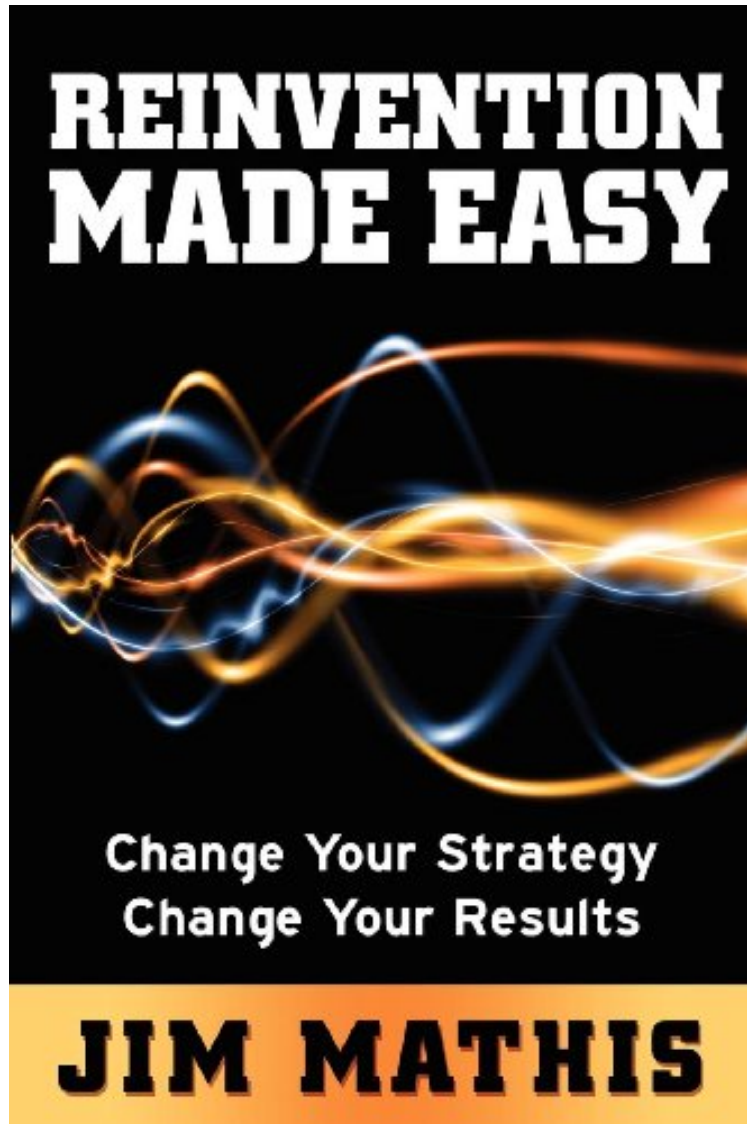


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## Reinvention Made Easy: Change Your Strategy Change Your Results

*Jim Mathis*

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**Jim Mathis : Reinvention Made Easy: Change Your Strategy Change Your Results** before purchasing it in order to gage whether or not it would be worth my time, and all praised Reinvention Made Easy: Change Your Strategy Change Your Results:

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a great book for a management team to read and discuss. If you're stuck, not getting the results you want or the way you've always done it isn't working--consider reading this book. 2 of 2 people found the following review helpful. Make sense- down to earth strategies By Carol Hulst Jim Mathis's book is a "make sense" real approach to the strategies people can connect to, even if they are uncomfortable at first; as you read it makes so much sense! The book is not warm and fuzzy but rather makes you think about the things you can personally do for yourself and how you can be the change agent for your organization to help it move forward in today's world. I can take this "down to earth" approach and apply it to our organization and to our marketing efforts within. Thank you Jim for making me uncomfortable enough to gain this "Re-inventive Attitude" Carol J. Hulst Vice President Corporate Secretary Highlands State Bank 2 of 2 people found the following review helpful. Reinvention- A Must Have Philosophy By Dawnyel Smink "Reinvention Made Easy", exemplifies the must have philosophy which businesses should embrace to evolve and survive the new economy. Throughout the book, Jim Mathis provides strategies and concepts probing the reader to embrace change, recognize changes in consumers today and how to put aside our fear as one learns to reinvent their business or perhaps even themselves. I am in an industry of dinosaurs fighting this philosophy and I will be buying a copy of this book to share with everyone in my organization in hopes that it will encourage them to keep ahead of extinction. "Disclaimer: I was given a free copy of this book to review."

Self reinvention is easy! Everybody can reinvent themselves in a challenging economy by incorporating the simple indisputable truths in Reinvention Made Easy. But even the most creative leaders will find this a personally challenging and value changing read. "The economy doesn't go up or down; it becomes different!" The realities of your business have changed forever. Leaders manage the way they react to change. The next year is probably the end of the way we will do business. Your business purpose is not determined by you, but by the needs or wants that are satisfied when the customer buys a product or service. Effective market leaders see themselves from the customer's viewpoint. To reinvent yourself, you must answer these questions raised in Reinvention Made Easy: When will the recession end?, Why don't people buy what I sell?, Why does my team hate me?, Why doesn't my team work always work?, How am I punishing my customers?, What is costing me more money than making me? The answers are so un-comfortable, you will be forced to think your way to very last page.

About the Author Jim Mathis, CSP is the Reinvention Strategist. An international certified speaking professional, author and founder of The Mathis Group, a Southeastern based group providing products and services that drive market leadership. The author of Reaching Beyond Excellence and Reinvention 101: Bold Ideas on Reinventing Yourself, he presents internationally on maintaining leadership in challenging economies and competing in the global marketplace. Jim believes that the economy isn't down; it's different. As one of the busiest speakers and strategists, Jim is in high demand presenting and strategizing with groups, associations and corporations around the world about his philosophy and business and marketing. He works across industry lines to use common-sense approaches to solving the challenges that companies and organizations face in a more competitive global market. Jim has applied his strategies across numerous industries. He helps you discover indisputable truths and realities about your organization that you can't see on your own and solve the loser to leader problems that you can't solve. His delivery style has you laughing one minute, writing down a thought the next and thinking your way out of the room. He is both humorous and provocative. He is anything but dull and boring!