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Nota di contenuto	Intro -- Add Value -- Contents -- About the author -- Foreword -- Acknowledgements -- Introduction -- So what is 'value'? -- Human behaviour -- It's elemental -- The Value Model -- Chapter 1. Personal value: Identifying your how, why, do and who -- 1. Preference: how we function -- 2. Motivation: finding your why -- 3. Intelligence - IQ & EQ: your ability to do -- 4. Everything else: who am I? -- Personal value: Tools, tips and self-reflEQtion -- Chapter 2. Tangible value: The value language of business -- 1. A history of money -- 2. Percentages -- 3. Numbers -- 4. Time -- Tangible value: Tools, tips and self-reflEQtion -- Chapter 3. Emotional value: Make me feel it -- 1. The power of storytelling -- 2. Sensory experience -- 3. Personalisation: the 'wow' factor -- 4. Leaps in creative faith: innovation -- Emotional value: Tools, tips and self-reflEQtion -- Chapter 4. Service value: Enrich other people's lives -- 1. Problem-Solution -- 2. Possibilities- Consequences -- 3. Self-Others -- 4. The environment: to wreck or nurture? -- Service value: Tools, tips and self-reflEQtion -- Chapter 5. Relationship value: The substance of life -- 1. Authenticity: an original you -- 2. Candour: the biggest dirty little secret -- 3. Kindness: random and conscious acts -- 4. Love: the

meaning of life -- Relationship value: Tools, tips and self-reflEQtion --  
Chapter 6. Tying it all together: Personal and professional perspectives  
-- Value disruption -- Angels and demons -- Tattoo 'adding value' into  
your ethos -- Epilogue: Aristotle to Audrey -- A definition of value --  
The Add Value nursery rhyme -- References -- Index -- EULA.

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