



**RAINCOAST BOOKS**  
ALWAYS CONNECTED

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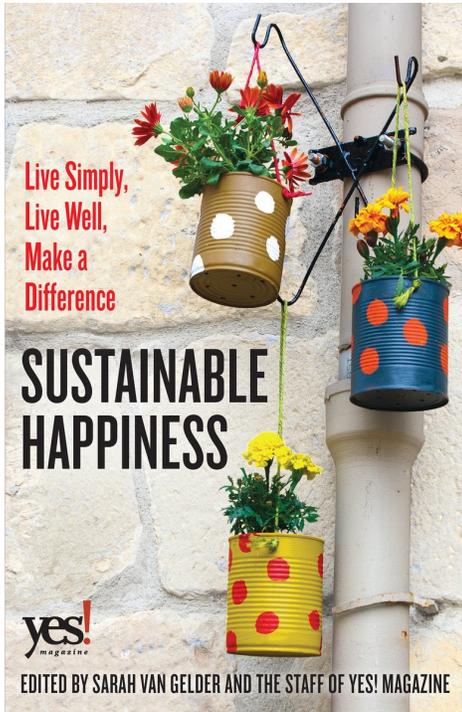
# WINTER 2015

## BERRETT-KOEHLER

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**This edition of the catalogue was printed on August 21, 2014.**

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



Berrett-Koehler Publishers  
On Sale: Jan 1/15  
5.50 x 8.50 • 168 pages

9781626563292 • \$19.95 • pb  
Self-Help / Personal Growth / Happiness

## Promotion

- + Author events with contributors: TBD
- + National publicity campaign to the O the Oprah Magazine, Real Simple, Intelligent Optimist, Good Magazine, The Futurist, Utne, Nonprofit Journal, Nonprofit World, Tikkun
- + National radio interviews
- + Aggressive promotion through YES! Magazine (41,000 subscribers), the Yes! weekly e-newsletter (80,000 contacts) and social media outreach (40,000 Twitter followers and 30,000 Facebook likes), yesmagazine.com
- + Online promotion to truthout.org, orion.com, upworthy.com, grist.org, shriverreport.org, selfhelp.com, gretchenrubin.com, altnet.org
- + Promotion through the author's column on HuffingtonPost.com
- + Grassroots marketing through communities and organizations that are pursuing social change, including BALLE (Business Alliance for Local Living Economies, 20,000), Institute for Noetic Sciences (30,000), and Institute for Policy Studies



## Sustainable Happiness



*Live Simply, Live Well, Make a Difference*

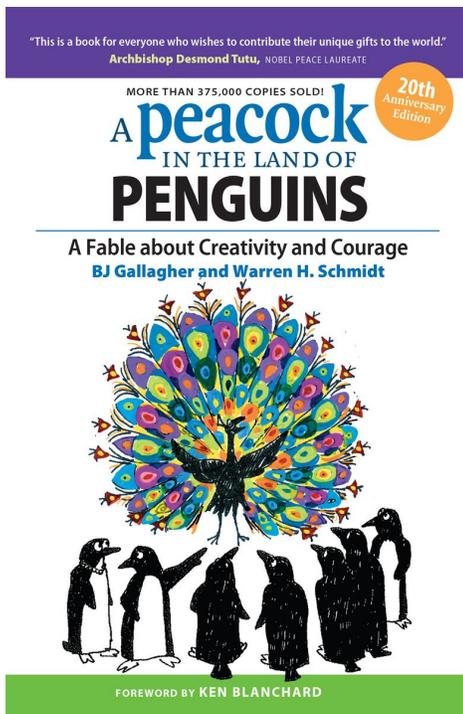
Sarah Van Gelder

We're bombarded by messages telling us that more, bigger, and better things are the keys to happiness. So we pile up the stuff, pile on the hours, and end up exhausted and depressed on a planet full of trash. Yes! Magazine has been exploring the meaning of real happiness for 18 years, and in this utterly delightful book, they bring together what thoughtful researchers and thoughtful people have uncovered about achieving happiness that lasts. Each chapter takes a different approach and tackles a different aspect of happiness, but all lead to the same conclusion: it isn't money or things that make us happy, it's the depth of our relationships, the quality of our communities, the contribution we make through the work we do, our ability to enjoy a healthy natural world. The authors discuss the ways that our stories about happiness and well-being define the goals of individuals and society and offer insights readers can use in their own lives to enhance their long-term well-being.

## Author Bio

Sarah van Gelder is co-founder and Executive Editor of YES! Magazine and YesMagazine.org. Sarah frequently speaks and is interviewed on radio and television on leading-edge innovations that show that another world is not only possible, it is being created. She blogs regularly on YesMagazine.org and on Huffington Post.





Berrett-Koehler Publishers  
On Sale: Jan 5/15  
5.50 x 8.50 • 168 pages

9781626562431 • \$21.95 • pb  
Bus & Econ / HR & Personnel Mgmt

## Promotion

+ National publicity targeting Women's World, T+D Magazine, MWorld, Strategy+Business, O the Oprah Magazine, Inc., Training Magazine, Leadership Excellence, Fast Company, Executive Edge, Best Practices in HR, Wall Street Journal, plus workplace writers at top dailies and association newsletters on focusing on diversity, leadership, training, and coaching

+ Active online publicity campaign targeting hr.com, shriverreport.com, workingmother.com, Forbes.com, workmatters.com, and bloggers focused on diversity, business, and leadership topics

+ Promotion in the author's regular column on huffingtonpost.com

+ Promotion in conjunction with the author's active speaking schedule at conferences of the Society for Human Resource Management and American Society of Training and Development

+ Aggressive social media promotion on Facebook, LinkedIn, Twitter, YouTube, and Google+



## *A Peacock in the Land of Penguins*



*A Fable about Creativity and Courage*

BJ Gallagher and Warren Schmidt, foreword by Ken Blanchard

Almost everyone has experienced the hurt and frustration of not feeling accepted, of being perceived as "different" and not fitting into the group. People who have good ideas that differ from conventional wisdom are often ignored or criticized for the very thing that makes them valuable to the organization—their creativity. Innovation often comes from the most unlikely places, and people in organizations need to break out of their "penguin suit thinking" to create a climate where new ideas can flourish.

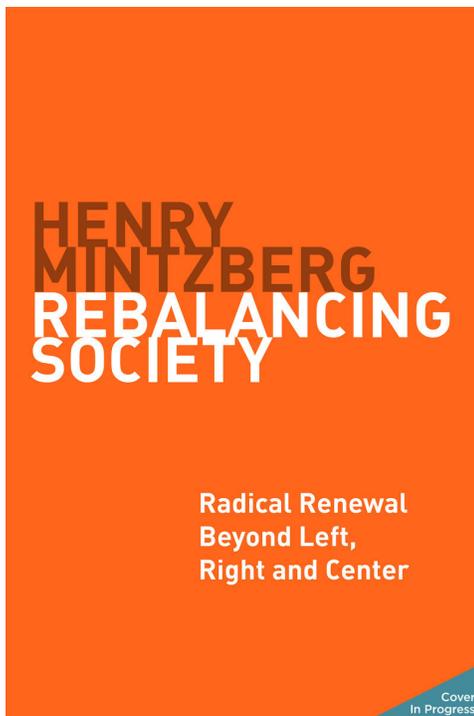
*A Peacock in the Land of Penguins* brings to life the challenges of birds of different feathers trying to work together through the engaging story of Perry the Peacock and the other exotic birds who struggle to be themselves in the conformity-minded Land of Penguins. This delightful fable humorously and memorably illuminates the importance of understanding and embracing the full range of perspectives that people bring to bear on their work.

The 20th Anniversary edition updates Perry's tale with a "bonus" story and includes updates to tips, tools, and assessments added to the previous edition.

## Author Bio

Barbara "BJ" Hateley, an accomplished management consultant, workshop leader, and popular speaker. She spent almost five years at The Los Angeles Times as manager of training and development, prior to founding her own human resources consulting company, Steps to Success.





## Rebalancing Society



*Radical Renewal Beyond Left, Right, and Center*

Henry Mintzberg

Our world is out of balance and the consequences are proving fateful: the degradation of our environment, the demise of our democracies, and the denigration of ourselves, with greed having been raised to some sort of high calling. Legendary management scholar Henry Mintzberg here brings his formidable analytical powers to bear on how we can renew our troubled societies.

Mintzberg argues that there are three pillars of a healthy society: the public (government), the private (business), and the plural (nonprofit). Communism collapsed because the public sector overwhelmed the others. Capitalism is in crisis because the private sector has come to dominate, particularly in the United States. Large corporations have attained positions of entitlement, justified by the prevailing economics dogma of our day: that greed is good, property is sacrosanct, markets are sufficient, and governments are suspect.

It is in the neglected plural sector Mintzberg believes hope lies. Radical renewal will have to begin on the ground, within communities of people who exhibit the inclination and the independence to tackle difficult problems head on. We may vote in the public sector and consume in the private sector, but we are the plural sector. We are it, and because it is the way forward, we are the way forward. He offers specific steps for increasing the power of the plural sector, curbing the excesses of the private, and restoring the public to its proper role.

### LEAD

Berrett-Koehler Publishers  
On Sale: Jan 5/15  
5.50 x 8.50 • 144 pages

9781626563179 • \$19.95 • pb  
Political Science / Ideologies / General

### Promotion

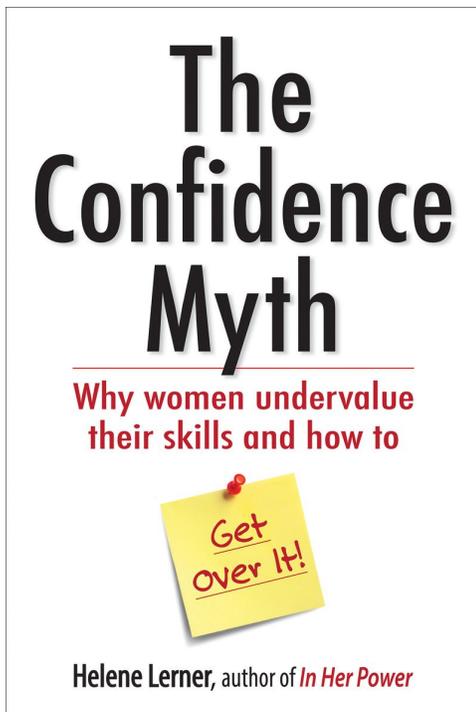
- + National publicity campaign targeting The Economist, strategy+business, Bloomberg BusinessWeek, Fortune, Harvard Business Review, Sloan Management Review, Financial Times, Fast Company, Globe and Mail, and Wall Street Journal
- + Promotion in conjunction with author speaking engagements at Academy of Management and European Group for Organization Studies
- + Direct mail to 12,000 contacts, including members of the Academy of Management and Organization Development Network
- + Email marketing to 25,000 business contacts and professors
- + Promotion at the Academy of Management conference
- + Online publicity targeting altnet.org, huffingtonpost.com
- + Promotion on the author's website: [www.mintzberg.org](http://www.mintzberg.org)
- + Social Media promotion through Facebook, Twitter.

### Author Bio

Henry Mintzberg is the Cleghorn Professor of Management Studies at McGill University in Montreal, Canada, and a founding member of CoachingOurselves.com. He has won awards from numerous prestigious academic, business, and government institutions and is the author of many bestselling books, including *Managing, The Rise and Fall of Strategic Planning, Managers Not MBAs, Structure in Fives, and Mintzberg on Managing.*



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Berrett-Koehler Publishers  
On Sale: Feb 2/15  
6 x 9 • 144 pages

9781626562028 • \$18.50 • pb  
Bus & Econ / Women In Business

## Promotion

- National TV and radio interviews
- National publicity campaign targeting O the Oprah Magazine, Working Woman, Cosmopolitan, Success, Time, Fast Company, More Magazine, Pink, Entrepreneur, Wall Street Journal, Investors Business Daily, USA Today
- Online promotion through the author's column on huffingtonpost.com
- Online publicity targeting forbes.com, coexist.com, careerbuilder.com, monster.com
- Promotion in conjunction with author speaking at Fortune 500 companies and prominent womens' conferences
- Aggressive social media promotion through the author's website: womenworking.com, Twitter @Womenworking (99.5K followers), and Facebook (210K likes)



## *The Confidence Myth*



*Why Women Undervalue Their Skills, and How to Get Over It*

Helene Lerner

This book contains a practical tool kit that will help potential women leaders reach higher levels. Helene Lerner has spoken and consulted at hundreds of companies where women struggle with confidence and the impostor syndrome--ironically, the more qualified women are, the more hesitant they are to take risky assignments.

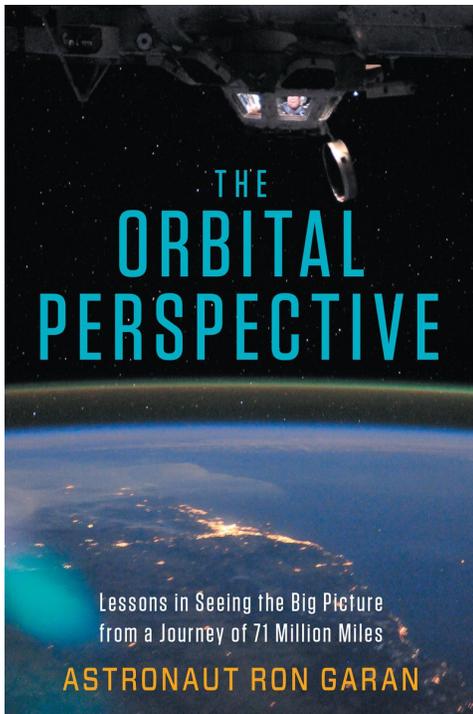
The chapters are organized around myths and truths that can either support or deter women from stepping up. Interspersed among the pages are Confidence Sparks, reflective exercises, and Power Tips to propel readers forward.

While Lerner's book is built upon years of experience as a coach and mentor, her goal is to inspire and persuade women to make courageous moves, not to give statistics and research on inequality. The operative word is "NOW." Men are not waiting to step up and speak up, so women can't afford to wait for their turn.

## Author Bio

Helene Lerner is a prolific author, independent public television host, Emmy-winning executive producer and Fortune 500 workplace consultant. Her writing, speaking, and broadcasting cover a wide array of women's issues. Under the umbrella of Creative Expansions, Inc. the company she founded in 1994, Lerner has produced more than 20 televised specials and received American Public Television's (APT) "MVP" award for her outstanding contributions to public television. She is also the author of nine books. She resides in New York.





Berrett-Koehler Publishers  
On Sale: Feb 2/15  
6.13 x 9.25 • 240 pages

9781626562462 • \$34.95 • cl  
Biography / Personal Memoirs

## Promotion

+ 16 pages of color photos taken by Garan during his time on the ISS

+ \$25,000 marketing and promotion budget

+ National publicity campaign targeting print and online media USA Today, Time, The Atlantic, The Economist, Forbes.com, Intelligent Optimist, EnlightenNext, Sierra Magazine, Readers Digest, Nature Magazine, The Futurist, Stanford Social Innovation Review, Journal of Philanthropy

+ National radio and TV interviews

+ Promotion in conjunction with the author's speaking engagements, including keynote addresses at the Harvard Leadership Conference, Global Social Business Summit, Global Health Showcase, One Young World Summit, Nature Conservancy Summit, Social Media for Government Conference, Social Good Summit, SxSW, and Google Zeitgeist

+ Grassroots marketing through the US Agency for International Development (USAID), NASA, and other government agencies



## *The Orbital Perspective*



*Lessons in Seeing the Big Picture from a Journey of 71 Million Miles*

Ron Garan

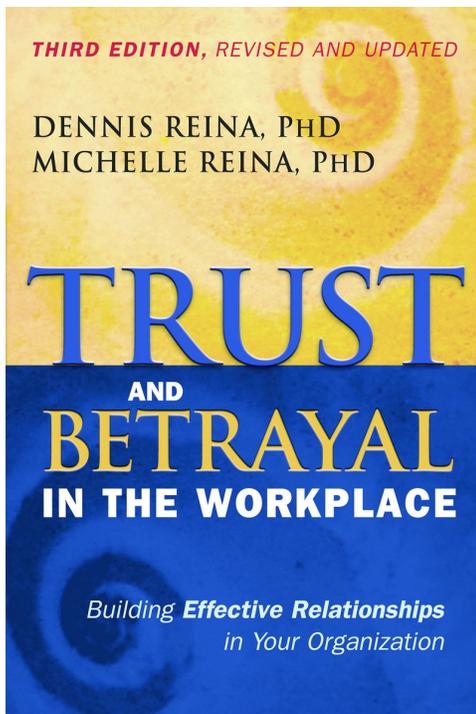
Ron Garan experienced something few of us can imagine—living in orbit on the International Space Station (ISS) for six months. The ISS is arguably the most ambitious, technologically complicated (and expensive) undertaking in human history, and no one nation could have constructed it alone. Garan delves into the origins and global importance of the ISS, and then digs deeper to reveal the very personal impact his time on the ISS had for him.

Now active in global projects to promote peace, combat hunger, thirst, and poverty, Ron is determined to use the audacity of the ISS as a model for cooperation to solve to our greatest problems. We have all the technology and resources we need to overcome our greatest barriers to living in peace, prosperity, and global friendship. We only need to step outside our comfort zones, the way we've always done things, and have the courage to embrace new collaborative partnerships and processes. Much more than a memoir or travelogue, Ron's book is a call to action for each of us to care for the most important space station of all, planet Earth.

## Author Bio

Col. Ron Garan (USAF ret.) is a decorated fighter pilot, astronaut, entrepreneur and philanthropist. He has logged 178 days in space and 71 million miles in orbit. He is the founder of Manna Energy, Ltd, which is active in treating water in Rwanda. It is the first organization in the world to earn a UN Clean carbon credit. He is also leading an effort with USAID to create Unity Node, an open source, collaborative platform for humanitarian organizations around the world. He is the founder of fragileoasis.org, a nonprofit to inspire social action using the "orbital perspective" experienced by astronauts.





Berrett-Koehler Publishers  
On Sale: Feb 2/15  
6 x 9 • 224 pages

9781626562578 • \$26.95 • pb  
Bus & Econ / Organizational Behavior

Previous Edition: 9781576753774

## Promotion

- Promotion in conjunction with the authors' active speaking schedule, including OD Network, ATD, SHRM, ASAE, New England Human Resources Association, and Vermont Businesses for Social Responsibility
- Articles and interviews in Leadership Excellence, Harvard Management Update, Leader to Leader, Executive Traveler, and Training Magazine
- National publicity targeting workplace writers and columnists at top daily newspapers
- Online promotion through 800ceoread, Forbes.com, Examiner.com, HR.com, and the authors' website [reinatrustbuilding.com](http://reinatrustbuilding.com)
- Grassroots marketing to major Fortune 500 clients like American Express, Boeing, Johnson & Johnson, US Army Corp of Engineers, and John Hopkins Medical Center
- Email blasts to over 25,000 contacts
- Aggressive social media promotion on Facebook, LinkedIn, Twitter, and Google+



## *Trust and Betrayal in the Workplace*



*Building Effective Relationships in Your Organization*

Dennis Reina and Michelle Reina

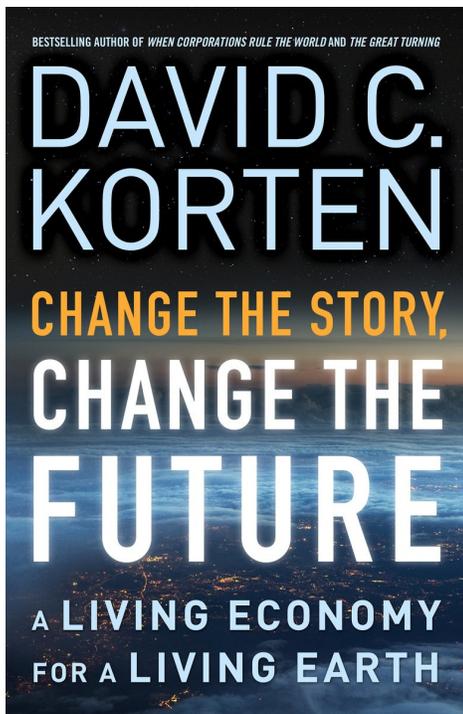
Every leader knows that trust is essential for a high performance organization in which people are engaged, collaborate, and want to work. Yet, how to create a culture of trust is not so easily understood. This 15th anniversary, third edition is about trust: the power when it exists, the pain when it is lost, and the transformation that occurs when it is rebuilt.

Drs. Dennis and Michelle Reina here update their pioneering research on trust. You'll learn the 3 key dimensions of trust and the 16 behaviors that build it, and you'll discover the subtle (and not-so-subtle) ways trust is broken every day, sabotaging relationships, business results, and leaving people feeling betrayed. When betrayal happens, leaders often do the opposite of what they should do. Dennis and Michelle walk you through the steps you can take to rebuild trust so relationships are energized, and the organization becomes a place where people want to work and produce positive results.

## Author Bio

Dennis and Michelle Reina are principals of Chagnon & Reina Associates, Inc., an organization development research and consulting firm. They are change management consultants, executive coaches, and speakers who each have a Ph.D. in Human Organizational Systems. They have worked with and conducted research in over 65 organizations in private industry, state government, higher education, and the non-profit sector, including AT&T, BF Goodrich Aerospace, Harvard University, Ben & Jerry's, Bankers Trust, and Walt Disney World





Berrett-Koehler Publishers  
On Sale: Feb 2/15  
5.50 x 8.50 • 192 pages

9781626562905 • \$24.95 • pb  
Political Science / Public Policy / Economic Policy

## Promotion

- + Author tour: Seattle, San Francisco Bay Area, New York, Los Angeles
- + National publicity targeting Yes! Magazine, Tikkun, Utne, Sojourners, Congregations, Shambhala Sun
- + National radio and TV interviews
- + Regional radio interviews on KBOO in Portland, KGNU in Boulder, KALW in the SF Bay Area, KUOW in Seattle, KBCS in Bellevue, WA, Conscious Talk Radio - KKNW (Seattle and Spokane)
- + Online publicity targeting Alternet, HuffingtonPost.com, Care2.com, DailyKos, Daily Beast, Change.or, utne.com, spiritualityhealth.com
- + Promotion through YES! Magazine (41,000 subscribers), the Yes! weekly e-newsletter (80,000 contacts) and social media outreach (40,000 Twitter followers and 30,000 Facebook likes)
- + Grassroots marketing through the 116 organizations of the New Economy Coalition (NEC)



## *Change the Story, Change the Future*

*A Living Economy for a Living Earth*

David Korten

We humans live by stories. This defining human quality distinguishes us from other intelligent species and gives us a capacity to rapidly change our individual and group behavior in response to changing circumstances. On the downside, when we get our story wrong, the consequences can be devastating.

In this extraordinary work, David Korten identifies three cultural stories—ways of understanding the world—that have contributed to our current economic, political, and environmental crisis. Korten explains how these stories, however arguably well intentioned, have led us to value life by its market value, view nature as a commodity, and see ourselves as separate from our world. To find a path to a viable human future Korten offers a new story, one consonant with both modern science and spiritual traditions, that acknowledges the reality that we are living beings born of a living Earth that itself is born of a living universe. He shows how we can choose our actions and design our institutions based on this understanding.

## Author Bio

Dr. David C. Korten is a co-founder and board chair of the Positive Futures Network, which publishes YES! A Journal of Positive Futures; founder and president of the People-Centered Development Forum; an associate of the International Forum on Globalization; a member of the Club of Rome; and serves on the boards of the Business Alliance for Local Living Economics and the Bainbridge Graduate Institute. He has authored or edited numerous books, including *When Corporations Rule the World*, *The Post-Corporate World*, and *Globalizing Civil Society*.



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Ken  
Blanchard  
#1 New York Times Bestselling Coauthor of *The One Minute Manager*®  
& Morton  
Shaevitz  
Psychologist, Bestselling Author, and Expert on  
New Models of Aging

Berrett-Koehler Publishers  
On Sale: Feb 2/15  
5.50 x 8.50 • 144 pages

9781626563339 • \$27.95 • cl  
Self-Help / Aging

## Promotion

- + \$25,000 marketing budget
- + National publicity campaign targeting health, wellness, success, and leadership publications and websites including USA Today, Experience Life, Active Over 50, AARP, Personal Excellence, Spirituality and Health, Psychology Today, Success, Chief Learning Officer and lifestyle writers at the top 100 daily newspapers
- + National radio interviews
- + Online publicity campaign targeting bloggers focused on wellness, personal success, psychology, and leadership topics
- + Promotion in conjunction with the authors' 40+ speaking engagements per year
- + Publicity in conjunction with the Ken Blanchard Companies, including email blasts to 120,000 contacts and promotion on their website, blogs, social media, and youtube
- + Online publicity through leaderchat.org, kenblanchard.com, and shaevitzandassociates.com



## Refire! Don't Retire



*Make the Rest of Your Life the Best of Your Life*

Ken Blanchard and Morton Shaevitz

After you reach middle age, what are you going to do with the rest of your life to make it healthy, joyful, and meaningful? Bestselling author Ken Blanchard and leading psychologist Morton Shaevitz say too many people see the rest of their lives not as an opportunity but as a kind of sentence. But both research and common sense say if we embrace the years ahead with enthusiasm and engagement rather than passivity and withdrawal, we can make the rest of our life the best of our life. We can refire, not retire.

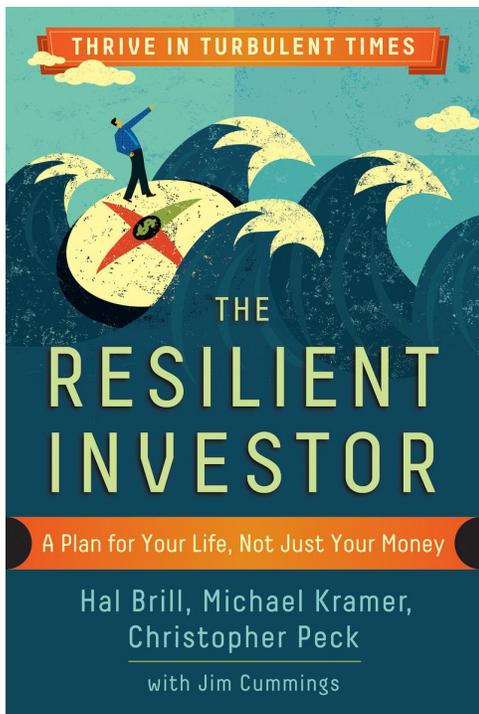
Using the popular and entertaining story format Blanchard pioneered with *The One Minute Manager*, he and Shaevitz tell how to approach our lives with gusto and energy and see each day as an opportunity for adventure and learning, no matter what our age. We follow a couple, Larry and Janice Sparks, as they discover how to infuse passion and zest into every area of their lives—emotional, physical, intellectual, and spiritual. This is an entertaining, easy-to-read book in the trademark Ken Blanchard style that offers simple truths, profound wisdom, and practical advice in an area of increasing interest for millions.

## Author Bio

Ken Blanchard is founder and chief spiritual officer of the Ken Blanchard Companies and is one of the world's most prominent authors, speakers, and consultants. He is the author or coauthor of more than forty books, including *The One Minute Manager*, *Empowerment Takes More Than a Minute*, *Full Steam Ahead!*, *Whale Done!*, *Gung Ho!*, *Raving Fans*, *Managing by Values*, and many others. Blanchard is also cofounder of the Lead Like Jesus ministries, and is a visiting lecturer at his alma mater, Cornell University, where he is a trustee emeritus of the board of trustees.



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Berrett-Koehler Publishers

On Sale: Feb 15/15

6 x 9 • 192 pages

9781626563377 • \$24.95 • pb

Bus & Econ / Personal Finance / Investing

## Promotion

+ National publicity campaign targeted at Money, Kiplinger's Personal Finance, Forbes, Social Responsibility, New York Times, Investors Business Daily, Stanford Social Innovation Review, The Nation, and investing blogs

+ Online publicity campaign targeting CNNMoney.com, Bloomberg.com, SmartMoney.com, TriplePundit.com, CSR-books.com, Greenbiz.com, GreaterGood.com, Greenliving.com, Entrepreneur.com, and bloggers focused on business and sustainability topics

+ Author column 'The Sustainable Shareholder' on GreenBiz.com

+ CSRWire.com press release and blog promotion

+ Promotion in conjunction with author speaking at Social Responsible Investing Conference, Bioneers, Green Festivals, Social Venture Network and other conferences

+ Grassroots marketing through Natural Investments' client base and public monthly e-newsletter, The Forum for Sustainable and Responsible Investment, Green America, Slow Money, plus many other organizations



## *The Resilient Investor*



*A Plan for Your Life, not Just Your Money*

Hal Brill, Michael Kramer and Christopher Peck,  
with Jim Cummings

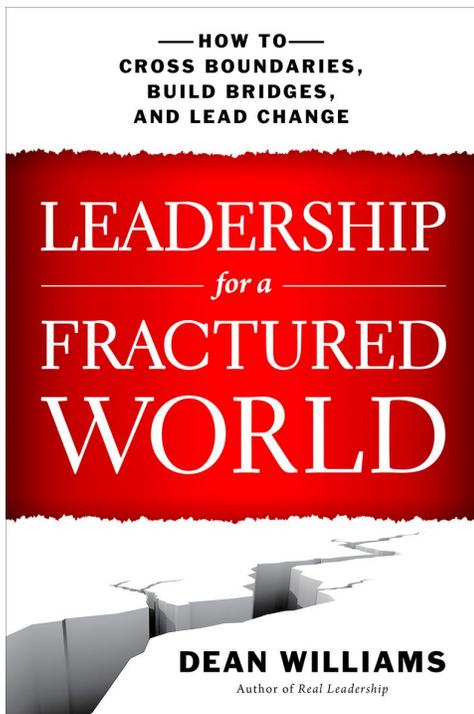
Every generation thinks they're living in turbulent times, but there's considerable reason to believe the level of uncertainty now is greater than ever. Today people have to be ready for anything—they have to be resilient. And this book, by the leaders of the pioneering investment firm Natural Investing, proposes to increase our individual and collective resilience through a total rethinking of what personal investing means. Using their Resilient Investing Matrix you'll be able to see your assets in the widest possible terms—not only financial, but also personal (time, energy) and tangible (the things you own). Then the authors help you sort through a range of strategies for managing each of these assets, ideally to contribute to the best possible future, but also to be prepared for any possible future.

This book will help you develop a plan for your life, not just your money. You'll be able to stay abreast of the changing world and participate in constructive ways, wherever it goes: to be part of the breakthroughs to a sustainable future, to prosper in a world that's muddling through, and to have foundations for sustenance and happiness if things start to fall apart.

## Author Bio

Hal Brill is the co-author of *Investing With Your Values: Making Money and Making a Difference* (Bloomberg, 1999; New Society 2000) and co-founder of Natural Investments. He lives in a sustainable neighborhood that he developed on the edge of Paonia, Colorado. He is on the board of Solar Energy International, which provides technical training in renewable energy, and is business manager of an organic hops farm.





Berrett-Koehler Publishers  
On Sale: Feb 16/15  
6 x 9 • 240 pages

9781626562653 • \$29.95 • pb  
Bus & Econ / Leadership

## Promotion

- + National publicity targeting Harvard Business Review, 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+



## Leadership for a Fractured World



*How to Cross Boundaries, Build Bridges, and Lead Change*

Dean Williams

Today's leaders—whether in business, government, education, or the social sector—deal with complex and messy problems in interdependent, conflicted, and power-dispersed environments. Harvard scholar Dean Williams argues that these problems cannot be solved by traditional forms of hierarchical leadership or by one group acting alone or in isolation. Instead, leaders must be able to cross boundaries (cultural, organizational, political, geographic, religious, and structural), build bridges, connect groups, and even transcend their own group allegiances. And they must be able to do this even when they have no power and authority over those who they are leading or with whom they are collaborating. In this book, Williams shares what he has learned from a decade of working with leaders around the world to successfully exercise this new form of leadership. He shows how leaders can be global change agents by thinking about power and authority differently, developing boundary-crossing teams, and mobilizing people to break free of maladaptive practices. And he details how leaders can build bridges that connect diverse groups, heal wounds, and resolve conflicts.

## Author Bio

Originally from Australia, Dean Williams has been a faculty member at Harvard University's Kennedy School of Government since 1999, based at the Center for Public Leadership. At the Center for Public Leadership, he is responsible for the World Leaders Interview Project - a research project that draws lessons and insights on leadership from successful (and some unsuccessful) world leaders. He also chairs the Harvard executive education course called "The Global Change Agent Program." He has led change processes, facilitated leadership development initiatives, and conducted extensive research with governments, corporations, or educational systems in India, Australia, Nigeria, Singapore, Brunei, East Timor, Japan, Colombia, Cambodia, Europe, the Middle East, and the United States. He served for six





Berrett-Koehler Publishers  
On Sale: May 4/15  
6 x 9 • 192 pages

9781626562615 • \$19.95 • pb  
Self-Help / Time Mgmt

### Promotion

- \$40,000 marketing and promotion budget
- National publicity campaign targeting USA Today, Wall Street Journal, Investors Business Daily, British Airways, Forbes, Chief Executive, Redbook, Self, Cosmopolitan, Working Woman, Woman's Day, Time, Fox News, Sirius XM, plus workplace writers at top dailies, and association newsletters focusing on women in business, training, and coaching
- National radio and TV interviews
- Promotion in conjunction with the author's 100 speaking engagements per year, including US Dept of Education, Cornell University, Organization of Childcare Directors, Deloitte, America Online, CSC, and Enterprise Rent-a-Car
- Grassroots marketing to educational institutions, nonprofit organizations, government agencies, healthcare organizations, and Fortune 500 corporations
- Online publicity targeting workmatters.com, careerbuilder.com, forbes.com, AOL Careers
- Promotion online through the author's website: onlyconnect.com



## Singletasking



*Get More Done--One Thing at a Time*

Devora Zack

We have become a nation - one of many - addicted to the popular, enticing, and dangerously misleading drug of multitasking. Author Devora Zack was hooked once herself. We hope by doing several tasks at once we can accomplish more—but Zack marshals a host of neuroscientific research to show that the opposite is true. The fact is, in any situation we're most efficient focusing on one task at a time.

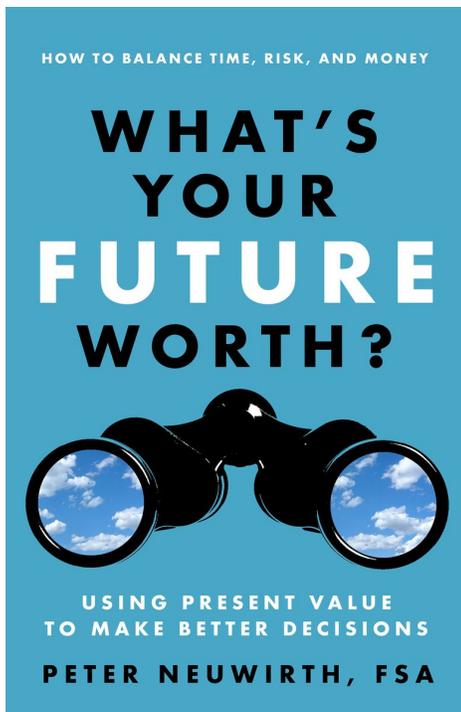
But with all the information and interruptions that bombard us how is that possible? Singletasking explains exactly how you can manage your mind, your environment, and the people around you so that you can avoid constantly switching between tasks and instead focus on one at a time—and be infinitely more productive and effective. This book flies in the face of long-standing rhetoric glorifying multitasking. Elegantly simple methods are presented on how to tackle an insurmountable list of 'to dos' with less effort and greater ease. Juggling backfires. Singletasking is the real magic elixir.

### Author Bio

Devora consults to dozens of diverse organizations in private industry, federal agencies, and the public sector. Sample clients include: U.S. Office of Personnel Management, International Monetary Fund, DC United, Enterprise Rent-a-Car, Governor's Office (MD), Internal Revenue Service, FEMA, ICF Consulting, Department of Homeland Security, Low Income Housing Fund, National Association of Personal Financial Advisors, numerous Federations, Historically Black Colleges and Universities, and the U.S. Department of Education. Her publication Linking Personal and Professional Values currently appears in the industry's gold standard Pfeiffer Consulting Annual, where her work has been featured as lead articles for three years. Ms. Zack also has U.S. secret clearance. She earned her MBA at Cornell's Johnson Graduate School of Business and teaches there as visiting faculty.



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Berrett-Koehler Publishers  
On Sale: Mar 2/15  
5.50 x 8.50 • 200 pages

9781626563018 • \$22.95 • pb  
Self-Help / Personal Growth / Success

## Promotion

- + National publicity campaign to personal finance and personal growth/success publications, blogs, and websites
- + Promotion through Towers Watson through a press release, targeted media outreach, and twitter (13.8K followers) and LinkedIn (45,640 followers) promotions
- + Promotion in conjunction with author's speaking engagements at professional conferences
- + Grassroots marketing through bulk sales to large actuarial associations
- + Promotion to author's alumni associations (Harvard and Lawrenceville)
- + Social media promotion on Facebook, Twitter, Google+, and LinkedIn



## *What's Your Future Worth?*



*Using Present Value to Make Better Decisions*

Peter Neuwirth

In this surprising new book, financial professional Peter Neuwirth shows how you can efficiently weigh the possible future consequences of any decision you make— without resorting to a crystal ball.

Every day we make decisions that will affect out the future. How can we make these decisions in a smarter, more systematic way? How can we balance present realities with future possibilities? Neuwirth offers an accessible guide to using the powerful concept of Present Value- determining the value today of something that may happen in the future - to systematically evaluate all of the outcomes that might arise from choosing one path as opposed to another. He shows how we can put the present and the future on an equal footing, comparing the future costs and benefits with the present costs and benefits, and thereby make “apples to apples” comparisons. This book will be indispensable for anyone who has ever had to figure out whether or not to stick with their awful job or follow their bliss, fix that old car or buy a new one, have kids now or later or ever, increase their 401(k) contributions or keep the same take home pay, and a thousand other decisions.

## Author Bio

Pete Neuwirth has over 30 years of pension and post retirement welfare actuarial experience. He has served as the Retirement Practice Leader for major actuarial firms, and was the leader of another major consulting firm's Actuarial Practice before returning to the Company in 2006. He has worked with both public and non-public organizations on the design, implementation and funding of defined benefit, defined contribution and post retirement health and welfare programs. Pete has been actuary and consultant to many multi-national corporations and has assisted his clients in numerous corporate transactions involving mergers, acquisitions and spin-offs. In addition, he has assisted some of the largest regulated companies in America address the numerous accounting, regulatory, plan design and funding issues posed by SFAS 106 and SFAS 112.



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**Cheryl Bachelder**

CEO of Popeyes® Louisiana Kitchen, Inc.

# Dare to Serve

## How to Drive Superior Results by Serving Others



Berrett-Koehler Publishers  
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- + Promotion in conjunction with the author's speaking engagements at conferences, universities and other organizations, including Greenleaf Servant Leadership Conference, Florida A&M Business School, and Honey Baked Ham
- + Promotion to Popeye's employees in 2,000 locations (442 internationally) through March launch event and direct promotion
- + Social media promotion through Twitter, Facebook, LinkedIn and Google+



## Dare to Serve



### How to Drive Superior Results by Serving Others

Cheryl Bachelder

When Cheryl Bachelder was named CEO of Popeye's, the chain was in dire straights. Guest traffic had been declining for seven years. Same store sales were negative. The company and its franchisees were practically coming to blows.

Today, Popeye's market share has grown from 14% to 21%. Margins have increased from 17% to 21%. And the franchisees are so delighted with the turnaround they're taking an active role in remodeling the restaurants.

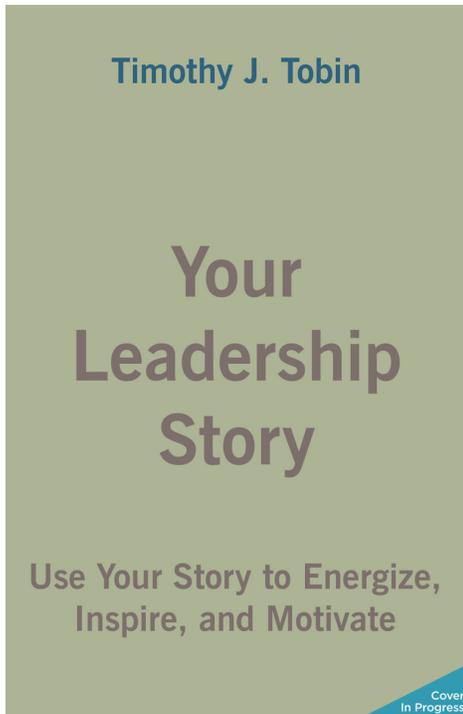
The difference-maker, Bachelor says, is servant leadership. In this inspiring new book she shows how she and other like-minded CEOs have applied a concept often derided as weak and sappy to deliver superior business results and supercharge employee retention and customer loyalty. If you love leading, Bachelder insists, you must love serving. This is a tough standard for leaders. In fact, it is the highest standard. But when implemented throughout an organization, it drives performance to the highest levels. Betchelder shows how it can be done.

### Author Bio

Cheryl A. Bachelder is the CEO of AFC Enterprises, Inc., the parent company of Popeyes® Louisiana Kitchen. In 2012, she was recognized as Leader of the Year by the Women's Foodservice Forum and received the highest industry award, the Silver Plate, for the quick service restaurant sector, presented by the International Food Manufacturer's Association. She has more than 30 years of experience in brand building, operations and public-company management at companies like Yum Brands, Domino's Pizza, RJR Nabisco, The Gillette Company and The Procter and Gamble Company.



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- + Promotion to Marriott International's 400,000 associates and franchisees
- + Promotion in conjunction with the author's speaking engagements
- + Grassroots outreach to the author's university connections, both faculty and alumni, including University of Phoenix alumni network of 800,000
- + Social media promotion through Twitter, Facebook, LinkedIn and Google+



## Your Leadership Story



*Use Your Story to Energize, Inspire, and Motivate*

Tim Tobin

There have been a spate of books on the importance for storytelling for leadership but this is something different. Tim Tobin believes that many leaders—even the great storytellers—are actually blind to the “story” they tell about their own leadership values, goals, and vision. A leader’s most important story is the legacy he or she leaves in relationships and inspiration for others, yet leaders often aren’t able to step back and practice the self-reflection necessary to understand their own impact.

By using the model of “writing a good story,” Tobin is able to walk a leader through the self-reflection practices that can provide clarity in one’s leadership message— What’s your purpose? What is the message of your story? Your theme? What do the characters in your story say about you? What kind of ending does your story foretell? In the process, Tobin offers unique angles on concepts like emotional intelligence, conflict resolution, and inspirational leadership.

## Author Bio

Timothy J. Tobin, Ed.D, SPHR is a learning and leadership development professional with over 20 years of professional experience. He has been directly responsible for the development of thousands of leaders from C-Level to first time leaders across multiple industries.

Dr. Tobin is currently Vice President, Global Learning and Leadership Development at Marriott International. He is responsible for learning and leadership development strategy, programs, curriculum and activities for their over 250,000 associates. This includes ensuring all programs across continent, brand, and discipline are aligned with Marriott International’s corporate and HR strategy. He has designed and delivered numerous leadership programs for a global audience. While at Marriott, he has earned the 2012 Bersin & Associates award for Leadership Development Strategic Excellence. 2012 Chief



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