



**AMACOM**  
SPRING-SUMMER  
2008

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CATALOG *of* BOOKS

# Spring-Summer 2008

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**AMACOM**, a division of the American Management Association, publishes books on business, management, career growth, current events, science and technology, personal finance, real estate, and self-help. AMACOM books help readers enhance their personal and professional growth and reach into the future to understand emerging trends and cutting-edge thinking.



JULY 2008 • Science/Nature

Hardcover • 6 1/8 x 9 1/4 • 256 pages

978-0-8144-0920-6

\$24.95 • CAN \$25.95

The story behind the scientific theory that revolutionized the way we think about the Earth.

## Furnace of Creation, Cradle of Destruction

*A Journey to the Birthplace of Earthquakes, Volcanoes, and Tsunamis*

Roy Chester, Ph.D.

Over the past few years, devastating tsunamis off the coast of the Indian Ocean have killed hundreds of thousands of people. Even more alarmingly, scientists predict that these tsunamis, as well as a series of earthquakes and volcanic eruptions, will be striking with even greater frequency and may eventually threaten Hawaii, California, and Oregon. The cause of this trinity of natural disasters is plate tectonics. Perhaps the greatest advance made in the field of earth science, the plate-tectonics theory argues that the surface of the Earth is broken into large plates, which change in size and position over time. The edges of these plates rub against each other, causing earthquakes, volcanoes, and tsunamis that continue to inflict such intense destruction to the surface our planet.

In *Furnace of Creation, Cradle of Destruction*, renowned scientist Roy Chester reveals the fascinating history of this discovery and tells the enigmatic story of one of the great mysteries of our time: how the surface of our planet was created and how it has evolved. From the early discoveries of Sir Francis Bacon to the beginnings of geology and the controversy surrounding the theory of continental drift, this impeccably researched book reveals the evolution of a vital scientific theory. Lucid and compelling, this book offers a long-awaited explanation of the underlying forces that shape our world.

**ROY CHESTER, PH.D.** (Liverpool, England) retired as Proudman Professor of Oceanography in the Department of Earth and Sciences at The University of Liverpool in 2004. He is the author of *Marine Geochemistry*, a book that became a classic text in its field.

Now in paperback, revised and expanded—the book that exposed the hidden ways outsourcing affects us all.

## Outsourcing America

*The True Cost of Shipping Jobs Overseas and What Can Be Done About It*

Ron Hira and Anil Hira, with a Foreword by Lou Dobbs

One of the most controversial topics in the news is the outsourcing of American jobs to other countries. Outsourced jobs have extended well beyond the manufacturing sector to include white-collar professionals, particularly in information technology, financial services, and customer service. *Outsourcing America* reveals just how much outsourcing is taking place, what its impact has been and will continue to be, and what can be done about the loss of jobs.

More than an exposé, *Outsourcing America* shows how offshoring is part of the historical economic shifts toward globalism and free trade, and demonstrates its impact on individual lives and communities. In addition, the book now features a new chapter on immigration policies and outsourcing and advice on how individuals can avoid becoming victims of outsourcing. The authors discuss policies that countries like India and China use to attract U.S. industries, and they offer frank recommendations that business and political leaders must consider in order to confront this crisis—and bring more high-paying jobs back to the U.S.A.

**RON HIRA** (Rochester, NY) is a recognized expert on outsourcing, and the only person to testify twice before Congress on its implications. He has appeared on national television and radio, and has been widely quoted in *The New York Times*, *Time*, *Newsweek*, *The Wall Street Journal*, *Financial Times*, and other publications.

**ANIL HIRA** (Burnaby, BC) is a specialist in international economic policy and trade issues. He currently teaches at Simon Fraser University in Vancouver.



APRIL 2008 • Business/Current Events

Paperback • 6 x 9 • 272 pages

Previous Edition: 978-0-8144-0868-1

978-0-8144-0989-3

\$14.95 • CAN \$15.95

**A beautifully wrought and unflinching memoir of one young man's harrowing struggle to survive in war-torn Bosnia.**

## Not My Turn to Die

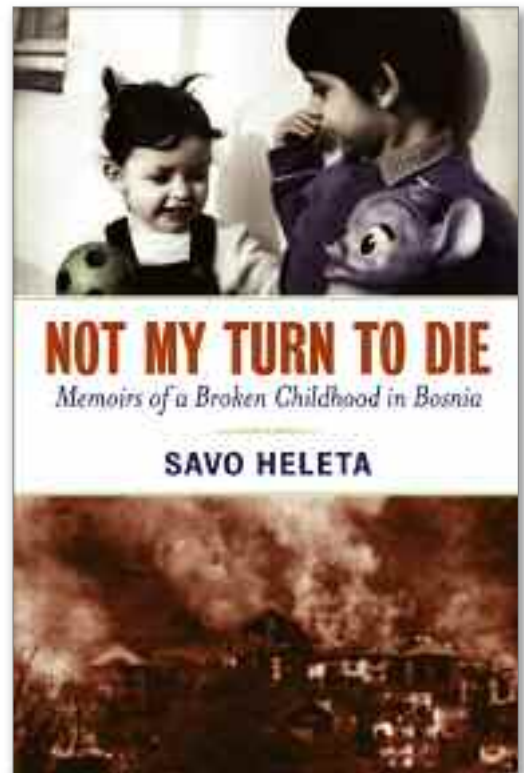
*Memoirs of a Broken Childhood in Bosnia*

Savo Heleta

In 1992, Savo Heleta was a young Serbian boy enjoying an idyllic, peaceful childhood in Gorazde, a primarily Muslim city in Bosnia. At the age of just thirteen, Savo's life was turned upside down as war broke out. When Bosnian Serbs attacked the city, Savo and his family became objects of suspicion overnight. Through the next two years, they endured treatment that no human being should ever be subjected to. Their lives were threatened, they were shot at, terrorized, put in a detention camp, starved, and eventually stripped of everything they owned. But after two long years, Savo and his family managed to escape. And then the real transformation took place.

From his childhood before the war to his internment and eventual freedom, we follow Savo's emotional journey from a young teenager seeking retribution to a peace-seeking diplomat seeking healing and reconciliation. As the war unfolds, we meet the incredible people who helped shape Savo's life, from his brave younger sister Sanja to Apko, the family friend who would become the family's ultimate betrayer. Through it all, we begin to understand this young man's arduous struggle to forgive the very people he could no longer trust. At once powerful and elegiac, *Not My Turn to Die* offers a unique look at a conflict that continues to fascinate and enlighten us.

**SAVO HELETA** (*Port Elizabeth, South Africa*) has trained groups from Bosnia to become leaders in their communities. He has traveled to the United States, Canada, and Spain to conduct education in youth camps, communication and leadership trainings, and strategic planning. He is currently studying conflict transformation and management in South Africa.



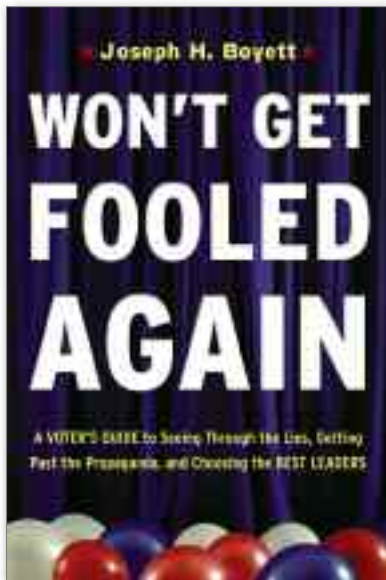
- National print campaign with special pitch to international media with US audience such as *Financial Times*, *International Herald Tribune*, *The Economist*
- National book review attention
- Off-the-Book-Page feature
- Live from South Africa national radio and media campaign
- Online and blog campaign
- Book video posted on YouTube and other websites
- Co-op advertising available

**MARCH 2008 • Memoir/History**

Hardcover • 6⅛ x 9¼ • 240 pages

**978-0-8144-0165-1**

**\$22.00 • CAN \$23.00**



**JUNE 2008 • Politics/Leadership**  
 Hardcover • 6 1/8 x 9 1/4 • 304 pages  
**978-0-8144-0931-2**  
**\$24.00 • CAN \$24.95**

This controversial and unflinching new book reveals why we follow the wrong leaders—and how we can start picking the right ones.

## Won't Get Fooled Again

*A Voter's Guide to Seeing Through the Lies, Getting Past the Propaganda, and Choosing the Best Leaders*

Joseph H. Boyett

In the last decade, incompetent leadership has done more to change the face of our world than perhaps in any other time in history. Recent events like Hurricane Katrina and the war in Iraq have proven that blind faith in our rulers is more than foolish—it can be downright dangerous. The world has grown more complicated and more volatile, and making intelligent decisions about the people in charge has never been more crucial. What causes us to follow bad leaders and how can we stop it? The answer is simple: If we want better leaders, we need to become better informed and more demanding followers. *Won't Get Fooled Again* is an eye-opening look at the politicians and other public servants who promise too much and deliver too little. Using extensive research and solid evidence, author Joseph Boyett reveals:

- why we need leaders in the first place
- how to tell if a leader is authentic
- the top four red flags that your leader's vision is flawed
- why “wishy-washy” candidates and “flip floppers” can make the best leaders

Timely and revelatory, this is the one book that will change the way we vote, the way we see the world, and who we trust.

**JOSEPH H. BOYETT** (*Alpharetta, GA*) holds a Ph.D. in political science and is a respected international leadership consultant. He is cofounder of Boyett & Associates and the author of many books including *The Guru Guide*.



**JULY 2008 • Business**  
 Hardcover • 6 1/8 x 9 1/4 • 256 pages  
**978-0-8144-1068-4**  
**\$21.95 • CAN \$22.95**

The ultimate guide that will help readers define themselves, achieve their goals, and make the *right* kind of lasting impression.

## Managing Brand You

*7 Steps to Creating Your Most Successful Self*

Jerry S. Wilson and Ira Blumenthal

Whether we realize it or not, we are all brands. We all have qualities that shape and influence how the people in our lives see us—and how we see ourselves. Nationally respected brand experts Jerry Wilson and Ira Blumenthal have helped some of the most exceptional companies and individuals in the world perfect their images. Now, in *Managing Brand You*, they reveal their proven seven-step process for personal brand building.

Using illuminating examples from successful corporations like Coca-Cola and Starbucks as well as high-profile celebrities like Bono and Oprah, *Managing Brand You* gives readers a step-by-step guide for conducting a self analysis, creating a unique identity, defining their objectives, discovering their passions, creating a plan, putting that plan into action, and monitoring their progress. Wise and insightful, this book will help readers identify what it is that makes them unique and communicate it in a way that guarantees them success.

**JERRY S. WILSON** (*Atlanta, GA*) is a noted speaker and senior vice president at *The Coca-Cola Company*. **IRA BLUMENTHAL** (*Atlanta, GA*) is a highly respected brand consultant, author, speaker, and university educator who has counseled high-profile brand clients such as *Coca-Cola, Disney, Marriott, Nestlé, and American Airlines*.

**“America’s Toughest Sheriff” reveals his controversial stances on the problems that threaten America’s future.**

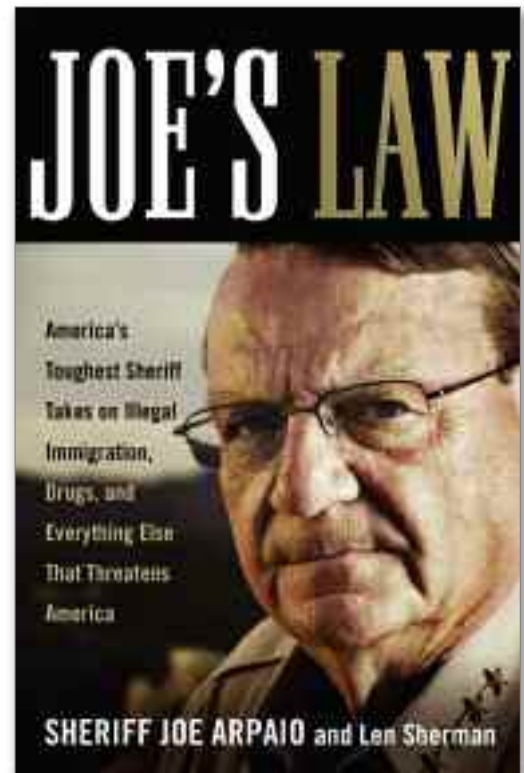
## Joe’s Law

*America’s Toughest Sheriff Takes on Illegal Immigration, Drugs, and Everything Else That Threatens America*  
Sheriff Joe Arpaio and Len Sherman

Outspoken, no-nonsense, and eminently fascinating, Joseph M. Arpaio captured the public’s imagination from his first day as sheriff of Maricopa County, Arizona, in 1992. He has become an icon, not only in his own state, but all over the world. For 15 years, he has maintained an unprecedented 80% approval rating. Famous for his “get smart and get tough” approach to jails, “Sheriff Joe,” as he is universally known, conceived The Tent City Jail where he houses his inmates in surplus army tents left over from the Korean War. Known as the “Alcatraz of Arizona,” the jail features chain gangs and stringent discipline. By eliminating all comforts for his inmates, he has managed to shave \$500,000 annually from the cost of keeping prisoners. But he also offers a wide range of educational and therapeutic courses for inmates. To his ardent followers, he is a hero for both his toughness on crime and his sense of humanity. While his opponents decry him for his iron-fisted approach, no one can deny that Sheriff Joe is one of the country’s most respected elected officials.

*Joe’s Law* is an uncensored look by “America’s Toughest Sheriff” at some of the most important and difficult issues facing America today. As the first law enforcement official in the country to arrest illegal immigrants, Arpaio tackles illegal immigration head on—how it intertwines with drug trafficking, taxes, and crime, and how it impacts health care and education as well. Arpaio offers innovative and fair ways to solve this dilemma and many others, not only in his own state but throughout the country. Compelling and courageous, this is a candid take on some of America’s most pressing social problems, and one man’s revolutionary vision for eliminating them.

**JOE ARPAIO** (Phoenix, AZ) was a federal drug enforcement agent for almost 30 years, rising to the top ranks of U.S. law enforcement. He has appeared on nearly every influential television program across the country from 60 Minutes to Bill O’Reilly. **LEN SHERMAN** (Scottsdale, AZ) has worked in politics, the media, and entertainment. He is the author of *The Good, The Bad and the Famous*, and the novel *Jungle Law*.



- National print campaign with special pitch to criminal justice and gun publications
- National morning radio drive-time campaign
- National TV
- Regional media in Southwest states
- Co-op advertising available

**MAY 2008 • Current Events/Autobiography**

Hardcover • 6½ x 9¼ • 288 pages

**978-0-8144-0199-6**

**\$24.00 • CAN \$24.95**



**JULY 2008 • Business/Communication**  
 Paperback • 6 x 9 • 240 pages  
**978-0-8144-0992-3**  
**\$15.00 • CAN \$15.95**

**Pick a subject. Any subject. Now become an expert on it...instantly.**

## How to Become an Expert on Anything in Two Hours

Gregory Hartley and Maryann Karinch

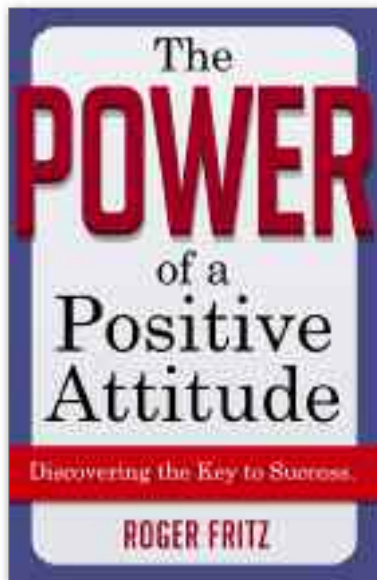
In almost any field, the ability to connect with others immediately through knowledge of a particular subject area is vital to gaining trust, solidifying relationships, and getting ideas across. Convincing others that you “know what you’re talking about” can help win clients, gain allies, make sales, and much more...but tricks and shortcuts like peppering conversation with jargon or random facts can seem transparent at best, and often work against your intent.

This field-tested book gives readers a comprehensive process for quickly taking in small amounts of information in a given area and knowing how to use it to convey familiarity. The book enables impression-conscious readers to:

- conduct fast, targeted research • inject information at exactly the right moments
- read human behavior to determine when others are “buying” one’s expertise • ask the right types of questions to suggest a knowledge of one’s subject • terminate the interaction at the right time

This book allows readers to generate amazing rapport with anyone by honing in on the one subject that interests them most: their own area of expertise.

**GREGORY HARTLEY** (Atlanta, GA) is a highly decorated former military interrogator. Now an interrogation instructor for both the private and public sectors, he has appeared on ABC News Nightline, CNN, CNBC Squawkbox, NPR, and in The Washington Post, and US Weekly. **MARYANN KARINCH** (Estes Park, CO) is the author of ten books. Together, they are the authors of *I Can Read You Like a Book* and *How to Spot a Liar*.



**JUNE 2008 • Business**  
 Hardcover • 5½ x 8¾ • 128 pages  
**978-0-8144-1013-4**  
**\$15.00 • CAN \$15.95**

**“An outstanding practical guide showing how positive attitude can positively influence and enhance your personal life and business career.”— D. Quinn Mills, professor, Harvard University**

## The Power of a Positive Attitude

*Discovering the Key to Success*

Roger Fritz

Attitude affects every facet of our lives—from the way we handle stress to how we communicate at work. The way we view difficulties and setbacks can make the difference between success and failure. Roger Fritz has devoted his career to helping people overcome obstacles and achieve their goals by changing their outlook on life. In *The Power of a Positive Attitude*, he shows readers how to develop a deeper understanding of the effects of their attitude and how it influences not only their performance but the results others achieve. Now, readers can learn to succeed in business by:

- assessing their attitude toward themselves and their co-workers • overcoming negative attitudes • learning the dos and don’ts in dealing with their bosses • becoming better listeners • overcoming resistance to change in the workplace • rejecting suggestions without causing resentment • giving and responding to criticism from team members • disagreeing with employees and colleagues without being disagreeable • conquering burnout and stress

Life-affirming and authoritative, this is an invaluable book that will empower anyone to face life and work with joy and confidence.

**ROGER FRITZ** (Naperville, IL) is president of *Organization Development Consultants*. He has over 40 years of experience as an educator, manager, corporate executive, university president, and highly successful consultant to clients including AT&T, IBM, Caterpillar, State Farm Insurance, Motorola, Pizza Hut, and Sara Lee.

**How one man blew the whistle on corporate corruption at one of the biggest healthcare companies in the nation...and lived to tell the tale.**

## Undercover

*How I Went from Company Man to FBI Spy—and Exposed the Worst Healthcare Fraud in U.S. History*

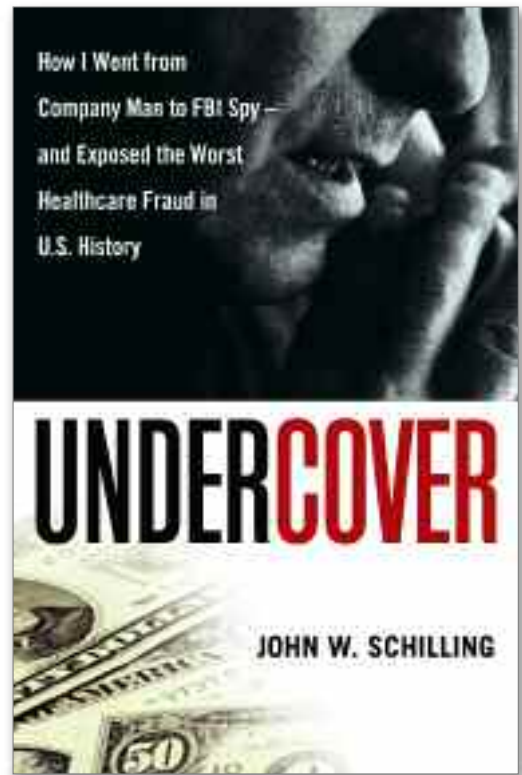
John W. Schilling

When John Schilling, an unassuming mid-level accountant, went to work for the Columbia Hospital Corporation, he never expected to become the catalyst for the series of “whistleblower” cases that ripped through the healthcare industry in the late 1990s. But when he unwittingly discovered that the company was siphoning billions of dollars away from Medicare and stealing from American taxpayers, he was faced with a choice: Speak up for what he believed to be right, or remain silent.

*Undercover* tells the story of Schilling’s harrowing journey from ordinary citizen to federal informant. The book recounts how Schilling allied himself with the FBI and the Justice Department and—unable to confide in friends or family—journeyed into an undercover world in which he carried a wire and mapped out offices for secret government raids. Suspenseful and provocative, *Undercover* chronicles Schilling’s nine-year ordeal that eventually led to the resignation of high-level executives and forced Columbia to return \$1.7 billion dollars to the federal government.

A compelling account of one man’s decision to risk everything for the greater good, this book reveals the personal side of a thankless role that resulted, ultimately, in justice.

**JOHN W. SCHILLING** (Naples, FL) is a licensed CPA with 16 years of healthcare financial experience. He was instrumental in the FBI probe of Columbia/HCA as a confidential undercover informant and served as a key witness in the successful criminal prosecution of the company, resulting in a civil settlement of more than \$1.7 billion. John currently runs JWS Group, a forensic accounting and consulting firm that assists law firms and the federal government with both civil and criminal healthcare fraud cases.



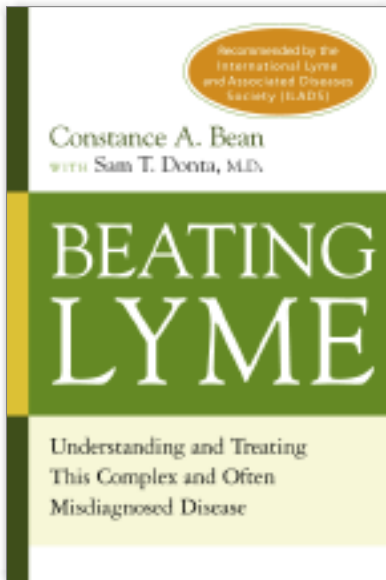
- National print campaign with special pitch to consumer interest media
- National radio campaign
- National TV
- Online campaign
- Co-op advertising available

**APRIL 2008 • Business/True Crime**

Hardcover • 6½ x 9¼ • 304 pages

**978-0-8144-7450-1**

**\$24.00 • CAN \$24.95**



**JUNE 2008 • Health**  
 Paperback • 6 x 9 • 320 pages  
**978-0-8144-0944-2**  
**\$15.95 • CAN \$16.95**

**Recommended by the International Lyme and Associated Diseases Society (ILADS).**

## Beating Lyme

*Understanding and Treating This Complex and Often Misdiagnosed Disease*

Constance A. Bean with Sam T. Donta, M.D.

More than 30 years after it was first diagnosed, Lyme disease remains one of our most misunderstood illnesses. This frequently misdiagnosed infection is spreading at an alarming rate and, if not treated early, can cause debilitating symptoms. More than 1.7 million people in the United States, and others in Europe and Asia, currently have Lyme and are unaware or can't find the right treatment. Finally, *Beating Lyme* offers those who struggle with it the guidance to get the help they need. A respected health author and educator, Constance Bean is an authority on this elusive illness. In 1993 she was diagnosed with Lyme and has spent the past 14 years, along with Dr. Sam Donta, researching its treatments and diagnoses. In *Beating Lyme* readers will find comforting, hard-won advice on such topics as:

- what Lyme is and how to recognize the symptoms
- what to do after a tick bite
- how to protect family and friends
- how to get the best treatment and what to do if insurance won't cover it
- living with long-term Lyme disease.

Compassionate and thoroughly researched, this is a book that will help doctors and patients understand and conquer this complex illness.

**CONSTANCE A. BEAN** (Boston, MA) is the former coordinator of health education at MIT and is the author of six other books on health issues, including the classic *Methods of Childbirth*. **SAM T. DONTA** (Boston, MA) is the Retired Professor of Medicine and Chief of Infectious Diseases at the University of Iowa. He maintains a part-time private practice in Boston and on Cape Cod.

**A new definition of "kindness" for business leaders who want to accomplish true organizational greatness.**

## Leading with Kindness

*How Good People Consistently Get Superior Results*

William F. Baker, Ph.D. and Michael O'Malley, Ph.D.

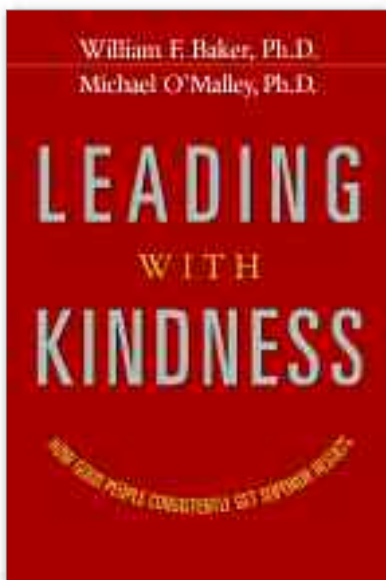
By now, many leaders have realized that when it comes to business, nice guys often finish first. Old-fashioned images of corporate callousness and greed have been replaced by a gentler, more human conception of great leadership. But how does one define "kindness" in the context of business? And what is the best way to "use" this deceptively complex notion as a guiding principle to lead an organization successfully into the future?

Far from presenting a naive idea of kindness, this eye-opening book identifies the surprising attributes successful "kind" leaders share. Readers will learn how they can use kindness to:

- motivate employees, committee members, and others
- recognize unique talents while nurturing all employees
- establish a supportive environment
- spur continuous organizational growth
- adapt to change
- stimulate calculated "stretch" and risk-taking
- prepare the next generation of leaders

This realistic book shows leaders how they can use sincerity, honesty, and respect for the good of their organizations.

**WILLIAM F. BAKER, PH.D.** (New York, NY) is Chief Executive Officer of Educational Broadcasting Corp (Thirteen/WNET and WL1W21). He is Executive in Residence at Columbia University Business School. **MICHAEL O'MALLEY, PH.D.** (Hamden, CT) is Senior Editor for Business, Economics, and Law at Yale University Press, and adjunct professor at Columbia University Business School.



**AUGUST 2008 • Business/Leadership**  
 Hardcover • 6 1/8 x 9 1/4 • 256 pages  
**978-0-8144-0156-9**  
**\$24.95 • CAN \$25.95**

Our children can't remember a time without computers, the Internet, and cell phones. Here's how to help them stay on track.

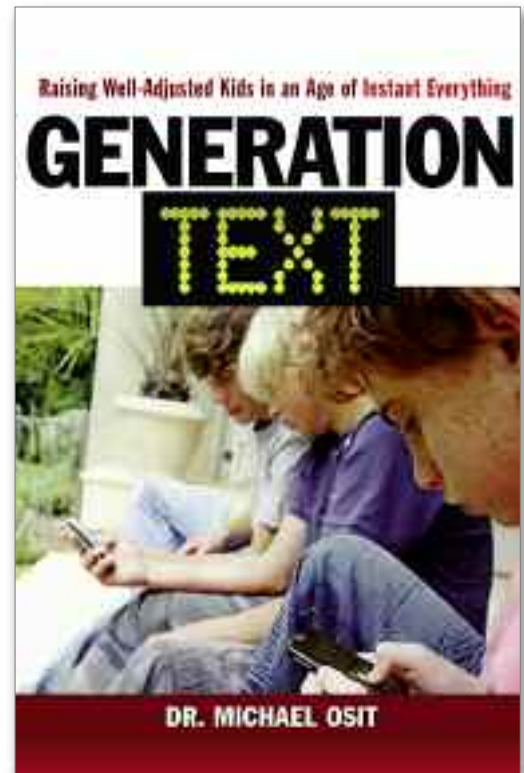
## Generation Text

*Raising Well-Adjusted Kids in an Age of Instant Everything*  
Dr. Michael Osit

A teenage boy goes shopping on the Internet, sees something he likes, immediately reaches his mother via cell phone, and in a few short keystrokes, types in her credit card number and gets a shiny new lacrosse stick. Thanks to technological advances including computers, the Internet, cell phones, and satellites, today's children are faced with a world markedly more complex—and often distracting—than that of any other preceding generation. *Generation Text* examines why and how this phenomenon shapes children's values, attitudes, and behavior in a way that is fundamentally different from previous generations...and provides strategies for coping with the particular challenges of growing up in the new millennium.

Parents who want to ensure that their children successfully develop key social skills, a healthy identity, and a strong work ethic need to make the right choices every step of the way. Clinical psychologist Dr. Michael Osit draws on his professional—as well as personal—experiences working with children and teens who have been challenged by unprecedented access to information, possessions, and temptation. Using case studies and examples, the book provides reasonable, down-to-earth strategies readers can use to address the unique issues faced by children surrounded by infinite choices...and very few limits.

**MICHAEL OSIT** (*Morristown and Warren, NJ*) is a licensed clinical psychologist who has worked with children and adolescents for more than three decades. He frequently presents seminars and workshops for mental health professionals, parents, and educators on issues such as parenting, child development, and communication. He and his wife have three children.



- National print campaign
- National syndicate service for feature article placements in newspaper
- National radio campaign
- Co-op advertising available

**JUNE 2008 • Parenting**

Hardcover • 6½ x 9¼ • 288 pages

**978-0-8144-0932-9**

**\$22.00 • CAN \$23.00**



APRIL 2008 • Internet/Small Business

Paperback • 7 7/8 x 9 1/4 • 304 pages

978-0-8144-0197-2

\$24.00 • CAN \$24.95

Forums add a powerful component to any website. This is the only guide that shows how to run a fun, informative, and harmonious online forum.

## Managing Online Forums

*Everything You Need to Know to Create and Run Successful Community Discussion Boards*

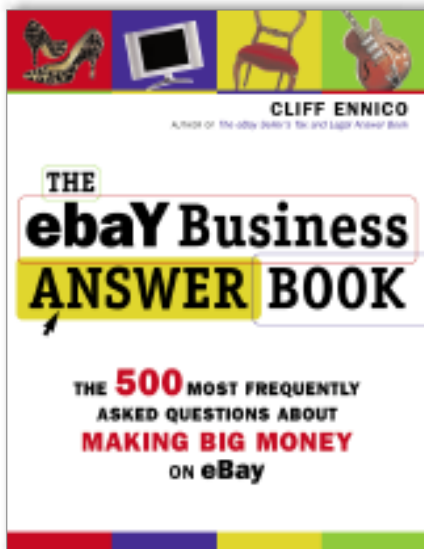
Patrick O'Keefe

Every day, millions of users log on to their favorite online forums and interact with others to get advice and discuss everything from the latest news and trends to their hobbies to their professions to whatever else strikes their fancy. Administrators have to lead these communities, deal with difficult users, and choose moderators. Legal constraints, spammers, and technical issues can turn the excitement of running an online community into chaos. With the right guidance, however, running forums can be a pleasure. Patrick O'Keefe has spent years developing and managing online communities. Now, he shows readers how to make the right decisions about every aspect of their forums, including:

- choosing a name and domain name
- picking the right software
- deciding on user options like avatars and private messaging
- setting guidelines and dealing with violators
- ensuring that posts stay on topic
- settling online disputes among users
- involving their users and keeping the site interesting

*Managing Online Forums* is the one book that shows site owners and administrators how to create a safe and entertaining community that users will return to again and again.

**PATRICK O'KEEFE** (Harbinger, NC) is the owner of iFroggy Network, an Internet network of content, community, and e-commerce sites covering various interests. He currently manages seven separate online communities and has developed communities that have become some of the largest on their subject matter in the world.



MAY 2008 • Small Business/Internet

Paperback • 7 7/8 x 9 1/4 • 304 pages

978-0-8144-0045-6

\$19.95 • CAN \$20.95

The most frequently asked questions by eBay sellers... answered by a true authority on all things eBay!

## The eBay Business Answer Book

*The 500 Most Frequently Asked Questions About Making Big Money on eBay*

Cliff Ennico

Each day, more and more eBay sellers become increasingly serious about their entrepreneurial efforts. Whether they see their eBay business as a modest addition to their revenue or a potentially full-time venture, they need expert advice on how to do it right. In *The eBay Business Answer Book*, popular eBay University instructor Cliff Ennico provides readers with much-needed guidance in response to their most commonly asked questions, including:

- What are the things I have to do—both online and offline—to start selling professionally on eBay?
- Where do I find inventory?
- Should I set up an eBay store?
- My winning bidder won't pay me—what do I do now?
- When do I charge taxes—and when do I pay them?
- How should I keep track of all my eBay business records?
- What do I need to know about dealing with international buyers?

Filled with in-depth, easily understood answers to real questions readers can flip to as-needed, this is a one-of-a-kind resource for any eBay seller.

**CLIFF ENNICO** (Fairfield, CT) is a lawyer specializing in legal and tax issues for small businesses, and is a popular instructor at eBay University. The host of the PBS show MoneyHunt, he is a frequent contributor to *Entrepreneur* magazine and the author of *The eBay Seller's Tax and Legal Answer Book* (978-0-8144-7425-9) and *Small Business Survival Guide*. His weekly syndicated column *Succeeding in Your Business* appears in dozens of newspapers and websites.

Now in paperback, the sleeper hit that reveals the surprising secrets of today's real Internet success stories.

## Internet Riches

*The Simple Money-Making Secrets of Online Millionaires*

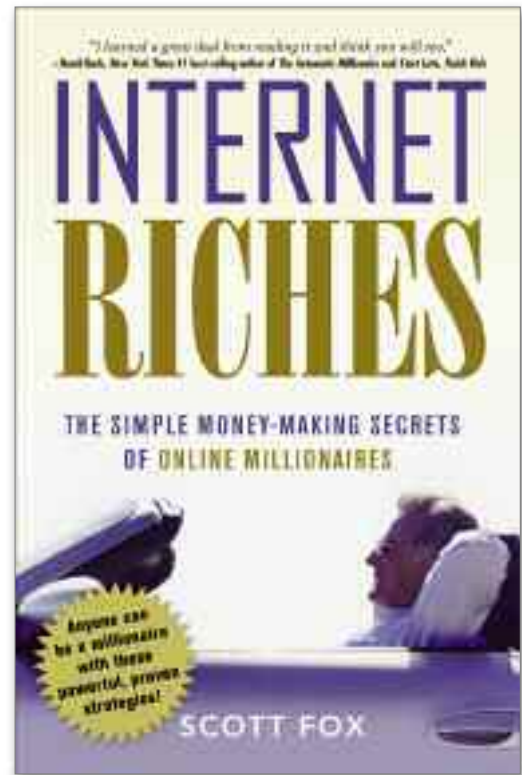
Scott Fox

In this strategy-packed guide, top e-business consultant Scott Fox reveals the powerful but simple methods for striking it rich on the Net. Exclusive interviews with dozens of "mom and pop" entrepreneurs prove how easy it is to get started and build a million-dollar enterprise. Readers get:

an inspiring guide to e-business opportunities, including "instant e-businesses" that require no start-up capital or technical training • proven strategies for making money from home and turning hobbies into businesses • low cost web marketing and product tips • legal and financial advice • detailed vendor recommendations • years of expertise and experience in one easy-to-use book

*Internet Riches* also offers an innovative action plan for brainstorming new business ideas, and fun exercises to help readers determine the best moves for their particular situations. Filled with practical pointers and motivational interviews, it's the most powerful guide ever to finding financial freedom online!

**SCOTT FOX** (Los Angeles, CA) is the top e-business consultant in Hollywood, where his clients have included Bill O'Reilly and Larry King. He is a frequent speaker on e-business and technology at universities including USC and UCLA, and at conferences such as Digital Hollywood and Internet World. He has been featured in radio programs nationwide, as well as in *The Boston Globe*, *The Orange County Register*, *Toronto Globe & Mail*, and *Smart Money Magazine*. He has taught "Internet Riches" at the Learning Annex in Los Angeles. He received a JD from Stanford.



- Online campaign
- National syndicate service for feature article placements in newspapers
- Business radio
- Co-op advertising available

**MARCH 2008 • Internet/Small Business**

Paperback • 6 x 9 • 304 pages

Hardcover edition: 978-0-8144-7356-6

**978-0-8144-0995-4**

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APRIL 2008

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A successful entrepreneur reveals how to reap the unlimited rewards of being one's own boss.

## The Accidental Entrepreneur

*50 Things I Wish Someone Had Told Me About Starting a Business*

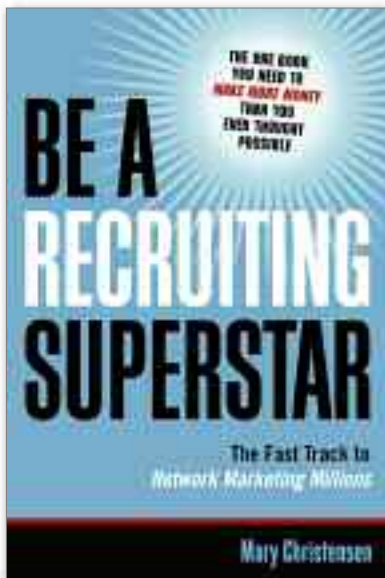
Susan Urquhart-Brown

Like many business owners, Susan-Urquhart Brown never expected to end up as an entrepreneur. Launching her own business spoke to her passions, but she soon realized there was much more to being a successful owner than she ever expected. In *The Accidental Entrepreneur*, she takes all the mystery out of going solo. For those who are just beginning to consider starting a venture as well as those who want to take their organization to the next level, she offers advice on what works and what doesn't. With hard-won wisdom and empathy, she shows readers:

- the 8 questions everyone should ask up front
- the top 10 traits of the successful entrepreneur
- how to obtain a license and sellers permit
- the best way to create a business plan
- 10 simple ways to get referrals
- the 6 secrets of marketing a business
- smart tips for investing and finance
- ways to avoid burnout
- how to avoid the 7 biggest pitfalls in business

Starting one's own business should be exciting, not scary. This is the one book that will show readers how to create a successful and fulfilling venture they can be proud of.

**SUSAN URQUHART-BROWN** (Oakland, CA) started her own company in 1995. As a business coach and mentor, she has encouraged thousands of people to build the business of their dreams. From 1998 to 2001, Susan wrote "Going Solo" for The San Francisco Chronicle, an advice column for entrepreneurs.



MAY 2008 • Business/Marketing

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The proven recruiting techniques to take network marketing pros to a whole new level!

## Be a Recruiting Superstar

*The Fast Track to Network Marketing Millions*

Mary Christensen

Network marketing—also known as direct selling and multilevel marketing—has turned millions of people into successful business owners. But to truly reach their earning potential, network marketers need to successfully grow their businesses by recruiting the right people.

Written by a true network marketing superstar who personally enlisted over one thousand people in her first year, the book reveals a proven, innovative approach to recruiting that gets results fast. Readers will learn how to:

- discover their own recruiting style
- identify people who will become a great part of their team
- do and say the right things to turn prospects into partners
- overcome objections with confidence
- attract people who never considered network marketing

Filled with advice and inspiration, this indispensable guide gives network marketers the know-how and confidence they need to grow their enterprise and become top earners.

**MARY CHRISTENSEN** (Santa Monica, CA) has more than 25 years of experience in network marketing, having recruited more than 1,000 people in her first year, and later holding executive roles in two multinational network marketing corporations. She is the author of *Be a Network Marketing Superstar* (978-0-8144-7431-0).

**Are you a persuasion expert? Or do you need to boost your Persuasion I.Q.? This book gives you the skills you need to become a master persuader... and achieve anything your heart desires.**

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*The 10 Skills You Need to Get Exactly What You Want*

Kurt W. Mortensen

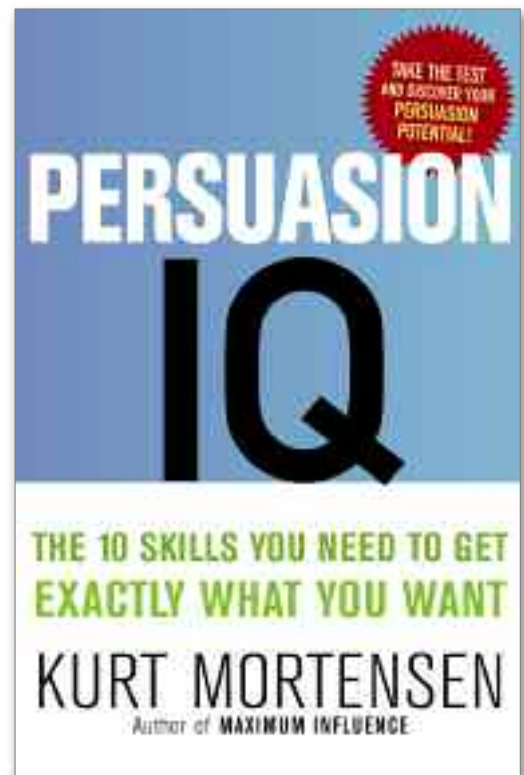
Do you realize how much your professional success, your income, and even your personal relationships depend on your ability to persuade, influence, and motivate other people? Yet many of us continue to use outdated techniques for convincing others...or worse yet, have no technique at all.

Kurt Mortensen, through his Persuasion Institute, has sought out and studied the world's top persuaders, and with his specially formulated Persuasion I.Q. assessment—the most comprehensive persuasion resource available today—he lets readers in on the essential habits, traits, and behaviors necessary to cultivate their natural persuasive abilities. Concentrating on the 10 major Persuasion I.Q. skills, the book allows readers to determine their own current Persuasion I.Q., helping them to identify their strengths and weaknesses, and starting them down a path to enormous success and wealth. The book reveals powerful techniques that will enable them to:

read people quickly • create instant trust • get others to take immediate action • close more sales • win over clients • accelerate business success • earn what they're really worth • influence others to accept their points of view • win negotiations • enhance relationships • and—most important—hear the magical word “yes” more often!

Whether we're selling a product, presenting an idea, or asking for a raise, persuasion is the magic ingredient. This powerful, life-changing book will transform anyone into a persuasion genius.

**KURT W. MORTENSEN** (Provo, UT) is is one of America's leading authorities on persuasion, motivation and influence. He is the author of the bestselling book *Maximum Influence* (978-0-8144-7258-3).



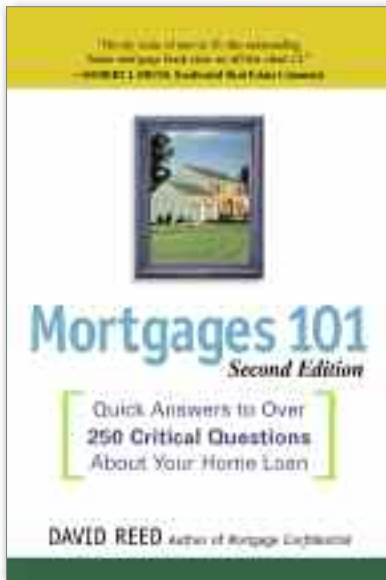
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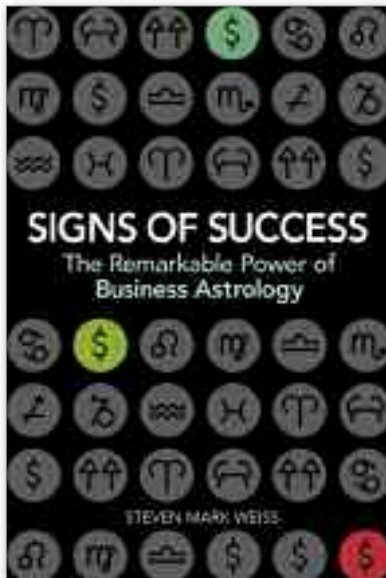
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**“On my scale of one to 10, this outstanding home-mortgage book rates an off-the-chart 12.”— Robert J. Bruss, Real Estate Columnist**

## Mortgages 101

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SECOND EDITION

David Reed

With mortgage stories dominating the front-page news, people—whether they’re buying a new house or refinancing—increasingly have questions about the complicated issues at stake. Arranged in an easily accessible question-and-answer format, *Mortgages 101* provides readers with essential lending formulas, as well as important information on lending requirements and application procedures. The book shows readers how to save money by:

- understanding key terms like ARMs and hybrids—and reading what’s in the fine print
- improving their credit scores to increase their borrowing power
- using technology to get the lowest interest rates
- maximizing their return on investment, and cutting the cost of mortgage insurance

This revised edition includes up-to-date material on new loan and government programs, changes to the law regarding tax deductions, down payment assistance, reverse mortgages, bankruptcy, negative amortization and more—in short, all the answers readers need, in one must-have reference.

**DAVID REED** (Austin, TX) is a seasoned mortgage banker and a columnist for *Realty Times* and *Mortgage Originator* magazine. He is the author of *Mortgage Confidential* (978-0-8144-7369-6), *Your Guide to VA Loans* (978-0-8144-7435-8), *Who Says You Can’t Buy a Home!* (978-0-8144-7340-5), and *Your Successful Career as a Mortgage Broker* (978-0-8144-7370-2).

**An out-of-this-world guide that brings the power of astrology down from the cosmos and into the world of business.**

## Signs of Success

*The Remarkable Power of Business Astrology*

Steven Mark Weiss

J.P. Morgan once famously remarked, “Millionaires don’t have astrologers. Billionaires do.” For modern business professionals, the idea that what’s in the stars might have some bearing on the very cut-and-dried, numbers-dominated corporate environment may seem pretty “out there.” But time and time again, the science of astrology has been shown to provide uncanny insight into timing and trends. This book examines the accomplishments of hundreds of business greats—from Walt Disney to Oprah Winfrey to Bill Gates—through the remarkable and surprising lens of astrology.

*Signs of Success* gives all readers, be they astrological doubters, dilettantes, or devotees, a practical and entertaining overview of the many applications of astrology to business endeavors. The book provides an analysis of the 12 zodiacal business personality types, and fascinatingly recounts how an understanding of the stars has affected landmark business events throughout history. Witty, wise, and practical, this delightful book shows readers that when it comes to real-world business and leadership, the sky truly is the limit.

**STEVEN MARK WEISS** (Scottsdale, AZ) is a business journalist, editor, speaker, and consultant who for the past 40 years has injected his deep appreciation for astrology into his deceptively mundane-seeming life and career.

**A mortgage expert gives real estate investors  
the tools they need to profit every time.**

## The Real Estate Investor's Guide to Financing

*Insider Advice for Making the Most Money on Every Deal*

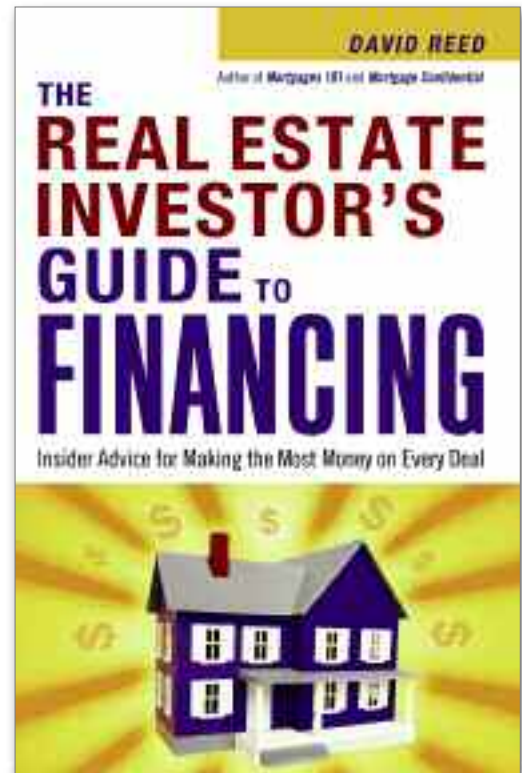
David Reed

To get the biggest return, real estate investors need the right financing. And as they buy multiple properties, their debt to equity rises, making it more difficult to get the kind of deal they need. As many investors have learned the hard way, getting the wrong financing can wipe out their profits, hold them back from selling because of a lack of equity, or force them to try to sell for more than the market will bear. *The Real Estate Investor's Guide to Financing* is the one book that shows readers how to get the right financial package for the biggest return on their investment. As a respected author and mortgage banker, David Reed has spent more than 20 years helping investors finance their properties. Here, he offers advice on such crucial topics as:

financing options for different property types • the financial implications of renting vs. flipping • setting rental rates • the challenges and benefits of being a landlord, including rent loss coverage • the pros and cons of having partners • tips on financing a second home, duplex, multi-family unit, or condo

Complete with essential advice on financing and a glossary of investment terms, this is the one guide that will help readers start making real money.

**DAVID REED** (Austin, TX) is a seasoned mortgage broker and a columnist for *Realty Times* and *Mortgage Originator* magazine. He is the author of *Mortgages 101* (978-0-8144-7245-3), *Mortgage Confidential* (978-0-8144-7369-6), *Your Successful Career as a Mortgage Broker* (978-0-8144-7370-2), *Who Says You Can't Buy a Home!* (978-0-8144-7340-5), and *Your Guide to VA Loans* (978-0-8144-7435-8).



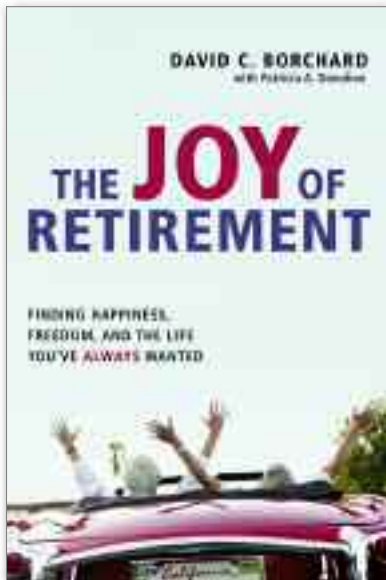
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The one guide that proves that the best part of life begins *after* 50.

## The Joy of Retirement

*Finding Happiness, Freedom, and the Life You've Always Wanted*

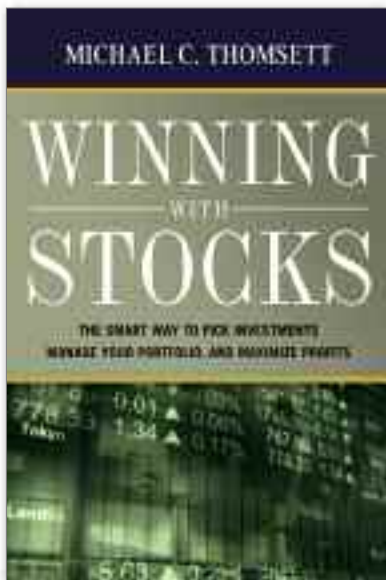
David C. Borchard with Patricia A. Donohoe

Life after work no longer conjures up images of couples wandering the malls, playing golf, and taking endless Caribbean cruises. As baby boomers reach their 50s and 60s, they are redefining what it means to retire. Many of them are still choosing to work or create a whole new life entirely. What they crave is vitality, joy, and meaning in their lives. Author David Borchard has been helping adults rejuvenate their careers and lives for 30 years. In *The Joy of Retirement*, he shows readers over 50 how to reinvent themselves and achieve the kind of fulfillment and meaning in their lives they have always dreamed of. Now, readers can start crafting their future and discovering their passions with advice on topics such as:

- finding new interests that make the most of their unique talents
- planning their lifestyle at 50+
- assessing what transitions they are ready and willing to make
- defining priorities and goals
- establishing their criteria for success
- mastering the seven steps to maintaining vitality

Revealing and hopeful, this is a book that will reshape how people look at the second phase of their lives.

**DAVID C. BORCHARD** (*Albuquerque, NM*) is a professional counselor with 30 years of experience in helping adults identify their passions and develop a vision for the next phase of their lives. He specializes in career management coaching and life/work transition counseling and has helped thousands of adults regenerate their careers.



AUGUST 2008 • Investing/Personal Finance

Paperback • 6 x 9 • 256 pages

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Many people are “in” the stock market. But how much do they really know about picking the winners?

## Winning with Stocks

*The Smart Way to Pick Investments, Manage Your Portfolio, and Maximize Profits*

Michael C. Thomsett

With a refreshing absence of jargon—and a substantial dose of straightforward guidance and explanation—*Winning with Stocks* breaks down the basics of making the kind of investment decisions that will pay off. Covering the most valuable indicators of stock market performance—such as current ratio and debt ratio, revenue trend, net return, price history, volatility, P/E ratio, and trading range trends—the book shows readers how to take advantage of opportunities while limiting risks.

Readers will learn how to uncover the best stocks, determine what to believe in the popular press, manage liquidity, employ technical tests to analyze companies' performance, and more. Supplying practical tools and illuminating examples, the book gives readers the guidance and information they need to control their individual portfolios, take control of their investments, and maximize their long-term success in the ever-changing market.

**MICHAEL C. THOMSETT** (*Port Townsend, WA*) has written more than 70 books, including *Winning with Options* (978-0-8144-0033-3), *Annual Reports 101* (978-0-8144-7367-2), *The Stock Investor's Pocket Calculator* (978-0-8144-7460-0), *Getting Started in Options*, and *Getting Started in Fundamental Analysis*. He has been a management consultant in the securities industry and is an active stock trader.

A myth-breaking book that will redefine who marketers see as their most valuable customers.

## The Age Curve

*How to Profit from the Coming Demographic Storm*

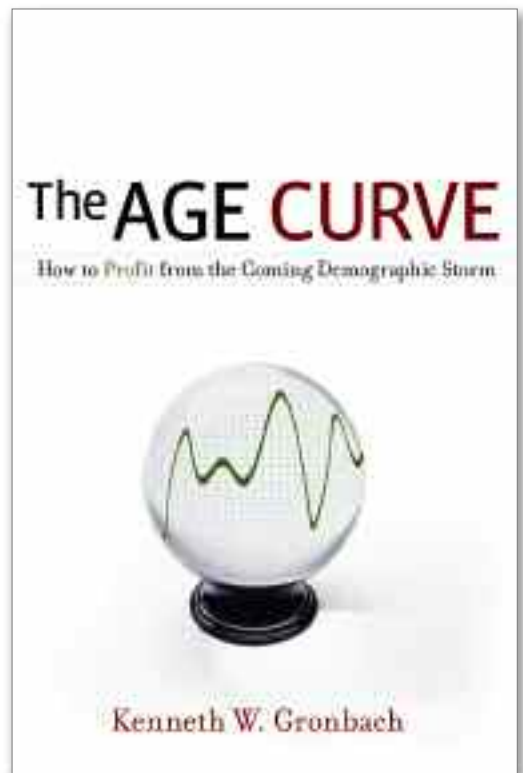
Kenneth W. Gronbach

For years, marketers have held on to unwavering beliefs that have dictated how they market to their consumers. But the hard truth is that the changes we see in marketing and business are based on one undeniable factor—the size of the generations we are selling to. As each generation ages, what they buy and how much they buy will change. Each product and service has a “best customer” that sustains a business. As these customers grow up, the smartest marketers will stay ahead of them—and their money. In *The Age Curve*, marketing guru Kenneth Gronbach shows executives and entrepreneurs how to anticipate this wave of predictable demand and ride it to success. Using impeccable research, Gronbach reveals how our largest generations, the Baby Boomers and Generation Y, are redefining how we market and how businesses can anticipate their needs more effectively. Complete with entertaining examples of companies like Apple who have perfected their strategies for building a loyal customer base, as well as those who haven’t (Levi Strauss and Honda), this book will show readers:

how to determine their best customers • how successful companies are earning the loyalty of Generation Y and cultivating allegiance to their products for years to come • why Generation X is a more valuable market than any of us have been led to believe • and much more

Both shocking and compelling, *The Age Curve* will change the way companies look at their customers and how they market to them.

**KENNETH W. GRONBACH** (Haddam, CT) is a nationally recognized expert in the field of demography and generational marketing. He regularly provides counsel to Fortune 500 companies as well as large and small businesses across the U.S.



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**All work and no play is no longer an option with these simple and fun ways to make life at work more pleasurable.**

## Enjoy!

*101 Little Ways to Add Fun to Your Work Every Day*

Gini Graham Scott, Ph.D.

Every year, we find ourselves working harder, longer, and at a faster pace. Many of us find it impossible to find time to relax, much less create ways to make our jobs more enjoyable. Finally here is an antidote for overstressed workers everywhere. As an expert in personal and professional development, Gini Graham Scott has helped people all over the world find more enjoyment in their work and personal lives. In *Enjoy!* she shares her secrets for adding fun to life at the office. Using examples from her workshops and interviews with psychologists and recreation professionals, she shows how to relieve stress, anxiety, and tedium from everyday life. Readers will find tips on how to:

- change their attitudes so they have more fun
- bring humor and laughter to the workplace
- use relaxation exercises to help them ease tension during the work day
- pinpoint what they most appreciate about their job
- use fantasy and visualization to conquer boredom
- rethink their work goals to avoid frustration and feeling stuck

Most of us spend more than a third of our lives at work. Finally, here is the book that can make that part of our lives infinitely more enjoyable.

**GINI GRAHAM SCOTT, PH.D.** (Oakland, CA) is the founder and director of *Changemakers and Creative Communications & Research*. She is the author of more than 40 books, including *A Survival Guide for Working with Bad Bosses* (978-0-8144-7298-9), and *A Survival Guide for Working with Humans* (978-0-8144-7205-7).



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**The only book of its kind—co-published with the Society for Human Resource Management.**

## The EQ Interview

*Finding Employees with High Emotional Intelligence*

Adele B. Lynn

With a growing body of research showing that Emotional Intelligence is one of the key indicators of success, smart hiring managers know that choosing employees based on their EQ makes sense. What they don't know is the best way to do it. *The EQ Interview* gives readers the skills and understanding they need to assess candidates' emotional intelligence and ensure that they're the right fit for the job. This practical guide explains the five areas of emotional intelligence, and how these competencies enhance job performance. The book then arms interviewers with more than 250 behavior-based questions specially formulated to help determine how applicants have used their EQ in past experiences. Readers will learn how they can analyze and interpret answers to predict future success, and even spot "EQ frauds" to avoid costly hiring mistakes. Filled with insightful examples, this is the one book that shows readers how to factor emotional intelligence into their hiring process.

**ADELE B. LYNN** (Belle Vernon, PA) is the founder and owner of *The Adele Lynn Leadership Group*, an international consulting and training firm whose clients include many Fortune 500 companies. Her business focuses on helping organizations strengthen productivity and quality through improvements in emotional intelligence and workplace trust. Her previous books include *Quick Emotional Intelligence Activities for Busy Managers* (978-0-8144-0895-7), *The Emotional Intelligence Activity Book* (978-0-8144-7123-4) and *The EQ Difference* (978-0-8144-0844-5).

A fascinating behind-the-scenes look at America's rich that shatters the myths about how the "other half" lives.

## The New Elite

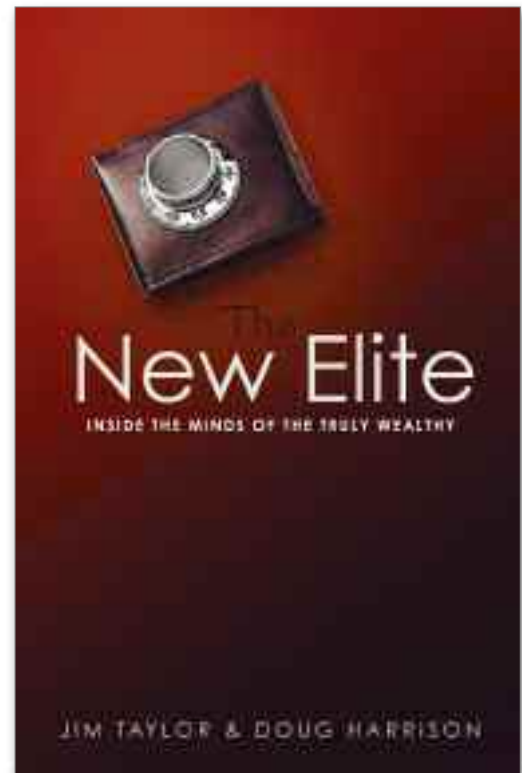
*Inside the Minds of the Truly Wealthy*

Jim Taylor and Doug Harrison

We are all fascinated by them—that enigmatic class of people often referred to as the rich. With all the emphasis on the rich and famous in America, we would think we know everything about them. In reality, very few of us truly understand those who make up the very wealthiest Americans—those with liquid assets of \$5 million or more. What is this new class of people and how did they get that way?

In *The New Elite*, the authors reveal what motivates our country's most powerful and influential class, what they want, where they shop, and how they really spend their money. With candor and unique insight, they reveal that the people who drive our economy are not Ivy league- educated, luxury-seeking socialites. While they include luminaries like Bill Gates, David Geffen, Ralph Lauren, and Donald Trump, they also include the small business owner next door. Based on unprecedented research with hundreds of interviews with members of this unique group, *The New Elite* uncovers the five classes of America's newly wealthy—including those who struggle with its implications, those who refuse to let it change them, and those who give it away, and how each of them is changing our culture and economy. This is an entertaining and enlightening look at America's ruling class, the profound ways they have redefined what it means to be rich, and how we court them.

**JIM TAYLOR** (Waterbury, CT) is Vice President of the Harrison Group and one of the country's most respected marketing consultants. **DOUG HARRISON** (Waterbury, CT) founded Harrison Group Inc. in 1996 and has developed branding strategies for Coca-Cola, Microsoft, and Bank of America.



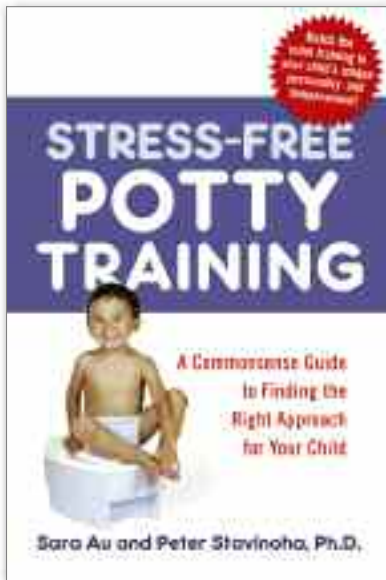
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APRIL 2008 • Parenting

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\$12.95 • CAN \$13.95

Successful potty training begins with knowing a child's personality. This practical guide provides the tools and guidance parents need.

## Stress-Free Potty Training

*A Commonsense Guide to Finding the Right Approach for Your Child*

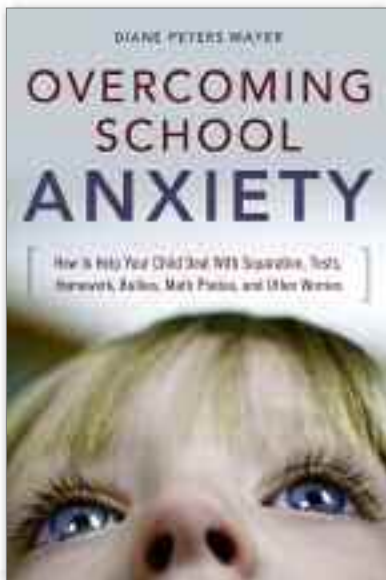
Sara Au and Peter L. Stavinoha, Ph.D.

No two children experience the toilet-training process in exactly the same way. While some kids might be afraid to even go near the bathroom, others may know when to go...but still never seem to make it there in time. This helpful guide takes the stress out of this challenging rite of passage, giving parents much-needed advice to help them identify what approach will work for *their* child's temperament. The book distinguishes between common childhood personality types, providing easy techniques tailor-fit for all kinds of kids, whether they're stubborn or willful, clinging to diapers, afraid to move on, or just late-bloomers. The book shows how to:

- determine a child's readiness to begin potty training
- gradually move children past their existing comfort zone, without causing undue pressure
- handle accidents and temporary setbacks

This straight-talking guide enables readers to help every child make this important life transition free of worry and in the way that's right for him or her.

**PETER L. STAVINOKA, PH.D.** (Dallas, TX), is a clinical neuropsychologist in the Center for Pediatric Psychiatry at Children's Medical Center of Dallas and associate professor in psychiatry at the University of Texas Southwestern Medical Center. He is a regular guest on Good Morning Texas where he gives expert parenting advice on common issues facing children and families. **SARA AU** (Orlando, FL) is a journalist specializing in parenting and health issues.



JULY 2008 • Parenting/Education

Paperback • 6 x 9 • 256 pages

978-0-8144-7446-4

\$16.00 • CAN \$16.95

School should be rewarding, not terrifying. This unique guide shows parents how to make their child's learning experience a positive one.

## Overcoming School Anxiety

*How to Help Your Child Deal with Separation, Tests, Homework, Bullies, Math Phobia, and Other Worries*

Diane Peters Mayer, MSW

Every year, more than 68 million students of every age find themselves worrying excessively about their first day of school, even before it begins. Their hearts race, their stomachs turn, and their palms sweat just thinking about getting on the school bus for the first time, that first pop quiz, or that notoriously strict teacher. For parents of these children, nothing can be more upsetting than dropping their kids off on the first day of school, wondering how they will cope. Now, they can stop worrying and start helping. As a seasoned psychotherapist, Diane Peters Mayer has successfully treated hundreds of elementary school students suffering from this common disorder. In *Overcoming School Anxiety*, she shows parents how to deal with a wide variety of problems, from test and homework anxiety, to bullying, school violence, and fear of speaking up in class. Mayer also offers easy-to-learn techniques for children including breathing and relaxation exercises, focusing techniques, and tips on proper diet and exercise that help relieve stress.

Filled with real-life examples as well as proven advice for working with teachers, principals, and counselors, this is the only comprehensive guide that will enable every parent to help a child cope, build confidence, and succeed in school.

**DIANE PETERS MAYER, MSW** (Doylestown, PA), has been a psychotherapist in private practice for more than 15 years. She specializes in working with children and adults who have anxiety attacks, school anxiety, and panic attacks.

Free money is *not* just for straight-A students and athletes anymore. This streetwise guide helps every student get the funds needed for college.

## Scholarships 101

*The Real-World Guide to Getting Cash for College*

Kimberly Stezala

In the next five years, sixteen million high school students will graduate, making up the largest group of high school graduates in this country's history. Those students who are fortunate enough to be on the honor roll or the star quarterback of the football team will have access to the best scholarships. But what will happen to the rest of them—those students who have the potential for a great college career, but not necessarily the financial backing to attend the school of their dreams? Author Kimberly Stezala passionately believes that *every* student should have access to a quality education. Now, she shows parents and their kids how to approach the scholarship process like a pro. Filled with inspiring advice from successful students and scholarship providers, *Scholarships 101* shows aspiring college kids how to:

- apply for those scholarships that are the best match for their profile and skills
- create a scholarship application that will stand apart from the rest and impress the judges
- find the buried treasure of scholarships that aren't necessarily available on common websites
- build a team of supporters in their scholarship quest

Straightforward and savvy, this book provides the extra boost many students need to plan for their futures and receive the education they deserve.

**KIMBERLY STEZALA** (Milwaukee, WI) founded Wisconsin's only online scholarship database. She is an advisory board member at Parents Plus Wisconsin and writes a scholarship column for Wisconsin's largest African-American newspaper.

Finally, here is a ground-breaking book that gives parents the tools they need to naturally improve their children's learning and behavior.

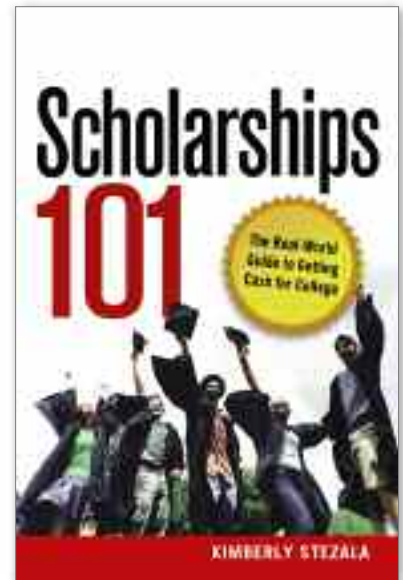
## ADD/ADHD Drug Free

*Practical Exercises and Alternative Techniques to Help Your Child Focus*

Frank Jacobelli and L.A. Watson, with a Foreword by Dr. Jay Carter, bestselling author of *Nasty People*

Attention Deficit Disorder and Attention Deficit Hyperactivity Disorder (ADD/ADHD) are among the most misunderstood problems facing young children today. Drugs like Ritalin and Cylert are traditionally prescribed to treat these disorders, but their use is controversial. While many children have been helped by these medications, at best, pills only temporarily improve symptoms. Sometimes they don't work at all, and they can come with disturbing side effects such as weight loss, insomnia, and may even slow growth in younger children. *ADD/ADHD Drug Free* gives frustrated parents a long-awaited natural alternative. The first book to feature enjoyable, practical activities for children that will help them cope with their disorder by strengthening brain functioning, this life-changing guide shows parents, teachers, and counselors how they can improve learning and behavior effectively and without medication. Timely and thoroughly researched, this guide will help thousands of children become more focused and more successful in school and in life, without jeopardizing their health.

**FRANK JACOBELLI** (Gardnerville, NV) has treated both children and adults in a variety of clinical settings including inpatient psychiatric, private practice, and community mental health. Since 1994, Jacobelli has served as a Clinical Coordinator for Enki Health and Research Systems, Inc. in Northern California. **L.A. WATSON** (Gardnerville, NV) has been an early-learning education director, multiple-subject teacher, special educator, special-education administrator, and resource specialist.

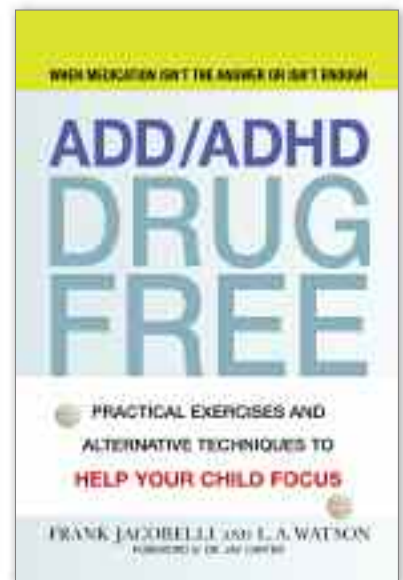


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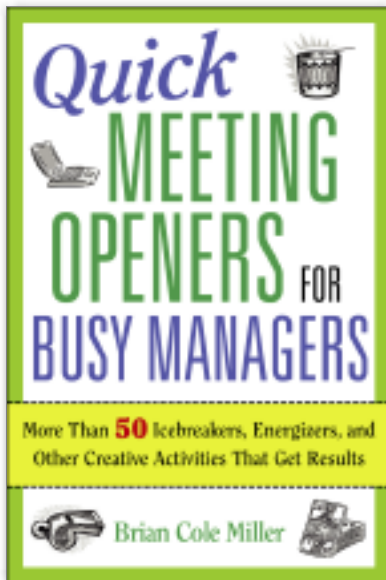


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Setting the stage for great meetings!

## Quick Meeting Openers for Busy Managers

*More Than 50 Icebreakers, Energizers, and Other Creative Activities That Get Results*

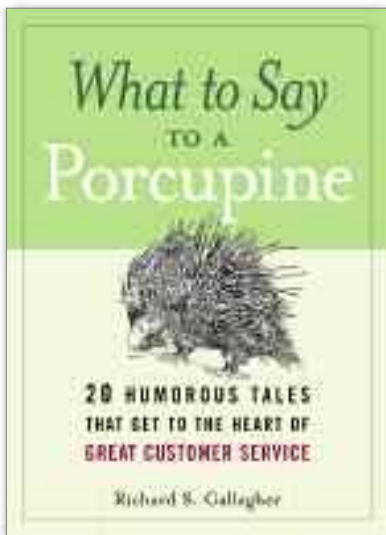
Brian Cole Miller

How effective a meeting will be depends on the tone set in the first few minutes...and it's up to the person running it to set that tone. *Quick Meeting Openers for Busy Managers* gives readers the tools, activities, and advice they need to create the kind of open, energetic, and relaxed atmosphere that lead to effective meetings and serious results. Designed to take the anxiety out of meetings and encourage creative and practical discussion, the book contains meeting starters that will help managers, team leaders, and facilitators:

- ease introductions for people who don't know each other
- warm up the group before moving them into more difficult territory
- generate lively dialogue and sharing of ideas
- effectively split attendees up into work groups
- expedite brainstorming and promote problem-solving
- and more

For anyone charged with the task of running meetings, this book is the answer.

**BRIAN COLE MILLER** (Dublin, OH) is the principal of Working Solutions, Inc., a management training and consulting firm whose clients include FranklinCovey, Nationwide Insurance, and the UPS Store. He is the author of the best-selling *Quick Team-Building Activities for Busy Managers* (978-0-8144-7201-9) as well as *More Quick Team-Building Activities for Busy Managers* (978-0-8144-7378-8), and *Keeping Employees Accountable for Results* (978-0-8144-7320-7).



JUNE 2008 • Customer Service

Hardcover • 5¾ x 7¾ • 112 pages

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An entertaining, instructive collection of fables that will inspire the kind of customer service that keeps people coming back!

## What to Say to a Porcupine

*20 Humorous Tales That Get to the Heart of Great Customer Service*

Richard S. Gallagher

What do a demanding colony of porcupines, an upscale restaurant run by hyenas, and a famous medieval knight have in common? They are all part of one of the most entertaining and instructive books on customer service ever written. *What to Say to a Porcupine* uses the format of Aesop's fables to illustrate fundamental principles of customer service, including:

**By a Hare:** Great service is all about going the extra mile, as learned by a group of rabbits running an express mail delivery service.

**Bear with Me:** One grizzly bear's honey shop undergoes an amazing transformation when he discovers a better way to greet his customers.

**What to Say to a Porcupine:** When a newly arrived colony of demanding porcupines wreaks havoc on local businesses, readers get a lesson on handling difficult customers in a positive, constructive manner.

Each story is followed by a short discussion, illuminating topics from customer relationships to how to motivate a service team. Fun, quick, and constructive, this is a guide for anyone involved in customer service.

**RICHARD S. GALLAGHER** (Ithaca, NY) is a former customer service executive who is now a popular corporate trainer and public speaker who specializes in the mechanics of customer interaction. He is the author of several books including *Great Customer Connections* (978-0-8144-7308-5).

The secret weapon every manager needs to take employees from good to exceptional.

## A Manager's Guide to Coaching

*Simple and Effective Ways to Get the Best Out of Your Employees*

Brian Emerson and Ann Loehr

To stay on top, companies need to do more than just tread water—they need to grow. And that means that their employees need to develop and improve their skills at the same pace. More than ever, managers are being encouraged to improve employee performance through effective coaching, but so few of them have the time—or the knowledge—it takes to do it successfully. Brian Emerson and Ann Loehr have spent years showing some of the country's top companies how to develop their most promising employees. Now in this helpful manual they guide managers through every step of the coaching process, from problem solving to developing accountability. Readers will discover:

the top 10 tips every manager should know before he starts to coach • how to handle difficult conversations, conflicting priorities, and problem team members • how to hold follow-up meetings after goals and priorities have been set • sample questions they can adapt to various situations • examples of common problems and how they can use coaching to address them.

Clear, practical and straightforward, this is an invaluable tool that will help all leaders coach employees, colleagues, *and* themselves to excellence.

**BRIAN EMERSON** and **ANNE LOEHR** (*Washington, D.C.*) are certified executive coaches and cofounders of *Safaris for the Soul*, leadership development retreats in Kenya, Patagonia, and Iceland.

A gripping, entertaining—and instructive—collection of tales about wicked wolves, power-hungry lions...and other creatures at work.

## In the Land of Difficult People

*24 Timeless Tales Reveal How to Tame Beasts at Work*

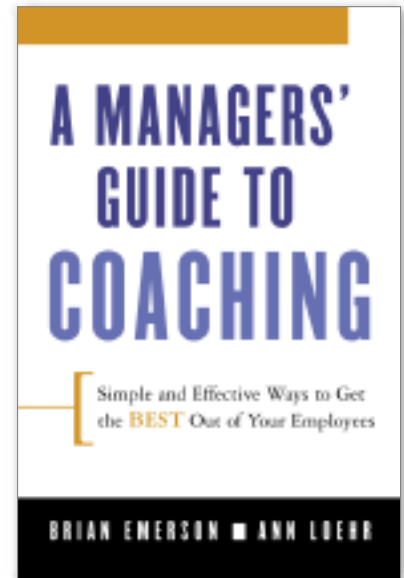
Terrence L. Gargiulo and Gini Graham Scott, Ph.D.

ILLUSTRATIONS BY RON DIAS

Treasured for centuries, the world's folk tales have left a legacy of wisdom for countless generations. Going beyond simple entertainment, stories such as "The Lion and the Hare" and "The Woodcutter's Daughter" instruct through example how to live in a world populated with dishonest, petty, and conniving characters. *In the Land of Difficult People* presents 24 charmingly illustrated fables. Taken from around the world, each exemplifies the best methods to use when dealing with difficult people at work.

This helpful book identifies eight major types of difficult people, giving readers strategies for working with each of them. From Untrustworthy Ravens to Insincere Monkeys, this instructive collection follows each story with a down-to-earth analysis of how to manage any situation involving the toughest of characters. For anyone venturing "into the woods" of modern-day life, this book is a powerful potion of common sense that will lead to happily-ever-after endings every time.

**TERRENCE L. GARGIULO** (*Monterey, CA*) is President of MakingStories.net and one of the leading authorities on the role of narrative in organizations. **GINI GRAHAM SCOTT, PH.D.** (*Oakland and Santa Monica, CA*) is the Founder and Director of *Changemakers* and the author of many books, including *A Survival Guide for Working with Humans* (978-0-8144-7205-7) and *A Survival Guide to Managing Employees from Hell* (978-0-8144-7408-2).

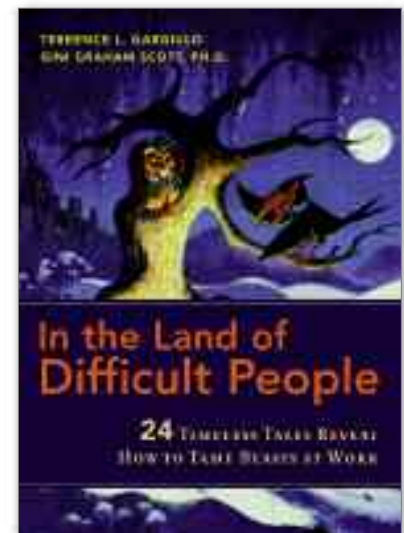


MARCH 2008 • Business/Management

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# WorkSmart

A fast, powerful guide to getting what you want every time.



## How to Become a Better Negotiator

SECOND EDITION

Richard A. Luecke and James G. Patterson

Whether it's at home or at work, so much of our lives involves negotiating to get what we want. From negotiating a higher salary, to lowering costs from suppliers, to hammering out a new contract with a major customer, or even deciding where to go on vacation, the only way to consistently arrive at successful conclusions is to master the art of negotiation. Updated with completely new tactics and strategies, *How to Become a Better Negotiator* lets readers in on the same high-level skills that experienced negotiators use.

Packed with fill-in-the-blank sections, tips, quizzes, and chapter reviews, the book covers important topics such as listening, assertiveness, and how to deal with hostile opponents. In addition, the book now features new chapters on:

preparation, including identifying issues and interests, and determining alternatives to a deal and reserve price • the five basic steps of negotiation and "doing the deal" • and typical negotiating pitfalls and how to avoid them.

**RICHARD A. LUECKE** (Salem, MA) is a freelance business writer and publishing executive whose articles have been published by Oxford University Press, John Wiley & Sons, and Harvard Business School Press. He has negotiated over one-hundred contracts with individuals, businesses, and non-business institutions. He is the author of *The Manager's Toolkit* and *The Entrepreneur's Toolkit*. **JAMES G. PATTERSON** (Tucson, AZ) is a training consultant who has taught leadership and communication skills for the U.S. Army Military Intelligence School.

MARCH 2008 • Business/Negotiating

Paperback • 6 x 9 • 112 pages

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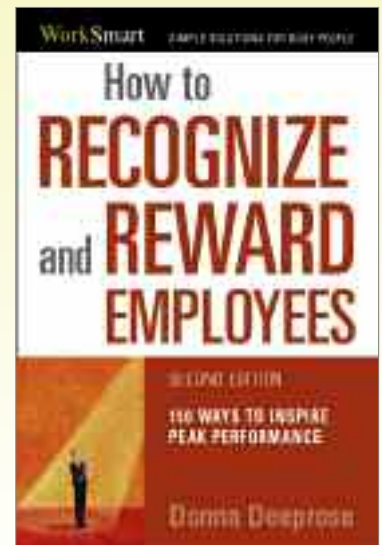
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*How to Create an Action Plan and Achieve Your Goals*

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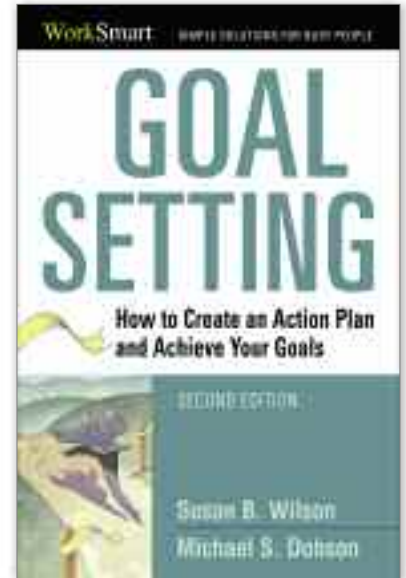
Susan B. Wilson and Michael S. Dobson

**W**hy is it that some people consistently seem to get more done than others? The answer is that they know how to set specific, achievable goals for themselves...and then follow through on them. This revised and updated edition of *Goal Setting* features worksheets, quizzes, and other practical tools, giving readers powerful techniques they can use to set a goal, make a plan, and acquire the resources and power necessary to achieve their objective. The book shows readers how to:

- act upon their objectives in a precise, targeted way
- recognize obstacles and overcome them
- become more assertive
- change counterproductive behavior
- establish priorities
- make the most of their time

Achieving goals takes hard work and discipline. This expanded edition of *Goal Setting* gives readers the tools and techniques to accomplish anything.

**SUSAN B. WILSON** (Stevensville, MI) is a coach, facilitator, and writer, as well as the President of *Executive Strategies*, a firm that aids organizations in goal setting, leadership, and team building. **MICHAEL S. DOBSON** (Bethesda, MD) has over twenty years of experience in project management, and is a business writer. He was part of the team that built the Smithsonian National Air and Space Museum.



APRIL 2008

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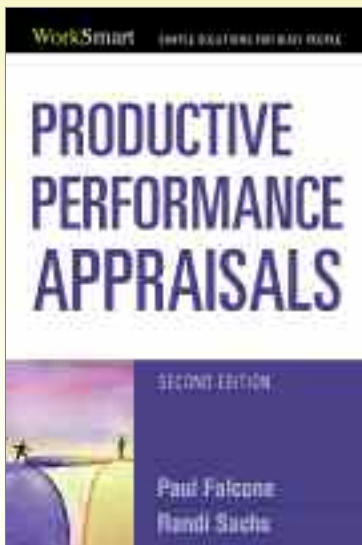
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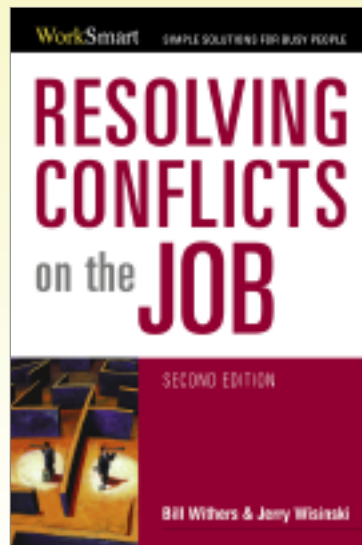
978-0-8144-0169-9

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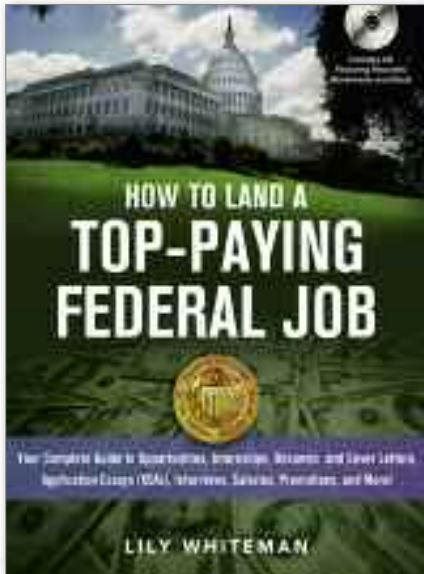
## WANT TO WORK SMARTER



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**AUGUST 2008 • Career/Government**  
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A comprehensive guide to landing one of the hundreds of thousands of jobs filled each year by the nation's largest employer...the U.S. government.

## How to Land a Top-Paying Federal Job

*Your Complete Guide to Opportunities, Internships, Résumés and Cover Letters, Application Essays (KSAs), Interviews, Salaries, Promotions, and More!*

Lily Whiteman

With more than 40% of the federal government's 1.6 million employees retiring in the next 10 years, now is the time for anyone seeking a government job to take advantage of the massive retirement wave that has already begun. Yet until now, no truly up-to-date or comprehensive book has existed to give readers the tools and guidance they need to get hired for a government job, internship, or fellowship.

Entertainingly written by a successful career coach who has served as a federal hiring manager, this reader-friendly book steers prospective applicants through every stage of their job search. Drawing on interviews with more than 100 other hiring managers, the book gives readers:

- little-known ways for finding openings • shortcuts for instantly impressing the true gatekeepers on paper and in person • sure-fire tips for negotiating a top salary • and expert techniques for getting quickly promoted

Including a companion CD filled with sample résumés and worksheets, this is *the* book to have when seeking a federal job.

**LILY WHITEMAN** (Washington, D.C.) is a popular contributor to the "Jobs" section of The Washington Post, the career columnist of Federal Times, and a senior writer at the National Science Foundation.



**AUGUST 2008 • Project Management**  
 Hardcover • 6½ x 9¼ • 224 pages  
 978-0-8144-0988-6  
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The ultimate survival guide for dealing with even the most difficult projects.

## Project Management That Works

*Real-World Advice on Communicating, Problem-Solving, and Everything Else You Need to Know to Get the Job Done*

Rick A. Morris and Brette McWhorter Sember

Project management is one of the fastest-growing occupations in the world. The Project Management Institute has seen membership growth of more than 1000% in the last 10 years. But while many of these managers know how to plan a successful project in theory, very few have the practical tools needed to navigate the politics of today's corporate world. Project managers need more than just technical skills; they need the right communication skills to succeed. Filled with real-world examples, *Project Management That Works* gives readers the tools they need to:

- communicate with their team as well as stakeholders • get their teams to function well • run fewer and more productive meetings • turn around failing projects • utilize data properly to make emotional conversations unemotional • know when a project is really done

The only book that addresses the real challenges project managers face today, this is an accessible and invaluable tool that will show every reader how to accomplish his mission—no matter the obstacles.

**RICK A. MORRIS** (Hoover, AL) is a project manager for several Fortune 500 companies and is a sought-after public speaker on project management. **BRETTE MCWHORTER SEMBER** (Clarence, NY) is an attorney who has written more than 30 books including *The Essential Supervisor's Handbook*.

**A critical roadmap that helps companies turn “future shock” into “future savvy.”**

## Future Savvy

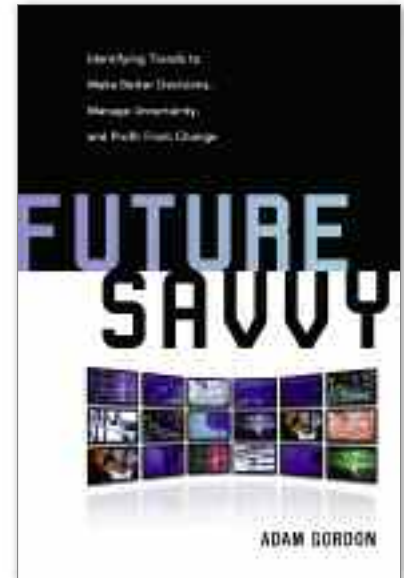
*Identifying Trends to Make Better Decisions, Manage Uncertainty, and Profit from Change*

Adam Gordon

In order to succeed in their industries, decision-makers today need to anticipate the future outcomes not only in their own industry but also in society and technology as well. The better their view of the future, the better their decisions—and the bigger their profits—will be. *Future Savvy* is a hands-on, how-to book on evaluating the business, social, and technology forecasts that appear in everyday communications such as newspapers and business magazines, as well as in specialized sources like government and think-tank forecasts, consultant reports, and stock-market guides. Futures analyst Adam Gordon has spent a lifetime deciphering changes and trends in a variety of industries. Now, he shows business leaders how to gain a clearer view of the future, as well as:

- Recognize potential trends and outcomes more effectively
- Discount poor and biased forecasts more confidently
- Anticipate relevant opportunities and potential threats earlier

**ADAM GORDON** (Cardiff, Wales) is an expert in the field of industry foresight and future studies. He has been an analyst, consultant, facilitator, and professor, and has appeared on NPR's Morning Edition and CNN World Report. Gordon also writes, teaches, and consults for The Future Studio and was previously a Senior Associate at Coates & Jarratt, Inc, a future strategy consulting think-tank in Washington, DC.



**JULY 2008 • Business**

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**Follow the lead of Toyota, Southwest Airlines, and Wal-Mart and embrace “Lean Dynamics” for business success.**

## Going Lean

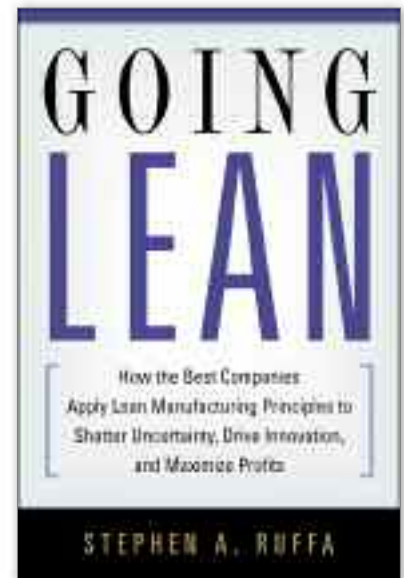
*How the Best Companies Apply Lean Manufacturing Principles to Shatter Uncertainty, Drive Innovation, and Maximize Profits*

Stephen A. Ruffa

*Going Lean* sets aside the notion that efficient operations and powerful innovations are only possible when business is steady and demand is growing. Instead, companies must learn that sudden shifts or unpredictable conditions need not undermine their results. Led by a new breed of companies—Toyota, Wal-Mart, and Southwest Airlines—a powerful, yet unexpected mindset is reshaping the rules for business competitiveness. By using Lean Dynamics™—based on the now-famous Toyota Production System—companies everywhere can thrive in virtually any environment. In *Going Lean*, readers will learn how to:

- become broadly effective in creating and sustaining value
- set a critical foundation for achieving sustained excellence
- identify sources of lag and create robust value streams that thrive in today's dynamic conditions
- describe the underlying techniques to maintain steady and predictable flow
- create a system based on “pull,” or external demand that consistently introduces new innovation even during severe downturns
- strive for perfection
- deliver industry-leading returns

**STEPHEN A. RUFFA** (Oak Hill, VA) is an engineer who worked for the American Defense Department and researched lean manufacturing across seventeen large aerospace producers. His previous book, *Breaking the Cost Barrier: A Proven Approach to Managing and Implementing Lean Manufacturing* was awarded the 2001 Shingo Prize for Excellence in Manufacturing Research.

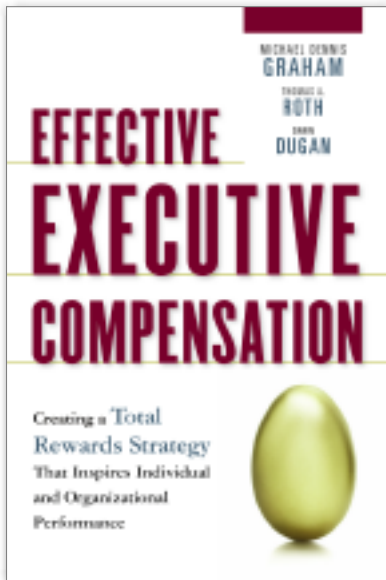


**JUNE 2008 • Business/Manufacturing**

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APRIL 2008 • Management/Human Resources  
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An in-the-trenches look at designing an executive reward program that gets results.

## Effective Executive Compensation

*Creating a Total Rewards Strategy That Inspires Individual and Organizational Performance*

Michael Dennis Graham, Thomas A. Roth, and Dawn Dugan

When it comes to creating an executive compensation program, it can feel like there's little gray area between giving top performers too shiny a golden parachute, with exorbitant perks, and providing the company's leaders with the incentive they need to continue doing their best. This book gives readers the techniques and understanding they need to design a rewards strategy that will motivate performers while benefiting the entire organization.

Taking a careful look at the complicated state of executive rewards, this no-nonsense, practical guide provides readers with a complete methodology for motivating management to accomplish critical business goals. Eschewing a one-size-fits-all approach, the book uses case studies and examples to illustrate what factors should be considered—including environment, key stakeholders, people strategy, business strategy, and organizational capabilities—when designing a program that will benefit both their company and the people who fuel its success.

**MICHAEL DENNIS GRAHAM** (Boston, MA) is a managing director at Pearl Meyer, a leading provider of compensation consulting services and surveys. He is the coauthor of *Creating a Total Rewards Strategy*. **THOMAS A. ROTH** (New York, NY) is a managing director at Pearl Meyer. **DAWN DUGAN** (Hinesburg, VT) is a freelance writer.

The updated edition of this invaluable guide—co-published with the Society for Human Resource Management.

## Strategic Staffing

*A Comprehensive System for Effective Workforce Planning*

SECOND EDITION

Tom Bechet

Many organizations understand the benefits of a longer-term approach to staffing: reduced turnover and hiring costs, improved efficiency and morale, and ultimately greater profits. Unfortunately, traditional approaches to staffing are often more effective on paper than in the workplace. Completely updated, this new edition of *Strategic Staffing* shows how to identify staffing needs and opportunities through qualitative and quantitative measures, and presents several effective, nontraditional approaches to their hiring needs. Featuring full case studies and dozens of examples, the book is both enlightening and practical. And to help readers create their own staffing plans, the online forms offer a trove of invaluable tools, including:

- customizable Excel spread sheets assessment and evaluation forms
- calculations and analyses
- sample staffing plans, Powerpoint slide presentations, and much more.

This book is a detailed, process-oriented guide that offers all the tools staffing professionals need.

**THOMAS P. BECHET** (Wayne, IL) is founder of Bechet Consulting LLC and a specialist in human resources strategies. He teaches in the University of Michigan's Executive Education Program.



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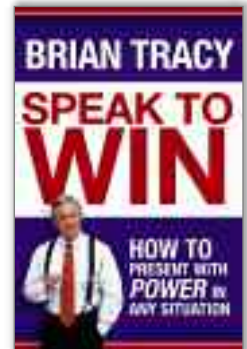
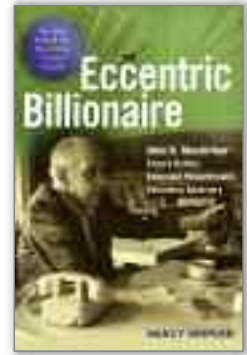
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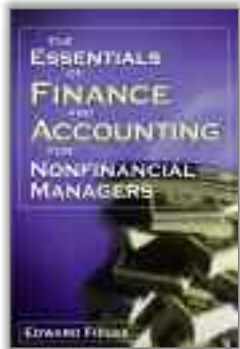
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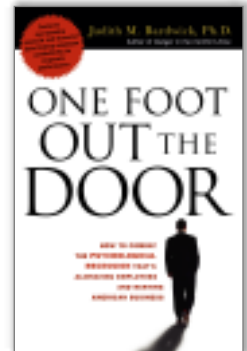
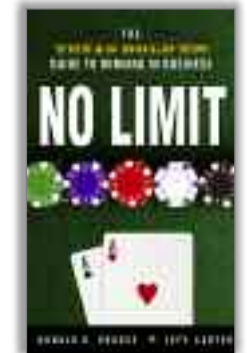
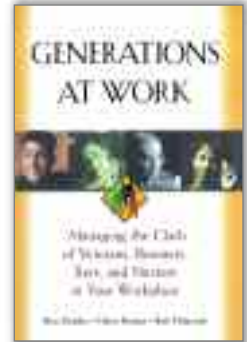
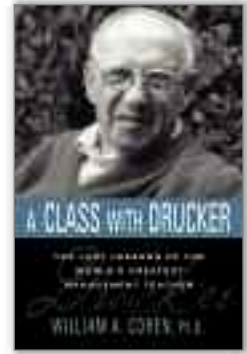
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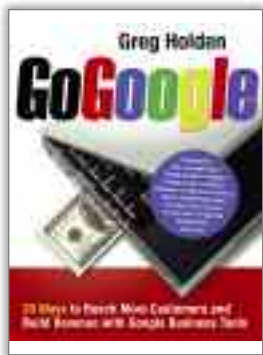
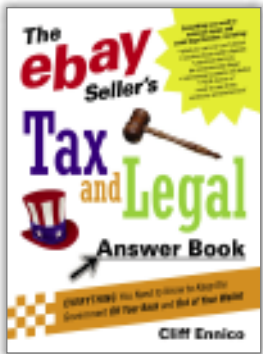
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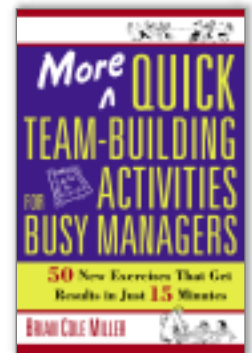
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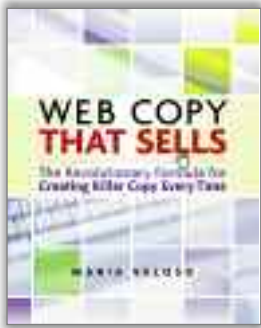
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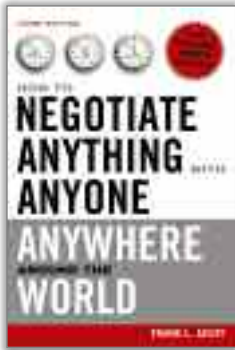
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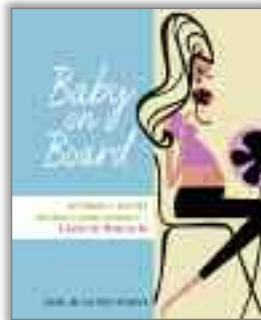
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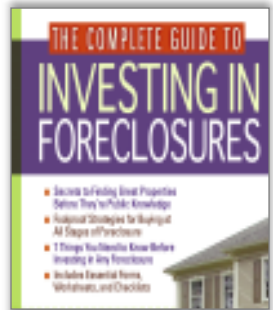
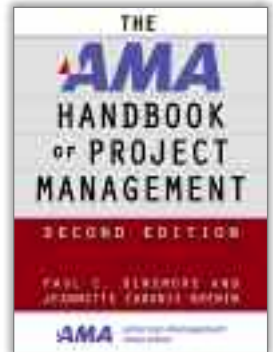
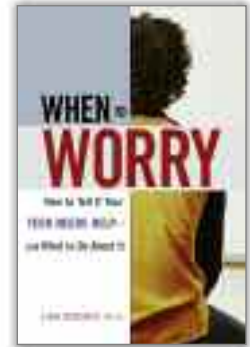
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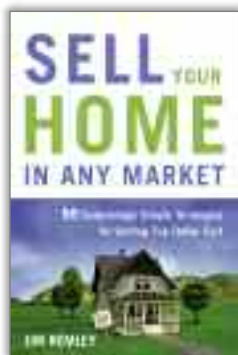
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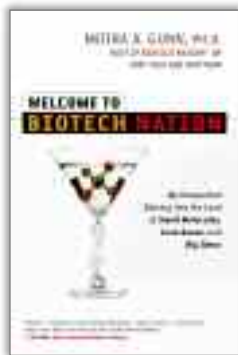
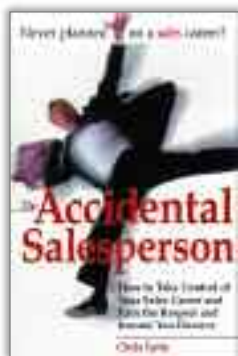
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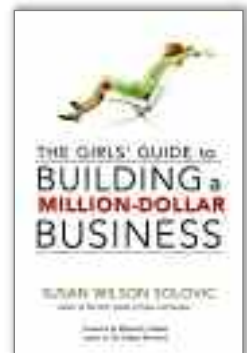
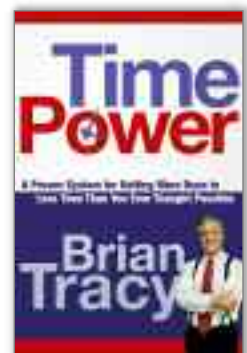
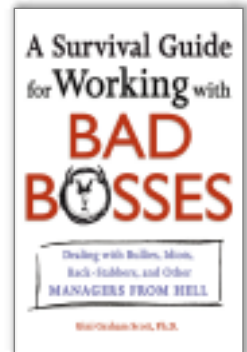
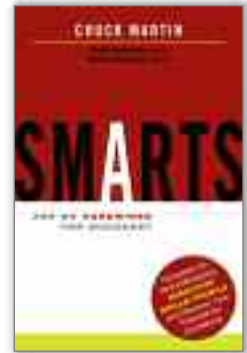
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