



BK[®]

Berrett-Koehler Publishers

SUMMER/FALL 2020 CATALOG

Connecting people and ideas
to create a world that works for all



BK Life • BK Currents • BK Business • BK Professional



Dear Reader,

Berrett-Koehler has always lifted up voices of positive change, but we now feel the need to serve as never before. COVID-19 is forcing us to experiment with new ways of working together, and it has led us to new bursts of compassion and creativity.

Virtual Convening

Our BK Author Day, when we bring in authors to meet with the whole staff, is one of our signature practices. We held our first virtual BK Author Day for *Work Made Fun Gets Done* with coauthors Bob Nelson and Mario Tamayo (coming in May 2021).

Meanwhile, with the help of several partners, the BK author community transformed its planned in-person event into a global Online Marketing Conference. The BK staff now convenes every week via video conference. Our editorial team conducts biweekly virtual Publication Board meetings. Along the way, we're all learning the skills of remote leadership, teamwork, and facilitation, as recommended in some of our new books, like Kirsten Clacey and Jay-Allen Morris's *The Remote Facilitator's Pocket Guide* (see page 14) and Kevin Eikenberry and Wayne Turmel's *The Long-Distance Teammate* (see page 39)—a companion to their 2018 book *The Long-Distance Leader*.

Online Learning

Berrett-Koehler has offered online training since 2017, but this year we pivoted to meet increased demand from a remote workforce. We had a successful relaunch of our Servant Leadership Online Training Summit in March, and in April, we broadcast our very first webinar, with Tim Clark, author of *The 4 Stages of Psychological Safety*, in conversation with BK President and Publisher Johanna Vondeling. In May, I hosted our second webinar, with Tiffany Jana, coauthor of *Subtle Acts of Exclusion*, and in June, Johanna was in conversation with Bob Johansen, author of *Full-Spectrum Thinking*.

Culture of Love

Many have taken this opportunity to slow down and reflect on who they want to become and what kind of world they want to live in. Over the years, BK has developed a robust publishing program dedicated to what I call the Culture of Love, from our New Leadership Paradigm principles (stewardship, servant leadership, humble leadership, positive leadership, Outward Mindset, etc.) to our emphasis on diversity, equity, and inclusion (DEI) titles. This culture has sustained and supported us, as it has in trying times before, and we feel more committed than ever to evangelizing for it.

Sincerely,

David Marshall
CEO and CFO

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John Perkins

Touching the Jaguar

Transforming Fear into Action to Change Your Life and the World

“This eloquent book inspires us to create a new reality of what it means to be humans on this magnificent planet.”

—Deepak Chopra

When *New York Times* bestselling author John Perkins was a young Peace Corps volunteer, his life was saved by an Amazonian shaman who taught him to “touch the jaguar”—to transform his fears into positive action. He went on to become an “economic hit man” (EHM), convincing developing countries to build huge infrastructure projects that put them in debt to the World Bank and other US-controlled institutions. Although he believed this was the best model for economic development, he came to realize it was really a new form of colonialism. Returning to the Amazon, he saw the destructive impact of his EHM work. But he also was inspired by a previously uncontacted tribe that touched its jaguar by uniting with its enemies to defend its territory against invading oil and mining companies. For the first time, Perkins details how these experiences converted him from an EHM to a crusader for transforming our failing Death Economy into a flourishing Life Economy. He provides a strategy for each of us to change our lives and defend our territory—the earth—against destructive policies and systems.



John Perkins is an activist and author of ten books, including the classic *Confessions of an Economic Hit Man*. As a former chief economist at a major consulting firm, he advised the World Bank, United Nations, Fortune 500 corporations, and governments. He speaks at universities, economic forums, and shamanic gatherings around the world and is a founder and board member of the Pachamama Alliance and Dream Change.

Contents

Part 1: The Perception Trap, 1968–1970

1. Welcome to the Miracle
2. Ayahuasca
3. Fighting Communism

Part 2: The Death Economy, 1970–1987

4. More Secrets
5. Economic Hit Man
6. Jackals Strike
7. Threatened

Part 3: Changing the Dream, 1987–1993

8. Redemption
9. Dream Change
10. Two Realities

Part 4: Uniting the Eagle and the Condor, 1993

11. Dark Clouds
12. The Stones
13. The Ceremony

Part 5: Touching the Jaguar, 1993

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15. Threats from Two Governments
16. Decisions

17. Facing a Jaguar

Part 6: The Legend of the Evias, 1994–1995

18. Stealing a Country
19. Piranhas
20. Kidnapped
21. Evil
22. Legend of the Evias
23. The Payoff

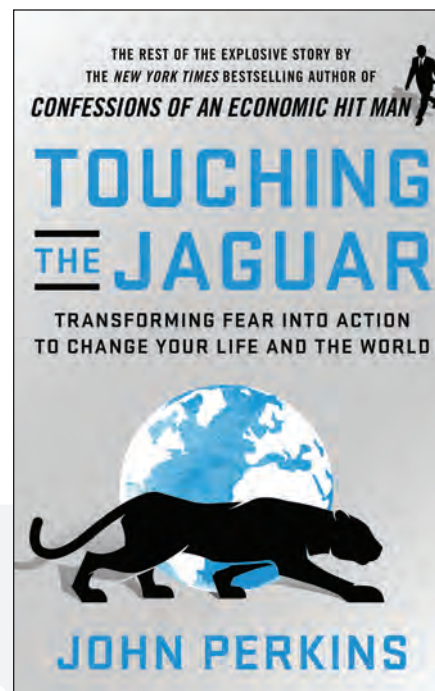
Part 7: Creating a Life Economy, 1993–2017

24. Coming Together
25. Commitment
26. Poisoned
27. Breaking Old Ideas
28. The Perception Bridge
29. The Alliance

Part 8: Decolonization, 2017–Present

30. The Kogi. Experts in Colonization
31. Good News

Conclusion: The Jaguar’s Message



- **New York Times bestselling author:** John Perkins’s *Confessions of an Economic Hit Man* was on the *New York Times* bestseller list for over seventy weeks; it sold more than 2 million copies and has been translated into thirty-five languages.
- **Timely content:** Massive fires and deforestation, in the Amazon and elsewhere, are headline news; Perkins offers stories of hope and transformation in the midst of crisis.

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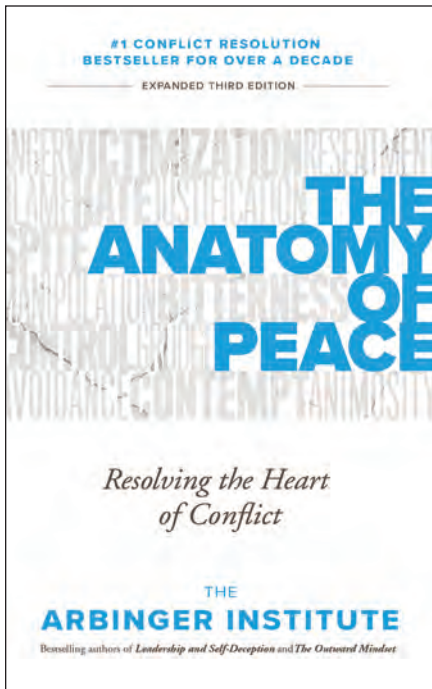
Current Affairs/Business/Personal Growth

Rights: world

Arbinger Institute

The Anatomy of Peace

Resolving the Heart of Conflict, Third Edition



From the authors of *Leadership and Self-Deception*, which sold over 2 million copies, this new edition explores how we misunderstand the causes of our conflicts and shows us the paths to achieving true peace within ourselves, in our relationships, and even between nations.

In this day and age, perhaps there is nothing more important than knowing how to heal relationships that are breaking and how to maintain connections when people are pulling apart. So many of our conflicts seem unsolvable, but what if conflicts at home, at work, and in the world stem from the same root cause? What if we systematically misunderstand that cause? And what if, as a result, we unwittingly perpetuate the very problems we think we are trying to solve?

This book unfolds as a story. Yusuf al-Falah, an Arab, and Avi Rozen, a Jew, each lost his father at the hands of each other's cousins. *The Anatomy of Peace* is the story of how they come together, how they help their warring parents and children come together, and how we, too, can find our way out of the personal, professional, and global conflicts that weigh us down. This expanded third edition includes diagrams and discussions that further explain some of the book's approaches, current research about key ideas, and how the transformation approach in the book relates to Arbinger's comprehensive organizational mindset-change process.

The Arbinger Institute is an international training, coaching, and consulting firm that specializes in transforming organization culture and conflict resolution. Arbinger's clients range from individuals who are seeking help in their lives to families who are trying to strengthen and rebuild relationships to many of the largest companies and governmental institutions in the world.

Contents

Part I: The Heart of Peace

1. Enemies in the Desert
2. Deeper Matters
3. Peace in Wartime
4. Beneath Behavior
5. The Pattern of Conflict
6. Escalation
7. The Right Thing and the Right Way

Part II: From Peace to War

8. Reality
9. The Beginning of an Idea
10. Choosing War
11. A Need for War
12. Germs of Warfare
13. More Germs of Warfare
14. The Path to War

Part III: From War to Peace

15. Apologies

16. A Gift in Wartime
17. Marching Bootless
18. Surrender
19. Locating the Peace Within
20. Finding Outward Peace
21. Action

Part IV: Spreading Peace

22. A Strategy of Peace
 23. Lessons
 24. Peace on Mount Moriah
- Going Deeper: The Four Styles of Justification
 Going Deeper: Getting Out of the Box
 Latest Research about the Four Styles of Justification
 From Way-of-Being Change to Mindset Change

- **Worldwide bestseller:** The previous editions of *The Anatomy of Peace* have sold over 550,000 copies and have been translated into sixteen languages.
- **Extraordinarily timely:** Societies around the world are even more divided than they were when the previous edition came out in 2015. A universal method of resolving conflict is needed more than ever.

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288 pages, 5½" x 8½"

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Business/Personal Growth

Rights: world

John Hope Bryant

Foreword by Ambassador Andrew Young

Up from Nothing

The Untold Story of How We (All) Succeed

"John Bryant reminds us that the American Dream wasn't meant for some of us, but for all of us. Nobody has worked harder to lift the horizons for those without hope."

—Quincy Jones

Facing a challenging economy, too many Americans despair of improving their lives. But John Hope Bryant insists that America is still the Land of Opportunity. *Up from Nothing* revives the forgotten story of the American Dream. It's about our beginnings as a nation of go-getters who believed they were winners *before* they won.

Using the inspiring story of his own rise from humble beginnings, and that of his parents and grandparents, Bryant shows how individually we can change our mindset from survivor to thriver to winner and move beyond just getting by or being financially independent to becoming wildly successful. Collectively, we need to become a nation of winners once again.

By ensuring that every stakeholder in America has access to the Five Pillars of Success—massive education, financial literacy, strong family structure, self-esteem, and supportive role models—Bryant shows how we can fulfill the promise of America's greatness. But to do so, we must turn away from distractions—such as political in-fighting or racial and class divisions—and focus on what we can control. This is not a book of tips on how to get a better job or make more money. It's about adopting a new way of thinking that will do all that for us and more. *Up from Nothing* is the new (old) business plan to keep us winning as a country.



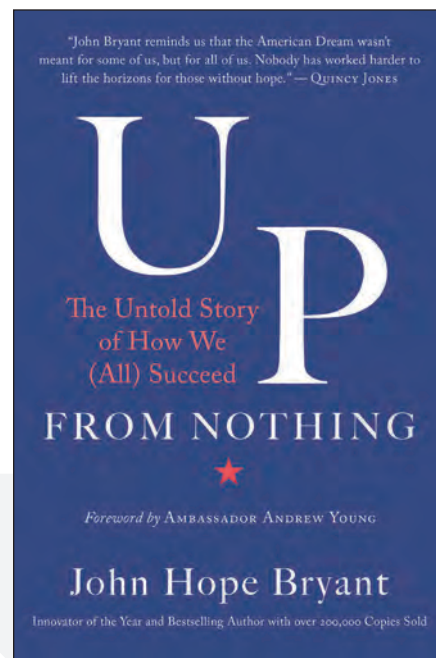
John Hope Bryant is the founder, chairman, and CEO of Operation HOPE Inc., CEO of Bryant Group Ventures, CEO of Promise Homes Company, and cofounder of Global Dignity. He has been recognized by the last five US presidents and served as an advisor for the last three. Bryant is the recipient of hundreds of awards and citations for his work, including being named as one of the *Atlanta Business Chronicle's* Most Admired CEOs for 2018, *American Banker's* 2016

Innovator of the Year, Inc.'s the World's 10 Top CEOs (honorable mention), and *Time's* 50 for the Future. He is the author of three bestselling books, *The Memo*, *How the Poor Can Save Capitalism*, and *Love Leadership*.

Contents

Introduction: America's Up from Nothing Story

1. What We Forgot about the American Dream
2. The Thrivers and the Winners
3. The Survivors—What's Getting in Their (and Everybody's) Way
4. The 5 Pillars of Success
5. Capitalism for All
6. Our Mental Upgrade as a Nation



- **Provocative approach:** While social problems and divisions are unquestionably real impediments, John Hope Bryant insists that ultimately people can overcome them, as he has, by changing their mindset.
- **Unifying message:** Bryant wants to restore faith in the American Dream for everyone who “has too much month at the end of their money.”

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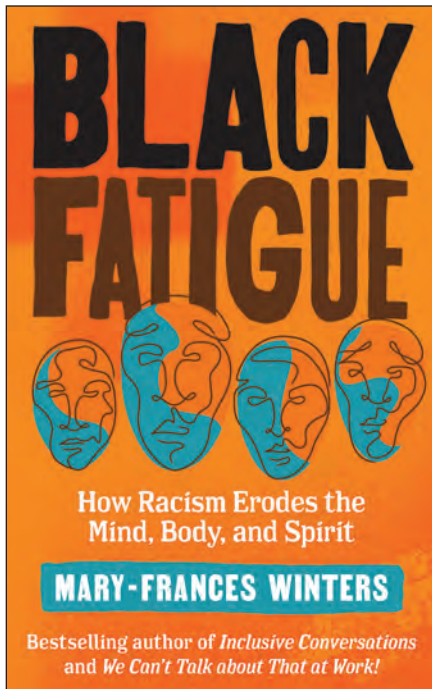
Personal Growth

Rights: world

Mary-Frances Winters

Black Fatigue

How Racism Erodes the Mind, Body, and Spirit



This is the first book to define and explore Black fatigue, the intergenerational impact of systemic racism on the physical and psychological health of Black people—and explain why and how society needs to collectively do more to combat its pernicious effects.

Black people, young and old, are fatigued, says award-winning diversity and inclusion leader Mary-Frances Winters. It is physically, mentally, and emotionally draining to continue to experience inequities and even atrocities, day after day, when justice is a God-given and legislated right. And it is exhausting to have to constantly explain this to white people, even—and especially—well-meaning white people, who fall prey to white fragility and too often are unwittingly complicit in upholding the very systems they say they want dismantled.

This book, designed to illuminate the myriad dire consequences of “living while Black,” came at the urging of Winters’s Black friends and colleagues. Winters describes how in every aspect of life—from economics to education, work, criminal justice, and, very importantly, health outcomes—for the most part, the trajectory for Black people is not improving. It is paradoxical that, with all the attention focused over the last fifty years on social justice and diversity and inclusion, little progress has been made in actualizing the vision of an equitable society.

Black people are quite literally sick and tired of being sick and tired. Winters writes that “my hope for this book is that it will provide a comprehensive summary of the consequences of Black fatigue, and awaken activism in those who care about equity and justice—those who care that intergenerational fatigue is tearing at the very core of a whole race of people who are simply asking for what they deserve.”



Mary-Frances Winters is the founder and president of the Winters Group Inc. She has been helping clients create inclusive environments for over three decades. She was named a top ten diversity trailblazer by *Forbes* and a diversity pioneer by *Profiles in Diversity Journal* and is the recipient of the prestigious ATHENA Award, as well as the Winds of Change Award conferred by the Forum on Workplace Inclusion. Winters is also the author of *We Can't Talk about That at Work* and *Inclusive Conversations*.

Contents

Introduction: Black Fatigue Runs Deep

1. My Black Fatigue
2. Addressing Sublime Ignorance
3. Then Is Now
4. Racism Literally Makes You Sick: It Is a Pre-existing Condition
5. The Many Layers of Black Fatigue

6. Say Her Name: Black Women's Fatigue

7. "I Can't Breathe": Black Men's Fatigue
 8. Out of the Mouths of Babes: Black Children's Fatigue
 9. A Clarion Call for Collective Action to Combat Black Fatigue
- Conclusion: Reimagining a Just World

- **Distinguished author:** Mary-Frances Winters is a highly respected leader, author, and mentor in the diversity and inclusion space. Her first book, *We Can't Talk about That at Work*, has sold nearly 15,000 copies.
- **Brings a critical problem to light:** Winters identifies and describes a previously unnamed reality of racism, much as Robin DiAngelo did for white fragility.

Publication date: September 2020

\$15.95, paperback

256 pages, 5½" x 8½"

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Current Affairs

Rights: world

Brian Tracy with Anna Leinberger

Eat That Frog! for Students

22 Ways to Stop Procrastinating and Excel in School

Adapted from Brian Tracy's international time-management bestseller, *Eat That Frog!*, this book will give today's stressed-out and overwhelmed students the tools for lifelong success.

Like adults, students of all ages struggle with how to manage their time. Encountering the necessity of time management for the first time, high schoolers juggle classes, extracurricular activities (all but mandatory for college admissions), jobs, internships, family responsibilities, and more. College brings more freedom and less structure, making time management even more critical.

Brian Tracy's *Eat That Frog!* has helped millions around the world get more done in less time. Now this life-changing bestseller has been adapted to the specific needs of students. Tracy offers tips, tools, and techniques for structuring time, setting goals, staying on task (even when you're not interested), dealing with stress, and developing the skills to achieve far more than you ever thought possible. This is the book that parents and teachers have long been wishing Tracy would write.



Brian Tracy is chairman and CEO of Brian Tracy International. As a keynote speaker and seminar leader, he addresses more than 250,000 people each year and is one of America's leading authorities on the development of human potential and personal effectiveness. He has worked with the executives and staff of such firms as IBM, Arthur Andersen, McDonnell Douglas, and the Million Dollar Round Table. He is the author of over seventy books and more than 300 audio and video learning programs. **Anna Leinberger** is an editor, writer, and former high school teacher. The authors she has worked with include startup founders, award-winning peacemakers, and *New York Times* bestselling writers.

Contents

Introduction: Eat That Frog

Section 1: The Three Pillars of Success

1. Self-Esteem
2. Personal Responsibility
3. Goals!

Section 2: Learning How to Structure Your Own Time

4. Set the Table
5. Plan Every Day in Advance
6. Study Strategically Using Long and Short Chunks of Time
7. Apply the 80/20 Rule to Everything
8. Slice and Dice the Task

Section 3: Studying Something You Are Not Interested In, and Still Having to Do Well

9. Consider the Consequences

10. Take It One Mile Marker at a Time

11. Motivate Yourself into Action

12. Single Handle Every Task

Section 4: The Pressure to Achieve

13. Develop a Sense of Urgency

14. Put the Pressure on Yourself

15. Learn How to Learn

16. Identify Your Key Constraints

17. Focus on Key Result Areas

Section 5: Proactively Dealing with Stress and What Causes It

18. Prepare Thoroughly before You Begin

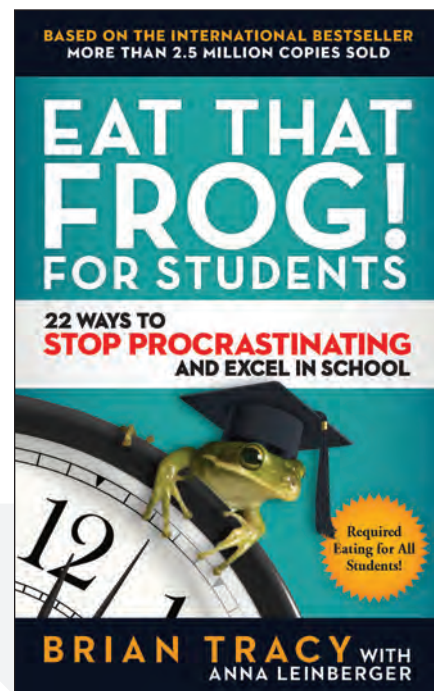
19. Focus Your Attention

20. Technology Is a Terrible Master

21. Technology Is a Wonderful Servant

22. Practice Creative Procrastination

Conclusion: Putting It All Together



- **Bestselling author and speaker:** Brian Tracy is the author of over seventy books that have been translated into dozens of languages and has consulted for more than 1,000 companies and addressed more than 5 million people in 5,000 talks.
- **The latest installment of a huge franchise:** *Eat That Frog!* is Tracy's most popular book, with 2.4 million copies sold and a fully developed franchise of cards, video products, and a workbook. This book is a much-needed addition.

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Personal Growth

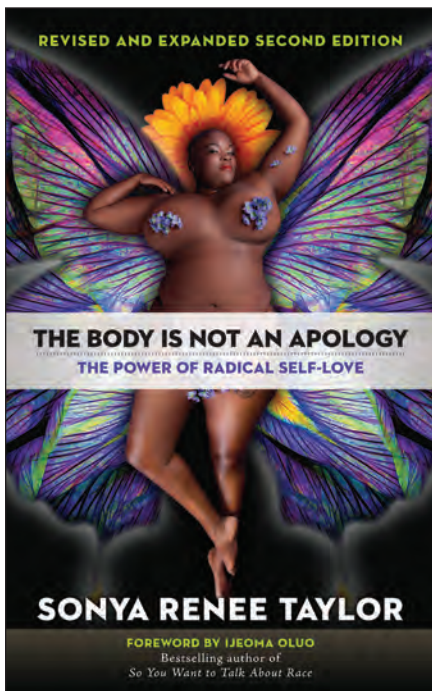
Rights: world

Sonya Renee Taylor

Foreword by Ijeoma Oluo, bestselling author
of *So You Want to Talk about Race*

The Body Is Not an Apology

The Power of Radical Self-Love, Second Edition



- **New edition of a bestseller:** The first edition has sold over 50,000 copies worldwide.
- **The handbook of a movement:** This book is the handbook for an eponymous international movement committed to cultivating global radical self-love and body empowerment.

Publication date: February 2021

\$18.95, paperback

192 pages, 5½" x 8½"

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Personal Growth/Current Affairs

Rights: world

“To build a world that works for everyone, we must first make the radical decision to love every facet of ourselves. . . . ‘The body is not an apology’ is the mantra we should all embrace.”

—Kimberlé Crenshaw, legal scholar and founder and Executive Director, African American Policy Forum

Humans are a varied and divergent bunch with all manner of beliefs, morals, and bodies. Systems of oppression thrive off our inability to make peace with difference and injure the relationship we have with our own bodies.

The Body Is Not an Apology offers radical self-love as the balm to heal the wounds inflicted by these violent systems. World-renowned activist and poet Sonya Renee Taylor invites us to reconnect with the radical origins of our minds and bodies and celebrate our collective, enduring strength. As we awaken to our own indoctrinated body shame, we feel inspired to awaken others and to interrupt the systems that perpetuate body shame and oppression. When we act from this truth on a global scale, we usher in the transformative opportunity of radical self-love, which is the opportunity for a more just, equitable, and compassionate world—for us all.

This second edition includes stories from Taylor’s travels around the world combating body terrorism and shines a light on the path toward liberation guided by love. In a brand new final chapter, she offers specific tools, actions, and resources for confronting racism, sexism, ableism, homophobia, and transphobia. And she provides a case study showing how radical self-love not only dismantles shame and self-loathing in us but has the power to dismantle entire systems of injustice. Together with the accompanying workbook, *Your Body Is Not an Apology*, Taylor brings the practice of radical self-love to life.



Sonya Renee Taylor is the founder and radical executive officer of the Body Is Not an Apology, a digital media and education company. Her work has been covered by HBO, BET, MTV, TV One, NPR, PBS, CNN, Oxygen Network, the *New York Times*, *New York Magazine*, MSNBC.com, Today.com, Huffington Post, *USA Today*, Shape.com, *Ms. Magazine*, and many more. She is a regular collaborator and artist with organizations such as Planned Parenthood, Association for Size Diversity and Health, Binge Eating Disorders Association, Greater than AIDS, and numerous others.

Contents

1. Making Self-Love Radical
2. Shame, Guilt, and Apology—Then and Now
3. Building a Radical Self-Love Practice in an Age of Loathing
4. A New Way Ordered by Love
5. How to Fight with Love

Sonya Renee Taylor

Your Body Is Not an Apology Workbook

Tools for Living Radical Self-Love

This powerful and practical action guide helps readers practice the art of radical self-love both for themselves and to transform our society.

Readers of *The Body Is Not an Apology* have been clamoring for guidance on how to do the work of radical self-love. *Your Body Is Not an Apology* is the action guide that gives them just that—tools and structured frameworks they can apply immediately to start changing their lives and the world.

Taking *The Body Is Not an Apology*'s four pillars of practice as a jumping-off point—taking out the toxic, mind matters, unapologetic action, and collective compassion—this workbook lays out ten tools for radical self-love. Each tool is associated with one of the pillars and comes with all kinds of activities and exercises: guided reflections; Mad Libs-style fill-in-the-blank writing prompts; drawings to color of queer, nonbinary, differently abled, and femme bodies; and much more.

Radical self-love is not merely conceptual; it must be practical if it is to be transformative. This workbook gives readers a playful, varied, thought-provoking, and always eminently useful guide for making the revolutionary ideas in *The Body Is Not an Apology* a reality.

More praise for *The Body Is Not an Apology*:

"[Taylor's] sensible and empathetic tone will lend comfort to readers and help them to see that no matter what their body type, they are beautiful."

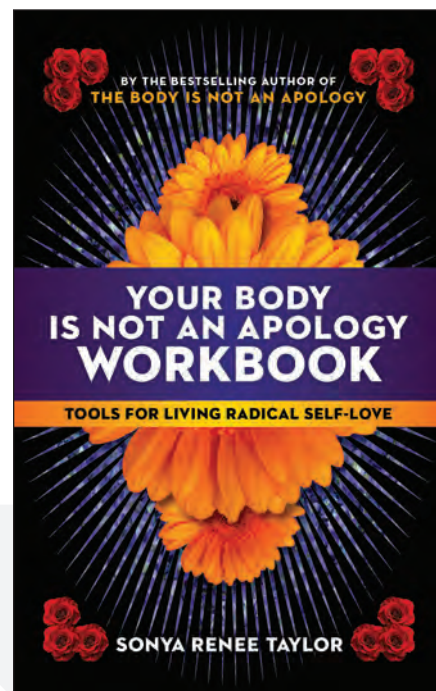
—*Publishers Weekly*

"*The Body Is Not an Apology* is a gift, a blessing, a prayer, a reminder, a sacred text. . . . This book cracked me open in ways that I'm so grateful for. I know it will do the same for you."

—Alicia Garza, cocreator of the Black Lives Matter Global Network and Strategy and Partnerships Director, National Domestic Workers Alliance

Contents

Tool 1. Media Detox	Tool 7. Be in Movement
Tool 2. Deprogram Your Body Bad-Mouthing	Tool 8. Make a New Story
Tool 3. Radical Reframe	Tool 9. Be in Community
Tool 4. Meditate on a New Mantra	Tool 10. Give Yourself Some Grace
Tool 5. Banish the Binary Positivity	Epilogue: Bringing It All together: Embodying Radical Self-Love
Tool 6. Explore Your Terrain	



- **Inspired by reader requests:**

The inspiration for this workbook comes directly from readers who have emailed Sonya Renee Taylor asking her for guidance and telling her how they are already making her book into a workbook, with margin notes, sticky notes, and tools they are building themselves.

- **Wide range of activities:** This action guide gives readers enjoyable activities and concrete ideas on how to apply this work both internally and in a larger social and structural context.

Publication date: April 2021

\$16.95, paperback

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Personal Growth/Current Affairs

Rights: world

Thom Hartmann
Foreword by Ralph Nader

The Hidden History of Monopolies

How Big Business Destroyed the American Dream

“This is the most important, dynamic book on the cancers of monopoly by giant corporations written in our generation.”

—from the foreword by Ralph Nader

American monopolies dominate, control, and consume most of the energy of our entire economic system; they function the same as cancer does in a body, and, like cancer, they weaken our systems while threatening to crash the entire body economic. But Thom Hartmann, America’s #1 progressive radio host, shows we’ve broken the control of behemoths like these before, and we can do it again.

Hartmann takes us from the birth of America as a revolt against monopoly (remember the Boston Tea Party?) to the massive changes starting during the “Reagan Revolution” that have brought us to the cancer stage of capitalism. The average American family now pays a \$5,000-a-year “monopoly tax” in the form of higher prices for everything from pharmaceuticals to airfare to household goods and food. But Hartmann also describes commonsense, historically rooted measures we can take—such as revitalizing antitrust regulation, taxing great wealth, and getting money out of politics—to pry control of our country from the tentacles of the monopolists.



Thom Hartmann is the four-time winner of the Project Censored Award, *New York Times* bestselling author of thirty-two books, and America’s #1 progressive talk radio show host. His show is syndicated on local for-profit and nonprofit stations and broadcasts nationwide and worldwide. It is also simulcast on television into nearly 60 million US and Canadian homes.

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Part One: America Was Founded on Resistance to Monopoly

The Founders Challenge Monopoly
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The Founders on Patents and Copyrights
The Monopolists Rise Up
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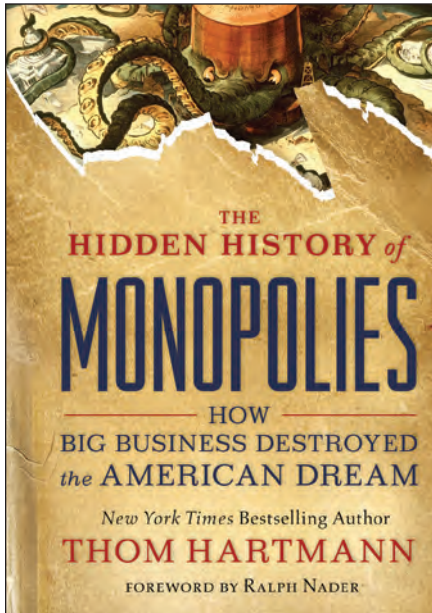
Part Two: Conservatives and Modern Monopolies versus the Middle Class

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Solutions: Bring Back the Corporate
Death Penalty
Solution: Ban Preemption Laws Written
by Corporations
The Core Solution: Competition



- **Timely topic:** America is struggling with monopoly or near-monopoly control of the internet (Google), commerce (Amazon and Walmart), social media (Facebook), and communications (Comcast), and several presidential candidates are proposing breaking up giant tech companies.
- **Historically informed perspective:** Thom Hartmann shows how the new era of monopoly runs counter to the mainstream of American history and offers practical, historically rooted solutions to putting citizens back in control.

Publication date: August 2020

\$16.00, paperback

192 pages, 5" x 7"

ISBN 978-1-5230-8773-0

PDF ebook ISBN 978-1-5230-8774-7

ePub ebook ISBN 978-1-5230-8775-4

Digital audio ISBN 978-1-5230-8776-1

Current Affairs

Rights: world

Jennifer B. Kahnweiler, PhD

Creating Introvert-Friendly Workplaces

How to Unleash Everyone's Talent and Performance

"This important book offers organizations the keys to introvert inclusion."

—Susan Cain, *New York Times* bestselling author of *Quiet*

As the diversity, equity, and inclusion wave widens and deepens its reach, introversion is becoming a natural part of that movement. After all, about half the population identify as introverts, but many organizations are stuck in traditional extrovert-centric workplace cultures that reward people for speaking up publicly, expect them to log face time, and employ hiring and promotion practices rooted in the past. This ultimately discourages introverts from contributing and reaching their full talent potential, which could have a major impact on the bottom line.

"Champion for introverts" Jennifer Kahnweiler offers a road map for everyone—including leaders, human resource managers, and team members—to create inclusive, introvert-friendly cultures. She provides an assessment to determine how introvert friendly your organization is and looks at every aspect of organizational life—hiring, training, leading, communicating, meeting, designing workplaces, and more—through an inclusive lens. You'll discover how to make open-space offices introvert friendly, what the best practices are for encouraging introverts to participate on teams, which training techniques work best for introverts, and how to make remote positions work. Kahnweiler gives you the tools to build a welcoming culture that maximizes the strengths introverts bring to your organization.



Jennifer B. Kahnweiler, PhD, has been a learning and development professional and leadership speaker at organizations like Merck, NASA, the American Chemical Society, Freddie Mac, the US Centers for Disease Control, and the American Management Association. She has been featured in the *Wall Street Journal*, *Forbes*, and *Fortune*, and is the author of *The Introverted Leader*, *Quiet Influence*, and *The Genius of Opposites*. She has been named a certified professional speaker by the National Speakers Association.

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5. Designing Workplace Settings
6. Creating Remote Work That Works for Introverts

7. Building Teams

8. Learning and Development for Introverts

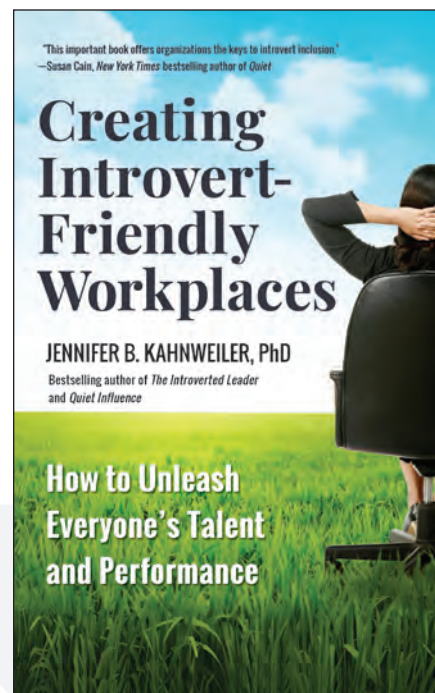
Conclusion: Creating Introvert-Friendly

Workplaces, One Change Agent at a Time

Appendix: Introvert-Friendly Organization Survey

A Guide to Conducting Book Discussions

Creating Introvert-Friendly Practices: Examples from 84.51°, a Marketing Company



- **Bestselling expert author:** Jennifer Kahnweiler has been speaking about introverts in the workplace for over a decade, and her books have sold over 100,000 copies and been translated into seventeen languages.
- **Fills a gap in the marketplace:** Making introverts feel welcome in organizations is the next frontier for diversity and inclusion, and this book offers detailed, practical advice on every aspect of building an introvert-friendly workplace culture.

Publication date: June 2020

\$19.95, paperback

176 pages, 5½" x 8½"

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PDF ebook ISBN 978-1-5230-8652-8

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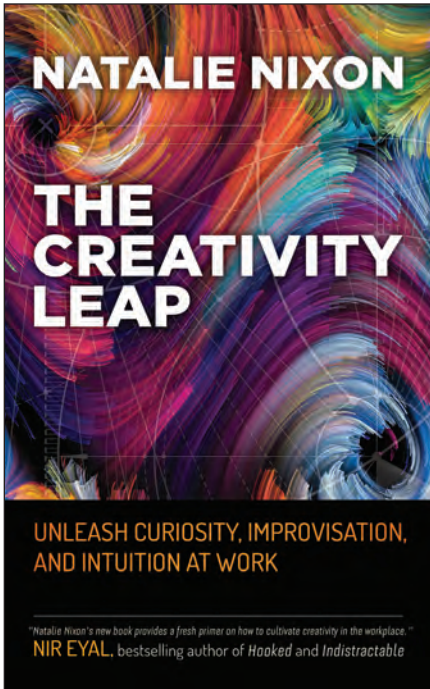
Business

Rights: world

Natalie Nixon

The Creativity Leap

Unleash Curiosity, Improvisation, and Intuition at Work



“Natalie Nixon’s new book provides a fresh primer on how to cultivate creativity in the workplace.”

—Nir Eyal, bestselling author of *Hooked* and *Indistractable*

Too many people associate creativity solely with the arts, even though to be an incredible scientist, engineer, or entrepreneur requires immense creativity. It’s the key to developing breakthrough products and services. Creativity strategist Natalie Nixon says a creativity leap is needed to bridge the gap between the churn of work and the highly sought-after prize called innovation.

Nixon says that since humans are hardwired to be creative, it is a competency anyone can develop. And she says it’s especially vital now, in the fourth industrial revolution, since it’s an ability even the best artificial intelligence doesn’t have. True creativity balances wonder (awe, audacity, and curiosity) with rigor (discipline, skill-building, and attention to detail), and inquiry, improvisation, and intuition are the key practices that increase those capacities. Drawing on interviews with fifty-six people from diverse backgrounds—farming, law, plumbing, architecture, perfumery, medicine, education, technology, and more—she offers illuminating examples of how creativity manifests in every kind of work.

Combining creativity tools and techniques with real-world stories of innovative people and businesses, this book is a provocation, an inspiration, and an invitation to unleash the innate creativity that lies within each of us. It offers a more dynamic and integrative way to adapt and innovate, one that allows us the freedom to access our full human selves.

- **Unique perspective:** Natalie Nixon draws on her background in both the art and business worlds to help readers unleash their creativity and identify innovative solutions to corporate issues.
- **Hot topic:** Creativity is the source of innovation, and every company knows innovation is the key to surviving in a highly competitive global economy—this book offers a fresh approach.



Natalie Nixon is a creativity strategist and president of Figure 8 Thinking. She is a regular contributor to *Inc.* and the editor of *Strategic Design Thinking*. She is a global speaker whose roster includes TEDxPhiladelphia, the Business Innovation Factory, CreativeMornings, the Copenhagen Institute of Interactive Design, the European Innovation Academy, and the Mayo Clinic’s Transform conference. Nixon holds a PhD in design management, an MS in global textile marketing, and a BA (cum laude) in anthropology and Africana studies.

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 8. Remix, Reframe, Repurpose
 9. Get Out of the Building
- Final Thoughts on Increasing Your CQ

Publication date: June 2020

\$18.95, paperback

160 pages, 5½" x 8½"

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Business

Rights: world

Chad Ford

Foreword by the Arbinger Institute

Dangerous Love

Transforming Fear and Conflict at Home, at Work, and in the World

“Chad Ford reminds us that humanity lies within all of us, and although conflict is everywhere in today’s world, we have the tools we need to overcome obstacles and to thrive. This is a fantastic, timely book that I highly recommend.”

—Steve Kerr, Head Coach, Golden State Warriors

Knowing how to transform conflict is critical in both our personal and professional lives. Yet, by and large, we are terrible at it. The reason, says longtime mediator Chad Ford, is fear. When conflict comes, our instincts are to run or fight.

To transform conflict, Ford says we need to turn toward the people we are in conflict with, put down our physical and emotional weapons, and really love—treat them as fellow human beings, not as objects in our way. While this can feel even more dangerous than conflict itself, it allows us to see the humanity of others so clearly that their needs and desires matter to us as much as our own.

Ford shows dangerous love in action through examples ranging from his work in the Middle East to a deeply moving story about reconciling with his father. He explains why we disconnect from people at the very time we need to be most connected and the predictable patterns of justification and escalation that ensue. Most importantly, he gives us a path to practice dangerous love in the conflicts that matter most to us.



Chad Ford is associate professor of intercultural peace building and director of the David O. McKay Center for Intercultural Understanding at Brigham Young University–Hawaii. He sits on the executive committee of the Board of Trustees for PeacePlayers, an organization that uses sports to unite divided communities. Ford also works with the Arbinger Institute as a consultant on global conflict resolution initiatives. He spent seventeen years as a senior editor and writer at ESPN.

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7. The Chasm of Separation and Self-Deception	19. The Long-Short Way
8. Bridging the Gap between Fear and Love	20. Small and Simple Things
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10. But Not by Me	22. Choosing Love over Fear



- **Global conflict resolution leader:** Chad Ford has led more than 1,000 peace-building workshops and projects around the world, including in the Middle East, Africa, Northern Ireland, Cyprus, Australia, New Zealand, and the United States.
- **Proven in difficult situations:** Conflict resolution is broadly cited as one of the most needed skills, on the job and off; Ford offers a new approach, one that has resolved serious organizational, communal, and interpersonal conflicts.

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\$18.95, paperback

264 pages, 5½" x 8½"

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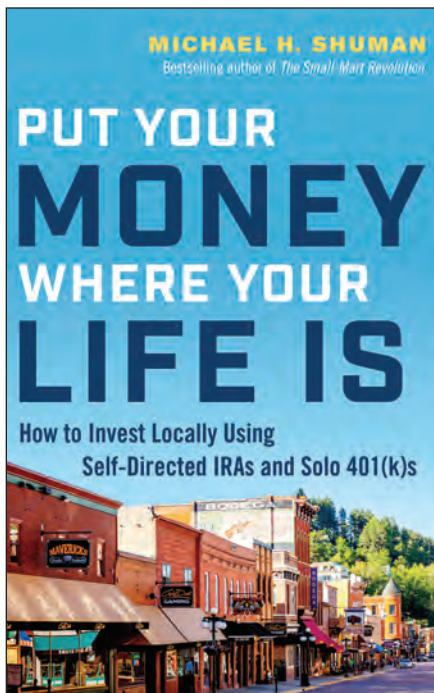
PDF ebook ISBN 978-1-5230-8978-9

ePub ebook ISBN 978-1-5230-8979-6

Digital audio ISBN 978-1-5230-8980-2

Personal Growth/Conflict Resolution

Rights: world



- **Leading expert on local investing:** Michael Shuman has been working in local investing for over twenty years—he is one of the architects of the 2012 JOBS Act that created an affordable, legal pathway for small businesses to get investment capital from any American.
- **Practical guide:** Shuman takes you step by step through the process of using investment instruments that will enable you to move your money from Wall Street to Main Street.

Publication date: June 2020

\$19.95, paperback

240 pages, 5½" x 8½"

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PDF ebook ISBN 978-1-5230-8891-1

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Investing

Rights: world

Michael H. Shuman

Foreword by Morgan Simon, founder of the Candide Group

Put Your Money Where Your Life Is

**How to Invest Locally Using Self-Directed IRAs
and Solo 401(k)s**

“As so many Americans feel powerless to confront a financial system designed to serve the few, Shuman offers us real choices: tools that align our lives with our values. That’s power. I love this highly readable, timely, surprising book.”

—Frances Moore Lappé, author of *Daring Democracy* and *Diet for a Small Planet*

Americans agree on very little these days, but red state conservatives and blue state progressives can agree on one critical point: Wall Street can’t be trusted. Yet most of us continue to invest in the stocks and bonds of Fortune 500 companies, transferring our capital far from where we live and work. Local investing expert Michael Shuman offers an alternative. He shows how you can use two well-established—but rarely used—investment tools to keep your money close and get a return as good as or better than what you’d get investing in distant, indifferent corporations.

Shuman explains the nuts and bolts of self-directed IRAs and solo 401(k)s and how they can be combined with other recently legalized local investing tools. He details how to set these accounts up, identify and evaluate a whole range of local investment opportunities, and make sure account holders stay on the right side of the law. While the book is written for people without a lot of investment experience—Shuman explains concepts like “liquidity” and “diversification” in simple terms—even if you’re as experienced as Warren Buffett, this book will make you rethink everything you know about investing. With Shuman’s expert advice, you can strengthen your investment portfolio and your community, neighborhoods, and schools at the same time!



Michael H. Shuman is an economist, attorney, author, and entrepreneur, and a leading visionary on community economics. He’s director of local economy programs for Neighborhood Associates Corporation, a nonprofit affordable housing company, and currently an adjunct instructor at Bard Business School in New York City. He performs economic analyses for cities and businesses through Council Fire, where he’s a senior associate. He is the author of nine previous books, including *The Small-Mart Revolution*; *Local Dollars, Local Sense*; and *The Local Economy Solution*.

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Foreword by Morgan Simon

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11. Preparing for the Future

Maya Hu-Chan

Foreword by Marshall Goldsmith

Saving Face

How to Preserve Dignity and Build Trust

“Maya Hu-Chan shares a blueprint for becoming a more empathetic, self-aware, and inclusive leader. *Saving Face* guides us to consider different perspectives, to think first and speak last, and to respect others above all else.”

—Frances Hesselbein, former CEO, Girl Scouts of the USA, and Presidential Medal of Freedom recipient

Organizations now need to attract, retain, and motivate teams and employees across distance, time zones, and cultural differences. Building authentic and lasting human relations may be the most important calling for leaders in this century. According to management and global leadership specialist Maya Hu-Chan, the concept of “saving face” can help any leader preserve dignity and create more empathetic cross-cultural relationships.

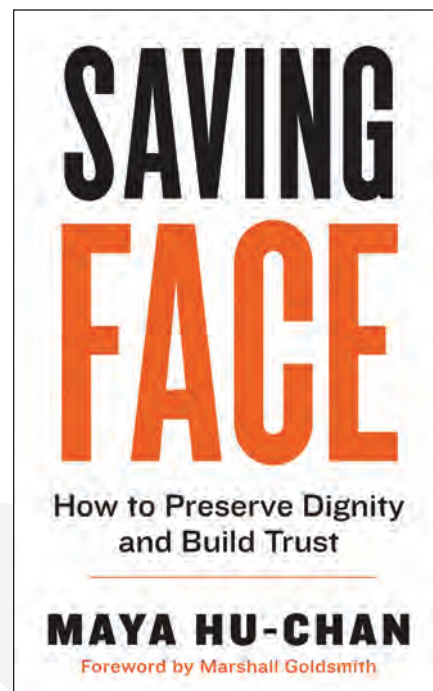
“Face” represents one’s self-esteem, self-worth, identity, reputation, status, pride, and dignity. Saving face is often understood as saving someone from embarrassment, but it’s also about developing an understanding of the background and motivations of others to discover the unique facets we all possess. Without that understanding, we risk causing others to lose face without even knowing it. Hu-Chan explains saving face through anecdotes and practical tools, such as her BUILD leadership model (Benevolence, Understanding, Interacting, Learning, and Delivery). This book illustrates how we can give face to create positive first impressions, avoid causing others to lose face, and, most importantly, build trust and lasting relationships inside and outside the workplace.



Maya Hu-Chan is a globally recognized management consultant, executive coach, author, and speaker. She is the founder and president of Global Leadership Associates. Hu-Chan was an anchor for the Broadcasting Corporation of China in Taiwan, CEO of a nonprofit organization in California, and columnist for *Inc.* She has trained and coached thousands of leaders from Fortune 500 corporations, nonprofits, and public sectors in North America, Asia, Europe, Australia, and Latin America and is the coauthor of *Global Leadership: The Next Generation*.

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3. Authentic Acts of Saving and Honoring Face	9. Seeing beyond the Glass Ceiling
4. Saving Face for the Wrong Reason	10. Face and the Value of Feedback
	11. Facetime



- **Introduces a universal concept:** Maya Hu-Chan takes “face” beyond its origins in China, making it a universal concept that enables one to connect with people, break down barriers, and build trust and long-term relationships.
- **Critical business need:** Commerce and business have gone global; on the leadership front, the concept of “face” enables managers, entrepreneurs, and individual contributors to build relationships with an increasingly diverse clientele, workforce, and group of business partners.

Publication date: June 2020

\$17.95, paperback

192 pages, 5½" x 8½"

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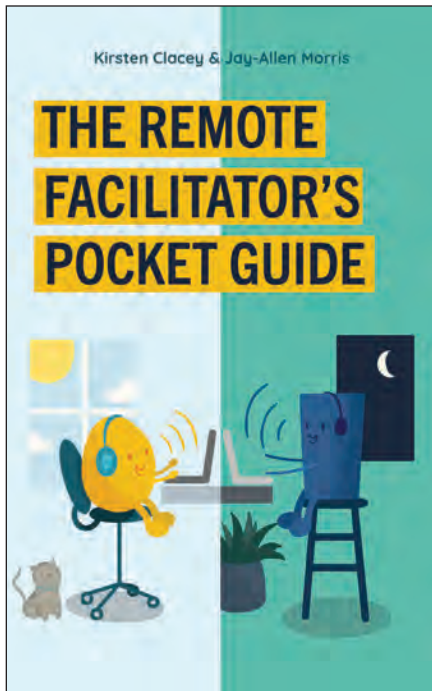
Digital audio ISBN 978-1-5230-8863-8

Business

Rights: world

Kirsten Clacey and Jay-Allen Morris

The Remote Facilitator's Pocket Guide



This approach to remote facilitation makes virtual meetings powerful means of collaboration using proven techniques to accommodate a diversity of cultures, locations, and personalities.

Many people struggle with remote meetings: a cocktail of factors, such as technical barriers and invisible group norms, increase the uncertainty and risk of the already vulnerable task of collaborating and sharing ideas. When remote meetings go badly, they go really badly. Few things feel as lonely and intimidating as speaking to a screen with unreadable faces staring back in silence. This book will help you improve the quality of your remote meetings. With a little awareness, some planning, and some practice, you can make your remote meetings an effective, engaging, and powerful mechanism for collaboration within your organization.

This book is for anyone seeking to get more value from remote meetings. Whether you're a seasoned facilitator, a new facilitator, or someone hoping to improve team meetings, you will be empowered with principles and actionable methods to enhance your organization's effectiveness.

- **Remote work is on the rise:** Figuring out how to establish genuine teamwork between many locations is one of the modern organization's top challenges.
- **Timeless principles for collaboration:** This book's techniques can be applied on any technical platform and will effectively engage participants regardless of location, personality, or working style.



Kirsten Clacey and **Jay-Allen Morris** live in Cape Town, South Africa, and are passionate about improving the quality of remote collaboration. They specialize in enabling distributed teams to reach high performance by using a combination of adapted facilitation techniques, team coaching methods, and agile frameworks. They speak at conferences, host workshops, consult for teams and organizations, and have founded an online learning group of international remote facilitators.

Contents

Why Is Remote Collaboration Difficult?
 What Is the Role of a (Remote) Facilitator?
 Principle 1: Create Equal Opportunity
 Principle 2: Enable Flow
 Principle 3: Guide with Visuals
 Principle 4: Nurture Connection
 Principle 5: Enable Playful Learning
 Principle 6: Master Your Tools
 After the Call: How to Maintain Connection
 When the Call Ends

Publication date: June 2020

\$26.95, paperback

184 pages, 5½" x 8½"

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Business Communications

Rights: world

John Fleenor, Sylvester Taylor, Craig Chappelow

Published with the Center for Creative Leadership

Leveraging the Impact of 360-Degree Feedback

Second Edition

From the Center for Creative Leadership, this essential guide is updated with new insights, tips, and tools to help organizations get the most out of 360-degree feedback.

This hands-on guide from the Center for Creative Leadership (CCL) shows how to implement effective 360-degree feedback systems as part of leadership development initiatives in organizations. Written for professionals who work inside organizations and external consultants working with clients, the book draws on over twenty years of research and practice in organizations both large and small. Expert authors from CCL provide step-by-step guidelines for successful 360-degree feedback as well as best practices observed and tested with CCL's broad base of clients.

The second edition is updated with advances in the field over the past ten years and features new chapters on what affects validity, why the process can fail, and the future of leadership. The book includes worksheets, checklists, and other tools to use or adapt with a 360-degree feedback process in any organization.

John Fleenor is a senior researcher in commercialization and innovation at the CCL, where he focuses on the research and development of new and innovative leadership assessments. **Sylvester Taylor** is an experienced manager, coach, award-winning researcher, and skilled facilitator. He has held a variety of senior leadership roles during his thirty-year career at CCL. **Craig Chappelow** is a senior faculty member and former manager of CCL's portfolio of leadership assessments. He has published widely on the subject of 360-degree assessment and other aspects of leadership development.

The Center for Creative Leadership is a top-ranked global provider of solutions that develops better leaders through its exclusive focus on leadership education and research. Now in its fiftieth year, CCL is at the forefront of leadership development, with offices, affiliates, and alumni all over the world.

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| 2. Using 360-Degree Feedback for Talent Management | 6. Factors Affecting the Validity of 360-Degree Feedback |
| 3. Characteristics of the 360-Degree Feedback Process | 7. Why 360-Degree-Feedback Processes Fail |
| 4. Implementing 360-Degree Feedback | 8. The Future of 360-Degree Feedback |



- **New edition:** This long-overdue update of the authoritative book on 360-degree feedback is steeped in decades of research and experience.
- **Practical advice:** Expert authors have put together a product-neutral book full of practical tools, tips, and processes to put into action.

Publication date: June 2020

\$39.95, paperback

168 pages, 7" x 10"

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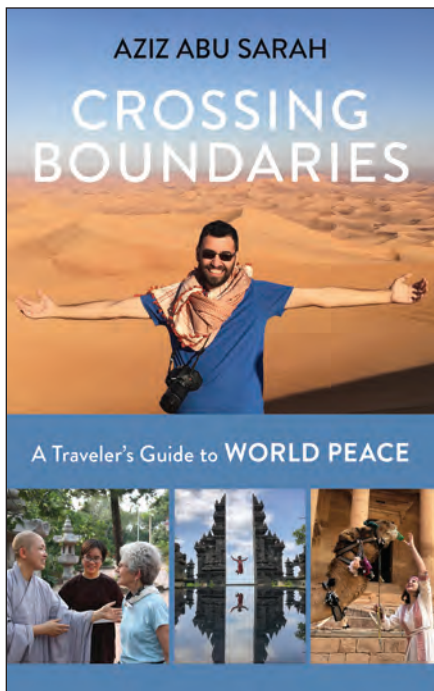
Business

Rights: world

Aziz Abu Sarah

Crossing Boundaries

A Traveler's Guide to World Peace



- **High-profile author:** Aziz Abu Sarah is a National Geographic Explorer whose 2014 TED Talk has 1.5 million views and was the subject of the cover story in the July/August 2019 issue of *Smithsonian* magazine.
- **Desperately needed message:** At a time when the world seems more and more divided, Abu Sarah shows how anyone can break down barriers by making a personal connection with people perceived as “other.”

Publication date: July 2020

\$16.95, paperback

232 pages, 5½" x 8½"

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Travel/Personal Growth

Rights: world

“Aziz Abu Sarah rightly reminds us that it’s not more travel we should be after, but the right kind of travel—one that treads lightly, highlights multiple perspectives (including traditionally marginalized ones), and fosters personal transformation, which is the key to a better world.”

—Norie Quintos, Editor at Large, National Geographic Travel Media

How can we bring together a world polarized by so many seemingly intractable conflicts? Through tourism?

Yes, but a different kind of tourism, one that harnesses the power of travel to create a more connected and peaceful world. Aziz Abu Sarah argues that it’s through one-on-one contact that we’ll begin to heal divides. And he knows this firsthand. A former Palestinian radical, he cofounded a tour agency with a Jewish American that originated the Dual Narrative Tours, which are co-led by guides from different communities, including Israel and Palestine, Ireland, Vietnam, Colombia, and many other countries.

A guide for going beyond museums and monuments to more transformative, sustainable, and responsible travel experiences, this book is for both the first-timer and seasoned veteran. Starting with his own moving story of creating connections across his divided hometown of Jerusalem and expanding to stories from all over the world, Abu Sarah offers tips on how to meet people naturally and safely, design an inclusive itinerary, shop to support the local economy, deal with setbacks, and much more. He shows that if you put down your phone and strike up a conversation, you can break through the walls that separate us. You’ll discover shared values, build lasting relationships, and realize that ultimately far more unites us than divides us.



Aziz Abu Sarah is a National Geographic Explorer, a TED Fellow, and cofounder of MEJDI Tours. His work has been featured by the BBC, NPR, CNN, the *Washington Post*, and Al Jazeera, among others. Abu Sarah is the recipient of many awards, including the Goldberg Prize for Peace in the Middle East from the Institute of International Education, the Eliav-Sartawi Award for Middle Eastern Journalism, and the Intercultural Innovation Award from the UN Alliance of Civilizations and BMW Group.

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8. Disaster Management 101: When Travel Goes Wrong
9. A Woman’s Perspective
10. Fostering Interreligious Exchange through Travel
11. Revisiting Historical Narratives
12. Resolving Conflict and the Art of Responsible Travel

Mary-Frances Winters

Inclusive Conversations

Fostering Equity, Empathy, and Belonging across Differences

“What is impressive is not only how Winters builds a case for the urgency and need for bold, inclusive conversations but that she also gives specific strategies and competencies to turn her theory into practice.”

—Dr. Sheila Robinson, publisher and CEO, Diversity Woman Media

Effective dialogue across different dimensions of diversity, such as race, gender, age, religion, or sexual orientation, fosters a sense of belonging and inclusion, which in turn leads to greater productivity, performance, and innovation. Whether in the workplace, faith communities, or educational settings, our differences can tear us apart rather than bring us together if we do not know how to communicate. Recognizing our collective responsibility to earnestly address our differences and increase understanding and empathy will not only enhance organizational goals but will also lead to a healthier, kinder, and more compassionate world.

Award-winning diversity, equity, and inclusion consultant Mary-Frances Winters has been leading workshops on what she calls Bold, Inclusive Conversations for years. In this book she offers specific dialogue strategies to foster greater understanding on the following topics:

- Recognizing the importance of creating equity and sharing power
- Dealing with the “fragility” of dominant groups—their discomfort in engaging with historically subordinated groups
- Addressing the exhaustion historically marginalized groups feel from constantly explaining their different lived experience
- Exploring how to build trust and create psychologically safe spaces for dialogue

This comprehensive guide is for anyone who wants to break down the barriers that separate us and facilitate discussions on potentially polarizing topics.



Mary-Frances Winters is the founder and president of the Winters Group Inc., a diversity, equity, and inclusion consulting firm. She has been helping clients create inclusive environments for over three decades. Winters was named a diversity pioneer by *Profiles in Diversity Journal* and is the recipient of the prestigious ATHENA Award as well as the Winds of Change Award conferred by the Forum on Workplace Inclusion. She was named by *Forbes* as one of the top ten diversity and inclusion consultants. Winters is also the author of the bestselling *We Can't Talk about That at Work*.

Contents

Introduction: I Don't Know What to Say?

1. What Are Inclusive Conversations and Why Are They Important?
2. Conditions for Inclusive Conversations
3. First Learn How to Talk to Yourself
4. Creating Brave, Psychologically Safe Spaces
5. Seek Equity and Discern Power

6. Face Fear and Fragility

7. Extend Grace and Forgiveness

8. Facilitate Trust and Empathy

9. Foster Belonging and Inclusion

10. Acknowledge and Own Whiteness

11. Mind Your Words

Conclusion: From Conversation to Action



- **Expert author:** Mary-Frances Winters is a multiple award-winning consultant whose clients include the Walt Disney Company, Kaiser Permanente, LinkedIn, Merck, Mars Wrigley, Booz Allen Hamilton, Under Armour, and many others.
- **Critical need:** With an increasingly diverse workforce and a tense political and social environment, Winters offers ways to have conversations across dimensions of diversity that are productive, inclusive, empathetic, and empowering.

Publication date: July 2020

\$19.95, paperback

216 pages, 5½" x 8½"

ISBN 978-1-5230-8880-5

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ePub ebook ISBN 978-1-5230-8882-9

Digital audio ISBN 978-1-5230-8883-6

Business

Rights: world

Jesse Fewell

Untapped Agility

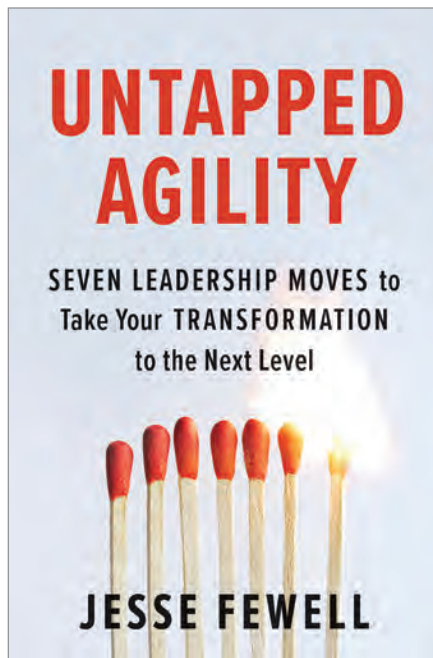
Seven Leadership Moves to Take Your Transformation to the Next Level

This balanced guide to agility gets past the hype and frustration to help frustrated leaders transform their agile transformations.

Agile transformations are supposed to make organizations modern, competitive, and relevant. But in the well-intentioned effort to move into the future, change leaders find themselves frustrated by pushback, limited impact, poor practices, and unfair criticism. What's going on?

Jesse Fewell's book cuts through the "quick-fix" hype of agile theory and explains a recurring transformational pattern that unpacks what holds organizations back. The *boost* is the initial gains from logical first steps; the *barrier* is the unavoidable roadblock that *must* come next; and the *rebound* is the way forward to further gains by leaning against the concept of the original boost. With these counterintuitive rebounds, Fewell identifies seven leadership moves that can be used to unblock stalled agile transformations.

No, your transformation is not a failure. It turns out the buy-in, the talent, the alignment, and the growth you need to break through are already in front of you; it's all simply hidden under the surface—undiscovered, unutilized, and untapped.



- **Certified and accredited:** Jesse Fewell is a certified leadership coach by the Scrum Alliance and the Leadership Circle and an accredited instructor with multiple certification bodies, including the Scrum Alliance, SAFe, and ICAgile.
- **Real-world lessons:** This book draws on case studies from organizations in the midst of agile transformation.



Jesse Fewell is an author, coach, and trainer who helps senior leaders from Boston to Beijing transform their organizations to achieve more innovation, collaboration, and business agility. A management pioneer, he founded and grew the original Agile Community of Practice within the Project Management Institute (PMI), has served on leadership subcommittees for the Scrum Alliance, and has written publications reaching over half a million readers in eleven languages. Fewell has taught, keynoted, or coached thousands of leaders and practitioners across thirteen countries on five continents. His industry contributions earned him a 2013 IEEE Computer Society Golden Core Award.

Contents

1. Transformation Frustration
2. Stop Selling. Start Aligning
3. Give It Away
4. Throw the Textbook Away
5. Master "No"
6. Attack Culture and Structure Together
7. Look in the Mirror
8. Own It

Publication date: August 2020

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232 pages, 6" x 9"

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Business/Leadership

Rights: world

Andrea Fryrear

Foreword by Scott Brinker

Mastering Marketing Agility

Transform Your Marketing Teams and Evolve Your Organization

The leading authority on agile marketing shows how to build marketing operations that can pivot freely and yet remain committed to priorities.

As a marketer, are you tired of chasing marketing fads and algorithm rumors that seem to change every couple of months? This guide to building the perfect marketing department will help you achieve the latest and greatest without having to rebuild your operations from scratch every time the wind shifts. Agile strategies have been the accepted modus operandi for software development for two decades, and marketing is poised to follow in its footsteps. As the audiences we market to become ever more digital, agile frameworks are emerging as the best and only way to manage marketing. This book is a signpost showing the way toward the agile future of marketing operations, explaining how every role, from social media intern up to chief marketing officer, can work in unison, responding to the market's demanding challenges without losing focus on the big picture.

You will learn what it takes for marketing agility to thrive—customer focus, transparency, continuous improvement, adaptability, trust, bias for action, and courage—along with the antipatterns that can drag you down. Most important, you will learn how to implement the systems, strategies, and practices that will truly transform your marketing operations.



Andrea Fryrear is the world's leading authority on agile marketing. She is the coauthor of the ICAgile Certified Professional in Agile Marketing curriculum, author of *Death of a Marketer*, and an internationally sought-after speaker and trainer. She holds numerous agile certifications, including Advanced Certified Scrum Product Owner, ICAgile Certified Instructor, Certified Professional in Agile Marketing, Certified ScrumMaster, Certified Agile Leader, Certified Scrum@Scale Practitioner, and Certified Professional in Agile Coaching. Prior to cofounding AgileSherpas, Fryrear worked as a content marketer and strategist, on both the brand and agency side.

Contents

Introduction: The Secret to Success as a Chief Marketing Officer

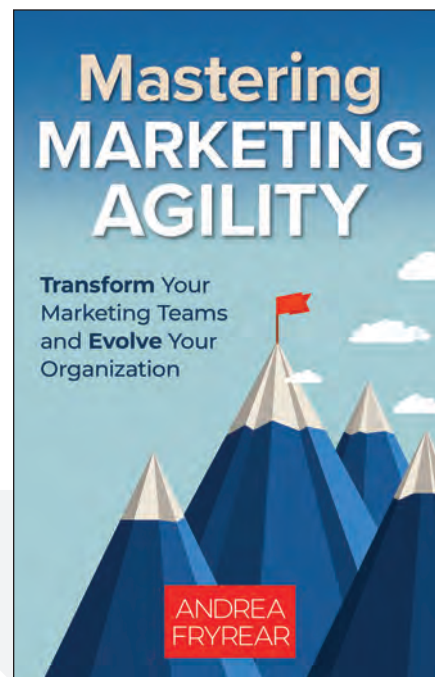
Part One: Principles: The Fertile Soil of Marketing Agility

Part Two: People: The Peskiest (and Most Powerful) Part of Agile Systems

Part Three: Process: Separating What We Do from How We Do It

Part Four: Practices: Daily Activities for Achieving Lasting Agility

Part Five: Transformation: The Path from Here to There



- **Leading agile marketing expert:** Andrea Fryrear shows how marketing departments can set themselves up for success using agile methods and avoid constantly burning through CMOs without accomplishing any real change.
- **An agile marketing curriculum:** Written by the coauthor of ICAgile's marketing curriculum, this book will become a helpful classic for everyone looking to become certified in agile marketing methods.

Publication date: July 2020

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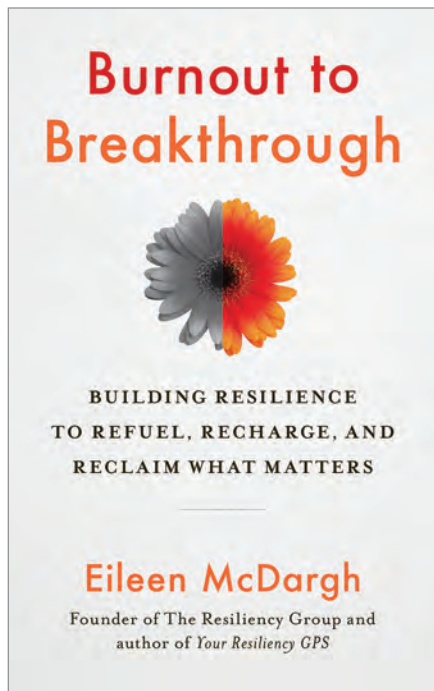
Business/Marketing

Rights: world

Eileen McDargh

Burnout to Breakthrough

**Building Resilience to Refuel, Recharge,
and Reclaim What Matters**



- **Award-winning author:** Eileen McDargh is a master facilitator, award-winning author, and internationally recognized keynote and executive coach who was elected to the National Speakers Association's Council of Peers Award for Excellence Speaker Hall of Fame.
- **Critical topic:** The cost of stress and burnout to North American companies is estimated to range between \$120 and \$300 billion.

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Business

Rights: world

"Eileen delivers a new perspective on the burnout crisis with humor, good sense, and unique ideas on how to manage our brains. I owe my daily well-being to her. Keep this book at your side to help you glide through your workday."

—Marcia Reynolds, PsyD, author of *The Discomfort Zone*

It's official. For the first time, the World Health Organization has classified burnout as a health problem. Renowned motivational speaker Eileen McDargh proposes that to tackle it, we must learn to break out of energy-draining thoughts and behaviors.

Resilience, she argues, is strictly a matter of energy management—by better managing your energy, you can both build resiliency and overcome burnout. Breakthrough happens when our energy is consciously distributed to what matters most in our lives. So after a short survey that will tell you where you fit in a burnout and resiliency profile, McDargh helps pinpoint the causes of your burnout and examine the energy demands that keep you from refueling and recharging. She provides an in-depth energy analysis and gives you the keys to master the four dimensions that can give you a resilience breakthrough: head, heart, hands, and humor.

McDargh guides the reader through the process of identifying energy drains and implementing strategies for handling them, whatever phase of life you are in. Her intention is to help you not only to successfully manage work and life demands but also make even larger strides in understanding how to put together a life by design and not by default.



Eileen McDargh is CEO (chief energy officer) at the Resiliency Group, where she draws on practical business know-how, life experience, and years of consulting to major national and international organizations that have included global pharmaceuticals, the US Armed Forces, health-care associations, and religious institutions. In 2019, Global Gurus ranked her #1 on its World's Top 30 Communication Professionals list following a global

survey of 22,000 business professionals.

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2. What Triggers the Flames?
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4. The Role of Resilience

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5. Your Body
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10. Heart: Powerful or Pitiful
11. Hands: Set a Fence or Be Defenseless
12. Extend a Hand to Others and Yourself
13. Humor: The Energy of Perspective

Conclusion: The Power of Meaning

Nate Regier, PhD

Foreword by Taibi Kahler, PhD

Seeing People Through

**Unleash Your Leadership Potential
with the Process Communication Model**

“A much-needed leadership guide for tapping into the power of individual differences. The Process Communication Model® is genius. . . .”

—Daniel Pink, author of the *New York Times* bestsellers *When, Drive, and To Sell is Human*.

Leaders crave authentic connection and want to create a balanced and meaningful life with their families, friends, peers, employees, bosses, and customers. People in every generation recognize the need for sustainable and sustaining relationships that create possibility and potential instead of draining their energy.

More than ever, leaders need frameworks for engaging transformative relationships. The Process Communication Model® (PCM), used by organizations like NASA, Pixar Animation Studios, and BMW, is such a framework. According to PCM, we all have a Thinker, a Persister, a Harmonizer, an Imaginer, a Rebel, and a Promoter within us; it's the proportions that vary. We easily default to communicating with our strongest part, when we could be more effective by communicating using the part we have most in common. Instead of teaching another behavior checklist, color classification, or list of animals, Nate Regier shows how to leverage the tremendous potential in personality when we recognize that personality is about types in people, not types of people. Over 1 million people have experienced PCM.

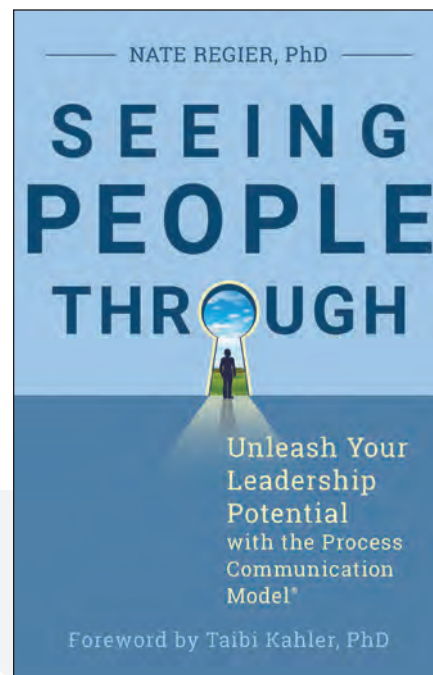
Seeing People Through offers an approach that actually leverages personality diversity—a system that enlightens and empowers leaders to develop better relationships through authenticity, trust, agility, and positive influence.



Nate Regier, PhD, is CEO and founding owner of Next Element Consulting, a global leadership firm dedicated to bringing compassion into the workplace. Regier is a former practicing psychologist and expert in social-emotional intelligence, interpersonal communication, and leadership and is a Process Communication Model-certifying master trainer. Regier is the coauthor of *Beyond Drama: Transcending Energy Vampires* and author of *Conflict without Casualties: A Field Guide for Leading with Compassionate Accountability*. He hosts a podcast called *On Compassion with Dr. Nate*, writes a weekly blog, and contributes to multiple industry publications, blogs, and podcasts.

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- | | |
|-------------------|--|
| 1. Hypocrisy | 6. Trust |
| 2. Authenticity | 7. Agility |
| 3. Honesty | 8. Self-Fullness |
| 4. Influence | 9. Seeing People through Leadership Design |
| 5. Self-Deception | |



- **Offers a transformative framework:** Nate Regier offers leaders a model that is rooted in relationships and communication.
- **Essential action guide and resource:** Leaders, change agents, and thousands of trainers and coaches in PCM's global network can use this book to leverage personality diversity.

Publication date: July 2020

\$35.95, paperback

192 pages, 6" x 9"

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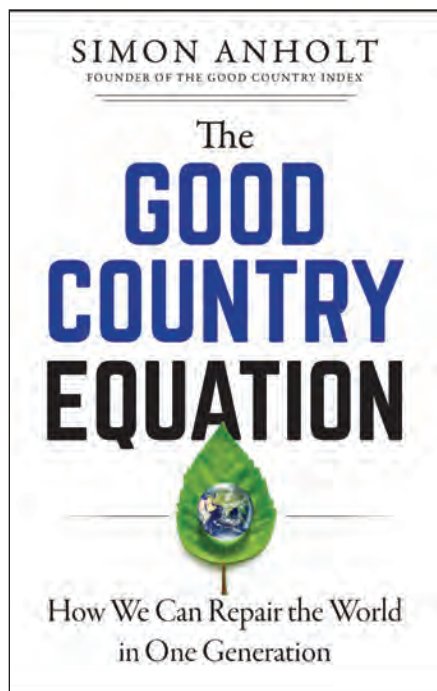
Business/Leadership

Rights: world

Simon Anholt

The Good Country Equation

How We Can Repair the World in One Generation



- **TED Talk star:** Simon Anholt's 2014 TED Talk "Which Country Does the Most Good for the World?" has been viewed over 6 million times.
- **Global influencer:** A frequent keynote speaker around the world, Anholt is regularly featured in global news outlets, including BBC News, the *Economist*, the *Guardian*, Al Jazeera, CNN, the *New York Times*, *Foreign Policy*, the *Financial Times*, and more.

Publication date: August 2020

\$19.95, paperback

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Current Affairs

Rights: world

"Not only does Anholt explain the challenges facing the world with unique clarity, he also provides genuinely new, informative, practical, innovative solutions. . . . The book is a must-read for anyone who cares about humanity's shared future."

—H. E. Mohamed Abdullahi Mohamed (Farmaajo), President of the Federal Republic of Somalia

Why doesn't the world work? Why, despite all the power, technology, money, and knowledge that humanity has accumulated, are we still unable to defeat global challenges like climate change, war, poverty, migration, extremism, and inequality?

Simon Anholt has spent decades helping countries from Austria to Zambia improve their international standing. Using colorful descriptions of his experiences—dining with Vladimir Putin at his country home, taking a group of Felipe Calderón's advisors on their first Mexico City subway ride, and touring a beautiful new government hospital in Afghanistan that nobody would use because it was in Taliban-controlled territory—he tells how he began finding answers to that question.

Ultimately, Anholt hit on the Good Country Equation, a formula for encouraging international cooperation and reinventing education for a globalized era. Anholt even offers a "selfish" argument for cooperation: he shows that it generates goodwill, which in turn translates into increased trade, foreign investment, tourism, talent attraction, and even domestic electoral success. Anholt insists we can change the way countries behave and the way people are educated in a single generation—because that's all the time we have.



Simon Anholt has advised the presidents, prime ministers, and government officials of fifty-six countries, helping them to engage more imaginatively and effectively with the international community. Anholt publishes the Good Country Index, an annual survey that ranks countries on their contribution to humanity and the planet. His TED Talk launching the Good Country Index has been viewed over 6 million times, and his nine TEDx Talks over a million. He has written five books about countries, cultures, and globalization.

Contents

1. From an Equation to an Invitation
2. From Perceptions to Propaganda
3. From Britain to the Balkans
4. From Chile to My Kitchen
5. From Bhutan to Botswana
6. From Mexico to the USA
7. From Latvia to the Faroes
8. From Finland to Iceland
9. From MARSS to Dapple
10. From Sierra Leone to Afghanistan
11. From Denmark to Russia
12. From Tuscany to Austria
13. From Insurance to the Six Stage Model
14. From the European Union to the Commonwealth
15. From Kazakhstan to Tribalism
16. From the Good Country to the Good Country Index
17. From the Natural Cosmopolitans to the Global Vote
18. From the End to the Beginning

Blair H. Sheppard with Susannah Anfield,
Ceri-Ann Droog, Alexis Jenkins, Thomas Minet,
Jeffrey Rothfeder, and Daria Zarubina

Ten Years to Midnight

Four Urgent Global Crises and Their Strategic Solutions

“Shows how humans have brought us to the brink and how humanity can find solutions. I urge people to read with humility and the daring to act.”

—Harpal Singh, former Chair, Save the Children, India, and former Vice Chair, Save the Children International

In conversations with people all over the world, from government officials and business leaders to taxi drivers and schoolteachers, Blair Sheppard discovered they all had surprisingly similar concerns. This prescient and pragmatic book sums up these concerns in what it calls the ADAPT framework: Asymmetry of wealth; Disruption wrought by the unexpected and often problematic consequences of technology; Age disparities—stresses caused by very young or very old populations in developed and emerging countries; Populism as a symptom of the breakdown in global and national consensus; and loss of Trust in the institutions that underpin and stabilize society. These concerns are precipitating four crises: a crisis of prosperity, a crisis of technology, a crisis of institutional legitimacy, and a crisis of leadership.

Sheppard and his team analyze the complex roots of these crises—but they also offer solutions, albeit often counterintuitive ones. For example, in an era of globalization, we need to place a much greater emphasis on developing self-sustaining local economies. And as technology permeates our lives, we need computer scientists and engineers conversant with sociology and psychology and poets who can code. The authors argue that we have only a decade to make headway on these problems. But if we tackle them thoughtfully, imaginatively, creatively, and energetically, in ten years we could be looking at a dawn instead of darkness.



Blair Sheppard is the global leader for strategy and leadership at PricewaterhouseCoopers. He is also professor emeritus and dean emeritus of the Fuqua School of Business at Duke University, where he was the founding CEO and chairman of Duke Corporate Education and the principal force behind opening Duke’s campus in China. Five of the coauthors are directors in global strategy and leadership at PwC and one is a leading business journalist.

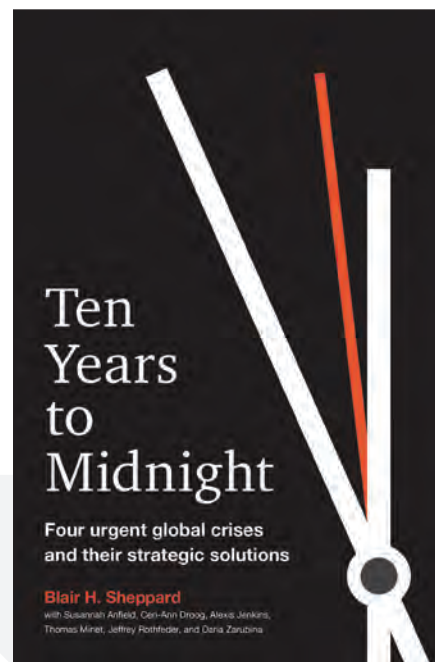
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4. Trust and the Crisis of Institutional Legitimacy
5. Populism and the Crisis of Leadership
6. Age, Accelerating the Four Crises

Part II: Conquering the Crises

7. Strategy: Rethinking Economic Growth—Local First
8. Strategy: Reimagining Success—Thriving in a Broken World
9. Structure: Repairing Failing Institutions—Cementing the Foundations
10. Culture: Refreshing Technology—Innovation as a Social Good
11. Massive and Fast—Problems That Cannot Wait
12. Leadership: Reframing Influence—Balancing Paradoxes



- **Extraordinary, authoritative author team:** This book was written by an international team of experts at PwC, a network of professional services firms with over 276,000 people in 157 countries, offering an unparalleled depth of knowledge.
- **Deep insights, practical solutions:** The authors not only offer a penetrating analysis of the problems we face, they offer pragmatic, interconnected solutions.

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Business/Current Affairs

Rights: world

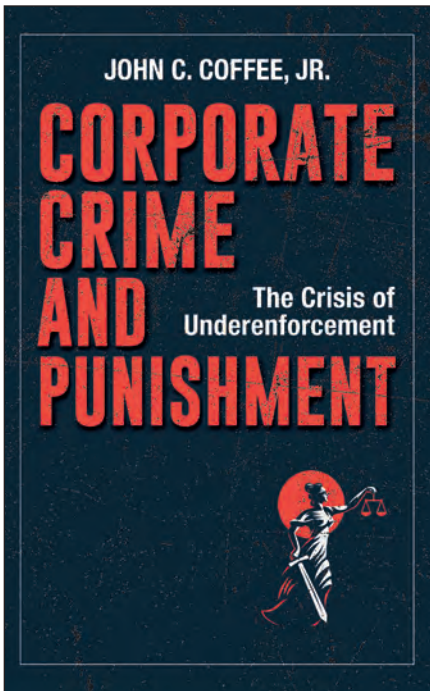
John C. Coffee, Jr.

Corporate Crime and Punishment

The Crisis of Underenforcement

“Professor Coffee’s compelling new approach to holding fraudsters to account is indispensable reading for any lawmaker serious about deterring corporate crime.”

—Robert Jackson, former Commissioner, Securities and Exchange Commission



- **Highly respected author:** Professor John Coffee regularly testifies before Congress, and according to a study by the University of Chicago, he is the most cited author in law reviews in the private law field over the last fifteen years.
- **Topic is hot:** Punishing corporate wrongdoing is very much in the news; in 2019 Senator Elizabeth Warren introduced legislation to make it easier to prosecute corporate executives.

Federal enforcement efforts sent white collar criminals at Enron and WorldCom to prison. But since the 2008 financial collapse, this famously hasn’t happened. Corporations have been permitted to enter into deferred prosecution agreements and avoid criminal convictions, in part due to a mistaken assumption that leniency would produce significant cooperation and partly because enforcement agencies don’t have the funding or staff to pursue lengthy prosecutions, says distinguished Columbia Law Professor John C. Coffee. “We are moving from a system of justice for organizational crime that mixed carrots and sticks to one that is all carrots and no sticks,” he says.

He offers a series of bold proposals for ensuring that corporate malfeasance can once again be punished. For example, he describes incentives that could be offered to both corporate executives to turn in their corporations and to corporations to turn in their executives, allowing prosecutors to play them off against each other. Whistleblowers should be offered cash bounties to come forward because, Coffee writes, “It is easier and cheaper to buy information than seek to discover it in adversarial proceedings.” All federal enforcement agencies should be able to hire outside counsel on a contingency fee basis, which would cost the public nothing and provide access to discovery and litigation expertise the agencies don’t have. Through these and other equally controversial ideas, Coffee intends to rebalance the scales of justice.



John C. Coffee Jr. is the Adolf A. Berle Professor of Law and director of the Center on Corporate Governance at Columbia Law School. He is a fellow at the American Academy of Arts and Sciences and has been repeatedly listed by the *National Law Journal* as among its “100 Most Influential Lawyers in America.” Coffee has served as a reporter for the American Law Institute on its Corporate Governance Project and for the American Bar

Association for its model sentencing standards.

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5. The Prisoner’s Dilemma Strategy

6. Public Agency Enforcement: An Overview

Part III: Specific Reforms

Introduction to Part III

7. Outsourcing Fraud Discovery: The Whistleblower
 8. Reforming Corporate Criminal Law
 9. Dealing with the Convicted Corporation
- Conclusion: Rebalancing the Carrots and the Sticks

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Business/Current Affairs

Rights: world

Sandra F. Rowe

Project Management for Small Projects

Third Edition

Project Management for Small Projects shows you how to tailor bureaucratic planning processes to a sleek minimum while still keeping your project running like a well-oiled machine.

Managing projects requires time, effort, and discipline, regardless of the project size. The difference between managing larger and smaller projects is not only the amount of time, effort, and discipline but also the processes and tools. For years, this book has helped managers of small projects design scalable processes and simplified tools for immediate use in managing small projects. And since most small projects tend to be similar in structure or outcome, a template for one project can be used for future projects.

This third edition has been updated to align with the Project Management Institute's *Project Management Body of Knowledge (PMBOK®)* and provides new tools, templates, and techniques to support the revised processes. In addition, there is new material on agile project management and on the essential leadership skills for small-project managers.

(PMBOK® is a trademark of the Project Management Institute Inc., which is registered in the United States and other nations.)



Sandra F. Rowe, PhD, has more than thirty years of project management experience. Her responsibilities have included leading information technology and process improvement projects; developing project management processes, tools, and techniques; and designing, developing, and delivering project management programs. She has also taught MBA courses and project management professional certification classes. Dr. Rowe speaks regularly at project management conferences on a variety of topics related to project management processes, project management for small projects, the project office, and knowledge sharing.

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1. Introduction to Project Management
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3. Managing and Leading Small Projects
4. Pre-Project Activities

Part II: Project Management Process for Small Projects

5. Process Overview
6. Initiating
7. Planning for Small Projects
8. Planning for Simple Projects

9. Controlling

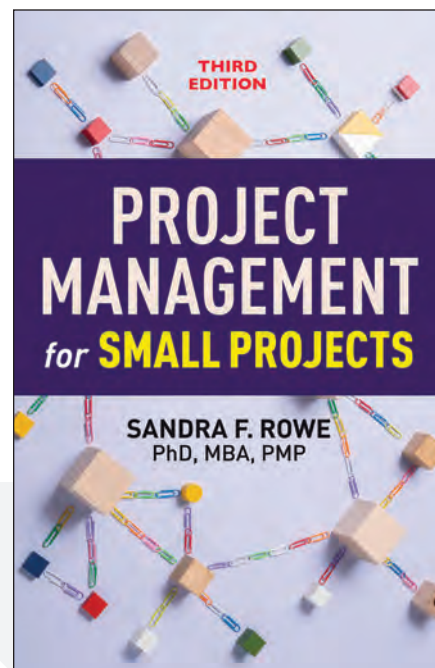
10. Closing

Part III: Additional Discipline

11. Managing Multiple Small Projects
12. Projects as Part of a Program
13. Building Effective Teams
14. The Power of One
15. Transitioning to Larger Projects

Part IV: Agile

16. Agile
17. Activity Board for Small Projects



- **PMBOK®-Guide compliant:** This book is aligned with newly released guidelines for knowledge in the project management field.
- **Includes practical tools, techniques, and template:** Sandra Rowe offers project charters, project schedules, checklists, plans, statements of work, activity boards, and more.

Publication date: August 2020

\$38.95, paperback

312 pages, 6" x 9"

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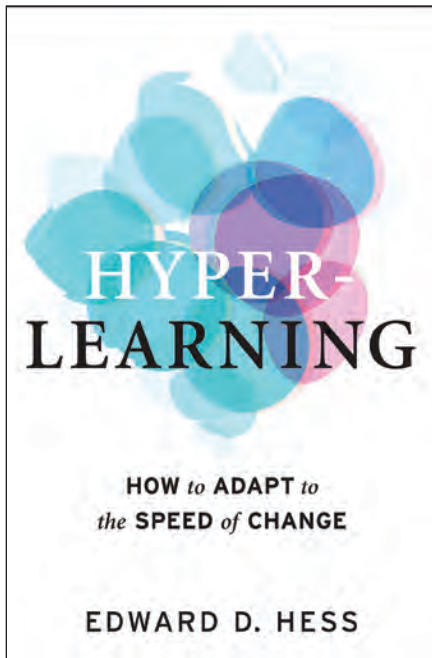
Business/Project Management

Rights: world

Edward D. Hess

Hyper-Learning

How to Adapt to the Speed of Change



- **A workshop in print:** This book is not just a theoretical argument or a sociological study. Every chapter includes reflection questions, exercises, and examples of best practices.
- **Thoughtful and expansive:** Ed Hess draws on psychology, philosophy, ethics, organizational development, and his own experiences working with dozens of top executives.

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 Business/Personal Growth
 Rights: world

“Ed Hess’s *Hyper-Learning* is uniquely practical and is the essential starting point for charting new ways of thinking, living, working, leading, and being fulfilled in our new world.”

—Gary Roughead, Admiral, US Navy (retired) former Chief of Naval Operations

The Digital Age will raise the question of how we humans will stay relevant in the workplace. To stay relevant, we have to be able to excel cognitively, behaviorally, and emotionally in ways that technology can’t.

Professor Ed Hess believes that requires us to become Hyper-Learners: continuously learning, unlearning, and relearning at the speed of change. To do that, we have to overcome our reflexive ways of being: seeking confirmation of what we believe, emotionally defending our beliefs and our ego, and seeking cohesiveness of our mental models.

Hyper-Learning requires a new way of being and a radical new way of working. In Part 1 of this how-to book, Hess takes a practical workbook approach and helps readers create their Hyper-Learning Mindset, choose and embrace their needed Hyper-Learning Behaviors, and adopt their daily Hyper-Learning Practices. In Part 2, Hess focuses on how to humanize the workplace to optimize Hyper-Learning. Featuring case studies of three business leaders and two public companies, this book shows how to harness the power of human emotions, choices, and behaviors to enable the highest levels of human cognitive, emotional, and behavioral performance—individually and organizationally.



Edward D. Hess is a professor of business administration and Batten Faculty Fellow at the University of Virginia Darden School of Business. His professional experience includes twenty years as a business executive and eighteen years in academia. His research and thirteen books have a common theme: high individual and organizational performance. His work has been featured in over 400 global media outlets.

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Part 1: Hyper-Learning Requires a New Way of Being

1. Achieving Inner Peace
2. Adopting a Hyper-Learning Mindset
3. Behaving like a Hyper-Learner
4. The Susan Sweeney Personal Transformation Story
5. The Marvin Riley Personal Transformation Story

Part 2: Hyper-Learning Requires a New Way of Working

6. Humanizing the Workplace

7. Creating Caring, Trusting Teams
8. Having High-Quality, Making-Meaning Conversations
9. EnPro Industries: Enabling the Full Release of Human Possibility
10. Hyper-Learning Practices
11. The Adam Hansen Personal Transformation Story

Chip R. Bell

Inside Your Customer's Imagination

5 Secrets for Creating Breakthrough Products, Services, and Solutions

"Chip Bell's unique perspective, lively illustrations, and practical advice result in one terrific resource for anyone eager to tap a customer's ingenuity for creating breakthrough results."

—Jeanne Bliss, founder and CEO, CustomerBliss; and cofounder, Customer Experience Professionals Association (CXPA)

Organizations need to offer customers breakthrough products and services to effectively compete in today's innovation-hungry economy. The challenge is customers often don't know precisely what they want. As Henry Ford is reputed to have said, "If I had asked people what they wanted, they would have said faster horses."

To surprise and awe your customers, you need to develop co-creation partnerships with them. These partnerships are about fulfilling customers' hopes and aspirations, not just their needs and expectations. Co-creation partnerships require (1) curiosity that uncovers insight, (2) grounding that promotes clear focus, (3) discovery that fosters risk-taking, (4) trust that safeguards partnership purity, and (5) passion that inspires energized generosity. Using examples from organizations like McDonald's, DHL, Marriott, Lockheed Martin, Discover Financial, Ultimate Software, and many more, Bell shows how co-creation partnerships enable you to tap into the treasure trove of ideas, ingenuity, and genius-in-the-raw within every customer.



Chip R. Bell is senior partner of the Chip Bell Group. For the past six years, Global Gurus has ranked him one of the top three keynote speakers on customer service. Bell has appeared on CNBC, CNN, Fox, Bloomberg TV, ABC, CBS, and NPR, and his work has been featured in *Fortune*, *Wall Street Journal*, *Financial Times*, *USA Today*, *Success*, *Businessweek*, *Entrepreneur*, *Money*, and *Fast Company*. He is a columnist for *Forbes.com*, *MoneyInc.com*, *CEOWORLD*, *Real Leaders*, and *TheCEOMagazine.com*.

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Introduction: Welcome to Your Customer's Imagination!

Secret #1. CURIOSITY: "Be" the Customer

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2. Witness through an Anthropologist's Lens
3. Make Customer Inquiry Unleashed and Unfiltered

Secret #2. GROUNDING: Partner . . . on Purpose

4. Put Insight in Focus
5. Construct Value-Based Guardrails
6. Be the Partnership Warranty

Secret #3. DISCOVERY: Spark Daredevil Learning

7. Create an Incubation Alliance

8. Be All . . . There

9. Stretch Imagination Chi

Secret #4. TRUST: Pursue Truth, Justice, and the Imagination Way

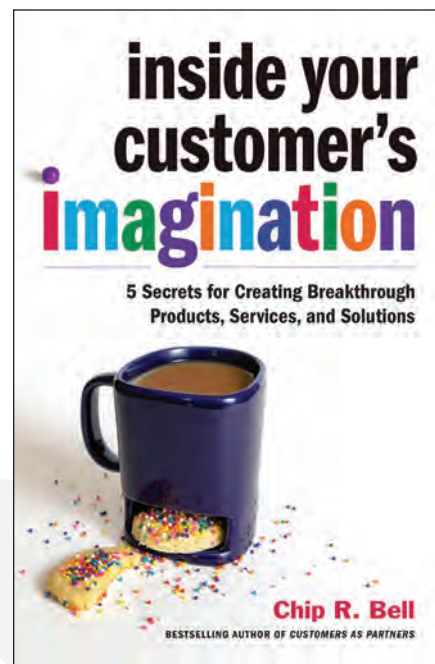
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14. Bring in the Cirque de l'Imagination
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A Partnership Check-Up

The Amazing, Technicolor, Super-Cool, Lemonade Stand: A Study Guide



- **Leading expert:** Chip Bell is the author or coauthor of twenty-four books and a much in-demand keynote speaker and consultant on customer service and service innovation.
- **Detailed and practical:** Bell details how each of his strategies pertains to different roles, such as leaders and work colleagues, as well as relationships, such as customer-client ones.

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Business

Rights: world

Marilyn Gist

With Foreword and Guest Chapter by Alan Mulally, former CEO of Ford Motor Company and Boeing Commercial Airplanes

The Extraordinary Power of Leader Humility

Thriving Organizations—Great Results

“This inspiring book belongs on the desk of every CEO and politician. With eye-opening case studies and recommended behaviors in every chapter, it’s an indispensable user guide for servant leaders.”

—Ken Blanchard, coauthor of *The New One Minute Manager* and coeditor of *Servant Leadership in Action*

On the most fundamental level, leaders must bring divergent groups together and forge a consensus on a path forward. But what makes that possible? Humility—a deep regard for the dignity of others—is the key, says distinguished leadership educator Marilyn Gist.

Leadership is a relationship, and humility is the foundation for all healthy relationships. Leader humility can increase engagement and retention. It inspires and motivates. Gist offers a model of leader humility derived from three questions people ask of their leaders: Who are you? Where are we going? Do you see me? She explores each of these questions in depth, as well as the six key qualities of leader humility: a balanced ego, integrity, a compelling vision, ethical strategies, generous inclusion, and a developmental focus.

Much of this book is based on Gist’s interviews with a dozen distinguished leaders of organizations such as the Mayo Clinic, Costco, REI, Alaska Airlines, Starbucks, and others. And the foreword and a guest chapter are written by Alan Mulally, the legendary leader who brought Ford back from the brink of bankruptcy after the 2008 financial collapse and whose work is an exemplar of leader humility.

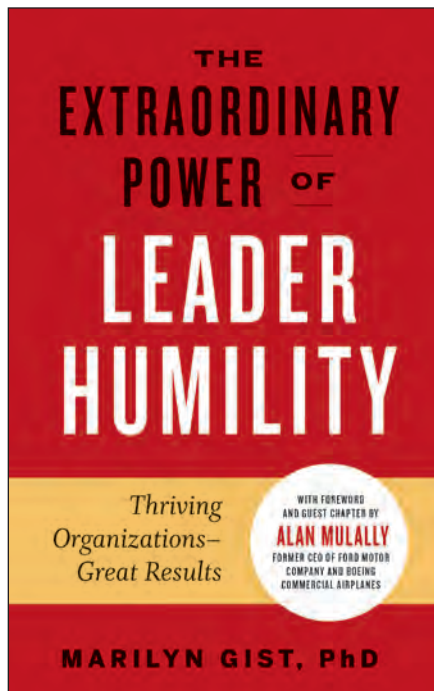


Dr. Marilyn Gist is professor emerita at Seattle University, where she was formerly associate dean at the Albers School of Business and Economics and executive director of the Center for Leadership Formation. She led the development of Seattle University’s leadership EMBA degree program from its inception in 2006 to the rank of eleventh best in the nation by *US News and World Report*. She speaks and consults widely and previously was a professor at the University of North Carolina at Chapel Hill and the University of Washington.

Contents

Foreword by Alan Mulally
 1. Leading as Relationship
 2. The Heart of Humility
 3. The Deal with Dignity
 4. Who I Am
 5. The Direction I Set
 6. How I Treat You

7. Working Together Management System by Alan Mulally
 8. The Art and Practice of Humility
 9. The Formation of Leader Humility
 10. Extraordinary Power—For Business and Beyond



- **Expert author:** Marilyn Gist is a prominent scholar who has worked with numerous CEOs and led the design, direction, and development of Seattle University’s leadership EMBA degree program, anchored in a model of leader humility.
- **Rigorous and accessible model:** Gist offers a precise definition and model of leader humility and specific guidance on how to implement it in any setting.

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Business

Rights: world

Vivek Wadhwa and Ismail Amla with Alex Salkever

From Incremental to Exponential

**How Large Companies Can See the Future
and Rethink Innovation**

“This timely book reminds us that innovation is agnostic about where it’s created.”

—Satya Nadella, CEO, Microsoft

Over and over, we see big legacy businesses getting beaten to the punch by energetic little start-ups. But tech experts Vivek Wadhwa and Ismail Amla are here to tell you that “big equals slow and stodgy” is a myth. Based on decades of working with both the world’s leading brands and disruptive start-ups, this book explores the opportunity legacy companies have to create new markets, supercharge growth, and remake their businesses by combining the mindset and tool belt of start-ups with the benefits of incumbency: boatloads of customer data, decades of brand equity, robust distribution channels, enormous financial asserts, and more.

Wadhwa and Amla go deeply into why the pace and dynamics of innovation have changed so dramatically and show how companies can overcome obstacles like the Eight Deadly Sins of Stasis. Equally important, they provide a playbook on how to apply their insights. This fast-paced, anecdote-rich story rethinks modern innovation—a book every manager, executive, and ambitious employee will want to read.

Vivek Wadhwa has been researching and teaching for over a decade at leading universities such as Stanford, Duke, Harvard, and Carnegie Mellon. He is a keynote speaker and has been a syndicated columnist for the *Washington Post* and a contributor to publications such as the *Wall Street Journal*, *Fortune*, *MarketWatch*, and the *Hindustan Times*. **Ismail Amla** is chief growth officer of Capita. He oversees innovation efforts and both internal and client-facing transformation efforts globally. **Alex Salkever** is the coauthor with Vivek Wadhwa of *The Immigrant Exodus*, *The Driver in the Driverless Car*, and *Your Happiness Was Hacked*.

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Introduction: The Golden Age of Innovation Is Now

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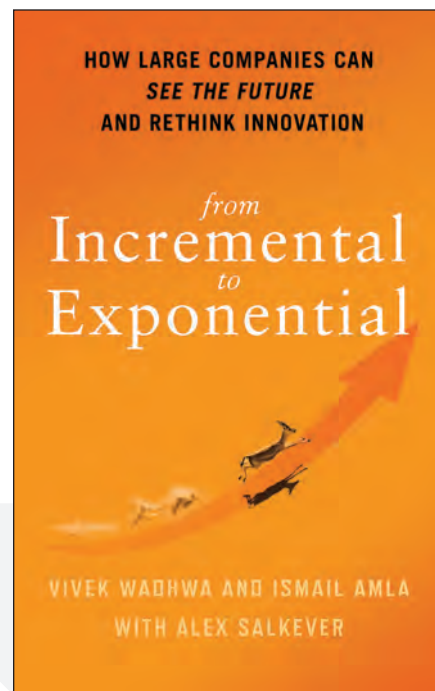
1. The Technological Basis of Breakthrough Disruption
2. The Deceptive Nature of Advancing Technologies and Their Unexpected Consequences
3. The Old Innovator’s Dilemma versus the New Innovator’s Dilemma

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 9. Understanding New Business Models: Platform Technologies and Marketplaces
 10. How to (Dis)organize for Innovation
 11. The Tactics of Innovative Companies
 12. Change Management and Company Culture: The Innovation Manifesto
 13. How to Recognize and Use the Strengths of Incumbency
 14. From Dinosaurs to Eagles: Four Case Studies of Innovative Companies
 15. Innovation Thinking in Government
- Conclusion: You Can’t Ignore It; How Can You Embrace It?



- **Fascinating case studies:** The authors offer dozens of examples of legacy companies that have remained competitive and how they did it, including Patagonia, DeWalt, Logitech, Microsoft, NextEra, Walmart, and many more.
- **Profoundly practical:** The book is filled with detailed advice on models, strategies, and tactics for spurring innovation, as well as profound insights into why the business world has changed so dramatically in the last ten years.

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Business

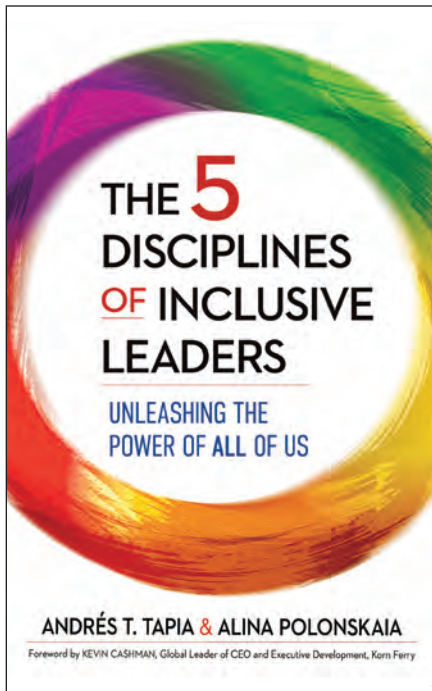
Rights: world

Andrés T. Tapia and Alina Polonskaia

Foreword by Kevin Cashman

The 5 Disciplines of Inclusive Leaders

Unleashing the Power of All of Us



Diversity initiatives are falling short. This book shows leaders how to develop the skills needed to build sustainably inclusive organizations using a tested, research-based model developed by the global organizational consulting firm Korn Ferry.

According to the journal *Human Resource Management*, companies are spending over \$8 billion a year on diversity programs. Yet today, the senior leadership teams at Fortune 500 companies are far from mirroring the diversity of its workforce and its customers. Andrés Tapia and Alina Polonskaia, senior leaders at Korn Ferry, argue that to build sustainable diversity and inclusion, organizations need to have inclusive leaders at all levels.

In this book, Tapia and Polonskaia draw on Korn Ferry's massive database of 3 million leadership assessments to reveal the essential qualities of inclusive leaders. They discuss the personality traits these leaders share and detail how to develop what they call the five disciplines of inclusive leadership: building interpersonal trust, integrating diverse perspectives, optimizing talent, applying an adaptive mindset, and achieving transformation. This book will help leaders foster the skills to deal with today's complex challenges and create a more inclusive, sustainable, and prosperous future.

- **Based on extensive data:** Andrés Tapia and Alina Polonskaia are high-level executives with the global consulting firm Korn Ferry, which has millions of leadership assessments on which to draw.
- **Cutting edge approach:** This "third wave" diversity book moves past compliance and conceptual efforts and focuses on the critical role of leaders in driving diversity and inclusion as well as leveraging it to drive broader organizational and business goals.

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Business

Rights: world



Andrés Tapia is a senior client partner and diversity and inclusion global strategist at Korn Ferry. He has twenty-five years of consulting experience with Global 500 organizations. He is also the author of *The Inclusion Paradox* and *Auténtico: The Definitive Guide to Latino Career Success*. **Alina Polonskaia** is a senior client partner and global diversity and inclusion solutions leader at Korn Ferry. She serves as a trusted advisor to Fortune 1000 organizations across various industries and geographies.

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3. Discipline 3: Optimizes Talent
4. Discipline 4: Applies an Adaptive Mindset
5. Discipline 5: Achieves Transformation

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7. John Deere: Inclusive Leadership Feeds the World

8. Marriott: Where Everyone Belongs

9. Ravinia Festival: Setting the Stage from the Stage

Part 3: Tackling the Mega D&I Challenges

10. Structural Inclusion: Confronting the "Reference Man" Norms That Leave Most of Us Out

11. Identity Inclusion: The Perennial Unfinished Business of Race and Gender

12. Social Political Inclusion: When the Outside Comes Inside

Conclusion: Creating Inclusive Organizations

Jeff DeGraff and Staney DeGraff

The Creative Mindset

Mastering the Six Skills That Empower Innovation

“Jeff and Staney emphasize that small acts of creativity can have huge consequences and that ordinary people can do extraordinary things if they can see the opportunities in front of them.”

—Mitch Jacobson, Executive Director, Austin Technology Incubator, UT Blackstone LaunchPad, University of Texas at Austin

Nearly all of today’s major innovation workshops and programs call on organizations to drive innovation. What they miss is that innovation comes from the personal creativity of individuals. And creativity doesn’t require an advanced education or technical skills—all employees can be creative. Often, all they lack is a fitting mindset and the right skills.

The Creative Mindset brings how-to advice, tools, and techniques from two master innovators who have taught and worked with over half of all Fortune 500 companies. Jeff and Staney DeGraff introduce six essential creative-thinking skills that can be easily mastered with limited practice and remembered as the acronym CREATE: Concentrate, Replicate, Elaborate, Associate, Translate, and Evaluate. These six skills, sequenced as steps, simplify and summarize the most important research on creative thinking and draw on over thirty years of real-world application in some of the most innovative organizations in the world.

It’s time to rethink the way we make innovation happen. Individual creativity is an immense untapped resource, and you don’t have to be Beethoven to make a big difference. As the spirit of chef Gusteau proclaims in the Pixar classic *Ratatouille*, “Anyone can cook.”



Jeff DeGraff is a clinical professor of management and organizations at the Ross School of Business at the University of Michigan and is an advisor to Fortune 500 companies—including General Electric, Coca-Cola, Google, Mercedes-Benz, and many more. He has written several books, including *The Innovation*

Code, *Innovation You*, *Creativity at Work*, and *Leading Innovation*, and his thoughts on innovation are regularly covered by *Inc.*, *Fortune*, and *Psychology Today*. He has a regular segment on public radio called The Next Idea. **Staney DeGraff** is CEO of Innovatrium, a laboratory and consulting firm specializing in developing innovation ecosystems. She is the coauthor of *The Innovation Code*.

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5. Associate: Connecting Ideas with Analogies
6. Translate: Creating Stories from Ideas
7. Evaluate: Selecting the Best Ideas
8. Putting It All Together



- **Makes creativity available to everyone:** The DeGraffs offer a straightforward, iterative process that readers can use to unlock their innate creativity.
- **Hot topic:** Every company knows innovation is the key to surviving in a highly competitive global economy. This book shows how to find a font of innovation that is hidden in plain sight.

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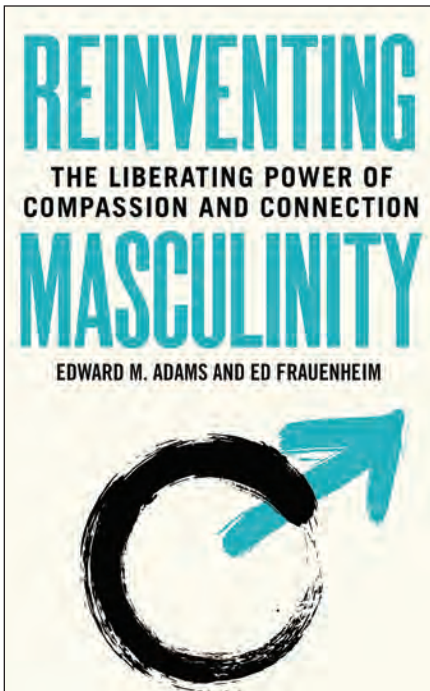
Business

Rights: world

Edward M. Adams and Ed Frauenheim

Reinventing Masculinity

The Liberating Power of Compassion and Connection



- **Huge social issue:** As a result of the #MeToo movement, the question of what constitutes toxic and healthy masculinity has become a critically important discussion.
- **Expert coauthor:** Dr. Ed Adams was active in the introduction of the American Psychological Association's "Guidelines for Psychological Practice with Boys and Men" to the public in 2018. He appeared on *Good Morning America*, *The Laura Ingraham Show*, and NPR station WNYC, among other media.

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Personal Growth/Current Affairs

Rights: world

"A wonderful book for thinking about how to release ourselves from crippling processes. It's time for men—and for all of us—to stand up and say, 'Give us back our full humanity, give us back our dignity.'"

—Paul Gilbert, PhD, author of *The Compassionate Mind*

In a recent FiveThirtyEight poll, 60 percent of men surveyed said society puts pressure on men to behave in a way that is unhealthy or bad. Men account for 80 percent of suicides in the United States, and three in ten American men have suffered from depression. Ed Adams and Ed Frauenheim say a big part of the problem is a model of masculinity that's become outmoded and even dangerous, to both men and women.

The conventional notion of what it means to be a man—what Adams and Frauenheim call "Confined Masculinity"—traps men in an emotional straitjacket; steers them toward selfishness, misogyny, and violence; and severely limits their possibilities. As an antidote, they propose a new paradigm: Liberating Masculinity. It builds on traditional masculine roles like the protector and provider, expanding men's options to include caring, collaboration, emotional expressivity, an inclusive spirit, and environmental stewardship.

Through hopeful stories of men who have freed themselves from the strictures of Confined Masculinity, interviews with both leaders and everyday men, and practical exercises, this book shows the power of a masculinity defined by what the authors call the five Cs: curiosity, courage, compassion, connection, and commitment. Men will discover a way of being that fosters healthy, harmonious relationships at home, at work, and in the world.



Edward M. Adams, PsyD, has been a psychologist in private practice for over thirty years. He founded the nonprofit organization Men Mentoring Men and has facilitated over one thousand men's meetings, workshops, and retreats. As president of the American Psychological Association's Division 51, Adams helped usher in the landmark "APA

Guidelines for Psychological Practice with Boys and Men" in 2018. **Ed Frauenheim** is senior director of content at Great Place to Work—the research organization behind Fortune's "100 Best Companies to Work For" list. He has written or cowritten articles for *Fortune, Inc.*, and *Wired* and is the coauthor of three books.

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4. The Liberating Power of Compassion

5. The Liberating Power of Connection

6. Reinventing Masculinity at Work

7. Honoring the Soul of Men

Conclusion: It's Time to Reinvent Masculinity

Jill Chang

Foreword by Jennifer B. Kahnweiler, PhD,
bestselling author of *Quiet Influence*

Quiet Is a Superpower

The Secret Strengths of Introverts in the Workplace

“With an assortment of real-world cases, Jill shows that introverts can excel in the workplace—and be great assets to their organizations—just by being our authentic selves and by using our unique traits to our advantage. A must-have book for today’s quiet warriors.”

—Susan Cain, *New York Times* bestselling author of *Quiet* and *Quiet Power*
and cofounder of Quiet Revolution

How does a self-described “extreme introvert” thrive in a world where extroverts are rewarded and social institutions are set up in their favor? Using her extraordinary personal story as a “case study of one,” Taiwanese author Jill Chang shows that introverts hold tremendous untapped potential for success. Chang describes how she succeeded—in Taiwan and in the United States—in fields that are filled with extroverts, including as an agent for Major League Baseball players, a manager of a team across more than twenty countries, and a leading figure in tech philanthropy.

Instead of changing herself to fit an extroverted mold, she learned to embrace her introversion, turning it from a disadvantage to the reason she was able to accomplish great goals and excel in tasks that her extroverted peers missed. She offers advice on the best jobs for introverts, overcoming the additional difficulties language and cultural barriers can present, thriving at social events and business presentations, leveraging the special leadership traits of introverts, and much more. Part memoir and part career guide, this book gives introverts the tools to understand how they can form relationships, excel in any workplace, and navigate extroverted settings without compromising comfort or personality.



Jill Chang is currently the Asia Pacific network manager of Give2Asia, an international nonprofit organization. She has over fifteen years of experience working in cross-disciplinary marketing across sectors, including working with Major League Baseball, the US government, long-term medical care providers, international businesses, and international public welfare strategy consultants. She is a graduate of leadership programs at Harvard University and Tsinghua University in Beijing.

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Foreword by Jennifer Kahnweiler, PhD

Part 1: First Steps for Tackling the Workplace

Part 2: Introverts Getting Interpersonal

Part 3: Great Introvert Counterstrikes for Social Events

Part 4: Show Your Natural Talent! Introvert’s Self-Advancement



- **Bestselling author:** *Quiet Is a Superpower* is a bestseller in Taiwan, going through fourteen printings and making Jill Chang a celebrity there.
- **Unique cross-cultural perspective:** Chang has lived in the United States, earned her master’s degree from the University of Minnesota, has worked for US companies as well as the State of Louisiana, and now oversees a team consisting of members from over twenty countries.

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Personal Growth/Business

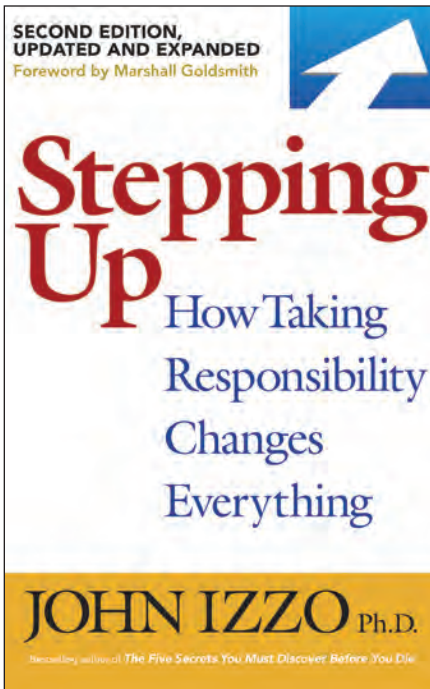
Rights: world

John Izzo

Foreword by Marshall Goldsmith

Stepping Up

How Taking Responsibility Changes Everything, Second Edition



“The perfect book for the times in which we live . . . page after page of engaging stories, profound insights, and practical tips on how you can stand up and take responsibility for making something meaningful happen.”

—Jim Kouzes, coauthor of the bestselling *The Leadership Challenge*

All too often, the challenges we face seem overwhelming. Where do we start? What if we fail? But bestselling author John Izzo argues that almost every problem, from personal difficulties and business challenges to social issues, can be solved if all of us look to ourselves to create change rather than looking to others. And with the research to prove it, Izzo shows that by seeing ourselves as the locus of control rather than the victims of change, we are happier, less stressed, and more powerful.

Izzo shows how taking responsibility changes our careers, our companies, our lives, and our communities. This book is filled with stories that illustrate the incredible power of stepping up: a homeless man who started a recycling revolution, a middle-aged Italian shopkeeper who fought back against the Mafia, two teenagers who ignited an antibullying movement, an executive who turned a dying division into a profit center, a few employees who created a multibillion dollar product for Starbucks, and many more. This second edition includes a new chapter on the Stepping Up Continuum, a model that looks at six ways to know if you are stepping up or stepping back, as well as fresh stories and a self-assessment tool for helping leaders create a culture for stepping up in their organizations. We have the power within ourselves to move mountains—we just have to decide that we are the ones to do it.

- **Bestselling author:** John Izzo is the author of *The Five Secrets You Must Discover before You Die* (over 150,000 copies sold) and *Awakening Corporate Soul* (over 250,000 copies sold). The first edition of *Stepping Up* sold over 60,000 copies and was translated into eleven languages.
- **Inspirational and practical:** Izzo offers moving stories of ordinary people who took responsibility for extraordinary problems and offers detailed advice for how anyone can step up, no matter the situation.



John Izzo is president of Izzo & Associates and has devoted the past twenty-five years of his life to facilitating deeper conversations about values, work, life, leadership, and success. He has spoken to over one million people and advised over 500 companies, including IBM, Qantas, the Mayo Clinic, Verizon, RBC, Telus, Walmart, DuPont, Humana, and Microsoft. He is the author or coauthor of seven books, including *Awakening Corporate Soul*, *The Five Secrets You Must Discover before You Die*, and *The Purpose Revolution*.

Soul, *The Five Secrets You Must Discover before You Die*, and *The Purpose Revolution*.

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8. Leadership Is Not a Position
9. Speaking Up Is Stepping Up
10. Who Am I to Step Up?
11. Creating a Company Culture of Stepping Up
12. Stepping Up or Stepping Back—How to Know the Difference
13. One Person ALWAYS Matters

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Business/Personal Growth

Rights: world

David Hillson and Peter Simon
Foreword by Prof. Alexander Verbraeck

Practical Project Risk Management

The ATOM Methodology, Third Edition

This new edition of an award-winning risk management classic is more actionable than ever with new chapters on facilitating risk conversations and running a risk workshop.

Risk isn't just about threat; it's also about opportunity. You have to be ready to take advantage of the most unexpected events—good or bad—with any project you are managing. But how does this work in practice? The Active Threat and Opportunity Management (ATOM) methodology offers a simple, scalable risk process that applies to all projects in all industries. For each step, the authors offer practical advice, hints, and tips on how to get the most out of the risk management process.

Risk management really can work in practice. This Project Management Institute award-winning methodology is already used by top corporations. Whether you are someone with no prior knowledge of risk management or someone who simply needs guidance on how to apply risk management successfully, this book will help you tackle the ups and downs of this unpredictable world.



Dr. David Hillson, The Risk Doctor, has advised leaders and organizations around the world on how to create value from risk. He shares his insights regularly through books and articles, as well as his regular email series, Risk Doctor Briefings. **Peter Simon** has both consulted for and developed training programs in project, program, and risk management for numerous companies, including Royal Dutch Shell, BAE Systems, John Wood Group, Roche, and AXA, as well as the UK government.

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1. The Challenge of Managing Risk
2. Making It Work
3. Active Threat and Opportunity Management—The ATOM Risk Process

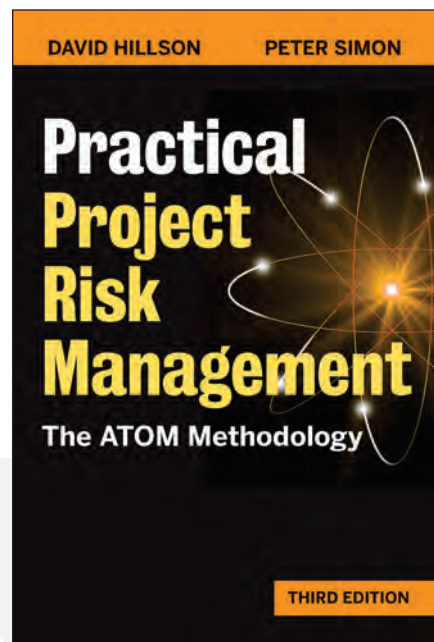
Part II: Applying ATOM to a Medium-Sized Project

4. Start at the Beginning (Initiation)
5. Exposing the Challenge (Identification)
6. Understand the Exposure (Assessment)
7. Options and Actions (Response Planning)
8. Spread the Word (Reporting)
9. Just Do It (Implementation)

10. Keep It Alive (Major Reviews)
11. Ongoing Updates (Minor Reviews)
12. Learn from Experience (Post-Project Review)

Part III: Variations on a Theme

13. ATOM for Small Projects
 14. ATOM for Large Projects
 15. Simulating Possible Futures (Quantitative Analysis)
 16. The ATOM Risk Workshop
 17. Facilitation in the ATOM Risk Management Process
 18. Managing Risk in Programs and Portfolios
- Epilogue: Next Steps



- **Top experts on risk:** The authors are sought-after risk management consultants and leading experts in the field of risk management.
- **Updated project management classic:** The ATOM methodology, a widely accepted best practice, has now been updated with the latest data-driven insights and new chapters on risk workshops and risk facilitation.

Publication date: November 2020

\$54.95, paperback

304 pages, 7" x 10"

ISBN 978-1-5230-8920-8

PDF ebook ISBN 978-1-5230-8921-5

ePub ebook ISBN 978-1-5230-8922-2

Digital audio ISBN 978-1-5230-8923-9

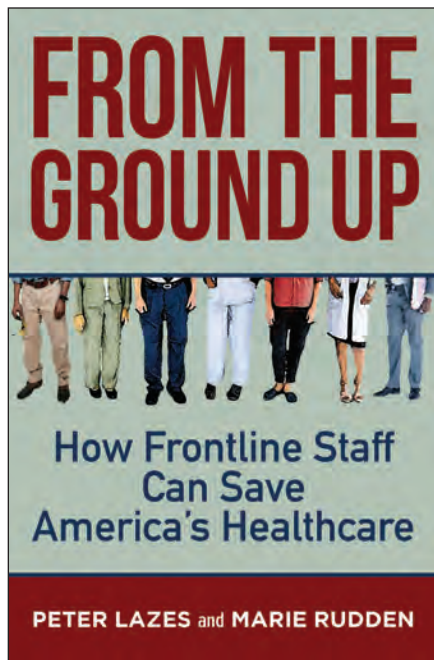
Business/Project Management

Rights: world

Peter Lazes and Marie Rudden

Foreword by Mitchell H. Katz,
President and CEO, NYC Health + Hospitals

From the Ground Up

How Frontline Staff Can Save America's Healthcare

- **Healthcare improvement has never been more important:** Healthcare topped the list of issues Americans cared about before COVID-19. It's even more urgent now.
- **Spotlight on frontline healthcare workers:** Working conditions for frontline health workers have a vital impact on the delivery of quality care.

Publication date: November 2020

\$32.95, paperback

240 pages, 6" x 9"

ISBN 978-1-5230-9187-4

PDF ebook ISBN 978-1-5230-9188-1

ePub ebook ISBN 978-1-5230-9189-8

Digital audio ISBN 978-1-5230-9190-4
Healthcare/Leadership

Rights: world

"Everyone in a hospital leadership role should read this book . . ."

—Amy C. Edmondson, professor, Harvard Business School, and author of *The Fearless Organization*

All Americans deserve and should have access to high quality, affordable healthcare services delivered by professionals who have sufficient time and resources to care for them. This book offers proven and practical approaches for redesigning health-care organizations to be less fragmented—and more patient-centered—by tapping into the experiences of staff on the front lines of patient care.

Peter Lazes and Marie Rudden show how collaboration and active communication among administrators, medical staff, and patients are a core element of a successful organizational change effort. Through case studies and the direct voices and experiences of frontline workers, they explore exactly what it takes to effectively engage staff and providers in improving the patient care shortcomings within their institutions. This book not only is a manual detailing what can be achieved when frontline staff have a direct voice in controlling their practice environments but was written to show how to accomplish transformative changes in how our hospitals and outpatient clinics work. At a time when the massive gaps in our healthcare systems have been laid bare by the fragmented responses to the COVID-19 pandemic, this book offers hope and a plan for change.



Peter Lazes, PhD, is the founder and former director of Programs for Employment and Workplace Systems and of the Healthcare Transformation Project, both at Cornell University. For over forty years, he has been dedicated to designing systems in which the knowledge and experience of frontline

staff are used to improve patient care and to save the jobs of American workers.

Marie Rudden, MD, is a psychoanalyst and clinical assistant professor in psychiatry at Weill Cornell Medical School and an associate editor for the *International Journal of Applied Psychoanalytic Studies*. Rudden is also on the North American Editorial Board of the *International Journal of Psychoanalysis* and is a training and supervising analyst at the Berkshire Psychoanalytic Institute.

Contents

Foreword by Mitchell Katz

Introduction: The Uprising

Part One: Background

1. The Evolution of Labor-Management Partnerships

2. European Employee Involvement Practices

Part Two: Best Practices

3. Core Practices of Successful Labor-Management Partnerships

4. Team Structures for Frontline Staff Participation

5. Challenges in Labor-Management Work Groups

6. Union-Driven Innovations

Part Three: The Future

7. Future Approaches for Labor-Management Partnerships

8. Analyzing Value, Preventing Failures
Epilogue: A Call for Collective Action

Elaine Biech

Skills for Career Success

Maximizing Your Potential at Work

This career development tool kit is for people who want to take charge of their own professional futures.

If you want to have a career that is meaningful and inspires you, you must prepare for it the same way you would a marathon—developing an overall training plan to carry you through to race day and beyond. This is especially important in today's unpredictable work world, where organizations are in a state of constant flux, and many have either eliminated their employee development programs or adopted a generic, one-size-fits-all approach.

Skills for Career Success maps the strategies and skills you will need to take responsibility for your own future. It provides an overview of career development basics, including how to write an Individual Development Plan (IDP) that is practical and useful to you. The core of the book is an easy-to-navigate catalog of fifty-one critical skills, such as communicating clearly, adapting to situations, advocating for yourself, managing time, and selling your ideas. For each skill, there are actions you can take immediately, ongoing practices, and long-term goals. Beyond the skills, there is advice for keeping your career on track, mapping a path beyond your current job, overcoming personal roadblocks, finding your passion at work, and initiating talent conversations with your manager. There are also guidelines for managers who want to bring out the best in their people.



Elaine Biech is a consultant, facilitator, and author of the *Washington Post* #1 bestseller *The Art and Science of Training*. With four decades of experience and eighty-five published books, she has been called “one of the titans of the training industry.” A dedicated lifelong learner, Biech delights in supporting leaders to execute their vision, building teams to maximize their performance, and guiding those in the talent development and consulting professions.

Contents

Introduction: Get Your Career on Track

Part I: Take Charge of Your Career

Step 1: Establish Your Lifelong Learning Mindset

Step 2: Find the Right Career Path

Step 3: Design Your Personal Development Plan

Step 4: Stay on Course

Part II: Skills for Career Success

Learning

Self-Perception

Communication

Interpersonal Savvy

Self-Management

Professional Presence

Leadership Capability

Planning and Prioritizing

Achieving Results

Organizational Alignment

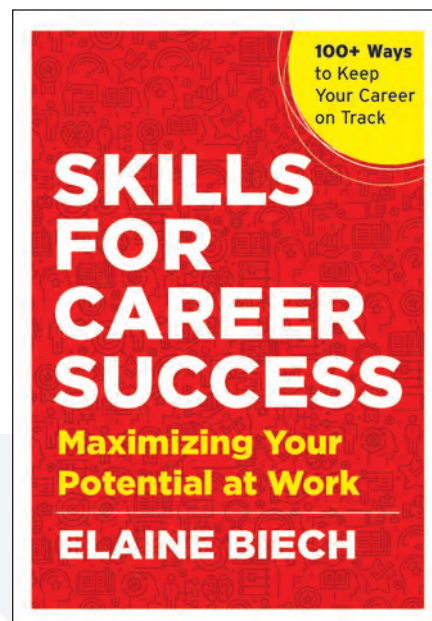
Part III: Additional Advice

Bonus 1: How Managers Support Development

Bonus 2: Building Character

Bonus 3: Don't Let Your Career

Run Amok



- **Helps you set your own career path:** There are books on job hunting and books for leaders but few for employees looking for a path to career advancement.
- **Phenomenal resource for new employees:** This guide is especially useful if you are new to the workforce.

Publication date: January 2021

\$34.95, paperback

432 pages, 7" x 10"

ISBN 978-1-5230-9192-8

PDF ebook ISBN 978-1-5230-9193-5

ePub ebook ISBN 978-1-5230-9194-2

Digital audio ISBN 978-1-5230-9195-9

Business/Careers

Rights: world

Judy Samuelson

The Six New Rules of Business

Creating Real Value in a Changing World

The rules of business are changing dramatically. The Aspen Institute's Judy Samuelson describes the profound shifts in attitudes and mindsets that are redefining our notions of what constitutes business success.

Dynamic forces are conspiring to clarify the new rules of real value creation—and to put the old rules to rest. Internet-powered transparency, more powerful worker voice, the decline in importance of capital, and the complexity of global supply chains in the face of planetary limits all define the new landscape. As executive director of the Aspen Institute Business and Society Program, Judy Samuelson has a unique vantage point from which to engage business decision makers and identify the forces that are moving the needle in both boardrooms and business classrooms.

Samuelson lays out how hard-to-measure intangibles like reputation, trust, and loyalty are imposing new ways to assess risk and opportunity in investment and asset management. She argues that “maximizing shareholder value” has never been the sole objective of effective businesses while observing that shareholder theory and the practices that keep it in place continue to lose power in both business and the public square. In our globalized era, she demonstrates how expectations of corporations are set far beyond the company gates—and why employees are both the best allies of the business and the new accountability mechanism, more so than consumers or investors.

Samuelson's new rules offer a powerful guide to how businesses are changing today—and what is needed to succeed in tomorrow's economic and social landscape.



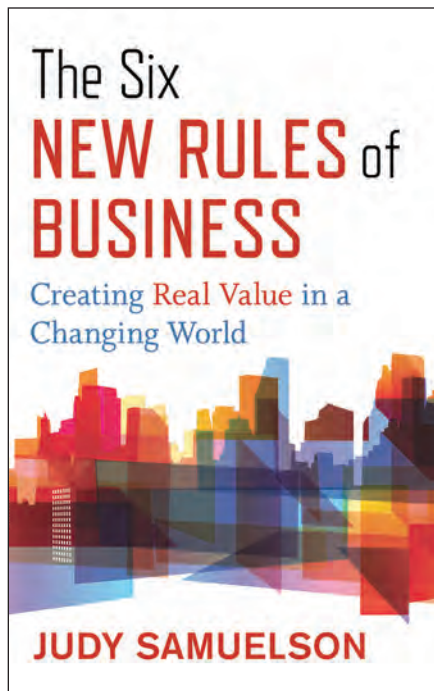
Judy Samuelson is vice president at the Aspen Institute and founder and executive director of the Aspen Institute Business and Society Program. She previously worked in legislative affairs in California and banking in New York's garment center and ran the Ford Foundation's office of program-related investments. Samuelson blogs for Quartz at Work and is director of the Financial Health Network.

Contents

Introduction: A Tale of a System Gone Wrong: From Royal Caribbean to Boeing—and the Cost of Ignoring the New Rules of Real Value Creation

1. Rule #1: Reputation, Trust, and Other Intangibles Drive Business Value
2. Rule #2: Businesses Serve Many Objectives beyond Shareholder Value
3. Rule #3: Corporate Responsibility Is Defined Far outside the Business Gates

4. Rule #4: Employees Give Voice to Risks and Competitive Advantage
5. Rule #5: Culture Is King and Talent Rules
6. Rule # 6: Co-Create to Win
7. The Road Ahead: The Design of Incentives to Unlock Real Value
8. Equipping the Next Generation of Managers and Advisors



- **Expert author:** As founder and executive director of the Aspen Institute Business and Society Program, Judy Samuelson works with some of the most forward-looking business leaders, investors, corporate governance experts, labor leaders, researchers, and scholars in the world.
- **Hot topic:** Business is actively redefining its role and responsibilities, as evidenced most vividly in the Business Roundtable's 2019 Statement on the Purpose of a Corporation. This book adds a powerful new voice to that conversation.

Publication date: January 2021

\$27.95, hardcover

208 pages, 6" x 9"

ISBN 978-1-5230-8996-3

PDF ebook ISBN 978-1-5230-8997-0

ePub ebook ISBN 978-1-5230-8998-7

Digital audio ISBN 978-1-5230-8999-4

Business

Rights: world

Kevin Eikenberry and Wayne Turmel

The Long-Distance Teammate

Stay Engaged and Connected While Working Anywhere

What does it mean to “go to work” when you don’t actually leave the house? This is the ultimate guide for remote workers who want to stay engaged as team members, maintain robust work relationships, and keep an eye on their long-term career goals.

Even before the coronavirus hit, remote work was growing at nearly 30 percent per year, and now it’s just a fact of life. There are many millions of people who once worked at a central location every day who now find themselves facing an entirely new way of working. Written by the founders of the Remote Leadership Institute, this book is the most authoritative single resource for helping remote workers get work done effectively, build relationships that are both productive and satisfying, and maintain a career trajectory when they are not in constant close contact with their leader, coworkers, or the organization in general.

The Long-Distance Teammate tackles three important issues: navigating the personal and interpersonal, growing the skills to be productive, and communicating effectively—all from a distance. In short, there is a big difference between working at home and being an effective member of a team. This practical guide describes that difference and allows you to be a great remote teammate.



Kevin Eikenberry founded the Kevin Eikenberry Group in 1993 and is the co-founder of the Remote Leadership Institute. He is the creator of the leadership learning product the Remarkable Leadership Learning System. Eikenberry has twice been named one of *Inc.*'s Top 100 Leadership and Management Experts in the World. He

is the author or coauthor of three Amazon bestsellers: *Remarkable Leadership*, *From Bud to Boss*, and *The Long-Distance Leader*. **Wayne Turmel** is the cofounder of the Remote Leadership Institute. Turmel is the author or coauthor of seven non-fiction books, including *The Long-Distance Leader* and *Meet Like You Mean It*.

Contents

Section 1: You as a Remote Teammate

1. The 3 P Model for Remote Work Success
2. Getting Your Mindset Right
3. Getting and Staying Motivated when You Work Alone
4. Getting (the Right) Stuff Done
5. The Power of Establishing Routines

Section 2: Skills to Help You Succeed

6. Getting Clear Expectations for Your Work
7. Creating Great Remote Communication
8. Creating Ethical Visibility
9. Building and Maintaining Relationships

10. Building and Maintaining Trust

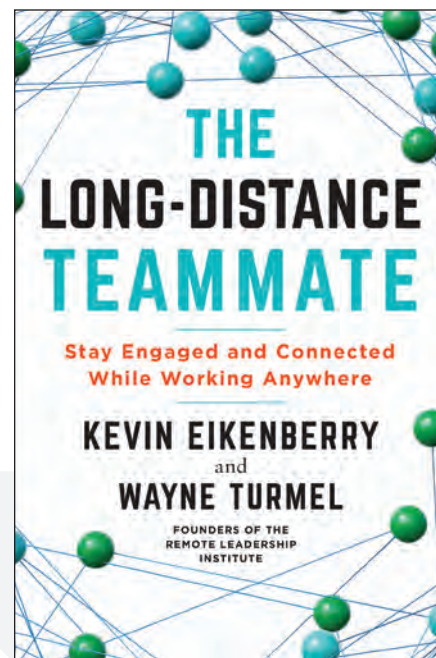
11. Giving and Receiving Feedback
12. How to Work with Others Remotely
13. Participating in Meetings

Section 3: You and Your Future

14. Taking Care of Yourself
15. Planning Your Career Path
16. Managing Your Learning and Growth

Section 4: If You Lead Others

17. Leading Great Remote Teammates
- Final Thoughts



- **Hot topic:** According to a recent study, more than 40 percent of companies worldwide already offered some form of remote work *before* COVID-19. Now more than ever, there is a need for expert help for distance workers.
- **Practical:** Includes a free self-assessment and hundreds of tips for remaining energized and engaged while working at home.

Publication date: January 2021

\$19.95, paperback

224 pages, 6" x 9"

ISBN 978-1-5230-9030-3

PDF ebook ISBN 978-1-5230-9031-0

ePub ebook ISBN 978-1-5230-9032-7

Digital audio ISBN 978-1-5230-9033-4

Business

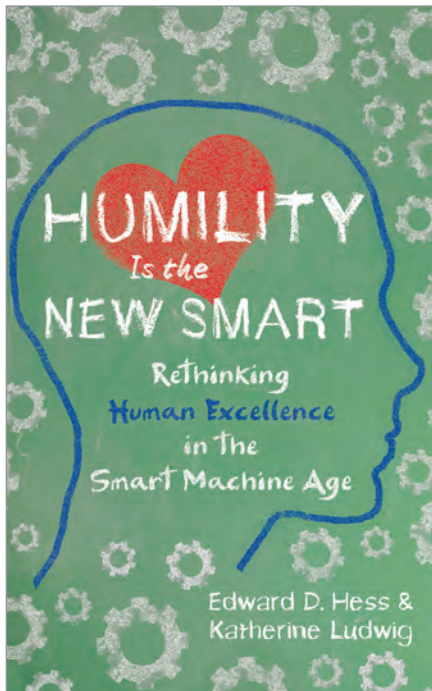
Rights: world

Now in paperback!

Edward D. Hess and Katherine Ludwig

Humility Is the New Smart

Rethinking Human Excellence in the Smart Machine Age



- **Visionary:** Ranging wide and deep across multiple disciplines, the story Edward Hess and Katherine Ludwig present is one of human excellence for the Smart Machine Age.
- **Practical:** The authors offer detailed how-to advice on developing specific mindsets and behaviors that will help human beings carve out a place in a world increasingly dominated by artificial intelligence, including assessments to measure personal progress.

Publication date: May 2020

\$19.95, paperback

224 pages, 5½" x 8½"

ISBN 978-1-5230-8929-1

PDF ebook ISBN 978-1-62656-876-1

ePub ebook ISBN 978-1-62656-877-8

Digital audio ISBN 978-1-62656-879-2

Business

Rights: world

"I loved this book. This is a book about new thinking—the kind of generous, curious thinking that will allow us to thrive in a world in which machines do so many things better than we ever will."

—Amy C. Edmondson, Novartis Professor of Leadership and Management, Harvard Business School, and author of *The Fearless Organization*

Your job is at risk—if not now, then soon. Smart machines will take over millions of jobs in manufacturing, office work, the service sector, the professions, you name it. Not only can they know more data and analyze it faster than any mere human, say Edward Hess and Katherine Ludwig, but smart machines are free of the emotional, psychological, and cultural baggage that so often mars human thinking.

So we can't beat 'em and we can't join 'em. To stay relevant, we have to play a different game. Hess and Ludwig offer us that game plan. We need to excel at critical, creative, and innovative thinking and at genuinely engaging with others—things machines can't do well. The key is to change our definition of what it means to be smart. Hess and Ludwig call it being NewSmart. The crucial mindset underlying NewSmart is humility—not self-effacement but an accurate self-appraisal: acknowledging you can't have all the answers, remaining open to new ideas, and committing yourself to lifelong learning. In this extraordinarily timely book, they offer detailed guidance for developing NewSmart attitudes and four critical behaviors that will help us adapt to the new reality.



Edward D. Hess is a professor of business administration and Batten Executive-in-Residence at the University of Virginia Darden School of Business. He is a thought leader and prolific author whose work has been featured in over 350 global media outlets.

Katherine Ludwig, a former lawyer, is a research, editing, and publishing associate at the University of Virginia Darden School of Business.

Contents

Introduction: Why You Should Read This Book

Part I: A New Mental Model for the Smart Machine Age

1. The Smart Machine Age: A New Game Requires New Rules
2. NewSmart: A New Definition of "Smart"
3. Humility: The Gateway to Human Excellence in the SMA

Part II: NewSmart Behaviors

4. Quieting Ego
5. Managing Self: Thinking and Emotions

6. Reflective Listening

7. Otherness: Emotionally Connecting and Relating to Others

8. Your NewSmart Behaviors Assessment Tool

Part III: The NewSmart Organization

9. Leading a NewSmart Organization
Your NewSmart Organizational Assessment Tool

Epilogue: Our Invitation to You

276 Berrett-Koehler Bestsellers

Berrett-Koehler Publishers has an impressive track record of sales of our publications. Already 275 Berrett-Koehler books—approximately one-third of our total booklist—have sold over 20,000 copies, which is our definition of a bestseller. And 62 of these books have sold more than 100,000 copies. These figures include sales of all US and foreign editions in all formats. This is a remarkable track record at a time when the average new book published in the US sells less than 2,000 copies over its lifetime.

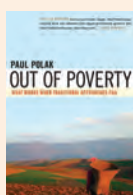
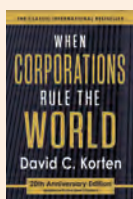
The number one bestselling BK title is *Eat That Frog!* by Brian Tracy, which has sold over 2.5 million copies. And *Eat That Frog!* is available in 50 different languages!

Listed below are total sales of each bestseller and the number of languages in which each title is available. As you can see, most of these BK titles are available in multiple languages—often in 10 or more languages.

NUMBER OF BOOKS SOLD AND NUMBER OF LANGUAGES IN WHICH EACH TITLE IS AVAILABLE

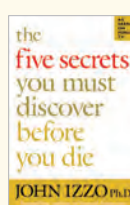
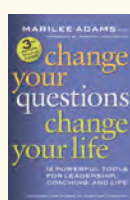
BK CURRENTS

1.6 million+	36	<i>Confessions of an Economic Hit Man and The New Confessions of an Economic Hit Man</i>
165,000+	9	<i>Affluenza</i>
150,000+	21	<i>When Corporations Rule the World</i>
85,000+	12	<i>One from Many</i>
65,000+	2	<i>Screwed</i>
60,000+	11	<i>A Game As Old As Empire</i>
50,000+	9	<i>Solving Tough Problems</i>
45,000+	5	<i>How the Poor Can Save Capitalism</i>
40,000+	1	<i>Best Care Anywhere</i>
40,000+	11	<i>The Post-Corporate World</i>
40,000+	11	<i>Agenda for a New Economy</i>
40,000+	5	<i>The Great Turning</i>
35,000+	1	<i>Decolonizing Wealth</i>
35,000+	10	<i>Alternatives to Economic Globalization</i>
35,000+	2	<i>Unequal Protection</i>
35,000+	11	<i>Power and Love</i>
35,000+	4	<i>Out of Poverty</i>
30,000+	3	<i>Global Mind Change</i>
25,000+	1	<i>The Abundant Community</i>
25,000+	5	<i>This Changes Everything</i>
25,000+	8	<i>The Fourth Wave</i>
25,000+	5	<i>Gangs of America</i>
20,000+	4	<i>The Divine Right of Capital</i>
20,000+	4	<i>Capitalism 3.0</i>
20,000+	3	<i>The Small-Mart Revolution</i>
20,000+	2	<i>Walk Out Walk On</i>
20,000+	8	<i>Macroshift</i>
20,000+	5	<i>Making Sustainability Work</i>
20,000+	1	<i>Corporations Are Not People</i>
20,000+	3	<i>The Shareholder Value Myth</i>



BK LIFE

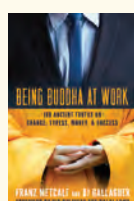
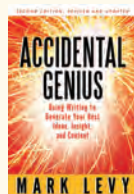
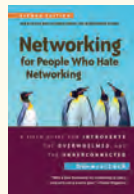
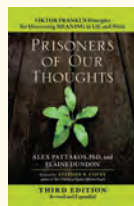
2.5 million+	50	<i>Eat That Frog!</i>
730,000+	38	<i>Goals!</i>
600,000+	19	<i>The Anatomy of Peace</i>
570,000+	19	<i>Repacking Your Bags</i>
380,000+	24	<i>A Peacock in the Land of Penguins</i>
350,000+	21	<i>Change Your Questions Change Your Life</i>
330,000+	21	<i>The Five Secrets You Must Discover Before You Die</i>
250,000+	24	<i>The 21 Success Secrets of Self-Made Millionaires</i>
220,000+	16	<i>The Laws of Lifetime Growth</i>
200,000+	16	<i>The Power of Purpose</i>
200,000+	22	<i>How to Get Ideas</i>
200,000+	25	<i>I Moved Your Cheese</i>
190,000+	5	<i>Trauma Stewardship</i>
180,000+	9	<i>No More Regrets!</i>
170,000+	11	<i>The Referral of a Lifetime</i>
165,000+	22	<i>Be a Sales Superstar</i>
155,000+	12	<i>The Hamster Revolution</i>
150,000+	27	<i>Kiss That Frog!</i>
150,000+	24	<i>Flight Plan</i>
140,000+	21	<i>Prisoners of Our Thoughts</i>
130,000+	14	<i>Networking for People Who Hate Networking</i>
130,000+	13	<i>Getting Things Done When You Are Not in Charge</i>
125,000+	10	<i>Turning to One Another</i>
125,000+	5	<i>Shifting Sands</i>
110,000+	17	<i>Love It, Don't Leave It</i>
100,000+	15	<i>Catch!</i>
100,000+	15	<i>PeopleSmart</i>
95,000+	11	<i>The Resiliency Advantage</i>
95,000+	13	<i>The Nonverbal Advantage</i>
90,000+	18	<i>Singletasking</i>
90,000+	12	<i>Stepping Up</i>



NUMBER OF BOOKS SOLD AND NUMBER OF LANGUAGES IN WHICH EACH TITLE IS AVAILABLE

BK LIFE, continued

- 90,000+ 4 *On the Brink of Everything*
- 85,000+ 11 *Be Your Own Brand*
- 85,000+ 9 *Creating Personal Presence*
- 75,000+ 11 *Accidental Genius*
- 75,000+ 13 *What to Do When There's Too Much to Do*
- 75,000+ 8 *Be the Hero*
- 75,000+ 11 *Being Buddha at Work*
- 75,000+ 11 *Whistle While You Work*
- 70,000+ 6 *It's the Way You Say It*
- 70,000+ 15 *Get Paid More and Promoted Faster*
- 70,000+ 9 *The Highest Goal*
- 65,000+ 13 *Quiet Influence*
- 65,000+ 11 *The Answer to How Is Yes*
- 60,000+ 12 *The Power of Failure*
- 60,000+ 10 *Prosper*
- 55,000+ 3 *The Body Is Not an Apology*
- 55,000+ 5 *Life Reimagined*
- 50,000+ 12 *What Would Buddha Do at Work?*
- 45,000+ 5 *Be BIG*
- 45,000+ 4 *Embrace the Chaos*
- 40,000+ 2 *Calling Cards*
- 40,000+ 3 *Perseverance*
- 35,000+ 15 *Find Your Balance Point*
- 35,000+ 7 *Aligned Thinking*
- 35,000+ 4 *Whale Done Parenting*
- 30,000+ 9 *The Mood Elevator*
- 30,000+ 2 *The Memo*
- 30,000+ 8 *Fear Your Strengths*
- 30,000+ 4 *We Are All Self-Employed*
- 30,000+ 7 *The Pause Principle*
- 30,000+ 5 *Eat That Frog! Action Workbook*
- 30,000+ 2 *I'm Stuck, You're Stuck*
- 30,000+ 5 *Living in More Than One World*
- 30,000+ 4 *Why Wait to Be Great*
- 25,000+ 10 *The Five Thieves of Happiness*
- 25,000+ 7 *You Are What You Believe*
- 25,000+ 5 *Be the Best Bad Presenter Ever*
- 25,000+ 9 *Refire! Don't Retire*
- 25,000+ 11 *Downshifting*
- 25,000+ 8 *Three Deep Breaths*



BK LIFE, continued

- 25,000+ 4 *The Age of Overwhelm*
- 20,000+ 5 *50 Jobs in 50 States*
- 20,000+ 8 *The Connect Effect*
- 20,000+ 8 *Emotional Discipline*
- 20,000+ 3 *The She Spot*
- 20,000+ 2 *Claiming Your Place at the Fire*
- 20,000+ 5 *Second Innocence*
- 20,000+ 10 *The Five Thieves of Happiness*
- 20,000+ 8 *Zenobia*
- 20,000+ 3 *So You're New Again*
- 20,000+ 12 *Reawakening the Spirit in Work*
- 20,000+ 1 *Zip Tips*
- 20,000+ 2 *Communicate Like a Leader*
- 20,000+ 5 *The Discomfort Zone*
- 20,000+ 7 *The Genius of Opposites*
- 20,000+ 3 *The Greater Goal*
- 20,000+ 6 *The Serious Business of Small Talk*
- 20,000+ 3 *The Seven Paths*
- 20,000+ 4 *Teaching That Changes Lives*
- 20,000+ 3 *Who Do We Choose to Be?*

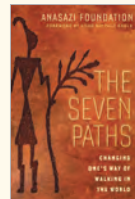
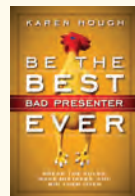
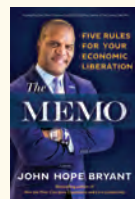
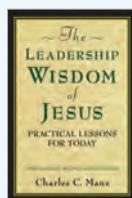
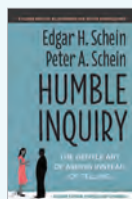
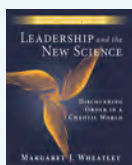
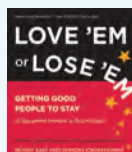


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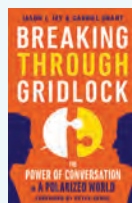
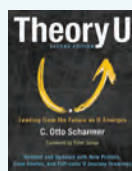
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- 2.4 million+ 34 *Leadership and Self-Deception*
- 725,000+ 24 *Love 'Em or Lose 'Em*
- 625,000+ 29 *The Secret*
- 400,000+ 18 *Empowerment Takes More Than a Minute*
- 400,000+ 21 *Leadership and the New Science*
- 340,000+ 19 *The Outward Mindset*
- 300,000+ 22 *Full Steam Ahead!*
- 240,000+ 28 *The 100 Absolutely Unbreakable Laws of Business Success*
- 240,000+ 20 *Managing By Values*
- 230,000+ 22 *A Complaint Is a Gift*
- 200,000+ 5 *Leadership from the Inside Out*
- 200,000+ 16 *Synchronicity*
- 190,000+ 7 *Stewardship*
- 185,000+ 17 *Humble Inquiry*
- 180,000+ 16 *Know Can Do!*
- 160,000+ 9 *The Serving Leader*
- 155,000+ 9 *Change Is Everybody's Business*
- 150,000+ 11 *Managers As Mentors*
- 150,000+ 13 *Go Team!*
- 130,000+ 7 *Help Them Grow or Watch Them Go*
- 130,000+ 15 *Theory U*
- 130,000+ 6 *On-the-Level*
- 130,000+ 17 *Managing*
- 120,000+ 14 *Great Leaders Grow*
- 110,000+ 11 *Got Your Attention?*
- 110,000+ 3 *Community*
- 105,000+ 6 *The Heart of Leadership*
- 100,000+ 14 *The World Café*
- 100,000+ 10 *301 Ways to Have Fun at Work*
- 100,000+ 6 *Performance Consulting*
- 100,000+ 15 *Managers Not MBAs*
- 100,000+ 5 *Breaking through Gridlock*
- 95,000+ 7 *The Secret of Teams*
- 85,000+ 13 *Helping*
- 85,000+ 10 *The Leadership Wisdom of Jesus*
- 85,000+ 17 *The 3 Keys to Empowerment*
- 80,000+ 9 *I'm Sorry I Broke Your Company*
- 80,000+ 6 *Evaluating Training Programs*



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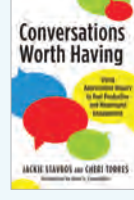
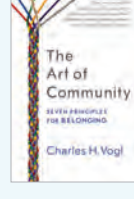
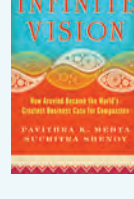
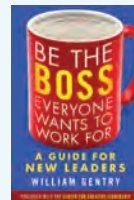
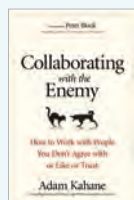
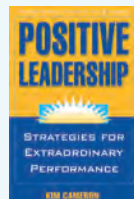
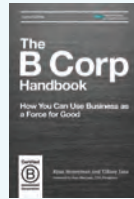
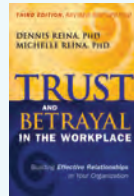
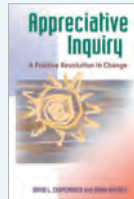
- 75,000+ 9 *The Introverted Leader*
- 75,000+ 5 *The 8 Dimensions of Leadership*
- 75,000+ 9 *The Courageous Follower*
- 75,000+ 4 *A Simpler Way*
- 70,000+ 14 *Why Motivating People Doesn't Work . . . and What Does*
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- 40,000+ 3 *The 4-Dimensional Manager*
- 40,000+ 4 *Make Their Day!*
- 40,000+ 5 *Dare to Serve*
- 35,000+ 4 *How to Make Collaboration Work*
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- 35,000+ 3 *Leaders Made Here*
- 35,000+ 5 *Future Search*
- 35,000+ 5 *The Change Handbook*
- 35,000+ 10 *Branded Customer Service*
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- 35,000+ 8 *The Intelligent Organization*
- 35,000+ 8 *Mother Teresa, CEO*
- 35,000+ 1 *Salsa, Soul, and Spirit*
- 35,000+ 10 *Simply Managing*
- 30,000+ 10 *Humble Leadership*
- 30,000+ 2 *The Disciplined Leader*
- 30,000+ 6 *Seeing Red Cars*
- 30,000+ 1 *Cultural Diversity in Organizations*
- 30,000+ 3 *Selling with Integrity*
- 30,000+ 5 *Putting Total Quality Management to Work*
- 25,000+ 5 *Talent Magnet*
- 25,000+ 3 *The New Leadership Literacies*
- 25,000+ 9 *The New Organizational Wealth*
- 25,000+ 4 *Leadership and the Art of the Struggle*
- 25,000+ 4 *You Don't Have to Do It Alone*
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- 25,000+ 4 *Analysis for Improving Performance*
- 25,000+ 5 *A Great Place to Work for All*
- 25,000+ 1 *Hello, My Name Is Awesome*
- 25,000+ 10 *The Blind Men and the Elephant*
- 25,000+ 5 *Get There Early*
- 25,000+ 7 *Magnetic Service*
- 25,000+ 5 *Fusion Leadership*
- 25,000+ 1 *Images of Organization Executive Edition*



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- 25,000+ 4 *Action Inquiry*
- 25,000+ 5 *The Change Cycle*
- 25,000+ 5 *The Critical Few*
- 25,000+ 6 *The Driver in the Driverless car*
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Where Do Books Come From? The Answer Might Surprise You!

Charlotte Ashlock

Executive Editor

Most people think editors sit all day long turning down books, defacing manuscripts with red pens, and crushing dreams. In reality, proactive encouragement plays a far greater role in shaping the books you read than rejection and critique.

Hunting and Gathering

Literary agents mostly aren't interested in the topics on my editorial "beat" (project management, product management, and corporate training), so I have to track down and encourage my own authors. I spend much of my day reading blogs, newsletters, publications, and conference programs in my areas of interest and emailing the experts who develop these resources. People are typically flattered to be approached by a book editor, but their enthusiasm dims as they stare at the blank screen and realize that writing a book is actually excruciatingly difficult.

Nonfiction books have to be written by experts, and most experts struggle to find time to write. Not only that, but being an expert doesn't automatically make you a good writer or give you confidence in your writing. Nine times out of ten, the initially gung-ho contacts will drop off the map as soon as they realize writing is hard. No matter how much you've dreamed of becoming an author, it's always easier to dream than to work your butt off to achieve your dream. But I never give up. It's not uncommon for people to return months or years after initial contact, saying, "Yeah, Charlotte, you still around? I'm ready now."

Pins and Needles

Once the book proposal is written and approved, the next step is writing imploring emails begging people to meet their manuscript deadlines. Sometimes it may even be necessary to text encouraging emojis. Then there's the cover: at Berrett-Koehler, authors get a lot of say in the cover process, but it's a two-edged sword because it can become one more aspect for them to stress about.

Right before publication, authors will become convinced that everyone will hate the book and, depending on how much



Photo: Thought Catalog

support they have, may or may not need to be talked down by their editor. The worst are the well-intentioned late critiques from friends, family, and colleagues that provoke last-minute nervous breakdowns and make authors hellbent on changing details it is definitely too late, not to mention ill-advised, to change. Or maybe the worst part is soothing the nerves of the terrified editorial assistant who has to be convinced the author did not really mean it when he or she sent a "Why are you ruining my life?" email.

Sweetness and Light

But at last the great day comes: the author gets the hot-off-the-press book (and ebook and audiobook), and all is forgiven. Business consultants are a hard-bitten bunch: they have to be since it's their job to wheel and deal through the highest echelons of the corporate world. But the business consultants who write Berrett-Koehler books tend to have a gooey marshmallow center. After all, our company's mission is to make the world a better place, so we attract authors who are trying to make the business world a little kinder.

The most important part of being an editor is being a cheerleader. If you cheer on your authors, you empower them to cheer on the reader. It can be an emotional roller coaster, but I wouldn't have it any other way.

The 10 Awful Truths about Book Publishing

Steven Piersanti

Senior Editor, Berrett-Koehler Publishers

1. The number of books being published every year has exploded.

According to the latest ProQuest Bowker Report (October 15, 2019), nearly 1.7 million books were self-published in the United States in 2018, which is an incredible 264 percent increase in just five years. By 2019, the total number of books published in the United States exceeded 4 million in that year alone—including both self-published books and commercially published books of all types—according to data provided to me by ProQuest. This is twenty times more titles being published annually in the United States than when I prepared the first version of this article in 2004. This is 10 times more titles being published annually in the U.S. than Bowker figures show were published in 2007, when book sales peaked. Unfortunately, the marketplace is not able to absorb all these books and is hugely oversaturated.

2. Book industry sales are stagnant, despite the explosion of books published.

U.S. publishing industry sales peaked in 2007 and have either fallen or been flat in subsequent years, according to reports of the Book Industry Study Group and Association of American Publishers (AAP). Similarly, US bookstore sales have declined 42 percent from their peak in 2007, according to the US Census Bureau (Statista.com, April 15, 2020).

3. Despite the addition of e-book sales and downloadable audio sales, overall book sales have shrunk.

After skyrocketing from 2008 to 2012, e-book sales leveled off in 2013 and have fallen since then. E-book sales fell from 28 percent of trade sales in 2013 to 17 percent of trade sales in 2019 (US Books Performance Review, NPD Group, January 22, 2020). Downloadable audio sales have been the fastest-growing area of publishing over the past four years but still represent only 10 percent of publishing revenues (*Publishers Weekly*, March 16, 2020). Even adding in e-book sales and audio sales, the total book publishing pie has shrunk since its peak in 2007—yet every year it is divided among millions more titles because most titles ever published are still available for sale.

4. Average book sales are shockingly small—and falling fast.

Combine the explosion of books published with the declining total sales and you get shrinking sales of each new title. According to BookScan—which tracks most bookstore, online, and other retail print sales of books (including Amazon)—only 690 million print copies were sold in 2019 in the United States in all publishing categories combined, both fiction and non-fiction (*Publishers Weekly*, January 13, 2020). The average US book is now selling less than 200 copies per year and less than 1,000 copies over its lifetime.

5. A book has far less than a 1 percent chance of being stocked in an average bookstore.

For every available bookstore shelf space, there are 100 to 1,000 or more titles competing for that shelf space. For example, the number of business titles stocked ranges from less than 100 (smaller bookstores) to up to 1,500 (superstores). Yet there are several hundred thousand business books in print that are fighting for that limited shelf space.

6. It is getting harder and harder every year to sell new titles.

Many book categories have become entirely saturated, with a surplus of



Photo: Patrick Tomasso

books on every topic. It is increasingly difficult to make any book stand out. Each title is competing with millions of other titles available for sale, while other media are claiming more and more of people's time. In a crowded marketplace, brand name authors and books stand out, and an increasing portion of the limited sales are going to megabestsellers (*Publishers Weekly*, November 4, 2019). At the same time backlist titles are accounting for an ever-greater share of publishing revenues (US Books Performance Review, NPD Group, January 22, 2020). The result: investing the same amount today to market a new book as was invested a few years ago will yield a far smaller sales return today.

7. Most books today are selling only to the authors' and publishers' communities.

Everyone in the potential audiences for a book already knows of hundreds of interesting and useful books to read but has little time to read any. Therefore people are reading only books that their communities make important or even mandatory to read. There is no general audience for most nonfiction books, and chasing after such a mirage is usually far less effective than connecting with one's communities.

8. Most book marketing today is done by authors, not publishers.

Publishers have managed to stay afloat in this worsening marketplace only by shifting more marketing responsibility to authors in order to cut costs and prop up sales. In recognition of this reality, most book proposals from experienced authors now have an extensive (usually

many pages) section on the authors' marketing platform and what the authors will do to publicize and market the books. Publishers still fulfill important roles in helping craft books to succeed and making books available in sales channels, but whether the books move in those channels depends primarily on the authors.

9. No other industry has so many new product introductions.

Every new book is a new product, needing to be acquired, developed, reworked, designed, produced, named, manufactured, packaged, priced, introduced, marketed, warehoused, and sold. Yet the average new book generates only \$50,000 to \$100,000 in sales, which needs to cover all these new product introduction expenses, leaving only small amounts available for each area of expense. This, more than anything else, limits how much publishers can invest in any one new book and its marketing campaign.

10. The book publishing world is in a never-ending state of change.

The thin margins in the industry, high complexities of the business, intense competition, churning of new technologies, and rapid growth of other media lead to constant turmoil in bookselling and publishing, including the closure and sale of many publishing companies and publication programs each year. Translation: expect even more changes and challenges in coming months and years.

Strategies for Responding to the "10 Awful Truths"

1. The game is now pass-along sales.
2. Events and immersion experiences replace traditional publicity in moving the needle.
3. Leverage the authors' and publishers' communities.
4. In a crowded market, brands stand out.
5. Master new digital channels for sales, marketing, and community building.
6. Build books around a compelling, simple message.
7. Front-load the main ideas in books and keep books short.



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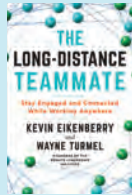
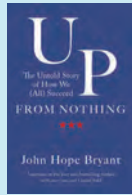
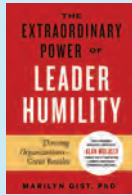
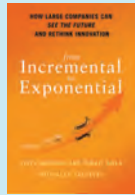


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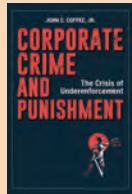
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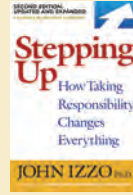
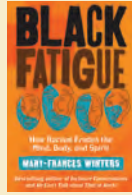
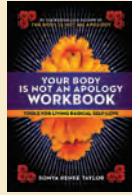
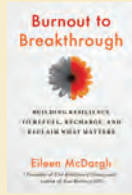
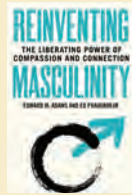
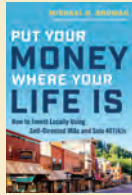
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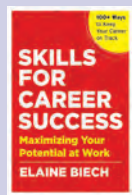
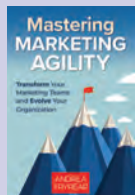
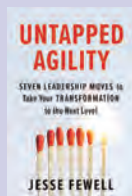
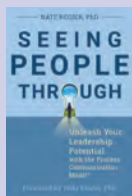
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