



THE
**TOYOTA
WAY**
TO
**SERVICE
EXCELLENCE**

**LEAN TRANSFORMATION
IN SERVICE ORGANIZATIONS**

JEFFREY K. LIKER

BESTSELLING AUTHOR OF THE TOYOTA WAY

AND KARYN ROSS

October 2016

£28.99 €37.99 \$37.00

304 pages

ISBN: 9781259641107

THE TOYOTA WAY TO SERVICE EXCELLENCE: LEAN TRANSFORMATION IN SERVICE ORGANIZATIONS

Jeffrey K. Liker, Karyn Ross

The world's bestselling Lean expert shows service-based organizations how to go Lean, gain value, and get results - The Toyota Way.

A must-read for service professionals of every level, this groundbreaking guide by Jeffrey Liker takes the proven Lean principles of his bestselling *Toyota Way* series and applies them directly to the industries where quality of service is crucial for success. Liker's famous 4P model makes it easy to implement Lean practices throughout any organization - from executives to managers to frontline workers who deal with customers every day.

These ground-tested techniques are designed to help companies make continuous improvements in their services, streamline their operations, and add ever-increasing value to their customers. The book features fascinating case studies of Lean-driven success in a range of service industries, including healthcare, insurance, financial services, telecommunications, and more.

- Liker is the foremost authority on Lean
- The bestselling Toyota Way series has helped companies successfully implement Lean worldwide
- Designed specifically for service organizations this targeted guide uses Lean techniques to bring added value to customers

Jeffrey K. Liker is a Professor of Industrial and Operations Engineering at the University of Michigan and President of Liker Lean Advisors. He is author of the international best-seller, *The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer*, 2004, and has co-authored eight other books about Toyota including *The Toyota Way to Lean Leadership* (2011). His articles and books have won twelve Shingo Prizes for Research Excellence. In 2012 he was inducted into the Association of Manufacturing Excellence Hall of Fame and in 2016 inducted into the Shingo Academy.

Karyn Ross is a Lean consultant and executive coach focused on driving sustainable business culture change in service organizations. She has worked with companies such as Paychex, PrimePay, Zurich Insurance, and National Taxi Limo to help them develop a culture of problem solving

"Everything you need to know to
be a superior marketing leader!"

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The Thinkers 50 in Leadership
Thinker in the World

THE 12

POWERS
OF A
MARKETING
LEADER

How to Succeed by Building
Customer *and* Company Value

THOMAS BARTA | PATRICK BARWISE

October 2016

£22.99 €30.99 \$30.00

272 pages

ISBN: 9781259834714

THE 12 POWERS OF A MARKETING LEADER: HOW TO SUCCEED BY BUILDING CUSTOMER AND COMPANY VALUE

Thomas Barta, Patrick Barwise

*The world's first research-based leadership guide for
marketers in the 21st century.*

This breakthrough guide from a former McKinsey partner and leadership expert and a senior London Business School marketing professor reveals the 12 leadership behaviors that drive marketers' business impact and career success in today's fast-paced, global, digital world.

The 12 Powers revealed in the book cover tackling big issues, leading movements, building leaders, and finding inspiration. This is how marketers become leaders, and leaders become legends. These are the powers marketers need to succeed, based on the largest ever research study of its kind, conducted in collaboration with experts from McKinsey, INSEAD and the CMO Council, with profiles of over 68,000 executives from 120 countries.

- The first book on marketing leadership in the digital century, sure to be a classic in the field
- Features advice from prominent CMOs and CEOs from Sony, PepsiCo, Ford, YouTube, Mozilla, Samsung, British Airways, Revlon, Lego, Maersk and many others
- Authors regularly appear in international business media including Huffington Post Financial Times Harvard Business Review and MIT Sloan Management Review

Thomas Barta is an internationally recognized thought leader on marketing leadership. As a McKinsey Partner with a senior marketing background, he helped shape the strategy and define the DNA behind many Fortune 500 brands. Barta has consulted and marketed for over 20 years, in 14 industries, in 45 countries. Each year, he gives more than 40 keynotes and seminars for companies, industry associations, and universities.

Patrick Barwise is Emeritus Professor of Management and Marketing at London Business School and a Visiting Senior Fellow at the London School of Economics.



How Winners
Think Differently
to Create a
Competitive Edge
and Maximize Success

Dr. Stan Beecham

October 2016

£19.99 €25.99 \$25.00

272 pages

ISBN: 9781259836169

ELITE MINDS: HOW WINNERS THINK DIFFERENTLY TO CREATE A COMPETITIVE EDGE AND MAXIMIZE SUCCESS

Dr. Stan Beecham

An accessible guide to achieving peak performance in all aspects of life.

Most business people don't reach their full potential - not because of their experience or talent - but because their minds are stopping them. In *Elite Minds* readers will learn how they can train their brains to reach their potential and also encourage success in the workplace.

Through a series of specific examples of elite-level athletes and successful business people, performance psychologist and leadership consultant Dr. Stan Beecham shows readers how to maximize their talents and physical abilities.

- Provides insight into the process of developing a world-class mind in both business and sports
- Offers key takeaways for anyone looking to improve their performance in their work, in meetings, in the boardroom, or in their everyday lives
- Author is a well-known speaker for Fortune 100 companies such as Adidas, Dell, DuPont, Merrill Lynch, Pfizer, Ritz Carlton, and Prudential

Dr. Stan Beecham is a well-known performance psychologist and leadership consultant. He is the director and founding member of the Leadership Resource Center in Atlanta, Georgia.

"A field guide for leaders who aspire to be a force for good."
—Adam Grant, Wharton professor and
New York Times bestselling author of ORIGINALS and GIVE AND TAKE



THE NEW ALPHA

Join the Rising Movement of
Influencers and **Changemakers**
Who Are **Redefining Leadership**

DANIELLE HARLAN, PHD

Founder and CEO of the Center for Advancing Leadership and Human Potential

THE NEW ALPHA: JOIN THE RISING MOVEMENT OF INFLUENCERS AND CHANGEMAKERS WHO ARE REDEFINING LEADERSHIP

Danielle Harlan, PhD

The modern leader's guide to building a unique and powerful leadership identity designed for long-term professional and personal success.

The economy is transforming. Organizations are changing. Business strategies are being revolutionized. So any high achieving professional seeking to make her or his mark needs a radically new leadership model - and this book delivers it.

The New Alpha provides easy-to-understand, evidence-based strategies that show the reader how to be the kind of leader who excels in the near future and for the long run: one who knows not only how to achieve her or his goals, but also how to cultivate fulfillment and act as a force for good in the world. Packed with interactive, relatable, and engaging content, *The New Alpha* empowers future leaders to discover their unique potential to become powerful influencers in a growing social movement.

October 2016

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256 pages

ISBN: 9781259641916

Danielle Harlan, PhD is the Founder & CEO of the Center for Advancing Leadership and Human Potential, an organization devoted to helping individuals, organizations, and institutions be exceptional and maximize their impact. Named one of Silicon Valley's 40 under 40, Danielle completed her doctorate at Stanford University and has taught courses at the Stanford Graduate School of Business and U.C. Berkeley Extension's Corporate and Professional Development Program. She's also a TEDx speaker and has been featured in Fast Company, Forbes, and Women's Health.

THE GLOBAL BUSINESS THOUGHT LEADER SERIES

The Vanke Way

Lessons on Driving Turbulent
Change from a Global
Real Estate Giant

Wang Shi

Founder and Chairman
of Vanke

THE VANKE WAY: LESSONS ON DRIVING TURBULENT CHANGE FROM A GLOBAL REAL ESTATE GIANT

Wang Shi

Insights for business leaders and entrepreneurs from the founder of one of the world's most successful real estate companies.

In *The Vanke Way*, Chinese real estate mogul Wang Shi provides insight into the growth of the China Vanke Company - the world's largest property developer by revenue - amid the turbulent infancy of China's market economy. As the founder and chairman of Vanke, Wang's firsthand account of creating and developing this leading international real estate empire not only showcases the history of the company, but also of his vision in founding and expanding it.

Wang shares the lessons he's learned as an entrepreneur and businessman, and reflects on China's changing economy, and the international economic role it has come to play. He also gives practical advice to current and future entrepreneurs and business leaders on maintaining professionalism, creating a transparent and mature management system, and developing a professional management team. Above all he stresses the principles that Vanke has stuck to over the years and that have led to its ultimate success.

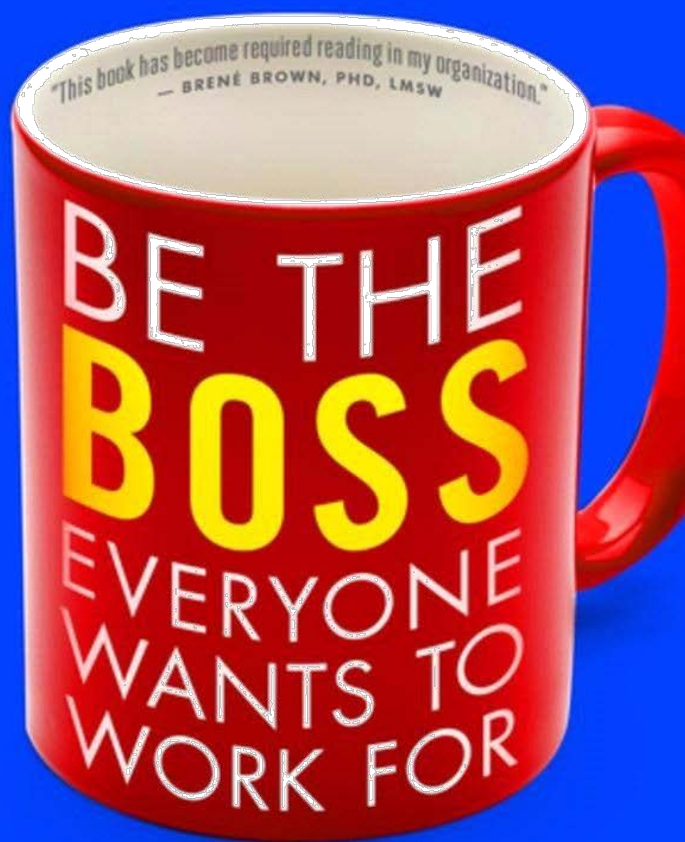
Wang Shi is the founder and Chairman of the Board of Vanke, the world's largest residential real estate developer by revenue. Vanke develops, manages, and sells properties in more than 60 cities China and throughout Hong Kong, the United States, Britain and Singapore.

October 2016

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288 pages

ISBN: 9781259643071



**A GUIDE FOR
NEW LEADERS**
WILLIAM GENTRY

PUBLISHED WITH THE CENTER FOR CREATIVE LEADERSHIP

BE THE BOSS EVERYONE WANTS TO WORK FOR: A GUIDE FOR NEW LEADERS

William Gentry

You've been promoted to leadership - congratulations! But it's nothing like your old job, is it? William Gentry says it's time to flip your script.

We all have mental scripts that tell us how the world works. Your old script was all about "me": standing out as an individual. But as a new leader, you need to flip your script from "me" to "we" and help the group you lead succeed.

In this book, Gentry supports and coaches you to flip your script in six key areas. He offers actionable, practical, evidence-based advice and examples drawn from his research, his work with leaders, and his own failures and triumphs of becoming a new leader. Get started flipping your script and become the kind of boss everyone wants to work for.

William Gentry is a senior research scientist and a director at the Center for Creative Leadership, a top-ranked global provider of executive education that serves more than 20,000 individuals and 2,000 organizations across the public, private, nonprofit, and education sectors, including more than 80 of the Fortune 100 companies.

October 2016

£14.99 €18.99 \$19.95

216 pages

ISBN: 9781626566255

HOW TO CAPTURE ATTENTION,
BUILD TRUST, AND CLOSE THE SALE

SELL WITH A STORY

PAUL SMITH

Author of LEAD WITH A STORY

Foreword by MIKE WEINBERG, author of NEW SALES. SIMPLIFIED.

October 2016

£18.99 €22.99 \$24.95

304 pages

ISBN: 9780814437117

SELL WITH A STORY: HOW TO CAPTURE ATTENTION, BUILD TRUST, AND CLOSE THE SALE

Paul Smith

Stories sell. Great Sales Stories sell even more. Despite all the high-tech tools available to salespeople, the most personal method still works best.

Storytelling packs the emotional punch to turn routine presentations into productive relationships. It explains products or services in ways that resonate; it connects people and creates momentum. Stories speak to the part of the brain where decisions are made.

Paul Smith, author of the acclaimed *Lead with a Story*, shifts his best-selling formula to the sales arena. In *Sell with a Story*, he identifies the ingredients of the most effective sales stories and reveals how to:

- Select the right story
- Craft a compelling and memorable narrative
- Incorporate challenge, conflict, and resolution
- Use stories to introduce yourself, build rapport, address objections, add value, bring data to life, create a sense of urgency, and more

Complete with model stories, skill-building exercises, and enlightening examples from Microsoft, Costco, Xerox, Abercrombie & Fitch, Hewlett-Packard, and other top companies, this powerful and practical guide gives you the tools you need to turn your experiences into stories that sell.

Paul Smith is a popular speaker and expert trainer on business storytelling techniques. A former Procter & Gamble executive, his clients include Hewlett Packard, Bayer Medical, Progressive Insurance, Walmart, and other distinguished companies. As the author of *Lead with a Story*, his work has been featured in *The Wall Street Journal*, *Inc.*, *Time*, *Forbes*, *The Washington Post*, *Success*, and *Investor's Business Daily*.

Powerful Strategies to Find the Best Leads
and Drive Breakthrough Sales Results

HIGH- PROFIT PROSPECTING

MARK HUNTER

Foreword by JEB BLOUNT, author of *FANATICAL PROSPECTING*

Introduction by MIKE WEINBERG, author of *NEW SALES. SIMPLIFIED.*

October 2016

£13.99 €17.99 \$18.95

224 pages

ISBN: 9780814437766

HIGH-PROFIT PROSPECTING: POWERFUL STRATEGIES TO FIND THE BEST LEADS AND DRIVE BREAKTHROUGH SALES RESULTS

Mark Hunter

As a salesperson, your pipeline is the key to your success. No matter what changes, that remains the same. Top producers prospect - and they do it all the time. "But how?" you ask, "In the age of the Internet, isn't cold-calling dead?"

Now, in his new book, sales expert Mark Hunter shatters costly prospecting myths and eliminates confusion about what works today. Merging new strategies with proven practices, *High-Profit Prospecting* will help you:

- Find better leads and qualify them quickly
- Trade cold calling for informed calling
- Tailor your timing and message
- Leave a great voicemail
- Craft compelling emails
- Use social media effectively
- Leverage referrals
- Get past gatekeepers and open new doors
- Steer clear of prospecting pitfalls
- Connect with the C-Suite
- And more

The Internet won't fill your sales funnel - and you can't rely on the marketing department for leads (not if you want to succeed). High-Profit Prospecting puts the power back where it belongs – in your hands. Follow its formula and start bringing in valuable new business.

Mark Hunter, "The Sales Hunter," helps individuals and companies identify better prospects and build more profitable customer relationships. An award-winning sales blogger and in-demand speaker, his clients include Samsung, Coca-Cola, American Express, and Sony. He is the author of *High-Profit Selling*.

THE GIFT OF ANGER

USE PASSION
TO BUILD
NOT DESTROY

JOE SOLMONESE

FORMER PRESIDENT, THE HUMAN RIGHTS CAMPAIGN

Foreword by Judy Shepard, President, Matthew Shepard Foundation

October 2016

£18.99 €22.99 \$24.95

208 pages

ISBN: 9781626565883

THE GIFT OF ANGER: USE PASSION TO BUILD NOT DESTROY

Joe Solmonese

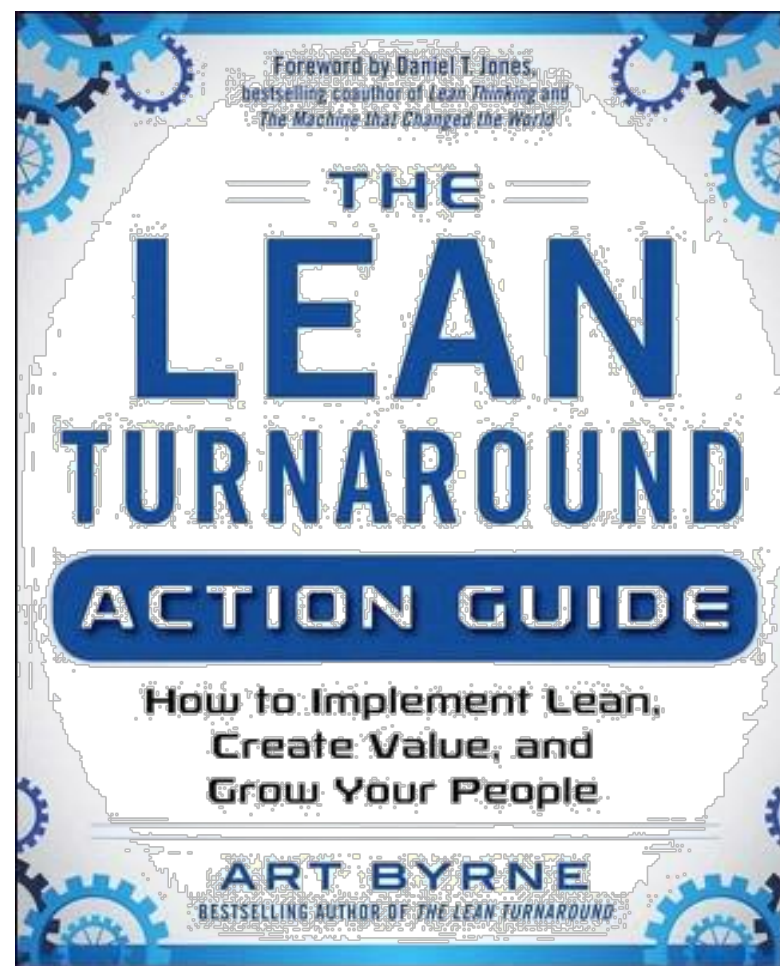
Under Joe Solmonese's leadership, the Human Rights Campaign became the model other organizations look toward to create effective social and political change. Against daunting odds, HRC was instrumental in passing landmark national legislation such as the Matthew Shepard and James Byrd, Jr., Hate Crimes Prevention Act; repealing "Don't Ask, Don't Tell"; and passing marriage equality acts in eight states. How did Solmonese and HRC do it?

What Solmonese reveals in this book is that for him, the key to success was learning to harness his anger. Essentially it's just a form of energy. Channeled, it can keep you moving forward on a long journey. But uncontrolled, it can blow everything up.

With this as his guiding principle, Solmonese uses stories from his work with HRC and his previous position as CEO of the powerful women's organization EMILY's List to share a series of often-surprising lessons. For example, empathize with your enemies instead of shaming them, find allies wherever you can, and ask for the doable, not the impossible (even when the "impossible" is your ultimate goal). Most striking in this book are the stories of Solmonese's ability to draw some kind of win - however small - from seeming adversaries.

But at every step of the way he emphasizes the importance of managing the yin-yang tension of anger. Particularly when one is dealing with irrational and offensive attitudes, the temptation is ever present to give in to righteous indignation. While it's fine to feel it, Solmonese's advice is to always be strategic with your outrage.

Joe Solmonese served for seven years as the president of the Human Rights Campaign (HRC), the nation's largest gay, lesbian, bisexual, and transgender advocacy organization. Before joining HRC, he spent nearly thirteen years at EMILY's List, one of the nation's largest political action committees. During his final two years with the organization, Solmonese served as CEO. He is currently the managing director and founding partner of Gavin/Solmonese, advising corporations on organizational effectiveness strategies and policy development and implementation. He sits on the national boards for the Planned Parenthood Federation of America and Athlete Ally, an organization that engages with professional and amateur athletes to speak out against bullying.



November 2016

£30.99 €40.99 \$40.00

240 pages

ISBN: 9780071848909

THE LEAN TURNAROUND ACTION GUIDE: HOW TO IMPLEMENT LEAN, CREATE VALUE, AND GROW YOUR PEOPLE

Art Byrne

*This companion to *The Lean Turnaround* shows practitioners exactly how to use “lean leadership” to eliminate waste while increasing profitability and driving sustainability.*

*The *Lean Turnaround Action Guide* provides a ground-level view explaining how to tactically implement the lean strategies presented in *The Lean Turnaround* by following three core key management strategies: lean is the strategy, lead from the top, and transform the people. Where *Lean Turnaround* was broad and strategic in its approach, implementing the Lean Turnaround is granular, practice-based, and full of details on how to implement a lean transformation in your company.*

- This hands-on, detailed guide expands on and offers more detail than *The Lean Turnaround*
- With more than 30 years experience, Byrne is one of the best-known and most successful lean practitioners
- The former CEO of the Wiremold Company, Byrne will promote the book at his many speaking engagements; he recently was the keynote at the Lean Enterprise Institute's 2013 Transformation Summit

Art Byrne, one of today's most respected lean executives, is the author of *Lean Turnaround*. The former CEO of Wiremold Company, he has been implementing lean strategy in organizations around the world for more than 30 years.

 BUSINESS CLASSICS

"Clayton Christensen has done it again . . .
The Innovator's Prescription might just mark
the beginning of a new era in health care."
—MICHAEL BLOOMBERG, 108th Mayor of New York City

The Innovator's Prescription

A Disruptive Solution for Health Care



Clayton M. Christensen

BESTSELLING AUTHOR OF *THE INNOVATOR'S DILEMMA*
Jerome H. Grossman, MD • Jason Hwang, MD

November 2016

£16.99 €22.99 \$22.00

272 pages

ISBN: 9781259860867

THE INNOVATOR'S PRESCRIPTION: A DISRUPTIVE SOLUTION FOR HEALTH CARE

Clayton M. Christensen

Now in paperback, the groundbreaking prescription for health care reform - from a legendary leader in innovation.

Our health care system is in critical condition. Each year, fewer Americans are able to afford health care and fewer businesses are able to provide it.

Lead author Clayton M. Christensen is the foremost expert in the field of disruptive innovation. In this thought-provoking book, Christensen and his coauthors, health care pioneers Jerome Grossman, MD, and Jason Hwang, MD, present a comprehensive analysis of the strategies needed to improve health care. They discuss how disruptive business models improve quality, accessibility, and affordability by changing the way hospitals and doctors work.

- Addresses an important, timely topic and offers a groundbreaking prescription for health care reform
- Lead author Clayton M. Christensen is widely recognized as one of the foremost thought leaders in the field of disruptive innovation for health care
- Christensen was named the World's Most Influential Business Management Thinker in 2011 and 2013 by Thinkers50

Clayton M. Christensen is one of the world's top experts on innovation and growth. He is Kim B. Clark Professor of Business Administration at the Harvard Business School. Christensen is co-founder of Innosight, a management consultancy; Rose Park Advisors, an investment firm; and the Clayton Christensen Institute, a nonprofit think tank. His bestselling books include *The Innovator's Dilemma*, *The Innovator's Solution*, and *Disrupting Class*.

“An essential read for any leader who understands that people are what make businesses live or die.”

—JACK WELCH

PEOPLE F1RST LEADERSHIP

HOW THE BEST LEADERS USE
CULTURE AND EMOTION TO DRIVE
UNPRECEDENTED RESULTS

EDUARDO P. BRAUN

FOREWORD BY CLAUDIO FERNÁNDEZ-ARAOZ
Talent and Leadership Expert and bestselling author of *Great People Do Great*

PEOPLE FIRST LEADERSHIP: HOW THE BEST LEADERS USE CULTURE AND EMOTION TO DRIVE UNPRECEDENTED RESULTS

Eduardo P. Braun

The book that redefines leadership for our time - inspired by personal interviews with Jack Welch, Bill Clinton, George Lucas, Madeleine Albright, Pope Francis, and others.

In this life-changing book, former Director of the World Business Forum, Eduardo Braun, introduces a new vision of leadership - someone who puts people, cultures, and emotions first. Through thousands of hours of conversations with world-class leaders, Braun has identified 5 Key Roles any person can adopt to not only fire people up for success, but change the world for good, thus becoming a true leader.

With this refreshingly human approach, readers will find it easy to integrate the 5 traits into their roles as leaders. They'll hear intimate stories and practical life lessons from CEOs like Jack Welch and Tony Hsieh, who trusted their instincts, followed their passions, and shared their visions with others. Best of all, they'll learn how to make stronger connections that get better results - and discover a truer, deeper meaning of success.

November 2016

£21.99 €28.99 \$28.00

304 pages

ISBN: 9781259835407

- A new leadership model for the 21st century: socially aware, culturally sensitive, emotionally intelligent, and successful. Everyone can learn to the importance that emotion plays in being an impactful leader
- Braun shares insights and anecdotes from his famous encounters with world leaders in business, politics, charity, and the arts
- Eduardo is an in-demand keynote speaker, who speaks at over 25 global events each year, including the US, Singapore, Dubai, Melbourne, Warsaw, Bogota and more

Eduardo P. Braun is a former director of the HSM Group (organizers of the World Business Forum), the first global multimedia management company. His unique insights on leadership are gleaned from his personal meetings and interviews with world-renowned luminaries and leaders such as Pope Francis, Bill Clinton, Tony Blair, Madeleine Albright, Collin Powell, Mikhail Gorbachev, and Jack Welch. An in-demand speaker on leadership and management, Braun presides over events around the world. He resides in Buenos Aires.

 BUSINESS CLASSICS

EXPANDED EDITION

Disrupting Class

*How Disruptive Innovation Will
Change the Way the World Learns*



Clayton M. Christensen

BESTSELLING AUTHOR OF *THE INNOVATOR'S DILEMMA*

Michael B. Horn • Curtis W. Johnson

November 2016

£16.99 €22.99 \$22.00

320 pages

ISBN: 9781259860881

DISRUPTING CLASS, EXPANDED EDITION: HOW DISRUPTIVE INNOVATION WILL CHANGE THE WAY THE WORLD LEARNS

Clayton M. Christensen

Now in paperback, Clayton M. Christensen's bestselling work on disruptive innovation for education.

Recent studies in neuroscience reveal that the way we learn doesn't always match up with the way we are taught. To stay competitive - academically, economically, and technologically - we need to rethink our understanding of intelligence and reevaluate our educational system.

Disrupting Class offers a groundbreaking and timely prescription for education reform that incorporates customized learning, student-centric classrooms, and new technology.

The foremost expert in the field of disruptive innovation, Clayton M. Christensen and his coauthors apply his famous theories to illustrate the benefits of changing our approach to education. Featuring fascinating case studies, scientific findings, and unprecedented insights on how innovation must be managed, this book is ideal for school administrators, government officials, business leaders, and educational entrepreneurs.

- Addresses an important, timely topic and offers a groundbreaking prescription for education reform
- Clayton Christensen is widely recognized as one of the foremost thought leaders in the field of disruptive innovation for education
- Christensen was named the World's Most Influential Business Management Thinker in 2011 and 2013 by Thinkers50

Clayton M. Christensen is one of the world's top experts on innovation and growth. He is Kim B. Clark Professor of Business Administration at the Harvard Business School. Christensen is cofounder of Innosight, a management consultancy; Rose Park Advisors, an investment firm; and the Clayton Christensen Institute, a nonprofit think tank. His bestselling books include *The Innovator's Dilemma*, *The Innovator's Solution*, and *The Innovator's Prescription*.

SUPPLY CHAIN STRATEGY, 2/E

Edward H. Frazelle, PhD

The fully revised and updated edition of the industry standard in supply chain management.

The proven pillars of success in logistics and supply chain management introduced in the first edition of *Supply Chain Strategy* now guide the supply chains of many of the world's most successful organizations, including 3M, Abbott, BP, Coca-Cola, Disney, Hallmark, Honda, Mitsubishi, Oxxo-FEMSA, Payless, P&G, Pratt & Whitney, Wal-Mart, Rio Tinto, and many others.

This Second Edition highlights up-to-date case studies from those companies and more and presents the latest supply chain innovations, including big-data analytics, supply chain command and control centers, large-scale supply chain optimization, integrated supply chain planning, real-time global supply chain visibility, omni-channel logistics, re-shoring, global-sourcing optimization, cloud-based supply chain management, supply chain finance, global trade management, and fourth-party logistics.

- Frazelle is globally known and considered the go-to expert specializing in the management of supply chains, inventory, and warehousing
- The author's two companies consult with and educate some of the world's biggest and most complex companies

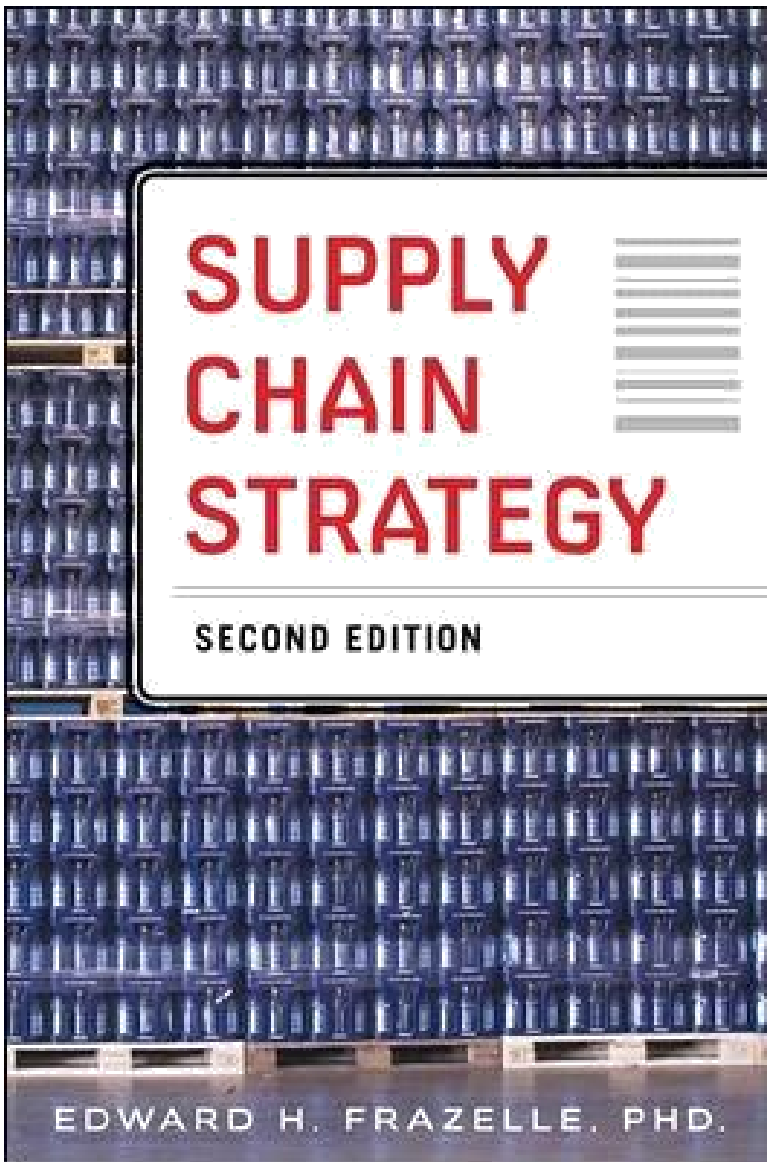
Edward H. Frazelle, PhD is president and CEO of Logistics Resources International and executive director of The RightChain Institute.

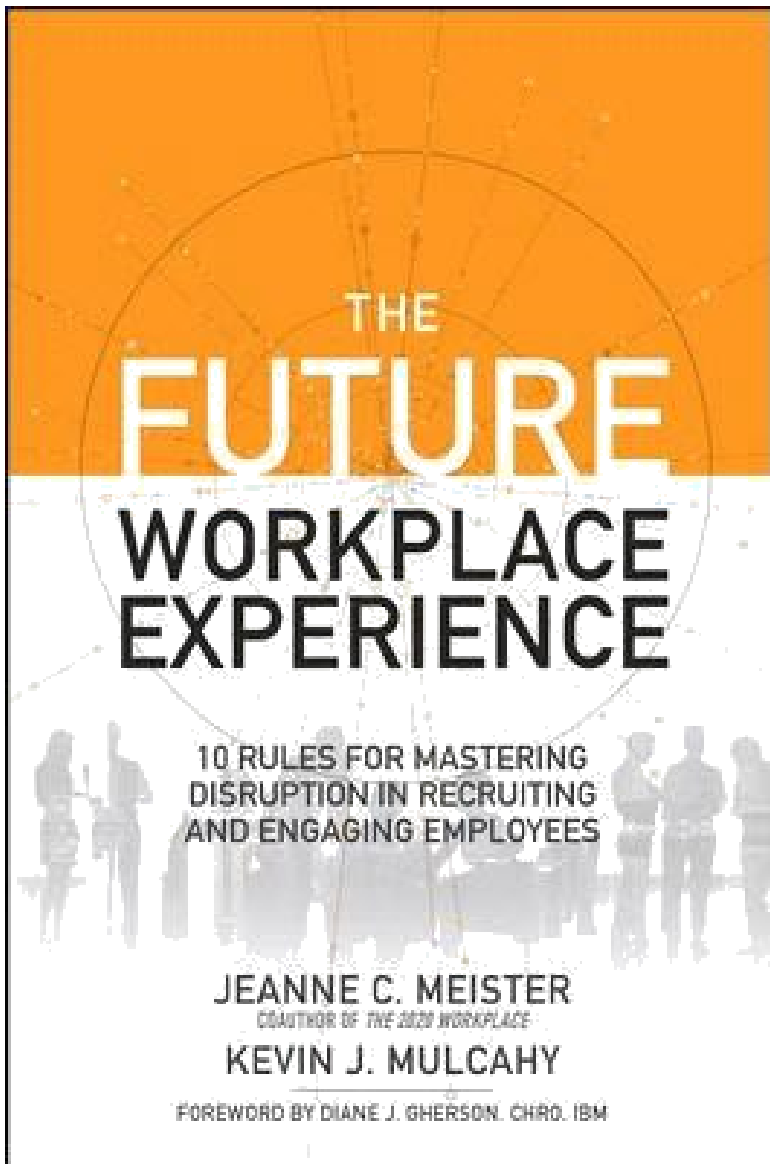
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368 pages

ISBN: 9780071842808





November 2016

£22.99 €30.99 \$30.00

272 pages

ISBN: 9781259589386

THE FUTURE WORKPLACE EXPERIENCE: 10 RULES FOR MASTERING DISRUPTION IN RECRUITING AND ENGAGING EMPLOYEES

Jeanne C. Meister, Kevin J. Mulcahy

Bestselling author's blueprint for attracting and engaging top talent to beat the competition in today's ever-evolving business environment.

Bestselling author of *The 2020 Workplace* Jeanne Meister returns with a powerful guide to mastering a new set of workplace disruptions, detailing the skills leaders need to thrive in today's hyper-competitive and rapidly changing business environment. Along with co-author Kevin Mulcahy, Meister presents step-by-step advice to recruiters, middle managers, HR directors, and CEOs on how to prepare for a more transparent world of work, develop a new set of leadership skills, and anticipate future trends and changes across industries.

Workplaces are becoming more social, gamified, collaborative, mindful, and diverse. In this new environment, technological advances will simultaneously disrupt and enable how work gets done. Developing the ability to navigate this radically shifting, uncharted future, while engaging top talent and producing results, will be the main challenge facing every firm. With the right know-how, branding, and team, you will be prepared to embrace these contemporary challenges for ultimate success.

Jeanne C. Meister is a founding partner of Future Workplace, an HR executive network and research firm. She is the co-author of the bestselling book *The 2020 Workplace* and is a regular contributor to *Forbes*. Jeanne is the recipient of the Distinguished Contribution in Workplace Learning Award, given by Association for Talent Development (ATD) to one executive each year honoring their body of work. Jeanne regularly speaks on how to prepare for the future of work. She lives in New York City.

Kevin J. Mulcahy is a partner with Future Workplace and along with Jeanne, is the co-host of The Future Workplace Network, a membership community for HR executives. Organizations across multiple industries and geographies regularly engage him to facilitate corporate workshops on 'future proofing' their business and HR strategies.



BUSINESS CLASSICS

With an all-new preface and introduction from the author

HIRING FOR ATTITUDE

A REVOLUTIONARY
APPROACH TO RECRUITING
STAR PERFORMERS WITH
BOTH TREMENDOUS SKILLS
AND SUPERB ATTITUDE

RATING	
<input checked="" type="checkbox"/>	The Perfect Fit
<input type="checkbox"/>	Just Average
<input type="checkbox"/>	They're Trying
<input type="checkbox"/>	Big Mistake

MARK MURPHY

BESTSELLING AUTHOR OF *Hundred Percenters*
and *Hard Goals*

HIRING FOR ATTITUDE: A REVOLUTIONARY APPROACH TO RECRUITING STAR PERFORMERS WITH BOTH TREMENDOUS SKILLS AND SUPERB ATTITUDE

Mark Murphy

This groundbreaking guide overturns old, failed hiring practices and reveals how to create a powerful, effective workforce designed for the long run.

What's more important in a job candidate - skills or attitude? Mark Murphy argues for the latter, and *Hiring for Attitude* provides the data to back it up.

In a major study by Murphy's company, Leadership IQ, 46 percent of all new hires fail within their first 18 months - and 89 percent fail for attitudinal reasons, not skills. *Hiring for Attitude* helps readers change their hiring practices to avoid this common pitfall and lead their company to long-term success. It takes readers step by step through the process of shedding hiring techniques destined for failure and, instead, focus on the what matters in a candidate: attitude.

- Murphy has personally provided leadership training to more than 100,000 leaders representing companies from virtually every industry, including Microsoft, IBM, GE, MasterCard, Merck, AstraZeneca, MDAnderson Cancer Center, and Johns Hopkins

November 2016

£13.99 €18.99 \$18.00

256 pages

ISBN: 9781259860904

Mark Murphy is the author of the New York Times bestseller, *Hundred Percenters and Hard Goals*. As founder and CEO of Leadership IQ, a top-rated provider of cutting-edge research and leadership training, he has provided guidance to leaders from virtually every industry and half the Fortune 500. Murphy has appeared on CBS News Sunday Morning, ABC's 20/20, and Fox Business News. His award-winning work has been featured in *The Wall Street Journal*, *Fortune*, *Forbes*, and *Bloomberg BusinessWeek*.

WORK WITHOUT STRESS: BUILDING A RESILIENT MINDSET FOR LASTING SUCCESS

Derek Roger, Nick Petrie

An evidence-based, practical program to prevent stress by developing resilience.

Why do some people get stressed while others stay resilient? According to research, the process of rumination - thinking over and over about events and attaching negative emotions to them - is what causes stress and *not* the events themselves. The antidote to rumination is resilience, the capacity to cope with challenges and thrive under adversity.

A critical professional and leadership skill, resilience can be learned and developed. Based on 30 years of lab research and controlled-trial case studies, this essential guide presents a proven step-by-step program to enhance individual and organizational performance.

- Each chapter ends with a section giving leaders specific actions they can take to minimize levels of stress in their staff
- The book will be used in the educational programs of the Center for Creative Leadership (CCL), which will actively support the book through marketing, publicity, and advertising
- The authors are popular speakers who have given keynotes at international conferences, as well as presentations to Mars, Comcast, Kellogg, TD Bank, Columbia Sports, Oxford Associates, and other companies

Derek Roger, PhD is a psychologist who has spent 30 years researching the causes and effects of stress. He was the founder of the Stress Research Unit at the University of York, and is director of the training consultancy Work Skills Centre Ltd.

Nick Petrie is a senior faculty member at the Center for Creative Leadership (CCL). He works with CEOs and their teams to create resilience strategies for their organizations, particularly in periods of significant change. He is the lead researcher and co-creator of CCL's Change Equation which shows leaders how to lead change in ways.

WORK WITHOUT STRESS

BUILDING A RESILIENT
MINDSET FOR
LASTING SUCCESS



DEREK ROGER, PHD, AND NICK PETRIE

PUBLISHED IN PARTNERSHIP WITH
CENTER FOR CREATIVE LEADERSHIP

November 2016

£22.99 €30.99 \$30.00

208 pages

ISBN: 9781259642968



BUSINESS CLASSICS

Why Great
Leadership
Is Beyond
Words

MICRO
MESSAGING

STEPHEN YOUNG

MICROMESSAGING: WHY GREAT LEADERSHIP IS BEYOND WORDS

Stephen Young

The bestselling classic now in paperback - and updated with new advice critical for today's unique workplace.

Micromessaging examines the nuanced behaviors we all use and react to in our dealings with others - which often expose our unconscious bias. Micromessages come in various forms, including the gestures, facial expressions, tones of voice, word choices, eye contact, and interactive nuances. They can be either debilitating or empowering to one's leadership effectiveness. *Micromessaging* teaches readers how to become aware of these messages and how to constructively address these behaviors to drive positive change in their workplace.

- New introduction and updated content addressing issues critical for leaders today, including LGBTQ and generational issues
- Includes the inextricable link between unconscious bias and MicroInequities, which is integral to the author's current training program
- Based on research from MIT, Young's approach has been adopted by many Fortune 500 clients, including GE, Merck, Intel, Expedia, Walmart, Microsoft, Lockheed Martin, Starbucks, Boeing, TD Bank, Bank of America, Coca Cola, Cisco, Raytheon and many more.

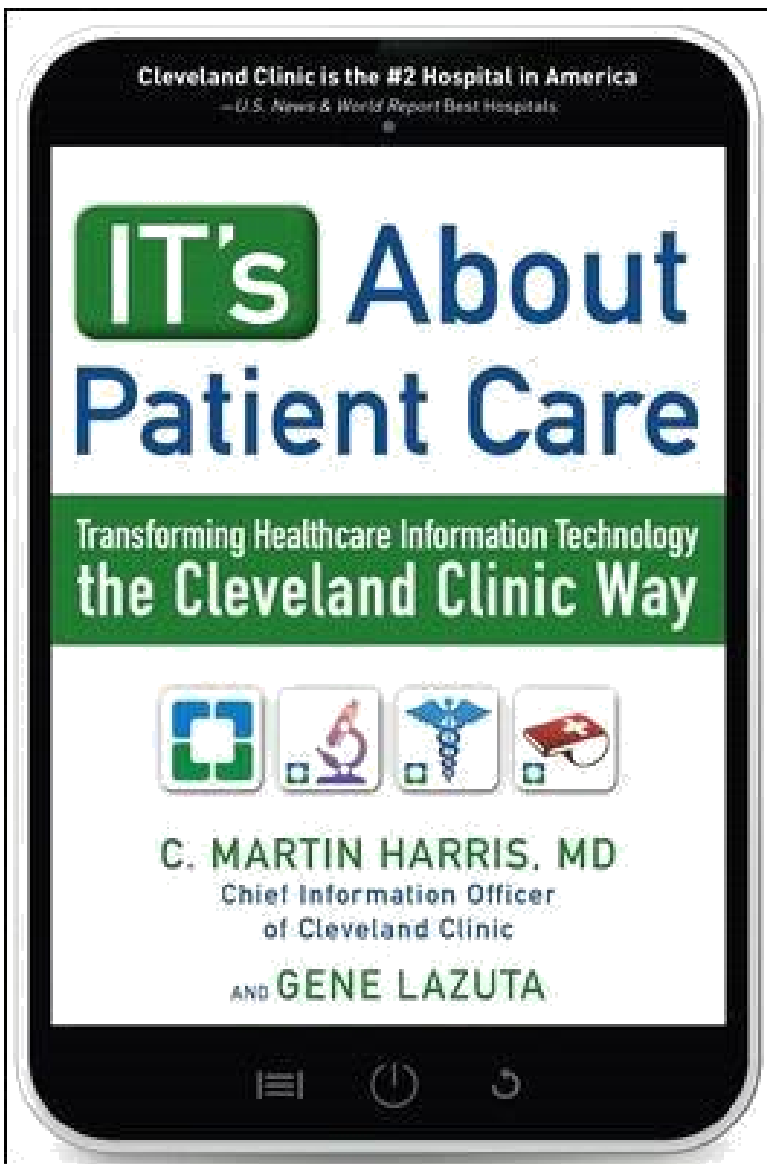
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224 pages

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Stephen Young is the Senior Partner of Insight Education Systems, a management consulting firm specializing in leadership and organizational development services. A recognized leader in the field of business communication, he consults with senior executives and management teams of Fortune 500 companies.



November 2016

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288 pages

ISBN: 9781259642937

IT'S ABOUT PATIENT CARE: TRANSFORMING HEALTHCARE INFORMATION TECHNOLOGY THE CLEVELAND CLINIC WAY

C. Martin Harris, Gene Lazuta

A proven working model of healthcare IT as a transformative clinical and business engine from one of the world's leading healthcare organizations.

Exciting new technology is revolutionizing healthcare in the twenty-first century. This industry-changing guide by Cleveland Clinic's esteemed chief information officer shows health professionals how to design, implement, and maximize their IT systems to deliver fully integrated, coordinated, high-quality care.

The book offers value-based strategies that health systems can apply using online tools and IT systems to improve collaboration among patients, caregivers, and care teams - including sophisticated electronic medical record-keeping and-sharing, real-time access to clinical data and research, machine-guided therapeutics, online second opinions, virtual visits, even social media. This is the future of quality healthcare - the Cleveland Clinic way.

- A visionary guide to harnessing the growing power of healthcare IT in today's rapidly changing healthcare environment
- Cleveland Clinic is world-renowned for its pioneering work in innovation technology, provider services, and patient care
- Dr. Harris was named one of the "Top 100 Hospital and Health System CIOs to Know" by *Becker's Hospital Review*, "100 Most Creative People in Business" by *Fast Company*, and a "Top Business Team" leader by *TIME Magazine*

C. Martin Harris, MD, is Chief Information Officer and Chairman of the Information Technology Division of Cleveland Clinic, where he is a staff member in the Department of General Internal Medicine.

Gene Lazuta is Senior Director of Strategic Communication at the Division of Information Technology at Cleveland Clinic and its Secure Online Services program.

LEADING *with* Character & Competence

Moving
Beyond Title,
Position, and
Authority

TIMOTHY R. CLARK

November 2016

£19.99 €24.99 \$26.95

216 pages

ISBN: 9781626567733

LEADING WITH CHARACTER AND COMPETENCE: MOVING BEYOND TITLE, POSITION, AND AUTHORITY

Timothy R. Clark

"Leadership is an applied discipline, not a foamy concept to muse about," says three-time CEO, Oxford-trained scholar, and consultant Timothy R. Clark. "In fact, it's the most important applied discipline in the world." The success of any organization can be traced directly to leadership. And leadership can be learned. But too many books and development programs focus exclusively on skills.

In reality, performance and ultimate credibility are based on a combination of character and competence. As Clark puts it, character is the core and competence the crust. He shows how greatness emerges from a powerful combination of the two, although in the end character is more important. A leader with character but no competence will be ineffective, while a leader with competence but no character is dangerous.

Clark spotlights the four most important components of character and competence and offers a series of eloquent, inspiring, and actionable reflections on what's needed to build each one. Fundamentally, he sees leadership as influence - leaders influence people "to climb, stretch, and become." You need character to influence positively and competence to influence effectively.

This is a book for anyone, no matter where he or she is on the organization chart. Because today employees at all levels are being asked to step up, not only *can* everyone be a leader, everyone *has* to be. Clark's insights are profound, and his passion is infectious. "Leadership" he writes, "is the most engaging, inspiring, and deeply satisfying activity known to humankind. Through leadership we have the opportunity to progress, overcome adversity, change lives, and bless the race."

Timothy R. Clark is founder and CEO of LeaderFactor, a consulting and training organization that focuses on leadership development, change management, and strategic agility. Clark earned a doctorate in social science from Oxford University and is a former first-team academic All-American football player at Brigham Young University. He is the author of four books and more than one hundred articles. His clients include organizations such as Accenture, Dow, the FBI, Genentech, Honeywell, Lockheed Martin, Microsoft, and Stanford University.

“Brilliantly crafted to draw leadership lessons from history, this is one of the finest leadership books I have read.”

—DORIS KEARNS GOODWIN

Bestselling author of *Team of Rivals* and *The Bully Pulpit*

The Leadership Genius of Julius Cæsar

Modern
Lessons
from the
Man Who
Built an
Empire

Phillip Barlag

November 2016

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144 pages

ISBN: 9781626566934

THE LEADERSHIP GENIUS OF JULIUS CAESAR: MODERN LESSONS FROM THE MAN WHO BUILT AN EMPIRE

Phillip Barlag

“Brilliantly crafted to draw leadership lessons from history, this is one of the finest leadership books I have read.” - Doris Kearns Goodwin, bestselling author of *Team of Rivals* and *The Bully Pulpit*

Leaders are always trying to get better, which is why there is an enormous and growing collection of literature offering the latest leadership paradigm or process. But sometimes the best way to move forward is to look back. Phillip Barlag shows us that Julius Caesar is one of the most compelling leaders of the past to study - a man whose approach was surprisingly modern and extraordinarily effective.

History is littered with leaders hopelessly out of touch with their people and ruthlessly pursuing their own ambitions or hedonistic whims. But Caesar, who rose from impoverished beginnings, proved by his words and deeds that he never saw himself as being above the average Roman citizen. And he had an amazing ability to generate loyalty, to turn enemies into allies and allies into devoted followers.

Barlag uses dramatic and colorful incidents from Caesar's career- being held hostage by pirates, charging headlong alone into enemy lines, pardoning people he knew wanted him dead - to illustrate what Caesar can teach leaders today. Central to Barlag's argument is the distinction between force and power. Caesar avoided using brute force on his followers, understanding that fear never generates genuine loyalty. He exercised a power deeply rooted in his demonstrated personal integrity and his intuitive understanding of people's deepest needs and motivations. His supporters followed him because they *wanted* to, not because they were compelled to. Over 2,000 years after Caesar's death, this is still the kind of loyalty every leader wants to inspire. Barlag shows how anyone can learn to lead like Caesar.

Phillip Barlag is an executive director at World 50, which initiates and facilitates the most interesting and influential business conversations in the world. He has the enormous privilege of serving remarkable leaders from some of the most well-respected companies around the globe. His work explores the authentic nature of success and struggle in leadership. His writing has been published in *Fast Company*, *MIT Sloan Management Review*, and a number of influential business blogs.

POWERFUL TECHNIQUES
TO UNLOCK YOUR CREATIVITY
AND Spark NEW IDEAS



BERNHARD SCHROEDER

SIMPLY BRILLIANT: POWERFUL TECHNIQUES TO UNLOCK YOUR CREATIVITY AND SPARK NEW IDEAS

Bernhard Schroeder

What if you could brainstorm innovative solutions to your company's challenges? What if you could dream up new businesses that capture markets? What if you could tap the creative genius driving Silicon Valley's success stories?

The truth is you can! Analytical thinkers, numbers people, non-artists - everyone can generate imaginative ideas. All it takes is letting go of the "I'm not creative" mindset and employing a proven process.

Using his CreativityWorks framework, creativity and innovation expert Bernhard Schroeder explains how to break out of your mental box, reignite natural curiosity, and move step by step through a set of exercises that help individuals and teams:

- Fuel creativity through tight deadlines
- Create more ideas in brainstorming sessions
- Radically improve products
- Find inspired solutions using IdeaGen, SCAMPER, Observation Lab, Tempero, the Phoenix List, and other tools

From surroundings that spur interaction to culture that promotes creativity, *Simply Brilliant* opens the door to imagination and limitless opportunity.

Bernhard Schroeder is a director at the prestigious Lavin Entrepreneurship Center at San Diego State University. Previously a senior partner at CKS Partners, he has served as a marketing and brand expert for Amazon, Yahoo, Apple, Nike, and more. He is the author of *Fail Fast or Win Big*.

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ED WALLACE

THE
RELATIONSHIP
ENGINE

CONNECTING WITH
THE PEOPLE WHO POWER
YOUR BUSINESS

The Relationship Engine: Connecting with the People Who Power Your Business

Ed Wallace

Relationships hold companies together and fuel future growth. From connecting with customers to forging high-performing teams, success depends on everyone working well together. Yet many leaders prioritize potential relationships and take established ones for granted. They shouldn't. Research reveals that these core relationships are often the weakest...and can prove more vital than missed networking opportunities.

Whether working with employees or associates, vendors or customers, *The Relationship Engine* gives you the tools you need to become an intentional, masterful relationship-builder. The book helps you establish common ground, focus on collaboration instead of command, put people before process, demonstrate worthy intent, and make every interaction matter. This insightful and practical guide includes:

- A powerful RQ Assessment designed to measure and evaluate business relationships
- A Relational Agility Action Planner
- Lateral and vertical relationship strategy templates
- And more

Even the best-laid strategic plans are worthless without caring, real-life connections. It's time to invest in the bonds that will drive sustainable success.

Ed Wallace is president and chief relationship officer of The Relational Capital Group, a consultancy that serves many Fortune 500 clients. He is also on the Executive Education faculty at Drexel's LeBow College of Business and Villanova University's Human Resources Master's Program. He's the author of *Business Relationships That Last*.

November 2016

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240 pages

ISBN: 9780814437131

WHAT CUSTOMERS CRAVE



HOW TO CREATE RELEVANT AND MEMORABLE
EXPERIENCES AT EVERY TOUCHPOINT

NICHOLAS J. WEBB

What Customers Crave: How to Create Relevant and Memorable Experiences at Every Touchpoint

Nicholas J. Webb

The best companies in the world discover what their customer's desire - and then deliver it in memorable and deeply human experiences. How well do you know your customers?

What Customers Crave examines how the hyper-connected economy is radically changing consumer expectations, and reveals what companies need to do to stay on top. The solution rests on two simple questions: What do your customers love? What do they hate? Find the answers, and you're well on your way to success.

Jam-packed with tools and examples, *What Customers Crave* helps you reinvent how you engage with customers (both digitally and non-digitally) and:

- Gain invaluable insights into who they are and what they care about
- Use listening posts and Contact Point Innovation to refine customer types
- Engineer experiences for each micromarket that are not only exceptional, but insanely relevant
- Connect across the five most important touchpoints
- Co-create with your customers
- And much more

When you learn to provide your customers with exactly what they want, they not only buy – they come back again and again...and bring their friends.

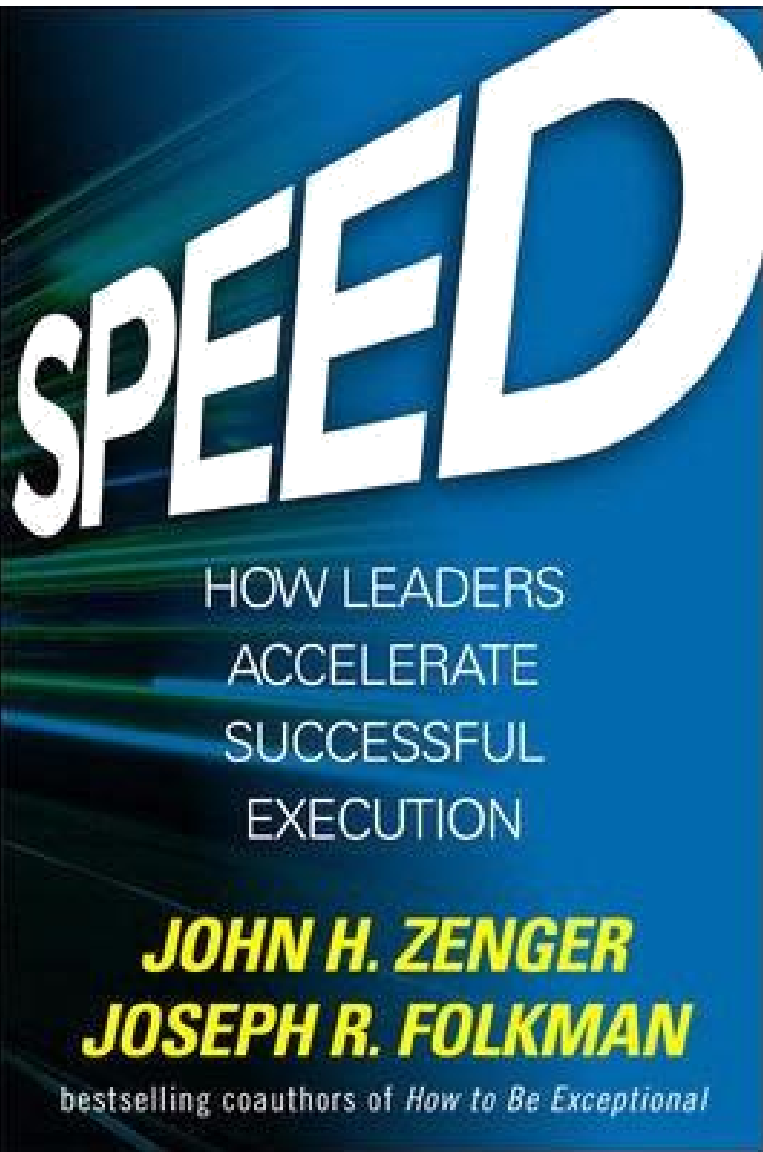
Nicholas J. Webb is a popular speaker, innovation expert, and corporate strategist. A senior partner at Lassen Innovation, he consults with Fortune 500 companies throughout the world on enterprise strategy, innovation, and customer experience.

November 2016

£18.99 €22.99 \$25.00

256 pages

ISBN: 9780814437810



SPEED: HOW LEADERS ACCELERATE SUCCESSFUL EXECUTION

Jack Zenger, Joseph Folkman

Epic leadership team Zenger and Folkman gives business execs proven methods for seizing the competitive advantage by building speed into their leadership DNA.

It's no secret that the pace of change in business today is unprecedented. Leaders who act quickly and inspire others to do the same are the ones who ultimately win the day. *Speed* reveals essential leadership qualities anyone can use to improve speed and ultimately drive organizational effectiveness

The book helps readers assess the speed at which they work and make decisions and provide calibration regarding how they compare to 75,000 others in the authors' database. It then gives readers tactics for speeding up critical elements of their day and, finally, explains how they can use the eight companion behaviors - including innovation, developing courage, initiating action, and setting stretch goals - that help leaders to increase their speed.

John H. (Jack) Zenger is a speaker, consultant, executive coach, and CEO of Zenger Folkman, a firm providing leadership development programs to organizations worldwide. A recognized expert on leadership development, he has been inducted into the Human Resources Development Hall of Fame and was the recipient of ATD's Lifetime Achievement Award. Zenger is the co-author of *How to Be Exceptional* and the bestseller *The Extraordinary Leader*. He lives in Midway, Utah.

Joe Folkman is a respected authority on assessment and change, an acclaimed keynote speaker, and cofounder and president of Zenger Folkman. One of the nation's renowned psychometricians, he has worked with some of the most prestigious and successful organizations, including AT&T, General Mills, Nortel, Fidelity, Thomson Reuters, the U.S. Navy, and Wells Fargo. He is the co-author of *How to Be Exceptional* and the bestseller *The Extraordinary Leader*. Folkman lives in Orem, Utah.

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THE LEADERSHIP MIND SWITCH

RETHINKING HOW
WE LEAD IN THE
NEW WORLD OF WORK

D.A. BENTON
EXECUTIVE COACH AND
BESTSELLING AUTHOR OF
HOW TO THINK LIKE A CEO

KYLIE WRIGHT-FORD
CHIEF OPERATING & STRATEGY
OFFICER OF WORLD 50

THE LEADERSHIP MIND SWITCH: RETHINKING HOW WE LEAD IN THE NEW WORLD OF WORK

D. A. Benton, Kylie Wright-Ford

An essential guide to developing dynamic, inspiring leadership skills relevant for our times.

The most successful leaders of the future will be those who adapt their leadership styles to keep up with dramatic changes that are happening in the workplace now.

The Leadership Mind Switch will inspire professionals to develop their personal leadership style to accommodate the multiple mindsets, experiences, and backgrounds of their peers, direct reports and managers. It is real-time advice within the setting of a digital-human-machine revolution.

Combining personal research with wisdom from successful leaders, the authors explain how to create a positive workplace, lead people with different work styles, make an impact, and more. This book is ideal for current and future leaders passionate about improving their leadership skills.

D.A. (Debra) Benton has been an executive coach helping leaders and organizations develop for more than 30 years. She is the president of Benton Management Resources, Inc. and the author of ten award-winning and best-selling business books, including *CEO Material*, *The Virtual Executive*, and *Executive Charisma*. She is ranked as one of the World's Top 10 CEO Coaches by TopCEOCOaches.com and counts among her clients Microsoft, Dow Jones, J. Crew, Lockheed Martin, NASA, and the U.S. Border Patrol. Benton has made appearances on the Today Show, Good Morning America, CNN, and CBS with Diane Sawyer.

Kylie Wright-Ford is an operating executive, sits on multiple boards and is a three-time entrepreneur. An Australian native, she completed her MBA at Oxford in 2005 and has since led hundreds of talented professionals, driven hundreds of millions in revenue and experienced several successful M&A transactions. Her global leadership positions include strategic and sales roles at prestigious services firms like Goldman Sachs JBWere, GLG and most recently as Chief Operating & Strategy Officer of World 50. Kylie is also a popular guest lecturer at Emory University and experienced moderator of conversations with world leaders, celebrities and disruptors.

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304 pages

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THE COMMUNICATION CLINIC

99 PROVEN CURES FOR THE MOST
COMMON BUSINESS MISTAKES

BARBARA PACHTER
AND DENISE COWIE

AUTHORS OF THE ESSENTIALS
OF BUSINESS ETIQUETTE



THE COMMUNICATION CLINIC: 99 PROVEN CURES FOR THE MOST COMMON BUSINESS MISTAKES

Barbara Pachter, Denise Cowie

Go-to, quick reference guidebook on business etiquette and communications for the contemporary professional.

In an increasingly digital landscape, where businesses and clients are spread out across the globe, there has never been a time before when essential communication skills have been so imperative. Internationally renowned business communications speaker, coach, and author Barbara Pachter returns with an invaluable guidebook to help business professionals improve their office conduct, increase their career opportunities, and succeed in the business world - all through clear, effective communication.

The Communication Clinic addresses numerous different elements of communication, including blog posts, making successful presentations, writing effective emails, and presenting yourself professionally in the workplace, interacting via Skype, and more. Laid out into 99 quick and easy-to-digest chapters, Pachter helps readers identify and diagnose any communication problem areas, and then provides prescriptive, implementable steps to not only overcome these difficulties, but to thrive in the face of them

Barbara Pachter is an internationally renowned speaker and coach on business etiquette and communications, and instructor in the School of Business at Rutgers University. She has written 10 books on related topics, including *Essentials of Business Etiquette*. Pachter is quoted regularly in newspapers and magazines such as *The Wall Street Journal*, *The New York Times*, and *TIME*. She has made appearances on *20/20*, *The TODAY Show*, and *The Early Show*.

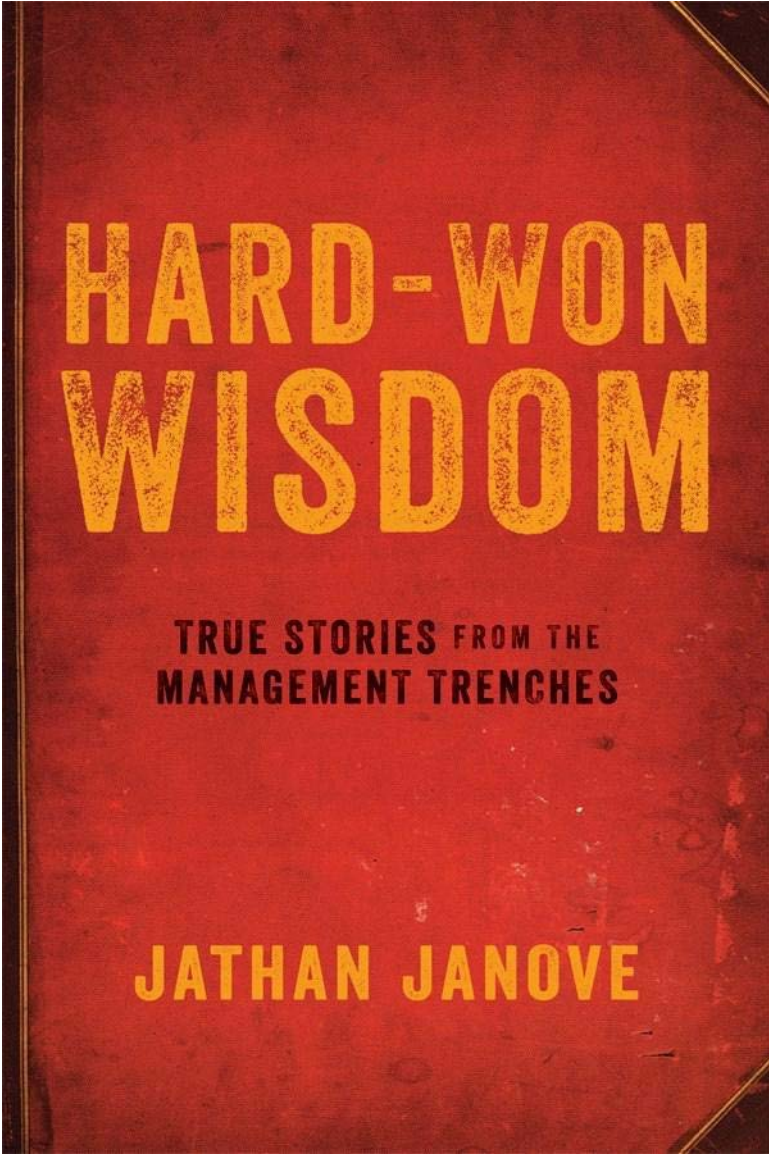
Denise Cowie is a writer and editor who has worked on books and newspapers on three continents. She worked for the Philadelphia Inquirer for many years as a feature writer, columnist, and editor. Cowie also edited Barbara Pachter's book *Greet! Eat! Tweet!*

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256 pages

ISBN: 9781259644849



HARD-WON WISDOM

TRUE STORIES FROM THE
MANAGEMENT TRENCHES

JATHAN JANOVE

HARD-WON WISDOM: TRUE STORIES FROM THE MANAGEMENT TRENCHES

Jathan Janove

From dealing with underperformers to fighting off lawsuits, employee problems are the bane of a manager's existence. So what do most do? Ignore them!

And that's a recipe for more problems. Written by a seasoned HR expert and employment attorney, *Hard-Won Wisdom* takes you inside the messy reality of situations gone wrong, including:

- A joking comment taken as a command
- An email exchange that escalates ridiculously out of control
- A request for confidentiality that backfires in a big way
- The right employee...fired the wrong way
- The wrong employee...hired the right way

These sometimes funny, always cautionary tales reinforce crucial lessons for managers. From failing to give feedback and withholding key information to exercising poor judgment and making faulty assumptions, every story highlights the role management plays in exacerbating (or easing) trouble.

And each story suggests simple strategies to turn the situation around. The memorable lessons help managers motivate underachievers, defuse angry employees, discipline without inviting legal action – and handle every tricky-people issue they simply can't avoid.

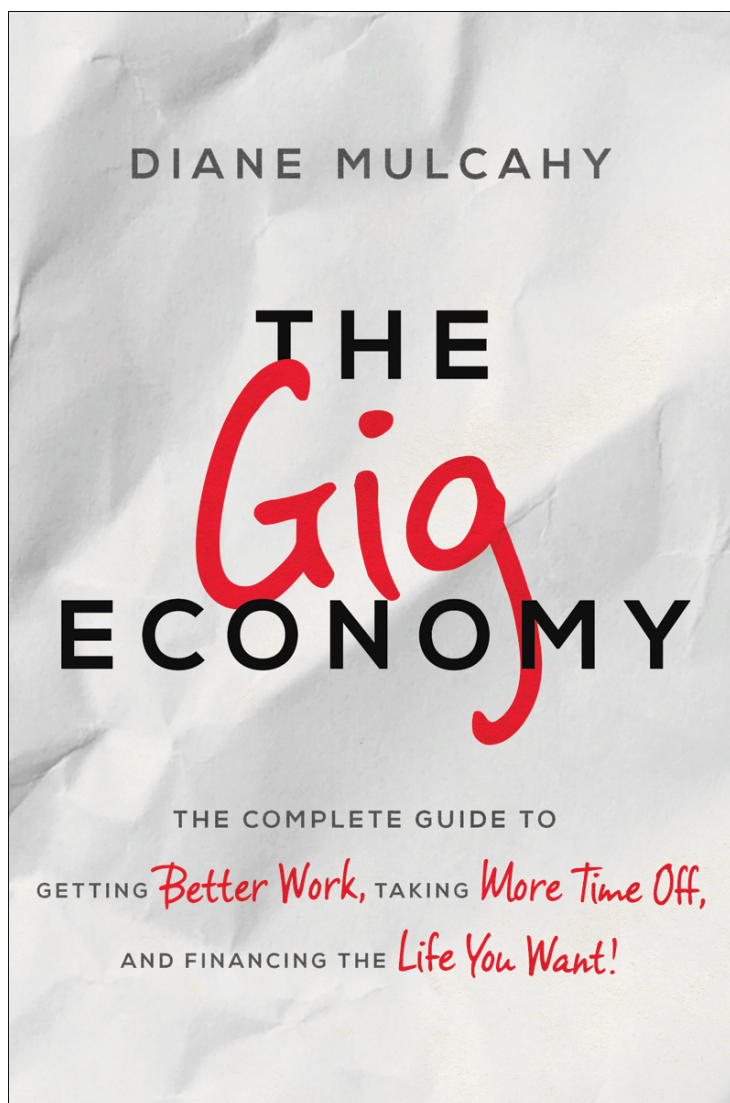
Jathan Janove is principal of Janove Organization Solutions. A contributor to *HR Magazine* and a popular management blogger, he has 25 years' experience litigating workplace relationships and is author of *Managing to Stay Out of Court*.

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240 pages

ISBN: 9780814437773



THE GIG ECONOMY: THE COMPLETE GUIDE TO GETTING BETTER WORK, TAKING MORE TIME OFF, AND FINANCING THE LIFE YOU WANT!

Diane Mulcahy

From Uber to the presidential debates, the gig economy has been dominating the headlines...and for good reason. Today, more than a third of Americans are working in the gig economy-mixing together short-term jobs, contract work, and freelance assignments. For those who've figured out the formula, life has never been better!

The Gig Economy is your guide to this uncertain but ultimately rewarding world. Succeeding in it starts with shifting gears to recognize that only you control your future. Next is leveraging your skills, knowledge, and network to create your own career trajectory-one immune to the whims of an employer.

Packed with research, exercises, and anecdotes, this eye-opening book supplies strategies-ranging from the professional to the personal-to help you:

- Construct a life based on your priorities and vision of success
- Cultivate connections without networking
- Create your own security
- Take more time off
- Build flexibility into your financial life
- Face your fears by reducing risk
- Prepare for the future
- And much more

Layoffs...recessions...Corporate jobs are not only unstable – they're increasingly scarce. It's time to take charge of your own career and lead the life you actually want.

Diane Mulcahy is a Senior Fellow at the Kauffman Foundation and an Adjunct Lecturer at Babson College, where she teaches "Entrepreneurship and the Gig Economy," a popular MBA course that *Forbes.com* named one of the top ten most innovative business school classes in the country.

December 2016

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240 pages

ISBN: 9780814437339

LEADING THE UNLEADABLE

How to Manage Mavericks, Cynics,
Divas, and Other Difficult People



ALAN WILLETT

LEADING THE UNLEADABLE: HOW TO MANAGE MAVERICKS, CYNICS, DIVAS, AND OTHER DIFFICULT PEOPLE

Alan Willett

The control-freak, the narcissist, the slacker, the cynic...Difficult people are the worst part of a manager's job.

Whether it comes from direct reports or people above, outbursts, irrational demands, griping, and other disruptions need to be dealt with-and it's your responsibility to do it. *Leading the Unleashable* turns this dreaded chore into a straight forward process that gently, yet effectively, improves behaviors. Written by an insider in the tech industry, where personality issues routinely wreck projects, the book reveals a core truth: most people actually *want* to contribute results, not cause headaches.

Once you realize the potential for change, the book's simple steps, examples, and scripts explain how to right even the most hopeless situations. You'll learn how to:

- Master the necessary mindset
- Explain the problem calmly in a short feedback session
- Get a commitment to change, and follow up
- Coach others to replicate the process
- Develop the situational awareness required to spot trouble even earlier in the future

Every manager has "problem people". What sets great managers apart is how they turn them into productive team players. Prepare to transform the troublesome into the tremendous.

Alan Willett is president of Oxseeker, a leadership development and organizational culture change consultancy whose clients include Oracle, Microsoft, NASA, Intuit, and others.

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240 pages

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JOBS TO BE DONE

A ROADMAP
FOR CUSTOMER CENTERED INNOVATION

STEPHEN WUNKER • JESSICA WATTMAN • DAVID FARBER

JOBS TO BE DONE: A ROADMAP FOR CUSTOMER CENTERED INNOVATION

Stephen Wunker, Jessica Wattman, David Farber

Successful innovation doesn't begin with a brainstorming session-it starts with the customer. So in an age of unlimited data, why do more than 50% of new products fail to meet expectations? The truth is that we need to stop asking customers what they want...and start examining what they need.

First popularized by Clayton Christensen, the Jobs-to-be-Done theory argues that people purchase products and services to solve a specific problem. They're not buying ice cream, for example, but celebration, bonding, and indulgence.

The concept is so simple (and can remake how companies approach their markets) and yet many have lacked a way to put it into practice. This book answers that need. Its groundbreaking Jobs Roadmap guides you through the innovation process, revealing how to:

- Gather valuable customer insights
- Turn those insights into new product ideas
- Test and iterate until you find success

Follow the steps in *Jobs to Be Done*, and you'll arrive at solutions that are both original and profitable.

Stephen Wunker worked with Christensen for years, led development of one of the first smartphones, and now runs New Markets Advisors. He has written for *Forbes*, *Harvard Business Review*, and *The Financial Times*.

Jessica Wattman is the consultancy's Director of Social Innovation.

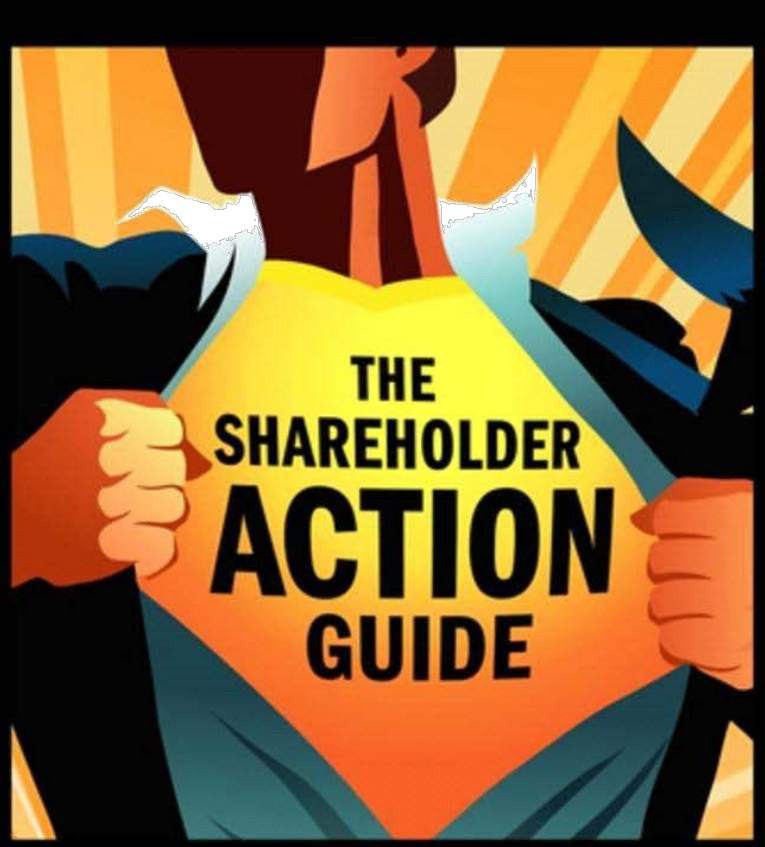
David Farber is a Manager at the Boston-based firm.

December 2016

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224 pages

ISBN: 9780814438039



**THE
SHAREHOLDER
ACTION
GUIDE**

**Unleash Your Hidden Powers
to Hold Corporations Accountable**

ANDREW BEHAR
CEO of As You Sow

December 2016

£14.99 €18.99 \$19.95

208 pages

ISBN: 9781626568457

THE SHAREHOLDER ACTION GUIDE: UNLEASH YOUR HIDDEN POWERS TO HOLD CORPORATIONS ACCOUNTABLE

Andrew Behar

Want to make misbehaving corporations mend their ways? You can! If you own their stock, corporations have to listen to you.

Shareholder advocate Andrew Behar explains how to exercise your proxy voting rights to weigh in on corporate policies - you only need a single share of stock to do it. If you've got just \$2,000 in stock, Behar shows how you can go further and file a resolution to directly address the board of directors. And even if your investments are in a workplace-sponsored 401(k) or a mutual fund, you can work with your fund manager to purge corporations from your portfolio that don't align with your values.

Illustrated with inspiring stories of individuals who have gone up against corporate Goliaths and won, this book informs, inspires, and instructs investors how to unleash their power to change the world.

Andrew Behar is CEO of As You Sow, a nonprofit organization dedicated to increasing environmental and social corporate responsibility through shareholder advocacy. Founded in 1992, As You Sow envisions a safe, just, and sustainable world in which environmental health and human rights are central to corporate decision making.

Building Authentic
Relationships Across Differences

OVER- COMING BIAS

Tiffany Jana
Matthew Freeman

December 2016

£13.99 €16.99 \$17.95

144 pages

ISBN: 9781626567252

OVER-COMING BIAS: BUILDING AUTHENTIC RELATIONSHIPS ACROSS DIFFERENCES

Tiffany Jana, Matthew Freeman

Everybody's biased. The truth is, we all harbor unconscious assumptions that can get in the way of our good intentions and keep us from building authentic relationships with people different from ourselves.

Tiffany Jana and Matthew Freeman use vivid stories and fun (yes, fun!) exercises and activities to help us reflect on our personal experiences and uncover how our hidden biases are formed.

By becoming more self-aware, we can control knee-jerk reactions, conquer fears of the unknown, and prevail over closed-mindedness. In the end, Jana and Freeman's central message is that you are *not* the problem - but you can be the solution.

Tiffany Jana is the founder and CEO of TMI Consulting. TMI's clients include the German Marshall Fund of the United States, the YMCA, the Robins Foundation, and Virginia Commonwealth University. She was named one of Diversity Journal's 2013 "Women Worth Watching" and was one of three finalists for the National Association of Women Business Owners' 2014, 2015, and 2016 Entrepreneur of the Year award.

Matthew Freeman is the cofounder and senior executive consultant at TMI Consulting. He has worked with groups including the National Institutes of Health, the United States Congress, and Initiatives of Change as faculty for their Trustbuilding fellowship in Caux, Switzerland. He has also worked with dozens of non-profits, religious institutions and banks across the United States.