

F*CK AVERAGE · THE COMPENDIUM

THE EDITIONS

MARTIN DETTMER · 30 BOOKS · 3 VOLUMES



Average is a decision. So is everything above it.

INSIDE · 44 PAGES

01 · BUILD A BRAND

Seven books on the brand that commands instead of asking for attention.

02 · BEYOND BRAND

Seven books on execution. Where a built brand turns into signed orders.

03 · 50 RULES

Sixteen books. Eight hundred rules. Not one of them polite.

04 · THE GROUP

Four companies in Malta and Scotland. New in 2026: Solution Broker Mobility Service Ltd.



CONTENTS · EDITION 1 · 2026

INSIDE THIS *edition*

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THE EDITIONS · Edition 1 · 2026. Published by Solution Broker Editions, an imprint of Solution Broker Consulting Ltd., Centris Business Gateway, Level 4/W, Triq is-Salib tal-Imriehel, Zone 3, Birkirkara CBD 3020, Malta. Editor and author: Martin Dettmer. All book covers, texts and excerpts © Martin Dettmer. Planned release dates follow the upload plan at Amazon KDP and can move. Nothing in this journal is legal or tax advice.

EDITORIAL

AVERAGE IS A *decision*.

So is everything above it. That sentence carries thirty books.

I wrote these thirty books over five years. The material is older. It comes from three decades on both sides of the table, in sales where prices are defended and in marketing where brands are built that can no longer be argued away. Factories in China, showrooms in Europe, negotiation rooms in the United States. None of it came out of a seminar room.

The books follow one idea. A brand and a sale are both architecture.

Volume 1 builds the brand. Volume 2 takes it into the market, into the room and onto the stage. Volume 3 condenses both into rules you can use the same day you read them.

This journal shows the whole system in one place. Every book with its cover, its promise and one passage taken from the text itself. Read it the way the books are meant to be read. Open the part that hurts today and use it.

30

BOOKS

3

VOLUMES

800

RULES IN THE FIELD EDITION

5

YEARS OF WRITING

Average reads one book and feels inspired.
You read the system and take over.



Martin Dettmer

DIRECTOR & FOUNDER · MALTA, OCTOBER 2026



THE AUTHOR

MARTIN *Dettmer*

DIRECTOR & FOUNDER · SOLUTION BROKER CONSULTING LTD. · MALTA

Martin Dettmer is an international brand strategist, sales consultant and author. For more than 30 years he has built brands, sales channels and market entries for manufacturers, distributors and private label brands worldwide. He is Director & Founder of Solution Broker Consulting Ltd. in Malta, where he lives, and holds more than 100 registered designs at the EUIPO.

The F*ck Average series brings five years of writing and three decades of practice into 30 books. Library Edition Volume 1, Build a Brand, and Volume 2, Beyond Brand, form one architecture of brand and sales. Volume 3, the Field Edition, condenses it into 50 Rules for leadership, negotiation, marketing and crisis.

For more than three decades I have worked both sides of the table. Sales, where prices are defended and negotiations are won. Marketing, where brands are built that can no longer be argued away. What stands in these books came out of factories, showrooms and negotiation rooms across Europe, China and the United States. None of it came out of a seminar room.

30+

YEARS IN SALES AND
MARKETING

30

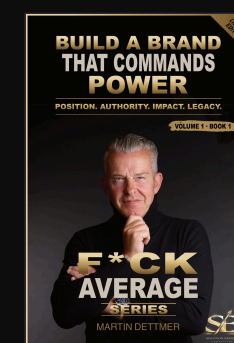
BOOKS IN THREE VOLUMES

100+

REGISTERED DESIGNS AT THE
EUIPO

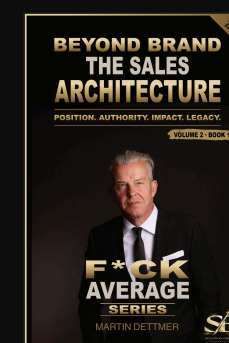
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COMPANIES IN MALTA AND
SCOTLAND



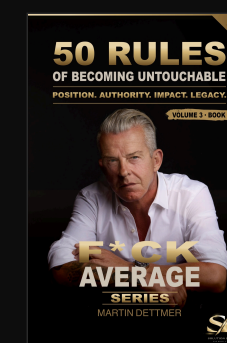
VOLUME 1

Build a Brand



VOLUME 2

Beyond Brand

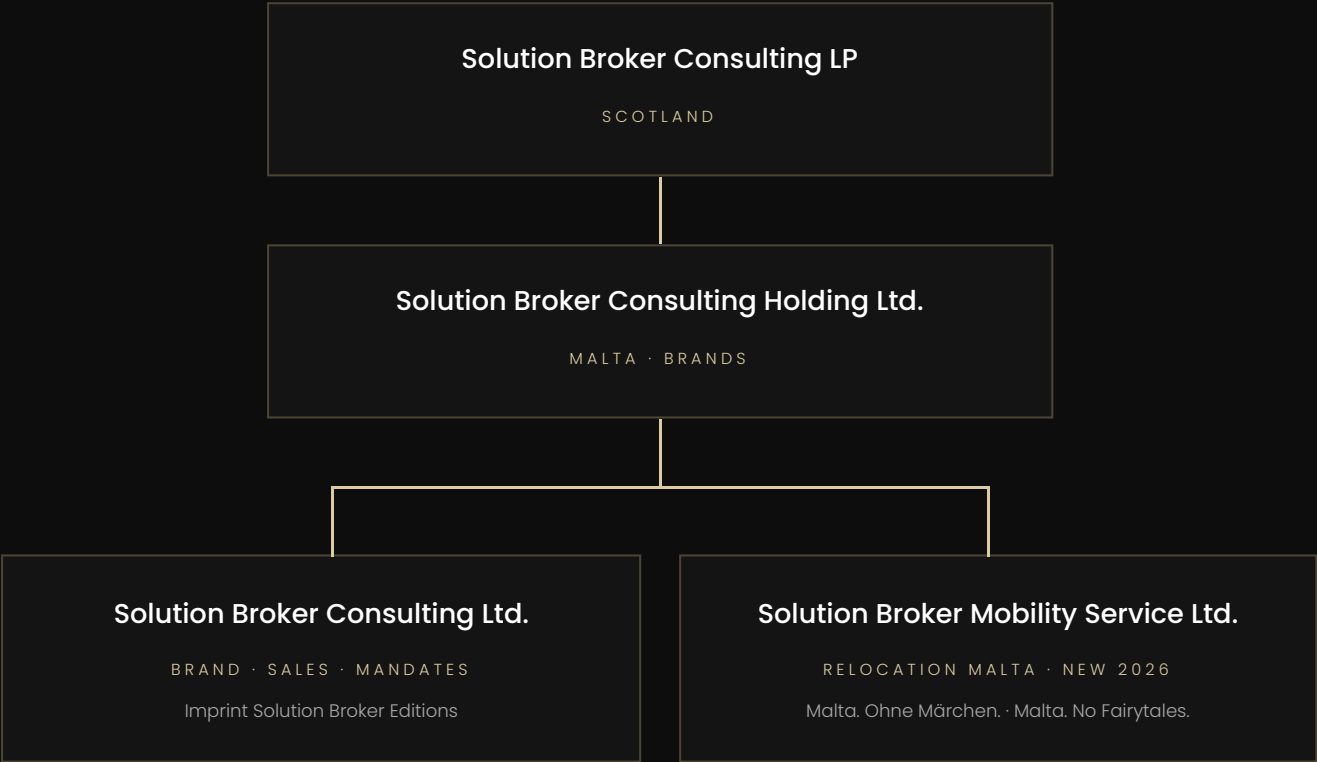


VOLUME 3

50 Rules

FOUR COMPANIES. *One standard.*

Solution Broker is a group of companies registered in Malta and Scotland. It works for manufacturers, distributors and private label brands worldwide on branding, marketing, sales channels and mandates. Since 2026 it also works for people who move their life or their business to Malta.



WHAT SOLUTION BROKER DOES

- 01 Brand architecture
- 02 Product collections
- 03 Packaging and POS
- 04 Sales channels
- 05 Market entry
- 06 Mandates worldwide

4

COMPANIES

2

COUNTRIES

100+

REGISTERED DESIGNS

30

BOOKS PUBLISHED

STRUCTURE

SCOTLAND · SL036043

Solution Broker Consulting LP

The partnership at the top of the group. It holds the Maltese structure below it.

MALTA · C 103374

Solution Broker Consulting Holding Ltd.

Holds the operating companies and the brands of the group: Solution Broker, Malta. Ohne Märchen. and Malta. No Fairytales.

MALTA · C 103391

Solution Broker Consulting Ltd.

Brand architecture, product collections, packaging, POS systems, sales channels and market entries for manufacturers and brands worldwide. Home of the imprint Solution Broker Editions, publisher of the F*ck Average series.

www.solutions-broker.com · info@solutions-broker.com

MALTA · C 117343 · NEW

Solution Broker Mobility Service Ltd.

Registered on 29 September 2026. Runs Malta. Ohne Märchen. for the German speaking market and Malta. No Fairytales. for everyone else. Relocation to Malta for private clients and entrepreneurs: sequence, deadlines, document preparation and coordination with licensed professionals.

www.solutions-broker-mobility.com · www.maltaohnemaerchen.com · mobility@solutions-broker.com



MALTA. OHNE MÄRCHEN.
MALTA. NO FAIRYTALES.

BY SOLUTION BROKER MOBILITY SERVICE LTD.

Solution Broker Mobility Service Ltd. does not give legal or tax advice and does not form companies for clients. Regulated work stays with licensed professionals, chosen by the client.

THE GROUP ONLINE

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www.solutions-broker.com

info@solutions-broker.com

MALTA. OHNE MÄRCHEN.

www.maltaohnemaerchen.com

Relocation to Malta, in German

SOLUTION BROKER MOBILITY SERVICE LTD.

www.solutions-broker-mobility.com

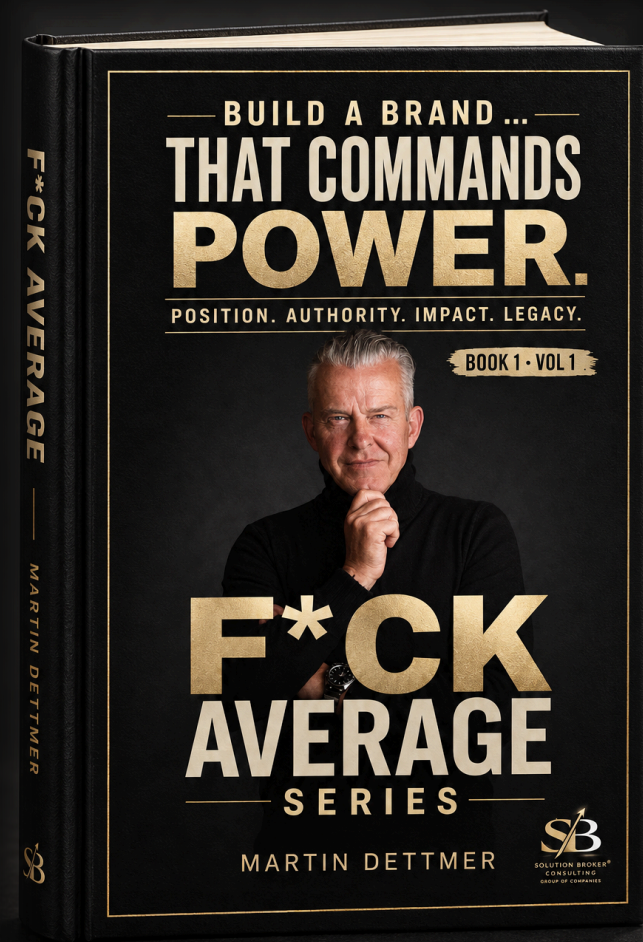
mobility@solutions-broker.com

MALTA. NO FAIRYTALES.

www.maltanofairytales.com

Relocation to Malta, in English

THIRTY BOOKS. THREE VOLUMES. *One system.*



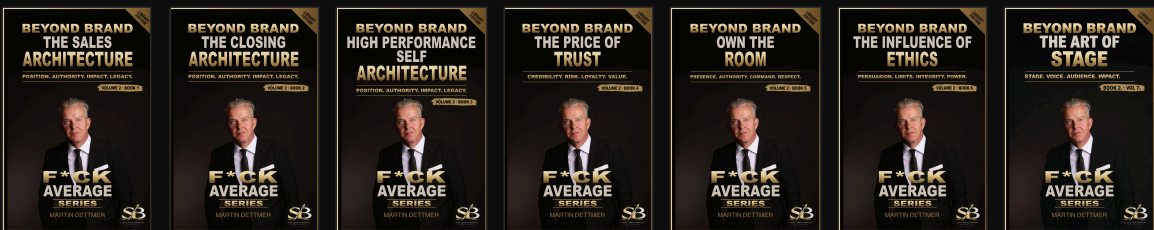
HOW THE SERIES WORKS

- Volume 1, Build a Brand, builds the instrument. Seven books from positioning to the design codex, ending with the question what the brand builds out of you.
- Volume 2, Beyond Brand, enforces it. Seven books on sales architecture, closing, personal performance, trust, presence in the room, ethics and the stage.
- Volume 3, the Field Edition, is the toolbox for both. Sixteen books with fifty rules each. Every rule stands on its own and works the same day.
- Volume 1 and Volume 2 belong together. They are one architecture of brand and sales.
- Volume 3 holds the rules from both.

VOLUME 1 · BUILD A BRAND · LIBRARY EDITION



VOLUME 2 · BEYOND BRAND · LIBRARY EDITION



VOLUME 3 · 50 RULES · FIELD EDITION



LIBRARY EDITION · VOLUME 1

Build a Brand

Seven books. The build.

A brand is not a logo. A brand is an instrument of power.

The Library Edition, Volume 1, Build a Brand, shows how that instrument is built. Seven books that stack into one closed system: a brand that commands instead of asking for attention. A brand that runs the mind of the buyer long before the first price is spoken. A brand that controls markets, creates authority, weaponizes content and carries a design codex no competitor can copy without exposing himself. The final book turns the direction around and asks the question that carries all the others. What does the brand build out of you.

Volume 1 of the Library Edition builds the brand. Volume 2, Beyond Brand, enforces it.

01 That Commands Power

Most brands beg for attention. The strong ones command it.

02 That Runs the Mind

The battle for your customer is not fought in the market. It is fought in the mind.

03 That Controls Markets

Market leaders are not chosen. They take the category and define it.

04 That Creates Authority

Authority is not claimed. It is constructed, piece by piece, until doubt becomes impossible.

05 That Weaponizes Content

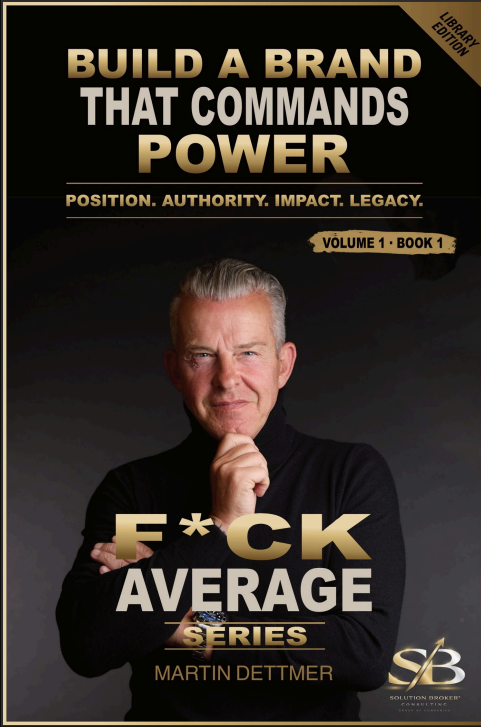
Content is not marketing decoration. Used correctly, it is a weapon.

06 The Design Codex

Design is not decoration. It is the visual proof of your position.

07 That Builds You

The strongest brand you will ever build is not your company. It is you.



BUILD A BRAND

That Commands Power

Position. Authority. Impact. Legacy.

Most brands beg for attention. The strong ones command it.

This book is not about logos, likes or being liked. It is about power: the kind a brand earns when it stops asking for permission and starts setting the terms. You will learn how positioning creates leverage, how authority compounds, and why the market always pays a premium to the brand that leads instead of follows.

Inside: how to define a position nobody can copy, how to price from strength, how to turn every touchpoint into proof of dominance, and how to build a legacy instead of a campaign.

// FROM THE BOOK

That is what authority produces when it meets visibility at the right moment. Not scale. Precision. Not volume. Conviction.

INSIDE THE BOOK

15 CHAPTERS · 278 PAGES

01 You Don't Have a Brand Problem

02 The Brain That Buys

03 Price Competition Is a Symptom, Not a Strategy

04 The Invisible Brand Trap

ACT II · ARCHITECTURE

05 Brand Core Under Pressure

06 Positioning Is a War Cry, Not a Statement

07 Narrative Architecture

08 Visual Power

09 The Right Audience or No Audience

ACT III · DOMINANCE

10 Visibility Is Not Presence

11 Trust as a Commercial Asset

12 Brand Consistency or Brand Collapse

13 From Brand to Revenue: Closing the Loop

14 Brand Gravity

15 Build the World Around the Brand

FORMAT

ISBN PAPERBACK

EBOOK

6 × 9 in · 278 pages

978-9918-0-1604-4

Available now

EDITION

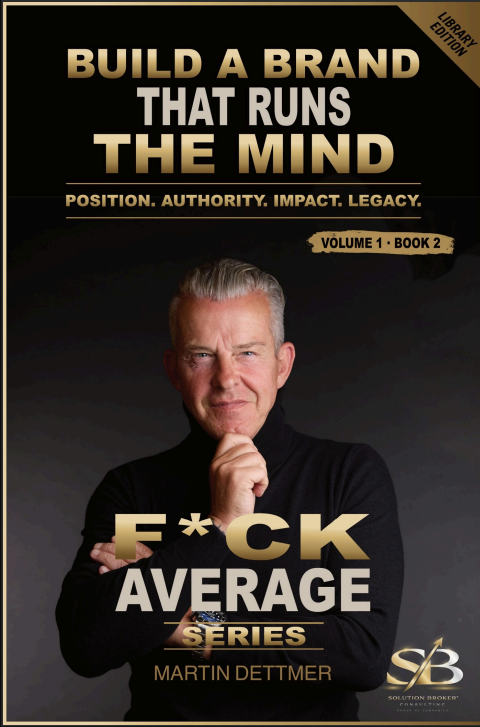
ISBN EBOOK

PAPERBACK

Library Edition · Volume 1

978-9918-0-1603-7

Planned 11 October 2026



BUILD A BRAND

That Runs the Mind

Position. Authority. Impact. Legacy.

The battle for your customer is not fought in the market. It is fought in the mind.

Every buying decision is made long before the meeting, the pitch or the price talk. This book shows you how brands occupy mental territory: how perception is engineered, how memory is claimed, and how the right signals make you the default choice before your competitor even enters the room.

Inside: the psychology of positioning, the mechanics of mental availability, trigger design, and the discipline of repetition that turns a name into a reflex.

// FROM THE BOOK

If your brand needs to be explained, it has already failed. The market did not misunderstand you. You gave the market nothing to understand.

INSIDE THE BOOK

50 CHAPTERS · 736 PAGES

ACT I · THE MIND DECIDES BEFORE IT THINKS CHAPTERS 01 TO 05

ACT II · PERCEPTION IS BUILT, NEVER FOUND CHAPTERS 06 TO 10

ACT III · POSITIONING AS A SHORTCUT IN THE MIND CHAPTERS 11 TO 14

ACT IV · THE BRAND AS SIGNAL, NOT MESSAGE CHAPTERS 15 TO 19

ACT V · PATTERN IS THE ONLY TRUST THE MIND RECORDS CHAPTERS 20 TO 38

ACT IX · AUTHORITY BEFORE THE DECISION CHAPTERS 39 TO 42

ACT X · THE BRAND UNDER PRESSURE CHAPTERS 43 TO 46

ACT XI · THE BRAND THAT RUNS THE MIND CHAPTERS 47 TO 50

FORMAT

ISBN PAPERBACK

EBOOK

6 × 9 in · 736 pages

978-9918-634-01-9

Available now

EDITION

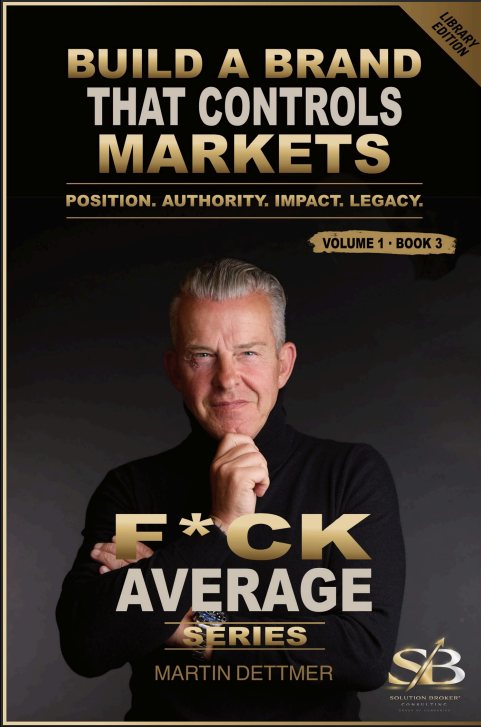
ISBN EBOOK

PAPERBACK

Library Edition · Volume 1

978-9918-634-00-2

Planned 5 October 2026



BUILD A BRAND

That Controls Markets

Position. Authority. Impact. Legacy.

Market leaders are not chosen. They take the category and define it.

This book is about control: how a brand moves from participant to referee. You will learn how to frame the category so every comparison favors you, how to set the standards competitors get measured against, and how to make the market speak your language.

Inside: category design, competitive framing, standard setting, pricing power, and the long game of owning the conversation instead of joining it.

// FROM THE BOOK

The disruption that kills you does not announce itself. It looks like a niche the year before it owns the market.

INSIDE THE BOOK

18 CHAPTERS · 344 PAGES

- 01

The Evolution of Sales and Marketing
- 02

Understanding the Modern Consumer
- 03

Digital Transformation in Sales
- 04

Building the Digital Sales Machine
- 05

Strategic Positioning
- 06

Strategic Differentiation
- 07

Brand Building
- 08

Customer Relationship Building
- 09

Content Marketing
- 10

Building a Strong Online Presence
- 11

Brand Authority Systems
- 12

Demand Engineering
- 13

Category Positioning
- 14

Pricing Power Architecture
- 15

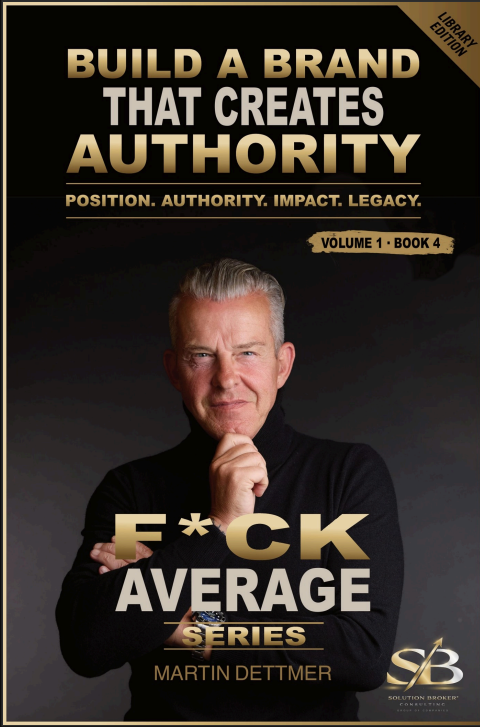
Scarcity, Exclusivity, and Access Control
- 16

Competitive Isolation
- 17

Brand Expansion Without Dilution
- 18

Brand Continuity Through Leadership Transition

FORMAT	ISBN PAPERBACK	EBOOK
6 × 9 in · 344 pages	978-9918-634-03-3	Available now
EDITION	ISBN EBOOK	PAPERBACK
Library Edition · Volume 1	978-9918-634-02-6	Planned 18 October 2026



BUILD A BRAND

That Creates Authority

Position. Authority. Impact. Legacy.

Authority is not claimed. It is constructed, piece by piece, until doubt becomes impossible.

This book shows you how a brand becomes the reference in its industry: the one that gets quoted, invited, copied and paid first. You will learn how expertise becomes visible, how proof is stacked, and how consistency turns opinion into standing.

// FROM THE BOOK

Positioning accelerates or delays trust. Trust determines access. Access determines opportunity. Opportunity determines revenue. The chain is direct and unforgiving.

INSIDE THE BOOK

28 CHAPTERS · 336 PAGES

- 01

Self-Analysis
- 02

Identity Architecture
- 03

Personal Positioning
- 04

Value Definition
- 05

Communication Psychology
- 06

Presence Engineering
- 07

Perception Control
- 08

Authority Signals
- 09

Confidence vs
- 10

Decision Power
- 11

Resilience Systems
- 12

Mental Endurance
- 13

Discipline Architecture
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Reputation Management
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Network Capital
- 16

Trust Engineering
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Conflict Navigation
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Growth Identity
- 19

Visibility Strategy
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Personal Brand Assets
- 21

Digital Authority Footprint
- 22

Monetization Authority
- 23

Leadership Identity
- 24

Market Readiness
- 25

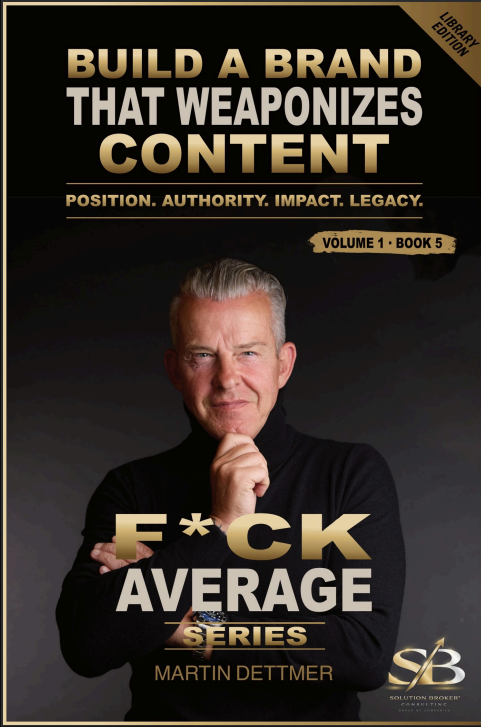
Personal Operating System
- 26

From Individual to Institution
- 27

The Cost of Invisible Authority
- 28

Narrative Control

FORMAT	ISBN PAPERBACK	EBOOK
6 × 9 in · 336 pages	978-9918-634-05-7	Available now
EDITION	ISBN EBOOK	PAPERBACK
Library Edition · Volume 1	978-9918-634-04-0	Planned 25 October 2026



BUILD A BRAND

That Weaponizes Content

Position. Authority. Impact. Legacy.

Content is not marketing decoration. Used correctly, it is a weapon.

Most companies produce content to stay visible. Strong brands deploy content to win: to frame the market, disqualify competitors, pre-sell the solution and make the sales conversation a formality. This book shows you the difference.

Inside: content as positioning artillery, the sales-first editorial system, formats that convert instead of entertain, and how one strong piece outperforms a hundred harmless ones.

// FROM THE BOOK

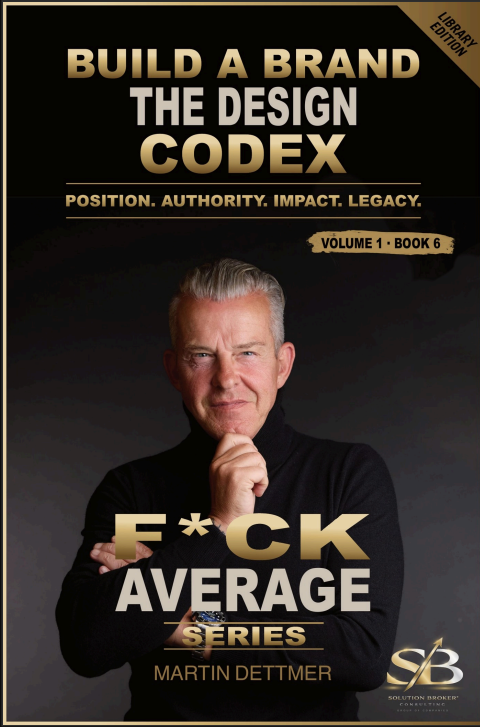
One specific piece of content built on genuine clarity outperforms a hundred generic pieces built on borrowed language. Every time. Without exception.

INSIDE THE BOOK

15 CHAPTERS · 224 PAGES

- | | |
|---|---|
| 01 Content Is Not Your Problem | 10 Narrative Control |
| 02 The Publishing Trap | 11 Content That Converts |
| 03 Noise vs | 12 Measuring What Matters: Authority vs |
| 04 Narrative Infrastructure | 13 From Content Creator to Market Architect |
| 05 Audience Intelligence | 14 The Brand That Knows When to Stay Silent |
| 06 The Content Weapon: One Idea, Multiple Positions | 15 Content Across Markets: One Voice, Many Cultures |
| 07 Voice Architecture | |
| 08 Platform Dominance | |
| 09 Publishing Rhythm | |

FORMAT	ISBN PAPERBACK	EBOOK
6 × 9 in · 224 pages	978-9918-634-07-1	Available now
EDITION	ISBN EBOOK	PAPERBACK
Library Edition · Volume 1	978-9918-634-06-4	Planned 1 November 2026



BUILD A BRAND

The Design Codex

Position. Authority. Impact. Legacy.

Design is not decoration. It is the visual proof of your position.

The Design Codex is the rulebook for how a powerful brand looks, and why. You will learn how color, typography, structure and repetition create instant recognition, why visual discipline beats creative variety, and how a design system protects your brand from dilution as it grows.

// FROM THE BOOK

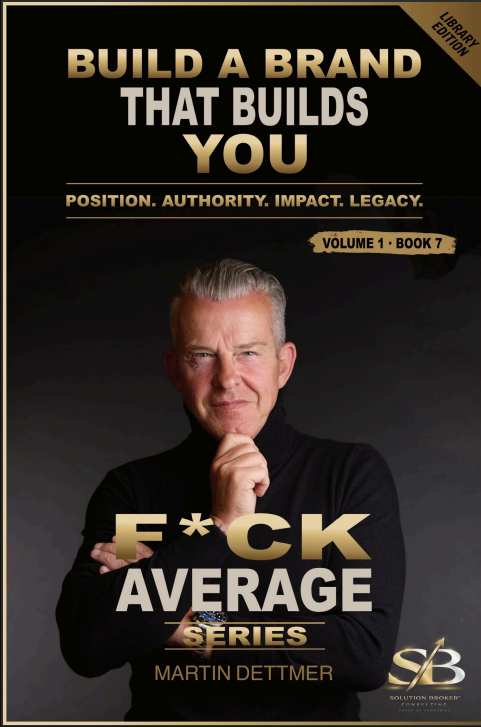
Design replaces argumentation. Sales converts engagement. Both are required. Neither is sufficient without the other.

INSIDE THE BOOK

30 CHAPTERS · 540 PAGES

- | | | |
|---|---|---|
| 01 The 3-Second Transaction | 12 Principle 7 - Layout Leads the Eye | 22 Doctrine 7 - Reduction Is Not Minimalism |
| 02 The Halo Effect as a Sales Mechanism | 13 Principle 8 - Hierarchy Creates Clarity | 23 Doctrine 8 |
| 03 Price Perception Is a Visual Decision | 14 Principle 9 - Materiality Amplifies Perception | 24 Doctrine 9 - Consistency Is Not Repetition |
| 04 Trust Architecture - The Three Anchors | 15 Principle 10 - Design Replaces Argumentation | 25 Doctrine 10 |
| 05 First Impression Killers | 16 Doctrine 1 - Design Is Not Expression | 26 The Visual Brand Audit |
| 06 Principle 1 | 17 Doctrine 2 | 27 Packaging, POS, and the Physical Brand |
| 07 Principle 2 - Color Defines Value | 18 Doctrine 3 | 28 Digital Visual Dominance |
| 08 Principle 3 - Typography Is Authority | 19 Doctrine 4 - Honest Brands Strip | 29 The Visual Selling Blueprint |
| 09 Principle 4 - Consistency Builds Trust | 20 Doctrine 5 - Design That Does Not Age | 30 Do's and Don'ts - Premium vs |
| 10 Principle 5 - Less Elements, More Impact | 21 Doctrine 6 - Every Detail Is a Decision | |
| 11 Principle 6 - Imagery Sells Emotion, Not Product | | |

FORMAT	ISBN PAPERBACK	EBOOK
6 × 9 in · 540 pages	978-9918-634-09-5	Available now
EDITION	ISBN EBOOK	PAPERBACK
Library Edition · Volume 1	978-9918-634-08-8	Planned 15 November 2026



BUILD A BRAND

That Builds You

Position. Authority. Impact. Legacy.

The strongest brand you will ever build is not your company. It is you.

This book closes Volume 1 with the truth most branding books avoid: markets buy from people, and the person behind the brand either multiplies its power or caps it. You will learn how to build a personal brand that carries authority, opens doors and compounds over decades, without becoming a caricature of yourself.

// FROM THE BOOK

Frequency without quality is activity. Quality without frequency is invisibility.

INSIDE THE BOOK

28 CHAPTERS · 280 PAGES

ACT I · IDENTITY BEFORE STRATEGY

- 01 Who You Are When No One Is Watching
 - 02 The Origin You Keep Rewriting
 - 03 Values Are Not a Slide Deck
 - 04 The Beliefs That Run the Show
 - 05 The Cost of Playing a Character
 - 06 Reputation Is Architecture
 - 07 The Self You Bring to Every Room
- ACT II · PRESENCE ENGINEERING
- 08 The Signal Before the Words
 - 09 How You Speak in Rooms That Matter
 - 10 The Digital Mirror
 - 11 What You Publish Becomes You

12 The Network Is the Mirror

- 13 On Stage and Off Stage
 - 14 The Meeting as Brand Event
 - 15 Crisis Presence
 - 16 The Compound Effect of Consistent Presence
- ACT III · AUTHORITY THAT COMPOUNDS
- 17 From Expert to Category
 - 18 The IP You Leave Behind
 - 19 Teaching as Positioning
 - 20 The Price of Your Name
 - 21 When the Brand Outlives the Role
 - 22 Strategic Alliances and Brand Halo
 - 23 The Authority Stack

ACT IV · THE BRAND THAT REMAINS

- 24 What You Are Building Toward
- 25 The Brand That Builds You Back
- 26 The Cost of Invisible Authority
- 27 The Ethics of Personal Brand
- 28 The System Is You

FORMAT

6 × 9 in · 280 pages

ISBN PAPERBACK

978-9918-634-11-8

EBOOK

Available now

EDITION

Library Edition · Volume 1

ISBN EBOOK

978-9918-634-10-1

PAPERBACK

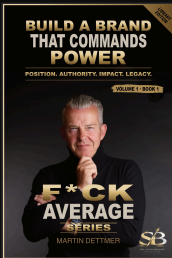
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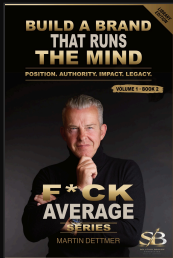
A brand is not a logo.
A brand is an instrument of power.

MARTIN DETTMER · VOLUME 1 · BUILD A BRAND

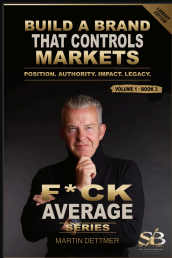
VOLUME 1 · BUILD A BRAND · SEVEN BOOKS



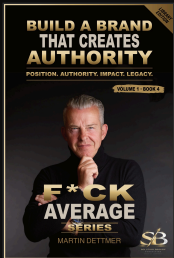
That Commands Power



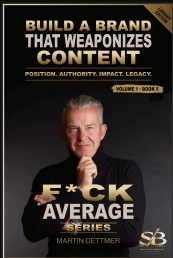
That Runs the Mind



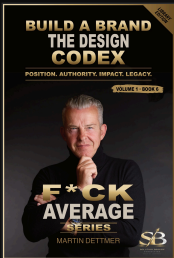
That Controls Markets



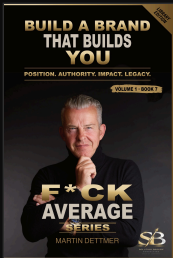
That Creates Authority



That Weaponizes Content



The Design Codex



That Builds You



Beyond Brand

Seven books. The execution.

A brand that has been built is worthless until someone enforces it.

The Library Edition, Volume 2, Beyond Brand, is where it gets serious. Execution. Seven books on everything that sits between a finished concept and a signed order. The sales architecture that turns interest into structure. The closing architecture that turns structure into signature. The high performance self architecture, because no system ever performs better than the person running it. The price of trust, which most people understand far too late. The ability to own a room instead of sitting in it. The real influence of ethics on power. And the stage that decides whether you are heard or believed.

Volume 1 of the Library Edition built the brand. This is where it becomes a weapon.

01 The Sales Architecture

A strong brand without a sales system is a museum. Beautiful, respected, broke.

02 The Closing Architecture

Deals are not lost at the end. They are lost by everything that happened before it.

03 High Performance Self Architecture

Your business will never outperform the person running it.

04 The Price of Trust

Trust is not a soft factor. It is the hardest currency in business.

05 Own the Room

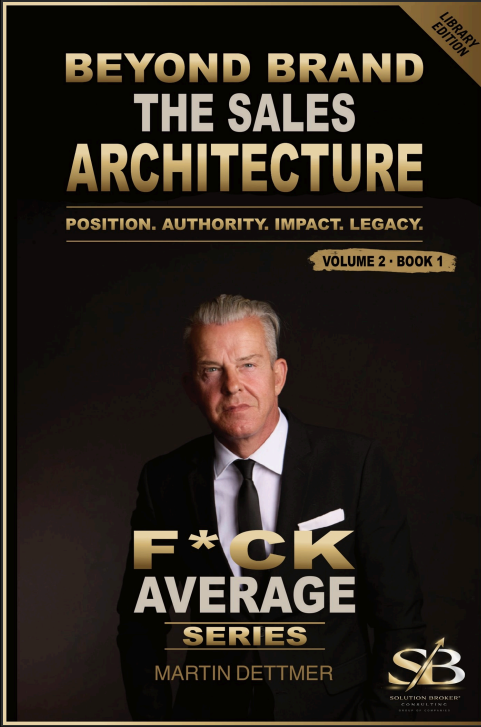
Some people enter a room and disappear. Others enter and the temperature changes.

06 The Influence of Ethics

Influence without ethics is manipulation. Ethics without influence is irrelevance.

07 The Art of Stage

Every market is a stage. Most executives never learn to perform on it.



BEYOND BRAND

The Sales Architecture

Position. Authority. Impact. Legacy.

A strong brand without a sales system is a museum. Beautiful, respected, broke.

The Sales Architecture opens Volume 2 with the structure that turns brand power into revenue: a designed, repeatable path from first contact to signed deal. You will learn how to build a sales process that does not depend on talent or luck, how every stage creates advance commitment, and why architecture beats improvisation every single quarter.

Inside: pipeline design, stage logic, qualification that saves your best hours for real buyers, and the system that makes selling predictable.

// FROM THE BOOK

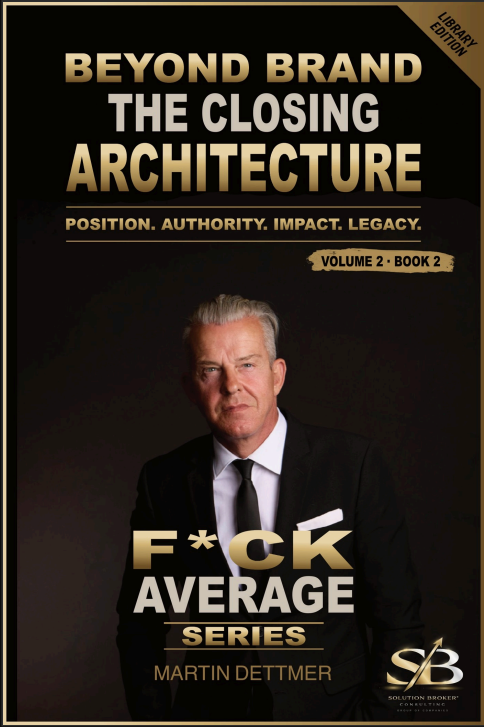
They sell confidence without consequence. No deals closed. No numbers carried. Just theory packaged as authority.

INSIDE THE BOOK

32 CHAPTERS · 364 PAGES

ACT I · THE PSYCHOLOGY OF THE DEAL	CHAPTERS 01 TO 04
Perception Is The Product · Trust Is Infrastructure · They Are Not Afraid Of The Price. They Are Afraid Of You · Value Is Not Discovered. It Is Designed	
ACT II · OFFER ARCHITECTURE	CHAPTERS 05 TO 08
Build The Offer They Cannot Disassemble · Price Is A Signal. Control What It Says · Urgency Without Begging · Guarantee Architecture	
ACT III · PIPELINE AS POWER	CHAPTERS 09 TO 12
Prospecting Is Not A Number Game. It Is A Precision Game · The Committee Is Not Your Enemy. Ignorance Of It Is · Stagnation Is Not A Delay. It Is A Decision · Engineering Deal Momentum	
ACT IV · BUILDING THE MACHINE	CHAPTERS 13 TO 16
Kpis That Tell The Truth · Sales Meetings That Don't Waste Everyone's Time · You Cannot Build An Elite Team By Accident · From Founder Selling To Institutional Selling	
ACT V · THE CLOSE	CHAPTERS 17 TO 20
The Close Starts At Hello · Accelerating The Decision Without Looking Desperate · Why Deals Die In The Last 10% · Average Closes Deals. Architecture Owns Markets	
ACT VI · AFTER THE CLOSE	CHAPTERS 21 TO 23
The Deal Is Not The Destination · From Client To Reference Architecture · The Compounding Client	
ACT VII · THE DIGITAL SALES ARCHITECTURE	CHAPTERS 24 TO 32
Digital Is Not Marketing. It Is Deal Preparation · How To Read Buying Signals Before The First Call · The Digital Pipeline · Content as a Conversion Engine · The Authority Positioning System · The Proposal As A Positioning Document · LinkedIn As A Sales Infrastructure · The Sales Leader As System Architect · The Final Architecture	

FORMAT	ISBN PAPERBACK	EBOOK
6 × 9 in · 364 pages	978-9918-634-13-2	Available now
EDITION	ISBN EBOOK	PAPERBACK
Library Edition · Volume 2	978-9918-634-12-5	Planned 11 October 2026



BEYOND BRAND

The Closing Architecture

Position. Authority. Impact. Legacy.

Deals are not lost at the end. They are lost by everything that happened before it.

The Closing Architecture dismantles the myth of the magic closing line and replaces it with structure: a deal designed so thoroughly that the close becomes the logical last step, not a fight. You will learn how commitment is built in layers, how objections are resolved before they are spoken, and how to lead a negotiation without pressure or games.

Inside: the anatomy of a closed deal, pre-close mechanics, objection prevention, decision design, and the calm authority that signs contracts.

// FROM THE BOOK

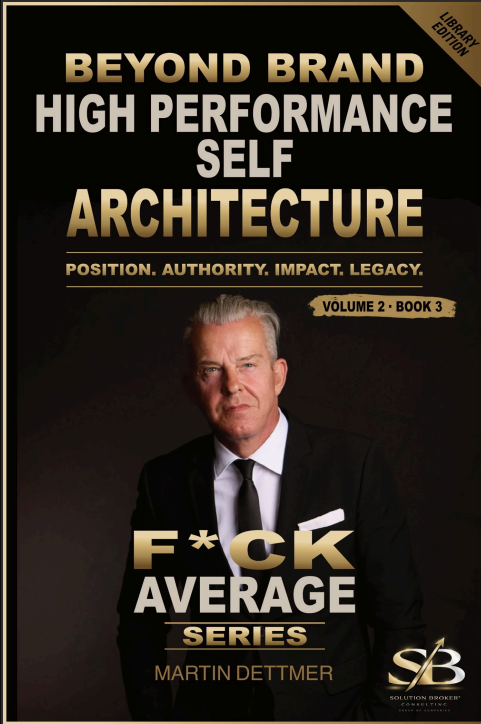
The difference is precise. Charisma produces reaction in the room. Architecture produces decisions outside of it.

INSIDE THE BOOK

38 CHAPTERS · 436 PAGES

ACT I · THE PSYCHOLOGY OF THE CLOSE	CHAPTERS 01 TO 05
ACT II · THE ILLUSION OF CLOSING	CHAPTERS 06 TO 09
ACT III · THE CONSTRUCTION OF THE DECISION	CHAPTERS 10 TO 14
ACT IV · THE CONTROL OF THE STATE	CHAPTERS 15 TO 20
ACT V · THE FINAL MOMENT	CHAPTERS 21 TO 24
ACT VI · THE CULTURAL CLOSE	CHAPTERS 25 TO 28
ACT VII · WHEN THE CLOSE FAILS	CHAPTERS 29 TO 31
ACT VIII · THE CLOSER	CHAPTERS 32 TO 35
ACT IX · THE CLOSING ARCHITECTURE SYSTEM	CHAPTERS 36 TO 38

FORMAT	ISBN PAPERBACK	EBOOK
6 × 9 in · 436 pages	978-9918-634-15-6	Available now
EDITION	ISBN EBOOK	PAPERBACK
Library Edition · Volume 2	978-9918-634-14-9	Planned 18 October 2026



BEYOND BRAND

High Performance Self Architecture

Position. Authority. Impact. Legacy.

Your business will never outperform the person running it.

The High-Performance Self Architecture is about the operating system behind the executive: energy, focus, standards and the daily structure that makes sustained performance possible. No hustle romantics, no morning-routine folklore. Structure.

Inside: managing energy like capital, decision hygiene, the calendar as strategy, recovery as a performance tool, and the standards that separate professionals from busy people.

// FROM THE BOOK

You leave with clarity, energy, and language. And none of it holds when the conditions stop cooperating. The toolkit is intact. The capability was never built.

INSIDE THE BOOK

51 CHAPTERS · 690 PAGES

ACT I · THE ARCHITECTURE OF SELF CHAPTERS 01 TO 05

ACT II · THE ILLUSION OF PERFORMANCE CHAPTERS 06 TO 08

ACT III · THE FOUNDATION CHAPTERS 09 TO 13

ACT IV · THE DISCIPLINE ARCHITECTURE CHAPTERS 14 TO 18

ACT V · THE PRESSURE ARCHITECTURE CHAPTERS 19 TO 23

ACT VI · THE ENERGY ARCHITECTURE CHAPTER 24

ACT VII · THE RELATIONSHIP ARCHITECTURE CHAPTERS 28 TO 33

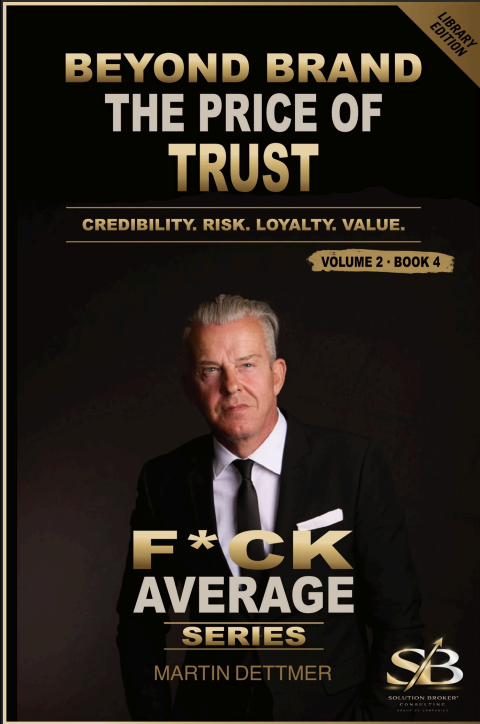
ACT VIII · THE DECISION ENVIRONMENT CHAPTERS 34 TO 37

ACT IX · THE FAILURE ARCHITECTURE CHAPTERS 38 TO 42

ACT X · THE IDENTITY UNDER FIRE CHAPTERS 43 TO 46

ACT XI · THE COMPOUND SYSTEM CHAPTERS 47 TO 51

FORMAT	ISBN PAPERBACK	EBOOK
6 × 9 in · 690 pages	978-9918-634-17-0	Available now
EDITION	ISBN EBOOK	PAPERBACK
Library Edition · Volume 2	978-9918-634-16-3	Planned 1 November 2026



BEYOND BRAND

The Price of Trust

Credibility. Risk. Loyalty. Value.

Trust is not a soft factor. It is the hardest currency in business.

The Price of Trust shows why premium prices, long contracts and repeat business all trace back to one asset, and how deliberately that asset can be built. You will learn how trust is earned in increments and lost in moments, how reliability becomes reputation, and why the trusted advisor never competes on price.

Inside: the economics of trust, promise management, the compound interest of kept commitments, and how to price from trust instead of discounting from fear.

// FROM THE BOOK

Ten clean deliveries build a pattern. One critical failure can structurally change the relationship. The arithmetic is not fair. It was never designed to be.

INSIDE THE BOOK

38 CHAPTERS · 400 PAGES

ACT I · THE ECONOMICS OF TRUST CHAPTERS 01 TO 05

ACT II · THE TRUST ILLUSION CHAPTERS 06 TO 08

ACT III · THE ARCHITECTURE OF CONSISTENCY CHAPTERS 09 TO 13

ACT IV · THE INTEGRITY ARCHITECTURE CHAPTERS 14 TO 18

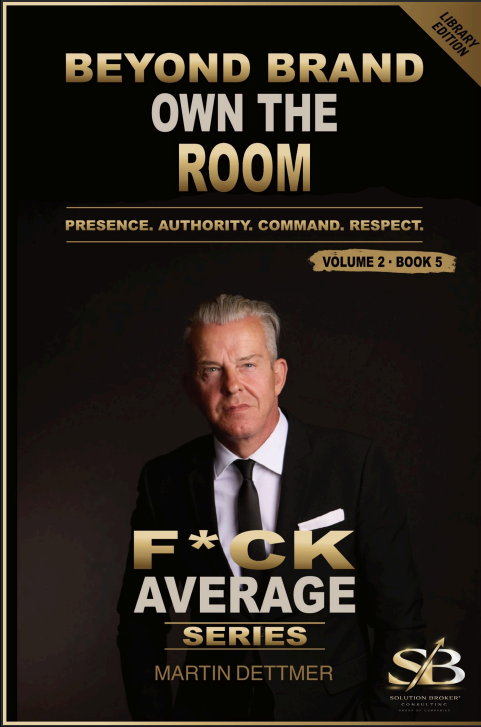
ACT V · THE ALIGNMENT ARCHITECTURE CHAPTERS 19 TO 23

ACT VI · THE MEMORY ARCHITECTURE CHAPTERS 24 TO 28

ACT VII · TRUST UNDER PRESSURE CHAPTERS 29 TO 34

ACT VIII · THE COMPOUND TRUST SYSTEM CHAPTERS 35 TO 38

FORMAT	ISBN PAPERBACK	EBOOK
6 × 9 in · 400 pages	978-9918-634-19-4	Available now
EDITION	ISBN EBOOK	PAPERBACK
Library Edition · Volume 2	978-9918-634-18-7	Planned 8 November 2026



BEYOND BRAND

Own the Room

Presence. Authority. Command. Respect.

Some people enter a room and disappear. Others enter and the temperature changes.

Own the Room is about executive presence: the ability to hold attention, set the tone and lead a conversation without raising your voice. This is not charisma as a gift. It is presence as a craft.

// FROM THE BOOK

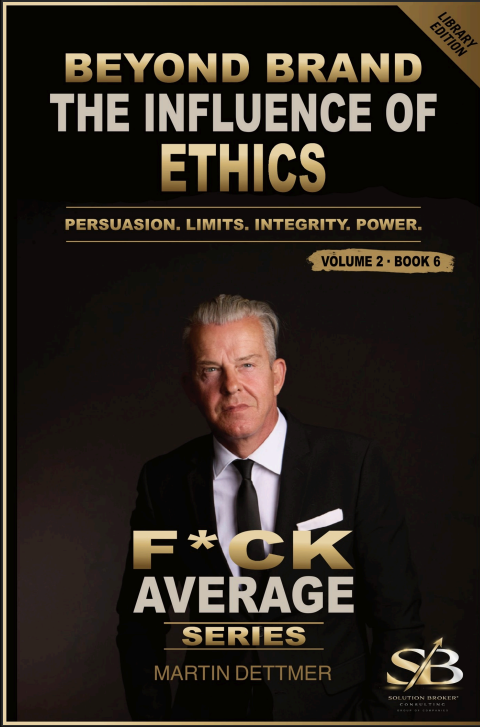
One came prepared with arguments. The other came prepared with himself. The room read both and responded to both accordingly. The deal went to the second.

INSIDE THE BOOK

23 CHAPTERS · 442 PAGES

ACT I · THE PERSON IN THE ROOM	09 Communication Under Pressure	17 Digital Presence as Commercial Signal
01 Who Owns the Room	ACT IV · THE VISIBLE SIGNAL	18 What the Market Remembers
02 The Approval Trap	10 Appearance as Control	19 Building Authority That Travels Without You
03 Identity Before Technique	11 The Body Before the Words	ACT VII · THE COMPLETE ARCHITECTURE
ACT II · CONTROL	ACT V · CONSISTENCY	20 The Four Solution Broker Exposure Forces in the Field
04 What Control Actually Means	12 Stability as a Commercial Asset	21 The Professional Who Owns Every Room
05 The Frame and How to Set It	13 Behavioral Consistency	22 Building It Permanently
06 Silence as a Power Tool	14 Decision Consistency	23 What It Costs
ACT III · CLARITY	15 Temporal Consistency	
07 The Cost of Being Unclear	ACT VI · THE ROOM BEYOND THE ROOM	
08 Language as a Commercial Weapon	16 Your Reputation Is the Room You're Not In	

FORMAT	ISBN PAPERBACK	EBOOK
6 × 9 in · 442 pages	978-9918-634-21-7	Available now
EDITION	ISBN EBOOK	PAPERBACK
Library Edition · Volume 2	978-9918-634-20-0	Planned 15 November 2026



BEYOND BRAND

The Influence of Ethics

Persuasion. Limits. Integrity. Power.

Influence without ethics is manipulation. Ethics without influence is irrelevance.

The Influence of Ethics takes the position most business books dodge: integrity is not the brake on power, it is the source of it. You will learn how ethical clarity creates trust at scale, why reputations built on straight dealing survive crises that destroy the clever ones, and how to influence people in ways they would thank you for if they saw the mechanics.

Inside: principled persuasion, the long-term economics of integrity, drawing lines before they are tested, and leading without games.

// FROM THE BOOK

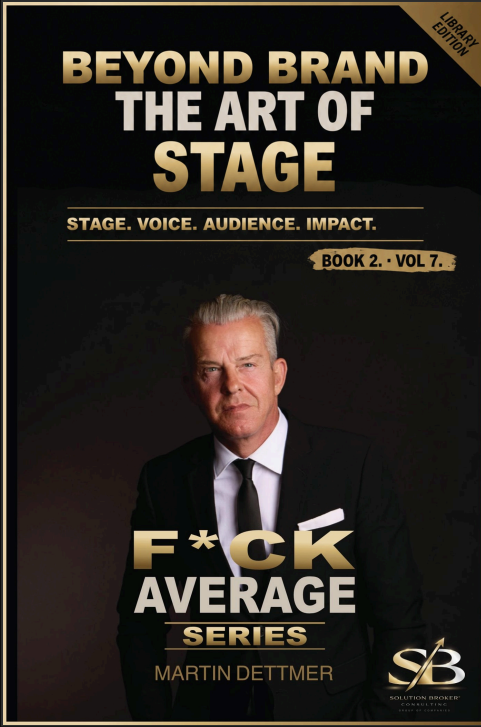
Pressure does not create character. It reveals it. The distinction sounds like a motivational poster. It is a commercial fact with specific operational consequences.

INSIDE THE BOOK

49 CHAPTERS · 494 PAGES

ACT I · THE ECONOMICS OF ETHICS CHAPTERS 01 TO 04
ACT II · THE ETHICS ILLUSIONS CHAPTERS 05 TO 08
ACT III · THE ARCHITECTURE OF MOTIVE CHAPTERS 09 TO 13
ACT IV · THE REFUSAL ARCHITECTURE CHAPTERS 14 TO 18
ACT V · THE ASYMMETRY ARCHITECTURE CHAPTERS 19 TO 23
ACT VI · THE TRANSPARENCY ARCHITECTURE CHAPTERS 24 TO 27
ACT VII · THE LONG SIGNAL ARCHITECTURE CHAPTERS 28 TO 32
ACT VIII · ETHICS UNDER PRESSURE CHAPTERS 33 TO 37
ACT IX · THE COMMERCIAL ADVANTAGE OF INTEGRITY CHAPTERS 38 TO 42
ACT X · THE ETHICAL AUTHORITY ARCHITECTURE CHAPTERS 43 TO 46
ACT XI · THE COMPOUND ETHICS SYSTEM CHAPTERS 47 TO 49

FORMAT	ISBN PAPERBACK	EBOOK
6 × 9 in · 494 pages	978-9918-634-23-1	Available now
EDITION	ISBN EBOOK	PAPERBACK
Library Edition · Volume 2	978-9918-634-22-4	Planned 29 November 2026



BEYOND BRAND

The Art of Stage

Stage. Voice. Audience. Impact.

Every market is a stage. Most executives never learn to perform on it.

The Art of Stage closes Volume 2 with the discipline of public impact: keynotes, pitches, panels, cameras, rooms of ten and halls of a thousand. You will learn how to build a talk that moves decisions, how staging and dramaturgy multiply a message, and how to turn visibility into authority instead of noise.

Inside: message architecture, dramaturgy for business, stagecraft and presence, handling pressure moments, and making every appearance an asset for the brand.

FROM THE BOOK

The sentence was ordinary. The impact was extraordinary. And the gap between the two was filled entirely by timing.

INSIDE THE BOOK

50 CHAPTERS · 704 PAGES

ACT I · CHAPTERS 01 TO 04

ACT II · THE STAGE ILLUSIONS · CHAPTERS 05 TO 08

ACT III · THE PRESENCE ARCHITECTURE · CHAPTERS 09 TO 13

ACT IV · THE SILENCE ARCHITECTURE · CHAPTERS 14 TO 18

ACT V · THE NARRATIVE ARCHITECTURE · CHAPTERS 19 TO 23

ACT VI · THE VISUAL ARCHITECTURE · CHAPTERS 24 TO 27

ACT VII · THE RHYTHM ARCHITECTURE · CHAPTERS 28 TO 32

ACT VIII · THE AUTHORITY ARCHITECTURE · CHAPTERS 33 TO 37

ACT IX · THE DEMO ARCHITECTURE · CHAPTERS 38 TO 42

ACT X · THE OPENING AND CLOSING ARCHITECTURE · CHAPTERS 43 TO 46

ACT XI · THE COMPOUND STAGE SYSTEM · CHAPTERS 47 TO 50

FORMAT

ISBN PAPERBACK

EBOOK

6 × 9 in · 704 pages

978-9918-634-25-5

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EDITION

ISBN EBOOK

PAPERBACK

Library Edition · Volume 2

978-9918-634-24-8

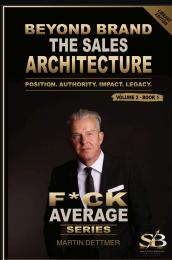
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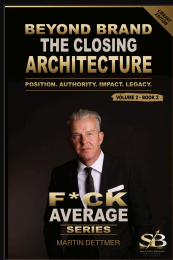
A brand that has been built is
worthless
until someone enforces it.

MARTIN DETTMER · VOLUME 2 · BEYOND BRAND

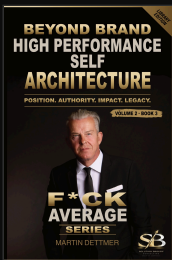
VOLUME 2 · BEYOND BRAND · SEVEN BOOKS



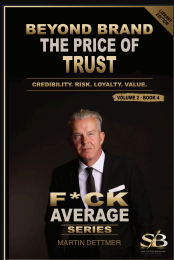
The Sales Architecture



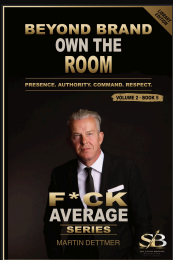
The Closing Architecture



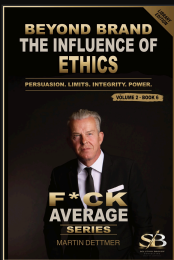
High Performance Self Architecture



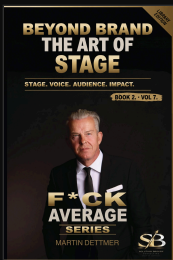
The Price of Trust



Own the Room



The Influence of Ethics



The Art of Stage

50 Rules

Sixteen books. The toolbox.

Eight hundred rules. Not one of them polite.

The Field Edition runs to sixteen books, fifty rules each, every one sharpened on a single subject. Becoming untouchable. Business warfare. Start-ups. Closing deals. Reverse psychology. Full commitment. Finding your why. The infinite business battle. Branding. Becoming the brand. Marketing that commands instead of asks. Leadership. Absolute power. Crisis control. Storytelling with impact. Strategic negotiation.

The Field Edition is the toolbox to the Library Edition. No chapter that needs a warm-up, no introduction that circles the point. Every rule stands on its own, came out of the field and can be used the same day you read it.

Read them in order, or open the rule that hurts today.

01 Becoming Untouchable

02 Business Warfare

03 Startups

04 Closing Deals

05 Reverse Psychology

06 Full Commitment

07 Find Your Why

08 Infinite Business Battle

09 Powerful Branding

10 Become the Brand

11 Commanding Marketing

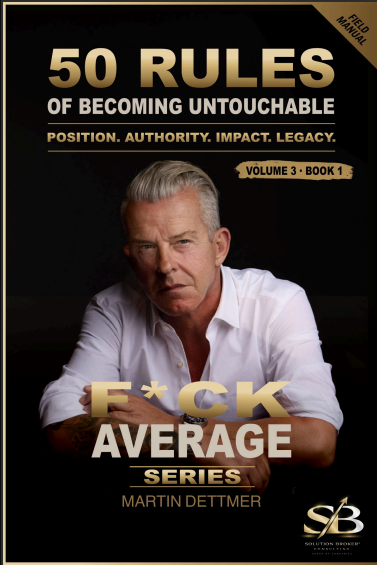
12 Great Leadership

13 Absolute Power

14 Crisis Control

15 Impactful Storytelling

16 Strategic Negotiation



BOOK 01 · 50 RULES OF

Becoming Untouchable

Untouchable is not arrogance. It is position.

When asked to explain a fee, do not explain. State the fee. If asked again, restate the fee. The restatement is the position.

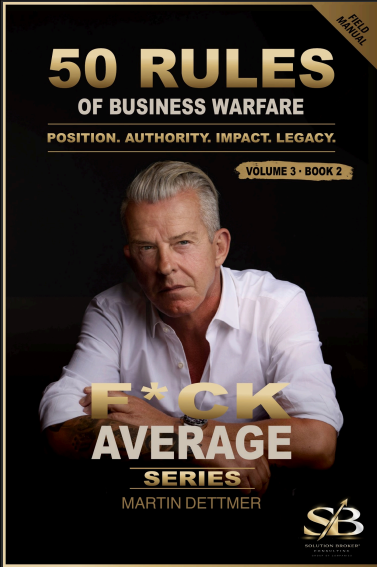
50 rules for building a standing the market cannot ignore and competitors cannot damage: reputation, leverage, independence and the discipline to protect all three.

FROM THE FIFTY RULES

142 PAGES

- | | |
|---|---|
| 01 Stop calling yourself indispensable. The market is already shopping. | 05 Burn every revenue stream that owns you. |
| 02 Available is the most replaceable state in business. | 06 The market replaces tired professionals first. |
| 03 Refuse the addiction to being needed. | 07 Stop confusing busy with secure. |
| 04 Audit who can fire you in one call. | 08 Eliminate every dependency you did not consciously choose. |

ISBN PAPERBACK 978-9918-634-27-9 · EBOOK AVAILABLE NOW · PAPERBACK PLANNED 5 OCTOBER 2026



BOOK 02 · 50 RULES OF

Business Warfare

Business is competition, and competition has rules. The winners know them.

Write the sentence on paper: My company is at war. Under it, write three names. Your largest competitor. Your fastest-growing competitor. The competitor nobody in your office takes seriously yet.

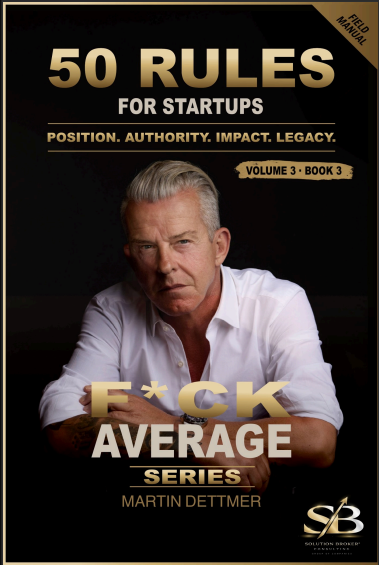
50 rules of strategy, positioning and competitive conduct for markets where being good is not enough and being naive is expensive.

FROM THE FIFTY RULES

142 PAGES

- | | |
|--|---|
| 01 Accept that business is war. Stop pretending it is collaboration. | 05 Win before you fight. |
| 02 Name your enemy before you write your strategy. | 06 Choose the battlefield. Never let the enemy choose it. |
| 03 Know your enemy better than he knows himself. | 07 Attack where he is weak. Never where he is strong. |
| 04 Know yourself better than your enemy knows you. | 08 Fight only the wars you can win. |

ISBN PAPERBACK 978-9918-634-29-3 · EBOOK AVAILABLE NOW · PAPERBACK PLANNED 25 OCTOBER 2026



BOOK 03 · 50 RULES FOR

Startups

Most start-ups do not fail from lack of ideas. They fail from lack of rules.

Every customer is welcome. That welcome is what is preventing you from becoming known for anything. Nobody describes a welcoming company. People describe a discerning one.

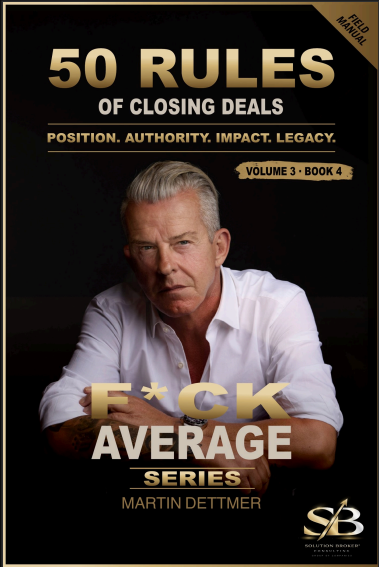
50 rules for founders who want traction instead of theater: focus, cash, speed, positioning and the discipline to say no.

FROM THE FIFTY RULES

124 PAGES

- | | |
|--|--|
| 01 Stop calling it a startup. Call it a business or close the tab. | 05 Build before you raise. |
| 02 Kill the idea. Go find the customer. | 06 Price your product before you hire your team. |
| 03 Refuse any co-founder who negotiates equity before he earns it. | 07 Hire slow. Fire instantly. |
| 04 Choose revenue over funding. | 08 Name your first hundred paying customers before you name your Series A. |

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BOOK 04 · 50 RULES OF

Closing Deals

The deal is decided long before the signature.

A seller who negotiates only on price is not a seller. He is an auctioneer. Auctioneers do not build businesses. They liquidate them.

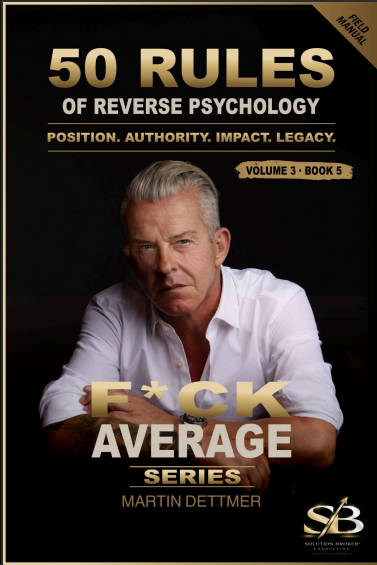
50 rules of closing: commitment building, objection prevention, negotiation conduct and the calm authority that turns conversations into contracts.

FROM THE FIFTY RULES

118 PAGES

- | | |
|---|---|
| 01 Stop calling it a pipeline if you can't close any of it. | 05 Kill the deal that won't sign by Friday. |
| 02 Disqualify faster than you qualify. | 06 Treat "maybe" as "no" with extra steps. |
| 03 Refuse to present before you diagnose. | 07 Never lower price. Move the scope. |
| 04 Sell to the buyer, never to the influencer. | 08 Identify your economic buyer or leave the meeting. |

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BOOK 05 · 50 RULES OF

Reverse Psychology

People rarely do what they are told. They do what they conclude themselves.

Invite elaboration. Ask him to say more. The elaboration either strengthens his position or reveals its weakness. Both are useful.

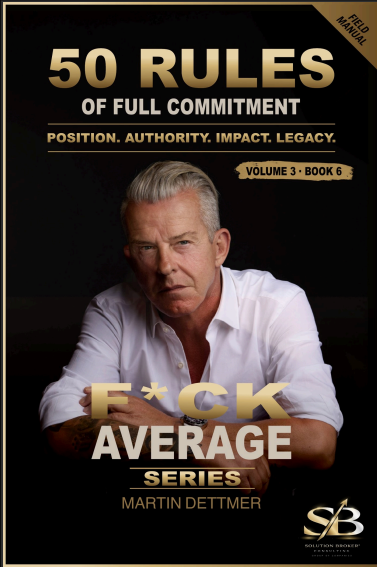
50 rules for guiding decisions through pull instead of push: scarcity, framing, contrast and the art of letting the other side convince itself.

FROM THE FIFTY RULES

156 PAGES

- | | |
|--|---|
| 01 Assume every room contains a manipulator. Find him before he finds you. | 05 The one who names the meeting owns the meeting. |
| 02 Control the frame or inherit his. | 06 Reveal less than he expects. Always. |
| 03 Silence is a weapon. Use it before he does. | 07 Mirror his pattern until he breaks his own script. |
| 04 Never explain yourself to someone who is testing you. | 08 Read what he does, not what he says. |

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BOOK 06 · 50 RULES OF

Full Commitment

Half commitment produces full mediocrity.

This is how senior people become brittle. Not through laziness in the visible sense. Through a slow withdrawal from the hard parts of their own job, executed one delegation at a time.

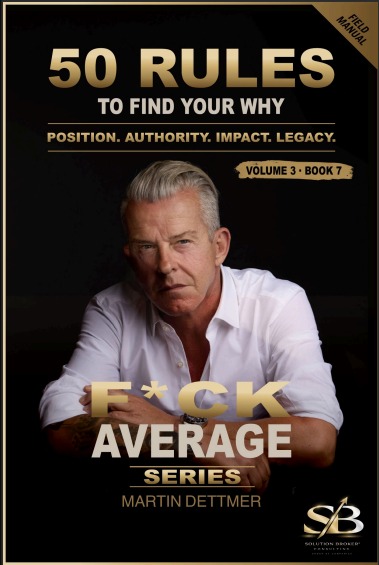
50 rules of total ownership: standards, follow-through, accountability and the mindset that separates professionals from participants.

FROM THE FIFTY RULES

128 PAGES

- | | |
|--|--|
| 01 The job is not the task. The job is the standard. | 05 Stop outsourcing the hard part and calling it delegation. |
| 02 Stop calling it "done" when it is merely submitted. | 06 Email is not work. Read it and move on. |
| 03 Refuse the meeting where the work was supposed to happen. | 07 Half-prepared is unprepared with a costume. |
| 04 Your effort is visible in the fifth percent, not the first ninety-five. | 08 Own the outcome, not the activity. |

ISBN PAPERBACK 978-9918-634-37-8 · EBOOK AVAILABLE NOW · PAPERBACK PLANNED 6 DECEMBER 2026



BOOK 07 · 50 RULES TO

Find Your Why

Without a why, every strategy is decoration.

Stop trying to heal it with achievement. Achievement does not close that wound. It never will. Use it instead. Let it be the engine.

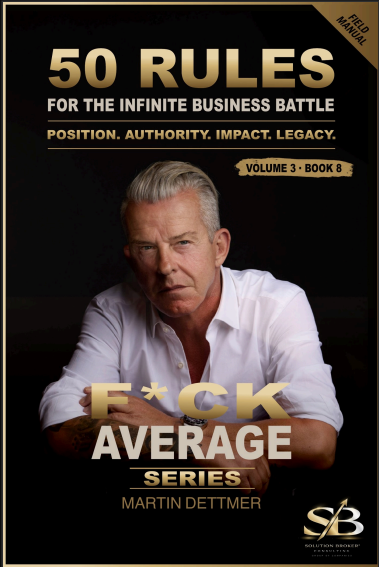
50 rules for finding and using your driving purpose: clarity, direction, decision filters and the energy that only meaning provides.

FROM THE FIFTY RULES

118 PAGES

- | | |
|--|--|
| 01 Stop borrowing someone else's why. | 05 If your why fits on a mug, it isn't yours. |
| 02 Find the wound. That's where the why lives. | 06 The why that costs you nothing is the why that gives you nothing. |
| 03 Kill the fake why before it kills you. | 07 Stop asking what you want. Ask what you cannot stop doing. |
| 04 Your why is not your ambition. | 08 Your why was there at seven years old. Go get it. |

ISBN PAPERBACK 978-9918-634-39-2 · EBOOK AVAILABLE NOW · PAPERBACK PLANNED 13 DECEMBER 2026



BOOK 08 · 50 RULES FOR THE

Infinite Business Battle

Business is not a game you win. It is a game you stay in.

Context without speed is paralysis. Speed without context is gambling. The combination is the infinite player's advantage.

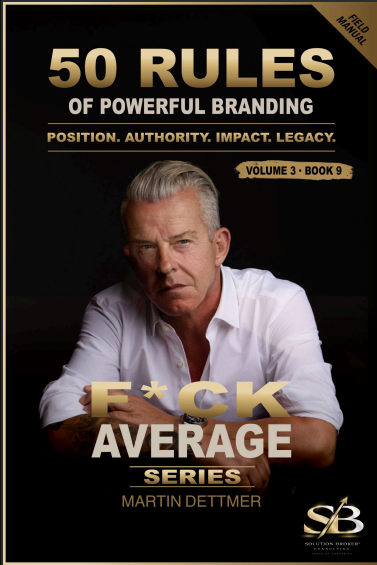
50 rules for the long fight: resilience, adaptation, endurance and the strategic patience that outlasts every hype cycle.

FROM THE FIFTY RULES

122 PAGES

- | | |
|--|--|
| 01 Stop trying to win. Start refusing to end. | 05 Assume a stronger opponent is already being born. |
| 02 Treat every victory as a starting line. | 06 Retire the word "disruption." It is amateur vocabulary. |
| 03 Build for the next century, not the next quarter. | 07 Choose an infinite opponent over a finite one. |
| 04 Never declare the war over. | 08 Calculate in decades. Decide in minutes. |

ISBN PAPERBACK 978-9918-634-41-5 · EBOOK AVAILABLE NOW · PAPERBACK PLANNED 13 DECEMBER 2026



BOOK 09 · 50 RULES OF

Powerful Branding

A brand is not a logo. It is a decision the market makes about you.

A brand without a claim is not a brand. It is a supplier. Suppliers have catalogs. Brands have positions.

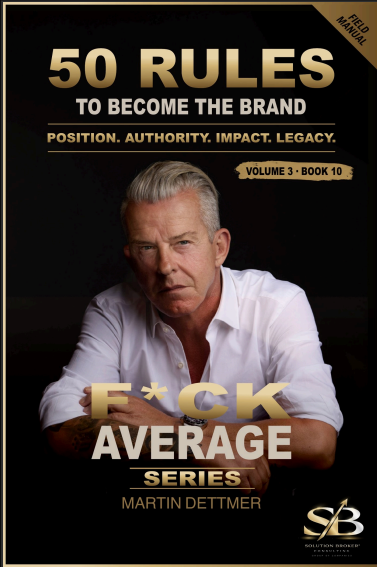
50 rules of branding: positioning, consistency, recognition and the discipline that turns a name into an asset.

FROM THE FIFTY RULES

132 PAGES

- | | |
|--|---|
| 01 Stop believing your logo is your brand. | 05 Kill market research before it kills your decision. |
| 02 Strip the costume before you build the company. | 06 Treat your price as a confession of your self-worth. |
| 03 Refuse any agency that arrives without a diagnosis. | 07 Never discount. Not once. |
| 04 Choose to be bought, not to be liked. | 08 Name your enemy before you name your target group. |

ISBN PAPERBACK 978-9918-634-43-9 · EBOOK AVAILABLE NOW · PAPERBACK PLANNED 20 DECEMBER 2026



BOOK 10 · 50 RULES TO

Become the Brand

Your company has a brand. The question is whether you are one.

Say it out loud. To yourself first. To a colleague. Eventually to a client. Build comfort with the number through use.

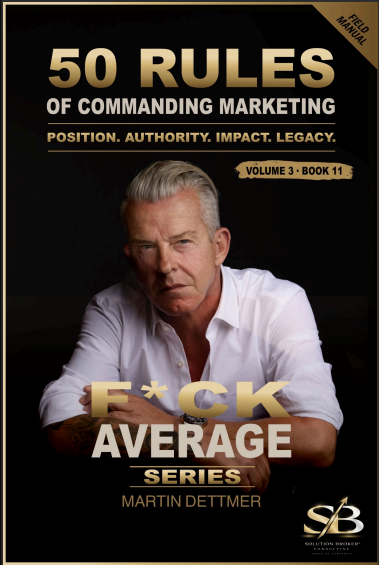
50 rules of personal branding for executives and founders: visibility, authority, substance and the courage to stand for something.

FROM THE FIFTY RULES

122 PAGES

- | | |
|--|--|
| 01 Stop pretending your title is your identity. | 05 Read things your colleagues cannot pronounce. |
| 02 Dress like the version of yourself you want to be hired by. | 06 Speak less. Mean more. |
| 03 Cut everything fake before your brand can be built. | 07 Own your name before somebody else defines it. |
| 04 Build a body that carries the signal for you. | 08 Choose your silhouette. Hold it for twenty years. |

ISBN PAPERBACK 978-9918-634-45-3 · EBOOK AVAILABLE NOW · PAPERBACK PLANNED 20 DECEMBER 2026



BOOK 11 · 50 RULES OF

Commanding Marketing

Marketing that asks for attention loses. Marketing that commands it wins.

Rename the role. Your head of Marketing is now your head of distribution. The title change sounds cosmetic. The thinking it forces is not.

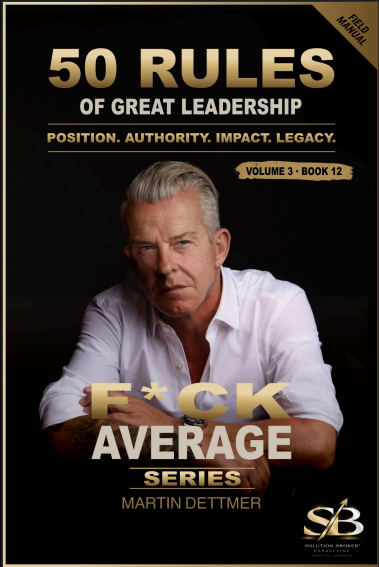
50 rules of assertive marketing: message discipline, channel focus, offers that polarize and campaigns built for revenue, not applause.

FROM THE FIFTY RULES

122 PAGES

- | | |
|--|--|
| 01 Marketing is distribution, not creativity. Everything else is decoration. | 05 The agency pitch is designed to flatter you. Resist. |
| 02 Stop confusing noise with reach. The market hears nothing. | 06 Make it memorable before you make it measurable. |
| 03 Refuse the funnel. It was built for someone else's product. | 07 Data without instinct is paralysis. Instinct without data is arrogance. |
| 04 Your marketing department is a cost center. Change that or close it. | 08 Ship the campaign before the committee approves it. |

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BOOK 12 · 50 RULES OF

Great Leadership

Leadership is not a title. It is behavior under observation.

There are two kinds of executives: those who are comfortable deciding with seventy percent of the information, and those who want ninety. The first group runs companies. The second group runs meetings about companies.

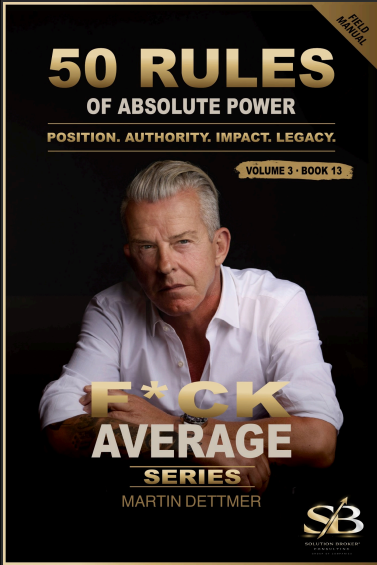
50 rules of leading people: clarity, standards, trust, hard conversations and the consistency that makes teams follow without being pushed.

FROM THE FIFTY RULES

120 PAGES

- | | |
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| 01 Stop calling yourself a leader. Earn the title from the led. | 05 Speak last. Listen first. Think longest. |
| 02 Decide, or step aside for somebody who will. | 06 Trust your instincts, but train them first. |
| 03 Command respect before you demand it. | 07 Choose the right people, then get out of their way. |
| 04 Refuse popularity. It is the quiet death of authority. | 08 Fire fast. Hire slow. Regret neither. |

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BOOK 13 · 50 RULES OF

Absolute Power

Power exists in every organization. Pretending otherwise hands it to someone else.

Build small. Protect fiercely. Feed consistently. The circle is the only asset that compounds faster than capital.

50 rules of power: how it is built, how it is held, how it is lost and how to use it without being corrupted by it.

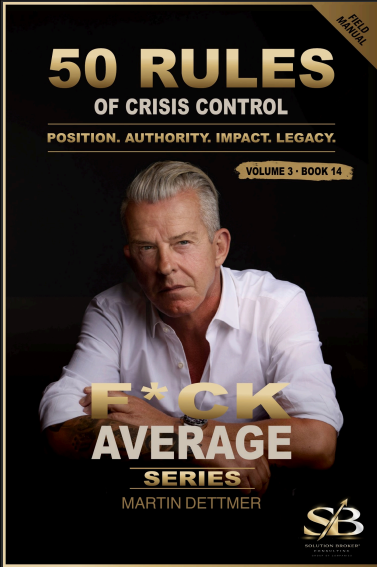
FROM THE FIFTY RULES

124 PAGES

- 01 Stop pretending you don't want power.
- 02 Never explain your power. Use it.
- 03 Refuse the titles that weaken you.
- 04 Take space before they offer it.

- 05 Make your presence cost something to ignore.
- 06 Keep your intentions unreadable.
- 07 Let others overestimate your network.
- 08 Hold information. Release it on your schedule.

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BOOK 14 · 50 RULES OF

Crisis Control

Every business gets hit. The difference is who stays in control.

The boss who prepares in the aftermath is not paranoid. She is solvent. She has understood that the next crisis is not a question of if.

50 rules of crisis management: speed, communication, decision-making under pressure and turning the worst day into proof of leadership.

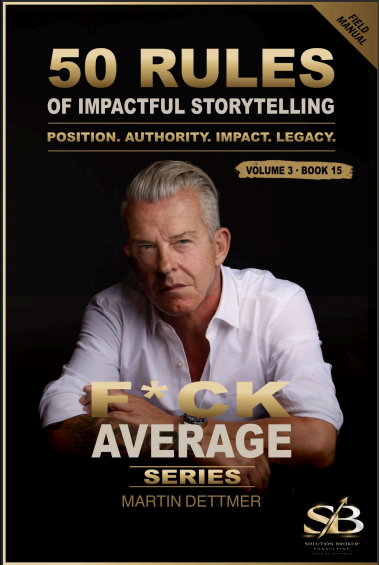
FROM THE FIFTY RULES

162 PAGES

- 01 Admit the crisis in the first hour, not the first week.
- 02 Stop calling it a challenge. Call it what it is.
- 03 Refuse the optimism reflex.
- 04 Diagnose before you decide.

- 05 Cut the noise before you cut the budget.
- 06 Identify the fire before you grab the hose.
- 07 Know which fire kills you and which fire just smokes.
- 08 Take the bad news first. Always.

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BOOK 15 · 50 RULES OF

Impactful Storytelling

Facts inform. Stories move.

The opening line is the only line guaranteed to be read. Every subsequent line depends on it.

50 rules of storytelling for business: structure, tension, relevance and the craft of making people remember exactly what you need them to remember.

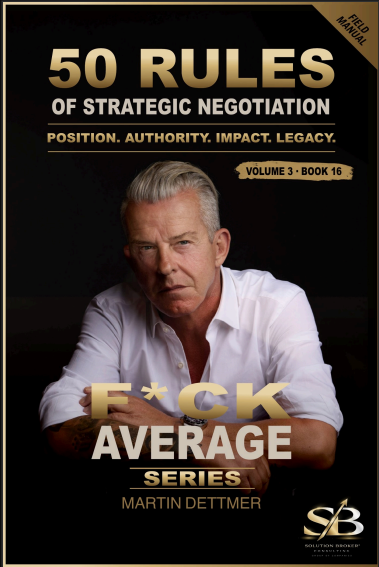
FROM THE FIFTY RULES

120 PAGES

- 01 Stop confusing storytelling with content production.
- 02 Delete your company story. Start with the enemy.
- 03 The hero is not your customer. Stop flattering him.
- 04 Kill the three-act template before it kills your audience.

- 05 Your brand has no story. Your brand has a claim. Know the difference.
- 06 Pick a conflict worth watching.
- 07 If nothing is at stake, nothing is remembered.
- 08 Write the first line as if it were the last.

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BOOK 16 · 50 RULES OF

Strategic Negotiation

Negotiation is not conflict. It is structured advantage.

Agree the structure first. Price last. The structure is where the durable value lives. Price is the surface.

50 rules of negotiating: preparation, leverage, concession logic, reading the other side and closing agreements that hold.

FROM THE FIFTY RULES

144 PAGES

- 01 Stop calling it a conversation. Call it what it is.
- 02 The one who needs the deal less, wins.
- 03 Walk in with a walk-away price, or do not walk in.
- 04 Preparation is not a slide. Preparation is a dossier.

- 05 The first number is yours, or it belongs to the other side.
- 06 Silence is your cheapest weapon. Stop filling it.
- 07 Never negotiate with someone who cannot say yes.
- 08 Make the opponent commit before you concede.

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THE calendar

All thirty books are written, set and printed to file. Amazon releases two new titles per format each week, so the series arrives in a steady rhythm through the winter.

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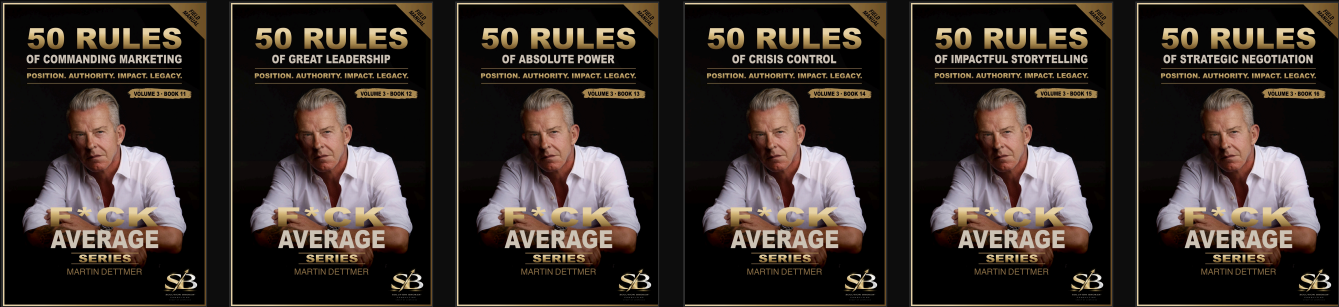
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PAPERBACKS BY 10 JANUARY 2027

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11 October 2026	50 Rules of Commanding Marketing
11 October 2026	50 Rules of Great Leadership
18 October 2026	50 Rules of Absolute Power
18 October 2026	50 Rules of Crisis Control
25 October 2026	50 Rules of Impactful Storytelling
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25 October 2026	50 Rules of Business Warfare
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1 November 2026	Build a Brand That Weaponizes Content
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20 December 2026	50 Rules to Become the Brand
27 December 2026	50 Rules of Commanding Marketing
27 December 2026	50 Rules of Great Leadership
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3 January 2027	50 Rules of Crisis Control
10 January 2027	50 Rules of Impactful Storytelling
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