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Fall 2015 Catalog

BK Life

BK Currents

BK Business



Berrett-Koehler Publishers

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

Dear Reader,

Over 120 authors have published multiple books with Berrett-Koehler, which is consistent with our reputation as one of the most author-friendly publishers. This includes dozens of bestselling authors who could publish anywhere but who have chosen to publish book after book with BK.

What attracts top authors to keep publishing with BK? I asked two of the bestselling authors in the world of business and personal growth books, Brian Tracy and Ken Blanchard, both of whom have new BK books:

Why do I publish with Berrett-Koehler? Berrett-Koehler is the most professional publishing house in the business. They are extremely fastidious in helping the author to develop clarity on the book's message, the organization of the material, and the unique voice of the author. They then help to promote the book in every medium possible, thus assuring the highest level of sales.

—*Brian Tracy*, author of 10 BK books that have collectively sold over 2.5 million copies

Berrett-Koehler is our favorite publisher for a number of reasons. BK wants every book to make a difference in people's lives. Before your book is published, BK has an Author Day and invites you into their offices to meet with key people in every department. It's a fabulous team-building day that connects authors to the people who will be working on their book. Their annual marketing conference gives authors a chance to interact with experts. I've gotten to know so many people at BK—and I love them all. There are other good publishers out there, but the combination of the above—plus the low turnover among staff—makes BK a one-of-a-kind place.

—*Ken Blanchard*, author of 12 BK books that have collectively sold over 2 million copies

Berrett-Koehler also continually attracts new authors to the BK community, including many bestselling authors. This catalog announces new books by several bestselling authors who have moved to BK. I asked Karen Kimsey-House, coauthor of the classic *Co-Active Coaching*, why she came to BK:

In my opinion, BK is the Michael Jordan of publishing. From our first conversation, I could tell that my new book was in competent, talented, and loving hands. BK artfully balances a deep respect for the author's vision with a solid commitment to professionalism and clarity. This was a true partnership every step of the way.

—*Karen Kimsey-House*, coauthor of *Co-Active Leadership*

We are greatly blessed by our amazing community of BK authors.

Steven Piersanti
President and Publisher

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ON THE COVER: Cover concept by Yvonne Tsang at Wilsted & Taylor Publishing Services, from the cover of *The Ecology of Law* (page 1).



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Fritjof Capra and Ugo Mattei

The Ecology of Law

Toward a Legal System in Tune with Nature and Community

At the root of many of the environmental, economic, and social crises we face today is a legal system based on an outdated worldview. In this groundbreaking book, bestselling author, physicist, and systems theorist Fritjof Capra and distinguished legal scholar Ugo Mattei show how, by incorporating concepts from modern science, the law can become an integral part of bringing about a better world.

This is the first book to trace the fascinating parallel history of law and science from antiquity to modern times, showing how the two disciplines have always influenced each other—until recently. In the past hundred years, the scientific paradigm has shifted dramatically, from seeing the natural world as a kind of cosmic machine to understanding it as a network of fluidly interacting communities. But law is stuck in a mechanistic, seventeenth-century view that the world is made up of discrete individual parts. This has led to legal theory focusing on these parts and ignoring the bigger picture—for example, elevating the rights of individual property owners over the good of the community.

But Capra and Mattei outline the basic concepts and structures of a legal order consistent with the ecological principles that sustain life on this planet. This is a profound and visionary reconceptualization of the very foundations of the Western legal system, with profound implications for the future of our planet.

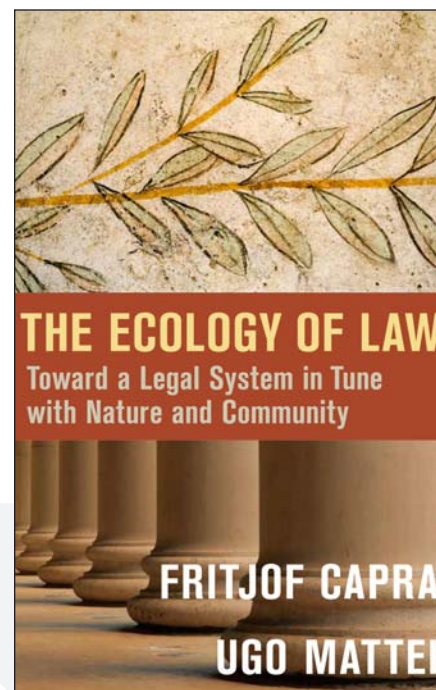
Fritjof Capra, PhD, is a founding director of the Center for Ecoliteracy in Berkeley, California. He is a fellow of Schumacher College in England and serves on the council of the Earth Charter Initiative. He frequently gives management seminars for top executives. Capra is the author or coauthor of many classic books.

Ugo Mattei is the Alfred and Hanna Fromm Professor of International and Comparative Law at the University of California's Hastings College of the Law and a professor of civil law at the University of Turin, Italy. He is active in the European Commons movement and has written academic articles and media commentary translated into many languages.

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- **Extraordinary author team:** Fritjof Capra is the bestselling author of *The Tao of Physics* and *The Web of Life*, and Ugo Mattei is a distinguished professor holding chairs at Hastings College of the Law and the University of Turin.
- **Pioneering work:** This is the first book to explore the historical connections between natural science and jurisprudence, to illuminate how law's failure to keep pace with science is behind a host of modern problems, and to offer a solution.

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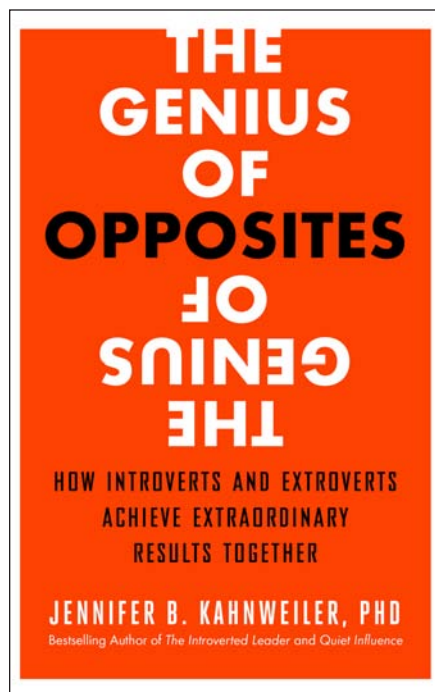
Current Affairs

Rights: world

Jennifer B. Kahnweiler, PhD

The Genius of Opposites

How Introverts and Extroverts Achieve Extraordinary Results Together



- **Leading expert:** Jennifer Kahnweiler has written two bestselling books about introverts (*Quiet Influence* and *The Introverted Leader*), which have been translated into fourteen languages.
- **Reveals the magic formula:** Kahnweiler's five-step Genius of Opposites process is derived from her in-depth research on highly successful introverted and extroverted pairs. Opposites can attract, but Kahnweiler shows that their success depends on how they interact.

Publication date: August 2015
\$17.95, paperback, 168 pages
5½" x 8½"

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PDF ebook ISBN 978-1-62656-306-3

Business

Rights: world

FDR and Eleanor. Mick and Keith. Jobs and Woz. Siskel and Ebert. Sandberg and Zuckerberg. History is filled with many examples of successful introvert-extrovert partnerships. Opposites like these can make brilliant products and great works of art and can even change history. But great introvert-extrovert partnerships don't just happen. They demand wise nurturing. Without it, they can implode.

Bestselling author Jennifer Kahnweiler offers a five-step process that will enable introverts and extroverts to work together harmoniously and achieve more than they ever could on their own. The process can be precarious. The key, Kahnweiler says, is to remember that these relationships are most successful when opposites stop emphasizing their differences and use approaches that focus them both on moving toward results.

This first-of-its-kind practical guide helps introverts and extroverts understand and appreciate each other's wiring, use their inevitable conflicts to spur creativity, find the right roles within the partnership, act like respectful friends, and mine their diversity to give clients the widest range of options. Blending their two points of view allows both partners to see and act on things neither would have separately. Partners can even enrich their skills by learning from their opposites. Kahnweiler shows you how to perform the delicate balancing act required to create a whole that is exponentially greater than the sum of its parts.



Jennifer B. Kahnweiler, PhD, Certified Speaking Professional, is a bestselling author and global keynote speaker known as the "champion for introverts." As a thought leader on introverted leadership, she has worked with hundreds of major organizations, including GE, NASA, Boeing, and Freddie Mac. Kahnweiler is a highly regarded faculty member of the American Management Association whose articles have appeared in the *Wall Street Journal*, *Forbes*, and *Fortune*.

Contents

Introduction: A Deceptively Easy but Highly Delicate Balancing Act

1. Who Are These Unlikely Duos?
2. How to Mix Oil and Water—the Genius of Opposites Process and Quiz
3. Accept the Alien
4. Bring on the Battles
5. Cast the Character
6. Destroy the Dislike
7. Each Can't Offer Everything
8. Keep Your Eye on the Results

Robert E. Quinn

The Positive Organization

Breaking Free from Conventional Cultures, Constraints, and Beliefs

Beholden to accepted assumptions about people and organizations, too many enterprises waste human potential. Robert Quinn shows how to defy convention and create organizations where people feel fully engaged and continually rewarded, where both individually and collectively they flourish and exceed expectations.

The problem is that leaders are following a negative and constraining “mental map” that insists organizations must be rigid top-down hierarchies and that the people in them are driven mainly by self-interest and fear. Quinn offers a more positive mental map and, using dozens of memorable stories, shows how leaders can facilitate the emergence of a more positive organizational culture by helping people gain a sense of purpose, engage in authentic conversations, see new possibilities, and sacrifice for the common good. The book includes the Positive Organization Generator, a tool that enables leaders to identify and implement the positive practices their organization most needs.

At its heart, Quinn’s book helps leaders transform organizations by changing themselves and those around them from being comfort-centered to being results-centered, from being self-focused to being other-focused, and from being hidebound and suspicious to being eagerly welcoming of new ideas.



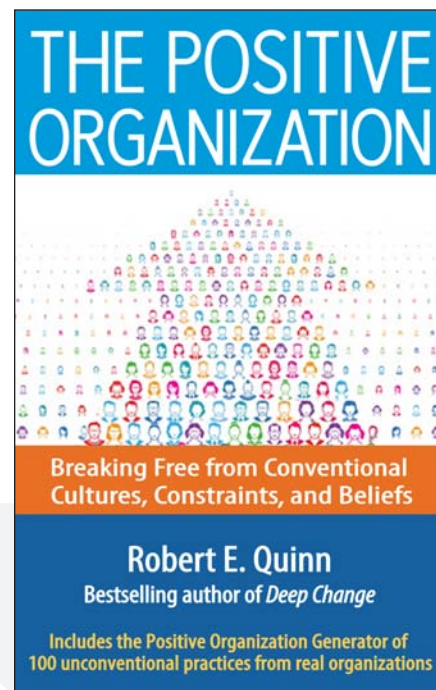
Robert E. Quinn holds the Margaret Elliott Tracy Collegiate Professorship at the University of Michigan and serves on the faculty of Management and Organizations at the Ross School of Business. He is one of the cofounders and the current faculty codirector of the Center for Positive Organizations. He has published sixteen books and has thirty years of experience consulting with major corporations and government agencies.

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7. Trusting the Emergent Process
8. Using the Positive Organization Generator

Appendix: The Positive Organization Generator



- **Groundbreaking scholar:** Robert Quinn (author of the bestselling *Deep Change*) is one of the founders of Positive Organizational Scholarship and a consultant who has worked to change hundreds of organizations.
- **Eminently useful:** Drawing from scholarship and practice, this book provides a plethora of exercises, tools, and step-by-step advice leaders can use to transform and revitalize their organizations and achieve breakthrough results.

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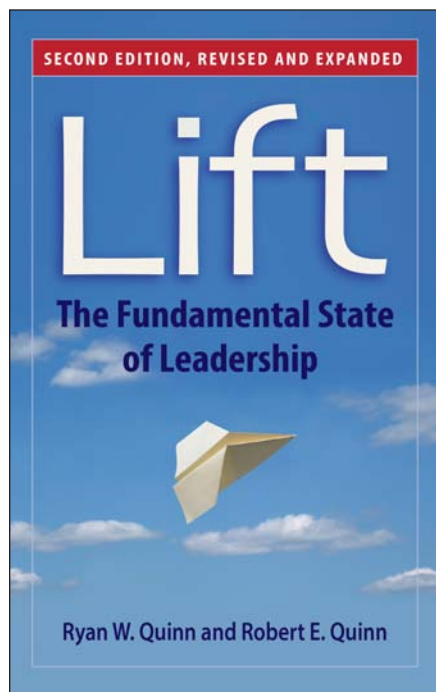
Business/Leadership

Rights: world

Ryan W. Quinn and Robert E. Quinn

Lift

The Fundamental State of Leadership Second Edition, Revised and Expanded



- **Top author team:** Ryan W. Quinn is a rising young scholar whose work has been widely published, and Robert E. Quinn is a bestselling author (*Deep Change*, 100,000 copies sold), a distinguished scholar, and one of the founders of Positive Organizational Scholarship.
- **Broad application:** The fundamental state of leadership can transform boardrooms, families, governments, neighborhoods, schools, churches, factory floors, storefronts, sports teams, musical ensembles, or any other social endeavor.

Publication date: August 2015
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5½" x 8½"

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Leadership

Rights: world

The best leaders make everyone around them better—and this kind of pervasive positive impact is something we all aspire to. But often, despite our best intentions, we're tripped up by subtle psychological states of which we are not even aware. It does not have to be that way.

Just as the Wright Brothers combined science and practice to realize the dream of flight, Ryan and Robert Quinn combine research and experience to demonstrate how to reach a psychological state that elevates us and those around us to greater heights of achievement, integrity, openness, and empathy. It's the psychological equivalent of aerodynamic lift, and it is the fundamental state of leadership.

Lift draws on recent advances in positive psychology and organizational science to describe four questions that, when asked in any situation, will help us experience the fundamental state of leadership. Engaging personal stories illustrate how people have applied these concepts at work, at home, and in the community.

This updated edition includes two new chapters. Chapter 12 describes a learning process and a social media platform the Quinns created to help people experience the fundamental state of leadership. In chapter 13 the Quinns share new insights into tapping into human potential. More than ever, this is a book that will enable anyone, in any position, to rise to the call to leadership.

Ryan W. Quinn is assistant professor of management at the University of Louisville College of Business. His research has appeared in journals such as *Administrative Science Quarterly*, *Academy of Management Review*, and *Organization Science*.

Robert E. Quinn holds the Margaret Elliott Tracy Collegiate Professorship at the University of Michigan and serves on the faculty of Management and Organizations at the Ross School of Business. He is one of the cofounders and the current faculty codirector of the Center for Positive Organizations.

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9. Fearing Feedback
10. Becoming Externally Open
11. Becoming a Positive Force in Any Situation
12. Learning the Fundamental State of Leadership
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Bill Pasmore

Foreword by John R. Ryan, President, Center for Creative Leadership

Leading Continuous Change

Navigating Churn in the Real World

Published with the Center for Creative Leadership

Smart leaders know that today pressures for change don't come at you one at a time—they come all at once, from all directions. Bill Pasmore offers a four-part model that allows leaders to deal with multiple changes simultaneously without drowning in the churn.

The first step is to Discover which external pressures for change are the most critical to address. The key here is to think fewer—the possibilities are many, but Pasmore shows how you can “step away from the buffet” and identify the highest-impact options. Then leaders must Decide how many change efforts their organizations can handle. Here the mindset is to think scarcer—you have only so many people and so many resources, so how do you best use them?

Once you've figured out what to address and how, it's time to Do—and here you want to think faster. Pasmore offers advice for streamlining change processes and engaging in rapid prototyping so you can learn quickly and cost-effectively. The last step is to Discern what worked and what didn't, and to do that you must think smarter—develop metrics, identify trends, and ensure learnings are used to build capabilities to make future change efforts even more successful.

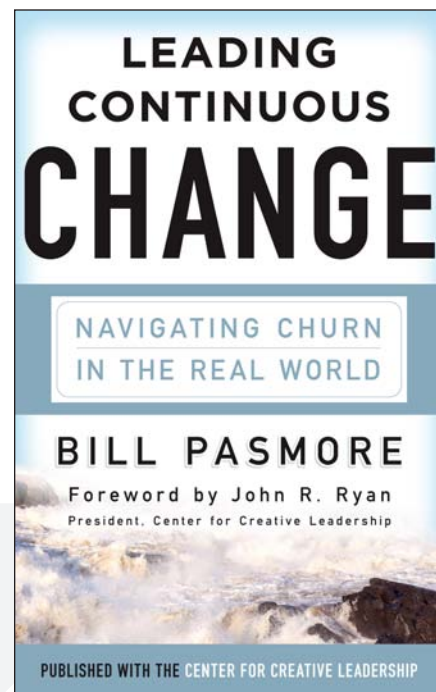
For each stage of the process, Pasmore offers detailed guidance, practical tools, and real-world examples. This book is a comprehensive guide to navigating change the way it happens now.



Bill Pasmore is senior vice president and global organizational practice leader for the Center for Creative Leadership, which annually provides executive education to more than 20,000 individuals and 2,000 organizations including more than 80 of the Fortune 100 companies. He is also a professor of practice in Social Organizational Psychology at Columbia University and a former partner with Oliver Wyman Delta Consulting.

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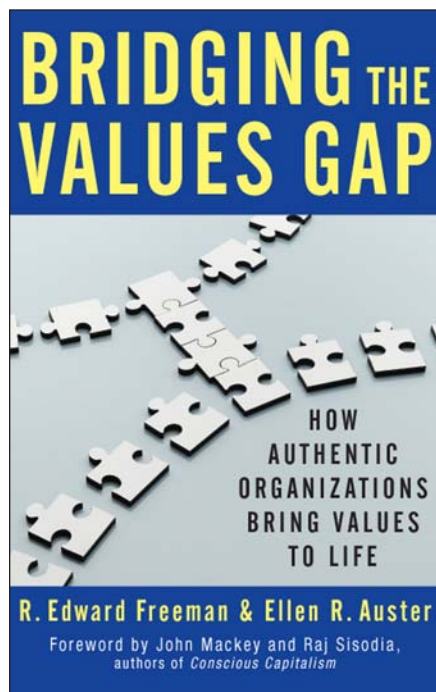
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- Appendix A: Checklist for Assessing Where You Are
- Appendix B: Leading Continuous Change Self-Assessment



- **Distinguished author:** Pasmore is a senior vice president at the Center for Creative Leadership, a distinguished academic, and a global consultant and speaker.
- **Dealing with multiple changes at once:** In an era of constant change, existing models for managing a single change at a time, like John Kotter's famous eight-step method, simply don't work—Bill Pasmore's model helps leaders manage multiple change pressures simultaneously.

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Business/Leadership
Rights: world



- **Powerhouse authors:** R. Edward Freeman and Ellen R. Auster are major scholars—Freeman originated the concept of the stakeholder-driven company—who work with top-tier clients such as P&G, IBM, AT&T, Boeing, and the Red Cross.
- **Solves a crucial problem:** Ethical lapses have resulted in major corporate scandals and were the primary factor behind the recent economic collapse—this book offers a process that ensures that values are a living, breathing part of an organization.

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 Business
 Rights: world

R. Edward Freeman and Ellen R. Auster
 Foreword by John McKay and Raj Sisodia,
 authors of *Conscious Capitalism*

Bridging the Values Gap

How Authentic Organizations Bring Values to Life

Business has a values problem. It's not just spectacular public scandals like Enron (which, incidentally, had a great corporate values statement). Many companies fail to live up to the standards they set for themselves, alienating the public and leaving employees cynical and disengaged—resulting in lower productivity, less innovation, and sometimes outright corruption.

The reason, argue top scholars and consultants Edward Freeman and Ellen Auster, is that most companies' values are handed down from on high, with no employee input or discussion. This practically invites disconnects between intention and reality.

To bridge this values gap, Freeman and Auster provide a process, Values through Conversation, that focuses on four key types of values conversations: introspective (reflecting on who we are and how we do things), historical (understanding our past and how it influences us), relational (asking how we can best work together), and aspirational (articulating our hopes and dreams). By developing values through discussions—casual or formal, one-on-one or in groups—VTC ensures that they are dynamic and evolving, real-world examples, and sample questions to help you create values that are authentic and embraced because they are rooted in the lived experience of the organization.

R. Edward Freeman is university professor, Elis and Signe Olsson Professor, academic director of the Business Roundtable Institute for Corporate Ethics, and senior fellow of the Olsson Center for Applied Ethics at the University of Virginia Darden School of Business. He is the author of numerous books, including *Strategic Management: A Stakeholder Approach*, and is the recipient of many awards and honors.

Ellen R. Auster is professor of strategic management and founding director of the Schulich Centre for Teaching Excellence at the Schulich School of Business, York University, Toronto. She is widely published and is the recipient of the prestigious Distinguished Educator Award conferred by the Academy of Management.

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3. Authentic Organizations: Is Yours One?
4. Do Values Right or Don't Do Them at All

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6. Historical Values: Exploring the Impact of Our Past
7. Connectedness Values: Creating a Sense of Belonging and Community
8. Aspirational Values: Our Hopes and Dreams

Part III: Bringing the Conversation To Life

9. Getting Started

Karen and Henry Kimsey-House

Co-Active Leadership

Five Ways to Lead

Top down, one-dimensional leadership models are hopelessly outmoded in today's rapidly changing world. And they waste the leadership ability that is present *throughout* an organization, not just at the top. In this visionary book, Karen and Henry Kimsey-House provide a model that harnesses the possibility of many rather than relying on the power of one. They begin with a new definition of leadership itself: "Leaders are those who are responsible for their world," which, of course, we all are—or should be—so everyone is a leader.

Co-Active Leadership is a deeply collaborative approach, but the first of its five dimensions focuses on the individual: leading from within. We must be fully present and live lives of integrity, openheartedness, and self-awareness if we are to make the kind of conscious, creative choices Co-Active Leadership demands.

Each of the remaining four dimensions work together holistically. Depending on the situation, you may lead from the front, offering guidance and inspiration; from behind, supporting and encouraging others; from beside, partnering with and supporting other members of your team; or from the field, drawing on insights and wisdom available beyond the rational mind.

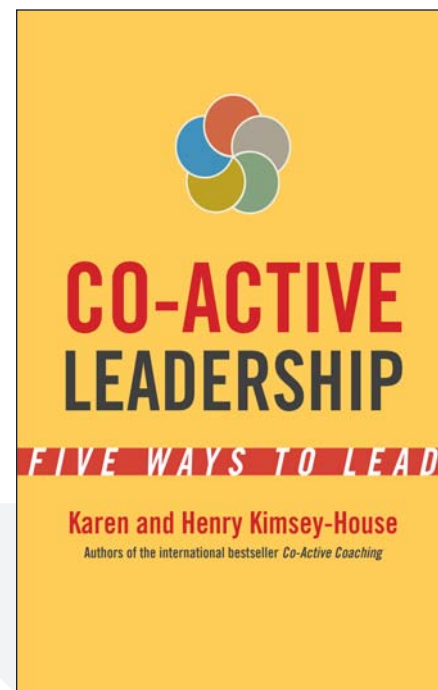
Co-Active Leadership is the only model to celebrate and honor these different expressions of leadership. It invites all of us to share our expertise and allows collaborative solutions to emerge that would never have been possible otherwise.

Karen Kimsey-House, MFA, CPCC, is the CEO and cofounder of CTI, a global training company with over 175 faculty, more than 40,000 people trained, and 7,000 certified Co-Active coaches. A pioneer in the coaching and leadership development field, Karen is a sought-after speaker, leadership program workshop designer, and leader.

Henry Kimsey-House, CPCC, MCC, is cofounder of CTI and the lead designer of CTI's renowned coaching course curriculum, as well as CTI's Co-Active Leadership Program. He and Karen are coauthors of *Co-Active Coaching*.

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9. The Good Life



- **Bestselling authors:** Karen and Henry Kimsey-House's *Co-Active Coaching* has sold over 170,000 copies and essentially invented the field of professional coaching. The authors are now poised to repeat their success in the even broader field of leadership development.
- **A better way to lead:** Co-Active Leadership reduces the distinction between leaders and followers and expands the meaning of leadership, creating an atmosphere where everyone can develop and exercise a range of leadership skills.

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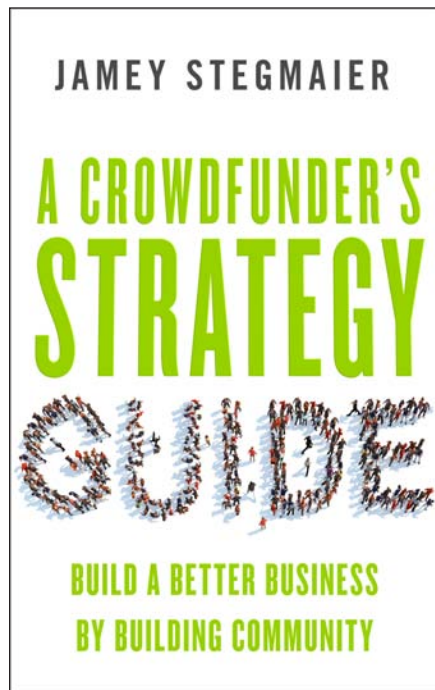
Business/Leadership

Rights: world

Jamey Stegmaier

A Crowdfunder's Strategy Guide

Build a Better Business by Building Community



- **Dynamic author:** Jamey Stegmaier has raised over \$1 million, engaged thousands of enthusiastic supporters, founded a successful board game company, and established himself as a leading expert on crowdfunding.
- **Revolutionary business model:** Stegmaier explains that crowdfunding is more than simply a new way to raise money—done right, it's a way to build a community that will continue to support your efforts in a variety of valuable ways.

Publication date: September 2015

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5½" x 8½"

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Business

Rights: world

As a veteran of six successful Kickstarter campaigns (and counting) and the proprietor of the *Kickstarter Lessons* blog, Jamey Stegmaier knows something about crowdfunding. In this book he goes beyond the nuts and bolts of how it works to a deeper level—crowdfunding not just as a cool way to raise money but as a better way to build and run a business.

This book features over forty illustrative examples of crowdfunding campaigns. Some succeeded wildly—like the high-tech cooler designer whose first attempt faltered but whose second raised \$13 million. Some were sobering disasters, like the board game maker (*not* the author!) whose mistakes caused his project to collapse in two months, forcing him to return over \$100,000. Stegmaier uses these stories to make points about topics such as preparation, timing, what kind of offers to make and what kind to avoid, what to spend money on and when, and more.

But he insists it's not just about the money—if you follow Stegmaier's advice, crowdfunding can enable you to build a loyal following before you even have a product. He shows that if you treat your backers as people, not pocketbooks—communicate regularly with them, ask their opinions, attend to their needs—they'll become advocates as well as funders, exponentially increasing your and your projects' chances of succeeding.



Jamey Stegmaier is president and cofounder of Stonemaier Games, publisher of *Viticulture*, *Euphoria*, *Tuscany*, *Between Two Cities*, and *Scythe*. He is also a writer and blogger—his *Kickstarter Lessons* series has attracted a wide range of crowdfunders. He graduated with a Bachelor of Science in Business Administration from Washington University in St. Louis in 2003 and has lived in St. Louis ever since.

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 2. The Crowd Is the New Gatekeeper
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- Appendix A: 125 Crowdfunding Lessons in 125 Sentences
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James L. Heskett, W. Earl Sasser, Jr.,
and Leonard A. Schlesinger

What Great Service Leaders Know and Do

Creating Breakthroughs in Service Firms

The vast majority of the world's workers provide services—in the United States alone the service sector is now 80 percent of the economy and growing. Written by three top scholars of service-sector management, this book seeks to provide leaders with a road map for the design and delivery of winning services in the years to come.

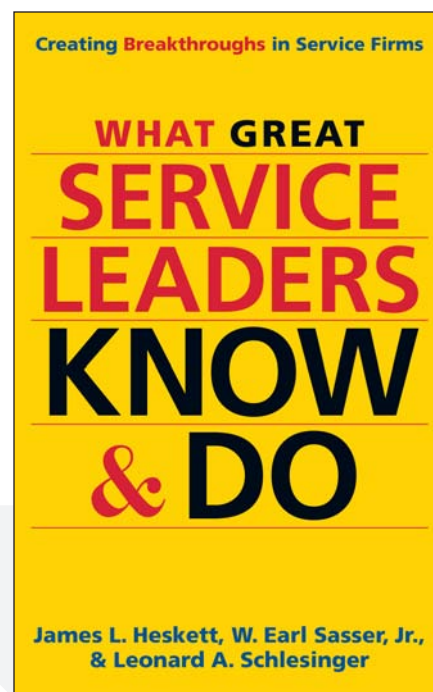
The authors begin by reviewing their own foundational work, testing the durability of concepts they've helped develop, such as customer and employee value equations and the service profit chain. Then they move on to look at every aspect of optimal service leadership: the best hiring, training, and workplace organization practices; the creation of operating strategies around areas such as facility design, capacity planning, queue management, and more; the use—and misuse—of technology in delivering top-level service; and practices that can transform loyal customers into “owners” who will help you develop new services, refine existing ones, and recommend your company so enthusiastically they essentially become marketers. The book concludes with a look at the challenges and trends that will shape service leadership in the years to come.

Using examples of dozens of companies in a wide variety of industries, the authors present a narrative of remarkable successes, unnecessary failures, and future promise.

James L. Heskett is UPS Foundation Professor of Business Logistics, Emeritus, at Harvard Business School. Among other honors he was awarded the 2010 Distinguished Career Contribution Award in Services Management by the American Marketing Association. **W. Earl Sasser, Jr.**, is a Baker Foundation Professor at Harvard Business School and has been a member of the faculty there since 1969. Sasser developed the school's first course on the management of service operations in 1972. **Leonard A. Schlesinger** returned to Harvard Business School as a Baker Foundation Professor of Business Administration in July 2013 after concluding a five-year term as the twelfth president of Babson College.

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 4. Creating and Capitalizing on Internal Quality—“a Great Place to Work”
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 6. Develop Winning Support Systems
 7. Services Marketing and Fostering Customer Ownership
 8. Leading the Future of Services
- Epilogue: One Last Story
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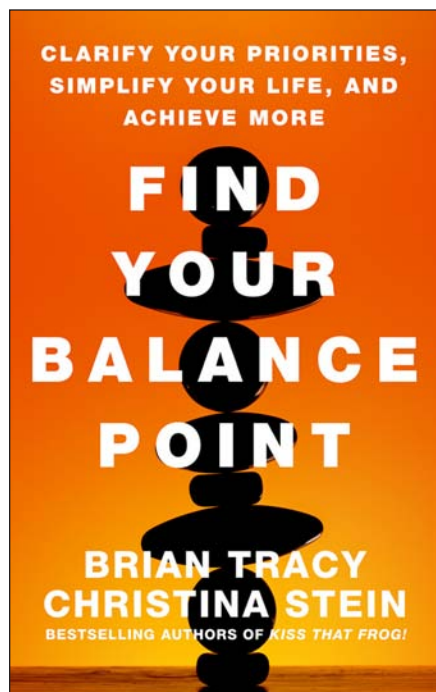
- **New from the creators of the field:**
James L. Heskett, W. Earl Sasser, and Leonard A. Schlesinger helped establish service management as a separate field of study in the 1970s.
- **Examples from leading companies:**
The book features case examples from companies such as Whole Foods, IKEA, Apollo Hospitals, Châteaufort, Starbucks, Amazon, Disney, Progressive Insurance, the Dallas Mavericks, and many others.

Publication date: September 2015
\$34.95, hardcover, 312 pages
6" x 9¼"
ISBN 978-1-62656-584-5
PDF ebook ISBN 978-1-62656-585-2
Business
Rights: world

Brian Tracy and Christina Stein

Find Your Balance Point

Clarify Your Priorities, Simplify Your Life, and Achieve More



- **Authoritative:** Brian Tracy is one of America's leading authorities on the development of human potential and personal effectiveness, and Christina Stein brings years of psychological and therapeutic expertise.
- **A deeper view of balance:** Tracy and Stein argue that imbalance results less from doing too much and more from doing too much of the wrong things—when you can efficiently accomplish what really matters to you, *that* is true balance.

Publication date: September 2015

\$22.95, hardcover, 128 pages

5½" x 8½"

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PDF ebook ISBN 978-1-62656-573-9

Business/Personal Development

Rights: world

Everyone today has too much to do and too little time—that's not going to change. The only way to make our lives less stressful is to make sure we spend more time doing the things that matter most and less time doing the things that matter less. When we're not clear on what is really important, we make thoughtless and impulsive choices and end up feeling exhausted and unfulfilled.

Bestselling author Brian Tracy teams up with therapist Christina Stein to show how to find true balance—when all your actions and choices are guided by a profound knowledge of your deepest personal values, vision, purpose, and goals. Not only will you feel less stressed, but you'll accomplish more, and more efficiently, than you ever thought possible.

When you operate from your true balance point, you feel clear and focused, and everything in your life feels like it is in perfect harmony. You go through your day with courage, confidence, and purpose because everything you do is in alignment with who you are.

Through questions that guide you to reflect and focus, as well as concrete action steps and exercises, Tracy and Stein help you discover your personal balance point and show how you can use it to set priorities and manage your time in a way that both energizes you and simplifies every aspect of your life. The result is a new, active approach to integrating life balance, work achievement, and time management.

Brian Tracy is a sought-after speaker and the author of seventy-two previous books that have been translated into forty-two languages, including the bestsellers *Maximum Achievement* and *Eat That Frog!* He is also the author or narrator of more than five hundred audio and video learning programs that are available in thirty-eight languages, including *The Psychology of Achievement* and *How to Start and Succeed in Your Own Business*.

Christina Stein, MFT, is a therapist who focuses on work-life balance and female empowerment. She spends her time seeing individuals and couples as well as conducting workshops to help participants align their priorities and goals with their skills and passions. She is the coauthor of *Kiss That Frog!*

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6. Set Your Priorities and Simplify Your Life

Conclusion: Four Ways to Energize Your Life

Richard J. Leider

The Power of Purpose

Find Meaning, Live Longer, Better
Third Edition, Revised and Expanded

To get a life, you need a purpose in life! Purpose is fundamental to health, healing, and happiness. Purpose gives us the will not just to live but to live long and well. The good news is, purpose isn't a luxury reserved for a gifted few but something each one of us already possesses. In this new edition of his bestselling classic, legendary personal coach Richard Leider offers brand-new tools and techniques for discovering it.

The third edition has been completely revised and updated—in addition to new stories and examples, it features four new chapters. “Purpose across the Ages” looks at the three stages purpose can move through during our lives. “The 24-Hour Purpose Retreat” includes seven mind-opening questions to help you unlock your purpose (and there's a “default purpose” you can go to if you're struggling). “The Purpose Checkup” offers a new tool for periodically evaluating the status of your purpose, just like you do with your finances or your health.

And in “Can Science Explain Purpose?” we learn what researchers are discovering about how an increased sense of purpose can improve our health, healing, happiness, and longevity.

Our purpose is an active expression of the deepest dimension within us. Leider details a graceful, practical, and ultimately spiritual process for making it central to your life. This revitalized guide will help you find your reason to get up in the morning and integrate it into everything you do.



Richard Leider is founder and chairman of Inventure—The Purpose Company. He is ranked by *Forbes* as one of the “Top 5” most respected executive coaches and by the Conference Board as a “legend in coaching.” He is the author or coauthor of ten books, including *Repacking Your Bags* and *Life Reimagined*. As a seminar leader he has taught over 100,000 executives and leaders from fifty corporations.

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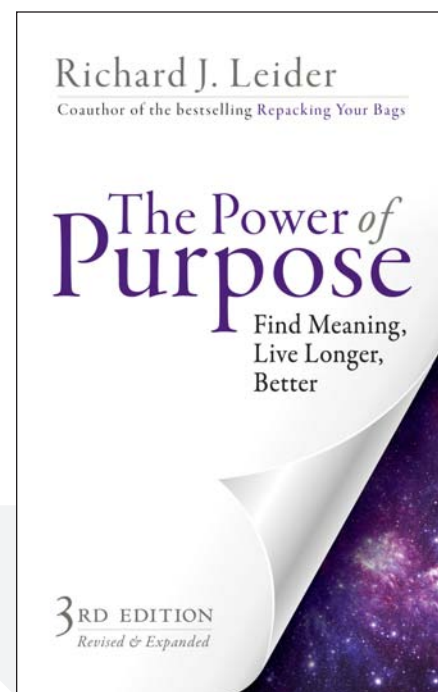
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 The Purpose Checkup
 The Working-on-Purpose Quiz
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- **New edition of a bestseller:** This third edition has been revised throughout and includes four new chapters.
- **Legendary author:** Richard Leider is a highly honored personal and executive coach who has been exploring the benefits of purpose for over forty years.

Publication date: September 2015

\$17.95, paperback, 192 pages

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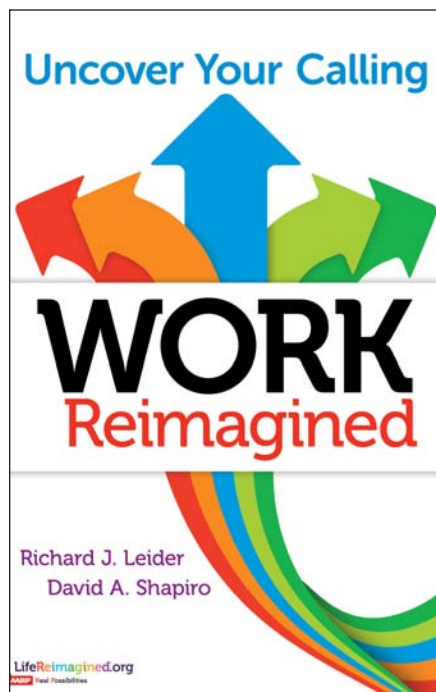
Personal Growth

Rights: world

Richard J. Leider and David A. Shapiro

Work Reimagined

Uncover Your Calling



It's the end of work as we know it. Career paths look nothing like they did in the days before phones got smart. We work more hours at more jobs for more years than ever. So it's vital that we know how to find work that allows us to remain true to our deepest sense of who we are and that connects us to something larger than ourselves—in short, our “calling.” We all have one, and bestselling authors Richard Leider and David Shapiro can help you uncover it.

Through a unique Calling Card exercise that features a guided exploration of fifty-two “natural preferences” (such as Advancing Ideas, Doing the Numbers, Building Relationships, and Performing Events), Leider and Shapiro give us a new way to uncover our gifts, passions, and values and find work that expresses them. Along the way they mix in dozens of inspiring stories featuring people who have found, or are in the process of finding, their own callings.

To live the life you imagine, you must continually reimagine the work that makes such a life possible. Uncovering your calling best enables you to experience fulfillment in all phases of your life. And here's the even better news: you'll never have to work again. When you choose to do what you are called to do—and you can—then you're always doing what you want to do. *Work Reimagined* offers an enlightening, effective, and entertaining approach to discovering what you were born to do, no matter what age or stage of life you're in.

- **Bestselling team:** Richard Leider and David Shapiro are the coauthors of several bestsellers, including *Repacking Your Bags*. Their books have sold over 1 million copies worldwide.

- **Copublished with AARP:** With nearly 40 million members, AARP is one of the largest membership organizations in the world.

Richard J. Leider is the founder and chairman of Inventure—The Purpose Company. He is ranked by *Forbes* as one of the “Top 5” most respected executive coaches and by the Conference Board as a “legend in coaching.” As a seminar leader he has taught over 100,000 executives and leaders from fifty corporations worldwide. Leider is the author or coauthor of ten books.

David A. Shapiro is the education director of the Northwest Center for Philosophy for Children, a nonprofit organization that brings philosophy into the lives of young people in schools and community groups. He is the author or coauthor of six books.

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4. Reimagining Values—Where Do You Do It?
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6. Reimagining Legacy—Have You Played Your Music?

Publication date: November 2015

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6" x 9"

ISBN 978-1-62656-558-6

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Personal Development/Careers

Rights: world

Dave Ulrich

Foreword by Mark Mobius, Executive Chairman,
Templeton Emerging Markets Group

The Leadership Capital Index

Realizing the Market Value of Leadership

Investors are increasingly focusing on leadership as a key differentiator in their investment decisions. But they've been forced to rely on instinctive, subjective, and unreliable ways to measure its impact—until now. In this book, leadership scholar, author, and consultant Dave Ulrich proposes a “leadership capital index”—like a Moody's or Standard and Poor's rating for leadership.

Drawing on research from investors and business leaders, and synthesizing the work of dozens of consulting firms and leadership experts, Ulrich offers a leadership index with two domains, individual and organizational, each comprising five factors. In successive chapters, Ulrich details rigorous metrics and methods for evaluating leaders on each of these factors. The result is a groundbreaking book that will be of vital interest not only to investors but also to boards of directors, executive teams, human resource and leadership development professionals, government and ratings agencies, and of course leaders themselves.



Dave Ulrich is the Rensis Likert Professor of Business Administration at the Ross School of Business, University of Michigan, and a partner at the RBL Group. He has been ranked the #1 speaker in management and business by Speaking.com, the #1 management educator by *Business Week*, and the #1 most influential HR thought leader by *HR* magazine.

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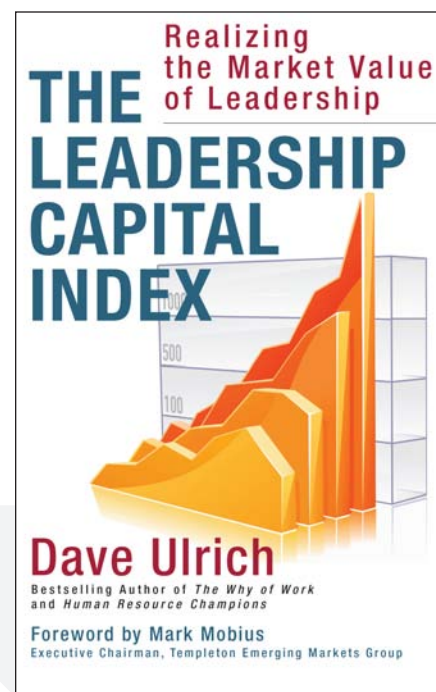
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5. Execution Proficiency
6. People Proficiency
7. Leadership Brand Proficiency

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11. Human Capital Systems
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14. Putting the Leadership Capital Index into Practice



- **Highly regarded author:** Dave Ulrich is a much-honored thought leader and prolific author on HR, organization, and leadership.
- **Major breakthrough:** This book offers a unique and unprecedented way to evaluate how leadership affects the market value of any organization—a project Ulrich has been working on for a decade.

Publication date: October 2015

\$29.95, hardcover, 288 pages

6 1/8" x 9 1/4"

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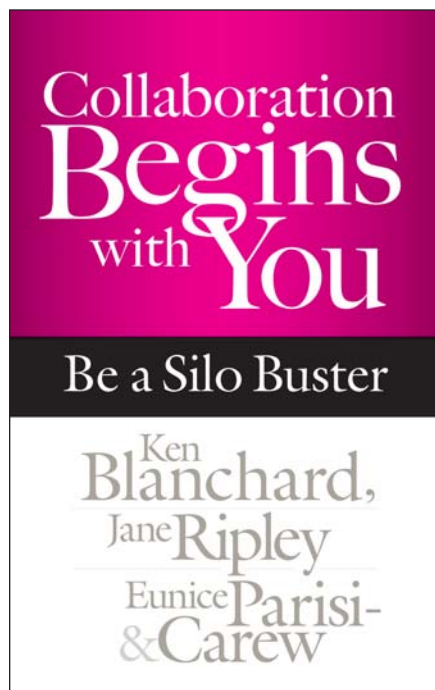
Business/Leadership

Rights: world

Ken Blanchard, Jane Ripley, and Eunice Parisi-Carew

Collaboration Begins with You

Be a Silo Buster



- **Iconic author:** Ken Blanchard is one of the bestselling business authors of all time, with more than sixty books that have sold more than 21 million copies.
- **Hot topic:** With today's diverse, globalized workforce, collaboration is more necessary and more complicated than ever. This book is a practical, accessible guide to making it happen.

Publication date: October 2015

\$23.95, hardcover, 144 pages

5½" x 8½"

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PDF ebook ISBN 978-1-62656-618-7

Business

Rights: world

Everyone knows that collaboration creates high performing teams and organizations. Yet it often doesn't happen because people and groups typically believe that the problem is always outside: the other team member, the other department, the other company. Bestselling author Ken Blanchard and his coauthors use Blanchard's signature business parable style to show that, in fact, collaboration begins with you.

This book teaches people at all levels—from entry-level associates to top executives—that it's up to them to help promote and preserve a winning culture of collaboration. The authors show that busting silos and bringing people together is an inside-out process that involves your heart (your character and intentions), your head (your beliefs and attitudes), and your hands (your actions and behaviors). Working with this three-part approach, *Collaboration Begins with You* helps readers develop a collaborative culture by utilizing differences; nurturing safety and trust; instituting a clear purpose, values, and goals; talking openly; and empowering themselves and others.

None of us is as smart as all of us. When people recognize and change erroneous beliefs and actions regarding collaboration, silos are broken down, failures are turned into successes, and breakthrough results are achieved at every level.

Ken Blanchard is chief spiritual officer of The Ken Blanchard Companies. He is the author or coauthor of more than sixty books, including *The New One Minute Manager*®. **Eunice Parisi-Carew**, a cofounder of The Ken Blanchard Companies, is the coauthor of two bestselling books on teams, *The One Minute Manager Builds High Performing Teams* and *High Five!* **Jane Ripley** has twenty-three years' experience in the learning and development field and has served as a board director for three companies.

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8. Talk Openly
9. A Bit of a Breakthrough
10. Empower Yourself and Others
11. Collaboration at Work: A Real-World Example

12. Getting Things Done
 13. A Turnaround—and a Plan
 14. Three Months Later
- Epilogue

Part II: Tools and Resources to Create Collaboration

Self-Assessment: How Collaborative Do You Think You Are?
Collaboration: Best Practices

David Horsager

The Daily Edge

Simple Strategies to Increase Efficiency and Make an Impact Every Day

There's just not enough time—or is there? Most busy executives feel like they have their hands more than full trying to accomplish their basic duties. But *Wall Street Journal* bestselling author David Horsager offers proven productivity tips that enable you to work so efficiently that you'll actually have time left over for what he sees as an executive's most important task—building trusting relationships with people.

In *The Daily Edge*, you'll learn strategies such as identifying the key “Difference-Making Actions” on which to focus your efforts and setting a personal or even company-wide “Power Hour,” during which you do not attend meetings, answer the phone, or reply to e-mails, creating the time and space to really focus and get things done. The key is to do lots of little things every day that make you so effective that you have enough time for meaningful interaction with your people.

The thirty-five high-impact ideas Horsager introduces in succinct, quick-read chapters are easily implemented and powerful on their own. Taken together, they form a solid wave of efficacy that will enable you to get more done, keep your energy up, and make sure that you're able to honor all your relationships, both personal and professional.



David Horsager, MA, CSP, is CEO of Horsager Leadership, Inc., and an adjunct professor of organizational leadership in the graduate program at Bethel University. As a Certified Speaking Professional, he has spoken across the United States and on five continents. His clients range from Wells Fargo, Toyota, and the New York Yankees to the US Coast Guard Academy, Mercy Medical Center, and the US Department of Homeland Security.

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- **Bestselling author:** David Horsager's first book, *The Trust Edge*, is a *Wall Street Journal* bestseller. This new book features his most effective productivity strategies for today's time-strapped leader.
- **Immediately useful:** The thirty-five easy-to-read productivity ideas can be put into action immediately to help maximize your efficiency, keep your priorities clear, and give you time to honor your relationships.

Publication date: October 2015

\$24.95, hardcover, 168 pages

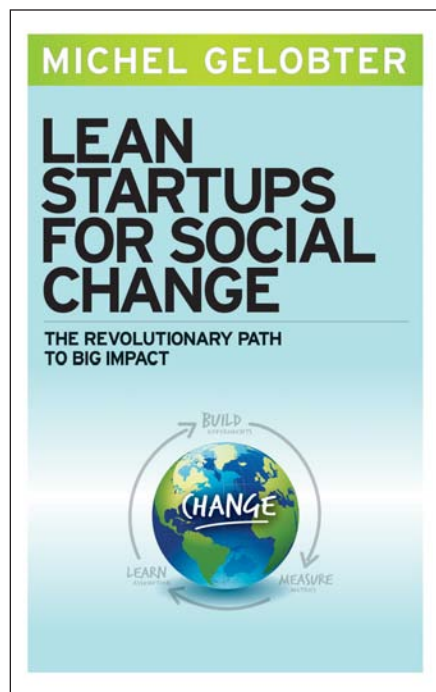
5½" x 8½"

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Business

Rights: world



- **Practices what he preaches:** Michel Gelobter, a global leader in advancing sustainability, environmental justice, and other aspects of social change for decades, has been applying lean startup concepts in his own work for years.
- **Builds on a bestseller:** Four years after publication, the *New York Times* bestseller *The Lean Startup* is still one of the top selling business books in the world.

Publication date: November 2015

\$19.95, paperback, 216 pages

5½" x 8½"

ISBN 978-1-62656-149-6

PDF ebook ISBN 978-1-62656-150-2

Business/Nonprofits

Rights: world

Michel Gelobter

Foreword by Steve Blank, author of *The Startup Owner's Manual*

Introduction by Christie George, director, New Media Ventures

Lean Startups for Social Change

The Revolutionary Path to Big Impact

"There's a new way to change the world," writes social entrepreneur Michel Gelobter. It's called the lean startup—but it's not just for new ventures. It's been revolutionizing businesses of all ages for years, and Gelobter shows it can have the same transformative impact on the social sector.

Traditionally, entrepreneurs develop a detailed plan, find money to fund it, and then pursue it to its conclusion. But conditions can change drastically at any point—you can end up locked into a process based on now-obsolete assumptions. The lean startup is all about agility and flexibility. Its mantra is "build, measure, learn": create small experimental initiatives, get real-world feedback on them quickly, and use that data to identify what works and discard what doesn't. And then test some more.

Gelobter explains exactly how nonprofits and advocacy organizations can adapt lean startup concepts to their unique circumstances. He offers dozens of real-world examples: an established homelessness group whose data analysis showed that reducing a single overlooked metric could get many more people off the street; a technology-based literacy startup that used lean techniques to reach 2 million children in two years, when a more traditional program took fifteen; and many others. The standard approach wastes time and money—the lean startup promises to help social sector organizations vastly increase the good they do.



Michel Gelobter is the founder and chairman of Cooler Inc., a for-profit social venture that helps businesses and consumers reduce greenhouse gas pollution. He founded the environmental policy program at Columbia University and serves on the boards of the Natural Resources Defense Council and Ceres. He was formerly director of environmental quality for New York City, CEO of Redefining Progress, a cofounder of BuildingEnergy.com, and senior advisor to the Packard Foundation.

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Conclusion

Marvin Weisbord and Sandra Janoff

Lead More, Control Less

8 Advanced Leadership Skills That Overturn Convention

In their decades of leading groups all over the world, Marvin Weisbord and Sandra Janoff discovered they could get better results by helping people coordinate and control their own work rather than by issuing orders from above. This led people to higher motivation, greater creativity, and longer-lasting results than more traditional practices. The most effective way to lead, they found, is to focus everyone on the same goal, set up structures that encourage self-regulation, and get out of the way. But this means learning a set of unconventional skills.

Lead More, Control Less describes eight essential skills for establishing a culture that encourages people to take charge of themselves. Using examples and case studies, Weisbord and Janoff show leaders how they can share responsibility, defuse group conflicts, enable everyone to get the big picture, and more. And they also help leaders deal with personal pressures, such as managing anxiety and understanding why the negative reactions they get may have absolutely nothing to do with them.

By wearing authority more lightly, leaders can unleash commitment, initiative, and innovation beyond what they ever experienced before. Mastering these eight skills frees leaders to concentrate on larger issues, confident their people can handle the day-to-day work. With this approach, leaders truly gain more control by giving it up, using their position to empower others.

Marvin Weisbord is an international consultant with more than fifty years' experience with large corporations, NGOs, and nonprofits. He is the author of *Organizational Diagnosis* and *Productive Workplaces* and the editor and coauthor of *Discovering Common Ground*.

Sandra Janoff is a consultant and psychologist who works with Fortune 500 companies, small businesses, communities, and nonprofits on whole systems transformation.

Weisbord and Janoff founded Future Search Network, an international collaborative of volunteers who deliver strategic planning services worldwide in any language for any culture. They also coauthored *Don't Just Do Something, Stand There!* and three editions of *Future Search*.

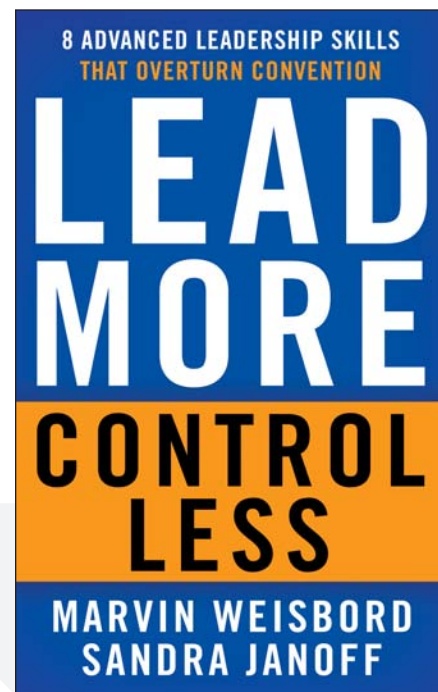
Contents

Why This Book?

Introduction: Self-Control Is the Best Control

1. Control Structure, Not People
2. Let Everybody Be Responsible
3. Consider Anxiety "Blocked Excitement"
4. Avoid "Taking It Personally"
5. Disrupt Fight or Flight
6. Include the Right People
7. Encounter the "Whole Elephant"
8. Surface Unspoken Agreements

What's Next for Leaders?



- **Turns leadership on its head:** Marvin Weisbord and Sandra Janoff show that, paradoxically, leaders can be most effective if they give up traditional notions of control and create structures that enable people to self-organize.
- **Global expertise:** This book is based on Weisbord and Janoff's thirty years of work around the world as the leaders of the award-winning Future Search Network.

Publication date: October 2015

\$19.95, paperback, 144 pages

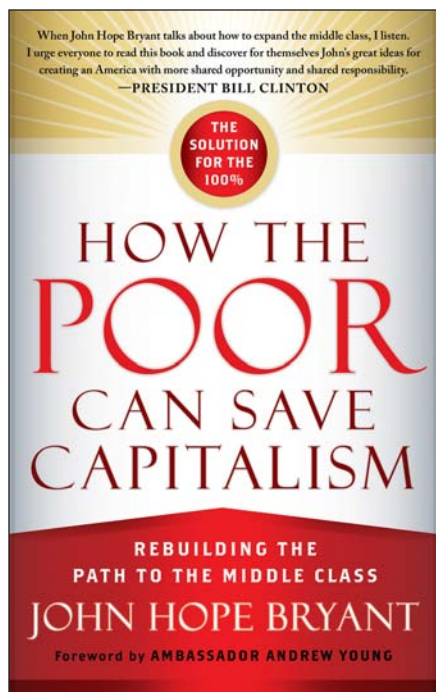
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Business

Rights: world



- **Popular, honored book:** The hard-cover edition sold over 25,000 copies in less than a year and was 800-CEO-READ's 2014 Finance and Economics book of the year and one of *strategy+business*'s three top sustainability books.
- **Prominent author:** John Hope Bryant heads a major nonprofit organization; speaks at top-tier gatherings of leaders in business, finance, and politics; and has been covered by outlets such as CNBC, MSNBC, and Fox.

Publication date: October 2015
\$16.95, paperback, 176 pages
5½" x 8½"

ISBN 978-1-62656-557-9

PDF ebook ISBN 978-1-62656-033-8

Current Affairs/Business

Rights: world

Now in Paperback!

John Hope Bryant

Foreword by Ambassador Andrew Young

How the Poor Can Save Capitalism

Rebuilding the Path to the Middle Class

"I urge everyone to read this book and discover for themselves John's great ideas for creating an America with more shared opportunity and shared responsibility."
—President Bill Clinton

John Hope Bryant, successful self-made businessman and founder of the nonprofit Operation HOPE, says business and political leaders are ignoring the one force that could truly re-energize the stalled American economy: the poor. Fully 70 percent of the American economy is driven by consumer spending. If we give poor communities the right tools, policies, and inspiration, he argues, they will be able to lift themselves up into the middle class and become a new generation of customers and entrepreneurs.

"We must make financial literacy—teaching each and every one of our children the language of money—the new civil rights issue for the twenty-first-century America," Bryant writes. In the book, Bryant exposes the historical roots of poverty, explains why the solutions tried so far have fallen short, and offers a way forward. He lays out what he calls the HOPE plan, a series of straightforward, actionable steps to build financial literacy and expand opportunity so that the poor can join the middle class.

We can create a thriving economy that works not just for the 1 percent or even the 99 percent but for the 100 percent. This book offers a pragmatic, free-enterprise approach to solving the problem of poverty.



John Hope Bryant is the founder, chairman, and CEO of the nonprofit Operation HOPE and Bryant Group Companies. He is a member of President Obama's Advisory Council on Financial Capability and Chairman of the Subcommittee on the Underserved and Community Empowerment. He is also chairman of Global Dignity and a founding member of the Forum of Young Global Leaders. He is the author of *Love Leadership*.

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9. Project 5117

Conclusion: Where We Go from Here

Alec Levenson

Strategic Analytics

Advancing Strategy Execution and Organizational Effectiveness

More than ever, data drives decisions in organizations—and we have more data, and more ways to analyze it, than ever. Yet strategic initiatives continue to fail as often as they did when computers ran on punch cards. Economist and research scientist Alec Levenson says we need a new approach.

The problem, Levenson says, is that the business people who devise the strategies and the HR people who get employees to implement them use completely different analytics. Business analytics can determine if operational priorities aren't being achieved but can't explain why. HR analytics reveal potentially helpful policy and process improvements but can't identify which would have the greatest impact.

This book shows how to use an integrated approach to bring these two pieces together. Levenson presents a thorough and realistic treatment of the reasons for and challenges of taking an integrated approach. He provides details on the different parts of enterprise and human capital analytics that have to be conducted for integration to be successful and includes specific questions to ask, along with examples of applying integrated analytics to particular organizational challenges.

Effective analytics is a team sport. Levenson's approach allows you to get the deepest insights by bringing people together from both the business and HR perspectives to assess what's going on and determine the right solution.

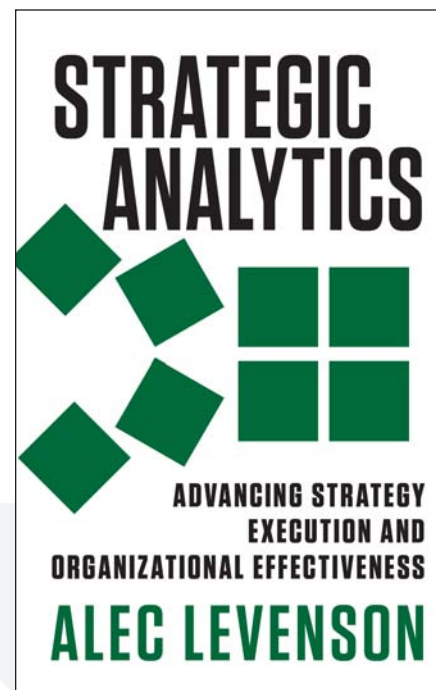


Alec Levenson is an economist and senior research scientist at the Center for Effective Organizations, Marshall School of Business, University of Southern California. His action research and consulting with companies optimizes job and organization performance and HR systems through organization design, job design, human capital analytics, and strategic talent management. He has trained HR professionals from a very large number of Fortune 500 companies in human capital analytics.

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7. Putting It All Together
8. Application—Customer Retention and Profitable Growth
9. Application—Go-To Market Strategies and Effectiveness
10. Critical Roles, Competencies, and Performance
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Business

Rights: world

Leadership Exchanges: BK's Fun New Event

BK Leadership Exchanges are an important program of the new Berrett-Koehler Foundation. Young, emerging, and experienced leaders come together to learn new approaches to leadership that are more collaborative, engaging, and community building than traditional hierarchical leadership forms. This is all done in a fun, creative, and highly participative half-day event so that everyone is actively involved and learning from each other.

The inaugural BK Leadership Exchange—in July 2014 in Oakland, California—brought together thirty young and emerging leaders with thirty experienced leaders. The second Leadership Exchange—in January 2015, also in Oakland—again brought together sixty participants, ages sixteen to seventy. In both cases the participants were highly diverse, representing many ethnic groups, cultural backgrounds, and leadership roles. Rich connections between emerging and experienced leaders were formed, many leading to ongoing “Experiential Exchanges” (another BK Foundation program) between the participants.

The first BK Leadership Exchange conducted in Spanish was held in San Juan, Puerto Rico, in April 2015, in partnership with La Marana, a local nonprofit that connects organizations doing public space projects for the common good. The participants represented a variety of local public service organizations, and the Exchange helped them not only explore new leadership concepts but also apply those concepts in sharing resources with each other.

Three more BK Leadership Exchanges are already planned. One will be held on July 18, 2015, at the office of Berrett-Koehler Publishers in Oakland. New and

experienced leaders are invited to register by going to the BK Foundation website: www.bkfoundation.org.

On July 2, 2015 the Evolutionary Leaders Network will partner with Wiser Together, YES!, Generation Waking Up, and the BK Foundation to hold a Leadership Exchange in Oakland. And the BK Foundation is partnering with the BK Authors Cooperative to plan a Leadership Exchange on October 15, 2015, in Chester, Connecticut.

Hallmarks of a Leadership Exchange

We hope to hold dozens more Leadership Exchanges over the coming months and years. And we encourage BK community members to organize their own Leadership Exchanges. To do so, please apply at the BK Foundation website. You will need to adhere to the following requirements:

- 1. Leadership Focus.** Focus the Exchange on learning and using new leadership approaches and tools. Help all participants see ways in which they already are and can be leaders now—regardless of their ages, jobs, and positions—and how they can improve their own and others’ practice of leadership in their organizations and communities.

- 2. New Leadership Paradigm.** Illustrate a new vision and practice of leadership that is collaborative, authentic, engaging, open, nonhierarchical, and community building and that generates whole system change.

- 3. Diverse, Intergenerational Participants.**

- 4. Two-Way Learning.** Organize the Exchange so that young leaders and experienced leaders learn from each other—from the questions and observations each person shares—rather than being instructed by “experts.”

- 5. High Participation.** Emphasize active involvement of everyone present rather than listening to presenters.

- 6. Space for Self-Organizing Conversations.** Create many opportunities for participants to get to know other participants whom they did not previously know, to connect around shared interests, and to begin ongoing relationships.

- 7. Fun.** Achieve a youthful, active, upbeat, fun tone for the Exchange.

- 8. Music and Creativity.** Include participatory musical and creative activities liberally in the Exchange.

- 9. Intergenerational and Diverse Organizing and Facilitation Team.**



A group activity at the Leadership Exchange in San Juan, Puerto Rico.

Breaking Through

More books are being published than ever before, which can make getting some attention in the media tough. But our ace Communications department, in tandem with top publicists hired by our authors, have gotten Berrett-Koehler books noticed—on radio, on television, in print, and on the Internet. Here are some of our recent publicity “hits”:

Cheryl Bachelder, CEO of Popeyes Louisiana Kitchen and author of *Dare to Serve*, was featured on several big financial television shows and networks: Fox Business, Bloomberg TV, and a lengthy, nine-minute-plus interview on MSNBC’s *Mad Money* with Jim Cramer.

Ron Garan, astronaut, social entrepreneur, and author of *The Orbital Perspective*, got over fifty publicity hits (articles, interviews, book reviews, etc.) including Time.com, ABCNews.com, NBCNews.com, and *USA Today*.

Speaking of *USA Today*, the editors took a liking to a couple of other Berrett-Koehler books. They ran a feature article in their Sunday edition on **Ken Blanchard** and **Morton Shaevitz**’s book *Refire! Don’t Retire*, which led to a major increase in sales. **Tamara Winfrey Harris**’s book *The Sisters Are Alright* was also the subject of a *USA Today* story, as well as being covered in *Essence*, *Bitch*, and *Publishers Weekly*, which said, “Winfrey-Harris amplifies the voices of African-American women speaking for themselves, and the results are powerful, relevant, and affirming.”

Radio likes Berrett-Koehler books too. NPR’s *Marketplace* did segments on both *Sustainable Happiness*, edited by **Sarah Van Gelder** and copublished with our friends at *Yes! Magazine*, as well as *The Resilient Investor*, written by the tag team of **Hal Brill**, **Michael Kramer**,



Clockwise, left to right: *The Orbital Perspective* author Ron Garan on ABC News.com; *Pro-Voice* author Aspen Baker at TEDWomen 2015; *Dare to Serve* author Cheryl Bachelder on *Mad Money* with Jim Cramer

and **Christopher Peck**. In both cases we noticed an immediate spike in sales.

Aspen Baker’s book *Pro-Voice* was covered in a number of media outlets, including *Cosmopolitan* and *Publishers Weekly*, whose review said her book helps “create a world in which authenticity and innovation can help us find a way past entrenched obstacles to social change.” And she also got one of the biggest “hits” of all: she was a speaker at the TEDWomen 2015 conference. The video of her talk is up on the TED website now.

Devora Zack’s book *Singletasking* has been getting an amazing amount of attention too—like Ron Garan, over fifty hits from places such as *Inc.*, CNN Money, NPR’s *It’s Your Health*, Forbes.com, FastCompany.com, *Huffington Post*, and more.

These are really just the tip of the iceberg, but they show how, even in a world plagued by what *Got Your Attention?* author **Sam Horn** calls INFObesity, Berrett-Koehler books break through.

Digital Downloads

Hear Here: BK Starts Its Own Digital Audiobook Program

In the car, at the gym, on their morning run, lots of people like to listen to books. And people who like audiobooks *really* like them—it's a format with rabid fans.

But when it comes to audiobooks, we've always been at the mercy of third parties. Maria Jesus Aguilo, our director of subsidiary rights, wanted to make sure every possible BK book got converted to audio and that we and our authors had control over the process.

Berrett-Koehler Studios?

So in January 2015 Maria Jesus started Berrett-Koehler's first digital audiobook program. She and the authors pick a narrator and proof the final product. This season every book will have its own audio, unless there's some content-based reason why it's impossible (like references to tables or graphs in the text—trying to read tables just doesn't work). Our goal is to have the audiobook done by the print book's publication date.

We'll be selling audiobook MP3s and making them available to our authors, and they'll also be sold through many of our digital partners, such as Amazon, Audible, iTunes, Books24x7, OverDrive, and many more. And Johanna Vondeling, our vice president for business development, cut a deal with a company called Dreamscape to manufacture and market CD versions for us. It's just one more way to connect people with ideas—through their ears.



BKpedia Digital Subscription Service Adds Partners and Features

In July we'll be launching BKpedia, our new digital subscription service. We've already added our first two content partners: the Center for Creative Leadership (also a publishing partner) and AMACOM, the publishing arm of the American Management Association. Expert curators will create thematically oriented collections from our combined content. The first two collections will be *Advances in Leadership and Management*, and *Organizational Change and Innovation*. For more information, go to www.bkconnection.com/bkpedia.



Questions? Ask the Author!

One of the most distinctive and unusual features of BKpedia is that, in many cases, the entries will include information on how readers can interact with the authors. It's entirely up to each author what she or he is willing

to do. Readers may be able to send the author an email, have a conversation by phone or Skype, or arrange a conference call, video conference, or even a live speech. This feature will make BKpedia a uniquely interactive experience and a much more valuable research tool.

The BK Author Community Responds

To create this feature, earlier this year our boss, Steve Piersanti, reached out to BK authors, asking if they'd be willing to be contacted by readers and, if so, how they'd be willing to respond. Steve expected the response to be modest and hesitant, but instead it was strong and enthusiastic. Two-thirds of the authors Steve contacted responded, and 97 percent of them said they'd be willing to be contacted by readers in some way.

Not only that, but the authors stepped up to help us in a variety of other ways. They offered to provide additional resources for BKpedia besides their books—articles, case studies, videos, assessments, and more. They suggested other organizations that might be sources for material and said they'd help us contact them. They also volunteered to help market BKpedia to their clients, colleagues, and contacts.

We are gratified by this demonstration that our authors truly feel like members of a community.

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.

Joanie Connell

Flying without a Helicopter

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Are you a manager or a parent of a young adult? Do you want to help them succeed in the workplace?

Charles Decker and Gene Ference

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What principles can help people become more productive, capable, engaged, and effective leaders?

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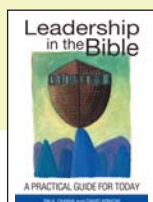
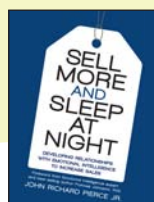
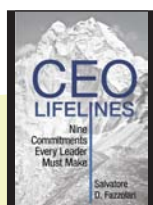
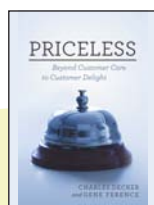
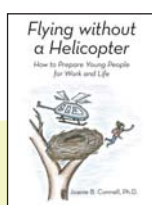
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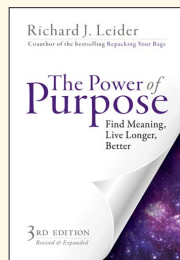
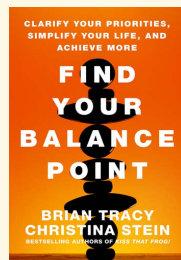
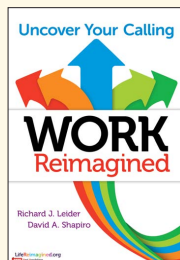


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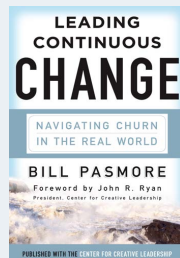
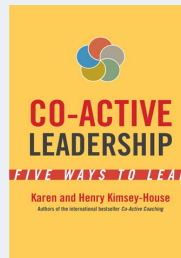
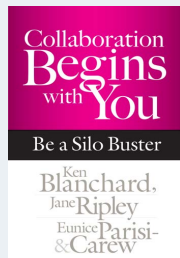
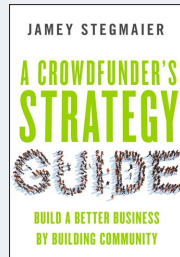
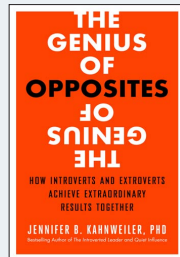
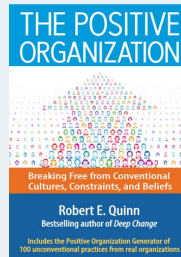
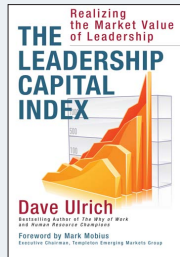
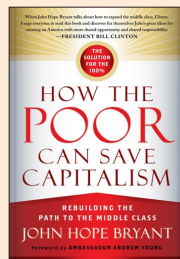
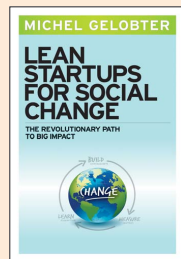
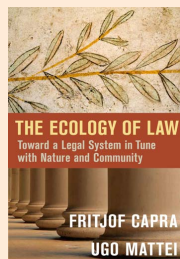
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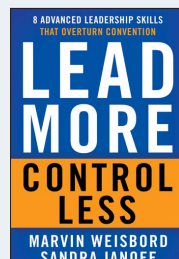
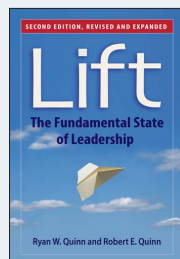
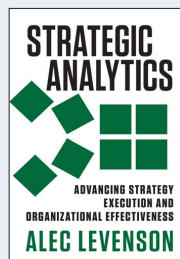
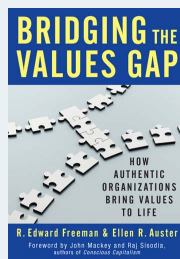
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