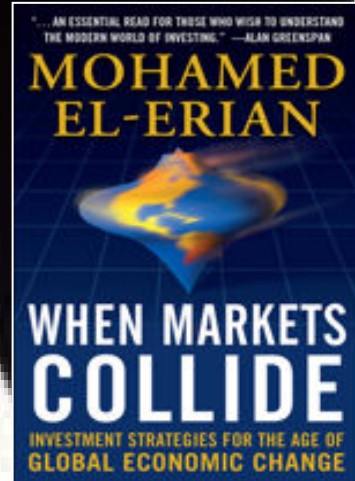


dawsonera is delighted to have McGraw-Hill best sellers!

Two ground breaking business titles from McGraw-Hill feature on dawsonera this week!

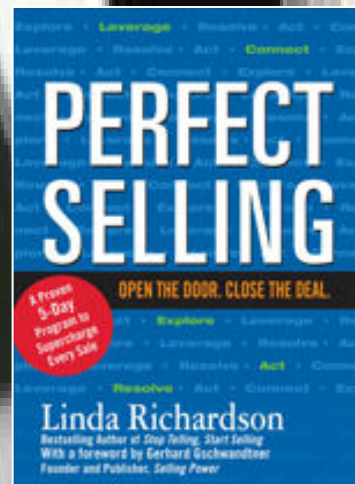
▷ 'When markets collide : investment strategies for the age of global economic change' by Mohammed A. El-Erian

Hitting the number 1 position on the New York Times Business best-seller list, number 1 on the Wall Street Journal best-seller list and also number 1 on USA Today's best -seller list, this book offers a detailed map of the new investment landscape from the man "Fortune" magazine calls the "Global Guru". Never before have investors and policy makers been beset by so many conflicting messages about the economy and the markets. While most pundits dismiss the conflicts as "noise" in the system, Mohamed A. El-Erian, President and CEO of the \$35 billion Harvard Endowment and incoming co-CEO and co-CIO of PIMCO, one of today's most successful investment firms, avers that those messages signal deep, structural changes and realignments that are radically redefining the investment game.



▷ 'Perfect selling : open the door, close the door' by Linda Richardson

Also a massive seller, 'Perfect Selling' was number 1 on USA Today's Money best seller list and placed highly on similar best-selling lists from the New York Times and Business Week. Linda Richardson is one of the most recognized names in sales and an innovator who pioneered customer-focused selling. 'Perfect Selling' distills her expertise into quick tips and techniques, providing succinct lessons in structuring and perfecting the key steps of a sales call. Richardson takes you skillfully through the perfect sales call, from the minute the dialogue begins to closing business. This is sales excellence at its best: a concise method to win more sales and build deeper relationships which can be learned quickly on the go.



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