

Emmet Robinson's Reading Room

Informative and Entertaining Articles for Your Business and Your Life

In business, and in life, no one knows everything (although, when I was twelve-years-old, I was sure that I did!) Useful, helpful – and sometimes entertaining – information can come from unusual sources. My recording studio, for example.

After more than forty years of writing articles for professional publications across the country, I've decided to make some of them more accessible by posting them online. Which of these titles appeals to you most?

How to Stay Motivated \$1.00
Yes, even when times are tough – like now, for example!

Differentness \$1.00
How being open and receptive to others "not like you" can enrich your life

Slimming Down and Shaping Up \$2.50
Easy, simple, proven ways of recovering your ideal weight and improving your health

Why Can't You Be the One I Really Wanted? \$1.50
The inside secrets of happy relationships

Starting Over

Handy hints and simple suggestions for finding meaningful employment

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Volume-02 "Fireproof" \$1.00

Volume-03 "Fond Memories" \$1.00

Volume-04 "Great Expectations" \$1.00

Volume-05 "Time Moves on" \$1.00

Cheated \$2.50
*Why you're paying more at the supermarket – and getting less!
(The real reason behind the eleven-ounce "pound" of coffee)*

Tips (New!!) \$1.50
How to Increase Your Gratuity Income

Stagecraft \$1.00
Show Biz – What to do after the announcer says your name

That Was Then, This Is Now (New!) \$2.00
*In a changing business culture, those with the greatest range of responses
will dominate.*

Balance Your Business and Boost Your Profits (New!) \$1.00
*Why technical mastery won't be enough to help you survive in a turbulent
marketplace.*

Six Reasons to Cut Back on Your Advertising \$1.50
And why you won't like the results you get!

(Over)

Amazing scientific Discovery!	\$1.00
<i>How useful information can come from unexpected sources</i>	
How to Work a Business Card Exchange	\$1.00
<i>How to make the most of the most powerful marketing tool you have: your face!</i>	
Are You Running Your Business Backwards?	\$2.00
<i>Why defensive management only helps your competition</i>	
Hello?	\$1.00
<i>How to Get Paid for Answering Your Business Telephone</i>	
How to Run a Health Club – Into the Ground!	\$1.50
<i>How the secrets of running a successful gym apply to you</i>	
You Can't Shake Hands on the Internet	\$1.00
<i>How the personal touch can boost your bottom line</i>	
Leadership Made Simple	\$1.50
<i>How to profit by setting a good example</i>	
Cheap	\$ 2.50
<i>The downside to cost-containment</i>	

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The above titles are just the tip of the iceberg. There will be many more to follow. Don't see what you want? Ask. It might already be written.