



The Power of Six Sigma Transformed the Way We Work.  
Continue the Journey to the Next Level ...

# The Power of DESIGN FOR SIX SIGMA

Subir Chowdhury  
Author of The Power of Six Sigma

Uncover Problems in a New or Existing Home

# THE INSIDER'S GUIDE TO HOME INSPECTION

Avoiding the Nightmare of  
Purchasing a Money Pit

Barry Stone  
Author of the National Association  
Inspector's in the House

# the GET OUT OF DEBT KIT

Your Roadmap to Total Financial Freedom

Deborah Hirschman

# COWBOYS AND DRAGONS

SHATTERING CULTURAL MYTHS TO  
ADVANCE CHINESE-AMERICAN BUSINESS

CHARLES LEE, PH.D.

# 2002

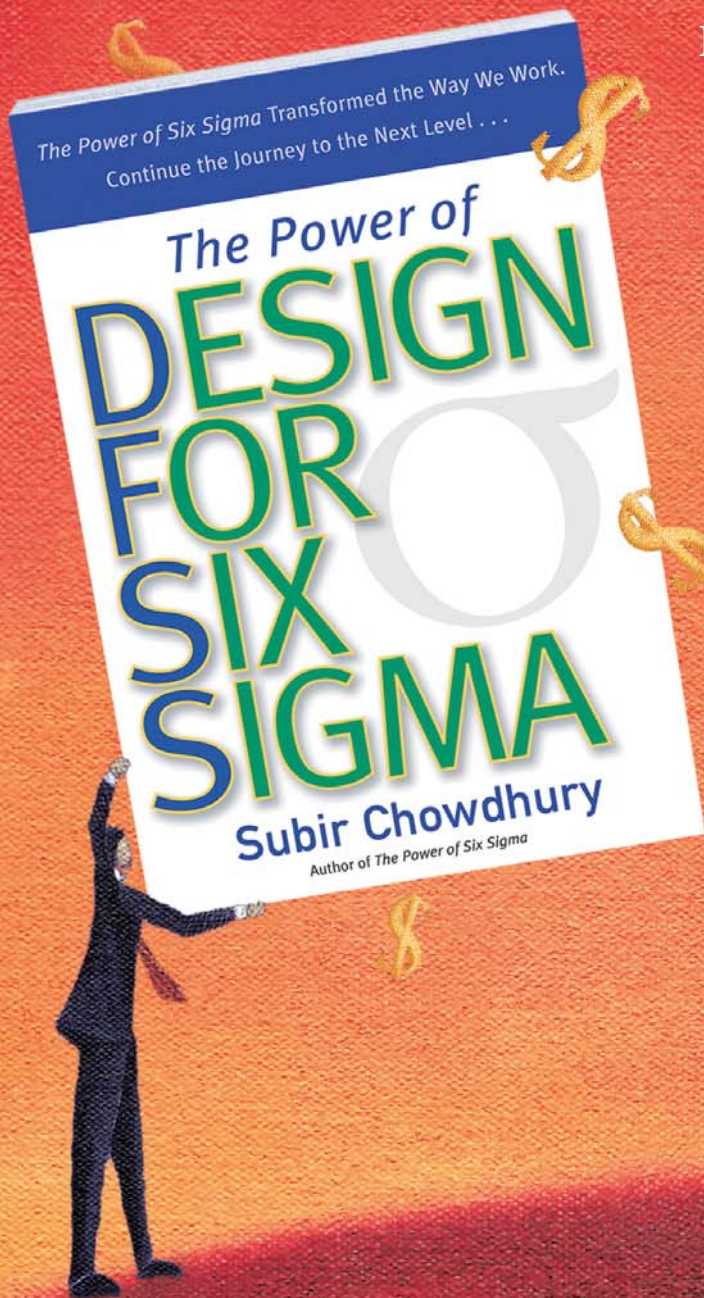
Fall-Winter

# Dearborn™

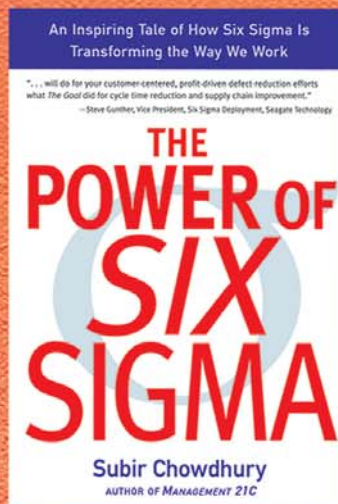
Trade Publishing

Continue the Journey to the Next Level with...

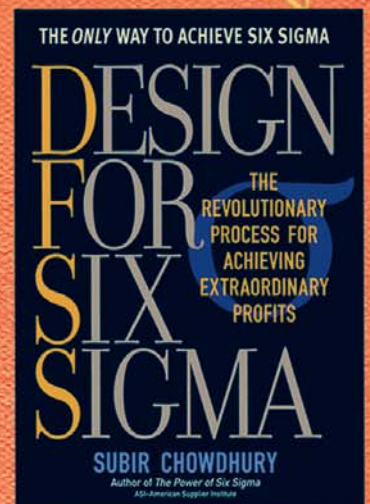
# The Power of Design for Six Sigma



First, *The Power of Six Sigma* transformed the way we work. Then, *Design for Six Sigma* showed us the only way to achieve Six Sigma. Now, *The Power of Design for Six Sigma* continues the journey to the next level.



**International Bestseller!**  
Over a quarter of a million copies sold worldwide. Translated into more than 10 languages.



**The First Business Book about DFSS**

# The Power of Design for Six Sigma

Subir Chowdhury (Livonia, MI)

*“Every new GE product and service in the future will be DFSS–Designed for Six Sigma.”*

–Jack Welch, 1998 GE Annual Report

## SPECIAL OFFER!

Buy 3 copies,  
get 50% discount.

Use 0-7931-6066-9  
on order form.

(Not applicable in Canada)

Even with the best Six Sigma implementation, most companies only attain a Four or Five Sigma level. To truly attain the level of Six Sigma, 3.4 defects per million, companies need to go back to the drawing board and create a product or process using Design for Six Sigma (DFSS). DFSS incorporates the voice of the customer (the need for quality products) and the voice of the company (the need for increased profits).

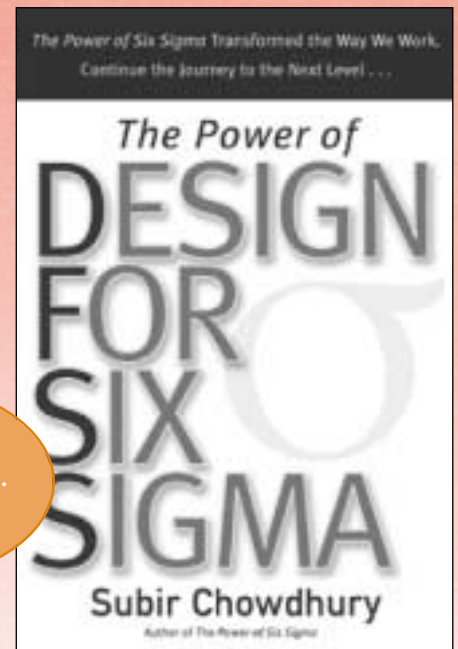
As with any big initiative, the key to success is companywide understanding and acceptance. Readers raved about the simplicity of *The Power of Six Sigma* to explain this effective, though complex management process. Sure to be another bestseller, *The Power of Design for Six Sigma*, another fictionalized tale, starts where *The Power of Six Sigma* ended. In the same captivating style of its predecessor, *The Power of Design for Six Sigma* conveys the logic behind this extraordinary management process using a nonthreatening, easy-to-understand format.

Through a conversation between “Joe” and “Larry,” two typical business professionals, Chowdhury explains why DFSS is the only way to achieve Six Sigma. Readers will learn the five steps of DFSS:

1. Identify the opportunity.
2. Define the opportunity based on customer needs.
3. Develop the concepts, testing for potential failure.
4. Optimize the design.
5. Verify the design and process.

In *The Power of Design for Six Sigma*, Chowdhury clearly communicates the only way to achieve Six Sigma.

Hailed by *The New York Times* as a leading quality expert, Subir Chowdhury is the Society of Manufacturing Engineers’ 2002 Gold Medal Recipient. Chowdhury is the executive vice president at American Supplier Institute (ASI), the world leader on DFSS implementation consulting and training.



## NOVEMBER

5 x 7½, 144 pages, 56821001

\$17.95 hc, \$27.95 Canadian

ISBN: 0-7931-6060-X

Print run: 50,000

Category: Business Management

## Marketing Plan

- ▶ \$100,000 marketing and advertising campaign
- ▶ National business media campaign
- ▶ Co-op available
- ▶ Author's extensive consulting

## Bookseller Tips

- ✓ Chowdhury's *Design for Six Sigma* (Dearborn Trade, 2002) is the first business trade book on the subject. With *The Power of Design for Six Sigma*, Chowdhury is first-to-market, explaining DFSS in an accessible way.
- ✓ Translated into over 10 languages, *The Power of Six Sigma* is an international bestseller with over 250,000 copies sold.

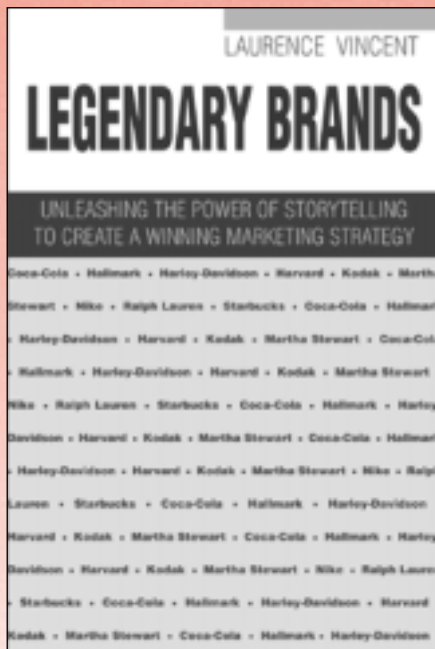
## Other Titles by the Author

- The Power of Six Sigma, 2001 (0-7931-4434-5)
- Design for Six Sigma, 2002 (0-7931-5224-0)
- The Talent Era, 2002 (0-1304-1040-3)
- Management 21C, 1999 (0-2736-3963-3)

## Internet

[www.asiusa.com](http://www.asiusa.com)

## Call for Rights Availability



## NOVEMBER

6 x 9, 336 pages, 56819301

\$27.00 hc, \$41.95 Canadian

ISBN: 0-7931-5560-6

Print run: 15,000

Category: Marketing

### Marketing Plan

- ▶ Co-op available
- ▶ Advance galley mailing
- ▶ National print and broadcast media campaign
- ▶ Promotion at author's speaking engagements and seminars

### Bookseller Tips

- ✓ According to the most recent census, there are more than 5 million corporate marketers, brand managers, and public relations specialists in the United States.
- ✓ There are more than 475 four-year universities in the United States that offer marketing and public relations programs representing well over 25,000 undergraduate and graduate students.

### International and Subsidiary Rights Available

# Legendary Brands

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

Laurence Vincent (Los Angeles, CA)

*Why do Coke, Nike, and Apple inspire so much loyalty among consumers? Laurence Vincent explains how smart marketing professionals can emulate these companies to build lasting brand allegiance.*

Coke, Martha Stewart, Ralph Lauren, and Hallmark engender tremendous devotion, sometimes almost a cult following, among consumers. To create this kind of loyalty, these brands express consistent values and “stories” and, in the process, claim a unique niche in the marketplace. These most successful brands have fine-tuned their stories, building a legacy that attracts steadfast fans, creates tremendous visibility, and underscores enormous profit potential.

Author Laurence Vincent has been a keen observer and frontline player in developing the brand stories of many outstanding companies. In *Legendary Brands: Unleashing the Power of Storytelling to Create a Winning Marketing Strategy*, he explores:

- The four essential elements that support a successful branding effort
- Ways consumers bond with a particular brand and create a unique culture around a product
- How the best brands tell their stories in ways beyond television spots or space ads—through product placements and sponsorships, among other tactics
- Special problems and anomalies in building a legacy, including a discussion of public and charitable causes, political brands, and public personalities
- Innovative research tools that reveal attitudes and feelings about products that traditional research methods (focus groups, for example) overlook
- What leading marketers do when a brand becomes irrelevant or damaged—how they revive and position their brands in fresh and exciting ways

More than a discussion of theory, *Legendary Brands* is also a prescriptive guide that outlines how to apply the theory to specific brand issues. This book presents readers with plenty of no-nonsense interviews with leading brand managers, creative directors, and other experts. From their frank comments, readers will learn new ways to approach specific marketing problems, as well as innovative solutions to untangle an assortment of thorny branding issues.

Laurence Vincent is a founder and senior principal of Cabana Group, a Los Angeles-based marketing and strategic alliance consulting firm for entertainment and media properties. He leads the firm's Strategic Planning practice, which assists clients in developing long-range, consumer-focused strategic alliances. He also heads Cabana Group's research initiatives, which explore consumer attachments to brand experiences. Vincent's prior work experience includes five years in the Corporate Alliances division at The Walt Disney Company, where he managed global, consumer-focused marketing alliances between Disney and such Fortune 500 companies as American Express, AT&T, Coca-Cola, FedEx, Kodak, and Mattel, among others. He is a frequent speaker on the topics of branding and corporate alliances.

# Creating Customer Evangelists

## *Profit from Turning Loyal Customers into a Volunteer Sales Force*

Ben McConnell and Jackie Huba (Chicago, IL)

Foreword by Guy Kawasaki

*Harness the power of evangelism marketing to increase customer loyalty, sales, and profitability of your brand.*

**W**hen customers are truly thrilled about their experience with a product or service, they become outspoken “evangelists” for a company. Savvy marketing professionals are discovering that this group of satisfied believers can be leveraged as a potent marketing tool to increase their customer universe.

Authors Ben McConnell and Jackie Huba know how to take a company’s best customers and turn them into influential, loyal, and enthusiastic evangelists. Readers of *Creating Customer Evangelists* will learn how to develop evangelism marketing strategies and programs that will create communities of influencers who can expand and drive sales for a company.

The authors outline and explain the six basic tenets of creating customer evangelists:

- Conduct ongoing customer research.
- “Napsterize” your knowledge.
- Build the buzz.
- Make bite-size chunks.
- Create community.
- Create a cause.

To illustrate these tenets and show how solid customer relationships can build and sustain companies through good and rocky times, the authors offer several case studies. These in-depth company profiles provide real-life examples of evangelism marketing at work, including the opportunities and pitfalls of specific campaigns.

Readers will learn how organizations as diverse as Southwest Airlines, Krispy Kreme Doughnuts, and The Dallas Mavericks successfully built their customer base and created targeted marketing programs to involve their biggest fans. These programs have produced legions of unofficial salespeople and a cost-effective and powerful marketing force.

By deepening customer relationships, successful companies create customer communities that generate grassroots support and value for their products and services. *Creating Customer Evangelists* focuses on this personal and emotional marketing approach. As McConnell and Huba demonstrate, this approach can convert good customers into exceptional ones who willingly spread the word.

**Ben McConnell** and **Jackie Huba** are the founders of Wabash & Lake, a marketing consulting firm that works to create global communities of evangelists for client companies. Before establishing Wabash & Lake, McConnell and Huba were executives at an Internet marketing firm, where they helped develop and expand the online marketing strategies of such Fortune 500 clients as Campbell Soup, General Mills, Eli Lilly, Freddie Mac, Procter & Gamble, and Wyndham Hotels, among others. They also are active speakers at local and national sales and marketing conferences.



## DECEMBER

6 x 9, 240 pages, 56819401

\$25.00 hc, \$38.95 Canadian

ISBN: 0-7931-5561-4

Print run: 15,000

Category: Marketing

### Marketing Plan

- ▶ National business media campaign
- ▶ Advance galley mailing
- ▶ Authors’ speaking engagements and seminars
- ▶ Promotion in the Wabash & Lake e-mail newsletter
- ▶ Co-op available

### Bookseller Tips

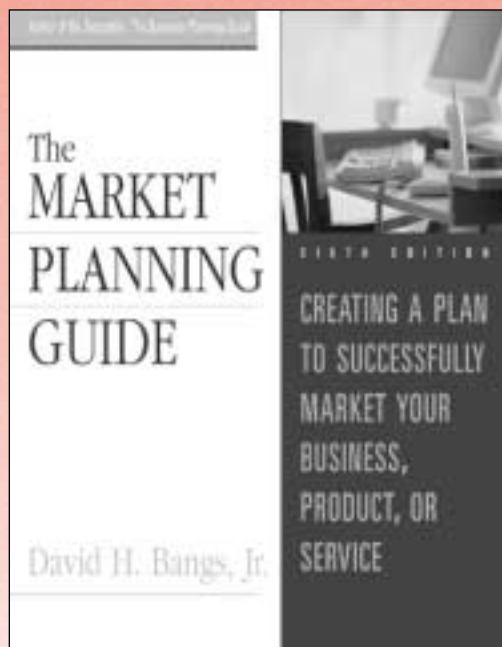
- ✓ According to a recent study released by Euro RSCG, the world's fifth-largest advertising agency network, mass advertising is the least effective way for technology marketers to reach their target audience. The most effective tactic: word-of-mouth.
- ✓ For the launch of the Ford Focus, Ford gave 120 influential young consumers a Focus to drive for six months in five key markets: New York, Miami, Los Angeles, Chicago, and San Francisco. Ford was able to get the Focus off to a brisk start, selling 286,166 units in its first full year.

### Internet

[www.wabashandlake.com](http://www.wabashandlake.com)

[www.creatingcustomer evangelists.com](http://www.creatingcustomer evangelists.com)

### International and Subsidiary Rights Available



# The Market Planning Guide

*Creating a Plan to Successfully Market Your Business, Product, or Service, 6th Edition*

David H. Bangs, Jr. (Portsmouth, NH)

*Get hands-on proven marketing basics with this “bible” of business marketing.*

## OCTOBER

8½ x 11, 256 pages, 61000306

\$22.95 pb, \$35.95 Canadian

ISBN: 0-7931-5971-7

Print run: 35,000

Category: Marketing

Previous edition ISBN: 1-57410-098-X

### Marketing Plan

- ▶ Co-op available
- ▶ National print and online publicity
- ▶ Talk radio nationwide

### Bookseller Tips

- ✓ Bangs’s “brand name” in marketing and business planning make his titles perennial bestsellers.
- ✓ Getting back to marketing basics is the key to business survival in tough times.

### Other Titles by the Author

- The Business Planning Guide, 2002 (0-7931-5409-X)
- The Start-Up Guide, 1998 (1-57410-115-3)

### International and Subsidiary Rights Available

**M**arketing is the lifeblood for succeeding in business. What venture can survive without customers? Every business, whether large or small, has to understand who its customers are and how to sell to those customers cost-effectively, be it products or services.

Here’s everything needed to develop comprehensive, customized marketing plans and effective and focused marketing strategies for every size business—from sole proprietors to Fortune 500 corporations. Readers will learn the questions to ask in order to create their own outline for a comprehensive marketing plan, including targeting the most profitable customers, standing out from the competition, pricing to maximize profits, and selling that yields results.

From mastering the basics to applying marketing principles to the actual marketing plans of two different companies, this user-friendly workbook gets readers up-to-speed fast, and:

- Generates solutions to customer-retention issues using Web tools.
- Delivers a simple process for creating and supporting sales forecasts.
- Identifies differences in marketing for smaller ventures versus larger companies.
- Enhances growth opportunities using the Internet for information sharing and troubleshooting.

This is the most comprehensive, yet easy-to-use marketing planning tool available. Bangs outlines what’s at the heart of marketing an enterprise: the thrill of making a business grow, serving more customers, trying new ways to deliver value to customers, and watching employees grow and develop.

David H. “Andy” Bangs, Jr. is a long-time entrepreneur, founder of Upstart Publishing Company, bestselling author, and former banker. Calling himself “Writer, Sailor, Appreciator” (not necessarily in that order), Bangs’s genial yet proven strategies on marketing businesses of all shapes and sizes have made him one of the nation’s most sought-after experts. From his home base on the coast of New England, he has penned such perennial business blockbusters as *The Business Planning Guide* and *The Start-Up Guide*. He also has coauthored numerous others.

# Marketing to Women

## *How to Understand, Reach, and Increase Your Share of the Largest Market Segment*

Martha Barletta (Winnetka, IL)

*Businesses that get serious about targeting women, the largest and fastest-growing market, will enjoy increased sales and long-term growth.*

Consider these remarkable statistics: Women make 85% of all buying decisions in the home. They represent nearly 50% of the management workforce. They make up more than 50% of all corporate purchasing agents. And, as entrepreneurs, they drive 70% of new business ventures.

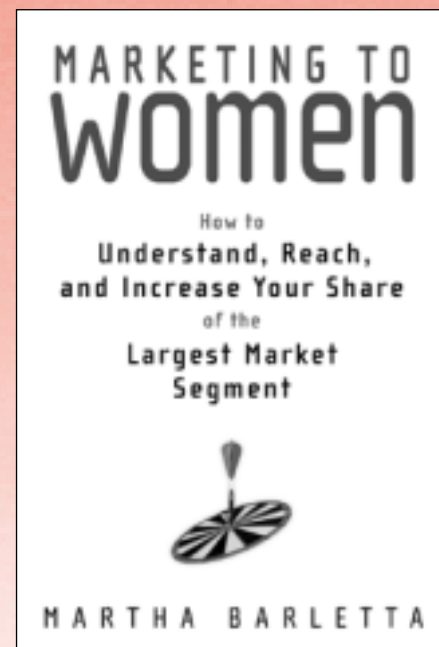
In *Marketing to Women*, marketing expert Martha Barletta presents a compelling business case for why marketing professionals, men and women alike, should allocate real dollars and undivided attention to the largest untapped market in the world—women. She then explains why and how women reach different brand purchase decisions than men, and provides a detailed field guide for creating and executing a complete marketing plan that targets women.

Some of the marketing insights offered in *Marketing to Women* include the following:

- *Women have wallets, too.* Find out how to woo America's Chief Purchasing Officers inside and outside the home.
- *What women want.* Decode the feminine buying mystique by understanding how female culture provokes different brand responses, buying patterns, and purchase decisions.
- *Buy her love.* Think strategy. Go beyond lip service to real service to reach women, close the sale, and follow through.

With humor and dead-on observations, readers will learn how some of the world's top companies have become more gender-savvy, revamped their marketing plans, and generated dynamic sales and profits by courting women. Included in *Marketing to Women* are examples of various branding campaigns; success stories from corporate marketing gurus; self-assessment quizzes to underscore key concepts and guiding principles of the book; and invaluable lists of women-centric books, Web sites, and market leaders, with annotations and commentary by the author.

Martha Barletta, president of The TrendSight Group, is a recognized authority on gender-focused marketing strategies for women consumers. She spent more than 20 years refining her sales and marketing methodologies at top-flight ad agencies working for such brands as Kodak, Kraft, and Allstate. Barletta has offered her expertise to business schools, including Northwestern University's Kellogg Graduate School of Management, and has been featured in *AdWeek*, the *San Francisco Examiner*, the *Toronto Star*, and *DM News*.



**JANUARY 2003**

6 x 9, 272 pages, 56820301

\$23.00 hc, \$35.95 Canadian

ISBN: 0-7931-5963-6

Print run: 20,000

Category: Sales and Marketing

### Marketing Plan

- ▶ Advance galley mailing
- ▶ National business media campaign
- ▶ Author's extensive speaking engagements
- ▶ Promotion on author's Web site and in e-mail newsletter
- ▶ Co-op available

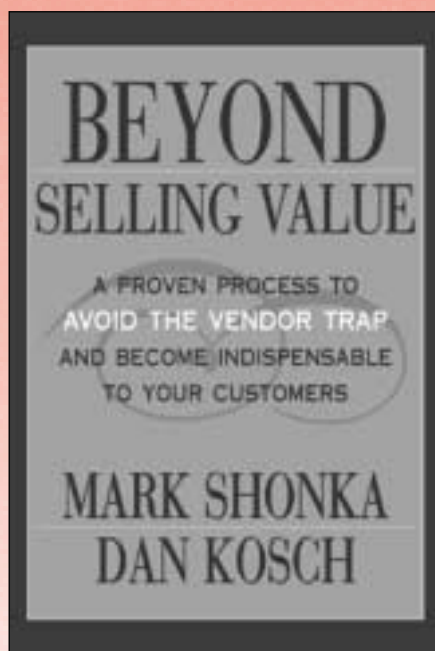
### Bookseller Tips

- ✓ While many books discuss trends in marketing to women, few books present how-to direction for applying the trends to the marketing process. Barletta translates trends into actionable advice to create a marketing plan that will speak to the female customer.
- ✓ In the U.S., women make 85% of all purchasing decisions. Marketing professionals need to know how to reach women more effectively and secure their share of the largest market.

### Internet

[www.trendsight.com](http://www.trendsight.com)

### International and Subsidiary Rights Available



# Beyond Selling Value

*A Proven Process to Avoid the Vendor Trap and Become Indispensable to Your Customers*

Mark Shonka and Dan Kosch (Minneapolis, MN)

*Today's sales professionals are hungrier than ever for new ideas to help them avoid the dreaded "vendor" label.*

## OCTOBER

6 x 9, 304 pages, 56819201

\$18.95 pb, \$28.95 Canadian

ISBN: 0-7931-5470-7

Print run: 15,000

Category: Sales

### Marketing Plan

- ▶ Advance galley mailing
- ▶ National business media campaign
- ▶ Authors' extensive speaking engagements and seminars, including Microsoft three times a year.
- ▶ Co-op available

### Bookseller Tips

- ✓ Sales professionals are always hungry for new ideas and strategies to help them turn selling obstacles into lucrative opportunities.
- ✓ Over 40 sales trainers at IMPAX conduct training and coaching every day based on the authors' proprietary sales process outlined in *Beyond Selling Value*.

### Internet

[www.impaxcorp.com](http://www.impaxcorp.com)

### International and Subsidiary Rights Available

Yesterday's sales professional relied on comparing product features and benefits, low prices, and aggressive closings. Today, a new vernacular is emerging to describe sales success.

Selling value. Selling as a process. Being more than a vendor. Increasing margins. Making price irrelevant. Winning executive-level credibility. Creating competitive immunity. These are the watchwords driving the 21st century sales professional. Where challenges abound, however, genuine solutions remain scarce.

Breaking out of the "vendor trap" requires nothing short of a wholesale rethinking of what it means to sell value. Salespeople must reevaluate the types of opportunities they pursue, how they plan accounts, what they learn about their customers, and the level of customer they're willing to sell to. Such a revolutionary change in approach to the nature of sales also requires a new strategic step-by-step plan for progressing through the sales cycle. That is precisely the process described in *Beyond Selling Value*.

Featuring success stories culled from dozens of real-life selling challenges, *Beyond Selling Value* takes the reader out of the world of dry, textbook selling and onto the corporate front lines. Using these battle-tested strategies as a guide, *Beyond Selling Value* walks readers through every stage of the sales process, from targeting the right customers through presenting a strategic business solution to the executive-level decision maker—that one elusive person in the customer organization who is truly positioned to buy value.

Along the way, readers learn the most effective methods to:

- Gather critical intelligence about the customer's business.
- Outmaneuver the gatekeepers who try to block the path to the top.
- Gain access to senior-level executives to deliver high-impact business presentations.
- Establish long-term business relationships where you work closely with decision makers.

For the crowd captivated by strategic selling and enamored with spin selling, the next generation in selling has arrived. *Beyond Selling Value* delivers just what today's sales professionals need—a proven method to stop getting beat up on price and start becoming a critical player in their customers' future success.

Together, authors and IMPAX Corporation co-presidents Mark Shonka and Dan Kosch have tallied more than 40 years of experience in direct sales, sales management, and sales consulting and training. Since 1984, IMPAX has worked with thousands of sales professionals in the United States and abroad. Shonka and Kosch are highly sought-after authorities on a range of sales topics, including value selling, strategic account selling, strategic account management, account planning, and sales leadership. Including names like IBM, 3M, DuPont, FMC, D&B, AT&T, and Microsoft, the authors' client list reflects the cream of the selling crop of corporate America.

# Sales Don't Just Happen

## 26 Proven Strategies to Increase Sales in Any Market

Stephan Schiffman (New York, NY)

*An acknowledged sales pro reveals practical strategies and tried-and-true techniques for converting prospects into customers.*

**W**hat are the secrets for converting prospects into loyal customers? How can business relationships move to the next level—with more sales closed? Author Stephan Schiffman, one of the nation's leading sales trainers, presents strategies that guide salespeople to these answers.

Schiffman's "noise principle" is basic to finding out quickly whether a business relationship is viable. Readers will learn how to "make noise"—that is, do or say something that requires a response—and identify which relationships are poised to move to the next level. In easy-to-understand terms, Schiffman outlines 26 strategies that will help salespeople get on the radar screen, speed up the selling process, get better information, and close more and bigger deals.

Specifically, Schiffman shows how to:

- *Get the appointment.* It's easier than readers might think.
- *Turn a mistake into an advantage.* Turn a sales blunder into a sales benefit.
- *Reignite dormant relationships.* Here are some easy and creative ways to connect with old contacts and win new commitments.
- *Get people off the fence.* Salespeople find out exactly where they stand.
- *Escalate the sale by getting your manager involved.* Schiffman uses his own company's management to "rescue" lost sales, and gets 13 percent of his annual revenue from prospects who initially said, "No thanks!"
- *Win new business from old customers.* Expand the contact network within the account.

Large companies, including ExxonMobil, AT&T, and Aetna/USHealthcare, have used the approaches in this book with outstanding results. Small and midsize businesses, as well as entrepreneurs, also have found Schiffman's highly motivational how-to strategies both invaluable and practical. Written in a straightforward style, with plenty of examples, readers will find new tactics, conversation-starters, and practical, time-tested advice that will win accounts and generate increased revenue.

**Stephan Schiffman** is the founder of D.E.I. Management Group, which has become one of the nation's fastest growing sales training organizations. Since 1979, D.E.I. has trained more than half a million professionals through seminars, workshops, and lectures. *Selling Power* magazine rated Schiffman the #1 sales expert in prospecting as a result of his pioneering work in sales and training. He is the author of 18 books, including the bestselling *Cold Calling Techniques (That Really Work!)* and his latest book, *Getting to "Closed."* Schiffman has been the subject of articles in the *Wall Street Journal*, the *New York Times*, *Sales and Marketing Management, Inc.* magazine, and *Bank Magazine*, and is a frequent guest on national radio and television shows.



## OCTOBER

6 x 9, 224 pages, 56819101  
\$15.95 pb, \$24.95 Canadian  
ISBN: 0-7931-5463-4  
Print run: 20,000  
Category: Sales

### Marketing Plan

- ▶ National business media campaign
- ▶ Advance galley mailing
- ▶ Co-op available
- ▶ Author's extensive speaking engagements and conferences

### Bookseller Tips

- ✓ Schiffman's bestselling book, *Cold Calling Techniques (That Really Work!)*, has sold over 400,000 copies.

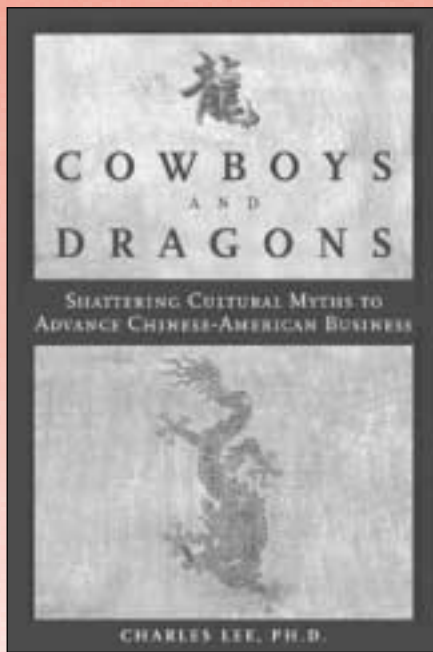
### Other Titles by the Author

- *Getting to "Closed,"* 2002 (0-7931-5389-1)
- *Cold Calling Techniques (That Really Work!),* 1999 (1-5806-2076-0)

### Internet

[www.dei-sales.com](http://www.dei-sales.com)

### International and Subsidiary Rights Available



**MARCH 2003**

6 x 9, 256 pages, 56820701

\$27.00 hc, \$41.95 Canadian

ISBN: 0-7931-6029-4

Print run: 12,500

Category: Management

### Marketing Plan

- ▶ National business media campaign
- ▶ Advance galley mailing
- ▶ Co-op available
- ▶ Author's extensive speaking and teaching engagements

### Bookseller Tips

- ✓ Every businessperson with an interest in the world's largest untapped customer base will want to read this book.
- ✓ Dr. Lee is a frequent guest lecturer in many MBA classes of business schools, including Wharton School at the University of Pennsylvania, Oregon Graduate Institute, Indiana University, Tuck School at Dartmouth, Peking University, National University of Singapore, and National Taiwan University.

### International and Subsidiary Rights Available

# Cowboys and Dragons

## *Shattering Cultural Myths to Advance Chinese-American Business*

Charles Lee, Ph.D. (Boca Raton, FL)

*Tap into the tremendous business opportunities in China.*

**F**ew countries have undergone the massive transformation that China has in recent years. It now controls a staggering 98% of the East Asian economy outside of Korea and Japan. The United States is its second largest trade partner, tripling exports in the past ten years to more than \$16 billion in 2000. Now, with its successful bid for the 2008 Summer Olympic Games, enhanced trade relations, and an incredible market of 1.3 billion consumers, China is on the cusp of exploding as a major force in the global community.

Doing business in China can be challenging, however. Beyond the obvious language barriers are more delicate cultural differences that can make or break a deal. Readers will benefit from author Charles Lee's lifetime experience as a thoroughly bicultural Chinese-American conducting business in both China and the United States. From his unique vantage point, Dr. Lee unveils the principles behind the way Chinese do business.

In more than 20 informative and entertaining chapters, readers will find a thoughtful survey of traditional, social, political, and economic factors affecting China's business climate. Lively discussions compare differences in East and West on a wide range of topics—profit, competition, contracts, conflict of interest, and organizational structures, among many subjects.

Readers will also:

- Find out why an advertising tagline like "Just do it" will never fly in China.
- Learn when to talk and when to listen.
- Gain insights to avoid negotiating traps.

*Cowboys and Dragons* includes a brief appendix with quick tips on do's and don'ts for many common daily activities in China—dress codes, dining and foods, traveling, and many more areas—that will steer a novice from committing clumsy social gaffes.

Already, companies worldwide have missed or botched opportunities in China simply because they did not understand the nuances of the Chinese business world. Readers ready to pursue this fertile market will find *Cowboys and Dragons* an indispensable reference on conducting business from start to finish.

**Charles Lee** is the founder of the venture capital firm Charles Lee Enterprise, which specializes in financing international information technology (IT) businesses. Lee grew up on mainland China and Taiwan and has lived his adult life in the United States. After earning two master's degrees and a doctorate, Lee became a naturalized American citizen. He also launched a serious quest to become fluent in American culture and business practices, which has resulted in an extraordinarily successful career in two very tough worlds—venture capital and Asian-American business relations. Dr. Lee's bicultural understanding has put him in the center of numerous Asian business deals—negotiating a partnership between AT&T and the People's Republic of China, and assisting in the start-up of China and Taiwan's first venture capital firms and venture capital institutions in South Korea and Singapore.

# The Soul of an Organization

*Increase Productivity and Profits by Assessing, Identifying, and Improving Your Corporate Culture*

Richard S. Gallagher (Ithaca, NY)

*“Culture is one of the most precious things a company has, so you must work harder on it than anything else.”*

—Herb Kelleher, founder and chairman of the board, Southwest Airlines

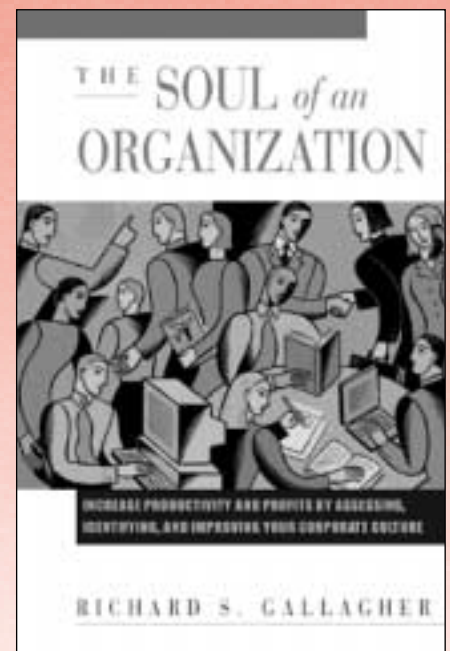
The most successful organizations are driven by solid core values that permeate hiring practices, marketplace perceptions, internal systems, performance standards, and bottom-line profitability. These cultural values—more than external forces or business processes—are the biggest predictors in defining and motivating the ultimate success of a business.

Rich Gallagher's *The Soul of an Organization* examines corporate culture as a force in realizing business excellence. Readers will find clear discussions, self-assessment tools, and case studies that demonstrate the power of cultural values. For example, find out why two companies can have completely different personalities, employee attitudes, and performance outcomes, even when they have similar product lines or identical mission statements. Included are discussions on:

- The five myths about business culture and how to gauge your own cultural strengths and weaknesses using a simple diagnostic test
- The stunning results that can occur when organizations support what their employees do *outside* the office
- Why and how teams can be a force for success in the workplace or can self-destruct, depending on corporate culture
- Approaches to corporate change during business growth and expansion, including an examination of the factors that determine whether a merger is a seamless acquisition or a spectacular failure

Each chapter of *The Soul of an Organization* is filled with anecdotes and profiles from such companies as Wendy's, The Vanguard Group, American Express, Fox News Channel, JetBlue, Dell Computer, Lillian Vernon, and Cirque du Soleil, among others—all of which bring to life the book's main principles and concepts.

Known as an astute observer of organizations and business cultures, **Rich Gallagher** is a widely published author and expert on management practices and business issues. He has published three books on customer service and support, and has been called “one of the founding fathers of modern customer support” by one of its leading professional societies. With frontline experience as a management executive and corporate trainer, Gallagher is a sought-after speaker and commentator on talk radio and in trade publications, and has been a monthly columnist for *The Business Journal*. He also is in-demand at corporate workshops for his down-to-earth and engaging style, no-nonsense advice, and illuminating war stories.



## NOVEMBER

6 x 9, 256 pages, 56819801

\$19.95 pb, \$30.95 Canadian

ISBN: 0-7931-5780-3

Print run: 10,000

Category: Management

### Marketing Plan

- ▶ Advance galley mailing
- ▶ National business media campaign
- ▶ Author speaking engagements and conferences
- ▶ Co-op available

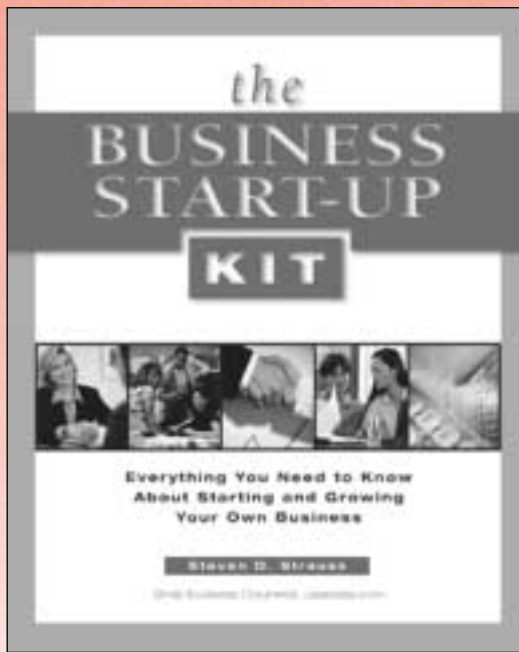
### Bookseller Tips

- ✓ Unlike many books on corporate culture, *The Soul of an Organization* presents a clear game plan to help managers in companies of all sizes develop a business culture that succeeds.
- ✓ Corporate culture impacts profits. In a *Harvard Business Review* article, Frederick F. Reichheld, a management consultant and author, noted that “his research shows that if a counter clerk, for example, increases his attention to customers by 5 percent, ‘you will kick up profits by a shocking amount.’”

### Other Titles by the Author

- *Delivering Legendary Customer Service: Seven Steps to Success*, 2000 (1555715206)
- *Smile Training Isn't Enough: The Three Secrets of Excellent Customer Service*, 1998 (1555714226)—an alternate selection of the Doubleday Executive Program Book Club

**International and Subsidiary Rights Available**



# The Business Start-Up Kit

*Everything You Need to Know about Starting and Growing Your Own Business*

Steven D. Strauss (Lake Oswego, OR)

*An indispensable how-to guide from the small business columnist for USA Today.com.*

**JANUARY 2003**

7¼ x 9, 304 pages, 56820601

\$19.95 pb, \$30.95 Canadian

ISBN: 0-7931-6027-8

Print run: 20,000

Category: Entrepreneurship

## Marketing Plan

- ▶ National print and online publicity campaign
- ▶ Talk radio nationwide
- ▶ Advance galley mailing
- ▶ Co-op available

## Bookseller Tips

- ✓ According to Challenger, Gray & Christmas, an outplacement firm, the percentage of jobless former managers and executives starting their own businesses increased to 9 percent in the fourth quarter of 2001 from 6.45 percent in the previous quarter (the *New York Times*, 31 January 2002).

## Other Titles by the Author

- The Big Idea, 2002 (0-7931-4837-5)
- The Unofficial Guide to Starting a Home-Based Business, 2000 (0764561510)
- The Complete Idiot's Guide to Beating Debt, 1999 (0028627326)

## Internet

[www.MrAllBiz.com](http://www.MrAllBiz.com)

**International and Subsidiary Rights Available**

**H**undreds of thousands of people start their own businesses every year, and untold more dream about the possibility of becoming their own bosses. While entrepreneurship has its many potential rewards, it also carries unique challenges.

Steven D. Strauss, one of the nation's foremost authorities on small business, has developed an easy-to-read compendium of everything an aspiring entrepreneur needs to start and succeed in business. He explains what works, and what doesn't, while giving entrepreneurs scores of tips and hints. Readers will learn:

- Why following one's passion is important when picking a business.
- How to analyze a franchise property.
- Which business form is best—corporation, partnership, or sole proprietorship.
- What funding options are available—from venture capital to SBA loans.
- How much to charge for goods or services.
- Why having more than one revenue stream is important.
- How to start a business on a shoestring.
- Strategies for growth once the business is up and running

Unlike other books on business formation, Strauss's advice not only explains what steps to take, but also includes proven strategies, worksheets, forms to fill out, and success secrets. To that end, it is a business primer, step-by-step guide, and success strategies book all rolled into one.

**Steven D. Strauss** is a nationally recognized business expert, author, and lawyer with offices in California and Oregon. He has written eight books and regularly contributes business columns to USA Today.com, Entrepreneur.com, and several other Web sites. He also is a highly sought-after commentator and guest for a wide range of business and consumer media.

# The State and Local Government Workers' Retirement Savings Guide

Bruce S. Stuart (San Francisco, CA)

*According to the Bureau of Labor Statistics, 17.8 million people work in public service in states, counties, cities, and towns.*

State, county, and city employees lack a resource that addresses their investment needs, specifically retirement programs and vehicles targeted to them. This largely underserved population works in the public sphere both for the rewards of public service and for government retirement benefits. Making the most of those benefits can be a challenge without current information about pensions, portability, and the various plans serving different groups.

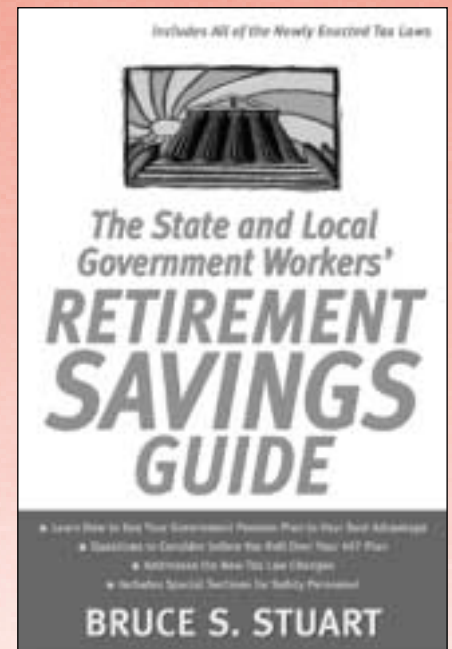
Addressing the unique pension and retirement savings programs available to workers in the public sector, this comprehensive, practical guide details all the possibilities. It builds from investment basics to the bedrock of workers' pension plans. Deferred compensation is available in 457 plans, whereas 401(a) retirement plans may be used as an alternative to Social Security and by highly compensated government employees.

To better understand and take advantage of their retirement opportunities, government workers will learn how to:

- Expand their options with the newly available public/private investment interplay.
- Ask their retirement plan representatives the "smart questions" to access the latest developments in their plans.
- Clarify the pros and cons of using annuities to fund retirement.
- Address insurance needs and the retirement time line, a critical issue for public safety workers like firefighters and police officers.

Interspersed in each chapter, callouts feature accessible advice in "A Capital Idea." Other features explain how programs work in "How Does It Work?" and highlight information that every government employee should know in "The Bottom Line." A final chapter addresses the complexities of transferring from one municipality to another, dealing with divorce, and emergency loans and other potentially vexing special circumstances.

Bruce S. Stuart is a financial advisor employed by a major Wall Street brokerage firm in San Francisco, California. As the broker of record for the city of Berkeley, he is the chief advisor for one of the city's deferred compensation plans (the 457 plan), which serves 2,000 city employees. A frequent speaker on retirement planning issues, he addresses audiences of government employees, including fire, police, housing, recreation, financing, and public works departments. Bruce is an honors graduate of Cornell University and Albany Law School, where he took specialized coursework in state and local government. An attorney admitted to the bar in California and New York, he authored four bestselling guides to college and professional schools, including *Top Law Schools: The Ultimate Guide* and *Top Business Schools: The Ultimate Guide*.



## NOVEMBER

6 x 9, 224 pages, 56820201  
\$18.95 pb, \$28.95 Canadian  
ISBN: 0-7931-5951-2  
Print run: 10,000  
Category: Investing

### Marketing Plan

- ▶ Advance galley mailing
- ▶ National financial media campaign
- ▶ "Government Towns" speaking and media campaign
- ▶ Co-op available

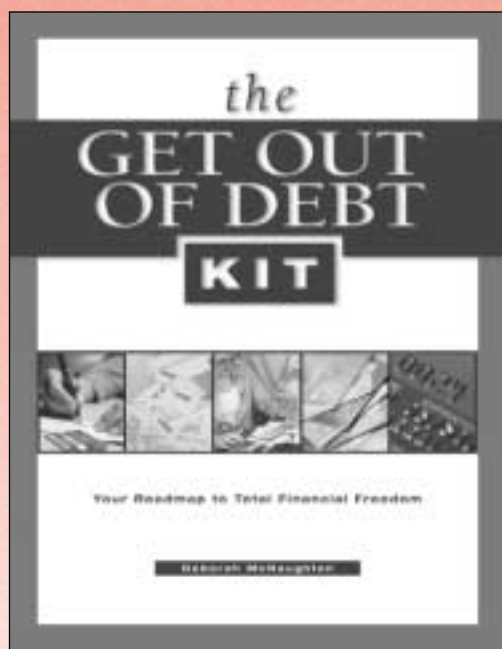
### Bookseller Tips

- ✓ Major changes in the tax law—the 2001 **Economic Growth and Tax Relief Reconciliation Act**—means worker-investors need to understand their new opportunities to save for retirement.
- ✓ Although private sector retirement plans get media attention and fanfare, the 17.8 million people working for states, counties, towns, and cities have never had a retirement plan guide specifically addressing their unique needs and programs—until now.

### Other Titles by the Author

- Top Law Schools: The Ultimate Guide, 1990 (0139499679)
- Top Business Schools: The Ultimate Guide, 1990 (0139499598)

### International and Subsidiary Rights Available



# The Get Out of Debt Kit

## *Your Roadmap to Total Financial Freedom*

Deborah McNaughton (Tustin, CA)

*Americans are carrying a record \$1.645 trillion in debt, exclusive of home mortgages, according to the Federal Reserve.*

## OCTOBER

8½ x 11, 208 pages, 56820501

\$18.95 pb, \$28.95 Canadian

ISBN: 0-7931-6007-3

Print run: 15,000

Category: Personal Finance

### Marketing Plan

- ▶ Advance galley mailing
- ▶ National print and broadcast media
- ▶ Talk radio nationwide
- ▶ Author appearances and seminars
- ▶ Co-op available
- ▶ Promotion in an infomercial featuring the author and *The Get Out of Debt Kit*.

### Bookseller Tips

- ✓ Consumer debt is at an all-time high and is one of the underlying causes for the 1.4 million bankruptcies filed annually.
- ✓ Debt loads averaging nearly \$10,000 per household and increasing unemployment put many families, already living from paycheck to paycheck, at risk.

### Other Titles by the Author

- All About Credit, 1999 (0-7931-3153-7)
- The Insider's Guide to Managing Your Credit, 1997 (0-7931-2669-X)
- Everything You Need to Know about Credit, 1993 (0840791917)

### International and Subsidiary Rights Available

Living beyond our means and financing unaffordable lifestyles on the back of credit cards has become synonymous with American consumer culture. Some consumers feel the nagging beginnings of problems, while others are nearly imprisoned by debt. No matter what the level, debt is debilitating, draining mental, emotional, and financial energies. For those sensing they might be out of control when it comes to rising credit card balances, here is help from someone who has walked the same road.

Credit expert and financial coach Deborah McNaughton speaks from experience. She has been deep in debt, hovering on the brink of bankruptcy herself. As she has gotten her own financial life under control, she is that much more committed to helping others get out of debt.

In *The Get Out of Debt Kit*, McNaughton constructs a practical and proven roadmap for shaking the debt monster and achieving total financial freedom.

How? Debt-ridden consumers get help to:

- Identify the warning signs and prepare to take action.
- Prioritize debts and decide which to pay off first.
- Negotiate with creditors as necessary.
- Break the unproductive habits that led to debt in the first place.

From figuring out where the money goes to putting together a budget, readers get the tools they need to turn away from overdependence on credit cards, including specific tips for getting out of debt.

**Deborah McNaughton** is the founder of Professional Credit Counselors and currently serves as spokesperson for Massachusetts-based The Debt Relief Clearing House, a placement service specializing in helping people with debts. Popular as a speaker and seminar presenter, she is the author of numerous bestselling books on credit and debt, including *All About Credit* and *The Insider's Guide to Managing Your Credit*. McNaughton's practical advice is regularly featured in national print and broadcast media, including Talk of the City (NPR), *Your Money* magazine, the *New York Times*, the *Chicago Tribune*, *Parade*, and Lifetime Television.

# How to Trade the New Single Stock Futures

Jake Bernstein (Winnetka, IL)

*A comprehensive introduction to the newest trading phenomenon in the United States.*

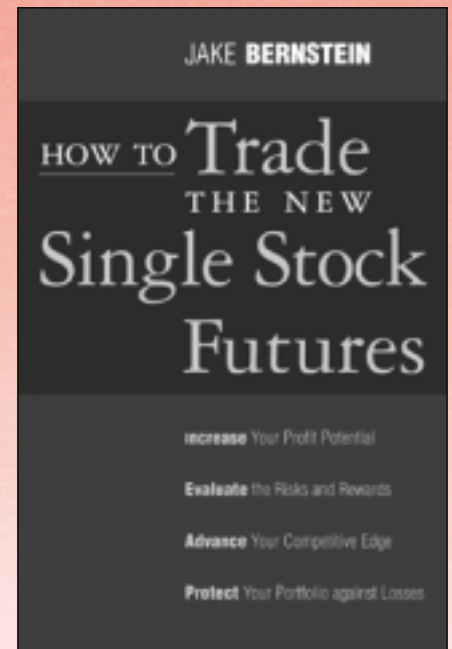
**S**ingle stock futures (SSFs)—the trading of futures on individual stocks—is a new investment instrument in the United States. This union of stock and futures trading promises many new opportunities for investors; however, along with opportunity comes risk, which can only be resolved through experience and education.

For the first time ever, a leading stock and futures trading expert explains the ins and outs of SSFs, and tells stock and futures trading professionals as well as sophisticated individual investors how to move forward in the new world of trading futures on single stocks. Jake Bernstein offers an overview of the vital educational, procedural, and financial management issues regarding SSFs, including:

- The essential aspects of futures and stock trading that apply to SSFs
- Specific trading strategies, systems, and methods
- What works—and what doesn't
- How to assess risks and rewards

Because SSFs don't fit easily into either securities or futures categories, they are regulated by both the Securities and Exchange Commission (SEC) and the Commodity Futures Trading Commission (CFTC). These agencies soon will require continuing professional education on SSFs, for which this book can be a valuable tool.

**Jake Bernstein** is a 30-year advisor, trader, and trainer of stock and futures traders. He heads two investment firms, conducts seminars throughout the world, and provides market information to many of the world's leading brokerage firms, trading firms, and financial institutions. A prolific author, he has written more than 35 books, currently publishes six newsletters on investing and the financial markets, and regularly contributes to national business magazines. Bernstein frequently appears on business radio and television programs nationwide.



## NOVEMBER

6 x 9, 224 pages, 56819901

\$40.00 hc, \$61.95 Canadian

ISBN: 0-7931-5781-1

Print run: 7,500

Category: Investing

### Marketing Plan

- ▶ Author media tour: Chicago and New York City (November 2002)
- ▶ Advance galley mailing
- ▶ National financial media campaign
- ▶ Co-op available
- ▶ Promotion in author's stock market column, which appears weekly in 400 newspapers via the Internet.
- ▶ Promotion in the author's newsletters, including Bernstein on Stocks, *The Letter of Long Term Trends*, *Short Term Stock Trader's Hotline*, *MBH Weekly Commodity Trading Newsletter*, and *Monthly Key Date Trader*.
- ▶ Promotion at author's speaking engagements four times per year.

### Bookseller Tips

- ✓ Given his knowledge of stocks and futures, Bernstein brings a comprehensive perspective to the field of single stock futures designed to educate both traders and individual investors.
- ✓ One Chicago, a consortium made up of the Chicago Board of Trade, the Chicago Board Options Exchange, and the Chicago Mercantile Exchange, will lead the trading of SSFs in the United States.

### Other Titles by the Author

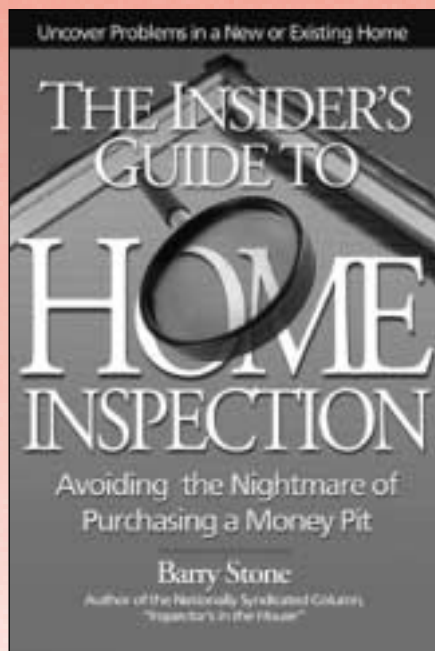
- Stock Market Strategies That Work, 2001 (0071381945)
- Momentum Stock Selection, 2001 (0071376771)
- The Compleat Day Trader, 2000 (0071361251)

### Internet

[www.trade-futures.com](http://www.trade-futures.com)

[www.2chimps.com](http://www.2chimps.com)

**International and Subsidiary Rights Available**



# The Insider's Guide to Home Inspection

*Avoiding the Nightmare of Purchasing a Money Pit*

Barry "The House Detective" Stone (San Luis Obispo, CA)

*Catch property defects and safety hazards before they catch you.*

## DECEMBER

6 x 9, 224 pages, 56820801

\$17.95 pb, \$27.95 Canadian

ISBN: 0-7931-6032-4

Print run: 12,500

Category: Real Estate

### Marketing Plan

- ▶ National print and online media campaign
- ▶ Talk radio nationwide
- ▶ Co-op available

### Bookseller Tips

- ✓ According to the National Association of Realtors, there were 5.25 million existing home sales in 2001. Every single home needed to be inspected.
- ✓ Barry Stone's column appears weekly in major newspapers, including the *Washington Post*, the *L.A. Times*, the *San Francisco Examiner*, the *Arizona Republic*, and the *Denver Post*.
- ✓ Barry Stone hosts a regular chat about home inspection issues on the *Washington Post* Web site.

### Internet

[www.housedetective.com](http://www.housedetective.com)

### International and Subsidiary Rights Available

Every home, regardless of age or condition, may harbor a long or short list of defects. And virtually every home inspection can lead to disputes or renegotiation of the sales price, depending on disclosures in the inspection report.

Veteran home inspector and syndicated columnist Barry Stone, "The House Detective," receives thousands of letters annually from consumers who are frustrated and overwhelmed when home inspections reveal the character flaws of their dream homes. In *The Insider's Guide to Home Inspection*, Stone lifts the veil of misinformation regarding real estate disclosure and home inspection.

This inclusive and comprehensive field guide advises readers how to:

- Protect themselves from undisclosed defects.
- Understand the essentials of the home inspection process.
- Select the most qualified home inspector.
- Avoid unqualified inspectors and unreliable recommendations.
- Gain more from the home inspection through direct participation.
- Apply and benefit from the disclosed information.

Stone provides consumers with a Buyer's Home Inspection Checklist. Devised by him, and used by many inspectors, this checklist shows the breadth of what a home inspector should look for during the inspection process. Stone also reveals that a majority of new homes do not get proper inspections. He provides consumers with inspecting insights for new construction.

Stone's practical advice on the use of information obtained during a home inspection enables homebuyers to negotiate the best deal, get the seller to handle major repairs before move-out, and—most important—avoid buying a money pit.

Barry Stone is America's de facto expert on home inspection and real estate disclosure. During his 33-year career as a contractor, tradesman, and home inspector, he has evaluated more than 7,000 homes, hotels, shopping centers, and other commercial buildings. He began writing weekly columns in 1993 to alert buyers and sellers about common building defects and residential safety hazards. His *Inspector's in the House* column appears in more than 120 newspapers and online via hundreds of Web sites. In addition, he is a frequent guest on television and radio programs nationwide.

# The Landlord's Kit

*A Complete Set of Ready-to-Use Forms, Letters, and Notices to Increase Profits, Take Control, and Eliminate the Hassles of Property Management*

Jeffrey Taylor (Virginia Beach, VA)

*A proven toolkit from the nation's #1 landlording coach.*

**F**or Rent. From the initial announcement to dealing with lease violations and property turnover, excellent landlord-tenant communications can mean the difference between making or losing money renting residential properties. The secret to taking control of any tenant situation and nearly eliminating headaches boils down to, "Get it in writing."

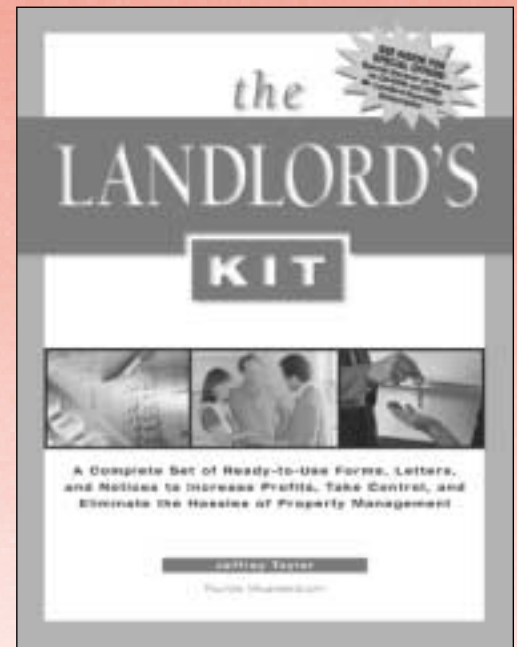
*The Landlord's Kit* contains more than 100 forms developed by landlording expert Jeffrey Taylor, who shares his 20-plus years of experience owning and managing residential properties and consulting with tens of thousands of landlords.

These tools, divided into five categories—application and verification; leasing; collection and violation; maintenance and management; and retention and turnover—will enable landlords to:

- Verify key information about tenants at the outset of the relationship
- Keep properties in good shape—before, during, and after rental.
- Collect money on time and deal effectively if problems occur.
- Strengthen relationships with good tenants to reduce turnover.
- Document all requirements for move-in and move-out.
- Generate a strong and consistent monthly cash flow.

With myriad details to remember, these notices, letters, disclosure forms, agreements, and checklists are the best way to avoid costly tenant disputes while increasing the likelihood of achieving stellar financial success in the landlording business. *The Landlord's Kit* is also a training manual for landlords on how to incorporate these forms into innovative marketing, business, and management concepts that will significantly increase profits and eliminate hassles.

**Jeffrey Taylor**, also known as Mr. Landlord, is the nation's leading expert for property managers and landlords who want to communicate effectively and efficiently with tenants. He is the founder of Mr. Landlord, Inc., and the #1 coach for landlords through his national property management consulting firm and frequent speaking engagements to rental real estate professionals. Taylor is a highly successful 20-year veteran rental property owner, whose syndicated column, *Mr. Landlord on Management*, runs in more than 100 real estate investing association newsletters monthly. Widely sought as a rental real estate expert by the media, Taylor's Mrlandlord.com is the #1 rental real estate Web site, with more than 11 million hits since 1999 and currently averaging 1,000,000 visitors per month.



## OCTOBER

8½ x 11, 208 pages, 56820101

\$18.95 pb, \$28.95 Canadian

ISBN: 07931-5873-7

Print run: 15,000

Category: Real Estate

## Marketing Plan

- ▶ Co-op available
- ▶ National print and online publicity
- ▶ Talk radio nationwide
- ▶ Author's speaking engagements, including the 13th Annual Mr. Landlord's Cruise, December 8–15, 2002

## Bookseller Tips

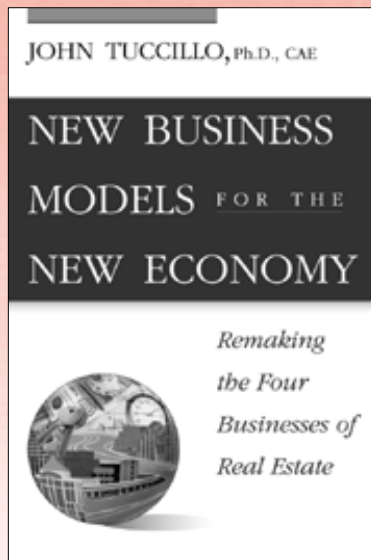
- ✓ The author's *Mr. Landlord* newsletter is the #1 real estate newsletter in the nation.
- ✓ Taylor is widely known and respected in the rental real estate niche, and has repeatedly been voted #1 national real estate speaker at several Rental Property Owners conventions.

## Internet

[www.mrlandlord.com](http://www.mrlandlord.com)

## International and Subsidiary Rights Available

## New Dearborn Real Estate Education Products



### Now available

6 x 9, 200 pages, 19073001

\$24.95 hc, \$38.95 Canadian

ISBN: 0-7931-5138-8

Category: Professional Real Estate

## New Business Models for the New Economy:

### *Remaking the Four Businesses of Real Estate*

by John Tuccillo, Ph.D., CAE

**T**his latest offering from top strategist, John Tuccillo, shows real estate professionals how to make sense of the new economy and how to prosper in it. *New Business Models for the New Economy* describes the new types of business arrangements real estate practitioners are using to adapt to the changes that have occurred in information technology. After reading this book, real estate professionals will understand the tools they will need to succeed in today's marketplace and be able to create a plan for going forward in the new economy.

#### Includes:

- Overview of how the new economy has affected the real estate industry
- Examples of business models that have emerged from the new economy
- Detailed descriptions of new business models for various types of real estate businesses

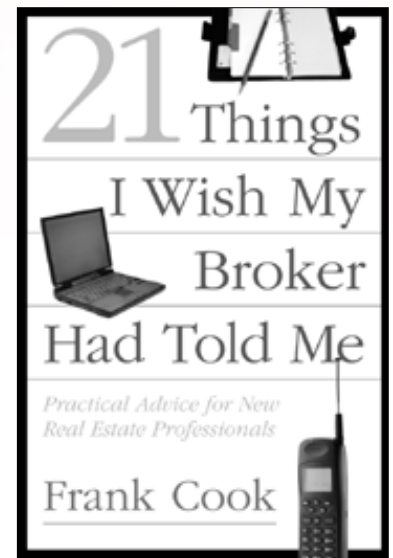
## 21 Things I Wish My Broker Had Told Me

by Frank Cook

**A**fter students pass their prelicensing exams and get into the field of real estate, they often encounter unexpected twists and turns. This book provides real-life stories from successful real estate professionals, telling those new to the field what to expect, how to succeed, and things they wished their brokers had told them before they began their careers.

#### Includes:

- Photos, bios, and detailed stories about real estate agents
- Invaluable advice for the new real estate agent



### Now available

6 x 9, 200 pages, 19073201

\$16.95 pb, \$25.95 Canadian

ISBN: 0-7931-5437-5

Category: Professional Real Estate

# New Dearborn Real Estate Professional Products

## Modern Real Estate Practice

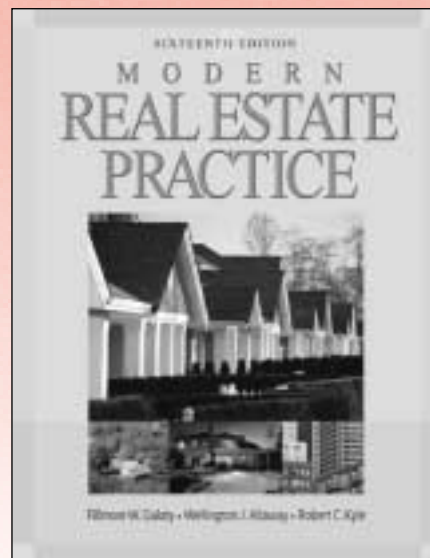
### 16th Edition

by Fillmore Galaty, Wellington J. Allaway, and Robert C. Kyle

**M**odern Real Estate Practice, first published in 1959, is the premier real estate principles book on the market today! More real estate professionals use it to learn the fundamentals of real estate than any other book in the industry. This comprehensive survey is a valuable learning and reference tool for real estate professionals, home buyers and sellers. Couple this perennial favorite with your own state's *Real Estate Basics* book (see below for details) for a truly complete view of real estate.

Highlights of the new edition include:

- New CD-ROM with exam prep style questions offering an additional study tool for learning comprehension
- New and enhanced Instructor Resources including PowerPoint presentations, chapter outlines, learning objectives, pre-designed chapter quizzes, rationales, and more
- Fresh new look featuring revised layout and full color graphics and photos to aid in the learning process



### OCTOBER

8½ x 11, 468 pages, 15100116

\$45.60 pb, \$69.95 Canadian

ISBN: 0-7931-4428-0

Previous ISBN: 0-7931-3363-7

Category: Professional Real Estate



## State-Specific Real Estate Basics!

**W**ant to know the basics about the real estate laws and practices required in your state? These booklets are the key. Laid out in a convenient question-and-answer format, *Basics* clearly addresses the most important topics in a clear and understandable way!

All titles will be published by October 2002.

Colorado RE Basics	\$24.95 pb	0-7931-5823-0
Indiana RE Basics	\$24.95 pb	0-7931-5825-7
Iowa RE Basics	\$24.95 pb	0-7931-5824-9
Kansas RE Basics	\$24.95 pb	0-7931-5826-5
Kentucky RE Basics	\$24.95 pb	0-7931-5827-3
Louisiana RE Basics	\$24.95 pb	0-7931-5828-1
Michigan RE Basics	\$24.95 pb	0-7931-5829-X
Mississippi RE Basics	\$24.95 pb	0-7931-5831-1
Missouri RE Basics	\$24.95 pb	0-7931-5830-3
New Hampshire RE Basics	\$24.95 pb	0-7931-5832-X
New Mexico RE Basics	\$24.95 pb	0-7931-6057-X
Nevada RE Basics	\$24.95 pb	0-7931-5833-8
Oregon RE Basics	\$24.95 pb	0-7931-5834-6
Rhode Island RE Basics	\$24.95 pb	0-7931-5835-4
South Dakota RE Basics	\$24.95 pb	0-7931-5837-0
Tennessee RE Basics	\$24.95 pb	0-7931-5836-2
Washington RE Basics	\$24.95 pb	0-7931-5838-9
West Virginia RE Basics	\$24.95 pb	0-7931-5839-7

# New Dearborn Real Estate Education Products

## **California Real Estate Finance, 5th Edition**

Minnie Lush and David Sirota  
November  
7¼ x 9, 490 pages, 15231305  
\$39.95 paper  
ISBN: 0-7931-3699-7  
Previous edition ISBN: 0-7931-2770-X

## **California Real Estate Law, 5th Edition**

William Pivar and Robert Bruss  
November  
7¼ x 9, 518 pages, 15230205  
\$47.95 paper  
ISBN: 0-7931-6080-4  
Previous edition ISBN: 0-7931-3637-7

## **Essentials of New Jersey Real Estate, 5th Edition, Revised**

Edith Lank and Joan Sobeck  
December  
8½ x 11, 448 pages, 1510628B  
\$41.95 paper  
ISBN: 0-7931-6079-0  
Previous edition ISBN: 0-7931-5776-5

## **Essentials of Real Estate Finance, 10th Edition Revised**

David Sirota with Doris Barrell,  
Consulting Editor  
November  
8½ x 11, 296 pages, 155710A0  
\$47.35 paper  
ISBN: 0-7931-6084-7  
Previous edition ISBN: 0-7931-3519-2

## **Florida Continuing Education for Real Estate Brokers & Salespersons, 2003-2004 Edition**

George Gaines, Jr., David Coleman,  
and Michelle Wooton  
November  
8½ x 11, 112 pages, 16100815  
\$21.95 paper  
ISBN: 0-7931-6078-2  
Previous edition ISBN: 0-7931-4846-4

## **Florida Real Estate Exam Manual, 26th Edition**

George Gaines, Jr., David Coleman,  
and Linda Crawford  
November  
8½ x 11, 192 pages, 16100326  
\$21.95 paper  
ISBN: 0-7931-6069-3  
Previous edition ISBN: 0-7931-4865-0

## **Florida Real Estate Principles, Practices & Law, 26th Edition**

George Gaines, Jr., David Coleman,  
and Linda Crawford  
November  
8½ x 11, 488 pages, 16100126  
\$36.95 paper  
ISBN: 0-7931-6068-5  
Previous edition ISBN: 0-7931-4866-9

## **Florida Salesperson Prelicensing Key Point Review Audio CDs, 26th Edition**

November  
Based on Florida Real Estate Principles,  
Practices & Law  
2 Audio CDs, 45 min. each, 16101026  
\$32.60  
ISBN: 0-7931-6075-8  
Previous edition ISBN: 0-7931-4835-9

## **Key Point Exam Review Audio CDs for Modern Real Estate Practice, 16th Edition**

November  
2 Audio CDs, 15160116  
\$25.95  
ISBN: 0-7931-6077-4

## **Real Estate Study Guide, 16th Edition**

Fillmore Galaty, Wellington Allaway,  
and Robert Kyle  
October  
8½ x 11, 242 pages, 15100216  
\$18.95 paper  
ISBN: 0-7931-4429-9  
Previous edition ISBN: 0-7931-3498-6

## **Real Estate Study Guide**

October  
CD-ROM, 15110417  
\$39.95  
ISBN: 0-7931-6073-1  
Previous edition ISBN: 0-7931-4586-4

## **Texas Real Estate Agency, 5th Edition**

Donna Peebles and Minor Peebles, III  
October  
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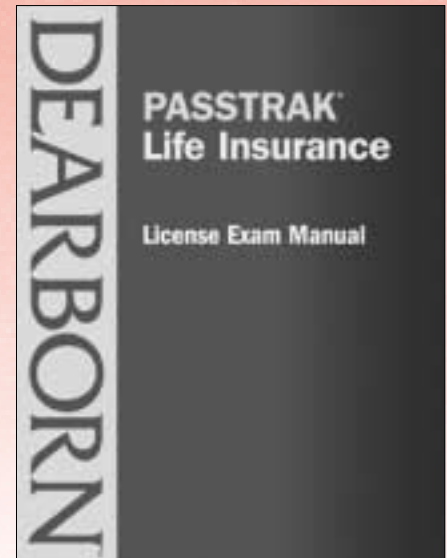
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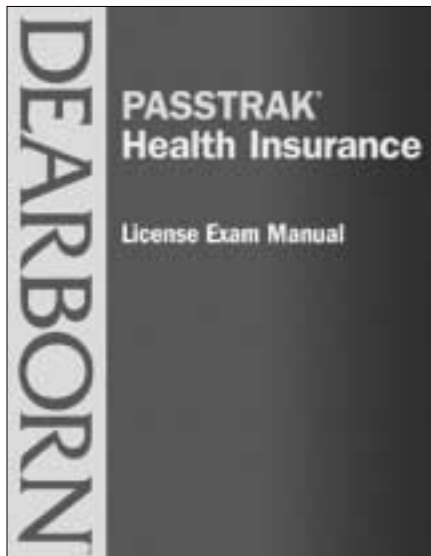
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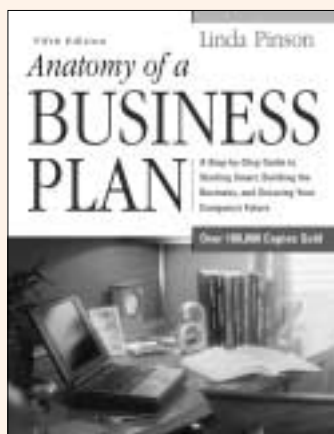
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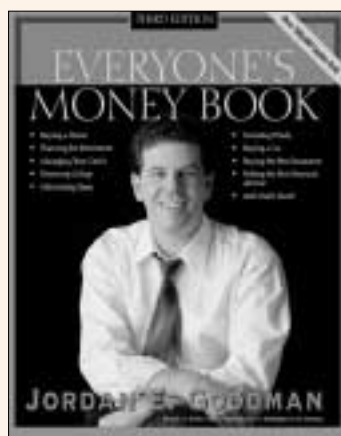
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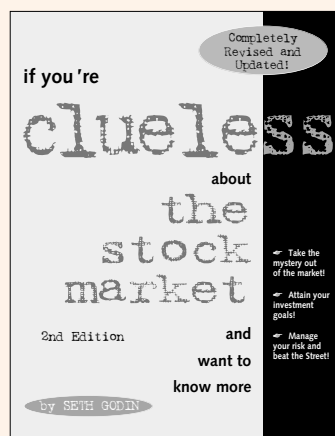
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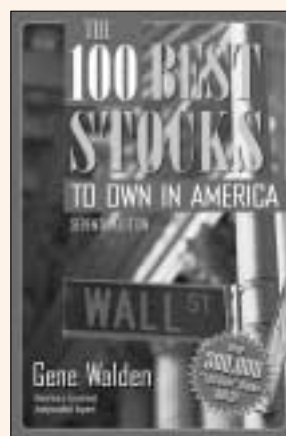
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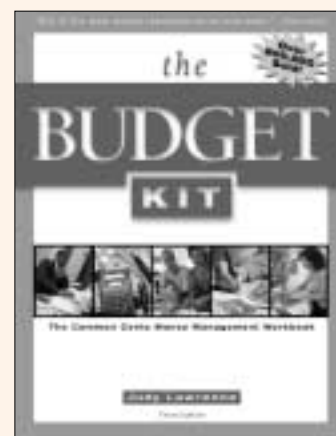
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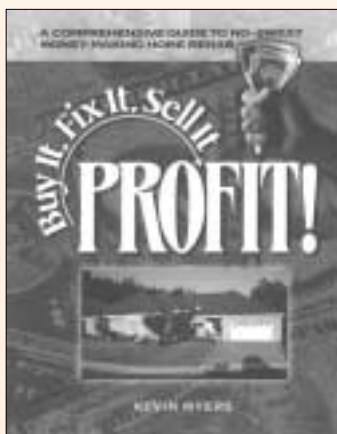
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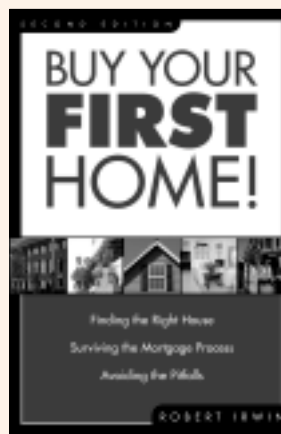
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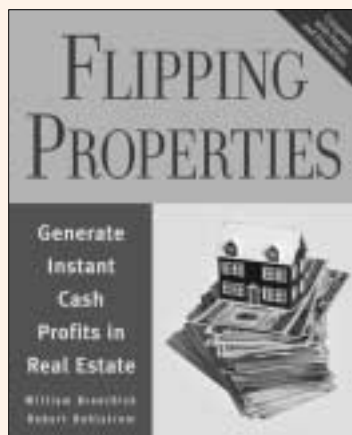
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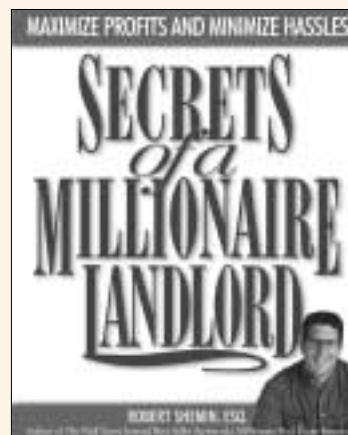
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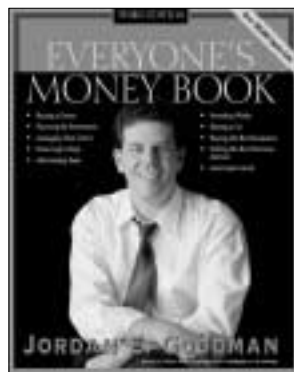
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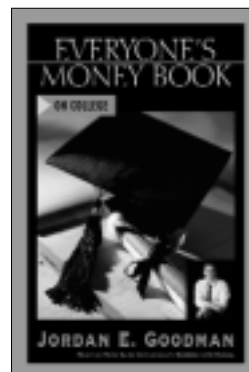
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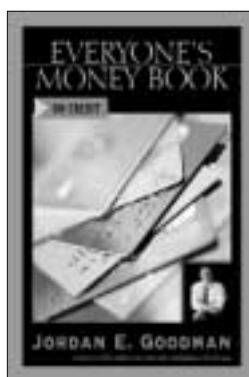
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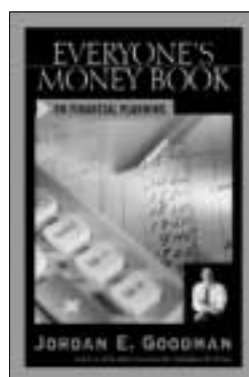
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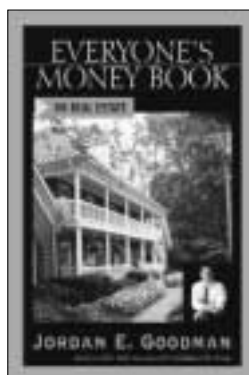
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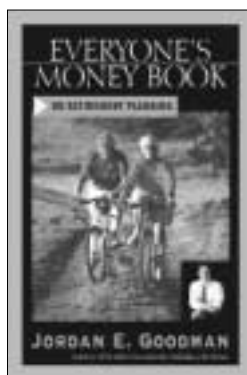
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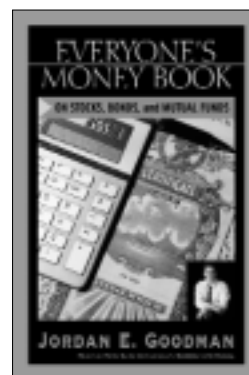
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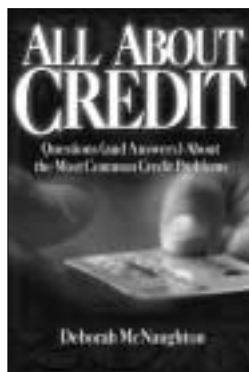
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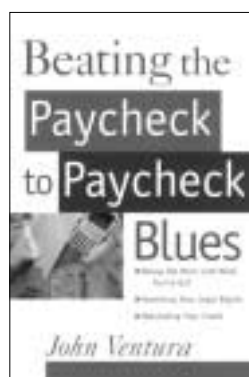
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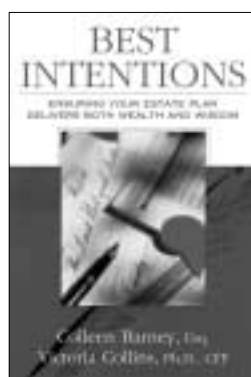
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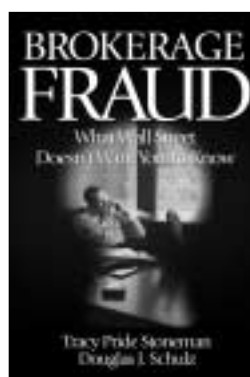
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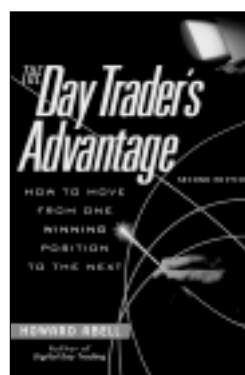
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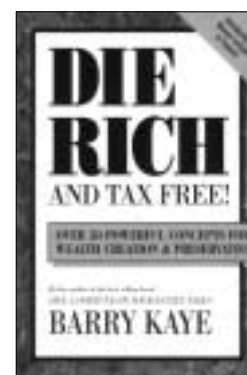
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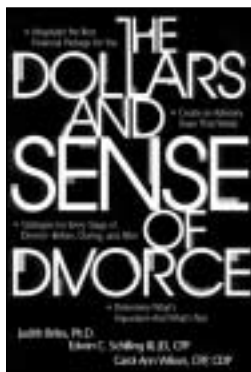
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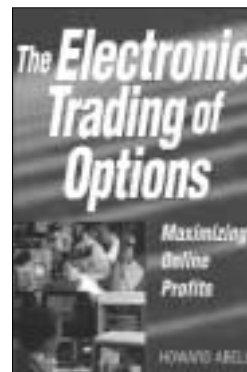
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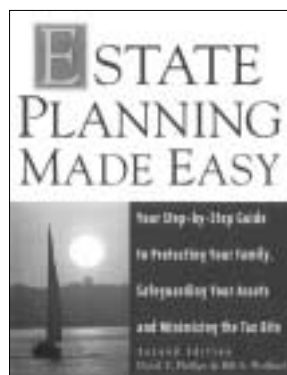
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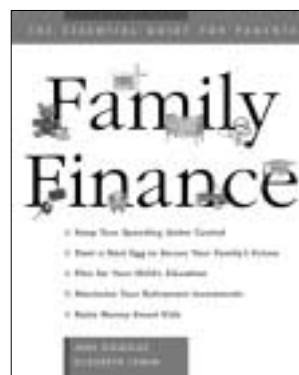


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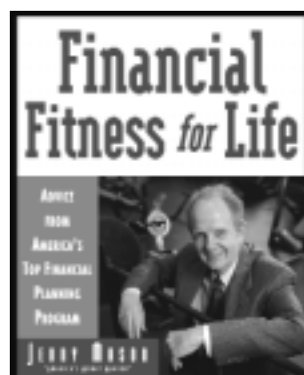
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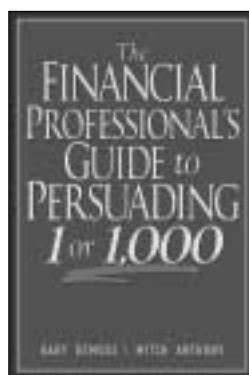
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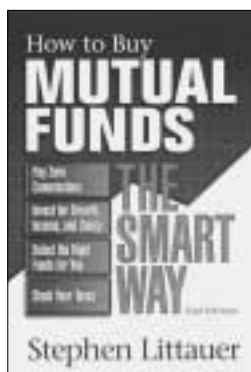
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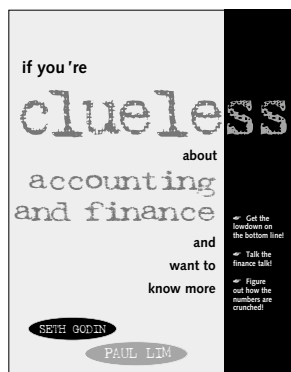
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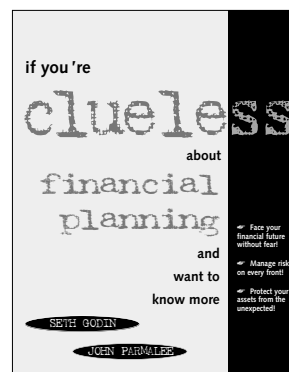
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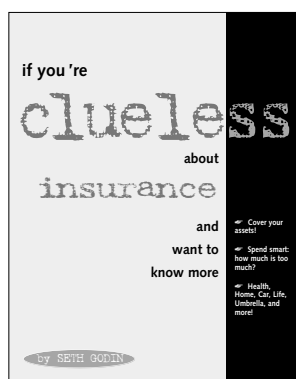
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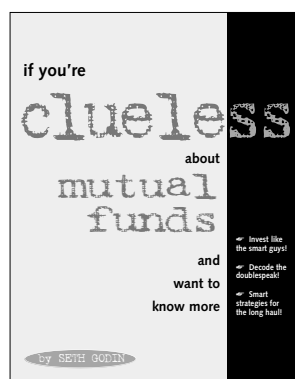
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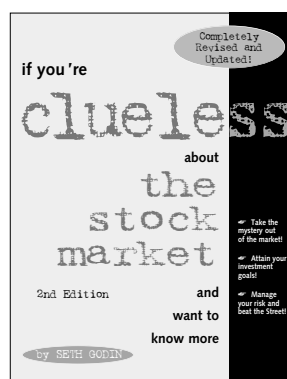
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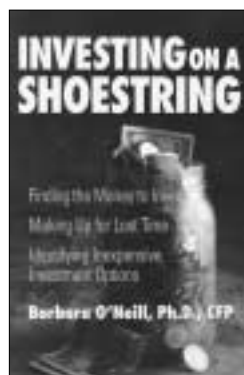
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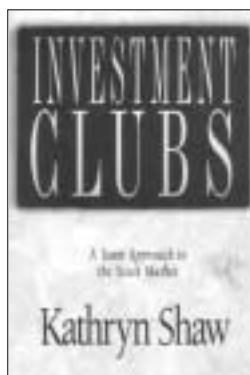
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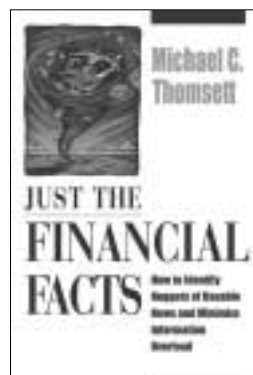
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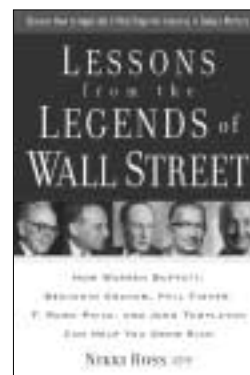
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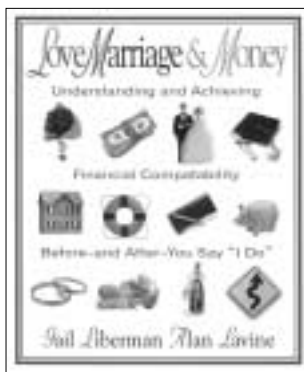
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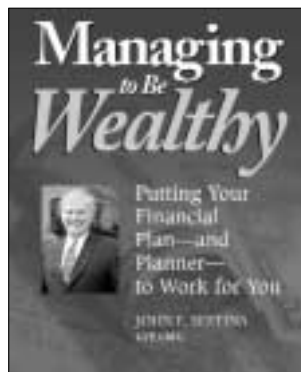
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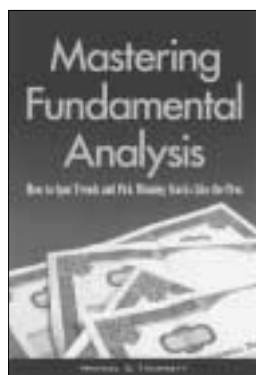
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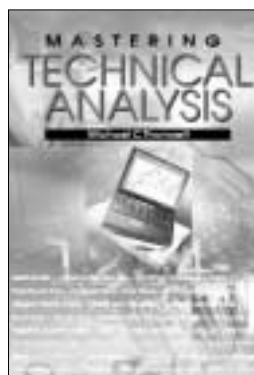
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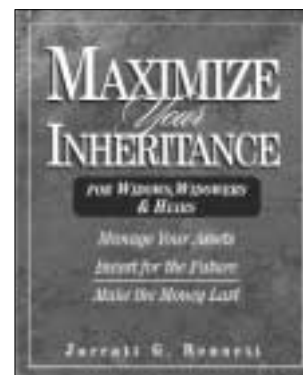
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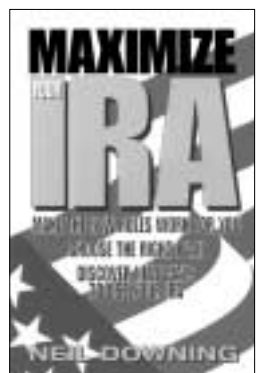
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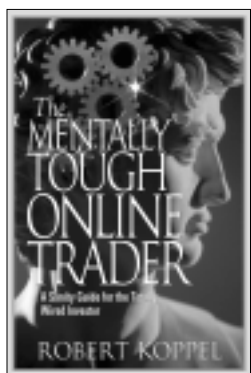
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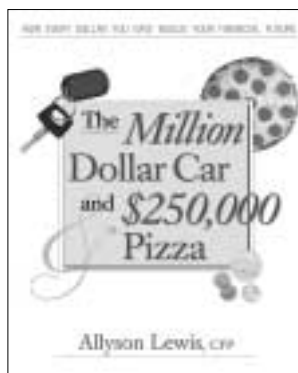
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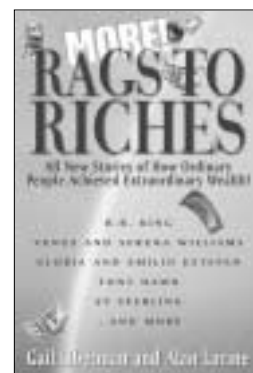
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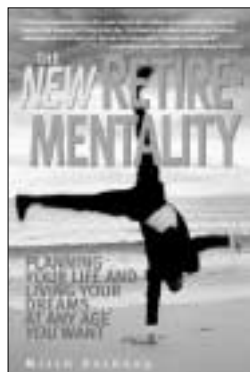
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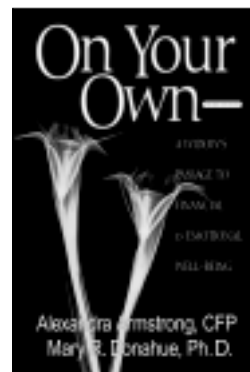
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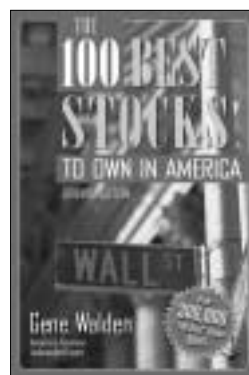


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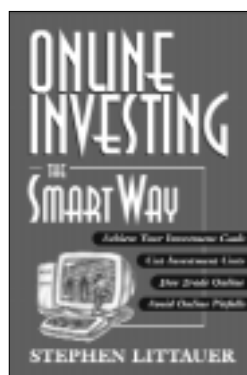


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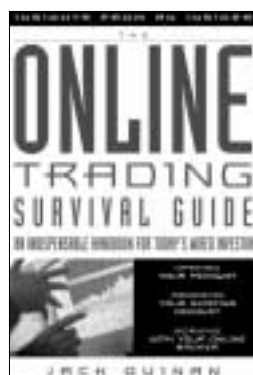
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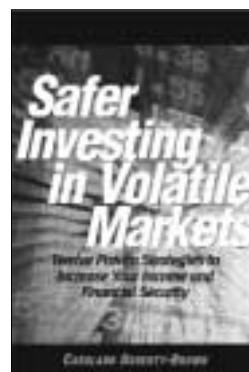
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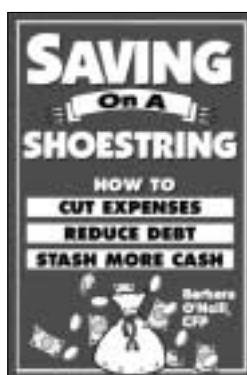
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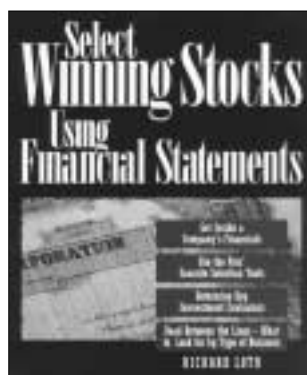
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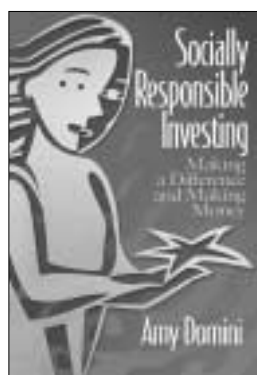
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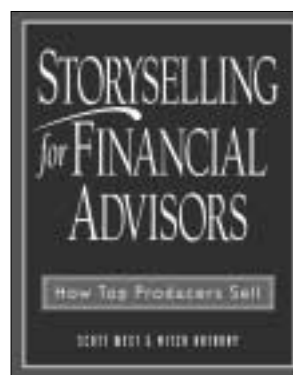
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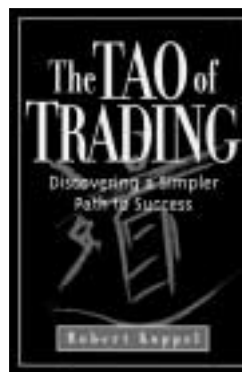
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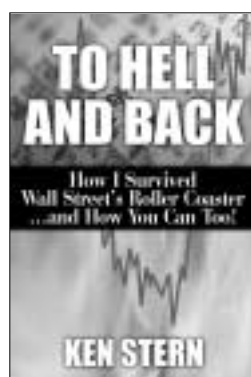
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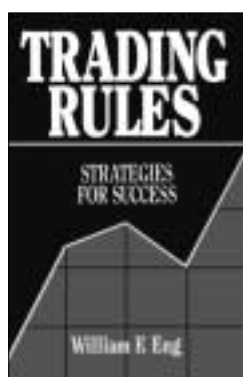
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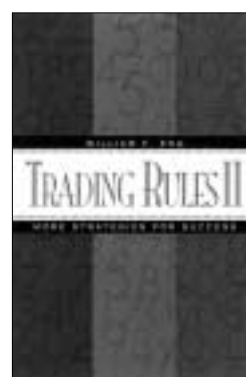
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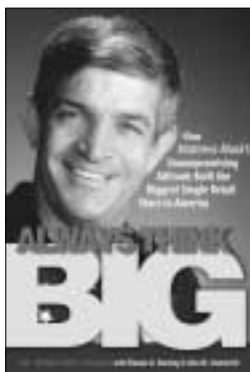
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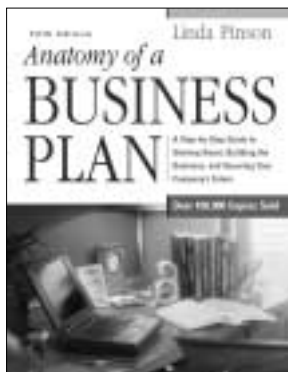
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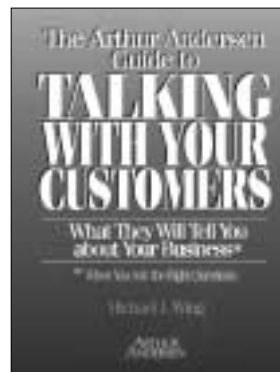


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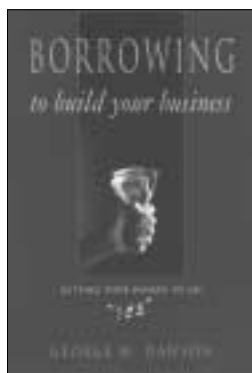
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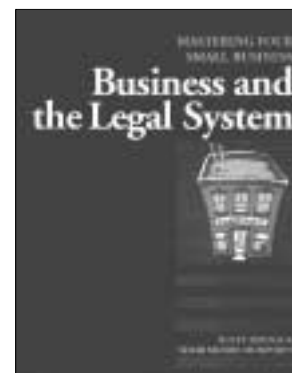
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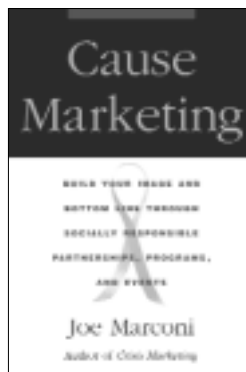
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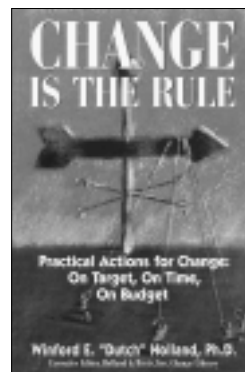
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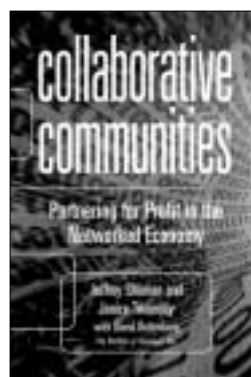
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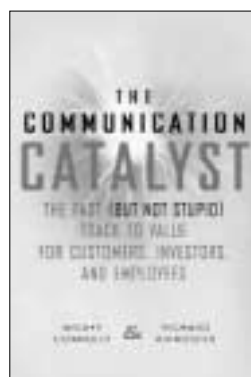
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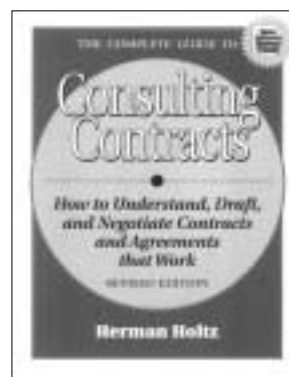
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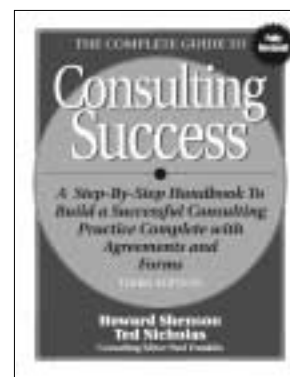


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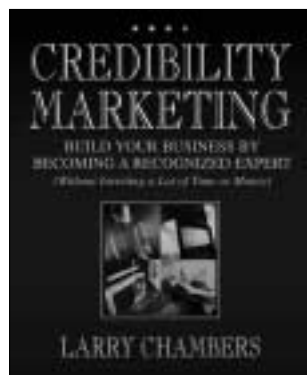
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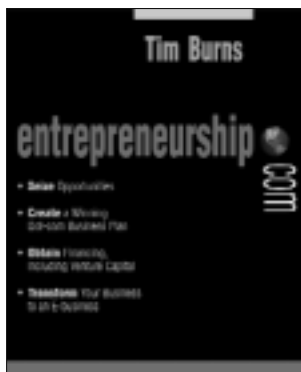
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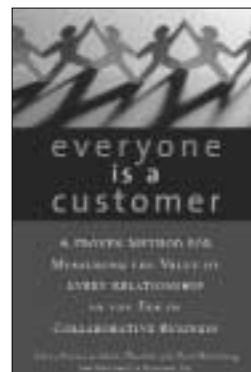
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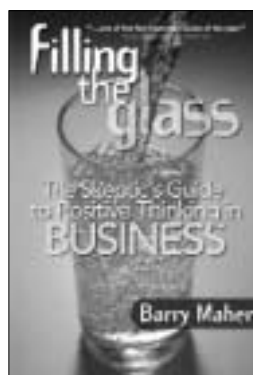
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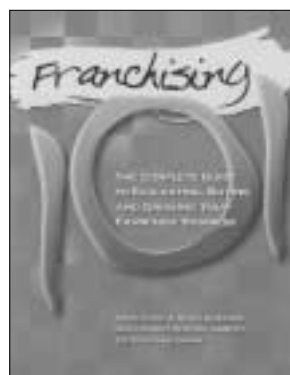
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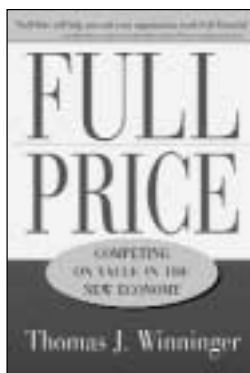
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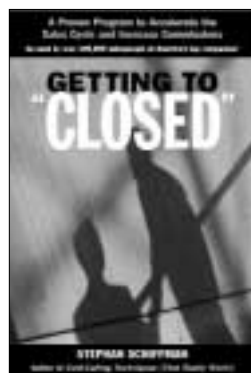
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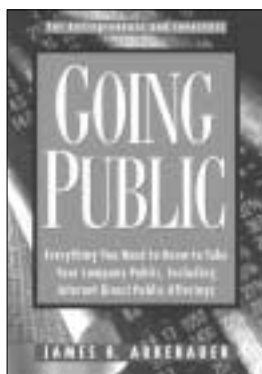
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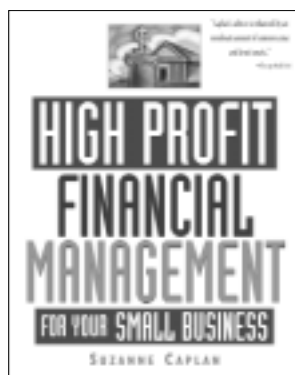
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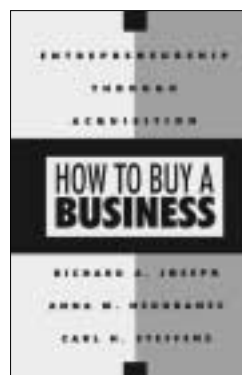
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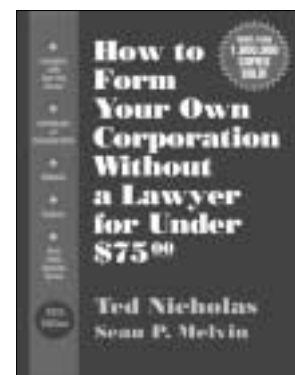
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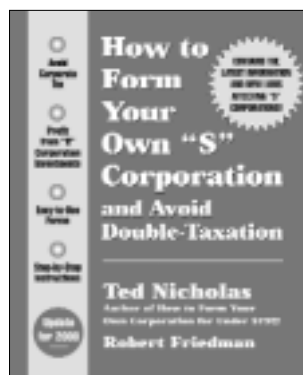


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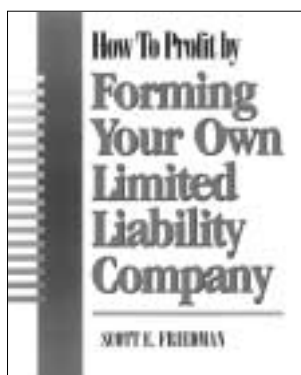


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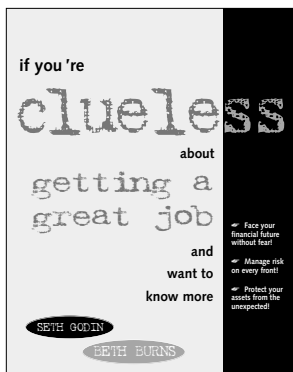
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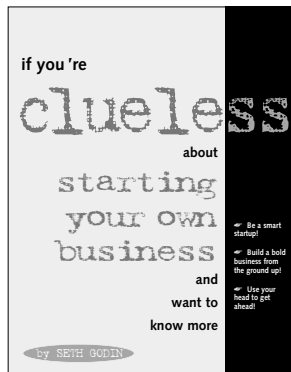
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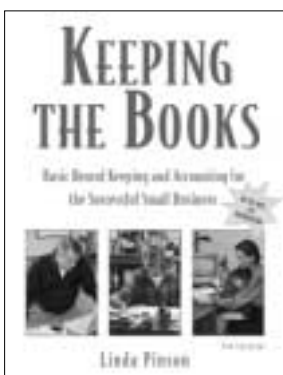
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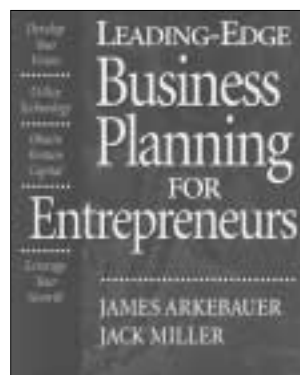
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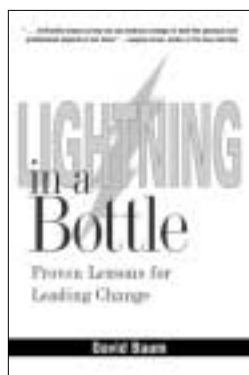
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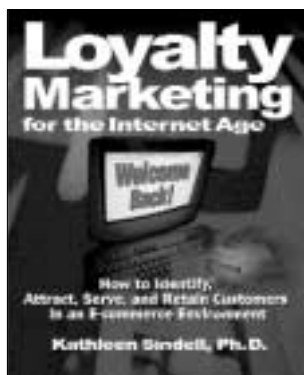
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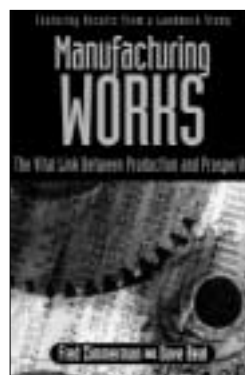
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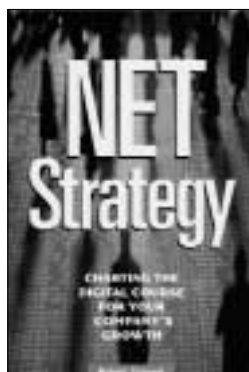
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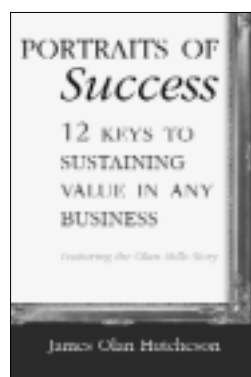
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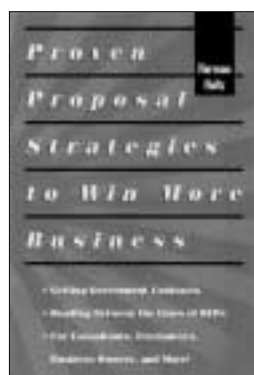
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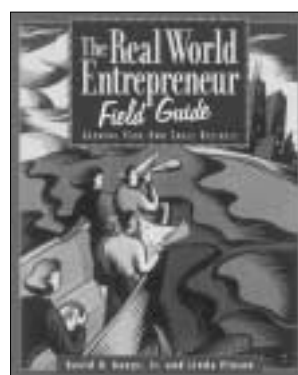
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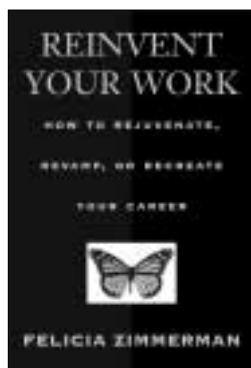
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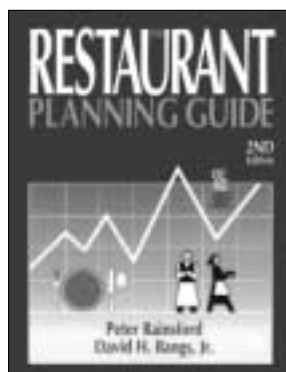
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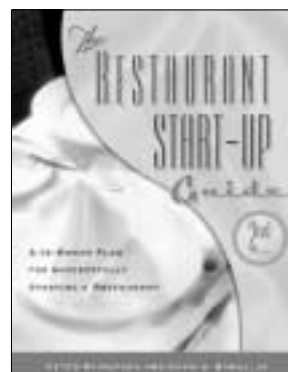
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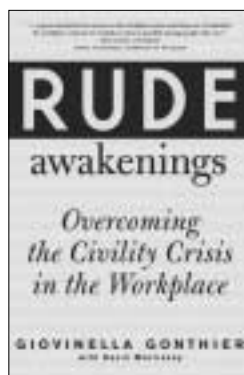
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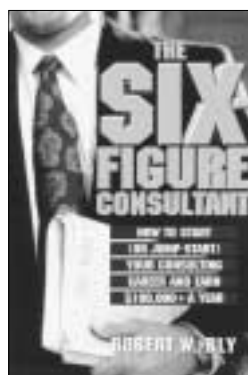
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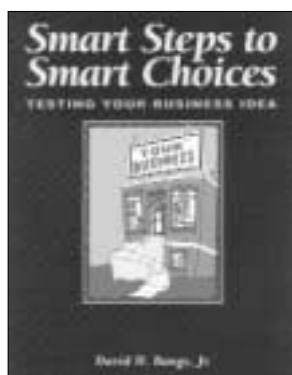
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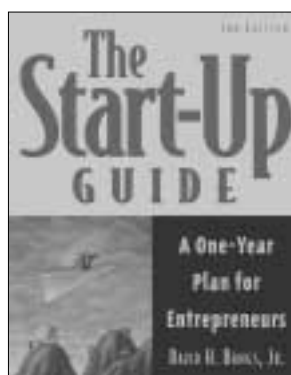
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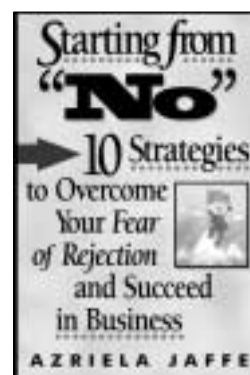
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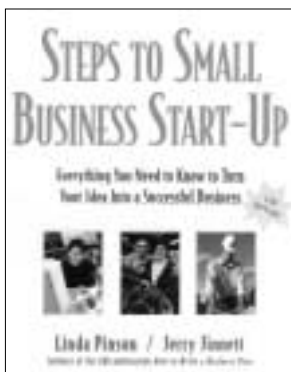
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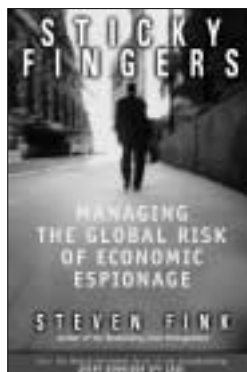
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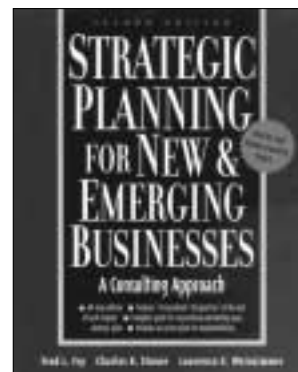
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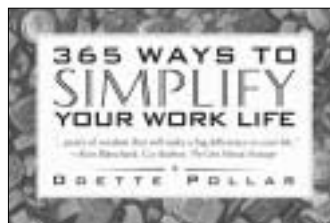
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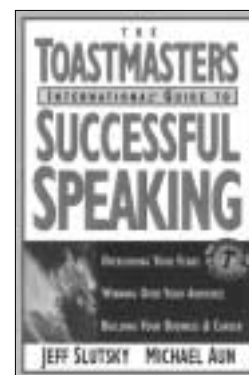
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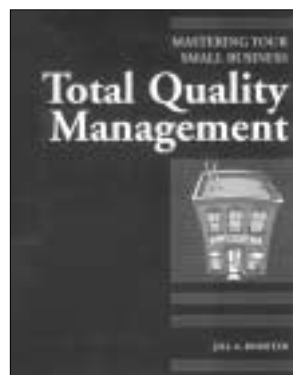
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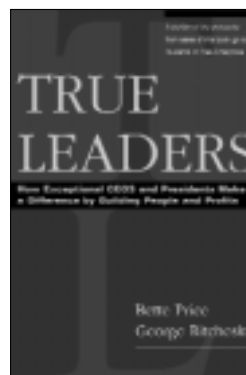
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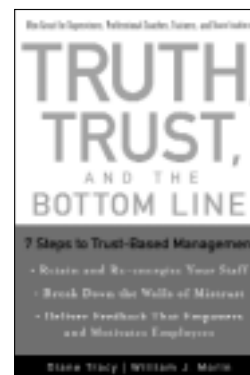
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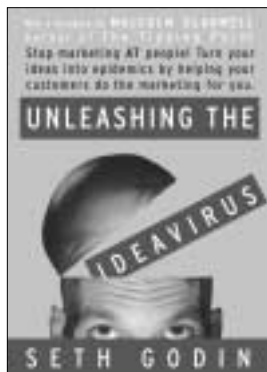
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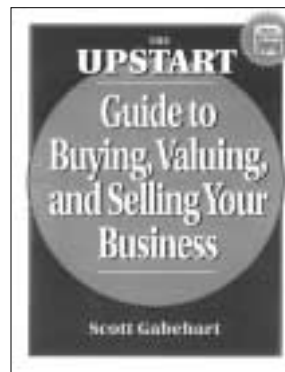
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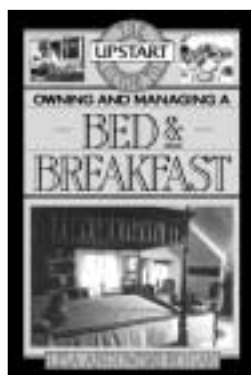
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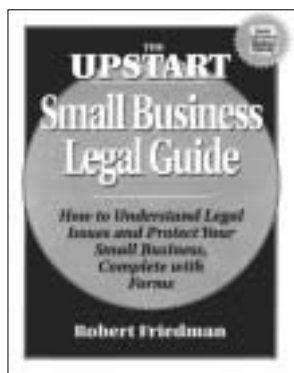
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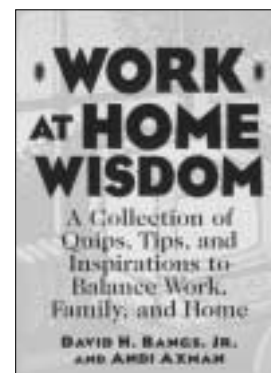
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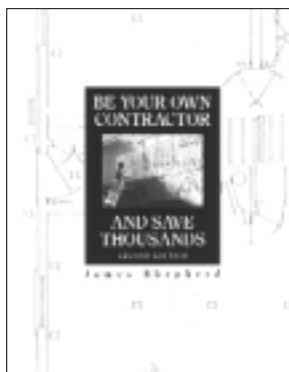
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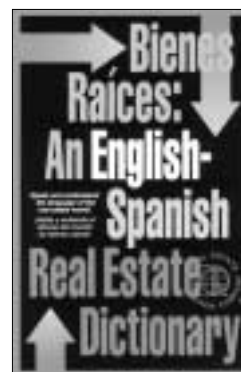
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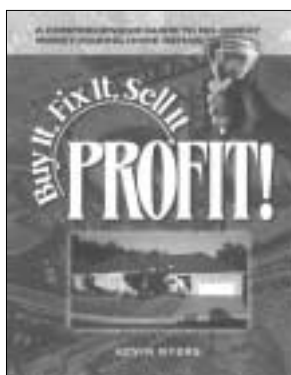
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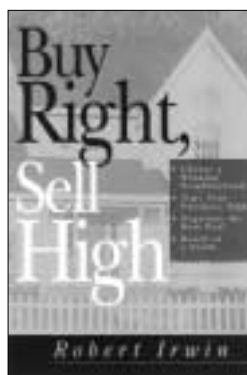
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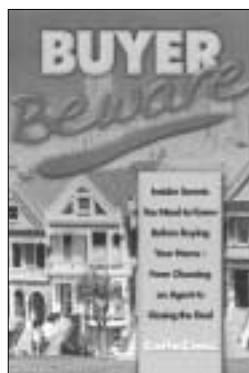
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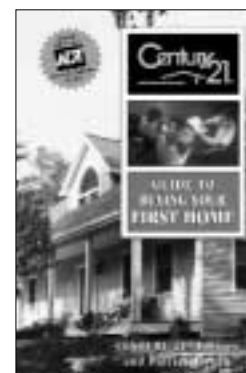
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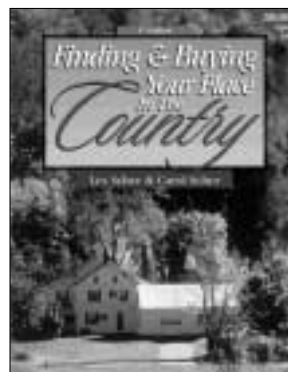
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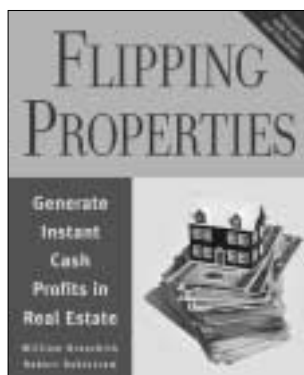
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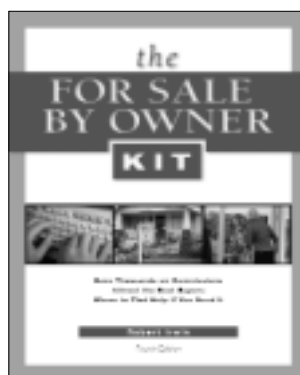
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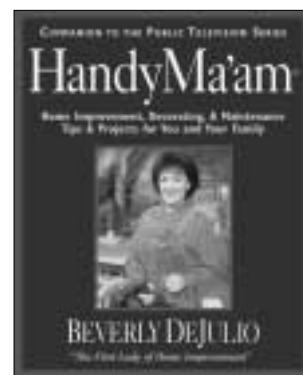
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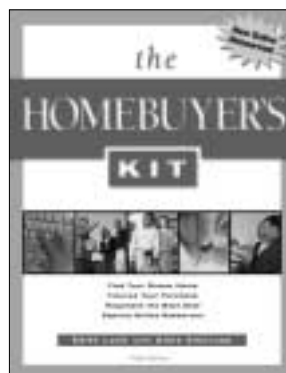
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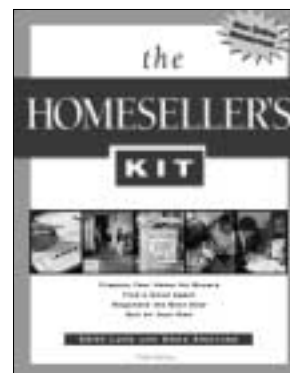
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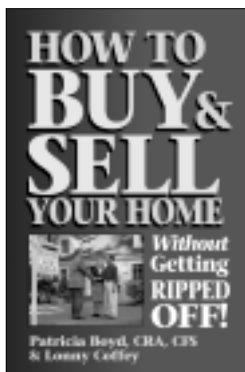
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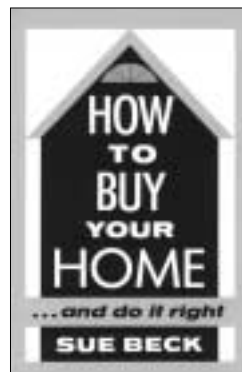
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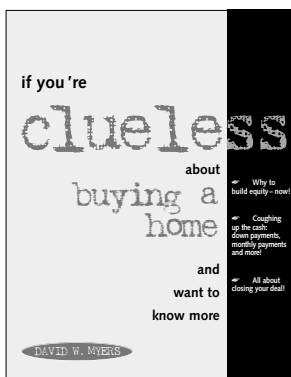
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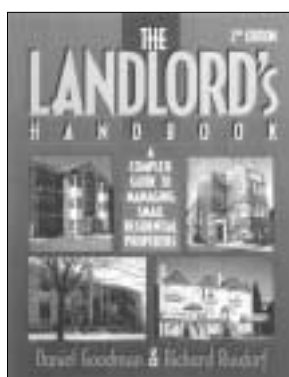
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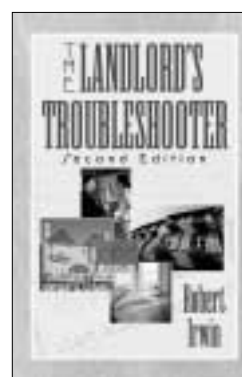
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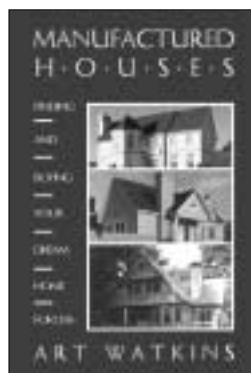
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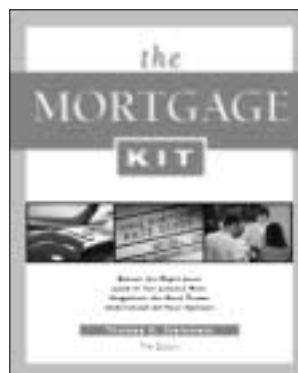
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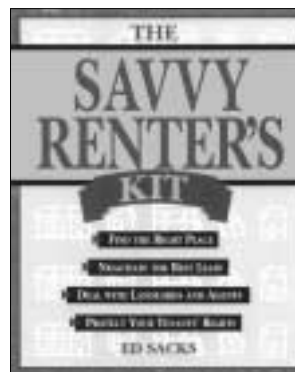
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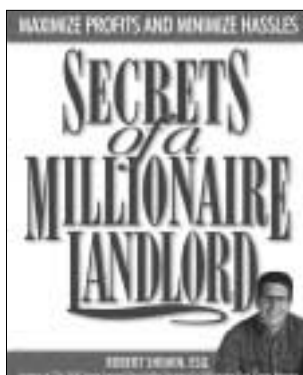
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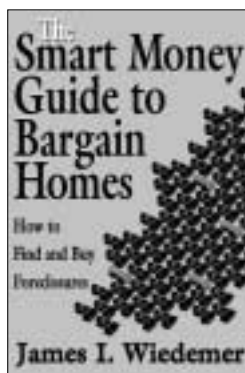
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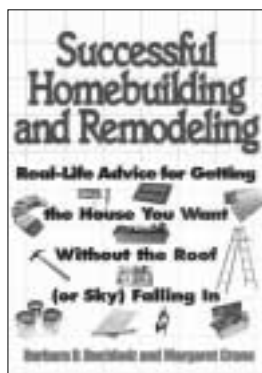
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Delinquent accounts are subject to a monthly interest charge of 1.5% unless a satisfactory payment plan has been approved by Dearborn Trade.

New accounts must furnish credit information (three recognized trade accounts plus bank) and phone number.

### Individual Buyers

Enclose payment with order. Add \$5.00 for postage and handling. Orders shipped to the following states must include applicable sales tax: CA, FL, IL, NY. VISA or MASTERCARD accepted. Provide card number, expiration date, and signature.

## Shipping and Handling

Freight charges are FOB Aurora, IL 60504.

We ship UPS unless otherwise specified. Orders over 150 pounds will be shipped via best direct truck service.

### Price Changes

Dates, prices, titles, and specifications are subject to change without notice. The listing of price is not intended to control the retail prices.

### Return Policy

Unmarked books in saleable condition may be returned for credit by customers anytime after 90 days from invoice date until six months after they are declared no longer available in an official notice in *Publishers Weekly*.

Invoice number, date of purchase, and purchase discount must be supplied.

Customer is responsible for payment of postage on returns.

Damaged books will not be credited.

If retailers make returns that do not comply with these instructions, they will be credited at a flat discount of 50% from the Trade list price.

## Distribution Center Location

**Books are to be returned to our Distribution Center:**

Dearborn Trade Returns Department  
940 Enterprise Street  
Aurora, IL 60504

Claims for damaged, short, or misshipments must be reported directly to us immediately. Any claim made 30 days after invoice date will not be accepted. Claims must include invoice number and reason for claim.

## Wholesale Discount Schedule

Copies	Terms
1-9 books...20% cash with order.*	Add \$3.50 shipping & handling for first book, \$.50 for each additional book.**

Copies	Terms
10+.....50%	Customer pays shipping

\*Applies only to NEW accounts.

\*\*Shipping rates for 50 US states only. Please call for international rates.

Additional discounts are available upon request to buyers of books on a nonreturnable basis.

**Terms:** Net 60 days.

Delinquent accounts will not be shipped and are subject to a 1.5% interest charge unless a satisfactory payment plan has been approved by Dearborn Trade.

### Return Policy

Unmarked books in saleable condition may be returned for credit by customers anytime after 90 days from invoice date until 180 days after they are declared no longer available in an official notice in *Publishers Weekly*.

Invoice number, date of purchase, and purchase discount must be supplied.

Customer is responsible for payment of postage on returns.

Damaged books will not be credited.

If wholesalers make returns that do not comply with these instructions, they will be credited at THE MAXIMUM ALLOWABLE DISCOUNT for each title returned.

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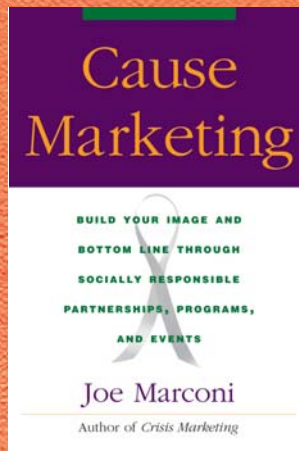
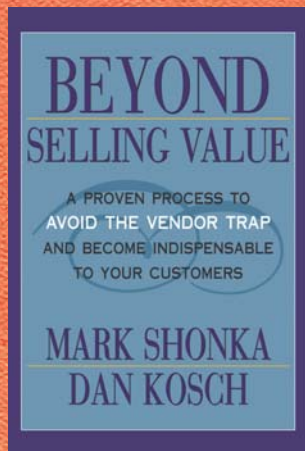
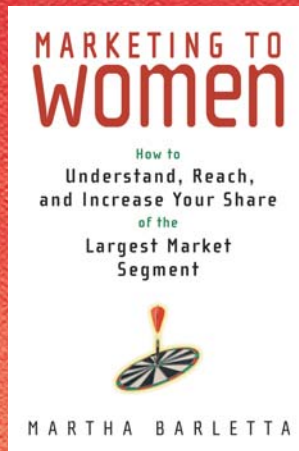
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