

Product List

AUDIOCASSETTES AND CDS

Keynotes

- ASA533cd □ASA533 Seven Irrefutable Rules of Business Growth—*Steven S. Little*
- ASA534cd □ASA534 CEO Panel on Future Trends in Major Staffing Sectors—*Richard Wahlquist (moderator)*

Executive Track

- ASA500cd □ASA500 Selling to the C-Suite: Get Your Foot in the Door, Get the Contract—*Matt Monroe*
- ASA501cd □ASA501 Metric Insights: How Do You Measure Up Against Your Competitors?—*Jim Essey (moderator)*
- ASA502cd □ASA502 Executive Best Practices: How Successful CEOs Set Their Priorities—*Jeff Burnett, CSP (moderator)*
- ASA503cd □ASA503 Maximize Your Margins: Who's Doing It and How—*Judith Scott, Greg Palmer*
- ASA504cd □ASA504 M&A: How to Buy, How to Sell—*Chad Lincoln, Sam Sacco, David Garrity, Jack Lyons*
- ASA505cd □ASA505 Leadership: A Special Session for CEOs—*Connie Podesta*

Sales and Business Development Track

- ASA506cd □ASA506 It's a Specialized World: Carve Your Niche—*Shel Hart*
- ASA507cd □ASA507 Relationship Selling: Take It to a New Level—*John Rich*
- ASA508cd □ASA508 Procurement Professionals: A Different Breed of Buyer—*David Read, Maureen Grippa, CPA*
- ASA509cd □ASA509 10 T's of Customer Acquisition and Retention—*Seven S. Little*
- ASA510cd □ASA510 Loyalty That Sizzles: Turn Customers Into Promoters—*Aaron Green*
- ASA511cd □ASA511 Customer Perception: From Good to Great—*Jim Lanzalotto (moderator)*
- ASA512cd □ASA512 Sales Superstars: How They Achieve—*Linda Zumstein (moderator)*

Operations and Customer Service Track

- ASA513cd □ASA513 Staff Selection: Hire and Develop Peak Performers—*Bob Lanza*
- ASA514cd □ASA514 Everything You Ever Wanted to Know About Employment Law (But Didn't Want to Pay a Lawyer to Ask)—*Mark Toth, Stephen Dwyer*
- ASA515cd □ASA515 Vendor Management Systems: Can They Work for You?—*Tom Daley, James Novick*
- ASA516cd □ASA516 Manage the Credit-to-Cash Cycle: Lower DSO and Increase Cash Flow—*James Rothman (moderator)*

- ASA517cd □ASA517 Diagnose and Prescribe: Case Studies in Health Care Staffing—*Jason Meyer, Ph.D.*
- ASA518cd □ASA518 Technology: The New Efficiency Expert—*Tim Giehl (moderator)*

Management Track

- ASA519cd □ASA519 Future Leaders: Succession Management Strategies and Coaching for Success—*Vince Eugenio, Ph.D., CSP, SPHR*
- ASA520cd □ASA520 Compliance as a Competitive Advantage: Drive Business and Protect Your Bottom Line—*Joanna Monroe*
- ASA521cd □ASA521 Workers' Compensation Coverage: Get Your Paperwork in Order—*Bradley Smith, Gary Guckemus, CPCU*
- ASA522cd □ASA522 Staff Retention: Solutions to Dazzle Employees—*Christopher Mulligan*
- ASA523cd □ASA523 Best Business Practices: Assume Nothing, Assess Everything—*John Thomas, CSP, TSC*
- ASA524cd □ASA524 Follow-Through and Execution: Keys to Productivity and Profits—*Scott Wintrip, PCC*
- ASA525cd □ASA525 Risky Business: Reduce Workers' Comp Expenses and Increase Margins—*Dan Struve (moderator)*
- ASA526cd □ASA526 Develop Your Brand: Attract Customers and Candidates Like a Magnet—*David Rich, CSP*
- ASA527cd □ASA527 Winners and Losers in the Marketplace—*Steve Mulvany*
- ASA536cd □ASA536 Temporary Nurses and Patient Outcomes—*An Interim Report—Linda Aiken, Ph.D.*

Recruiting Track

- ASA528cd □ASA528 Trends in Web-Based Recruiting: Use the Internet to Find the Best People—*Olga Berman, Gregg Booth, Shawn Boyer, Richard Jamin*
- ASA529cd □ASA529 Nursing Shortage Strategies: The Foreign Nurse Option—*David Savitsky, Marcia Faller, RN, BSN*
- ASA530cd □ASA530 Recruiting Basics: 15 Top Money-Making Ideas—*Barbara Bruno, CPC*
- ASA531cd □ASA531 State-of-the-Art Recruiting: Find the Needle in the Haystack—*Mike Ramer, CPC, CSP*
- ASA532cd □ASA532 Attracting the New Health Care Worker—*Connie Meritt, RN, PHN*
- ASA535cd □ASA535 Baby Boomer Bust: What This Generation Can Mean to the Staffing Industry—*Emily Allen*

MP3

- ASA5mp3 Complete MP3 set on one disc