

# CATALYST

the **MARXGROUP**

Business Strategy | Marketing Communications

December 2008

## This Christmas, Give a Gift That Keeps on Giving...

Finding the perfect holiday gift for your valued employees that fits a tight company budget is easier than you think. Consider a gift that will have an excellent return on investment. Ask any employee if they feel they could use more training or would like to learn a new program, and if they're worth their salt, the answer is yes. Make the holidays a time to help improve your company's marketability by giving gifts that teach a new skill.

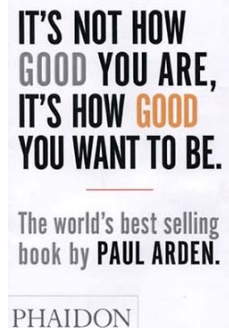
This can be as generous as an all-expense paid trip to a seminar out-of-town, assistance with education funds for a degree in aftermarket management, training at a local college on a specific program like InDesign, ACCESS or Illustrator, or a "must-have" book.

Here are a couple of books that we recommend as gifts, from easy to read to time-consuming, yet worth the effort.

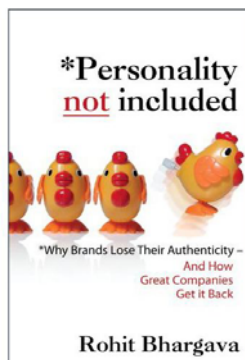
### ***It's Not How Good You Are, It's How Good You Want to Be***

Author: Paul Arden

"Just as Sun Tzu's Art of War is read as a lesson in business strategy rather than fighting in a military sense, or Machiavelli's The Prince is written about government, but used as a guide to management, so this book uses the creative processes of good advertising as a metaphor for business practices."



### ***Personality Not Included***



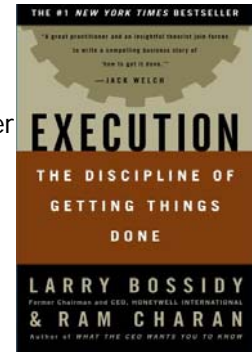
Author: Rohit Bhargava

"Personality Not Included is a powerhouse resource packed with bold new insights that show you how to shed the lifeless armor of your business and rediscover the soul of your brand." It demonstrates the importance of allowing your brand to have personality and build loyalty.

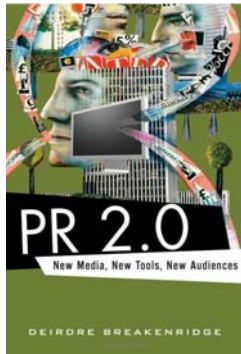
## ***Execution: The Discipline of Getting Things Done***

Authors: Larry Bossidy, Former Chairman and CEO of Honeywell International and Ram Charan, author of *What the CEO Wants You to Know*

This is the book that shows you how to get the job done and deliver results...whether you are running an entire company or in your first management job. The authors show "the importance of being deeply and passionately engaged in an organization and why robust dialogues about people, strategy and operations result in a business based on intellectual honesty and realism."



## ***PR 2.0***



Author: Deirdre Breakenridge

"In this easy to read and segmented book you will learn the best ways to utilize blogs, social networking, online newswires, RSS technology, podcasts and the rest of today's Web 2.0 tools." It is a book of best practices in PR to stay ahead of the curve.

And to sweeten the deal, a box of chocolates is always appreciated! Happy Holidays from the entire staff at The Marx Group.