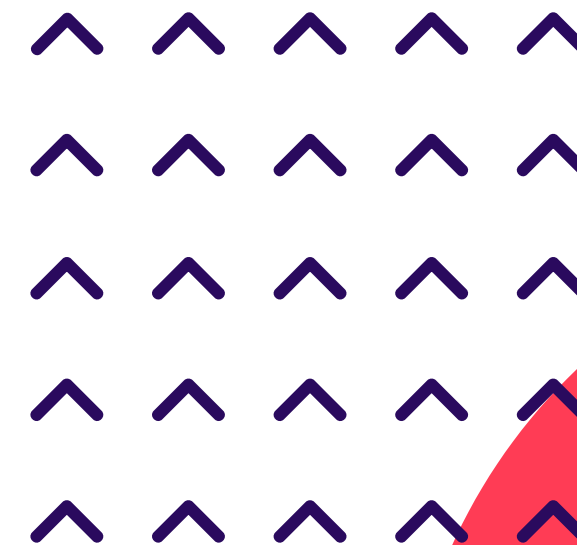


NON-FICTION

Polish Authors

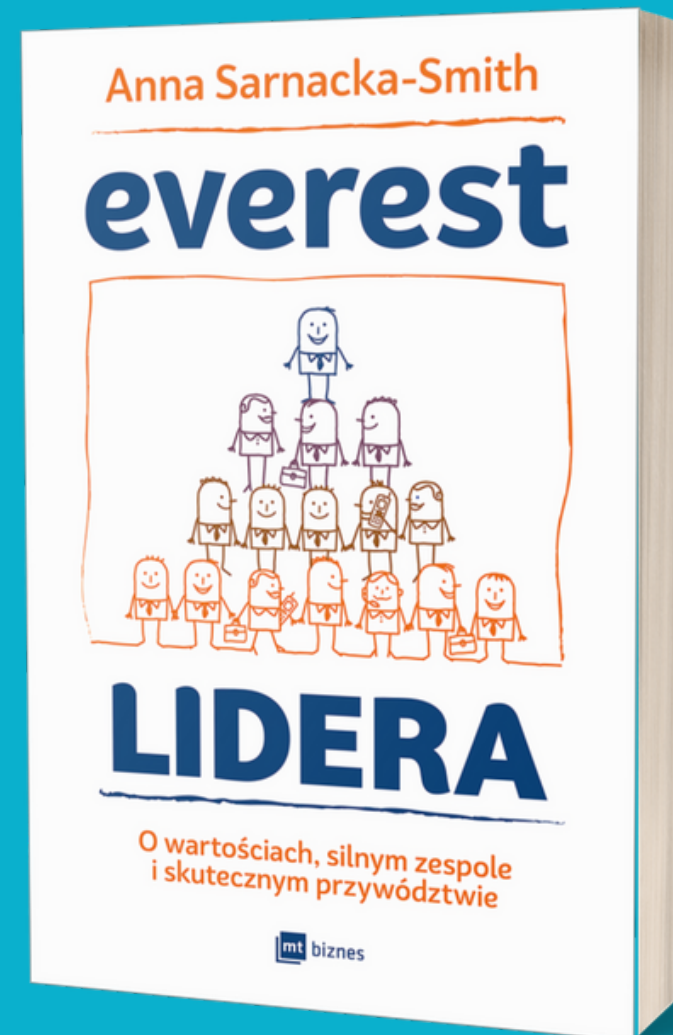


wydawnictwo
poltext



Anna Sarnacka-Smith

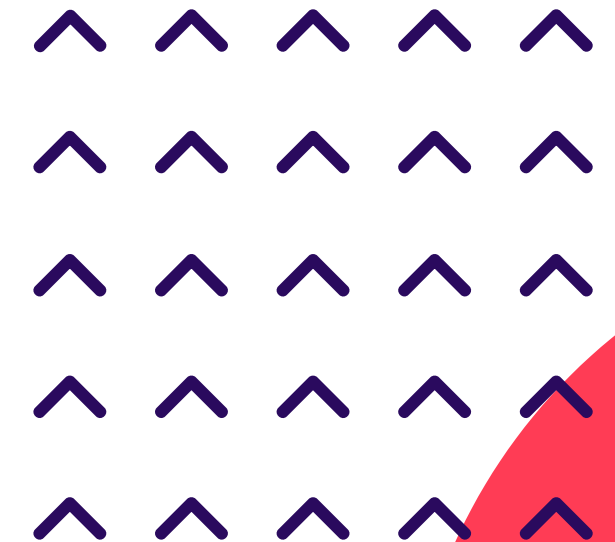
'The Everest of a True Leader: About Values, a Strong Team and Efficient Leadership'



264 pages

release date: May 12, 2017

- ▶ how the today's manager is being created
- ▶ in-depth interviews with leaders from Poland and USA
- ▶ insights of leadership based on DISC program



Robert Grzybek

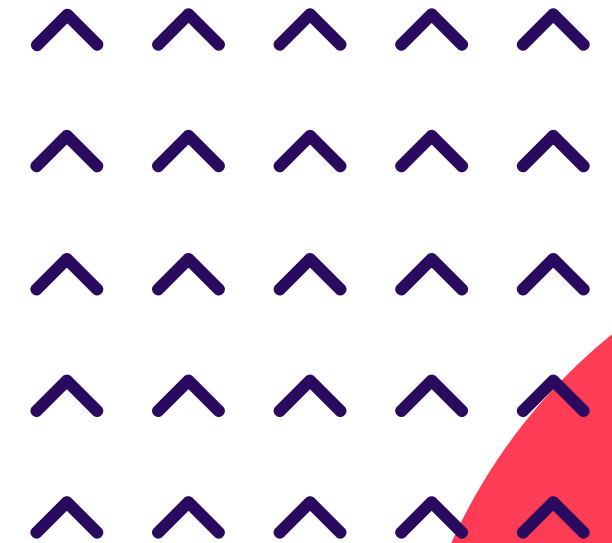
'The Magic of Sales: Techniques and Exercises'



280 pages

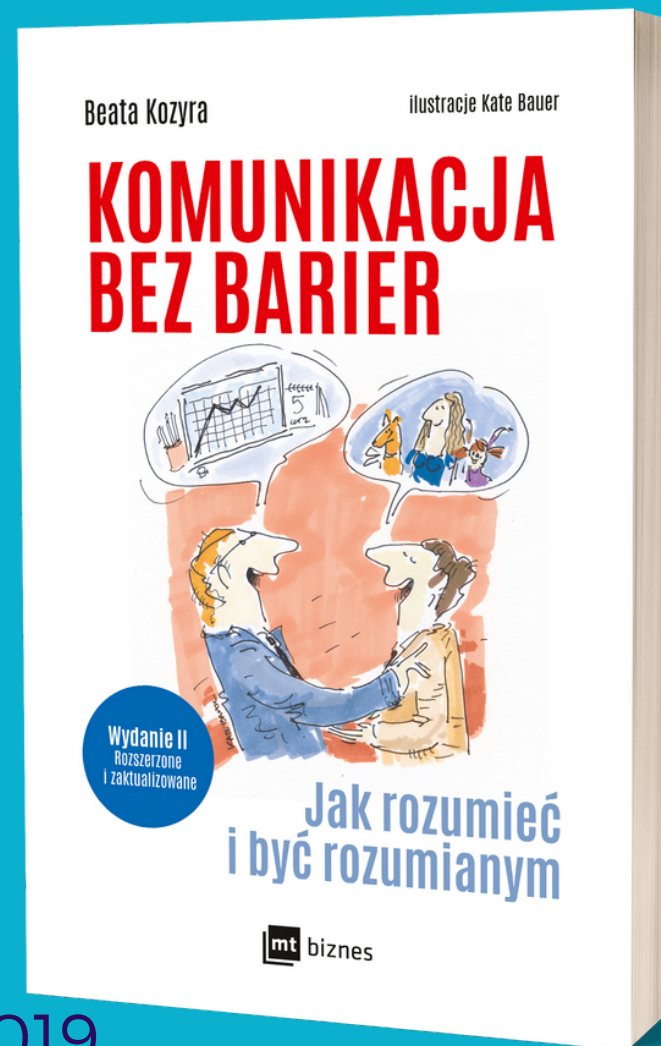
release date: May 26, 2017

- ▶ **practical rules and useful methods for salespeople, managers and negotiators**
- ▶ **based on author's own research and experiences**



Beata Kozyra

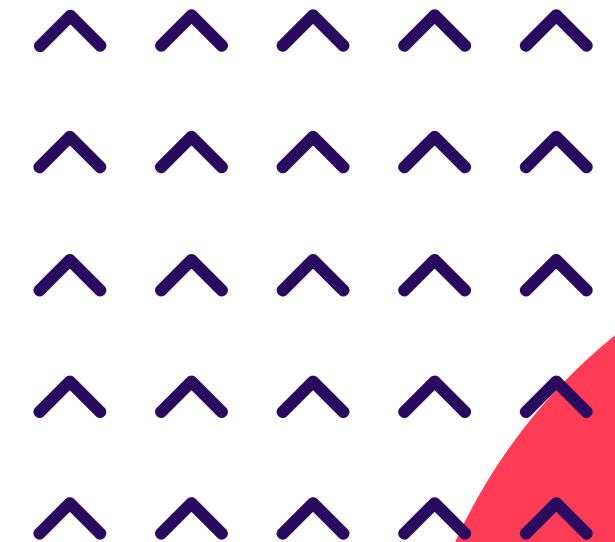
'Communication Without Boundaries: How to Understand and Be Understood'



426 pages

release date: April 26, 2019

- ▶ **how to communicate with various team members, your family and friends**
- ▶ **how to deal with difficult emotions and different reactions in everyday life**



Grzegorz Krzemiń

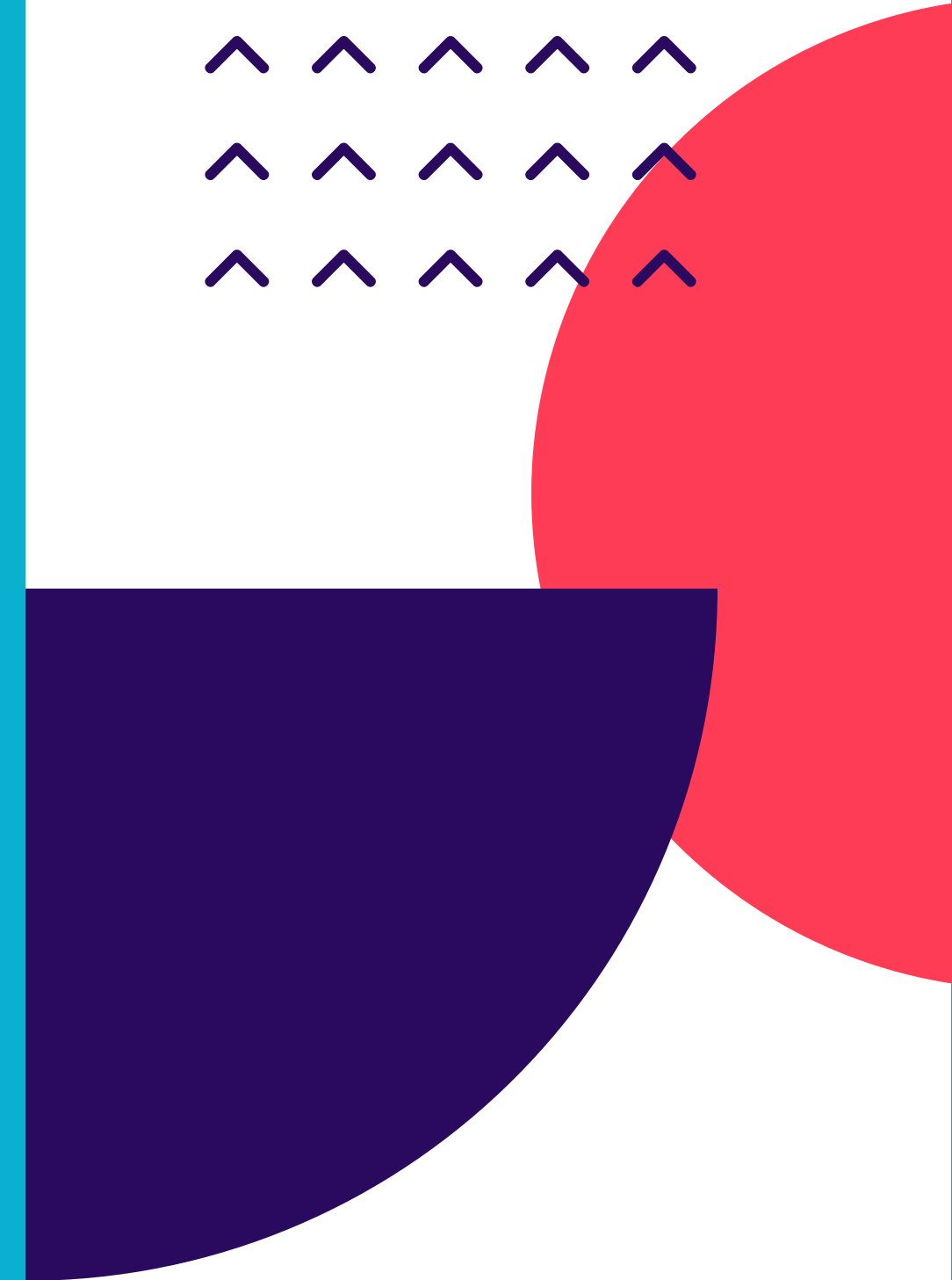
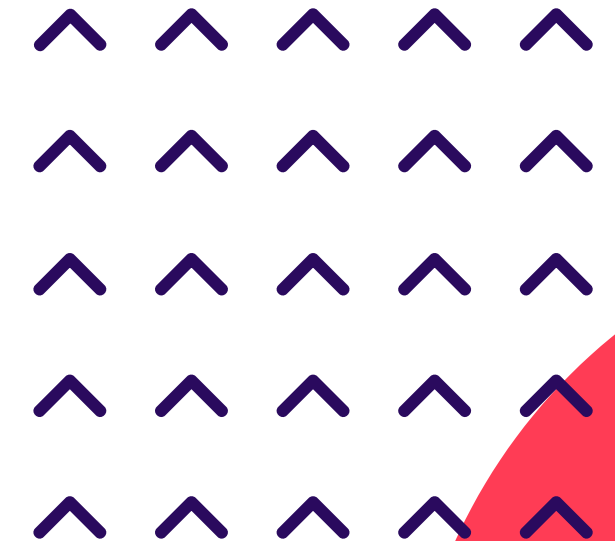
'Your Own Company Step by Step: Be Effective at Every Stage of Your Business' Growth'



256 pages

release date: September 6, 2019

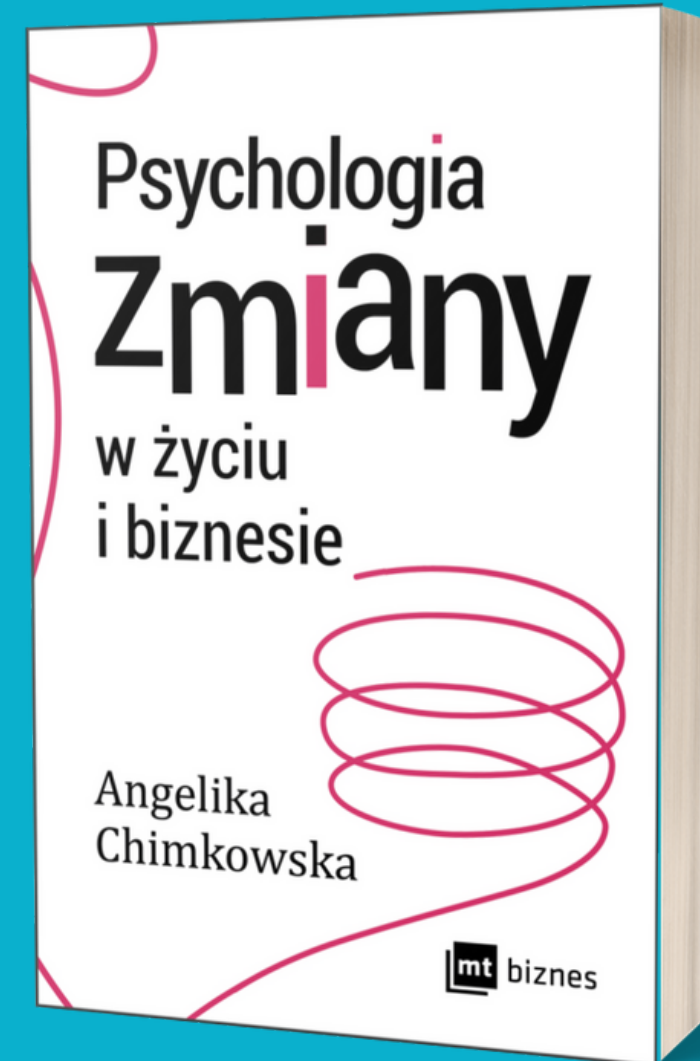
- ▶ **each entrepreneur's guide to building a successful business**
- ▶ **how to set goals, spend money on the right things, and use your competitors as fuel to create an effective company**



>> CHANGE MANAGEMENT

Angelika Chimkowska

'Psychology of Change Management in Your Personal and Business Life'



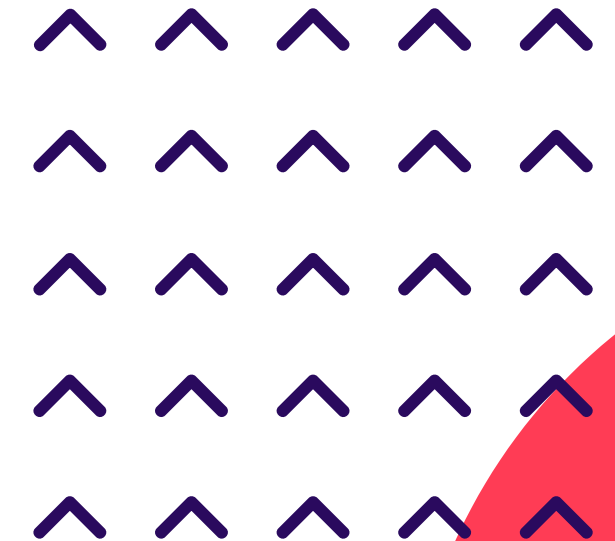
**The Best Book
For Trainer
Award 2017**

**Nomination for
The Economicus
Award in 2017**

272 pages

release date: November 26, 2016

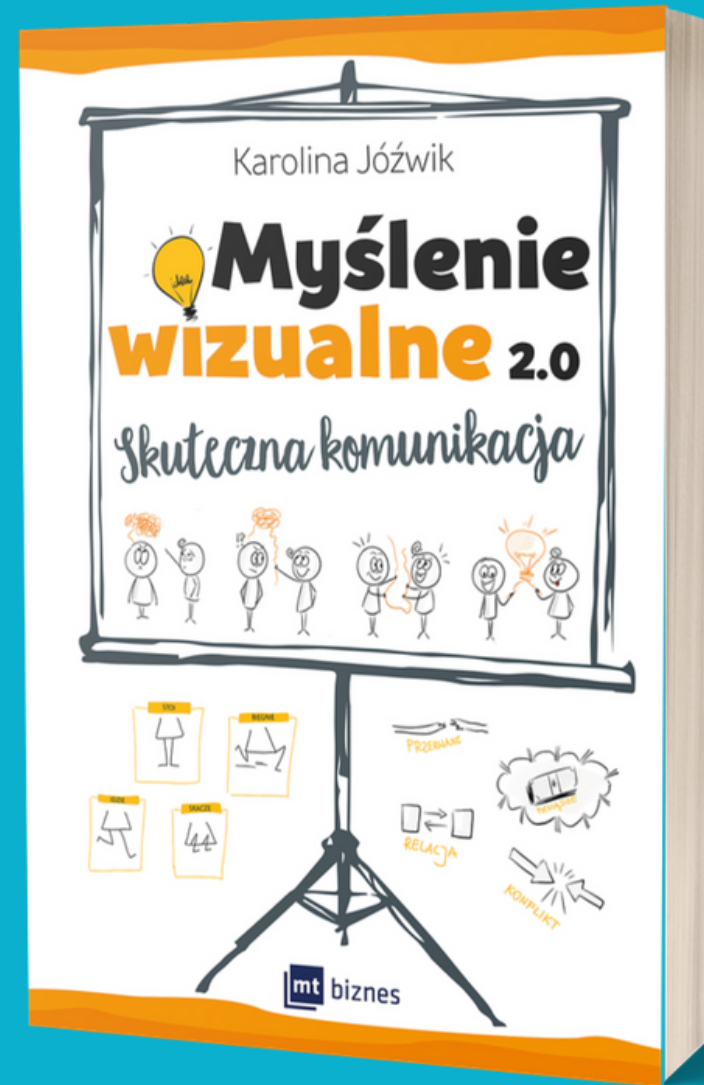
- ▶ **how to manage change successfully**
- ▶ **answering questions as to question what change management really means in your personal and business life**



>> VISUAL THINKING

Karolina Jóźwik

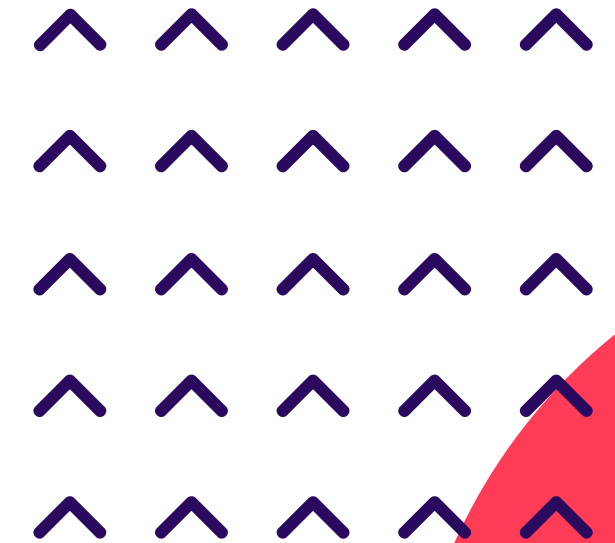
'Visual Thinking in Business: Efficient Communication'



176 pages

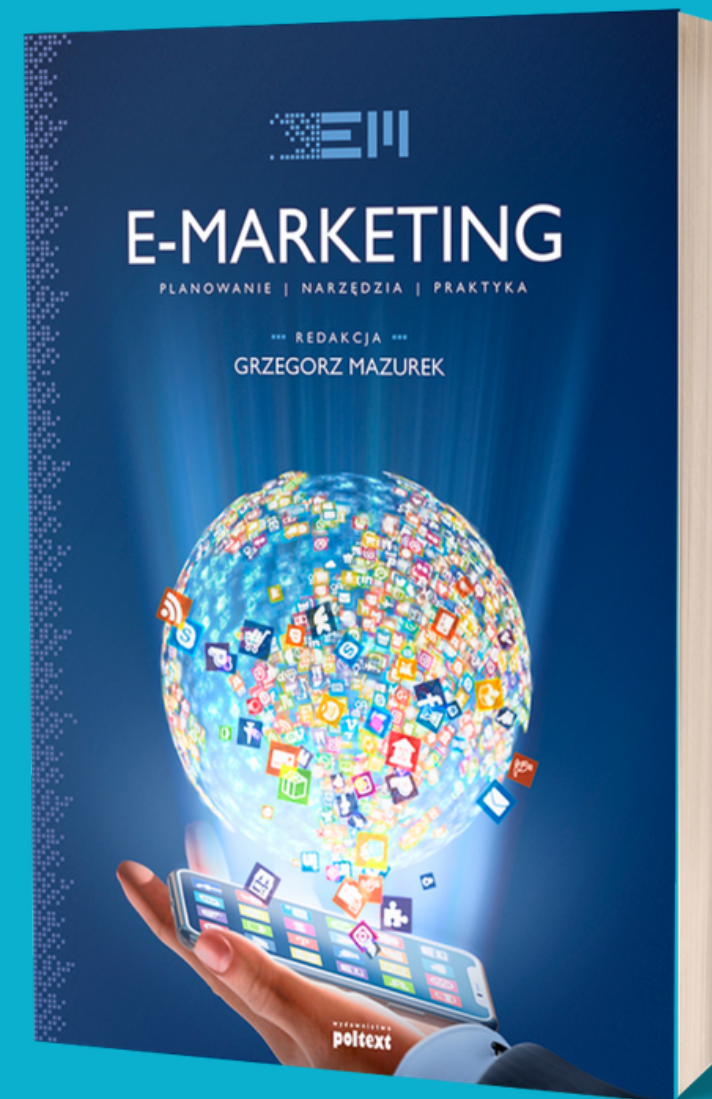
release date: September 8, 2017

- ▶ **how to create sketchnotes to capture and synthesize content and to make people pay attention during a meeting**
- ▶ **a reader is encouraged to take his or her notes visually while following a narrative in the book**



ed. Grzegorz Mazurek

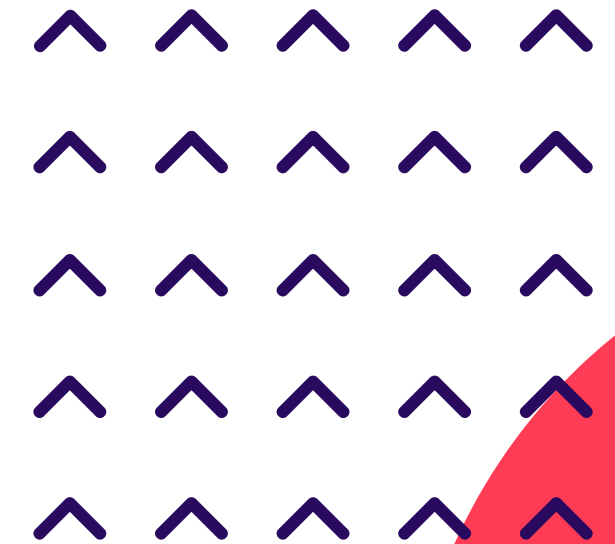
'E-Marketing: Planning, Tools and Practice'



488 pages

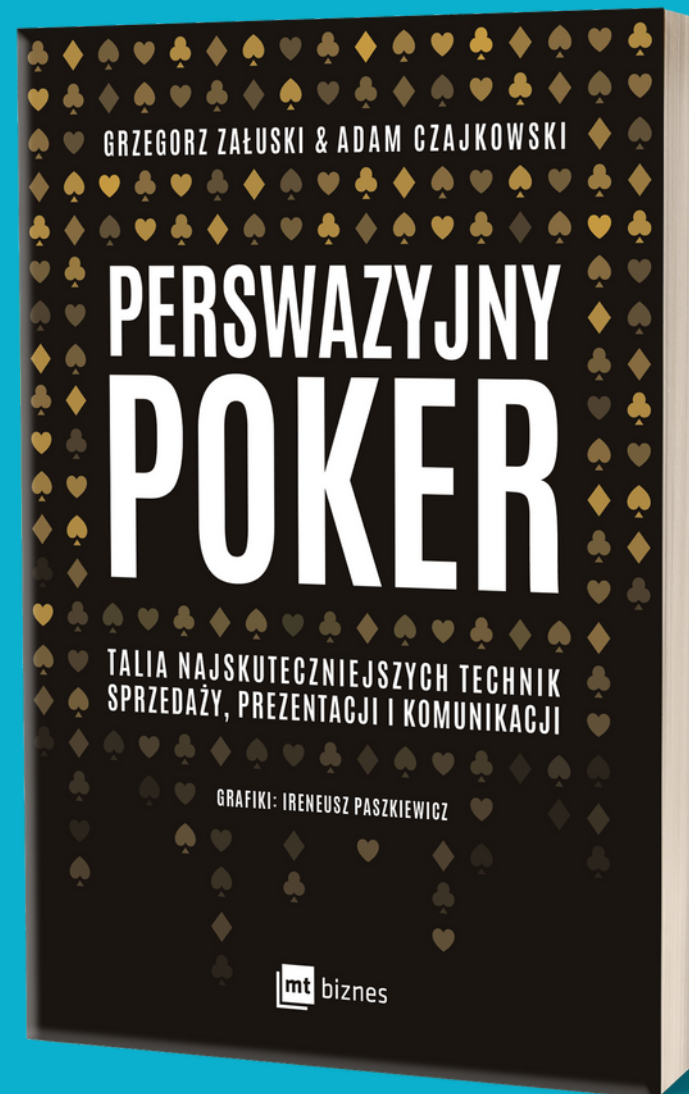
release date: October 19, 2018

- ▶ in-depth overview of useful online marketing tools that can be used on websites in social media and blogs, and in e-commerce
- ▶ based on authors' own experience and practice



Adam Czajkowski, Grzegorz Załuski

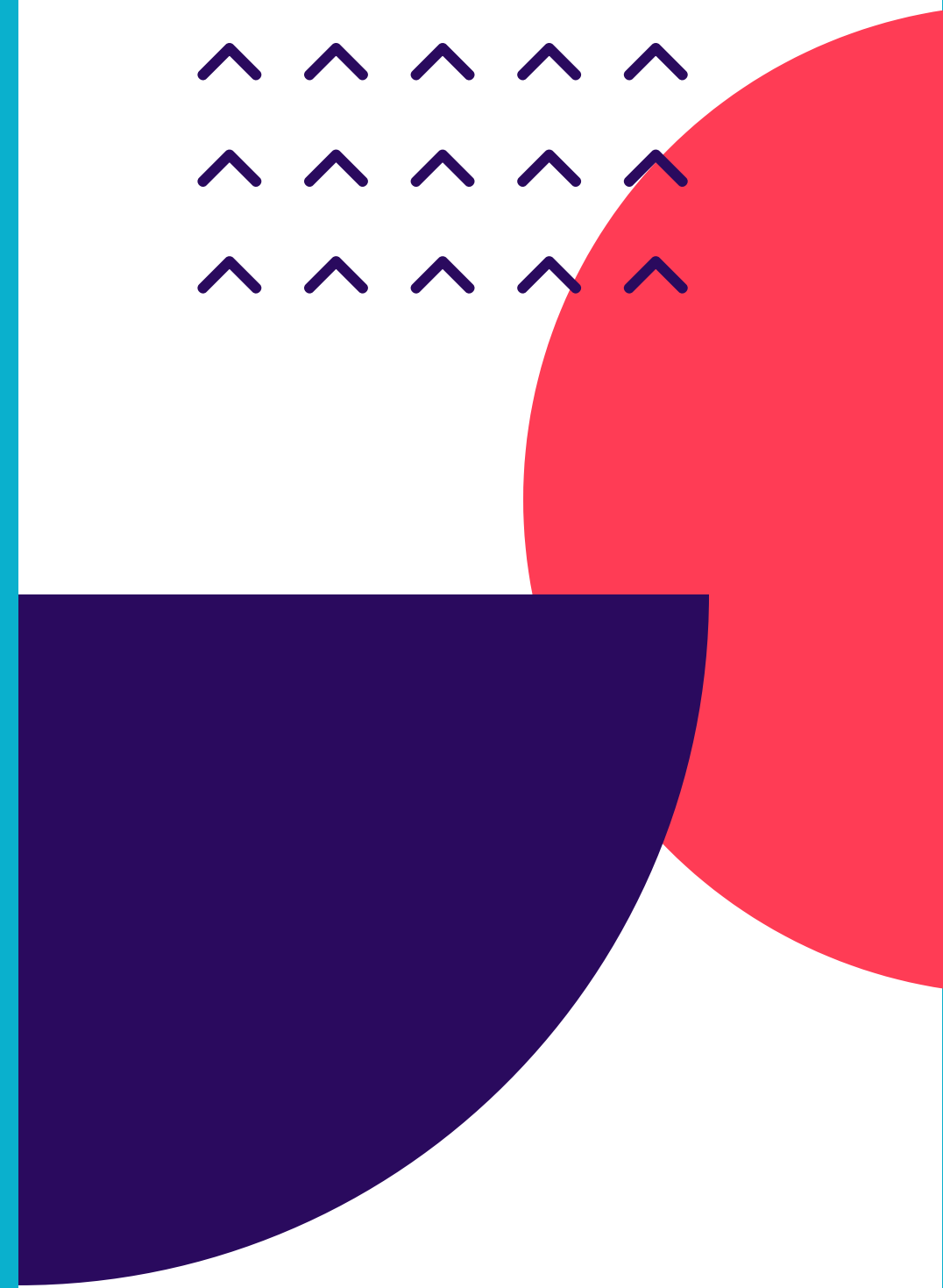
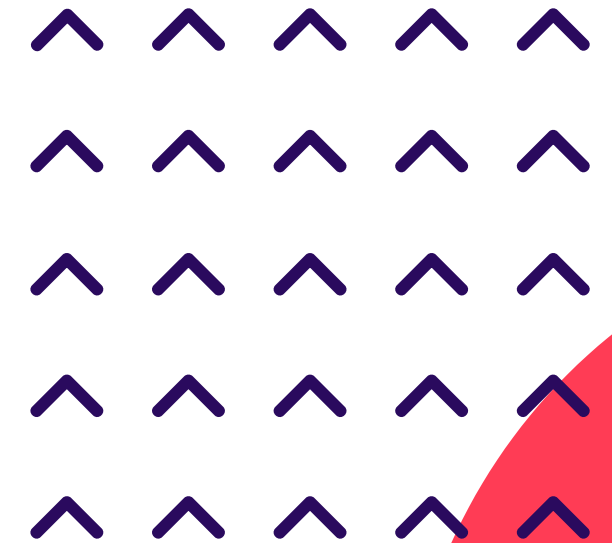
'Persuasive Poker: A Deck of The Best Sales, Presentation and Communication Techniques'



456 pages

release date: October 18, 2019

- ▶ **each of the 54 chapters show how to persuade and convince an individual or group's attitude, belief or behavior to change.**
- ▶ **all techniques are described as a deck of cards, which one can use immediately**



**Stefan Kawalec, Ernest Pytlarczyk,
Kamil Kamiński**

'The Economic Consequences of the Euro: The Safest Escape Plan'

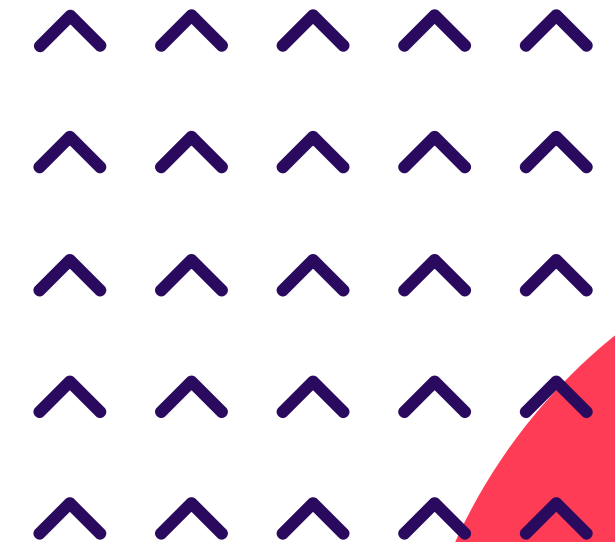


366 pages

release date: October 18, 2016

- ▶ **why the common currency poses a threat to all European Union**
- ▶ **useful and engaging contribution to the existing literature in the fields of macro, monetary and international finance and economics**

**The Economicus
Award 2019**



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