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Books Authored  
by Joel Garfinkle



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## GETTING AHEAD - *Apply PVI Model for Career Advancement*

### Big Presentation? Don't Do It -- Have a Conversation Instead

There are some great presenters. Not all of us are. Since many of us don't like being presented to, engage your audience in a conversation that conveys the same content and brings them into your presentation.

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## LESSONS FROM LEADERS - *In-depth Profiles*

### How Campbell's Soup's Former CEO Turned the Company Around

When Douglas Conant came on the scene, Campbell's market value and employee engagement were a mess. Here's how he got things back on track.

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## CAREER CENTRAL - *Tips for Career Changers*

### 6 Ways to Blow a Job Interview

While the job market continues to improve, some interviewees may "shoot themselves in the foot" during an interview. Here are the biggest blunders to avoid during the interview process.

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### Motivated Minute Quotes to Inspire

"The growth and development of people is the highest calling of leadership."  
~ Harvey Firestone

"To do great things is difficult; but to command great things is more difficult."  
~ Friedrich Nietzsche

### Coaching Corner Joel's Words of Wisdom

#### 3 Keys to Mentally Preparing Yourself for Salary Negotiation

Whether you're negotiating your salary for a new position or asking for a raise at your





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**"To have long term success as a coach or in any position of leadership, you have to be obsessed in some way."**  
~ Pat Riley

current employer, if you want to succeed, you must prepare. To mentally prepare yourself, focus on these three facets:

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Frequent speaker at keynotes, meetings, conventions and seminars. He will energize your keynotes, meetings, conventions and seminars with his compelling and inspirational speaking style.

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### Executive Coaching

Garfinkle Executive Coaching provides individualized, customized coaching to help you move to higher levels of leadership by creating impact, exercising influence, boosting visibility and achieving significant victories on key projects.

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### Career Coaching

You spend one-third of your life at work, so you deserve to feel fulfilled by it. Joel's unique 7-Step Dream Job Process focuses first and foremost on helping you find the perfect job that aligns with your passions and natural talents.

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### Employee Outplacement Program

This proven 9-step program provides unique, personalized services to displaced workers. Whether you are a manager on your first job or a seasoned, high-level executive, you will receive intensive one-on-one attention and support to help you move quickly and successfully through the job search process.

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