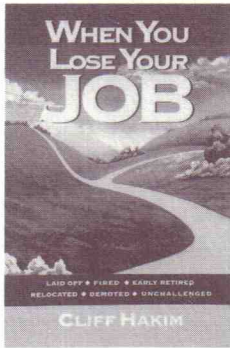
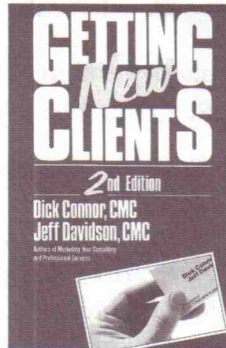


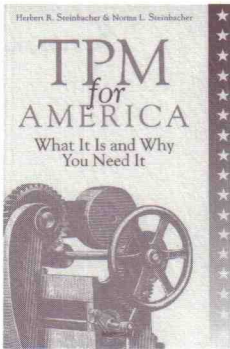
Four More Worth a Look



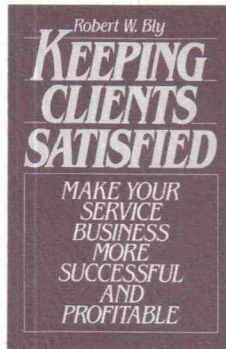
When You Lose Your Job, by *Cliff Hakim*. Berrett-Koehler, 1993, 272 pages, \$14.95 (ISBN 1-881052-25-7). Hakim, a career counselor, takes us on a fictional jaunt in which a skilled senior manager loses his job in a downsizing. We follow everymanager Matthew as he grieves, gets back on his feet, and hustles for a new job using the time-tested techniques of the successful job hunter. A timely book, considering 20 million Americans lost their jobs last year.



Getting New Clients, by *Dick Connor and Jeff Davidson*. John Wiley & Sons, 1993, 281 pages, \$27.95 (ISBN 0-471-55528-2). This book, for consultants and others offering professional services, starts at the ground level by giving advice on finding a profitable niche to exploit. Then it covers everything you need to do to get business, from prospecting to getting your foot in the door to identifying needs to writing proposals. A solid and comprehensive guide from a couple of pros.



TPM for America, by *Herbert and Norma Steinbacher*. Productivity Press, 1993, 147 pages, \$19.95 (ISBN 1-56327-044-7). TPM stands for Total Productive Maintenance, which is, the authors say, the foundation upon which all quality efforts must sit. Because maintenance costs are 15-40 percent of total product costs, they say it's time to go beyond corrective maintenance and embrace preventive and predictive maintenance. This is a problem/solution book for managers, not those who get their hands dirty.



Keeping Clients Satisfied, by *Robert W. Bly*. Prentice Hall, 1993, 275 pages, \$24.95 (ISBN 0-13-514183-4). This book, also for those offering professional services, assumes you know your niche and have a client base. Bly's goal, he says, is to help you "keep your clients happier longer," a skill that many lost when they were turning aside jobs in the 1980s. He covers picking the right prospects, doing more than expected to keep them coming back, and handling problems. Another solid book by a pro.

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