



**RAINCOAST BOOKS**  
ALWAYS CONNECTED

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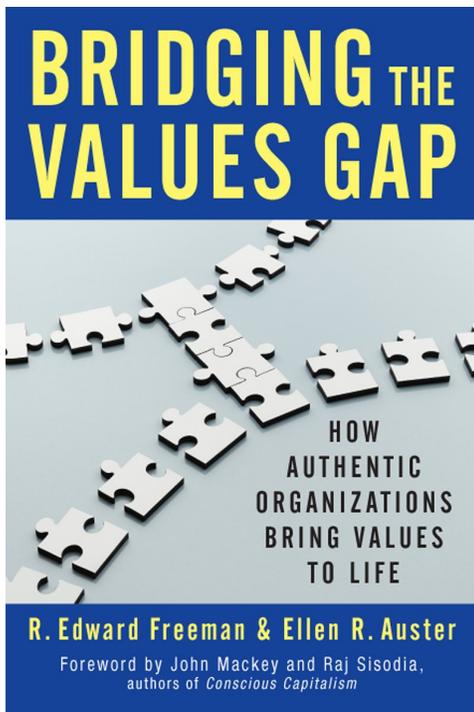
# FALL 2015

# BERRETT-KOEHLER

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*To view updates, please see the Fall 2015 Raincoast eCatalogue  
or visit [www.raincoast.com](http://www.raincoast.com)*



Berrett-Koehler Publishers  
On Sale: Jun 15/15  
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9781609949563 • \$40.95 • cl  
Bus & Econ / Workplace Culture  
**15F Berrett-Koehler: p. 1**

## Promotion

### MARKETING AND PUBLICITY HIGHLIGHTS

+ Promotion in conjunction with author speaking promotion at corporate leadership conferences and academic conferences, including the European Association of Business in Society, Academy of Management, and Executive MBA programs at Kellogg/Schulich and Darden

+ Grassroots marketing through the authors' extensive network of academic institutions, organizations, and business schools, including the Business Roundtable Institute for Corporate Ethics, Conscious Capitalism, and Darden's Initiative for Business in Society

+ Print publicity campaign to business, management, human resources media, including Harvard Business Review, HR Professional Magazine, The Globe and Mail, Canadian Business

+ Promotion at the Academy of Management Conference in August 2015

+ Email promotion to business professors



## *Bringing the Values Gap*



*How Authentic Organizations Bring Values to Life*

R. Freeman and Ellen Auster

Most companies put values statements on their websites and in their annual reports, but as recent scandals and financial crises have shown, the practice of values is dying in organizations. Edward Freeman and Ellen Auster argue that the problem is values are imposed from the top down and offer a process for involving employees in values creation through ruthlessly honest organization-wide conversations.

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.

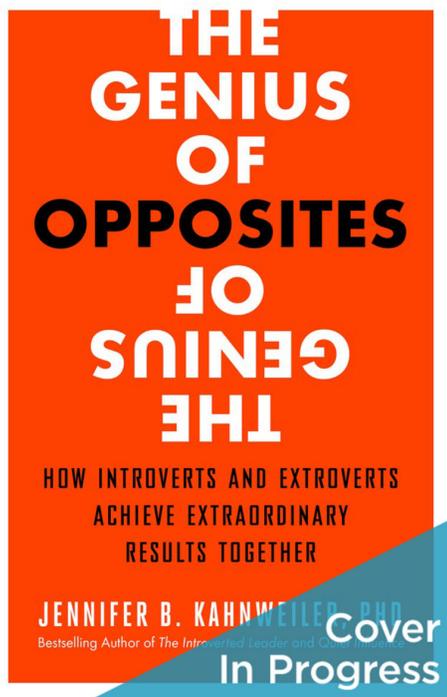
The reason, argue top scholars and consultants Edward Freeman and Ellen Auster, is that most companies' values are handed down from on high, with no employee input or discussion. This practically invites disconnects between intention and reality.

To bridge this values gap, Freeman and Auster provide a process, Values through Conversation, that focuses on four key types of values: 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, not static words on a wall or a website. Freeman and Auster offer advice, 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.

## Author Bio

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.





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Bus & Econ / Leadership  
**15F Berrett-Koehler: p. 2**

## Promotion

### MARKETING AND PUBLICITY HIGHLIGHTS

- + \$25,000 marketing and publicity budget
- + Publicity and promotion in conjunction with the author's 30+ annual speaking engagements, including industry associations like ATD, SHRM, and ALA.
- + Publicity leveraging the author's previous appearances in USA Today, Wall Street Journal, Bloomberg BusinessWeek, Fortune, Forbes, American Way, The Globe and Mail, CIO, and through workplace columnists in daily newspapers
- + Publicity and promotion in conjunction with the American Management Association
- + Online publicity targeting huffingtonpost.com, CNN.com, careerbuilder.com, monster.com, Forbes.com, psychologytoday.com, and Fastcompany.com
- + Social media launch strategy through author blogging, social media outreach (Facebook, Twitter, LinkedIn), and promotion on the author's website at jenniferkahnweiler.com



## *The Genius of Opposites*

*How Introverts and Extroverts Achieve Extraordinary Results Together*

Jennifer Kahnweiler

Bestselling author Jennifer Kahnweiler (*Quiet Influence* and *The Introverted Leader*-over 20,000 copies sold each) offers a five-step process that will help introverts and extroverts understand and appreciate each other and work together to achieve more than they ever could on their own.

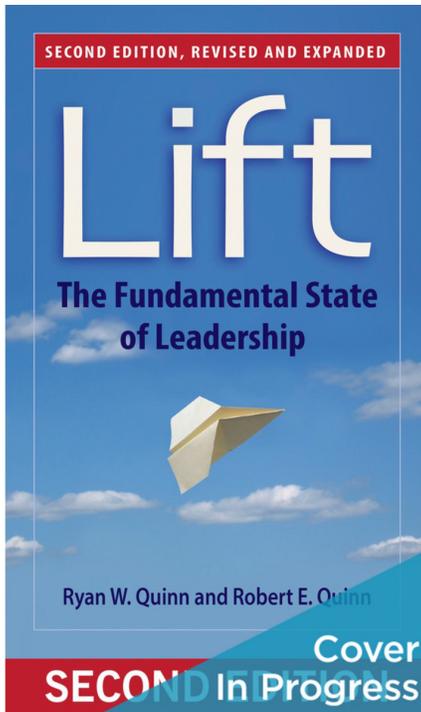
Mick and Keith. Jobs and Woz. FDR and Eleanor. Gilbert and Sullivan. History is filled with examples of successful introvert-extrovert partnerships. But how can two people who sometimes seem to be from different planets not just work together but make extraordinary products, create great works of art, and even change history?

Jennifer Kahnweiler says the key is to remember that these relationships are most successful when opposites stop emphasizing their differences and use approaches that move them towards results. She provides a five-step process that helps introverts and extroverts understand each other's "cultures," use their inevitable conflicts to spur creativity, find the right roles within their partnership, enjoy each other's company, and adapt and adjust their roles when working with clients. These partnerships require constant maintenance-opposites don't attract, they have to work at it. But when they succeed they produce exponential results. Blending the two points of view allows both partners to see and act on things neither partner would have separately.

## Author Bio

Jennifer Kahnweiler, PhD, is an author, speaker, and executive coach who has been hailed as a "champion for introverts." Jennifer has spoken at hundreds of organizations including GE, AT&T, NASA, Freddie Mac, Boeing, Turner Broadcasting, the CDC and the U.S. Embassy in Vietnam. Jennifer became committed to championing quieter people first by marrying one, second by helping organizations recognize and value them, and third, by helping introverted individuals step confidently into leadership and influencing roles.





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Bus & Econ / Leadership  
**15F Berrett-Koehler: p. 3**

Previous Edition: 9781576754443

## Promotion

### MARKETING AND PUBLICITY HIGHLIGHTS

- + Promotion in conjunction with the authors' speaking engagements, including at the International Positive Psychology Conference, Positive Psychology Conference, Positive Business Conference, and other university and corporate speaking events
- + Publicity targeting business, training, HR, and leadership publications, including Fast Company, T&D, Training, OD Journal, and academic journals like Academy of Management Review and Personnel Psychology
- + Email and direct mail campaigns to professors of leadership, management, organizational change, and positive psychology, as well as Academy of Management members
- + Online promotion through the authors' blog and website [www.leadingwithlift.com](http://www.leadingwithlift.com)
- + Social media promotion on LinkedIn, Twitter, and Facebook



## Lift

### *The Fundamental State of Leadership*

Ryan Quinn and Robert Quinn

Leading scholars Ryan W. Quinn and Robert E. Quinn marshal both scientific research and personal experience to show how you can achieve the fundamental state of leadership—lifting up both yourself and those around you. This second edition (first edition had sold over 10,000 copies) has been revised throughout and includes two new chapters.

Just as the Wright Brothers combined science and practice to finally achieve the dream of flight, Ryan and Robert Quinn combine research and personal stories to demonstrate how we can elevate ourselves and the situations and people around us to greater heights of integrity, openness, and achievement—the psychological equivalent of aerodynamic lift, and the fundamental state of effective leadership.

Lift identifies four questions that, when asked in any situation, will instantly give rise to a positive outlook, and explores the profound implications of each of these questions in-depth. The second edition includes two new chapters highlighting surprising applications of the fundamental state of leadership to situations on the job and off, as well as new stories, examples, supportive studies, and techniques for applying the lessons of Lift. Each person who learns these principles will lift themselves, lift others, and inspire others to spread that lifting as far as they can.

## Author Bio

**Ryan W. Quinn** 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 Human Resource Management.

**Robert E. Quinn** Robert E. Quinn holds the Margaret Elliot Tracey Collegiate Professorship at the University of Michigan and serves on the faculty of Organization and Management at the Ross Business School. He is one of the co-founders and the current faculty co-director of the Center for Positive Organizations.



# THE POSITIVE ORGANIZATION



Breaking Free from Conventional Cultures, Constraints, and Beliefs

**Robert E. Quinn**  
Bestselling author of *Deep Change*

Includes the Positive Organization Generator of 100 unconventional practices from real organizations

Berrett-Koehler Publishers  
On Sale: Aug 18/15  
6.13 x 9.25 • 240 pages

9781626565623 • \$38.95 • cl  
Bus & Econ / Leadership  
**15F Berrett-Koehler: p. 4**

## Promotion

### MARKETING AND PUBLICITY HIGHLIGHTS

- + Promotion in conjunction with the author's speaking engagements, including at the International Positive Psychology Conference, Positive Psychology Conference, Positive Business Conference, and other university and corporate speaking events
- + Publicity targeting business, training, HR, and leadership publications, including Fast Company, T&D, Training, OD Journal, and academic journals like Academy of Management Review and Personnel Psychology
- + Email and direct mail campaigns to professors of leadership, management, organizational change, and positive psychology, as well as Academy of Management members
- + Online promotion through the author's blog and website [www.leadingwithlift.com](http://www.leadingwithlift.com)
- + Social media promotion on LinkedIn, Twitter, and Facebook



## *The Positive Organization*

*Breaking Free from Conventional Cultures, Constraints, and Beliefs*

Robert Quinn

Continuing his groundbreaking work in Positive Organizational Scholarship, Robert Quinn (bestselling author of *Deep Change*) offers a clear path and concrete actions for creating extraordinarily high-performing organizational cultures.

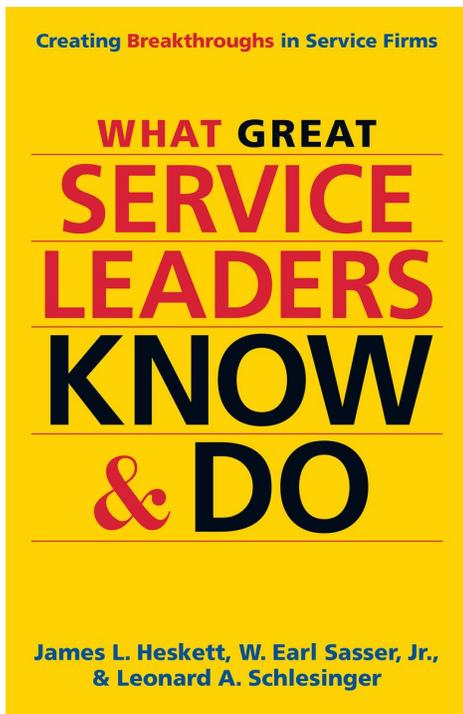
Conventional beliefs and cultures all too often create work groups, departments, and even entire organizations that are full of unengaged, underperforming people. Drawing on his decades of pioneering research, Robert Quinn shows how to create organizations where people flourish and exceed expectations.

Using many compelling stories and examples Quinn describes how to replace an outmoded and limiting conventional mindset with a new, more positive and affirming "mental map." He explains how, with this as your foundation, you can clarify the highest purpose of your organization, help others access their own excellence, communicate honestly and authentically, and much more. The book includes the Positive Organization Generator, a tool any leader can use to develop a custom action plan for turning an organization positive. At its heart, Quinn's book helps leaders transform organizations by changing themselves and others from being comfort-centered to being results-centered, from being self-focused to being other-focused, and from being internally closed to being externally open.

## Author Bio

Robert E. Quinn holds the Margaret Elliot Tracey Collegiate Professorship at the University of Michigan and serves on the faculty of Organization and Management at the Ross Business School. He is one of the co-founders and the current faculty co-director of the Center for Positive Organizations. He has published 16 books and has 30 years of experience consulting with major corporations and government agencies.





## *What Great Service Leaders Know & Do*

*Creating Breakthroughs in Service Firms*

James Heskett, W. Sasser and Leonard Schlesinger

The service sector has grown to become 80% of the US economy, yet it's poised for a revolution in personalization, big data, and complexity. How can companies design a strategy to compete?

The service sector-any company not involved in the production of products-is now 80% of the US economy, and growing part of the world economy. Written by the three leading scholars of service sector management, this book seeks to provide a roadmap for the design and delivery of winning services for leaders and managers entrusted with the task in the years to come.

The authors review their own seminal work on service management, testing the durability of concepts they've helped develop over the past thirty years. Then they move on to look at how better results will be achieved in the future-what needs to be done to create great places to work, design efficient and enjoyable service experiences, use technology to improve service delivery, and engage and retain customers. 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.

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9781626565845 • \$47.95 • cl  
Bus & Econ / Leadership  
**15F Berrett-Koehler: p. 5**

### Promotion

#### MARKETING AND PUBLICITY HIGHLIGHTS

+ National publicity targeting Harvard Business Review, Forbes, Leader to Leader, Journal of Business Strategy, strategy+business, Conference Board Review, Sloan Management Review, and Investor's Business Daily

+ Online publicity campaign targeting hbr.com, entrepreneur.com, Forbes.com, workmatters.com, and bloggers focused on business and leadership topics

+ Promotion in conjunction with the author's active speaking schedule in the US and internationally

+ Promotion to business school professors for textbook use

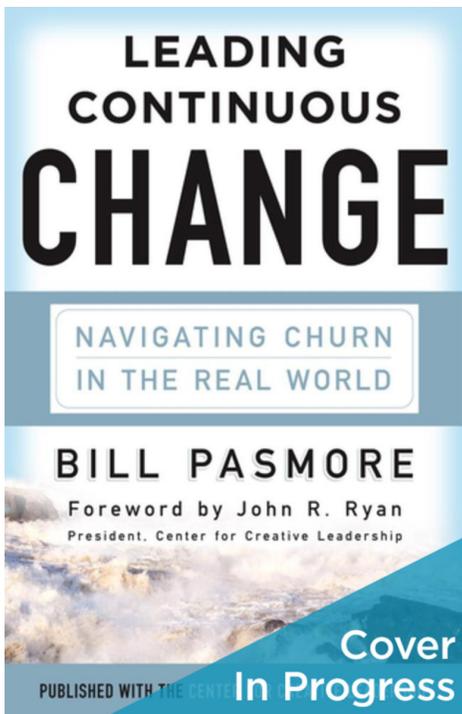
+ Social media promotion on Facebook, LinkedIn, Twitter, YouTube, Pinterest, and Google+

### Author Bio

James Heskett is UPS Foundation Professor of Business Logistics, Emeritus at the Graduate School of Business Administration, Harvard University. 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.





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9781626564411 • \$33.95 • cl  
Bus & Econ / Leadership  
**15F Berrett-Koehler: p. 6**

## Promotion

### MARKETING AND PUBLICITY HIGHLIGHTS

- + National publicity campaign targeting Wall Street Journal, Investor's Business Daily, Bloomberg BusinessWeek, Harvard Business Review, Conference Board Review, Fast Company, Forbes, Fortune and syndicated business columnists
- + Online publicity campaign to business websites and bloggers
- + Promotion in conjunction with the author's speaking engagements including at ATD, SHRM, Conference Board, and at university campuses and events
- + Email promotion to professors for textbook adoptions
- + Aggressive email promotion through CCL's monthly publication alert email blast to 40,000 and their Leading Effectively newsletter to 80,000
- + Online promotion on Facebook (70,000), Twitter, and LinkedIn (40,000)



## *Leading Continuous Change*

### *Navigating Churn in the Real World*

Bill Pasmore, foreword by John R. Ryan

Change has become constant, complex, multifaceted, and overwhelming. To meet this challenge, Bill Pasmore presents four keys to help leaders decide where and how to most effectively focus their change initiatives.

It's not news that globalization and ever-faster technological innovation have increased the pace of change exponentially. Existing change models were devised to deal with individual changes, one by one, but that's not a luxury leaders have any more. Bill Pasmore, senior vice president at the Center for Creative Leadership and a professor at Columbia University, offers a four-part model that will allow leaders to deal with multiple changes simultaneously without drowning in the churn.

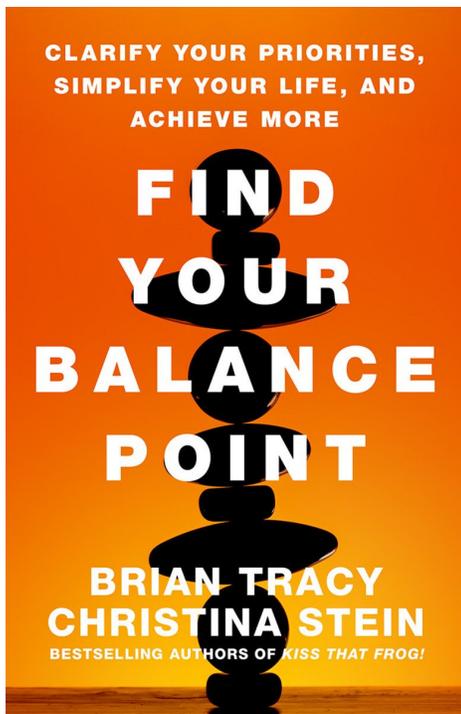
First, Pasmore urges leaders to think fewer. He shows you how to "back away from the buffet table"-sort through the dizzying array of potential change efforts you could undertake and identify a few focused "healthy" choices that will most benefit your organization. Next, Pasmore says, think scarcer-be realistic about the resources you actually have at your disposal, including how many people in your organization are willing and able to lead change efforts. Then, having narrowed your choices, allocated your resources, and found your change agents, you need to think faster. Pasmore offers advice for streamlining change processes, getting buy-in throughout the organization, and increasing the pace of change. And finally, he says, think smarter: build in processes to learn from change initiatives while they're happening and apply that learning to new and ongoing change initiatives.

Change is not the problem - thinking about change in old-fashioned narrow and prescribed terms is. Recognizing it for the complex machine that it is and accurately taking stock of your resources and speed is what works.

## Author Bio

Bill Pasmore is a Senior Vice President and Global Organizational Practice Leader for the Center for Creative Leadership, and a Visiting Professor of Organization and Leadership and advisor to the Provost on continuing education programs at Columbia University. He is also Editor of the Journal of Applied Behavioral Sciences. He was formerly a partner with Oliver Wyman Delta consulting, headed his own consulting firm, was a tenured professor at Case Western Reserve University, and taught at Stanford and Insead.





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Bus & Econ / Motivational  
**15F Berrett-Koehler: p. 7**

## Notes

- teaming up again with his daughter
- born in Vancouver; lives in San Diego

## Promotion

### MARKETING AND PUBLICITY HIGHLIGHTS

- \$40,000 marketing and promotion budget
- Promotion in conjunction with the author's 100+ speaking engagements to over 250,000 people per year
- Aggressive email promotion to over 200,000 contacts of Brian Tracy International
- National radio interviews
- National publicity campaign targeting Success, Personal Excellence, Fortune, Entrepreneur, Working Woman, Psychology Today, and Self Magazine and to major daily newspapers including Wall Street Journal, Investor's Business Daily, LA Times, USA Today, etc.
- Online publicity to business, career, and personal development websites and blogs, including Forbes.com, 800ceoread, bnet.com, FastCoExist.com, leadershipnow.com, monster.com, oprah.com, and on the authors' websites: briantracy.com and christinatracystein.com
- Aggressive promotion through social media on Facebook, LinkedIn, and Twitter, including viral videos



## Find Your Balance Point



*Clarify Your Priorities, Simplify Your Life, and Achieve More*

Brian Tracy and Christina Stein

Bestselling author Brian Tracy teams up with Christina Stein to show how to find true balance-when all your actions and choices are guided by a profound knowledge of what is most important to you. You'll not only feel less stressed, but you'll accomplish more, and more efficiently, than you ever thought possible.

People's lives become unbalanced because they're not clear on what's really important to them. As a result, they make thoughtless and impulsive choices, and end up feeling exhausted and unfulfilled without understanding why. What bestselling author Brian Tracy and Christina Stein offer is a way to find true balance.

With true balance, 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-you accomplish more of what really matters to you. People experience true balance when they find and operate from their own unique balance point.

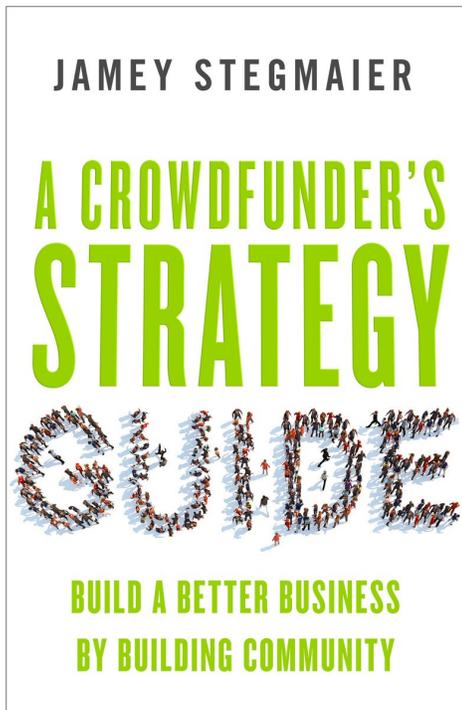
Tracy and Stein show how to find your personal balance point-the place where you have a thorough understanding of your deepest personal values, vision, purpose, and goals. They illustrate how using your balance point to set priorities and manage your time can both energize and simplify every aspect of your life. The result is a new, active approach to integrating life balance, work achievement, and time management.

## Author Bio

Brian Tracy is one of America's leading authorities on the development of human potential and personal effectiveness. A dynamic and inspiring speaker, he addresses thousands of people each year, including the executives and staff of such firms as IBM, Arthur Andersen, McDonnell Douglas, and The Million Dollar Round Table. Tracy is the author of thirteen previous books including the bestsellers Maximum Achievement and Eat That Frog. He is also the author/narrator of numerous bestselling audio programs, including The Psychology of Achievement and How to Start and Succeed in Your Own Business.

Christina Stein is a psychotherapist, speaker, author, and coach. She is a licensed Marriage and Family Therapist, is a member of both the American Association for Marriage and Family Therapy and the California Association of Marriage and Family Therapy, and is a Certified Nutrition and Lifestyle Coach.





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Bus & Econ / Crowdfunding  
**15F Berrett-Koehler: p. 8**

## Promotion

### MARKETING AND PUBLICITY HIGHLIGHTS

- + \$20,000 marketing and publicity budget
- + Promotion in conjunction with author speaking at events around crowding funding, social media, board games (GenCon, GrandCon, Geekway, BGG Con), and business schools
- + National publicity outreach to entrepreneurship, business, technology, gaming media, and crowdfunding bloggers, including Wired, Fast Company, Entrepreneur, Inc., Fortune, BuzzFeed, Huffington Post
- + Online publicity targeting crowdsourcing.org, entrepreneur.com, suitcaseentrepreneur.com, forbes.com, inc.com, mint.com, and crowdfundingdojo.com
- + Publicity in the St. Louis area through KDSK-TV and St. Louis Post Dispatch
- + Promotion to business school professors for course adoption
- + Aggressive promotion through social media outreach, including Facebook, Twitter, and LinkedIn
- + Enewsletter promotion to 35,000 contacts
- + Promotions through the author's Kickstarter lessons blog: <http://stonemaiergames.com/kickstarter/> and author's website: <http://jameystegmaier.com/>



## *A Crowdfunder's Strategy Guide*

*Build a Better Business by Building Community*

Jamey Stegmaier

Award-winning entrepreneur and crowdfunding expert Jamey Stegmaier shares his inspiring lessons and practical guidance for building the business of your dreams by engaging with customers and investors online.

As a veteran of five successful Kickstarter campaigns 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 the deeper level of what makes it work.

This book is filled with stories and examples of over 40 crowdfunding campaigns, some that succeeded wildly-like the high-tech cooler designer whose first campaign faltered but whose second raised 13 million dollars-as well as sobering disasters, like the board game maker whose project collapsed in two months and had to return over \$100,000 to his backers. Stegmaier uses these stories to illustrate lessons about things like preparation, timing, what kind of offers to make and what kind to avoid, what to spend money on and when, and more. The book includes 125 Kickstarter lessons, in one sentence each (more or less).

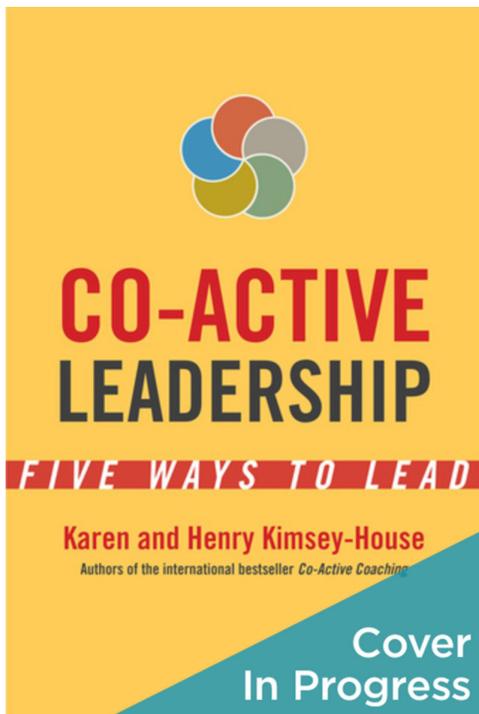
But Stegmaier's overarching point is that you've got to see crowdfunding as more than just a cool way to raise money-it's a way to create a community that will offer you far more than just dollars. If you treat your backers as people-communicate with them, attend to their needs, ask for their opinions-your chances of you and your projects succeeding increase exponentially.

## Author Bio

Jamey Robert Stegmaier is president and cofounder of Stegmaier Games, as well as a writer and blogger whose Kickstarter Lessons blog averaged 1,684 views a day in 2014. He has run five successful Kickstarter campaigns, raising over \$1 million from over 10,000 backers. Jamey graduated with a BSBA from Washington University in St. Louis in 2003 and has lived in St. Louis ever since. He currently has two cats, Biddy and Walter.



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### Notes

- they do training in Vancouver and Toronto

### Promotion

MARKETING AND PUBLICITY HIGHLIGHTS  
+ Publicity campaign targeting business, training/HR, and leadership publications, particularly Leadership Excellence, Leader to Leader, Training Magazine, T+D Magazine, HR Magazine, Coaching World, New European Economy, plus workplace writers at major newspapers  
+ Online publicity targeting HR.com, Training.com, Forbes.com, Fortune.com, and leadership and followership bloggers  
+ Author is a regular blogger on HuffingtonPost.com  
+ Promotion in conjunction with author speaking and trainings to over 2,000 trainers every year  
+ Aggressive email promotion to 40,000 contacts through email promotions and a quarterly e-newsletter, including to alumni of the authors' trainings  
+ Online promotion through authors' website: [www.thecoaches.com](http://www.thecoaches.com)  
+ Social media promotion through Twitter, LinkedIn, Facebook, and Co-Active Network, a customized social networking platform with 18,000 users



## Co-Active Leadership

### Five Ways to Lead

Karen Kimsey-House and Henry Kimsey-House

Best-selling authors Karen and Henry Kimsey-House (Co-Active Coaching, 170,000 sold) bring the wildly successful co-active model to the theory and practice of leadership.

Over and over, Karen and Henry Kimsey-House's clients told them that they found traditional, top-down models of leadership to be divisive and isolating, that they would welcome a more inclusive, holistic approach. So this book begins with a new and expanded definition of leadership: "Leaders are those who are responsible for their world." Co-Active means "being in action... together." In Co-Active Leadership everyone is a leader in different ways. We each play different leadership roles in different situations, and these roles are continually shifting.

There are five dimensions of co-active leadership. "Co-Active Leader Within" is the foundation-you must live with full self-authority, modeling acceptance and integrity "Co-Active Leader from the Front" means pointing the way and inviting and inspiring, not compelling, others to follow. "Co-Active Leader from Behind" means serving others, supporting them and growing their leadership capacity. "Co-Active leader from Beside" means fully partnering with other members of your team, without egos or agendas, a dance in which both partners lead. And finally, "Co-active Leader from the Field" means slowing down long enough to capture the insights and wisdom available beyond our rational mind. Co-Active Leadership is the only model to celebrate and honor these different expressions of leadership. It allows collaborative solutions to emerge that would never have been possible otherwise.

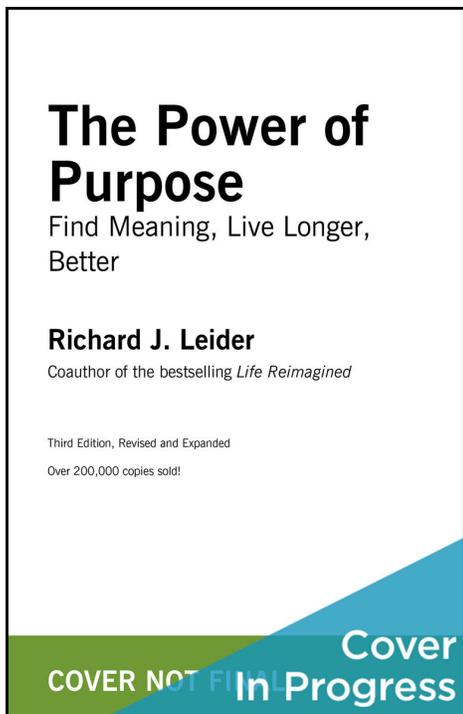
### Author Bio

Karen Kimsey-House MFA, CPCC is the CEO and co-founder of CTI, a global powerhouse with 175+ faculty, 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, and, with Henry Kimsey-House, is a coauthor of the coaching industry bestseller, Co-Active Coaching.

Henry Kimsey-House is cofounder of CTI, the lead designer of CTI's renowned coaching course curriculum, as well as CTI's Co-Active Leadership program.



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**15F Berrett-Koehler: p. 10**

Previous Edition: 9781605095233

### Promotion

#### MARKETING AND PUBLICITY HIGHLIGHTS

- + Major feature as part of a PBS Special Pledge Drive in the Fall 2015 called "Unlocking Your Purpose" followed by a promotional tour
- + Promotion through author's extensive connections to AARP and Life Reimagined
- + Promotion in conjunction with author's active speaking
- + National publicity campaign targeting Experience Life, Success, The Intelligent Optimist, Spirituality and Health, USA Today, Readers Digest and lifestyle editors and bloggers
- + Promotion online through the author's website: [www.richardleider.com](http://www.richardleider.com)
- + Online promotion through BeiliefNet.com, Gaiam.com, Dailyom.com
- + Enewsletter promotion to 20,000 contacts
- + Social media through Facebook, LinkedIn, Twitter, and YouTube



## *The Power of Purpose*

*Find Meaning, Live Longer, Better*

Richard Leider

In this new and thoroughly revised edition of the bestselling title (over 180,000 copies sold) by legendary coach, consultant, speaker, and teacher Richard Leider, we learn that finding purpose is the key to living longer and better.

Purpose is fundamental to human life. It is what makes us human. Purpose gives us the will not just to live, but to live long and well. The good news is, purpose isn't a grand concept reserved for a gifted few but something each one of us already possesses, needing only to be uncovered.

This third edition of legendary personal coach Richard Leider's bestselling classic on finding your purpose has been completely revised and updated throughout. In addition to new stories and examples it includes three new chapters. "The Science of Purpose" highlights what cutting-edge research has found are the positive benefits of having an increased sense of purpose; "The Three Stages of Purpose" looks at how our purpose can change throughout our lives; and "A Guide to Writing Your Purpose Statement" offers seven mind-opening questions to help you unlock your purpose" (and there's a "default purpose" you can go to if you're struggling).

Leider details a graceful, practical, and ultimately spiritual process for making your unique purpose 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.

### Author Bio

Richard Leider is a bestselling author and founder and chairman of The Inventure Group. 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 of eight books including three bestsellers. Richard has a worldwide practice working with many organizations and as a seminar leader he has taught over 100,000 executives and leaders from 50 corporations across the globe.



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# STRATEGIC ANALYTICS



**ADVANCING STRATEGY  
EXECUTION AND  
ORGANIZATIONAL EFFECTIVENESS**

**ALEC LEVENSON**

Berrett-Koehler Publishers

On Sale: Sep 23/15

5.50 x 8.50 • 240 pages

9781626560550 • \$40.95 • pb

Bus & Econ / Organizational Development

**15F Berrett-Koehler: p. 11**

## Promotion

### MARKETING AND PUBLICITY HIGHLIGHTS

- + National publicity campaign to HR Magazine, Strategic HR Review, People & Strategy, WorldatWork Journal, Human Resource Planning, Training Magazine, T+D
- + Promotion in conjunction with author speaking engagements, including Human Capital Analytics Summit, Marketing Analytics Summit, and Workforce and HR Analytics Summit
- + Direct marketing through the Center for Organizational Effectiveness at the Marshall School of Business, USC, including promotion on their website: <http://ceo.usc.edu/bookstore/>), and through their executive education programs, sponsored events, and email promotion
- + Email promotion to 22,000 business contacts
- + Online promotion on the author's website: AlecLevenson.com
- + Social media promotion on Facebook, Twitter, and LinkedIn



## *Strategic Analytics*

*Advancing Strategy Execution and  
Organizational Effectiveness*

Alec Levenson

One of the world's top experts on applying analytics to organizational performance provides a new, more comprehensive approach for using analytics to effectively guide business decisions.

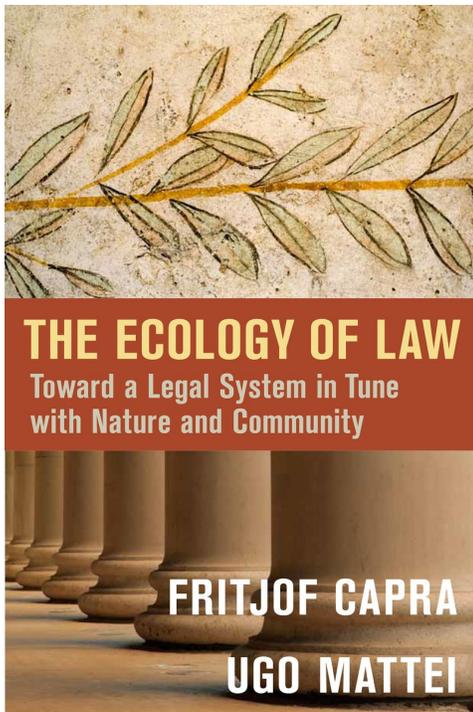
There are tons of books on how to do strategy execution better, but they all operate from the premise that their one-size-fits-all solution works for what ails all companies. But each company's context and problems are unique. You need analytics to diagnose where improvements really need to be made, but existing approaches don't give you the full picture. Senior Research Scientist at the Center for Effective Organizations, Alec Levenson provides a roadmap for doing diagnostics that will lead to actionable insights and solutions.

Levenson's model, combines the enterprise (or organization-level) approach to analytics and the human capital (or job-level) approach. This solves two parallel problems in organizations today: senior leaders pay too little attention to the practical challenges of implementing the business strategy and setting goals for achieving it, and frontline managers and HR too often focus on narrow improvements to jobs and processes that appear to be useful yet have little strategic value. The book provides an in-depth critique of common measurement approaches and, through case studies and real-world examples, shows how to apply the model to increasing customer retention, spurring innovation, developing go-to-market strategies, making budgeting and investment decisions, and more.

## Author Bio

Alec Levenson is an Economist and Senior Research Scientist at the Center for Effective Organizations, Marshall School of Business, University of Southern California. He has received research grants from the Sloan Foundation, Russell Sage Foundation, Rockefeller Foundation, U.S. National Science Foundation, China National Science Foundation, and National Institute for Literacy, and his research had been featured in such news outlets as New York Times, Wall Street Journal, The Economist, CNN, and National Public Radio.





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9781626562066 • \$38.95 • cl  
Law / Jurisprudence  
**15F Berrett-Koehler: p. 12**

## Promotion

### MARKETING AND PUBLICITY HIGHLIGHTS

- + \$25,000 marketing and publicity budget
- + Author tour in San Francisco Bay Area with author events at bookstores, libraries, churches, and conferences
- + National radio interviews targeting NPR's Weekend Edition, Tech Nation, and KQED's Forum
- + National publicity targeting San Francisco Chronicle, Readers Digest, Time, The Intelligent Optimist, New York Journal of Books, Wall Street Journal, USA Today, and New York Times
- + Online publicity targeting newsweek.com, DailyBeast.com, HuffingtonPost.com, and law blogs
- + Email promotion to 20,000 contacts
- + Social media promotion through Facebook, Twitter, and LinkedIn



## *The Ecology of Law*

*Toward a Legal System in Tune with Nature and Community*

Fritjof Capra and Ugo Mattei

Bestselling author Fritjof Capra partners with distinguished legal scholar Ugo Mattei to reveal that our legal system must catch up with the current scientific understanding of the world if it is to contribute to solving the great crises of our times.

At the root of many of the environmental, economic, and social crises we face today is a legal system based on an outdated and ultimately destructive 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 be updated to reflect a more accurate view of how the world works and become a progressive force.

Capra and Mattei trace the fascinating parallel history of law and science to show how the two disciplines have always influenced each other-until recently. Science now sees the world as being made up of interconnected networks. But law is stuck in a mechanistic, 17th century paradigm that views the world as discrete individual parts. This has led to a disregard for the health of the whole-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.

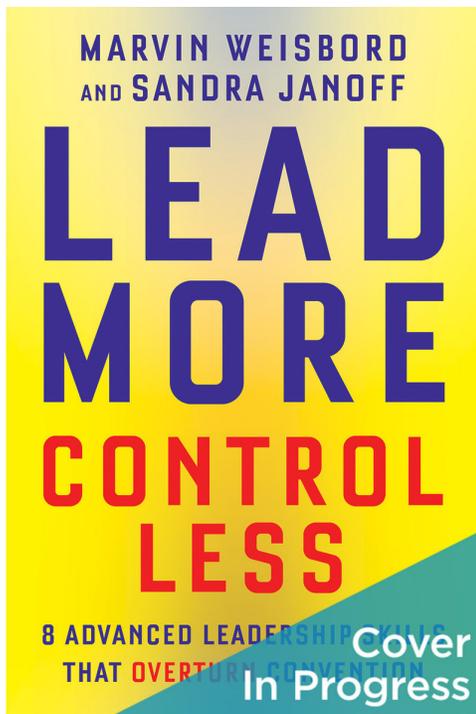
## Author Bio

Fritjof Capra, PhD, physicist and systems theorist, is a founding director of the Center for Ecoliteracy in Berkeley, California. Dr. Capra is on the faculty of the Beahrs Environmental Leadership Program of the University of California, Berkeley. He also teaches at Schumacher College in England, and frequently gives management seminars for top executives. Capra is the author of eight 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 in the University of Turin, Italy. He is also a columnist for the Italian newspaper *Il Manifesto* and the author or coauthor of several books.



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## *Lead More Control Less*

*8 Advanced Leadership Skills That Overturn Convention*

Marvin Weisbord and Sandra Janoff

Leading experts Marvin Weisbord and Sandra Janoff describe eight highly effective leadership skills that confound conventional views—you can be a more effective leader if you give up trying to change or control people.

Leadership experts Marvin Weisbord and Sandra Janoff make a bold claim: contrary to conventional management theory, you actually gain more control when you exert less pressure on those you lead—which also means less stress for you.

Working with people all over the world, Weisbord and Janoff realized that leaders trying to tell their people what to do, the traditional approach, wasn't working. It was far more effective for leaders to nurture and guide people's ability to lead and control themselves. Over time, they developed three alternative principles which form the foundation of this book: 1) Have people build on their own experiences instead of pushing for yours; 2) Set things up so that people coordinate and control their own work rather than you doing it for them; and 3) Change the conditions under which people interact rather than try to change the people.

This book describes eight essential leadership skills that put these principles into practice. It shows leaders how to let go of the unrealistic demands that they put on themselves and the far-fetched expectations that others place on them. Leaders will discover how to wear authority lightly and control less while leading more.

### **Author Bio**

Marvin R. Weisbord is an international consultant with more than thirty years experience, and the codirector of the Future Search Network. He is the author of *Organizational Diagnosis and Productive Workplaces*, editor/coauthor of *Discovering Common Ground*, and coauthor of *Future Search*.

Sandra Janoff is a consultant and psychologist who works with Fortune 500 companies, small businesses, communities and non-profits on whole systems transformation. She is codirector, along with Marvin Weisbord, of Future Search Network, and the coauthor of *Future Search*.

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9781626564121 • \$27.95 • pb  
Bus & Econ / Leadership  
**15F Berrett-Koehler: p. 13**

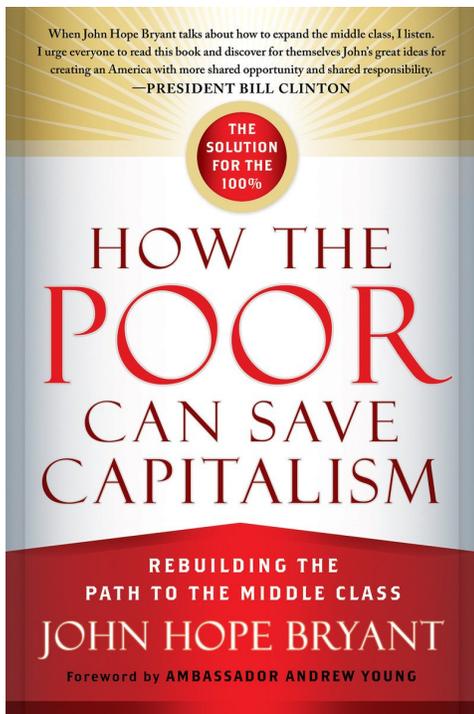
### **Promotion**

#### MARKETING AND PUBLICITY HIGHLIGHTS

- + Publicity campaign targeting business, training/HR, and leadership publications, particularly Leadership Excellence, Leader to Leader, Training Magazine, T+D Magazine, HR Magazine, plus workplace writers at major newspapers
- + Online publicity targeting HR.com, Training.com, and leadership bloggers
- + Grassroots marketing through the Future Search Network of previous and existing clients, trainers, and facilitators, including direct marketing to 5,000 contacts
- + Direct marketing to members of OD Network and Association of Talent Development (ATD)
- + Promotion in conjunction with the authors' trainings, seminars, and speaking at conferences including OD Network and client consulting engagements with IKEA, Haworth Corporation, Frysheuset (Sweden), VA Dept of Corrections, UNICEF, Save the Children
- + Online promotion through the author's website: [www.futuresearch.net](http://www.futuresearch.net)
- + Social media promotion through Twitter, LinkedIn, and Facebook



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Bus & Econ / Development / Economic Development

**15F Berrett-Koehler: p. 14**

Hardcover Edition: 9781626560321



## *How the Poor Can Save Capitalism*

*Rebuilding the Path to the Middle Class*

John Hope Bryant, foreword by Andrew Young

This book has a simple message for business leaders: you help yourselves by helping the poor. If the poor can gain a stake in the economy they can buy your products and put money in the banks. Increasing poor people's financial literacy will help them move into the middle class and enrich everyone, rich and poor alike.

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. 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.

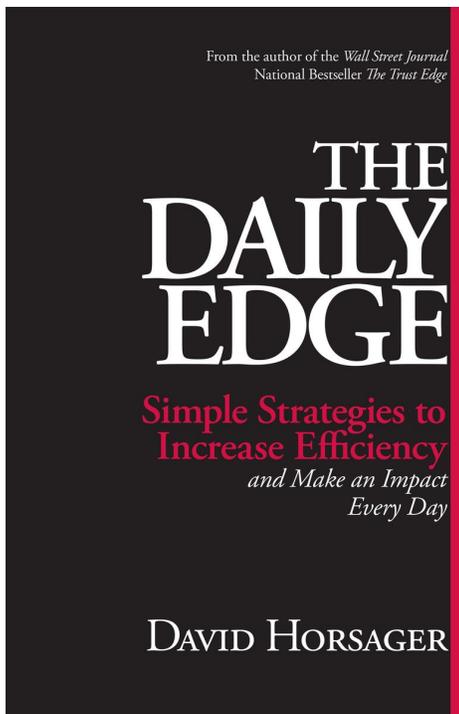
Raised in poverty-stricken, gang-infested South Central Los Angeles, Bryant saw firsthand how our institutions have abandoned the poor. He details how business loans, home loans, and financial investments have vanished from their communities. After decades of deprivation, the poor lack bank accounts, decent credit scores, and any real firsthand experience of how a healthy free enterprise system functions.

Bryant radically redefines the meaning of poverty and wealth. (It's not just a question of finances; it's values too.) He exposes why attempts to aid the poor so far have fallen short and offers a way forward: 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.

Fully 70 percent of the American economy is driven by consumer spending, but more and more people have too much month at the end of their money. John Hope Bryant aspires to "expand the philosophy of free enterprise to include all of God's children" and create a thriving economy that works not just for the 1 percent or even the 99 percent but for the 100 percent. This is a free enterprise approach to solving the problem of poverty and raising



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9781626565951 • \$33.95 • cl  
Bus & Econ / Skills  
**15F Berrett-Koehler: p. 15**

## Promotion

### MARKETING AND PUBLICITY HIGHLIGHTS

- + \$25,000 marketing and promotion budget
- + Promotion in conjunction with the author's 100+ speaking engagements per year to over 15,000 contacts
- + National radio interviews
- + National print publicity campaign targeting Success, Personal Excellence, Forbes, Fast Company, Inc., Entrepreneur, Bloomberg BusinessWeek, Esquire, Cosmopolitan, and major daily newspapers including Wall Street Journal, Investor's Business Daily, LA Times, USA Today
- + Online publicity to business, career, and personal development websites and blogs, including Forbes.com, monster.com, oprah.com, WorkMatters.com, Slacker
- + Manager, Careerbuilder.com, Workforce Management, Hotjobs.com, Salon.com
- + Online promotion on the author's website: horsager.com
- + Aggressive social media promotion via Facebook, LinkedIn, YouTube, and Twitter



## The Daily Edge

*Simple Strategies to Increase Efficiency and Make an Impact Every Day*

David Horsager

Wall Street Journal bestselling author David Horsager provides a selection of incredible new tips and tricks for maintaining your business edge on a daily basis.

How do you get your work done and still maintain relationships and build trust? For most busy executives, it's an either/or choice - either spend time with your people, or be an effective and productive leader who focuses entirely on the work. But David Horsager says you can do both.

The key is to do lots of little things on a daily basis that make you so effective that you have enough time to interact with your people and honor and build the relationships you have with them. In succinct, quick-read chapters Horsager offers thirty-five high impact productivity practices, each 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 put people first-which Horsager insists must be always be one of your top priorities.

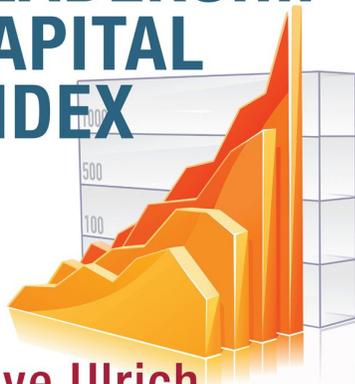
## Author Bio

David M.A., C.S.P, is CEO of Horsager Leadership, Inc, and an award-winning keynote speaker as well as an adjunct professor of organizational leadership in the graduate program at Bethel University. He has advised multinational companies such as American Express, FedEx, ING and Wells Fargo. He is the author of The Trust Edge, a Wall Street Journal and Publishers Weekly bestseller. His work has recently been featured in Fast Company, Forbes, New York Post, SUCCESS Magazine and many others.



Realizing  
the Market Value  
of Leadership

# THE LEADERSHIP CAPITAL INDEX



**Dave Ulrich**

Bestselling Author of *The Why of Work*  
and *Human Resource Champions*

Foreword by Mark Mobius

Executive Chairman, Templeton Emerging Markets Group

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Bus & Econ / Leadership  
**15F Berrett-Koehler: p. 16**

## Promotion

### MARKETING AND PUBLICITY HIGHLIGHTS

- + \$50,000 marketing budget
- + Major national publicity campaign targeting business, leadership, investing, and human resources publications and websites including Forbes, Fortune, Fast Company, Chief Learning Officer, The Economist, Entrepreneur, Stanford Social Innovation Review, Investors Business Daily, Inc., Wall Street Journal, Training, TD Magazine, The Globe and Mail and workplace writers at the top 100 daily newspapers
- + National radio interviews
- + Online publicity campaign targeting bloggers focused on leadership, investing, and business topics
- + Promotion in conjunction with the authors' speaking engagements
- + Online publicity through the author's websites: [daveulrich.com](http://daveulrich.com) and [rbl.net](http://rbl.net)
- + Social media promotion through Facebook, Twitter, and LinkedIn



## *The Leadership Capital Index*

*Realizing the Market Value of Leadership*

Dave Ulrich, foreword by Mark Mobius

Leadership is critical for any company's success, but how can you put a concrete, measurable value on it? For the first time, David Ulrich shows how anyone can effectively evaluate the impact of leadership quality on the market value of any firm.

Everyone agrees that much of the success of any company depends on the quality of its leadership. Yet there is has been no rigorous, comprehensive way of rating leadership quality as it relates to company market value-until now.

In this book leading scholar, author, and consultant Dave Ulrich provides a "leadership capital index" – a thorough way of assessing how the quality of a company's leadership impacts its value (e.g., like a Moody's index for leadership). Drawing on ten years of work Ulrich finally offers an alternative to the instinctive and subjective approaches people have been forced to take in the past.

In successive chapters, Ulrich develops multiple dimensions of this leadership capital index, including leaders' personal abilities (their personal proficiency, strategic proficiency, execution proficiency, people proficiency, and leadership brand proficiency) and organizational leadership capabilities (cultural capability, talent management, performance accountability, information management systems, and work process). The result is a groundbreaking book that opens up a major new area of understanding and analysis of business and leadership.

## Author Bio

Dave Ulrich is the Rensis Likert Professor of Business at the Ross School, University of Michigan and a partner at the RBL Group consulting firm. He is the author or coauthor of numerous books, including *The Why of Work* and *The HR Scorecard*, and is the recipient of many awards, including receiving a Lifetime Achievement award from ASTD (now ATD), being repeatedly named to the Thinkers 50 list of thought leaders and being repeatedly designated the #1 most influential international HR thought leader by HR Magazine.



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# Collaboration Begins with You

Be a Silo Buster

Ken  
Blanchard,  
Jane Ripley  
Eunice Parisi-  
& Carew

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On Sale: Sep 23/15  
5.50 x 8.50 • 144 pages

9781626566170 • \$32.95 • cl  
Bus & Econ / Leadership  
**15F Berrett-Koehler: p. 17**

## Promotion

### MARKETING AND PUBLICITY HIGHLIGHTS

- + \$40,000 marketing budget
- + National publicity campaign targeting business, leadership, success, and publications and websites including Success, Forbes, Fortune, Chief Learning Officer, Entrepreneur, Investors Business Daily, Inc., USA Today, Psychology Today, Training and workplace writers at the top 100 daily newspapers
- + National radio interviews
- + Online publicity campaign targeting 100 bloggers focused on leadership and business
- + Promotion in conjunction with the authors' 40+ speaking engagements per year
- + Publicity in conjunction with the Ken Blanchard Companies, including email blasts to 125,000 contacts and promotion on their website, blogs, social media, and YouTube
- + Online publicity through the Ken Blanchard Company's blog site: leaderchat.org and website: kenblanchard.com
- + Aggressive social media promotion through Facebook (20,500,000 friends), LinkedIn (7,700 followers), Twitter (192,000 followers), YouTube, and Google+



## Collaboration Begins with You

*Be a Silo Buster*

Ken Blanchard, Jane Ripley and Eunice Parisi-Carew

Bestselling author Ken Blanchard and his coauthors bring his signature "business parable" style to a critical skill for today's workplace: collaboration.

Everyone knows that collaboration creates high-performing teams and organizations. Yet it often doesn't happen, because people and groups typically believe that they are doing what's needed—the problem is always outside: the other team member, the other department. So people stay in their silos and the creative energy collaboration generates is lost.

This book shows that collaboration begins with you. It is an inside-out process that starts with your heart (who you are) and head (what you know and believe), then moves to your hands (what you do). The authors help people develop a collaborative culture by utilizing differences, nurturing safety and trust, instituting clear purposes and goals, talking openly, and empowering themselves and others. When people recognize and change erroneous beliefs and actions regarding collaboration, failures can be turned into successes and breakthrough results achieved at every level.

## Author Bio

Ken Blanchard is chief spiritual officer of The Ken Blanchard Companies. He is the author of more than 60 books, beginning with *The One Minute Manager®* in 1982, which have combined sales of more than 21 million copies, making him one of the bestselling business authors of all time.

Jane Ripley has twenty-three years experience in the learning and development field and has served as a board director in three companies. She was also part of an award-winning team that designed and delivered a series of blended learning programs on inclusion and diversity.



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MICHEL GELOBTER

# LEAN STARTUPS FOR SOCIAL CHANGE

THE REVOLUTIONARY PATH TO BIG IMPACT



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5.50 x 8.50 • 216 pages

9781626561496 • \$27.95 • pb  
Bus & Econ / Nonprofit Organizations & Charities  
**15F Berrett-Koehler: p. 18**

## Promotion

### MARKETING AND PUBLICITY HIGHLIGHTS

- + National publicity outreach to entrepreneurship, business, and social change media and bloggers, including Fast Company, Entrepreneur, Inc., Fortune, Nonprofit World, New York Times, and Huffington Post
- + Online publicity targeting greentechmedia.com, grist.com, entrepreneur.com, alternet.org, forbes.com, inc.com
- + Promotion in conjunction with author speaking at universities and conferences on the topics of climate change, social justice, and innovation
- + Promotion to business school professors for course adoption, including through the author's connections at UC Berkeley and Singularity University
- + Grassroots marketing through organizations, including Ceres and National Resources Defense Council who together have 1.3 million members
- + Enewsletter promotion to 22,000 contacts
- + Online promotions through the author's website:
- + Social media promotion through Facebook, Twitter, and LinkedIn



## Lean Startups For Social Change

*The Revolutionary Path to Big Impact*

Michel Gelobter

The Lean Startup concept has revolutionized the way businesses are developed. Now Michel Gelobter applies this powerful concept to the social sector.

In business, the lean start-up movement is turning the traditional approach to innovation on its head. Rather than developing an elaborate plan, raising money to fund it, and then following it to its uncertain conclusion—a process that can take years—entrepreneurs in companies new and old are launching small inexpensive initiatives to test ideas, quickly learning from failures and successes, and using that data to further refine the ideas and test them again. Social entrepreneur Michel Gelobter says there's no reason the social sector can't do the same.

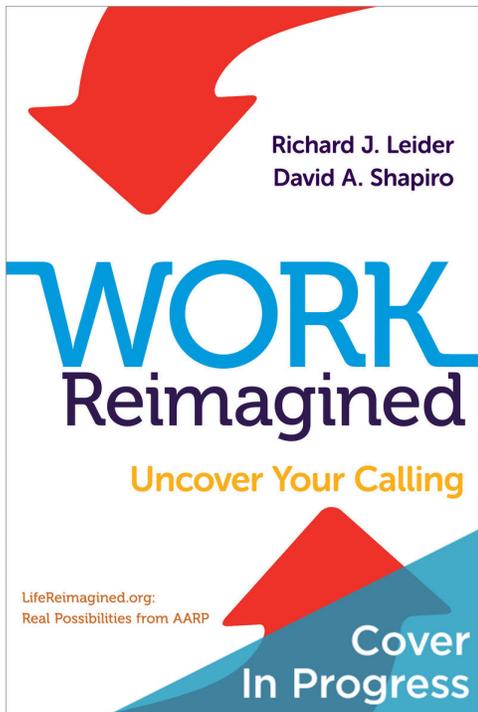
Gelobter goes through the lean startup process step by step, showing exactly how nonprofits and advocacy organizations can adapt it to increase their impact. He uses dozens of real-world examples: a homelessness group that discovered the one metric they needed to improve to get more people off the streets; a technology-based literacy startup that was able to reach two million children in two years, when it took a more traditionally-oriented program fifteen; and many others. From the glimmer of an idea to make the world a better place to deep reform in the heart of the world's largest government and non-profit bureaucracies, Michel Gelobter shows how the lean start-up can drive a revolution in policy and social change.

## Author Bio

Michel Gelobter is the founder and chairman of Cooler Inc., a for-profit social venture that helps businesses and consumers reduce greenhouse gas pollution and a senior advisor to the Packard Foundation. He is a lecturer at U.C. Berkeley and presently serves on the Boards of the Natural Resources Defense Council and Ceres, as well as the Advisory Board of Vice-President Al Gore's Alliance for Climate Protection. He was a cofounder of BuildingEnergy.com, a cloud platform for the world's building energy data, and was Chief Green Officer for Hara, the leading enterprise energy and environmental management software startup. Prior to that he was President/CEO of Redefining Progress, the U.S.'s leading domestic sustainability policy institute. He also founded and directed the Environmental Policy Program at Columbia University, worked as a Congressional Black Caucus Fellow as well as for the U.S. House of Representatives Energy and Commerce Committee, and was Director of Environmental Quality for the City of New York.



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Bus & Econ / Careers / General  
**15F Berrett-Koehler: p. 19**

## Promotion

MARKETING AND PUBLICITY HIGHLIGHTS  
+ \$40,000 Promotion and Publicity budget  
+ Major promotion through AARP: AARP the Magazine (announcement in October/November issue distributed to 24 million, plus frequent advertising), AARP.org (promotion on home page and through out the site), AARP Web letter email blast to 4.2 million  
+ Major promotion through the AARP Life Reimagined campaign: LifeReimagined.org book promotion and excerpts; aggressive social media promotion on Facebook, Tumbler, Google, Twitter, Pinterest  
+ National publicity through USA Today, Entrepreneur, Inc., Forbes, Fortune, Fast Company, Success, Spirituality and Health, and Self  
+ Online publicity through careerbuilder.com, hotjobs.com, monster.com and about.com  
+ National radio interviews  
+ Promotion in conjunction with the authors' speaking engagements  
+ Promotion through the author's website: richardleider.com  
+ Aggressive social media promotion on Facebook, LinkedIn, and Twitter, including viral videos



## Work Reimagined

*Uncover Your Calling*

Richard Leider and David Shapiro

The much-anticipated sequel to the bestselling Life Reimagined (over 33,000 copies sold), this new guide to finding one's calling at work applies to all ages and stages of life.

The speed, scope, and turbulence of the working world has increased exponentially over the last decade-plus. Work hours are steadily increasing, and people's work lives now extend far past 65. With so much time spent on the job, it's more important than ever to find work that makes the most of your unique gifts, interests, and passions-to discover your true calling. That's exactly what bestselling authors Richard Leider and David Shapiro help you do in Work Reimagined.

The authors combine a thoughtful and practical discussion about finding your calling with advice and examples showing how to apply these ideas to your life. Through a unique Calling Card exercise-available online-that features a guided exploration of 52 "natural preferences" (such as Advancing Ideas, Doing the Numbers, Building Relationships, Performing Events) the book gives readers a new way to detect and reflect on the core of their life's work. They mix in dozens of inspiring stories featuring individuals who have found, or are in the process of finding, their calling. This is an inspiring, effective, and entertaining approach to discovering the work you were born to do, no matter what stage of life you are in.

## Author Bio

Richard J. Leider is the founder of Inventure – The Purpose Company – and is ranked by Forbes as one of the "Top 5" most respected executive coaches, by Linkage as one of the "Top 50" executive coaches, and by the Conference Board as a "legend in coaching." As a keynote speaker, he has helped more than 100,000 leaders from over 50 corporations such as AARP, Ericsson, Mayo Clinic, and MetLife discover the power of purpose. Richard is the author or coauthor of ten books.

David Shapiro is the Education Director of the Northwest Center for Philosophy for Children, a non-profit 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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