

## For What Its Worth Business Wisdom From A Pawnbroker

COVERING YOUR ASSETS is not a guide on how to accumulate assets. It is written specifically for people who have already accumulated assets, or are on their way to doing so, and wish to preserve and protect those assets. It is written in a unique format that will allow you to isolate your specific life situation and read only material applicable to you. You will learn about what the Wealth Planning process should actually entail, the Thirteen Wealth Management Issues (twelve of which that are ignored by many Financial Planners), the synergy that should come from the integration of these oft-ignored issues, and how to properly build a Wealth Planning Team. Twenty-seven complex strategies and techniques are explained in simple terms and presented in such a way that they can be easily understood by any layman. COVERING YOUR ASSETS is an informative, enjoyable and easy to read guide for anyone wishing to Preserve and Protect what they have accumulated.

#1 Wall Street Journal Bestseller Instant New York Times Bestseller A game-changing approach to marketing, sales, and advertising. Seth Godin has taught

and inspired millions of entrepreneurs, marketers, leaders, and fans from all walks of life, via his blog, online courses, lectures, and bestselling books. He is the inventor of countless ideas that have made their way into mainstream business language, from Permission Marketing to Purple Cow to Tribes to The Dip. Now, for the first time, Godin offers the core of his marketing wisdom in one compact, accessible, timeless package. This is Marketing shows you how to do work you're proud of, whether you're a tech startup founder, a small business owner, or part of a large corporation. Great marketers don't use consumers to solve their company's problem; they use marketing to solve other people's problems. Their tactics rely on empathy, connection, and emotional labor instead of attention-stealing ads and spammy email funnels. No matter what your product or service, this book will help you reframe how it's presented to the world, in order to meaningfully connect with people who want it. Seth employs his signature blend of insight, observation, and memorable examples to teach you: \* How to build trust and permission with your target market. \* The art of positioning--deciding not only who it's for, but who it's not for. \* Why the best way to achieve your goals is to help others become who they want to be. \* Why the old approaches to advertising and branding no longer work. \* The surprising role of tension in any decision to buy (or not). \* How marketing is at its core about the

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stories we tell ourselves about our social status. You can do work that matters for people who care. This book shows you the way.

The "\$70k CEO" shares why he decided to pay a living wage at his company and urges entrepreneurs and other leaders to use their values to make better business decisions.

The popular radio personality offers a collection of witty, strange, and irresistible news items culled from newspapers from across the country

Are you thinking about selling your business? This 90-minute read is filled with practical, step-by-step advice that will help you get the most cash for the blood, sweat, and tears you've invested. Gerry T. Pandaleon, CPA, CMA, FCPA, brings three decades of experience as a CPA, controller, and CFO to this user-friendly guide to selling your business. Her lively, arm-around-your-shoulder style teaches you how to build equity into your business while preparing it for sale.

Every page weaves actionable advice with from-the-trenches examples so you can avoid stress and make your business more valuable to a buyer. In *How to Sell a Business For What It's Really Worth* you will discover:

- \*The first (and smartest) thing you must do once you decide to sell
- \*How to steer clear of pitfalls that make buyers walk away
- \*Why buyers have different hot buttons, and how to react to them
- \*17 questions you must answer before you put your business up for

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sale \*Why the golf course method of business valuation is not enough \*How your financial statements can reveal where to build equity \*Which sticking point can cost the most money and headaches - and how to control it \*Why it's smart to negotiate a consulting fee for yourself \*How to choose who stays and who goes in a merger \*The one simple tactic that moves a dragging deal forward \*10 red flags that you should not go through with the sell \*Why you should sell a failing business instead of fold it \*12 interview questions you must ask your advisers \*The Dance of the Deal: what to expect in a typical scenario \*How to exit with grace and dignity You will also get instant access to interactive, downloadable spreadsheets: \*Business Selling Timeline: list and track your business-selling activities \*Partial-Sell Calculator: translate a buy-in offer into actual dollars Work through this book and you may find yourself owning a business that is so well-run and profitable that you decide not to sell it.

Business and Society: Ethical, Legal, and Digital Environments prepares students for the modern workplace by exploring the opportunities and challenges they will face in today's interconnected, global economy. The author team discusses legal and ethical issues throughout and uses real-world cases to provide students with a holistic understanding of stakeholder issues. Chapters on social media and citizen movements, big data and hacking, and privacy in the

digital age provide in-depth coverage of how technology is transforming the relationship between organizations and consumers.

Gus S. Wortham was a good businessman. Among other enterprises, he started a highly successful insurance company, American General, and helped to shape the economic institutions of Houston. Gus Wortham was a civic leader, who worked actively in the Chamber of Commerce to influence the city's economic climate and who left the city a legacy of cultural institutions, including the Wortham Theater Center. Gus Wortham was a rancher and land developer. Land: "They aren't making any more if it," he liked to say. So he bought it, developed it, and built a business with it. In short, he became one of the most influential men in the history of Houston. This is the story of his life, his business, his city. Company records and interviews with Wortham's surviving friends and associates combine to make it a thorough account. "Mr. Wortham had an interesting philosophy about several matters in life," writes his longtime friend and business partner Sterling C. Evans in the Foreword. "One was on dollars. With the business dollar, it was immoral not to make money and one had to make sure to receive full value. With the pleasure dollar, if one could afford it, enjoy it and never look back." This old-school Southwestern gentleman lived a life worthy of a movie, and his company, American General, has shaped a city worthy of a

television series of its own. Urban and business historians alike will find this book a fascinating study, and those who know, or want to know, Houston will find it an enlightening chronicle.

**#1 NEW YORK TIMES BESTSELLER • A memoir of leadership and success:** The executive chairman of Disney, Time's 2019 businessperson of the year, shares the ideas and values he embraced during his fifteen years as CEO while reinventing one of the world's most beloved companies and inspiring the people who bring the magic to life. **NAMED ONE OF THE BEST BOOKS OF THE YEAR BY NPR** Robert Iger became CEO of The Walt Disney Company in 2005, during a difficult time. Competition was more intense than ever and technology was changing faster than at any time in the company's history. His vision came down to three clear ideas: Recommit to the concept that quality matters, embrace technology instead of fighting it, and think bigger—think global—and turn Disney into a stronger brand in international markets. Today, Disney is the largest, most admired media company in the world, counting Pixar, Marvel, Lucasfilm, and 21st Century Fox among its properties. Its value is nearly five times what it was when Iger took over, and he is recognized as one of the most innovative and successful CEOs of our era. In *The Ride of a Lifetime*, Robert Iger shares the lessons he learned while running Disney and leading its 220,000-plus

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employees, and he explores the principles that are necessary for true leadership, including:

- **Optimism.** Even in the face of difficulty, an optimistic leader will find the path toward the best possible outcome and focus on that, rather than give in to pessimism and blaming.
- **Courage.** Leaders have to be willing to take risks and place big bets. Fear of failure destroys creativity.
- **Decisiveness.** All decisions, no matter how difficult, can be made on a timely basis. Indecisiveness is both wasteful and destructive to morale.
- **Fairness.** Treat people decently, with empathy, and be accessible to them.

This book is about the relentless curiosity that has driven Iger for forty-five years, since the day he started as the lowliest studio grunt at ABC. It's also about thoughtfulness and respect, and a decency-over-dollars approach that has become the bedrock of every project and partnership Iger pursues, from a deep friendship with Steve Jobs in his final years to an abiding love of the Star Wars mythology. "The ideas in this book strike me as universal" Iger writes. "Not just to the aspiring CEOs of the world, but to anyone wanting to feel less fearful, more confidently themselves, as they navigate their professional and even personal lives."

Covers the formation and rise to stardom of Buffalo Springfield.

For What It's Worth Business Wisdom from a Pawnbroker Penguin

War Is a Racket is a speech and a 1935 short book, by Smedley D. Butler, a retired

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United States Marine Corps Major General and two-time Medal of Honor recipient. Based on his career military experience, Butler frankly discusses how business interests commercially benefit (including war profiteering) from warfare. He had been appointed commanding officer of the Gendarmerie during the United States occupation of Haiti, which lasted from 1915 to 1934.

This is a book on leadership from someone who has never read a book on leadership in his life. While building the Virgin Group over the course of forty years, Richard Branson has never shied away from tackling seemingly outlandish challenges that others (including his own colleagues on many occasions) considered sheer lunacy. He has taken on giants like British Airways and won, and monsters like Coca-Cola and lost. Now Branson gives an inside look at his strikingly different, swashbuckling style of leadership. Learn how fun, family, passion, and the dying art of listening are key components to what his extended family of employees around the world has always dubbed (with a wink) "the Virgin Way." This unique perspective comes from a man who dropped out of school at sixteen, suffers from dyslexia, and has never worked for anyone but himself. He may be famous for thinking outside the box--an expression he despises--but Branson asserts that "you'll never have to think outside the box if you refuse to let anyone build one around you."

A revelation for small business owners: creating a profitable business is possible without getting into a slash-and-burn price war with your competitors. Petty and

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Verbeck inspire you to live your passion and pass your enthusiasm on to your customers, without succumbing to the pressure to discount.

A profile of Buffalo Springfield, a group whose members included Neil Young and Stephen Stills. Though acknowledged as a talented and adventurous group of the late-60s, they did not achieve international success. This book gives insight into the group and the American music scene of the 60s.

"If you are an entrepreneur, stop what you are doing and go get this book! Stacy takes the stress out of running your own business and makes it fun." - Casey DeStefano, Host of Women with Balls . . . in the Air Podcast  
If you've poured your heart and bank account into your business but are struggling to make your numbers, drowning under a million unfinished plans, or stressing over every last detail, you may not know the answer to the question, "Is Your Business Worth Saving?" The truth lies underneath all your fears, worries, and to-do lists. With help from entrepreneur and business coach Stacy Tuschl, you will uncover the next steps to taking your business from so-so to successful. In this practical guide, business coach Stacy Tuschl shares a personalized, step-by-step plan for rescuing your business--and your sanity. She talks directly to YOU and other female entrepreneurs who are lost in the responsibilities of running a business while maintaining a full life. "Your pursuit of success in any one aspect of your life cannot come at the cost of the rest of what makes you who you are." This book is for you if you've asked yourself: Is this business worth all the time, money, and effort

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I've been putting into it? Am I really capable of doing this? Should I continue down this path? What if I'm in over my head? How will I know what to do next? Stacy helps you assess whether your business can be rescued, and then provides you with her tested, actionable strategies to help it not only survive, but thrive. In this book, you'll find:

- Critical questions and get-real evaluations to help you assess the health and viability of your business
- Financial know-how
- Innovative marketing ideas
- Tips for working well with clients and team members
- Her sought-after strategies for business partnerships
- The key elements of her exclusive business tracking systems
- Strategic processes to determine your direction
- What's holding you back from getting there, including areas of self-sabotage, business blunders, financial habits, and image-killers
- Tips, disciplines, and practices to dig yourself out of a rut and charge to the top

Along the way, Stacy guides you in assessing your own strengths and weaknesses as an entrepreneur so you get out of your own way and achieve your true potential. At the end of each chapter, Sign Posts help provide reassurance that you're headed in the right direction on a difficult journey. Rather than a one-size-fits-all solution to your business challenges, this guide offers Stacy's proven and personalized Business Rescue Road Map. With this plan in hand, you can become the innovative, excited, and passionate entrepreneur you want to be, and live the life of your dreams! By calling on the best you have to offer, you'll become an asset to your business and reach a new level of life, balance, and joy. Full of front-line lessons learned and motivational tips, "Is Your

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"Business Worth Saving?" is a 168-page change agent for entrepreneurs at any stage. The star of the reality show "Hardcore Pawn" draws on his rags-to-riches experiences as a third-generation pawnbroker in Detroit, revealing how the strategies of pawnbrokers can be applied for success in all areas of a sales career.

My, how things have changed! Experience glimpses into the past from the memories of a Baptist preacher who continues his mission of joyfully serving Jesus each day. Read of life incidents he has tied with his understanding of the Scriptures that have served to guide him through everyday living for eighty-eight years. From working in the cotton fields in northern Louisiana during the Great Depression to maneuvering through the age of computers and cell phones, experience the life lessons E.J. has learned along the way. E.J. took to heart the importance of every experience he encountered throughout his eventful life, from the value of hard work to the importance of not only making friends but being a friend as well. Journey along with E.J. as he fulfills his lifelong passion of making sure every person he meets, from the waitress in the restaurant to the person in the airport, has a personal relationship with Jesus Christ. As you read this book, you will be encouraged to follow his example in getting up each morning and asking God to make you aware of divine appointments. You too may want to determine not to let anything or anyone rob you of your joy in the Lord!

What will it take to get her back? When the hurt that I caused the love of my life finally gives me a reality check, will it be too late? Or can I pull off a Christmas miracle? I plan on getting my wish!

Part-memoir, part-history, *The Business of Books* is an irascible, acute and often passionate

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account of the collapsing standards of contemporary book publishing. It has appeared throughout the world in seventeen different editions. Book jacket.

A legend in the car industry reveals the philosophy that's starting to turn General Motors around. In 2001, General Motors hired Bob Lutz out of retirement with a mandate to save the company by making great cars again. He launched a war against penny pinching, office politics, turf wars, and risk avoidance. After declaring bankruptcy during the recession of 2008, GM is back on track thanks to its embrace of Lutz's philosophy. When Lutz got into the auto business in the early sixties, CEOs knew that if you captured the public's imagination with great cars, the money would follow. The car guys held sway, and GM dominated with bold, creative leadership and iconic brands like Cadillac, Buick, Pontiac, Oldsmobile, GMC, and Chevrolet. But then GM's leadership began to put their faith in analysis, determined to eliminate the "waste" and "personality worship" of the bygone creative leaders. Management got too smart for its own good. With the bean counters firmly in charge, carmakers (and much of American industry) lost their single-minded focus on product excellence. Decline followed. Lutz's commonsense lessons (with a generous helping of fascinating anecdotes) will inspire readers at any company facing the bean counter analysis-paralysis menace.

You don't need to hustle harder, raise your IQ, or earn an MBA to solve your most pressing problems. The lines of communication are open...if you only listen.

[Administration (référence électronique) ; informatique].

Dance Dance Dance—a follow-up to *A Wild Sheep Chase*—is a tense, poignant, and often hilarious ride through Murakami's Japan, a place where everything that is not up for sale is up for grabs. As Murakami's nameless protagonist searches for a mysteriously vanished

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girlfriend, he is plunged into a wind tunnel of sexual violence and metaphysical dread. In this propulsive novel, featuring a shabby but oracular Sheep Man, one of the most idiosyncratically brilliant writers at work today fuses together science fiction, the hardboiled thriller, and white-hot satire.

Book Description: Green Berets unfolds in the chaotic late 1960's. We experience his steps as he graduates rigorous Special Forces' training and is selected as part of an elite team in Europe. This action/ true- life memoir concludes with revelations from his Vietnam tour-of-duty and his jungle patrols' diary written during the 1968 TET Offensive. and on weekends, the author scheduled himself one year to complete the book. Beginning on the anniversary date of his discharge from the Army, he kept to his schedule even when faced with technical equipment problems. The author recognizes his story came to be told by pure chance, but he found the journey to be engaging as well as cathartic. If there is another book forthcoming from this author, the subject matter will be entirely different as his file for this information is now closed.

Sell your business for more than its worth addresses the vital issues that add value to your business as well as increase the sales price potential of your business. This book will define industries that are desirable to buyers and it will open your eyes to discover if your industry is thriving or dying and what you can do about it. This must-read will provide valuable tips on creating congruent profit centers and diversifying your product/client mix. Most important this book is a blueprint for anyone that wants to increase market share, become more profitable and for those that want to, sell their business for top dollar! This extraordinary book will demonstrate how to increase profits, plan your exit strategy and sell your business for

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maximum value in the quickest time possible in an easy to understand step-by-step approach. If you are a small business owner you can forget that old line about your house being the single largest investment you will ever make. It isn't, your business is. What are you going to do with your business? In the near term, you probably plan to get up every morning and try to keep making a living, but what comes after that? What happens when the time comes for you to do something else? Are you ever going to retire, or sell the business, or maybe even leave it to your children? It is a good idea to track the value of your business anyway, but if the ownership of the business is going to change, then you quite simply have to know what it is worth. Business valuation has grown into a highly technical analytical process, and the bulk of valuation publications tends to be highly technical as well. This book, however, was written specifically for small business owners and makes the science and art of business valuation understandable. It delves into how businesses are valued and what elements of your business create value. If you have any dreams of one day selling your business, either to fund your retirement or to finance another business venture, then you will want your business to be worth as much as possible. 'For What It's Worth' shows you the ground rules and lets you start building value in your business instead of just treading water and hoping for a lucky break. This edition includes a bonus chapter that discusses just how to start going about getting your business ready to sell. It includes tips, tricks, and techniques to get you started in the right direction so you won't find yourself simply slapping a FOR SALE sign in the window and hoping for the best. Edited by Robert L. Green, CPA, CVA, CFE, CM&A

Businesses these days talk a lot about figuring out what the customer wants. Well, here's your first lesson: the customer doesn't know what he wants. This book is going to show you how to

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convince him he wants the thing you're selling. Les Gold has been in business since age twelve, when he started selling used golf clubs from his dad's basement. Now he owns Detroit's biggest pawnshop, American Jewelry and Loan, and is the star of the hit reality TV show Hardcore Pawn. As a third-generation pawnbroker, Gold grew up in the business, dealing with customers who could be unruly and violent as often as they were friendly. He became good at selling just about anything and at buying items for what they were worth. Although he started at his family's small pawnshop, he has now expanded into a fifty-thousand-square-foot former bowling alley, making a thousand deals a day. On any given day, he could be taking a vintage car in to pawn or chasing down a thief who's just stolen a gold chain from the store. No business school in the world can teach you as much about buying, selling, negotiating, managing employees, dealing with customers, advertising, tracking trends, and predicting the economy's ups and downs. In this entertaining, honest book, Gold takes you inside some of his weirdest, wackiest deals and steals. From the monkey his dad once took in to pawn to the deal Gold made for a stripper pole, he has no boundaries for what he considers to be part of his business—and neither should you. You will learn: How to tell an emotional story when you're selling—and take emotion out of the transaction when you're buying Why judging your customers before you know them can kill a potential deal How to deal with risk, both mental and physical How to communicate with employees (even if they're your own kids) Why investing in relationships with your community is time well spent Why your business should never be limited by what others tell you it should be No place in the world prepares you better for the working world than a pawnshop, and Les Gold takes you inside his shop to share what he's learned from fifty-five years in the most interesting job in the world.

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Living in Los Angeles' Laurel Canyon neighborhood, fourteen-year-old Quinn's life has been consumed by music and the famous musicians who live nearby, but in 1971, his first girlfriend, a substitute teacher, and a draft dodger help open his eyes about the Vietnam War. The author interviews a number of prominent women--including comedian Susie Essman, writer and director Nora Ephron and TV personality Joy Behar--to reveal the ways that everyday women can achieve their deserved recognition and financial worth in today's professional world.

"NON-FICTION -- Full of colorful characters and the fascinating wheeling and dealings of the pawn shop Rick Harrison owns and runs with his father and his son, UNTITLED is a tie-in to Pawn Stars, one of the most popular shows on all of cable. It will take readers behind the scenes of Harrison's family-run pawn shop and bring its lovable cast to vivid life on the page. But it will also present Harrison's amazing personal story. While he registered a near-200 IQ at an early age, Rick developed a similarly uncanny ability to find ever-deepening trouble that nearly ruined his life. Yet the birth of his son and a reconnection with his father would bring Harrison peace at a time of desperation and, together, they would build the booming business where The Antiques Road Show meets American Chopper and millions of viewers--and potential readers--find they cannot get enough"--

This valuable book helps financial advisors address the needs of their entrepreneurial clients. Most people opening their own businesses are experts in their fields. But when it comes to the vital intricacies of running a successful business, many entrepreneurs find themselves struggling to survive. With more and more people starting their own small businesses, a growing need has developed for expert guidance to help today's entrepreneurs face their new

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legal, tax, and financial challenges. *Advising Entrepreneurs* helps financial advisors address the special needs of their entrepreneurial clients. It provides a comprehensive approach to growing wealth, shielding business assets from liabilities, lowering taxes, and much more by promoting prudent risk-taking. Marc Lane (Chicago, IL) is a business and tax attorney. He is a Master Registered Financial Planner, Registered Financial Consultant, and Certified Investment Specialist. He has authored thirty books, is an Adjunct Professor of Business at the University of Illinois College of Business Administration's Institute for Entrepreneurial Studies, and an Adjunct Professor of Law at Northwestern University.

*About The Book Spontaneous! Stimulating!* This is one that will keep you in awe -Allan Williams, author of the enlightening hit *Storey* Alex Green A.K.A. Hulk and his two childhood friends, BJ and Rick, A.K.A. Red grows up in the D.C. Metropolitan area to be successful in everything except finding fulfilling women to be in their lives. Each of them possessing unique characteristics to attract women they soon learn that everything that glitter is not gold, after experiencing numerous sexual encounters with various types of women, which leads to drama, uncertainty, and perhaps death. An emotional roller coaster, *For What its Worth* is a straight forward and shocking novel that Allan Williams has managed to puzzle together in ways that are multidimensional.

Too many entrepreneurs push off planning for the sale of their business until the last moment. But for a business to sell for what it's really worth—or even more—owners need to prepare for the sale from the very start. In *Exit Rich*, author and mergers and acquisitions authority Michelle Seiler Tucker joins forces with Sharon Lechter, finance

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expert and author of Rich Dad Poor Dad, to create a must-have guide for all business owners—whether they're gearing up to sell a business now or just getting started building out their company into something to sell for a profit in the future. Seiler Tucker's twofold approach to selling your business for maximum profit combines two of the most powerful elements of her mergers and acquisitions toolkit: the "ST GPS Exit Model" to help business owners set goals for the sale before their business hit the market, and the "6 P Method" to help them objectively evaluate their business's worth, before their potential buyers do. Combined, these tools provide invaluable insight into the process of preparing a business for sale, finding the right buyers, and staging the sale itself. Throughout the book, Sharon Lechter's wisdom peppers each chapter in the "Mentoring Corner" section, providing forward-thinking entrepreneurs with the perspective that they need to take control of their business's future and exit rich. This book is a rich resource for any business owner looking to:

- Objectively evaluate their business before a sale
- Improve their chances of finding the right buyer
- Sell their business for maximum profit

The year is 1971 and the place is Laurel Canyon, California. Quinn, a fourteen-year-old music "encyclopedia," writes a music column—called "For What It's Worth"—for his school paper. But Quinn's world is about to change when he is faced with helping a war dodger and must make some tough decisions. When he starts receiving cryptic Ouija board messages from Jim Morrison, Janis Joplin, and Jimi Hendrix (all members of the

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27 Club), he knows he is in over his head. Fortunately for Quinn, his new girlfriend Caroline helps him get a grip and channel his inner self.

Tara Joyce provides an elegant framework for understanding how not setting prices can be a viable strategy for your small business. Consciously explore your relationship to money, to other people, and to exchanging value. Imagine, the growth made possible when you don't set a limit to your business' value.

- More than 500 appearances on national bestseller lists • #1 Wall Street Journal, New York Times, and USA Today • Won 12 book awards • Translated into 35 languages • Voted Top 100 Business Book of All Time on Goodreads

People are using this simple, powerful concept to focus on what matters most in their personal and work lives.

Companies are helping their employees be more productive with study groups, training, and coaching. Sales teams are boosting sales. Churches are conducting classes and recommending for their members. By focusing their energy on one thing at a time people are living more rewarding lives by building their careers, strengthening their finances, losing weight and getting in shape, deepening their faith, and nurturing stronger marriages and personal relationships. **YOU WANT LESS.** You want fewer distractions and less on your plate. The daily barrage of e-mails, texts, tweets, messages, and meetings distract you and stress you out. The simultaneous demands of work and family are taking a toll. And what's the cost? Second-rate work, missed deadlines, smaller paychecks, fewer promotions--and lots of stress. **AND YOU WANT**

