Highly Effective Networking
Meet the Right People and Get a Great Job

Orville Pierson, Director of Program Design, Lee Hecht Harrison

Virtually all job hunting experts agree that networking is the best way to find a great job. But most people don’t have connections to the decision makers who do the hiring.

And “networking” books, which are mostly written by and for salespeople, suggest aggressive tactics, often confusing these with real networking. They focus on building a powerful network over the course of a lifetime. But when you need a new job, you don’t have time to build a huge, powerful network. You’ve got to use the network you already have.

Orville Pierson, a top expert in job hunting, tells you how to succeed by effectively using your current circle of contacts. He cuts through the myths and misunderstandings to show you how millions of job hunters have networked their way to great new jobs.

Highly Effective Networking empowers you to:

- Use a small network to reach dozens of insiders and decision makers.
- Get the right message to the right people, even if you have never met them.
- Create a project plan to organize your networking efforts.
- Speak effectively and comfortably with your networking contacts.
- Talk to decision makers before the job opening is announced.

Networking in job hunting is different than other networking. You don’t have to hobnob with the rich and famous. There’s no need for aggressive sales tactics. You just need to understand how real networking fits into your job search, and then be systematic about doing it.

 ALSO AVAILABLE:

Competency-Based Interviews
Robin Kessler
EAN 978-1-60163-869-8
$13.99 (Can. $18.50)

Multiple Job Offers in 10 Days!
Jonathan R. Price
EAN 978-1-60163-902-2
$13.99 (Can. $17.95)

Orville Pierson is the author of The Unwritten Rules of the Highly Effective Job Search and senior vice president and corporate director of program design and service delivery for Lee Hecht Harrison, a leading career services company with 240 offices worldwide.

In career services since 1977, Pierson has trained hundreds of career consultants. Yale educated, he is in demand as a speaker for college undergraduates, business school alumni, and job hunters ranging from hourly workers to senior executives. Often quoted by journalists, his work has been featured on radio and TV. He lives in Northampton, Massachusetts.
Nail Your Law Job Interview


Natalie Prescott and Oleg Cross

“Nail Your Law Job Interview is well written and wonderfully comprehensive. It provides specific examples, directions, and instructions in every aspect of finding a law job. Although it’s written for the new grad, experienced lawyers will benefit from it too.”
—Judi Perkins, the Renegade Job Coach

“Nail Your Law Job Interview comprehensively explains the nuances of interviewing in the law sector. Mini-case studies and the authors’ own experiences enhance their advice…and provide excellent and little-known information. No aspiring attorney should be without this book.”
—Katharine Hansen, PhD, creative director of Quintessential Careers, and author of Top Notch Executive Resumes

Law students, laterals, government lawyers, and even senior in-house attorneys often make costly mistakes during interviews. Nail Your Law Job Interview provides tips, examples, and substantive advice on different kinds of job interviews. It is the only comprehensive interview book for lawyers. Through real-life examples and tips from hundreds of prominent legal professionals, this book reveals successful interview strategies, insider perspectives, and bold moves. Topics include:

◆ Unique challenges facing foreign and “involuntary” job applicants.
◆ Questions not to ask and answers to avoid.
◆ Body language, gap-fillers, and effective interview questions.
◆ What to wear, what to bring, and how to do your homework.
◆ Lunch interview etiquette.
◆ Dealing with inappropriate questions and arrogant interviewers.
◆ Tips for working with a headhunter and negotiating an offer.

Nail Your Law Job Interview is a must-have for every candidate who hopes to obtain a legal position in today’s legal market!
Carve Your Own Road
Do What You Love & Live the Life You Envision

Jennifer Remling & Joe Remling

There is an epidemic facing our world today. People everywhere, even those who are successful by most standards, are utterly disconnected from what they really want out of life. We’ve abandoned our true passions and dreams in exchange for a daily grind that offers no fulfillment. Some estimates say that fully 80 percent of people don’t enjoy their work and wish they could exert more control over their lives.

Carve Your Own Road offers a powerful process for reconnecting to your dreams and expanding your opportunities. You will receive firsthand insight from people who have successfully made the leap to careers that invigorate and inspire.

You’ll learn how to:

- Reconnect deeply with yourself to discover what you really want out of your career.
- Breathe new life into your days and take action that is in alignment with your vision.
- Expand your thinking about possibility, finances, success, and fulfillment.
- Apply the latest advancements in brain research and sports psychology to achieve your goals.
- Minimize risk and reduce stress while making a major change in your life.
- Let go and let your career vision evolve while opening yourself up to new possibilities.

Carve Your Own Road also offers stories of dozens of inspiring entrepreneurs and individuals who have done something intimidating to most of us—quit their jobs to pursue a whole new path, one filled with uncertainty and fear...and passion and excitement.

Before founding CarveYourOwnRoad.com, Jennifer Remling was a corporate recruiting executive for many of the world’s largest corporations. A frequent speaker on the topic of professional development, Remling has been featured in media outlets such as MSNBC.com and The New York Post.

Joe Remling has been working in architecture and design for more than 13 years, managing projects that range from residential design to large-scale assembly, including the Georgia Aquarium. He left his corporate architecture job in 2004 to start his own design firm with three other partners. He serves on the board of directors for the Museum of Design Atlanta and has been a guest lecturer at The Art Institute of Atlanta.

Jennifer and her husband, Joe, live in Atlanta.
They Don’t Teach Corporate in College
REvised Edition
A Twenty-Something’s Guide to the Business World

Alexandra Levit
Foreword by Julie Jansen, author of I Don’t Know What I Want, But I Know It’s Not This

“This insightful and essential guide to mastering the politics of corporate America should be required reading for every college graduate.”
—James A. Boyle, president, College Parents of America

“This book is loaded with solid information designed to demystify the business world, including a short, to-the-point glossary of office lingo and a terrific chapter on how to make a long-term career plan.”
—Anne Fisher, Fortune magazine

They Don’t Teach Corporate in College has resonated with tens of thousands of readers and is currently used as a text in corporations and universities across the country. This new and updated edition reflects the unique needs and challenges of current 20-somethings, who want to get ahead, but lack the know-how and finesse to make it happen. It incorporates fresh tips for effectively managing your online presence, practicing the art of “intrapreneurship,” and planning your next move inside or outside Corporate America.

Chock-full of personal anecdotes and written from the perspective of a wise older sister who doesn’t want you to learn the hard way, They Don’t Teach Corporate in College includes no-nonsense advice for:

- Making the smartest career move right out of college.
- Landing the job of your dreams by avoiding the “black hole” of HR.
- Establishing a strong reputation by encouraging others to like and cooperate with you.
- Navigating your organization’s social scene and practicing cringe-free networking.
- Mastering skills that will take you anywhere, such as goal-setting and self-promotion.
- Combating negativity and coping with difficult personalities.

Also Available:

How to Work for an Idiot
John Hoover
EAN 978-1-56414-704-2
$14.99 (Can. $21.95)

Capitalizing on Kindness
Kristin Tillquist
EAN 978-1-60163-038-4
$15.99 (Can. $18.95)

Previous Edition: EAN 978-1-56414-765-9
Returnable Until September 30, 2009
Saving Green
A Family Guide to Saving Money While Saving the Planet
Laura Saba

There are a lot of books that can help you save money. And more are published each day on what you can do to reduce your impact on the environment. Saving Green is the only book that will help you do both!

Author and environmentalist Laura Saba starts with the “Five Rs”—Reduce (spend less, tax the environment less); Reuse (including other people's stuff); Recycle (the kind of “reusing” we are most familiar with); Restore (again, reducing the cost and impact of buying something new); and Reconsider (is buying that expensive car going to give you a commensurate amount of joy while guzzling more gas?)

As we confront both economic instability and the initial effects of global warming, it is easy to become discouraged and feel powerless in the face of such troubles. In Saving Green, you will discover numerous ways to green both your wallet and the planet around you by changing the way you approach your wants, needs, and desires.

This book helps make your economically and environmentally-friendly plan easy to implement. You’ll learn:

- How your daily actions and choices affect the rest of the world.
- Numerous examples of how simple changes in your thinking can create a richer environment, both in your wallet and on the planet.
- Ways to structure your home life that will help you save green.
- Travel and on-the-job tips.
- Recipes for green, money-saving meals and green cleaning products.
- Fantastic green fashion advice.
- Tips for great green fun.
- Shopping green.
- Green pet care.
- How to green holidays and events, even weddings!

Laura Saba is an author, educator, game and toy inventor, and environmentalist. She has served as editor of the Sierra Club Newsletter and as president of the Planet Earth Club. In addition, she is founder of www.RandomActsOfGreenness.com, a project focused on helping people get greener day by day.

Also Available:

The Green Business Guide
Glenn Bachman
EAN 978-1-60163-048-3
$15.99 (Can. $18.95)
February Release
12 Steps to a New Career
What to Do When You Want to Make a Change Now!

Carl J. Wellenstein

“Wellenstein has created the most comprehensive collection of practical advice and wisdom for any job seeker at the professional, management, or executive level. As someone who has had 14 years’ experience coaching and advising executives in job transition, the best advice I can now give them for a ‘one stop’ resource is to use 12 Steps to a New Career. By following Carl’s advice, they will have a smooth journey to their next position.”

—Dick Ferrington, executive coach, DBM Career Services

Changing jobs in your 30’s or at an executive or manager level requires you to think more strategically about your career. As your coach, author Carl Wellenstein guides you through the process of making job and career changes in a step-by-step fashion that is specific to your level and situation. You will learn what you need to do, when you need to do it, and why (from multiple perspectives—yours, recruiters, and employers). Real-life examples illustrate how.

Twelve chapters are arranged in five sections:

► Self-discovery—What you bring to the table that others want.
► Job and career options—Understanding the ones that will work for you.
► Marketing yourself effectively—Crafting your resume and navigating the job market.
► Communicating effectively—Techniques that build confidence and enthusiasm so you are more effective when networking, interviewing, and negotiating.
► Creating your strategic plan—Keeping yourself on track.

12 Steps to a New Career will help you make a life-changing leap from thinking of “changing jobs” to defining a career path that will lead to a job you’ll love.
Creating Passion-Driven Teams
How to Stop Micromanaging and Motivate People to Top Performance

Dan Bobinski
Foreword by Gary Harpst, author of Six Disciplines Execution Revolution

Can passion be taught? Can it be fostered? The answer is yes. But perhaps more accurately, a team leader must create the right conditions for passion to emerge. Those conditions must be nurtured, not unlike a gardener creating the right conditions for his plants to flourish.

Make your job easier. Get the inside scoop on the secrets of success that motivate teams to top performance. In the matrix of workplace roles and responsibilities, managers are pivotal to corporate success. Yet a manager is often the unsung hero who must adapt to demands from all sides—and do so with little or no training, and without mentorship for the role. Learn from Dan Bobinski, who draws from 20 years of consulting experience, extensive studies of best practices, and the latest in neuroscience research. You’ll learn the principles and methods top managers use to develop passionate, engaged employees who are dedicated to success. You’ll be able to:

◆ Motivate without manipulating
◆ Turn mistakes into a fervent drive for quality
◆ Equip teams to enthusiastically adapt to change
◆ Create environments in which people strive for excellence—and more

Today’s workforce requires managers to be more than just a person in charge. Creating Passion-Driven Teams show you how to tap your team’s natural motivations and achieve consistent, sustained top performance.

Dan Bobinski is the president and CEO of Leadership Development, Inc., and director at the Center for Workplace Excellence. For more than 20 years Dan has coached and trained managers and leaders in the Fortune 500 as well as small and mid-sized businesses. His Workplace-Excellence blog has been listed among the top 100 daily must-reads for entrepreneurs, and his newspaper column on workplace issues is syndicated internationally. Dan is a passionate speaker and trainer on management topics, and he holds a master’s degree in human resource training and development as well as a BS in workforce education and development. Dan lives in Boise, Idaho.
Web Content Rx
A Quick and Handy Guide for Writers, Webmasters, eBayers, and Business People

Wayne English

Web Content Rx is a hands-on primer that shows anyone—even technical novices—how to write high-quality, keyword-laden, search engine optimized Web content. Based on the latest research on how people read the Web, it also includes numerous tips, tricks, and techniques on writing a blog, training, and creating an audio or video podcast.

This must-have reference is for anyone working on the Web. Webmasters can avoid losing projects for lack of content. Business people can now create effective, readily understood Web content about their services or products. eBay sellers can create powerful online advertisements and photograph your products to maximize their appeal. Technical writers, and those who write for industry, will appreciate the extensive safety-related material.

Whether you need to write simple text or technical material, Web Content Rx is the book for you. Specifically, you will find:

- Examples of good and bad content.
- Numerous methods and techniques for presenting your data.
- Real-world techniques to create content that people will read.
- Eleven appendices with the technical and esthetic material you need to produce the high quality content that your customers demand.

Web Content Rx supports your professional needs by providing a writer’s checklist; samples of a contract, HTML, and design; instructions for how to estimate a job, establish an hourly rate, take pictures, and create a spam-proof e-mail address.

This book is a toolbox, written by a professional content writer and Web geek. Let it help you get your high-quality content on the Web!

Wayne English, founder of WebContentRx.com, writes Web content, media releases, and articles; does Website analysis; develops complete Websites; manages e-mail marketing campaigns; and markets Websites. English has published numerous articles in local, national, and international newsletters, major magazines, newspapers, and tabloids. As a contributing editor, he wrote a technically oriented monthly column for a photography magazine, worked as a professional photographer, and taught digital photography. He has taught software quality assurance, first aid, radiation protection, and health physics. English lives in Coventry, Connecticut.
The Wild Idea Club
A Collaborative System to Solve Workplace Problems, Improve Efficiency, and Boost Your Bottom Line
Lee Silber, Andrew Chapman, and Linda Krall

Imagine a workplace where employees don’t complain about problems but instead work together in idea-generating clubs to present positive solutions.

The Wild Idea Club will help you get there, by providing managers with an easy, step-by-step approach that harnesses the collective genius of their people to drive innovation, improve efficiency, and increase morale.

In tough times like these—with managers facing increasing pressure to get more done with fewer people and less money—encouraging employees to work together to tackle tough issues on their own is not a luxury, but a survival tool.

When people start seeing possibilities instead of problems—and can present their solutions to decision-makers who care—something amazing happens: They find themselves actually working together toward a common goal that benefits everyone and their organization.

The Wild Idea Club is a guide, a method, and a tool that provides:

- Everything a manager needs to get a Wild Idea Club (or three) up and running in his or her organization—and keep it going.
- Tips and techniques to help your people generate ideas and select the best ones.
- The best ways to capture, record, research, and follow through on the solutions generated by a Wild Idea Club.
- Strategies to help your people pitch their ideas.
- And much more.

Written in a loose and light style, each chapter presents one facet of the concept, illustrated through a story based on real-life examples of Wild Idea Clubs in action. This book will help anyone learn exactly what’s needed to create a club in his or her company, no matter its industry, size, or history.

ALSO AVAILABLE:

Innovation for Underdogs
Dr. David Pesook with Elizabeth Licorish
EAN 978-1-60163-035-3
$19.99 (Can. $23.50)
November Release

151 Quick Ideas to Inspire Your Staff
Jerry R. Wilson
EAN 978-1-56414-829-2
$12.99 (Can. $17.95)

Lee Silber is the award-winning author of 13 books, including the popular “Creative Person” series for Random House. Silber owns a successful corporate training company and maintains a busy speaking schedule for clients ranging from Aetna to Wells Fargo.

Andrew Chapman has been in publishing for more than 20 years and has taught thousands of people throughout five countries, including a popular book-promotion class for The Learning Annex. He is an award-winning writer, the author of five books and two audio books, and the current president of Publishers & Writers of San Diego.

Linda Krall is a strategic illustrator for award-winning package design, branding, and innovation companies, including PepsiCo, GlaxoSmithKline, ConAgra, and other Fortune 500 companies.
The Essential Nonprofit Fundraising Handbook

Getting the Money You Need From Government Agencies, Businesses, Foundations, and Individuals

Michael A. Sand and Linda Lysakowski

Are you a staff member, a board member or a volunteer of a faith-based, human service, arts, or other nonprofit organization that needs additional funds to accomplish its mission?

Are there not enough hours in the day to raise the money your agency needs?

Do your colleagues not have the expertise or interest to generate the needed dollars?

Do you need a quick source of practical information about ways to raise funds?

Then you need The Essential Nonprofit Fundraising Handbook.

This book is for individuals who are dedicated to helping their communities but who need useful recommendations on how to raise money. Written by two of America’s foremost fundraising experts, you will learn how to:

- Develop a clear, efficient fundraising plan.
- Ask for contributions from individuals.
- Target businesses, foundations, and government agencies.
- Hold special events.
- Conduct a Capital Campaign.
- And lots more!

How many times has a well-meaning board member suggested that you do a golf tournament (gala dinner dance, art auction, walkathon) because the Girl Scouts (local hospital, Rotarians, PBA) scored big with theirs—only no one has any experience with such an event?

With The Essential Nonprofit Fundraising Handbook, you’ll learn exactly what to do, step by step, to pull off a successful event of any kind or size, or to raise badly needed funds in a wide variety of other ways.
Think Like a Marketer
What It Really Takes to Stand Out From the Crowd, the Clutter, and the Competition
Lauron Sonnier

“I feel so empowered with Lauron’s clear, practical marketing strategies. She shows you how to make marketing automatic, and as a business owner, that’s exactly what I need. No business should run without this information.”

Do you find marketing to be confusing, difficult, or overwhelming? Are you not sure where to begin? Do you have a plan, but don’t know how to make it happen?

To act and succeed like a marketer, you must first think like one. When you do, marketing becomes routine, focused, and successful as you take clear, confident steps to grow your business every day.

Think Like a Marketer takes the mystery out of marketing. It addresses head-on the principles that must guide every action, decision, and communication that affect your business. In addition, it gives you practical, real-life guidance that you can apply immediately after reading.

Chock-full of specific examples and proven processes, Think Like a Marketer will teach and show you how to:

◆ Think, act, and communicate like a marketing pro.
◆ Identify and capitalize on the marketing opportunities that abound in your business every day (but are usually missed).
◆ Stand out in a cluttered and overcrowded marketplace.
◆ “Stir the pot” to build and maintain marketing momentum.
◆ Devise a practical marketing strategy that will show positive results, even on a bare-bones budget.

With Think Like a Marketer, you’ll be prepared to put marketing into action and turn yourself and your business into a marketing machine!

Also Available:

6 Steps to Free Publicity
Third Edition
Marcia Yudkin
EAN 978-1-60163-027-8
$15.99 (Can. $18.95)
October Release

Why Customers Really Buy
Linda Goodman and Michelle Hallin
EAN 978-1-60163-041-6
$14.99 (Can. $17.50)
January Release

Lauron Sonnier is president of Sonnier Marketing & Communications, Inc. (Houston, Texas). She has helped countless companies, managers, and entrepreneurs put marketing into action to grow their businesses on a daily basis. A member of the National Speakers Association, Sonnier presents powerful marketing ideas and strategies to audiences throughout the country. She has been featured in numerous local and national publications. She holds a BS in Communications and spent 20 years in the marketing trenches, working in television, public relations, and advertising. A Cajun from Louisiana, Sonnier couldn’t talk if you tied her hands.
Celebrating Failure
The Power of Taking Risks, Making Mistakes, and Thinking Big
Ralph Heath

“People from every walk of life can learn something from Celebrating Failure. Encouraging originality, responding to changes, and thinking big are just some of the approaches Heath advocates to help people learn from failure and achieve their dreams.”

—U.S. Senator Russ Feingold

“Fear of failure is perhaps the worst affliction a manager can have because it leads to creative paralysis and inhibited growth. Despite all the clichés coming from higher management, most managers know that mistakes are more often punished than rewarded. Into this cultural reality now comes Ralph Heath’s reassuring words about failure not only as a teacher but as a power that leads to greater success. I highly recommend this helpful book.”

—James Autry, author of The Servant Leader

Celebrating Failure is the definitive how-to manual for leaders seeking to embrace the power of failure as a learning tool to improve their organizations and achieve ever-greater goals. The business world (and, lately, the political arena) is convinced that the number one topic is change. Heath posits that it might well be failure, because if you do it right, failure can become a launching pad for change.

Heath contends that “positive failures” are not only necessary steps on the path to success, but encourage greater freedom to take risks in pursuit of one’s life goals. This counterintuitive but powerful title includes:

- Engaging stories of real-life business and personal failure experiences.
- Practical steps to apply each chapter’s “lessons” and change your approach to risk-taking and failure.
- Positive, effective ways to eliminate the “fear of failure” that can hold you back in today’s competitive, fast-changing world.

Heath’s insightful stories lay out his own failures and reveal his human side as a son, father, athlete, and business leader.

 ALSO AVAILABLE:

Business War Games
Benjamin Gilad
EAN 978-1-60163-030-8
$19.99 (Can. $23.50)
March Release

How to Reduce Workplace Conflict and Stress
Anna Maravelas
EAN 978-1-56414-818-6
$14.99 (Can. $20.50)

Ralph Heath is president of Ovation Marketing, an ad agency he founded in 1978 in La Crosse, Wisconsin. Ovation was twice named to INC magazine’s 500 fastest-growing companies. Heath is a John Caples advertising award winner and was recognized as Midwest Direct Marketer of the Year. He is a motivational speaker and has taught advertising at the University of Wisconsin. He is president of two nonprofit organizations, Mississippi Valley Conservancy and Human Powered Trails. Heath has been honored as a four-time Triathlon All-American, and is a two-time finisher of the Hawaii Ironman and a 2008 bronze medalist in Wisconsin cycling.
Y in the Workplace
Managing the “Me First” Generation
Nicole A. Lipkin, PsyD, MBA and April J. Perrymore, PsyD

What happened to dress shoes, sir/ma’am, in-person meetings, and traditional work etiquette?

A workplace revolution is underway, one that is stimulating new methods of thinking, behaving, communicating, and doing business as Generation Y continues to infiltrate the workplace and influence corporate culture. This revolution is led by approximately 60 million Gen Yers, the largest bloc to hit the workforce since the 72 million baby boomers. Company owners and managers are worried, because this generation has created its own unique culture...and demands.

Y in the Workplace illustrates how the values, attitudes, and expectations of Generation Y have had an impact on corporate environments, intergenerational functioning, and management strategies. To help this generation successfully transition into the workplace while creating a shared vision, authors Lipkin and Perrymore provide you, the manager, with the following:

* Psychological insight into the character of this generation.
* Strengths and challenges that Generation Y is bringing to the workplace.
* Coaching strategies and ways to harness their strengths, minimize their weaknesses, and illuminate their talents.
* Hope about their abilities as supervisors and managers, and about their positive impact on the future of your company

Whether you are a small business owner, manager, HR professional, or teacher working with Generation Y, this book is a must-read to gain insight into why this generation is the way it is, how to help them become the best they can be, and how to integrate them into your company and work with them.

Nicole A. Lipkin, PsyD, MBA, is the owner of Equilibria Psychological and Consultation Services, LLC, a group psychology practice. Her personal practice includes executive and leadership coaching and assessment, team-building services, and coaching and training services for Generation Y employees and those who manage them.

April J. Perrymore, PsyD, owns an independent psychological practice. She specializes in working with small-business owners and entrepreneurs. Previously, she was an assistant professor of psychology, teaching and advising Generation Y.
Thomas R. Ittelson, is a scientist, businessman, author, and teacher with many years of hands-on experience in business development and marking for technical companies. As a consultant to entrepreneurs, Ittelson has written business plans and prepared financial projections that have helped raise more than $500 million in start-up equity capital. Financial Statements was born from the author’s efforts to teach client entrepreneurs how to design and use financial statements in their start-up businesses.

Financial Statements
REVISED AND EXPANDED EDITION
A Step-by-Step Guide to Understanding and Creating Financial Reports

Thomas R. Ittelson

AMAZON READERS LOVE THIS FIVE-STAR TITLE:
“Buy this book first.”
“Perfect for budding entrepreneurs!”
“Makes a complicated subject seem like child’s play.”
“A masterpiece for non-financial managers.”
“The best book available on the subject.”

Now the best-selling book of its kind has gotten even better.

This revised and expanded second edition of Ittelson’s master work will give you that firm grasp of “the numbers” necessary for business success. With more than 100,000 copies in print, Financial Statements is a perfect introduction to financial accounting for non-financial managers, stock-market investors, undergraduate business and MBA students, lawyers, lenders, entrepreneurs, and more.

Most introductory finance and accounting books fail either because they are written “by accountants for accountants” or the authors “dumb down” the concepts until they are virtually useless.

Financial Statements deftly shows that all this accounting and financial-reporting stuff is not rocket science and that you can understand it!

Ittelson empowers non-financial managers by clearly and simply demonstrating how the balance sheet, income statement and cash flow statement work together to offer a “snapshot” of any company’s financial health. Every term is defined in simple, understandable language. Every concept is explained with a basic, straightforward transaction example. And with the book’s uniquely visual approach, you’ll be able to see exactly how each transaction affects the three key financial statement of the enterprise.

Two new major sections with nine new chapters were added to this revised second edition of Financial Statements, simply the clearest and most comprehensive introduction to financial reporting available.

Previously Announced

Pub Date: August 2009
U.S. $17.99 (Can. $21.50)
Paper
7 x 10. 288 pp. (est.)
EAN 978-1-60163-023-0
Category: Business/Accounting
Rights: World

Previous Edition:
EAN 978-1-56414-341-9
Returnable until July 31st, 2009

ALSO AVAILABLE:

The Small Business Owner’s Manual
Joe Kennedy
EAN 978-1-56414-813-1
$19.99 (Can. $26.95)

Collections Made Easy
Carol S. Frischer
EAN 978-1-56414-400-3
$19.99 (Can. $25.50)
Can I Have Your Attention?
How to Think Fast, Find Your Focus, and Sharpen Your Concentration
Joseph Cardillo

Can I Have Your Attention? is not your traditional self-help book that offers 12 simple steps to enhance brainpower. Nor is it a book on Eastern Wisdom, spirituality, or conventional meditation.

It is an eye-popping adventure that combines ancient, high-speed attention-building processes with cutting-edge attention research in psychology, neurology, and biology. Through Joseph Cardillo’s engaging personal account of the world of human attention—which synthesizes the stories of more than two dozen experts—you will uncover surprising secrets about the workings of your own mind.

Did you know that:

- You can use your attention to perfect any daily activity—from piano playing to work—related activities to perfecting your golf swing?
- In just one-six-hundredth of a second, a random detail you glimpse in the corner of your eye can determine whether you like someone you just met, cause or avoid an accident, make you feel happy or depressed all day, and lead you to succeed or fail at anything you try?
- Specifically designed meditation techniques can be used to scan and shift brain waves, altering one’s attention as effectively as electrode-packed biofeedback instruments?
- Most importantly, you can train your attention to turn such processes on or off, on command?

This fresh look at ancient attention skills and new science will transform your thinking about what human attention is as well as offer a guide to incorporating its insights into your daily life. Can I Have Your Attention? even presents a redefinition of attention deficit and reveals a variety of natural, non-medical tools that can significantly amp up anyone’s attention!
Battling Big Box
How Nimble Niche Companies Can Outmaneuver Giant Competitors
Henry Dubroff and Susan J. Marks
5 x 8, paper, 256 pp.
EAN 978-1-60163-028-5
$15.99 (Can. $18.95)
January Release

“The innovation that comes from small, entrepreneurial companies will help our plant survive today’s turbulent times. Henry and Susan provide a road map for turning new ideas into long term successes.”
—Casey Sheahan, CEO, Patagonia

“With so many small businesses failing every day, you might think it is impossible to beat the Big Box stores like Wal-Mart, Best Buy, and Home Depot at their own games. But you’d be wrong. This book is filled with fascinating interviews from small businesspeople who have succeeded, and it is also filled with valuable resources to arm you in your battle with the Bigs.”
—Jordan E. Goodman, author, Fast Profits in Hard Times

Business Reports for Busy People
Timesaving, Ready-to-Use Reports for Any Occasion
Gayle Patenaude
7 x 10, paper, 288 pp.
EAN 978-1-60163-042-1
$19.99 (Can. $23.50)
February Release

Business is about decisions. Reports that capture, analyze, and explain the right data in a clear, concise format allow managers and decision-makers to generate the best possible results. Business Reports for Busy People is a handy, quick-reference guide that describes how to write the most common types of business reports and provides a wide range of samples and templates that can be used to produce professional-looking, clear, and concise reports.

The Green Business Guide
A One Stop Resource for Businesses of All Shapes and Sizes to Implement Eco-Friendly Policies, Programs, and Practices
Glenn Bachman
6 x 9, paper, 256 pp.
EAN 978-1-60163-048-3
$15.99 (Can. $18.95)
February Release

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