



Berrett-Koehler
Publishers

Spring 2016
Catalog

BK Life
BK Currents
BK Business



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



Dear Reader,

I love the picture of the BK staff and interns on the front cover of this catalog. They bring extraordinary talent and experience to Berrett-Koehler.

And I love our wonderful mixture of young and experienced staff members—in terms of age, time at BK, and publishing industry experience. Even after adjusting to the recent retirement of two long-serving staff members and welcoming six new staff members in the past year, our average term of staff service at BK exceeds 9 years and average experience in publishing exceeds 13 years, both of which are remarkable.

But even while celebrating our staff, I also want to acknowledge many other contributors to BK’s success. Indeed, one of BK’s hallmarks is that since our founding 24 years ago, we have included a detailed page of acknowledgments in the back of every single BK catalog. Our first catalog in 1992 listed approximately 50 individuals and companies that provided marketing and sales services; production, editorial, and design support; and printing, warehousing, and shipping services. That first catalog explained the purpose of these acknowledgments:

Operating a publishing business involves many more people than are formally on the staff. We would like to acknowledge some of the suppliers and subcontractors who have contributed time, talent, and creativity to our publishing efforts thus far. These people—along with our authors (who are listed on the preceding pages) and our customers—are making a crucial contribution to the success of this new business and we are grateful for their support.

The purpose of this page has remained the same through the years, while the number of people and companies acknowledged has grown to several hundred in this catalog. Yet this represents only a fraction of the contributors to BK. Over 600 BK authors are featured on the BK website. There are over 250 BK shareholders. And of course there are many, many thousands of devoted BK customers and other supporters of BK.

So 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 these other groups that contribute to our success. And this vision of the many stakeholder groups that are part of BK and need to be considered in our company decision-making has now been written into BK’s legal structure through our becoming a benefit corporation (see the story on page 27).

We hope that you, too, will view yourself as part of Berrett-Koehler.

Steven Piersanti
President and Publisher

ON THE COVER

BACK: Ginger Winters, Michael Crowley, Steven Piersanti, Liz McKellen, Jason Van Den Eng, Matt Fagaly, Charlotte Ashlock, Edward Wade, Anders Renee, Courtney Schonfeld, Arielle Kesweder, David Marshall, Katie Sheehan, Anna Leinberger, Neal Maillet, Johanna Vondeling, Jeevan Sivasubramaniam, Rosalee White **MIDDLE:** Leslie Crandell, Zoe Mackey, María Jesús Aguiló, Kathy Slater, Marina Cook, Lasell Whipple, James Faani **FRONT:** Shabnam Banerjee-McFarland, Catherine Lengronne, Kristen Frantz, Lynn Brown
Wonder what these people do? See staff and intern lists on the inside back cover.

New Titles for Spring 2016

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Berrett-Koehler is a B Corp! B Corps are certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency. For more information, go to www.bcorporation.net. And we are now a California Benefit Corporation! See page 27 for details.

The Arbinger Institute

The Outward Mindset

Seeing Beyond Ourselves

How to Change Lives and Transform Organizations

The Arbinger Institute has helped millions with its bestsellers *Leadership and Self-Deception* and *The Anatomy of Peace*. Now, with unique grace and clarity, it describes the one change that can dramatically improve organizational performance, spark innovation, strengthen all your relationships, and make your life and the lives of everyone around you better.

To change what we do, we first need to change how we see and relate to the world. Changing from an inward mindset to an outward mindset makes all the difference.

Without even being aware of it, many of us operate from an inward mindset, a single-minded focus on our own goals and objectives. This book points out the many ways, some quite subtle and deceptive, that this mindset invites tension and conflict. But incredible things happen when people switch to an outward mindset. They intuitively understand what coworkers, colleagues, family, and friends need to be successful and happy. Their organizations thrive, and astonishingly, by focusing on others they become happier and more successful themselves! This new mindset brings about deep and far-reaching changes.

The Outward Mindset presents compelling true stories to illustrate the gaps that individuals and organizations typically experience between their actual inward mindsets and their needed outward mindsets. And it provides simple yet profound guidance and tools to help bridge this mindset gap. In the long run, changing negative behavior without changing one's mindset doesn't last—the old behaviors always reassert themselves. But changing the mindset that causes the behavior changes everything.

The Arbinger Institute is a worldwide organization that provides training, consulting, coaching, and implementation tools that move individuals, teams, and organizations from the default self-focus, an inward mindset, to the results focus of an outward mindset. Its programs and methodology are based on forty-five years of research in the psychology of human behavior and motivation and more than thirty-five years of experience working with organizations worldwide.

Contents

Part I: Something New

1. A Different Approach
2. What Shapes Behavior
3. Two Mindsets
4. Seeing Truthfully

Part II: Exploring the Outward Mindset

5. Getting Out of Our Own Way
6. The Lure of Inwardness
7. The Outward Mind Pattern

Part III: Becoming More Outward

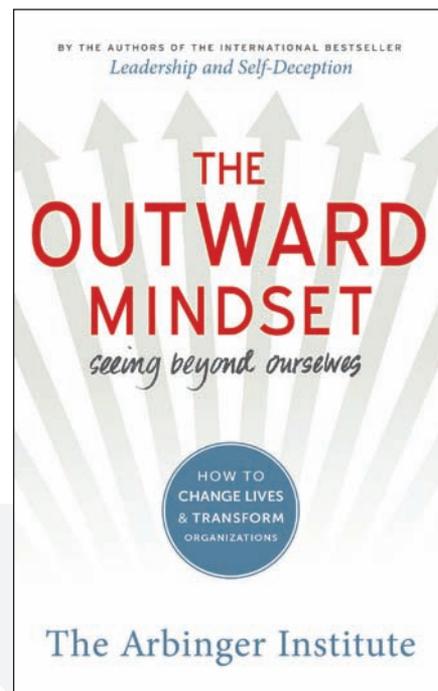
8. The Outward Mindset Pattern

9. Applying the Outward Mindset Pattern

10. Don't Wait on Others

Part IV: Multiplying Mindset Change

11. Start with Mindset
12. Mobilize around a Collective Goal
13. Allow People to be Fully Responsible
14. Shrink Distinctions
15. Turn Systems Outward
16. The Road Ahead



- **Builds on two bestsellers:** Arbinger's *Leadership and Self-Deception* has sold over 1.5 million copies worldwide, and *The Anatomy of Peace* has sold over 350,000 copies.
- **Gets at the roots:** Rather than trying to simply change self-sabotaging behavior in individuals and organizations, *The Outward Mindset* goes deeper, showing how to transform the mindset that causes this behavior; more positive actions naturally follow.

Publication date: June 2016

\$16.95, paperback

192 pages, 5½" x 8½"

ISBN 978-1-62656-715-3

PDF ebook ISBN 978-1-62656-716-0

Digital audio ISBN 978-1-62656-719-1

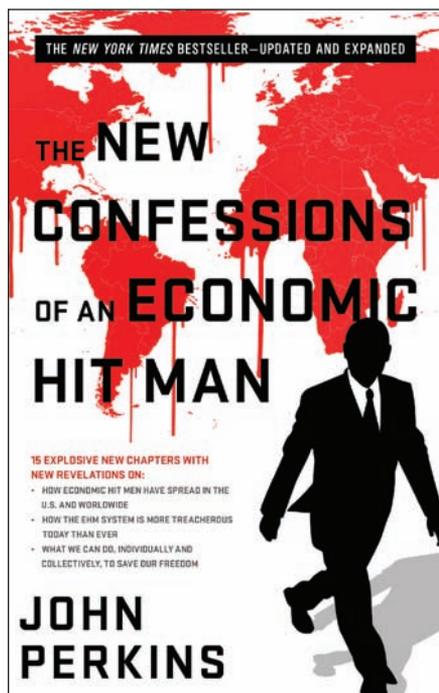
Business/Personal Development

Rights: world

John Perkins

The New Confessions of an Economic Hit Man

The *New York Times* Bestseller, Updated and Expanded



- **Massive bestseller:** The previous edition of *Confessions* spent seventy-three weeks on the *New York Times* bestseller list, has sold more than 1.25 million copies worldwide, and has been translated into thirty-two languages.
- **Wealth of new material:** This is far more than a new edition—over 40 percent of the book is new, including a new introduction, 15 new chapters, and a new timeline of economic hit man and jackal activity since the first edition was published in 2004.

Publication date: February 2016

\$17.95, paperback

384 pages, 5½" x 8½"

ISBN 9781626566743

PDF ebook ISBN 978-1-62656-675-0

Current Affairs

Rights: world

Economic hit men (EHMs), John Perkins writes, “are highly paid professionals who cheat countries out of trillions of dollars. Their tools include fraudulent financial reports, rigged elections, payoffs, extortion, sex, and murder.” He should know—he was one of them. In this extraordinary new version of his now-classic book, Perkins reveals how economic hit men, the assassin jackals who back them up, and the system they represent have spread all over the globe—and how we can fight back.

Over 40 percent of this book is completely new. Besides providing more details about his activities as an EHM, Perkins has written a new introduction, a new first chapter, and a new section with fourteen explosive chapters that bring the story up to date. The system he and other EHMs pioneered has spread globally. As Perkins puts it, “the cancer has metastasized.”

The material in the new chapters exposes how the EHM system has spread across the planet, from the Seychelles to Honduras, Ecuador, Libya, Turkey, Western Europe, Vietnam, China—and the United States. Shockingly, it has become the dominant system of business, government, and society today. Perkins also provides a timeline of EHM activities since 2004 with extensive documentation to back it up.

But Perkins doesn't just leave us hanging. He offers specific ideas and strategies for how each of us can transform what he calls a failing Death Economy into a Life Economy that provides sustainable abundance for all.



John Perkins was chief economist at a major international consulting firm where he advised the World Bank, United Nations, IMF, the US Treasury Department, Fortune 500 corporations, and governments in Africa, Asia, Latin America, and the Middle East. He is a founder and board member of DreamChange and Pachamama Alliance, nonprofits devoted to establishing a world our children will want to inherit.

Contents of all-new Part V

2004–Today

- | | |
|--|--|
| 34. Conspiracy: Was I Poisoned? | 41. A Coup against Fundación Pachamama |
| 35. A Jackal Speaks: The Seychelles Conspiracy | 42. Another EHM Banking Scandal |
| 36. Ecuador Rebels | 43. Who Are Today's Economic Hit Men? |
| 37. Honduras: The CIA Strikes | 44. Who Are Today's Jackals? |
| 38. Your Friendly Banker as EHM | 45. Lessons for China |
| 39. Vietnam: Lessons in a Prison | 46. What You Can Do |
| 40. Istanbul: Tools of Modern Empire | 47. Things to Do |
| | Documentation of EHM Activity, 2004–2015 |

Derek Cressman

Foreword by Thom Hartmann

Epilogue by Miles Rapoport, President of Common Cause

When Money Talks

The High Price of “Free” Speech and the Selling of Democracy

“When money talks, democracy walks. Read this book to learn how we, the people, can take back our elections from the billionaires and overturn a Supreme Court ruling that is a gross misreading of our Constitution.”

—Robert B. Reich, Chancellor’s Professor, University of California at Berkeley and former U.S. Secretary of Labor

Special-interest money is destroying our democratic process. But now that the *Citizens United* decision has thrown out campaign spending limits as abridgments of free speech, Americans want to know what they can do about it. Derek Cressman gives us the tools, both intellectual and tactical, to fight back.

There’s nothing unconstitutional in limiting the amount of speech, Cressman insists. We do it all the time—for example, cities control when and where demonstrations can take place or how long people can speak at council meetings. Moreover, he argues that while you voluntarily choose to, say, watch Fox News or MSNBC, political advertising is forced upon you. It’s not really free speech—it’s *paid* speech. It’s not at all what the Founders had in mind when they wrote the First Amendment.

Cressman examines how courts have foiled attempts to limit campaign spending, details what a constitutional amendment limiting paid speech should say, and reveals an overlooked political tool concerned citizens can use to help gain the amendment’s passage. We’ve approved constitutional amendments to overturn rulings by the Supreme Court seven times—there’s no reason we can’t do it again.



Derek Cressman has worked professionally to strengthen campaign finance laws since 1995 as director of the state PIRGs’ Democracy Program and vice president of state operations with Common Cause. He ran for California secretary of state in the June 2014 primary.

Contents

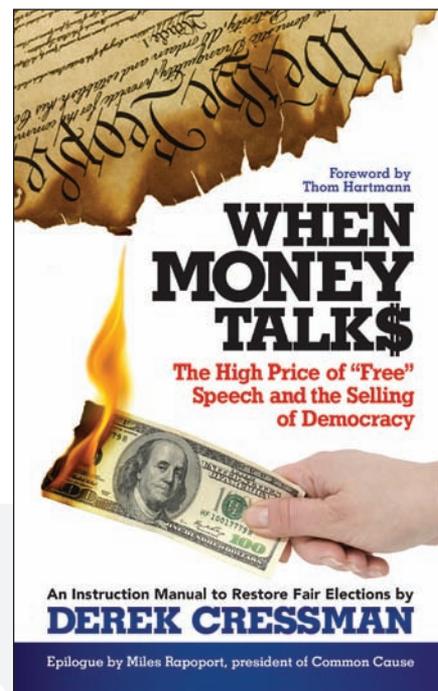
Introduction: The Crisis of Broken Politics

Why We Must Fight

1. Enough Is Enough
2. If Money Is Speech, Speech Is No Longer Free
3. Stupidity, Inequality, and Corruption
4. Who Broke Our Democracy?

Ready for Action? Let’s Go

5. Repairing Our Republic
6. Magic Words
7. Instructions for Mission Impossible
8. Halfway Home



- **New thinking:** Cressman argues political advertising isn’t free speech; it’s *paid* speech, so it shouldn’t be subject to the same protections.
- **New tactics:** Describes what a constitutional amendment to limit money in politics should say and an overlooked tactic voters can use to get it passed.

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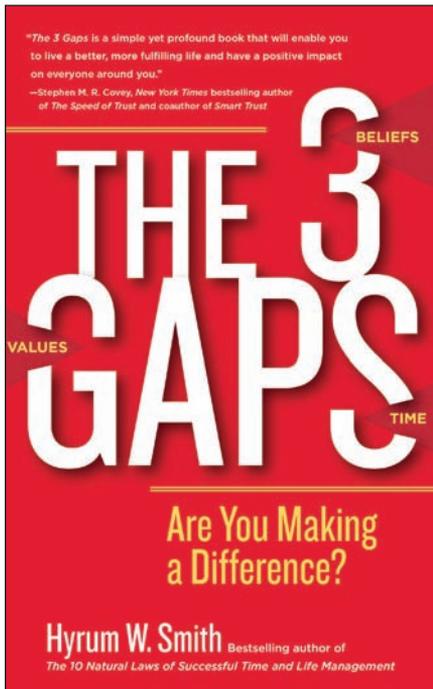
Current affairs

Rights: world

Hyrum W. Smith

The 3 Gaps

Are You Making a Difference?



- **Bestselling author:** Hyrum Smith's previous books have sold close to 1 million copies.
- **Simple, personal, and profound:** *The 3 Gaps* offers a straightforward system for getting your life in balance, illustrated with inspiring personal stories.

Publication date: January 2016

\$14.95, paperback

120 pages, 5.5" x 8.5"

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Personal Growth

Rights: world

"*The 3 Gaps* is a simple yet profound book that will enable you to live a better, more fulfilling life and have a positive impact on everyone around you."

—Stephen M. R. Covey, *New York Times* bestselling author of *The Speed of Trust* and coauthor of *Smart Trust*

We all eventually ask ourselves the question, "Am I making a difference?" We want our lives to have meaning. We want to contribute through our work, our family relationships, and our interaction with others in our community. But just as an airline flight attendant will tell you to put your own oxygen mask on before assisting others, getting your own life together is the first step to making a positive impact on the world around you.

In this new book, Franklin Covey cofounder Hyrum Smith shows that achieving a meaningful, fulfilling, and impactful life is a straightforward process. He identifies three root causes of stress, dissatisfaction, and pain, which drain the energy we need to make a difference: the gaps between where we are and where we want to be. The first is the Beliefs Gap: the gap between what we believe to be true and what is actually true. The second is the Values Gap: the gap between what we value most in life and what we actually spend our life doing. The third is the Time Gap: the gap between what we plan to do each day and what we actually get done.

Using inspiring true stories of people who have overcome difficult challenges, the author offers a practical blueprint that we all can use to close each of these three gaps in our personal and work lives. He shows how this will result in the inner peace so necessary in dealing with the chaos in the world today. Smith provides the concepts and the tools to move from the life you currently have to the life you really want.



Hyrum W. Smith is a distinguished author, speaker, and businessman. He is the cofounder and former chairman and CEO of Franklin Covey and the cofounder of 3Gaps, a personal and organizational training company. He is also the author of several nationally acclaimed books, including *The 10 Natural Laws of Successful Time and Life Management*, *What Matters Most*, and *You Are What You Believe*.

Contents

Introduction

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Closing the Beliefs Gap
Tyler and Jennifer Wilkinson
2. The Values Gap
Closing the Values Gap
Linda Clemons
3. The Time Gap
Closing the Time Gap
McKay Christensen

Appendix: The Author's Personal Constitution

Laura Stack

Foreword by William A. Cohen, PhD, author of *The Practical Drucker*

Doing the Right Things Right

How the Effective Executive Spends Time

As an MBA student, Laura Stack was inspired by Peter Drucker's classic 1967 book *The Effective Executive*. But while Drucker's advice on what to do remains brilliant, he didn't give much detail on the how. Stack's new book is written for the 21st-century executive, detailing precisely how to manage the intersection of two critical values: effectiveness and efficiency.

Effectiveness, Stack says, is identifying and achieving the best objectives for your organization—doing the right things. Efficiency is accomplishing them with the least amount of time, effort, and cost—doing things right. If you're not clear on both, you're wasting your time. As Drucker put it, "There is nothing so useless as doing efficiently that which should not be done at all."

Stack identifies twelve practices that will enable executives to be effective and efficient, grouped into three areas where leaders spend their time. For each practice, Stack offers advice from her twenty-five years in the trenches working with thousands of leaders globally. You'll receive scores of new ideas on how you, your team, and your organization can boost productivity.



Laura Stack, MBA, CSP, CPAE, is president of the Productivity Pro, Inc., whose clients include Wells Fargo, Cisco Systems, Merrill Lynch, and Bank of America. She has been featured on the *CBS Early Show*, on CNN, and in the *New York Times*. Stack is a past president of the National Speakers Association and was inducted into its Speaker Hall of Fame.

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The 3T Leadership Assessment

Part I: Strategic Thinking

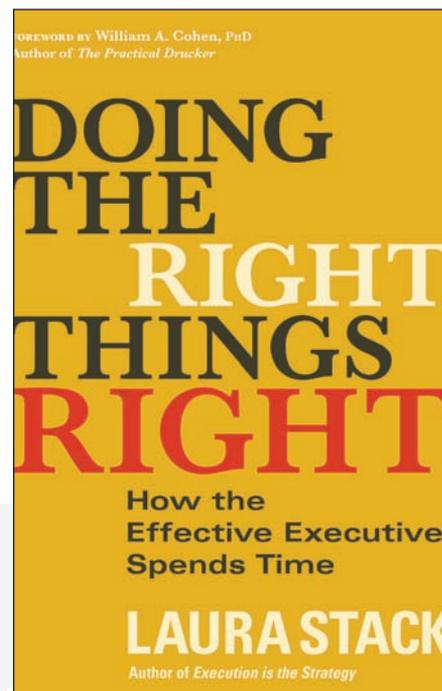
1. Goals: Align Strategy and Objectives
2. Change: Embrace Innovation and Adaptability
3. Communication: Share Mission, Vision, and Ideas
4. Decision Making: Resolve and Execute Decisions Promptly

Part II: Team Focus

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6. Performance: Forge a Results-Oriented Team
7. Motivation: Harness Creativity and Loyalty
8. Growth: Emphasize Continuous Improvement

Part III: Tactical Work

9. Value: Focus on High-Impact Activities
 10. Technology: Master Data Handling and Workflow
 11. Agility: Maximize Speed and Flexibility
 12. Balance: Sustain Your Physical and Mental Health
- Conclusion: The Evolving Business of Business



- **Practical advice from the front lines:** Stack is a veteran business productivity expert; she bases her work on what she discovers training and speaking to tens of thousands of leaders every year.
- **For any leader at any level who needs to get things done:** Stack offers a plethora of practical tips, tools, exercises, and assessments for being both efficient and effective, whether you're a new manager or a C-suite executive.

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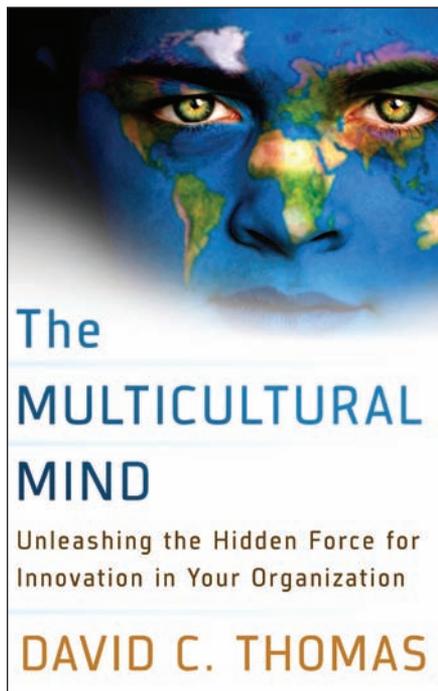
Business/Personal Growth

Rights: world

David C. Thomas

The Multicultural Mind

Unleashing the Hidden Force for Innovation in Your Organization



- **New source of innovation:** Thomas identifies multiculturals—people with deep experience in more than one culture—as an easily overlooked group that can make huge contributions, particularly when it comes to innovation.
- **Everyone can benefit:** Thomas shows how, no matter your background, you can cultivate the beneficial qualities of a multicultural mind.

Publication date: February 2016

\$24.95, paperback

240 pages, 6" x 9"

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Digital audio ISBN 978-1-62656-833-4

Business

Rights: world

Organizations need innovation, and there is a powerful source right under their noses. Scholar and consultant David C. Thomas says the same forces of globalization that have created today's superheated competitive environment have also provided a potential hidden advantage: the multiculturals in your midst.

Thomas cites extensive research and examples showing that multiculturals—people who have deep experience in more than one culture—have developed skills that organizations can leverage in the service of innovation. Having to integrate different cultural values makes them better able to see new patterns and connections. Their heightened empathy, the result of learning to adapt to new locations, customs, and beliefs, helps them build support for their ideas and work effectively on teams.

This book makes a powerful business case for cultivating a new dimension of diversity—the diversity within individuals! Thomas looks at how to establish the organizational conditions under which multiculturals can flourish, and he shows how even the most monocultural among us can achieve the advantages of a multicultural mind.



David C. Thomas is the Beedie Professor of International Management at Simon Fraser University. He is the author of ten books, including the award-winning *Cross-Cultural Management: Essential Concepts*. He is an editor of the *Journal of International Business Studies* and serves as a consultant to business and government on cultural diversity issues.

Contents

Part I: Introducing Multiculturals

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2. Why Mexicans Speak Spanish: Sources of Cultural Identity
3. Sometimes I Feel Like a Motherless Child: How Confronting Cultural Differences Results in a Multicultural Mind

Part II: Understanding Multiculturals

4. Neoricans, Mexican Americans, and Catalan Spanish: The Many Ways in Which Individuals Experience and Manage Their Multiculturalism
5. Singing Sea Chanteys Does Not Make You a Sailor: Language and Multiculturalism in an Organizational Context
6. Where Are You from—Really? Observable Differences and Developing a Multicultural Mind

Part III: Leveraging the Multicultural Mind

7. I Am Feeling Very *Olympic* Today, How about You? The Influence of the Situation on Multiculturals and Innovation
8. I Get By with a Little Help from My Friends: The Roles of Multiculturals in Teams and Organizations
9. The Needs of the Many Outweigh the Needs of the Few: Leveraging the Skills of Multiculturals and Building an Innovative Organization

Mark Gerzon

The Reunited States of America

How We Can Bridge the Partisan Divide

This book, at its core, is about what has made America great—and how we can restore that greatness if we seize the opportunities before us. On the great seal of the United States it says our country's motto is *E pluribus unum*—"out of many, one"—but you'd never know it now, says mediator and civic entrepreneur Mark Gerzon. In the past, Americans could disagree without demonizing each other. But now healthy partisan debate is being replaced by hyperpartisan political brawling.

We need a new attitude if we're going to confront the challenges our country faces. Gerzon and others call it "transpartisan"—this book is the movement's manifesto.

Transpartisans are open to learning from each other instead of insisting they already have all the answers. They work respectfully with people they disagree with instead of vilifying and avoiding them. They're willing to try new solutions instead of clinging to the old approaches. And after the campaign is over, they insist their elected representatives come together to govern—not just continue campaigning.

Gerzon describes how transpartisan activists all over the country—Republicans, Democrats, and independents—are finding common ground on some of the most divisive and difficult issues today: abortion, gun control, defense spending, prison reform, and more. We can take the poison out of partisanship and put a stop to the endless Left-Right fistfight. Mark Gerzon explains what we all can do to strengthen our sense of unity while honoring the vital role of conflicting points of view.



Mark Gerzon is president of Mediators Foundation. Whether working with the US House of Representatives or with the United Nations Development Program, he has helped leaders engaged in heated conflicts find common ground. Currently he is working to build the Bridge Alliance, a network of organizations that can provide constructive, creative pathways to reuniting our country. He is the author of *Leading through Conflict*.

Contents

Introduction: Dividing—or Reuniting?

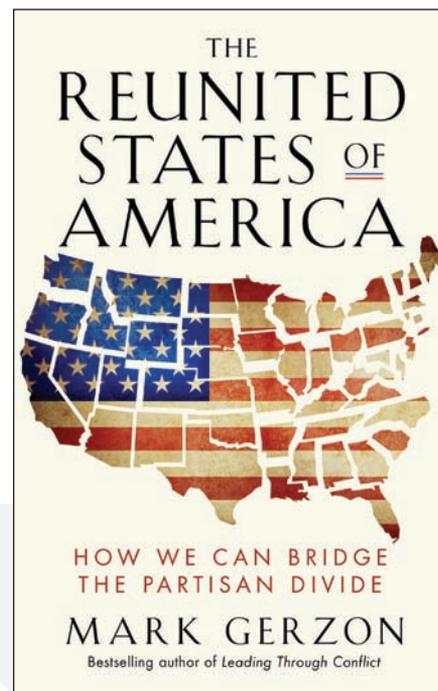
Part One: Citizens Taking Action

1. Reinventing Citizenship: From Confirming to Learning
2. Leading beyond Borders: From Control to Relationship
3. Championing the Whole Truth: From Position Taking to Problem Solving
4. Serving the People: From Endless Campaigning to Public Service

Part Two: A Movement Being Born

5. Born out of Crisis: Exploring the Movement to Reunite America
6. Mapping the Future: Transforming Conflict into Opportunity

Conclusion: How We Can Bridge the Partisan Divide



- **Inspiring solution:** Americans across the political spectrum are fed up with the current polarized state of the two-party system—Gerzon presents an innovative approach that, unlike bipartisan compromise, changes people's perspectives.
- **Emerging movement:** This book showcases over forty individuals and organizations that are bridging the partisan divide in remarkably diverse ways, offering practical wisdom and real-life tools for redirecting our national political discourse toward the common good.

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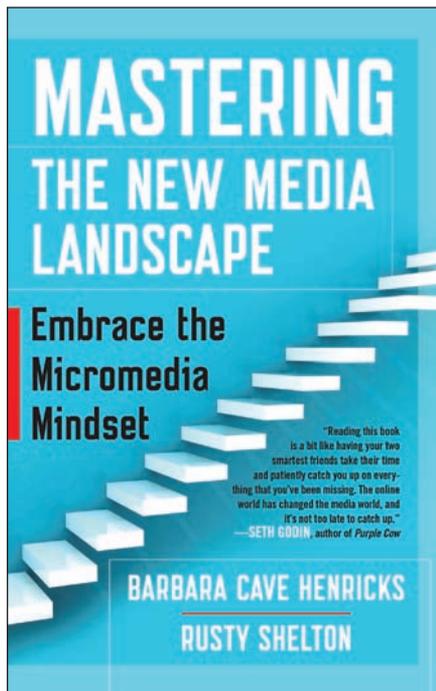
Current Affairs

Rights: world

Barbara Cave Henricks and Rusty Shelton

Mastering the New Media Landscape

Embrace the Micromedia Mindset



The giant boulders you once had to move to get coverage—Oprah, the *New York Times*, CNN—have been smashed by the Internet, supplanted (but not entirely replaced) by scores of pebbles: the websites, social media, blogs, podcasts, and more that ace publicists Barbara Cave Henricks and Rusty Shelton call micromedia. This new breed of outlets is key to capturing public attention.

Henricks and Shelton show that to get that attention, you must think more like a media executive than a marketer—because these days it's not about selling yourself; it's about making yourself valuable. This will help you with earned media, where you have to work to persuade someone—an editor, a producer, a web master—to let you in. It will draw followers to your rented media—places like Facebook and LinkedIn, where you can get on easily but where someone else makes the rules. And it is vital for building up what the authors argue is the most important media of all: owned media, the personal website and email list that you control.

Earned, rented, and owned media all influence and cross-fertilize each other. So with Henricks and Shelton's help, by maximizing your presence in all of them, you can create a positive feedback loop that will continue to create massive momentum and grow a large, loyal audience for your message.

Barbara Cave Henricks is president of Cave Henricks Communications. She has spearheaded campaigns for some of the biggest names in business today, including Jack Welch, Larry Bossidy and Ram Charan, John Bogle, Tom Rath, Marcus Buckingham, Maria Bartiromo, and Clay Christensen.

Rusty Shelton is the founder and CEO of Shelton Interactive, an award-winning digital marketing and PR agency that helps clients, from bestselling authors to the world's biggest brands, start conversations that matter. He has led digital strategy for more than twenty-five *New York Times* and *Wall Street Journal* bestsellers.

Contents

1. Welcome to the Age of Micromedia
2. Technology Gives Rise to New Rules of Communication
3. Understanding the Opportunities in Micromedia
4. Earned, Rented, and Owned—Better Together
5. Discoverability and the Future of Marketing
6. Online Brand Audit: Getting Your Owned Media Infrastructure in Shape
7. Blogs, Bylines, and Killer Content: What You Can Learn from Traditional Media
8. The Power of Rented Media
9. Getting the Most Out of Rented Media
10. Why Traditional, Earned Media Still Packs a Punch
11. Take the Stage: Launch a Speaking Career
12. Futureproof Your Media Strategy

- **Author team that gets results:** Henricks and Shelton have helped make bestsellers of books by authors such as Jack Welch, Tom Rath, Tracy Kidder, Marcus Buckingham, Ann Voskamp, Rory Vaden, Katty Kay, and Claire Shipman.
- **Best of both worlds:** New media is rising, but old media is still powerful—Henricks and Shelton explain how to make the most of each, and how they complement and feed each other.

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Business

Rights: world

M. Tamra Chandler

Foreword by Dave Ulrich

How Performance Management Is Killing Performance—and What to Do about It

Rethink. Redesign. Reboot.

Most people associate performance management with the annual review, which is universally dreaded by employees, management, and HR professionals alike. It's a cookie-cutter, fear-based, top-down approach that has never been shown to motivate anyone to do anything but try to avoid it. But nobody feels like they have any alternative. Tamra Chandler has one—and it works.

Actually, Chandler doesn't offer a single alternative—she offers an infinite number of them. Each organization that uses her Performance Management Reboot is able to develop its own unique custom-fit version. Grounded in the latest scientific findings about motivation, it's a transparent, employee-driven process that values collaboration over competition and rewards people for acquiring new skills and increasing their contribution instead of hitting arbitrary benchmarks.

Chandler lays out the general principles and then walks you through each step in creating a performance management process that will help you meet the three objectives of great performance management: developing your people, rewarding them equitably, and driving your organization's performance. It's the first comprehensive, step-by-step guide to creating a performance management solution that places the emphasis squarely on your greatest asset: your people.



M. Tamra Chandler is the founding partner and CEO of PeopleFirm, LLC. *Consulting Magazine* named Chandler one of the "Top 25 Consultants" in 2007 and 2014. Before founding PeopleFirm, Chandler was managing partner for the Pacific Northwest practice at Arthur Andersen Business Consulting and executive in charge of people and solutions at Hitachi Consulting.

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Part One: Rethink

1. Welcome to the PM Reboot
2. The Eight Fatal Flaws
3. The Eight Fundamentals Shifts
4. The Three Common Goals

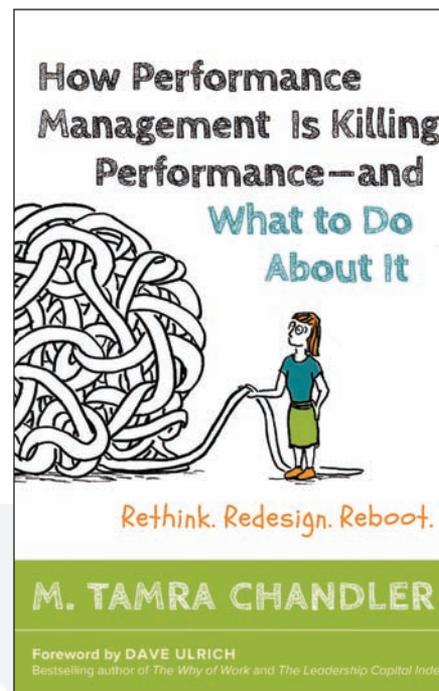
Part Two: Redesign

5. Mobilize

6. Sketch
7. Configure Your Solution
8. Making It Real

Part Three: Reboot

9. Build and Implement
10. Making It Stick



- **Finally offers an alternative to a process everyone hates:** Nobody has ever liked traditional performance appraisals, but they've never had an alternative—until now!
- **Proven in major organizations:** The process outlined in this book isn't simply speculation or theory—it's been successfully implemented in a host of major companies and nonprofits.

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\$29.95, hardcover

256 pages, 6¹/₈" x 9¹/₄"

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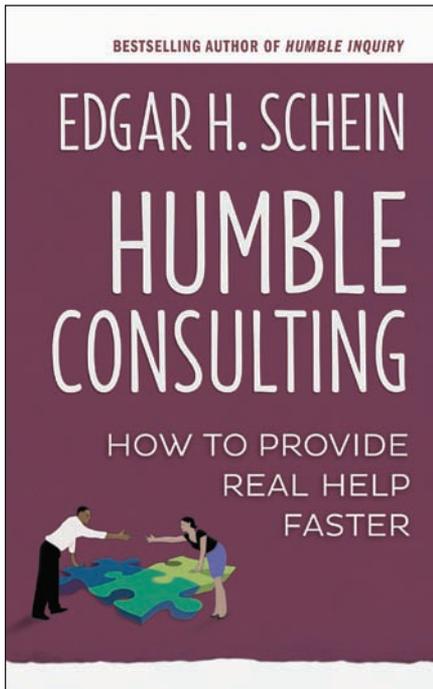
Business

Rights: world

Edgar H. Schein

Humble Consulting

How to Provide Real Help Faster



- **A true living legend:** Edgar Schein is a giant in the fields of organizational psychology, organization development, career development, and organizational culture.
- **Builds on success:** Schein builds on the runaway success of his recent book *Humble Inquiry*, as well as his seminal book *Process Consultation*, to expand the idea of humble communication and revolutionize the consulting world.

Publication date: April 2016

\$19.95, paperback

232 pages, 5½" x 8½"

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Digital audio ISBN 978-1-62656-724-5

Business

Rights: world

Organizations face problems today that are too messy and complicated for consultants to simply play doctor: run a few tests, offer a neat diagnosis of the “problem,” and recommend a solution. With the pace of change accelerating and globalization and specialization adding new layers of complexity, there is no time for diagnoses. Canned answers from outsiders have become useless. Well-meaning consultants often end up working on the wrong problem, misunderstanding the client organization’s culture, or ignoring the fact that constant change makes today’s solutions obsolete tomorrow.

In *Humble Consulting*, Edgar Schein outlines the basics of a new approach. He argues that consultants and coaches have to jettison the old idea of professional distance and work with their clients in a more personal way, emphasizing authentic openness, curiosity, and humility. Schein shows how to create an atmosphere of genuine trust and caring so that clients can share what’s really on their minds. Consultants and clients can then jointly discover what needs to be done. Working together from the outset like this speeds things up as it obviates the need for elaborate diagnostic tests and avoids solutions that might look good on paper but don’t fit an organization’s on-the-ground reality.

Schein draws deeply on his own decades of experience, offering over two dozen case studies that illuminate each stage of the humble consulting process. Just as he did with *Process Consultation* nearly fifty years ago, Schein has once again revolutionized the field, enabling consultants to be more genuinely helpful and vastly more effective.



Edgar H. Schein is the Society of Sloan Fellows Professor of Management Emeritus and a professor emeritus at the MIT Sloan School of Management. He has defined the field of organizational culture and has consulted with many organizations in the United States and overseas on organizational culture, organization development, process consultation, and career dynamics. He is the author of numerous bestselling books, including the recent bestseller *Humble Inquiry*.

Contents

1. I Am the Consultant, and I Don’t Know What to Do!
2. What Is New in Humble Consulting?
3. The Need for a Trusting and Open Level Two Relationship
4. Humble Consulting Begins with the First Conversation
5. Personalization: Enhancing the Level Two Relationship
6. The Humble Consulting Focus on Process
7. The New Kinds of Adaptive Moves

Concluding Comments: Some Final Thoughts on How to Be *Really* Helpful

Deepak Malhotra

Negotiating the Impossible

How to Break Deadlocks and Resolve Ugly Conflicts (without Money or Muscle)

“By using historically significant, seemingly intractable negotiations as examples, Malhotra provides practical lessons for the everyday negotiations in your life—including the three surprising ‘levers’ at your service when the use of force is not a viable option. This book is magic for any deal maker.”

—Daniel H. Pink, author of *Drive* and *To Sell Is Human*

Some negotiations are easy. Others are more difficult. And then there are situations that seem hopeless. Conflict is escalating, people are getting aggressive, and no one is willing to back down. And to top it off, you have little power, money, or other resources to work with. Harvard professor (and negotiation consultant advisor to organizations around the world) Deepak Malhotra shows how to defuse even the most potentially explosive situations and to find success when things seem impossible.

Malhotra illustrates key lessons using behind-the-scenes stories of fascinating real-life negotiations, including drafting the US Constitution, resolving the Cuban Missile Crisis, bringing peace to Northern Ireland, ending bitter disputes in the NFL and NHL, and beating the odds in complex business situations. But he also shows how these same principles and tactics can be applied in everyday life as well, from making corporate deals, negotiating job offers, and resolving business disputes to tackling obstacles in personal relationships and even negotiating with children.



Deepak Malhotra is the Eli Goldston Professor of Business Administration at Harvard Business School. He teaches negotiation in the MBA program and in a wide variety of executive education programs. He has been published in the top journals and has won numerous awards for both his teaching and his research. In 2014, he was chosen by Poets & Quants to be one of the “40 under 40” best business professors in the world.

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3. Logic of Appropriateness
4. Strategic Ambiguity
5. Limits of Framing
6. First-Mover Advantage

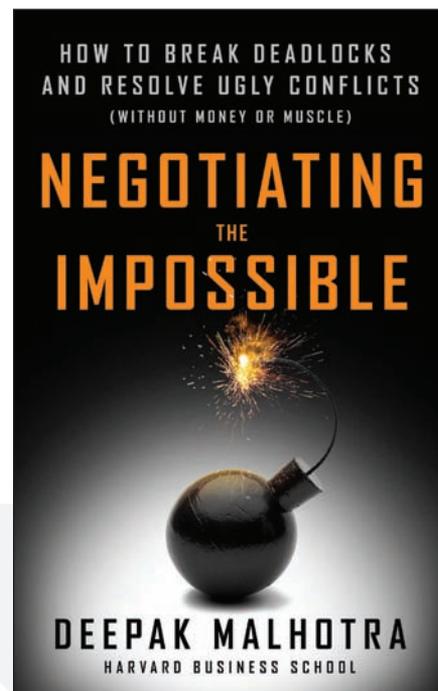
Part Two: Power of Process

7. The Power of Process
8. Leveraging the Power of Process

9. Preserve Forward Momentum
10. Stay at the Table
11. Limits of Process
12. Changing the Rules of Engagement

Part Three: Power of Empathy

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15. Yielding
16. Map Out the Negotiation Space
17. Partners, Not Opponents
18. Compare the Maps
19. The Path Forward



- **Bestselling author:** Malhotra’s book *Negotiation Genius* has sold over 120,000 copies worldwide, and his book *I Moved Your Cheese* has sold over 140,000 copies worldwide.
- **Compelling stories:** Every chapter describes a real-life high-stakes negotiation that seemed hopeless—and the often-surprising way in which it was resolved.

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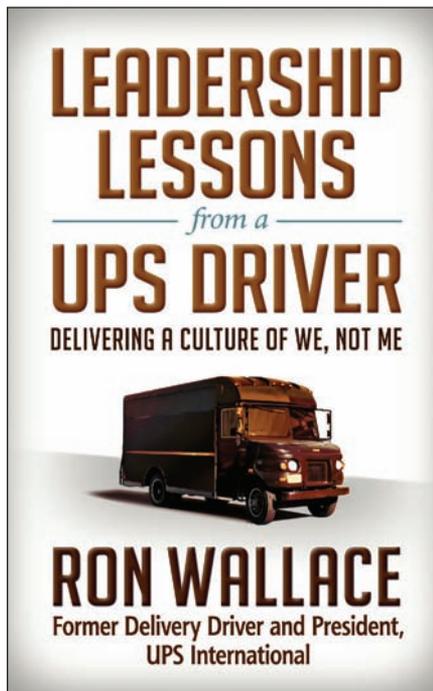
Business

Rights: world

Ron Wallace

Leadership Lessons from a UPS Driver

Delivering a Culture of We, Not Me



- **Lessons from a legendary company:** For over a century UPS has achieved extraordinary success in a highly competitive industry—now all organizations can learn the secrets of its success.
- **Practical, not theoretical:** Wallace doesn't offer theoretical ruminations but instead shares the simple but powerful ideas and actions that have been the key to his success as a leader and to UPS's as a company.

Publication date: April 2016

\$24.95, hardcover

160 pages, 6" x 9"

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Business

Rights: world

UPS is a household name and one of the most highly regarded American corporations by customers and investors alike. Who hasn't been delighted by a right-on-time delivery, one of the 18 million UPS makes every day? Founded over a hundred years ago, UPS has moved steadily up the Fortune 500 as so many other corporations have dropped off. So what's the company's secret? Just ask a driver!

Ron Wallace was a UPS driver for six years before he rose through the ranks to become president of UPS International. In other companies that might be extraordinary, but for UPS it's par for the course. UPS has a unique people culture. Package loaders call executives by their first names and vice versa. The company almost always promotes from within. Lifetime employment is common. Most employees own UPS stock. Wallace credits this spirit of "we, not me" with the company's success—and his own. As he puts it, working at UPS gave him a PhD in teamwork.

Instead of writing a typical business memoir that celebrates the leader as celebrity, Wallace shares vivid stories that focus on the people he worked with, the challenges they overcame, and the simple principles and practices that make up the UPS way. He exhorts his fellow leaders to grow their people, not just their business plans. The straightforward and easy-to-understand lessons provide a blueprint for an individual or company to build on past successes and adapt to future challenges. This is a must-read for anyone aspiring to become a great leader.



Ron Wallace is the former president of UPS International, where he was responsible for operations in more than 200 countries and territories, with more than 60,000 people under his direction. He also served on the corporate management committee that oversaw the day-to-day operations of UPS and its 400,000 employees. In addition, he has served as chairman or cochairman of thirty-three boards of directors of highly successful companies around the world.

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 8. Fostering Positive Interactions
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- A Study Guide for Leaders and Their Teams

Fauzia Burke

Foreword by S. C. Gwynne, *New York Times* bestselling author

Online Marketing for Busy Authors

A Step-by-Step Guide

"Fauzia Burke has been on the web promoting books from the very beginning . . . She knows exactly what kinds of web promotion will drive book sales and doesn't waste your time or money with distractions."

—Madeline McIntosh, President, Penguin Publishing Group

There has truly never been a better time to be an author. For the first time, you have direct access to the public via the Internet—you can create a community eagerly awaiting your next book. But where do you start? How do you sort through the dizzying range of online options? What is a "must do" and what is a "might do"?

Enter Fauzia Burke, a digital book marketing pioneer and friend of overwhelmed writers everywhere. She not only makes the job of building your online brand doable but proves that it can be fun and fulfilling too.

Burke takes you step by step through the process of identifying your unique personal brand, defining your audience, clarifying your aspirations and goals, and setting priorities. Once that foundation is established, she walks you through the process of developing a sustainable long-term online marketing plan. She offers advice on designing a website, building a mailing list of superfans, blogging, creating an engagement strategy for social media, and more. By following Burke's expert advice, you can conquer the Internet and still get your next manuscript in on time.



Fauzia Burke is the founder and president of FSB Associates, one of the first firms to specialize in digital branding and online publicity. Founded in 1995, FSB Associates has successfully launched more than 2,000 book publicity campaigns. Burke has worked on books by Alan Alda, Dr. Larry J. Sabato, Brian Tracy, Charles Spencer, Joe Pantoliano, Marina Keegan, Kathy Freston, Deepak Chopra, Sue Grafton, and many others.

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8. Building Your Website

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11. Social Media and Social Networking

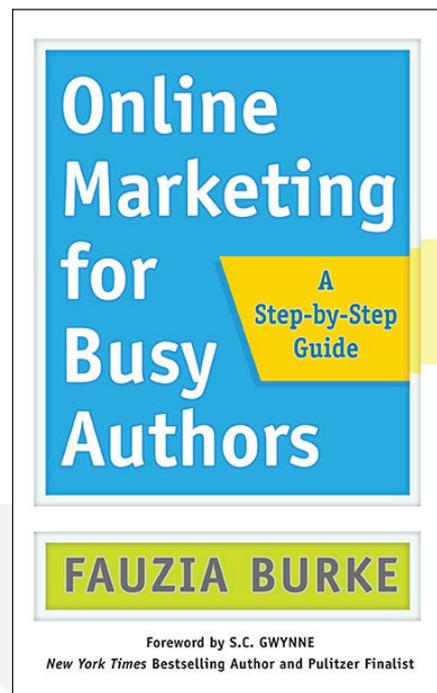
12. DIY Online Book Publicity

Phase 3: Staying the Course

13. Promote without Being Promotional

14. Monitor and Adjust

Some Parting Advice



- **Digital pioneer:** Burke has been promoting books online since 1995—in 1997, she helped Sue Grafton build her first website and has worked with scores of authors since.
- **Makes online marketing manageable for anyone:** Understandably panicked authors often just start doing things online randomly and reactively—Burke shows how to set goals and strategy first so that every moment of online activity is efficient, purposeful, and rewarding.

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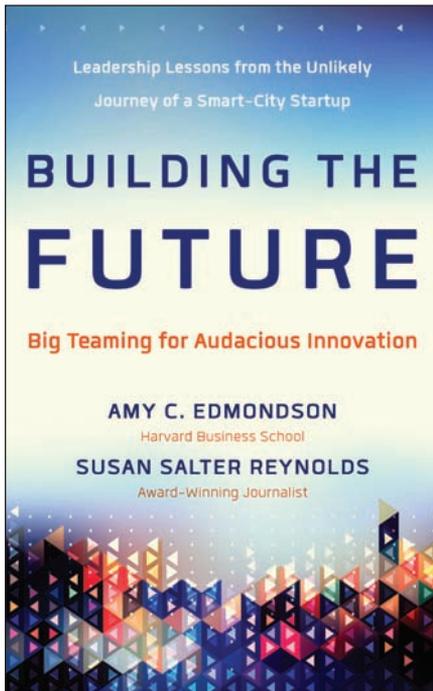
Writing

Rights: world

Amy C. Edmondson and Susan Salter Reynolds

Building the Future

Big Teaming for Audacious Innovation



Niccolò Machiavelli famously wrote, “There is nothing more difficult to take in hand, more perilous to conduct, or more uncertain in its success than to take the lead in the introduction of a new order of things.”

That’s what this book is about—innovation far more audacious than a new way to find a restaurant or a smart phone you can wear on your wrist. Harvard professor Amy Edmondson and journalist Susan Salter Reynolds explore how to bring into being systems that transform human experience and make the world more livable and sustainable. This demands “big teaming”: intense collaboration across professions and industries that may have completely different mindsets and even be antagonistic to each other. To do this successfully requires practicing new forms of leadership that combine an expansive vision with incremental action—not an easy balance.

To reveal how pioneers build the future, Edmondson and Reynolds tell the story of Living PlanIT, an award-winning “smart city” start-up with a breathtakingly ambitious goal: building a showcase high-tech city from scratch to pilot its software. This meant a joint effort spanning a truly disparate group of software entrepreneurs, real estate developers, city government officials, architects, construction companies, and technology corporations. We get to know Living PlanIT’s leaders and follow them and their partners through cycles of hope, exhaustion, disillusionment, pragmatism, and renewal. There are powerful lessons here for anyone, in any industry, seeking to transform the world.

Amy C. Edmondson is the Novartis Professor of Leadership and Management at Harvard Business School. She is the author of *Teaming to Innovate*, *Teaming*, and *A Fuller Explanation*, along with over seventy articles on leadership, teams, innovation, and organizational learning. She has received many awards, including the Accenture Award for significant contribution to improving the practice of management.

Susan Salter Reynolds is a former *Los Angeles Times* features writer and columnist. For twenty-three years, she covered thought leaders, cultural trends, and controversial issues and continues to write for a variety of magazines and newspapers, including the *Daily Beast*, *Newsday*, *Los Angeles Magazine*, and others.

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3. Bits and Bytes
4. Location, Location, Innovation
5. Rethinking City Hall
6. Grounded Visionaries
7. The Organization Man Revisited
8. Confronting Culture Clash
9. Balancing Influence and Innovation

- **Powerful author team:** Edmondson is an honored Harvard Business School professor who brings her analytical powers to bear on a fascinating case study, while Reynolds, with her twenty-three years at the *Los Angeles Times*, helps tell the story with a journalist’s flair for detail and drama.
- **Innovative contribution:** Edmondson and Reynolds outline a new approach to leadership that emphasizes intensive cross-sector and cross-industry collaboration and balances vision and pragmatism.

Publication date: April 2016

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Business

Rights: world

Gerald F. Davis

The Vanishing American Corporation

Navigating the Hazards of a New Economy

It may be hard to believe in an era of Walmart, Citizens United, and the Koch brothers, but corporations are on the decline. The number of American companies listed on the stock market dropped by more than half between 1997 and 2012.

That corporations are vanishing may sound like good news to some, but Gerald Davis insists it's not—in fact, it's a root cause of the income inequality and social instability we face today. Corporations in their heyday offered millions of people lifetime employment, a stable career path, health insurance, and retirement pensions.

The businesses that are replacing them can't and won't fill the same role. For one thing, they employ far fewer people—the combined global workforces of Facebook, Yelp, Zynga, LinkedIn, Zillow, Tableau, Zulily, and Box are smaller than the number of people who lost their jobs when Circuit City was liquidated. And the “sharing economy” absolves many companies of any sense of obligation to most of the people who work for them—Uber drivers aren't employees, they are “driver partners.”

This book tracks the rise of the large American corporation, its role in greatly expanding the middle class, and the current economic pressures that are making it unsustainable. The future could see either increasing economic polarization, as careers turn into jobs and jobs turn into tasks, or a more democratic economy built from the grass roots. It's up to us.



Gerald F. Davis is the Wilbur K. Pierpont Collegiate Professor of Management at the Ross School of Business and professor of sociology at the University of Michigan. He is the editor of *Administrative Science Quarterly*, the author of *Managed by the Markets*, and the coauthor of *Changing Your Company from the Inside Out*.

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6. Nikefication and the Rise of the Virtual Corporation

7. The Public Corporation Becomes Obsolete

8. The Last Gasp of the IPO Market

Part III: Consequences of Corporate Collapse

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10. Rising Inequality

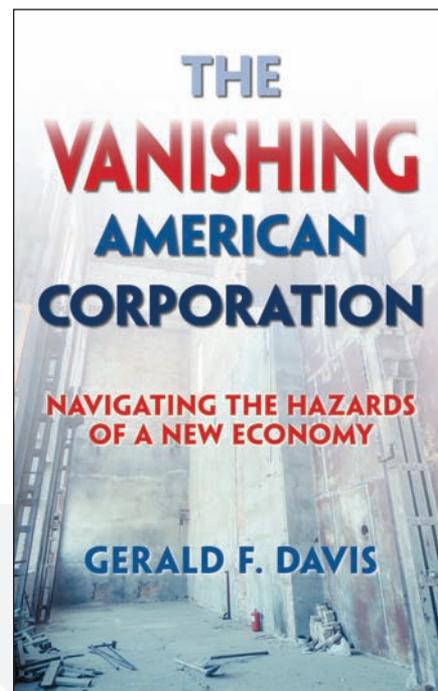
11. Declining Upward Mobility

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Part IV: Now What?

13. Possible Postcorporate Futures

14. Navigating a Postcorporate Economy



- **Counterintuitive argument:** Davis challenges the assumption common in many circles that corporations are unabashedly evil and unequivocally in control of the American economy.
- **Surprisingly accessible:** While unquestionably erudite, Davis writes in a conversational style, frequently leavened with humor, which makes complex concepts understandable and economic history entertaining.

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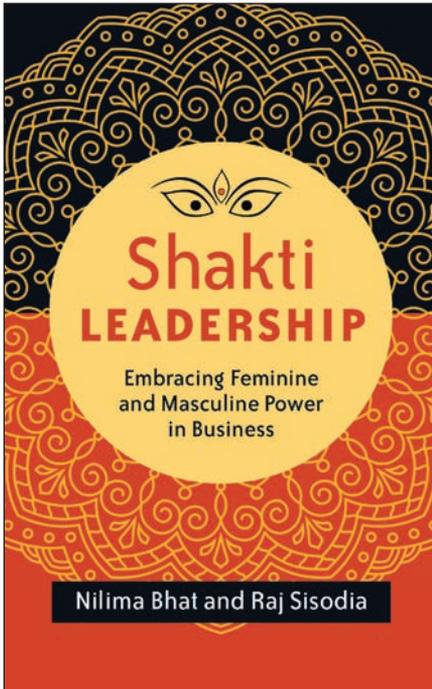
Business/Current Affairs

Rights: world

Nilima Bhat and Raj Sisodia

Shakti Leadership

Embracing Feminine and Masculine Power in Business



- **Visionary author team:** Sisodia is a leading scholar and the coauthor of the *New York Times* and *Wall Street Journal* bestseller *Conscious Capitalism*, and Bhat is a highly respected Indian writer, leadership educator, and expert in holistic health.
- **A better way to lead—for men and women:** Shakti Leadership restores balance to individuals, companies, and society and enables men and women to lead with their whole selves, which is critical to easing a host of organizational, social, environmental, and psychological problems.

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Leadership

Rights: world

Too many leaders, men and women alike, have bought into a notion of leadership that exclusively emphasizes traditionally “masculine” qualities: hierarchical, militaristic, win-at-all-costs. The result has been corruption, environmental degradation, social breakdown, stress, depression, and a host of other serious problems.

But there is another way, one that restores balance to this lopsided way of leading. Reaching into ancient spiritual and mythical teachings, Nilima Bhat and Raj Sisodia revive a feminine archetype of leadership: generative, cooperative, creative, empathetic. While these qualities are often thought of as “feminine,” we all have them; however, for people in leadership positions, they tend to be undervalued and underdeveloped. In the Indian yogic tradition, this feminine principle is recognized as supremely intelligent and responsive. It is personified as the Great Mother or Goddess Shakti and is the source that powers the cycle of life.

Using exercises and inspirational examples, Bhat and Sisodia guide us through our own heroic journey to discover and access this source of infinite energy and begin to lead with our whole selves. Leaders who understand and practice Shakti Leadership act from a consciousness of life-giving caring, creativity, and sustainability to achieve self-mastery and be of selfless service to the world. When leaders across genders learn to embrace this mindset, we can restore sanity, elevate humanity, and heal the planet by evolving joyously and consciously together.

Nilima Bhat is the founder-director of Sampurnah and coauthor of *My Cancer Is Me: The Journey from Illness to Wholeness*. She writes Shakti Speaks, a column on women’s concerns and gender relations initiated by *DNA*, a national daily in India. Her work is centered on conscious leadership, women’s empowerment, integral yoga, and spiritual guidance.

Raj Sisodia is the F. W. Olin Distinguished Professor of Global Business and Whole Foods Market Research Scholar in Conscious Capitalism at Babson College. He is also cofounder and cochairman of Conscious Capitalism, Inc. The author of eight books, Sisodia is best known as the coauthor (with Whole Foods founder John Mackey) of *Conscious Capitalism*, a *New York Times* and *Wall Street Journal* bestseller that has sold over 110,000 copies.

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Epilogue: Shakti Speaks

SC Moatti

Foreword by Nir Eyal, bestselling author of
Hooked: How to Build Habit-Forming Products

mobilized

An Insider's Guide to the Business and Future of Connected Technology

Mobile technology has now become such an integral part of how we live that, for many people, losing a cell phone is like losing a limb. Everybody knows mobile is the future, and every business wants in, but what are the elements of mobile success? SC Moatti, a Silicon Valley veteran, has created a unique Mobile Formula that makes it easy for any business to develop a strategy for creating mobile products that count.

Moatti argues that we so identify with our mobile products that we expect from them what we wish for ourselves: an attractive body, a meaningful life, and increasing competence and ability. So the Body Rule dictates that mobile products must appeal to our sense of beauty—but beauty in a mobile world is both similar to and different from what it means offline. The Spirit Rule says mobile products must help us address our deepest needs, both as individuals and as members of communities. And the Mind Rule explains that businesses that want to succeed in mobile need to continually analyze the user experience and use that data to refine and improve their products.

“Great mobile products replicate and amplify human behavior and interaction,” writes Moatti. The don’t replace human relationships; they enhance them. A strategy manual rather than a technical treatise, *Mobilized* includes case studies from mobile pioneers such as Facebook, Uber, Tinder, WhatsApp, and more. The market is full of how-to books for programming apps, but no works examine what is required for business success in the mobile era. Until now.



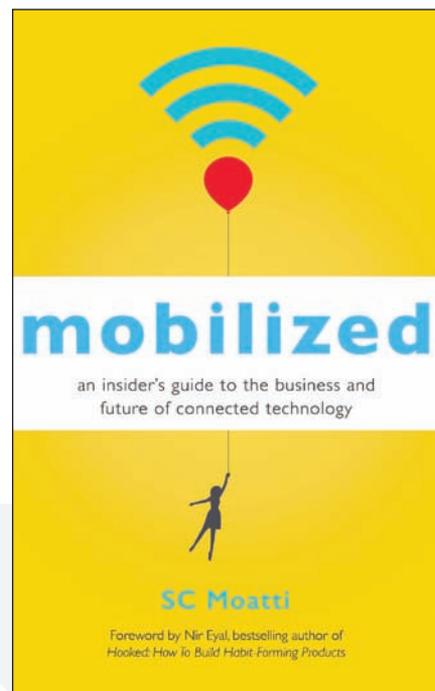
SC Moatti currently runs Products That Count, an organization that helps businesses of all sizes become mobile. As an executive at Facebook, Trulia, and Nokia, Moatti launched and monetized mobile products that are now used by billions of people and have received prestigious awards, including an International Digital Emmy Award nomination. She has a Stanford MBA and an MS in electrical engineering.

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5. “The Mind Rule”: The Best Mobile Products Get Better the More We Use Them
6. Turning Risk into Opportunity

Conclusion: Now, It’s Your Turn



- **Presents the blueprint:** Based on case studies from mobile pioneers such as Facebook, Uber, Tinder, WhatsApp, and more, Moatti culls the Mobile Formula, a set of three all-encompassing rules that guide mobile success.
- **A true insider:** Moatti is a seasoned vet who has worked at top mobile technology companies and has written on mobile technology for the *Harvard Business Review*, the *Huffington Post*, and other forums.

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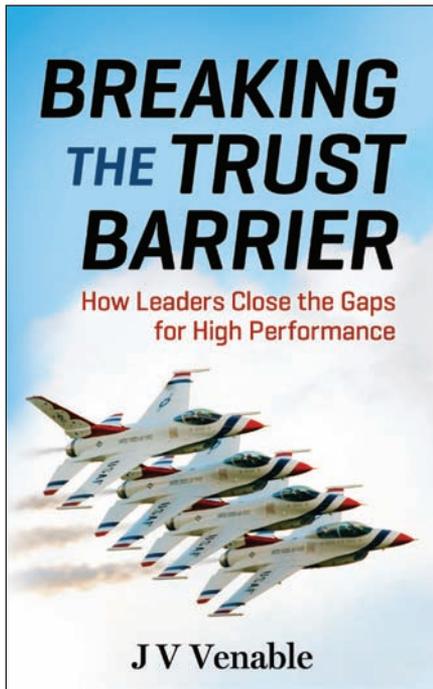
Business

Rights: world

JV Venable

Breaking the Trust Barrier

How Leaders Close the Gap for High Performance



For the members of the US Air Force Thunderbirds, teamwork is literally a matter of life and death. On maneuvers like the one pictured on the cover, the gap between jets is as little as eighteen inches. The surge of momentum that comes with that level of closure has an incredibly positive impact on the team's mission. As you might imagine, sustaining that distance relies on the highest levels of trust.

On the ground as in the air, from CEO to midlevel supervisor, we all face the same challenge, says former Thunderbird commander and demonstration leader JV Venable. Our job is to entice those in our wake to close the gaps on our teams—gaps in commitment, respect, and integrity that slow us down. Every foot of closure requires those in your wake to let go of the biases and mental safeguards that they believe keep them safe but in fact hold both them and the whole team back.

Overcoming the barrier of trust to fly less than an arm's length away from a jet moving 500 miles per hour at 400 feet off the ground is no small challenge. Creating that trust on a team with an annual turnover of 50 percent requires a predictable, repeatable process the Thunderbirds have been refining for more than half a century.

Venable has captured that process and packages it here with compelling stories that will build a path to your own extraordinary level of trust. This is a page-turner that will be your go-to book on leadership. After you've read it, you'll see the power of closure everywhere, and you'll use Venable's techniques to lead your team to an even higher plane.

- **Dynamic author:** Venable is a Thunderbirds team leader, a decorated combat pilot, and a riveting speaker.
- **Compelling metaphor:** Venable builds the book around a simple, compelling idea from aerodynamics that is easy to understand, very apt, and applicable to any high-performing team.



Colonel JV Venable (USAF, Ret.) is a graduate of the USAF's Fighter Weapons School (Top Gun). He is a cancer survivor who went on to command and lead the USAF Thunderbirds, as well as 1,100 American airmen flying 95 aircraft in combat. He currently serves as the vice president of a research and development company, as a senior research fellow for the Heritage Foundation, and on the board of directors for MercyMedical Angels.

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Part Two: Commitment

2. Close the Traction Gap
3. Close the Engagement Gap
4. Plow the Path

Part Three: Loyalty

5. Close the Passion Gap
6. Close the Confidence Gap
7. Close the Respect Gap

Part Four: Trust

8. Close the Integrity Gap
9. Close the Principle Gap
10. Close the Empowerment Gap

Publication date: June 2016

\$18.95, paperback

176 pages, 5½" x 8½"

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Business

Rights: world

Sasha Chanoff and David Chanoff

Foreword by David Gergen

From Crisis to Calling

Finding Your Moral Center in the Toughest Decisions

We are often confronted with choices where morality and pragmatism seem to be at odds. Leaders are supposed to go with pragmatism—making “tough calls.” But Sasha Chanoff became a better leader—and saved lives—when he chose empathy and altruism. Through his extraordinary story and the stories of other brave leaders, this book inspires everyone to be guided by his or her deepest moral values.

All leaders face defining moments, that reveal their true character. Here, Sasha and his father, David, expand on Sasha’s defining moment, recounted on *The Moth* podcast as “An Impossible Choice.” Working in the Congo, he was charged with evacuating a specific group of refugees. Then he and his colleague discovered a group of widows and orphans not on the rescue list. Leaving them behind would mean their deaths. Attempting to take them would jeopardize the entire mission.

From Crisis to Calling puts you with Sasha as he agonizes over what to do, revealing five principles for confronting critical decisions that emerged from this experience. The book tells the stories of eight other leaders—from business, government, the military, and nonprofits—who stayed true to their own moral values in the face of enormous pressure. They illustrate the power and fulfillment that come from investing your work with compassion, empathy, and an awareness of others.

Sasha Chanoff is founder and executive director of RefugePoint, a nongovernmental organization that finds lasting solutions for refugees. He is the winner of the Charles Bronfman Prize and the Gleitsman International Activist Award, given by the Harvard Center for Public Leadership. Sasha is a fellow and grantee of Ashoka, Echoing Green, the Draper Richards Kaplan Foundation, and other organizations sponsoring social justice and humanitarianism.

David Chanoff, PhD, has written on literary history, foreign policy, refugee issues, education, religion, and other subjects for publications such as the *New York Times Magazine*, *Washington Post*, *American Scholar*, and *Journal of American Education*. He has authored or coauthored eighteen books, including several on the Vietnam War and the Holocaust.

Contents

Introduction: The Five-Step Pathway to Moral Decision Making

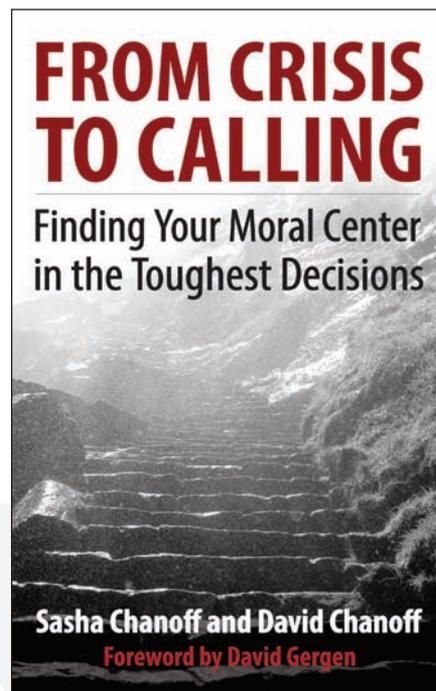
Part One: The Congo Rescue Story

1. Be Prepared: Confronting the Unexpected Dilemma
2. Your Values in the Balance: Opening Your Eyes, Confronting Yourself, Knowing Yourself
3. Take Courage: Making the Decision, Implementing It

Part Two: The Moral Decision Pathway

4. Empathy: Where the Moral Sense Comes From
5. Self-Knowledge: How Self-Knowledge Impacts Leadership and Organizations
6. Calling: How Crises Lead to Callings

A Final Word



- **Incredible, inspiring story:** In less than twenty-four hours, Sasha Chanoff had to make a single decision that could result in the death or salvation of over a hundred people—with no assurance of the outcome.
- **Mediagenic author:** Sasha Chanoff and his organization RefugePoint have been covered by NPR, *ABC World News*, *60 Minutes* (five episodes), the *New York Times*, CNN, the *Moth* podcast, the *Boston Globe* (front page), and many other outlets.

Publication date: June 2016

\$18.95, paperback

256 pages, 6" x 9"

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Leadership

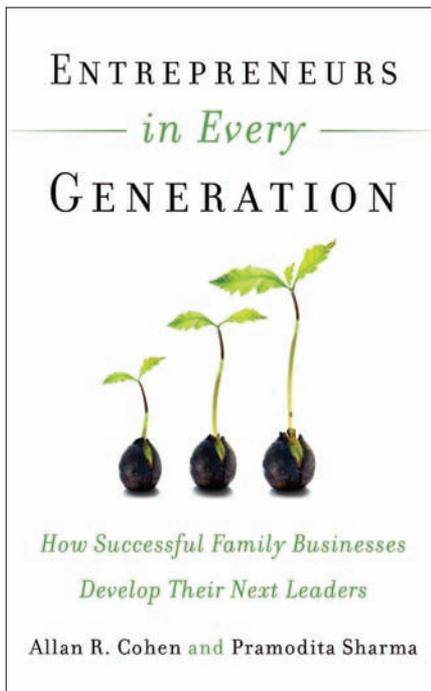
Rights: world

Allan R. Cohen and Pramodita Sharma

Foreword by John L. Ward, Clinical Professor of
Family Enterprises, Kellogg School of Management

Entrepreneurs in Every Generation

How Successful Family Businesses Develop Their Next Leaders



- **Big market:** Depending on how they're defined, family businesses account for 60–90 percent of all economic activity.
- **Expert author team:** Cohen is a highly respected scholar with a long and distinguished career and the coauthor of a bestselling management text (seven editions), and Sharma is a leading family business professor, editor in chief of a major scholarly journal on family business, and visiting scholar at Northwestern University. Both authors grew up in family businesses.

Publication date: June 2016

\$28.95, paperback

264 pages, 6" x 9"

ISBN 978-1-62656-166-3

PDF ebook ISBN 978-1-62656-167-0

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Business

Rights: world

Companies that are owned and run by families need to develop leadership and entrepreneurial skills just like any other company, but family firms face obstacles that “hire and fire” companies don’t. So what factors in the family and work environments enable the creation of leaders who share the entrepreneurial fire of the founders? Do specific education, training, and experiential pathways tip the odds of entrepreneurial success across generations? How do some firms manage to bypass or work through the family conflicts, disparate visions of the future, sibling rivalries, generational struggles, or external disasters that seem to mark the demise of so many family businesses?

Allan Cohen and Pramodita Sharma, scholars with deep professional and personal roots in family businesses, draw on extensive global research to reveal the secrets of enterprising families, using examples of both firms that flourished and those that failed. They describe the practices that characterize entrepreneurial individuals, families, and organizations and offer detailed advice on how to develop and implement those practices. Each chapter ends with a worksheet that helps readers create an action plan for building entrepreneurs in every generation.

Worldwide, most businesses are family businesses, from behemoths like Walmart to your favorite little restaurant. This book offers profoundly practical advice that will ensure they thrive into the next century.

Allan R. Cohen is the Edward A. Madden Distinguished Professor of Global Leadership at Babson College. He spent seven years as Babson College’s chief academic officer, leading major curriculum and organizational changes. He is the coauthor of the bestselling books *Managing for Excellence* and *Influence without Authority*.

Pramodita Sharma is the Sanders Chair & Professor of Family Business at the University of Vermont and a visiting professor at the Kellogg School of Management. She has a PhD from the University of Calgary and honorary doctorates from Jönköping University in Sweden and Witten/Herdecke University in Germany. She is the editor of *Family Business Review*.

Contents

1. Secrets of Successful Entrepreneurial Leaders
2. Developing Entrepreneurial Leadership Skills
3. Secrets of Successful Enterprising Families
4. Developing Enterprising Families
5. Secrets of Entrepreneurial Organizations
6. Developing Entrepreneurial Organizations
7. Action Planning, A Question of Balance & Timing

Marilee Adams

Foreword by Marshall Goldsmith

Change Your Questions, Change Your Life

12 Powerful Tools for Leadership, Coaching, and Life Third Edition

Change Your Questions, Change Your Life is an international bestseller whose global reputation has spread largely through word of mouth. Marilee Adams describes how questions shape our thinking and how personal and organizational problems can often be traced to the kinds of questions we ask. She teaches how to instead ask the kinds of questions that lead to our biggest breakthroughs and successes.

Drawing on decades of research and experience as a coach and consultant, Adams uses a highly instructive and entertaining story that illustrates how to quickly recognize any undermining questions that pop into your mind—or out of your mouth—and reframe them to achieve amazingly positive and practical results. The book's informative Choice Map helps guide you through this Question Thinking process. The result? More effective communication, greater collaboration, and highly effective solutions to problems in any situation.

The extensively revised third edition includes a new introduction and epilogue and two powerful new tools that show how Question Thinking can dramatically improve coaching and leadership. This entertaining, step-by-step book can make a life-transforming difference—it already has for hundreds of thousands of people around the world. Great results really do begin with great questions. Marilee Adams's clear instructions show you how!



Marilee Adams, PhD, is president and CEO of the Inquiry Institute and the originator of the Question Thinking methodologies. She is an adjunct professor of leadership at American University's School of Public Affairs and presents the Question Thinking System in a wide variety of organizational, educational, and public settings throughout the United States as well as in Canada, China, and Singapore.

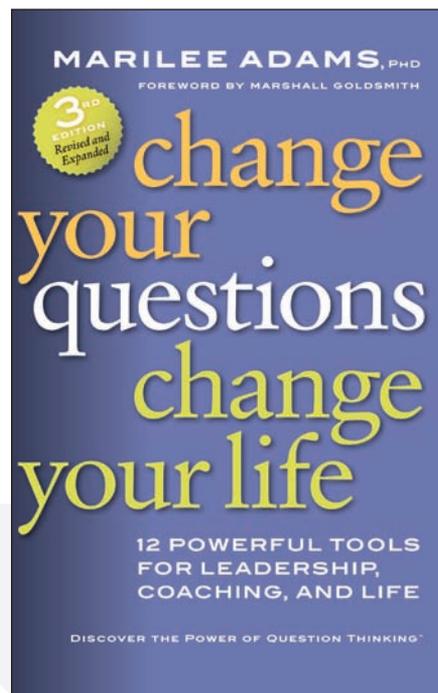
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Introduction: Questions for Change

1. Moment of Truth
2. A Challenge Accepted
3. The Choice Map
4. We're All Recovering Judgers
5. Kitchen Talk
6. Switching Questions
7. See with New Eyes, Hear with New Ears

8. Learner Teams and Judger Teams

9. When the Magic Works
 10. Q-Storming to the Rescue
 11. Amour! Amour!
 12. The Bottom Line
- Epilogue: The Inquiring Leader
Graphics and Charts
Question Thinking Workbook



- **New edition of a bestseller:** The first two editions have sold over 200,000 copies and have been translated into more than fifteen languages.
- **Revised and expanded:** This third edition features a new introduction and epilogue and two powerful new tools for change.

Publication date: January 2016

\$19.95, paperback

240 pages, 5½" x 8½"

ISBN 978-1-62656-633-0

PDF ebook ISBN 978-1-62656-634-7

Digital audio ISBN 978-1-62656-839-6

Personal Growth

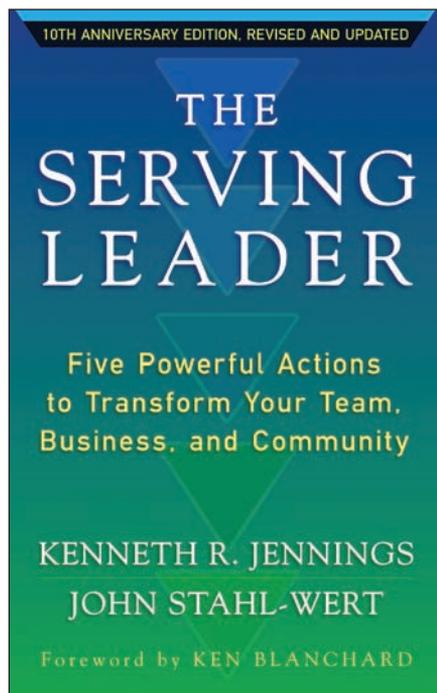
Rights: world

Kenneth R. Jennings and John Stahl-Wert

Foreword by Ken Blanchard

The Serving Leader

**Five Powerful Actions to Transform Your Team,
Business, and Community**
10th Anniversary Edition, Revised and Expanded



- **New edition of a bestseller:** With over 120,000 copies sold worldwide to date, this is a landmark title in the literature of Serving Leadership that continues to sell thousands of copies a year.
- **Revised and expanded:** This edition includes a new foreword by Ken Blanchard, a new introduction, and a new chapter drawing on the twelve years of experience the authors have had in implementing Serving Leadership.

Publication date: February 2016

\$19.95, paperback

192 pages, 5½" x 8½"

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Digital audio ISBN 978-1-62656-836-5

Business

Rights: world

It's people who make organizations great, so how can leaders best help their people achieve that greatness? As Ken Jennings and John Stahl-Wert show in this new edition of their bestseller, you can't just demand greatness—you have to inspire it. The most effective leaders don't just stand in front of their people, they stand behind them too. As one of the characters in the book notes, "You qualify to be first by putting other people first." This concept sounds paradoxical, but it leads to extraordinary outcomes—and *The Serving Leader* shows precisely how and why.

While Jennings and Stahl-Wert use a compelling fictional story to outline the basics of Serving Leadership, all the characters in it are based on real people, the organizations depicted are based on real organizations—and the results they achieved are what really happened. This edition features a new foreword by Ken Blanchard, a new introduction, and a new chapter checking back in with Mike, the main character, to see what he has learned in the twelve years since he embraced Serving Leadership.

On one level this is the most practical guide available to implementing Serving Leadership; on a deeper level, it is a book about the personal journey of growth that real leadership requires. Great organizations are great because they're filled with people who freely choose to do their very best. It's a maddeningly simple concept yet stunningly hard to execute. Jennings and Stahl-Wert show leaders how to earn that kind of commitment.

Kenneth R. Jennings is a bestselling author, speaker, and active consultant who counsels senior leadership teams at many healthcare, technology, pharmaceutical, and biotechnology organizations. With his wife, Heather Hyde, Ken founded Third River Partners, which helps leaders adopt a serving-others approach. He is the coauthor of *Changing Health Care* and (with Heather Hyde) *The Greater Goal*.

John Stahl-Wert is president of Newton Institute, founder of the Center for Serving Leadership, and leadership coach to executives worldwide. He has written eight bestsellers or critically acclaimed titles on life and leadership, including *Ten Thousand Horses* and *With: A True Story*, and keynotes on leadership, character, and transformational service. He has been married for thirty-five years to Milonica, an icon artist.

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Mike Wilson's Journal

1. The Fast Track Diverted
2. A New Assignment
3. Action: Upend the Pyramid
4. Action: Raise the Bar
5. Action: Blaze the Trail

6. Mending a Broken Track
7. Action: Build on Strength
8. Action: Run to Great Purpose
9. The Serving Leader

Mike Wilson's Updates

Resources for Further Reading

Dan Sullivan and Catherine Nomura

The Laws of Lifetime Growth

Always Make Your Future Bigger Than Your Past, Second Edition

Growth is a fundamental human need. It is at the root of everything that gives us a feeling of accomplishment, satisfaction, meaning, and progress. Yet many people find their growth stalled at some point. In *The Laws of Lifetime Growth*, Dan Sullivan and Catherine Nomura offer ten simple, elegant, and powerful laws that readers can use to keep a fresh, innovative perspective on their lives and the world around them.

These laws are the distillation of Sullivan's years of coaching successful people and paying attention to what motivates them and what unlocks their greatest abilities. Each chapter is devoted to exploring one of the ten laws in detail and includes stories of people from all walks of life who exemplify the law in action, common pitfalls that people often run into when trying to apply the law, and practical strategies for getting past those obstacles.

This second edition includes a new preface, new examples, and a self-assessment to measure your progress on each of the ten laws, offered in both a print and an interactive online version. Once you start to integrate these laws into your life, you'll never outgrow them, they'll never become obsolete, and they will continue to lead you to greater happiness and fulfillment.

Dan Sullivan is the cofounder and president of the Strategic Coach, Inc. He has over thirty-five years of experience as a highly regarded speaker, consultant, strategic planner, and coach to entrepreneurial individuals and groups. Sullivan is the author of many products, including *The Great Crossover*, *How the Best Get Better*, *The D.O.S. Conversation*, *How to Be a Global Thinker*, *The Producer Group Future*, and *The 21st Century Agent*.

Catherine Nomura has spent the past twenty-five years helping entrepreneurial individuals and organizations grow through coaching, advising, strategic planning, and product development. She is the coauthor of *Unique Ability* and *Unique Ability 2.0: Discovery*.

Contents

Law One: Always Make Your Future Bigger Than Your Past

Law Two: Always Make Your Learning Greater Than Your Experience

Law Three: Always Make Your Contribution Bigger Than Your Reward

Law Four: Always Make Your Performance Greater Than Your Applause

Law Five: Always Make Your Gratitude Greater Than Your Success

Law Six: Always Make Your Enjoyment Greater Than Your Effort

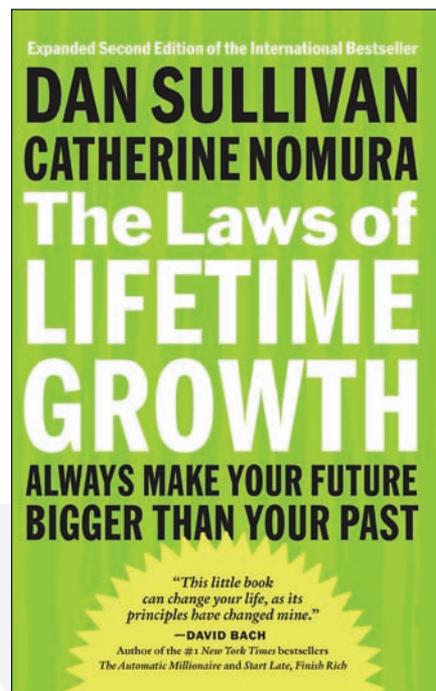
Law Seven: Always Make Your Cooperation Greater Than Your Status

Law Eight: Always Make Your Confidence Greater Than Your Comfort

Law Nine: Always Make Your Purpose Greater Than Your Money

Law Ten: Always Make Your Questions Bigger Than Your Answers

The Decision to Grow
Tool: The Growth Focuser



- **New edition of an international bestseller:** The first edition sold over 140,000 copies worldwide and has been translated into thirteen languages.
- **Revised and expanded:** The second edition features a new preface, new examples, a self-assessment, a greatly improved index and access to an interactive online tool.

Publication date: May 2016

\$14.95, paperback

168 pages, 5" x 7 1/4"

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Digital audio ISBN 978-1-62656-703-0

Personal Growth

Rights: world

BKpedia: BK's Digital Subscription Service Is Live!

While predictions of the death of print have turned out to have been a bit exaggerated, people do want to get information in new ways. At Berrett-Koehler, one of our explicit strategic goals is to move from being a traditional publisher to being a new media company. And one of the lynchpins of this strategy continues to be BKpedia, our digital subscription service, which is now officially open for business.

So What Is BKpedia?

BKpedia offers instant, multiplatform access to content from top thought leaders from Berrett-Koehler as well as from our first two content partners, the Center for Creative Leadership (also a print publishing partner) and AMACOM, the publishing arm of the American Management Association. The content is organized into two curated collections: *Advances in Leadership and Management*, curated by Elaine Biech of ebb associates, and *Organizational Change and Innovation*, curated by Steve Cady of Bowling Green State University and organization development consultant Zac Shoup.

BKpedia is already being used by prestigious institutions such as the University of Michigan and the University of British Columbia. To find out more, you can go to the special BKpedia web page (.bkconnection.bkpedia.com). It includes a demonstration video, information on getting a free trial, and much more.

International Sales Force

We've assembled an international sales force to market BKpedia to the world. Domestically, we've hired Leslie Crandell as our full-time Executive Manager, Digital Subscriptions and Corporate Sales. Leslie comes to us from O'Reilly Media, which owns Safari, a digital collection pioneer. Leslie has a particular focus on

corporate and government sales but is deeply involved with all our sales partners. She'll be pitching BKpedia in person at a variety of conferences, such as those of the American Library Association, Special Libraries Association, and Association for Talent Development.

For sales to academic libraries in the United States and Canada, we're working with Business Expert Press, which has a number of specialized digital collections of its own and knows the academic market very well. To sell BKpedia in China, India, and Latin America, we're working with Publishers Communication Group. It's a division of Publishing Technology, the company that owns the technology platform on which BKpedia is built.

And to represent us in Europe and Australia, we've established a reciprocal sales arrangement with our friends at Greenleaf Publishing, with whom we've copublished several books. They'll be marketing BKpedia to academic libraries in the UK, Europe, and Australia. We in turn will be marketing the Sustainable

Organization Library and the Greenleaf Online Library, their digital subscription collections, to corporate and government customers in the United States.

New Collections Coming!

In addition to the two existing collections, we've got two more collections coming online in 2016. Our Professional and Personal Development Collection will be curated by Maren Showkeir, coauthor of the BK books *Authentic Conversations* and *Yoga Wisdom at Work*. Michael Gelobter, author of the new BK book *Lean Startups for Social Change*, will be in charge of the Economic Justice Collection. And Julie O'Mara, president of Omara and Associates and coauthor of the widely used *Global Diversity and Inclusion Benchmarks*, will be pulling together the Workplace Diversity and Inclusion Collection—watch for it in 2017!

We're forming customer advisory boards to help us continue to refine and improve BKpedia. If you're interested, please send an email to bkpub@bkpub.com.



Left to right: Steve Cady, Maren Showkeir, Steve Piersanti, Elaine Biech, Zac Shoup, Michael Gelobter, Julie O'Mara

The BK Expert Directory

Deeper Connections

The front of this catalog says that our mission is Connecting People and Ideas to Create a World That Works for All. We've been connecting people and ideas for decades, although we're always looking for new ways to do that. But we want to connect people to people too, which is the *raison d'être* for the BK Expert Directory.

There is tremendous expertise in the Berrett-Koehler community, but until recently, the written word (in print and digital form) was the only way for us to share it. The BK Expert Directory allows anyone access to that expertise in a much broader and deeper way—in person. And it gives the experts in the directory access to a new source of clients, many of whom will already be familiar with their work.

Find an Expert!

The BK Expert Directory is completely free for anyone looking for an expert. You can look for a specific expert by name, find someone who works in your area, or do a keyword search. You can look for people with expertise in general areas such as leadership development, management skills, and public service. Or you can drill down and look for very specific kinds of expertise, such as Appreciative Inquiry, emotional intelligence, and team building. And you can look for experts in certain “Distinguished Groups,” such as BK authors and people who are certified in specific methodologies.

You can also search by multiple criteria. Maybe you want someone from the BK Authors Distinguished Group who is an expert in Open Space Technology, strategic planning, negotiation, and business analytics—the BK Expert Directory will find people who match your needs. And the search results will

Organizational Change Is Hard

Our experts can help. The BK Expert Directory will help you find people with decades of experience in leading the change you want to create.

display *all* of a directory member's areas of expertise. You might start out looking for people with experience in talent development and find they also are experts in employee engagement, and come to think of it, maybe that's something else you could use help with.

Highly Selective

This is a very select collection of experts. To get listed you need to be a BK author, be recommended by a BK author or staff member, or be a member of one of the aforementioned Distinguished Groups. After March 31, 2016, experts will pay a small annual fee (\$25–\$75) to be listed. Experts in the directory are asked to give Berrett-Koehler 10 percent of any fees they receive from their first engagement with a client they get through the directory. (Fees from subsequent engagements are all theirs.) They also have to sign the BK Expert Directory Pledge, promising to align their professional work with the mission of creating a world that works for all. (The full text of the pledge is on the BK Expert Directory page on our website.)

Growing Community

Not only does the BK Expert Directory provide a valuable service, we also see it as a way to grow and diversify the Berrett-Koehler community. While our own authors form the bedrock of the service, we anticipate that it will expand beyond that base as they recommend it to the people they know, and those people recommend it to the people *they* know, and so on. We hope that through this kind of “network effect,” we will be able to greatly expand the reach and range of our community.

We're also aggressively marketing the BK Expert Directory. On the expert side, we're seeking experts through online efforts and trade show exhibits and by actively seeking out new Distinguished Groups. On the client side, our new sales team will reach out to decision makers at corporations, nonprofits, and government organizations who would hire experts through the directory.

Awards and Honors

Last year was an excellent year for Berrett-Koehler authors and books. A number of Lifetime Achievement Awards were rightfully earned, and recognition of the change-making ideas our authors published with us affirms our mission to create a world that works for all! Below are some of our most recently received honors.

Henry Mintzberg, author of the BK books *Managers Not MBAs*, *Managing*, and *Simply Managing*, was awarded the Thinkers50 Lifetime Achievement Award. “The Lifetime Achievement Award is given to someone who has had a long-term impact on the way people think about and practice management,” said Thinkers50 cofounder Des Dearlove. “Henry Mintzberg has been an intellectual trailblazer from his very first book.”

Every two years, Thinkers50 selects the top fifty thinkers on the topic of management. Among this list of influential thinkers, several BK authors were recognized: Dave Ulrich (*The Leadership Capital Index*), Lynda Gratton (*Hot Spots and Glow*), Marshall Goldsmith (*Managers as Mentors*), and Amy C. Edmondson, who will be publishing her first book, *Building the Future*, with us this spring (page 14)!

Dave Ulrich was also ranked the number one speaker in Management and Business by Speaking.com.

The Organization Development Network honored Barry Oshry (*Seeing Systems*) with a Lifetime Achievement Award to acknowledge his “significant, consistent, and enduring contribution” to the field.

The Organizational Behavior Division of the Academy of Management gave Jane Dutton its Lifetime Achievement Award, which “recognizes senior scholars who have made exceptional contributions to our discipline throughout their careers at its 2015 conference. She was a coeditor

of our books *Positive Organizational Scholarship* and *How to Be a Positive Leader*.

Intelligent Disobedience by Ira Chaleff was recognized with the Outstanding Leadership Book Award from the University of San Diego Department of Leadership Studies. This award seeks and distinguishes leadership topics that are radical and challenge the dominant scholarship.

The Association of Independent Information Professionals named author Bruce Rosenstein (*Living in More Than One World*) the winner of the 2016 Roger Summit Award. This award is granted to individuals who will inspire change in AIIP members and contribute to the education of the conference attendees.

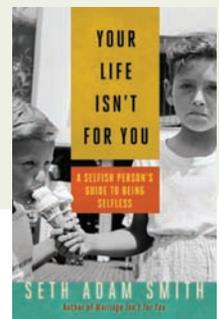
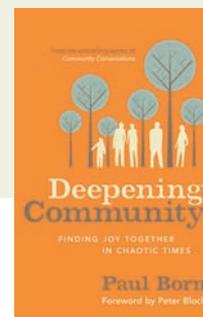
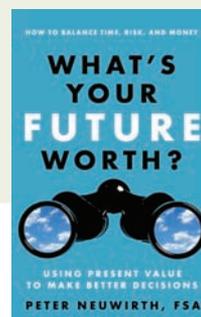
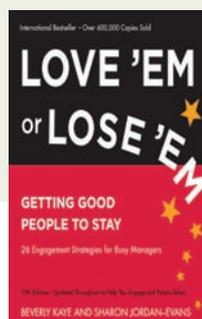
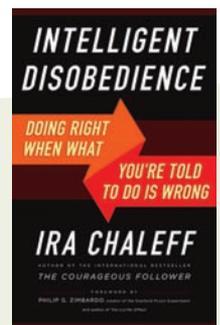
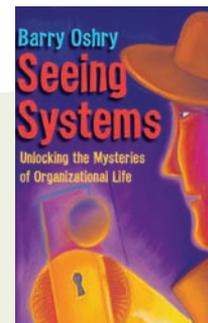
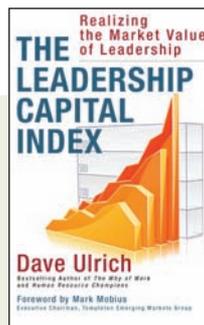
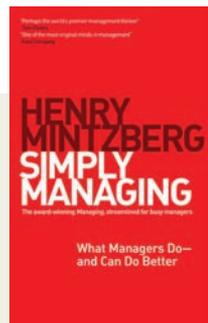
Love 'Em or Lose 'Em by Bev Kaye and Sharon Jordan-Evans was given a prestigious HR.com Leadership 500 Excellence Award. This book continues to grow and greatly influence HR policy, even in its fifth edition!

Seth Adam Smith’s *Your Life Isn’t for You* won a Living Now Book Award Gold Medal from Independent Publisher in the category of Inspirational Memoir—Male.

The Benjamin Franklin Awards, given by the Independent Book Publishers Association, recognized two BK books this year. *The Best Teacher in You* by Robert Quinn, Katherine Heynoski, Mike Thomas, and Gretchen Spreitzer was named the Gold Medalist in Education. *Hello, My Name Is Awesome* by Alexandra Watkins continues to garner accolades and was named the Silver Medalist in Business & Career.

Three BK books made the list of Wealth-Management.com’s 10 Best Business Books of 2015: Peter Neuwirth’s *What’s Your Future Worth?*, Dave Ulrich’s *The Leadership Capital Index*, and Devora Zack’s *Singletasking*.

And BK’s production team received a nod this year as well. *Deepening Community* by Paul Born was awarded a Bronze Medal in the 2015 PubWest Design Award.



Berrett-Koehler Pioneers Again

First Book Publisher to Become Both a B Corp and a Benefit Corp

Four years ago Berrett-Koehler Publishers was one of the first book publishers in the world to become a Certified B Corporation, joining a movement that has since grown to include more than 1,500 Certified B Corporations in forty-two countries. To become a B Corp, Berrett-Koehler had to score highly on a 230-question Impact Assessment and follow-up audit, certifying that it met rigorous standards for corporate, social, and environmental performance.

Now Berrett-Koehler has become the first book publisher to go beyond B Corp certification to also become a benefit corporation. Whereas B Corp certification is a voluntary process, becoming a benefit corporation puts the force of law behind Berrett-Koehler's long-standing social mission values, practices, and objectives.

"This is a tremendous milestone for Berrett-Koehler," states BK president Steve Piersanti. "Combining B Corp certification with benefit corporation legal status is the new gold standard. Certified B Corps are world leaders in advancing corporate social responsibility. And becoming a benefit corporation provides legal grounding for key elements of BK's mission, values, goals, stakeholder focus, and innovative practices. Together, they help BK continue being a leader in advancing the social mission dimensions of business and publishing."

A benefit corporation is a new class of for-profit corporation—based on laws recently enacted in thirty states, including California, and the District of Columbia—that is legally obligated to do four things.

1. Public Benefit. The new California law states that benefit corporations must provide "general public benefit," which means "a material positive impact on society and the environment, taken as a

whole." And BK's Articles of Incorporation now include BK's mission and values as "specific public benefits" to which BK is legally committed: "connecting people and ideas to create a world that works for all and helping people promote positive change to advance quality, stewardship, partnership, sustainability, and diversity and inclusion in their lives, organizations, communities, and the world."

2. Impacts on Stakeholders. BK's founding concept—managing the company "for the benefit of all of our 'stakeholder' groups," is now legally supported. Benefit corporation status makes it the fiduciary duty of the BK Board of Directors to "consider the impacts of any action or proposed action upon all of the following: shareholders, employees, customers, community and social considerations, the local and global environment, short-term and long-term interests."

3. Accountability. Benefit corporations must assess their overall corporate, social, and environmental performance on a yearly basis using an independent third-party standard. The Impact Assessment that BK has already done to be certified as a B Corp qualifies as such a third-party standard. However, BK will now need to do it annually (rather than biannually), which will help BK advance its corporate, social, and environmental performance and its adherence to its mission and values.

4. Transparency. Finally, California benefit corporations must report their overall social and environmental performance to their shareholders and to the public in an annual benefit report. This is consistent with everything about how Berrett-Koehler wants to be in the world, but making it a legal obligation will ensure that it actually happens each year.



On January 19, B Lab sponsored a celebration at the Berrett-Koehler offices in honor of all the Certified B Corps that have registered as California benefit corporations. Steve presented Oakland mayor Libby Schaaf with copies of Peter Block's *Stewardship* and Ryan Honeyman's *The B Corp Handbook*, and the mayor said a few words.

200+ Berrett-Koehler Bestsellers!

More than 200 Berrett-Koehler books—approximately one-third of our total booklist—have sold over 20,000 copies. And 46 of these books have sold more than 100,000 copies. This includes sales of all US and foreign editions in all formats. This is a remarkable track record at a time when the average new book published in the United States sells less than 2,000 copies over its lifetime. One factor that is contributing to our strong sales is our extraordinary success in selling subsidiary rights to our books. We have made over 2,500 foreign-language rights sales, with many books being translated into 5, 10, 20, or even more languages. Each BK publication has a much higher likelihood of being published in multiple languages than is the case for most other publishers' books.

NUMBER OF BOOKS SOLD AND FOREIGN-LANGUAGE EDITIONS

BK CURRENTS

1.3 million+	32	<i>Confessions of an Economic Hit Man</i>
150,000+	8	<i>Affluenza</i>
	20	<i>When Corporations Rule the World</i>
60,000+	1	<i>Screwed</i>
50,000+	8	<i>Solving Tough Problems</i>
45,000+	10	<i>A Game As Old As Empire</i>
40,000+	4	<i>How the Poor Can Save Capitalism</i>
		<i>Best Care Anywhere</i>
	10	<i>The Post-Corporate World</i>
35,000+	10	<i>Agenda for a New Economy</i>
	9	<i>Alternatives to Economic Globalization</i>
	4	<i>The Great Turning</i>
	1	<i>Unequal Protection</i>
30,000+	3	<i>Out of Poverty</i>
	2	<i>Global Mind Change</i>
	10	<i>Power and Love</i>
25,000+	4	<i>This Changes Everything</i>
	8	<i>The Fourth Wave</i>
	4	<i>Gangs of America</i>
20,000+	3	<i>The Divine Right of Capital</i>
	3	<i>Capitalism 3.0</i>
	2	<i>The Small-Mart Revolution</i>
	1	<i>Walk Out Walk On</i>
	7	<i>Macroshift</i>

BK LIFE

1.5 million+	42	<i>Eat That Frog!</i>
550,000+	18	<i>Repacking Your Bags</i>
525,000+	30	<i>Goals!</i>
375,000+	22	<i>A Peacock in the Land of Penguins</i>
350,000+	14	<i>The Anatomy of Peace</i>
250,000+	19	<i>The Five Secrets You Must Discover Before You Die</i>
220,000+	16	<i>Change Your Questions, Change Your Life</i>
210,000+	23	<i>The 21 Success Secrets of Self-Made Millionaires</i>
200,000+	14	<i>The Power of Purpose</i>
185,000+	21	<i>How to Get Ideas</i>
155,000+	7	<i>No More Regrets!</i>
150,000+	25	<i>I Moved Your Cheese</i>
	11	<i>The Hamster Revolution</i>
	20	<i>Be a Sales Superstar</i>
	9	<i>The Referral of a Lifetime</i>
130,000+	12	<i>Getting Things Done When You Are Not in Charge</i>
125,000+	14	<i>The Laws of Lifetime Growth</i>
125,000+	22	<i>Flight Plan</i>

BK LIFE, continued

120,000+	9	<i>Turning to One Another</i>
	4	<i>Shifting Sands</i>
110,000+	20	<i>Prisoners of Our Thoughts</i>
100,000+	16	<i>Love It, Don't Leave It</i>
80,000+	11	<i>Networking for People Who Hate Networking</i>
	19	<i>Kiss That Frog!</i>
	10	<i>Be Your Own Brand</i>
	14	<i>Catch!</i>
	13	<i>PeopleSmart</i>
75,000+	10	<i>Being Buddha at Work</i>
	7	<i>The Resiliency Advantage</i>
70,000+		<i>Trauma Stewardship</i>
	12	<i>The Nonverbal Advantage</i>
	9	<i>Stepping Up</i>
	10	<i>Whistle While You Work</i>
65,000+	7	<i>Creating Personal Presence</i>
	14	<i>Get Paid More and Promoted Faster</i>
60,000+	12	<i>What to Do When There's Too Much to Do</i>
	10	<i>The Answer to How Is Yes</i>
	11	<i>The Power of Failure</i>
	9	<i>The Highest Goal</i>
55,000+	9	<i>Prosper</i>
50,000+	4	<i>Life Reimagined</i>
	10	<i>Accidental Genius</i>
40,000+	4	<i>Be BIG</i>
	8	<i>Be the Hero</i>
	8	<i>Quiet Influence</i>
35,000+	3	<i>It's the Way You Say It</i>
	6	<i>Aligned Thinking</i>
30,000+	3	<i>We Are All Self-Employed</i>
	3	<i>Whale Done Parenting</i>
25,000+	4	<i>Living in More Than One World</i>
	10	<i>Downshifting</i>
	5	<i>Seeing Red Cars</i>
	7	<i>Three Deep Breaths</i>
20,000+	4	<i>50 Jobs in 50 States</i>
	7	<i>The Connect Effect</i>
	5	<i>Refire! Don't Retire</i>
	7	<i>Emotional Discipline</i>
	2	<i>The She Spot</i>
	7	<i>Fear Your Strengths</i>
	5	<i>The Pause Principle</i>
	1	<i>Claiming Your Place at the Fire</i>
	4	<i>Second Innocence</i>

NUMBER OF BOOKS SOLD AND FOREIGN-LANGUAGE EDITIONS

BK LIFE, continued

20,000+	8	<i>Zenobia</i>
	1	<i>I'm Stuck, You're Stuck</i>
	2	<i>So You're New Again</i>
	11	<i>Reawakening the Spirit in Work</i>

BK BUSINESS

1.5 million+	31	<i>Leadership and Self-Deception</i>
680,000+	23	<i>Love 'Em or Lose 'Em</i>
550,000+	29	<i>The Secret</i>
400,000+	17	<i>Empowerment Takes More Than a Minute</i>
390,000+	18	<i>Leadership and the New Science</i>
280,000+	21	<i>Full Steam Ahead!</i>
225,000+	19	<i>Managing By Values</i>
210,000+	20	<i>A Complaint Is a Gift</i>
200,000+	26	<i>The 100 Absolutely Unbreakable Laws of Business Success</i>
190,000+	5	<i>Stewardship</i>
180,000+	4	<i>Leadership from the Inside Out</i>
175,000+	15	<i>Synchronicity</i>
150,000+	8	<i>Change Is Everybody's Business</i>
150,000+	15	<i>Know Can Do!</i>
135,000+	10	<i>Managers As Mentors</i>
130,000+	5	<i>On-the-Level</i>
	12	<i>Go Team!</i>
120,000+	7	<i>The Serving Leader</i>
100,000+	12	<i>Great Leaders Grow</i>
	9	<i>301 Ways to Have Fun at Work</i>
	16	<i>Managing</i>
95,000+	6	<i>Performance Consulting</i>
90,000+	12	<i>Managers Not MBAs</i>
80,000+	9	<i>The Leadership Wisdom of Jesus</i>
	16	<i>The 3 Keys to Empowerment</i>
	1	<i>Community</i>
75,000+	6	<i>Evaluating Training Programs</i>
	11	<i>One from Many</i>
	3	<i>A Simpler Way</i>
	12	<i>The World Café</i>
70,000+	5	<i>The Secret of Teams</i>
	12	<i>A Higher Standard of Leadership</i>
65,000+	8	<i>The Courageous Follower</i>
60,000+	13	<i>Humble Inquiry</i>
	5	<i>Finding Our Way</i>
	3	<i>The Heart of Leadership</i>
	11	<i>Theory U</i>
	11	<i>Corporate Creativity</i>
55,000+	4	<i>Help Them Grow or Watch Them Go</i>
	11	<i>Helping</i>
	7	<i>Ideas Are Free</i>
	5	<i>Customers As Partners</i>
50,000+	7	<i>I'm Sorry I Broke Your Company</i>
	2	<i>Leaders Make the Future</i>
	13	<i>The One Minute Negotiator</i>
	10	<i>Fun Works</i>
	6	<i>Appreciative Inquiry</i>
	14	<i>Hire and Keep the Best People</i>
	2	<i>Customer at the Crossroads</i>
45,000+	1	<i>Seeing Systems</i>
	6	<i>Attracting Perfect Customers</i>

BK BUSINESS, continued

45,000+	10	<i>Open Space Technology</i>
	5	<i>The Path of Least Resistance for Managers</i>
	4	<i>The 8 Dimensions of Leadership</i>
	8	<i>Your Leadership Legacy</i>
	1	<i>The 4-Dimensional Manager</i>
	3	<i>Make Their Day!</i>
	6	<i>Positive Leadership</i>
	10	<i>Hot Spots</i>
35,000+	3	<i>How to Make Collaboration Work</i>
	3	<i>Managers As Facilitators</i>
	5	<i>Got Your Attention?</i>
	7	<i>The Introverted Leader</i>
	5	<i>Intrinsic Motivation at Work</i>
	6	<i>The Power of Appreciative Inquiry</i>
	3	<i>Future Search</i>
	3	<i>The Change Handbook</i>
	5	<i>Cultural Intelligence</i>
	4	<i>Chess Not Checkers</i>
	9	<i>Branded Customer Service</i>
30,000+		<i>Salsa, Soul, and Spirit</i>
	11	<i>Leading from the Emerging Future</i>
	7	<i>How to Change Minds</i>
	5	<i>Mother Teresa, CEO</i>
		<i>Cultural Diversity in Organizations</i>
	2	<i>Selling with Integrity</i>
	1	<i>The Power of Servant Leadership</i>
	7	<i>The Intelligent Organization</i>
	4	<i>Abolishing Performance Appraisals</i>
	4	<i>Putting Total Quality Management to Work</i>
	8	<i>The New Organizational Wealth</i>
25,000+	2	<i>Terms of Engagement</i>
	3	<i>Analysis for Improving Performance</i>
	10	<i>The Blind Men and the Elephant</i>
	4	<i>Get There Early</i>
	6	<i>Magnetic Service</i>
	4	<i>Fusion Leadership</i>
		<i>Images of Organization, Executive Edition</i>
	2	<i>Imaginization</i>
	3	<i>Strategic Business Partner</i>
	11	<i>Sprout!</i>
20,000+	8	<i>Simply Managing</i>
	4	<i>Real Leadership</i>
	4	<i>Making Sustainability Work</i>
	4	<i>Why Motivating People Doesn't Work . . . and What Does</i>
	1	<i>The Influence Edge</i>
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	2	<i>The Healing Manager</i>

BK Is Changing the Face of Publishing through Intern Pay!

In January 2016, Berrett-Koehler Publishers began paying interns for the first time ever! This has been a longtime goal for us, and we're excited to announce it has become a reality.

Equity and Diversity

Two overarching principles drove our decision to pay interns. The first was equity. One of our official goals as a company is to "abolish class systems (wherein one group has an enduring structural advantage over another group) in all areas of organizations and society." But right here under our own roof we had a class of people who worked for us but whom we didn't pay. There's a word for that.

The second principle behind our decision was a desire to diversify our applicant pool and our company. The opportunity to become an intern should be available to everyone. But with our current economic climate, it's a wonder that any

student or recent graduate could afford to take on unpaid work. It can be particularly difficult for applicants from minority communities, who often have additional economic challenges. Paying interns fosters a more robust applicant pool and brings in a variety of voices, experiences, and histories that are currently under-represented in publishing.

In its recent salary survey, *Publishers Weekly* reported that the respondents were 89 percent white, 3 percent Asian, 3 percent Hispanic, and 1 percent African-American. To fully address the lack of diversity in the publishing industry, we had to examine how the doorway to entry-level positions can be widened so that all types of feet can walk through.

Full Partners

We also felt paying interns was the right thing to do because they earn it. We give interns real responsibilities and real tasks. They attend the same meetings regular

employees attend and are very strongly encouraged to participate. They're a vital part of what we do.

Katie Swalm, a recent intern, wrote at the beginning of her internship, "I haven't made a single coffee run yet—rather I contributed to a conversation about a developing manuscript that Berrett-Koehler will publish in seven months, called *The Outward Mindset*." [Note: it's on page 1 of this catalog.] Max Dunn, another recent intern, wrote, "I didn't have to worry about being 'the intern,' because I was Max, the newest BK member who has a voice, an opinion to share, and the ability to contribute just as much as anyone else."

And we try hard to give interns a complete picture of the publishing process. Emily Wong, a digital publishing intern, wrote, "The majority of the time I spent working on digital publishing but I also spent lots of time working with and contributing to editorial, marketing, sales, design, and operations. If I wanted to work with another department all I had to do was ask and it happened."

Interns of the World, Unite!

It should be noted that this initiative was spearheaded by three former interns. Communications Associate Matt Fagaly took the lead in developing the proposal, aided by Sales and Marketing Assistant Shabnam Banerjee McFarland and Managing Digital Editor and Treasure Hunter of Ideas Charlotte Ashlock. We've been talking about this for years, but it was their passion that finally resulted in first a concrete plan and now intern paychecks. A perfect example of the kind of fresh thinking we hope will result from this initiative.



Left to right: Patricia Serena Peraza, Sales and Marketing Intern; Liz McKellen, Communications Intern; Lynn Brown, Digital Editorial Intern; and former interns Shabnam Banerjee McFarland, Sales and Marketing Assistant; Matt Fagaly, Communications Associate; Charlotte Ashlock, Managing Digital Editor and Treasure Hunter of Ideas

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. OBE has now published forty-nine books. The easiest way to purchase OBE titles is to go to the OBE page on our website: www.bkconnection.com/Open-Book-Editions.

Here are the latest OBE titles.

Tammy Pickering Barnett
Get Yourself Elected

Quick Tips for Winning a Local Election
 Get practical guidance on developing and honing your message, building a strong campaign team, getting organized, appealing to volunteers, and connecting with voters.

Wayne J. Vick, MBA, CPF
Process-Based Facilitation

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The authors of this series, led by an expert with twenty-five years of experience as a professional facilitator, provide a complete model of group facilitation in this book.

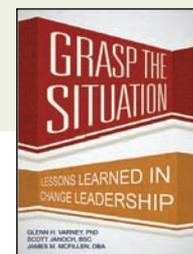
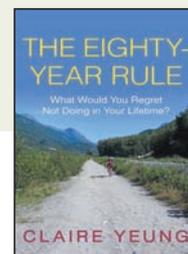
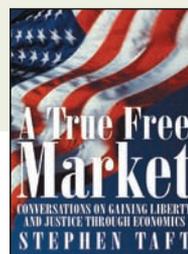
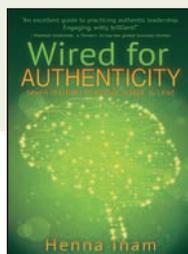
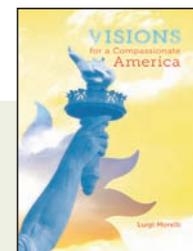
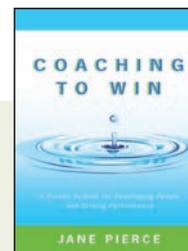
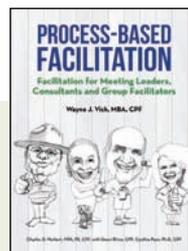
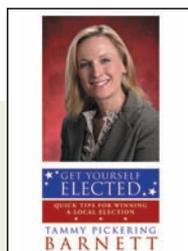
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Operating a publishing business involves many more people than are formally on the staff. We would like to acknowledge the many people who are contributing time, talent, and creativity to our publishing efforts this year. We are grateful for their crucial role in our success.

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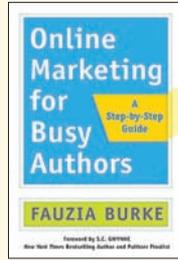
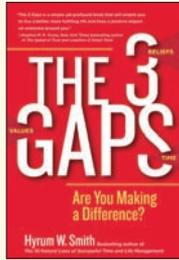
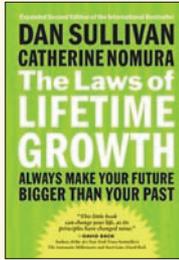
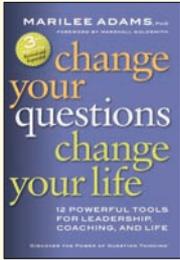


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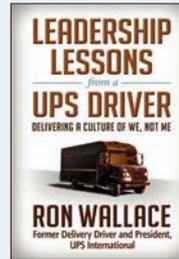
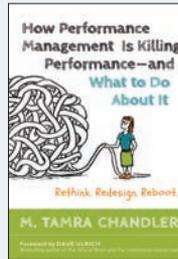
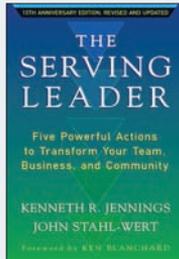
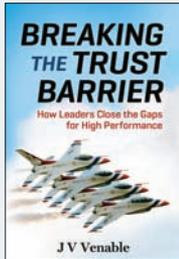
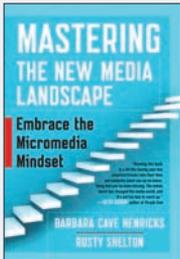
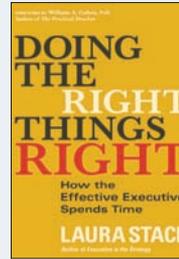
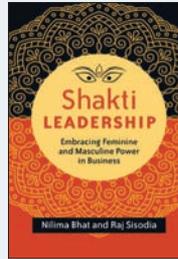
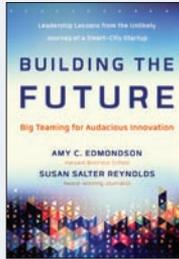
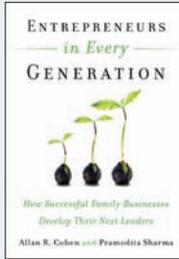
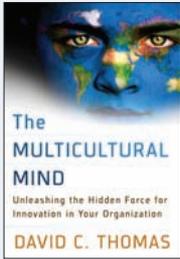
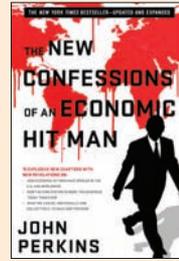
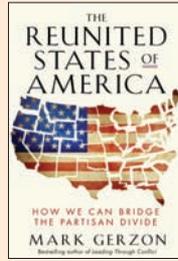
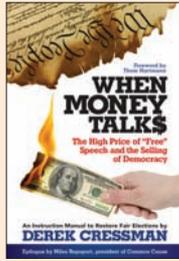
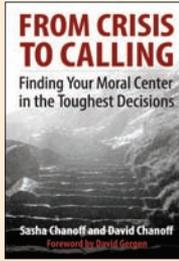
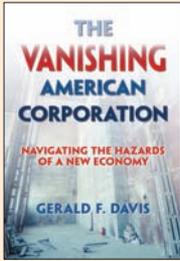
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