



Berrett-Koehler
Publishers

Winter 2017 Catalog

BK Life

BK Currents

BK Business

Connecting people and ideas
to create a world that works for all



Berrett-Koehler Is Named Independent Publisher of the Year

See Page 16



Berrett-Koehler Publishers

Connecting People and Ideas to
Create a World That Works for All

Dear Reader,

In 2017, we are celebrating the 25th anniversary of the founding of Berrett-Koehler Publishers. One aspect of our company's history that is most meaningful to me is that values stated in our first catalog in 1992 still guide BK: "a deep sense of responsibility to administer the publishing company for the benefit of all of our 'stakeholder' groups—authors, customers, employees, suppliers and subcontractors, owners, and the societal and environmental communities in which we live and work."

Berrett-Koehler's mission is "Connecting People and Ideas to Create a World That Works for All." This gives BK a strong sense of purpose, distinguishes BK in the marketplace, and attracts many authors, readers, sales partners, service providers, and other BK community members.

Over these 25 years we have published more than 630 titles—and, amazingly, all but 20 of these titles are still in print! Equally impressively, one-third of these titles have sold more than 20,000 copies (including sales of all US and foreign editions in all formats). E-book and print editions are available for nearly all of these titles. Audio editions are available for nearly half of these titles—and recently we have begun publishing audio editions of all new titles.

BK books are sold all over the world in both print and digital formats through our many distribution partners. BK books have been translated in more than 50 languages, and many titles are available in 10, 20, or more languages. In fact, we have made more than 2,600 translation rights sales in all—which is an incredible number for a publisher of our size. We have also made more than 800 other subsidiary rights sales, including sales of film/video rights, audio rights, summary rights, and English reprint rights.

BK books and authors regularly receive many awards; the latest recognitions are described on page 21 of this catalog. And Berrett-Koehler itself was recently named the INDIEFAB 2015 Publisher of the Year, which is the *top national award* honoring independent book publishers.

One reason for this recognition is that BK is highly innovative in many ways. Some of our innovations are described in this catalog, including BK's signature Author Days (page 15), BKpedia (page 20), the Berrett-Koehler Foundation (page 19), BK Authors Inc. and its annual Marketing Workshop (page 18), and our diversity and inclusion initiative (page 22).

We welcome your ideas for how Berrett-Koehler can keep innovating. And we ask for your help in gathering materials related to our 25th anniversary, including stories and examples telling about positive impacts of BK publications and spotlighting the contributions of BK authors, readers, employees, service providers, sales partners, and other BK stakeholders.

All the best,

Steve

Steven Piersanti
President and Publisher

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Berrett-Koehler is both a B Corporation and a California Benefit Corporation—a certification and a for-profit legal status that require us to meet rigorous standards of social and environmental performance, accountability, and transparency.

John Izzo, PhD

Foreword by Marshall Goldsmith

The Five Thieves of Happiness

"A thought-provoking guide to sustained happiness."

—Shawn Achor, author of *The Happiness Advantage* and *Before Happiness*

From bestselling author John Izzo comes this practical and inspirational guide. He shows that happiness is our natural state and explores five "thieves" that rob us of that innate sense of contentment.

A few years ago, Izzo was puzzled that he didn't feel happier. He was a successful consultant, a much-in-demand speaker, and a bestselling author. Sure, he'd had some setbacks and disappointments, but he knew enough to know he had it pretty good. And, as he shows in this book, both ancient wisdom and modern neuroscience say that we're naturally happy—it's our default setting. So why didn't it seem to be his?

Izzo went on a journey—a kind of pilgrimage—to try to understand what was going on. Reflecting as he walked the Camino de Santiago in Spain and spent time in the deserts of Morocco and in the Peruvian Andes, he began to identify five mental thought patterns that take our happiness from us. He calls them the five thieves of happiness: the thief of control, the thief of conceit, the thief of coveting, the thief of consumption, and the thief of comfort.

Drawing on recent psychological research, the world's spiritual traditions, and personal stories from his journey, Izzo describes the disguises these thieves wear, the tools they use to break into our hearts, and what we can do to lock them out once and for all. He shows how the same five thieves that rob us of our personal happiness are destroying society as well. This book will help us all discover, develop, and defend the happiness that is naturally ours as human beings while finding ways to create a world we all want to live in.

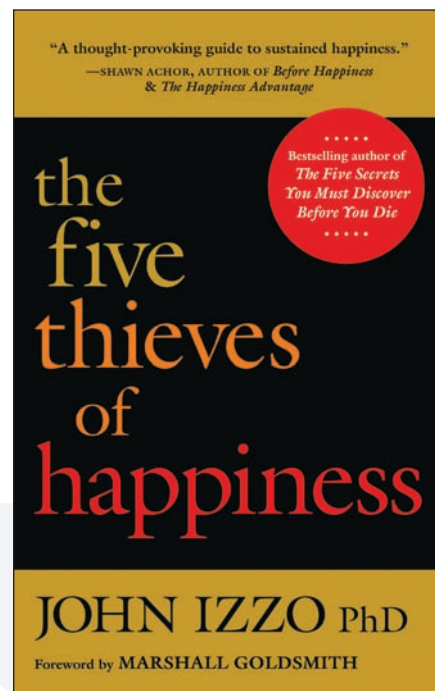


John Izzo, PhD, has devoted the past twenty-five years of his life and career to facilitating deeper conversations about values, work, life, leadership, and success. He has worked with thousands of leaders, professionals, and frontline colleagues in settings ranging from high tech to high touch, hotels to hospitals, and government agencies to entrepreneurial start-ups. He is the author or coauthor of six books.

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Foreword by Marshall Goldsmith

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2. The First Thief of Control
3. The Second Thief of Conceit
4. The Third Thief of Coveting
5. The Fourth Thief of Consumption
6. The Fifth Thief of Comfort
7. Kicking the Thieves out of Your House
8. Imagining a World without the Thieves



- **Bestselling author:** Izzo's books have collectively sold over 600,000 copies—this book follows in the footsteps of his bestselling *The Five Secrets You Must Discover Before You Die*, which sold over 250,000 copies worldwide.
- **New look at happiness:** Izzo shows that happiness is in fact our natural state and identifies five mental habits and attitudes that steal our happiness from us. As with the author's previous books, this book showcases Izzo's gift for making profound concepts simple and relatable.

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Personal Growth

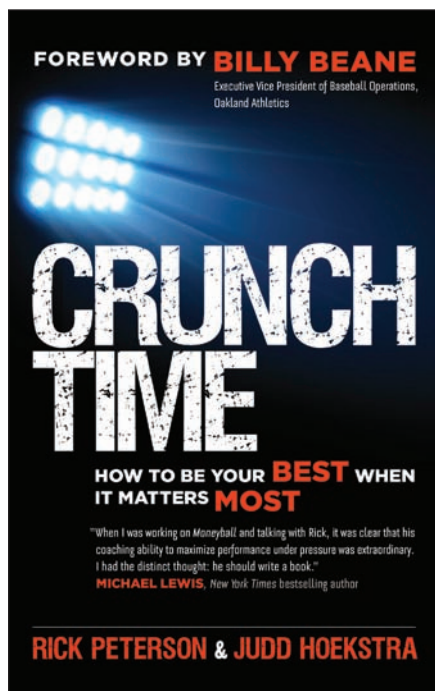
Rights: world

Rick Peterson and Judd Hoekstra

Foreword by Billy Beane

Crunch Time

How to Be Your Best When It Matters Most



"When I was working on *Moneyball* and talking with Rick, it was clear that his coaching ability to maximize performance under pressure was extraordinary. I had the distinct thought: he should write a book."

—Michael Lewis, *New York Times* bestselling author

Nobody knows pressure like a major league pitcher—an entire game can rest on a single throw. For years, Rick Peterson has helped some of baseball's finest deal with this kind of intense situation. In *Crunch Time* he and leadership expert Judd Hoekstra share Rick's secret to delivering when the stakes are high. It's a skill available to anyone, not just elite athletes. It's called reframing.

The problem is that when you're under pressure, evolution has hardwired you to react as though you're being threatened: butterflies in the stomach, cold sweat, shaking hands, racing mind. This amped-up state was perfect for when a saber-toothed tiger was on your heels, but as Peterson and Hoekstra show, these responses actually work against you in modern-day pressure situations like a job interview, a big presentation, or a final exam.

But if you can "reframe" a high-pressure situation into something less daunting, it shifts from a threat that can make you panic to an opportunity for you to shine. The authors offer seven different reframing strategies, illustrated with fascinating examples from Peterson's work with some of the top names in sports, as well as numerous examples from everyday life. At crunch time, you can experience the pain of choking or the pure joy of coming through. This book gives you the knowledge, skill, and confidence you need to consistently be your best when it matters most.

Rick Peterson is one of the most successful coaches in professional sports and has a unique ability to empower others to perform at their best. He was the Oakland Athletic's pitching coach during the famed *Moneyball* era, and is currently director of pitching development with the Baltimore Orioles.

Judd Hoekstra is a vice president at the Ken Blanchard Companies and an expert in making concepts universal and accessible. He received the company's prestigious Founders' Award—given in recognition of outstanding contribution to Blanchard's intellectual property—faster than anyone in the history of the company.

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Foreword by Billy Beane

Introduction: Rick and Izzy

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2. Why Reframing at Crunch Time Is Necessary
3. Reframing from Trying Harder to Trying Easier
4. Reframing from Tension to Laughter

5. Reframing from Anxiety to Taking Control

6. Reframing from Doubt to Confidence
 7. Reframing from Failure to a Learning Moment
 8. Reframing from Prepared to Overprepared
- Final Thoughts

- **A home run for everyone:** At work, at school, and at home we all face high-pressure situations, and nobody wants to drop the ball, giving this book wide appeal.
- **Winning author team:** Rick Peterson knows how to defuse one of the most stressful situations imaginable—when the outcome of a ball game can depend on a single pitch—and the Ken Blanchard Companies' vice president Judd Hoekstra is an expert at making concepts universal and accessible.

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Business/Personal Growth

Rights: world

Bill Treasurer

A Leadership Kick in the Ass

How to Learn from Rough Landings, Blunders, and Missteps

"Bill Treasurer offers tips from the trenches on how leaders can recover from failure, rejection, and embarrassment—and he manages to make it sound like fun."

—Adam Grant, Wharton professor and *New York Times* bestselling author of *Originals* and *Give and Take*

Very few great leaders haven't had at least one good ass-whuppin'. Of course, that's cold comfort at the time. When it happens, it feels like the end. But leadership development expert Bill Treasurer says it can be a new beginning.

Treasurer knows what he's talking about. Not only has he worked with thousands of leaders over a twenty-year career, but a boot to his own nascent-leader posterior is what started him on this path. He realized the kicker was right: he was a terrible leader. So he learned how to be a better one.

If you have the right attitude, that kick can be transformative. Treasurer shows how to step back and treat it as your own very painful teachable moment. He discusses the different ways your ass can get kicked over the course of your career—a new leader will make very different mistakes than a veteran—and how to learn from each one. Ultimately, the key is to find the midpoint between being self-assured and self-effacing. Both can be virtues, but overdo one or the other and you're either a jerk or a wimp—and you're setting yourself up for a bruised keister. To achieve that balance, you need to master the art of what Treasurer calls "confident humility."

Steve Jobs, who ended up doing pretty well for himself, famously said, "Getting fired was the best thing that ever happened to me." This book is a survival guide, coach, and morale booster to help you use that kick to move forward instead of fall down. If you succeed, the next place you get kicked might be upstairs.



Bill Treasurer is the chief encouragement officer at Giant Leap Consulting. Clients include NASA, Accenture, Saks Fifth Avenue, UBS Bank, US Veterans Administration, and the Pittsburgh Pirates. His insights have been featured in such publications as the *Washington Post*, the *Chicago Tribune*, *Investor's Business Daily*, *Woman's Day*, and the *Harvard Management Update*. He is the author of *Right Risk*, *Courage Goes to Work*, and *Leaders Open Doors*.

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5. Shrinking Big Shots: Seasoned Leaders Getting Their Kicks

Part Three: Leading, for Worse or for Better

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7. A More Perfect Derrière: Confident Humility
8. Three Expressions of Confident Humility

Part Four: Be Humble, Be Good

9. How to Kick Your Own Ass
10. Leading at the Point of Goodness



- **Expert author:** Bill Treasurer has worked with thousands of emerging and experienced leaders, designing high-impact leadership programs for businesses, nonprofits, and government services.
- **Turns leadership lemons into lemonade:** Getting kicked in the ass is never pleasant, but Treasurer shows how it can be a powerful learning experience that can make you a better leader.

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Business

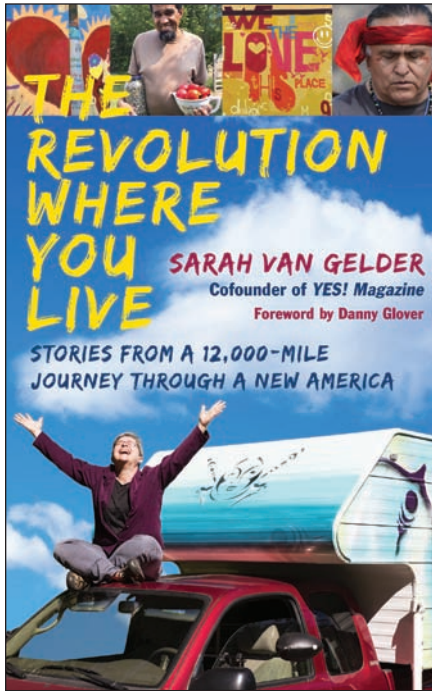
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Sarah van Gelder, Cofounder of *YES! Magazine*

Foreword by Danny Glover

The Revolution Where You Live

Stories from a 12,000-Mile Journey through a New America



- **Follows in a grand tradition:** This book follows in the footsteps of the great travelogue-as-social-commentary titles like William Least Heat Moon's *Blue Highways* and John Steinbeck's *Travels with Charley*.
- **Stories from all over:** From the ranches of Montana to the coalfields of Kentucky to the inner city of Chicago and more, van Gelder vividly sketches the people and communities that are remaking America from the ground up.

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Current Affairs

Rights: world



Sarah van Gelder is cofounder and editor-at-large of the award-winning *YES! Magazine*. She has also been published in the *Guardian*, *Alternet*, the *Christian Science Monitor*, and the *Huffington Post*, and has been interviewed on *Democracy Now*, *Marketplace*, and *The Thom Hartmann Program*. She is the editor of *This Changes Everything* and *Sustainable Happiness*.

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20. Moab: A Bridge
- Conclusion: The Power of Connection
- 101 Ways to Reclaim Local Power

Edward D. Hess and Katherine Ludwig

Humility Is the New Smart

Rethinking Human Excellence in the Smart Machine Age

We are on the leading edge of a Smart Machine Age led by artificial intelligence that will be as transformative as the Industrial Revolution was for our ancestors. Smart machines will take over millions of jobs, and not just factory work. White-collar jobs, including the professions, also will be automated. Not only can smart machines store more data and analyze it faster than any mere human, say Edward Hess and Katherine Ludwig, but also they're free of the emotional, psychological, and cultural baggage that so often mars human thinking.

So when it comes to smart machines, we can't beat 'em and we can't join 'em. To win, we have to play a different game. Hess and Ludwig offer us that game plan. The key is to change our definition of what it means to be smart. We need to excel at critical, creative, and innovative thinking and emotionally engaging with others—things machines can't do well. Hess and Ludwig call it being NewSmart. In this extraordinarily timely book, they offer detailed guidance for developing five NewSmart attitudes and four critical behaviors that will help us adapt to the new reality.

The crucial mindset underlying NewSmart is humility—not self-effacement but an accurate self-appraisal: acknowledging you can't have all the answers, remaining open to new ideas, and committing yourself to lifelong learning. Drawing on extensive multidisciplinary research, Hess and Ludwig emphasize that the key to success in this new era is not to be more like the robots but to build on the best of what makes us human and to excel at doing what technology can't do well.

Edward D. Hess is a professor of business administration and Batten Executive-in-Residence at the University of Virginia Darden School of Business. He is a thought leader and prolific author whose work has been featured in over 350 global media outlets.

Katherine Ludwig, a former lawyer, is a research, editing, and publishing associate at the University of Virginia Darden School of Business.

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Introduction: Why You Should Read This Book

Part One: A New Mental Model for the Smart Machine Age

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2. NewSmart: A New Definition of "Smart"
3. Humility: The Gateway to Human Excellence in the SMA

Part Two: NewSmart Behaviors

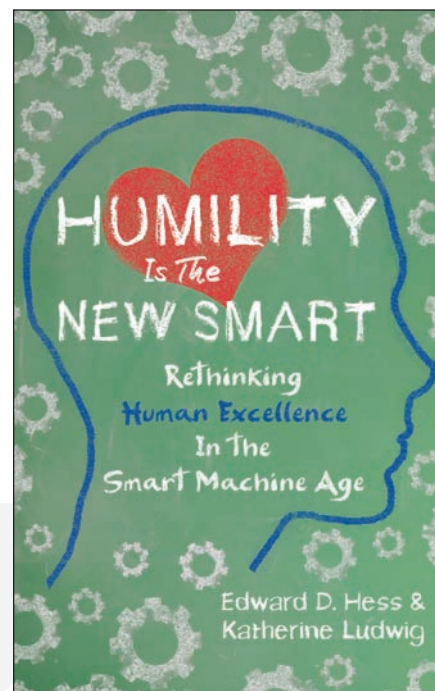
4. Quieting Ego
5. Managing Self: Thinking and Emotions
6. Reflective Listening
7. Otherness: Emotionally Connecting and Relating to Others
8. Your NewSmart Behaviors Assessment Tool

Part Three: The NewSmart Organization

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Your NewSmart Organizational Assessment Tool

Epilogue: Our Invitation to You



- **Visionary:** Ranging wide and deep across multiple disciplines, Hess and Ludwig present a new story of human excellence for the Smart Machine Age.
- **Practical:** Detailed “how to” advice on developing specific mindsets and behaviors that will help human beings thrive in the Smart Machine Age, including assessments to measure your progress.

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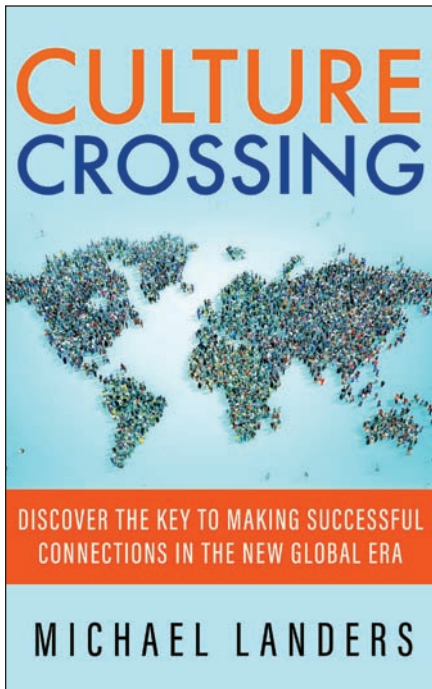
Business

Rights: world

Michael Landers

Culture Crossing

**Discover the Key to Making Successful Connections
in the New Global Era**



- **Critical business need:** Commerce and business have gone global, and there has never been a greater need for people in the workplace to be able to successfully traverse an intercultural world.
- **Global leader:** Landers has conducted business in over thirty countries and speaks five languages, which has given him a strong understanding of the pitfalls and challenges business professionals often face while working with the global community.

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Business

Rights: world

In an era when people, money, and information are flowing faster than ever across international boundaries, we are all just one step away from a culture crash. It's a phenomenon that occurs when someone from one culture unintentionally confuses or offends someone from another culture.

Today, culture crashes even occur on our home turf, where our workplaces and communities are diversifying at astonishing rates. Global business consultant Michael Landers offers a proven strategy for minimizing culture crashes to maximize our ability to seize new opportunities and build strong connections with anybody. Landers's methodology has succeeded over the past two decades with leading Fortune 500 companies, nonprofits, and educational institutions around the world. In this groundbreaking book, readers discover the profound ways our culture influences us, unconsciously shaping our perceptions, expectations, and behaviors. This heightened self-awareness becomes the springboard from which readers learn how to take control of the knee-jerk reactions that get them into trouble and develop the agility to adjust their behaviors in ways that can vastly improve all of their physical and virtual interactions with people from diverse backgrounds.

Through a mix of entertaining and instructive stories, valuable insights, and eye-opening self-assessment exercises, *Culture Crossing* is an essential primer for working, living, and thriving in the new global era.



Michael Landers is the founder and president of Culture Crossing, Inc., a global consulting company. Although American, Landers was raised throughout Latin America and speaks Spanish and Brazilian Portuguese and is proficient in Japanese and Italian. Culture Crossing's clients include Apple, Google, Samsung, HSBC, SAP, Novartis, Fiat Worldwide, Isuzu Motors of Japan, and Kaiser Permanente.

Contents

1. Culture Crashing: An Introduction
 2. Cultural Awakenings: How Culture Shapes Our Thoughts and Behaviors
 3. Me or We: Recognize the Differences between Individualism and Collectivism and Why It Matters
 4. Say What? Explore the Nuances of Verbal and Written Expression
 5. What's Not Being Said: Discover the Hidden Meanings of Nonverbal Communication
 6. Now or Later? How Perceptions of Time Can Warp across Cultures
 7. Respect, Rank, and Ritual: The Implications of Formality at Work and in Everyday Life
 8. Core Values: Taking Your Cultural Awareness to the Next Level
- Conclusion: Culture Crossings Past, Present, and Future

Monica C. Worline and Jane E. Dutton

Foreword by Raj Sisodia, professor, Babson College,
and cofounder, Conscious Capitalism, Inc.

Awakening Compassion at Work

The Quiet Power That Elevates People and Organizations

Suffering in the workplace is not just a private matter; it's an unrecognized and costly drain on organizational potential. People bring their personal struggles to work every day, and the workplace itself can be a source of pain. Scholars and consultants Monica Worline and Jane Dutton reveal that not only does unaddressed suffering have a dramatic impact on productivity and profitability, but it robs workplaces of humanity, dignity, and motivation.

Marshalling evidence from two decades of field research with real organizations, Worline and Dutton demonstrate that compassion confers measurable competitive advantages in areas like innovation, collaboration, service quality, adaptability, and talent attraction and retention. They outline four steps leaders, managers, and coworkers can take to alleviate suffering in the workplace and show how a capacity for compassion can be built into the structures and practices of an organization. Ultimately, creating more compassionate organizations is smart business. As the authors write, "Compassion is an irreplaceable dimension of excellence for any organization that wants to make the most of its human capabilities."

Monica C. Worline, PhD, is CEO of EnlivenWork. She is a research scientist at Stanford University's Center for Compassion and Altruism Research and Education and Executive Director of CompassionLab, the world's leading research collaboratory focused on compassion at work.

Jane E. Dutton, PhD, is the Robert L. Kahn Distinguished University Professor of Business Administration and Psychology and cofounder of the Center for Positive Organizations at the Ross School of Business. She has written over 100 articles and published 13 books. She is also a founding member of the CompassionLab.

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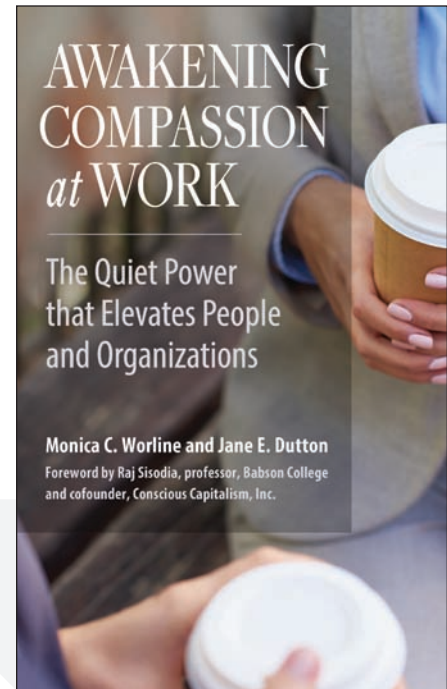
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12. Your Organization's Blueprint for Competence
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Epilogue: A Call to Awaken



- **Makes the case for compassion as a core business competency:** Worline and Dutton show that a lack of compassion can hurt organizations, while developing the ability to respond to employee suffering offers powerful strategic and bottom-line benefits.
- **Practical advice and tools:** The authors offer tested advice and practical tools to help managers recognize and alleviate employee suffering and to build "compassion competence" into the structures and practices of an organization.

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Business

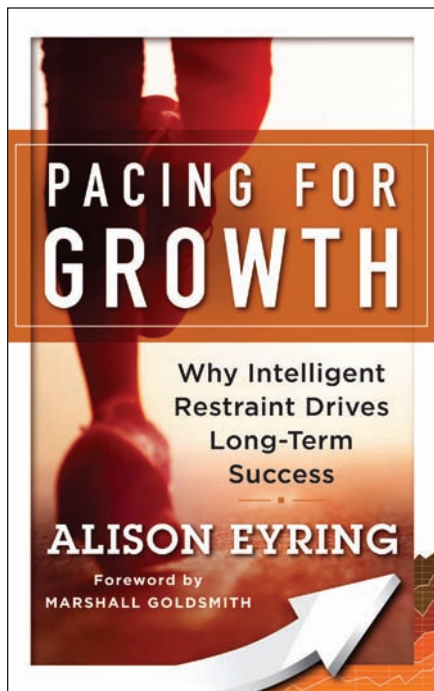
Rights: world

Alison Eyring

Foreword by Marshall Goldsmith

Pacing for Growth

Why Intelligent Restraint Drives Long-Term Success



- **Pace your business for growth:** Avoid the pain and agony of boom-splat cycles of growth—Alison Eyring shows leaders how to drive performance and build capacity for the future without causing harm.
- **Build growth capacity like an elite athlete:** Eyring draws on her experience as an ultra-distance runner and triathlete to show how to build your company's capacity for growth just as athletes grow their endurance capacity.

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Business

Rights: world

Leaders who try to grow a business have to go at the right speed. But most leaders don't get it right. They go too fast or too slow. They act like sprinters when they should be acting like endurance athletes. Companies that cannot grow with the right pace struggle with boom-splat cycles of growth, lack of innovation, stagnation, and disengaged employees.

So how can leaders go at the right speed? Growth expert Alison Eyring, who is also a long-distance runner and triathlete, found the answer in endurance training. It's a concept she calls Intelligent Restraint.

Eyring gets leaders started by showing them how to measure and increase their company's and team's capacity for growth, build the right growth capabilities, and use the right pacing strategies—in the same way that athletes prepare for endurance races.

To get results without harming the business or employees, Eyring offers three rules of Intelligent Restraint, some of them a little heretical. For example, she insists that focus is more important than vision because ultimately it's perspiration, not aspiration, that gets you across the finish line. By practicing Intelligent Restraint, you're guaranteed to go the distance over and over again.

Eyring masterfully weaves together physiological and psychological research, in-depth business case studies, examples from real leaders, and practical tools with her own narrative of endurance training. The result for readers is a new mindset and set of practices for growth that is second to none.



Alison Eyring, PhD, is the founder and CEO of Organisation Solutions. For over twenty-five years, she has worked with executives in leading global multinational companies, such as American Express, Allergan, Disney, De Beers, Four Seasons, Johnson & Johnson, Microsoft, and Shell, helping them solve the people and organization problems of growth. She also serves as an adjunct associate professor at the National University of Singapore.

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Foreword by Marshall Goldsmith

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3. Principle Two: The Right Capabilities Increase Capacity
4. Principle Three: The Right Pace Wins the Race

Part Two: The Rules of Intelligent Restraint

5. Rule 1: Focus Overrides Vision
6. Rule 2: Routines Beat Strengths
7. Rule 3: Exert, Then Recover

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Mark Miller

Leaders Made Here

Building a Leadership Culture

Every organization dreams of having enough leaders. Yet most take a haphazard or inconsistent approach to leadership development. They either assume they can find new leaders when they need them or they believe leaders are born—they can't be made. The consequences of this thinking are devastating, creating a perpetual shortfall of high caliber leaders; without them, no organization can thrive. The good news: this problem is solvable!

Bestselling author and Chick-fil-A executive Mark Miller describes how any organization can create a culture in which leaders are routinely and systematically developed, resulting in a surplus of leaders. Miller details how to nurture leaders throughout the organization, from the front lines to the executive ranks. He provides a game plan for organizations to create a deep and effective leadership bench.

To bring his ideas to life, Miller uses the story of Blake, a new CEO, and Charles, an old friend and colleague, as they search for best practices from around the world to ensure a continuous supply of their most precious asset—leaders. Blake and his team then translate their findings into a practical plan that any organization can use to create a leadership culture that will ensure a sustainable competitive advantage and long-term success.



Mark Miller began his Chick-fil-A career working as an hourly team member in 1977. Since joining the corporate staff in 1978, he has provided leadership for corporate communications, field operations, quality and customer satisfaction, and training, organizational effectiveness, and leadership development. During his time with Chick-fil-A, annual sales have grown to over \$7 billion, and the company has expanded to more than 2,000 restaurants.

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- **Bestselling author:** Mark Miller is the author or coauthor of five books that have sold over 800,000 copies worldwide.
- **Leadership holy grail:** Most companies struggle with filling their leadership pipeline—this book shows how they can build an organizational culture that consistently develops leaders at every level.

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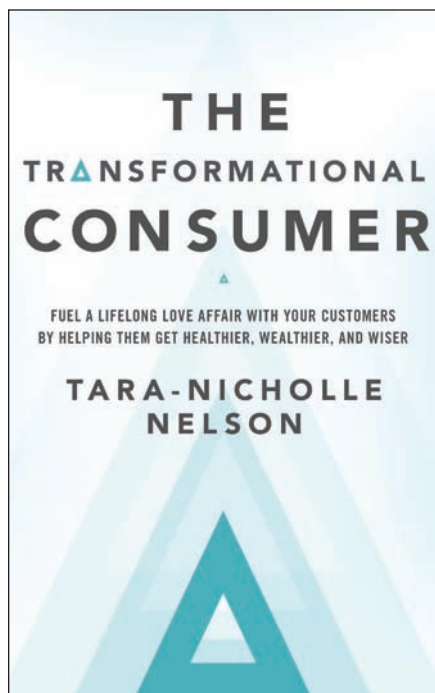
Business

Rights: world

Tara-Nicholle Nelson

The Transformational Consumer

Fuel a Lifelong Love Affair with Your Customers by Helping Them Get Healthier, Wealthier, and Wiser



- **Silicon Valley star:** Tara-Nicholle Nelson grew MyFitnessPal's user base from 40 million to 100 million and built Trulia's real estate blog to 11 million readers.
- **The key to an insatiable market:** Nelson shows you how to reach a new audience that will eagerly and enthusiastically buy your products, engage with your content, and share your brand—if you understand their needs, aspirations, and motivations.

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Business

Rights: world

"Tara Nelson describes a key demographic for marketers seeking growth: seek customers (actually, humans) seeking growth as well!"

—Seth Godin, author of *The Purple Cow*

They are the most valuable, least understood customers of our time. They buy over \$4 trillion in products and services every year. If you serve their deeply human drive to continually improve their lives, they will eagerly engage with your brand at a time when most people are tuning out corporate messages. They are Transformational Consumers, and no one knows them like Tara-Nicholle Nelson. Understanding Transformational Consumers enabled her to grow MyFitnessPal's user base from 40 to 100 million in her two years as vice president of marketing.

Nelson argues that the key to growth for companies today is not building an app or getting new social media followers but engaging people over and over again by triggering their desire to grow and unlocking new possibilities. Nelson walks readers through a five-stage process to make this shift, inspiring readers to rethink their customers, their products and services, their marketing, their competition, and even their culture. The book features stories and case studies from transformational companies on every stage of the journey and in a surprising variety of industries.

When a company reorients every team and initiative to serve Transformational Consumers, it kick-starts a lifelong love affair with its customers—that results in unprecedented revenue growth, product innovation, and employee engagement.



Tara-Nicholle Nelson is the founder and CEO of Transformational Consumer Insights. She is the former vice president of marketing for MyFitnessPal, where her teams covered brand, growth, engagement, content and digital/social media, and media relations. She holds a master's degree in psychology and a juris doctorate from the University of California, Berkeley.

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The Transformational Consumer

Self-Assessment: What Do You Need to Rethink First?

Doug Crandall and Matthew Kincaid, PhD

Permission to Speak Freely

How the Best Leaders Cultivate a Culture of Candor

What if people could feel confident communicating what they are really thinking without fearing a negative response from their colleagues or boss? What if common phrases in organizations were “I’m not sure,” “I need clarification,” and “I have an idea”? Consulting with a diversity of organizations for the past decade, the authors have seen time and again that leaders are failing to draw out ideas and perspectives from their introverts and, at the same time, shutting up their extroverts. Inhibitors in organizations make candid communication unsafe, rendering many things left unsaid.

Permission to Speak Freely explains the inhibitors that cause candid communication to feel unsafe and then provides tools to help leaders overcome them and begin to cultivate a culture of candor. This book is a letter to leaders—filled with experience, research, and practicality—that implores all persons in positions of power to create a work environment characterized by honesty and trust that inspires everyone to share fearlessly, speak freely, and come forward with new ideas.

Research shows candid communication enhances innovation, ownership, engagement, and performance. Put simply, if you’re a leader, when your people don’t speak up, it’s not their problem—it’s yours.

Doug Crandall is the founding partner of Blue Rudder. He has led multiple units in the US Army, and spent time in operations at Amazon.com. For five years, Crandall taught Leadership, Advanced Leadership, and Leading Organizations through Change at West Point, where he won the Excellence in Teaching Award. He is the coauthor of two other books, *Hope Unseen* and *Leadership Lessons from West Point*, which have sold over 50,000 copies worldwide.

Matthew Kincaid, PhD, is the managing partner of Blue Rudder, a leadership development consultancy. His work has been published in multiple international scientific journals, and he has been featured in two widely distributed business textbooks. Dr. Kincaid has led the efforts of four start-up companies and worked as a strategic planning consultant for an array of Fortune 500 companies.

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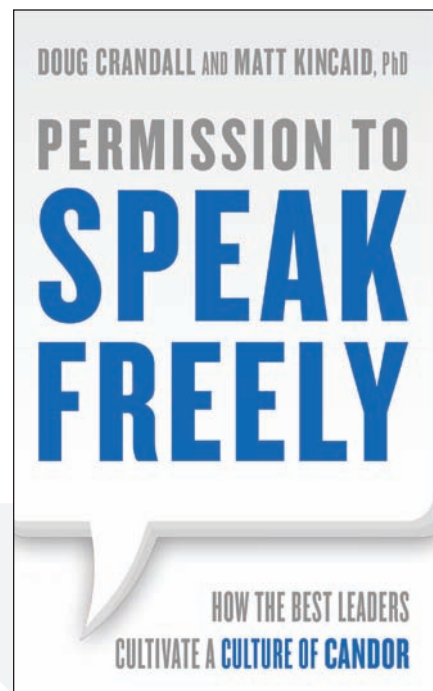
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9. Dignify Every Try
10. Be Genuinely Curious

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- Extra: Reflection and Action



- **Shows that candor is the key to success:** The authors argue that leaders building a company culture in which their employees can communicate fearlessly and creatively will pay off massively in productivity, morale, and innovation.
- **Connected authors:** The authors’ networks are wide and deep and include companies such as USAA, Gap, American Express, Lululemon, Walmart, and McKinsey.

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Business/communication

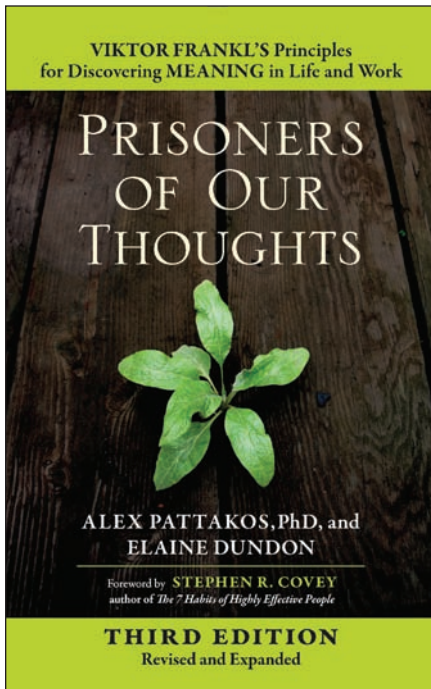
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Alex Pattakos and Elaine Dundon

Foreword by Stephen R. Covey

Prisoners of Our Thoughts

Viktor Frankl's Principles for Discovering Meaning in Life and Work, Third Edition, Revised and Expanded



"In this newly revised edition, Alex Pattakos and Elaine Dundon not only honor the legacy of Viktor Frankl, they further it by bringing his work to a new generation of readers in search of a more meaningful life. In very practical ways, they show that when we put meaning at the heart of our lives, we're better able to thrive and reach our full potential."—Arianna Huffington, founder, *Huffington Post*, and founder and CEO, Thrive Global

World-renowned psychiatrist Viktor Frankl's *Man's Search for Meaning* was named by the Library of Congress as one of the ten most influential books of the 20th century. Frankl's story of finding a reason to live in the most horrible circumstance imaginable—Nazi concentration camps—continues to inspire millions. Urged by Frankl himself, Alex Pattakos took Frankl's concepts out of the realm of psychotherapy and applied them to everyday life—in particular to the workplace.

In this classic book, Pattakos and Dundon draw upon the entire body of Frankl's work to identify seven core principles that help readers find meaning in even the most challenging moments of their lives. The most well-known principle is the freedom to choose our attitude and response to any circumstance—if we can master this, we will not be prisoners of our thoughts!

The third edition includes three new chapters with specific advice on how to put meaning at the core of our lives, work, and society, drawing on the pioneering work the authors are doing at the Global Meaning Institute. And a new concluding chapter illustrates how Frankl's legacy continues to influence so many around the world.



Alex Pattakos, PhD, and Elaine Dundon, MBA, are cofounders of the Global Meaning Institute with offices in the United States, Canada, and Greece. They are the coauthors of the award-winning book on meaning, *The OPA! Way*.

- **New edition of a classic:** *Prisoners of Our Thoughts* has sold over 110,000 copies worldwide and has been translated into twenty languages.
- **Revised and expanded:** This edition has four new chapters, including new insights, stories, exercises, and an introduction to the authors' pioneering work at the Global Meaning Institute.

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Personal Growth

Rights: world

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David C. Thomas and Kerr Inkson

Cultural Intelligence

Surviving and Thriving in the Global Village, Third Edition

In today's global economy, the ability to interact effectively across cultures is a fundamental job requirement for just about everyone. But it's impossible to learn the customs and traits of every single culture with which you might come into contact. Cultural Intelligence teaches a universal set of techniques and people skills that will allow you to adapt quickly to, and thrive in, any cultural environment.

Dave Thomas and Kerr Inkson help you discard your own culturally based assumptions about the way people "should" behave and pay careful attention, in a mindful and creative way, to cues in cross-cultural situations. They show how to apply cultural intelligence in a series of specific situations: making decisions; communicating, negotiating, and resolving conflicts; leading and motivating others; and designing, managing, and contributing to multicultural groups and teams. Over time, you'll develop a repertoire of skills appropriate to any intercultural setting.

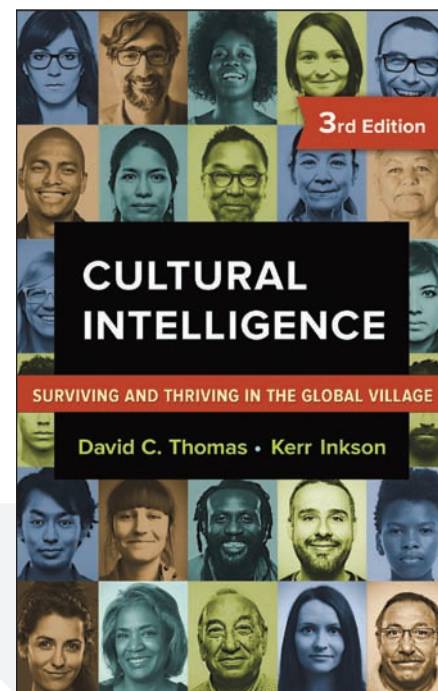
This extensively revised third edition is written in a more accessible style and has been updated with new stories showing cultural intelligence in action. Thomas and Inkson have broadened the focus beyond business to include organizations of all kinds—nonprofits, governments, educational institutions, and more. The book features a reliable and valid measure of cultural intelligence based on a decade of research by an international team of scholars.

David C. Thomas is the Beedie Professor of International Management at Simon Fraser University, Vancouver, Canada.

Kerr Inkson is an emeritus professor and research advisor at the University of Auckland Business School in New Zealand. He is the author of twenty books.

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 8. Developing Cultural Intelligence in a Global World
- Conclusion: The Essentials of Cultural Intelligence
Appendix: Short Form Cultural Intelligence Assessment (SFCQ)



- **Thrive in any culture:** This book goes beyond lists of specific cultural dos and don'ts to offer a way to function effectively in any cultural situation.
- **Updated and improved edition of a classic:** The first two editions sold over 30,000 copies and have been translated into five languages; this third edition has been updated throughout and features a cultural intelligence assessment that was ten years in the making.

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Business

Rights: world

Now in Paperback!

Susan Fowler

Foreword by Ken Blanchard

Why Motivating People Doesn't Work . . . and What Does

The New Science of Leading, Energizing, and Engaging

Top consultant, trainer, and coach Susan Fowler says stop trying to motivate people! It's frustrating for everyone involved and it just doesn't work. *You* can't motivate people—they are already motivated but generally in superficial and short-term ways. Applying recent, often surprising psychological discoveries, she lays out a tested model and course of action that will help leaders guide their people toward the kinds of motivation that not only increase productivity and engagement but gives them a profound sense of purpose and fulfillment.

Fowler argues that leaders still depend on traditional carrot-and-stick techniques because they haven't understood their alternatives and don't know what skills are necessary to apply the new science of motivation. Her Optimal Motivation process shows leaders how to move people away from dependence on external rewards and help them discover how their jobs can meet their deeper psychological needs—for autonomy, relatedness, and competence—that science tells us result in meaningful and sustainable motivation. Susan Fowler's book is the groundbreaking answer for leaders who want to get motivation right!

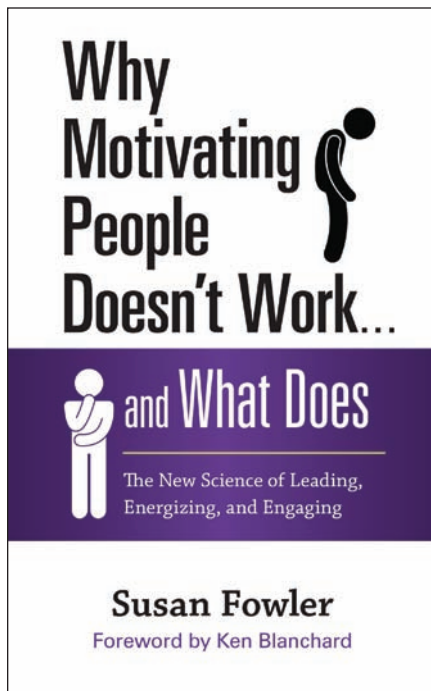


Susan Fowler has thirty-five years' experience as a consultant, coach, and leader in the field of personal empowerment. She is the creator and lead developer of The Ken Blanchard Company's Optimal Motivation product line and is the coauthor of six books, including three with Ken Blanchard, as well as audio programs on mentoring. She is also a professor in the Master of Science in Executive Leadership program at the University of San Diego.

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6. Rethinking Five Beliefs That Erode Workplace Motivation
7. The Promise of Optimal Motivation
Afterword by Ken Blanchard
Epilogue: Masters of Motivation
Frequently Asked Questions



- **Practical:** Fowler not only summarizes the latest psychological studies on motivation, she shows how to actually *apply* them in the workplace.
- **Proven:** Fowler has successfully used her approach around the world with clients like Microsoft, CVS, NASA, H&R Block, Mattel, and dozens more, and examples in the book include her "insider stories" from Phil Jackson and Billy Beane

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Business

Rights: world

Giving Authors Their Day: The BK Way

Anisse Gross

(This article appeared in the July 25, 2016, issue of *Publishers Weekly*)

Berrett-Koehler has been holding Author Days since it initiated the program roughly 20 years ago, a few years after the company was founded by Steve Piersanti in 1992. *PW* sat in on the July 12 Author Day at the company's Oakland, Calif., office, where coauthors Kay Peterson and David A. Kolb (Kolb via phone) went through B-K's thorough process of reviewing all production and marketing details for the pair's May [2017] book *How You Learn Is How You Live: Nine Ways of Learning That Can Transform Your Life*.

B-K hosts an Author Day for each title on its list about eight months before the book's publication date. Like a kickoff event for a new product launch, the full day of programming includes meetings between the author and the entire B-K staff. The author meets with the various publishing departments, attends marketing and sales meetings, and reviews the production timeline and process.

At the center of the day is the Author Lunch, in which the author presents his or her title to the entire B-K staff and guests. At the end of the day, both the publishing team and the author have a comprehensive overview of every aspect of the book's production and marketing.

The collaborative day *PW* attended included breakout meetings with various departments, including one in which the authors gave feedback on issues including cover design, marketing strategies, and layout. Peterson, a first-time author, said "I value relationships so much and was so pleased that B-K values relationships as well. I was able to meet the people that I had talked with on the phone during the

submission and contracting stages, and honestly, I understand their culture now firsthand. It was such an efficient way to introduce me to the whole process, and it's setting us both up for success because we know each other now. I know who to call."

Piersanti, who founded B-K after a career at Jossey-Bass, said he noticed that when Jossey-Bass was sold in 1989 to Robert Maxwell, the balance of power shifted dramatically with the transition from being an independent publisher to being a division in a large corporation. Instead of collaboration, it was top-down management. "It didn't matter that we had authors we'd been working with for 20 years," Piersanti said. "All that mattered was the call from the corporate headquarters. That's when I realized something's not right with this picture."

So one of Piersanti's goals with B-K was to restore the balance between all parties involved in the publishing process. "There are many parties that create value in a publishing company," he noted. "The core concept of B-K from the beginning was that the company needed to be operated in the benefit and interest of all the stakeholder groups, including authors."

That idea is what forms the core of the Author Day program, which started out with simply taking authors out to lunch with the staff to talk about their book, before evolving into its current form: a full day of programming. Piersanti said that this evolution was "all in reaction to what authors were asking for." In the early days of the program, authors paid their own way, but as of five years ago, B-K now covers travel and lodging expenses.

Though some publishers often conduct something similar, it's usually reserved for big-name authors. What distinguishes B-K's program is that it holds this full-day event for every author with a book coming out.

The program may take time to put together, but in the end, it is a time saver. Instead of fielding months of back-and-forth inquiries and conversations, the staff and author can handle many issues and questions all in one day. The staff can coach new authors on their platform and answer any questions an author might have about the publishing process, which can be mystifying for first-time authors.

The one drawback of giving all authors a full day's attention is that it limits how many books B-K can publish to around 40 titles annually. "That's the biggest downside of our process," Piersanti said. "It does provide a severe cramp in scalability." He added that he is sticking to the formula B-K has created. Since B-K's founding, its mission has been to be "more author-friendly, more author-centric, to share power," Piersanti said. "The intention from day one was that we needed to relate to authors differently," and authors can cancel their agreement with B-K at any point in the process.

For Peterson, going with B-K was a no-brainer; it was the only publisher she wanted for her book. "B-K has such a fine reputation in our field of organizational development," she said. "They are a mission-driven organization, and their mission is dedicated to creating a world that works for all. That's so much what our book is about. It felt like such a perfect fit."

Berrett-Koehler Is *Foreword Reviews'* 2015 Indie Publisher of the Year

Howard Lovy

(This article appeared in the June 2016 issue of *Foreword Reviews*.)

Berrett-Koehler Publishers can be summed up in one word: “Connection.” It’s not the cynical, exclusivist “it’s all who you know” kind of connection, but it’s more the “we’re all in this together” sense of the word. The business you run, the work you do, the community you live in, the cause you believe in—none of them exist in a vacuum. They all depend on people coming together within a group to achieve a goal, and the actions of that group, in turn, have an impact on the wider community. Connections.

It is this underlying theme of social responsibility that turned *Foreword Reviews* on to the idea that there is something about this publisher that exemplifies the best of independent publishing. From its own Bill of Rights and Responsibilities for BK Authors, which focuses on concepts like collaboration, community, and communication, to books that find hundreds of ways of putting these ideals into practice, Berrett-Koehler embodies what is best about being independent. It’s why we are happy to name them our INDIEFAB 2015 Publisher of the Year.

A productive year for Berrett-Koehler

I was curious how BK manages to meet its high ideals while also remaining a successful publisher. So, I connected with Publisher Steven Piersanti, who explained how they do it.

Berrett-Koehler’s books emphasize business not purely for profit, but as a way of bringing people and ideas together. Should we all change the way we think about what “business” means?

Berrett-Koehler’s publishing agenda includes business but it is much broader. Our mission is “Connecting People and Ideas to Create a World That Works for All.” We believe that to truly create a better world, action is needed at all levels: individual, organizational, and societal. Therefore, we publish groundbreaking books focused on each of these three levels:

- BK Life books support individual change and personal development;
- BK Business books advance socially responsible approaches to business as well as new approaches to leadership and management in all types of public, private, and nonprofit organizations;
- And BK Currents books promote positive change, including economic and social justice, at the community, national, and global levels.

Within these broad agendas, one of our focuses is on changing the purpose of business to serve the common good and the interests of all stakeholder groups—not just the interests of one stakeholder group (shareholders). This is why we have been such a big supporter of the B Corp movement and

the Benefit Corporation movement—and why we have become the first book publishing company to become both a certified B Corp and a legally chartered Benefit Corporation.

Tell me about your Expert Directory and the BK Community and the thinking behind them. These are features that go beyond the services of the average publisher.

Where do you draw the boundaries of an organization? When we say “Berrett-Koehler,” we mean not just the BK staff but also all of the other stakeholder groups that contribute to our success, including authors, readers, suppliers, service providers, sales partners, shareholders, and the local communities around us. So it is only natural that we would take many steps to connect with and serve these communities, including the BK Expert Directory, the BK Community on our website, the Berrett-Koehler Foundation, BK Authors Inc. (also known as the BK Authors Cooperative), BK Authors Retreats, BK Marketing Workshops, BK Leadership Exchanges, BK Community Dialogues, and BK strategic planning processes that include all of our stakeholder groups.

Aside from publishing great books, you've also perfected the art of the e-mail newsletter in the BK Communiqué. Aside from highlighting a BK book or author, it contains cleverly written tidbits from the publishing world and links to great blogs. How important is this kind of outreach to readers?

Yes, many people in publishing consider the *BK Communiqué* to be the best newsletter from any publisher. The *BK Communiqué* is a wonderful vehicle for communicating with the broader BK community described in the response to the question above. It works because it is fun, interesting, engaging, and surprising besides providing lots of useful information.



Through technology, we all seem to be taking our work home with us, or in the "gig economy," work seems to last 24 hours a day. Should we all just keep our smart phones turned on and give up on work-life balance?

No, we should certainly not give up on work-life balance. But we need to rethink many dimensions of our work and life, including what is work-life balance and how we seek it. Among the recent Berrett-Koehler books that contribute to this discussion are *Affluenza*, *Sustainable Happiness*, *Singletasking*, *Work Reimagined*, *The Daily Edge*, and *What to Do When There's Too Much to Do*.

Last year, I interviewed one of your authors, Maya Schenwar, whose BK book, Locked Down, Locked Out: Why Prison Doesn't Work and How We Can Do Better, expertly weaves the story of her sister's plight with a broader picture of the mass incarceration epidemic. How does an issue like this fit into BK's mission?

Thank you very much for interviewing and featuring *Locked Down, Locked Out*. This book fits into our BK Currents publishing agenda referenced above: promoting positive change, including economic and social justice, at the community, national, and global levels.

World and US government leaders all have problems communicating at times, leading to potentially disastrous consequences. Name one (or a few) Berrett-Koehler books they should be reading.

Every season we publish books that would be of great value to US and world leaders. For example, new books described in our Spring 2016 Catalog are *Negotiating the Impossible*, *The Outward Mindset*, *The Reunited States of America*, *When Money Talks*, *Building the Future*, *Doing the Right Things Right*, *Shakti Leadership*, *The New Confessions of an Economic Hitman*, and *From Crisis to Calling*.

In your "10 Secrets of Berrett-Koehler's Success," you write that "BK has remained fiercely independent." It's a sentiment that our readers would applaud, since we focus entirely on independent publishing. What does "independent" mean to you?

What we mean by "independent" is that Berrett-Koehler is owned by approximately 250 members of the BK community (employees, authors, customers, service providers, sales partners, suppliers, and other supporters) rather than by a big multinational conglomerate or other big company.



Authors Learn to Launch at Marketing Workshop

Kristen Frantz

Vice-President, Sales and Marketing, Berrett-Koehler Publishers

In July, BK Authors Inc. and Berrett-Koehler Publishers convened the annual Author Marketing Workshop. This year's theme was "100 Days to Launch: Learn What You Need to Do to Launch Your Book Successfully and Keep Its Momentum Going." The event was kicked off by Todd Sattersten, the founder of BizBookLab, who shared a provocative concept: "each book is a start-up, and as an author you need to think like an entrepreneur in order to be successful."

"Your book is nothing without you"

The theme of authors taking responsibility for the marketing of their books and connecting with their readers came through during the whole workshop. BK editorial intern Sarah Modlin's observation was right on target: "If I could give one takeaway from the workshop it would be this: your book is nothing without you. Seriously! As icky as it feels to be writing this—selling books is about working your connections."

Another theme of the workshop was how each book is unique, so there is no cookie-cutter approach to creating a successful book. Thus, it is key to figure out what your goals are for your book, what niche audiences you can reach (including your local contacts), and what your unique message is. Once you know that, you can figure out how to go about reaching your readers effectively.

Outside and inside expertise

One of the highlights of the event was bringing together local Bay Area publishers to share their expertise. This included a panel discussion featuring Julie Bennett, vice president of sales and marketing at New Harbinger Publications, and Monique Mulhenkamp, publicity director at New World Library. Julie and Monique emphasized the importance of planning ahead for your launch and activating your platform through speaking, events targeted at niche audiences, blog posts, email blasts, social media promotion, and media outreach. The workshop also included sessions by

Rachel Neumann, publisher, and Steven Low, media and operations director, both from Parallax Press.

Each workshop attendee was given the BK books *Online Marketing for Busy Authors* by Fauzia Burke and *Mastering the New Media Landscape* by Barbara Cave Henricks and Rusty Shelton. Both books are key to helping authors prioritize what to do to build up their online presence and connect directly with media and readers.

"What an excellent investment of my time"

The value of the workshop was best summed up by Alison Eyring, BK author of *Pacing for Growth* (page 8): "What an excellent investment of my time. I met a range of terrific vendors/marketing partners at the workshop who can help me, and I learned from the experience of other authors. This was not just a workshop—it was a powerful community-building adventure."

Photo above: BK author Dick Axelrod facilitates

Leaders Connect across Generations with the BK Foundation

Annie-Rose London

Executive Director, Berrett-Koehler Foundation

At BK Foundation we see leaders of all ages come through our doors committed to creating a world that works for all. What began three years ago as a start-up to help young leaders has since evolved into a truly intergenerational community, where people of diverse backgrounds gather to share innovative leadership practices, develop their organizations, and support each other's professional and personal growth.

As the political and social climate grows increasingly divisive, BK Foundation is responding with a stronger emphasis on connection. Our programs use tools such as Open Space Technology, World Café, Appreciative Inquiry, and other ideas promoted in BK books to create collaborative environments that put relationship building at their center.

Leadership Exchanges: Intergenerational and international

Leadership Exchanges are our flagship intergenerational convening—imagine combining a networking event and a leadership retreat with an underlying concern for social impact. Businesses, nonprofits and grassroots communities have hosted these events to connect stakeholders in authentic, leadership-focused settings.

In August 2016, BK Foundation partnered with WholeHeart, Inc., to offer a Vermont-based Leadership Exchange. This event brought together leaders from seven different professional sectors and four countries. In March, our partners at Learning as Leadership and Build Your Job hosted an evening event in Milan,

Italy, focused on issues of intergenerational tension in the workplace. The next Leadership Exchange was held in Oakland at the BK office on October 8 and explored personal sustainability.

The method is the message

We will now let you in on the “secret sauce” that makes these events so compelling: each Leadership Exchange is developed and facilitated by an intergenerational Design Team. The Design Team is the program embedded within the program, the pearl in the oyster. BK Foundation trains these teams in collaborative workshop design, power and privilege dynamics, and self-awareness skills to work with conflict constructively in an intergenerational setting.

In 2016 we rolled out new elements of the Design Team experience. We piloted our “Unlearning for Intergenerational Collaboration Workshop,” brought the Design Team process to three new partner organizations, and developed a curriculum to support teams through the winding road of experience design. The results?

Leadership Exchanges are increasingly vibrant and inclusive and encourage a distinct invitation to take off the masks of everyday life. Design Teams are a flip on traditional leadership trainings—with powerful results.

BK Foundation and the vision of Berrett-Koehler

BK Foundation is one of the many ways that Berrett-Koehler Publishers is creating a positive social impact. Our programs inspire provocative discourse and seed unlikely partnerships. By creating webs of connected leaders, we support the efficacy and values alignment of hundreds of organizations. We invite you to host your own Leadership Exchange where you can get involved with a local Design Team, meet some incredible emerging and experienced leaders, or just share a cup of tea and talk shop about evolving leadership paradigms and the intersections of social justice and organizational development. As our community grows, we hope we can be a home for more of the brilliant minds and passionate hearts that love BK books as much as we do.



Digital Download

BKpedia gets five new partners!

We're delighted to announce that Berrett-Koehler's digital subscription service, BKpedia, has added five new content partners! BKpedia offers multidevice online access to our own publications and to those of other organizations, arranged in topical collections. Our first three content partners were the Center for Creative Leadership, with whom we've copublished several books; AMACOM, the publishing arm of the American Management Association; and New World Library, a publisher of spiritual and personal development titles (and a Bay Area neighbor of ours).

Now we've added five new partners:



IGNITING HEARTS & MINDS

- **Beacon Press**, which was founded in 1854 and publishes books that "promote such values as freedom of speech and thought; diversity, religious pluralism, and anti-racism; and respect for diversity in all areas of life." In its long history it has published books by Martin Luther King and James Baldwin and the definitive edition of the *Pentagon Papers*.



- **FranklinCovey**, which was born in 1997 from the merger of Stephen Covey's Covey Leadership Center and Franklin Quest, creators of the famous Franklin Day Planners.



Morgan James
The Entrepreneurial Publisher™

- **Morgan James Publishing**, founded in 2003, which like us was cited by *Publishers Weekly* as one of 2015's seven fastest-growing independent publishers. It has a broad publishing program—we'll be including some of its business titles in BKpedia.



- **Good Jobs First**, "a national policy resource center for grassroots groups and public officials, promoting corporate and government accountability in economic development and smart growth for working families." We published founder Greg LeRoy's book *The Great American Jobs Scam*.



DEMOCRACY
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- **Democracy Collaborative**, which "works to carry out a vision of a new economic system where shared ownership and control creates more equitable and inclusive outcomes, fosters ecological sustainability, and promotes flourishing democratic and community life."

Needless to say, we are delighted to have such prestigious partners joining us in BKpedia! For more on BKpedia, visit www.bkpedia.com.

Join us for a BK Author Day— no travel required!

As mentioned in the *Publishers Weekly* article reprinted on page 17, the BK Author Day is in some ways our signature event. And now you can tune in to the centerpiece of the Author Day: the author lunch, when authors give talks based on their upcoming books to the entire staff. And now, to you too!

We've begun live-streaming the author lunch talks on our Facebook page. You can find a list of upcoming author days on our website: www.bkconnection.com/virtual-bk-author-days.

While you have to bring your own lunch, it's a lot like being right there without the airfare! The Author Day stream usually begins around 11:45 a.m.

ePub ebooks now available from BK!

If you look through this catalog, you'll see we are now making our ebooks available in the ePub format in addition to the PDF format. In general, ePub is a little more user-friendly and flexible than PDF. You can customize the fonts to your liking, and it's a more mobile-friendly format, which is very important as more and more people read on their phones.

Awards and Honors

We realize that talking about all these awards might come off as tooting our own horn, but really we're tooting our authors' horns. We are gratified and humbled that we are able to publish books by such distinguished women and men, that they ask for our help in bringing their life's work to the wider world. So here are some of the awards and honors recently accorded to Berrett-Koehler books and authors:

Sandra Janoff received a Lifetime Achievement Award at the annual Organization Development Network Conference in October. She is the coauthor (with Marvin Weisbord) of *Lead More, Control Less*; *Don't Just Do Something, Stand There*; and three editions of *Future Search*. She's also the cofounder and codirector of Future Search Network.

Kevin Cashman, author of *Leadership from the Inside Out* and *The Pause Principle*, won the Gardner W. Heidrick Lifetime Achievement Award from the Association of Executive Search and Leadership Consultants. AESC president and CEO Karen Greenbaum said, "Kevin's work helps leaders focus on *who they are* and how genuine self-expression multiplies the value they bring to their work."

Fritjof Capra and **Ugo Mattei's** *Ecology of Law* took home a Gold Ben Franklin

Award, given by the Independent Book Publishers Association, in the Political and Current Affairs category.

Tamara Winfrey Harris's book *The Sisters Are Alright* has been cleaning up. It won the Phillis Wheatley Book Award in Nonfiction from the African American Literature Book Club, presented each year at the Harlem Book Fair, as well as a *Foreword Reviews* Indiefab Gold Medal in Women's Studies and an Independent Publishers IPPY Gold Medal in Women's Issues.

Another Berrett-Koehler book, **Sam Horn's** *Got Your Attention?*, won an Indiefab Gold Medal too, in the Career (Adult Nonfiction) category! And we had several other IPPY winners: **Jennifer Kahnweiler's** *The Genius of Opposites* won an IPPY Gold in Business/Career/Sales; **Betsy Polk** and **Maggie Ellis Chotas's** *Power through Partnership* won an IPPY Silver in Business/Career/Sales, and **Aspen Baker's** *Pro-Voice* took the IPPY Bronze in Current Events II (Social Issues/Humanitarian).

Jennifer Kahnweiler's *The Genius of Opposites* also won an Axiom Business Book Gold Award in the Networking (Social Networking, Communication Skills) category, and that wasn't the only BK book that won an Axiom Gold.

Henry Mintzberg's *Rebalancing Society* won a Gold in Business Commentary, **Mark Miller's** *Chess Not Checkers* got one in the Business Fable category, and *The Resilient Investor*, written by the tag team of **Hal Brill**, **Michael Kramer**, and **Christopher Peck**, won a Gold in Personal Finance/Retirement Planning/Investing. **Jamey Stegmaier's** *A Crowdfunder's Strategy Guide* took Silver in Business Theory. And once again, **Sam Horn's** book *Got Your Attention?* picked up an award, this one an Axiom Bronze in Networking (Social Networking, Communication Skills)—so two of the three awards in this category were for BK books. Finally, **Ira Chaleff's** *Intelligent Disobedience* won a Bronze too, in Business Ethics.

Seth Adam Smith's *You, Unstuck* won the LDS Publishing Professionals Association 2015 award in the Text—Short Form category.

And our books aren't just smart—they're good-looking too! **David Horsager's** *The Daily Edge* won a Bronze Medal for book design in the Adult Trade Book, Nonillustrated category, given by PubWest, a trade association of small and midsized publishers.



Diversity and Inclusion: Publishing under Fire

Shabnam Bannerjee-McFarland

Sales and Marketing Strategist, Berrett-Koehler Publishers

Diversity and inclusion are two of the core tenets of Berrett-Koehler's mission to Connect People and Ideas to Create a World That Works for All. As the conversation around diversity evolves, so too must the strategies we practice. Berrett-Koehler is currently working on a diversity and inclusion research initiative to better understand the systemic barriers that prevent writers from underrepresented communities from entering the publishing industry.

The sorry state of the industry

In 2015, multicultural children's book publisher Lee & Low released a baseline diversity survey detailing the racial, ethnic, and gender makeup of the publishing industry, and it became clear that publishing has systemically excluded minority groups from employment. According to the survey, 79 percent of the industry is white and 78 percent women. This illuminates the lack of diversity in leadership positions; marketing, production, and editorial departments; and book reviewers across gender, racial, ethnic, and physical ability lines.

Those behind the veil of publishing are ultimately choosing the authors and the stories they deem worthy of investment. While there is a deserved nod toward the women who dominate the industry, we have come to learn that diversity is holistic, fluid, and ever changing.

What can BK do?

After critically analyzing this survey, we formed a Diversity and Inclusion

Research Committee, made up of members of the editorial, marketing, production, and operations departments, to discuss the parameters of our own community and how it is reflected in the authors and stories we publish. This research goes beyond acquisitions and confronts how we as a company fit into the larger scope of publishing alongside how we intend to become ever more inclusive.

Berrett-Koehler has long been recognized as a company that is wholeheartedly dedicated to our mission. However, there is always room for improvement. To identify the growth we wish to achieve, we first have to define what diversity means to us in the context of our company culture and industry.

Diversity is more than inclusion

Diversity, in the world of publishing, is more than inclusion. It isn't just affirmative action to get more people from underrepresented communities into publishing, although this is a major component in thinking about diversity and serves as a starting point. Diversity is more than storytelling and feelings.

It is a business venture into new territory. It's equality, it's justice, it's testing new theory, it's expanding the cultural imagination, it's engaging in culture shifts, it's giving value to stories that fall outside the dominant narrative. A diversity of perspectives ensures that more readers will be able to find themselves in the books they read.

Walking the talk

Now, this might sound all well and good, but what are we actually doing? Within the past year, our small research committee not only has grown but also has uncovered spaces that can be opened for more inclusion and safe dialogue.

We have invited our authors to reflect on their experience with us, explicitly asking if they ever felt misrepresented or unheard while working with us. We have reached out to professionals at other publishing houses to gain insight into how they are working toward equality. We've developed quantifiable metrics for tracking authors we've signed, nuancing data points measuring identities to include race, gender, class, and profession to hold ourselves accountable for reaching our inclusion goals. We are putting ourselves in new spaces, reaching out to local community organizers, and leveraging the BK brand to communicate that, as always, the fight for equality is an ongoing discussion that we aim to help continue.

Join us on this journey!

Here at Berrett-Koehler, we're taking sometimes painfully complex and intricate steps to ensure that our authors and readers can find their best selves in our community. We as a company are confronting head-on the microaggressions and systemic biases that may alienate authors from underrepresented communities. We're not shying away from this. We're committing to full transparency to gain a better understanding of what diversity means to us.

Open Book Editions: Latest Releases

Open Book Editions, BK's self-publishing partnership with iUniverse, continues to expand our author community and our community's offerings.



Edgar H. Schein
Becoming American
My First Learning Journey

Edgar H. Schein, a major contributor to the field of organizational psychology, describes his early years living in Switzerland, the Soviet Union, and Czechoslovakia; immigrating to the United States in 1938; and attending three different universities. He recalls the formative experiences that made him a scholar as well as his postdoctoral work at the Walter Reed Army Institute of Research—where he interviewed returning prisoners of war from the Korean conflict—and meeting Mary Lodmell, the woman of his dreams, who gave him three children and many, many great times.



Vincent Miholic, PhD
Bridging Engagement Gaps
An Essential Resource Guide to Strengthen Workplace Engagement

Vincent Miholic amasses an eclectic blend of business research and analysis, philosophy, and the arts, as well as practical examples and illustrations, to help us better understand the obstacles we confront and the foundational constructs related to realizing optimal worker engagement.



Dean Gualco
The Good Manager
A Guide for the Twenty-First Century Manager

In previous times, employees felt a sense of trust in their managers, and managers a sense of duty to their employees. That feeling has largely dissipated. *The Good Manager* presents the six key attributes of a good manager.



Jack Worth Milligan
Make More Money!
The Fine Art of Asking . . . Most Don't

Seventy-five percent of the people who could negotiate an employment offer fail to do it. So how do you ask for more money—and have a good chance at getting it? Jack Worth Milligan, an expert on human resources, tackles that question and more in this guidebook to asking for and getting the salary you deserve.



Paul Okum
Leadership DNA, Book Two
Recognizing Good and Poor Leadership in the Real World

The first book, *Leadership DNA*, examined the false premise that anyone can be a leader. Paul Okum, a former US Army officer who has held numerous executive positions with the federal government, builds upon those insights in this second book, sharing techniques to identify, select, and help born leaders enhance their skills.



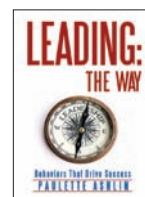
Manuel López-Linares
Pax Americana
How and Why US Elites Turned Global Primacy into a Silent Empire

This book looks at American history with a fresh perspective. Manuel López-Linares explores how the United States has moved beyond its role as the primary force for doing good to building an empire to protect and extend its wealth and power.



Shannon "The Cannon" Hudson
Zero to 100
The Blood, Sweat, and Tears of Building a Fitness Chain from Idea to 100 Locations

Champion kickboxer Shannon "The Cannon" Hudson used every penny he could find to turn an idea for a fitness center into a profitable business in only five years. He reveals how he built 9Round Fitness into a booming business and shares "knockout nuggets" of wisdom.



Paulette Ashlin
Leading the Way
Behaviors That Drive Success

"Research based yet highly practical, *Leading the Way* shows you how to transform your leadership style; communicate effectively up, down, and across; boost employee engagement; and exemplify vision and purpose. A terrific resource!"—Marshall Goldsmith, world-renowned executive coach and *New York Times* bestselling author

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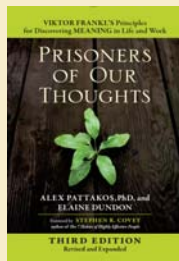
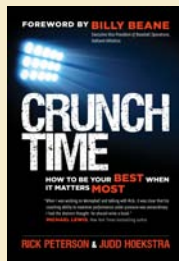
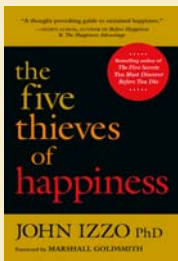


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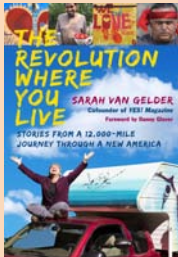
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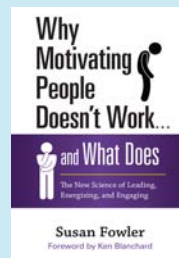
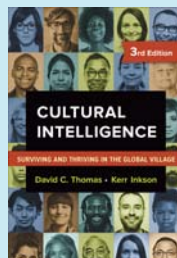
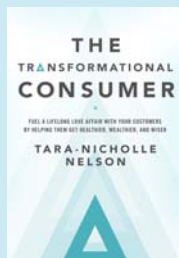
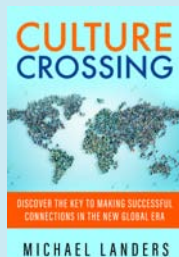
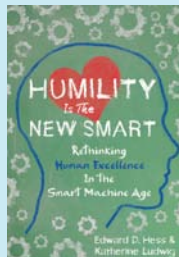
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