



CREDIT LIST – 2009-2018

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[Web Site](#)

[LinkedIn Profile](#)

[Twitter](#)

BOOKS

- [21st Century Secrets to Effective PR](#) (Strategic Communications, 2018)
- [Best Practices in Influencer Marketing](#) (Strategic Communications, 2016)
- [The Everything Guide to Customer Engagement](#) (Adams Media, 2014)
- [The Everything Resume Book](#) (Adams Media, 2012)
- [Motivating Today's Employees](#) (Self-Counsel Press, 2012)
- [Complete Idiot's Guide to Strategic Planning](#) (Penguin Press, 2011)
- [Direct Mail in the Digital Age](#) (Self-Counsel Press, 2011)
- [The Everything Job Interview Book, 3rd edition](#) (Adams Media, 2011)
- [Human Resource Essentials](#) (Society for Human Resource Management, 2010)
- [Managing Off-Site Staff](#) (Self-Counsel Press, 2010)
- [Employee Management for Small Business](#) (Self-Counsel Press, 2010)
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- [Marketing With the End in Mind](#) (IABC, 2005)
- [Writing a Convincing Business Plan](#) (Barrons, 2001)
- [The HR Book](#) (Self-Counsel Press, 1999)

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[How HR Can Use VR to Create Realistic OTJ Experiences](#), February 2018
[HR Skills Aren't Enough: Why CHROs Need Business Acumen](#), February 2018
[Addressing the Implications of Opioid Addiction in the Workplace](#), January 2018
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[Recognizing the Value of Your Top Talent Resources](#), July 2017
[Financial Counseling: Easing Employee Stress and Boosting Productivity](#), July 2017
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[Leading When You're Not the Formal Leader](#), April 2014
[Effectively Engaging Your Nursing Staff](#), February 2014
[Hiring Nurses From Within](#), December 2013
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[Motivating During Tough Times](#), April 2013
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[Are Your Staff Preparing to Leave?](#), November 2012
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[Overcoming Bad Bosses](#), August 2012
[Tips for Weighing Your Career Options](#), August 2012
[Nurse Entrepreneurs](#), April 2012
[Friends Like These \(social networking\)](#), April 2012
[Pursuing Higher Nursing Degrees Online](#), March 2012
[When Worlds Collide](#), August 2011
[Being Social With Social Media](#), January 2011
[The Introverted Leader](#), January 2011
[Tips for New Nurse Managers](#), May 2010
[How to Get Along](#), May 2010
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[Extreme Weather](#), June 2016

[How Engaging Are You?](#), April 2016
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[Automating for Safety](#), August 2015
[Gas Distribution Wins the Winter Challenge](#) - June 2015
[Social License: Building Trust to Manage Consumer Expectations](#) - April 2015
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[Tough Talks – How to Break Bad News to Employees](#), May 2009

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[Don't Let Bad References Hold You Back](#), August 2013
[Lessons in On-ramping from Someone Who's 'Been There, Done That'](#), August 2013
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