



Meet Dr. Rick Kirschner and Dr. Rick Brinkman.

The Drs. Rick are holistic physicians who have explored the impact of dealing with problem people on their patients' stress and disease. In 1980 they began sharing their ideas through seminars and workshops. Knowing that laughter is good medicine, they've earned a reputation for *Educating through Entertainment*. Their book is written in an easy to read light hearted style and filled with practical and learnable skills!

** The topic of this book is timeless and something anyone can relate to.*

** It is an international bestseller, having been translated into Chinese, Russian, Korean, and Japanese.*

** As professional speakers and entertainers, they do radio and television shows in major cities to promote the book year round. In live programs they speak to 100,000 people each year.*

** The book was featured on CNN, CNBC and on the frontpage of the market section of the Wall St. Journal.*

** When this title is displayed, the books practically fly off the book shelf!*

Everyone has to deal with people they can't stand, and your readers will quickly recognize co-workers, bosses, friends and family in the 'Ten Most Unwanted List'.

The TANK:

Pushy and ruthless, expect no mercy from the Tank.



The SNIPER:

Sabotage behind your back or well-aimed put-downs in front of the crowd.



The KNOW-IT-ALL:

This person knows 99% of anything. Just ask!

The THINK-THEY-KNOW-IT-ALL:

Exaggerating, bragging, misleading and distracting, a legend-in-their-own mind.



The GRENADE:

When they blow their top, they're unable to stop, and shrapnel hits everyone in range.

The MAYBE person:

Faced with a crucial decision, you won't know where they stand until it's too late.



The YES Person:

Quick to agree, but you better not take yes for an answer.

The NO Person:

Doleful and discouraging, they drive others to despair



The NOTHING Person:

They simply say.....

The WHINER:

There's a plan for their life, but they're not in it. Instead, they whine and wallow in their woe.



For more information CONTACT: 800-556-9996

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HERE IS WHAT POWELLS BOOKS AT THE PORTLAND, OREGON AIRPORT SAYS ABOUT SELLING "DEALING WITH PEOPLE YOU CAN'T STAND".



**POWELL'S
BOOKS
AT PDX**

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** Dealing with People You Can't Stand, by Rick Brinkman and Rick Kirschner, is a non-stop bestseller for our airport store -- nearly 400 copies sold in the last two years!*

** Customers chuckle knowingly over the title and ponder quietly as they skim the chapters. Then many buy two copies - - one for themselves, and one for the irritating jerk back at the office.*

** Brinkman and Kirschner's title is so catchy, I use the book face-out as a mini-poster to lure customers to the business section. Works like a charm.*

** Time after time, customers tell me they seriously consider giving co-workers and clients only two business books: *The 7**

Habits of Highly Effective People, by Stephen Covey, and Dealing With People You Can't Stand, by Brinkman and Kirschner.

** Dealing With People You Can't Stand has everything a business traveler needs in a good airplane read -- catchy title, entertaining style, and practical advice for immediate use on the droning seat mate who won't shut up.*

Mike Irwin
Book Buyer
Powell's Books at PDX
Portland, OR
503-249-1950

Although they each carry only 50 titles, Office Max, Office Depot, Staples, and Franklin Day Planner stores have all chosen to regularly carry "Dealing With People You Can't Stand". Franklin has consistently found it to be their second best selling title after "The 7 Habits" by Covey.

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Order from your McGraw Hill distributor. For more information, call toll-free: 800-556-9996.

The People You Can't Stand POP QUIZ FOR BOOK SELLERS!

Dear Bookseller,

Can your customers answer these questions? Their happiness, and some of your store's success, could depend on it!

The best way to interrupt a Tank attack is to:

1. Pretend to faint.
2. Say their name over and over.
3. Yell, "Look out behind you!!!"
4. Yell louder than they do.

The difference between a Tank and a Grenade is:

1. Who cares?
2. The Tank means to do it, the Grenade has lost all self control.
3. The Tank should be in jail while the Grenade should be in an institution.
4. Minimal.

Grenade Prevention means:

1. Accidents seem to happen to people who throw tantrums in your organization
2. Gather information from the Grenade to find the pin and avoid pulling it.
3. Do whatever the Grenade wants to avoid the grief.
4. Prozac

Which statement is the Know it All most likely to make:

1. Good idea, tell me more.
2. Oops, I guess I was wrong.
3. That won't work and I will tell you why.
4. Please forgive my being controlling but my behavior is rooted in a deep seated insecurity and I feel I must be right all the time to compensate.

The quickest way to stop a Think They Know it All in their tracks is to:

1. Give them some recognition.
2. Give them the Vulcan Nerve Pinch.
3. Give them a bribe.
4. Give up.

(cont'd)

Are you fed up with laziness and broken promises, frustrated with people out of control, and tired of pompous fools who don't have a clue? At last there's help. In 'Dealing With People You Can't Stand,' Drs. Rick Brinkman and Rick Kirschner take the pain out of dealing with problem people by revealing the strategies that make solving people problems possible.

Dealing With People You Can't Stand

Which of the following answers is the Maybe person most likely to choose?

1. Yes
2. No
3. All of the above

(If you're not sure, think about it and get back to this question later.)

Searchlight questions are when you ask:

1. "Honey, have you seen my keys?"
2. "I wonder how far those searchlight beams go up in the sky?"
3. "What is the intent behind that remark?" or "How is that remark relevant to this?"
4. "Where were you last night?"

When dealing with a Nothing Person you should:

1. Bring something to read.
2. Ask questions expectantly or guess out loud what might be going on for them.
3. Count your blessings.
4. Grunt and look away, so they'll know what it feels like

A Polarity Response when used with a No Person means:

1. You should run in the opposite direction when you see them coming.
2. Transfer them to your North Pole branch.
3. Talk about everything that is wrong with an idea so they will go in the opposite direction
4. Reacting to their negativity by withdrawing

If a Sniper takes a shot at you you should:

1. Tell them to sue their brains for non support.
2. Make up some nasty rumors about them and get even.
3. Hide in a bathroom stall the next time you see them coming.
4. Stop, look, backtrack their remark and ask, "What are you really trying to say?"

The quickest way to bring out the best in people at their worst is to:

1. Buy them a copy of Brinkman & Kirschner's book 'Dealing With People You Can't Stand'
2. Buy yourself a copy of Brinkman & Kirschner's book 'Dealing With People You Can't Stand'
3. Offer them candy
4. Threaten to tell on them.

You'll find the answers to all these questions and more in the fun and fast paced international best-seller from McGraw Hill, Dealing With People You Can't Stand. For the sake of your customers, order this book today!