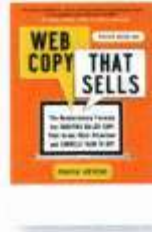




BUSINESS SPEAK

with Paul Robinson



WEB COPY THAT SELLS

Maria Veloso (McGraw-Hill, \$31)

To convert browsers into buyers and sell products online you need copy that entices. It's not called the "web" for nothing. Ideal for small business.



TO SELL IS HUMAN

Daniel H Pink (Text, \$33)

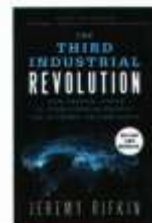
One way or another, we're all doing it - selling, that is - trying to convince other people to do it our way. Pink rethinks the sales schtick to acknowledge the potential power of persuasion.



HOW TO PRESENT

Michelle Bowden (Wiley, \$28)

Public speaking is a minefield and there's more to an effective presentation than just being a slick PowerPoint gunslinger. Beat their boredom with a foolproof formula from an expert.



THE THIRD INDUSTRIAL REVOLUTION **Jeremy Rifkin**

(Palgrave Macmillan, \$25) As fossil fuel goes the way of the, er, fossils, a convergence of energy and communication dawns. "Lateral power" and an "energy internet" is the way forward in a post-carbon world.