



SOUNDVIEW Executive Book Summaries®

CORPORATE SOLUTIONS PROGRAM



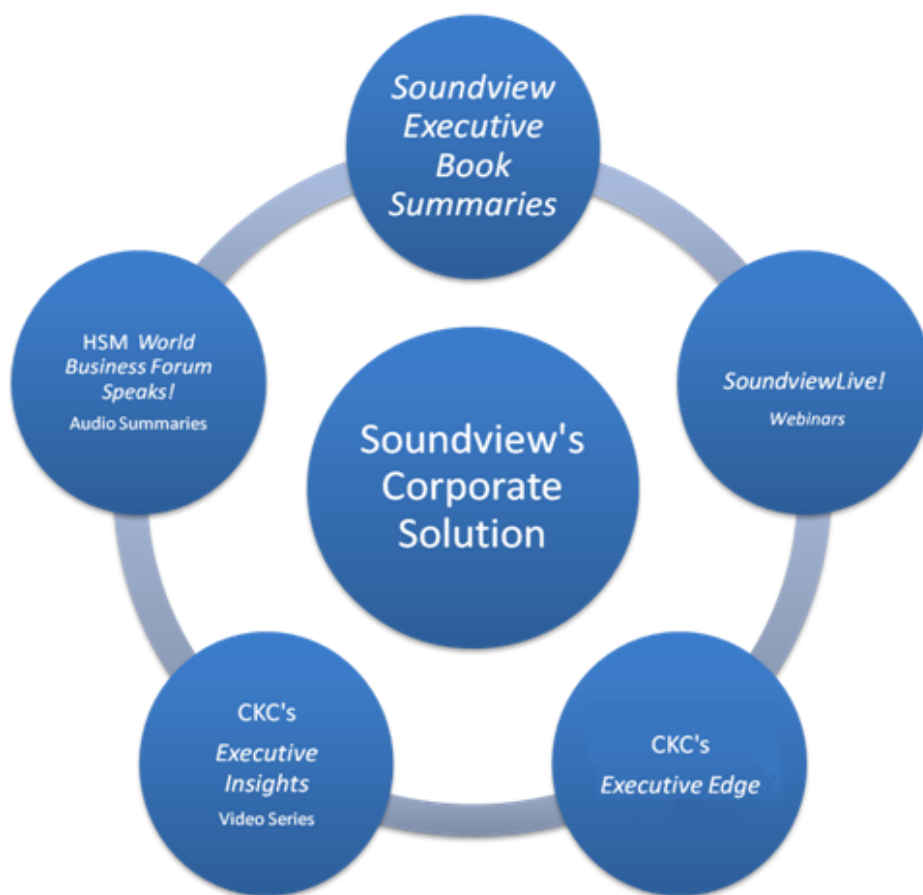
User's Guide

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What is a Soundview Executive Book Summaries Corporate License?

Since 1978, Soundview Summary Editors have been reviewing thousands of important business books so busy executives don't have to. We pioneered the concept of the easy-read, 8-page summary in order to provide timely business information to time-pressed executives. In only 15 minutes per summary, you can get up-to-speed on the most-talked-about business ideas of the day. There's no opinion or commentary, just the essential points of the book -- content that's fresh, well-written, and sure to be of immediate value to you.

With a Soundview Corporate License, you're receiving a steady stream of fresh new ideas, tactical secrets and real-life lessons revealed by the greatest business minds of our day. And, thanks to the quick-read summary format, it's information that you can easily assimilate and apply right away, to spark innovation and generate new profits within your company.



What Content is Included in Soundview's Corporate Solutions Program?

Executive Book Summaries® are the core of Soundview's content offering. We have surrounded the summaries with additional content that you will find beneficial and actionable.

The screenshot shows the Soundview Executive Book Summaries website interface. On the left, there are callouts for various content types: HELP RESOURCES (For various OS and devices), BOOK SUMMARIES (In text and audio versions), BOOK REVIEWS (Covering additional titles of note), EXECUTIVE INSIGHTS (Video interviews featuring business experts on relevant and relatable topics), WEBINARS (Recordings and slides from past events), AUTHOR INTERVIEWS (Connecting authors' ideas to current events), and HSM AUDIO SUMMARIES (World Business Forum audio summarizations). On the right, there are callouts for SEARCH OPTIONS (By title, author, and subject), DIGITAL FORMATS (8 formats to cover dozens of devices), and KNOWLEDGE ASSESSMENTS (To assess comprehension and encourage discussion). The website interface includes a navigation bar with links like 'Key Advantages', 'How It Works', 'Request A Free Trial', 'FAQs', 'Contact Us', 'SoundView Live', and 'My Library'. The main content area displays a search bar, a list of content items, and a detailed view of a book summary titled 'The 2020 Workplace' by Jeanne C. Meister, Karin Willyerd. The detailed view includes a book cover, a description, and a list of digital formats: PDF, MP3, MP4, AUDIO, EPUB, MOBI, EPUB, and HTML. There are also buttons for 'ASSESSMENT QUESTIONS' and 'ASSESSMENT ANSWERS'. Below the book summary, there is a video player for 'Executive Insights: Alex F. Gacco on The Future of Rebates and the Strength of Collaboration' and a webinar titled 'Webinar: The Surprising Truth About What Motivates Us' by Daniel H. Pink.

- **Executive Book Summaries:** Provides full access to our online library of hundreds of classic and contemporary business book summaries. You will be able to easily comprehend and apply the top business ideas in a fraction of the time of other resources.
- **Soundview Live Monthly Webinars:** As part of your Corporate License, you have free admission to live 60-minute presentations by top authors and business leaders like Stephen Covey, Ken Blanchard, Marcus Buckingham, John Maxwell, and many more. At the end of each webinar you will have the opportunity to ask the speaker questions. Plus, we archive each webinar in your Online Library after each event has concluded.

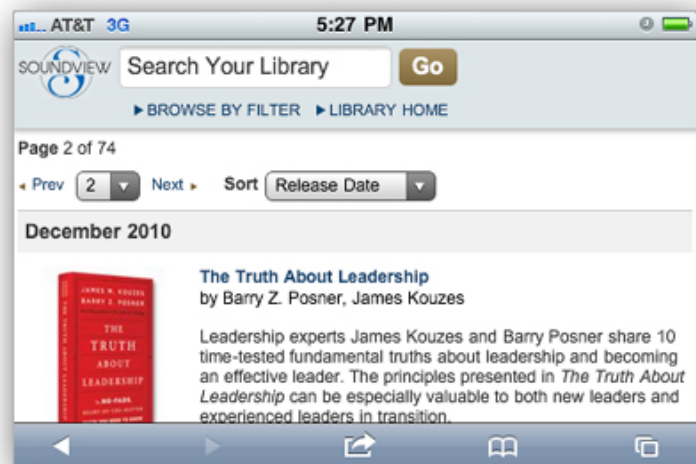


- **CKC's Executive Edge:** A twice-monthly guide to specific strategies and techniques to help you, at any stage in life, make the most of your skills and abilities, accelerate your career development, and improve your working relationships.
- **SMART Summary Format:** We are proud to introduce our new multi-media summary format optimized for online viewing. The SMART summary format includes audio, text, and video components designed for maximized comprehension and core concept retention.
- **HSM World Business Forum Audio Summaries:** HSM Global is the world-wide leader in live management events attracting over 75,000 of the top global executives to the World Business Forum and World Innovation Forum each year in New York city.

Soundview has partnered with HSM to provide audio summaries of the top speeches at each event. Key speakers have included Seth Godin, Michael Porter, Chip Heath, Bill George, Bill Conaty, and Patrick Lencioni.

- **CKC's Executive Insights Videos:** Learn from other executives' experiences. *Executive Insights* are video interviews and conversations with executives and front-line managers complementing the topics and ideas of *Executive Book Summaries*®.
- **Author Interviews (MP3 Audio):** Listen to interviews with top business authors as they talk about key trends in business, becoming a better leader, successful change management, and increasing productivity and profits.
- **Quarterly Special Reports:** Quarterly reports on leadership and timely management topics.
- **Summary Assessments:** Each summary comes with a comprehension Assessment sheet to be used in formalize training situations.

Your Online Library is optimized for mobile viewing.



Is the Library Mobile-Friendly?

All of our summaries are available in Adobe PDF, MP3 audio and our SMART Multimedia Format, plus an additional 6 formats for Kindle®, BlackBerry®, iPhone®, iPad® and other smartphones and e-book readers.



In addition, the corporate library is accessible in a version for mobile viewing. The site will recognize mobile devices and provide the simplified version automatically.

Frequently Asked Questions

Q. I do not have or lost my log-in? How do I get a new one?

A. Call us at 1-800-SUMMARY or email us at corporate@summary.com for immediate help.



Q. How do I find the content I want once I'm in the library?

A. The current month's content will always show first in the center of the library when you first log in. You can choose a type of content such as summaries, webinars or interviews from the navigation bar on the left. You can also search all content by typing a subject, author or title in the search box at the top.

Q. How do I sign up for a live webinar?

A. You can sign up for upcoming webinars by clicking on the *Soundview Live* tab at the top of the page or from our new live event email.

Q. Can I receive the summaries by email?

A. Yes you can. Simply email us your preference at corporate@summary.com to receive the summaries directly to your email inbox each month, or to have them sent to your Kindle.

Q. How will I know when new content has been added to the library?

A. You will be notified each month as content is added, and you will receive invitations to the *Soundview Live* events.

Q. What will I receive for content each month?

A. Each month we publish summaries of the best three business books recently published, interviews with their authors, video interviews with executives and front-line managers, plus your invitation to a live webinar with a top business author and access to the recording.

Q. Can I download summaries and other content to my iPad®, Kindle®, iPhone®, BlackBerry® or other mobile device or computer?

A. Yes you can. You will find our "Library Help" section located at <http://corporate.summary.com/account/help> or in the library useful when looking for step by step guides on how to download to any device.

Do you have other questions?

Contact us at 1-800-SUMMARY or by email at corporate@summary.com.