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NEW RELEASES | JANUARY 2018

 BUSINESS CLASSICS

Now in paperback—
with a new Foreword by M.S. Krishnan

C.K. PRAHALAD
M.S. KRISHNAN

"[PRAHALAD IS] THE #1 MOST INFLUENTIAL MANAGEMENT
THINKER IN THE WORLD" —TIMES (LONDON)

the new age of
INNOVATION

DRIVING CO-CREATED VALUE
THROUGH GLOBAL NETWORKS



THE NEW AGE OF INNOVATION: DRIVING CO- CREATED VALUE THROUGH GLOBAL NETWORKS

C.K. Prahalad, M.S. Krishnan

The groundbreaking blueprint for executing the next stage of ecosystem based personalized customer-cocreated value from the greatest minds in business—now in paperback with a new foreword from the author

First published in 2008, *The New Age of Innovation* revealed that the key to creating value and the future growth of every business depends on accessing a global network of resources to co-create unique personal experiences with customers on a technology platform, one at a time. The authors provided a blueprint for building organizational capabilities that allow companies to achieve and sustain continuous change and innovation. The ideas and strategies introduced continue to resonate with business and influence leaders today.

This paperback edition of the groundbreaking work has been updated with a new foreword analyzing how technology and innovation has changed since the book was first published. This is an essential resource for CEOs, business executives, and leaders hoping to integrate...

The late **C.K. Prahalad** was a Professor of Strategy at the Ross School of Business, The University of Michigan and an award-winning, globally recognized management thinker. He was named "The World's Most Influential Management Thinker" in 2007 by the Times of London and "the most influential thinker on business strategy today" by *BusinessWeek*. Prahalad was a four-time winner of the McKinsey Prize for best article and received several honorary doctorates, including one from the University of London and the Stevens School of Technology.

Dr. M. S. Krishnan is the Accenture Professor of Computer Information Systems and Professor of Technology and Operations at the Ross School of Business, University of Michigan. His research interest includes ecosystem

SEPTEMBER

Business & Economics

Paperback / softback • 9in : 6in

ISBN-13: 9781260031164

ISBN-10: 1260031160

\$20.00TR

New businesses need money but entrepreneurs are sometimes anxious about raising capital from traditional sources like venture capitalists, fearing there'll be strings attached. Jenny Kassan's book explains how to raise "grassroots" capital from supporters and allies who believe in mission as much as in returns.

RAISE CAPITAL ON YOUR OWN TERMS

How to Fund Your Business without Selling Your Soul
Jenny Kassan

Fund and Fuel Your Dreams!

You're an entrepreneur with a great idea. But your business needs money. So, do you max out your credit cards, borrow from friends and family, and do everything yourself? Or do you make a devil's bargain with some venture capitalist who'll demand a tenfold return and could easily take your business out from under you?

No and no! You don't have to bootstrap, and you don't have to sell out! Jenny Kassan says the landscape of investment capital is far larger and more diverse than most people realize. She illuminates the vast range of capital-raising strategies available to mission-driven entrepreneurs and provides a six-step process for finding and enlisting investors who are a match with your personal goals and aspirations. The plan you create will inspire you, excite you, and help you achieve your dreams!

Jenny Kassan has been an attorney for social enterprises for over twenty years. She is also a certified transformational coach, investor, social entrepreneur, and finance innovator. She believes entrepreneurs are heroes, and she wants to help as many as possible turn their big, bold, world-changing visions into reality.

FOREWORD BY CONGRESSMAN RO KHANNA

raise
capital
on your
own
terms

how to fund your business
without selling your soul

J E N N Y K A S S A N

OCTOBER

Business & Economics

Paperback / softback • 8.5in : 5.5in • 248 pages

ISBN-13: 9781523084715

ISBN-10: 1523084715

\$19.95TR

- + National publicity outreach to entrepreneurship and business media, including *Wired*, *Fast Company*, *Entrepreneur*, *Inc.*, *Fortune*, *Success*, *Huffington Post*, *Strategy + Business*, *Fortune*, *Forbes*
- + Promotion in association with Kassan's 30+ speaking engagements a year—book will be launching at SOCAP October 10-13, 2017
- + Aggressive promotion through social media outreach, including Facebook, Twitter, and LinkedIn, in association with an online marketing company

"Learn all you can from this book, and implement that learning in your workplace!"

— Marshall Goldsmith, Thinkers 50 #1 Leadership Thinker in the World

POWER your TRIBE

create resilient teams
in turbulent times

CHRISTINE COMAFORD

NEW YORK TIMES BESTSELLING AUTHOR OF
SMARTTRIBES AND RULES FOR RENEGADES

POWER YOUR TRIBE: CREATE RESILIENT TEAMS IN TURBULENT TIMES

Christine Comaford

From the New York Times bestselling author of *Rules for Renegades* and *SmartTribes* comes a playbook with an effective set of neuroscience-based tools for leaders to guide their teams through change

There is one constant in today's corporate environment: relentless, unpredictable change. But if leaders want to succeed in today's ever-changing environment, they need to get their teams on board as quickly and efficiently as possible. In *Power Your Tribe*, leadership and employee engagement expert Christine Comaford takes a human approach to corporate change that's rarely addressed in business books. Humans are tribal beings. Any change—whether external, internal, environmental, or cultural—threatens the tribe. This book shows managers how to bring their tribes together to tackle any challenge head-on.

The key to successful change is understanding and navigating its emotional undercurrents. Featuring case studies and proven techniques, Comaford provides a set of powerful neuroscience-based too...

For over 30 years leadership and culture coach **Christine Comaford** has helped organizations navigate growth and change. An entrepreneur who has built and sold five companies with an average ROI of 700 percent, she was a software engineer in the early days of Microsoft and Apple. Christine is a human behavior expert, a leadership columnist for Forbes.com, and the *New York Times* bestselling author of *SmartTribes* and *Rules for Renegades*. She lives in the San Francisco Bay Area with her husband, Geoff, and Scottish terrier, Coal Bean.

Visit poweryourtribe.com and smartribesinstitute.com

JANUARY

Business & Economics

Hardback • 9in : 6in

ISBN-13: 9781260108774

ISBN-10: 1260108775

\$27.00TR • \$43.00

The
POWER
of
COMMUNITY



How Phenomenal Leaders
Inspire Their Teams,
Wow Their Customers,
and Make Bigger Profits

HOWARD PARTRIDGE

Founder of Phenomenal Products

THE POWER OF COMMUNITY: HOW PHENOMENAL LEADERS INSPIRE THEIR TEAMS, WOW THEIR CUSTOMERS, AND MAKE BIGGER PROFITS

Howard Partridge

Build a culture based on the values of “community”—a win-win solution that benefits employees and drives profitability

Every human being has a longing for belonging, but in today’s digital world, we’re more connected virtually, but more isolated than ever. Building a sense of belonging--of community--inside your organization solves the employee disengagement dilemma for any organization. *The Power of Community* reveals what True Community is, how to create it, and how doing so not only inspires team members, but creates more devoted customers, and ultimately bigger profits.

Business owners and managers learn how to implement the principles of building true community within their organizations to help their staff experience what they want—a feeling of being truly connected and valued and a sense of being part of something bigger than themselves. The result, the author contends, is happier employees, loyal customers, and increased profits.

•As the exclusive small-business coach for the comp...

Howard Partridge (Sugarland, TX), the founder of Phenomenal Products, annually provides seminars to thousands of small business owners. He has served over 1,000 coaching clients in the U.S., Canada, Hong Kong, Australia, Costa Rica, Holland, and the U.K. through his exclusive Howard Partridge Inner Circle Coaching Community. In 2011, Partridge helped Tom Ziglar complete Zig Ziglar's final book; Partridge has subsequently traveled the world with Tom presenting the workshop "Born to Win Business Growth Workshop."

JANUARY

Business & Economics

Hardback • 9in : 6in

ISBN-13: 9781260117165

ISBN-10: 1260117162

\$28.00TR

AN ACTION GUIDE

TELL ME ABOUT YOURSELF

SIX STEPS FOR ACCURATE
AND ARTFUL SELF-DEFINITION

HOLLEY M. MURCHISON

TELL ME ABOUT YOURSELF

Six Steps for Accurate and Artful Self-Definition

Holley M. Murchison

Own Your Story

Sometimes you get only one chance. A good introduction can create connections and open doors. A bad one can make conversation fizzle and opportunities fade. What you need is a story that tells who you are—authentically, compellingly, and concisely—and can be adapted to fit any situation. Created for dynamic beings constantly redefining themselves, their work, and the world around them, *Tell Me About Yourself* pairs interviews and case studies with a simple, scalable framework, helping you craft and deliver comprehensive, compelling, and generally kick-ass introductions and personal stories for yourself, your team, or your company. In an ever-changing innovation economy and a climate that demands we put our best foot forward to create change, there's no better time to learn how to articulate your usefulness to the world.

Holley M. Murchison is the founder and CEO of Oratory Glory, a storytelling agency and speaker collective catalyzing diversity by amplifying marginalized voices.

SEPTEMBER

SELF-HELP

Paperback / softback • 8.5in : 5.5in • 120

pages

ISBN-13: 9781523094660

ISBN-10: 1523094664

\$15.95TR

+ Promotion in conjunction with The Art of Living Tour, sponsored by Murchison's company, Oratory Glory. National tour will span from Sept-Oct (in Atlanta/GA, Charlotte & Raleigh/NC, Hampton Roads/VA, DC, Philadelphia/PA, Brooklyn/NY)

+ Work with Murchison's PR partner, Khafra & Company for media placement and leverage her personal contacts. Media outreach can be geared towards self-help, business/career development with Millennial/Gen Z/college campus audiences

+ Promotion to author's speaking

In this indispensable guide for anyone who must communicate in speech or writing, Schwartzberg shows that most of us fail to convince because we don't have a point—a concrete contention that we can argue, defend, illustrate, and prove. He lays out, step-by-step, how to develop one.

"If you don't have something to say, then don't say anything. Joel Schwartzberg takes that simple edict and turns it into a manifesto for giving talks that make a difference." —SETH GODIN, AUTHOR OF *LINCHPIN: ARE YOU INDISPENSABLE?*

Get to the Point!

Sharpen Your Message and Make Your Words Matter

JOEL SCHWARTZBERG



GET TO THE POINT!

Sharpen Your Message and Make Your Words Matter
Joel Schwartzberg
Champion Your Best Ideas!

Every time you communicate, you're trying to do something, change something, or move someone to action. You're trying to make a point. But the only way to make a point is to have a point. And the surprising truth is, very few communicators know their points or even understand what a point is, rendering them pointless.

Communications expert Joel Schwartzberg says a point is not just a topic, an idea, or a theme. A real point is a proposition of value. It's a contention you can propose, argue, illustrate, and prove. In this concise and practical book, you'll learn to identify your point, strengthen it, stick to it, and sell it. Whether you want to improve your impact in speeches, staff meetings, pitches, emails, PowerPoint presentations, or any other communication setting, Schwartzberg's novel approach teaches you how to go from simply sharing a thought to making a difference. Which would you rather do?

Joel Schwartzberg has over a decade of experience as a strategic communication executive with major organizations and as a corporate communication trainer. He is the senior director of strategic and executive communications for the American Society for the Prevention of Cruelty to Animals.

OCTOBER

Business & Economics
Paperback / softback • 8.5in : 5.5in • 128 pages
ISBN-13: 9781523094110
ISBN-10: 1523094117
\$15.95TR

- + National business media outreach, including to media where Joel has been quoted in the past or had connections: *Time*, *The New York Times*, *Newsweek*, *The New York Daily News*, *Inc.*, *Success*, *The Huffington Post*, *U.S. News & World Report*, as well as personal success and business blogs and podcasts
- + Grassroots media outreach to Joel's extensive network of media professionals at Time Inc., Viacom, PBS, and elsewhere
- + Bulk sales to Joel's organizational clients
- + Promotion on Joel's website:

Bestselling author Beverly Kaye (Love 'Em or Lose 'Em —700,000 copies sold), joins coauthors Lynn Cowart and Lindy Williams to deliver a revolutionary and motivational guide to rethinking career mobility as a kaleidoscope, and not a ladder.

Up is not
the only way



Rethinking
Career Mobility

Beverly Kaye | Lindy Williams | Lynn Cowart
CAREER SYSTEMS INTERNATIONAL

UP IS NOT THE ONLY WAY

Rethinking Career Mobility
Beverly Kaye, Lindy Williams, Lynn Cowart
Up Was Never for Everyone!

Move up or move out. When those two options appear to be the only ones, dissatisfaction grows and engagement suffers. In decades of studying careers around the globe, Beverly Kaye, Lindy Williams, and Lynn Cowart have found that, in fact, there are *more* options. And rethinking career mobility can lead you to them!

The authors show how managers, coaches, and employees can partner to determine what's best and what's next. Keep the same job but discover new ways to learn and grow? Explore moving to a position that could be a better fit? Step back without getting derailed? This book encourages readers to take a "kaleidoscope" view—to be open to ever-shifting patterns of opportunities and possibilities—so they can create a unique, personalized path to a truly rewarding career.

Lynn Cowart is CSI's vice president for quality delivery
Beverly Kaye is the founder of Career Systems International (CSI) and the coauthor of several bestselling books, including five editions of *Love 'Em or Lose 'Em* and *Help Them Grow or Watch Them Go*
Lindy Williams is a designer and senior consultant at CSI

SEPTEMBER

BUSINESS & ECONOMICS
Paperback / softback • 9in : 6in • 152 pages
ISBN-13: 9781523083480
ISBN-10: 1523083484
\$17.95TR
Two color

- + \$30,000 marketing and publicity budget
- + National publicity campaign targeting *Fast Company*, *Fortune*, *USA Today*, *Washington Post*, *Pink*, *Enterprising Woman*, *Training Magazine*, *Workforce Management*
- + Monthly articles in *CLO (Chief Learning Officer) Magazine*, *T&D Magazine*, and *Talent Management Magazine*
- + Online publicity targeting workmatters.com, careerbuilder.com, monster.com
- + Aggressive promotions through Career Systems International and its database of

Our future will be radically decentralized, digitized and disrupted. Leaders will need more than just skills to survive. Veteran futurist Bob Johansen offers five literacies—combinations of discipline, practices, and perspective—for thriving in volatile, uncertain, complex, and ambiguous world.

THE NEW LEADERSHIP LITERACIES

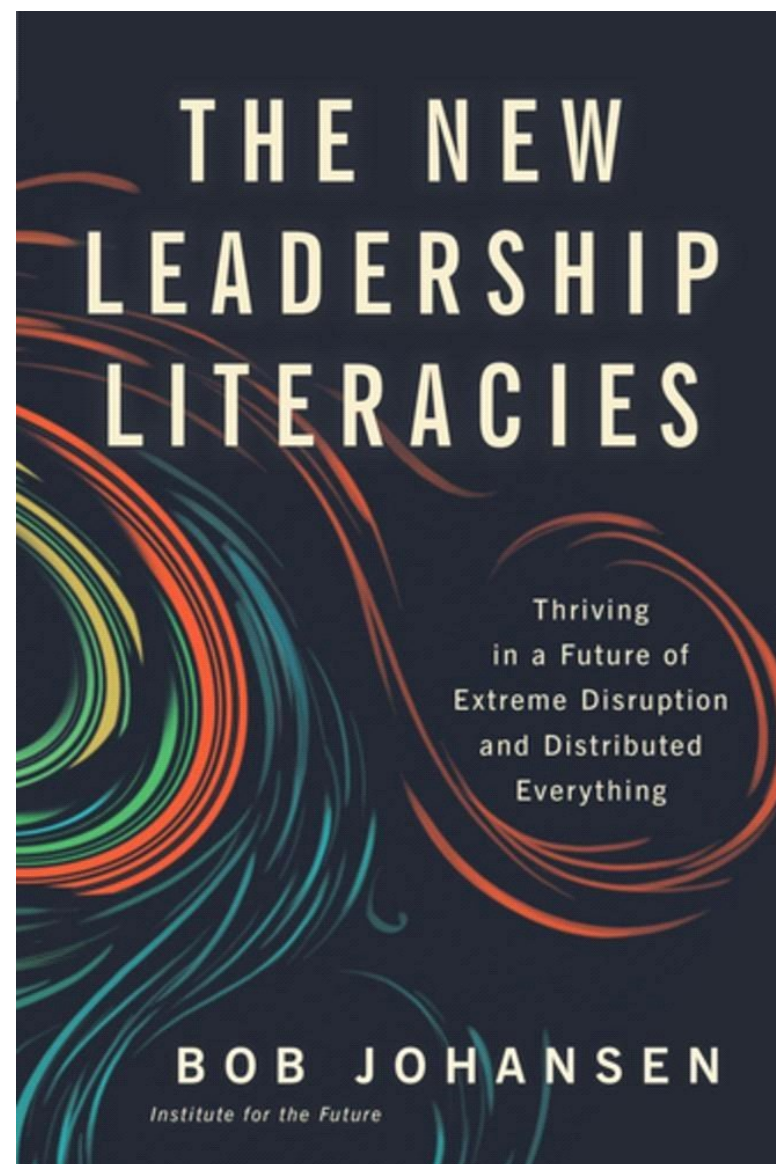
Thriving in a Future of Extreme Disruption and Distributed Everything

Bob Johansen

Over the next decade, today's connected world will be explosively more connected. Anything that can be distributed will be distributed: workforces, organizations, supply webs, and more. The tired practices of centralized organizations will become brittle in a future where authority is radically decentralized. Rigid hierarchies will give way to liquid structures. Most leaders—and most organizations—aren't ready for this future. Are you?

It's too late to catch up, but it's a great time to leapfrog. Noted futurist Bob Johansen goes beyond skills and competencies to propose five new leadership literacies—combinations of disciplines, practices, and worldviews—that will be needed to thrive in a VUCA world of increasing volatility, uncertainty, complexity, and ambiguity. This book shows how to (1) forecast likely futures so you can “look back” and make sure you're prepared now for the changes to come, (2) use low-risk gaming spaces to work through your concerns about the future and hone your I...

Bob Johansen is a distinguished fellow at the Institute for the Future in Silicon Valley. He has done forecasts for a wide range of corporations, including Procter & Gamble, Kellogg's, Disney, Intuit, Walmart, Syngenta, and United Rentals. He is the author or coauthor of ten books, including *Get There Early*, *Leaders Make the Future*, and *The Reciprocity Advantage*.



SEPTEMBER

Business & Economics

Hardback • 9.25in : 6.12in • 192 pages

ISBN-13: 9781626569614

ISBN-10: 1626569614

\$27.95TR

- + National publicity campaign targeting *Bloomberg BusinessWeek*, *Harvard Business Review*, *Economist*, *Fast Company*, *Forbes*, *Fortune*, *The Futurist* and syndicated business columnists at daily newspapers
- + Online publicity campaign to business websites and bloggers
- + Promotion in conjunction with the author's 10 workshops or speeches per month, ranging in size from top executive groups of 20-60 to large audiences of 200-3,000
- + Grassroots promotion through Institute for the Future's (IFTF)

Kevin Cashman's classic (180,000 copies sold in all editions) pioneered a holistic approach to leadership development: grow the whole person to grow the whole leader. This third edition has been updated throughout and includes a new chapter on storytelling as a leadership tool.

LEADERSHIP FROM THE INSIDE OUT

Becoming a Leader for Life
Kevin Cashman

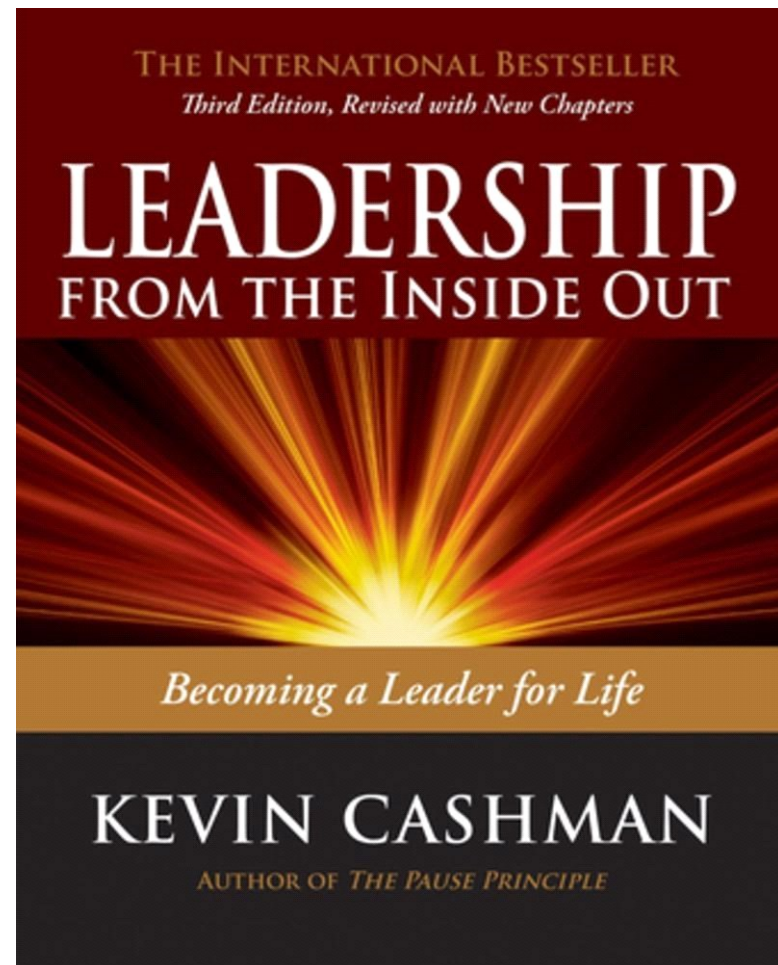
Grow the Whole Person to Grow the Whole Leader

This long-awaited third edition turns leadership development inside out for a new generation of authentic, purpose-inspired leaders. Balancing timeless principles with emerging research, this new edition offers:

- Two new chapters: "Story Mastery" and "Coaching Mastery"
- New case studies, stories, and exercises in every chapter
- New validating research from the frontiers of leadership, neuroscience, psychology, and human potential
- An even more powerful and transformative development experience

Now framed in eight profound and pragmatic "mastery areas," this book serves as an integrated growth experience that helps leaders understand how to harness their authentic, value-creating influence and elevate their impact. Cashman demonstrates that his trademark "grow the whole person to grow the whole leader" approach, focusing on purpose-driven leadership, is even more relevant in today's hypercomplex world. For everyone from CEOs to emerging leaders...

Kevin Cashman is senior partner, CEO and executive development, at Korn Ferry, a global keynote speaker, and the bestselling author of six books, including *The Pause Principle*.



OCTOBER

Business & Economics
Paperback / softback • 9.25in : 7.38in • 272 pages
ISBN-13: 9781523094356
ISBN-10: 1523094354
\$24.95TR

- + \$25,000 marketing and publicity budget
- + National media campaign to business media and bloggers
- + Promotion in conjunction with Cashman's speaking events at industry conferences, graduate business schools, and corporate venues
- + Social media campaign focusing in particular on LinkedIn, where Cashman has 4,000 followers and has established the Transformative Leadership Group, a targeted group of about 2000 senior executives and seasoned HR professionals

Most of us put work first and leave fun for last, as an afterthought. But speaker, trainer, consultant, and bestselling author Dave Crenshaw (*The Myth of Multitasking*) says we've got it backwards. By putting fun first—working meaningful, enjoyable breaks into each day, week, month, and year—we will not only be happier, we'll be more productive too!

The POWER of HAVING FUN

HOW MEANINGFUL BREAKS
HELP YOU GET MORE DONE*



*and Feel Fantastic!

DAVE CRENSHAW

Author of *The Myth of Multitasking*

THE POWER OF HAVING FUN

How Meaningful Breaks Help You Get More Done
Dave Crenshaw

Fun is the key to success!

If you want to be successful, having fun is *not* an option. It's a necessity. By making fun a top priority—taking meaningful, enjoyable breaks each day, week, month, and year—you'll not only be happier but be more productive, too!

Using scientific evidence, real-world case studies, and a healthy dose of wit, bestselling author Dave Crenshaw shows that a regular respite is like a little oasis in your workday. It refreshes and reinvigorates, recharges your batteries—helping you accomplish more with less effort!

The Power of Having Fun coaches you through the five-step system thousands of leaders have utilized to boost productivity and propel their careers—all while feeling fantastic! Let Dave Crenshaw lower your stress, raise your results, and restore recess to your routine.

Dave Crenshaw is the founder of Invaluable Inc., a training corporation that has developed hundreds of thousands of productive leaders around the world. He is the author of three books, including the bestseller *The Myth of Multitasking*.

SEPTEMBER

BUSINESS & ECONOMICS

Paperback / softback • 8.5in : 5.5in • 192 pages

ISBN-13: 9781523083534

ISBN-10: 1523083530

\$18.95TR

- + National media outreach, including to media where Dave has been quoted in the past: *Time*, *Fast Company*, *USA Today*, and *the Washington Post*, as well as *Inc.*, *Success*, *Entrepreneur*, *The Huffington Post*, *Monster.com*,
- + Outreach to bloggers overseen by a PR company specializing in blog tours
- + Radio campaign overseen by a pay-per-interview PR company
- + Facebook-focused content marketing campaign
- + Promotion by Dave to his personal

Celebrated AIDS activist and nonprofit CEO, Dr. Pernessa Seele, demands that it's time to stop stigmatizing others. She outlines the way to move beyond shaming, drawing from experience working in church communities where love is the operating principle.

STAND UP TO STIGMA

How We Reject
Fear and Shame

PERNESSA C. SEELE

CEO and Founder of The Balm in Gilead, Inc.

STAND UP TO STIGMA

How We Reject Fear and Shame

Pernessa C. Seele

No More Hate! All Are Welcome!

"Stigma" is a simple two-syllable word, yet it carries the weight of negative and often unfair beliefs that we hold about those who are different from us. Stigmas lock people into stereotyped boxes and deny us all the right to be our authentic and whole selves. Dr. Pernessa Seele, a longtime public health activist who started one of the first AIDS education programs in the 1980s, has crafted a proven method to address stigma. This powerful book confronts stereotype development, shows how to undo the processes and effects of stigma, and explains how we can radically change cultural thinking on the individual, interpersonal, and societal levels to put an end to stigmatization once and for all.

Pernessa C. Seele is the founder and CEO of the Balm in Gilead, Inc., a not-for-profit organization that strengthens the capacity of faith institutions in the United States and Africa to promote health education and disease management. Time magazine named her one of the 100 Most Influential People, Essence magazine selected her as one of the 35 Most Beautiful and Remarkable Women in the World, and Ebony magazine named her one of its Power 150.

OCTOBER

Social Science

Paperback / softback • 8.5in : 5.5in • 168

pages

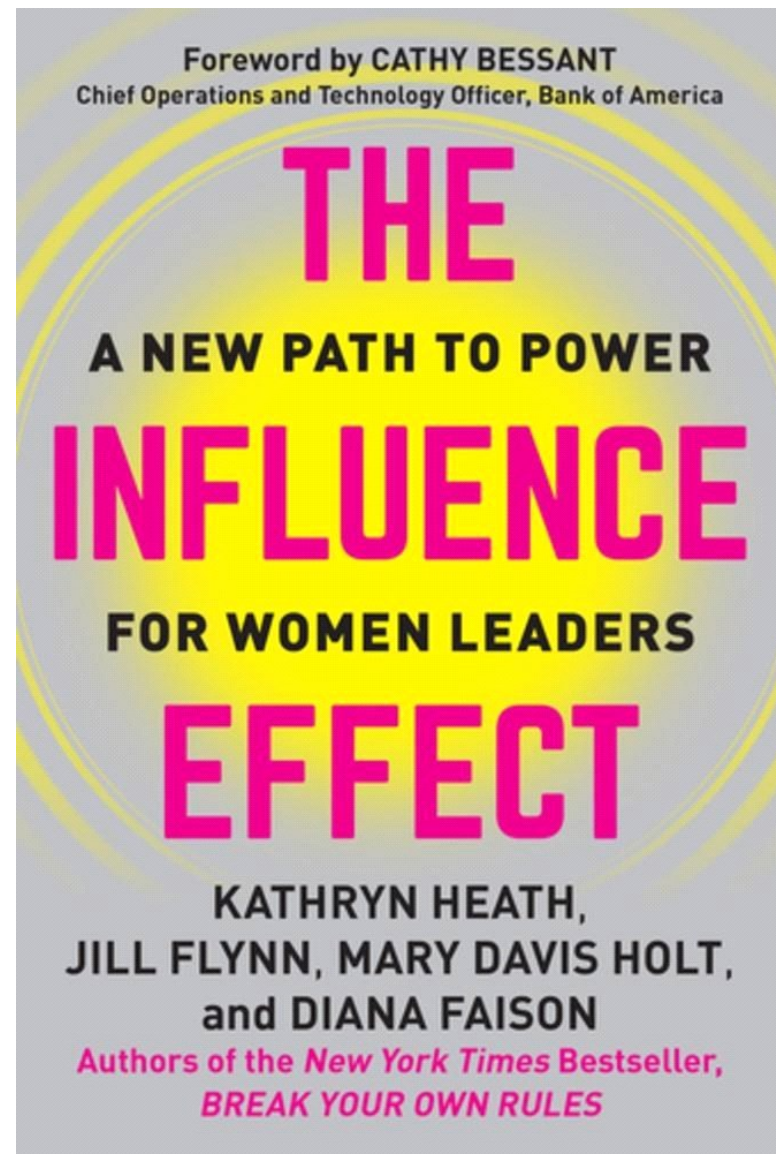
ISBN-13: 9781626569379

ISBN-10: 1626569371

\$17.95TR

- + National publicity, promotion, and social media campaign to progressive media
- + Promotion through non-profit organization network, The Balm in Gilead, Inc., which serves over 10,000 faith institutions aiding in implementing health education and service programs
- + Publicity campaign to regional media (radio, TV, print & online) and social media outreach to Dr. Seele's networks
- + Content placement in key publications such as *Ebony*, *Essence*, *TIME*, HuffPo, Everyday Feminism, ThinkProgress. She was

Everything that we've been told about women succeeding in the workplace—from leaning in to throwing out the idea of being “nice girls”—misses the true key that puts women ahead: influence. Leadership experts Kathryn Heath, Jill Flynn, Mary Davis Holt, and Diana Faison create an airtight case for the importance of the influence effect.



THE INFLUENCE EFFECT

A New Path to Power for Women Leaders

Kathryn Heath, Jill Flynn, Mary Davis Holt, Diana Faison
Women hold over half of all professional jobs today, yet they represent just four percent of CEOs in the S&P 500. Even worse, that percentage has barely budged in a decade.

That's where *The Influence Effect* comes in. Based on recent research by the authors of the *New York Times* bestseller *Break Your Own Rules*, this book begins with the premise that when it comes to political savvy, what works for men at work won't work for women. Packed with the authors' coaching insights and their “Big Five” strategies designed specifically for female executives, this book guides women to break past political barriers and get right to what they really want—influence.

Authors Kathryn Heath, Jill Flynn, Mary Davis Holt, and Diana Faison make success far less complex, helping women overcome entrenched resistance to their ideas, create their own access points to power, and attract followers in a way that works for them. They present tools such as Influence Loops (to organically increase influence), Personal...

Jill Flynn, M. Ed., is a founding partner at Flynn Heath Holt Leadership. She specializes in creating and implementing company-specific pipelines for high-potential women.

Mary Davis Holt, MBA, is a partner at Flynn Heath Holt Leadership. She is an executive coach and keynote speaker on business, women, and leadership.

Diana Faison, M. Ed., is a partner at Flynn Heath Holt Leadership, with expertise in leadership training, executive coaching, and performance consulting.

Kathryn Heath, Ph. D., is a founding partner at Flynn Heath Holt Leadership. She serves as a coach, developer of women's leadership programs, and training designer.

NOVEMBER

BUSINESS & ECONOMICS

Hardback • 9in : 6in • 192 pages

ISBN-13: 9781523082766

ISBN-10: 1523082763

\$24.95TR

- + \$30,000 marketing and publicity promotion
- + National publicity campaign targeting *The Wall Street Journal*, *CNBC*, *CNN*, *New York Times*, *Washington Post*, *Training Magazine*, *Success*, and *BusinessWeek*
- + Articles in *Harvard Business Review* and on HBR.org
- + Online publicity targeting bizwomen.com, careerbuilder.com, monster.com, and career/workplace bloggers
- + Corporate and organizational bulk sales through Fortune 500 companies, training at

INTROVERT'S EDGE: HOW THE QUIET AND SHY CAN OUTSELL ANYONE

Matthew Pollard, Derek Lewis

Selling is a skill anyone can learn and master—even introverts. In fact, introverts are especially good at sales once they learn how to leverage their natural strengths. The Introvert's Edge gives them a structured system that focuses on knowledge, value, and sincerity. Whether selling products, raising funding, or drumming up clients, introverts will learn to succeed—without changing who they are.

MATTHEW POLLARD, known as "The Rapid Growth Guy," works with businesses around the world, from startups and service professionals to Microsoft and Capital One. Responsible for five zero-to-million-dollar businesses, he also founded Austin's Small Business Festival, now nationwide. A native of Australia, he now lives in the United States.

DEREK LEWIS is a business ghostwriter who works with leaders from the IMF, SAP, and the Red Cross, among others.

THE introvert's EDGE

How the Quiet and Shy
Can Outsell Anyone

MATTHEW POLLARD
with Derek Lewis

JANUARY

Business & Economics

Paperback / softback • 240 pages

ISBN-13: 9780814438879

ISBN-10: 0814438873

\$0.00TR

APHR ASSOCIATE PROFESSIONAL IN HUMAN RESOURCES CERTIFICATION ALL-IN-ONE EXAM GUIDE

Dory Willer, William H. Truesdell, William D. Kelly

This highly effective self-study system offers complete coverage of every topic on the new aPHR exam

Take the HR Certification Institute's new Associate Professional in Human Resources (aPHR) exam with complete confidence using this integrated exam preparation system. The book fully explains every subject on the exam. To aid in self-study, each chapter includes "Exam Tips" that highlight key information, a summary that serves as a quick review of salient points, and practice questions that mimic those on the actual test.

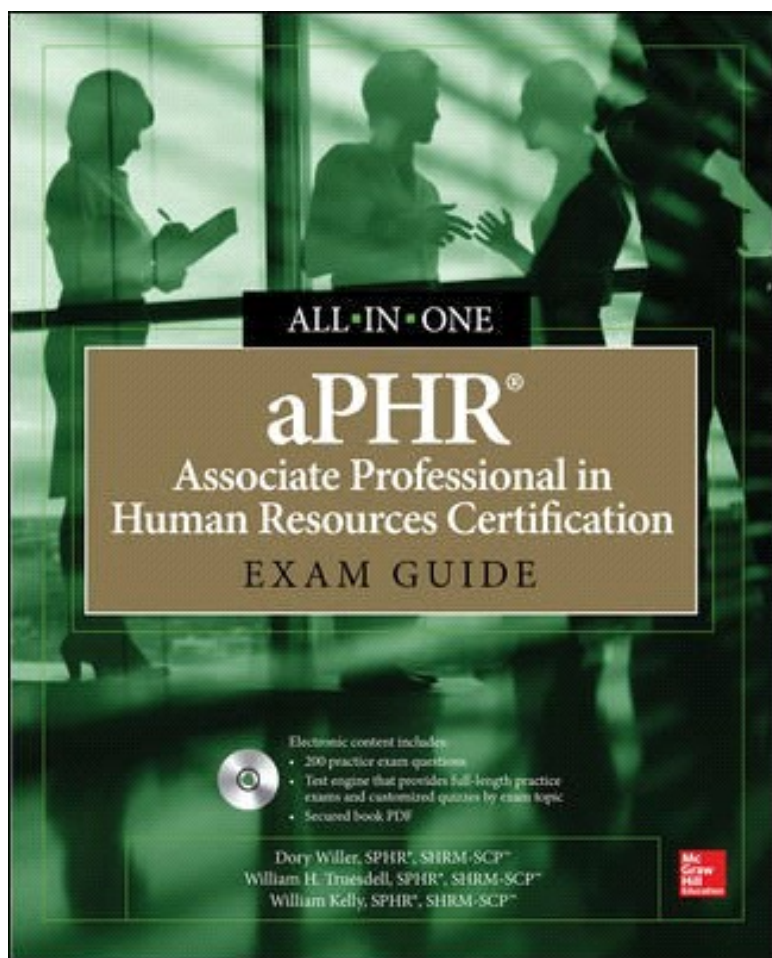
aPHR™ Associate Professional in Human Resources Certification All-in-One Exam Guide includes valuable information about HR certifications in general, the aPHR exam in particular, and important U.S. laws and regulations. Beyond test preparation, the Exam Guide also serves as an on-the-job reference for HR professionals. Inside, readers will find real-world examples as well as "Notes," "Tips," and "Cautions" that provide professional insight and call out potentially harmful...

Dory Willer, SPHR™, SHRM-SCP™, is a certified business and life coach with 25 years of experience as a senior human resources executive, international speaker, and training facilitator.

William H. Truesdell, SPHR, SHRM-SCP, is president and founder of The Management Advantage, Inc., a personnel management consulting firm.

William Kelly, SPHR-CA, SHRM-SCP, is the owner of Kelly HR and has more than 40 years of HR experience, including serving as president of the Board of Directors at HRCI.

William H. Truesdell is President and founder of The Management Advantage, Inc., a personnel management consulting firm. Prior to starting The Management Advantage, Truesdell spent more than 20 years in management with American Telephone and Telegraph in human resources and operations. He is an expert on the subjects of personnel practices, employee handbooks, equal opportunity, and performance management programs. Truesdell is the author of five self-published



JULY

Business & Economics

Mixed media product • 9in : 7.3in

ISBN-13: 9781260019483

ISBN-10: 1260019489

\$50.00TR

APHR ASSOCIATE PROFESSIONAL IN HUMAN RESOURCES CERTIFICATION PRACTICE EXAMS

Tresha Moreland, Gabriella Parente-Neubert, Joanne Simon-Walters

This exam-focused self-study resource features 500 accurate practice questions along with detailed answer explanations

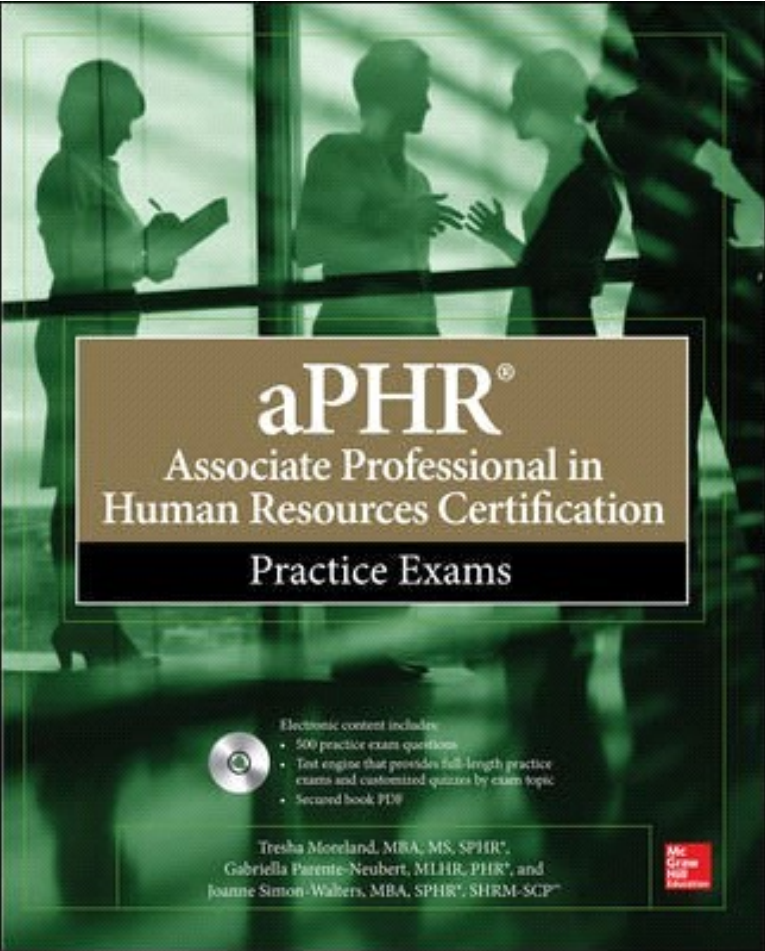
Successfully prepare for the new aPHR exam and become a certified Human Resources professional using the practice exams contained in this guide. Designed as a supplement to *aPHR Associate Professional in Human Resources Certification All-in-One Exam Guide*, this effective self-study resource contains 500 practice questions that simulate those on the live exam in content, style, tone, format, and difficulty.

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Tresha Moreland, SPHR, SSBPP, is an executive leader in human resources with more than 20 years of experience. She is co-author of *PHR/SPHR Professional in Human Resources Certification Practice Exams*.

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Dawn Dunkerley

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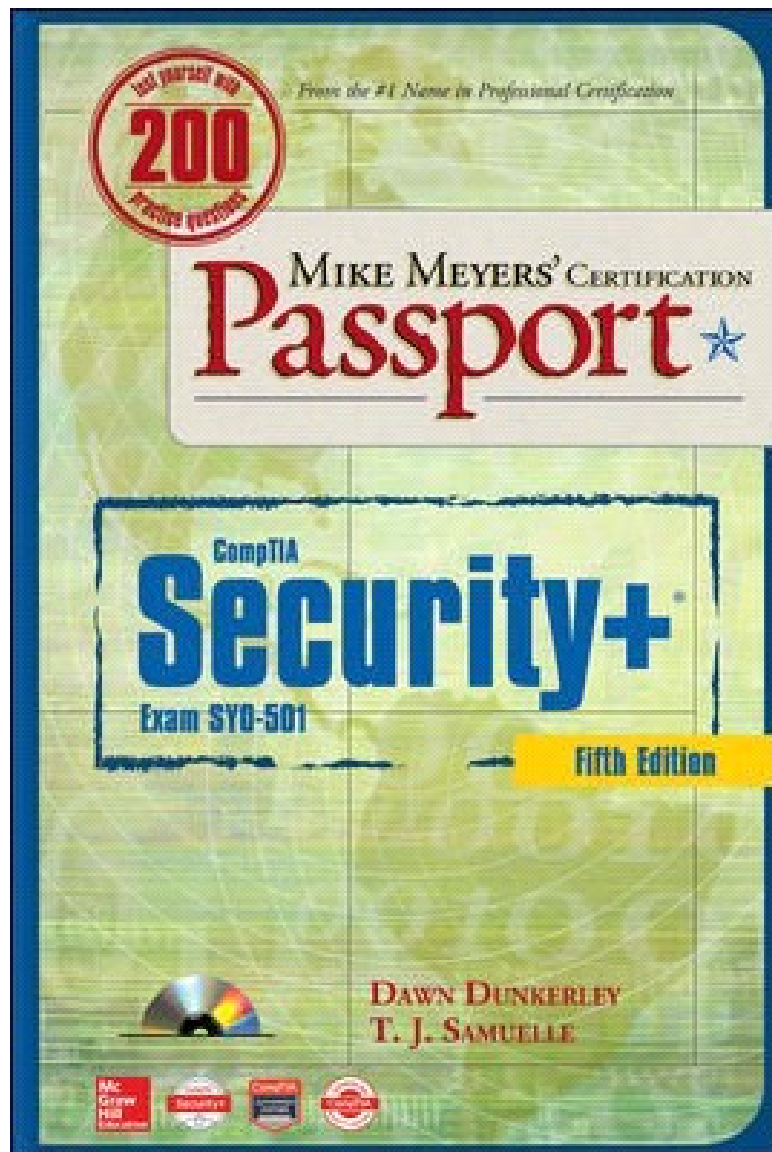
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Dawn Dunkerley, PhD, is a researcher whose interests include cyberwarfare, cybersecurity, and the success and measurement of organizational cybersecurity initiatives.

T.J. Samuelle, CompTIA Security+, is an IT consultant and author of several books on CompTIA certifications.

Michael Meyers, CompTIA A+, CompTIA Network+, is the industry's leading authority on CompTIA A+ certification. He is the president and founder of Total Seminars, LLC.



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Michael Meyers (Houston, TX), CompTIA A+, CompTIA Network+, is the industry's leading authority on CompTIA Security+ certification. He is the president and founder of Total Seminars, LLC.

Scott Jernigan (Houston, TX) is Editor in Chief for Total Seminars. Jernigan holds a Master of Arts degree in Medieval History, and after leaving academics, Jernigan began a career in IT, working as an instructor, editor, and writer. Mr. Jernigan has edited and contributed to dozens of books on computer literacy, hardware, operating systems, networking, and certification. He is the author of *Computer Literacy-Your Ticket to IC3 Certification*, and is the co-author of the bestselling *CompTIA A+ Certification All-in-One Exam Guide*, and the *Mike Meyers' A+ Guide to Managing and Troubleshooting PCs* textbook (both with Mike Meyers). He has taught computer classes all over the United States, including stints at the United Nations in New York and the

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Daniel Lachance, Glen E. Clarke

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Daniel Lachance, CompTIA Security+, CompTIA A+, CompTIA Network+ MCITP, MCTS, MCSA, is a technical trainer for Global Knowledge and the author of *CompTIA Cloud Essentials Certification Study Guide*.

Glen E. Clarke, CompTIA Security+, CCNA®, MCITP, MCT, CEH™, CHFI™, SCNP™, CISSO, is an independent trainer and consultant, focusing on network security and security auditing services. He has authored many certification books, including *CompTIA Network+® Certification Study Guide, Sixth Edition*.

Glen E. Clarke (Halifax, NS) holds a number of industry certifications such as Microsoft's MCSE, MCSA, MCSA Messaging, and MCSA Security. He also holds a number of CompTIA certifications, including CompTIA Security+, CompTIA Network+, and CompTIA A+, in addition to the Prosoft Security Analyst (CIW SA) certification. Glen is an

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The image shows the front cover of the book 'Oracle VM 3 Cloud Implementation and Administration Guide, Second Edition'. The top half of the cover features a black and white photograph of a modern building's facade with a grid of windows. A red banner with the word 'ORACLE' in white is positioned at the top left of the photo. Below the photo, the title 'Oracle VM 3 Cloud Implementation and Administration Guide' is printed in a bold, sans-serif font, with 'Oracle VM 3 Cloud' in red and the rest in black. Underneath the title, 'Second Edition' is written in a smaller, italicized font. At the bottom left, the authors' names 'Ed Whalen', 'Erik Benner', and 'Nic Ventura' are listed. At the bottom right, there is a red square logo with the words 'Oracle Press' in white.

ORACLE VM 3 CLOUD IMPLEMENTATION AND ADMINISTRATION GUIDE, SECOND EDITION

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Set up, configure, and manage a dynamic virtualization platform across any enterprise using the detailed information contained in this Oracle Press guide. The book shows, step-by-step, how to size servers for Oracle VM and choose and deploy virtualization hardware. Real-world examples and valuable best practices are featured throughout.

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Edward Whalen, Oracle ACE Director, is Chairman and CEO of Performance Tuning Corporation, a consulting company specializing in database performance tuning, administration, high-availability, and security solutions. He is the author of nine books on Oracle and Microsoft SQL Server databases for Oracle Press, Addison-Wesley, MacMillan, and Microsoft.

Nic Ventura was a technical solution architect for more than 30 years. He has real-world experience in most aspects of the IT lifecycle, from concept and design to data center and enterprise deployment, including post-implementation support and performance engineering.

Erik Benner is Oracle VM Certified, an Oracle ACE, a published Author and an Enterprise Architect with Mythic's, focused on architecting solutions that meet the customer's

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Oracle Database 12c ORACLE DATABASE 12c
**Release 2 Testing Tools
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Jim Czuprynski

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Oracle ACE Director

Bert Scalzo

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ORACLE DATABASE 12C RELEASE 2 TESTING TOOLS AND TECHNIQUES FOR PERFORMANCE AND SCALABILITY

Jim Czuprynski, Deiby Gomez, Bert Scalzo

Successfully eliminate performance problems and tune your Oracle Database 12c Release 2 implementations.

This comprehensive Oracle Press guide offers practical, time-saving solutions that readers need to know to successfully carry out upgrades and migrations to Oracle Database 12c Release 2. Every tool demonstrated is available in *all* Oracle Database 12c Release 2 environments—private, hybrid, and public cloud as well as standard on-premises databases.

Oracle Database 12c Release 2 Testing Tools and Techniques for Performance and Scalability thoroughly explains the latest utilities and methods. The book shows, step-by-step, how any Oracle DBA can leverage the multitude of tools and techniques to accurately identify and correct database and application performance regression in real time. Readers will find out how to proactively detect potential vectors for a system's performance degradation via a start-to-finish "test to destruction."

- Contains essential skills and best practices for Ora...

Jim Czuprynski is an Oracle ACE Director and Certified Master with over 35 years of experience in information technology. He is currently an Oracle database consultant.

Deiby Gomez is an Oracle ACE Director with certifications like Oracle Certified Master 11g and Oracle Certified Master 12c. He is a frequent speaker in important events of Oracle around the world.

Bert Scalzo is an Oracle ACE, speaker, consultant, and senior product manager for database tools at Idera. He spent 15 years architecting DBA features for the popular Toad product line.

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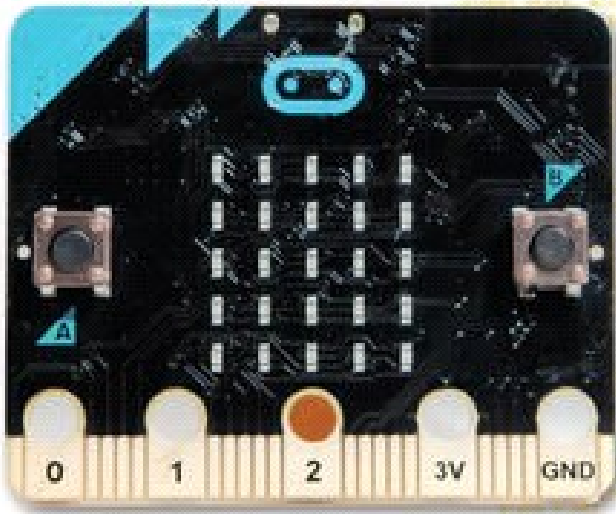
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Programming the BBC micro:bit

Getting Started with MicroPython



 Simon Monk

PROGRAMMING THE BBC MICRO:BIT: GETTING STARTED WITH MICROPYTHON

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Aimed at electronics novices, *Programming the micro:bit: Getting Started with MicroPython* features a simple example project that starts with the most basic programming concepts and gradually progresses to more advanced techniques. Readers will discover how to use the micro:bit's built-in hardware, work with the LED display, accept input from sensors, attach external electronics, and use wireless features.

- Suitable for hobbyists with little to no electronics or programming experience
- Features a start-to-finish project that illustrates important concepts
- Written by an electronics expert and experienced author

Simon Monk (Preston...

Simon Monk (Preston, UK) has a bachelor's degree in cybernetics and computer science and a Ph.D. in software engineering. He has authored more than 25 books, including *Programming Arduino*, *30 Arduino Projects for the Evil Genius*, *Hacking Electronics*, and *Fritzing for Inventors*. Dr. Monk also runs the website monkmakes.com, which features his own products.

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COMPTIA SECURITY+ CERTIFICATION BUNDLE, THIRD EDITION (EXAM SYO- 501)

Glen E. Clarke, Daniel Lachance

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Glen E. Clarke, CCNA, MCITP, CEH, CHFI, SCNP, CISSO, CompTIA Security+, CompTIA Network+, CompTIA A+, is an independent trainer and consultant. He has authored many certification books, including *CompTIA Network+ Certification Study Guide*, Fifth Edition.

Daniel Lachance, CompTIA Security+, CompTIA A+, CompTIA Network+ MCITP, MCTS, MCSA, is a technical trainer for Global Knowledge and the author of *CompTIA Cloud Essentials Certification Study Guide*.

Daniel Lachance, MCITP, MCTS, CNI, IBM Certified Instructor, CompTIA A+, CompTIA Network+, CompTIA Security+, is a technical trainer for Global Knowledge and has delivered classroom training for a wide variety of products for the past 17 years. Throughout his career he has also developed custom applications and planned, implemented, troubleshooted, and documented various



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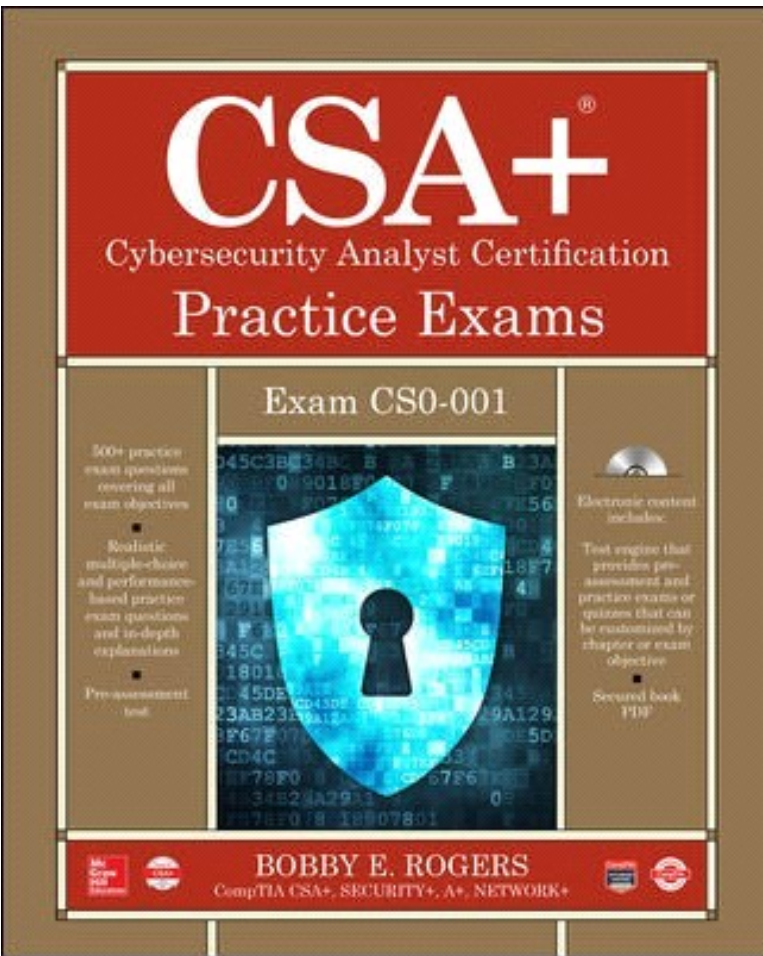
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Bobby E. Rogers, CompTIA Mobility+, A+, Network+, Security+, is an information security engineer who works for Department of Defense agencies to secure, certify, and accredit their information systems. He served 21 years in the U.S. Air Force, serving as a network security engineer and instructor, and has secured networks all over the world.

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Gary Robert Muschla taught elementary and middle school students for more than 25 years. Specializing in reading and the language arts, he is the author of numerous popular teaching guides.

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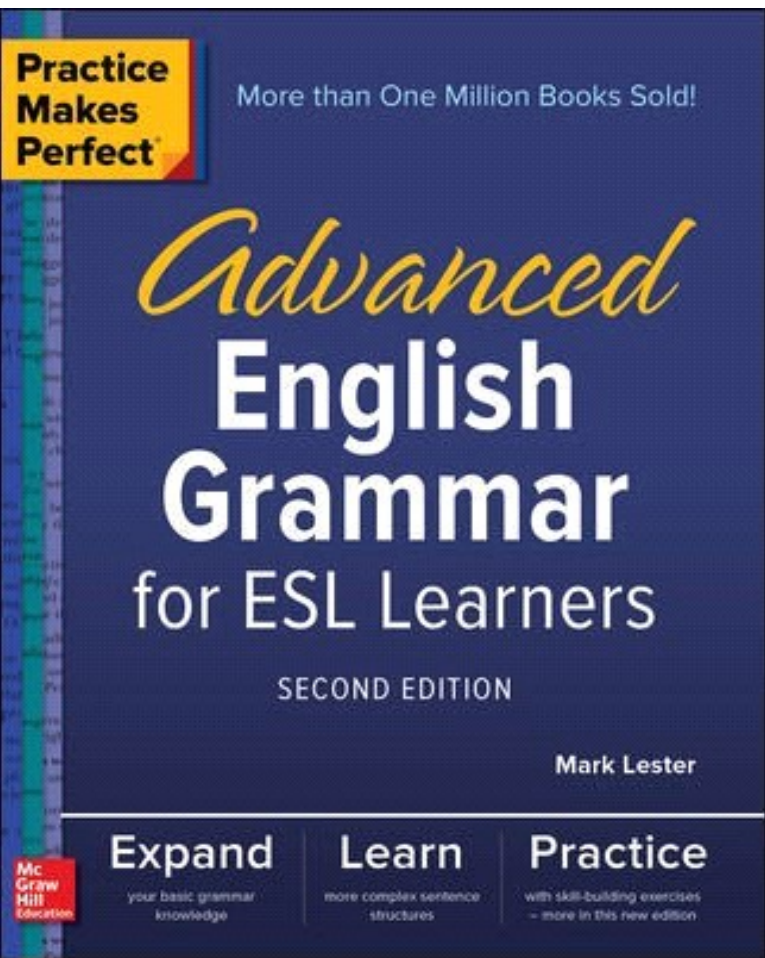
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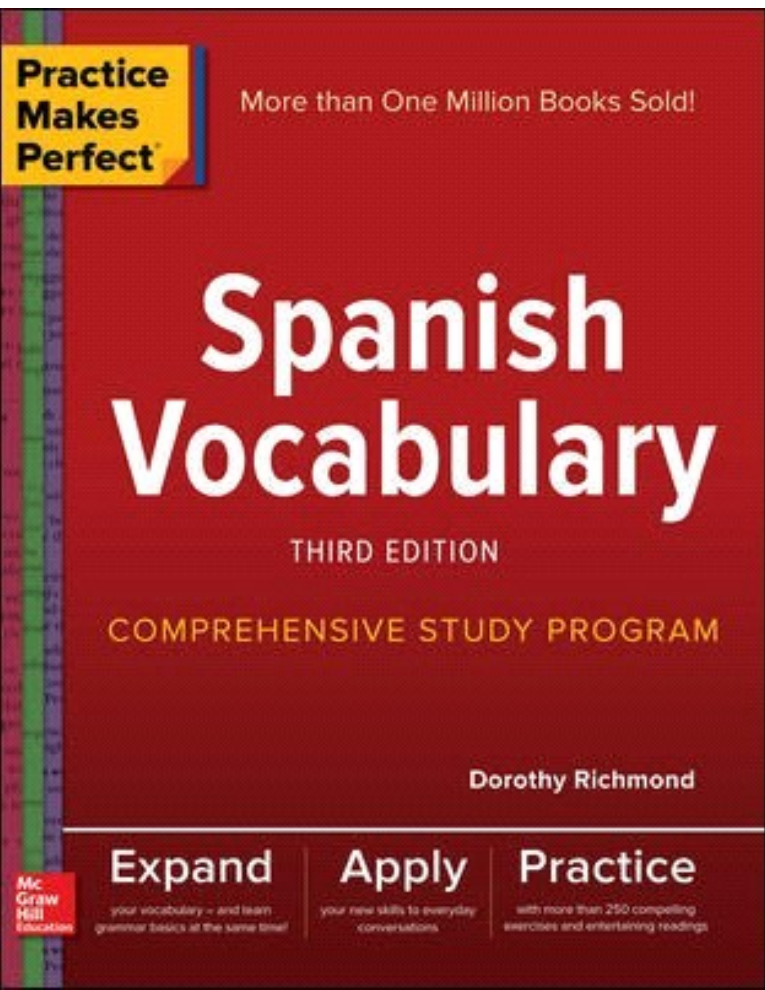
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Mark Lester is an experienced grammarian, ESL expert, and professor emeritus of Eastern Washington University. He was the founding chairperson of the ESL department at the University of Hawaii, considered one of the best ESL programs in the United States.

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Dorothy Richmond is a teacher and bestselling author of numerous Spanish language-learning titles.

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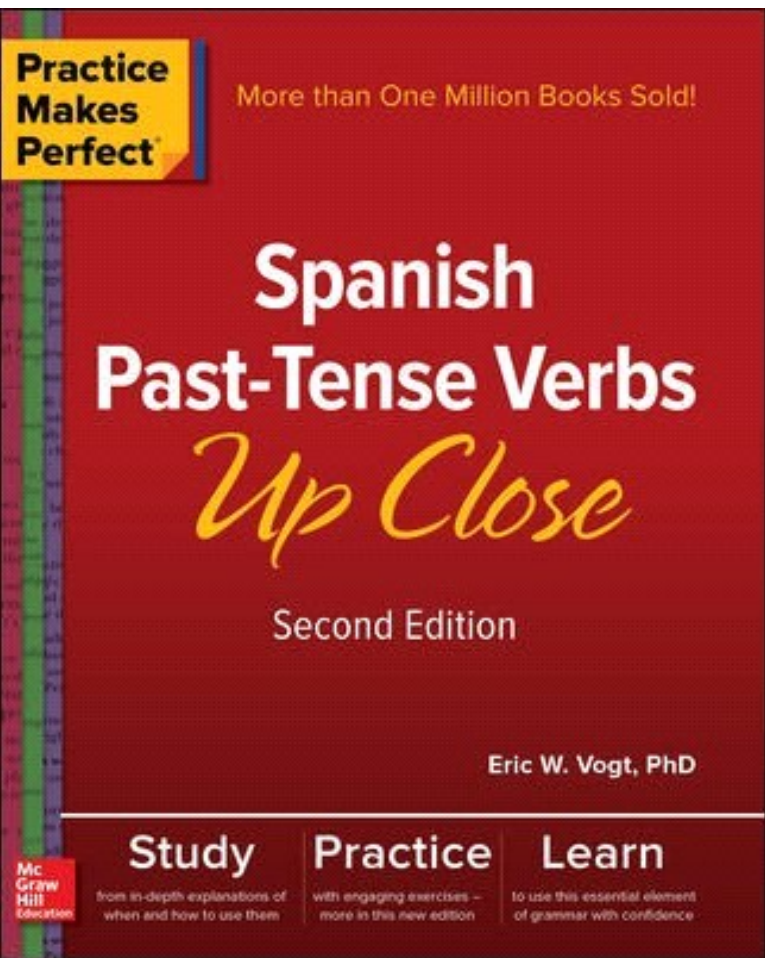
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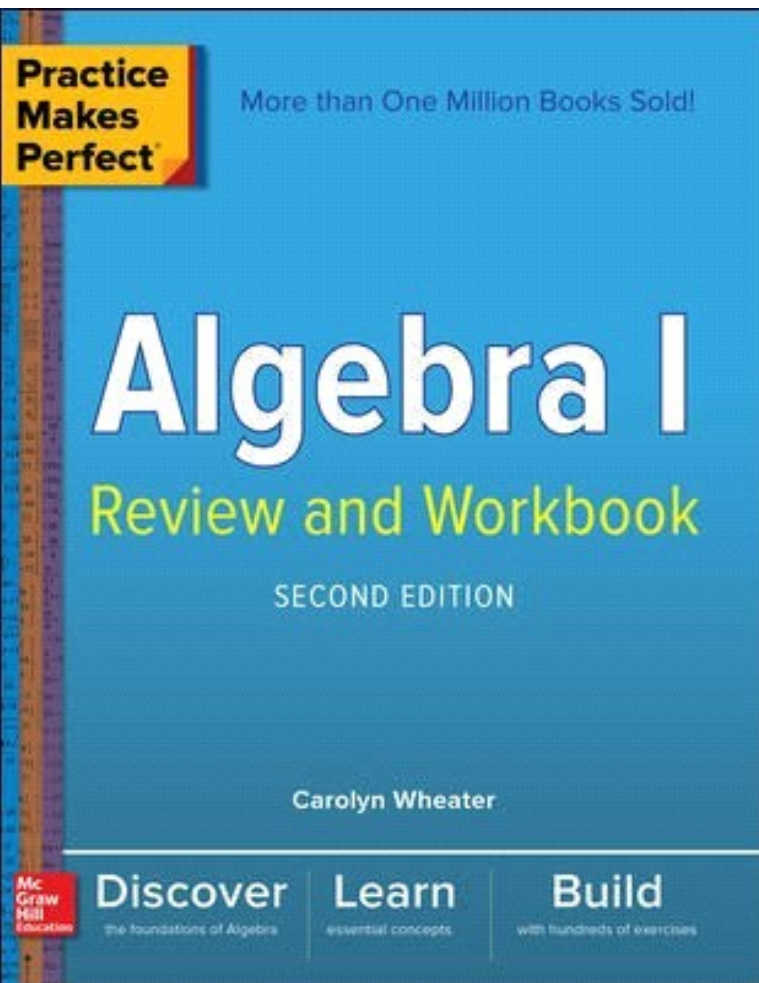
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Eric Vogt, PhD, teaches Spanish at Seattle Pacific University.

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Carolyn Wheater has taught mathematics for 30 years and currently teaches at the Nightingale-Bamford School in New York City. She is a member of National Council of Teachers of Mathematics and the Association of Teachers in Independent Schools.

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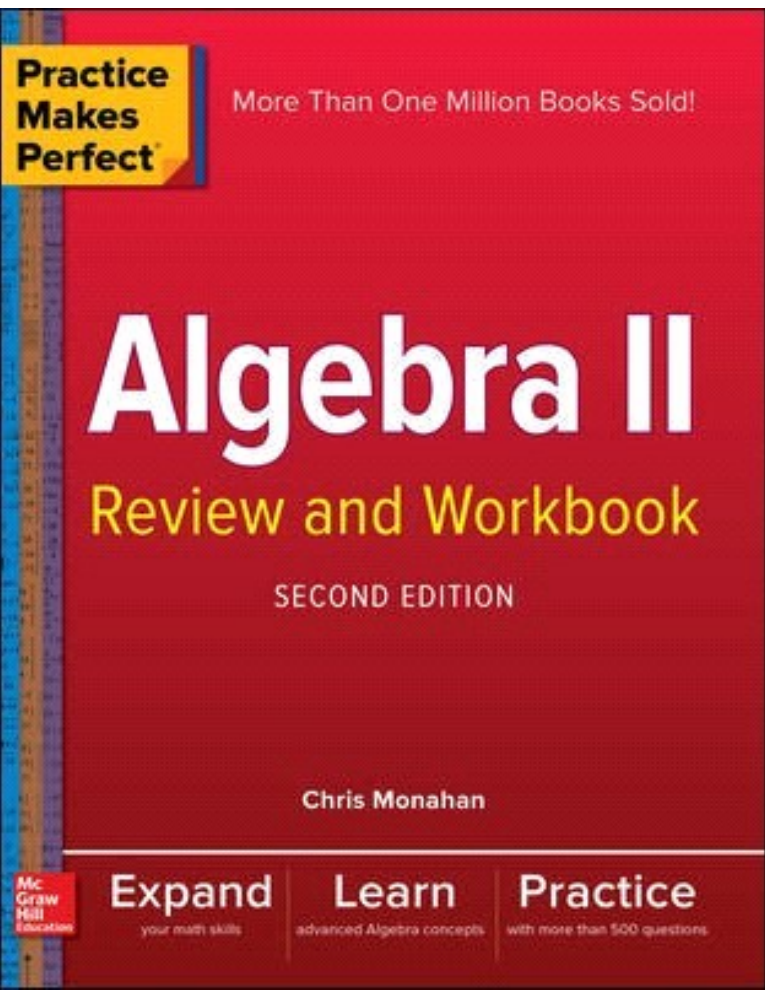
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Chris Monahan (Fort Mill, SC) has more than 30 years' experience teaching math at the high school and college levels. He is a National Trainer for Texas Instruments in Teaching Teachers with Technology.

Chris Monahan taught mathematics to high school and college students for more than 30 years. He is a National Trainer for Texas Instruments in Teaching Teachers with Technology.

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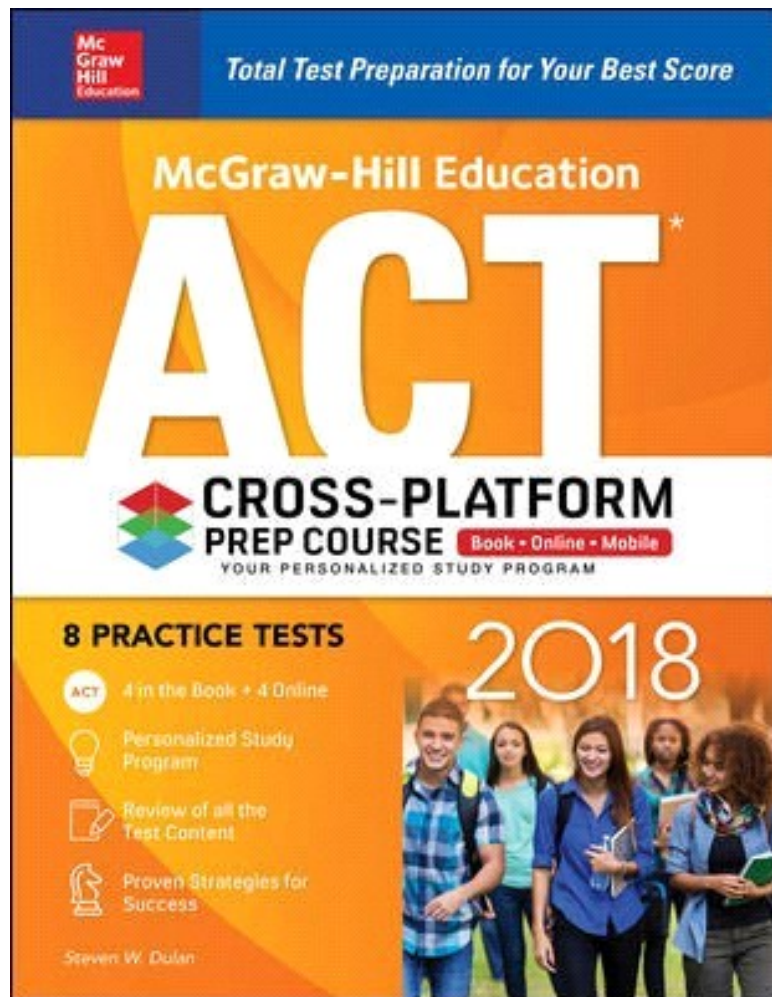
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Steven W. Dulan is the founder and president of Advantage Education, Inc., which offers test-prep classes at high schools and colleges as well as distance-learning programs over the Internet. He has personally prepared thousands of students for success on standardized exams.



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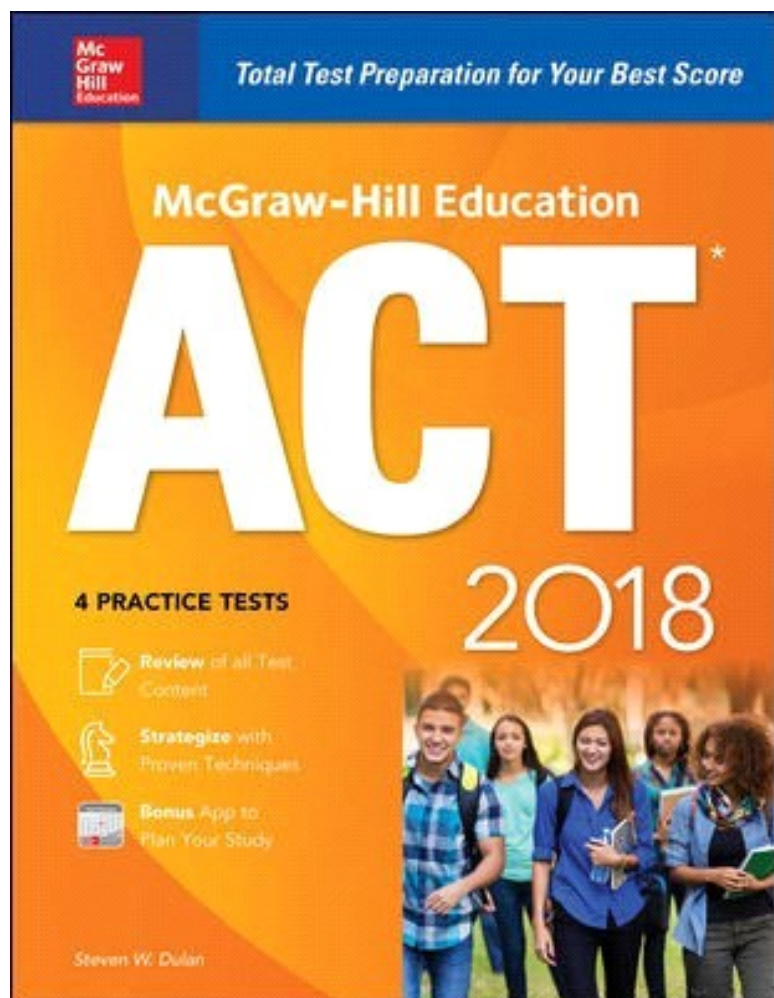
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THE INLAND VOYAGER'S HANDBOOK

How to Cruise the
Inland Waterways
in Safety and Comfort

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Education

DANNY L. DAVIS

THE INLAND VOYAGER'S HANDBOOK: HOW TO CRUISE THE INLAND WATERWAYS IN SAFETY AND COMFORT

Danny L. Davis

An insider's guide to traveling inland waterways safely and smoothly at any budget

Many people dream of taking to the open water but don't know how or where to start. This insider's view to cruising along the waterways of the world will appeal to those who already know they want to go voyaging as well as those who are curious and open to considering this type of power cruising.

The Inland Voyager's Handbook provides readers with expert advice on choosing the right boat, preparing for a thunderstorm, dropping anchor, transiting locks, and much more. Written by an expert sailor, this is an essential reference for adoptees of the voyaging lifestyle.

Features

- Author is an expert sailor who has spent more than 25 years exploring inland waterways
- Comprehensive information on the voyaging lifestyle
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- Ideal for boaters of all experience levels, including young families and retiree...

Danny L. Davis learned basic yacht design from the Westlawn Institute and received his 50-ton Masters License with Towing and Auxiliary Sailing endorsements from the Coast Guard. He has been a member of the Coast Guard Auxiliary for over ten years performing many safety patrols, boat safety inspections, and teaching boating safety to hundreds of new boaters. For more than 25 years, he and his partner have explored the inland waterways from Corpus to the Eire Canal, Puget Sound, and Hawaii.

OCTOBER

Sports & Recreation

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ISBN-13: 9780071845625

ISBN-10: 0071845623

\$40.00TR

America's poor, working poor, and middle class are in a waiting game they cannot win. Jobs will not come, times will not get better, and communities will not flourish until they "get the memo"—that is, take charge of their own financial futures. Bestselling author John Hope Bryant (*How the Poor Can Save Capitalism*—40,000 copies sold) tells them how.

THE MEMO

Five Rules for Your Economic Liberation

John Hope Bryant

True power in this world comes from economic independence, but too many people have too much month left at the end of their money. John Hope Bryant, founder and CEO of Operation HOPE, illuminates the path toward liberation that is hiding in plain sight. His message is simple: the supermajority of people who live in poverty, whom Bryant calls the invisible class, as well as millions in the struggling middle class, haven't gotten "the memo"—until now.

Building on his personal experience of rising up from economically disadvantaged circumstances and his work with Operation HOPE, Bryant teaches readers five rules that lay the foundation for achieving financial freedom. He emphasizes the inseparable connection between "inner capital" (mindset, relationships, knowledge, and spirit) and "outer capital" (financial wealth and property). "If you have inner capital," Bryant writes, "you can never be truly poor. If you lack inner capital, all the money in the world cannot set you free."

Bryant gives...

John Hope Bryant is the founder, chairman, and CEO of Operation HOPE, Inc.; CEO of Bryant Group Ventures; and cofounder of Global Dignity. He has been recognized by the last five US presidents and served as an advisor for the last three. Bryant is the recipient of hundreds of awards and citations for his work, including American Banker's 2016 "Innovator of the Year," Inc.'s "The World's 10 Top CEOs" (honorable mention), and Time's "50 for the Future." He is the author of two bestselling books, *How the Poor Can Save Capitalism* and *Love Leadership*.

Foreword by Jim Clifton, Chairman and CEO of Gallup, Author of *The Coming Jobs War*

**FIVE RULES
FOR YOUR
ECONOMIC
LIBERATION**

The

MEMO

JOHN HOPE BRYANT

Bestselling author of
How the Poor Can Save Capitalism and Love Leadership

SEPTEMBER

Business & Economics

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THE COMPLETE **NEW** FAT FLUSH PROGRAM



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THE COMPLETE NEW FAT FLUSH PROGRAM

Ann Louise Gittleman

**The revolutionary, bestselling diet and fitness program—
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Since it was introduced, *The Fat Flush Plan* has sold millions of copies and launched a cottage industry. Millions of dieters and health-conscious individuals have embraced the groundbreaking diet and fitness program to achieve peak health and wellness. In keeping current with the latest research and emerging food trends, the author has updated the popular program.

The Complete New Fat New Flush Program, Second Edition provides updated content, new evidence-based detox and diet strategies, information on lifestyle medicine, emerging trends, refreshed shopping lists, and more. This three-book bundle includes *The New Fat Flush Plan* as well as *The New Fat Flush Plan Cookbook* and *The New Fat Flush Journal and Shopping Guide*, two companion books reflecting the newly-revised program protocols.

- Established bestseller: *The Fat Flush Plan* has sold millions of copies
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Ann Louise Gittleman, PhD, CNS is a visionary nutritionist and pioneer who is internationally recognized. She is an award-winning New York Times bestselling author of more than 30 books on health and nutrition topics including diet, detox, women's health, men's health, perimenopause, menopause, beauty and the environment.

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- Established bestseller: *The Fat Flush Plan* has sold millions of copies
- T...

Ann Louise Gittleman, PhD, CNS (West Hartford, CT) is a visionary nutritionist and pioneer who is internationally recognized. She is an award-winning New York Times bestselling author of more than 30 books on health and nutrition topics including diet, detox, women's health, men's health, perimenopause, menopause, beauty and the environment.

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A ROADMAP TO ORGANIZATIONAL EXCELLENCE

THE
**TALENT
MANAGEMENT
HANDBOOK**
THIRD EDITION

MAKING CULTURE A COMPETITIVE
ADVANTAGE BY ACQUIRING,
IDENTIFYING, DEVELOPING AND
PROMOTING THE BEST PEOPLE

EDITED BY LANCE A. BERGER & DOROTHY R. BERGER

THE TALENT MANAGEMENT HANDBOOK, THIRD EDITION: CREATING A SUSTAINABLE COMPETITIVE ADVANTAGE BY SELECTING, DEVELOPING, AND PROMOTING THE BEST PEOPLE

Lance A. Berger, Dorothy Berger

The definitive guide to finding, developing, and keeping the best talent—expanded with brand new and updated material

The Talent Management Handbook is the established go-to guide for HR professionals, managers, and leaders looking for the best ways to use talent management programs to develop a culture of excellence. This third edition features new and updated chapters based on fresh approaches and material for identifying, recruiting, positioning, and developing highly qualified, motivated people to meet current and future business requirements. Filled with expert advice, the book offers a roadmap for developing a comprehensive approach to talent management that will guide professionals in the coming years.

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- Provides new practical models for implementing talent management programs
- New and updated chapters and material
- Expert advice from well-known consultants and organizations
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Lance A. Berger i...

Lance A. Berger is managing partner of Lance A. Berger & Associates, Ltd. in Bryn Mawr, Pennsylvania. He is a recognized authority specializing in compensation, talent management, and change management. He co-wrote and coedited the, the first and second editions of *The Talent Management Handbook*, the third, fourth and sixth editions of *The Compensation Handbook*, *Management Wisdom from the New York Yankees' Dynasty*, *The Change Management Handbook*, and *Deengineering the Corporation*.

DECEMBER

Business & Economics

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Benefit corporations include positive impact on society, workers, the community, and the environment as part of their legally defined goals in addition to profit. This is the first authoritative guide for attorneys and executives to the statutes, rules, and requirements for this growing and radically different type of corporation

BENEFIT CORPORATION LAW AND GOVERNANCE

PURSUING
PROFIT WITH
PURPOSE

FREDERICK H. ALEXANDER

FOREWORD BY THE HONORABLE LEO E. STRINE, JR.
Chief Justice of the Delaware Supreme Court

BENEFIT CORPORATION LAW AND GOVERNANCE

Pursuing Profit with Purpose
Frederick Alexander
Corporations with a Conscience

Corporations today are embedded in a system of shareholder primacy. Nonfinancial concerns—like worker well-being, environmental impact, and community health—are secondary to the imperative to maximize share price. Benefit corporation governance reorients corporations so that they work for the interests of all stakeholders, not just shareholders.

This is the first authoritative guide to this new form of governance. It is an invaluable guide for legal and financial professionals, as well as interested entrepreneurs and investors who want to understand how purposeful corporate governance can be put into practice.

Frederick H. Alexander is head of legal policy at B Lab and counsel at Morris, Nichols, Arsht & Tunnell. He has been recognized as one of the ten most highly regarded corporate governance lawyers worldwide and selected as Delaware Corporate Law Lawyer of the Year.

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Business & Economics

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Thomas A. Adams II is an associate professor of chemical engineering at McMaster University. He serves as chair of the Systems and Control division of the Canadian Society for Chemical Engineering

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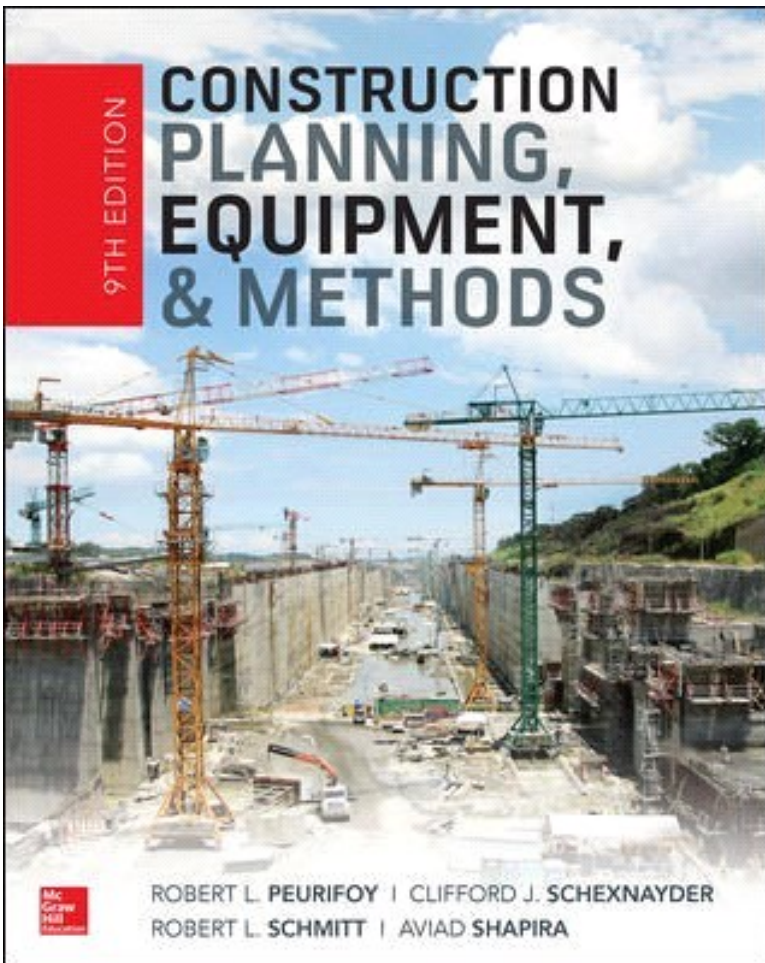
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Sidney M. Levy is an independent construction industry consultant with more than 40 years of experience. He has taught and lectured at the University of Hartford, the Pratt Institute, the New York Institute of Technology, and the Korea Institute of Construction Technology. He is the author of numerous books, including *Construction Databook, Second Edition*; *Design-Build Project Delivery*, and *Construction Superintendent's Operations Manual*.



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Aviad Shapira (Haifa, Israel) Associate Professor at Technion-Israel Institute of Technology.

Robert L. Peurifoy was Professor Emeritus at the University of Texas-Austin. He authored many books and pioneered the study of construction engineering as an academic discipline.

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Robert L. Schmitt is a Professor of Civil Engineering at the University of Wisconsin-Platteville.

Aviad Shapira is a Professor of Construction Engineering and Management in the Faculty of Civil and Environmental Engineering at the Technion-Israel Institute of Technology.

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ROBOTS AND ROBOTICS

Principles, Systems, and Industrial Applications



Mark R. Miller

Rex Miller

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Rex Miller, Mark R. Miller

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Dr. Rex Miller is Professor Emeritus of Industrial Technology at Buffalo State, State University of New York , where he has taught technical curriculums for more than 40 years.

Dr. Mark R. Miller is a professor of Industrial Technology and chair of the technology department at The University of Texas at Tyler. He has written or revised more than 20 technology textbooks and serves on the Association of Technology, Management, and Applied Engineering (ATMAE) Board of Certification.

Mark R. Miller (Tyler, Texas) is Professor of Industrial Technology and coordinator of that section of the Department of HRD & Technology at the University of Texas at Tyler. Dr. Miller teaches courses in construction for future middle managers and has authored or co-authored more than 35 technical books and many technical articles.

JULY

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20 MAKEY MAKEY PROJECTS FOR THE EVIL GENIUS

Aaron Graves, Colleen Graves

20 fun and inventive Makey Makey projects for Makers from beginner to expert

This hands-on guide is filled with DIY projects that show readers, step-by-step, how to start creating and making cool inventions with the Makey Makey invention kit. Each project features easy-to-follow, fully-illustrated instructions and detailed photographs of the finished gadget. Readers will see how to apply these skills and start building their own Makey Makey projects.

20 Makey Makey Projects for the Evil Genius starts off with very approachable introductory projects, making it a great starting point for beginners. It then builds to more challenging projects, allowing more experienced users to go further by incorporating technologies like Raspberry Pi, Arduino, and Scratch programming. Projects are divided into four categories: "Fun and Games," "Interactive," "Hacks and Pranks," and "Makey Makey Go."

- No prior programming or technical experience is required
- Basic enough for beginners, but challenging enough...

Colleen Graves is a high school librarian and blogger, obsessed with Learning Commons transformations, Makerspaces, technology education, making stuff, and getting girls involved in STEM. She offers the unique perspective of starting/creating two different makerspaces and Girl STEM groups in established public schools.

Aaron Graves is a school librarian with 15 years of experience. He is a mash-up of robot geek, book lover, and tech wizard. Aaron gained his perseverance for projects through collaborative and interactive art experiences as a member of the Good/Bad Art Collective.

20 Makey Makey Projects for the EVIL GENIUS



Colleen Graves and Aaron Graves
Foreword by Jay Silver and Eric Rosenbaum

JULY

Technology & Engineering

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ISBN-13: 9781259860461

ISBN-10: 1259860469

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DIGITAL SYSTEM DESIGN WITH FPGA: IMPLEMENTATION USING VERILOG AND VHDL

Cem Ünsalan, Bora Tar

Master the art of FPGA digital system design with Verilog and VHDL

This practical guide offers comprehensive coverage of FPGA programming using the two most popular hardware description languages—Verilog and VHDL. Students and practicing engineers will expand their marketable electronic design skills and learn to fully utilize FPGA programming concepts and techniques

Digital System Design with FPGA: Implementation Using Verilog and VHDL begins with basic digital design methods and continues, step-by-step, to advanced topics, providing a solid foundation that allows readers to fully grasp the core concepts. Real-life examples, start-to-finish projects, and ready-to-run Verilog and VHDL code is provided throughout.

- Concepts are explained using two affordable boards—the Basys 3 and Arty
- Includes PowerPoint slides, downloadable figures, and an instructor's solutions manual
- Written by a pair of experienced electronics designers and instructors

Cem Ünsalan, Ph.D. established the DSP Laborato...

Cem Ünsalan, Ph.D. established the DSP Laboratory and is a microprocessor and digital signal processing instructor. He is the author of *Programmable Microcontrollers with Applications: MSP430 LaunchPad with CSS and Grace*.

Bora Tar, Ph.D. is a postdoctoral researcher at The Ohio State University. His main research interests include analog and mixed signal integrated-circuit design and energy harvesting and sensor networking applications.



DIGITAL SYSTEM DESIGN
WITH FPGA

IMPLEMENTATION USING VERILOG AND VHDL

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APPLIED BIOFLUID MECHANICS, SECOND EDITION

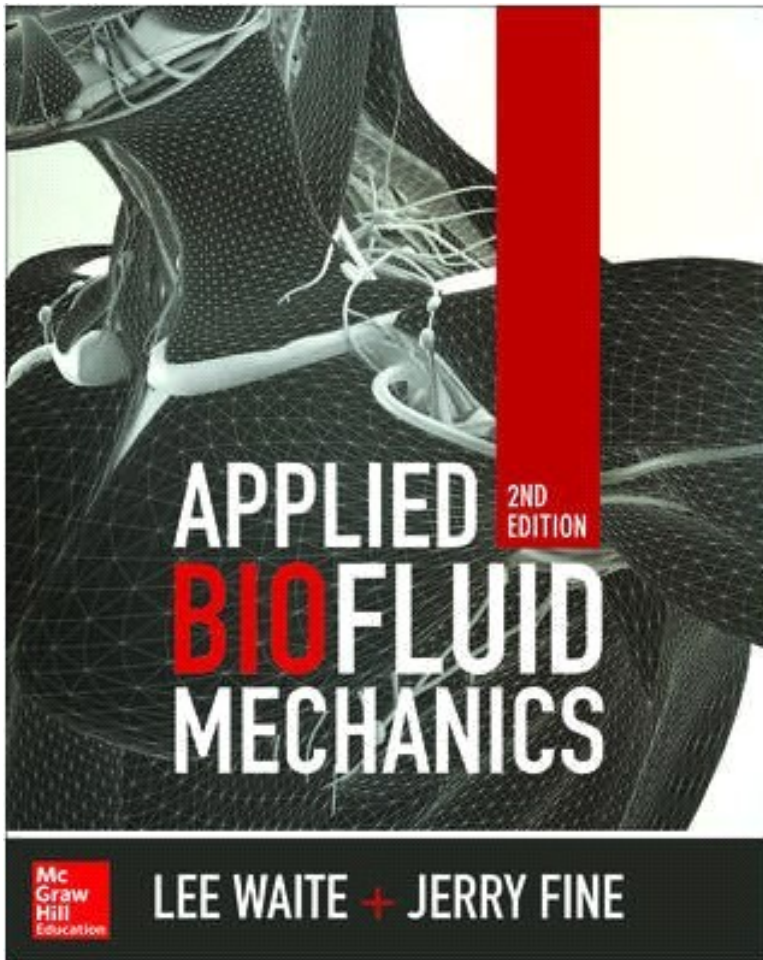
Lee Waite, Jerry M. Fine

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- Features new problem sets and new ...



JULY

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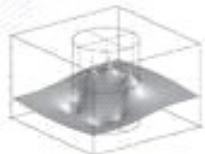
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Lee Waite, Ph.D., P.E. was head of the Department of Applied Biology and Biomedical Engineering for over a decade at the Rose-Hulman Institute of Technology, and is currently a Forensic Biomechanics Consultant for Rimkus Consulting Group, Inc. He is the author of *Biofluid Mechanics in Cardiovascular Systems*.

Jerry Fine, Ph.D. recently retired as Associate Professor of Mechanical Engineering from the Rose-Hulman Institute of Technology. Dr. Fine previously served as a patrol plane pilot in the U.S. Navy and taught at the U.S. Naval Academy.

DIGITAL FILTERS

ANALYSIS, DESIGN, AND SIGNAL
PROCESSING APPLICATIONS



ANDREAS
ANTONIOU



DIGITAL FILTERS: ANALYSIS, DESIGN, AND SIGNAL PROCESSING APPLICATIONS

Andreas Antoniou

?xml:namespace prefix="o" ns="urn:schemas-microsoft-com:office:office"?Fully updated coverage of digital filter design, analysis, and applications

This thoroughly revised textbook teaches the analysis, realization, design, and implementation of digital filters along with practical applications. Readers will get a solid foundation in the modern concepts, strategies, and algorithms of digital signal processing. The book is supported by the latest distribution of D-Filter.

Digital Filters: Analysis, Design, and Signal Processing, Second Edition offers highly mathematical, state-of-the-art analysis and design methods explained in user-friendly, practical language. Key topics such as spectral analysis, discrete-time systems, and sampling processes are covered in full detail. Throughout, emphasis is placed on efficient and economical optimization-based techniques.

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- Written b...

Andreas Antoniou, Ph.D., is a Fellow of the IET and a Life Fellow of the IEEE. He taught at Concordia University from 1970 to 1983, and was the founding Chair and Professor in the Department of Electrical and Computer Engineering at the University of Victoria until his retirement in 2003. Dr. Antoniou is the author of *Digital Filters: Analysis, Design and Applications* and co-author of *Two-Dimensional Digital Filters & Practical Optimization: Algorithms and Engineering Applications*.

FEBRUARY

Technology & Engineering

Hardback • 9.25in : 7.38in • 800 pages

ISBN-13: 9780071846035

ISBN-10: 0071846034

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FOURTH EDITION

THE
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Handbook



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An Ecolab Company

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NALCO Chemical Company

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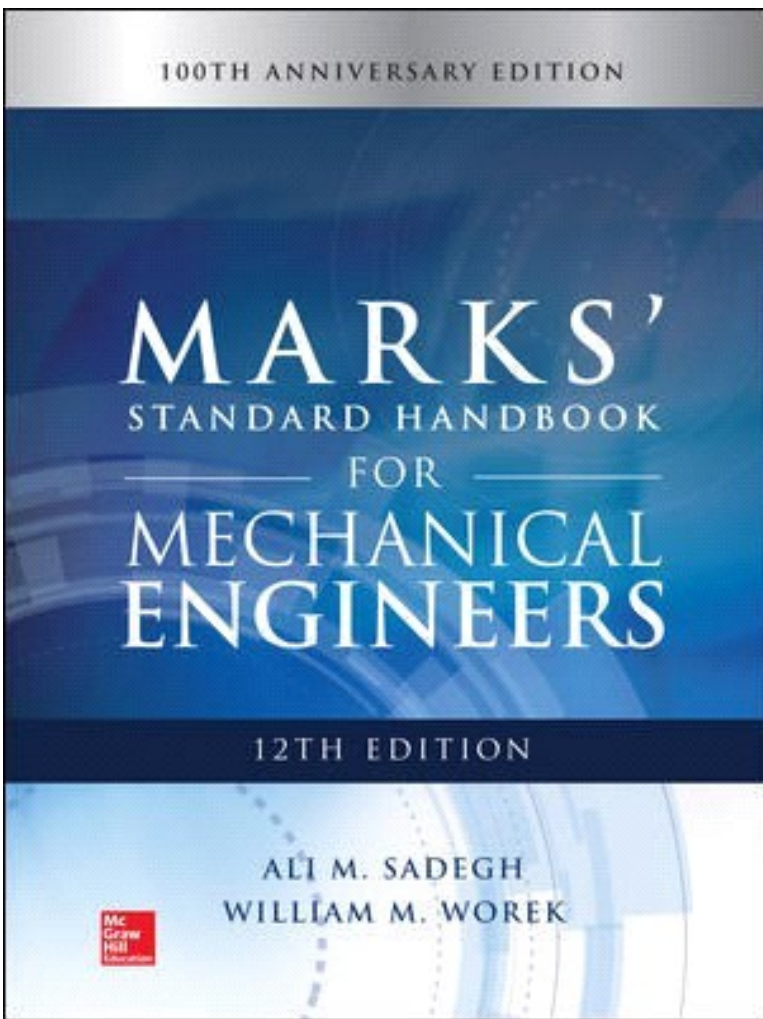
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Ali M. Sadegh, Ph.D., is Professor of Mechanical Engineering, Founder and Director of the Center for Advanced Engineering Design and Development, and former Chairman of the Department of Mechanical Engineering at City College of the City University of New York. He is a Fellow of both the American Society of Mechanical Engineers and the Society of Manufacturing Engineers. He is also the co-editor of the 11th Edition of *Marks'*.

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Mark R. Miller is Professor and Chair of the Technology Department at the University of Texas at Tyler. Dr. Miller teaches courses in construction and manufacturing for future middle managers and has authored or co-authored more than 35 technical books and many technical articles.

Mark R. Miller (Tyler, Texas) is Professor of Industrial Technology and coordinator of that section of the Department of HRD & Technology at the University of Texas at Tyler. Dr. Miller teaches courses in construction for future middle managers and has authored or co-authored more than 35 technical books and many technical articles.

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Dr. Max Platzer is a distinguished professor emeritus in the Department of Mechanical and Aerospace Engineering at the Naval Postgraduate School (NPS). Prior to joining NPS in 1970 he was a member of the Saturn space launch vehicle development team at the NASA Marshall Space

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