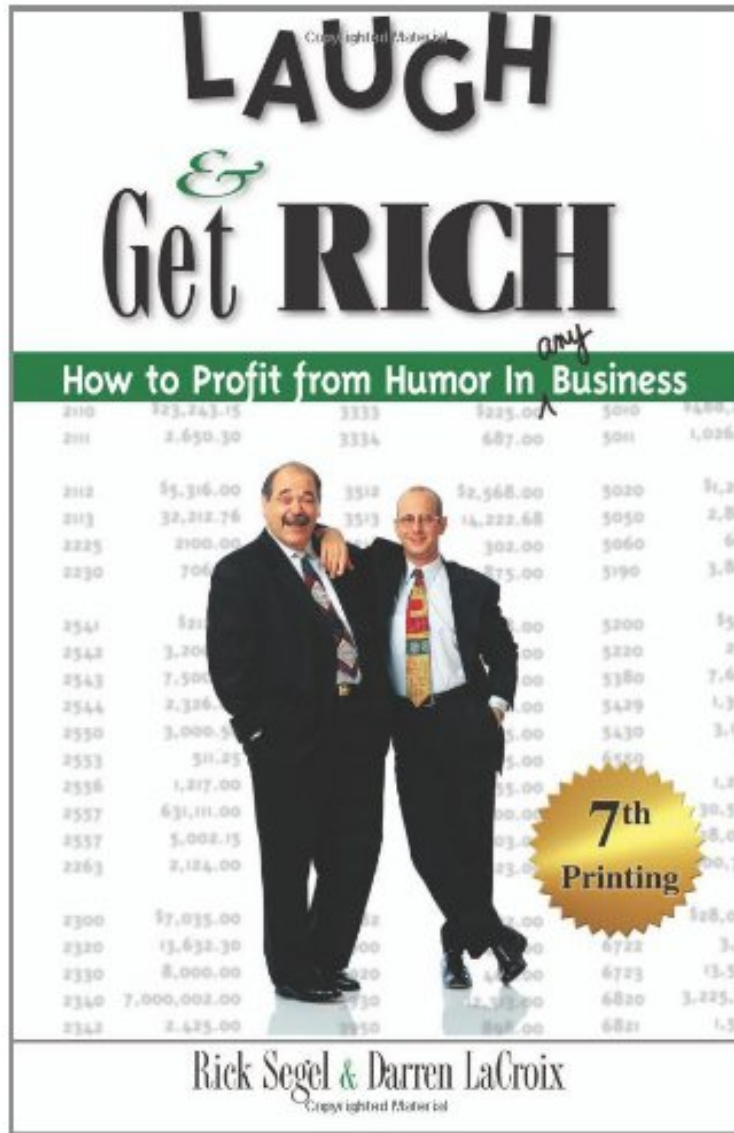


(Mobile pdf) Laugh Get Rich: How to Profit from Humor in Any Business

Laugh Get Rich: How to Profit from Humor in Any Business

Rick Segel

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Rick Segel : Laugh Get Rich: How to Profit from Humor in Any Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Laugh Get Rich: How to Profit from Humor in Any Business:

1 of 4 people found the following review helpful. not funny and not informativeBy Mike C.Read this instead of this book: Including humor in the workplace has many benefits.That's really all this book has to offer. It refers to no studies on humor in the workplace. It's just these two salesman/authors telling you what humor can do. I guess we are

just to take their word for it. And when they do give advice it's horrible. Here's how they say to handle "funsuckers" who are just people who don't find them funny: "...second tell them that they are funsuckers...then, maybe they will avoid you. third, avoid them. then, buy a copy of this book for them... they will start to get the point." The other advice they give isn't any better than this. And the book simply isn't funny in the least bit. I would hate to work with these people. If you find the jokes made in between video clips on America's funniest home videos to be absolutely hysterical than you might find these authors funny. 0 of 1 people found the following review helpful. Five Stars By Daniel A Great condition. Better than advertised. 10 of 12 people found the following review helpful. Laugh and Grow Rich By A Customer A friend suggested I read "Laugh and Grow Rich". I put it aside for about a week before I got around to reading it, and then I couldn't put it down. My mind was buzzing with ideas for meetings. I thought of ways that we could take some of the author's ideas and make our work more enjoyable-for both us and the customers. The chapter on how a printer made it enjoyable for people to be on hold made me rethink what we are doing. This was just one of the practical ideas that came from my first reading. I found the easy conversational tone took me a while to get used to, then it was just right. I guess that the best review I can give is that I purchased a second copy to give to a good friend who is in Wendy's upper management. A good book that is easy to follow and will help any manager to run better meetings and to deal with customer's and employees in a more effective manner.

Break the rules of traditional business for the sake of the most important bottom line. Yours! This collection of tools and stories will serve as a blueprint for business success while you enjoy the process. Improve your organization by understanding inclusionary humor and other principles that will become part of your life. Humor, it's not just for advertising anymore! Learn "HOW TO" strategically use humor to: - Build stronger client employee relationships - Differentiate yourself from the competition in any industry - Sell more - Decrease employee turnover REAL STORIES Behind the Laugh Get Rich Philosophy - A company that went from zero to \$6 million in six years - An HR expert who hires with humor - Furniture + Fun = \$\$\$ - A small business built with a porcelain pig

...tells you how to get the discipline of laughter into your business life to make your life the good life... -- Mark Victor Hansen, Co-Author - "Chicken Soup for the Soul This book will help you to know more, do more, and be mmore. Read it to learn. Apply it to grow. -- Nido R. Quebein, Chairman-Creative S E r v i c e s , I n c . ; Past President-National Speakers Association This is a good way to laugh all the way to better performance and higher profits. -- Alan Weiss, Ph.D., author - "Million Dollar Consulting" About the Author Rick Segel, CSP, a seasoned retailer of 25 years, owned one of New England's most successful independent woman's specialty stores. He is the marketing expert for Staples.com, a contributing writer for numerous national publications, and a founding member of the Retail Advisory Council for Johnson Wales University. Rick is the Director of Retail Training for the Retailers Association of Massachusetts. He is the creator of the Retailers Association of Massachusetts Awards of Excellence Program (RAMAEs) that has recognized over 50 of the most innovative retailers in the state. Rick is currently serving on the Boards of Directors for five corporations and associations. After authoring and developing The Retail Technology Assessment Survey and The Retail Store Assessment Survey, online assessment applications designed for small to medium sized retailers, he created The Retailer's Advantage, a membership website devoted to helping independent retailers improve their businesses. Rick holds the CSP (Certified Speaking Professional) designation from the National Speakers Association, an elite rank held by only 7% of professional speakers. Rick is a past President of the New England Speakers Association and he has been a featured speaker in 49 states, on four continents, delivering over 1900 presentations. Rick has authored 10 books, two training videos, and a six-hour audio program. Retail Business Kit for Dummies, published by Wiley, Inc., became the #1 selling retail how-to book in the United States in January 2002 and is now in its 2nd edition. The Essential Online Solution: The Five Step Formula for Small Business Success, published by Wiley, Inc. is a primer for business owners on creating ecommerce success. Rick also has much experience with the media and has appeared on TV, radio, and in many print articles. To find out more about Rick's available products or to see what he can do for your organization, contact him at: RickSegel.com