



Publish Don't Perish

THE TOP SECRETS TO GET PUBLISHED

Keynote Speaker, Professor, Author of 444+Publications. One Million Books Sold.



Dr. Robert Lussier
rlussier@springfieldcollege.edu
Phone: 413-224-1145
Speaking reel: <http://www.publishdonotperish.com>

Most Requested Speaking Topic

Publish Don't Perish: The Top Secrets to Get Published

Takeaways:

- The top 7 secrets to get published
- Drastically increase faculty, students and members' publications
- Increase chances of AACSB and other accreditations
- Publish by discovering beneficial partnerships (that will surprise you!)
- Access to Lussier's popular book, *Publish Don't Perish* (175+ tips to get published)

Description:

- What are the top 7 secrets to getting published NOW? The answers will surprise you! Workshop attendees state that they've learned more secrets to increase their publications in an hour and by reading Lussier's book *Publish Don't Perish*, than from numerous other sources....why ? Highly successful faculty use some of these secrets. Dr. Lussier draws upon 20 years of research along with good old fashioned trial and error. Attendees have seen a drastic increase in their own (and faculty or members') publications using these key strategies that also increase chances of AACSB and other accreditations.



Competitive Advantage of Dr. Lussier:

- Presented **Publish Don't Perish** keynotes and workshops for over 20 years
- Author of more than 444 + publications including top tier journals, practitioner journals, magazines, conference papers and textbooks
- Author: *Publish Don't Perish: Secrets to Get Published*
- Helped hundreds of people and institutions in 76 countries get published
- Author of 12 bestselling leadership and management books
- Professor for more than 30 years at various institutions
- Small Business Institute® Fellow
- Complete 70 page curriculum vitae (CV) upon request

Bio:

Dr. Robert N. Lussier has been the ***Publish Don't Perish*** expert for more than 20 years based on his bestselling books and being a prolific author of 444+ publications. Over one million people globally have used his 12 publication, entrepreneur, business leadership and team building books, earning him an unsurpassed national and international reputation as an author and keynote speaker. He has helped hundreds of institutions and individuals in over 75 countries get published. Presentation highlights include numerous universities, professional associations and conferences including USASBE, NAMS, NEBAA, EAM and SBI (awarded highest honor of Small Business Institute® Fellow). His presentations inspire comments like:

"His workshops deliver results...PDP provides vital insights that every academic professional needs to know." – Dr. Carl J. Blencke, University of Central Florida

"Bob explains complex business topics in an easy-to-understand language while keeping his audience engaged and spell-bound." - Dr. Raj V. Mahto, Professor, University of New Mexico

"Dr. Lussier's Publish Don't Perish is truly a career changing workshop." -Dr. Christopher Achua, Professor, University of Virginia's College at Wise

Dr. Lussier is available to speak at conferences, associations, college or university faculty institutes, faculty development sessions, speaker series, and doctoral seminars.

Buy Lussier's popular book *Publish Don't Perish* for yourself, faculty or members, or have students buy the book as part of their course work. Volume discounts available. Ask about Dr. Lussier's other bestselling books.



Additional Speaking Topics (Full descriptions on request.)

7 Strategies of Successful Startups

Takeaways:

- Learn from a successful two-time entrepreneur and intrapreneur and author of the globally published “Lussier Entrepreneurial Success vs Failure Prediction Model”
- The most important ingredient for success (failed startups overlook this!)
- The 7 keys of a successful startup
- Avoiding the 3 main failure factors
- How to predict –then create- your organization’s success

Real Leadership

Takeaways:

- The 4 most effective leadership styles
- The 5 personality types of leaders
- The 7 types of power (and when to use each one)
- Effortless leading: models of highly successful leaders

Organizational Power and Politics- Create an Exceptional Team

Takeaways:

- Streamline team dynamics and ensure productivity
- The 4 problem types and preventing unethical behavior
- How to build a thriving, motivated team internally
- Get more done in less time with better results

Win the Negotiation

Takeaways:

- The 5 stages of negotiation
- Preparing for the 4 types of responses
- When to give other people what they want
- Create win/win scenarios using 3 key strategies