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# Leadership/Management

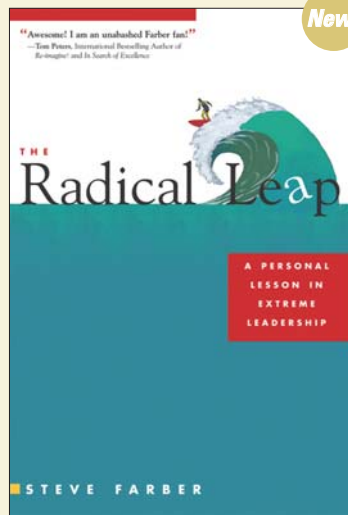
## The Radical Leap

A Personal Lesson in Extreme Leadership

by Steve Farber

Get set for a radical new approach to leadership. Steve Farber, former vice president of The Tom Peters Company, introduces you to an entertaining, engaging, and inspirational tale of how today's leaders can renew their excitement for what they do and encourage others to lead with passion. Geared to business leaders at any level of an organization who aspire to innovate and invigorate their corporate culture, this parable is sure to make you an extreme leader!

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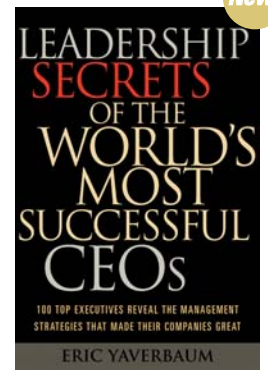
## Leadership Secrets of the World's Most Successful CEOs

100 Top Executives Reveal the Management Strategies That Made Their Companies Great

by Eric Yaverbaum

*Leadership Secrets of the World's Most Successful CEOs* consists of exclusive interviews with top executives discussing the proven strategies, philosophies, and tactics they use to help their organizations succeed. Glean the never-before-published secrets behind the winning attitudes and behaviors of elite leaders during crucial times.

\$22.00, hc, 320 pages, ISBN 0-7931-8061-9



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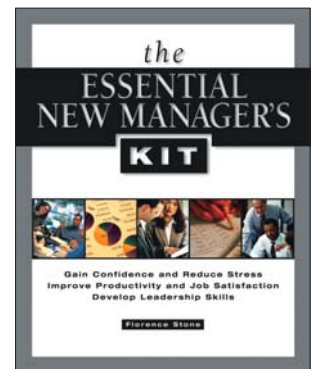
## The Essential New Manager's Kit

Gain Confidence and Reduce Stress, Improve Productivity and Job Satisfaction, Develop Leadership Skills

by Florence Stone

Business management expert Florence Stone outlines the financial responsibilities, people skills, communication abilities, leadership skills, and endurance skills a manager must master to succeed throughout his or her career. New managers will acquire a variety of necessary skills, and will have access to checklists, assessment tools, and tips. This book also serves as an excellent refresher course for the experienced manager.

\$19.95, pb, 304 pages, ISBN 0-7931-7841-1



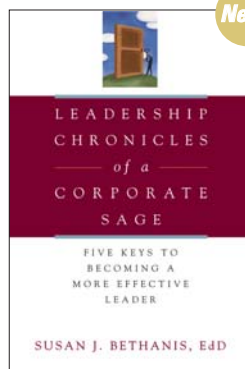
## Leadership Chronicles of a Corporate Sage

Five Keys to Becoming a More Effective Leader

by Susan J. Bethanis, Ed D

"Listen in" on the confidential conversations between a leader and his executive coach, as the leader learns the lessons necessary to become a corporate sage. Dr. Bethanis, the story's coach and narrator, offers insights in a simple, yet ingenious way, showing you the five keys to becoming a corporate sage.

\$18.95, hc, 224 pages, ISBN 0-7931-8603-X, September 2004



New!

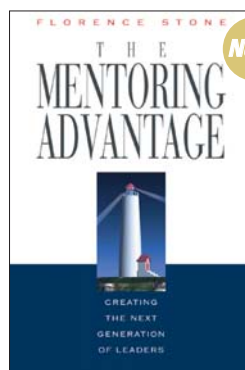
## The Mentoring Advantage

Creating the Next Generation of Leaders

by Florence Stone

Mentoring is become increasingly important, as companies seek to speed employee growth, build corporate cohesiveness, shorten learning tracks, support diversity initiatives, and address succession issues. Award-winning business author Florence Stone outlines how executives, managers, and employees can get the very most out of the mentoring relationship.

\$19.95, pb, 224 pages, ISBN 0-7931-8692-7, September 2004



New!

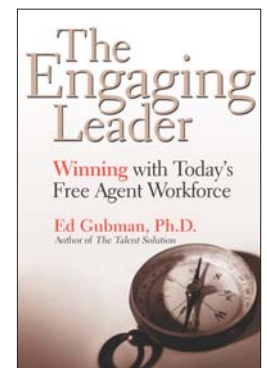
## The Engaging Leader

Winning with Today's Free Agent Workforce

by Ed Gubman, Ph.D.

Business leaders struggling to attract and retain skilled employees can learn valuable lessons from veteran sports team coaches. Examining the highly successful methods of coaching greats, *The Engaging Leader* helps today's business leaders learn to build on their strengths, focus on the long-term potential of employees, hold themselves accountable, take risks, and develop superb communications with team members.

\$25.00, hc, 224 pages, ISBN 0-7931-6514-8





# Leadership/Management

## Leadership Sopranos Style

How to Become a More Effective Boss

by Deborah Himself

Training expert Deborah Himself makes a clear case that Tony Soprano is the Jack Welch of his particular industry, and that his management style brilliantly illuminates a NEW set of leadership principles. Packed with anecdotes from the show and corporate America, techniques, quizzes, checklists, role-playing scenarios, and leadership development exercises, readers will understand the leadership tools and techniques that are necessary to whack the competition and win in business.

\$20.00, hc, 224 pages, ISBN 0-7931-8150-X



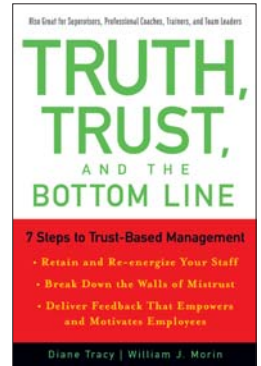
## Truth, Trust, and the Bottom Line

7 Steps to Trust-Based Management

by Diane Tracy, William J. Morin

*Truth, Trust, and the Bottom Line* offers managers, executives, coaches, trainers, team leaders, and human resources professionals new strategies for turning organizations around and regaining market share by moving to a coaching style of management, and improving the processes that are already in place.

\$25.00, hc, 240 pages, ISBN 0-7931-4163-X



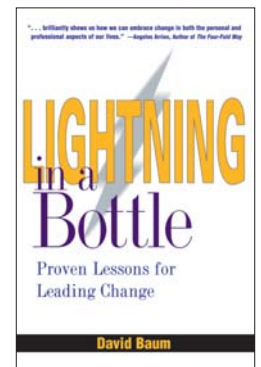
## Lightning in a Bottle

Proven Lessons for Leading Change

by David Baum

David Baum imparts his enlightened thoughts on leading change in over 60 vignettes with titles like *Fish in Muddy Waters*, *Don't Eat Your Seed Corn*, and *Keep to the Short List*. These essays impart memorable yet practical ideas to enlighten leadership and transform an organization.

\$18.95, pb, 232 pages, ISBN 0-7931-3595-8



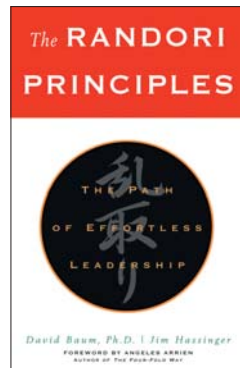
## The Randori Principles

The Path of Effortless Leadership

by David Baum Ph.D., Jim Hassinger

Two respected consultants, David Baum and Jim Hassinger, combine leadership lessons from ancient martial arts with cross-cultural knowledge that has been effectively used in the business world. Written for leaders of any organization undergoing change, Baum and Hassinger identify essential techniques and encourage heightened awareness in some 60 time-tested management lessons.

\$22.00, hc, 272 pages, ISBN 0-7931-4862-6



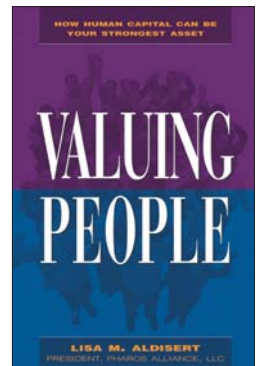
## Valuing People

How Human Capital Can Be Your Strongest Asset

by Lisa M. Aldisert

*Valuing People* offers business decision-makers advice on how to increase the value of their companies' most valuable intangible assets. Learn how to stay ahead of the competition by attracting, retaining, and motivating top people.

\$27.00, hc, 240 pages, ISBN 0-7931-5015-9



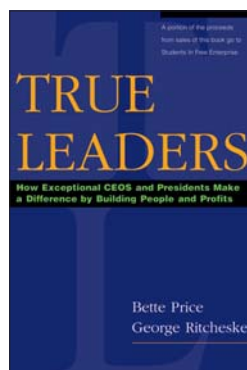
## True Leaders

How Exceptional CEOs and Presidents Make a Difference by Building People and Profits

by Bette Price, George Ritcheske

A truly profitable company is one that balances human values along with economic ones. *True Leaders* provides managers with a blueprint for success through positive leadership. Drawing on interviews with more than 25 CEOs and presidents, the authors outline ten leadership characteristics that anyone can adopt to build up their company's people and profits.

\$25.00, hc, 240 pages, ISBN 0-7931-4826-X



# Marketing

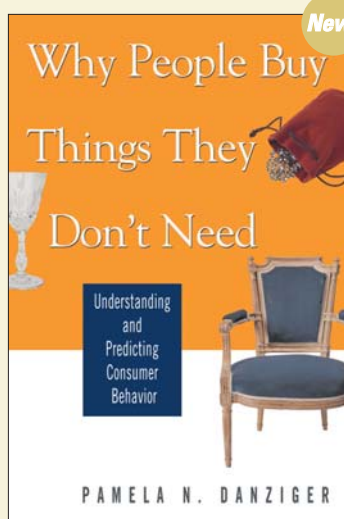
## Why People Buy Things They Don't Need

Understanding and Predicting Consumer Behavior

by Pamela N. Danziger

Consumer behavior has radically shifted from necessity-driven spending to discretionary spending. Marketing expert Pam Danziger focuses on understanding consumer motivation, or “why people buy”. Danziger meticulously profiles customers in more than 30 different categories of discretionary spending. Readers will understand the “why” behind consumer spending, will learn to anticipate their needs, and will get them to buy more things.

\$19.95, pb, 304 pages, ISBN 0-7931-8602-1, July 2004



## Brandscendence

Three Essential Elements of Enduring Brands

by Kevin A. Clark

World-class commercial brands such as BMW, Coke, Disney, General Electric, and IBM, and even not-for-profit institutions such as the Red Cross, are on the journey to “brandscendence.” In *Brandscendence*, Kevin Clark uses success stories and case studies to illustrate his theory on the 3 essential elements enduring brands must manage: relevance, context, and mutual benefit.

\$23.00, hc, 256 pages, ISBN 0-7931-8303-0, September 2004



## Ageless Marketing

Strategies for Reaching the Hearts & Minds of the New Customer Majority

by David Wolfe, Robert Snyder

David Wolfe and Robert Snyder offer a wealth of research, insights, and strategies for reaching middle-aged consumers while not ignoring younger markets. You will learn how “empathetic connections” drive many buying decisions for this market, why traditional plays simply will not work, and how to create marketing campaigns that yield continuing customer satisfaction and brand loyalty.

\$25.00, hc, 384 pages, ISBN 0-7931-7755-3



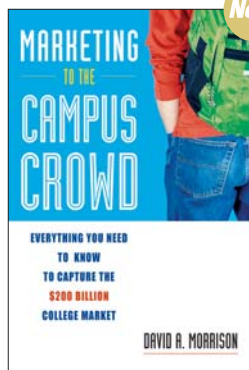
## Marketing to the Campus Crowd

Everything You Need to Know to Capture the \$200 Billion College Market

by David A. Morrison

The college market represents one of the world's most lucrative, yet elusive customers. Industry expert and consultant David A. Morrison tells you how to boost your company's bottom line and establish long-term brand loyalty by tapping into this \$200 billion market.

\$25.00, hc, 272 pages, ISBN 0-7931-8600-5



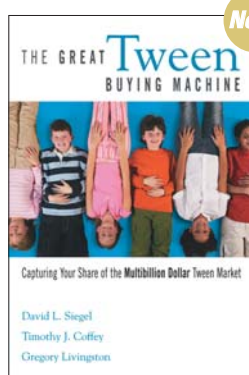
## The Great Tween Buying Machine

Capturing Your Share of the Multi-Billion-Dollar Tween Market

by David L. Siegel, Timothy J. Coffey, Gregory Livingston

No longer kids and not quite teenagers, tweens make up one of the fastest-growing markets. *The Great Tween Buying Machine* demystifies this hard-to-understand and often overlooked market, exploring successful ways in which to market to tweens, and revealing key information on how to expand your company's marketing base now. An early investment in the tween market is an investment in your company's future!

\$19.95, pb, 240 pages, ISBN 0-7931-8599-8



## The Art of Client Service

54 Things Every Advertising & Marketing Professional Should Know

by Robert Solomon

Account executives—and anyone else who deals with clients—will find themselves flinching, laughing, and committing to memory this sound advice, presented through real-life stories of satisfying success and embarrassing failure along the total spectrum of client service.

\$19.95, hc, 192 pages, ISBN 0-7931-6799-X





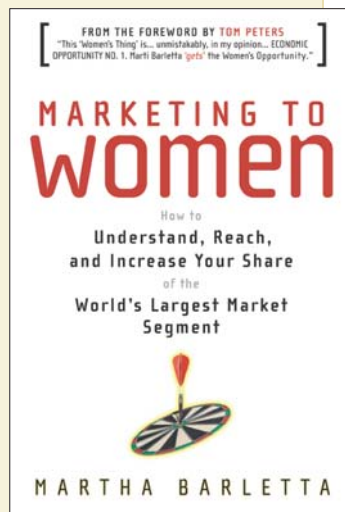
# Marketing

## Marketing to Women

How to Understand, Reach, and Increase Your Share of the World's Largest Market Segment  
*by Martha Barletta*

Companies that fail to recognize the power of the woman buyer are leaving money on the table. Marketing expert Martha Barletta explains why and how women reach different brand purchase decisions than men, and provides a detailed field guide for creating and executing a complete marketing plan that targets women.

\$23.00, hc, 288 pages, ISBN 0-7931-5963-6

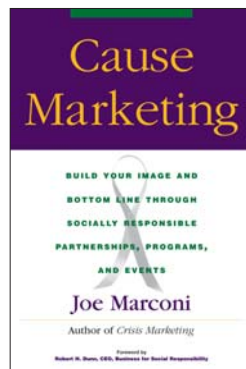


## Cause Marketing

Build Your Image and Bottom Line Through Socially Responsible Partnerships, Programs, and Events  
*by Joe Marconi*

Socially responsible marketing can help a business enhance its brand, increase customer and employee loyalty, differentiate itself from the competition, and boost its profits. *Cause Marketing* explains how to choose the right opportunity and develop a program to support it.

\$25.00, hc, 240 pages, ISBN 0-7931-5258-5

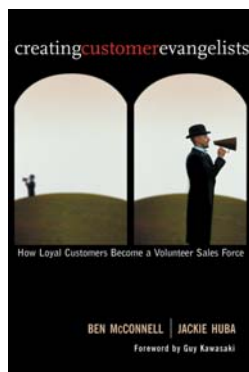


## Creating Customer Evangelists

How Loyal Customers Become a Volunteer Sales Force  
*by Ben McConnell, Jackie Huba*

Transform your customers into passionate and influential evangelists! You will learn how to develop evangelism marketing strategies and programs that will create communities of influencers who can expand and drive sales for your company.

\$25.00, hc, 224 pages, ISBN 0-7931-5561-4



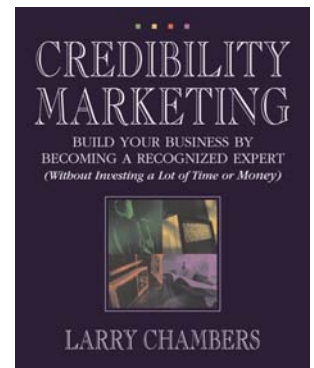
## Credibility Marketing

Build Your Business by Becoming a Recognized Expert

*by Larry Chambers*

In practically every industry, those who become the most successful are recognized as experts in their respective fields. Larry Chambers, a prolific author and credibility marketing expert, shows professionals how to increase their image and visibility via media exposure, separating themselves from the competition.

\$18.95, pb, 272 pages, ISBN 0-7931-4886-3



## Legendary Brands

Unleashing the Power of Storytelling to Create a Winning Marketing Strategy  
*by Laurence Vincent*

Inspiring fanatic loyalty and consumer involvement, heroic brands tell a story that consumers are eager to adopt as their own. *Legendary Brands* examines the powerful mythology surrounding such revered brands as Kodak, Starbucks, Harley Davidson, Coca-Cola, and many more—and shows marketers how to think like storytellers in order to draw consumers into a lifelong relationship.

\$27.00, hc, 336 pages, ISBN 0-7931-5560-6



## Permission Based E-Mail Marketing that Works!

*by Kim MacPherson*

To retain customers and solicit new clients, businesses need proven ways to make their products and services stand out. In a clear and lively tone, marketing expert Kim MacPherson explains the ins and outs of the virtual marketplace, including rented email lists versus in-house databases, embedded cookies, opt-in email lists, and ROI.

\$24.95, pb, 304 pages, ISBN 0-7931-4295-4



# Sales

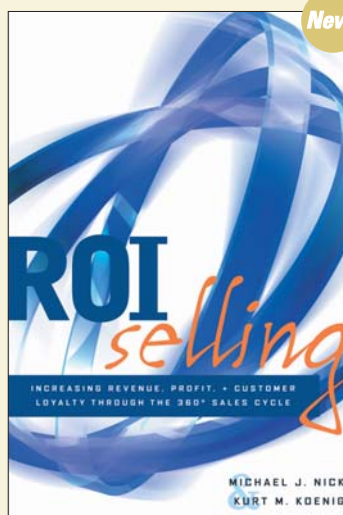
## ROI Selling

Increasing Revenue, Profit, and Customer Loyalty Through the 360° Sales Cycle

by Michael J. Nick, Kurt M. Koenig

Current economic conditions are forcing everyone from large corporations to smaller privately held companies to maximize their revenue streams from new and existing customers. Through the use of actual case studies, *ROI Selling* provides stories, success criteria, and actual statistics on value estimation to aid readers in building compelling ROI models for their own products and services.

\$27.00, hc, 384 pages, ISBN 0-7931-8799-0, Sept. 2004



New!

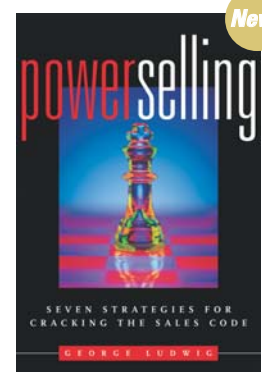
## Power Selling

Seven Strategies for Cracking the Sales Code

by George Ludwig

Based on 20 years of observation and research, *Power Selling* distills the hundreds of strategies, techniques, and behaviors used by the world's best salespeople to seven strategies. George Ludwig gives salespeople the tools they need to heighten awareness, change behaviors, and make the most of innate sales skills.

\$19.95, pb, 256 pages, ISBN 0-7931-8571-8, July 2004



New!

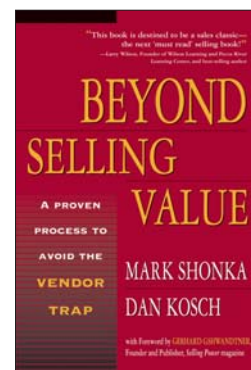
## Beyond Selling Value

A Proven Process to Avoid the Vendor Trap

by Mark Shonka, Dan Kosch

Top sales consultants Mark Shonka and Dan Kosch share their proven process for becoming a critical partner in their customers' success. From targeting the most promising prospects, to bypassing the gatekeepers, to reaching the decision-makers empowered to buy, to closing the deal with a powerful presentation, the authors impart their battle-tested secrets to forging long-term business relationships.

\$18.95, pb, 304 pages, ISBN 0-7931-5470-7



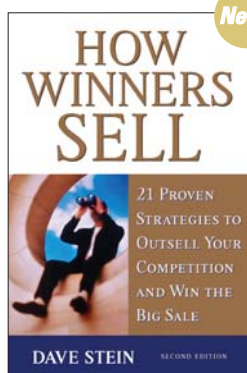
## How Winners Sell

21 Proven Strategies to Outsell Your Competition and Win the Big Sale, 2nd Edition

by Dave Stein

*How Winners Sell* reveals the successful techniques used by savvy professionals whose detailed plans and flawless execution beat the competition every time. Applying the 21 strategies found in *How Winners Sell* will provide you with what you need to achieve sustainable success in this tough and competitive economy.

\$25.00, hc, 240 pages, ISBN 0-7931-8569-6



New!

## From Contact to Contract

496 Proven Sales Tips to Generate More Leads, Close More Deals, Exceed Your Goals, and Make More Money

by Dianna Booher

*From Contact to Contract* provides professionals with a comprehensive collection of 496 tips and best practices without getting bogged down in long explanations of sales theory and models. Gleaned from her 20+ years experience advising Fortune 500 companies, corporate communications consultant Dianna Booher shares insights that will help both novice and seasoned sales professionals to promote their credibility in order to succeed.

\$19.95, pb, 304 pages, ISBN 0-7931-6800-7



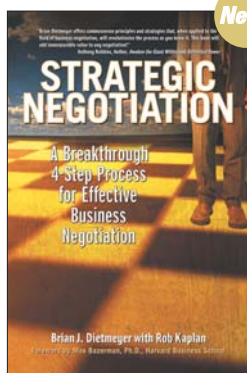
## Strategic Negotiation

A Breakthrough 4-Step Process for Effective Business Negotiation

by Brian J. Dietmeyer, Rob Kaplan

In today's challenging and ever-changing business environment, it is imperative to understand negotiations from the perspective of both the buyer and the seller. *Strategic Negotiation* presents a strategic, four-step approach to negotiation that assists sales professionals in reaching their own business goals, while ensuring that their customers meet budget and professional objectives.

\$23.00, hc, 224 pages, ISBN 0-7931-8304-9



New!



# Sales

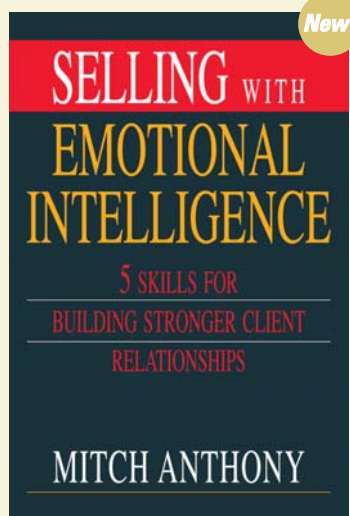
## Selling with Emotional Intelligence

5 Skills for Building Stronger Client Relationships

by Mitch Anthony

Emotional Intelligence (E.Q.) is the ability to relate to people and maintain positive relationships, and is now widely regarded as more critical to workplace success than I.Q. *Selling with Emotional Intelligence* offers the first-ever examination of emotional intelligence as it relates to sales performance. Author and sales trainer Mitch Anthony presents sales professionals with a proven program for increasing their emotional intelligence, thus improving their sales success.

\$22.00, hc, 272 pages, ISBN 0-7931-6128-2

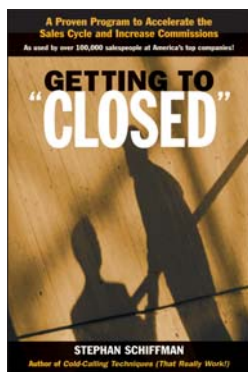


## Getting to "Closed"

A Proven Program to Accelerate the Sales Cycle and Increase Commissions  
by Stephan Schiffman

Salespeople are wasting time with people who don't know what they want to buy, aren't really interested in buying, or have no authority to buy, resulting in a time management nightmare. *Getting to "Closed"* presents effective strategies to turn prospects into revenue, using a proprietary system that has been implemented by more than 100,000 salespeople at major companies worldwide.

\$17.95, pb, 208 pages, ISBN 0-7931-5389-1



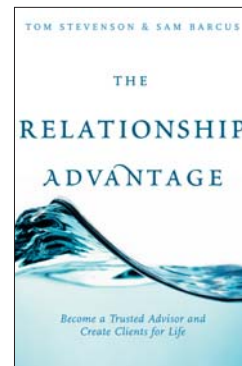
## The Relationship Advantage

Become a Trusted Advisor and Create Clients for Life

by Tom Stevenson, Sam Barcus

By creating a consultative culture focused on building partnerships, sales organizations can become extraordinarily effective at finding, winning, and keeping highly-profitable customers. Complete with examples, anecdotes, and coaching tips, *The Relationship Advantage* is required reading for executives and managers who know they should be driving key relationships but don't know how to do it.

\$25.00, hc, 272 pages, ISBN 0-7931-7026-5



## Sales Don't Just Happen

26 Proven Strategies to Increase Sales in Any Market

by Stephan Schiffman

You shouldn't have to hold hands with indecisive prospects, coaxing them along just because they haven't said "no". *Sales Don't Just Happen* helps salespeople increase the bottom line by purging the prospect list of those who won't "play ball". This simple yet powerful strategy can transform your sales career overnight.

\$15.95, pb, 208 pages, ISBN 0-7931-5463-4





# Professional Finance

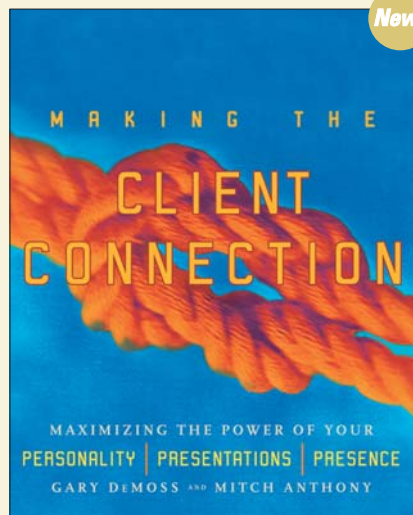
## Making the Client Connection

Maximizing the Power of Your Personality, Presentations, and Presence

by Gary DeMoss, Mitch Anthony

Due to the sensitive nature of financial products, those in the financial sales industry who develop trusting relationships with their customers are more likely to retain them. *Making the Client Connection* reveals the techniques every successful financial sales executive must know in order to build a solid client relationship.

\$30.00, hc, 256 pages, ISBN 0-7931-8696-X



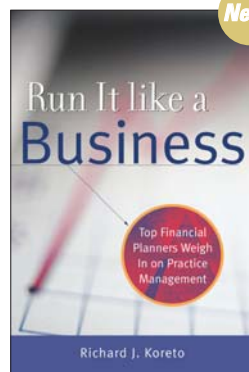
## Run it Like a Business

Top Financial Planners Weigh in on Practice Management

by Richard J. Koreto

Success as a financial planner depends more on an individual's overall management skills than his or her stock-picking ability, says veteran financial writer Richard Koreto. For the first time, leading experts in the financial planning industry share the compelling secrets that have helped them to break away from the competition. This insightful guide to practice management will give you first-hand advice on how to establish, grow, and run a successful practice—and eventually sell it at a profit.

\$35.00, hc, 272 pages, ISBN 0-7931-8338-3



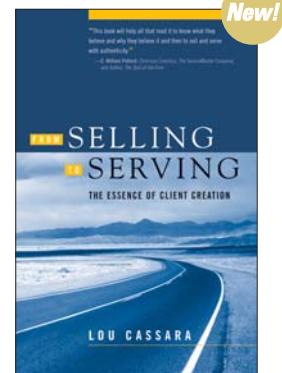
## From Selling to Serving

The Essence of Client Creation

by Lou Cassara

The old model of relating to clients based on controlling them is no longer effective. Industry sales coach Lou Cassara provides new principles and patterns necessary to focus on creating quality relationships and sustaining success. *From Selling to Serving* will change the way you think about these relationships and help you move from a selling to serving mindset to create unlimited opportunity.

\$25.00, hc, 272 pages, ISBN 0-7931-9207-2



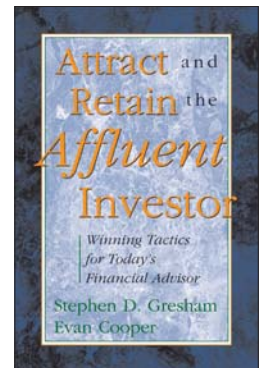
## Attract and Retain the Affluent Investor

Winning Tactics for Today's Financial Advisor

by Stephen D. Gresham, Evan Cooper

To ensure future success, financial advisors must find a way to compete for one of the fastest-growing segments of the investing population—the affluent. *Attract and Retain the Affluent Investor* will show you that by adapting current methods and learning how to provide a richer level of service, you will be able to capitalize on this opportunity and create greater client satisfaction.

\$35.00, hc, 224 pages, ISBN 0-7931-4433-7



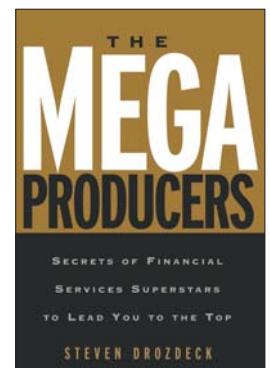
## The Mega Producers

Secrets of Financial Services Superstars to Lead You to the Top

by Steven Drozdeck

Join the elite group of financial professionals controlling one-quarter of the monetary assets in the United States. *The Mega Producers* offers a fresh approach to truly be “the best of the best” in the competitive world of financial management and planning. Noted financial services trainer Steven Drozdeck offers reality-based planning and guidance that will jumpstart your career.

\$40.00, hc, 256 pages, ISBN 0-7931-7836-3



# Professional Finance

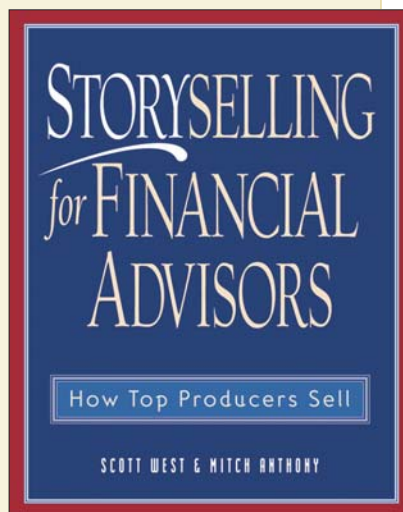
## Storyselling for Financial Advisors

How Top Producers Sell

by Scott West, Mitch Anthony

Put the power of story telling into selling financial products! Read about the process of making these intuitive connections, translated into understandable and practical strategies that any financial professional can use. Learn how these actual stories can help you tap into the “gut reaction” of different types of clients.

\$30.00, hc, 256 pages, ISBN 0-7931-3664-4



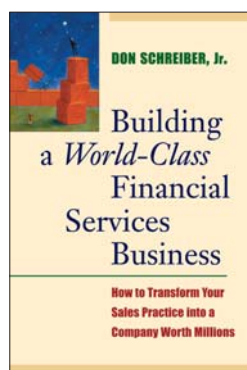
## Building a World-Class Financial Services Business

How to Transform Your Sales Practice into a Company Worth Millions

by Don Schreiber, Jr.

When many financial planners and advisors decide the time has come to sell their practice, they are stunned to learn that their business has little, if any, equity value. Build your practice into an institutional quality business while continuing to increase current income.

\$40.00, hc, 304 pages, ISBN 0-7931-4490-6



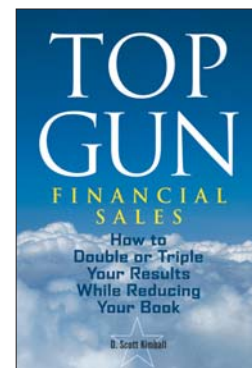
## Top Gun Financial Sales

How to Double or Triple Your Results While Reducing Your Book

by D. Scott Kimball

Leading investment advisor D. Scott Kimball suggests that by dropping 80 percent of your clients and never taking on more than 50 clients, financial salespeople can substantially increase their profits and production. Kimball created the Top Gun Sales Business Model—a model that accentuates the importance of working closely with a few high net worth individuals in lieu of trying to half-heartedly serve thousands of smaller clients.

\$35.00, hc, 208 pages, ISBN 0-7931-6064-2

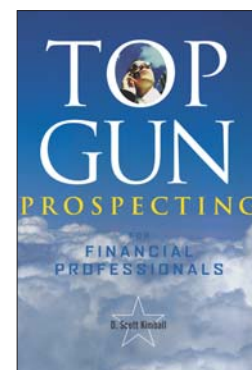


## Top Gun Prospecting for Financial Professionals

by D. Scott Kimball

*Top Gun Prospecting for Financial Professionals* outlines Wall Street executive and author D. Scott Kimball's methods for contact management systems, lists, advertising, cold calling, direct mail, networking, seminars, referrals, the Internet, attitude, and time management. The volume is filled with stories of real-life brokers who have succeeded in structuring their businesses for maximum prospecting efficiency.

\$30.00, hc, 208 pages, ISBN 0-7931-7839-8



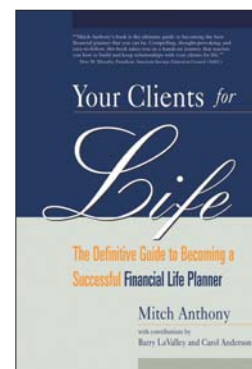
## Your Clients for Life

The Definitive Guide to Becoming a Successful Financial Life Planner

by Mitch Anthony

*Your Clients for Life* is the definitive “how-to” book on the revolutionary and lucrative trend of Financial Life Planning. Financial industry expert Mitch Anthony supplies the guidance and strategies advisors need to serve clients in this more holistic manner.

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Provide your clients with these valuable tools to supplement your professional advice.

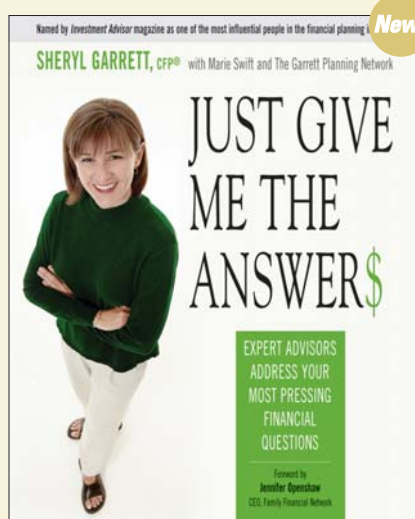
## Just Give Me the Answer\$

Expert Advisors Address Your Most Pressing Financial Questions

by Sheryl Garrett, CFP®, Marie Swift, The Garrett Planning Network

Written by financial guru Sheryl Garrett, CFP®, *Just Give Me the Answer\$* is an invaluable money guide that your clients will reach for again and again. By combining time-tested wealth building principles with verified resources and professional insights, *Just Give Me the Answer\$* provides practical advice for everyone.

\$18.95, pb, 352 pages, ISBN 0-7931-8339-1



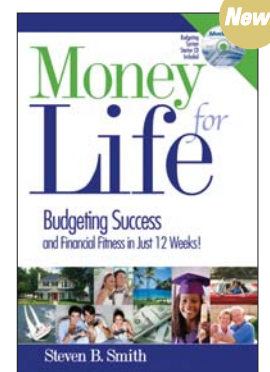
## Money for Life

Budgeting Success and Financial Fitness in Just 12 Weeks

by Steven B. Smith

*Money for Life* will take your clients on a financial journey via fictional characters. Your clients will learn to implement a 12-week back-to-the-basics budgeting approach based on the timeless “envelope” method of budgeting. The starter CD for Mvelopes® Personal, an online budgeting system, is included with the book.

\$14.95, pb, 208 pages, ISBN 0-7931-8793-1

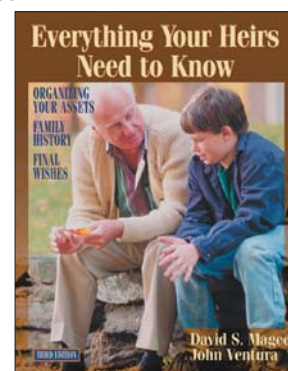


## Everything Your Heirs Need to Know

by David S. Magee, John Ventura

This simple and useful record keeping resource enables your clients to assemble important information on personal history, insurance, benefits, bank accounts, real estate, and miscellaneous assets and debts. This updated edition contains updated forms and tax information, a family medical history page, a genealogical chart, and information on living wills and durable power of attorney for health care.

\$19.95, pb, 208 pages, ISBN 0-7931-2987-7



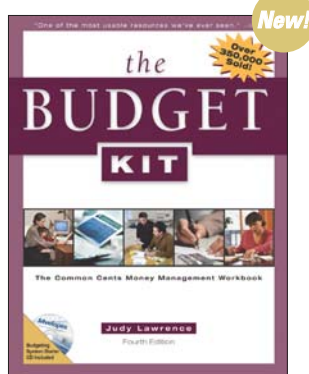
## The Budget Kit

The Common Cents Money Management Workbook, 4th Edition

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Completely revised and updated, *The Budget Kit* is a best-selling classic that has helped hundreds of thousands of people gain financial freedom. Lawrence will guide your clients through the electronic shift to a cashless society, keep them connected to their money, get their spending under control, and help them to create a budget.

\$18.95, pb, 176 pages, ISBN 0-7931-4128-1



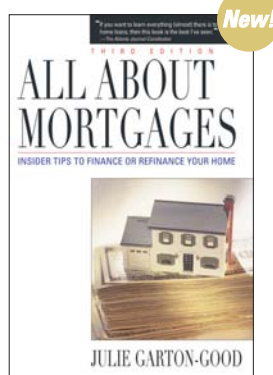
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How can your clients gauge if the decisions they make are financially sound and in their best interests for the long run? In the newly revised 3rd edition of her bestselling book, real estate expert and syndicated columnist Julie Garton-Good shows how to pick a loan that works in your clients' best interest—not the lender's.

\$19.95, pb, 320 pages, ISBN 0-7931-8597-1



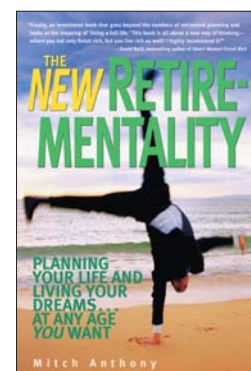
## The New Retirementality

Planning Your Life and Living Your Dreams...At Any Age You Want

by Mitch Anthony

Retirement may span 30 years or longer and should not be viewed as an isolated economic event but rather a part of ongoing life planning. *The New Retirementality* will help your clients paint a detailed portrait of their own perfect future and show them how to achieve it.

\$16.95, pb, 224 pages, ISBN 0-7931-4182-6



# General Business

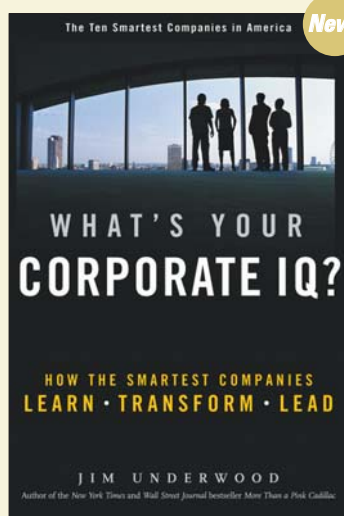
## What's Your Corporate IQ?

How the Smartest Companies Learn, Transform, Lead

by Jim Underwood

*What's Your Corporate IQ?* is the first of its kind to describe the interrelationships between corporate strategy, CEO attributes, leadership, values, and ethics. In a reader-friendly style, Jim Underwood profiles the high IQs of the "ten smartest companies in America." While taking a humorous look at the self-defeating practices some managers employ, he points out that leaders who commit to good strategy have definite advantages over their competition.

\$22.00, hc, 224 pages, ISBN 0-7931-8573-4, Sept. 2004



**New!**

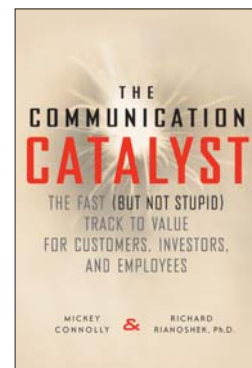
## The Communication Catalyst

The Fast (BUT NOT STUPID) Track to Value For Customers, Investors, and Employees

by Mickey Connolly,  
Richard Rianoshek, Ph.D.

Two leading consultants offer entrepreneurs and business leaders speed-guaranteed communication skills to achieve a true competitive edge. An engaging and insightful parable woven through *The Communication Catalyst* demonstrates the principles in action. Learn communication tactics that can help get products to market faster, seize new opportunities before the competition, and increase productivity.

\$25.00, hc, 272 pages, ISBN 0-7931-4904-5



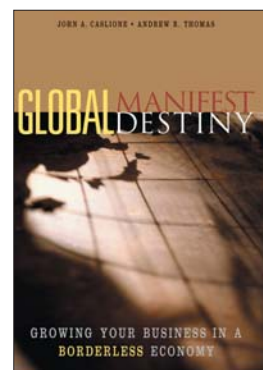
## Global Manifest Destiny

Growing Your Business in a Borderless Economy

by John A. Caslione, Andrew R. Thomas

Prominent international economic experts offer global perspectives on critical business processes, strategies companies can use to break into the global marketplace, real-world case histories, plus a comprehensive resource list. *Global Manifest Destiny* provides the knowledge and expertise businesses need to establish a successful worldwide presence.

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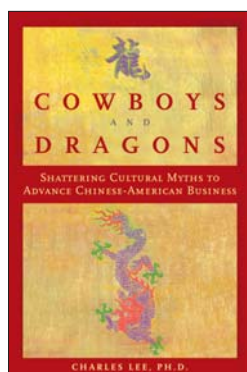
## Cowboys and Dragons

Shattering Cultural Myths to Advance Chinese-American Business

by Charles Lee, Ph.D.

This pragmatic yet sensitive approach to building East/West business relationships urges readers to seek understanding ahead of quick answers. Bicultural businessman Charles Lee outlines the traditional, social, political, and economic factors affecting Chinese and American business environments, deconstructing the myths of the "cowboy" and the "dragon."

\$27.00, hc, 256 pages, ISBN 0-7931-6029-4



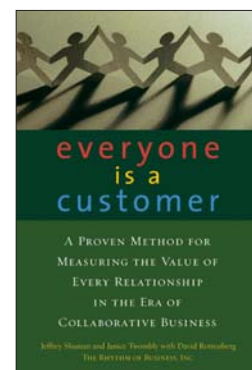
## Everyone is a Customer

A Proven Method For Measuring The Value Of Every Relationship In The Era of Collaborative Business

by Jeffrey Shuman, Janice Twombly,  
David Rottenberg

Award-winning business architects have developed a proven method for measuring the value of every relationship—a method specifically designed for today's era of collaborative business. *Everyone is a Customer* offers entrepreneurs and business executives easy-to-follow advice about how to achieve success through "win-win" collaborative relationships.

\$24.00, hc, 240 pages, ISBN 0-7931-5412-X





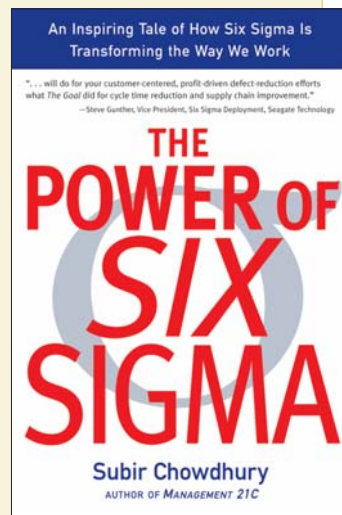
## Transform your company with Six Sigma

### The Power of Six Sigma

by Subir Chowdhury

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\$17.95, hc, 144 pages,  
ISBN 0-7931-4434-5

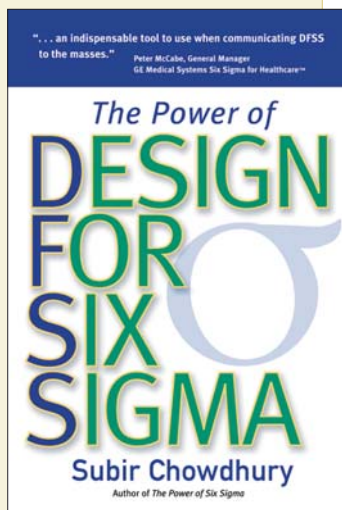


### The Power of Design for Six Sigma

by Subir Chowdhury

*The Power of Design for Six Sigma* by Subir Chowdhury is the first book to clearly and simply describe Design for Six Sigma (DFSS)—for everyone at every level of an organization. Written as a dialogue between two typical business professionals, it explains DFSS in an engaging and entertaining way.

\$17.95, hc, 168 pages,  
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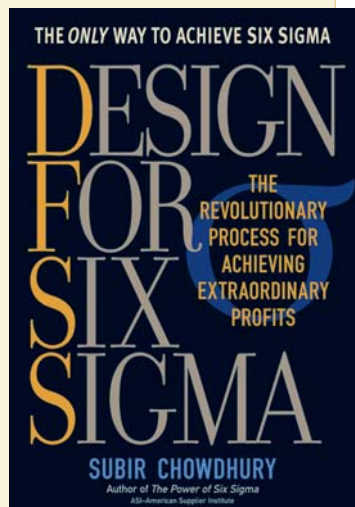
### Design for Six Sigma

The Revolutionary Process for Achieving Extraordinary Profits

by Subir Chowdhury

To achieve this level of near perfection, a corporation must attack problems at the design stage. For the first time, leading quality expert and author Subir Chowdhury presents Design For Six Sigma (DFSS), a revolutionary five-step process that will take your company all the way to Six Sigma.

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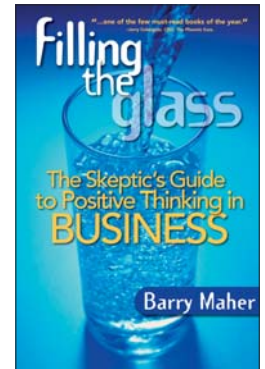
### Filling the Glass

The Skeptics Guide To Positive Thinking In Business

by Barry Maher

For many of us, there is a disconnection between what we believe we should be doing in our careers and lives, and what we actually find ourselves doing. Barry Maher provides ten strategies to turn the job (and life) you have into the job (and life) you want—so that you never have to settle for half full or half empty again.

\$19.95, pb, 240 pages, ISBN 0-7931-3865-5



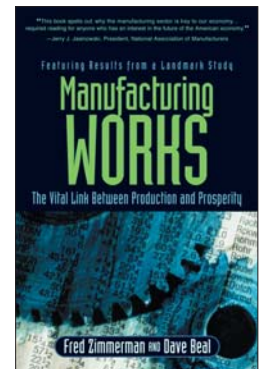
### Manufacturing Works

The Vital Link Between Production and Prosperity

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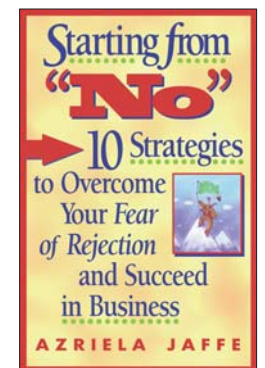
### Starting from "No"

10 Strategies to Overcome Your Fear of Rejection and Succeed in Business

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# Entrepreneurship/Small Business

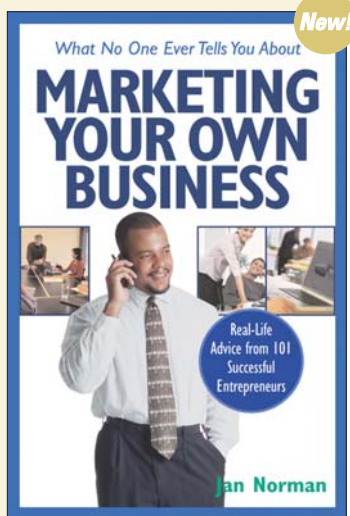
## What No One Ever Tells You About Marketing Your Own Business

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by Jan Norman

One of the nation's foremost small business authorities reveals the successes of 101 entrepreneurs. They share their marketing strategies for defining a business niche, branding, competitive pricing, relationship marketing, advertising, public relations and utilizing the Internet for additional profits.

\$18.95, pb, 256 pages, ISBN 0-7931-8572-6, July 2004



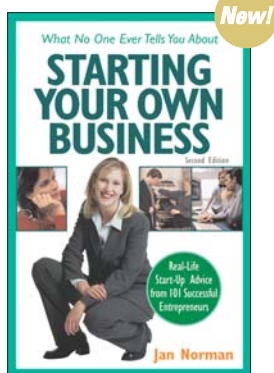
## What No One Ever Tells You About Starting Your Own Business

Real-Life Start-Up Advice from 101 Successful Entrepreneurs, 2nd Edition

by Jan Norman

This updated, expanded edition by Jan Norman, one of the nation's foremost small business authorities, guides readers through every stage of business start-up, from planning to marketing. Norman combines practical, straightforward how-to advice with interesting and memorable narratives.

\$18.95, pb, 240 pages, ISBN 0-7931-8596-3, July 2004



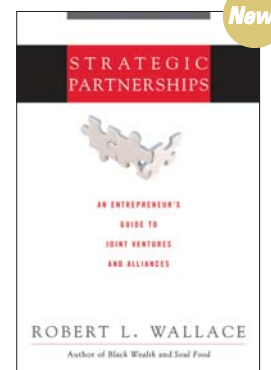
## Strategic Partnerships

An Entrepreneur's Guide to Joint Ventures and Alliances

by Robert L. Wallace

Strategic alliances can provide business owners with long-term security, new revenue channels, and, often, the anchor needed to maintain stability in otherwise turbulent waters. The author outlines a framework that business owners can use to conceive, develop, and execute such relationships. The stories and interviews will give you real-life takeaways that you can relate and apply to your own situation, providing you with a specific tool to move your business forward.

\$22.00, hc, 224 pages, ISBN 0-7931-8828-8, September 2004



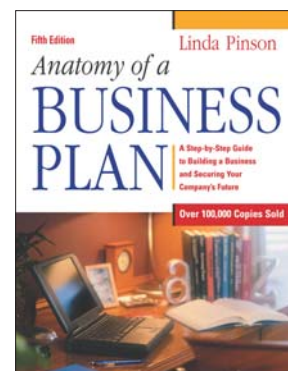
## Anatomy of a Business Plan

A Step-by-Step Guide to Starting Smart, Building the Business, and Securing Your Company's Future, 5th Edition

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Award-winning author and business planning expert Linda Pinson has updated the book that has helped over 1 million businesses get up and running. Both new and established businesses will benefit from *Anatomy of a Business Plan's* mix of time-tested planning strategies and an entirely new chapter on marketing techniques.

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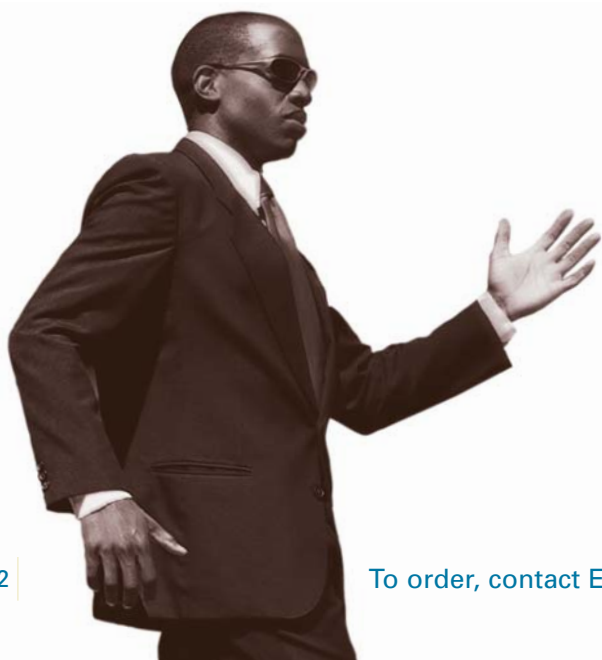
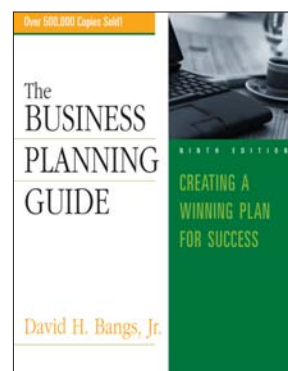
## The Business Planning Guide

Creating a Winning Plan for Success, 9th Edition

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Learn the ins and outs of business analysis, financial forecasting, and budgeting guidelines necessary for any company to grow and prosper. *The Business Planning Guide* offers practical, proven, real-life advice on investigating market conditions, determining financing, analyzing your business' strengths and weaknesses, and persuading investors to make informed decisions.

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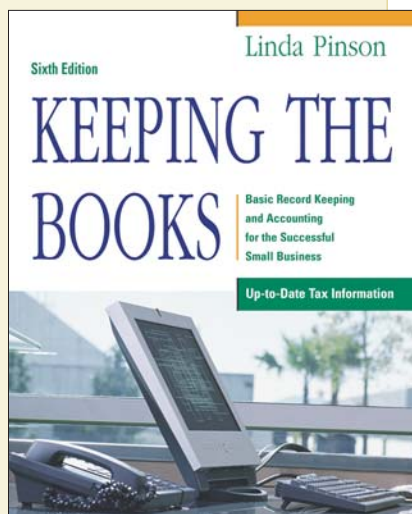


## Keeping the Books

Basic Record Keeping and Accounting for the Successful Small Business, 6th Edition  
by Linda Pinson

You won't succeed as an entrepreneur unless you learn to keep your financial records in order. The premier resource for basic book-keeping and business record management, *Keeping the Books* is a comprehensive treatment of one of the most important and often neglected aspects of running a business. This popular financial reference tool is user-friendly and packed with easy-to-understand illustrations, worksheets, and forms, and includes a business resource section and a glossary.

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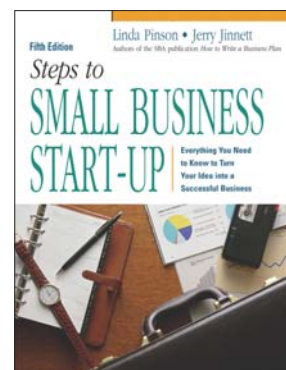
## Steps to Small Business Start-Up

Everything You Need to Know to Turn Your Idea Into a Successful Business, 5th Edition

by Linda Pinson, Jerry Jinnett

Your Big Ideas Can Mean Big Business—YOUR Big Business! Now in its fifth edition, *Steps to Small Business Start-Up* shows you how to get started, find a business, secure a license, set up shop, manage your financial resources, and promote your business. With this guide as your mentor, you will have all the tools you need to get started.

\$22.95, pb, 256 pages, ISBN 0-7931-7927-0



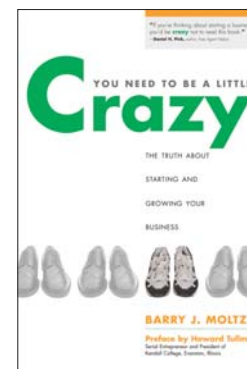
## You Need to be a Little Crazy

The Truth About Starting and Growing Your Business

by Barry Moltz

Seasoned entrepreneur Barry Moltz offers straight talk about starting and growing your business—and why you need to be a little crazy to do it. Moltz debunks the myths of start-up businesses and confirms what many entrepreneurs already know: passion, courage, and a streak of craziness are what enable people to turn their backs on stability to pursue their dreams.

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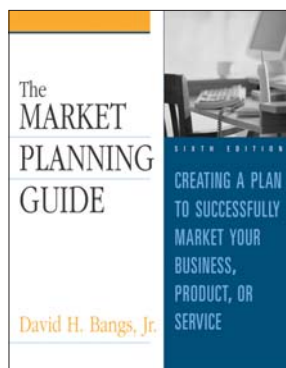
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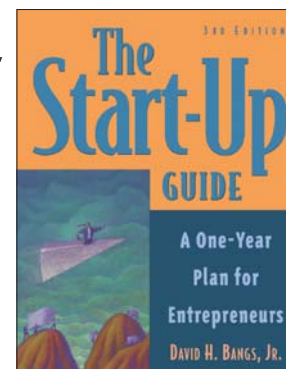
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A One-Year Plan for Entrepreneurs, 3rd Edition

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This complete action plan for starting a successful small business is designed to allow would-be business founders to cover all the essential steps in the planning process. It's packed with practical aids such as worksheets, checklists, and "Action Plan" forms that leave nothing to chance. A must have for new entrepreneurs!

\$22.95, pb, 192 pages, ISBN 1-57410-115-3



# Training & Human Resources

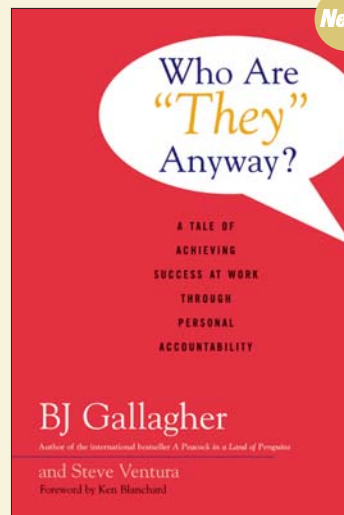
## Who Are “They” Anyway?

A Tale of Achieving Success at Work through Personal Accountability

by BJ Gallagher,  
Steve Ventura

Both practical and inspirational, this charming workplace parable is written to appeal to the heads and hearts of employees at all levels—from the front line, to supervisors and middle managers, all the way to top executives. It includes tips, strategies, quizzes, and how-tos to help readers apply the story in their own work lives. Its message of encouragement and empowerment will provide enormous personal and organizational payoffs.

\$14.95, hc, 128 pages, ISBN 0-7931-8829-6, August 2004



New!

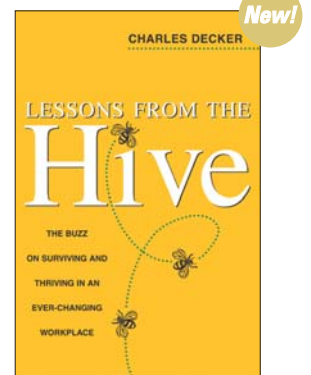
## Lessons from the Hive

The Buzz on Surviving and Thriving in an Ever-Changing Workplace

by Charles Decker

This engaging and enlightening parable based on the semi-fictional candle company Bee Natural will lend insight into grappling with change management policies and strategies. *Lessons from the Hive* will inspire employees and managers to generate motivation, improve morale, attract and retain customers, compete with new players, deal with core values, and maintain quality of product and service.

\$16.95, hc, 128 pages, ISBN 0-7931-9186-6, November 2004



New!

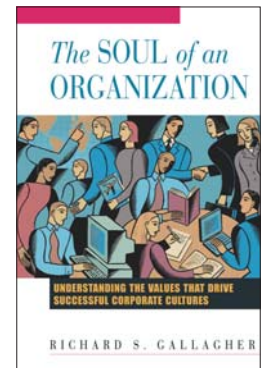
## The Soul of an Organization

Understanding The Values That Drive Successful Corporate Cultures

by Richard S. Gallagher

If you are a manager, human resources or training professional, this book will show you how Southwest Airlines, Wendy's, Dell Computers, and others implemented core values to propel them to the top of their industry—and how you can do the same!

\$19.95, pb, 256 pages, ISBN 0-7931-5780-3



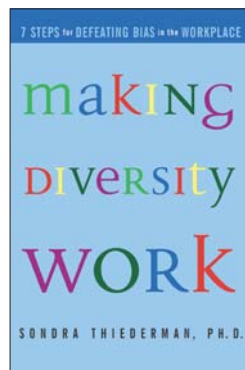
## Making Diversity Work

7 Steps for Defeating Bias in the Workplace

by Sondra Thiederman, Ph.D.

Diversity expert Sondra Thiederman, Ph.D. says it is individuals, not systems, that must change. Thiederman uses real-life examples, practical tips, and exercises to dissect the problems surrounding diversity in the workplace.

\$25.00, hc, 199 pages, ISBN 0-7931-7763-4



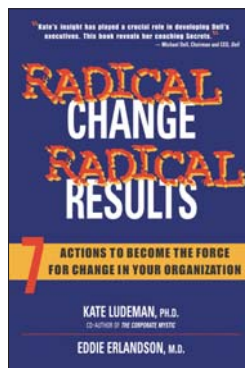
## Radical Change, Radical Results

7 Actions To Become The Force For Change In Your Organization

by Kate Ludeman, Ph.D.,  
Eddie Erlandson, M.D.

Top consultants Kate Ludeman and Eddie Erlandson divulge their breakthrough, 7-step program for achieving a successful corporate transformation. Utilizing the “tools” of Curiosity, Awareness, Authenticity, Accountability, Candor, Genius, and Appreciation, you can get your employees to move past the typical resistance and fear of change to embrace a common goal of adaptability and productivity.

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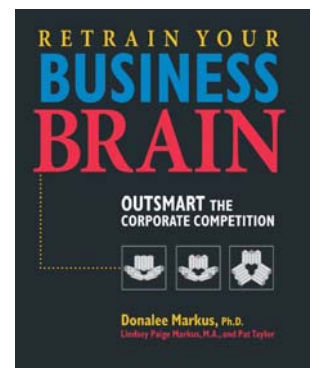
## Retrain Your Business Brain

Outsmart The Corporate Competition

by Donalee Markus, Ph.D.,  
Lindsey Paige Markus, M.A.,  
Pat Taylor

Think outside the box! Dr. Markus presents 101 original, visual perception and context-free puzzles that can actually change the way employees integrate information, opening the door to an unlimited number of new possibilities and improving “brain elasticity”.

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# Customer Service

## Positively Outrageous Service

How to Delight and Astound Your Customers and Win Them for Life, 2nd Edition

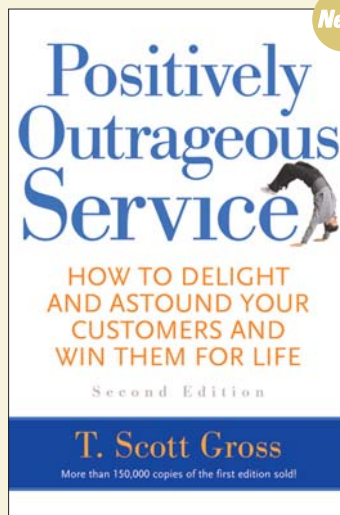
by T. Scott Gross

To be truly successful, innovative businesspeople must learn the art of Positively Outrageous Service (POS)—doing the unexpected unexpectedly and giving the customer more than he or she could hope for.

Customer service guru

T. Scott Gross brings these concepts into the 21st century with the second edition of *Positively Outrageous Service*.

\$18.95, pb, 224 pages, ISBN 0-7931-8823-7, Sept. 2004



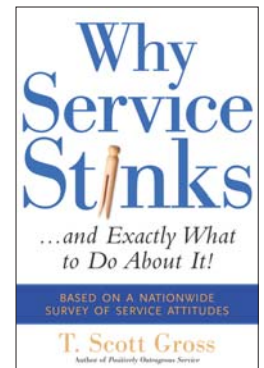
New!

## Why Service Stinks...and Exactly What to Do About It!

by T. Scott Gross

Customer service expert T. Scott Gross surveyed 10,000 very vocal consumers and talked one-on-one with service people around the globe to create a psychological profile of the perfect customer service employee. *Why Service Stinks* contains the results of his research along with studies from the nation's leading consumer organizations, top business schools, and successful companies.

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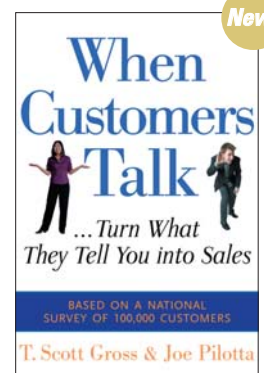
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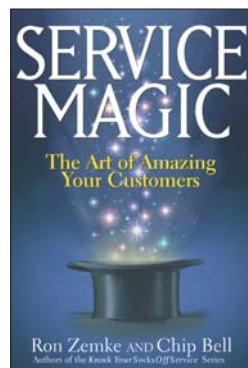
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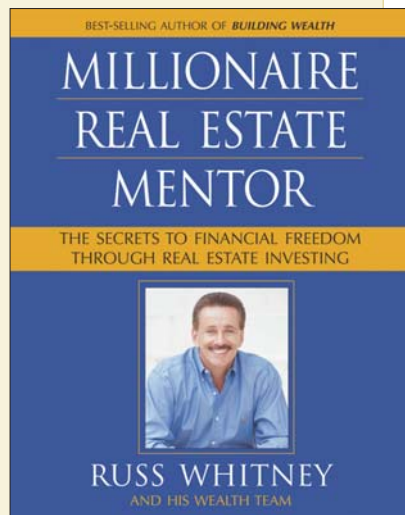
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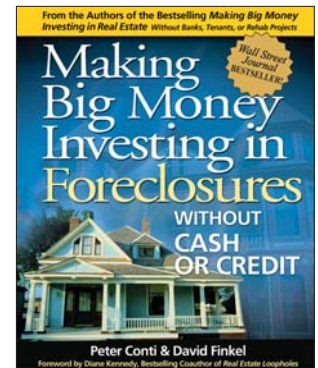


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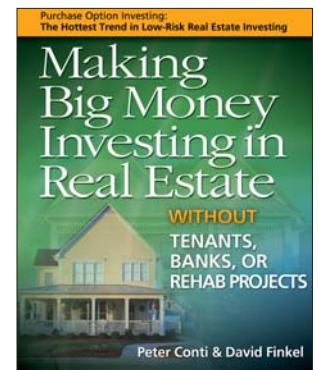


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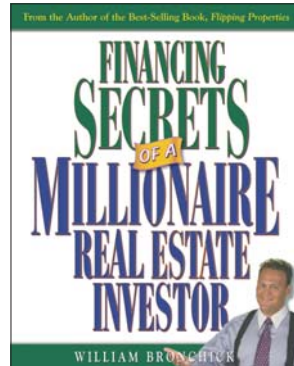


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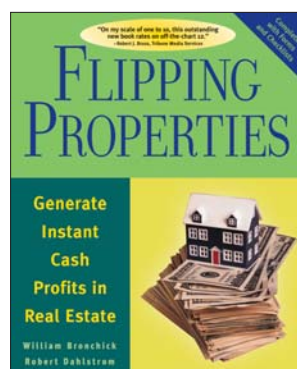
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