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Praise for Jim Holden's World Class Selling "World Class Selling is a must for any company executive and sales professional committed to achieving world class supremacy. Jim Holden has surpassed himself." –George E. Harvey President, Business Group AT&T Canada "The Holden Corporation and its value concept teachings are not new to the Microsoft OEM division. For the past three years we have worked with them, immersing ourselves in their value management methodology, applying it to a variety of scenarios in our business, with excellent results. For us, World Class Selling is another great extension of what we have been practicing for some time. I'm sure it will make us an even better organization to reckon with." –Joachim Kempin Senior Vice President, OEM Division, Microsoft "In World Class Selling, Jim Holden adds another dimension to his teaching effectiveness. The real-life highs, lows, threats to, and accomplishments of Mary Gagan establish the drama of what selling has become.

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From 1975 to 1979, author William Cohen studied under one of the greatest management educators and thought-leaders of all time: Peter Drucker. What Drucker taught him literally changed his life. Now, in this warm and inspiring read, Cohen shares the insights he gained as the first-ever graduate of Drucker's doctoral program and teaches readers how Drucker's game-changing ideas stand the test of time in the face of real-world workplace challenges today. A Class with Drucker shares many of Drucker's teachings that never made it into his countless books and articles--ideas that were offered to his students in classroom or informal settings. Cohen expands on Drucker's lessons with personal anecdotes about his teacher's personality, lack of pretension, and interactions with students and others. Having gone on from Drucker's teachings to become an Air Force general and eventually professor, management consultant, multibook author, and university president, Cohen is a testament to the lifechanging impact of Drucker's teachings and friendship. Enlightening and intriguing, this book allows you, too, to learn and grow from the timeless wisdom of a most inspiring man.

Creating Value Through Packaging

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This book fills a deep need in the packaging industry - a methodical guide to managing packaging that also demonstrates how packaging, considered in a total context, benefits all phases of a business and its customers. Starting from the premise that packaging is implicated in a network of material, social, economic and psychological factors, the book offers a comprehensive strategy highlighting packaging's value-adding roles in creating successful products and enhancing the experience of customers - B2B as well as consumers. But the book's practical applications are deeper. By illuminating the multiple relationships of packaging to organizations and cultural trends and linking them to one another and to business drivers, the book offers a useful new way to think about packaging, one that includes and goes beyond cost analysis to demonstrate how packaging is a corporate asset needed to innovate and increase profits. Methods in the book are shown to apply to a wide range of choices managers must make. The book covers all the standard operating procedures of packaging development, which, along with numerous flow charts, formulas and graphics, are designed to improve operations, planning, and sales.

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