

# The Attacker's ADVANTAGE

HOW TO TURN UNCERTAINTY INTO  
BREAKTHROUGH OPPORTUNITIES



RAM CHARAN

The author of *Execution*, the #1 New York Times bestseller

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## The Attacker's Advantage

### Uncertainty's Upside

Ram Charan

### Summary

The phenomenon of uncertainty is not new; what is new is its intensity and potential to change industries and destroy companies. Business leaders can be on the defensive, or they can be on offense, prepared to lead decisively. The ability to deal with uncertainty is perhaps the paramount skill leaders must have to be successful in this era. Without it they risk becoming personally obsolete and driving their companies off a cliff.

In *The Attacker's Advantage*, renowned business expert and bestselling author Ram Charan shows what skills are needed to be able to spot the disruption that is coming, and what actions are necessary to take advantage of these changes. While many leaders know how to cope with operational uncertainty-when, for example, revenue fluctuates-the same cannot be said for dealing with *structural uncertainty* that can alter the money-making patterns of a company, industry or entire economic sector. Charan demonstrates the huge upside offered by structural uncertainty and provides the concepts and tools-such as being able to spot the catalysts of disruption, building organizational preparedness, developing a financial understanding of the consequences-to take advantage of forces that are creating new customer needs, market segments and ways to make money.

Uncertainty is now ubiquitous. The sources of structural change are so varied and fast moving, and their convergence so unpredictable. Digitization and the integration of technologies through software and hardware has already impacted many businesses, but much more is to come. With his unparalleled ability to cut through complexity and provide workable solutions, Ram Charan provides his readers with the ability to anticipate and deal with the biggest threats facing their business.

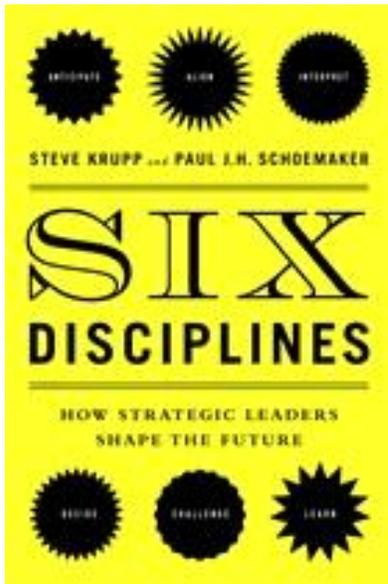
### Author Bio

**Ram Charan** is a world-renowned business advisor, author and speaker who has spent the past 35 years working with many of the top companies, CEOs, and boards of our time. In Ram's work with companies including GE, MeadWestvaco, DuPont, Novartis, EMC, 3M, Verizon, Aditya Birla Group, Tata Group, GMR, Max Group, Yildiz Holdings, and Grupo RBS, he is known for cutting through the complexity of running a business in today's fast changing environment to uncover the core business problem or unseen opportunity. He has authored 15 books since 1998 that have sold over three million copies in more than a dozen languages. *Execution*, which he co-authored with former Honeywell CEO Larry Bossidy in 2002, was a #1 *Wall Street Journal* bestseller and spent more than 150 weeks on the *New York Times* bestseller list. He also has written for publications including *Harvard Business Review*, *Fortune*, *BusinessWeek*, *Time*, *Chief Executive* and *USA TODAY*.

Charan lives all around the world and has an office in Dallas, TX

### Links

- [Fast Company Business + Innovation](#)
- [5 Key Points--Charan](#)
- [Charan - Newsweek Enterprise - 2007](#)
- [5 points-explaining uncertainty](#)
- [Charan- Harvard Business Review - November 2013](#)
- [Man of Mystery Fast Company Business + Innovation](#)
- [Microsoft's Make-or-Break Decision Selecting the Next CEO - Businessweek](#)
- [Charan's track & 5 Key Points](#)
- [Ram Charan The Great Economic Power Shift - Forbes](#)
- [Root Out Dysfunction in the Boardroom - Ram Charan, Dennis Carey , and Michael Useem - Harvard Business Review](#)



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/ Strategic Planning

## Six Disciplines

### How Strategic Leaders Shape the Future

Steve Krupp, Paul J.H. Schoemaker

#### Summary

Based on twenty years of research (including data from more than 20,000 managers in a diverse number of global industries) and real-world experience, two thought leaders bridge the very big but under-connected fields of strategy and leadership. They show how-in an unpredictable business environment-to be more strategic by looking outside-in (viewing problems from the perspective of the external marketplace) and future-back (enjoying a longer-term vision to see how the organization needs to change now).

Many are great operational leaders. They make budget, meet deadlines and get things done. But there is a key distinction between operational excellence and strategic savvy - between doing things right (being efficiency focused) versus doing the right things (being effectiveness focused).

Operational excellence, for example, might be about how to optimize supply chains to meet current and near-term objectives as efficiently and reliably as possible. Strategic leadership is a discipline for seeing the bigger picture, being aware of pitfalls, seeing the links to other decisions, spotting undercurrents, noticing people problems etc.

The discipline of strategic leadership is also about setting direction and knowing how to get there while making timely adjustments along the way. It requires the ability to anticipate shifts in the environment, challenge long-standing assumptions, interpret disparate or complex information, and make strategic choices under ambiguous conditions.

Nathan Mayer Rothschild, a member of the great nineteenth century German banking family, noted that "great fortunes are made when cannon balls fall in the harbor, not when violins play in the ball-room." This book shows how leaders can become more strategic in the face of volatility, uncertainty, complexity and ambiguity.

#### Author Bio

**Steve Krupp** (PhD, Temple University) is the chief executive officer of Decision Strategies International (DSI) where he advises CEOs and C-suite executives. Before joining DSI, Steve was a senior partner at Oliver Wyman Delta, where he focused on leadership and led the executive talent management business. He also co-founded and served as CEO of Key Management Strategies, an executive development firm acquired by Right Management Consultants. A respected thought leader, his voice is frequently heard through such channels as the Harvard Business Review, Oliver Wyman Journal, Chief Learning Officer, Talent Management and Inc.

**Paul J.H. Schoemaker** (PhD, University of Pennsylvania) is founder and executive chairman of Decision Strategies International and research director of the Mack Institute for Tech Innovation Management at the Wharton School. He is co-author (with J. Edward Russo) of the business best-sellers Decision Traps and Winning Decisions. Dr. Schoemaker has been a professor at the University of Chicago and the Wharton School, and his research ranks in the top 1 percent of global scholarly citations. He has published widely in such journals as the Harvard Business Review, Management Science, Journal of Mathematical Psychology, Brain and Behavioral Sciences, Strategic Management Journal and Journal of Economic Literature. His article, "Scenario Planning," was the second most reprinted one in the 54 year history of the MIT Sloan Management Review and remains highly cited.

#### Links

- [Becoming Strategic Marketing Plan](#)

## **The Resilience Dividend**

### **Being Strong in a World Where Things Go Wrong**

Judith Rodin

No Image  
Available

#### **Markup Note:**

Rights Sold: UK: Profile Books

#### **Key Selling Points**

<https://www.youtube.com/watch?v=P9DANnlcsZ8>

#### **Summary**

New York. Athens. Boston. Tohoku. Newtown. Oslo. West. Wenzhou. New Orleans. Dhaka. Moore. Nairobi.

These communities are just a few among the many that have been hit hard by one of the "wicked problems" of today's world: natural catastrophe, disease and contagion, systems or social collapse. If you haven't been directly touched by one of these disruptions yourself, you are sure to have been affected by them in some way. They harm people, destabilize communities, and threaten organizations and even whole societies.

These problems have become such a part of our world that knowing how to prepare for them, how to respond when they happen, and how to recover from them should be essential skills of modern life for all of us.

We have certainly made progress in this regard, especially in the years since 9/11, but we are still at greater risk than we should be. We can't anticipate every disruption that might come our way, but we can develop an overall approach for dealing with the wicked problems, and formulate specific plans for areas where we and our communities are particularly vulnerable.

*The Resilience Dividend* is both timely and important as both the severity and frequency of disruptions are increase. We face extreme weather events, rapid population shifts, and global interconnectedness that make us vulnerable to disruptions wherever they take place. What's more, the list of global risks that we face in the coming years is truly daunting: from cyber-attacks to food shortage crises to extreme volatility in energy price. We can no longer assume we are immune to the world's wicked problems, no matter who we are and where we live. It develops both a way of thinking and practical tools for taking action for protecting the world's people and communities and shows how to create a blueprint for change.

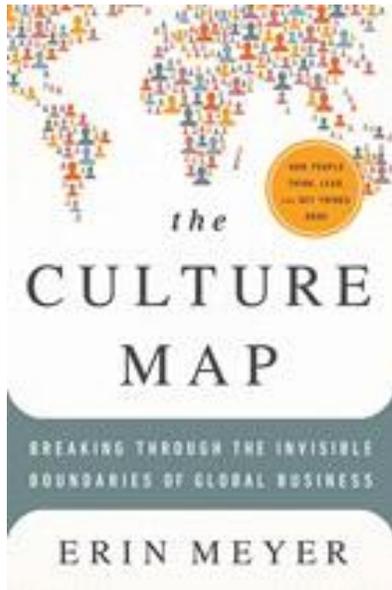
#### **Author Bio**

**Judith Rodin** has been president of the Rockefeller Foundation since 2005 where she has recalibrated its focus to meet the challenges of the twenty-first century to support and shape innovations that strengthen resilience to risk and ensure more equitable growth around the world. Dr. Rodin is a widely recognized leader in academia, science and developmental issues and was the first woman to serve as president of an Ivy League institution. A research psychologist by training (PhD, Columbia University), she was a pioneer in the behavioral health and health psychology movements.

#### **Links**

- [The Rockefeller Foundation \\$100 million 100 Resilient Cities Challenge](#)

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## The Culture Map

### Breaking Through the Invisible Boundaries of Global Business

Erin Meyer

#### Markup Note:

Rights Sold: Chinese (complex): Good Publishing Company

#### Summary

Whether you work in a home office or abroad, business success in our ever more globalized and virtual world requires the skills to navigate through cultural differences and decode cultures foreign to your own. Renowned expert Erin Meyer is your guide through this subtle, sometimes treacherous terrain where people from starkly different backgrounds are expected to work harmoniously together.

When you have Americans who precede anything negative with three nice comments; French, Dutch, Israelis, and Germans who get straight to the point ("your presentation was simply awful"); Latin Americans and Asians who are steeped in hierarchy; Scandinavians who think the best boss is just one of the crowd-the result can be, well, sometimes interesting, even funny, but often disastrous.

Even with English as a global language, it's easy to fall into cultural traps that endanger careers and sink deals when, say, a Brazilian manager tries to fathom how his Chinese suppliers really get things done, or an American team leader tries to get a handle on the intra-team dynamics between his Russian and Indian team members.

In *The Culture Map*, Erin Meyer provides a field-tested model for decoding how cultural differences impact international business. She combines a smart analytical framework with practical, actionable advice for succeeding in a global world.

#### Author Bio

**Erin Meyer** is a professor at INSEAD, one of the world's leading international business schools. Her work focuses on how the world's most successful global leaders navigate the complexities of cultural differences in a multicultural environment. Living and working in Africa, Europe, and the United States prompted Meyer's study of the communication patterns and business systems of different parts of the world. Her framework allows international executives to pinpoint their leadership preferences, and compare their methods to the management styles of other cultures. Her work has appeared in *Harvard Business Review*, *Singapore Business Times*, and *Forbes.com*. In 2013 Erin was selected by the Thinkers50 Radar list as one of the world's up-and-coming business thinkers. Follow her on Twitter: @ErinMeyerINSEAD

#### Quotes

"A helpful guide to working effectively with people from other cultures...Meyer delivers important reading for those engaged in international business." - **Kirkus Reviews**

"Although we live in an increasingly digitally connected and virtual business world, this book reminds us that understanding cultural differences in human interactions still matters. Global leaders know that blending cultural and individual diversity in teams is a sure recipe for better business outcomes. But this diversity needs to be first understood and then proactively managed. Meyer presents a brave, research-based, analysis of how to do just that. With clear and practical frameworks, *The Culture Map* will help business leaders become "cultural bridge builders" to the benefit of their teams and organizations."- **Dr. Didier CL Bonnet, Global Head of Practices, Capgemini Consulting**

"I highly recommend this book to both the professional and leisure reader. Erin has shown to be one of the main representatives of the next generation scholars who combine deep conceptual models with very practical applications. A must-read!"- **Fons Trompenaars, Author of *Riding the Waves of Culture***

"Whether you are sitting at a desk in Boston or eating at a restaurant in Beijing, communicating across cultures is the great challenge of the global economy. Getting it

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charts and graphs  
Business & Economics  
/ Workplace Culture

right will be the the difference between success and failure. Erin Meyer shows you how to get it right in this very important book. Managers everywhere should read it."- **Des Dearlove and Stuart Crainer, Founders of the Thinkers50**

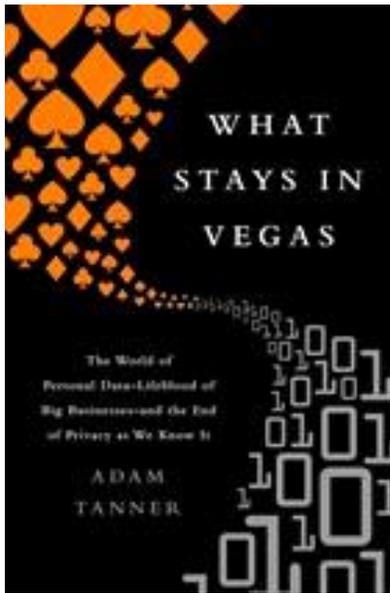
## Links

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- [Erin Meyer video](#)

## Illustrations

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Business & Economics  
/ Marketing

## What Stays in Vegas

**The World of Personal Data?Lifblood of Big Business?and the End of Privacy as We Know It**

Adam Tanner

### Summary

In *What Stays in Vegas*, journalist Adam Tanner exposes the greatest threat to privacy today. It's not the NSA, but good-old American companies. Internet giants, leading retailers and other firms are gathering data behind the scenes with little oversight from anyone. "This is the information age, and information is power!" screamed DocuSearch, "America's Premier Resource for Private Investigator Searches & Lookups" in 1996-and they were right.

In Las Vegas, no company knows this mantra better than Caesars Entertainment. Despite the fact that its Vegas casinos are decades old and can't boast their rivals' singing gondoliers or fountains exploding in a choreographed dance, many thousands of enthusiastic clients continue to pour through the ever-open doors of Caesars hotels. The secret to the company's success lies in their one unrivaled asset: they are able to track the activities of the overwhelming majority of gamblers who walk in. They know exactly what games we like to play, what foods we enjoy for breakfast, when we prefer to visit, who our favorite hostess might be and exactly how to keep us coming back for more.

Caesars' dogged data-gathering methods have been so successful that they grew to become the world's largest casino operator, and they have inspired companies from across industries to ramp up their own data mining in the hopes of boosting their targeted marketing efforts. Some do this themselves. Some rely on data brokers. Others clearly enter a moral gray zone that would make American consumers deeply uncomfortable.

Even if you've never set foot in a casino or signed up for an airline's frequent flier program, companies little-known to the public like Acxiom are still gathering information on you at every turn. And there are those, such as PeopleSmart and Instant Checkmate, that will sell your dossier to anyone for cash.

The reality is that we live in an age where our personal information is harvested and aggregated whether we like it or not. And it is growing ever more difficult for those businesses that choose not engage in more intrusive data gathering to compete with those that do. Tanner's timely warning resounds: yes, there are many benefits to the free flow of all this data, but there is a dark side as well. With societal and legal boundaries on the use of personal data still largely undefined, the potential for abuse looms large.

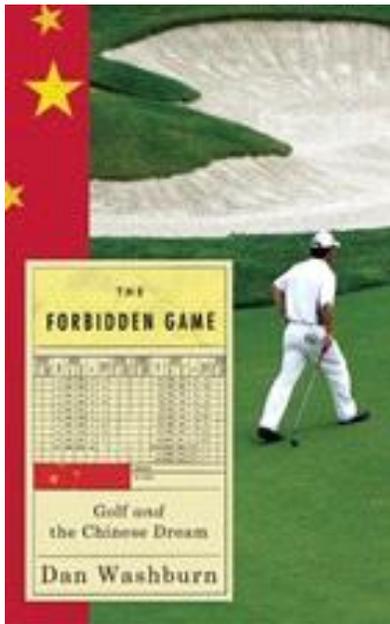
And, as to what stays in Vegas? The answer: almost nothing...

### Author Bio

**Adam Tanner** writes about the business of personal data. He is a fellow at the Institute for Quantitative Social Science at Harvard University and was previously a Nieman fellow there. Adam Tanner has worked for Reuters News Agency as Balkans bureau chief based in Belgrade, Serbia, as well as San Francisco bureau chief, and has had previous postings in Berlin, Moscow, and Washington, DC. He also contributes to *Forbes* and other magazines.

### Links

- [Scheer/Tanner/Dragnet Nation Difference](#)



## The Forbidden Game

### Golf and the Chinese Dream

Dan Washburn

#### Key Selling Points

- Combines two topics that obsess business people and the business media
- Reveals surprising insights and gripping personal accounts of China's emerging middle class and the Westerners who are making money despite China's often byzantine bureaucracy
- The go-to expert on China's golf industry - the "green opium" - has been interviewed by CBS, BBC, ESPN, *The Wall Street Journal*, and many others
- The author is based at the influential Asia Society in New York, which will support the book's launch
- Timed for Father's Day, summer reading, and golf season - the U.S. Open starts June 12

#### Summary

##### **In China, just because something is banned, doesn't mean it can't boom...**

Statistically, zero percent of the Chinese population plays golf, still known as the "rich man's game" and considered taboo. Yet China is in the midst of a golf boom - hundreds of new courses have opened in the past decade, despite it being illegal for anyone to build them. Award-winning journalist Dan Washburn charts a vivid path through this contradictory country by following the lives of three men intimately involved in China's bizarre golf scene. We meet Zhou, a peasant turned golf pro who discovered the game when he won a job as a security guard at one of the new, exclusive clubs and who sees himself entering the emerging Chinese middle class as a result; Wang, a lychee farmer whose life is turned upside down when a massive, top-secret golf resort moves in next door to his tiny village; and Bill, a Western executive maneuvering through China's byzantine and highly political business environment, ever watchful for Beijing's "golf police." *The Forbidden Game* is a rich and arresting portrait of the world's newest superpower and three different paths to the new Chinese Dream.

#### Author Bio

**Dan Washburn** is an award-winning reporter and managing editor at the Asia Society. His writing has appeared in the *FT Weekend Magazine*, the *Atlantic*, *The Economist*, ESPN.com, *Foreign Policy*, *Golf World*, *Slate*, the *South China Morning Post*, and other publications. Washburn's work has been featured in the anthologies *Unsavory Elements: Stories of Foreigners on the Loose in China* and *Inside the Ropes: Sportwriters Get Their Game On*. He is also the founding editor of Shanghaiist.com, one of the most widely read English-language websites about China. After almost a decade spent living in China, he now lives in Brooklyn, New York.

#### Quotes

"*The Forbidden Game* offers a thoroughly new window onto the 'Chinese Dream.' As veteran 'China watcher' Dan Washburn engrossingly reveals, it transpires that the game of golf is a barometer for all China's current concerns-economic growth, 'social harmony,' corruption, the growing wealth gap and, most absorbing, the hopes and aspirations of at least one Chinese man who's daring to dream of a better future." - **Paul French**, bestselling author of *Midnight in Peking*

"From a bourgeois pastime denounced by the Communist Party of China, golf became the embodiment of the new Chinese dream. *The Forbidden Game* speaks volumes about how much this country has changed. You can learn more from this engaging, well-written book about golf than from weightier tomes that have tried to tackle China's transformation. A hole in one from Dan Washburn." - **Barbara Demick**, author of *Nothing to Envy: Ordinary Lives in North Korea* and *Logavina Street: Life and Death on a Sarajevo Street*

"I'm not a golfer or a Sinophile, but *The Forbidden Game* spoke to me. At its core, it is classic storytelling-underdog tales of struggle, perseverance and overcoming adversity. The men in this book may not be perfect, but they are real people you can root for. It's like the quintessential American Dream story, only it's set in China." - **Brian Grazer**, award-winning producer of television and film, including Best Picture Oscar winner *A Beautiful Mind*

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Sports & Recreation / Golf

"The stunning rise of China is usually told through upheaval in the country's politics and the economy. Dan Washburn has been smart enough to spot a much underestimated way to tell the tale-the phenomenon of golf-a sport which has thrived even as it has been repressed. The story of golf ("green opium" in the words of some government officials) has it all in China-from the wild west developments of courses to inspiring stories of success and dark politics."

-**Richard McGregor**, author of *The Party: The Secret World of China's Communist Rulers* and Washington Bureau Chief for the *Financial Times*

"*The Forbidden Game* is an important and fascinating work. By taking us deep into China's secret golf culture, Dan Washburn brings to life the contradictions and complications of this unique nation's struggles with modernity-as well as an inspiring group of home-grown players who have paved the way for the rising generation of Chinese pros." -**Alan Shipnuck**, senior writer at *Sports Illustrated* and author of *Bud, Sweat and Tees*

"In his revealing and witty new book, Dan Washburn unearths a story that nobody knows: how the game that Chairman Mao denounced as the 'sport for millionaires' stirred the dreams of farmers and soldiers, tantalized foreign pioneers, and provoked a Chinese crackdown. This is a tale about golf no more than *Seabiscuit* is a story about horseracing. This is twenty-first-century China in all its vivid, surprising, and human contradictions." -**Evan Osnos**, author of *Age of Ambition: Chasing Fortune, Truth and Faith in the New China*

"*The Forbidden Game* is a propulsive chronicle of an old pursuit thrust into a country undergoing colossal change. But more than that, it's a richly drawn, deeply felt portrait of human striving-a great story." -**Tom Vanderbilt**, bestselling author of *Traffic* and *Survival City*

"Sometimes the best way into the heart of an enigma is through a backdoor. With *The Forbidden Game*, Dan Washburn has opened just such a portal for anyone finding the People's Republic of China's unexpected progress perplexing to understand, much less to explain. By giving us a grand tour of the surprising boom in the game of golf in China, he not only illuminates a very concrete slice of life, but gives us a graphic and readable sense of both the energy and inertia that lay at the center of the contradictory phenomena that has come to be known as 'China's rise.'" -**Orville Schell**, Director of the Center on US-China Relations and author of *Wealth and Power: China's Long March to the Twenty-First Century*

"Every bit as energetic and ambitious as the burgeoning China it so evocatively portrays, *The Forbidden Game* is a truly memorable feat of reporting and storytelling. By chronicling the ascent of golf in a nation whose newfound affluence has brought it as much turmoil as joy, Dan Washburn gets to the heart of what makes China's messy rise one of the century's most compelling tales. A book this richly observed and deeply humane is an all-too-rare beast these days; read it, and then cherish it." -**Brendan I. Koerner**, author of *The Skies Belong to Us*

"When I picked up *The Forbidden Game*, I had absolutely no interest in golf or any of its ramifications-or so I thought. Once I began reading, I became genuinely engrossed by the dreams, disappointments and achievements of the colorful cast of characters here. The security guard who turns himself into one of China's first professional golfers; the lychee farmer who finds an enormous resort complex springing up around him; the Chinese governmental and business entrepreneurs with dreams of transforming their cities' fortunes, and their own; the foreign athletes and experts in the middle of this frenzy and only half understanding it. It is a rich and fascinating drama on its own terms, and a wonderful portrait of China at this stage of its growth and confusion. It even made me care, a little, about golf." -**James Fallows**, author of *Postcards from Tomorrow Square* and *China Airborne*

## Marketing Plans

- Author appearances targeting ESPN, CNN, and cable and network TV business and new programs
- Interviews targeting NPR Sports and Frank Deford
- Features and reviews targeting *Fast Company*, *Forbes*, *Fortune*, *Harvard Business*

*Review, Inc., Bloomberg Businessweek, Foreign Policy, and The Economist*

- Features and reviews targeting major daily newspapers, including *The New York Times, The Globe and Mail, The Toronto Star, the Los Angeles Times, The Washington Post, Chicago Tribune, The Boston Globe, San Francisco Chronicle, The Seattle Times, The Dallas Morning News, Tampa Bay Times, Orlando Sentinel, and Houston Chronicle*
- Serial rights targeting in-flight magazines
- Print publicity tied to Father's Day round-ups targeting *Men's Journal, Sports Illustrated, Esquire, Vanity Fair, Golf Digest, Golf World, Golf, and Reader's Digest*
- Online excerpts and op-eds targeting *The New Yorker, Slate, Salon, The Huffington Post, and more*



## **Smaller Faster Lighter Denser Cheaper** **How Innovation Keeps Proving the Catastrophists Wrong**

Robert Bryce

### **Summary**

In the face of today's environmental and economic challenges, doomsayers preach that the only way to stave off disaster is for humans to reverse course: to de-industrialize, re-localize, ban the use of modern energy sources, and forswear prosperity. But in this provocative and optimistic rebuke to the catastrophists, Robert Bryce shows how innovation and the inexorable human desire to make things Smaller Faster Lighter Denser Cheaper is providing consumers with Cheaper and more abundant energy, Faster computing, Lighter vehicles, and myriad other goods. That same desire is fostering unprecedented prosperity, greater liberty, and yes, better environmental protection.

Utilizing on-the-ground reporting from Ottawa to Panama City and Pittsburgh to Bakersfield, Bryce shows how we have, for centuries, been pushing for Smaller Faster solutions to our problems. From the vacuum tube, mass-produced fertilizer, and the printing press to mobile phones, nanotech, and advanced drill rigs, Bryce demonstrates how cutting-edge companies and breakthrough technologies have created a world in which people are living longer, freer, healthier, lives than at any time in human history.

The push toward Smaller Faster Lighter Denser Cheaper is happening across multiple sectors. Bryce profiles innovative individuals and companies, from long-established ones like Ford and Intel to upstarts like Aquion Energy and Khan Academy. And he zeroes in on the energy industry, proving that the future belongs to the high power density sources that can provide the enormous quantities of energy the world demands.

The tools we need to save the planet aren't to be found in the technologies or lifestyles of the past. Nor must we sacrifice prosperity and human progress to ensure our survival. The catastrophists have been wrong since the days of Thomas Malthus. This is the time to embrace the innovators and businesses all over the world who are making things Smaller Faster Lighter Denser Cheaper.

### **Author Bio**

**Robert Bryce** is the acclaimed author of four previous books, including, most recently, *Power Hungry: The Myths of "Green" Energy and the Real Fuels of the Future*. A senior fellow at the Manhattan Institute, his articles have appeared in dozens of publications, including the *Wall Street Journal*, *New York Times*, *Washington Post*, *Guardian*, *Austin Chronicle*, *Bloomberg View*, *Counterpunch*, and *National Review*. An apiarist, he lives in Austin with his wife, Lorin, and their three children.

### **Quotes**

"A celebration of innovations that have produced cheaper and more abundant energy, faster computing, lighter vehicles and other technological benefits....Bryce [is a] booster for business and technology; he makes many intriguing arguments in this 'rejoinder to the doomsayers [and] rebuttal to the catastrophists who insist that disaster lurks just around the corner.'" - **Kirkus Reviews**

"For years, Robert Bryce has been calling for rationality on energy policy. In this book, Bryce goes beyond energy to explain why the innovation that drives entrepreneurs is the way of the future. I'm an unapologetic capitalist. Reading Smaller Faster has only fortified my belief that the best way to address poverty is through entrepreneurial capitalism that produces more innovation and progress."

- **John Mackey, co-founder and co-CEO, Whole Foods Market, and co-author of *Conscious Capitalism***

"Robert Bryce may be our finest observer of the energy scene. Smaller Faster Lighter Denser Cheaper displays all the virtues -- the contacts, the technical savvy, the wit and clear thinking - that make Bryce indispensable." - **Charles R. Morris, author of *The Dawn of Innovation and Comeback***

"Don't be misled by Robert Bryce's very breezy style. His new book makes important and positive observations about the world's energy future. You don't have to agree with every one of his attitudes or conclusions to hope that the reporting and arguments in

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charts

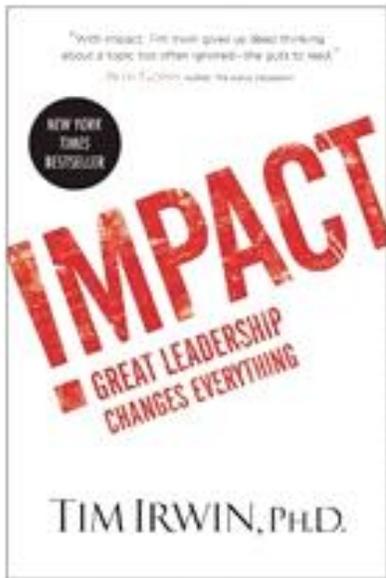
Business & Economics

/ Industries

the book are taken seriously, and that the innovators and start-ups he vividly describes get the support they need." -**James Fallows**

## **Illustrations**

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## Impact

### Great Leadership Changes Everything

Tim Irwin, Mark Albers

#### Markup Note:

Rights Sold: Chinese (Simplified): Shiwen Book Co.

For more than 25 years, organizational psychologist and management consultant Dr. Tim Irwin has worked with thousands of leaders in well-known global companies. He knows most leaders work for recognition and advancement and they want more challenge and responsibility. He's also found this to be true: Most of us want to make a positive difference through our work and to have our lives count for something more than simply making a living. We want to make an impact.

Yet when we look around our organizations, we don't see many leaders who have real impact. We see them just managing the daily rat race. Somewhere along the line, many began working for money instead of for meaning, for status instead of for a lasting legacy.

In *Impact*, Irwin identifies the principles and beliefs that lead to great leadership—ways in which you can grow and thrive and be trusted by others. Learn how to be the kind of leader that motivates others in meaningful work and great accomplishments and what you can do to stay on track so you avoid a path of personal destruction so many leaders go down today.

Accessible, humorous, and engaging, Irwin's latest book shows you how to live the vision you began your career with and then finish strong for a lasting impact, the hope of every great leader.

#### Summary

##### **New York Times bestseller**

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Yet when we look around our organizations, we don't see many leaders who have real impact. We see them just managing the daily rat race. Somewhere along the line, many began working for money instead of for meaning, for status instead of for a lasting legacy.

In *Impact*, Irwin identifies the principles and beliefs that lead to great leadership—ways in which you can grow and thrive and be trusted by others. Learn how to be the kind of leader that motivates others in meaningful work and great accomplishments and what you can do to stay on track so you avoid a path of personal destruction so many leaders go down today.

Accessible, humorous, and engaging, Irwin's latest book shows you how to live the vision you began your career with and then finish strong for a lasting impact, the hope of every great leader.

#### Author Bio

A psychologist and business consultant for more than 25 years, **Dr. Tim Irwin** has worked in numerous diverse industries with a number of America's most well-known and respected global companies. He is a frequent speaker on leadership development and other topics related to organizational effectiveness.

He is the author of two critically acclaimed books, *Run with the Bulls without Getting Trampled* and *Derailed: Five Lessons Learned from Catastrophic Failures of Leadership*. Irwin has been a frequent contributor to numerous national media outlets, including Fox Business News, *Fox & Friends*, *CNBC*, *The Wall Street Journal*, *Investor's Business Daily*,

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256 pages  
B&W illustrations, charts  
Business & Economics  
/ Leadership

and *Businessweek*.

## Quotes

"With *Impact*, Tim Irwin gives us deep thinking about a topic too often ignored—the guts to lead. We each have the ability, if we choose to take the leap."

**-Seth Godin, author of *The Icarus Deception***

"An excellent read that focuses us on the core values and foundational issues needed to sustain a leader in today's difficult business environment. *Impact* will cause you to think critically about who you are and what you're trying to accomplish."

**-Michael L. Ducker, CEO and President, FedEx International**

"Dr. Tim Irwin's new book, *Impact*, demonstrates how great leadership can make the difference between success and failure, and play an important role in improving the lives of others. Tim's book is a wonderful 'how to' for any individual looking to take on this leadership task."

**-Robert A. McDonald, Chairman, President, and CEO (ret), The Procter & Gamble Company**

"Tim Irwin provides thoughtful, practical, and meaningful ways for leaders to avoid the pitfalls of power and pride that too often bring down a leader. I recommend it to everyone, but especially to those leaders on the rise in their career."

**-Dave Ridley, Senior Vice President, Southwest Airlines**

"In *Impact*, author Tim Irwin digs deeply into the inner core of leaders to discover what enables them to succeed and why many derail. If you heed Tim's counsel, you will become a better leader."

**-Bill George, Professor, Harvard Business School and author of *True North***

"Dr. Tim Irwin gives us the keys to having an impact and sustaining great leadership."

**-Horst Schulze, CEO and Chairman, Capella Hotel Group (Formerly, Founding president and COO of Ritz-Carlton Hotels)**

"Tim Irwin's new book, *Impact*, hits on the key issue of our time, the crisis of leadership. Principled leadership from the 'core,' as Tim puts it, will be critical to putting our leaders and business ethics back on track."

**-Kevin Race, President and COO, Mortgage Banking, J.P. Morgan Chase**

"Dr. Tim Irwin challenges us to take a deep dive and understand what truly makes us tick as leaders. He follows this with practical suggestions that I for one implemented immediately, with visible results!"

**-Diana Derycz-Kessler, CEO, The Los Angeles Film School**

"This book gets to the heart of what makes some leaders great and why others become catastrophic failures. I rarely find a book that I recommend to everyone I know—*Impact* is one of those."

**-Wayne Huizenga, President, Huizenga Holdings**

"Tim Irwin has written a very thoughtful and insightful book with great advice and counsel for every person leading or desiring the opportunity. I wish that it had been available to me early in my career as a leader."

**-David M. Ratcliffe, Chairman, President and Chief Executive Officer of Southern Company (ret)**

"In his latest book on leadership, Tim vividly demonstrates why we want so much more from our leaders than simply running a successful team or organization. If you aspire to be the kind of authentic, courageous, humble leader that people want to follow, you will find Tim's stories and insights to be most relevant."

**-Bonnie P. Wurzbacher, SVP, Global Customer & Channel Leadership, The Coca-Cola Company (ret), Chief Resource Development Officer, World Vision, Int'l, London, UK**

"As CrossFit, P90X, or personal trainer-led work out regimens are for disciplined physical fitness enthusiasts, so *Impact* is for disciplined intellectual and emotional leadership enthusiasts. Dr. Irwin helps the reader learn practical habits to strengthen and protect

their core-their leadership core."

**-Thomas K. Sittema, CEO, CNL Financial Group**

"Every leader is just one decision away from devastating failure. The only guardrail is the preparation leaders do ahead of time to know themselves, to set their principles and to hold themselves accountable. Tim Irwin gives us a template for this soul journey."

**-Cheryl Bachelder, CEO, Popeyes Louisiana Kitchen**

"Dr. Tim Irwin has delivered a book that is practical, easy to read, and offers a high-impact formula for great leadership. The world needs leaders who know what they believe and have the personal integrity and support systems in place to lead from their core."

**-Brandon Barnholt, President and CEO, KeHE Distributors**

"Dr. Irwin contrasts both good and bad leadership in a clear and practical way that provides a true roadmap for anyone interested in strengthening their managerial skills. Leaders in all areas of organizations will find Dr. Irwin's insights both foundational and relevant to navigating through today's career challenges."

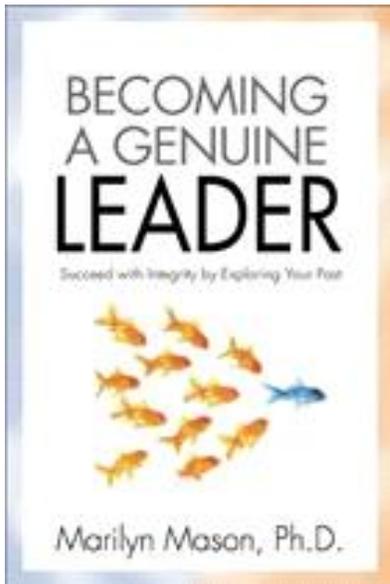
**-Walter Rakowich, CEO, Prologis (ret)**

"When you read Dr. Tim Irwin's latest book, *Impact: Great Leadership Changes Everything*, be ready to take notes and take action, because meaningful self-revelations are on their way."

**-Glenn A. Youngkin, CEO, The Carlyle Group**

"Tim Irwin has a unique way of bringing out the best in leaders. Read *Impact* expecting to come away with new insights that will change how you approach leadership."

**-Mac McQuiston, CEO, The CEO Forum**



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/ Leadership

## **Becoming a Genuine Leader** **Succeed with Integrity by Exploring Your Past**

Marilyn Mason

### **Key Selling Points**

- Among the business books out there, there's nothing that addresses workplace dysfunction from a psychological family system perspective that examines leadership styles in relationship to family history and roles
- Readers gain understanding in how to deal with their past, learned behavior to help turn shame-filled, dysfunctional behaviors that may be sabotaging productivity, reputation and individual success into new behaviors geared to a more genuine and authentic leadership style
- Author Marilyn Mason is an internationally recognized consultant and speaker, frequently working with Fortune 50 corporations, therefore having many high profile connections in both the corporate and social services worlds
- Marilyn also has a very active online presence: Website url: [marilynmason.com](http://marilynmason.com); facebook: [marilynmason](https://www.facebook.com/marilynmason); YouTube: [themarilyn8](https://www.youtube.com/user/themarilyn8); as well as twitter, LinkedIn and a forthcoming blog
- *Becoming a Genuine Leader* teaches that when in touch with their authenticity, leaders can apply their power to create a thriving, positive environment with clearly recognized cultural values
- This book takes some of the valuable concepts regarding shame resilience and authenticity made popular by Brene Brown in *The Gifts of Imperfection* and *Daring Greatly* and applies them to succeeding in the workplace

*Becoming a Genuine Leader* takes a fresh and interesting look at succeeding in corporate culture by helping people connect their formative life experiences with the way they lead in the workplace and manage misdirected behaviors in others.

### **Summary**

**Are politics your biggest stressor at work? *Becoming a Genuine Leader* will help you develop the skills and self-awareness to navigate the challenges of your work culture with integrity at your core.**

Most of us don't intend to operate with greed, cynicism, dishonesty, or passive aggression. Often we don't even realize that we are acting out. Other times we feel driven to these things by others' equally unsavory behaviors. But to become a truly impactful leader, we must get in touch with our authenticity and apply our power and privilege to engender positive cultural values.

Just as our success at work can come from strengths our families have nurtured in us, all too often these assets can be eclipsed by the dysfunctional behaviors also born from our past. In *Becoming a Genuine Leader*, Marilyn Mason teaches us how to lead from within by understanding our past and changing the behaviors and communication styles that have compromised our integrity. She reveals that when we honestly look into our family culture and understand the impact of denying or hiding emotions, essential changes in how we manage and work with colleagues will take place. As personal insight results in more open interaction and cooperation, both rising and established leaders can see a work environment come alive with greater trust and creativity.

### **Author Bio**

President of Mason & Associates, LLC, and former University of Minnesota faculty member, **Marilyn Mason** is an internationally recognized consultant and speaker on executive leadership development and coaching. Her prior books include *Facing Shame*, *Making Our Lives Our Own* (Harper), and *Seven Mountains: The Inner Climb to Commitment* (Dutton). She resides in Santa Fe, New Mexico.

### **Quotes**

"Marilyn Mason's brilliant book *Becoming a Genuine Leader* will empower you. Starting by digging deeply into your life story and family history, she enables you to avoid derailing behaviors in order to flourish as your authentic self. I have learned a great deal from Marilyn, and so will you if you explore her wisdom and follow her counsel. You'll be very glad you did."

--Bill George, professor at Harvard Business School and former chair and CEO of Medtronic

"This book is filled with enormous empathy, heart-felt humanity, and deep wisdom. If you aspire to authentic leadership you need to read--and heed--this book."

--Alan M. Webber Co-founder, *Fast Company* magazine

"If you are like me, you are always trying to get better at what you do--a better parent, a better spouse, a better leader. We read books, listen to webcasts, and go to seminars looking for 'authentic' solutions. You need to read Dr. Mason's book, as it gets to the heart of leadership and has real-life stories we can all learn from on our journey. I am honored to be included in *Becoming a Genuine Leader* and look forward to putting the insights I gain into practice. We are all learners, and we strive to achieve our highest calling and purpose; the more we learn, the better we lead, and this is a resource for success in all you do."

--Jesse Fink, cofounder of Priceline.com, impact investor, and chairman of MissionPoint Capital Partners

"This is the rare, sanity-saving book on leadership we've all been waiting for--and the one that the world needs most. Beyond teaching us how to create a winning organization, Dr. Mason shows us how to create a winning self that we can bring to all our relationships. The moving and memorable stories alone are worth the price of admission, and Mason's visionary energy offers a timely guide to authentic leadership and a moral future. If you read just one book to become a great leader, make it this one."

--Harriet Lerner, Ph.D., author of *The Dance of Anger* and *Marriage Rules*

"Dr. Mason's psychological insights are stunning. She illuminates the passage to authentic leadership."

--Gail Sheehy, author of *Passages*

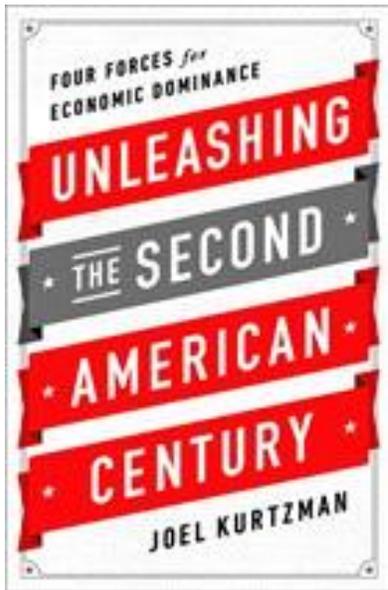
"Over a lifetime, Marilyn Mason has guided the great and small through the portals of personal discovery into wisdom and freedom. In this fascinating, readable, book she describes a path to genuine leadership."

--Craig Barnes, author, lecturer, playwright and radio host

## **Marketing Plans**

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- National publicity campaign to television, print, radio media with focus on the corporate world, finance, tax, accounting, legal markets
- Niche publicity campaign to business, mental health media
- Blog tour
- Galley mailing to top media and bookstores
- Facebook and Twitter campaign
- Business list buy with email promotion
- E-news feature in Hazelden's "Recovery Matters" newsletter to alumni, development, and other key contacts
- Featured in Hazelden's bi-annual "Voice" magazine-like publication to alumni and other key contacts
- Excerpt from the book in Hazelden Publishing's "Courage to Change" consumer e-newsletter
- Featured on hazelden.org/bookstore home page
- Featured in Hazelden's "Reaching Out" newsletters put out by regional outreach reps to key contacts
- Featured on an order insert into all purchases made direct from Hazelden
- Excerpt and feature product in consumer catalogs (90,000 contacts)
- Featured in the "Client Resource Guide" bound into the annual professional catalog to treatment, mental health, and criminal justice professionals--print and online versions
- Author to promote books at her training and speaking engagements
- Academic promotion utilizing Perseus's catalogs and web site
- Flyer created for author use in promotion
- Coop is available for prominent title display and promotion
- BEA signage and galley giveaway



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charts and graphs  
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/ Government & Business

## Unleashing the Second American Century

### Four Forces for Economic Dominance

Joel Kurtzman

#### Summary

Political gridlock in Washington... the lingering effects of the financial crisis... structural problems such as unemployment and the skills gap of our work force... the mediocre K-12 educational system. Are our best days behind us?

Joel Kurtzman persuasively shows why all the talk about America's decline is not only baseless but dead wrong. Our best days, are, in fact, ahead of us.

Four transformational forces-unrivaled manufacturing depth, soaring levels of creativity, massive new energy sources, and gigantic amounts of capital waiting to be invested-have been gathering steam. When combined they will provide the foundation for a much stronger economy, robust growth, and broad-based prosperity that will propel the United States to new heights.

One endlessly repeated anxiety is that "we don't make anything here, anymore." The reality, though, is that the US is the world's dominant manufacturing power-and growing. American companies produce 20 percent of the world's goods in the US and perhaps another 15 to 20 percent outside our country. And much of what we make is recession-proof-such as software, jetliners, medical devices, pharmaceuticals, chemicals, and food.

Kurtzman reveals the stories of the unsung heroes who are the creative force leading the second American century, describing the payoff of the investment in our best minds. American companies have stunning levels of talent and creativity at work in the world's fastest growing economic sectors-biotech, pharmaceuticals, computer hardware and software, telecommunications, advanced manufacturing, materials science, and aeronautical and space engineering. In these fields, Americans are without peer and consistently break new ground.

We are coming to the realization that America is no longer beholden to the despots of foreign energy. Thanks to advances in technology developed in the US, we now have among the world's largest energy reserves, and are richer in energy resources than Saudi Arabia and second only to Russia.

These three strengths-manufacturing, soaring levels of creativity, and energy independence-will be magnified and synergistically combined with the unprecedented amount of capital that now lies idle. US companies of all types are hoarding cash and securities worth more than \$4 trillion-an amount larger than the world's fourth largest economy, Germany. When the money starts flowing and is invested, it will rapidly propel every part of the economy forward.

#### Author Bio

**Joel Kurtzman** is senior fellow at the Milken Institute, a member of the editorial board of *MIT Sloan Management Review*, and a senior fellow at the Wharton School's SEI Center for Advanced Studies in Management. Earlier in his career, Kurtzman was the editor-in-chief of *Harvard Business Review*, founding editor-in-chief of *Strategy + Business* magazine, and global partner at PricewaterhouseCoopers. Follow him on Twitter @jkurtzman.

#### Quotes

"[Kurtzman] offers an upbeat, mouthwatering forecast...[his] overall thesis is certainly plausible and makes for an intriguing and at times very informative read." -**Wall Street Journal**

"If you want to feel good about America's future, read Kurtzman."-**Financial Times**

"Fasten your seat belts. If Kurtzman...is right, the American economy is fueled for an unprecedented takeoff into a new era of economic growth...[*Unleashing the Second*

*American Century*] offer[s] many exciting possibilities for America's future."-**Kirkus**

"Finally, some good news about the U.S. domestic economy and its place in the global economy. Contrary to doomsday predictions, the U.S. is poised for a second era of economic and political dominance on the world stage, argues economist Kurtzman. This book is chock-full of statistics but has a lively narrative that makes the data highly accessible. In addition, Kurtzman takes reader on a tour of some of the most vibrant sectors of the U.S. economy, starting with Cambridge, Massachusetts, which has impressive research facilities in biotech, telecommunications, and pharmaceuticals. He goes on to detail innovations in the energy sector and promises of a recharged manufacturing sector focused on recession-proof arenas such as software, jetliners, and food. This is a thoughtful, well-researched book, but it's the good news that makes it such good reading."-**Booklist**

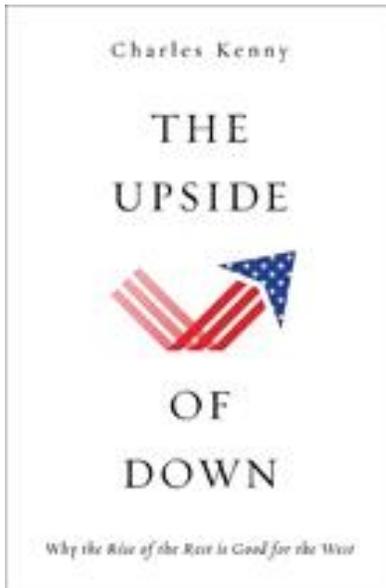
## **Marketing Plans**

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- National radio publicity
- Business reviews and features
- Political opinion media

## **Illustrations**

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## **The Upside of Down** **Why the Rise of the Rest is Good for the West**

Charles Kenny

### **Markup Note:**

Rights Sold: Chinese (Simplified): Grand China Publishing

A World Bank economist turns conventional reasoning on its head and argues that no longer being number one is actually in America's best interest.

### **Summary**

America is in decline, and the rise of the East suggests a bleak future for the world's only superpower - so goes the conventional wisdom. But what if the traditional measures of national status are no longer as important as they once were? What if America's well-being was assessed according to entirely different factors?

In *The Upside of Down*, Charles Kenny argues that America's so-called decline is only relative to the newfound success of other countries. And there is tremendous upside to life in a wealthier world: Americans can benefit from better choices and cheaper prices offered by schools and hospitals in rising countries, and, without leaving home, avail themselves of the new inventions and products those countries will produce. The key to thriving in this world is to move past the jeremiads about America's deteriorating status and figure out how best to take advantage of its new role in a multipolar world. A refreshing antidote to prophecies of American decline, *The Upside of Down* offers a fresh and highly optimistic look at America's future in a wealthier world.

### **Author Bio**

**Charles Kenny**, previously a senior economist at the World Bank, is now a senior fellow at the Center for Global Development and a columnist for *Bloomberg Businessweek* and *Foreign Policy* magazines. He lives in Washington, DC.

### **Quotes**

"[A] lively little book.... [Kenny's] convincing conclusion argues that Western countries should take steps now to lock in global rules and institutions that will protect their interests and values in a future in which they will be less powerful."

**-Foreign Affairs**

"Among the many tomes that have been written on (relative) American decline, Charles Kenny's new book, *The Upside of Down*, is the rare one that embraces it.... His book proves not only a 'refreshing antidote to prophecies of American decline,' to quote the dust jacket, but also an idea-rich guide for preventing such prophecies from becoming self-fulfilling.... Kenny makes a compelling case that 'the greatest threat to a brighter future is to dwell on the risk of failure.'"

**-Boston Review**

"Upbeat without being Panglossian, Kenny's starting point is that the relative decline is inevitable. The rise of the rest is not only well under way. It is also desirable.... Kenny's account of US misdirectedness is salient. Yet he never strays too far from his chief argument-the west has all the resources it needs to make life better for all of its people. That, after all, is what the game should be about."

**-Financial Times**

"[Kenny] argues that just because one nation is winning does not mean another must lose; instead, he shows convincingly how the benefits of success spread far beyond borders.... [H]is statistic-laden polemic is ultimately a glorious hymn to the transformative powers of globalisation, showing the beneficial impact for everyone as countries become richer, healthier and smarter.... Once again, Kenny offers a powerful antidote to the poisonous pessimism that prevails in too many places."

**-The Observer (UK)**

"An optimistic view of the future economy-refreshing..."

**-Kirkus Reviews**

"Charles Kenny is the real deal: an optimist with an economist's data to back him up. So

when he looks at the glass and sees it's half full-you can rest assured it's not because he needs new contacts. In *The Upside of Down*, he carefully dismantles our preconceived notions about American decline and the rise of the rest-and makes a convincing case by the end for why we shouldn't be too worried about either."

**-Susan Glasser, editor, *POLITICO Magazine***

"America's declining influence in the world has been the subject of many books, articles and spirited debates. Charles Kenny explains why the declinists are wrong and surprises us with insights that are as original as they are persuasive. Read this book if you want to be reassured about America's future."

**-Moisés Naim, Carnegie Endowment and author of *The End of Power: From Boardrooms to Battlefields and Churches to States, Why Being In Charge Isn't What it Used to Be***

"Only Charles Kenny could write a cheerful book about decline. But by showing that relative decline actually means absolute gain when measuring the progress of the United States against rising powers such as Brazil, India, China, and parts of Africa, Kenny opens the door to a far more positive vision of the future, one that is backed by data rather than dreams and that inspires both hope and energy. *The Upside of Down* turned my world right side up!"

**-Anne-Marie Slaughter, President and CEO of the New America Foundation and Bert G. Kerstetter '66 University Professor Emerita of Politics and International Affairs, Princeton University**

"This book is the essential guide to understanding, and being rationally optimistic about, the weakening West, rising Rest, globalizing all story that is now playing out. Charles Kenny, admirably conversant with the facts and research, lays this story out with clarity, lightness, and insight."

**-Arvind Subramanian, Senior Fellow, Peterson Institute for International Economics and author of *Eclipse: Living in the Shadow of China's Economic Dominance***

### **Marketing Plans**

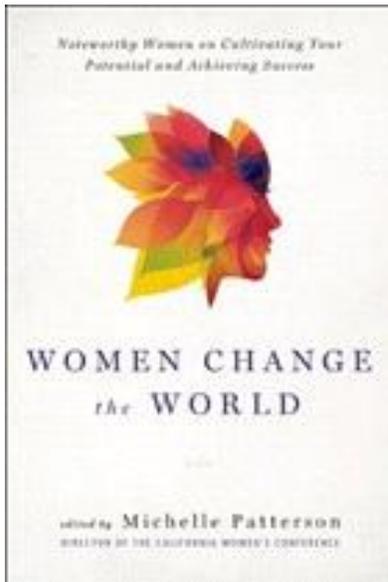
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Tie into author speaking schedule  
Media and events from Washington, DC  
National broadcast campaign  
National print campaign  
Online campaign

### **Links**

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- [CharlesKenny.Blogs.com](http://CharlesKenny.Blogs.com)
- [ForeignPolicy.com/Category/Section/The\\_Optimist](http://ForeignPolicy.com/Category/Section/The_Optimist)



## Women Change the World

Michelle Patterson

### Summary

*Women Change the World* is a collection of world-changing women—from actresses, recording artists, and writers to businesswomen and other high-profile female professionals—on women's unique contributions to society.

*Women Change the World* will be released in conjunction with the California Women's Conference, which offers its attendees inspiration, resources, and connections to take the next steps in their businesses, personal development, or philanthropic endeavors. 2012's conference speakers included Marcia Cross, Donna Karen, Gloria Allred, and many others.

*Women Change the World* aims not only to show how women can be the heart of success, but also to inspire other women to go out and change the world themselves.

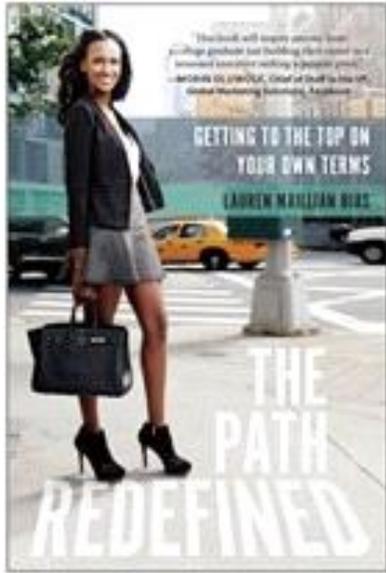
### Author Bio

A recognized visionary and lauded business accelerator, **Michelle Patterson** is a written contributor and guest on media outlets including The Huffington Post, CNBC, Fox Business News, and Bloomberg. Most recently, Patterson successfully oversaw the 2012 California Women's Conference, continuing the tradition of this historical event that has featured thought leaders and A-list celebrities such as Michelle Obama, Laura Bush, and Jane Fonda. Under Patterson's leadership, this year's conference received critical acclaim and was covered by the largest media outlets in the world.

Patterson's business acumen and impressive rolodex has led to her being labeled by the media as an "acceleration executive" that focuses on helping individuals, corporations, and small businesses ignite growth. Patterson began her entrepreneurial journey after serving as a Regional Vice President and National Sales Trainer for the world's largest specialized recruiting firm, Robert Half, where she oversaw nine divisions and was recognized for helping generate record revenue growth. When she launched TouchPointe, LLC in July 2006, she continued her track record of impressive revenue growth—leading the company to achieve seven-figure revenue within just six months of launch. TouchPointe was tapped by internet giants Groupon and Living Social early on in their business cycle to help them increase their market share. Today, TouchPointe helps corporations engage women professionals from both a recruitment angle to attract the right talent, as well as customer acquisition angle to increase their market share with identified sub-segments of the highly complex and sought after demographic.

Beyond her notable business success, Patterson is most passionate about her family. She lives in Ladera Ranch, California with her husband, Eric, and their two beautiful children, Jaclyn and Chase.

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Business & Economics / Women  
in Business



## The Path Redefined

### Getting to the Top on Your Own Terms

Lauren Maillian Bias

#### Summary

Success is not about climbing over colleagues or climbing the corporate ladder; it's about the ability to rise to your full potential and tackle challenges with enthusiasm. In today's career climate, you have to be innovative and ambitious and capitalize on your individual talents.

*The Path Redefined: Getting to the Top on Your Own Terms* shows you how to achieve the highest levels of success and satisfaction in business and in life by tapping into the essence of what makes you unique. You can reach the pinnacle of your work and personal lives, faster and more independently than you ever imagined possible-on your own terms.

In *The Path Redefined*, serial entrepreneur Lauren Maillian Bias shares the lessons and tactics that rocketed her to the top of three completely different fields-all before she reached the age of 30. Using her extensive experience as a successful business owner, venture capitalist, and startup advisor, Lauren explains in easy-to-understand terms how to reinvent yourself and plan for success, all while embracing failure but learning from your mistakes.

Including advice and lessons from some of the nation's most successful entrepreneurs and business executives, *The Path Redefined* will become an indispensable tool to maximize your full potential without compromising who you truly are.

#### Author Bio

**Lauren Maillian Bias** is a serial entrepreneur, named by *Essence* magazine to the Class of 2013 African-American Shot Callers. She is the Founder and CEO of Luxury Market Branding, a strategic marketing company, and is a Founding Partner at Gen Y Capital Partners, an early stage venture firm focused on investments in mobile and consumer facing technology-enabled companies. At 19, Lauren founded a boutique winery that quickly became an internationally recognized award-winning wine brand, making her the youngest self-made winery owner in the country. She served as the Chief Operating Officer of the company from inception through the brand's acquisition in 2011.

Lauren often speaks about entrepreneurship, female leadership, marketing, branding, business development, and early stage venture at various conferences and institutions including Harvard, Columbia University, Cornell, and the University of Virginia. She judges the Network for Teaching Entrepreneurship's (NFTE) business plan competition and the incoming classes of Start-Up Chile, an incubator program in support of entrepreneurship sponsored by the Chilean Government. Lauren is an active adviser to several startups and is a mentor to the Pipeline Fellowship and the Women Innovate Mobile Accelerator. Lauren's work has been featured in national media outlets including Forbes, American Express OPEN Forum, Fast Company, and Black Enterprise. In 2011, she was recognized at The White House by the Kauffman Foundation as an Empact100 Award honoree, the top 100 entrepreneurs under 30.

#### Quotes

"*The Path Redefined* is an honest and candid overview of how Lauren has forged her brand and what it takes for a forward-looking individual to build success on their own terms. This book will inspire anyone from a college graduate just building their career to a seasoned executive seeking a passion pivot. It's important for entrepreneurs to build for their future every day, and with this book, Lauren has done just that. Brava!"

**-Morin Oluwole, Business Lead to VP, Global Marketing Solutions at Facebook**

"Lauren's very frank steps to success mirror her road to prosperity: successes built on honesty, resilience, and hard work. She tells it like it is and leaves you with a clear path to go forward and tackle the challenges in front of you."

**-Amanda Pouchot, cofounder of Levo League and contributing writer at Fortune.com**

"Readers beware-you are in for a shot of motivation that will compel you to create the

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Hardback / Cloth over boards

240 pages  
Business & Economics / Careers

successful life you deserve! The stories and advice offered within these pages will inspire and empower you to redefine, pursue, and achieve greater levels of success in your own life."

**-Stacy Francis, CFP®, CDFA™, President and CEO of Francis Financial, Inc.**

"*The Path Redefined* is a great read for the entrepreneur in all of us. As applicable insights for the 20-something as the individual getting ready to launch that encore career."

**-Matthew Harrington, Global COO of Edelman PR**

"*The Path Redefined* is a must-read for those looking to succeed on their own terms. Lauren, a true go-getter and successful entrepreneur, shares her own life experiences and valuable advice that are sure to motivate and inspire readers to go after their goals!"

**-Eric Ripert, chef and co-owner of Le Bernardin**



# BRILLIANT MISTAKES

Paul J. H. Schoemaker



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paperback (US)

144 pages  
Business & Economics  
/ Decision Making & Problem  
Solving

## Brilliant Mistakes

### Finding Success on the Far Side of Failure

Paul J. H. Schoemaker

#### Markup Note:

Rights Sold: Portuguese (Brazil): Elsevier; Taiwanese: Heliopolis Culture Group-Saga Culture; Chinese: CITIC; Czech: Anag; Korean: Maekyung Group

#### Summary

**Named #1 Best Business Book of 2011, by *Patriot-News-PennLive.com***

**If you have ever flown in an airplane, used electricity from a nuclear power plant, or taken an antibiotic, you have benefited from a brilliant mistake.**

Each of these life-changing innovations was the result of many missteps and an occasional brilliant insight that turned a mistake into a surprising portal of discovery. In *Brilliant Mistakes*, Paul Schoemaker, founder and chairman of Decision Strategies International, shares critical insights on the surprising benefits of making well-chosen mistakes.

*Brilliant Mistakes* explores why minimizing mistakes may be the greatest mistake of all, situations when mistakes are most beneficial and when they should be avoided, the counter-intuitive idea that we should deliberately permit errors at times, and how to make the most of brilliant mistakes to improve business results.

*Brilliant Mistakes* is based on solid academic research and insights from Schoemaker's work with more than 100 organizations, as well as his provocative *Harvard Business Review* article with Robert Gunther, "The Wisdom of Deliberate Mistakes." Schoemaker provides a practical roadmap for using mistakes to accelerate learning for your organization and yourself.

#### Author Bio

**Paul J. H. Schoemaker, PhD**, is founder and executive chairman of Decision Strategies International, Inc., and research director of the Mack Center for Technological Innovation at the Wharton School of the University of Pennsylvania. He has advised more than 100 organizations around the world and serves as board chairman of three companies (one based in Europe). He is coauthor with J. Edward Russo of *Decision Traps* and *Winning Decisions*, which jointly sold more than 100,000 copies. He is also author of *Profiting from Uncertainty*, *Peripheral Vision* with George Day, and *Chips, Clones and Living Beyond 100* with Joyce Schoemaker.

#### Quotes

"A roadmap for using business failures to generate path-breaking innovations.... Schoemaker presents broad and deep perspectives on why mistakes remain underutilized portals of discovery in most organizations. Although it may disrupt your mental models, this engaging, wide-ranging, and innovative book is a must-read."

-Clayton Christensen, Kim B. Clark Professor of Business Administration, Harvard University, author of *The Innovator's Dilemma*, *The Innovator's Prescription*, and *The Innovator's Solution*

"All of us, from educators to CEOs, will profit from taking to heart Schoemaker's messages-this book is both brilliant and fun to read."

-John Seely Brown, Co-Chair, Deloitte Center for the Edge, Visiting Scholar & Advisor to the Provost, University of Southern California; Coauthor, *The Power of Pull* and *A New Culture of Learning*

"In *Brilliant Mistakes*, Schoemaker brilliantly pulls off a tricky three-way balance: a solid grounding in behavioral and managerial research, engaging and entertaining examples from many endeavors (business, sports, physics, medicine, music, art, literature), and clear and concrete recommendations for how to make the right kind of mistakes and how to extract the gold that's in them."

-Joshua Klayman, Founding Partner, Humanly Possible, Inc.; Professor Emeritus of Behavioral Science, University of Chicago Booth School of Business

"Elegantly combining stories, personal insights, and practical models, Schoemaker offers both notable inspiration and fine guidance to those in pursuit of true innovation. Not reading this book will be a mistake-and not a brilliant one!"

-Carsten Bjerg, CEO, Grundfos, Denmark

"*Brilliant Mistakes* tackles the hardest stage of the innovation process, namely challenging the current business model and seeing opportunities before others do (box 3 in my terminology)."

-Vijay Govindarajan, Professor at Tuck School of Business at Dartmouth College, Coauthor of *Ten Rules for Strategic Innovators* and *The Other Side of Innovation*

"This is a must-read for anyone seeking both perfection and innovation; short-term performance and long-term learning; the pride of excellence and the humility to make deliberate mistakes; and the tolerance for many dumb mistakes to produce a few brilliant ones."

-Steve Bonner, President and CEO, Cancer Treatment Centers of America

"Essential....With his customary wit and analytic sharpness, Paul Schoemaker explains how to identify and encourage the sort of high-risk, high-return 'mistakes' that can open up new markets, create strategic opportunities, and invigorate organizations."

-Michael Mandel, Chief Economic Strategist, Progressive Policy Institute, and Former Chief Economist, *Business Week*

"Mining mistakes often yields great value immediately, but more importantly, it will change your company's culture to embrace innovation and risk taking over the long run."

-F. Mark Gumz, Retired President and C.E.O. Olympus Corporation of the Americas

"*Brilliant Mistakes* offers a creative and practical road map for designing for and learning from mistakes."

-Yoram (Jerry) Wind, Lauder Professor, Director of SEI Center for Advanced Studies in Management, Academic Director of The Wharton Fellows Program, The Wharton School; Coauthor of *The Power of Impossible Thinking*

"In intriguing style-and with examples from many fields-Paul Schoemaker shows not only how to profit from mistakes but also what kinds of mistakes can lead to better learning and innovation....A great read. Bravo!"

-Robin M. Hogarth, ICREA Research Professor at Universitat Pompeu Fabra, Barcelona, author of *Educating Intuition, Judgement and Choice*, and *Dance with Chance*

"Schoemaker lays the foundation for corporations to fundamentally alter their DNA by teaching us how to reframe our thinking about mistakes by making them a part of our accepted 'rules of engagement'....A DIY handbook for every leader seeking to make a difference."

-Govi Rao, CEO, Noveda

"An utterly brilliant book... Kudos to Schoemaker for highlighting such an important aspect of creating value from unexpected outcomes! It is a must-read for every researcher and innovation leader in every organization."

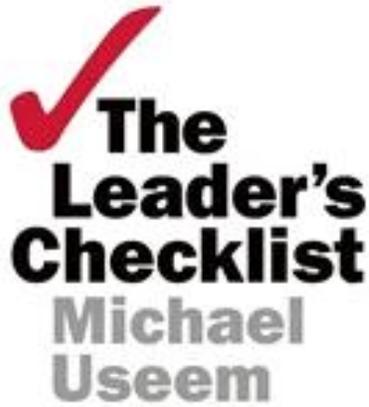
-Larry Huston, CEO, 4iNNO, and Former Innovation Officer, Procter & Gamble

**EXPANDED EDITION**

## **The Leader's Checklist, Expanded Edition**

**15 Mission-Critical Principles**

Michael Useem



### **Markup Note:**

Rights Sold: Portuguese (Brazil): Elsevier; Chinese: CITIC; Korean: Maekyung Group

### **Author Bio**

**Michael Useem** is Director of the Center for Leadership and Change Management and William and Jacalyn Egan Professor of Management at The Wharton School of the University of Pennsylvania. He is the author of *The Leader's Checklist*, *The Leadership Moment*, *Investor Capitalism*, and *The Go Point*, among other books. *The Leadership Moment* was included in The 100 Best Business Books of All Time, written by the business book experts at 800-CEO-READ, and listed as one of the 10 best leadership books on the *Washington Post's* "Leadership Playlist." Useem's articles have appeared in the *Chicago Tribune*, *Fast Company*, *Financial Times*, *Fortune*, *Harvard Business Review*, *McKinsey Quarterly*, *New York Times*, *U.S. News & World Report*, *Washington Post*, *Wall Street Journal*, and elsewhere.

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Useem has presented programs and seminars on leadership development with American Express, China Minsheng Banking Corporation, Citigroup, Coca-Cola, Comcast, Eli Lilly, Estée Lauder, Fidelity Investments, GlaxoSmithKline, Goldman Sachs, Google, Grupo Santander, Hewlett-Packard, Intel, Johnson & Johnson, Microsoft, Morgan Stanley, Motorola, National Football League, New York Fire Department, The New York Times, Nokia, Pew Charitable Trusts, PriceWaterhouse Coopers, Samsung, U.N. Development Programme, U.S. Department of Justice, U.S. Department of Veteran Affairs, U.S. Marine Corps, U.S. Military Academy, World Economic Forum, and other organizations.

### **Quotes**

"One of the most brilliant, original, and exciting leadership books I've read in a long time. On top of all that, it will be the most useful and concise book on leadership you'll ever read!"

-Warren Bennis, Distinguished Professor of Business, University of Southern California, and author of *Still Surprised: A Memoir of a Life in Leadership*

"With this compact handbook, Mike Useem provides leaders what they all say they want and need but rarely get: a kick-in-the-pants reminder of those parts of the job they have neglected. The boss is now forewarned."

-Steven Pearlstein, *Washington Post* business columnist and moderator of the On Leadership website

"Leading an enterprise comes down to a set of enduring principles, and *The Leader's Checklist* compellingly captures the most vital. Michael Useem has written the essential companion for anybody whose leadership is on the line, a concise primer for corporate liftoffs and controlled landings."

-Ram Charan, advisor to CEOs and boards, and coauthor of the bestsellers *Execution: The Discipline of Getting Things Done* and *The Leadership Pipeline*

"A tightly written and superbly designed publication, *The Leader's Checklist* reads like an adventure yarn, but packs a goldmine of scholarship and tested observations, that surrounds a list of fifteen principles that guide and teach managers to make on-target, effective business decisions, under real pressure."

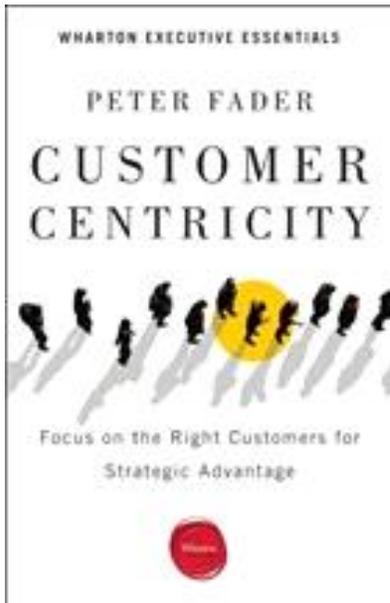
-Blogcritics

"Leaders often work well by operating on gut instinct, but at times they need to reflect on their actions and their consequences. *The Leader's Checklist* can refresh a leader's sense of purpose as well as invigorate his or her calling to lead others."

-John Baldoni, SmartBlog on Leadership

"*The Leader's Checklist* is a tightly written 15,000-word book that gets to the point quickly. It may well set the bar for quality writing and amount of content for other business-related digital books in the future...The book is beneficial to those professionals in a leadership role of any kind, including teachers, nurses or any type of

professional."  
-Patricia Faulhaber, Suite101



## Customer Centricity

### Focus on the Right Customers for Strategic Advantage

Peter Fader

#### Markup Note:

Rights Sold: Portuguese (Brazil): Elsevier; Chinese (Simp.): CITIC; Korean: Maekyung Group

#### Summary

##### **Not all customers are created equal.**

Despite what the tired old adage says, the customer is not always right. Not all customers deserve your best efforts: in the world of customer centricity, there are good customers...and then there is pretty much everybody else.

Upending some of our most fundamental beliefs, renowned behavioral data expert Peter Fader, Co-Director of The Wharton Customer Analytics Initiative, helps businesses radically rethink how they relate to customers. He provides insights to help you revamp your performance metrics, product development, customer relationship management and organization in order to make sure you focus directly on the needs of your most valuable customers and increase profits for the long term.

#### Author Bio

**Peter S. Fader** is the Frances and Pei-Yuan Chia Professor of Marketing at the Wharton School of the University of Pennsylvania. He is also the Co-Director of the Wharton Customer Analytics Initiative, an academic research center focused on fostering productive collaborations between data-driven firms and top academic researchers around the world. Fader has been quoted or featured in *The New York Times*, *The Wall Street Journal*, *The Economist*, *The Washington Post*, and on NPR, among other media.

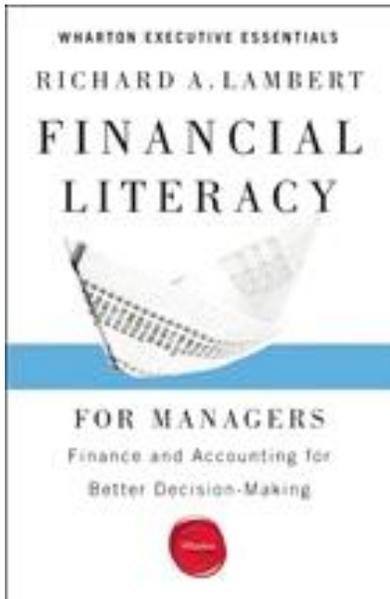
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Business & Economics  
/ Accounting

## **Financial Literacy for Managers** **Finance and Accounting for Better Decision-Making**

Richard A. Lambert

### **Markup Note:**

Rights Sold: Chinese (comp.): EcoTrend Publications; Chinese (simp.): CITIC; Korean: Maekyung Group

### **Summary**

#### **The language of business**

In order to understand how your business is performing right now and to evaluate, assess, and devise new strategies to boost future performance, you need information. Financial statements are a critical source of the information you need.

In direct and simple terms, Richard A. Lambert, Miller-Sherrerd Professor of Accounting at the Wharton School of the University of Pennsylvania, demystifies financial statements and concepts and shows you how you can apply this information to make better business decisions for long-term profit. You will learn to use and interpret financial data; find out what we can learn from Pepsi, Krispy Kreme, General Motors, and other companies; learn how to evaluate investment strategies; and apply your financial know-how to develop a coherent business strategy.

### **Author Bio**

**Richard A. Lambert** is Miller-Sherrerd Professor of Accounting at the Wharton School of the University of Pennsylvania, where he teaches finance and accounting in the MBA and Executive Education programs, as well as seminars in the doctoral program. The recipient of several teaching awards, his articles have appeared in *The Accounting Review*, *Journal of Accounting Research*, *Journal of Accounting and Economics*, *Rand Journal of Economics*, and *Strategic Management Journal*.

HOW  
GAME THINKING  
CAN REVOLUTIONIZE  
YOUR BUSINESS



KEVIN WERBACH  
DAN HUNTER



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## For the Win

### How Game Thinking Can Revolutionize Your Business

Kevin Werbach, Dan Hunter

#### Markup Note:

Rights Sold: Japanese: Hankyu; Chinese: Cheers; Russian: Ideabook; Korean: Maekyung Group

#### Summary

##### Take your business to the next level-*for the win*

Millions flock to their computers, consoles, mobile phones, tablets, and social networks each day to play World of Warcraft, Farmville, Scrabble, and countless other games, generating billions in sales each year. The careful and skillful construction of these games is built on decades of research into human motivation and psychology: A well-designed game goes right to the motivational heart of the human psyche.

In *For the Win*, authors Kevin Werbach and Dan Hunter argue persuasively that gamemakers need not be the only ones benefiting from game design. Werbach and Hunter are lawyers and World of Warcraft players who created the world's first course on gamification at the Wharton School. In their book, they reveal how game thinking-addressing problems like a game designer-can motivate employees and customers and create engaging experiences that can transform your business.

*For the Win* reveals how a wide range of companies are successfully using game thinking. It also offers an explanation of when gamifying makes the most sense and a 6-step framework for using games for marketing, productivity enhancement, innovation, employee motivation, customer engagement, and more.

In this illuminating guide, Werbach and Hunter reveal how game thinking can yield winning solutions to real-world business problems. Let the games begin!

#### Author Bio

**Kevin Werbach** is an associate professor of legal studies and business ethics at The Wharton School, University of Pennsylvania. He is also the founder of the Supernova Group, a technology analysis and consulting firm. He co-led the review of the Federal Communications Commission for the Obama-Biden Transition Project. Called "one of the few policy wonks who really got it" by *Wired*, he helped develop the United States Government's e-commerce policy, shaped the FCC's approach to Internet issues, and authored *Digital Tornado*, the first comprehensive analysis of the implications of the Internet. A sought-after speaker and commentator, Werbach appears frequently in print and broadcast media including CNN, CNBC, NPR, ABC News, *USA Today*, *The New York Times*, *The Wall Street Journal*, and *The Washington Post*. His writing has appeared in *Harvard Business Review*, *Fortune*, *The Industry Standard*, *The Philadelphia Inquirer*, and *Slate*, among other publications. He blogs at <http://werblog.com> and tweets at @kwerb.

**Dan Hunter** is an expert in internet law, intellectual property, and the application of games to public policy arenas. He is a professor of law at New York Law School and the director of the school's Institute for Information Law & Policy. He is also an adjunct associate professor of legal studies at The Wharton School, University of Pennsylvania. His research has appeared in journals such as the *California Law Review*, the *Texas Law Review*, the *William & Mary Law Review*, and the *Journal of Legal Education*. Hunter is a judge for the resolution of domain name disputes for the World Intellectual Property Organization, and is on the editorial board of numerous journals. He was one of the first scholars to examine the social significance of virtual worlds, and he co-founded the scholarly blog *Terra Nova* ([terranova.blogs.com](http://terranova.blogs.com)).

#### Quotes

"Video games now have the dubious honour of having inspired their own management craze. Called 'gamification,' it aims to take principles from video games and apply them to serious tasks. The latest book on the subject, *For the Win*, comes from Kevin

Werbach and Dan Hunter, from the Wharton Business School and the New York Law School respectively...[T]heir central idea-that the world might be a better place if work was less of a necessary drudge and more of a rewarding experience in itself-is hard to argue with."

**-The Economist**

"Here's a conversion worthy of a Transformers movie: Take buttoned-down, MBA-toting business professionals and turn them into video game designers. That's the goal of a new book about Gamification, changing behavior of employees and customers by appealing to their sense of fun and their competitive instinct, video game style. The co-author of *For the Win: How Game Thinking Can Revolutionize Your Business* is Dan Hunter, who runs New York Law School's Institute for Information Law and Society. He says gamification done right is about meaningful competition."

**-David Brancaccio, Marketplace, American Public Radio**

"Werbach and Hunter aren't playing around with this book on how to add the joy of gaming to your enterprise. This is a quick but thoughtful look into the pros and cons of gamification, what works and what doesn't, with plenty of insight into what really motivates and engages customers and employees."

**-Daniel H. Pink, author of *Drive* and *A Whole New Mind***

"*For the Win* is a total win! In the 21st century, business must shift from push to pull to get the best out of their employees and to entice their customers. This book brilliantly explains how to design and use gamification techniques to that end. I highly recommend this useful and fun to read book."

**-John Seely Brown, Coauthor of *The Power of Pull* and *A New Culture of Learning*; Co-chairman, Deloitte Center for the Edge; Former Chief Scientist, Xerox Corporation and Director of its Palo Alto Research Center (PARC)**

"If you want to understand one of the most important trends in business today, go out and buy *For the Win*. Werbach and Hunter reveal the secrets to powering up your organization through game thinking. Read this book. It's a game changer."

**-Brad Feld, Managing Director, Foundry Group; Co-author of *Do More Faster***

"If you prefer realism to hype and rationality to bandwagons, this is the gamification book for you. As a work about gamification today, this book is excellent; as a work about gamification tomorrow, it's staggeringly excellent."

**-Richard Bartle, Professor, University of Essex; Creator of MUD1, the first multiplayer online game; Author of *Designing Virtual Worlds***

"Like gamification, this book is a fusion of human nature and good design. Far and away the best book on the subject, with the most examples and the best intellectual grasp of the topics."

**-Bing Gordon, Partner, Kleiner Perkins Caufield & Byers; former Chief Creative Officer, Electronic Arts**

"Every business executive, small business owner and public servant should read this book; the public and private benefits would be enormous. I'm not kidding. If you're even half as blown away as I was by *For the Win*, it'll be your best book purchase of the year. Applying 'game thinking' to everyday life might just change... well, everything. Read the book and you'll see what I mean."

**-Jessica Mulligan, Online game pioneer and co-founder, Themis Group**

"*For the Win* is the perfect title, because businesses that understand these techniques will be the standout winners in their markets. Do yourself a favor and read this deep yet practical guide before your competitors do."

**-Rajat Paharia, Founder and Chief Product Officer, Bunchball**

"A wonderfully written, funny, and timely work. Should be required reading for anyone pursuing a modern undertaking utilizing these concepts. As the concept of 'gamifying' continues to grow, the importance of this text will continue to emerge."

**-Professor Andrew Phelps, Director, School of Interactive Games & Media, Rochester Institute of Technology**

"*For the Win* hits a home run in illustrating the business value of gamification for both

small and large companies across the globe."

**-Kris Duggan, CEO, Badgeville**

"An entertaining and immensely practical guide to this rich managerial opportunity."

**-Philip Evans, Senior Partner, Managing Director, and BCG Fellow, Boston Consulting Group; co-author of *Blown to Bits***

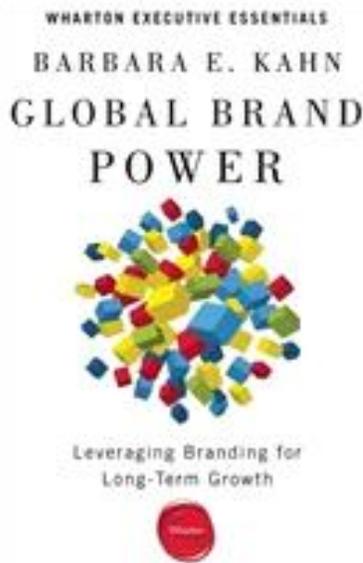
"In *For the Win*, Werbach and Hunter eloquently and practically explain how to apply one of the most important shifts in our cognitive models."

**-Joichi Ito, Director, MIT Media Lab**

"*For the Win* is the smartest book written on the practical potential of gamification. With eyes wide open to both the promise and the risks inherent in yoking business practices to the power of play, Hunter and Werbach may have singlehandedly saved gamification from collapsing

under the weight of its own hype."

**-Julian Dibbell, author of *Play Money* and *My Tiny Life***



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## **Global Brand Power** **Leveraging Branding for Long-Term Growth**

Barbara E. Kahn

### **Markup Note:**

Rights Sold: Chinese (Simpl): China Youth Press: Korean: Maekyung Group

### **The branding bible for today's globalized world**

Today, brands have become even more important than the products they represent: their stories travel with lightning speed through social media and the Internet and across countries and diverse cultures. A brand must be elastic enough to allow for reasonable category and product-line extensions, flexible enough to change with dynamic market conditions, consistent enough so that consumers who travel physically or virtually won't be confused, and focused enough to provide clear differentiation from the competition. Strong brands are more than globally recognizable; they are critical assets that can make a significant contribution to your company's bottom line.

In *Global Brand Power*, Kahn brings brand management into the 21st century, addressing how branding contributes to the purchase process and how to position a strong global brand, from identifying the appropriate competitive set, offering a sustainable differential advantage, and targeting the right strategic segment. This essential guide also covers how customer ownership of your brand affects marketing strategy, methods for assessing brand value, how to manage a brand for long-term profitability, effective brand communications and repositioning strategies, and how to manage a brand in a world of total transparency-where one slip-up can go around the world via social media instantaneously.

Filled with stories about how Coca-Cola, The Estée Lauder Companies Inc., Marriott, Apple, Starbucks, Campbell Soup Company, Southwest Airlines, and celebrities like Lady Gaga are leveraging their brands, *Global Brand Power* is the only book you will need to implement an effective brand strategy for your firm.

### **Summary**

### **The branding bible for today's globalized world**

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### **Author Bio**

**Barbara E. Kahn** is the Patty and Jay H. Baker Professor of Marketing and the Director of the Jay H. Baker Retailing Center. Kahn is an internationally recognized scholar on variety seeking, brand loyalty, retail assortment issues, and patient decision-making

whose research provides marketing managers with a better understanding of the consumer choice process. She has been quoted or featured in the *New York Times*, *Wall Street Journal*, *Financial Times*, *Washington Post*, *USA Today*, NPR's *Marketplace*, and elsewhere.

## Quotes

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"Regardless of your industry, building a brand is synonymous today with building a company and a thriving business. As Barbara Kahn points out in *Global Brand Power*, the key is to begin and end every discussion thinking about what is right for the customer. At Macy's, Inc., we saw a dramatic improvement in business trends when we reorganized our business model and consciously put the customer at the center of all decisions. The principles presented in *Global Brand Power* can benefit every business leader."

**-Terry J. Lundgren, chairman, president, CEO and Chief Customer Officer, Macy's, Inc.**

"Great global brands have to be built and don't happen by chance. Barbara Kahn explores and develops the relationship between customer and brands and how to achieve international loyalty. I learned new information from reading this book."

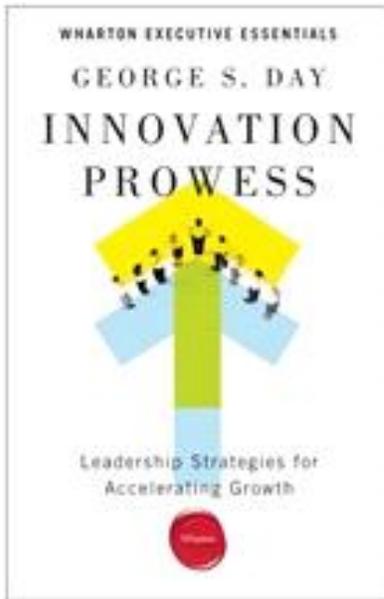
**-Roger Farah, President and COO, Ralph Lauren Corporation**

"In our fast-changing world, visionary business leaders must build a brand flexible enough to grab key opportunities and strong enough to weather any storm. Barbara Kahn's *Global Brand Power* is a superb must-read for those who want to do just that and position their brands for long-term, global growth."

**-George Feldenkreis, Chairman and CEO, Perry Ellis International**

"Kahn has captured the true essence of brand stewardship. That is, while strong brands are managed by marketers, they are owned by consumers. *Global Brand Power* is a concise yet comprehensive tutorial for how to purposefully build, measure and manage brands for sustained relevancy. A great resource for brand marketers, consumer researchers and marketing services providers."

**-Philip McGee, Director, Shopping Insights, Campbell Soup Co.**



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## **Innovation Prowess** **Leadership Strategies for Accelerating Growth**

George S. Day

### **Markup Note:**

Rights Sold: Chinese (Simpl): China Youth Press: Korean: Maekyung Group

### **A framework for achieving superior rates of organic growth**

Achieving superior growth through innovation is a top strategic priority for all companies. Yet most management teams struggle to reach their firm's ambitious growth targets and suffer slow growth. What distinguishes these growth laggards from growth leaders like IBM, Nike, LEGO, American Express, Amazon, and Samsung that realize their full potential for growth?

Wharton professor George S. Day shows that growth leaders use their innovation prowess to accelerate their growth at a faster rate. In this essential guide, Day reveals how to build this prowess by combining *discipline* in growth-seeking activities with an organizational *ability* to innovate. Day shows managers how to set a growth strategy that is realistic while still stretching the organization; search for the best growth opportunities along the full spectrum of 14 growth pathways; aim their growth-seeking activities toward the creation of new customer value; learn to profit from the uncertainty of innovation by successfully assessing and containing risk; build the organizational muscle to implement an ambitious growth strategy; and move faster from ideas to impact.

With the strategies, processes, and methods discussed in *Innovation Prowess*, leaders can build a tested and comprehensive strategy for driving organic growth year after year.

### **The Wharton Executive Essentials Series**

The Wharton Executive Essentials series from Wharton Digital Press brings the ideas of the Wharton School's thought leaders to you wherever you are. Inspired by Wharton's Executive Education program, each book is authored by globally renowned faculty and offers a quick-reading, penetrating, and comprehensive summary of the knowledge leaders need to excel in today's competitive business environment and capture tomorrow's opportunities.

### **Summary**

### **A framework for achieving superior rates of organic growth**

Achieving superior growth through innovation is a top strategic priority for all companies. Yet most management teams struggle to reach their firm's ambitious growth targets and suffer slow growth. What distinguishes these growth laggards from growth leaders like IBM, Nike, LEGO, American Express, Amazon, and Samsung that realize their full potential for growth?

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### Author Bio

**George S. Day** is the Geoffrey T. Boisi Professor and co-director of the Mack Center for Technological Innovation at The Wharton School, University of Pennsylvania. Previously he was chairman of the board for the American Marketing Association, and has served as a consultant to GE, IBM, Medtronic, Merck, W.L. Gore & Associates, and other corporations. His books include *Strategy from the Outside In* and *Peripheral Vision*, among others. Day lives in Villanova, Pennsylvania.

### Quotes

"George Day has captured a concept that is relevant for all companies trying to increase their organic growth rate. His key insight is that growth leaders have developed both discipline and ability. It is akin to having brain and brawn; you have to have both to stay ahead."

**-Vijay Govindarajan, Professor at Tuck at Dartmouth College, Coauthor of NYT and WSJ Bestseller *Reverse Innovation***

"The book provides a valuable contribution to managing the fuzzy front end of product innovation-to deciding your innovation strategy, picking the most attractive areas to focus on, achieving competitive advantage via the right growth pathways, and driving new products to market. A must read for every executive interested in fostering their firm's innovation efforts."

**-Robert G. Cooper, Professor Emeritus McMaster University, Creator of the Stage-Gate System**

"Profitable growth is a priority and challenge for top management. Innovation is critical to sustainable organic growth in organizations. Marketing leaders should and can play a key role in helping drive innovation and growth, and George Day's book is a little gem of insight and action for deploying successful growth strategies."

**-Dennis Dunlap, Chief Executive Officer, American Marketing Association**

"A very timely and practical book on accelerating growth through innovative thinking, and not just through innovation! As usual, George Day is masterful in articulating 14 different paths for organic growth through value creation and value capturing capabilities. They range from overcoming barriers to consumption, satisfying unmet needs to changing the business model of how you make money."

**-Dr. Jagdish N. Sheth, Charles H. Kellstadt Professor of Marketing, Emory University**

"Read this book! I found ideas on every page on how to pursue growth and use innovative thinking to spot opportunities (through 14 pathways) and realize them through improving the company's culture, capabilities, and configuration."

**-Philip Kotler, Kellogg School of Management and author of *Winning at Innovation and Market Your Way to Growth***

"Refreshingly stimulating and actionable. George Day's *Innovation Prowess* offers a powerful framework to help executive teams foster innovation for organic growth. Building on his deep knowledge of this domain, Day's disciplined process starts with a hard assessment of growth gaps and small-*i* versus BIG-*I* innovation. He then outlines 14 concrete growth pathways that provide a much-needed antidote to incremental thinking, as well as concise templates that put rigor in selecting the best innovation opportunities. Equally potent are his perspectives on the people and organizational aspects that determine the ability to innovate. In all, an indispensable and highly recommended book for business leaders."

**-Fred Wiersema, Customer Strategist, Chair, B2B Leadership Board, Institute for the Study of Business Markets at Penn State, and coauthor of the topselling *The Discipline of Market Leaders***

"A keen focus on innovation is essential in all economic climates. However, innovation is a skill that must be nurtured and developed both by the individual and the organization. Dr. George Day outlines a fresh perspective on driving profitable growth in his book

*Innovation Prowess*. It is a quick, must read for those focused on growth opportunities in their company."

**-Scott Sanderude, Vice President, Global Market Development & Marketing, Praxair, Inc.**

"Professor George Day provides the right formula and process for nurturing innovation and organic growth. It is not enough to have good ideas or leading edge technology. Companies that invest in technology but not in market and organizational development invite failure. Those that innovate successfully year after year have developed the culture and capability to question and validate assumptions, continuously refine concepts to make them market-ready. They also learn to manage risks by exercising options contingent on market intelligence. Indeed, successful organizations converge on one universal truth: the biggest risk is not taking risks to extract value from innovations."

**-Prof. Dr. Rajendra K. Srivastava, Provost and Deputy President (Academic Affairs), Singapore Management University**

"Many large enterprises continue to be challenged by disruptive innovations due to rigid business models, capabilities, organization, and culture. Very few are able to transition to a flexible, dynamic model where they can successfully manage both BIG-*I* and small-*i* innovations. George Day has done a masterful job of integrating several powerful frameworks for identifying and selecting the right innovation opportunities and providing a blueprint for enterprises to implement a sustainable innovation model. This will become a very valuable resource for anyone looking to shift the innovation paradigm in their organization."

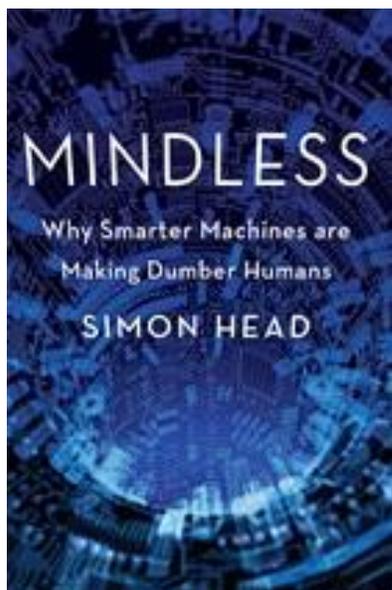
**-Scott A. Snyder, PhD., President and Chief Strategy Officer, Mobiquity Inc., Senior Fellow, The Wharton School and Associate Adjunct Professor, School of Engineering and Applied Sciences, University of Pennsylvania**

"This is the best book on innovation that I have read. As Day illustrates, innovation is messy and multi-faceted, but requires a disciplined approach. This book concisely joins the dots of his and others' experience to help managers create an organization that can repeatedly innovate and challenge itself to change and to create innovation for organic growth. This is done by clearly articulating what makes organizations into repeat innovators as well as the barriers to innovation, and within this, giving managers a set of questions to help them diagnose the innovation capability of their organization. It's the answers to those questions rather than a template or the latest best practice that will continuously guide teams to improve their innovation prowess. In that way this book should set up a self-sustaining path to create self-sustaining innovation."

**-Robert N. Shaddock, Senior Vice President and Chief Technology Officer, TE Connectivity**

"George Day has crafted a very rich and creative set of strategies for stimulating organic growth through innovation. His recommendations are supported by numerous fresh examples that drive the message home. This insightful book will be highly valuable for any executive focused on organic growth through innovation "

**-Gerard Tellis, Professor, Director, and Neely Chair of American Enterprise at USC Marshall School of Business and author of *Unrelenting Innovation: How to Create a Culture for Market Dominance***



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## **Mindless**

### **Why Smarter Machines are Making Dumber Humans**

Simon Head

#### **Markup Note:**

Rights Sold: Korean: T&H Press

The tools of corporate efficiency-expert systems, databases, and operations management-have improved our lives significantly, but with a cost: They're turning us into mindless drones.

#### **Summary**

We live in the age of Computer Business Systems (CBSs)-the highly complex, computer-intensive management programs on which large organizations increasingly rely. In *Mindless*, Simon Head argues that these systems have come to trump human expertise, dictating the goals and strategies of a wide array of businesses, and de-skilling the jobs of middle class workers in the process. CBSs are especially dysfunctional, Head argues, when they apply their disembodied expertise to transactions between humans, as in health care, education, customer relations, and human resources management. And yet there are industries with more human approaches, as Head illustrates with specific examples, whose lead we must follow and extend to the mainstream American economy.

*Mindless* illustrates the shortcomings of CBS, providing an in-depth and disturbing look at how human dignity is slipping as we become cogs on a white collar assembly line.

#### **Author Bio**

**Simon Head**, a Senior Fellow at the Institute for Public Knowledge at New York University and Senior Member of St. Antony's College at Oxford University, serves as the Director of Programs at the *New York Review of Books Foundation*. He divides his time between Oxford, England and New York.

#### **Quotes**

##### **New York Review of Books**

"[An] arresting new book... Head offers a powerful indictment of contemporary Anglo-American Capitalism... He brilliantly translates ideas remote from the experience of most people into everyday language... [and] deconstructs and demystifies the pseudoscientific, abstract, jargonized language of management studies in order to reveal the dispiriting realities it obscures."

##### **Kirkus Reviews, Starred Review**

"A dark, revealing view of computerized control and monitoring of the workplace... A sobering, important book."

##### **Richard Sennett, author of *Together: The Rituals, Pleasures and Politics of Cooperation***

"The regimented society has arrived, and Simon Head is its most probing critic. He not only shows the grip of computerized bureaucracy on people's lives, he also analyzes the economic interests and political processes which drive regimentation. This wide-ranging book is clearly and at times eloquently written. A must-read."

##### **Robert Skidelsky, author of *Keynes: The Return of the Master***

"With insight and clarity, Simon Head describes the insidious effects of combining scientific management with IT systems and its propensity to create a world of top-down control, where workers are stripped of skills and satisfaction in their work. His fascinating account ranges from Walmart and Amazon's tightly controlled supply chains to Goldman Sachs's manipulation of sub-prime mortgages. In doing so he shows how the drive to automate human abilities and increase profits has depressed wages and undermined economies."

##### **Paul Duguid, co-author of *The Social Life of Information***

"The world abounds in enthusiastic technologists offering their vision of the ideal, democratic future to which technology will deliver us, if only we are willing to follow. Simon Head's penetrating *Mindless*, with its well-chosen and impressively unpredictable

case studies of Computer Business Systems in the workplace, the military, and academia, gives us reasons-and the tools-to question such advice. Importantly, Head shows us that the future is not inevitable. We have choices, and for the good of society we need to make them."

**Avner Offer, Chichele Professor (emeritus) of Economic History, University of Oxford, and Fellow of All Souls College**

"Simon Head's penetrating and eloquent book shows how mass surveillance is already manipulating employees in business. Are citizens next? It provides clues about where government surveillance is heading-or maybe we are already there."

**Marketing Plans**

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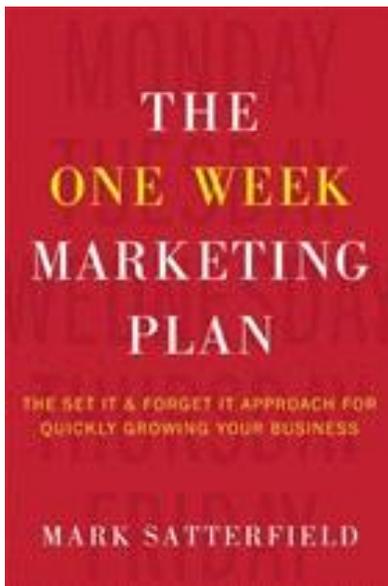
Tie into author speaking schedule

National broadcast campaign

National print campaign

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## The One Week Marketing Plan

**The Set It & Forget It Approach for Quickly Growing Your Business**

Mark Satterfield

### Summary

We're told marketing is hard. That it requires months of analysis, weeks of brainstorming, and years of consistent implementation. To succeed in marketing, you need the fortitude of General Patton, the genius of Don Draper, and the cash reserves of Warren Buffet. WRONG.

One week. That's all it takes for most small and medium-sized businesses to dramatically improve their marketing. And let's face it, most business owners do very little marketing, and what they do is not particularly effective.

Business owners often don't know how to best market their company, or are too busy working to make time to promote it. What they don't realize is that effective marketing doesn't have to be complicated or time-consuming.

Mark Satterfield's *The One-Week Marketing Plan* lays out a step-by-step system entrepreneurs can put in place in just five business days. This "set it and forget it" strategy works all day, every day to bring in new business. Tailored to each company's niche market, this innovative plan can generate a consistent stream of customers for an out-of-pocket expense of as little as \$300.

Satterfield, founder and CEO of Gentle Rain Marketing, Inc., has more than two decades of experience helping clients in more than 75 niche industries grow their businesses without cold calling or hard selling. Now, in *The One-Week Marketing Plan*, his strategies and wisdom are accessible and realistic for entrepreneurs, self-employed professionals, and business owners looking to move in a new direction.

One week. That's all it takes. So let's get started.

### Author Bio

**Mark Satterfield** is the founder and CEO of Gentle Rain Marketing, Inc. He specializes in working with consultants, advisers, and small businesses on how to get consistent streams of new business. Since 1992, he has helped clients in financial services, insurance, health care, consulting, real estate, advertising, training, recruiting, and more than 75 niche industries grow their businesses without cold calling or hard selling.

### Quotes

"In *The One Week Marketing Plan*, Mark shows you exactly how to implement an automated marketing system that can eliminate the dreaded revenue peaks and valleys that so many consultants face. The information in Part 1 of the book, The Basic Plan, is worth far more than the price of the book. This is a must-read book."

**-Michael McLaughlin, author of *Winning the Professional Services Sale***

"*The One Week Marketing Plan* offers a practical, here's-precisely-what-to-do method for filling your pipeline with a lot more new clients and customers. Mark Satterfield has taken a multi-faceted discipline and broken it down into a step-by-step formula that any size company can implement to grow their respective businesses."

**-Thomas A. Freese, President of QBS Research, Inc., author, and developer of the Question Based Selling Methodology**

"It's a well-known fact that nearly 80% of businesses fail in the first 5 years. This doesn't happen because of bad products or services, but rather because of a lack of a good strong marketing plan. Mark Satterfield's *The One Week Marketing Plan* provides an easy to follow blueprint that any business can use to quickly attract new customers and clients."

**-David T. Scott, author of *The New Rules of Lead Generation***

"Mark Satterfield's *The One Week Marketing Plan* helps businesses get out there by implementing a client attraction program in just 5 days. This is HUGE! It works and every business owner who doesn't read this book is doing themselves (and their business) a

disservice."

**-Jeffrey Hayzlett, TV show host and bestselling author of *The Mirror Test* and *Running the Gauntlet***

"Many business owners worry that implementing a marketing system will be too difficult, too complicated, and too expensive. What's great about Mark Satterfield's *The One Week Marketing Plan* is that it's practical, easy to implement, and doesn't cost you an arm and a leg. Every business owner needs to read this."

**-Robert H. Bloom, former U.S. CEO of Publicis Worldwide and author of *The New Experts* and *The Inside Advantage***

"Any small business owner or advisor would be well-served to read Mark Satterfield's *The One Week Marketing Plan*. It's a concise, here's-precisely-how-to-do-it approach that will get you a lot more new customers and clients. If you're serious about growing your business, you need to read this."

**-Hubert Humphrey founder and CEO of Hegemon Group International and 2013 Inductee into The Entrepreneurship Hall of Fame**

"Mark Satterfield's *The One Week Marketing Plan* shows you how to quickly and inexpensively develop a client-attraction system that will work work for you without a lot of ongoing maintenance. If you read only one business book this year, this should be it."

**-John Bulbrook, CEO of Bulbrook/Drislane Insurance**

"If your company is seeking a better ROI on its marketing investment, you'll find Mark Satterfield's *The One Week Marketing Plan* to be definitely worth reading. His approach is efficient, measurable, and easy to implement."

**-Peter Vantine, marketing faculty at Scheller College of Business, Georgia Institute of Technology**

"As all sales professionals know, the key to closing more sales is having more prospects to talk with. In Mark Satterfield's *The One Week Marketing Plan*, you'll learn how to set up a client attraction system that will keep your pipeline full in just 5 days. I highly recommend you get a copy."

**-Willis Turner, President/CEO Sales & Marketing Executives International, Inc.**

"Brilliant. Succinct. East-to-implement. I've read well over 100 marketing books and might I say FINALLY there's a book that provides the blueprint to develop quality clients with predictable success."

**-Roxanne Emmerich, author of the New York Times bestseller *Thank God It's Monday! How to Create a Workplace You and Your Customers Love***

"This is a must-buy for anyone serious about taking their business to the next level. *The One Week Marketing Plan* is like giving you the key to unlock a treasure box. It shows you exactly what you need to do to create your dream business in a simple, easy to implement format that only takes one week!"

**-Annette Bau, founder of MillionaireSeries.com**

## The Social Entrepreneur's Playbook



Ian C. MacMillan  
James D. Thompson

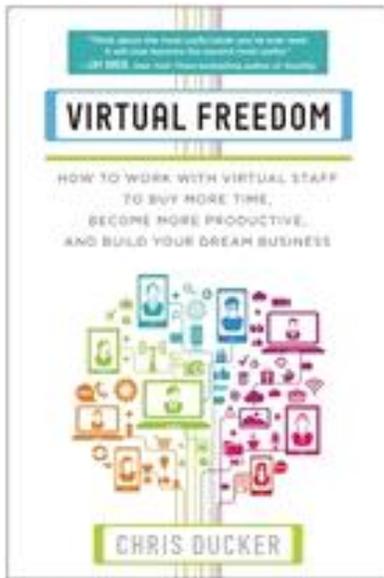
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Business & Economics  
/ Entrepreneurship

## The Social Entrepreneur's Playbook, Expanded Edition Pressure Test, Plan, Launch and Scale Your Social Enterprise

Ian C. MacMillan, Don Hagen, James D. Thompson

Available for the First Time: The Complete Social Entrepreneur's Playbook Wharton professor Ian C. MacMillan and Dr. James Thompson, director of the Wharton Social Entrepreneurship Program, provide a tough-love approach that significantly increases the likelihood of a successful social enterprise launch in the face of the high-uncertainty conditions typically encountered by social entrepreneurs. MacMillan and Thompson used their own systematic framework to publish The Social Entrepreneur's Playbook. To test the market, they offered the first phase in their start-up method (step 1) as a free ebook. Readers were invited to join The Social Entrepreneur's Advisory Group, and nearly 300 aspiring and active social entrepreneurs shared feedback that helped shape the complete edition of the book, which covers all three steps in the start-up to scale-up process. Based on this crowd-sourced feedback from readers of the free ebook and drawing on the authors' more than 26 years' combined experience developing and studying social enterprises in the field across Africa and in the United States, this new edition provides guidance for each phase: Phase One: Pressure Test Your Start-Up Idea. Based on the free ebook, this expanded section now includes advice on setting revenue and social impact goals, how to navigate the sociopolitical landscape, and how to develop a strong concept statement. In addition, MacMillan and Thompson provide advice on how to identify and test a proposed revenue-generating solution and define and segment your target population. Phase Two: Plan Your Social Enterprise. All new to this edition, this critical phase shows you how to frame and scope the venture, determine what it will take to actually deliver a sustainable enterprise, identify the key assumptions that have been made, and design checkpoints to test those assumptions before making major investments. Phase Three: Launch and Scale Your Social Enterprise. Available for the first time in this edition, you will learn how to effectively launch your enterprise, manage upside potential and downside risk, and strategically scale up. Filled with accessible frameworks and tools, as well as inspiring stories of social entrepreneurs, The Social Entrepreneur's Playbook is a must for any aspiring or active social entrepreneur, as well as philanthropists, foundations, and nonprofits interested in doing more good with fewer resources. Gildan Media is proud to bring you another Wharton Digital Press Audiobook. These notable audiobooks contain the essential tools that can be applied to every facet of your career.



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## Virtual Freedom

### How to Work with Virtual Staff to Buy More Time, Become More Productive, and Build Your Dream Business

Chris C. Ducker

#### Summary

Entrepreneurs often suffer from "superhero syndrome"-the misconception that to be successful, they must do everything themselves. Not only are they the boss, but also the salesperson, HR manager, copywriter, operations manager, online marketing guru, and so much more. It's no wonder why so many people give up the dream of starting a business-it's just too much for one person to handle.

But outsourcing expert and "Virtual CEO," Chris Ducker knows how you can get the help you need with resources you can afford. Small business owners, consultants, and online entrepreneurs don't have to go it alone when they discover the power of building teams of virtual employees to help run, support, and grow their businesses.

*Virtual Freedom: How to Work with Virtual Staff to Buy More Time, Become More Productive, and Build Your Dream Business* is the step-by-step guide every entrepreneur needs to build his or her business with the asset of working with virtual employees. Focusing on business growth, Ducker explains every detail you need to grasp, from figuring out which jobs you should outsource to finding, hiring, training, motivating, and managing virtual assistants.

With additional tactics and online resources, *Virtual Freedom* is the ultimate resource of the knowledge and tools necessary for building your dream business with the help of virtual staff.

#### Author Bio

**Chris C. Ducker** has helped thousands of entrepreneurs around the world implement successful virtual staffing strategies into their businesses, releasing them from the shackles of the over-worked, over-stressed lifestyle that most business owners endure on a daily basis. His approach to leveraging time, as well as maximizing business systems and processes - all with a focus on running businesses from a distance - has earned him the title of the "Virtual CEO."

Ducker is also a popular speaker, podcaster, and video marketer.

#### Quotes

"Think about the most useful book you've ever read. It will now become the second most useful. This is the field guide for building a team, outsourcing, and taking back control of your life."

**-Jay Baer, New York Times bestselling author of Youtility**

"Chris Ducker explains exactly how to get more done in less time-and, as a bonus, get back the life you gave up when you decided to go into business for yourself. Virtual assistants are the key, and Virtual Freedom gives you everything you need to know."

**-Michael Hyatt, New York Times bestselling author of Platform**

"Chris Ducker passionately teaches freedom. His manifesto is a wake-up call for all entrepreneurs seeking to take back more of their time - in business and life."

**-Michael Covel, bestselling author of Trend Following**

"Set your ideas free, and you'll think bigger. Set your entire work system free, and you'll grow bigger. Chris Ducker is on to something here. Get in fast!"

**-Chris Brogan, New York Times bestselling author of Trust Agents**

"Who would you rather trust to learn about building a virtual team, to help grow your business? Someone who 'talks' about outsourcing, or someone who LIVES it? Chris Ducker lives it - everyday - and this book proves it!"

**-Derek Halpern, founder of SocialTriggers.com**

"Countless business owners are getting bogged down dealing with mundane tasks. Chris Ducker, has the book you NEED to read. He takes the fear out of virtualizing your

business and shows you how to live your life, while your business works for YOU!"

**-Peter Shankman, bestselling author of *Nice Companies Finish First***

"This book shall become the bible on how to build your dream business, without working yourself into an early grave!"

**-John Lee Dumas, host and founder of *Entrepreneur On Fire***

"In *Virtual Freedom*, Ducker gives incredibly practical, proven advice for getting our time back so we can live a life of true freedom with the most luxurious of luxuries: choice over what we do with our time.

**-Kate Northrup, bestselling author of *Money: A Love Story***

"Your small business won't grow without a team behind you. Chris Ducker has written a step-by-step guide to building and managing a virtual team machine. Follow his framework and watch your enterprise grow into your dream business."

**-Melinda Emerson, bestselling author of *Become Your Own Boss in 12-Months***

"Have you ever read a book that you just couldn't put down because you simply need to know what's on the next page? *Virtual Freedom* did that for me because what Chris has produced in this book will literally change your business, and your life!"

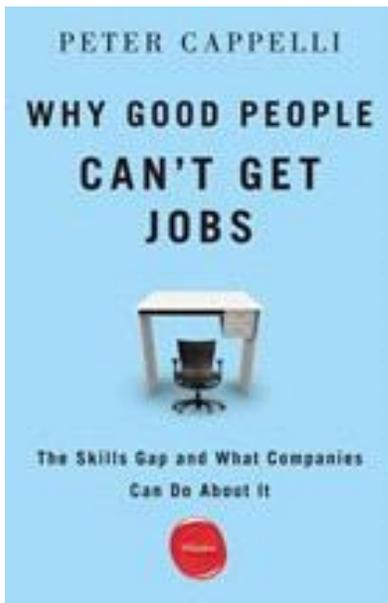
**-Pat Flynn, bestselling author of *Let Go***

"I'm not going to lie: my business used to be a stress-fest, until I unleashed the power of outsourcing on it. When it comes to learning how to do this, there's no better expert than Chris Ducker, and no better bible than *Virtual Freedom*."

**-David Siteman Garland, mediapreneur and host of *The Rise to the Top***

"This is a book for a new world of business, where technology - not subways or planes or cars - connects people to their offices and team members to each other. It offers you a prescription that'll lead you to a more flexible, efficient, and (ultimately) more productive business."

**-Ann Handley, bestselling co-author of *Content Rules***



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/ Economics

## Why Good People Can't Get Jobs

### The Skills Gap and What Companies Can Do About It

Peter Cappelli

#### Markup Note:

Rights Sold: Chinese (comp.): Heliopolis Culture Group-Saga Culture Co; Portuguese (Brazil): Elsevier; Chinese (simp.): CITIC; Korean: Dong-A Ilbo

#### Summary

**Peter Cappelli confronts the myth of the skills gap and provides an actionable path forward to put people back to work.**

Even in a time of perilously high unemployment, companies contend that they cannot find the employees they need. Pointing to a skills gap, employers argue applicants are simply not qualified; schools aren't preparing students for jobs; the government isn't letting in enough high-skill immigrants; and even when the match is right, prospective employees won't accept jobs at the wages offered.

In this powerful and fast-reading book, Peter Cappelli, Wharton management professor and director of Wharton's Center for Human Resources, debunks the arguments and exposes the real reasons good people can't get hired. Drawing on jobs data, anecdotes from all sides of the employer-employee divide, and interviews with jobs professionals, he explores the paradoxical forces bearing down on the American workplace and lays out solutions that can help us break through what has become a crippling employer-employee stand-off.

Among the questions he confronts: Is there really a skills gap? To what extent is the hiring process being held hostage by automated software that can crunch thousands of applications an hour? What kind of training could best bridge the gap between employer expectations and applicant realities, and who should foot the bill for it? Are schools really at fault?

Named one of *HR Magazine's* Top 20 Most Influential Thinkers of 2011, Cappelli not only changes the way we think about hiring but points the way forward to rev America's job engine again.

#### Author Bio

**Peter Cappelli** is the George W. Taylor Professor of Management at The Wharton School and Director of Wharton's Center for Human Resources. His recent research examines changes in employment relations in the U.S. and their implications. Cappelli writes a monthly column on workforce issues for Human Resource Executive Online and has contributed to the *Wall Street Journal*, *the Washington Post*, *Bloomberg Businessweek*, and other news venues. His books include *Managing the Older Worker: How to Prepare for the New Organizational Order* (with Bill Novelli), *The India Way: How India's Business Leaders are Revolutionizing Management* (with Harbir Singh, Jitendra Singh, and Michael Useem), *Talent on Demand: Managing Talent in the Age of Uncertainty*, and *The New Deal at Work: Managing the Market-Driven Workforce*.

#### Quotes

"Provocative." **-Rick Wartzman, Forbes**

"Explodes the 'skills gap' explanation favored by many corporate leaders and human resources consultants."

**-Jena McGregor, The Washington Post**

"Peter Cappelli's new book addresses one of today's major conundrums: why do so many jobs in America remain unfilled in the face of persistently high unemployment? With so many concerned observers looking to the government to solve the jobs crisis, Cappelli's book is a refreshing and highly readable treatise on the roles and responsibilities of the private sector in matching job seekers to jobs. A must-read for those interested in how to get US employment back on track."

**-Jennifer Blanke, Lead Economist, World Economic Forum**

"Peter Cappelli has produced a valuable and very readable examination of the important, but often misunderstood, skills gap problem. He punctures many common myths and outlines a sensible way to better match the demand for, and supply of, skills."

**-Ray Marshall, Rapoport Centennial Chair of Economics and Public Affairs,  
University of Texas at Austin, and Former Secretary of Labor**

"It is high time to dismiss a silo approach to education and workforce and focus on the overall objective of these efforts, which is ensuring that every American has access to a training mechanism that will allow them to maximize their human potential. Such an approach requires greater engagement of corporate human resource departments, training providers and government leaders. Bravo to Dr. Cappelli for highlighting the importance of taking a supply chain approach to worker training and public-private partnerships."

**-Cordell Carter, Former Vice President, Public Policy, Business Roundtable**

In *The Attacker's Advantage*, renowned business expert and bestselling author Ram Charan shows what skills are needed to be able to spot the disruption that is coming, and what actions are necessary to take advantage of these changes. While many leaders know how to cope with operational uncertainty—when, for example, revenue fluctuates—the same cannot be said for dealing with structural uncertainty that can alter the money-making patterns of a company, industry or entire economic sector. *Innovation : the attacker's advantage*. Item Preview. remove-circle. Share or Embed This Item. EMBED.Â texts. *Innovation : the attacker's advantage*. by. Foster, Richard N. Publication date. 1986. Topics. Technological innovations, Research, Industrial, Technische vernieuwing, Forschung und Entwicklung, Innovation, Innovationsmanagement, Produktinnovation, Strategisches Management.