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Firm with heart beats stronger

Sacramento Business Journal - by [Gary Chazen](#) Staff Writer

From Chaos to Coherence: Advancing Emotional and Organizational Intelligence Through Inner Quality Management (By Doc Childre and Bruce Cryer; Butterworth-Heinemann). The book is based on Childre's "HeartMath" system, which helps "unravel the intricate relationship between the individual employee and the organization." The authors propose the use of "Inner Quality Management," which consists of "internal self-management, coherent communication, boosting organizational climate and strategic processes and renewal." The idea is to create efficiency within a company by caring for both its employees and its customers, recognizing the emotional health needs of both.

Adversity Quotient: Turning Obstacles into Opportunities (by Paul G. Stoltz, PhD., John Wiley & Sons, Inc., \$24.95). The book advocates the theory that the true measure of success is not your IQ, but your AQ, or "adversity quotient." Stoltz shows how people are able to "turn the unexpected changes and losses of life into opportunities for greater success, break the cycle of automatic reactions like helplessness and depression; reduce the time spent on self-blame and increase the speed of recovery, raise the productive and creative capacity for individuals, families and organizations during times of stress." The book is likely to inspire bosses and employees alike.

Close the Deal: Smart Moves for Selling (by Sam Deep and Lyle Sussman, Perseus Books, \$13). Deep and Sussman, authors of the popular "Smart Moves" series, team up with the Sandler Sales Institute to offer 120 lists filled with strategic hints to make presentations sharp, keep audiences interested and reach outstanding deals. Among the topics covered are: "15 ways to warm up to cold calling," "seven fears all buyers have," "Ten steps to determine your buyer's budget," "Ten prescriptions for staying out of legal trouble."

Global Jumpstart: The Complete Resource for Expanding Small and Midsize Businesses (By Ruth Stanat and Chris West Perseus Books, \$25). Provides a strategic plan for determining whether a company is a viable candidate for expansion, and, if so, what options are available: whether to export, establish alliances, start entirely new operations overseas or modify an existing product to fill a foreign niche.

Marketing for the Home-Based Business (By Jeff Davidson, Adams Media Corporation, Feb. 10, 1999; \$10.95 paperback). Features an expanded section on using new technologies to increase the reach of marketing efforts. The book outlines the use of sample telephone and voice mail scripts and other marketing materials. It also includes useful tips on setting up an efficient home office.