

F*CK AVERAGE · THE COMPENDIUM

THE EDITIONS

MARTIN DETTMER · 30 BOOKS · 3 VOLUMES



Average is a decision. So is everything above it.

01 · BUILD A BRAND

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

03 · 50 RULES

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

02 · BEYOND BRAND

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

04 · THE GROUP

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



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THE EDITIONS · Edition 1 · 2026. Published by Solution Broker Editions, an imprint of Solution Broker Consulting Ltd., Malta. All covers, texts and excerpts © Martin Dettmer. Release dates follow the upload plan at Amazon KDP and can move.

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

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



Martin Dettmer

DIRECTOR & FOUNDER · MALTA



THE AUTHOR

**Martin
Dettmer**

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+

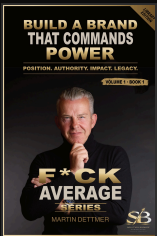
YEARS

30

BOOKS

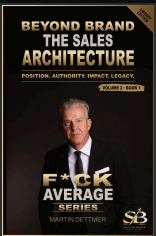
100+

DESIGNS EUIPO



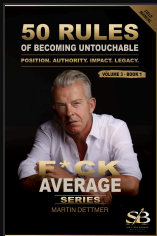
VOLUME 1

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.

Solution Broker Consulting LP

SCOTLAND

Solution Broker Consulting Holding Ltd.

MALTA · BRANDS

Solution Broker Consulting Ltd.

BRAND · SALES · MANDATES · EDITIONS

Solution Broker Mobility Service Ltd.

RELOCATION MALTA · NEW 2026

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

30

BOOKS

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

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.

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mobility@solutions-broker.com

MALTA. OHNE MÄRCHEN.

www.maltaohnemaerchen.com

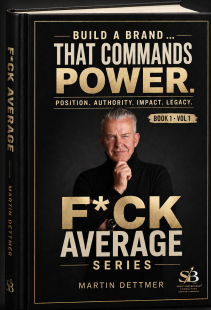
Relocation to Malta, in German

MALTA. NO FAIRYTALES.

www.maltanofairytales.com

Relocation to Malta, in English

THIRTY BOOKS. THREE VOLUMES. *One system.*



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.





LIBRARY EDITION · VOLUME 1

01

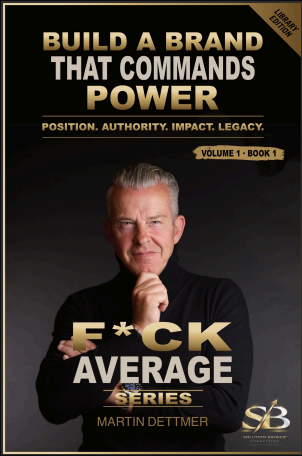
Build a Brand

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.



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.

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 · SELECTED CHAPTERS

15 CHAPTERS

- | | |
|-----------------------------------|---|
| 01 You Don't Have a Brand Problem | 03 Price Competition Is a Symptom, Not a Strategy |
| 02 The Brain That Buys | |

PAGES

278

EBOOK

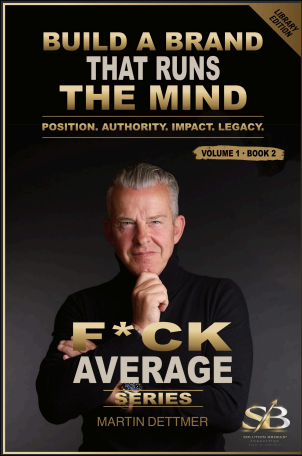
Available now

PAPERBACK

Planned 11 October 2026

ISBN PAPERBACK

978-9918-0-1604-4



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.

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 · THE ACTS

50 CHAPTERS

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

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

PAGES

736

EBOOK

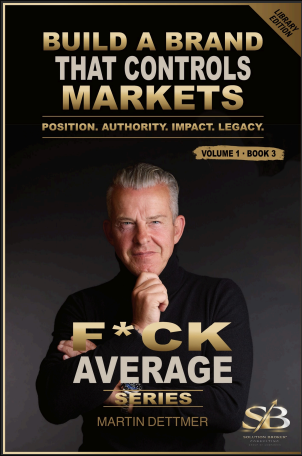
Available now

PAPERBACK

Planned 5 October 2026

ISBN PAPERBACK

978-9918-634-01-9



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.

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 · SELECTED CHAPTERS

18 CHAPTERS

- | | |
|---|---------------------------------------|
| 01 The Evolution of Sales and Marketing | 04 Building the Digital Sales Machine |
| 02 Understanding the Modern Consumer | 05 Strategic Positioning |
| 03 Digital Transformation in Sales | 06 Strategic Differentiation |

PAGES

344

EBOOK

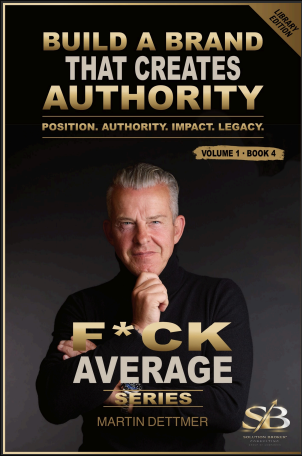
Available now

PAPERBACK

Planned 18 October 2026

ISBN PAPERBACK

978-9918-634-03-3



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 · SELECTED CHAPTERS

28 CHAPTERS

01 Self-Analysis

03 Personal Positioning

02 Identity Architecture

04 Value Definition

PAGES

336

EBOOK

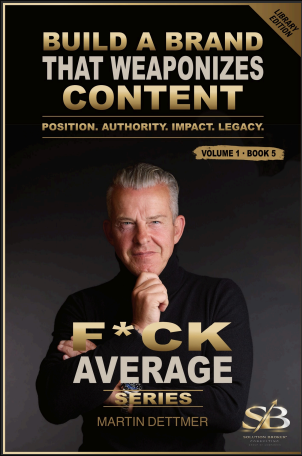
Available now

PAPERBACK

Planned 25 October 2026

ISBN PAPERBACK

978-9918-634-05-7



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.

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 · SELECTED CHAPTERS

15 CHAPTERS

01 Content Is Not Your Problem

03 Noise vs

02 The Publishing Trap

04 Narrative Infrastructure

PAGES

224

EBOOK

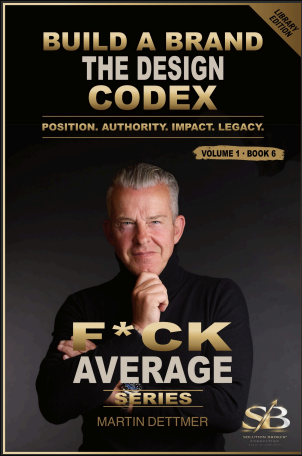
Available now

PAPERBACK

Planned 1 November 2026

ISBN PAPERBACK

978-9918-634-07-1



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 · SELECTED CHAPTERS

30 CHAPTERS

- | | |
|--|---|
| 01 The 3-Second Transaction | 04 Trust Architecture - The Three Anchors |
| 02 The Halo Effect as a Sales Mechanism | 05 First Impression Killers |
| 03 Price Perception Is a Visual Decision | 06 Principle 1 |

PAGES

540

EBOOK

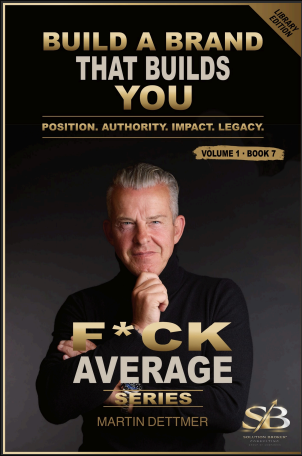
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PAPERBACK

Planned 15 November 2026

ISBN PAPERBACK

978-9918-634-09-5



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 · SELECTED CHAPTERS

28 CHAPTERS

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

PAGES

280

EBOOK

Available now

PAPERBACK

Planned 22 November 2026

ISBN PAPERBACK

978-9918-634-11-8



LIBRARY EDITION · VOLUME 2

02

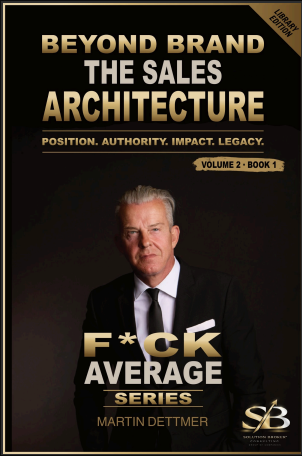
Beyond Brand

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.



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.

FROM THE BOOK

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

INSIDE THE BOOK · THE ACTS

32 CHAPTERS

ACT I · THE PSYCHOLOGY OF THE DEAL CHAPTERS 01 TO 04

PAGES

364

EBOOK

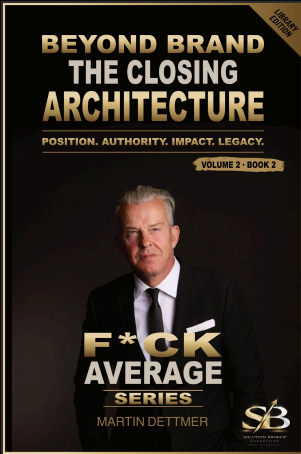
Available now

PAPERBACK

Planned 11 October 2026

ISBN PAPERBACK

978-9918-634-13-2



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.

FROM THE BOOK

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

INSIDE THE BOOK · THE ACTS

38 CHAPTERS

ACT I · THE PSYCHOLOGY OF THE CLOSE CHAPTERS 01 TO 05

PAGES

436

EBOOK

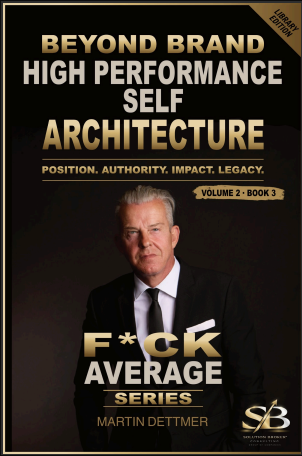
Available now

PAPERBACK

Planned 18 October 2026

ISBN PAPERBACK

978-9918-634-15-6



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.

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 · THE ACTS

51 CHAPTERS

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

PAGES

690

EBOOK

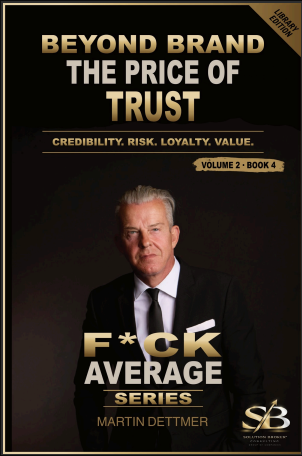
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PAPERBACK

Planned 1 November 2026

ISBN PAPERBACK

978-9918-634-17-0



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.

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 · THE ACTS

38 CHAPTERS

ACT I · THE ECONOMICS OF TRUST CHAPTERS 01 TO 05

ACT II · THE TRUST ILLUSION CHAPTERS 06 TO 08

PAGES

400

EBOOK

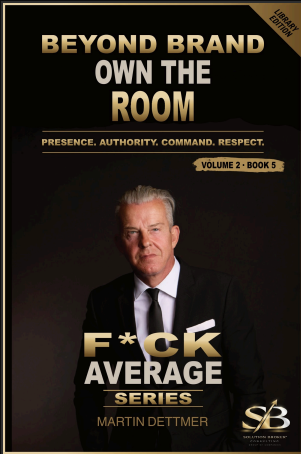
Available now

PAPERBACK

Planned 8 November 2026

ISBN PAPERBACK

978-9918-634-19-4



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 · SELECTED CHAPTERS

23 CHAPTERS

ACT I · THE PERSON IN THE ROOM

01 Who Owns the Room

02 The Approval Trap

03 Identity Before Technique

PAGES

442

EBOOK

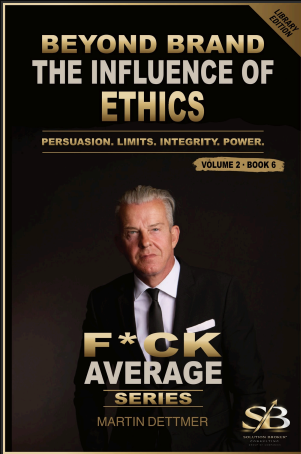
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PAPERBACK

Planned 15 November 2026

ISBN PAPERBACK

978-9918-634-21-7



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.

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 · THE ACTS

49 CHAPTERS

PAGES

494

EBOOK

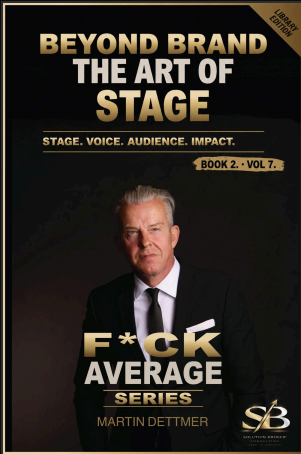
Available now

PAPERBACK

Planned 29 November 2026

ISBN PAPERBACK

978-9918-634-23-1



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.

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 · THE ACTS

50 CHAPTERS

ACT I CHAPTERS 01 TO 04

PAGES

704

EBOOK

Available now

PAPERBACK

Planned 29 November 2026

ISBN PAPERBACK

978-9918-634-25-5



FIELD EDITION · VOLUME 3

03

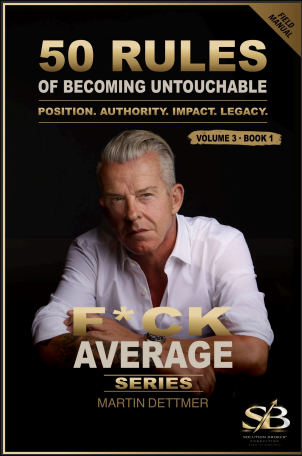
50 Rules

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.



50 RULES OF
**Becoming
Untouchable**

Position. Authority. Impact. Legacy.

Untouchable is not arrogance. It is 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 BOOK

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

FROM THE FIFTY RULES

142 PAGES

- | | |
|--|---|
| 01 Stop calling yourself indispensable. The market is already shopping. | 03 Refuse the addiction to being needed. |
| 02 Available is the most replaceable state in business. | 04 Audit who can fire you in one call. |

PAGES

142

PAPERBACK

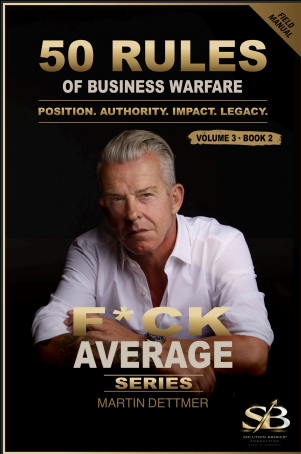
Planned 5 October 2026

EBOOK

Available now

ISBN PAPERBACK

978-9918-634-27-9



50 RULES OF
Business Warfare

Position. Authority. Impact. Legacy.

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

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

FROM THE BOOK

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.

FROM THE FIFTY RULES

142 PAGES

01 Accept that business is war. Stop pretending it is collaboration.

02 Name your enemy before you write your strategy.

PAGES

142

PAPERBACK

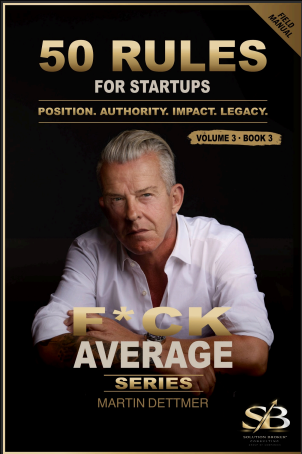
Planned 25 October 2026

EBOOK

Available now

ISBN PAPERBACK

978-9918-634-29-3



50 RULES FOR
Startups

Position. Authority. Impact. Legacy.

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

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

FROM THE BOOK

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.

FROM THE FIFTY RULES

124 PAGES

- | | |
|---|---|
| 01 Stop calling it a startup. Call it a business or close the tab. | 03 Refuse any co-founder who negotiates equity before he earns it. |
| 02 Kill the idea. Go find the customer. | 04 Choose revenue over funding. |

PAGES

124

EBOOK

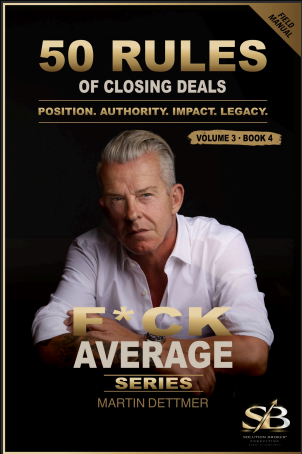
Available now

PAPERBACK

Planned 8 November 2026

ISBN PAPERBACK

978-9918-634-31-6



50 RULES OF
Closing Deals

Position. Authority. Impact. Legacy.

The deal is decided long before the signature.

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

FROM THE BOOK

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

FROM THE FIFTY RULES

118 PAGES

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

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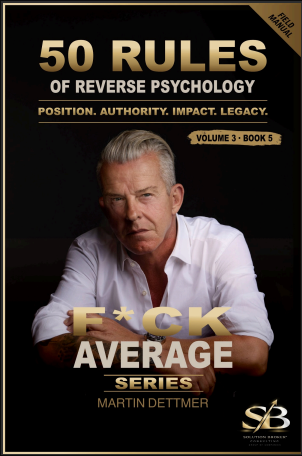
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Reverse Psychology

Position. Authority. Impact. Legacy.

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

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 BOOK

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

FROM THE FIFTY RULES

156 PAGES

- | | |
|---|---|
| 01 Assume every room contains a manipulator. Find him before he finds you. | 03 Silence is a weapon. Use it before he does. |
| 02 Control the frame or inherit his. | 04 Never explain yourself to someone who is testing you. |

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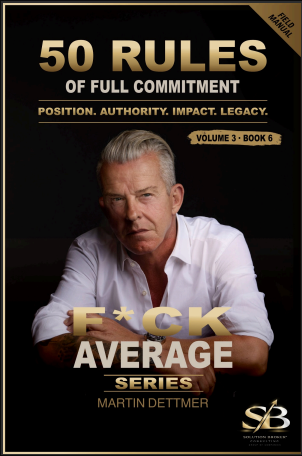
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50 RULES OF
Full Commitment

Position. Authority. Impact. Legacy.

Half commitment produces full mediocrity.

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

FROM THE BOOK

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.

FROM THE FIFTY RULES

128 PAGES

- | | |
|--|--|
| 01 The job is not the task. The job is the standard. | 03 Refuse the meeting where the work was supposed to happen. |
| 02 Stop calling it "done" when it is merely submitted. | 04 Your effort is visible in the fifth percent, not the first ninety-five. |

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128

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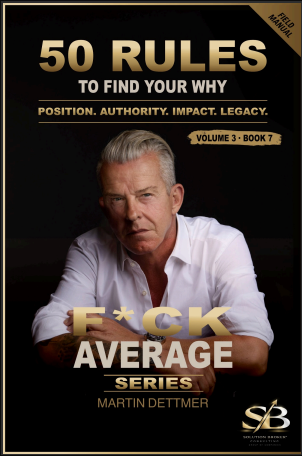
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50 RULES TO

Find Your Why

Position. Authority. Impact. Legacy.

Without a why, every strategy is decoration.

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

FROM THE BOOK

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

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. | |

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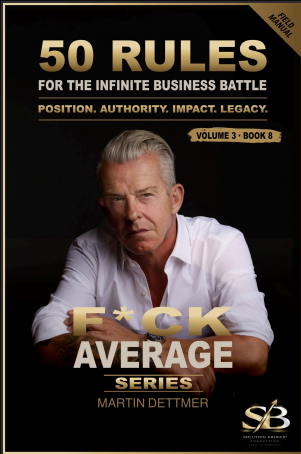
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50 RULES FOR THE
**Infinite Business
Battle**

Position. Authority. Impact. Legacy.

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

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

FROM THE BOOK

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

FROM THE FIFTY RULES

122 PAGES

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

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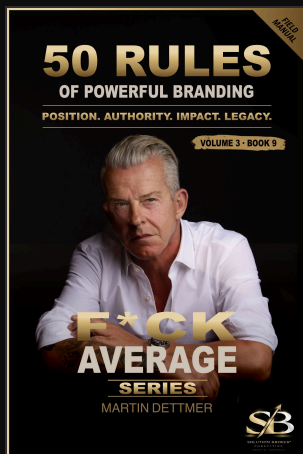
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50 RULES OF

Powerful Branding

Position. Authority. Impact. Legacy.

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

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

FROM THE BOOK

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

FROM THE FIFTY RULES

132 PAGES

- | | |
|--|---|
| 01 Stop believing your logo is your brand. | 04 Choose to be bought, not to be liked. |
| 02 Strip the costume before you build the company. | 05 Kill market research before it kills your decision. |
| 03 Refuse any agency that arrives without a diagnosis. | 06 Treat your price as a confession of your self-worth. |

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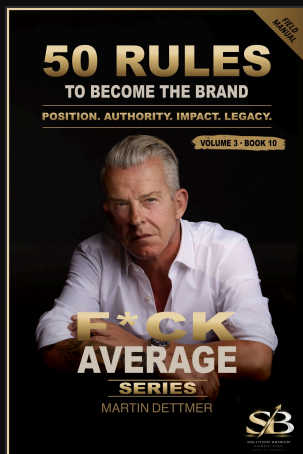
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50 RULES TO

Become the Brand

Position. Authority. Impact. Legacy.

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

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

FROM THE BOOK

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

FROM THE FIFTY RULES

122 PAGES

- | | |
|---|---|
| 01 Stop pretending your title is your identity. | 04 Build a body that carries the signal for you. |
| 02 Dress like the version of yourself you want to be hired by. | 05 Read things your colleagues cannot pronounce. |
| 03 Cut everything fake before your brand can be built. | 06 Speak less. Mean more. |

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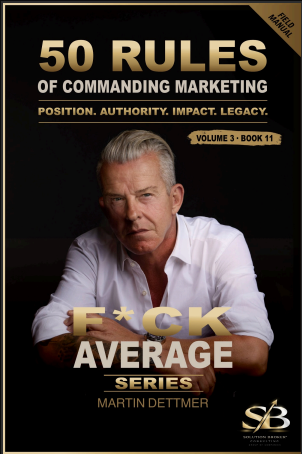
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50 RULES OF

Commanding Marketing

Position. Authority. Impact. Legacy.

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

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

FROM THE BOOK

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

FROM THE FIFTY RULES

122 PAGES

- | | |
|---|--|
| 01 Marketing is distribution, not creativity. Everything else is decoration. | 03 Refuse the funnel. It was built for someone else's product. |
| 02 Stop confusing noise with reach. The market hears nothing. | 04 Your marketing department is a cost center. Change that or close it. |

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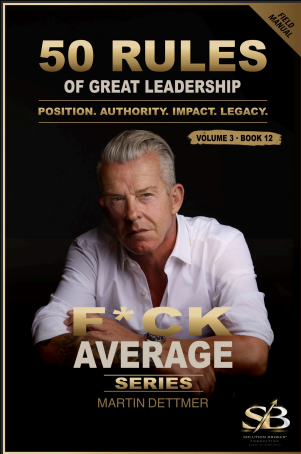
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50 RULES OF
Great Leadership

Position. Authority. Impact. Legacy.

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

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

FROM THE BOOK

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.

FROM THE FIFTY RULES

120 PAGES

- | | |
|---|---|
| 01 Stop calling yourself a leader. Earn the title from the led. | 02 Decide, or step aside for somebody who will. |
|---|---|

PAGES

120

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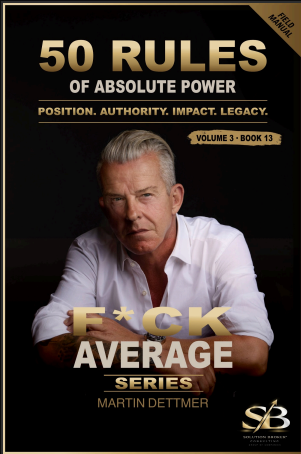
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50 RULES OF
Absolute Power

Position. Authority. Impact. Legacy.

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

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 BOOK

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

FROM THE FIFTY RULES

124 PAGES

- | | |
|--|---|
| 01 Stop pretending you don't want power. | 05 Make your presence cost something to ignore. |
| 02 Never explain your power. Use it. | 06 Keep your intentions unreadable. |
| 03 Refuse the titles that weaken you. | 07 Let others overestimate your network. |
| 04 Take space before they offer it. | |

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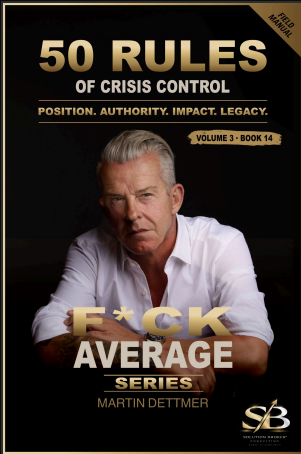
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50 RULES OF
Crisis Control

Position. Authority. Impact. Legacy.

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

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

FROM THE BOOK

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.

FROM THE FIFTY RULES

162 PAGES

- | | |
|---|---|
| 01 Admit the crisis in the first hour, not the first week. | 04 Diagnose before you decide. |
| 02 Stop calling it a challenge. Call it what it is. | 05 Cut the noise before you cut the budget. |
| 03 Refuse the optimism reflex. | 06 Identify the fire before you grab the hose. |

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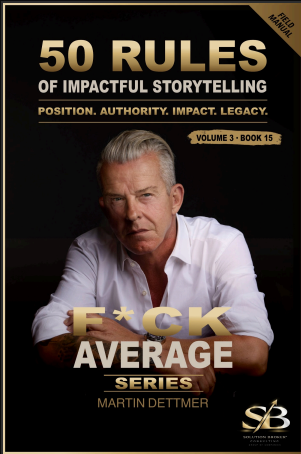
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50 RULES OF
**Impactful
Storytelling**

Position. Authority. Impact. Legacy.

Facts inform. Stories move.

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 BOOK

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

FROM THE FIFTY RULES

120 PAGES

- | | |
|--|---|
| 01 Stop confusing storytelling with content production. | 04 Kill the three-act template before it kills your audience. |
| 02 Delete your company story. Start with the enemy. | 05 Your brand has no story. Your brand has a claim. Know the difference. |
| 03 The hero is not your customer. Stop flattering him. | 06 Pick a conflict worth watching. |
| | 07 If nothing is at stake, nothing is remembered. |

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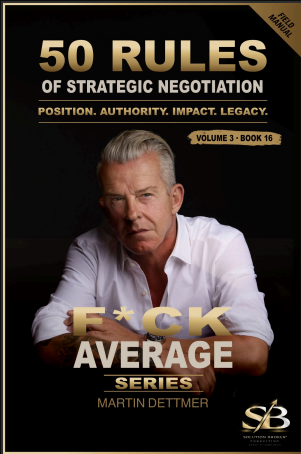
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50 RULES OF
**Strategic
Negotiation**

Position. Authority. Impact. Legacy.

Negotiation is not conflict. It is structured advantage.

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

FROM THE BOOK

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

FROM THE FIFTY RULES

144 PAGES

- | | |
|---|---|
| 01 Stop calling it a conversation. Call it what it is. | 04 Preparation is not a slide. Preparation is a dossier. |
| 02 The one who needs the deal less, wins. | 05 The first number is yours, or it belongs to the other side. |
| 03 Walk in with a walk-away price, or do not walk in. | 06 Silence is your cheapest weapon. Stop filling it. |

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