

Business Proposal Templates Proposify

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BUSINESS PROPOSAL TEMPLATES PROPOSIFY BOOK TESTIMONIAL

Invite to our comprehensive publication evaluation! We are excited to take you on a literary trip and study the depths of Business Proposal Templates Proposify we have actually selected to evaluate. Our objective is to mesmerize your rate of interest and provide you with an in-depth analysis of the tale, personalities, and motifs. With our book testimonial, we want to offer you a glimpse right into the globe of literature and motivate you to get a copy and review for yourself. Whether you're a bibliophile or an informal visitor, we have actually obtained you covered. So, without additional ado, allow's begin on this amazing adventure and explore the book with each other!

INTRO TO BUSINESS PROPOSAL TEMPLATES PROPOSIFY BOOK

Welcome to our Business Proposal Templates Proposify book testimonial! Today, we will certainly be taking a more detailed take a look at an exciting story that we think you'll enjoy. Initially, allow's start with a quick review of the book.

The story is embeded in a small town in the Midwest and adheres to the story of a young woman named Sarah. She is having a hard time to discover her location on the planet, and as the novel progresses, she starts a journey of self-discovery that is both emotional and motivating.

Master the world of online and social media marketing to grow your business John Wiley & Sons

Entrepreneurs and Corporate Leaders often find themselves in a FIRE FIGHTING mode because their Next Line Leadership team either lack competence, confidence, commitment and/or ownership. These Entrepreneurs and Corporate Leaders often find themselves under STRESS and end up creating a LIMITING BELIEF about What's Possible to be achieved as a team. Goals set are either safe or are often missed, stakeholders are left unhappy, stress levels are high or the team is complacent and team members are disengaged. In such an environment, Leadership is just a jargon used for describing something ABSTRACT and UNREAL. Entrepreneurs and Corporate Leaders need a PROVEN SYSTEM of ENGAGING with their TEAMS: * To develop COMPETENCE of team members on-the Job * SET & ACHIEVE GOALS that are CHALLENGING, INSPIRING and ENGAGING * Solve the REAL problems at the ROOT CAUSE level rather than the SYMPTOMS level * Manage PERFORMANCE on a Daily, Weekly, Monthly and Quarterly basis to stay on TRACK and ACHIEVE BREAKTHROUGH GOALS

How to Write Proposals that Produce Harvard Business Press

Creation is never easy, especially in the midst of chaos. Kyle Racki survived personal and professional hell on the road from struggling freelancer to successful software entrepreneur. The tactical knowledge he gained through adversity can help any aspiring business owner accomplish their dreams, no matter what the obstacles. In *Free Trials (and Tribulations)*, Kyle shares his remarkable journey and the valuable business lessons he learned along the way. From a difficult beginning, dealing with grief, divorce, and being shunned for abandoning a religion he realized was a cult, Kyle discovered how to take the punches and make

them work for him. His incredible story can inspire anyone to overcome even the biggest setbacks to develop a product, find a business partner, raise investment capital, scale a company, and more. Running a company can be a lonely, stressful experience. But by following Kyle Racki's lead, you can come out on top no matter how far down you started.

Managing Salespeople Lulu Press, Inc

"Comprehensive guide to engaging students in active, relevant, and deeper learning as they transfer knowledge, skills, and understandings to the real world"--

A Quick-Start Guide to Leveraging Video, Technology, and Virtual Communication Channels to Engage Remote Buyers and Close Deals Fast McGraw Hill Professional

Use the latest technology and techniques to craft winning proposals.

Guerrilla Marketing Volume 2 Routledge

The first ever playbook for B2B salespeople on how to win clients and customers who are already being serviced by your competition, from the author of *The Only Sales Guide You'll Ever Need* and *The Lost Art of Closing*. Like it or not, sales is often a zero-sum game: Your win is someone else's loss. Most salespeople work in mature, overcrowded industries, your offerings perceived (often unfairly) as commodities. Growth requires taking market share from your competitors, while they try to do the same to you. How else can you grow 12 percent a year in an industry that's only growing by 3 percent? It's not easy for any salesperson to execute a competitive displacement--or, in other words, "eat their lunch." You might think this requires a bloodthirsty "whatever it takes" attitude, but that's the opposite of what works. If you act like a Mafia don, you only make yourself difficult to trust and impossible to see as a long-term partner. Instead, this book shows you how to find and maintain a long-term competitive advantage by taking steps like: • ranking prospective new clients not by their size or convenience to you, but by who stands to gain the most from your solution. • understanding the different priorities for everyone in your prospect's organization, from the CEO to the accountants, and addressing their various concerns. • developing a systematic contact plan for all those different stakeholders so you can win over the right people at the organization in the optimal sequence. Your competitors may be tough, but with the strategies you'll discover in this book, you'll soon be eating their lunch.

Secrets of a Master Closer Penguin

The Sales Engagement movement is here! Join the world's most innovative companies, and build a sales organization made for the future. "This is a new era—a time where there are more options for the buyer than ever before. More information at their fingertips. More companies doing similar things. More salespeople to contact them about it. Salespeople need to be ready. They need a whole new education and suite of technology to go with it. I'm here to tell you that it has arrived. It's time to be where the buyer is. It's time to be testing and optimizing your outreach. It's time to be relevant. It's time to be personal. It's time to embrace the modern era of Sales Engagement. Companies doing this right are growing revenues at rates never seen before. Read on to learn the secrets to how they're leveraging modern Sales Engagement." —From the Preface From the leaders at

Outreach—the company that boasts the leading Sales Engagement software—comes an essential guide for adopting the proven strategies and tactics of Sales Engagement. The authors explore the 7 major pain points in business, and show how Sales Engagement can solve these challenges. The Sales Engagement strategies presented within help organizations meet the needs and demands of today's smart buyers by providing a detailed and actionable game plan to humanize an organization's sales process through data, science, and the new art of sales. Sales Engagement contains perspectives from the savviest revenue-acceleration-focused thought leaders, customers, partners, practitioners, and executives that represent a vast array of companies of various sizes and industries.

The book *Business Proposal Templates Proposify* exposes most of life's obstacles and explores motifs such as love, loss, and individual growth. But prior to we get into the nuts and bolts of the plot, let's take a better consider the book's primary personalities.

BUSINESS PROPOSAL TEMPLATES PROPOSIFY PLOT SUMMARY

After presenting the personalities and setting, the tale takes off as the major character deals with a series of challenges. Throughout *Business Proposal Templates Proposify*, we see the lead character battle with various barriers and attempt to overcome them.

In the middle of the mayhem, a love story unravels as the lead character falls for one more personality. Their relationship is checked as they encounter countless difficulties with each other.

As the story progresses, the story thickens with unforeseen turns and surprising revelations. We witness the characters endure heartbreak, dishonesty, and loss. Yet, they are determined and continue to defend what they count on.

The climax of guide *Business Proposal Templates Proposify* is extreme and emotionally charged. The lead character faces their biggest challenge yet and has to make a life-altering decision. The resolution is satisfying, supplying closure for every one of the personalities and their storylines.

ANALYSIS OF BUSINESS PROPOSAL TEMPLATES PROPOSIFY PLOT

The plot of guide is well-crafted, with weaves that keep the reader engaged. The tale is hectic and never boring, maintaining the reader on the edge of their seat.

The love story adds another layer to the plot, providing an enchanting and psychological facet to the story. The challenges the personalities encounter make the love story even more satisfying when they conquer them with each other.

The orgasm of *Business Proposal Templates Proposify* is the highlight of the story, leaving a strong impression on the viewers. The resolution binds all loose ends and leaves the visitor feeling satisfied with the outcome.

- Overall, the plot of *Business Proposal Templates Proposify* is appealing and well-written.
- The twists and turns maintain the viewers interested throughout.
- The romance includes a psychological element to *Business Proposal Templates Proposify* story.
- The orgasm of *Business Proposal Templates Proposify* is intense and provides closure for all of the characters.

Stay tuned for our following area where we will certainly assess

the crucial personalities in *Business Proposal Templates Proposify* publication.

CHARACTER EVALUATION IN BUSINESS PROPOSAL TEMPLATES PROPOSIFY

As we continue our publication testimonial, allow's take a more detailed look at the personalities that compose the heart of this tale. Each character is distinct and adds to the general plot, producing an interesting read.

PROTAGONIST

- The lead character of *Business Proposal Templates Proposify* is a complex character, coming to grips with a difficult past and encountering obstacles in today. Their trip throughout the story is one of self-discovery and development.
- As the book progresses, we see the protagonist progress and confront their inner satanic forces, bring about a satisfying personality arc.

VILLAIN

- The antagonist of *Business Proposal Templates Proposify* is just as compelling, with their very own motivations and backstory that drive their actions.
- While their activities may be doubtful, the antagonist is not a one-dimensional villain and has their own battles they are handling.

SUSTAINING PERSONALITIES IN BUSINESS PROPOSAL TEMPLATES PROPOSIFY

What You're Really Meant to Do Simon and Schuster

American advertising pioneer CLAUDE C. HOPKINS (1866-1932) is still renowned today for developing such marketing innovations as coded coupons that could be used to track the success of varying offers. His methods are still prized for their efficacy today. In this groundbreaking 1923 work, written after he retired as president and chairman of one of the world's biggest ad agencies, Hopkins shares the secrets of successful marketing that are just as relevant today as they were almost a century ago. Learn: . how advertising laws are established . the importance of just salesmanship . why businesses must offer service . mail order advertising: what it teaches . what makes headlines effective . understanding customer psychology . how to use art in advertising . how to use samples . the best way to test campaigns . the impact of negative advertising . and much more.

The Sales Development Playbook McGraw-Hill Companies

Continually placing the student in the role of the sales manager, this book focuses on the personal side of the job. It recognizes that sales managers do not start from scratch, but inherit sales programmes which must be worked and changed from within. Terminology is fully explained.

Forbes Book of Quotations AMACOM/American Management Association

Cocktails & Palm Trees Lulu.com
Writing Without Bullshit Boost Your Career by Saying What You Mean HarperCollins

10,000 Thoughts on the Business of Life Morgan James Publishing

Make Freelancing More Stable Freelancing is difficult. It's tough to plan for growth (in client volume and revenue) when current income is too unstable to even consider anything beyond the here and now. This book dives deep on making freelancing more

stable, beating "treading water" cycles, repelling 'bad apple' clients, multiplying online exposure and follows the journey of Liam, with honest, clear advice and guidance from laptop and rented desk to \$1m web agency. Achieve the freedom you're looking for A perennial business builder who 'finally got something to work', Liam Veitch has many strings to his bow along with many failures to learn from. Web designer and now founder at UK based web agency Tone (tone.co.uk) as well as freelancer community Freelancelift (freelancelift.com) this book comprises everything he wished he knew first time around. In his own words, he did freelancing 'right this time' and this book comes from a realisation that in the three years which passed - this second time round as a freelancer - the business has generated over \$1.1M. This debut, feature length book lays out the key mindset fixes which made this possible. Who's it for? This book exists to help freelancers earn more this month than they did last month, by leveraging big-business thinking and creating a state of constant evolutionary improvement. "My intention is to describe my experiences and provide inspiration and practical advice for putting them to work in your business. These experiences have led to an enormous amount of financial freedom and professional predictability for me...something I could only dream about before." What's inside? 226 pages of honest, actionable advice to help you build something incredible from your tiny freelance business. Make freelancing more stable Beat "treading water" cycles Repel 'bad apple' clients Multiply online exposure Build income predictability Have dream clients find you Leverage recurring revenue Work less while earning more Let's do this The purpose of this book is not to show you how to build an agency, nor is it to improve the actual service you're providing (I'm making the assumption this is already the best it can be). This book is here to help give a fresh perspective in a space dominated by mediocrity. Your time is now. As a one-person business, it's easy to think that you're somehow exempt from that word... 'business'. I'm here to tell you this is what keeps most freelancers thinking like, well, freelancers. Screw that! This book serves to lay out everything I wish I'd have known first time around. It's been exhausting, a blast, and I can't wait to show you what I came up with.

Build Repeatable Pipeline and Accelerate Growth with Inside Sales Greenleaf Book Group

Cleanlots has been described as "America's Simplest Business" and "almost as simple as a walk in the park". Entrepreneur magazine said parking lot litter cleanup is "a simple, inexpensive and potentially lucrative business to get into, and the market is growing". The Cleanlots book is an operations manual on how to start and operate a parking lot litter cleanup business. Each book purchase includes FREE email and telephone support from the author. Since 1981, author Brian Winch has made a six-figure annual income cleaning up litter from parking lots, and he'll teach you to do the same. It's an excellent way to take control over your life and income; you can start this business with very little money, without a college education or advanced computer skills. It's an ideal business for anyone who likes to work outside, who's responsible and can pay attention to detail. You can also operate this business part-time, as a side hustle until you're ready to go full-time.

How to Style Your Brand Allyn & Bacon

Events Feasibility and Development: From Strategy to Operations describes the latest tools and techniques used for the strategic growth of the event industry around the world. It illustrates how events and festivals are assets to countries, companies and their people. This book answers two fundamental questions faced by all events planners and organizers: "how do I justify this event to

the client?" and "why are we spending money on this event?" This book is supported by video presentations for teaching and training. Events Feasibility and Development: From Strategy to Operations unpicks core issues such as: Developing a viable events program for the company or region Forecasting models and return on investment Operational integrity and its feasibility Integrating all the management processes to ensure best practice International case studies and examples are used throughout with practical insights and supporting theory. Case studies include: crowd number forecasting, planning a torch relay around the world, getting the most out of volunteers, and examples are drawn from around the world, from Scotland to Saudi Arabia to Sydney.

- The supporting personalities in Business Proposal Templates Proposify book also play an important role in the story, with each one including depth and complexity to the narrative.
- From the protagonist's faithful friend to the mystical complete stranger the villain befriends, the sustaining actors helps to bring the world of the story to life.

Overall, the character growth in this publication is one of its strengths. Each personality is well-crafted and includes in the overall tale, making for an absolutely enjoyable read.

LAST VERDICT

After checking out and examining Business Proposal Templates Proposify from cover to cover, we have involved our last verdict.

THE PROS

Among the main highlights of this publication Business Proposal Templates Proposify is its unique storytelling design which keeps the visitors engaged throughout the book. In addition, the well-developed personalities make the book much more relatable and delightful to review. In addition, the story twists maintain the viewers on their toes, making guide uncertain and interesting.

THE CONS

Nonetheless, there were some elements that we located lacking. The pacing of Business Proposal Templates Proposify was sluggish at times, that made it feel dragged out. Additionally, there were some loose ends that were not bound by the end of the book, which left us with unanswered concerns.

From Strategy to Operations CreateSpace

If you want to know, step by step, how to quickly, easily, and smoothly walk anyone from being a skeptical prospect to a happy customer that refers you friends, family, and colleagues...then you want to read this book. Here's the deal: Selling is, at its core, isn't a patchwork of cheesy closing techniques, annoying high-pressure tactics, or gimmicky rebuttals. True salesmanship follows very specific laws, has very specific steps and stages, and leaves a customer feeling happy and helped. It's honest, respectful, enlightening, friendly, and done with real care. It's the type of selling that wins you not only customers, but fans. Not coincidentally, this is the type of selling that truly great salespeople have mastered. This is the type of selling that keeps pipelines full and moving, and that builds a strong, loyal customer base that continues to give back to you in the form of customer loyalty, reorders, and referrals. Well, that's what this book is all about. It will give you a crystal-clear picture of the exact steps that every sale must move through and why, and how to methodically take any prospect through each, and eventually to the close. And how to do it with integrity and pride.

In this book, you'll learn things like... The eight precise steps of every sale. Leave any out, and you will struggle. Use them all correctly, and you will be able to close unlimited sales. The true purpose of the presentation and the crucial, often-missing steps that need to be taken first. If you're making the same presentation mistakes as most other salespeople, this chapter alone could double your sales. How to easily discover which prospects can use and pay for your product/service, and which can't. Time is your most valuable commodity as a salesperson, and if wasted, it costs you money. Know exactly when it's time to go for a close, and know how to smoothly create an abundance of closing opportunities. This is the hallmark of every master closer. Learn it, use it, and profit. Why it's a myth that you need to know multiple ways to close deals. Learn this one, simple method, and you'll be able to use it to close all of your sales. Simple formulas to turn any objection into a closing opportunity. Use them and never fear hearing a prospect's objection ever again. And a whole lot more This is more than a just a book, really. It's a step-by-step sales training course. Each chapter ends with precise exercises that will help you master each technique taught and each step of the sales process. If you are new to sales, make this book the first one you read, and you will greatly increase your chances for quick success. If you are a seasoned veteran and are looking for ways to improve your numbers, this book will help you make your sales goals a reality. **SPECIAL BONUS FOR READERS** With this book you'll also get a free "Road Map" from the author that lays out, in a PDF chart, every step and key principles taught in the book. Print it out and keep it handy because it makes for a great "cheat sheet" to use while selling, or just to refresh on what you've learned. Scroll up, click the "Buy" button now, learn the secrets of master closers, and use them to immediately improve your numbers

The Proven Formula for Building Your Successful Speaking Business HarperCollins

Whether a proposal is a solicitation for funds, a project bid, or an internal call for action, the techniques for creating it are the same. Because of this, there has long been a need for a general but comprehensive work on the subject of proposal writing that is well-written and easy to follow. This book takes a thorough look at what makes these documents work and the steps involved in putting together a winning proposal--from in-house memos to voluminous bids for government contracts. The authors explain exactly what an effective proposal is and what it should do. They even discuss how to prepare for the oral presentations that are often required in the final evaluation process. Nearly 50 examples of sample documents, abstracts, tables of contents, formats, and headings complement their clear and concise text.

A Road Map for Reaching Your Unique Potential Wiley

Content Machine outlines a strategy for using content marketing to build a 7-figure business with zero advertising. Whether you are a blogger, content marketer, entrepreneur or marketing manager, Content Machine will help you see the return you deserve from your content marketing efforts.

The Wealthy Speaker Lulu.com

Offering a variety of innovative methods and tools, The Oxford Handbook of Multimethod and Mixed Methods Research Inquiry provides the most comprehensive and up-to-date presentation on multi- and mixed-methods research available. Written in clear and concise language by leading scholars in the field, it enhances and disrupts traditional ways of asking and addressing complex research questions. Topics include an overview of theory, paradigms, and scientific inquiry; a guide to conducting a multi- and mixed-methods research study from start to finish; current

uses of multi- and mixed-methods research across academic disciplines and research fields; the latest technologies and how they can be incorporated into study design; and a presentation of multiple perspectives on the key remaining debates. Each chapter in the volume is structured to include state-of-the-art research examples that cross a range of disciplines and interdisciplinary research settings. In addition, the Handbook offers multiple quantitative and qualitative theoretical and interdisciplinary visions and praxis. Researchers, faculty, graduate students, and policy makers will appreciate the exceptional, timely, and critical coverage in this Handbook, which deftly addresses the interdisciplinary and complex questions that a diverse set of research communities are facing today.

[How The World's Fastest Growing Companies Are Modernizing Sales Through Humanization Cocktails & Palm Trees](#)

The right brand identity has the power to attract, engage and compel people to do business with you. But for many entrepreneurs, creating an effective brand can be a challenge. Whether you're a start-up on a lemonade budget, or a seasoned entrepreneur planning on working with a professional, an understanding of the process is essential. In this comprehensive workbook, Fiona Humberstone will walk you through the process of styling your brand. From finding your focus, creating an inspirational vision and unlocking the power of colour psychology; Fiona will help you understand the design details that will make your business irresistible. How to Style Your Brand will ensure you get your branding right, first time. In How to Style Your Brand, Fiona shares with you the secrets behind using colour to create an emotive connection; how to use pattern and illustrations to add character and personality and how to carefully select typefaces that add a distinctive and intentional edge to your designs

Dynamic Digital Marketing Black Dog & Leventhal

Most marketing agency owners struggle to grow their business. They often feel frustrated and overwhelmed because they lack the systems and processes to truly scale their business. Accelerating Your Agency includes the proven systems, strategies, processes, and best practices you can apply in order to increase your marketing agency's sales, avoid the common pitfalls, and work smarter rather than harder. It doesn't matter if you're small, big, startup, or just someone who wants to get better at business. This playbook will give you the formula backed up with data and anecdotal success from someone who's been where you are now. This powerful agency framework can be learned and implemented at your own pace. Each system builds on the one prior in order to lead to powerful changes and resulting in the growth you're seeking for your agency. System 1: CLARITY -Is it your goal not to deal directly with clients and individual accounts? Do you want to be able to set up an organization where you can concentrate on growing the business without all of those distractions? In this system you will discover how to how to create and clearly communicate your vision to your agency plus set a crystal clear path to get there. System 2: POSITIONING - Discover how to become an authority in your market, so you are attracting your ideal accounts, and not having to deal with the small accounts that eat up all your time. Learn how to establish authority and position your agency as "The Choice" rather than just "A Choice." System 3: OFFERING - Do you know the winning formula for the order of services and products you should offer? Ever wonder what you should charge for your services in order to be extremely profitable and meet your financial goals? This system helps determine your agency's offering and price it so that you can charge what you're really worth. System 4: PROSPECTING - Identify what and where you need to be in order

to increase leads and convert those leads into opportunities. From the low hanging fruit that can bring in immediate revenue, outbound strategies, inbound strategies, how to build the right strategic partnerships, and how your agency can capture and convert the ideal leads and opportunities. System 5: SALES - Do you spend time spinning your wheels on the wrong prospects? Or feel as though you're wasting tons of time on your proposals? This system teaches how to qualify leads, as well as convert them at a high rate. It covers everything from drafting a proposal, objection handling and building a sales team in order to increase your sales. System 6: DELIVERY - Find ways to streamline your delivery for more profit, avoid scope creep, and learn how to take on more work utilizing fewer resources. Get the exact process for protecting yourself on delivering work to the client. Also, learn ways to interpret what the client really wants, obtain approvals/sign-offs, and other processes to systematize your delivery process. System 7: OPERATIONS - Running a business is hard! Discover how to increase your cash flow, ways to incentivize and bonus your team, without giving away shares of ownership. This system also covers who and when to hire as well as how to map out the organizational chart that's necessary to truly scale your agency. System 8: LEADERSHIP - Would you like to transition from Agency Owner to Agency CEO? Ultimately, you want to work on the business instead of the business. Learn what you can do to make that a reality. This system also addresses increasing agency valuation and positioning your agency for an eventual acquisition. , how to build an amazing culture that attracts the top talent, plus how and why to setup an advisory board. You can stop struggling with the challenges of growing your agency by implementing these 8 systems.

FINAL IDEAS

Overall, our team believe that Business Proposal Templates Proposify deserves a read, despite some small imperfections. The unique storytelling style, relatable personalities, and story spins make it a rewarding addition to your shelf. So, if you're trying to find a fascinating read, Business Proposal Templates Proposify is definitely worth considering.

REVIEW OF BUSINESS PROPOSAL TEMPLATES PROPOSIFY

- Having read this book many times in my life, I have to admit that the most recent occasion (this year) found me feeling that Orwell's vision of the future was closer than ever to coming true. My first reaction when discussing "1984" with anyone is that it is NOT a political novel. I insist it is a philosophic novel. It asks fundamentally the question "why are we here?" It also, however fantastically, provides a striking and disturbing answer: we are here to serve the rich and/or (for they are the same) powerful. Period. No other possibility can arise. It is about society and a general critique of the human condition. It is NOT about Russia or the Communist system, nor does it in anyway extol the virtues of our present-day government. To believe that it is about "them" instead of "us" is to mistake the entire purpose of the allegory and, essentially, live in the dark. George Orwell had already taken his swipe at the Soviets in "Animal Farm" and while it might be fair to attribute many of the primary, simplistic visual cues or devices to the USSR (Big Brother as Lenin, Goldstein as Trotsky, terms like "party" and "prole", etc,) it is a great injustice to the author and his masterwork. It is also to live in pig-headed blind ignorance, which is made all the more worse the more you praise something you don't understand. This is the story of an individual in a society that devalues the individual so much that no one lives in anything resembling comfort and everyone lives in fear. It

is about the predominance of the social class system in the world (the upper, middle, and lower classes) and a nightmarish possible scenario of what would happen if the Upper Class decided one day to take the final step to secure their power forever. The world of Oceania is NOT the Soviet Union, it is the western power block (Britain combined with the United States, in particular.) This point is made perfectly clear and shouldn't be forgotten. It is not about Communism in the west. In fact, it is both a critique on Communism, Socialism, and Capitalism. Orwell seems to offer a world where the distinctions have long since eroded away to the point where only the "TRUTH" remains: "Throughout recorded time, and probably since the end of the Neolithic Age, there have been three kinds of people in the world, the High, the Middle, and the Low. They have been subdivided in many ways, they have borne countless different names, and their relative numbers, as well as their attitude towards one another, have varied from age to age: but the essential structure of society has never altered. Even after enormous upheavals and seemingly irrevocable changes, the same pattern has always reasserted itself, just as a gyroscope will always return to equilibrium, however far it is pushed one way or the other. The aims of these groups are entirely irreconcilable ... " So begins Goldstein's subversive book. But, here is where you have to pay attention ... Goldstein doesn't exist. Big Brother doesn't exist. Only the class system exists. We are given the perspective of one person, Winston Smith (not coincidentally named after another famous Winston.) Through Winston we learn that he is constantly observed by a television screen, that history is changed and even wiped out completely from one day to the next, that even thinking something which does not correspond to what the government wants you to think is a crime, that language can be distorted to such a point that by eliminating a word for a thing ... you destroy a thing itself. This is a world in which personality is destroyed for the benefit of the whole, while the whole is slowly degraded to an abysmal filth. The stink and grime of Oceania is almost tangible. The decay, the fear, the awful sense of futility. Orwell writes as if he were physically in the place. 1984 is a book that baffles many people for another reason. Science Fiction as a genre is never given proper respect, but when used to the fullest extent possible, the power is almost dangerous. Orwell may have deliberately chosen this forum to implode his dystopic vision because he knew it might be overlooked. It is, however, far from simplistic and, if fully digested, quite possibly the most explosive and important piece of literature ever written. But, if you want to believe its political and be caught forever in the "trap" be my guest.

- Admirers of Robert van Gulik's always delightful Judge Dee mysteries have another treat in store with The Chinese Bell Murders. In this novel, Judge Dee is newly arrived in the city of Poo-Yang, and he begins by re-investigating a case that his predecessor, Judge Feng, could not complete since Feng had had to leave when he was reassigned to a new posting. In that case, an impoverished literary candidate named Wang was on the verge of being executed for the rape and murder of a butcher's daughter; however, Judge Dee cleverly and immediately realizes that the real culprit was someone else! As in all Judge Dee novels, there are two more mysteries for Judge Dee to solve before the reader happily comes to the end: the case of a decades-long feud between two families who hail from Canton and some nefarious goings-on at a Buddhist temple. At the Temple of Boundless Mercy, barren women who spend the night, as often as not, later conceive. While the temple's abbot, who goes by the name of Spiritual Virtue, gives credit to the goddess Kwan Yin, Judge Dee suspects otherwise. Although in most Judge Dee novels the three mysteries are intertwined, in The Chinese Bell Murders, the

mysteries stand alone and are solved consecutively. In solving all three crimes, Judge Dee is ably assisted by his loyal and enterprising staff: a longtime family servant turned sergeant, Hoong; two former highwaymen, Ma Joong and Chiao Tai (whom Judge Dee first met in *The Chinese Gold Murders*) and the former conman, Tao Gan (who joined Judge Dee in *The Chinese Lake Murders*). What a pleasure to meet up with Judge Dee and his lieutenants again! While *The Chinese Bell Murders* was the third book that van Gulik wrote, the novel ranks eighth chronologically. None of that matters, however, as -- unlike with some mystery series, which must be read in order so as to make sense -- readers will enjoy Judge Dee novels in whatever order they read them. Unlike most Judge Dee mysteries, *The Chinese Bell Murders*

begins with an odd supernatural set-up. Readers new to Judge Dee should not let that put them off. The mysteries aren't the least bit twee, and all of the novels provide an illuminating glimpse into the 7th century China. Judge Dee is based on a real-life Chinese magistrate during the T'ang Dynasty named Ti Jen-chieh, a name van Gulik simplified to Judge Dee Jen-djeh. Van Gulik first introduced Judge Dee to the West in *Celebrated Cases of Judge Dee (Dee Goong An) (Detective Stories)*, first published in 1949 (although not translated into English until 1976). As in the other novels, for the three cases in *The Chinese Bell Murders*, van Gulik took his inspiration from original ancient Chinese cases and 18th century Chinese detective stories, although van Gulik changes the case enough, removing much of the coincidence and supernatural elements so that he makes the stories his own.