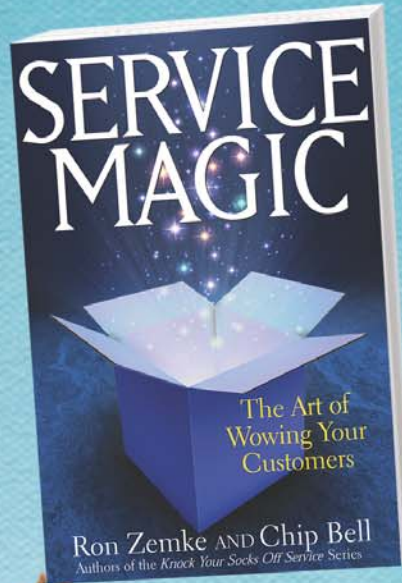


Spring-Summer

DearbornTM
Trade Publishing

Voila! Customer Service Is Back.



Like the accomplished stage magician who transforms the ordinary into the amazing, today's brand leaders deliver memorable customer service with a flair that leaves the customer astonished and coming back for more.

Service Magic captures the striking parallels between business-building customer service and the fine art of stage magic by revealing the tricks, trappings, and techniques of America's finest Service Magicians.

Service Magic

The Art of Wowing Your Customers

Ron Zemke (Minneapolis, MN) and Chip Bell (Dallas, TX)

Dazzling customer service—the kind that enchants people and keeps them coming back—can be as awe-inspiring as a spectacular magic show.

Like stage magic, service magic is made up of more than tricks, hocus-pocus, and bravado. Service magic is an art and depends on developing customer rapport, excellent timing, and many hours of practice.

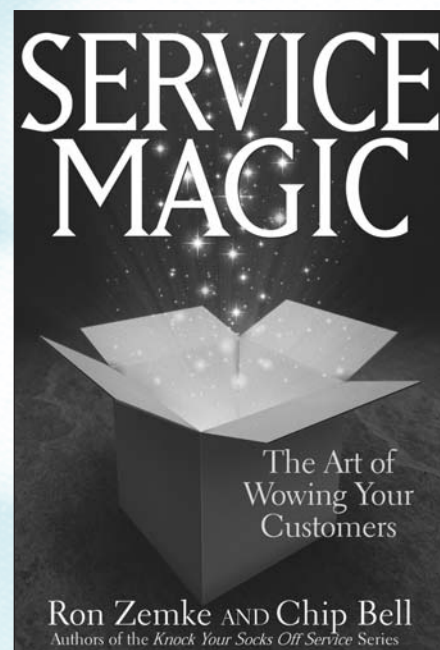
Customer service wizards Chip Bell and Ron Zemke have decades of experience advising and coaching the world's biggest businesses in the fine art of providing excellent service. In their new book, *Service Magic*, the authors use examples from diverse industries to reveal inventive—and fun—approaches to customer service. Using new models for creating customer delight, they share a conjurer's trunk of ideas for sweeping away the mundane and creating customer experiences that will leave customers delighted, charmed, and wanting to come back for more.

Readers will learn about the magic-building customer service strategies at play in industries such as:

- Hospitality—How Marriott, Ritz-Carlton Hotels, Hotel Monaco, Old Faithful Inn, Berns Steak House, and Radisson have performed service magic for retaining guests, especially during a downturn in the travel and leisure market.
- Financial services—How do USAA and American Express keep their customers happy when so many financial services companies are churning accounts faster than the Fed can drop interest rates?
- Health care—See how some of the biggest health care providers, including Mayo, Aurora Health, Children's Memorial Hospital of Chicago, Grace Presbyterian Village, and Wayzata Dental, have created caring, nurturing, and helpful environments for patients and families.
- Retail—Byerly's, SuperQuinn, Mary Jane's Farm, Macaroni Grill, Victoria's Secret, and Sewell Village Cadillac are vastly different retailers. Nevertheless, they share some common approaches to service and customer care.
- Entertainment—Universal Studios, Disney World Resorts, All Outdoor White Water Rafting, and the St. Paul Saints have all captured the hearts and souls of customers through the magic of service.

Ron Zemke is president of Performance Research Associates, Inc., and coauthor of the best-selling *Service America in the New Economy*, the *Knock Your Socks Off Service* series, and *Generations at Work*. He has consulted with GM, Giant Eagle, Turner Broadcasting System, Best Buy, Microsoft, Sun Microsystems, and PricewaterhouseCoopers. An award-winning business writer, he serves as senior editor of *TRAINING* magazine and is a syndicated columnist for the American City Business journals.

Chip Bell is a senior principal of Performance Research Associates, Inc. A renowned keynote speaker, Chip has served as a consultant or trainer to such major corporations as Universal Studios, Merrill Lynch, USAA, Pfizer, Bank of America, Marriott, and Ritz-Carlton Hotels. He is the author of such best-sellers as *Managers as Mentors*, *Customer Love: Attracting and Keeping Customers for Life*, and *Customers as Partners*.



MAY

6 x 9, 224 pages, 5682-1801

\$18.95 pb, \$28.95 Canadian

ISBN 0-7931-6467-2

Print run: 50,000

Category: Management

Marketing Plan

- ▶ \$50,000 marketing and advertising campaign
- ▶ Co-op available
- ▶ Advance galley mailing
- ▶ National media campaign
- ▶ Author media tour based on speaking schedule, which includes 150 engagements per year
- ▶ Morning Drive Time Radio Tour: May 2003
- ▶ Promotion at national conferences, including Book Expo America, June 2003; American Society of Training and Development, June 2003; and Society of Human Resource Management, July 2003

Bookseller Tips

- ✓ There are over 2 million businesspeople who have purchased Ron Zemke and Chip Bell's books on customer service, including the *Knock Your Socks Off* titles.
- ✓ Zemke and Bell's books have been on the best-seller lists of *Business Week*, the *New York Times*, 800-CEO-READ, and many regional business publications.
- ✓ Each year, Chip Bell and Ron Zemke present more than 150 lectures and speeches before service-minded organizations of all sizes.

Other Titles by the Author

Delivering Knock Your Socks Off Service, 2nd ed. (0814479707)

Managing Knock Your Socks Off Service (0814477844)

Sustaining Knock Your Socks Off Service (0814478247)

Service America, 2nd ed. (0071377220)

Managers as Mentors (1576751422)

International and Subsidiary Rights Available

Russ Whitney is *the* Millionaire Real Estate Mentor!

From humble beginnings as a high school dropout working in a slaughterhouse to the most recognized real estate training personality...

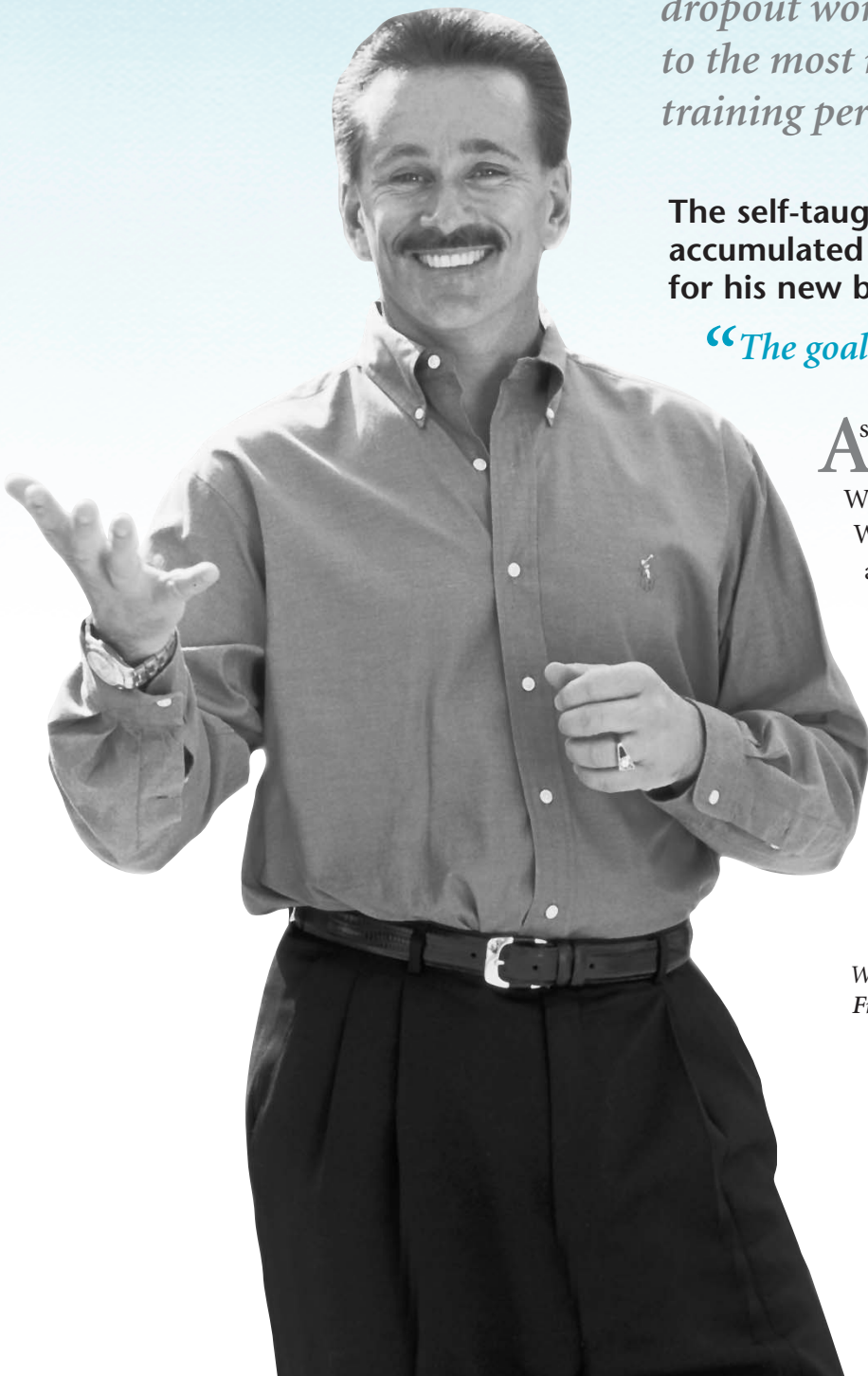
The self-taught entrepreneur who has accumulated vast wealth shares his vision for his new book:

“The goal at all costs is to drive retail sales.”

As chairman and CEO of the Whitney Information Network, Inc., and Whitney Education Group, Inc., Whitney will be investing \$1 million a month to drive customers into bookstores through half-hour infomercials that feature his new book *Millionaire Real Estate Mentor*.

Whitney has formed a “Wealth Team” of leaders who follow, and teach, his wealth creation strategies. During any given week, there are about a dozen Wealth Teams in the field teaching courses. These seminars attract 4,000-6,000 people each week.

*Whitney is also the author of **Building Wealth: From Rags to Riches Through Real Estate** (1995).*



Millionaire Real Estate Mentor

The Secrets to Financial Freedom through Real Estate Investing

Russ Whitney and his Wealth Team (Cape Coral, FL)

A self-made millionaire shares the secrets to his extraordinary wealth and reveals how to find long-term financial success through smart real estate investing.

In a shaky economy, where can investors reap profits of 300, 400, and even 500 percent on an investment? Real estate. Through careful planning, a solid game plan, and true dedication, real estate investors can realize a remarkable level of financial independence and prosperity with less risk than with many other investment vehicles.

Readers will learn from a bona fide real estate master, Russ Whitney, whose years of experience have honed an amazing array of money-making methods. For years, Whitney's insights were available to a limited number of people through his exclusive, invitation-only, high-level training programs. Now, investors can have his accumulated wisdom within arm's reach on their bookshelf.

Millionaire Real Estate Mentor outlines the key components to realize success investing in real estate. Whitney has assembled a team of self-made millionaires, helped them sharpen their skills, and now shares the power of their collective experience with readers. Readers will discover proven strategies that they can leverage into profitable real estate investments, regardless of how much—or how little—capital they have now.

Investors will learn:

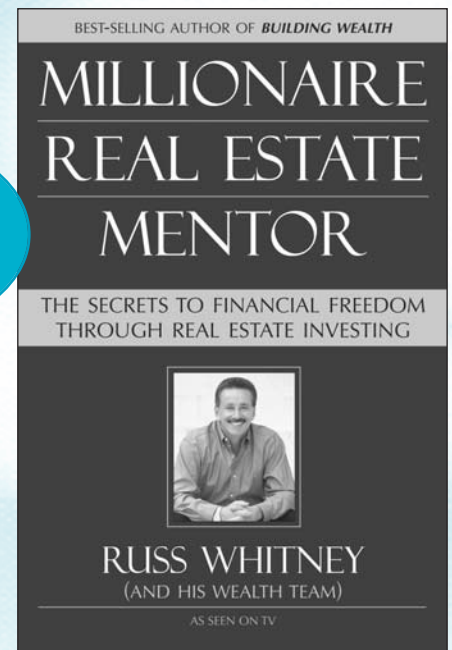
- Russ Whitney's Laws and Rules for real estate wealth
- Which real estate investment is right for one's talents, temperament, and interests
- How to recognize a real estate gold mine—and how to spot a fiasco—before investing
- When investors can use the government to finance their fortune
- How to protect assets from litigation and excessive taxes

In *Millionaire Real Estate Mentor*, Whitney shares helpful lists of public and private resources for the serious investor and a collection of sample forms and letters to quickly customize and use to jump-start the real estate transaction process.

Russ Whitney, chairman and CEO of Whitney Information Network, Inc., and Whitney Education Group, Inc. (a publicly traded company; ticker symbol: RUSS), is an internationally known and respected leader in the real estate investment and financial training world. His best-selling book, *Building Wealth*, chronicled his spectacular road to financial fortune from his humble start at age 20, when he bought his first investment property while working in a slaughterhouse. By age 23, he was financially independent, and by age 27, he was written up as one of America's youngest self-made millionaires. With numerous subsidiaries in the U.S. and four other countries, Whitney's flourishing global business is steadily expanding while it focuses on products, training, and services for the business, finance, stock market, and real estate arenas. Whitney continues to be involved in major real estate developments in the U.S. and abroad, both corporately and as an individual investor. Whitney Education Group's core business centers on real estate training for people seeking to duplicate Whitney's stunning financial success.

SPECIAL OFFER!

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APRIL

7¼ x 9, 368 pages, 5682-2401

\$21.95 pb, \$33.95 Canadian

ISBN 0-7931-6686-1

Print run: 75,000

Category: Real Estate Investing

Marketing Plan

- ▶ \$75,000 marketing and advertising campaign
- ▶ Co-op available
- ▶ National media campaign: print, online, television
- ▶ Morning Drive Time Radio Tour: May 2003
- ▶ Advance galley mailing
- ▶ Promotional support from the Whitney Information Network, Inc., and Whitney Education Group, Inc., including weekly seminars, newsletters, company Web site, infomercials, and television ads.

Bookseller Tips

- ✓ As the chairman and CEO of Whitney Information Network, Russ Whitney is a recognized world leader in the real estate investment and financial fields.
- ✓ The Whitney Education Group seminars attract 4,000 to 6,000 people per week.
- ✓ The Whitney Information Network will feature *Millionaire Real Estate Mentor* in its new infomercial.
- ✓ Whitney's personal story—his rise from a slaughterhouse worker to real estate millionaire—is compelling and inspiring.

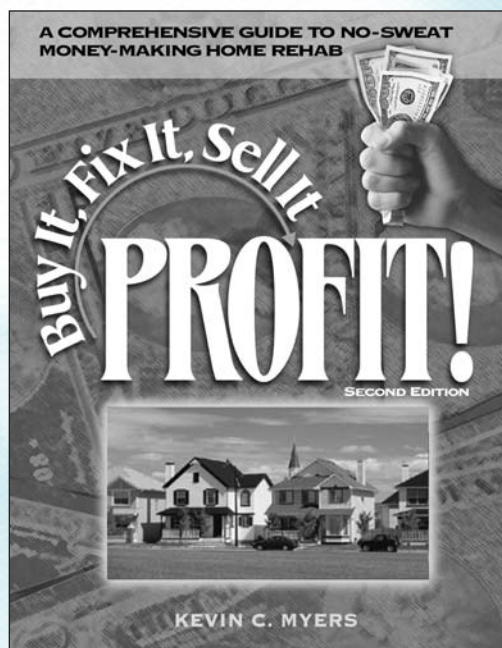
Other Titles by the Author

Building Wealth (0684800519)

Internet

www.russwhitney.com

International and Subsidiary Rights Available



Buy It, Fix It, Sell It... PROFIT!

*A Comprehensive Guide to No-Sweat
Money-Making Home Rehab*
2nd Edition

Kevin C. Myers (Albuquerque, NM)

*Start out earning \$5,000 to \$10,000 per deal, part-time, using these
proven real estate rehab investing techniques.*

AUGUST

7¼ x 9, 304 pages, 1913-4802

\$19.95 pb, \$30.95 Canadian

ISBN 0-7931-6938-0

Print run: 50,000

Category: Real Estate Investing

Previous edition ISBN: 0-7931-2610-X

Marketing Plan

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

Bookseller Tips

- ✓ With more than 100,000 copies in print, this is the bible of investing in real estate rehabs.
- ✓ Investors see real estate as a solid investment alternative to the equities markets.

Internet

www.rehabwiz.com

International and Subsidiary Rights Available

Veteran investor and rehabber Kevin Myers caused a sensation in real estate investing circles with the publication of the first edition of *Buy It, Fix It, Sell It . . . PROFIT!* Now, a booming real estate market and completely updated and expanded edition of his best-seller spells new improved opportunities for those willing to learn the rehabbing ropes.

Renovating and reselling single-family homes is an exciting, income-generating business opportunity available in any area. Myers presents all-new insights alongside proven methods for rehabbing and then selling single-family homes as a highly lucrative entrepreneurial venture. Using these techniques, beginning and veteran real estate investors gain in-depth strategies for developing a high-profit, low-overhead business—full-time or part-time.

The author addresses many of the thorniest challenges that rehabbers face—from identifying deal killers to making the right renovations. All new and expanded sections discuss:

- Inspecting the property
- Dealing with contamination, including toxic mold, asbestos, radon, lead paint, groundwater contamination, septic systems, and termite infestations
- How tax issues affect investments in real estate rehabs
- Funding projects using IRA and 401(k) accounts
- Maximizing profits by flipping properties

Encouraging and practical, Myers explains where to find the funds to get started, how to create the team that will support the projects, and why not to pick up a hammer, even for those who are handy. All new success stories inspire investors and would-be entrepreneurs to take action.

Kevin C. Myers is the president of a diversified group of companies based in Albuquerque, New Mexico. He is involved in real estate investments, appraisal, private mortgage lending, and education. Myers has rehabbed numerous investment properties during his 25-year-plus real estate career, specializing in single-family homes. He has an MBA degree and often teaches his techniques in rehab seminars offered around the country.

Making Big Money Investing in Foreclosures without Cash or Credit

Peter Conti (Denver, CO), David Finkel (San Diego, CA), and Gene Burns (Las Vegas, NV)

Many experts predict that foreclosure rates will double over the next two years.

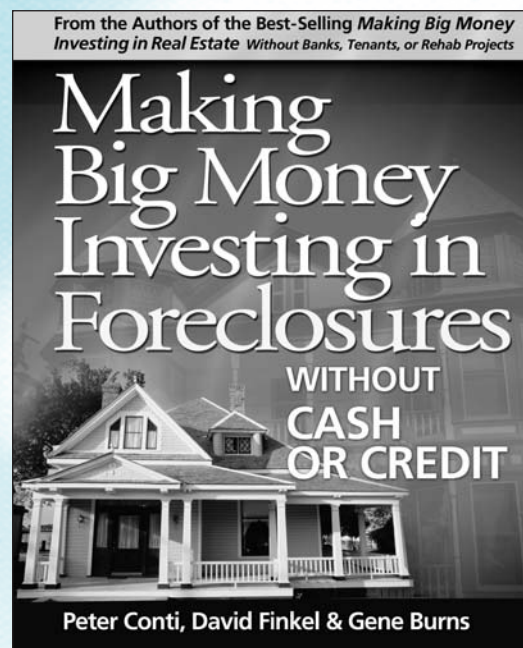
The key to making money in real estate is finding motivated sellers. Financial trouble is often the single biggest motivator. From finding properties in foreclosure, to negotiating with sellers in financial distress, to reselling the properties to realize healthy profits, *Making Big Money Investing in Foreclosures without Cash or Credit* is a comprehensive money-making guide.

Best-selling authors Peter Conti and David Finkel have teamed up with real estate guru Gene Burns to show real estate investors how to:

- Understand the concepts involved in investing in foreclosures.
- Find a motivated seller.
- Structure the deals, including how to buy with little or nothing down.
- Negotiate with sellers in foreclosure, including how to overcome obstacles and close the deal.
- Avoid costly contract pitfalls.
- Hold on to newly acquired properties and grow a portfolio for long-term equity build-up.

The authors pull all the steps together into a seven-step action plan, so that investors can apply what they have learned and start making money.

Peter Conti and David Finkel, a former auto mechanic and an Olympic-level hockey player, respectively, have personal real estate holdings valued at more than \$8 million. They are business owners and investors who are in demand as presenters at real estate investment workshops nationwide and who contribute a column to *Creative Real Estate Magazine*. Finkel also hosts a nationally syndicated weekly radio program about real estate. They are the coauthors of *Making Big Money Investing in Real Estate without Banks, Tenants, or Rehab Projects*. Gene Burns is one of the top real estate coaches for Mentor Financial Group LLC, one of the country's top real estate training firms, which was founded in 1997 by Finkel and Conti.



SEPTEMBER

7¼ x 9, 224 pages, 5682-3801

\$18.95 pb, \$28.95 Canadian

ISBN 0-7931-7365-5

Print run: 50,000

Category: Real Estate Investing

Marketing Plan

- ▶ Co-op available
- ▶ Real estate and investing print and online media campaign
- ▶ Talk radio nationwide
- ▶ David Finkel hosts "Real Estate Radio," a weekly online radio program that can be heard in all 50 states.
- ▶ Authors' e-mail newsletter and promotions on investing in foreclosures
- ▶ Authors extensive speaking engagements, including the Real Estate Success Conferences in Los Angeles (October 2003), Las Vegas (November 2003), and San Diego (January 2004)

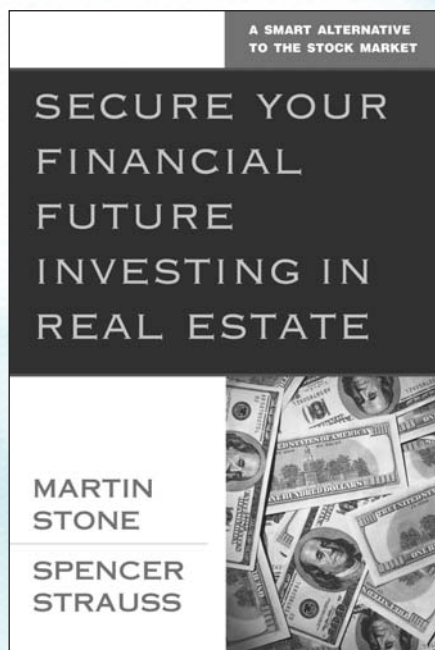
Bookseller Tips

- ✓ "Mortgage foreclosure and delinquencies, now affecting some 3.6 million loans, are on the rise." *Realty Times*, 8 August 2002
- ✓ *Making Big Money Investing in Foreclosures without Cash or Credit* includes tactics that will help investors negotiate real estate deals more effectively. When reviewing Conti and Finkel's last book, syndicated real estate columnist Bob Bruss noted: "[*Making Big Money Investing in Real Estate without Banks, Tenants, or Rehab Projects*] contains the best real estate negotiation strategies I've ever read. I wish I had known their techniques when I started investing in real estate."

Other Titles by the Authors

Making Big Money Investing in Real Estate without Banks, Tenants, or Rehab Projects
(0-7931-5415-4)

International and Subsidiary Rights Available



Secure Your Financial Future Investing in Real Estate

Martin Stone and Spencer Strauss (El Segundo, CA)

Stock market volatility has prompted people to examine different investment options, and real estate has emerged as a leading investment choice.

MAY

7¼ x 9, 224 pages, 5682-1401

\$18.95 pb, \$28.95 Canadian

ISBN 0-7931-6129-0

Print run: 25,000

Category: Real Estate Investing

Marketing Plan

- ▶ Co-op available
- ▶ National print and online publicity campaign
- ▶ Talk radio nationwide
- ▶ Authors' speaking engagements

Bookseller Tips

- ✓ *Secure Your Financial Future Investing in Real Estate* will be the first book on the market that clearly outlines how investments in real estate can replace or supplement an investor's retirement savings.
- ✓ According to an article in *USA Today*, investors are "shifting to tangible [assets] like real estate." (July 3, 2002)

Other Titles by the Author

The Unofficial Guide to Real Estate Investing
(0-0286-3665-1)

International and Subsidiary Rights Available

The roller coaster stock market and recent corporate scandals have left many with smaller retirement portfolios—and greater skittishness—about investment options. Real estate has been one notable bright spot in this gloomy investment landscape. New home construction is booming, property values continue to increase, and interest rates have been uncommonly low.

Now, Martin Stone and Spencer Strauss leading real estate practitioners and authors, discuss how smart investors can use real estate to build a retirement portfolio—safely and successfully. Using time-tested principles, the authors outline a step-by-step guide that clearly describes the opportunities and hazards in real estate investing. For starters, Martin Stone and Spencer Strauss discuss a formula that shows readers exactly how much money they'll need for a comfortable retirement income.

From there, readers will learn:

- How to create safe wealth through leverage and compound interest, tax-deferred exchanges, and commonsense real estate principles
- How the investment playing field has changed, and how the real estate market can provide long-term profitability and retirement stability
- Do's and don'ts in planning, appraising, and financing various real estate ventures, including big and small apartment buildings, condos, foreclosures, and commercial and industrial properties
- How to spot a money-making investment—and when and why to run away from a loser
- How to manage properties to yield the greatest investment return, including the management of tenants, when to seek out new opportunities, and when to bail out

Filled with real-life examples, checklists, and worksheets, readers will find a sharply focused treatment to retirement planning using one of the most underestimated investment vehicles on the financial scene. Real estate, the authors point out, can be a viable and extremely lucrative way to create a fulfilling, predictable, and prosperous nest egg.

Martin Stone and Spencer Strauss are real estate brokers and business partners in Buckingham Investments. Together, they have bought, sold, and managed hundreds of buildings and helped countless investors get their start in real estate. They co-wrote the best-selling book, *The Unofficial Guide to Real Estate Investing*. They also have been active on the lecture circuit; have been featured in *USA Today*, the *Chicago Tribune*, and the *Los Angeles Times*; and have appeared on television and radio discussing real estate trends.

Secrets of Financing Real Estate Deals from a Millionaire Real Estate Investor

William Bronchick (Aurora, CO), author of *Flipping Properties*

From conventional mortgages to creative financing, this guide outlines all the options available to investors.

America's real estate market remained robust even during the recession of 2001–2002, and demand is expected to increase. Research reveals that consumers are jumping on the real estate bandwagon like never before, both as investors and as homebuyers.

Financing is a critical factor in structuring real estate deals, and both beginners and pros alike are hungry for information about all the options. For the first time ever, real estate attorney and best-selling author William Bronchick presents a comprehensive picture of exactly what's available. In clear, step-by-step language, he outlines:

- How to understand the mortgage loan market, including the advantages and disadvantages of various types of mortgages
- Which mortgages make the most sense, depending on the investor's particular situation
- Legal and ethical alternative real estate financing methods, including contracts for deed and lease/options

Secrets of Financing Real Estate Deals from a Millionaire Real Estate Investor also includes sample forms, letters, policies, and procedures. It is the definitive insider's guide to traditional and creative real estate financing, eliminating the need for additional books on these subjects.

William Bronchick is a licensed attorney in New York and Colorado, where he has been practicing real estate law and investing in real estate for more than ten years. A prolific author, he has written several books on real estate investing, along with numerous articles that have appeared in newspapers, magazines, and legal periodicals. He also presents workshops nationwide and appears on radio and television talk shows to discuss real estate and other legal topics. Since 1994, he has served as president of the Colorado Association of Real Estate Investors, a local chapter of the national Real Estate Investors Association.



APRIL

7¼ x 9, 256 pages, 5682-3101

\$18.95 pb, \$28.95 Canadian

ISBN 0-7931-6820-1

Print run: 35,000

Category: Real Estate Investing

Marketing Plan

- ▶ Co-op available
- ▶ Talk radio nationwide
- ▶ Print and online media campaign
- ▶ Author's seminars and workshops, including "Creative Real Estate Financing"
- ▶ Author's Web site and monthly e-mail newsletter

Bookseller Tips

- ✓ This one-of-a-kind guide outlines *all* the financing options, both conventional and creative financing, available to real estate investors and homebuyers.
- ✓ Bronchick is the coauthor of the best-selling book *Flipping Properties*.

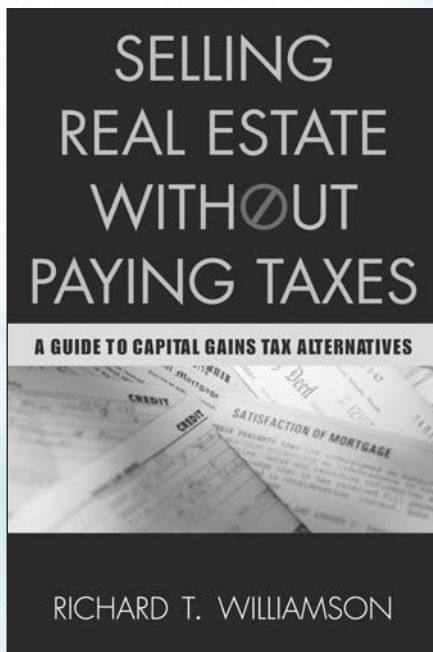
Other Titles by the Author

Flipping Properties (0-7931-4491-4)

Internet

www.legalwiz.com

International and Subsidiary Rights Available



JUNE

6 x 9, 224 pages, 5682-2901

\$19.95 pb, \$30.95 Canadian

ISBN 0-7931-6798-1

Print run: 20,000

Category: Real Estate Investing

Marketing Plan

- ▶ Co-op available
- ▶ National business media campaign, including print and television
- ▶ Talk radio nationwide
- ▶ E-mail promotions to real estate investors and professionals

Bookseller Tips

- ✓ As more and more individuals begin investing in real estate, these same investors need to understand and prepare for the tax implications.
- ✓ *Selling Real Estate without Paying Taxes* complements Dearborn Trade's extensive line of real estate investing books and provides readers with comprehensive information about the real estate investing market.

International and Subsidiary Rights Available

Selling Real Estate without Paying Taxes

A Guide to Capital Gains Tax Alternatives

Richard T. Williamson (Long Beach, CA)

Make the most of real estate transactions by avoiding the negative tax impact.

The decline of the financial markets has led to a white-hot real estate market as investors move their money away from the stock market. As the transaction rate increases, sellers are discovering that there are some tax surprises associated with selling real estate; namely, that federal and state taxes can consume as much as one-third of the profit on the sale of a property.

Fortunately, legal methods exist for deferring or eliminating taxes. Attorney and real estate broker Richard Williamson explores the various ways to avoid taxes when selling real estate. In nontechnical, plain English and using actual cases and client situations, he explains the options available to take advantage of tax deferral or tax eliminating methods, including:

- Charitable remainder trusts
- Family philanthropic foundations
- Installment sales
- Private annuity trusts
- Self-directed IRAs
- 1031 Tax Deferred Exchanges

Williamson discusses the pros and cons of each option and gives examples of how each method works in everyday practice. He also includes sample forms for estimating capital gains taxes and IRS forms.

Richard T. Williamson is an attorney and real estate professional with more than 15 years of experience. He serves individual investors on real estate tax matters, as well as real estate professionals whose customers rely on expert advice about tax consequences related to selling real estate. He also writes a monthly column about capital gains taxes and estate planning for the Southern California Apartment Owner's Association magazine.

From Contact to Contract

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

Dianna Booher (Colleyville, TX)

According to the U.S. Bureau of Labor Statistics, more than 16 million American work as sales professionals. Add in the vast number of small business owners, consultants, doctors, lawyers, and other professionals who must sell their services and promote their credibility in order to succeed, and it's clear that there's a huge need for practical, easy-to-apply information on the art of sales.

From Contact to Contract fills this need in a way no other book does. It offers broad coverage of each facet of sales in one easy-to-skim reference. From prospecting and presenting to consultative conversations and closing, the book provides a comprehensive collection of tips and best practices without getting bogged down in long explanations of sales theory and models. Author Dianna Booher has pulled together insights gained during her highly successful, 21-year career as a sales and communication consultant to help readers understand how to:

- Gain commitments from customers and prospects.
- Manage their pipeline.
- Generate leads.
- Use strategic persuasion techniques to turn information into real communication.
- Deal with difficult buyers.
- Negotiate to maintain profit margins.
- Sell across gender lines.
- Stay motivated during a competitive upsurge or economic downturn.

From Contact to Contract is a sales primer professionals will use again and again. It's filled with practical techniques and advice they can learn quickly and put to use immediately.

Dianna Booher is the CEO of Booher Consultants, a communication training firm that counts among its client list 25 of America's 50 largest corporations and 227 of the Fortune 500. She travels internationally to present keynotes and workshops on sales and communication topics, including business and technical writing, oral presentations, interpersonal skills, customer service, and personal productivity. A highly regarded speaker, Dianna was recently named to the list of "21 Top Speakers for the 21st Century" by *Successful Meetings* magazine. In addition, she was awarded the CSP (Certified Speaking Professional) designation by her industry, which has been given to less than 400 professionals worldwide. Dianna is the author of *Communicate with Confidence* and *E-Writing*. She also has authored nine video series, two audio series, and an entire suite of software, including e-learning courses.



SEPTEMBER

6 x 9, 304 pages, 5682-2701

\$19.95 pb, \$30.95 Canadian

ISBN 0-7931-6800-7

Print run: 25,000

Category: Sales

Marketing Plan

- ▶ Co-op available
- ▶ Advance galley mailing
- ▶ National media campaign
- ▶ Morning Drive Time Radio Tour: September 2003
- ▶ Author promotions, including quarterly newsletter, e-mail newsletter, catalog mailings, and other direct mail literature
- ▶ Promotion at national conferences, including American Society for Training and Development, June 2003; and Society of Human Resource Management, July 2003

Bookseller Tips

- ✓ Booher's client list includes NASA, IBM, Intel, Texas Instruments, Boeing, Hallmark, Mutual of Omaha, Chevron, Lockheed Martin, *USA Today*, the Marriott Corporation, Allied Van Lines, Sara Lee, Hewlett-Packard, among others.
- ✓ According to the U.S. Bureau of Labor Statistics, more than 16 million Americans work as sales professionals.
- ✓ *From Contact to Contract* covers all facets of sales in one complete sales primer that sales professionals will use again and again.

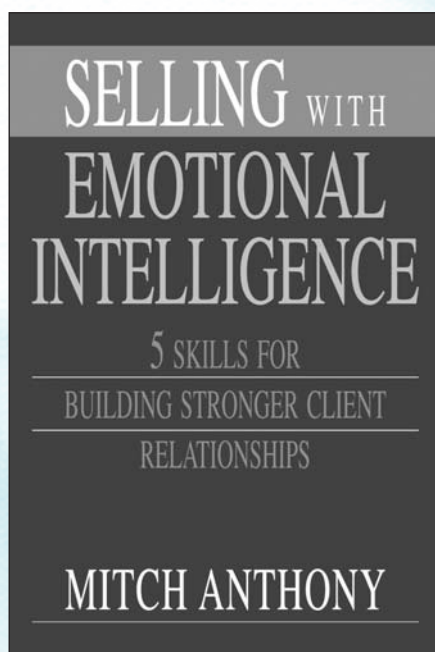
Other Books by the Author

Communicate with Confidence (0070064555)
E-Writing (0743412583)

Internet

www.booherconsultants.com

**International and Subsidiary
Rights Available**



JUNE

6 x 9, 272 pages, 5682-1301

\$22.00 hc, \$33.95 Canadian

ISBN 0-7931-6128-2

Print run: 15,000

Category: Sales

Marketing Plan

- ▶ Co-op available
- ▶ Advance galley mailing
- ▶ National business media campaign
- ▶ Talk radio nationwide
- ▶ Promotion on the American Marketing Association Web site, www.marketingpower.com
- ▶ Author's extensive speaking engagements
- ▶ Author's syndicated radio feature, *The Daily Dose*, heard on 160 stations nationwide

Bookseller Tips

- ✓ While much has been written about Emotional Intelligence for academia and for a general business audience, *Selling with Emotional Intelligence* is the first book to cover the subject as it relates to improving sales performance.
- ✓ Financial service firms using training programs developed by Mitch Anthony include Merrill Lynch, PaineWebber, A.G. Edwards, Morgan Stanley Dean Witter, Citicorp, Nationwide, Edward Jones, SunAmerica, American Express, Bank of America, and Northwestern Mutual Life.

Other Titles by the Author

Storyselling for Financial Advisors
(0-7931-3664-4)

The New Retirementality (0-7931-4182-6)

The Financial Professional's Guide to Persuading
1 or 1,000 (0-7931-4671-2)

Your Clients for Life (0-7931-4954-1)

International and Subsidiary Rights Available

Selling with Emotional Intelligence

5 Skills for Building Stronger Client Relationships

Mitch Anthony (Rochester, MN)

Studies show that a person's emotional intelligence has an 80 to 85 percent influence on success in the workplace.

In today's ultra-competitive business environment, it's not enough for sales professionals to be adept at technical and tactical skills such as getting appointments, making presentations, and closing deals. To really succeed, they must develop and apply their relational skills—or what is known as emotional intelligence—to help them connect with people, recognize customer wants and needs, and build strong, lasting relationships.

The concept of emotional intelligence was first popularized in the late 1990s, and later linked to leadership and management success. Studies show that a person's emotional intelligence has an 80 to 85 percent influence on success in the workplace, while his or her IQ has at best a 25 percent influence. Now, in *Selling with Emotional Intelligence*, author and sales trainer Mitch Anthony presents the first-ever examination of emotional intelligence as it relates to sales performance.

Anthony first explains what emotional intelligence is, then presents sales professionals with a proven program for increasing their emotional intelligence, thus improving their sales success. The program, which is known as the ARROW Program, includes five steps:

1. *Awareness*—Tune-in to natural strengths and weaknesses. Examine how one's personality impacts others. Be aware of emotions controlling the sales process.
2. *Restraint*—Identify negative emotions that can damage relationships, inflict pain, and cost money. Prepare a rational response that will restrain emotions.
3. *Resilience*—Learn to develop an optimistic, persistent nature. Embrace adversity. Recognize the true source of discouragement. Embrace intrinsic motivators.
4. *Others (empathy)*—Discern feelings and motives. Develop emotional radar. Learn to be a better listener and observer.
5. *Working with others (building rapport)*—Communicate. Resolve conflicts. Learn to relate to and lead others.

A great deal of time and money is spent training salespeople in the technical aspects of their work. However, the real need in sales training lies in helping representatives and managers hone emotional and relational skills. *Selling with Emotional Intelligence* provides sales professionals with a program for dealing with the emotional challenges of their work and for enhancing sales performance.

Mitch Anthony is president of Advisor Insights, a training and communications consulting firm that specializes in the financial services and insurance industries. He is the author of *Storyselling for Financial Advisors*, *The New Retirementality*, *The Financial Professional's Guide to Persuading 1 or 1,000*, and *Your Clients for Life*. Over the past 20 years, Mitch has given an estimated 2,500 presentations to corporations worldwide, and his work has been featured on ABC Evening News with Peter Jennings, *USA Today*, CNN, Bloomberg, CBS Marketwatch, *Kiplinger's Personal Finance*, and *Selling Power* magazine.

The Art of Client Service

54 Things Every Advertising & Marketing Professional Should Know

Robert Solomon (New York, NY)

Advertising veteran Robert Solomon reveals his secrets for satisfying today's highly demanding advertising client.

With brevity, levity, and clarity, Robert Solomon, a well-respected advertising executive, has written a definitive and practical resource for advertising and marketing account executives. Writers, planners, researchers, and production supervisors will benefit as well from his down-to-earth advice on the care and feeding of the advertising client.

Account management is more art than science, requiring a wide-ranging arsenal of talents and skills. At times acting as psychologist, orchestra conductor, or lion tamer, the advertising account executive must be creative and versatile enough to develop top-notch strategy, and also graceful enough to nag, persuade, rebuff, and inform—all in a constructive way.

Distilling decades of experience, Solomon has compiled a fast-reading, actionable checklist of 54 essential ideas to help advertising professionals merge all these account management skills. *The Art of Client Service* is geared to the entire account team: writer, art director, planner, researcher, media executive, producer, and support staff—*anyone* who works with clients.

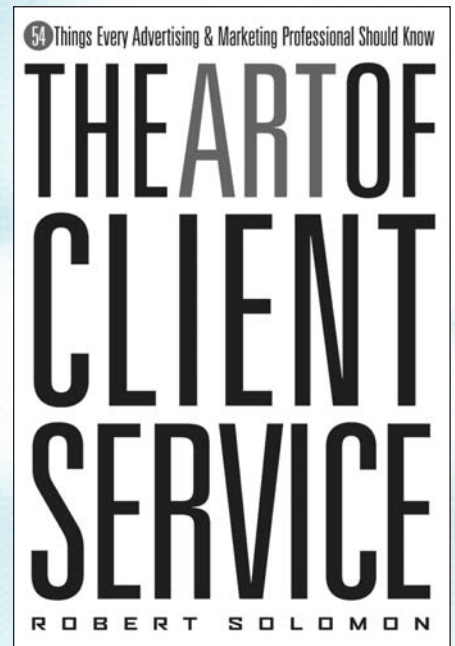
Each of Solomon's 54 tips deals with a specific issue that an account manager will undoubtedly encounter when dealing with a client. The answers and insights Solomon provides are grounded with wit, common sense, and the wisdom that comes from years of hands-on experience.

Readers will learn:

- *The prescriptions for great account work*
- *The steps to take at the start of any assignment*
- *How to write a strategy brief*
- *What makes great creative*
- *Do's and don'ts in client presentations*
- *The elements of a good meeting*
- *How to "package" themselves*

Also included is a well-edited, annotated, and definitive reading list for agency account executives.

Robert Solomon has devoted more than 20 years to the advertising business. He currently is president and CEO of the New York office of Rapp Collins Worldwide. Prior to joining Rapp Collins, he ran Solomon Strategic, a firm he founded to provide marketing counsel to both advertising agencies and client companies. He also spent six years at Ammirati Puris Lintas (now Lowe Worldwide) as president of direct and interactive marketing. He held senior positions at both Foote, Cone & Belding and Digitas. Robert worked with a long list of industry leading clients, including American Express, AT&T, Citibank, General Motors, Levi-Strauss, MasterCard, and UPS. Because of his advertising business savvy, along with his entertaining style, Robert is much in-demand as a speaker and writer on marketing integration and managing the creative process.



JUNE

5 x 7½, 160 pages, 5682-2801

\$19.95 hc, \$30.95 Canadian

ISBN 0-7931-6799-X

Print run: 15,000

Category: Marketing/Advertising

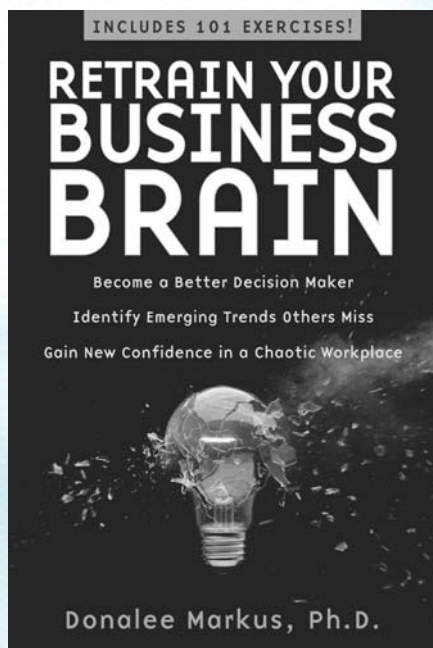
Marketing Plan

- ▶ National business media campaign
- ▶ Advance galley mailing
- ▶ Co-op available
- ▶ Promotion on the American Marketing Association Web site, www.marketingpower.com
- ▶ Author's speaking engagements at industry conferences

Bookseller Tips

- ✓ There are more than 47,000 advertising agencies and related firms, employing approximately 550,000 people.
- ✓ One-third of all people in advertising work in account management/client services.
- ✓ Prepress reviewers already have declared this book "fabulous" and "excellent." One advertising vice president proclaimed: "The whole thing was great, and I know it will become a standard. Like Strunk and White."

International and Subsidiary Rights Available



SEPTEMBER

7¼ x 9, 272 pages, 5682-3401

\$19.95 pb, \$38.95 Canadian

ISBN 0-7931-7015-X

Print run: 10,000

Category: Management/Change

Marketing Plan

- ▶ Advance galley mailing
- ▶ National print and television media campaign
- ▶ Author's Web site and speaking engagements
- ▶ Co-op available

Bookseller Tips

- ✓ While academics have been studying the teachable intelligence theory, Dr. Markus is the *first* to put it into practice for the workplace, helping individuals and organizations gain a mental edge.
- ✓ In her career, Dr. Markus has created over 8,000 mental exercises. The 101 exercises featured in *Retrain Your Business Brain* are all entirely original, not taken from any other source.
- ✓ The exercises developed by Dr. Markus have helped everyone from executives to professional athletes, NASA scientists to piano teachers, move to a more adaptable mode of thinking.

Internet

www.designsforstrongminds.com

International and Subsidiary Rights Available

Retrain Your Business Brain

Donalee Markus, Ph.D. (Highland Park, IL)

Everyone talks about thinking “outside of the box,” but no one teaches how—until now.

In today's world, the source of power is no longer information itself, but rather how individuals organize information. In an era of knowledge workers, victory will go to the smartest and most innovative, and that is where companies will gain a competitive edge. Although there are dozens of books and courses on the market to help employees think “outside of the box,” *Retrain Your Business Brain* helps people “work smarter” by strengthening mental weaknesses and mastering ambiguities that dominate today's business landscape—including diversity, innovation, and shifting priorities.

Retrain Your Business Brain teaches a whole new way of thinking. Instead of the traditional, linear patterns of thinking, based on logic and tangible outcomes, Dr. Markus proposes a more flexible and abstract way of perceiving situations and concepts based on visual perception exercises. This radically different approach has been used with astonishing success to help business executives, professional athletes, and scientists improve their level of creativity, risk taking, and productivity.

More than just a “puzzle book,” *Retrain Your Business Brain* will help readers:

- Become better decision makers, innovators, and strategists.
- Learn how to see emerging trends others miss.
- Identify hidden flaws and avoid making the same mistakes over and over.
- Make logical assumptions and conclusions with available information.
- Gain confidence in a chaotic, unpredictable workplace.

Skeptics will find convincing case histories of clients who have used these exercises to untangle problems or find new answers. In *Retrain Your Business Brain*, Dr. Markus presents a challenging new approach that will result in reenergized business decisions and practices.

Donalee Markus, Ph.D., founder of Designs for Strong Minds (DSM), has helped individuals and corporations maximize their powers of thinking for over 20 years. Her clients include NASA, the federal court system, Coopers & Lybrand, Household International, Ameritech, McDonald's, Quaker Oats, and the Los Alamos National Laboratory. Dr. Markus received her bachelor's and master's degrees from National-Louis University and received her Ph.D. from Northwestern University. She was introduced to the power of visual imagery while working with renowned Israeli psychologist Reuven Feuerstein. Her current projects include working with NASA to convert her DSM framework to virtual reality, developing exercises related to the aging brain, and creating interactive DSM exercises with the University of Pennsylvania's engineering department for global distance learning programs.

Balancing Acts

150 Guiltfree, Creative Ideas to Blend Your Work and Your Life

Barbara A. Glanz (Sarasota, FL)

Balancing work and home commitments is a never-ending challenge—provoking guilt, stress, and unhappiness.

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get 50% discount.

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on order form.

(Valid in U.S. only)

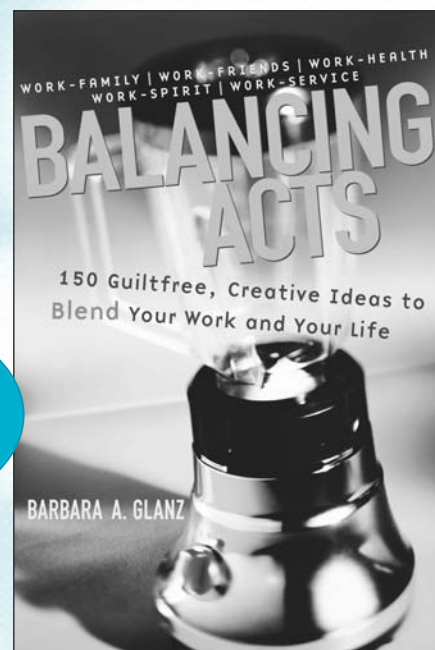
A whopping 95 percent of working adults are concerned about spending more time with their families, according to a recent study on workplace trends. Another recent Harris Poll reported that the majority of young workers would gladly trade money for family time. Clearly, balancing work and family has become one of the biggest concerns—not only for individual workers but also for corporate America, which is scrambling to devise benefits and perks to recruit and retain the best workers. *Balancing Acts* shares dozens of creative, often no-cost, practical ideas both for individuals and for organizations to help employees feel connected, fulfilled, and productive as they learn to blend work and home responsibilities in a new and resourceful way.

The word *balance*, however, can create instant guilt in many employees. In *Balancing Acts*, author Barbara Glanz provides a guiltfree way of thinking about work-home struggles by using a process she calls “blending.” By examining the interaction of the six key areas of our lives—work, family, friends, health, spirit, and service—she shows how to diffuse the guilt associated with the impossible goal of work-life balance.

Readers will learn how to identify where they are spending the bulk of their time and energy *today* and, using some simple, creative, low-cost ideas and straightforward guidelines, how they can readjust their lifestyles to incorporate all six areas easily. The solutions are often fairly painless and pretty simple—ideal for busy people and caring organizations that want sensible ways to defuse stress and create some calm in a frenetic and fast-paced world. Through her vast experience as a professional speaker to business groups and top-tier corporations, she has tested and fine-tuned her ideas.

In an easy-to-read style, laced with gems from John McPherson’s *Close to Home* cartoon strip, Glanz fires off practical advice for taking control of the pressures at home and work.

Barbara A. Glanz is one of the highest ranked and most sought-after speakers in the business world. Her winning style has prompted reviewers to call her the “business speaker who speaks to your heart as well as to your head.” With six best-selling business books and more than 70 articles to her credit, Glanz has presented on five continents and in nearly every state in the U.S. to great acclaim. She also is an in-demand corporate trainer, whose clients include Abbott Labs, IBM, Hilton Hotels, Delta Airlines, Boeing, Kentucky Fried Chicken, AAA, Southwest Airlines, The Pampered Chef, U.S. Department of Energy, American Heart Association, and The Gap. Glanz’s books have been featured in such publications as *Ladies Home Journal*, *Entrepreneur* magazine, *Industry Week*, and *Executive Female* magazine.



MAY

5 x 7½, 160 pages, 5682-2101

\$14.95 pb, \$22.95 Canadian

ISBN 0-7931-6520-2

Print run: 20,000

Category: Business Life

Marketing Plan

- ▶ Co-op available
- ▶ Advance galley mailing
- ▶ National media campaign
- ▶ Morning Drive Time Radio Tour, May 2003
- ▶ Author's Web site and newsletter
- ▶ Author's extensive speaking engagements
- ▶ Promotion at national conferences, including the American Society for Training and Development, May 2003; and the Society for Human Resource Management, June 2003

Bookseller Tips

- ✓ According to a recent survey in *USA Today*, balancing work and family was the biggest career-related concern for 32% of the workers surveyed. Job security ranked second at 22%. (June 6, 2002)
- ✓ In 1998, Barbara received her Certified Speaking Professional designation from the National Speakers Association. Less than 400 speakers worldwide hold this prestigious designation.
- ✓ Barbara is a member of the National Speaker's Association, the Society for Human Resource Management, the American Society for Training and Development, and the National Association of Female Executives. She also serves on the advisory board of the Loyola University Center for Ethics.

Other Titles by the Author

Handle with Care (0071400672)

C.A.R.E Packages for the Workplace
(0070242674)

Building Customer Loyalty (0786302534)

Internet

www.barbaraglanz.com

International and Subsidiary
Rights Available



How You Can Successfully Lead the Free Agent Workforce

Ed Gubman, Ph.D.
Author of The Talent Solution

APRIL

6 x 9, 224 pages, 5682-1901

\$25.00 hc, \$38.95 Canadian

ISBN 0-7931-6514-8

Print run: 15,000

Category: Management/Leadership

Marketing Plan

- ▶ Advance galley mailing
- ▶ Co-op available
- ▶ National business media campaign
- ▶ Promotion at national conferences, including the American Society for Training and Development, May 2003; and the Society for Human Resource Management, June 2003
- ▶ Author's speaking engagements, including Human Resource Planning Society National Conference, April 2003; and Human Resource Management Association of Chicago leadership meetings (April, May, and June 2003)
- ▶ Promotion on author's Web site and in e-mail newsletter

Bookseller Tips

- ✓ Dr. Gubman teaches in the MBA and executive education programs at Cornell University, University of Dayton, Indiana University, and the University of Wisconsin.
- ✓ Dr. Gubman is a member of a number of speaker's bureaus, including the Washington Speaker's Bureau and Leading Authorities, and speaks to corporate audiences about 50 times a year.

Other Titles by the Author

The Talent Solution (0070251614)

Internet

www.gubmanconsulting.com

International and Subsidiary Rights Available

Engaging Leaders Win!

How You Can Successfully Lead the Free Agent Workforce

Ed Gubman, Ph.D. (Wilmette, IL)

Two-thirds of today's workforce have a free agent mindset—workers who are loyal to themselves but not the companies they work for.

The free-agent-minded workforce understands that supply and demand rules; when they're not needed, they'll be gone. As a result, experts say, only about one-third of all workers are committed to their jobs. More than half are constantly scanning the job market, and the most highly desirable employees believe that career security rests within themselves, not with their organizations.

Today's business leaders have almost no experience leading these "free agents," says author Ed Gubman, borrowing a term from professional sports. Yet, an organization's success depends on inspiring, engaging, and retaining the best talent it can hire. Using simple, accessible language and compelling examples from business and sports—where free agents have been the norm for more than 20 years—Gubman offers leaders and leaders-to-be indispensable advice about how to achieve excellence:

- Hire for "fit" and motivate talent.
- Create and reach goals.
- Build chemistry through trust and structure.

Engaging Leaders Win! contrasts successful and failed "driver" and "builder" leaders, providing every reader with a critical blueprint for attaining success with today's workforce.

Ed Gubman, Ph.D., has dedicated his 25-year consulting career to showing companies how to leverage their most valuable asset—their people—to achieve winning business results. He is the author of the best-selling book *The Talent Solution*. For 17 years he was an executive and top consultant with one of the world's largest human resources consulting firms. Now he speaks, writes, teaches, and consults independently. He is a prolific writer; a much-requested speaker to corporations, trade groups, and professional associations worldwide; and a frequent media spokesperson. Gubman holds a bachelor's degree from the University of Minnesota and a doctorate from Cornell University.

Radical Change, Radical Results

7 Powerful Actions to Transform Your Organization

Kate Ludeman, Ph.D., and Eddie Erlandson, MD (Carpinteria, CA)

"Kate provides sensible steps to high-level agility and 'passionate productivity.'"

—Michael Dell, CEO, Dell Computer

In these turbulent, turn-on-a-dime times, the number-one problem facing businesses is getting people to move rapidly and gracefully through the constant required changes.

Creating a "culture of change" is not mysterious or complicated—it's about making the right choices, say authors Kate Ludeman and Eddie Erlandson. They believe that transformation can be accomplished and implemented anywhere, and at any level. Focusing on the impact of day-to-day habits and taking mutual responsibility, Ludeman and Erlandson offer managers, human resource leaders, and business consultants valuable tools to help make transformative, powerful, radical change.

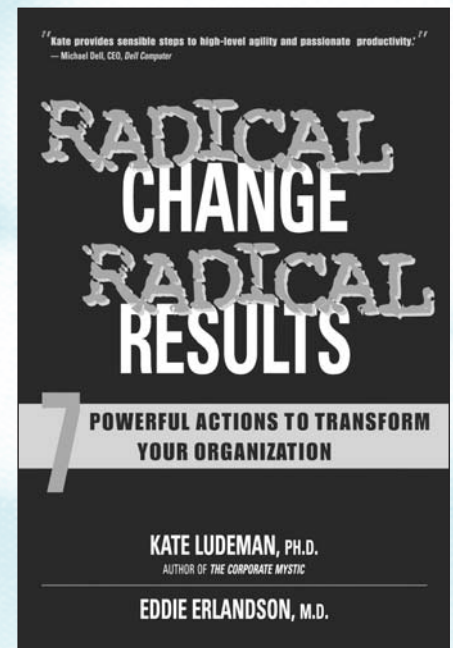
The unique set of "tools" include:

- Accountability
- Appreciation
- Authenticity
- Awareness
- Candor
- Curiosity
- Genius

The actions sound simple, yet this new way of working has proven effective in helping companies create a new kind of workforce—one that runs on self-renewal, passion, and productivity, morphing as business changes and delivering high-quality results to both customers and investors.

Kate Ludeman, Ph.D., is an internationally recognized executive consultant who has worked with over 1,000 senior executives from some of the world's largest, most-respected companies. Her 20-year career has taken her from the boardrooms of Fortune 500 companies to the cramped offices of high-tech Silicon Valley start-ups. She has authored several books about business leadership, including *The Corporate Mystic*. Ludeman holds a bachelor's degree in engineering and a doctorate in psychology.

Eddie Erlandson, MD, brings the unique combination of surgeon, physician executive, educator, and leadership consultant to his work with medical centers and corporations. He coauthored several scientific papers and presented over 100 keynote speeches. He holds an MD degree from the University of Michigan, where he served as assistant medical school dean and associate professor of surgery.



MAY

6 x 9, 320 pages, 5682-3901

\$25.00 hc, \$38.95 Canadian

ISBN 0-7931-7363-9

Print run: 15,000

Category: Management/Change

Marketing Plan

- ▶ Advance galley mailing
- ▶ Co-op available
- ▶ National media campaign
- ▶ Author 10-city media tour to coincide with speaking engagements
- ▶ Morning Drive Time Radio Tour, May 2003
- ▶ Monthly Web seminars hosted by the authors and based on the book's content, starting in January 2003
- ▶ Monthly e-mail newsletter promotion
- ▶ Promotion at national conferences, including American Society of Training and Development, June 2003; and Society of Human Resource Management, July 2003

Bookseller Tips

- ✓ Kate Ludeman has worked with over 1,000 senior executives from some of the largest companies, including Dell Computer, Motorola, Pharmacia, and Adecco. These executives have successfully implemented the strategies described in *Radical Change, Radical Results*.
- ✓ Unlike other books on the topic of change management, *Radical Change, Radical Results* addresses the deeply ingrained attitudes, beliefs, and day-to-day habits of managers and employees.

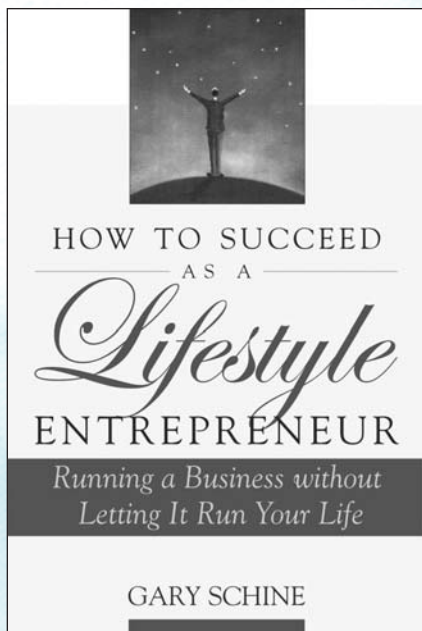
Other Titles by the Author

The Corporate Mystic (055337494X)

Internet

www.worthethic.com

**International and Subsidiary
Rights Available**



How to Succeed as a Lifestyle Entrepreneur

Running a Business without Letting It Run Your Life

Gary Schine (Providence, RI)

According to a recent Babson College study, nearly 50 percent of those starting their own businesses are motivated by “lifestyle” considerations.

JUNE

6 x 9, 304 pages, 5682-1701

\$18.95 pb, \$28.95 Canadian

ISBN 0-7931-6418-4

Print run: 15,000

Category: Entrepreneurship

Marketing Plan

- ▶ Co-op available
- ▶ National print and television publicity campaign
- ▶ Talk radio nationwide
- ▶ Advance galley mailing
- ▶ Author's talks and seminars

Bookseller Tips

- ✓ With uncertain employment patterns and many questioning their lives in light of their mortality, increasingly people want to know how to support a lifestyle that allows them to put first things first.

Internet

www.lifestyle-entrepreneur.com

www.findcure.com

International and Subsidiary Rights Available

The unspoken entrepreneurial assumption is that every would-be business owner's goal is to build a Microsoft or Wal-Mart. Not so! A growing percentage of entrepreneurs are creating their own ventures with visions of freedom, independence, and control over their lives as the primary motivations.

Designed for those seeking career and lifestyle flexibility rather than pursuing riches or creating powerful business organizations, *How to Succeed as a Lifestyle Entrepreneur* details a potent combination of philosophy, practical how-to, and inspirational success stories. These entrepreneurs create businesses around their passions and lifestyles that reflect commitments beyond the bottom line, ranging from health, creativity, or family issues to travel, making the world a better place, or serving specific populations.

Creating a business as a way of achieving lifestyle goals requires doing the same things that other entrepreneurs do, while approaching it from a different perspective. For current and new business owners who dream of earning a living on their own terms, this clear, nontechnical guide:

- Answers the question, What is this lifestyle entrepreneur anyway?
- Puts market research, business planning, competitive analysis, legal structure, and financial issues into context.
- Explains how to be analytical, find a niche, and manage the money.

This is the one guide that shows how to use the powerful tools of business management to create a business that supports a lifestyle—without having it run the life!

Gary Schine is a small business consultant, committed lifestyle entrepreneur, and author of numerous books. He has appeared in *Family Circle*, the *New York Times*, and *Business Week*, and on HBO and CNN, among many other media outlets. He holds an MBA from the University of Connecticut and currently runs two lifestyle businesses. One, Merfeld and Schine, Inc., is a business consulting company that specializes in buying and selling businesses. The other, Schine Online Services, grew out of his personal experiences with leukemia, and continues to offer research into treatment developments for those who are seriously ill.

The Business Turnaround and Bankruptcy Kit

John Ventura (Brownsville, TX)

Help and hope for business owners, including explanations, strategies, forms, and worksheets.

Bankruptcy filings are at historic highs among American businesses suffering from recent economic downturns. A variety of options exists to save companies, but the selection dwindles over time if business owners refuse to face the facts and take action, according to nationally renowned bankruptcy attorney John Ventura.

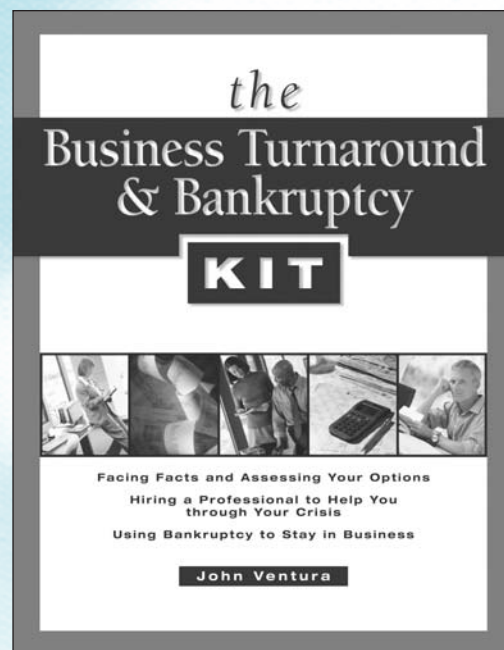
Choosing the best option is important, he says, whether it be a turnaround/workout, Chapter 7 bankruptcy (liquidation), or Chapter 11 bankruptcy (reorganization). Ventura offers advice about which option to select, along with other valuable information and tools for owners of small to medium-sized businesses looking to navigate through difficult financial situations.

Readers will learn how to:

- Identify warning signs and the potential business implications.
- Develop a turnaround plan and deal with business constituents.
- Hire a professional to help the company through the crisis.
- Immediately improve a company's cash situation to best weather the workout or bankruptcy crisis.
- Negotiate with suppliers, creditors, and others from start to finish.
- Use bankruptcy as part of a strategy to stay in business.

The Business Turnaround and Bankruptcy Kit also includes a glossary of terms readers are likely to encounter when their business is in jeopardy, as well as sample bankruptcy forms and worksheets.

John Ventura is an attorney best known for his books—including *Law for Dummies* and *The Bankruptcy Kit*, among others—and for his frequent role as a guest and media spokesperson. He has appeared on CNBC, CNN, CNN*fn*, Fox News Channel, and the Lifetime Network, and has provided expert opinion for *Black Enterprise*, *Kiplinger's Personal Finance*, *Money*, *Newsweek*, and the *Wall Street Journal*. He operates a three-office law practice specializing in bankruptcy, consumer law, and personal injury.



MAY

8½ x 11, 224 pages, 5682-0901

\$24.95 pb, \$38.95 Canadian

ISBN 0-7931-6044-8

Print run: 10,000

Category: Business

Marketing Plan

- ▶ National business media campaign
- ▶ Talk radio nationwide
- ▶ Co-op available

Bookseller Tips

- ✓ Based on the state of the economy and current bankruptcy statistics, Ventura estimates that business bankruptcy filings will increase by 10 to 20 percent in 2002 and going into 2003.
- ✓ Business owners need a tool to help them navigate the challenges of bankruptcy and keep their businesses viable.

Other Books by the Author

The Bankruptcy Kit, 2nd ed. (0-7931-1518-3)

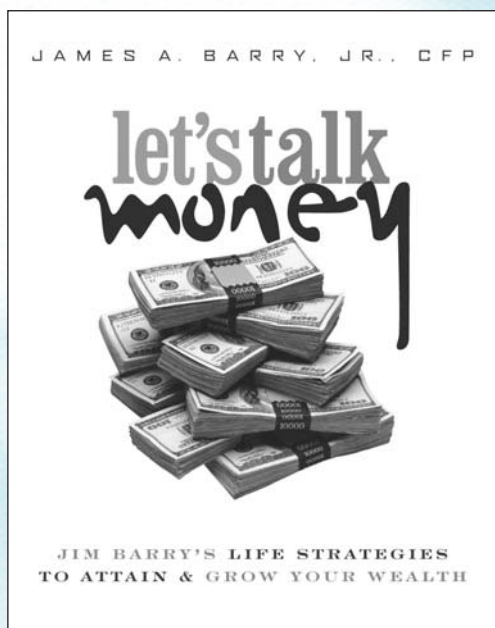
The Will Kit, 2nd ed. (0-7931-4605-4)

Law for Dummies (1-5688-4860-9)

Internet

www.johnventura.com

International and Subsidiary Rights Available



Let's Talk Money

Jim Barry's Life Strategies to Attain & Grow Your Wealth

James A. Barry, Jr., CFP (Boca Raton, FL)

Building a secure future isn't just for the rich.

SEPTEMBER

7¼ x 9, 304 pages, 5682-2001

\$19.95 pb, \$30.95 Canadian

ISBN 0-7931-6504-0

Print run: 15,000

Category: Personal Finance

Marketing Plan

- ▶ Co-op available
- ▶ National media campaign
- ▶ Advanced galley mailing
- ▶ Author's PBS and Fox/Florida television shows
- ▶ Author's speeches and seminars nationwide
- ▶ Author's articles and book promotion in local PBS magazines when Barry's program airs
- ▶ Promotion via author's Web site and mailing lists

Bookseller Tips

- ✓ Through his financial organization and two television programs, including a national presence on PBS, Jim Barry reaches tens of millions of American consumers every week with his no-nonsense financial advice.

Internet

www.talkmoney.com

International and Subsidiary Rights Available

Statistics on rising debt, stagnating retirement savings, mistrust of the stock market, and lack of tax planning are symptoms of a population desperately in need of financial education. Learning how to make money is one thing. It's quite another to manage the money that's earned. Knowing the difference and taking the right actions can translate into a comfortable life instead of disaster, contends Jim Barry, CFP, founder of The Barry Financial Group and host of television programs *Talk About Money*® and *Jim Barry's Financial Success*®.

In this enthusiastic back-to-basics money guide, Jim Barry brings passion and decades of experience to the task of educating everyday working people about their finances and how they can build a secure future no matter where they're starting. He addresses the readers' underlying attitudes and values, then brings to the table an arsenal of wealth-building principles that, used consistently, can create a solid financial foundation.

A host of practical, nuts-and-bolts tools gives readers the means to translate these commonsense financial principles into positive and prudent action. Along the way, in easy-to-understand language, they learn proven steps to:

- Manage the money they make.
- Think long term to build wealth.
- Understand and deal with risk wisely.
- Put all the pieces of the financial puzzle together.

Inspiring and practical, this is the guide for gaining control over financial issues while building wealth for the future.

James A. Barry, Jr., CFP, is founder and chairman of the board of the Barry Financial Group based in Boca Raton, Florida. An accomplished speaker, best-selling author, consultant, financial expert, and television host, Jim Barry triumphed over the poverty he experienced growing up. As the child of immigrant parents living in a Boston tenement, he learned well the lessons of hard work and taking control of personal finances to build a secure future. Barry is a popular financial expert regularly quoted in the media. He hosts *Jim Barry's Financial Success*®, airing on PBS stations nationwide, and *Talk About Money*®, a financial call-in show appearing on the Fox Network in Florida.

Reading Between the Lies

How to Detect Fraud and Avoid Becoming a Victim of Wall Street's Next Scandal

Jordan E. Goodman (Scarsdale, NY)

Foreword by Robert A. Olstein

Profit from the truth.

As the stream of news about corporate fraud and stock scandals continues to flow from Wall Street, many investors have taken to the sidelines, afraid to invest their money in what seems like a roll of the dice in a game that is stacked against them. But individuals should realize that investing doesn't have to be a gamble. They can avoid the next Enron before it happens by learning to be their own most-trusted financial advisor.

Reading Between the Lies gives investors all the information they need to begin the self-education process. The book examines today's financial markets and discusses how they have been abused, touching but not dwelling on such infamous cases as Enron, Tyco, WorldCom, and Adelphia. It explains how to dig into company financial records to find valuable investing information, and shows how to turn this research into an action plan for safer, profitable investing.

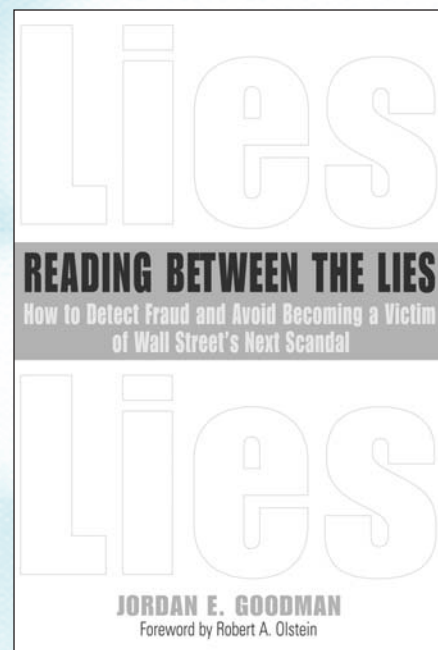
Reading Between the Lies is written by Jordan Goodman, a well-known financial consumer advocate, and includes a foreword and insightful commentary throughout by Robert Olstein, one of the country's most respected value fund managers and chairman of Olstein & Associates, LP, advisor and distributor of The Olstein Financial Alert Fund.

Inside, readers will learn:

- An overview of corporations that recently abused the system and how they did it
- How audits are conducted and why they can be a problem
- Why it's important for investors to perform their own company financial evaluations
- How to assess data on balance sheets and other financial reports to determine a company's potential
- How to look beyond fundamentals and evaluate such things as technical indicators and management profiles
- Where to look online for financial information and how to apply it intelligently

Reading Between the Lies is a must-read for anyone who wants to invest with confidence. The book teaches investors how to spot bad news before it happens, avoid scandal, and profit from the truth.

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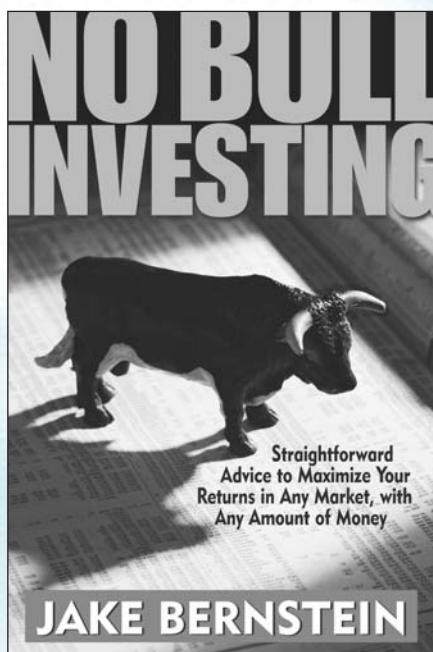
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D. Scott Kimball (Atlanta, GA)

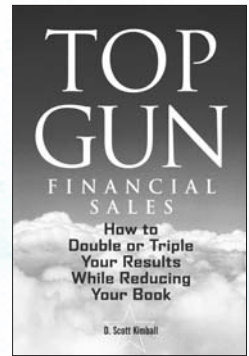
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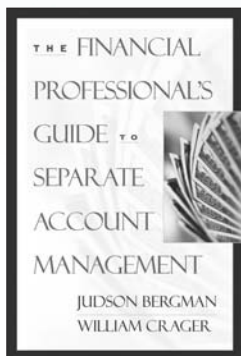
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Judson Bergman (Chicago, IL) and William Crager (New York, NY)

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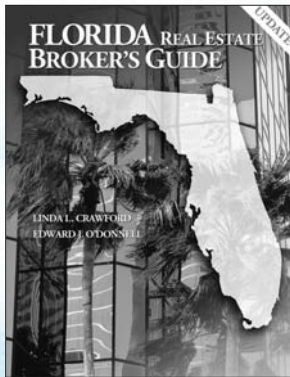
Serving this market, however, presents different responsibilities and objectives. *The Financial Professional's Guide to Separate Account Management* identifies how financial professionals can retrofit their practices for the affluent, savvy, and high-maintenance investor. Readers will get a basic overview of this expanding client segment, including basic organizational structure, investment options, and how to effectively position the talents and resources of their practice.

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Judson Bergman is the founder and CEO of EnvestNetPMC, a top provider of individually managed accounts and practice management technologies for financial advisors, with offices in Chicago and New York. His firm fuses investment management tools with Web-enabled technology, providing a one-stop resource for financial advisors.

William Crager manages Advisor Services for EnvestNetPMC, which includes distribution, marketing, client services, and project management. He leads the effort to deliver a growing set of solutions to independent investment advisors. Prior to joining EnvestNetPMC, Bill served as managing director of Marketing and Client Services at Rittenhouse Financial Services, a leader in the managed account world.

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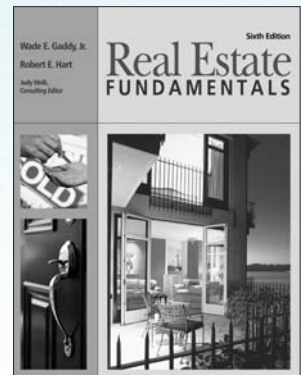
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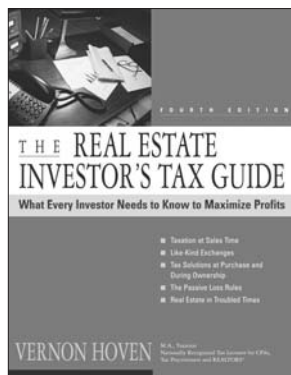
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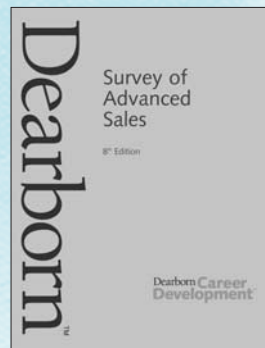
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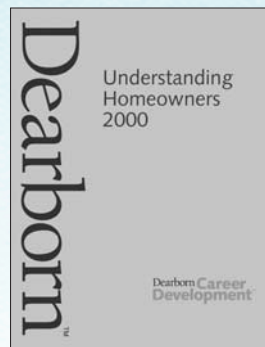
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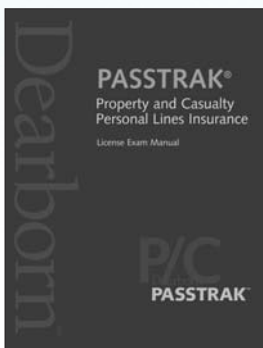
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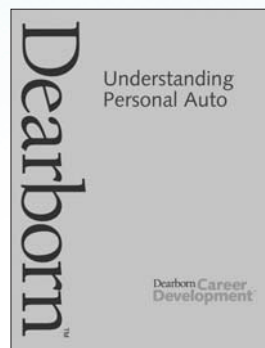
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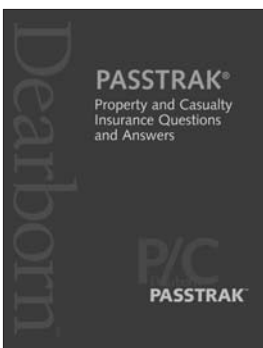
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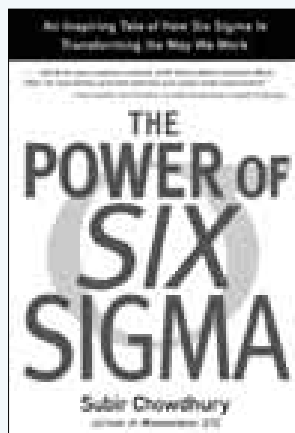
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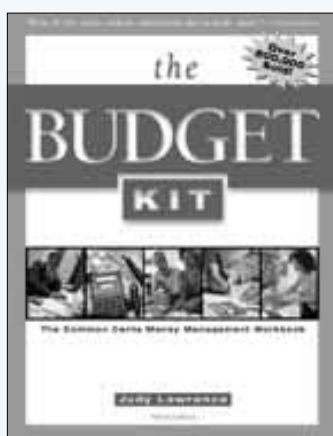
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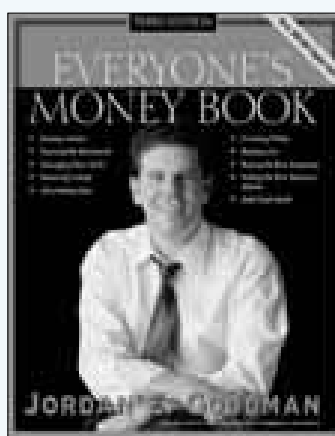
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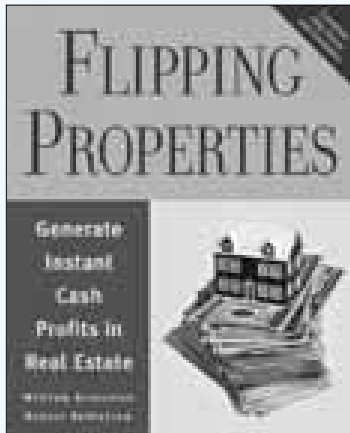


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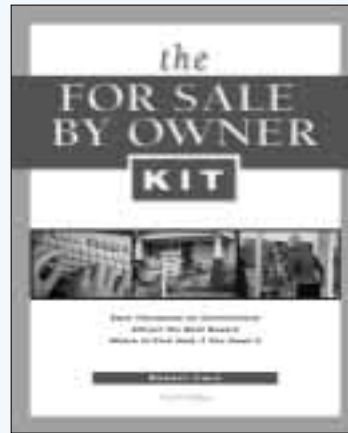
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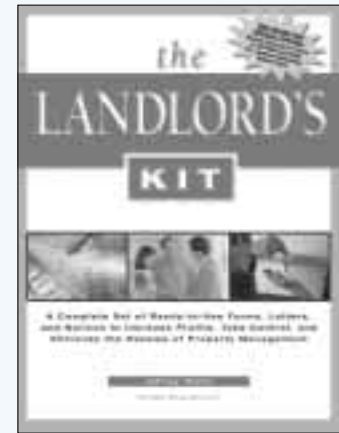


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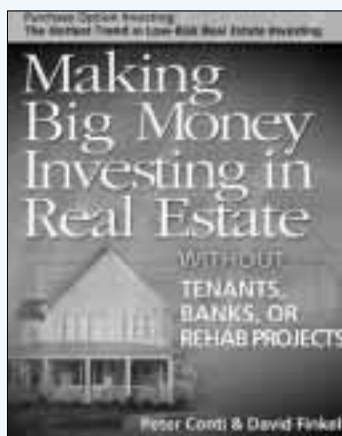
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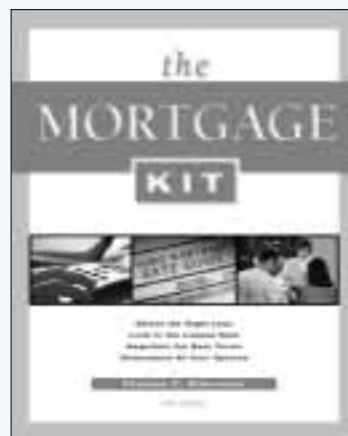
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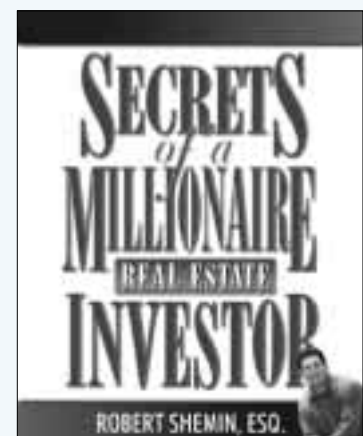


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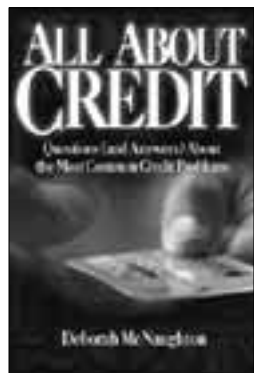
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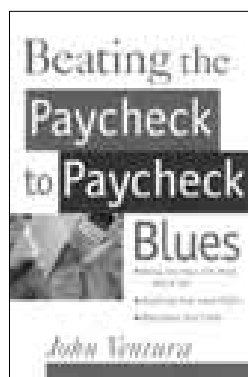
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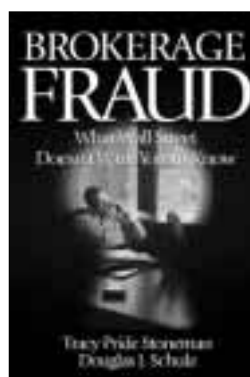
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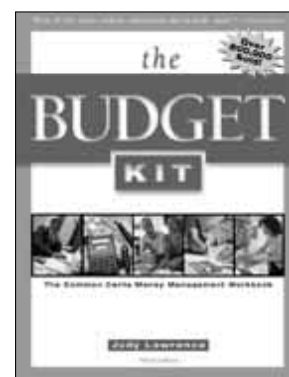
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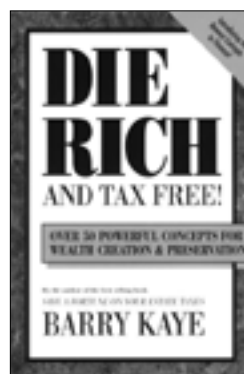
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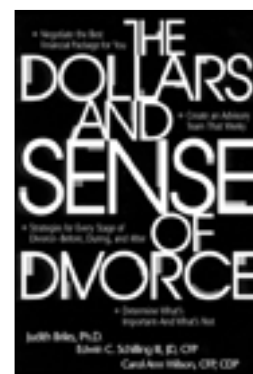
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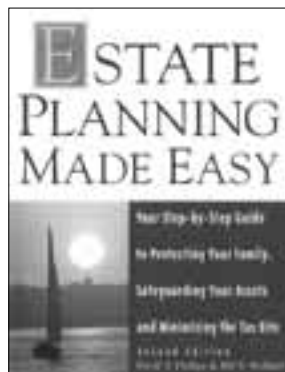
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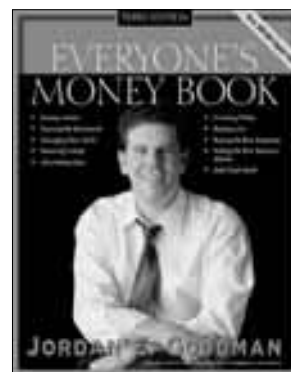
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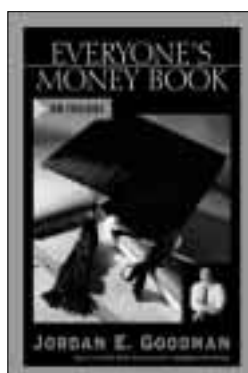
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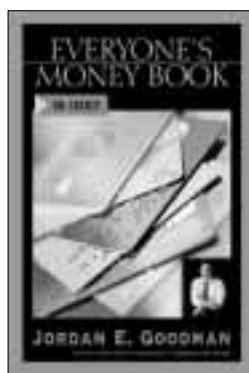
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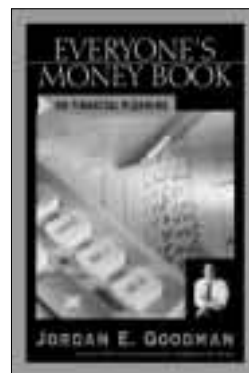
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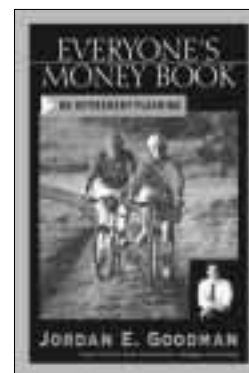
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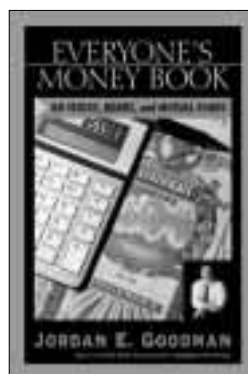
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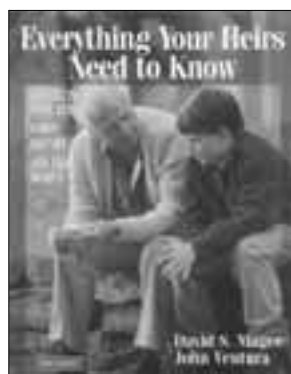
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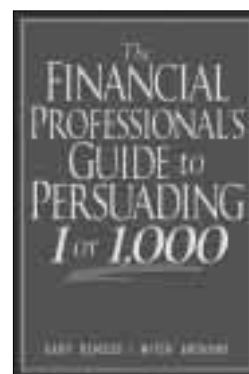
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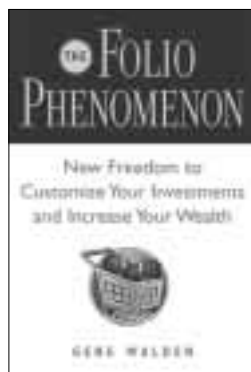
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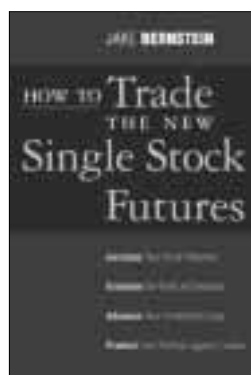
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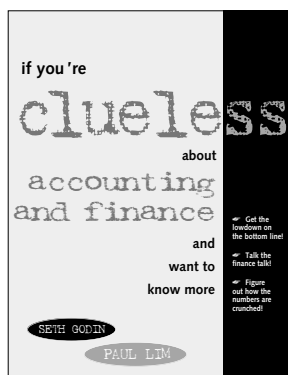
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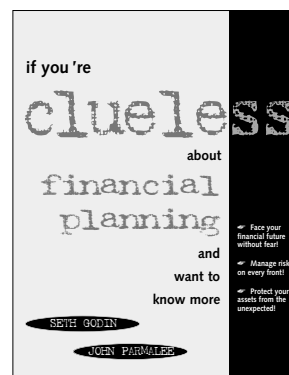
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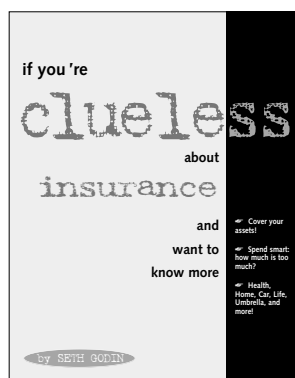
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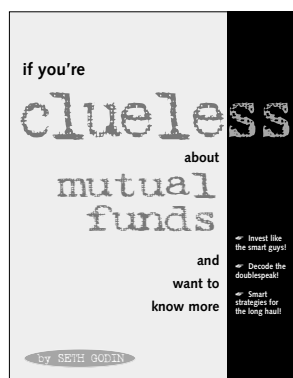
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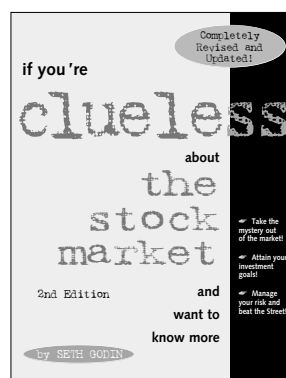
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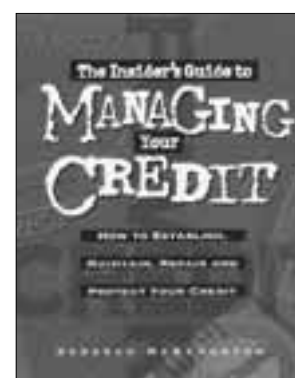
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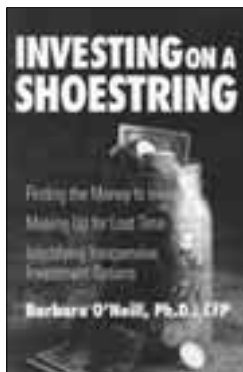
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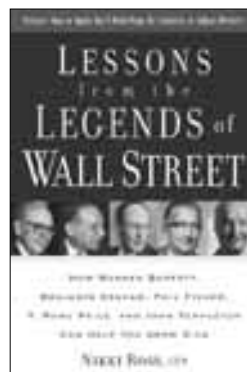
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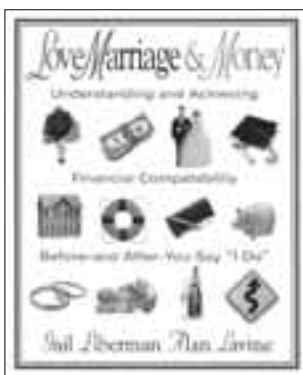
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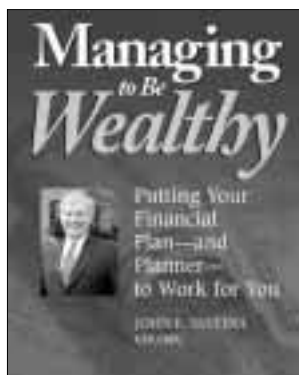
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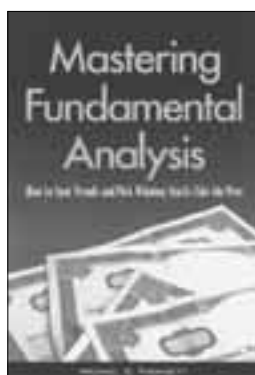
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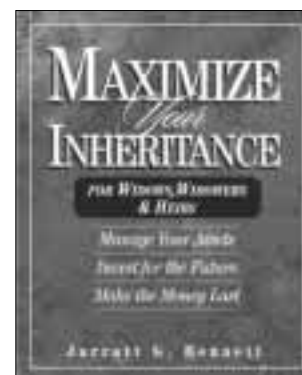
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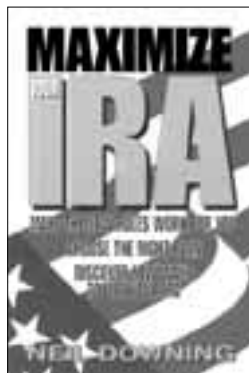
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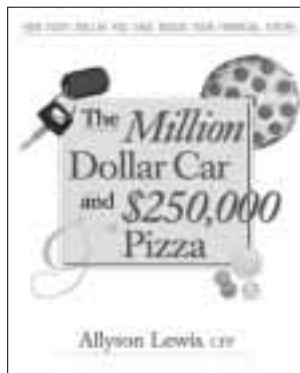
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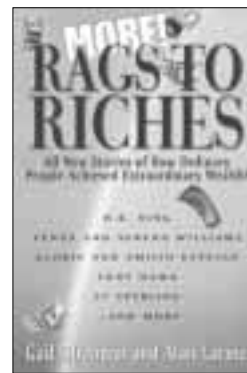
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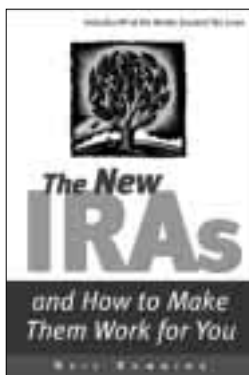
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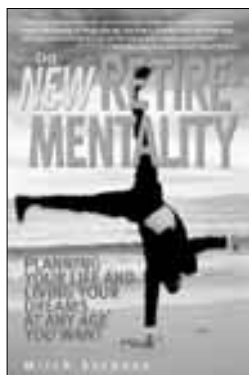
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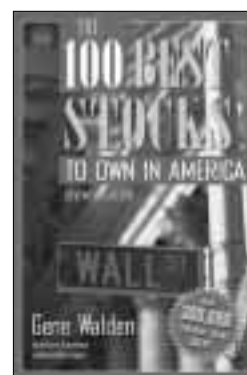
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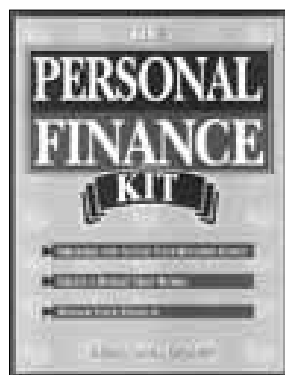


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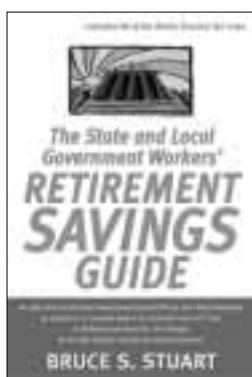
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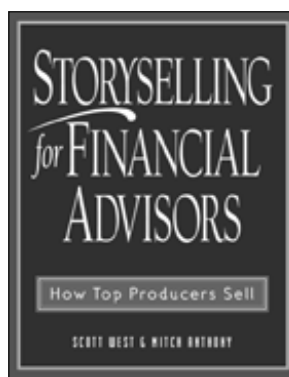
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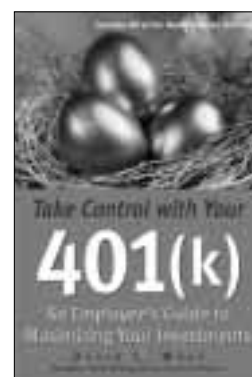
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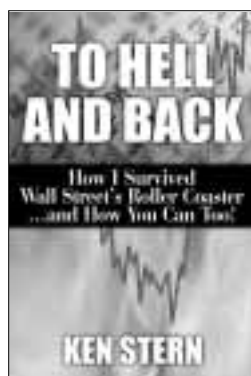
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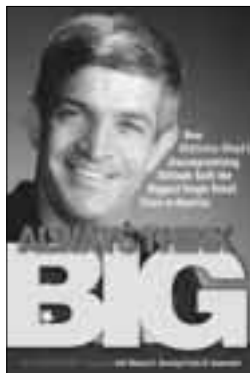
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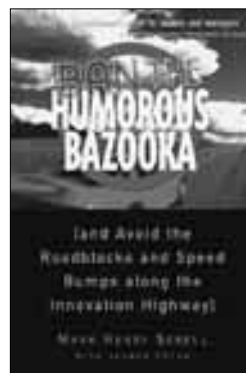
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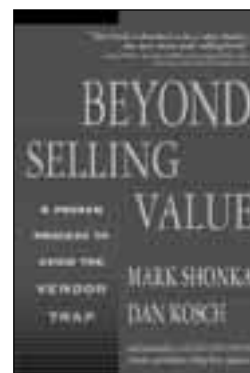
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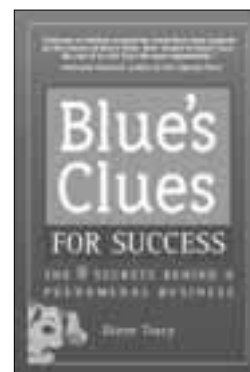
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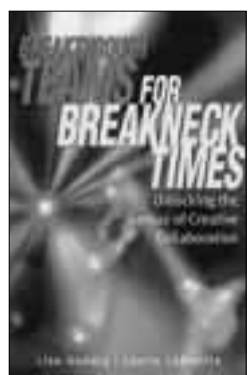
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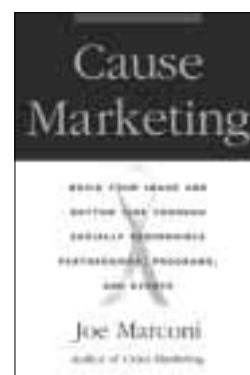
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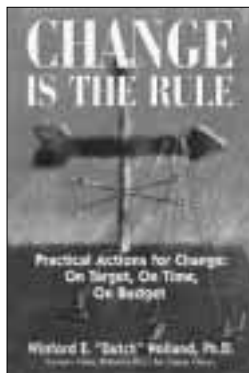
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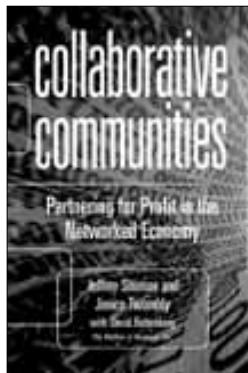
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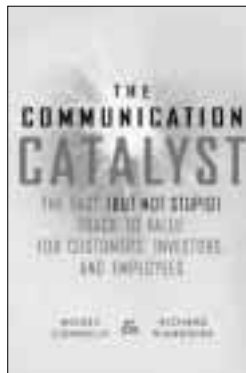
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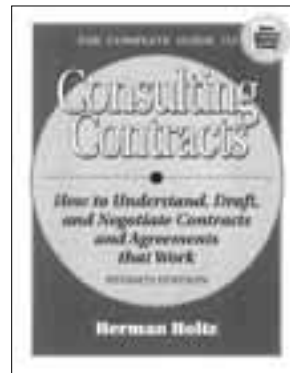
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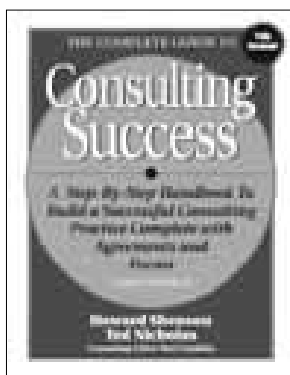
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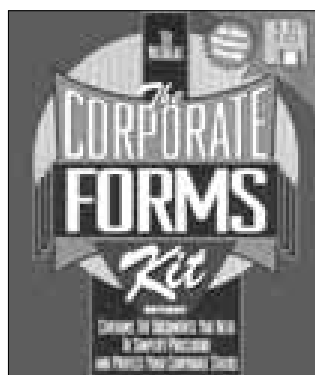
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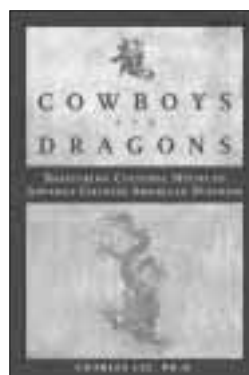
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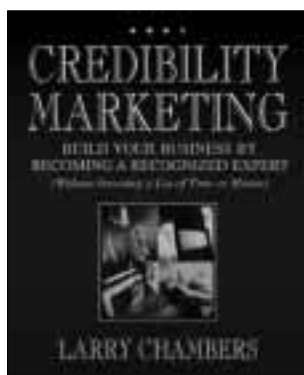
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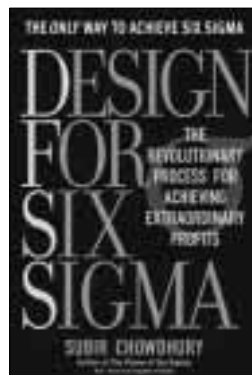
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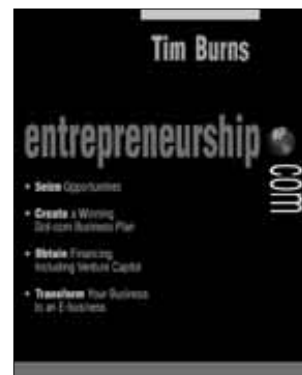
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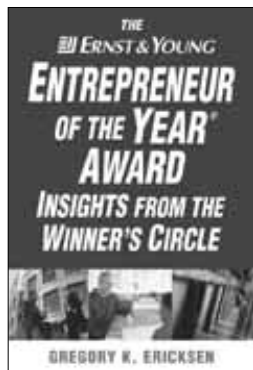
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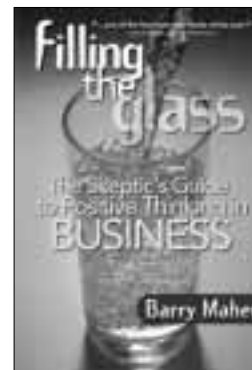
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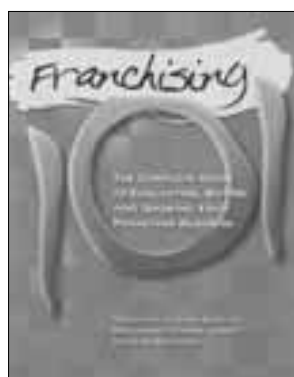
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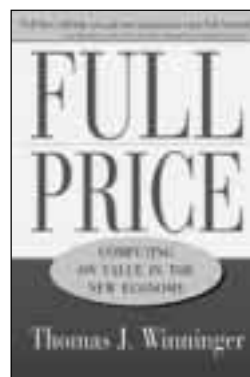
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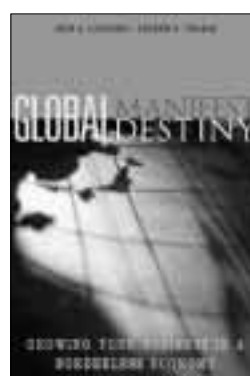
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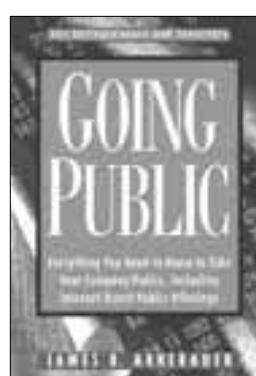
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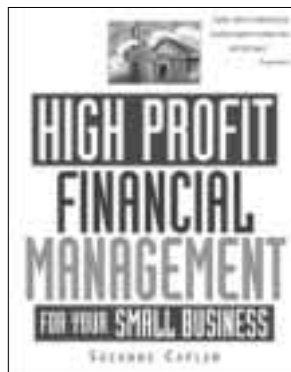
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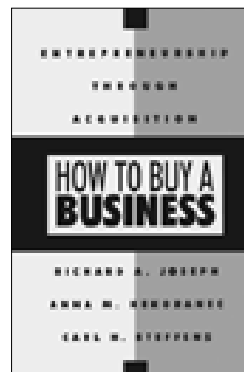
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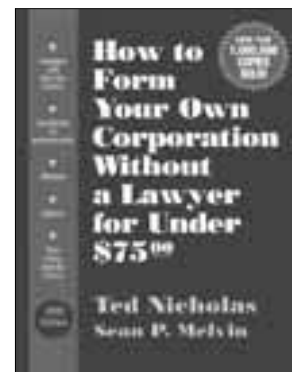
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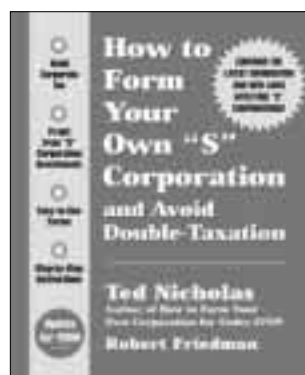
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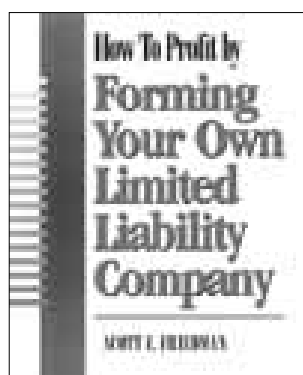
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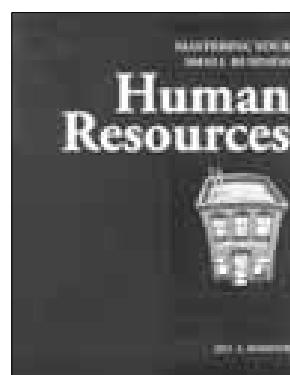
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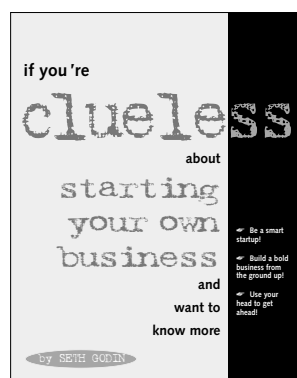
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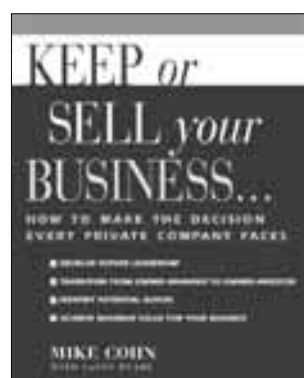
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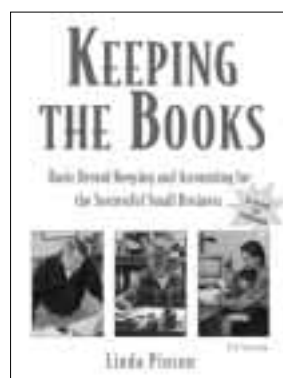
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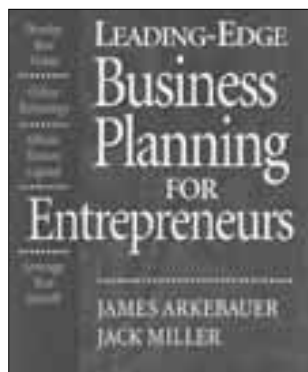
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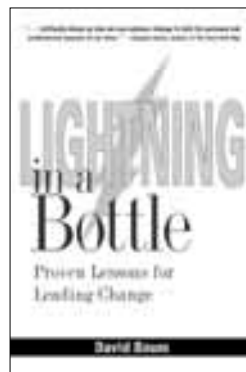
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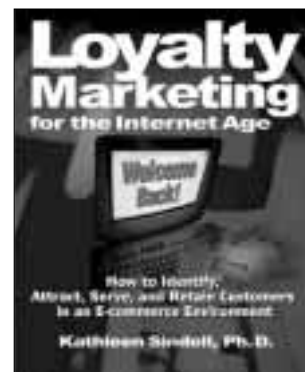
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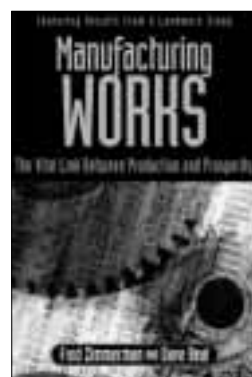
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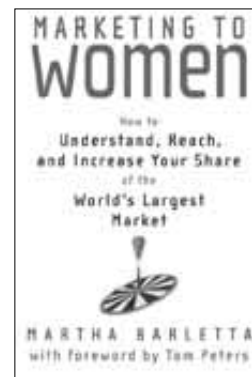
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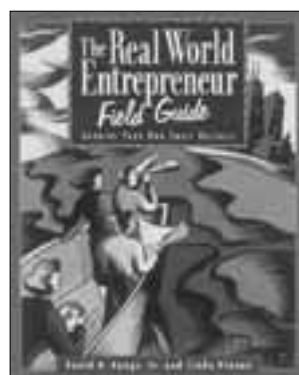
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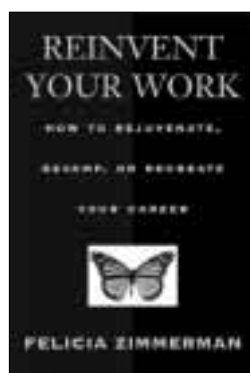
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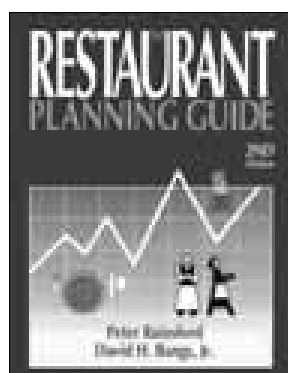
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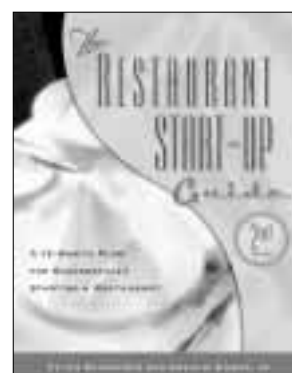
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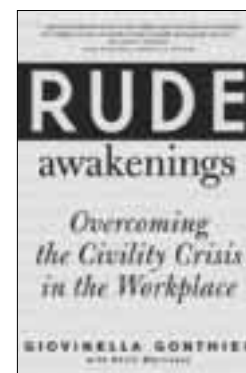
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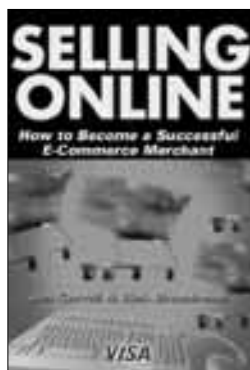
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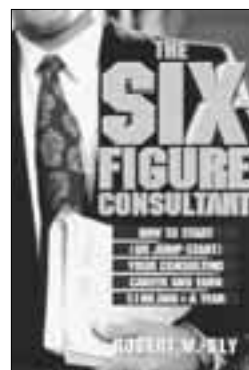
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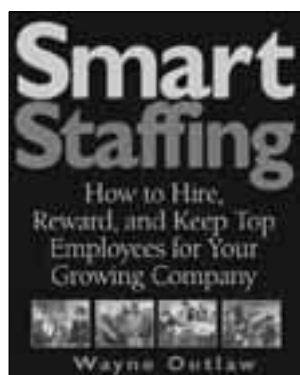
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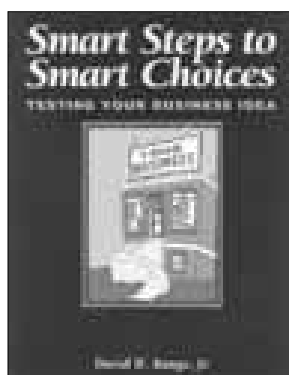
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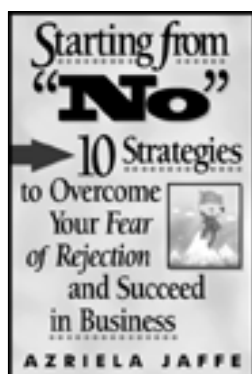
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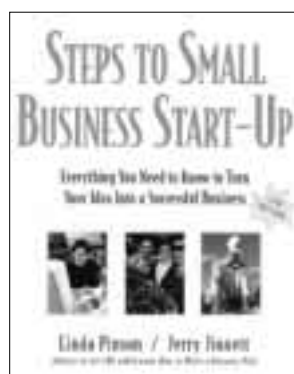
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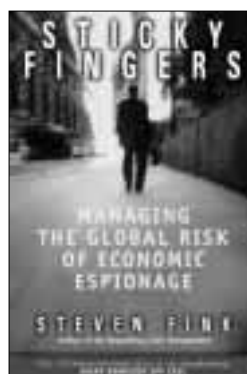
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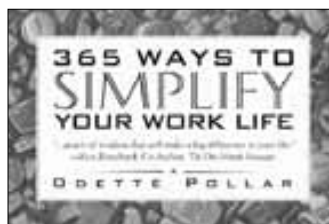
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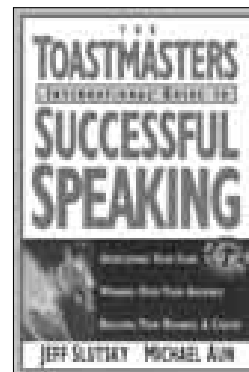
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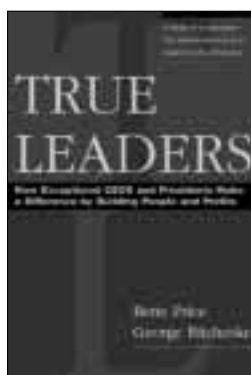
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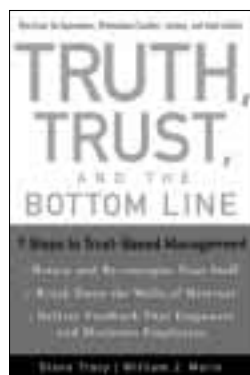
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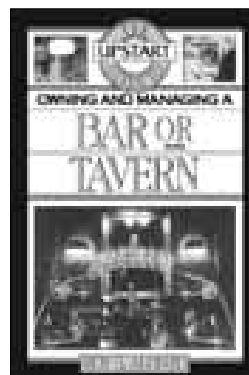
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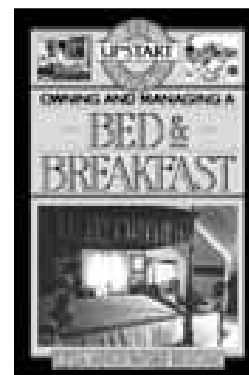
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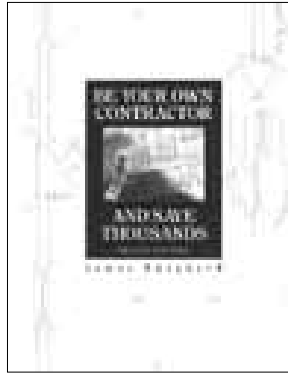
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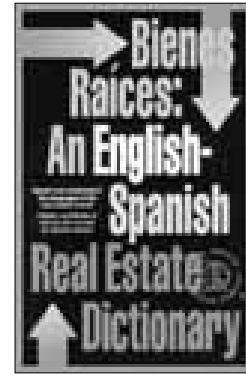
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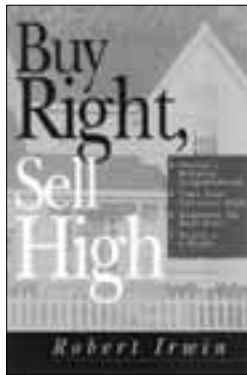
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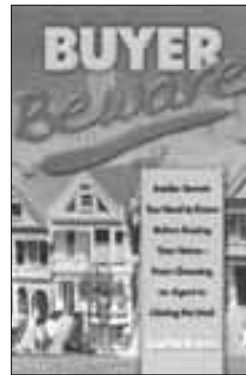
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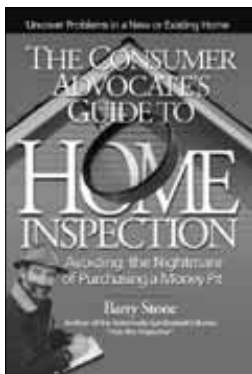
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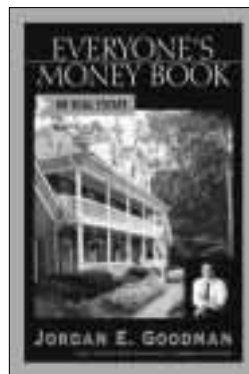
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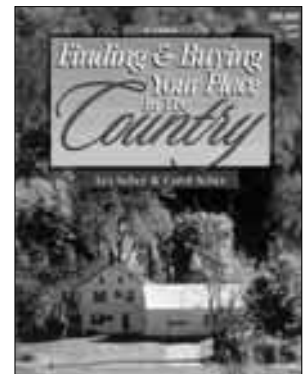
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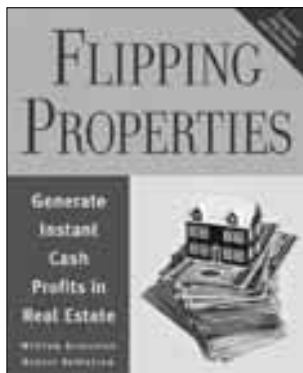


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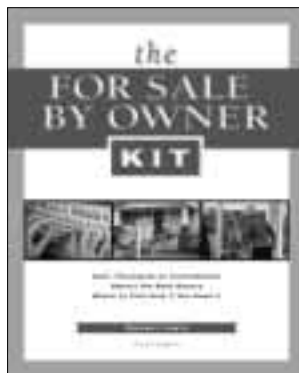
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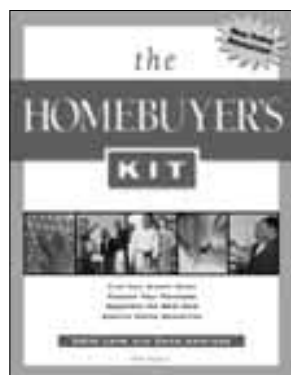
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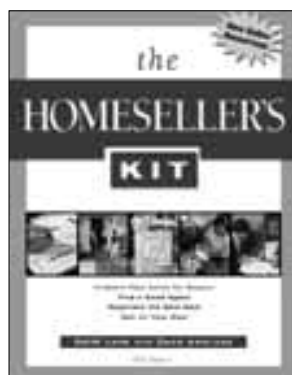
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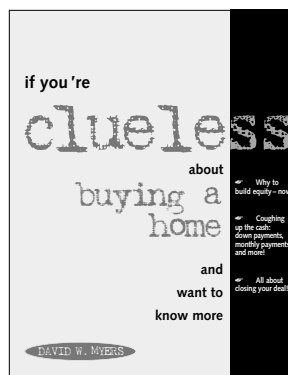
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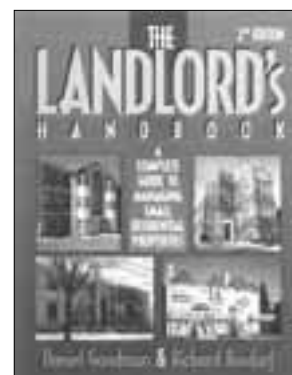
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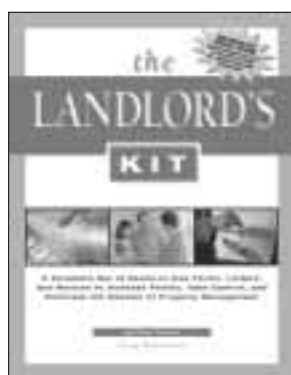
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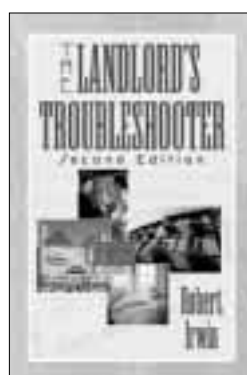
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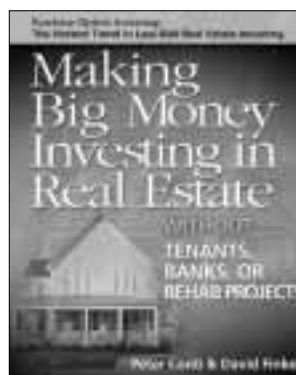
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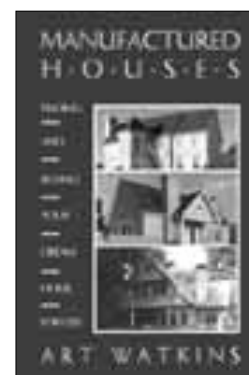
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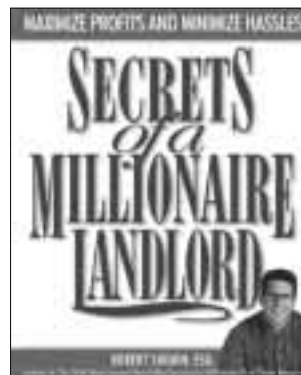
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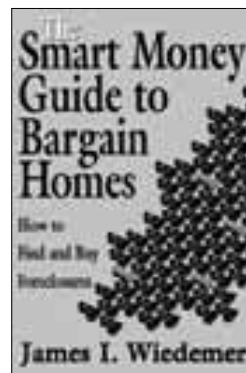
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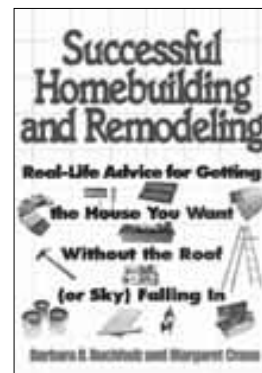
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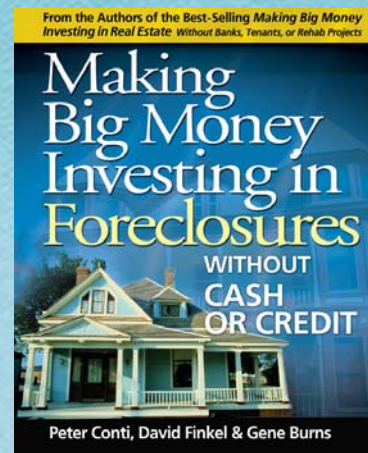
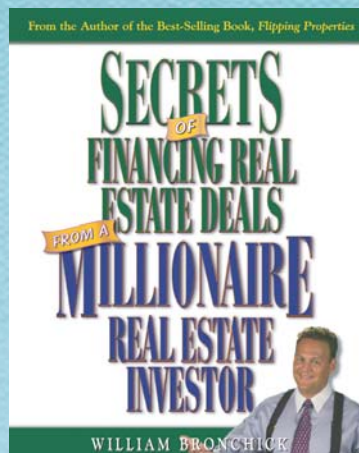
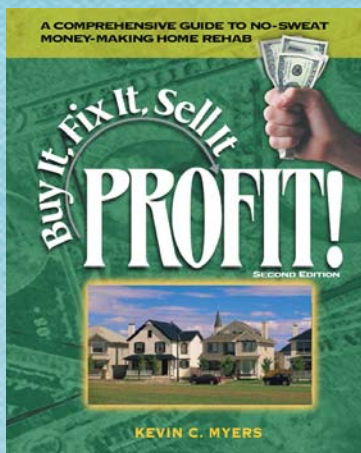
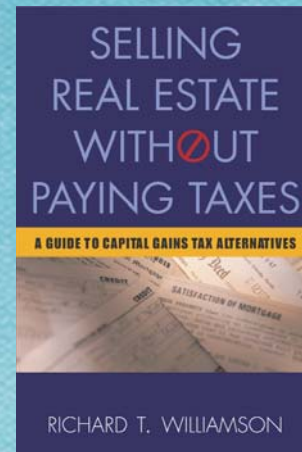
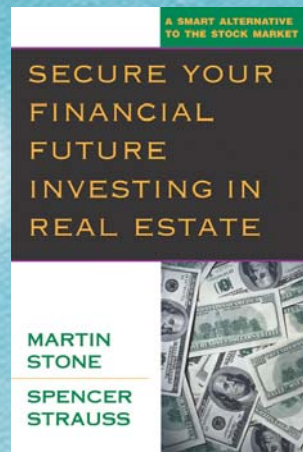
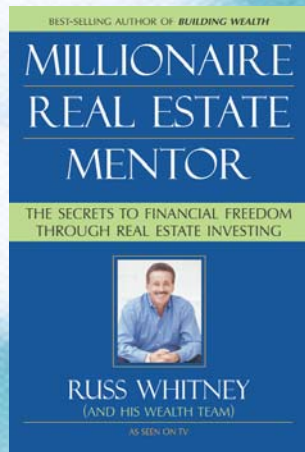
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