Your Mind: An Owner’s Manual for a Better Life
10 Simple Truths That Will Set You Free

Dr. Christopher Cortman and Dr. Harold Shinitzky

During their more than 60,000 hours facilitating psychotherapy, Drs. Cortman and Shinitzky realized that most people are unaware of 10 crucial psychological truths—truths imperative to maintaining mental health and well-being. As a result of this lack of awareness, they become anxious, depressed, and generally unhappy; if they learn the 10 truths, they are much more likely to lead productive, fulfilled lives.

Do you know that:

- Emotions are understandable and contain valuable information?
- Our behavior has a hidden purpose?
- We all have an internal saboteur whom we must identify and control?
- We can change how we act if we change how we think?
- Time heals nothing?


Dr. Christopher Cortman has been a licensed psychologist in Florida for the past 23 years. He is a much-sought-after counselor and speaker who shares his significant knowledge of the human psyche in ways that clients and audiences can understand and immediately apply to their daily lives. Dr. Cortman has facilitated more than 50,000 hours of office and residential psychotherapy and provides psychological consultation services at five local hospitals. He also serves as a consultant to government and law enforcement agencies, and frequently testifies as an expert witness in civil and criminal courts.

Dr. Harold Shinitzky is in private practice in Florida. He currently consults for several countries, states, counties, and schools on the development, implementation, and evaluation of adolescent prevention initiatives. He has been the mental health correspondent for Radio Disney, ABC, and Fox television in Tampa. He was previously the director of the Assessment/Intervention Team Prevention Services at the Johns Hopkins University School of Medicine, Department of Pediatrics. He is on the national advisory board to Drug Free America, The Learning Partnership, and the Applied Institute of Forensic Psychology.
LEAP! 101 Ways to Grow Your Business

Stephanie Chandler

Business growth requires more than a business plan and a dream. You must utilize many tools and techniques to take your company to the next level. LEAP! 101 Ways to Grow Your Business is loaded with practical strategies that you can leverage based on your business-growth goals and the distinct needs of your company.

LEAP! is divided into four sections: Leverage, Execute, Accelerate, and Prosper; you will learn how to:

- Develop a business-growth action plan.
- Automate your business.
- Locate business capital.
- Identify powerful marketing strategies.
- Harness the power of the Internet.
- Attract the media and gain valuable exposure.
- Boost profits by innovating.
- Protect your time so you can enjoy your life.

Also included are inspiring interviews with successful business owners who have made the LEAP to real business growth, along with advice from dozens of industry experts. Whether you implement just a few strategies from this comprehensive guide or all of them, the results are sure to be extraordinary.

Are you ready to LEAP?

Stephanie Chandler is an award-winning author of several business and marketing books. She is also founder and CEO of Authority Publishing, a custom marketing and publishing company, and BusinessInfoGuide.com, a directory of resources for entrepreneurs. A self-proclaimed “corporate refugee,” Chandler fled the Silicon Valley in 2003 to pursue her entrepreneurial goals. She grew and sold the first business that she started, and continues to cultivate her passion for online marketing, publishing, and small business growth. A frequent speaker at business events and on the radio, Stephanie has been featured in Entrepreneur magazine, BusinessWeek, Inc.com, and many other media outlets. She resides near Sacramento, California.

Also Available:

The Green Business Guide
Glenn Bachman
EAN 978-1-60163-048-3
$15.99 (Can. $18.95)

Ask the Right Questions, Hire the Best People
Revised Edition
Ron Fry
EAN 978-1-56414-892-6
$14.99 (Can. $18.95)
Emotional Fitness at Work
6 Strategic Steps to Success Using the Power of Emotion

Barton Goldsmith, PhD

“Emotions have always played a role in business relationships, but too often they have been ‘under the radar’ and ignored. Dr. Goldsmith shines the light on emotions and how they can lead a business to greater levels of success.”

—Gary Chapman, author of The Five Love Languages

“The economic meltdown is causing a tidal wave of emotions in the workplace.... Dr. Barton Goldsmith gives us the tools we need to keep our businesses moving forward and to help us weather this storm of panic and pain. Get it and keep it handy.”

—Marjory Abrams, publisher, BottomLine Personal

“Emotional Fitness at Work is a must-read for anyone currently in the workforce.”

—Debra Mandel, PhD, author of Your Boss Is Not Your Mother

As the world’s economies continue to melt down, Dr. Goldsmith gives us the information we need to help make it through this difficult and scary time. Anyone who wants to keep his or her job—and any leader who wants to keep his or her company afloat—needs to learn how to deal with and utilize the power of emotions.

Packed with simple tools, tactics, tricks, and techniques, Emotional Fitness at Work will help you to see how feelings directly impact your workforce, to do comprehensive evaluations, and to create an empowered team, even if you’ve never done it before.

Emotional Fitness at Work will cover:

- Using emotions to work through the recession.
- How negative thinking affects the bottom line.
- Truly motivating your team to reach the next level.
- Reducing anxiety and depression in the workplace.
- Accepting responsibility and making it profitable.

Also Available:

100 Ways to Motivate Others
Steve Chandler and Scott Richardson
EAN 978-1-56414-992-3
$14.99 (Can. $16.95)

Y in the Workplace
Nicole A. Lipkin, and April J. Perrymore
EAN 978-1-60163-071-1
$15.99 (Can $18.95)

Barton Goldsmith, PhD

Barton Goldsmith, PhD, is an award-winning psychotherapist, author, and motivational speaker who has consulted with hundreds of companies worldwide. His columns have run in nearly 500 publications over the past decade, including the Chicago Sun-Times, Los Angeles Business Journal and Atlanta Journal-Constitution. He has been featured on CNN, Good Morning America, Fox & Friends, CBS News, and NBC News. He also hosts a weekly radio show on NPR/KCLU, the award-winning radio station in Southern California. He lives in Westlake Village, California. More information is available online at www.BartonGoldsmith.com.
Phil Fragasso has spent more than 20 years in the financial services industry and currently serves as President of I-Pension LLC, an innovative registered investment advisory firm. Fragasso’s diverse experience has one common element: a focus on translating complicated subject matter into language that is simple and understandable. Whether in person, on the phone, or in writing, Phil puts himself in the place of his clients and crafts messages and strategies that resonate. Phil lives in Wellesley, Mass.

Craig L. Israelsen, PhD, is an associate professor in the School of Family Life at Brigham Young University in Provo, Utah, where he teaches Personal and Family Finance. He holds a PhD in family resource management from Brigham Young University. He received a BS in agribusiness and an MS in agricultural economics from Utah State University. Prior to teaching at BYU, he was on the faculty of the University of Missouri-Columbia for 14 years. He is a principal at Target Date Analytics, www.TDBench.com, and is the designer of the 7Twelve Portfolio, www.7TwelvePortfolio.com.

Your Nest Egg Game Plan
How to Get Your Finances Back on Track and Create a Lifetime Income Stream

Phil Fragasso and Craig L. Israelsen

“Craig gets what so many investment writers miss—that if investors don’t succeed, then all of the wizardry of Wall Street is for naught.”
—Don Phillips, managing director, Morningstar, Inc.

If you have an employer-sponsored pension plan, you’re among the lucky few. Traditional pensions—in which retirees were guaranteed an income for life—are a thing of the past. They’ve been replaced by 401(k) and IRA plans that shift the burden of building and managing a retirement nest egg to the employee. The scary part is that most of us are woefully unprepared to handle this responsibility.

That’s where Your Nest Egg Game Plan comes in. Using simple language, the authors provide an easy-to-implement framework to design an investment program that will provide the benefits of a traditional pension plan—while offering the flexibility that retirees and pre-retirees demand. Rather than touting individual stock picks, painting doom or gloom scenarios, or focusing on “the number,” the authors take a broad look at all aspects of investing and income generation. They expose many of the fallacies perpetuated by financial advisors, mutual fund companies, insurance companies, and the Wall Street media.

Your Nest Egg Game Plan replaces fear and uncertainty with intelligence and insight, and helps individuals tailor an investment and retirement strategy to fit their unique needs. In light of the global market meltdown of recent years, Your Nest Egg Game Plan is both timely and timeless.
The Financial Physician
How to Cure Your Money Problems and Boost Your Financial Health

Louis Scatigna, CFP

In good times or bad, The Financial Physician is the perfect prescription for everyone’s financial future.

And these times certainly aren’t good! The economy is in free fall, and people everywhere are struggling to survive. Unemployment is at record peaks, business closures are epidemic, and foreclosures have gone through the roof. Lives are being shattered and millions of people are scared to death. They don’t know what to do or where to turn.

The Financial Physician examines the 25 most common causes of financial problems. By making analogies to physical health, it will explain, in clear, straightforward language, why each problem occurs, and gives readers practical, well-tested, no-nonsense advice. Each chapter will include a “treatment section” that tells readers what to do and what not to do in order to avoid and cure their money illnesses and enjoy vigorous financial health.

Specific topics that will be covered include:

◆ Costly mistakes in buying homes, new cars, and insurance.
◆ Being swamped by mortgages and debt.
◆ Pursuing the wrong saving, investment, and borrowing strategies.
◆ Insufficient spousal teamwork.
◆ Falling victim to incompetent or unethical financial advisors.
◆ How our psychological makeup affects our financial success.

Also Available:

The Forewarned Investor
Brett Messing & Steven Sugarman
EAN 978-1-56414-881-0
$22.99 (Can. $29.95)

Repair Your Own Credit
Bob Hammond
EAN 978-1-56414-317-8
$1199 (Can. $18.95)

Louis Scatigna, CFP, a veteran Certified Financial Planner and President of AFM Investments, Inc., has been advising families on practical financial management for more than 25 years. As the host of the top-rated radio program, The Financial Physician, Scatigna has diagnosed and treated the financial ills of listeners for more than 10 years. His analogies of physical and financial health have motivated clients and audiences alike to get into fiscal shape. Scatigna has the skill of a surgeon, with the bedside manner of a country doctor. He and his family reside in Jackson, New Jersey. Look for him at www.thefinancialphysician.com.
Christine Durst and Michael Haaren are longstanding leaders in the work-at-home arena. The job-finding workshops they provide the U.S. State Department and the Armed Forces are the basis for this book. Durst appears often on CNN and was featured by Woman's World magazine in 2008 as “America’s Ultimate Work at Home Expert.”

Both authors have also been featured on ABC News 20/20, Good Morning America, and The Today Show, and in Consumers Digest, the Wall Street Journal, BusinessWeek, and many other publications. Durst resides in Woodstock, Connecticut, and Haaren in Annandale, Virginia.

Work at Home Now
The No-Nonsense Guide to Finding Your Perfect Home-Based Job, Avoiding Scams, and Making a Great Living

Christine Durst and Michael Haaren, authors of The 2-Second Commute

Many legitimate home-based jobs and projects can be found online, but trustworthy guidance is scarce. Worse, with a 56-to-1 scam ratio in work-at-home ads, the terrain is a minefield of fraud.

Nevertheless, customer service agents, researchers, test scorers, tutors, writers, and concierges are just a few of the many people regularly hired to work from home.

A growing number of Fortune 500 companies, including UnitedHealth Group, American Express, and Northrop Grumman, also hire home-based personnel.

In Work at Home Now, you’ll learn:

- The top insider tips on good and bad Google search terms.
- How to find the “needles in the haystack” on Craigslist, Indeed, Monster, CareerBuilder, and other big sites.
- Where the real jobs for mystery shoppers, transcriptionists, and similar part-time specialties can be found.
- Scam-spotting tips that even law enforcement doesn’t know.

Including interviews with hiring managers and successful home-based workers, Work at Home Now is the ultimate guide to finding the work-at-home job or project you want most.

Pub Date: November 2009
U.S. $14.99 (Can. $20.95)
Paper
5 ¼ x 8 ¼, 256 pp. (est.)
EAN 978-1-60163-091-9
Category: Career
Rights: World

Also Available:

The 2-Second Commute
Christine Durst and Michael Haaren
EAN 978-1-56414-792-9
$14.99 (Can. $20.95)

Carve Your Own Road
Jennifer Remling and Joe Remling
EAN 978-1-60163-052-0
$14.99 (Can. $17.50)
April Release
The Business Tree
Growth Strategies and Tactics for Surviving and Thriving

Hank Moore

“Hank Moore’s Business Tree is the most original business model of the last 40 years.”

—Peter Drucker

“Any serious organization would do well to listen to this man. He speaks of genius, creativity, and plain common sense.”

—George H.W. Bush, former president of the United States

“Hank Moore works miracles in changing stuck mindsets. He empowers knowledge from without by enthusing executives to reach within.”

—Dino Nicandros, chairman, Conoco

Where do the world’s most successful companies get great ideas? Why do some develop effective strategies and succeed, while others fail? What are the most effective ways to strategically plan an organization?

The Business Tree is an original business model and a fresh look at change and growth, utilizing full-scope planning as a means of navigating through uncertain waters toward richer success. It is based on the author’s trademarked approach to growing and strengthening businesses, tested by his actual work in guiding corporations during the past three decades.

This book offers a creative approach to strategy development and planning for companies, that prepares them for an unknowable tomorrow in today’s turbulent business environment. It is illustrated with dozens of case studies, most drawn from the author’s own files.

ALSO AVAILABLE:

Creating Passion-Driven Teams
Dan Bobinski
EAN 978-1-60163-075-9
$15.99 (Can. $18.95)
June Release

6 Habits of Highly Effective Bosses
Stephen E. Kohn and Vincent D. O’Connell
EAN 978-1-56414-832-2
$14.99 (Can. $19.95)

Hank Moore, a corporate strategist, speaks and advises boards of directors, CEOs, and executive teams on planning for a profitable future and increasing shareholder value, by touching on topics such as shaping business trends, confronting challenges and opportunities, corporate responsibility and ethics, creating and rebuilding corporate cultures, new ways of doing business in the future, crisis management and preparedness, and building coalitions, collaborations, and joint-ventures. He conducts corporate visioning, independent performance reviews, strategic planning, and growth strategies for organizations of all sizes. With his trademarked implementation processes, he guides companies as they grow, strengthen, and evolve, often as they are mastering change.
The Body Language Handbook
How to Read Everyone’s Hidden Thoughts and Intentions

Gregory Hartley and Maryann Karinch,
best-selling authors of How to Spot a Liar

Ever wonder what that raised eyebrow, nervous twitch, or lazy slouch really means? Is it profound and important... or a meaningless quirk?

In The Body Language Handbook, the authors use candid photos of real people in stress-free situations, then juxtapose them against others with the same people responding to different kinds of stimulus to illustrate the power of body language. By going step-by-step from the holistic to the detailed, you’ll quickly discover when body language indicates something significant, and when an itch is just an itch. You’ll learn how to:

Gregory Hartley started his career with the U.S. Army, teaching interrogation and resistance to interrogation as well as providing interrogation support to Special Forces in Operations Desert Shield and Desert Storm. He then translated that military experience for businesses and has provided body language and behavioral analysis for print, TV, and radio media. With Maryann Karinch, Hartley is the author of five other books about human behavior, deception and body language, including How to Spot a Liar, I Can Read You Like a Book, and Get People to Do What You Want. He also created the Insight System of Behavioral Analysis.

Maryann Karinch is the author of 15 books, many of which address human behavior. Her corporate background includes senior communications positions with a variety of technology companies.
Identify the basic mechanics of human communication.

Observe what is culturally normal...and when “abnormal” matters.

Read changes in body language.

Avoid misunderstandings.

Project the right message.

Protect yourself from manipulation.

The Body Language Handbook will not only teach you how to read the body language of others, it will also make sure you send the signals you want to send. Increase your power of communication at the office, in a courtroom or class-room, at home, and in any social setting—even the poker table!
Winning Job Interviews

Revised Edition

Dr. Paul Powers

“Dr. Paul Powers was the original answer man for job seekers on Monster. Winning Job Interviews prepares success-minded people for that crucial encounter with great advice, helpful tips and...a winning attitude.”

—Jeff Taylor, founder and Chief Monster of Monster.com

“With the wit and wisdom of experience, Powers delivers the goods. Before you step foot into your next job interview, you need to read this book!”

—Cheryl Richardson, best-selling author of Take Time for Your Life

“No question, this is the best book on job interviewing I’ve read. Concrete, practical advice in a fun-to-read format.”

—Kevin Harrington, former director of career services, Harvard University Graduate School of Education

Here is one book every job hunter needs. Fast paced, with no fluff, Winning Job Interviews is packed with strategies and techniques that are practical, market-proven, and easy to use. Combining 30 years of career expertise with equal doses of motivation and humor, Dr. Paul Powers shows you how to:

◆ Overcome the “deadly dozen” roadblocks that trip up the even the most seasoned job hunter.
◆ Always have a great, fail-safe answer for even the most difficult interview questions.
◆ Have your references singing your praises.
◆ Get more and better job offers...and the simple phrase to help you negotiate the best deal possible.
◆ The job-hunting pros and cons of today’s technologies.
◆ Four disastrous social networking mistakes that will hurt your job hunt and career.
◆ How to recession-proof your job and keep your parachute packed and ready to go.

An expanded toolkit, with worksheets, flowcharts, outlines, and insider tips for the motivated job hunter, is also included in this extensively revised new edition.

Dr. Paul Powers, psychologist, author, and career expert, has helped thousands of people—from CEOs to recent grads—find and succeed in jobs they love. He advises corporations worldwide on how to select, motivate, and lead fully engaged employees with executive coaching, management team-building, and retirement planning.

A widely sought-after speaker, Dr. Paul’s mission is to help others achieve a more rewarding career, a more productive organization, and a more balanced, satisfying life. His LifeMap e-newsletter, read by thousands, is at www.drpaulpowers.com. He divides his time between Massachusetts and Florida.
Top Notch Executive Interviews
How to Strategically Deal With Recruiters, Search Firms, Boards of Directors, Panels, Presentations, Pre-Interviews, and Other High Stress Situations

Katharine Hansen, PhD

In these turbulent times, the job-interview game is more convoluted than ever for executives. They face a longer interview process, must demonstrate a vision to meet the prospective employer’s challenges, and will undergo intense vetting before receiving a job offer. *Top Notch Executive Interviews* reveals what employers really want and expect to see in executive candidate interview behavior and content. The book’s coverage of the executive interview difference, its case studies of senior-level managers in sticky interview situations, and its broad collection of hiring decision-maker interview peeves and preferences make it the must-have companion volume to *Top Notch Executive Resumes*.

This vital book includes an insightful examination of critical differences that distinguish executive-level interviews from all others, along with extensive information on leveraging relationships with recruiters, plentiful sample interview questions and suggested responses, and a comprehensive list of sample questions to ask the interviewer.

Special additional features include:

- Detailed tips on how to land an interview and conduct pre-interview research.
- The importance of nonverbal behavior and attire.
- A thorough guide to interview formats.
- An interviewing checklist.
- A chapter on tricky interview situations.
- A directory of executive-interview coaches.
- Post-interview chapters covering thank-yous, follow-ups, references, vetting, and background checks, plus negotiating and weighing job offers.

Katharine Hansen, PhD, creative director and associate publisher of Quintessential Careers, is an educator, eight-time author/coauthor, and blogger who earned her PhD in organizational behavior from Union Institute & University. Hansen holds the designations Credentialed Career Manager and Master Resume Writer from the Career Management Alliance. Her books, including *Top Notch Executive Resumes*, and hundreds of articles focus on career and college topics, including cover letters, resumes, networking, and writing skills. She has extensively researched employment interviewing and published on the topic in academic journals and in the popular press.

Pub Date: October 2009
U.S. $16.99 (Can. $23.50)
Paper
6 x 9. 224 pp. (est.)
EAN 978-1-60163-084-1
Category: Career
Rights: World

Also Available:

- *Top Notch Executive Resumes*  
  Katharine Hansen, Ph.D.  
  EAN 978-1-56414-989-3  
  $16.99 (Can $19.50)

- *12 Steps to a New Career*  
  Carl J. Wellenstein  
  EAN 978-1-60163-062-9  
  $16.99 (Can $19.95)

April Release
Don’t Take the Last Donut
New Rules of Business Etiquette

Judith Bowman

“Judith Bowman has written the definitive business etiquette guide.”
—Success Magazine

“Don’t Take the Last Donut provides all you need to know so that you don’t lose your job position or business deal.”
—Colorado Springs Business Journal

Don’t Take the Last Donut gives you the tools you need to be confident and letter-perfect in any business setting—from pitch to presentation, from networking to contract negotiations, and everything in between. With this book, you will easily master the art of small talk, the protocol of the perfect business introduction, and the many nuances of the business lunch.

You’ll learn:

➤ The protocol of the proper business introduction...even if you have forgotten someone’s name.
➤ The art of creating a positive first impression.
➤ How to manage an awkward moment.
➤ The vast differences in rules of etiquette around the world.

Plus, for the paperback edition: a new appendix, showing readers how to exceed expectations in the workplace and go from fine to fabulous. In this age of economic uncertainty, every edge counts.
Creating Passion-Driven Teams
How to Stop Micromanaging and Motivate People to Top Performance
Dan Bobinski
Foreword by Gary Harpst
5 ¼ x 8 ¼, paper, 224 pp.
EAN 978-1-60163-075-9
$15.99 (Can $18.95)
June 2009

“Creating Passion-Driven Teams helps bring focus to the most critical area of all in today’s Information Age business world—people.”

Y in the Workplace
Managing the “Me First” Generation
Nicole A. Lipkin, and April J. Perrymore
6 x 9, paper, 224 pp.
EAN 978-1-60163-071-1
$15.99 (Can $18.95)
July 2009

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. The book provides you, the manager, with advice and strategies to help this generation successfully transition into the workplace.

Celebrating Failure
The Power of Taking Risks, Making Mistakes, and Thinking Big
Ralph Heath
5 ¼ x 8 ¼, paper, 192 pp.
EAN 978-1-60163-064-3
$14.99 (Can. $17.50)
July 2009

“People from every walk of life can learn something from Celebrating Failure. Heath’s book tells us how even the toughest failures can, in the end, fuel tremendous success. Encouraging originality, responding to changes, and thinking big are just some of the approaches Heath advocates to help people to learn from failure and achieve their dreams.”
—U.S. Senator Russ Feingold

Can I Have Your Attention?
How to Think Fast, Find our Focus, and Sharpen Your Concentration
Joseph Cardillo
5 ¼ x 8 ¼, paper, 224 pp.
EAN 978-1-60163-063-6
$14.99 (Can. $17.50)
August 2009

Can I Have Your Attention? is not your traditional self-help book, nor is it a book on Eastern wisdom, spirituality, or conventional meditation. It is an engaging personal account of the world of human attention—which synthesizes the stories of more than two dozen experts. In it, you will uncover surprising secrets about the workings of your own mind.
**They Don’t Teach Corporate in College**  
*REVISED EDITION*  
A Twenty-Something’s Guide to the Business World  
Alexandra Levit  
5 1/4 x 8 1/4, paper, 256 pp.  
EAN 978-1-60163-058-2  
$15.99 (Can $18.95)  
April 2009

“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

**Carve Your Own Road**  
Do What You Love & Live the Life You Envision  
Jennifer Remling and Joe Remling  
6 x 9, paper, 208 pp.  
EAN 978-1-60163-052-0  
$14.99 (Can $17.50)  
April 2009

“Carve Your Own Road is the GPS for living that the world needs right now. This is a book you will not be able to put down. Jennifer and Joe empowered me to take my foot off the brake pedal and accelerate into the future.”  
—Simon T. Bailey, author of *Release Your Brilliance*

**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  
5 1/4 x 8 1/4, paper, 192 pp.  
EAN 978-1-60163-057-5  
$14.99 (Can $17.50)  
June 2009

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.

**12 Steps to a New Career**  
What to Do When You Want to Make a Change Now!  
Carl J. Wellenstein  
6 x 9, paper, 272 pp.  
EAN 978-1-60163-062-9  
$16.99 (Can $19.95)  
May 2009

“Carl has created the most comprehensive collection of practical advice and wisdom for any job seeker. As someone with 14 years of experience coaching and advising executives in job transition, the best advice I can now give them for a ‘one stop’ resource is Carl’s book.”  
—Dick Ferrington, advisor and executive coach
Highly Effective Networking
Meet the Right People and Get a Great Job
Orville Pierson
6 x 9, paper, 224 pp.
EAN 978-1-60163-050-6
$15.99 (Can $18.95)
March 2009

“Pierson dispels the myths of networking, helping anyone looking for a job or changing careers maximize and grow their existing network, however small. Highly recommended for experienced managers and professionals as well as recent graduates looking for their first jobs.”
—Gillian Steele, managing director, DePaul University Career Center

Nail Your Law Job Interview
Natalie Prescott & Oleg Cross
6 x 9, paper, 224 pp.
EAN 978-1-60163-053-7
$17.99 (Can $21.50)
March 2009

“An insightful guide to the intricacies of interviewing, critical for today’s challenging job market. Deftly covers a wide range of legal employment, including prized judicial clerkships and other government positions.”
—Debra M. Strauss, JD, Professor of Business Law, Fairfield University

Web Content Rx
A Quick and Handy Guide for Writers, Webmasters, eBayers, and Business People
Wayne English
6 x 9, paper, 240 pp.
EAN 978-1-60163-068-1
$17.99 (Can $21.50)
June 2009

“Web Content Rx will guide you through the mysteries of html and special characters, un-spammable email, and customer-winning content. And if your grammar is a trifle rusty, Wayne will show you how to achieve the clarity and impact you crave. Then, watch your success grow!”
—J. Lindsay Kellock, communications advisor

Think Like a Marketer
What It Really Takes to Stand Out From the Crowd, the Clutter, and the Competition
Lauren Sonnier
6 x 9, paper, 224 pp.
EAN 978-1-60163-073-5
$15.99 (Can $18.95)
July 2009

“Think Like a Marketer shows you how to position yourself to attract more and better customers, and to stand out from your competitors in today’s marketplace.”
—Brian Tracy, author of The Way to Wealth

The Essential Nonprofit Fundraising Handbook
Getting the Money You Need From Government Agencies, Businesses, Foundations, and Individuals
Michael A. Sand and Lynda Lysakowski
5 1/4 x 8 1/4, paper, 224 pp.
EAN 978-1-60163-072-8
$14.99 (Can $17.50)
July 2009

This revised and expanded second edition of Irtelson’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, students, lawyers, lenders, entrepreneurs, and more.