

INBOUND PR

by Iliyana Stareva

978-1119462217 | \$25 | £ 20.99 | € 22.80

"In her *Inbound PR* book, Iliyana nails the fundamental shifts happening in the PR industry and sets the standard for the PR agency of the future."

—BRIAN HALLIGAN, CEO and founder, HubSpot

"As a PR Agency, you need to choose between playing it safe with the status quo, or doubling down on your own business and seeing it grow. The *Inbound PR* book will give you real-world practical advice to allow you to ensure your digital campaigns deliver ROI and promote the success of your agency by covering positioning, closing, and measuring ROI."

—KATE WALSH, VP of Global Partner Services, HubSpot

INBOUND CONTENT

by Justin Champion

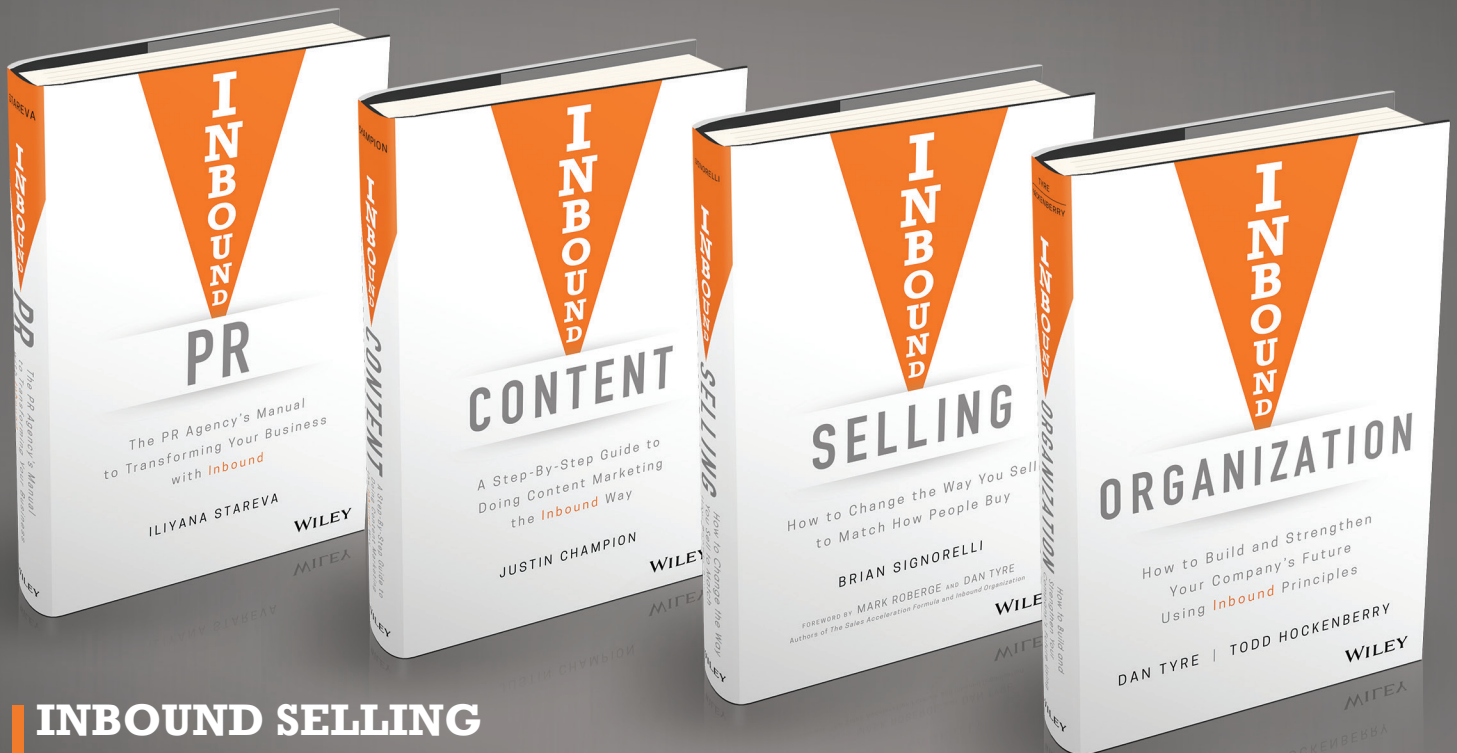
978-1119488958 | \$25 | £ 20.99 | € 22.80

"Justin is a rare find and reminds many of us of their favorite professor in college. His storytelling skill makes learning a joy, and he's translated his in-the-classroom energy, passion, and personal experiences into an easy and truly helpful read."

—BRIAN HALLIGAN, co-founder and CEO of HubSpot

"Changes to everything from major search algorithms to the rise of off-site publishing have significantly shifted content strategy in recent years. This book is a sorely needed and refreshingly actionable update to the content playbook upon which so many businesses have been built."

—MEGHAN KEANEY ANDERSON, VP of Content, HubSpot



INBOUND SELLING

by Brian Signorelli

978-1119473411 | \$25 | £ 20.99 | € 22.80

"Brian has delivered a book that is at once strategic but also highly tactical—a 'two-step' that most sales books struggle to deliver. While he grounds his work in a high-level, strategic discussion of the massive changes we're seeing in the customer buying environment, he manages to couple this with an incredibly practical set of guidance for how sales reps, managers and leaders should adapt their approaches in light of these changes. I highly recommend it."

—MATT DIXON, co-author of *The Challenger Sale* and *The Challenger Customer*, senior partner, Korn Ferry Hay Group

"*Inbound Selling* weaves Signorelli's personal narrative as a leading sales rep and sales manager throughout an actionable playbook for executing an 'inbound sales' process. The book clearly illustrates a step-by-step guide for engaging inbound leads and provides an invaluable starting point for building an inbound sales organization."

—DANIELLE HERZBERG, head of SMB Sales, Slack

INBOUND ORGANIZATION

by Dan Tyre and Todd Hockenberry

9781119482451 | \$25 | £ 20.99 | € 22.80

"This terrific and prescriptive new book will help you build a business that delivers extraordinary experiences for your employees and for your customers. Because (spoiler!): Those things are connected!"

—ANN HANDLEY, *Wall Street Journal* bestselling author of *Everybody Writes*

"From culture to strategy to sales and technology, it will give you the tools and framework you need to not just 'do' inbound, but become great at it as well, ultimately impacting every facet of your organization in the process. I would HIGHLY recommend this book to any CEO, CMO, or business leader looking to reach their true potential as an inbound organization."

—MARCUS SHERIDAN, author of *They Ask, You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today's Digital Consumer*

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