

sales acceleration formula pdf

sales acceleration formula pdf is an essential resource for sales professionals seeking to enhance their strategies and boost revenue growth effectively. This comprehensive guide provides insights into the proven methodologies designed to accelerate sales cycles, improve lead generation, and optimize closing techniques. By leveraging the principles outlined in the sales acceleration formula pdf, organizations can systematically increase their sales velocity and achieve predictable outcomes. The document typically covers various aspects such as sales process optimization, pipeline management, and performance metrics, making it a valuable tool for sales teams at all levels. This article explores the key components of the sales acceleration formula pdf, its practical applications, and how it can transform sales performance. Below is an overview of the main sections that will be discussed in detail.

- Understanding the Sales Acceleration Formula
- Key Components of the Sales Acceleration Formula PDF
- Benefits of Using the Sales Acceleration Formula PDF
- How to Implement the Sales Acceleration Formula in Your Organization
- Common Challenges and Solutions
- Additional Resources and Tools

Understanding the Sales Acceleration Formula

The sales acceleration formula is a structured approach designed to enhance the speed and efficiency of the sales process. It combines data-driven insights, sales technology, and strategic methodologies to generate faster and more consistent revenue growth. The sales acceleration formula pdf typically explains how to identify key sales drivers and leverage them to shorten sales cycles and increase conversion rates. This approach emphasizes the integration of marketing and sales efforts to create a seamless buyer journey.

Definition and Purpose

The primary purpose of the sales acceleration formula is to provide a repeatable and scalable framework for accelerating sales performance. It helps sales teams focus on the most impactful activities that drive revenue,

eliminating inefficiencies and maximizing results. The formula is grounded in measurable data, allowing organizations to refine their sales processes continuously.

Historical Context and Evolution

The concept of sales acceleration has evolved alongside advances in sales technology and data analytics. Early sales methodologies focused primarily on relationship-building, but the modern sales acceleration formula incorporates automated tools, customer insights, and predictive analytics. The sales acceleration formula pdf reflects this evolution by outlining strategies that align with current market demands and buyer behaviors.

Key Components of the Sales Acceleration Formula PDF

The sales acceleration formula pdf breaks down the sales process into critical components that can be optimized for better performance. Understanding these elements is essential for effectively applying the formula in practice.

Lead Generation and Qualification

Generating high-quality leads and accurately qualifying them is fundamental to accelerating sales. The sales acceleration formula pdf emphasizes targeted lead generation strategies and the use of qualification criteria to prioritize prospects with the highest conversion potential.

Sales Process Optimization

Optimizing each stage of the sales funnel ensures that prospects move through the pipeline efficiently. This includes refining outreach methods, improving follow-up tactics, and leveraging sales enablement tools to support reps in closing deals faster.

Sales Technology Integration

Implementing CRM systems, sales automation software, and analytics platforms is a critical component of the sales acceleration formula. These technologies provide real-time data insights, streamline workflows, and enhance communication within sales teams.

Performance Metrics and Analytics

Tracking key performance indicators (KPIs) such as conversion rates, sales cycle length, and average deal size helps organizations identify bottlenecks and opportunities for improvement. The sales acceleration formula pdf outlines best practices for data analysis and reporting.

Benefits of Using the Sales Acceleration Formula PDF

Adopting the sales acceleration formula pdf offers numerous advantages that contribute to sustained sales growth and operational efficiency.

- **Increased Sales Velocity:** Accelerates the movement of prospects through the sales pipeline, reducing the time to close deals.
- **Improved Lead Quality:** Enhances lead targeting and qualification to focus on high-potential opportunities.
- **Greater Forecast Accuracy:** Provides reliable data for predicting sales outcomes and planning resources effectively.
- **Enhanced Team Productivity:** Streamlines sales activities and reduces administrative burdens through automation.
- **Scalable Sales Processes:** Establishes repeatable frameworks that can grow with the organization.

How to Implement the Sales Acceleration Formula in Your Organization

Successful implementation of the sales acceleration formula involves a systematic approach that aligns people, processes, and technology.

Assessment and Planning

Begin by assessing current sales performance and identifying areas for improvement. Establish clear goals and develop a roadmap that incorporates the sales acceleration formula's principles.

Training and Development

Equip sales teams with the necessary skills and knowledge through targeted training programs. Emphasize the importance of data-driven decision-making and technology utilization.

Technology Deployment

Select and integrate the appropriate sales tools and platforms that support automation, CRM, and analytics. Ensure these technologies are user-friendly and aligned with sales objectives.

Continuous Monitoring and Optimization

Regularly review sales metrics and gather feedback to refine processes. The sales acceleration formula pdf advocates for iterative improvements to maintain momentum and adapt to changing market conditions.

Common Challenges and Solutions

Implementing the sales acceleration formula pdf can present challenges, but proactive strategies can mitigate these issues effectively.

Resistance to Change

Sales teams may resist new methodologies or technologies. Address this by communicating benefits clearly, involving team members in planning, and providing ongoing support.

Data Quality Issues

Poor data integrity can undermine analytics and decision-making. Implement strict data governance practices and utilize tools that ensure accuracy and consistency.

Integration Difficulties

Combining new sales technologies with existing systems can be complex. Engage IT professionals early and choose solutions with compatibility and scalability in mind.

Additional Resources and Tools

To complement the sales acceleration formula pdf, organizations can leverage various resources and tools that enhance sales effectiveness.

- Customer Relationship Management (CRM) Software
- Sales Automation Platforms
- Lead Scoring and Qualification Tools
- Sales Training and Coaching Programs
- Data Analytics and Reporting Solutions

Utilizing these resources in conjunction with the sales acceleration formula pdf can provide a comprehensive framework for driving sales success.

Frequently Asked Questions

What is the 'Sales Acceleration Formula' PDF about?

The 'Sales Acceleration Formula' PDF is a digital version of the book by Mark Roberge that outlines a data-driven approach to scaling sales teams using metrics, technology, and inbound selling strategies.

Where can I download the 'Sales Acceleration Formula' PDF legally?

You can purchase and download the 'Sales Acceleration Formula' PDF legally from official retailers like Amazon Kindle Store, Google Books, or the publisher's website.

Does the 'Sales Acceleration Formula' PDF include practical sales templates?

Yes, the book includes practical frameworks and templates for building and scaling sales teams, such as hiring formulas, training guides, and sales process optimization techniques.

How can the 'Sales Acceleration Formula' PDF help

improve sales performance?

By applying the data-driven methods and metrics detailed in the PDF, sales leaders can better hire, train, and manage their teams, leading to faster sales cycles and improved revenue growth.

Is the 'Sales Acceleration Formula' PDF suitable for beginners in sales?

Yes, the PDF is designed to be accessible to both beginners and experienced sales professionals, providing step-by-step guidance on building scalable sales processes.

Additional Resources

1. *Sales Acceleration Formula: Using Data, Technology, and Inbound Selling to Go from \$0 to \$100 Million*

Written by Mark Roberge, this book reveals a step-by-step approach to building a scalable sales team using data-driven methods. It emphasizes the integration of technology and inbound selling strategies to accelerate revenue growth. The author shares practical insights from his experience at HubSpot, making it a valuable resource for sales leaders aiming to optimize their sales process.

2. *Predictable Revenue: Turn Your Business Into a Sales Machine with the \$100 Million Best Practices of Salesforce.com*

Authored by Aaron Ross and Marylou Tyler, this book outlines a proven sales process that helped Salesforce.com generate massive growth. It focuses on creating predictable lead generation and building a specialized outbound sales team. The strategies are designed to help companies consistently increase their revenue.

3. *The Challenger Sale: Taking Control of the Customer Conversation*

Matthew Dixon and Brent Adamson present a research-backed sales methodology that challenges traditional relationship-building approaches. The book introduces the Challenger sales rep who teaches, tailors, and takes control of customer interactions. It's essential reading for sales professionals seeking to improve their effectiveness in complex sales environments.

4. *SPIN Selling*

Neil Rackham's classic book introduces the SPIN (Situation, Problem, Implication, Need-payoff) technique to enhance consultative selling. Based on extensive research, it provides practical guidance on how to ask the right questions and close larger, complex deals. Salespeople can leverage this method to better understand customer needs and drive sales success.

5. *New Sales. Simplified.: The Essential Handbook for Prospecting and New Business Development*

Mike Weinberg offers straightforward advice and actionable strategies for

generating new business and managing the sales pipeline effectively. The book focuses on prospecting, overcoming objections, and closing deals in a competitive marketplace. It's a practical guide for sales professionals looking to boost their performance.

6. Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance

By Jason Jordan and Michelle Vazzana, this book delves into the metrics and processes that drive sales performance. It provides a framework for sales managers to identify key performance indicators and manage their teams more effectively. The insights help align sales activities with overall business goals.

7. Inbound Selling: How to Change the Way You Sell to Match How People Buy

Brian Signorelli's book explores the shift from traditional sales tactics to inbound selling, which aligns with modern buyer behavior. It offers techniques to attract, engage, and convert prospects using content and relationship-building. Sales teams can learn to adapt their approach to the digital age and improve results.

8. The Sales Development Playbook: Build Repeatable Pipeline and Accelerate Growth with Inside Sales

Trish Bertuzzi provides a comprehensive guide to building and scaling inside sales teams focused on developing pipeline. The book covers hiring, training, metrics, and technology needed to drive consistent sales growth. It's ideal for sales leaders seeking to improve their development processes.

9. Fanatical Prospecting: The Ultimate Guide to Opening Sales Conversations and Filling the Pipeline by Leveraging Social Selling, Telephone, Email, Text, and Cold Calling

Jeb Blount emphasizes the importance of relentless prospecting and provides techniques to effectively use multiple communication channels. The book teaches how to overcome common objections and maintain a full sales pipeline. It is a motivational and practical resource for salespeople aiming to increase their activity and success rate.

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Unlock Explosive Growth: The Sales Acceleration Formula PDF and its Impact on Modern Business

This ebook delves into the crucial concept of sales acceleration, examining its significance in today's rapidly evolving business landscape and providing a practical framework – encapsulated in a downloadable PDF – for achieving rapid and sustainable sales growth. We will explore proven strategies, leveraging recent research and real-world examples, to help businesses of all sizes dramatically improve their sales performance.

The Sales Acceleration Blueprint: A Comprehensive Guide

This guide, downloadable as a PDF, is structured as follows:

Introduction: Understanding Sales Acceleration
Chapter 1: Defining Your Ideal Customer Profile (ICP)
Chapter 2: Optimizing Your Sales Process for Efficiency
Chapter 3: Leveraging Technology for Sales Acceleration
Chapter 4: Building a High-Performing Sales Team
Chapter 5: Measuring and Analyzing Key Performance Indicators (KPIs)
Chapter 6: Adapting to Market Changes and Emerging Trends
Chapter 7: Forecasting and Planning for Sustainable Growth
Conclusion: Implementing and Maintaining Sales Acceleration

Detailed Outline Breakdown:

Introduction: Understanding Sales Acceleration: This section establishes the foundation, defining sales acceleration, explaining its importance in today's competitive market, and outlining the benefits of adopting a strategic sales acceleration approach. It sets the stage for the subsequent chapters.

Chapter 1: Defining Your Ideal Customer Profile (ICP): This chapter emphasizes the critical importance of identifying and targeting the right customer segment. We discuss methods for creating a detailed ICP, including demographics, firmographics, psychographics, and behavioral patterns. This targeted approach ensures efficient resource allocation and maximizes conversion rates.

Chapter 2: Optimizing Your Sales Process for Efficiency: This section dives into streamlining the sales funnel. We explore techniques like lead qualification, effective lead nurturing, and shortening the sales cycle. The goal is to identify and eliminate bottlenecks, enabling faster conversion of leads into paying customers.

Chapter 3: Leveraging Technology for Sales Acceleration: This chapter explores the crucial role of technology in modern sales acceleration. We delve into the use of CRM systems, sales automation tools, marketing automation platforms, and data analytics dashboards to streamline processes, improve forecasting accuracy, and enhance team collaboration.

Chapter 4: Building a High-Performing Sales Team: This section focuses on the human capital aspect of sales acceleration. We examine best practices for recruitment, training, motivation, and performance management. A high-performing team is the backbone of any successful sales acceleration strategy.

Chapter 5: Measuring and Analyzing Key Performance Indicators (KPIs): This chapter covers the importance of data-driven decision-making. We discuss crucial sales KPIs such as conversion rates, average deal size, sales cycle length, customer acquisition cost (CAC), and customer lifetime value (CLTV). Regular monitoring and analysis of these metrics allows for continuous improvement.

Chapter 6: Adapting to Market Changes and Emerging Trends: The business environment is constantly evolving. This chapter emphasizes the need for adaptability and responsiveness to market shifts, technological advancements, and changing customer expectations. Proactive adaptation is crucial for long-term success.

Chapter 7: Forecasting and Planning for Sustainable Growth: This chapter focuses on creating accurate sales forecasts based on historical data and market trends. We explore various forecasting methods and their applications in creating a sustainable growth plan. This ensures that resources are allocated effectively and goals are achievable.

Conclusion: Implementing and Maintaining Sales Acceleration: This concluding section summarizes the key takeaways, provides a checklist for implementation, and emphasizes the ongoing nature of sales acceleration. It underscores the need for continuous monitoring, adaptation, and refinement to sustain long-term growth.

Keywords: Sales Acceleration, Sales Acceleration Formula, Sales Growth, Sales Process Optimization, Sales Enablement, Lead Generation, Lead Nurturing, Sales Technology, Sales KPIs, Sales Forecasting, Sales Team Management, Ideal Customer Profile (ICP), Customer Acquisition Cost (CAC), Customer Lifetime Value (CLTV), Sales Automation, Marketing Automation, CRM, Business Growth, Revenue Growth

Recent Research Supporting Sales Acceleration Strategies:

Recent research from Gartner, Forrester, and HubSpot consistently highlights the importance of sales acceleration. Studies show that companies with robust sales acceleration programs experience significantly higher revenue growth, improved conversion rates, and reduced sales cycle times. For example, a recent Forrester report indicates that companies leveraging AI-powered sales tools see a 20-30% increase in sales productivity. Further research demonstrates a strong correlation between

effective sales process optimization and increased customer satisfaction, leading to higher customer lifetime value.

Practical Tips for Sales Acceleration:

Implement a robust CRM: Centralize customer data and streamline communication to improve efficiency and collaboration.

Utilize sales automation tools: Automate repetitive tasks such as email outreach and lead follow-up to free up sales reps for higher-value activities.

Invest in sales training and development: Equip your team with the skills and knowledge they need to succeed.

Track and analyze key performance indicators (KPIs): Use data to identify areas for improvement and measure the success of your strategies.

Embrace a data-driven approach: Make decisions based on insights gleaned from your sales data.

Focus on building strong customer relationships: Long-term success hinges on nurturing relationships and exceeding customer expectations.

Stay up-to-date with the latest sales technology and trends: Continuously adapt to changes in the market.

Foster a culture of collaboration and communication: Ensure that your sales team works together effectively.

FAQs

1. What is the difference between sales acceleration and sales enablement? Sales enablement focuses on equipping the sales team with the resources they need to succeed, while sales acceleration focuses on speeding up the entire sales process.

2. How can I measure the success of my sales acceleration strategy? Track key performance indicators (KPIs) such as conversion rates, sales cycle length, and customer acquisition cost (CAC).

3. What are the most important technologies for sales acceleration? CRM systems, sales automation tools, marketing automation platforms, and data analytics dashboards are all crucial.

4. How can I build a high-performing sales team? Focus on recruitment, training, motivation, and effective performance management.

5. What is the ideal customer profile (ICP) and why is it important? It's a detailed description of your target customer, crucial for effective targeting and resource allocation.

6. How can I optimize my sales process for efficiency? Streamline your funnel, improve lead qualification, and shorten your sales cycle.

7. How can I adapt to market changes and emerging trends? Stay informed about industry developments, continuously monitor your KPIs, and be prepared to adjust your strategy as needed.
8. What are some common challenges in implementing a sales acceleration strategy? Resistance to change, lack of resources, and inadequate data analysis are frequent hurdles.
9. How can I forecast sales accurately? Utilize historical data, market trends, and various forecasting methods to create realistic projections.

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3. The Ultimate Guide to Sales Process Optimization: A comprehensive guide to optimizing your sales funnel and streamlining the sales process.
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sales acceleration formula pdf: The Sales Acceleration Formula Mark Roberge, 2015-02-24 Use data, technology, and inbound selling to build a remarkable team and accelerate sales The Sales Acceleration Formula provides a scalable, predictable approach to growing revenue and building a winning sales team. Everyone wants to build the next \$100 million business and author Mark Roberge has actually done it using a unique methodology that he shares with his readers. As an MIT alum with an engineering background, Roberge challenged the conventional methods of scaling sales utilizing the metrics-driven, process-oriented lens through which he was

trained to see the world. In this book, he reveals his formulas for success. Readers will learn how to apply data, technology, and inbound selling to every aspect of accelerating sales, including hiring, training, managing, and generating demand. As SVP of Worldwide Sales and Services for software company HubSpot, Mark led hundreds of his employees to the acquisition and retention of the company's first 10,000 customers across more than 60 countries. This book outlines his approach and provides an action plan for others to replicate his success, including the following key elements: Hire the same successful salesperson every time — The Sales Hiring Formula Train every salesperson in the same manner — The Sales Training Formula Hold salespeople accountable to the same sales process — The Sales Management Formula Provide salespeople with the same quality and quantity of leads every month — The Demand Generation Formula Leverage technology to enable better buying for customers and faster selling for salespeople Business owners, sales executives, and investors are all looking to turn their brilliant ideas into the next \$100 million revenue business. Often, the biggest challenge they face is the task of scaling sales. They crave a blueprint for success, but fail to find it because sales has traditionally been referred to as an art form, rather than a science. You can't major in sales in college. Many people question whether sales can even be taught. Executives and entrepreneurs are often left feeling helpless and hopeless. The Sales Acceleration Formula completely alters this paradigm. In today's digital world, in which every action is logged and masses of data sit at our fingertips, building a sales team no longer needs to be an art form. There is a process. Sales can be predictable. A formula does exist.

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been called into question. With no end in sight to this trend, sales professionals and the managers who lead them must transform both the way they think about selling and how they go about executing their sales playbook. Expert author and HubSpot Sales Director, Brian Signorelli has viewed the sales paradigm shift from the inside—his unique insights perfectly describe the steps sales professionals must take to meet the needs of the empowered customer. In this book, readers will learn: How inbound sales grew out of inbound marketing concepts and practices A step-by-step approach for sales professionals to become inbound sellers What it really means to be a frontline sales manager who leads a team of inbound sellers The role executive leadership plays in affecting an inbound sales transformation For front-line seller, sales manager, executives, and other sales professionals, *Inbound Selling* is the complete resource to help your business thrive in the age of the empowered buyer.

sales acceleration formula pdf: From Impossible to Inevitable Aaron Ross, Jason Lemkin, 2019-06-05 Break your revenue records with Silicon Valley's "growth bible" "This book makes very clear how to get to hyper-growth and the work needed to actually get there" Why are you struggling to grow your business when everyone else seems to be crushing their goals? If you needed to triple revenue within the next three years, would you know exactly how to do it? Doubling the size of your business, tripling it, even growing ten times larger isn't about magic. It's not about privileges, luck, or working harder. There's a template that the world's fastest growing companies follow to achieve and sustain much, much faster growth. *From Impossible to Inevitable* details the hypergrowth playbook of companies like Hubspot, Salesforce.com (the fastest growing multibillion dollar software company), and EchoSign—aka Adobe Document Services (which catapulted from \$0 to \$144 million in seven years). Whether you have a \$1 billion or a \$100,000 business, you can use the same insights as these notable companies to learn what it really takes to break your own revenue records. Pinpoint why you aren't growing faster Understand what it takes to get to hypergrowth Nail a niche (the #1 missing growth ingredient) What every revenue leader needs to know about building a scalable sales team There's no time like the present to surpass plateaus and get off of the up-and-down revenue rollercoaster. Find out how now!

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community for inbound marketing success Inbound Marketing and SEO is a must-have for marketers in today's online world.

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sales acceleration formula pdf: *The Challenger Sale* Matthew Dixon, Brent Adamson, 2011-11-10 What's the secret to sales success? If you're like most business leaders, you'd say it's fundamentally about relationships-and you'd be wrong. The best salespeople don't just build relationships with customers. They challenge them. The need to understand what top-performing reps are doing that their average performing colleagues are not drove Matthew Dixon, Brent Adamson, and their colleagues at Corporate Executive Board to investigate the skills, behaviors,

knowledge, and attitudes that matter most for high performance. And what they discovered may be the biggest shock to conventional sales wisdom in decades. Based on an exhaustive study of thousands of sales reps across multiple industries and geographies, *The Challenger Sale* argues that classic relationship building is a losing approach, especially when it comes to selling complex, large-scale business-to-business solutions. The authors' study found that every sales rep in the world falls into one of five distinct profiles, and while all of these types of reps can deliver average sales performance, only one—the Challenger—delivers consistently high performance. Instead of bludgeoning customers with endless facts and features about their company and products, Challengers approach customers with unique insights about how they can save or make money. They tailor their sales message to the customer's specific needs and objectives. Rather than acquiescing to the customer's every demand or objection, they are assertive, pushing back when necessary and taking control of the sale. The things that make Challengers unique are replicable and teachable to the average sales rep. Once you understand how to identify the Challengers in your organization, you can model their approach and embed it throughout your sales force. The authors explain how almost any average-performing rep, once equipped with the right tools, can successfully reframe customers' expectations and deliver a distinctive purchase experience that drives higher levels of customer loyalty and, ultimately, greater growth.

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- Reclaim a minimum of one hour per day by eliminating major time sucks and changing the way you tackle e-mail and social media.
- Free up time to focus on activities that have the highest impact on your sales results, such as preparing, researching, strategizing, and connecting with customers.
- Optimize your sales processes to eliminate redundancies and wasted time.
- Transform your mind-set to effortlessly incorporate new, more productive habits; leverage your best brainpower; and stay at the top of your sales game.

Konrath helps you develop strategies specifically tailored to your life in sales, using your strengths to cut through the feeling of being overwhelmed. All salespeople have the same number of hours in a day; it's up to you to rescue your time to sell smarter.

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- Engage buyers'

emotions to increase their receptiveness to you and your ideas - Ask questions that line up with how the brain discloses information - Lock in the incremental commitments that lead to a sale - Create positive influence and reduce the sway of competitors - Discover the underlying causes of objections and neutralize them - Guide buyers through the necessary mental steps to make purchasing decisions Packed with advice and anecdotes, *The Science of Selling* is an essential resource for anyone looking to succeed in today's cutthroat selling environment, advance their business goals, or boost their ability to influence others. **Named one of The 20 Most Highly-Rated Sales Books of All Time by HubSpot

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ever-greater extent, so consumers are increasingly doing research online to choose companies and products that meet their needs. Inbound Marketing recognizes these behavioral changes as opportunities, and explains how marketers can make the most of this shift online. This not only addresses turning strangers into website visitors, but explains how best to convert those visitors to leads, and to nurture those leads to the point of becoming delighted customers. Gain the insight that can increase marketing value with topics like: Inbound marketing – strategy, reputation, and tracking progress Visibility – getting found, and why content matters Converting customers – turning prospects into leads and leads into customers Better decisions – picking people, agencies, and campaigns The book also contains essential tools and resources that help build an effective marketing strategy, and tips for organizations of all sizes looking to build a reputation. When consumer behaviors change, marketing must change with them. The fully revised and updated edition of Inbound Marketing is a complete guide to attracting, engaging, and delighting customers online.

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becomes available to everyone? The Long Tail is a powerful new force in our economy: the rise of the niche. As the cost of reaching consumers drops dramatically, our markets are shifting from a one-size-fits-all model of mass appeal to one of unlimited variety for unique tastes. From supermarket shelves to advertising agencies, the ability to offer vast choice is changing everything, and causing us to rethink where our markets lie and how to get to them. Unlimited selection is revealing truths about what consumers want and how they want to get it, from DVDs at Netflix to songs on iTunes to advertising on Google. However, this is not just a virtue of online marketplaces; it is an example of an entirely new economic model for business, one that is just beginning to show its power. After a century of obsessing over the few products at the head of the demand curve, the new economics of distribution allow us to turn our focus to the many more products in the tail, which collectively can create a new market as big as the one we already know. The Long Tail is really about the economics of abundance. New efficiencies in distribution, manufacturing, and marketing are essentially resetting the definition of what's commercially viable across the board. If the 20th century was about hits, the 21st will be equally about niches.

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faculty to consider is a welcome work. I will recommend this book to all my colleagues. —Catherine M. Casserly, senior partner, The Carnegie Foundation for the Advancement of Teaching As you read about each of the seven basic learning principles in this book, you will find advice that is grounded in learning theory, based on research evidence, relevant to college teaching, and easy to understand. The authors have extensive knowledge and experience in applying the science of learning to college teaching, and they graciously share it with you in this organized and readable book. —From the Foreword by Richard E. Mayer, professor of psychology, University of California, Santa Barbara; coauthor, *e-Learning and the Science of Instruction*; and author, *Multimedia Learning*

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the world has ever seen. The ideal shape for a gravity-defying vehicle happens to be a perfect disk, making antigravity tests a possible explanation for the numerous UFO sightings of the past 50 years. Chronicling the origins of antigravity research in the world's most advanced research facility, which was operated by the Third Reich during World War II, *The Hunt for Zero Point* traces U.S. involvement in the project, beginning with the recruitment of former Nazi scientists after the war. Drawn from interviews with those involved with the research and who visited labs in Europe and the United States, *The Hunt for Zero Point* journeys to the heart of the twentieth century's most puzzling unexplained phenomena.

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