

Författarlista
Author List
Breathe AB

Authors included in the study

Arden, Paul

Author of several books on advertising and motivation.

Bridge, Rachel

Former Enterprise Editor of The Sunday Times and now write books about entrepreneurs and personal development.

Caan, James

Best known as a former investor on the BBC television programme Dragons' Den.

Carnegie, Dale

Was an American writer and lecturer, and the developer of famous courses in self-improvement, salesmanship, corporate training, public speaking, and interpersonal skills.

Cialdini, Robert B. Ph.D.

Is the Regents' Professor Emeritus of Psychology and Marketing at Arizona State University and was a visiting professor of marketing, business and psychology at Stanford University, as well as at the University of California at Santa Cruz.

Collins, Jim

Jim Collins is a student and teacher of what makes great companies tick, and a Socratic advisor to leaders in the business and social sectors. Having invested more than a quarter century in rigorous research, he has authored or coauthored a series of books that have sold in total more than 10 million copies worldwide.

Cuban, Mark

American businessman and investor.

Dalton Johnson, Michael

Award-winning trade book and magazine publisher and a successful entrepreneur with over 30 years of business leadership.

Drucker, Peter F.

Austrian-born American management consultant, educator, and author, whose writings contributed to the philosophical and practical foundations of the modern business corporation.

Duhigg, Charles

Pulitzer-prize winning American journalist and non-fiction author of two books on habits and productivity.

Ekberg, Stefan

Ägare till företaget Redaktionen som ger ut böcker om företagande, management och marknadsföring.

Farber, Barry J

American entrepreneur, sales consultant, author, and talk show host.

Foster, Jack

Author of "How To Get Ideas"

Girard, Joe

American salesman. Girard sold 13,001 cars at a Chevrolet dealership between 1963 and 1978, and was recognized by the Guinness Book of World Records as the seller of the most cars in a year (1,425 in 1973).

Gitomer, Jeffrey

American author, professional speaker, and business trainer, who writes and lectures internationally on sales, customer loyalty, and personal development.

Gladwell, Malcolm

Write books and articles often deal with the unexpected implications of research in the social sciences and make frequent and extended use of academic work, particularly in the areas of sociology, psychology, and social psychology.

Greene, Robert

American author known for his books on strategy and power. He has written six international bestsellers.

Guillebeau, Chris

American nonfiction author, blogger and speaker. He is best known for The Art of Non-Conformity blog and book. He has also written guides for travel and small business topics under the brand Unconventional Guides.

Huntsman, John M

Was an American businessman and philanthropist. He was the founder and executive chairman of Huntsman Corporation, a global manufacturer and marketer of specialty chemicals.

Kahneman, Daniel

Is an Israeli-American psychologist and economist notable for his work on the psychology of judgment and decision-making, as well as behavioral economics, for which he was awarded the 2002 Nobel Memorial Prize in Economic Sciences.

Kennedy Dan S.

Is a strategic advisor, consultant, business coach, and author. He directly influences more than one million business owners annually.

Koch, Richard

Is a British author of books on management.

Lashinsky, Adam

Is a San Francisco-based editor at large for FORTUNE, covering Wall Street and Silicon Valley.

Lieberman, David J

David J. Lieberman, Ph.D., is an internationally recognized leader in the field of human behavior and interpersonal relationships. He is the creator of NeuroDynamic Analysis for short-term therapy.

Lodato, Michael W. Ph.D.

Author of books about Integrated Sales Process Management.

Marquet, David L.

Commander of the nuclear submarine Santa Fe, realized during a simple drill, having one point of command was not only limiting to the efficiency of operations of the sub, it was downright dangerous. Turning followers to leaders.

Martínez, Antonio García

American New York Times Best Selling author and tech entrepreneur.

McGinnis, Alan Loy

Author and psychotherapist with over 3 million copies of his books in print.

Rackham, Neil

Author, consultant and academic. His writing focuses on consultative selling.

Ries, Eric

American entrepreneur and author of The Lean Startup, a book on the lean startup movement.

Sanches, Gus

Selling Secrets of a Stanford MBA.

Schwartz, David J. Ph.D.

Was an American motivational writer and coach, and a professor of marketing, chairman of the department, and Chair of Consumer Finance at Georgia State University.

Segall, Ken

Former Ad Agency Creative Director for NeXT and Apple, author of New York Times bestseller Insanely Simple and Think Simple.

Stanley, Thomas J Ph.D.

Was an American writer and business theorist. He was the author and co-author of several award-winning books.

Sugarman, Joseph

Joseph Sugarman is a copywriter who started a mail-order business, JS&A Group, through the power of his pen. He's also the author of The Adweek Copywriting Handbook.

Taylor, Neil

Was a senior naming consultant at global brand consultancy Interbrand - the company behind such household names as Prozac, Expedia and Hobnobs.

Tracy, Brian

Is a Canadian-American motivational public speaker and self-development author. He is the author of over seventy books that have been translated into dozens of languages.

Vega, Charles D.

Has been recognized by several Fortune 50 and 500 companies. Three, of many, of his success in sales and sales management include: Salesperson of the Year, Excalibur Award, Breaking New Ground Award (4 times).

Vitale, Joe

Is a spiritual teacher best known for his appearance in the movie, The Secret, and as the author of The Attractor Factor and Zero Limits.

Welch, Jack

Is an American business executive, author, and chemical engineer. He was chairman and CEO of General Electric between 1981 and 2001.

Several co-authors

Levinson, Steve Ph.D.

Is a licensed clinical psychologist and inventor who specializes in helping people follow through on their own good intentions.

Cooper, Chris

A consultant who have seen, and helped, countless clients struggle and often fail to do the many success-producing things they know they should do but don't feel like doing.

Loehr, Jim

Is the chairman, CEO, and Co-founder of the Human Performance Institute, a training company that has successfully utilized energy management technology to improve the productivity and engagement levels of elite performers from the world of business, sport, medicine, and law enforcement.

Schwartz, Tony

Is an American journalist and business book author and founder of the nonprofit organization Catalyst, Inc., which works to build inclusive workplaces and expand opportunities for women and businesses.

Maandag, Michiel

Specialises in positioning brands and simplifying product portfolios and brand architectures. He is an inspirational speaker, who loves to make the complex simple and fun.

Puolakka, Lisa

Is a director of research and strategy at ChauhanStudio, a boutique industrial design practise. She is former head of Nokia's global brand identity.

Peters, Tom

Is an American writer on business management practices, best known for In Search of Excellence (co-authored with Robert H. Waterman Jr).

Waterman, Robert H. Jr

Is a non-fiction author and expert on business management practices. He is best known as the co-author, with Tom Peters, of In Search of Excellence.

Ries, Al

Is an American marketing professional and author. He is the co-founder and chairman of the Atlanta-based consulting firm Ries & Ries with his partner and daughter, Laura Ries. Along with Jack Trout, Ries is credited with resurrecting the idea of "positioning" in the field of marketing.

Ries, Laura

Is an author of marketing books and co-founder in of the advertising consultancy firm Ries & Ries with her father, Al Ries.

Trout, Jack

Was an owner of Trout & Partners, a consulting firm. He was one of the founders and pioneers of positioning theory and also marketing warfare theory.

Schmidt, Eric

Is an American businessman and software engineer. He is known for being the CEO of Google from 2001 to 2011, Executive Chairman of Google from 2011 to 2015 and executive chairman of Alphabet Inc. from 2015 to 2017.

Rosenberg, Jonathan

is the former Senior Vice President of Products at Google and current advisor to Alphabet Inc.

Skiffington, Suzanne

Is a trained clinical psychologist and business coach.

Zeus, Perry

Has been an executive corporate coach, management consultant and management trainer for more than 15 years.

List of authors

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Ekberg, Stefan
Farber, Barry J
Foster, Jack
Gillebeau, Chris
Girard, Joe
Gitomer, Jeffery
Gladwell, Malcom
Greene, Robert
Huntsman, John M
Kahneman, Daniel
Kennedy Dan S
Koch, Richard
Lashinsky, Adam
Lieberman, Dvid J
Lodato, Michael W. Ph.D.
Marinez, Garcia Antonio
Marquet, David L.
McGinnis, Alan Loy
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Sanches, Gus
Schwartz, David J. Ph.D.
Segall, Ken
Stanley, Thomas J Ph.D.
Sugarman, Joseph
Taylor Neil
Tracy, Brian
Vega, Charles D.
Vitale, Joe
Welch, Jack

List of several co-authors

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Levinson, Steve Ph.D.

Loehr, Jim
Schwartz, Tony

Maandag, Michiel
Puolakka, Lisa

Peters, Tom
Waterman, Robert H. JR

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