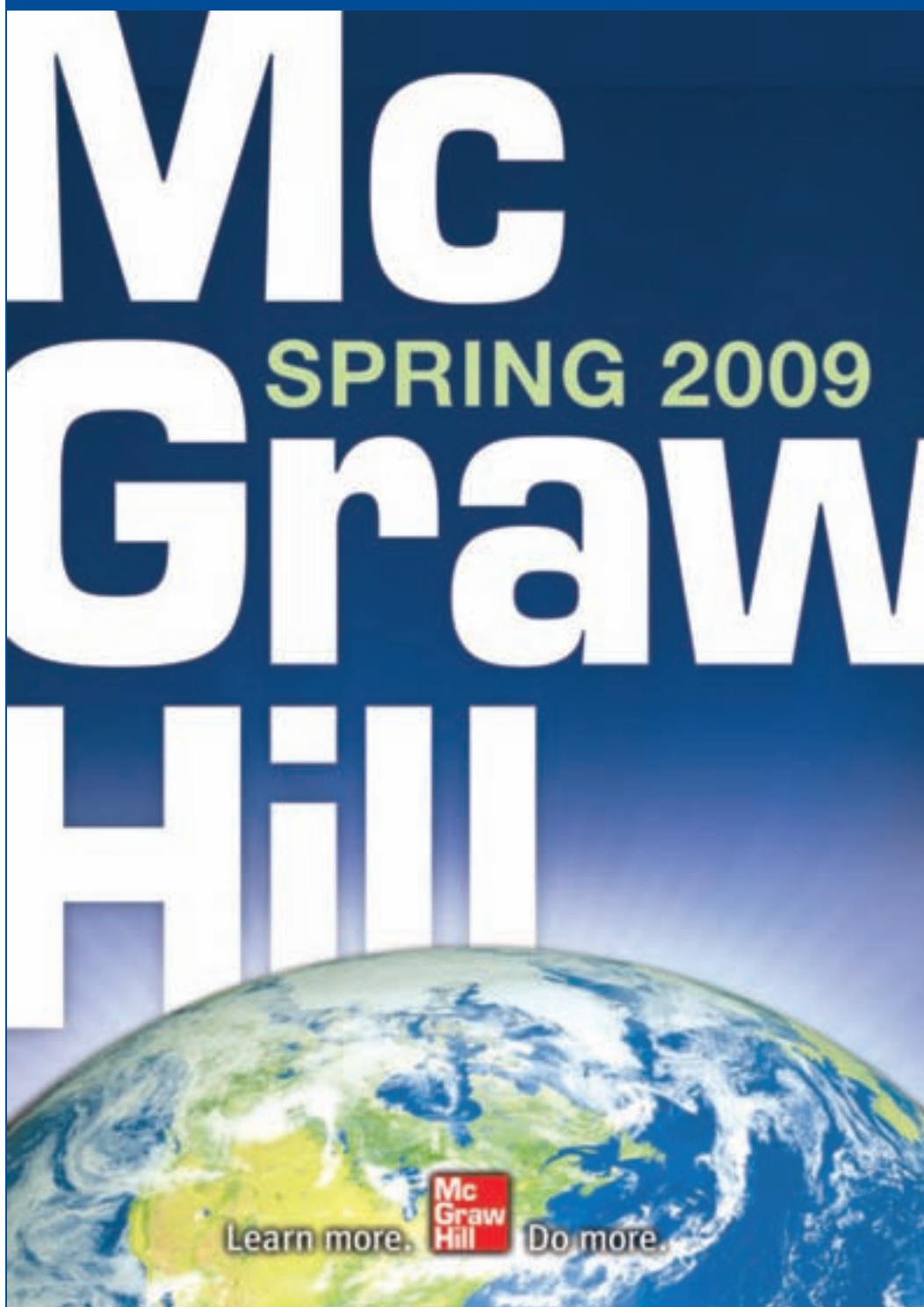


R I G H T S G U I D E



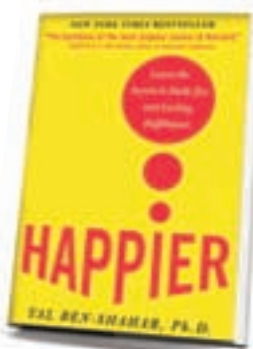
Allyson T. Gonzalez, International Rights Manager

McGraw-Hill Professional, 2 Penn Plaza, 23rd Floor, New York, NY 10121

Tel: +1-212-904-4416 • Fax: + 1-212-904-3117, E-mail: allyson_gonzalez@mcgraw-hill.com

www.mhprofessional.com

Improving businesses, careers, and lives one book at a time.



The New York Times Bestseller

BEN-SHAHAR: HAPPIER

Hardcover • \$21.95TR

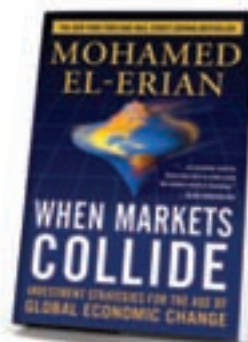
978-0-07-149239-3 • 0-07-149239-9

The New York Times and Wall Street Journal Bestseller

EL-ERIAN: WHEN MARKETS COLLIDE

Hardcover • \$27.95TR

978-0-07-159281-9 • 0-07-159281-4

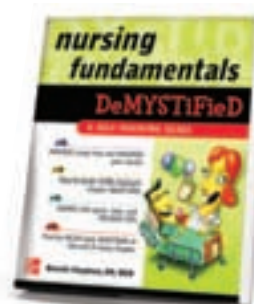


More than 1.2 million Demystified titles sold!

VAUGHANS: NURSING FUNDAMENTALS DEMYSTIFIED

Paperback • \$24.95ST

978-0-07-149570-7 • 0-07-149570-3



Building on the iSpeak series

with more than 110,000 copies in print!

Paperback with Audio CD • \$19.95AU

ISPEAK SPANISH COURSE FOR BEGINNERS

978-0-07-154634-8 • 0-07-154634-0

ISPEAK ITALIAN COURSE FOR BEGINNERS

978-0-07-154626-3 • 0-07-154626-X

ISPEAK FRENCH COURSE FOR BEGINNERS

978-0-07-154630-0 • 0-07-154630-8



“Every so often, a book comes along that demands to be read.”

—Financial Times

PRAHALAD AND KRISHNAN: THE NEW AGE OF INNOVATION

Hardcover • \$29.95TR

978-0-07-159828-6 • 0-07-159828-6

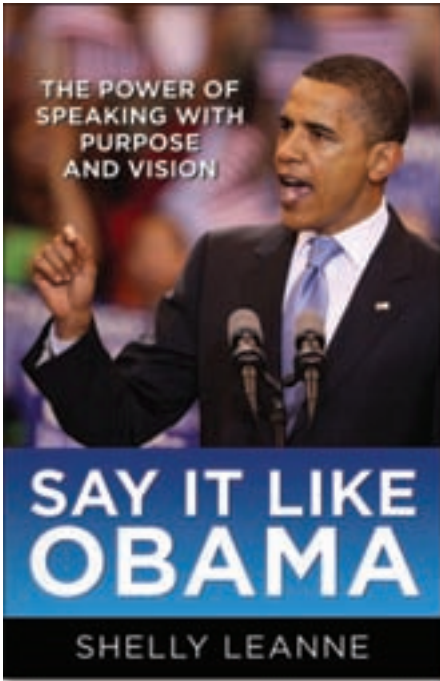
McGraw-Hill Spring 2009

BUSINESS

SAY IT LIKE OBAMA

The Power of Speaking with Purpose and Vision

Shelly Leanne



OCTOBER

McGraw-Hill

Business & Economics/Leadership

Hardcover • 6 × 9 • 208 pp

ISBN-13: 978-0-07-161589-1

ISBN-10/MHID: 0-07-161589-X

\$21.95TR (\$23.95 CAN)

Rights: World

Persuasive presentation and communication techniques from a precedent-setting, history-making leader

From individual emails, to town hall audiences of under thirty, to rallies of more than 20,000, Barack Obama's speeches, letters, and webcasts have "fired up" more new supporters than any other presidential candidate in U.S. history.

But his innovative communication techniques aren't only usable in politics—they can be tapped to motivate and mobilize teams, companies, and organizations of every size. From constructing effective arguments and facing tough issues to inspiring a workforce to new levels of productivity, *Say it Like Obama* has tools for managers and executives to instill positive change at every level of their organization.

- Using excerpts from Obama's campaign speeches and public remarks, this book dissects his techniques of articulating, inspiring, and translating a vision into action
- Leanne is president of the Wilshel Corporation, which has a client list that includes Microsoft, Hewlett Packard, Goldman Sachs, the Vanguard Group, Citibank, Fidelity Investments, General Electric, General Motors, Dell, Bank of America and PepsiCo
- Dr. Leanne's insights have been cited in *Businessweek.com* and the *Wall Street Journal*

Dr. Shelly Leanne (Fullerton, CA) gained experience working for McKinsey & Company and for Morgan Stanley in New York and London. She subsequently served as a full faculty member at Harvard University from 1997-2001, where she taught courses on social entrepreneurship and organizational design.

Rights licensed: Arabic, Chinese Complex, German, Indonesian, Japanese, Korean, Norwegian, Portuguese (Portugal), Spanish

BAILOUT NATION

How Easy Money Corrupted Wall Street and Shook the World Economy

Barry Ritholtz

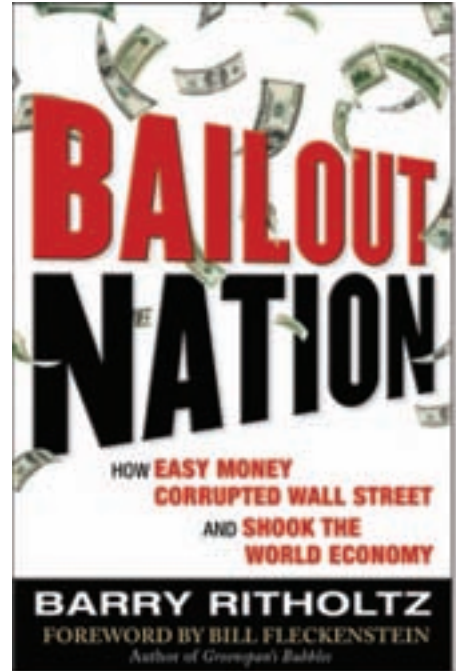
A Wall Street insider's look at how the Fed shifted risk to taxpayers, rewarded reckless risk, and damaged the economy

Years of trying to control the economy with easy money has finally caught up with the federal government, and now its practice of repeatedly rescuing Wall Street is under acute scrutiny. In *Bailout Nation*, financial heavyweight and industry pundit Barry Ritholtz connects the dots to reveal how corporations were allowed to act irresponsibly, and why the consumer is left suffering in an economy of bubbles, inflation, and a devalued dollar.

- Barry Ritholtz is a weekly guest on CNBC's "Kudlow & Company" and is a highly regarded money manager and industry analyst with a huge following
- Ritholtz.com (formerly Bigpicture.com), the author's website, gets 1.5 million views each month, and his "RealMoney" column is one of the most popular at TheStreet.com
- Foreword by Bill Fleckenstein, author of *Greenspan's Bubbles*

Barry Ritholtz (New York, NY) is CEO and director of equity research at FusionIQ.com, an online quantitative research firm. He regularly appears as an expert on CNBC, Bloomberg, Fox, and PBS, and he is the author of the top-ranked financial weblog, The Big Picture, hailed by *The Wall Street Journal* as "what the in-crowd knows."

Rights licensed: Chinese Complex



NOVEMBER 2008

McGraw-Hill • Business

Hardcover • 5½ × 8½ • 208 pp

ISBN-13: 978-0-07-160905-0

ISBN-10/MHID: 0-07-160905-9

\$24.95TR (\$26.95 CAN)

Rights: World

FOURTH EDITION

How to MAKE MONEY in STOCKS

William J. O'Neil

Praise for previous editions

“The most useful stock market book in years.”

—Management Accounting

“In O'Neil's opinion, a stock isn't unlike a car or a set of golf clubs—you have to pay for quality. A winning system.”

—Personal Investor

“A superb book, spelling out his investment strategies in plain English and O'Neilisms.”

—San Francisco Business Times

“His very good advice comprises a mixture of three parts common sense and one part technical knowledge.”

—The American Spectator

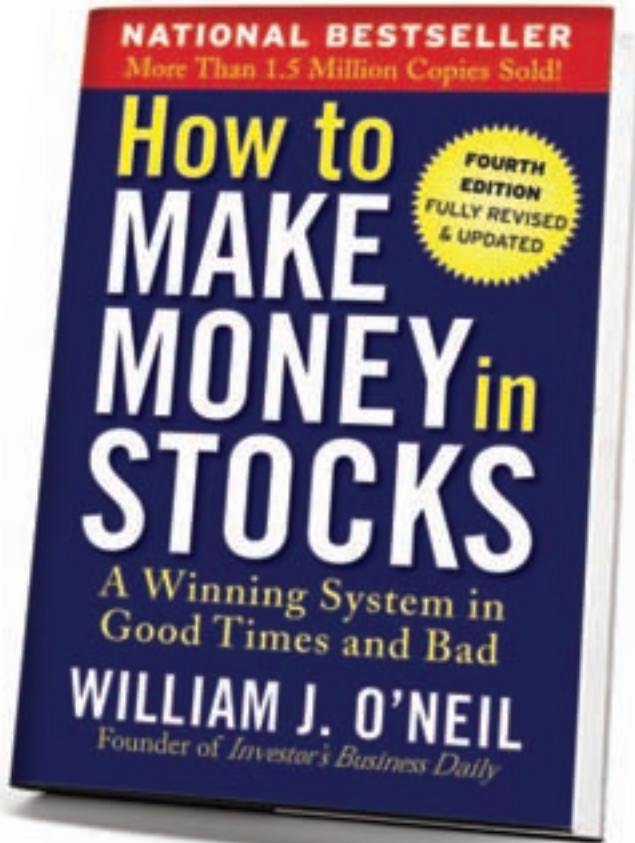
The bestselling guide to buying stocks, from the founder of *Investor's Business Daily*—now completely revised and updated

When it was first published, *How to Make Money in Stocks* hit the investing world like a jolt, providing readers with the first in-depth explanation of William J. O'Neil's innovative CAN SLIM investing method. This technique, based on an exhaustive study of the greatest stock market winners dating back to 1953, is a straightforward, seven-step process for minimizing risk, maximizing return, and finding stocks that are poised to perform. Five years later, O'Neil, founder of the industry icon *Investor's Business Daily*, revised his classic text and provided readers with a glimpse on how the average investor can make money in today's equities market.

This fourth edition of *How to Make Money in Stocks* has been revised and updated with new chapters designed to help investors increase their performance in a turbulent economic climate. New discussions include:

- Greater clarification of the key CAN SLIM investment strategy
- New models of the greatest stock market winners that provide more basis for the ongoing effectiveness and superior performance of the CAN SLIM strategy
- Fresh stock charts featured in two colors for easier analysis of trends
- An invaluable guide on how to maximize both *Investor's Business Daily* and www.investors.com to find winning stocks
- Real-world success stories from investors who have used this system
- New information on portfolio management and the impact of hedge funds

The *Wall Street Journal*, *BusinessWeek*,
and *USA Today* business bestseller!



Rights licensed: Chinese Complex

Released to
coincide with the
25th anniversary
celebration of
Investor's
Business Daily

William J. O'Neil (Los Angeles, CA) is the founder and chairman of *Investor's Business Daily*, one of the world's leading financial newspapers, and is internationally regarded as a foremost source of investment research and advice. He is also founder of William O'Neil + Company, a leader in equity market information and data research for more than 400 major institutional money managers worldwide.

APRIL

McGraw-Hill

Business & Economics/

Personal Finance/Investing

Paperback • 6 × 9 • 288 pp

ISBN-13: 978-0-07-161413-9

ISBN-10/MHID: 0-07-161413-3

\$16.95TR (\$18.95 CAN)

Previous ISBNs: 2002

978-0-07-137361-6 • 0-07-137361-6

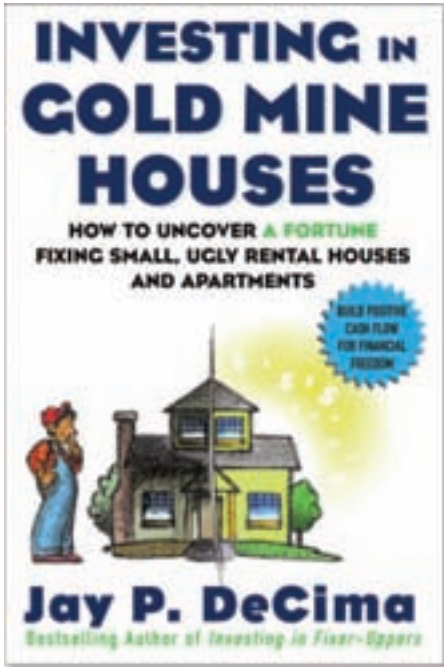
Rights: World

A PAPERBACK ORIGINAL

INVESTING IN GOLD MINE HOUSES

How to Uncover a Fortune Fixing Small, Ugly Rental Houses and Apartments

Jay P. Decima, bestselling author of *Investing in Fixer-Uppers*



The smartest investing options for today's market from a rental property expert

Buying and renting out property can generate steady, reliable income year after year. No one knows this better than “Fixer Jay,” the legendary house-fixer and do-it-yourself investor with more than forty-five years of experience. His step-by-step guide shows investors how to find the right property, fix it up, rent it out, increase income by 50 percent, and retire in style.

- “Fixer Jay” is a famous real estate pro with his own website, “fixer” camps, newsletters, seminars, and home study products
- Decima’s previous books, including the bestselling *Investing in Fixer-Uppers* (McGraw-Hill, 2003), have sold more than 125,000 copies
- Because it demonstrates a proven system to profitably renting houses in any market, this title is perfectly timed for today’s economy
- Decima is one of only a handful of real estate instructors to receive the coveted Recommended Rating from veteran landlord book writer and national rating expert John T. Reed

Jay P. Decima (Redding, CA) is best known as “Fixer Jay,” the real estate developer who shares insider secrets in his popular House Fixer Camps, *Trade Secrets* newsletter, lectures, and home study training products.

JANUARY

McGraw-Hill

Business & Economics/Real Estate

Paperback • 6 × 9 • 256 pp

ISBN-13: 978-0-07-160834-3

ISBN-10/MHID: 0-07-160834-6

\$21.95TR (\$23.95 CAN)

Rights: World

CATS

The Nine Lives of Innovation

Stephen C. Lundin, bestselling co-author of *Fish!*

Foreword by Tony Buzan, originator of *Mind Maps*®

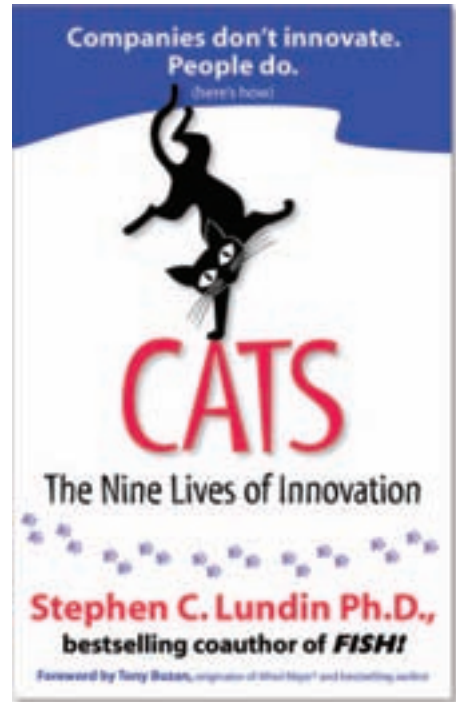
The purrfect path to innovation by the coauthor of *Fish!*

Everybody's heard the expression: Curiosity killed the cat. But every successful businessperson will tell you that curiosity is the key to innovation. This book pounces on the subject of innovation like a cat on a mouse (who's still trying to figure out who moved its cheese). In *Cats*, Lundin explains the four challenges to innovation that are found in every business and organization. Then he reveals the nine "lives" of innovation, offering practical ways to unleash it in our everyday lives. Unlike other books, which talk about innovation in the abstract, *Cats!* is down-to-earth and playful, designed to spark creativity companywide. Once employees discover the joys of innovation, the fur will fly!

- A cat's eye view of innovation—from the coauthor of the 5 million-copy bestselling *Fish!*
- *Cats* was a number-one bestseller in Australia and New Zealand
- Innovation is the most talked about and important subject on the organizational landscape. There is universal agreement about its importance
- Lundin will be promoting the book at dozens of *CATS* events throughout 2009

Stephen C. Lundin (Vero Beach, FL) is a writer and filmmaker with a background in business, management, and education. His bestselling book, *Fish!*, has appeared continuously on the *Wall Street Journal* and *BusinessWeek* bestseller lists, and has been published in 34 languages.

Rights licensed: Chinese Complex, Chinese Simplified, German, Japanese, Korean, and Portuguese



JANUARY

McGraw-Hill • Business

Hardcover • 5 × 8 • 192 pp

ISBN-13: 978-0-07-160221-1

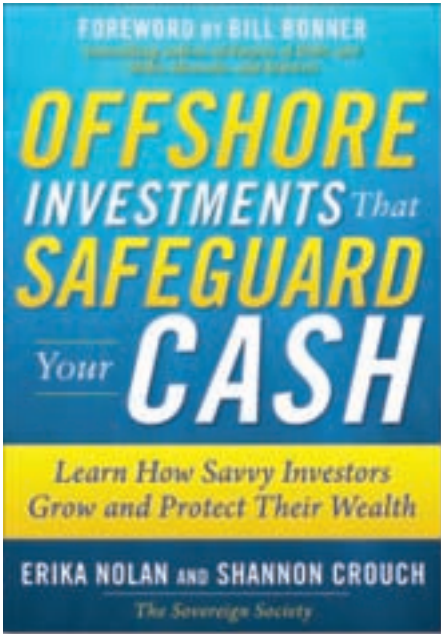
ISBN-10/MHID: 0-07-160221-6

\$19.95TR (\$21.95 CAN)

Rights: World excluding Australia/New Zealand

OFFSHORE INVESTMENTS THAT SAFEGUARD YOUR CASH

Learn How Savvy Investors Grow and Protect Their Wealth
Erika Nolan and Shannon Crouch, The Sovereign Society



A guide to growing and protecting wealth like the super-rich

Published in partnership with The Sovereign Society, *Offshore Investments That Safeguard Your Cash* connects novice and experienced investors with the brightest minds in the offshore world. Readers learn how to open the perfect offshore account, safeguard all their assets in one structure, legally slash tax bills, and grow wealth in the world's best performing, most protective, and most profitable markets.

- With a foreword by Bill Bonner, bestselling author of *Financial Reckoning Day*, *Empire of Debt*, and *Mobs, Manias, and Markets*
- Once exclusively used by the very wealthy, offshore financial institutions now offer everyday investors financial benefits that aren't available domestically.
- The Sovereign Society, is a membership organization founded in 1998 with a mission to provide proven legal strategies to help individuals protect and enhance their wealth and privacy, lower their taxes, and improve their personal freedom and liberty
- The Sovereign Society and its parent company, Agora, will execute a promotional campaign that will reach more than 2.1 million readers of their e-letters and many more people through subscriber databases, other publications, and worldwide conferences

Erika Nolan (Baltimore, MD) is executive director of The Sovereign Society, an offshore, asset protection and international finance organization. **Shannon Crouch** (Baltimore, MD) is an associate publisher for The Sovereign Society.

JANUARY

McGraw-Hill

Business & Economics/

Personal Finance/Investing

Hardcover • 6 × 9 • 224 pp

ISBN-13: 978-0-07-162114-4

ISBN-10/MHID: 0-07-162114-8

\$29.95TR (\$32.95 CAN)

Rights: World

NEW EDITION

SOROS

The Life, Ideas, and Impact of the World's Most Influential Investor

Robert Slater, author of Jack Welch and the GE Way

**Includes an
exclusive
interview with
George Soros!**

The bestselling biography of a legend—now fully revised with exclusive insights on Soros's political and economic influence

This completely updated edition of Robert Slater's 1996 biography features an array of new material, addressing the ever-widening circle of Soros's influence. It includes exclusive new interviews with Soros and his closest advisors detailing their investing strategies in the coming years of liquidity and instability in the credit markets. It also examines and reports his thinking on his role in the 2004 U.S. elections, his infamous 2006 *New York Times* ad assailing General Petraeus's handling of the Iraq War, and his future plans for grant giving and political activism.

Arguably the most successful financial investor in the world, and a symbol of liberal political activism, George Soros is one of the most fascinating, and polarizing, figures of our time. He first gained fame through his phenomenal investing success—which made him known for his money management and financial acumen. In the last decade and a half, Soros has focused his abilities on the global political realm.

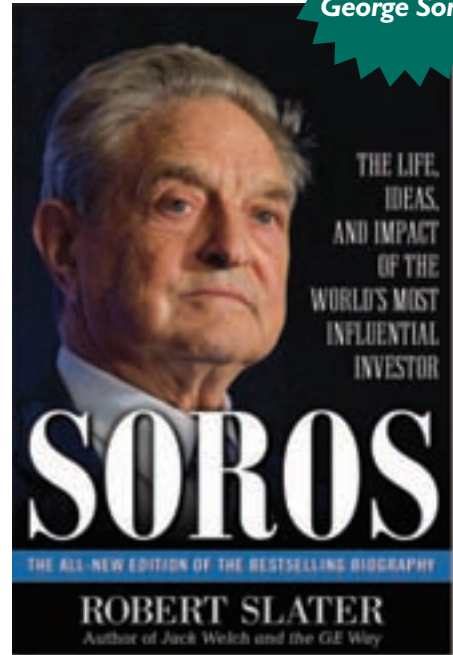
"An in-depth look into the mind of the master investor."

—*Library Journal*

- Includes a brand-new interview with Soros
- Completely updated edition of a bestselling classic that covers major developments in his life and influence since the last edition was published
- Original edition sold more than 20,000 copies worldwide and garnered wide acclaim

Robert Slater (Jerusalem, Israel) is the bestselling author of 18 books profiling American business icons such as Jack Welch, GE, and Microsoft.

Rights licensed: Chinese, German, Indonesian

**JANUARY**

McGraw-Hill • Business

Hardcover • 6 × 9 • 272 pp

ISBN-13: 978-0-07-160844-2**ISBN-10/MHID: 0-07-160844-3****\$27.95TR** (\$30.95 CAN)

Previous ISBNs: 1997

978-0-78-631247-4 • 0-78-631247-5

Rights: World

The classic guides to getting the best deal— from America's #1 real estate expert

- More than 500,000 Tips and Traps titles sold
- Fully updated with strategies to get the best deal on a sale in the current market
- *Tips & Traps When Selling a Home* and *Tips & Traps When Buying a Home* have become the number-one guides on these subjects
- Irwin is the author of more than 50 books, including *The Real Estate Investor's Checklist* (0-07-145646-5, 2005)

Robert Irwin (West Village, CA) is a successful real estate professional and author, as well as a consultant to lenders, investors and brokers—and one of the most recognized experts in the field of real estate.

Each book: **JANUARY** • McGraw-Hill • *Real Estate* • Paperback • 6 × 9 • 224 pp • **\$18.95TR** (\$20.95 CAN)

FOURTH EDITION TIPS & TRAPS WHEN BUYING A HOME

Robert Irwin



Tips & Traps When Buying a Home, Fourth Edition gives first-time and experienced home buyers practical information on proven home buying strategies, in the current market.

ISBN-13: 978-0-07-150841-4

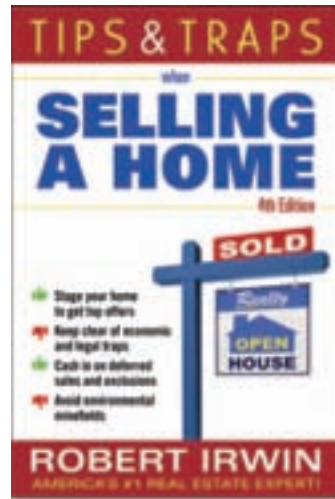
ISBN-10/MHID: 0-07-150841-4

Previous ISBNs: 2003

978-0-07-141829-4 • 0-07-141829-6

FOURTH EDITION TIPS & TRAPS WHEN SELLING A HOME

Robert Irwin



This latest edition of Robert Irwin's classic *Tips & Traps When Selling a Home* brings new and experienced home owners up to speed on the recent changes, regulations, and trends in real estate.

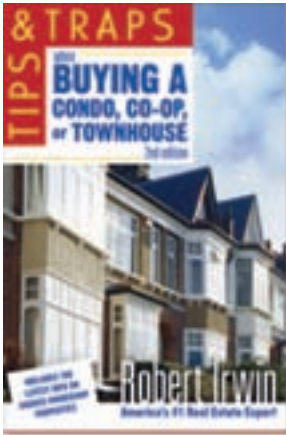
ISBN-13: 978-0-07-150839-1

ISBN-10/MHID: 0-07-150839-2

Previous ISBNs: 2003

978-0-07-141830-0 • 0-07-141830-X

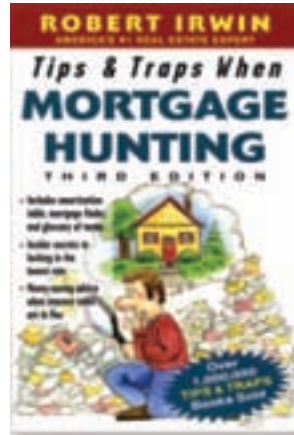
Real Estate Guides That Never Lose Their Value!



TIPS & TRAPS WHEN BUYING A CONDO, CO-OP, OR TOWNHOUSE, SECOND EDITION

Paperback • \$16.95TR

978-0-07-146795-7 • 0-07-146795-5



TIPS & TRAPS WHEN MORTGAGE HUNTING, THIRD EDITION

Paperback • \$16.95TR

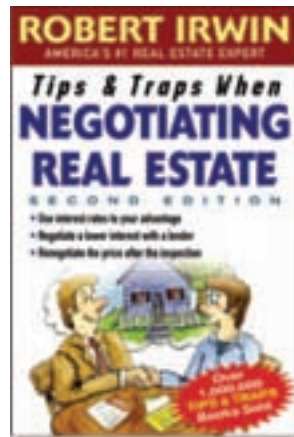
978-0-07-144892-5 • 0-07-144892-6



TIPS & TRAPS FOR GETTING STARTED AS A REAL ESTATE AGENT

Paperback • \$16.95TR

978-0-07-146336-2 • 0-07-146336-4



TIPS & TRAPS WHEN NEGOTIATING REAL ESTATE

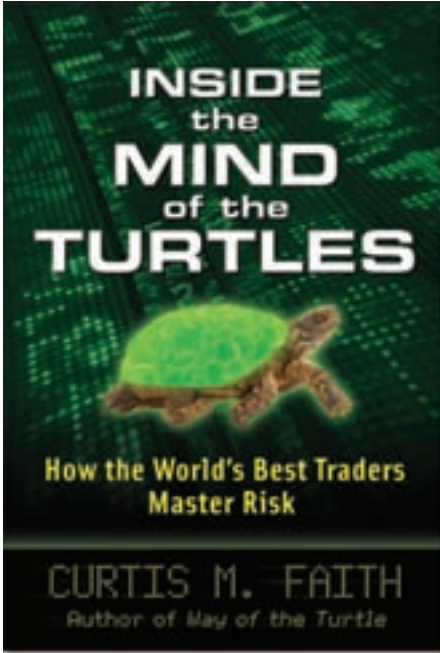
Paperback • \$16.95TR

978-0-07-145286-1 • 0-07-145286-9

INSIDE THE MIND OF THE TURTLES

How the World's Best Traders Master Risk

Curtis M. Faith, bestselling author of *Way of the Turtle*



*The eagerly anticipated follow-up to **Way of the Turtle***

Bestselling author and financial expert Curtis Faith gathers his fellow Turtles and investment leaders to discuss strategies for seeking out, investigating, and managing risk. Through the wisdom of these masters, serious traders and investors can cure themselves of the four biggest cognitive biases and overcome fear, calculate risks, learn from their mistakes, and focus on decisions, not outcomes.

- Faith's first book, *Way of the Turtle*, has sold over 60,000 copies internationally and has been translated into 11 languages
- Features interviews from such investing icons as Turtle founder Richard Dennis, fellow Turtle Jerry Parker, creator of Super Traders Van Tharp, "WallStrip" founder Howard Lindzon, and venture capitalist Dr. Paul S. Kedrosky
- Behavioral finance and trading psychology are critically important topics for traders and investors

Curtis M. Faith (New York, NY) earned more than \$30 million for Richard Dennis as a member of the Chicago trading group known as the Turtles, while still in his early twenties. He has founded several software and high-tech startups, including one public and one Inc. 500 company.

Rights licensed: Chinese Complex, Chinese Simplified, German, Korean

JANUARY

McGraw-Hill

Business & Economics/

Personal Finance/Investing

Hardcover • 6 × 9 • 240 pp

ISBN-13: 978-0-07-160243-3

ISBN-10/MHID: 0-07-160243-7

\$24.95TR (\$26.95 CAN)

Rights: World

PROFIT-DRIVEN MARKETING

A Proven System for Maximizing Creativity, Accountability, and ROI

Leslie Moeller and Edward Landry

The first system to solve the age-old problem of measuring marketing ROI

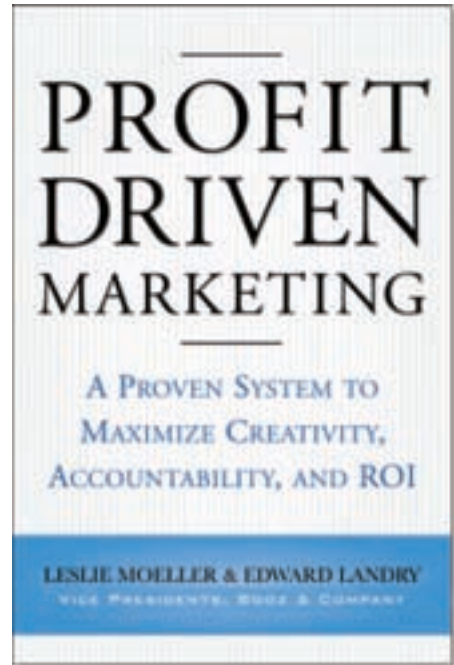
Two top partners at consulting giant Booz & Company reveal the results of the firm's proprietary research aimed at maximizing return on marketing investment. These "4 pillars" are the true holy grail of marketing, presented with clear instructional information combined with detailed calculators for implementing them.

- The first book to enable marketing professionals to fully track marketing ROI at every point in the ever-expanding universe of media platforms
- The well-connected authors will leverage relationships with such organizations as the Association of National Advertisers, the Carnegie Council, and others to promote the book
- Interest in this topic is at an all-time high; the "4 pillars" method is based on an article that first appeared in *strategy + business magazine* which set a new record for most downloaded article

Leslie Moeller (Cleveland, OH) is a partner at Booz & Company where he leads the consumer and retail practice. He has also headed the firm's customer management effort.

Edward Landry (New York, NY) is a partner at Booz & Company with extensive experience in consumer products; his concentration is strategy development and sales and marketing effectiveness for consumer packaged goods and healthcare manufacturers.

Rights licensed: Spanish



JANUARY

McGraw-Hill

Business & Economics/Marketing

Hardcover • 6 × 9 • 240 pp

ISBN-13: 978-0-07-161505-1

ISBN-10/MHID: 0-07-161505-9

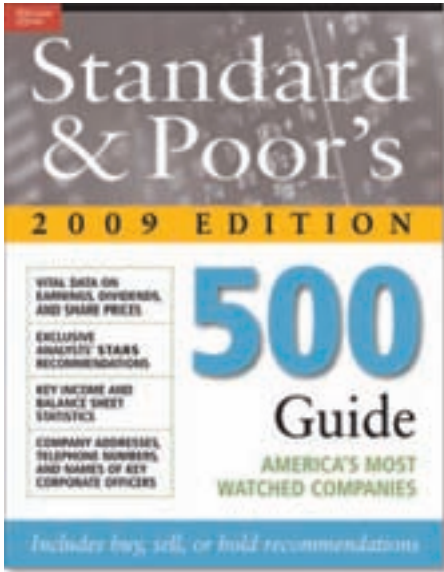
\$34.95TR (\$37.95 CAN)

Rights: World

2009 EDITION

STANDARD & POOR'S 500 GUIDE

Standard & Poor's



The facts, figures, and analysis readers need to make informed investing decisions

The S&P 500 Index is the most watched index in America—if not the world. For individual investors looking to make a smart stock purchase, executives researching corporate competitors, and job seekers looking for concise and up-to-the-minute overviews of potential employers, *Standard & Poor's 500 Guide*, 2009 Edition delivers the critical, often hard-to-find information they need. Easy to use and packed with market intelligence on all 500 of the companies listed in the S&P 500 Index, this authoritative reference includes:

- The latest information on the bluest of the blue chip stocks, from Abbott Labs and General Electric to Microsoft and Yahoo
- Earnings and dividends data, with three-year price charts
- Exclusive Standard & Poor's Quality Rankings (from A+ to D)
- Detailed data on each stock that makes up the S&P 500 Index

Standard & Poor's, a division of The McGraw-Hill Companies, Inc., is the nation's leading securities information company. It provides the respected Standard & Poor's ratings and stock rankings, advisory services, data guides, and the most closely watched and widely reported gauges of stock market activity—the S&P 500, S&P MidCap 400, S&P SmallCap 600, and S&P Super Composite 1500 stock price indices.

FEBRUARY

McGraw-Hill

Business & Economics/

Investments & Securities

Paperback • 8½ × 11 • 1,024 pp

ISBN-13: 978-0-07-161515-0

ISBN-10/MHID: 0-07-161515-6

\$39.95TR (\$43.95 CAN)

Previous ISBNs: 2008

978-0-07-159945-0 • 0-07-159945-2

500 illustrations • Rights: World

THIRD EDITION

ALL ABOUT BONDS, BOND MUTUAL FUNDS, AND BOND ETFs

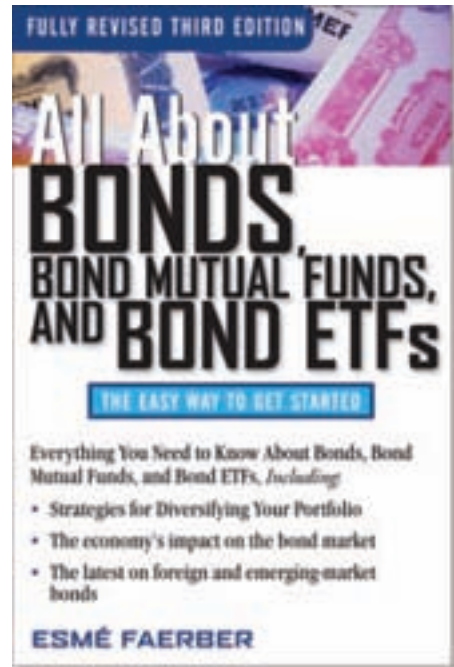
Esme E. Faerber

Expert advice for savvy fixed-income investing—updated and expanded

All About Bonds, Bond Mutual Funds, and Bond ETFs, Third Edition, gives readers everything they need to understand bonds, from basic characteristics (yield, liquidity, duration, and valuation) to detailed descriptions of individual fixed-income investments. This practical guide offers tools for allocating, building, and managing bond investments for a stronger, more diversified portfolio.

- New sections on alternative investing options, including individual bonds, bond mutual funds, and bond exchange-traded funds
- Includes new buying strategies for today's market conditions

Esme Faerber (Rosemont, PA) is a professor of business and accounting at Rosemont College. She is the author of *All About Stocks* (0-07-149455-3), and *All About Investing* (0-07-145752-6).



FEBRUARY

McGraw-Hill

Business & Economics/

Personal Finance/Investing

Paperback • 6 × 9 • 352 pp

ISBN-13: 978-0-07-154427-6

ISBN-10/MHID: 0-07-154427-5

\$19.95TR (\$21.95 CAN)

Previous ISBNs: 1999

978-0-07-134507-8 • 0-07-134507-8

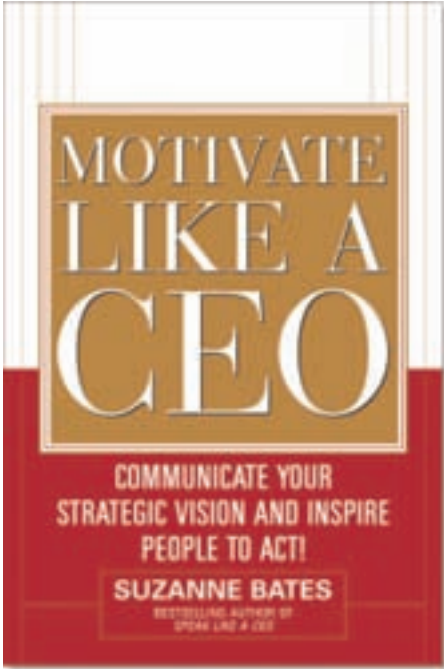
Rights: World

A PAPERBACK ORIGINAL

MOTIVATE LIKE A CEO

Communicate Your Strategic Vision and Inspire People to Act!

Suzanne Bates



Secrets for communicating strategy in a way that motivates others and drives results

In this follow-up to *Speak Like a CEO*, Suzanne Bates helps leaders at every level become a “force of influence” within their organizations, generating excitement and instilling accountability that culminates in superior results. The author offers key advice on how to articulate a vision in a way that motivates people to act.

- The eagerly anticipated follow-up to *Speak Like a CEO*
- Bates has been quoted in hundreds of publications, including the *New York Times*, *New York Post*, *Investor’s Business Daily*, and the *Boston Globe*
- Bates is a media savvy author who was named a Top Ten Coach by *Women’s Business Journal*
- In-the-trenches advice and anecdotes from senior executives illustrate how leaders must behave if they wish to move their organizations from inertia to outcomes

Suzanne Bates (Wellesley, MA) is an executive coach, author, speaker, entrepreneur, and former award-winning television news anchor. As president and CEO of Bates Communications, she shows leaders how to get business results through better communication.

Rights licensed: Chinese Complex, Thai

FEBRUARY

McGraw-Hill

Business Communication

Paperback • 6 × 9 • 240 pp

ISBN-13: 978-0-07-160029-3

ISBN-10/MHID: 0-07-160029-9

\$22.95TR (\$24.95 CAN)

Rights: World

LEADERSHIP WITHOUT EXCUSES

Ordinary Employees, Extraordinary Performance

Jeff Grimshaw and Gregg Baron

Warning: This book will change the way managers lead and succeed. No excuses.

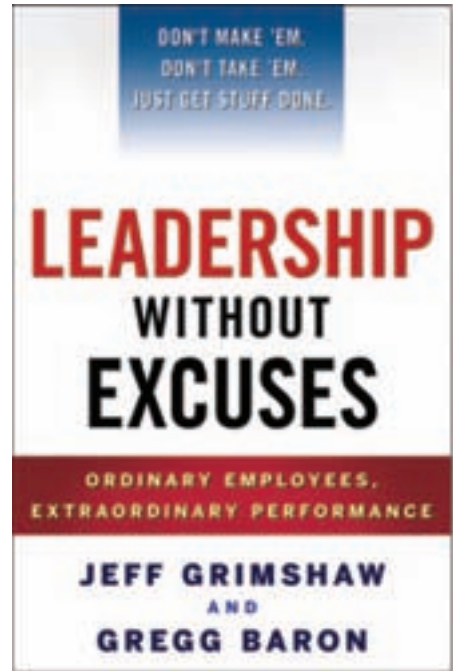
In every company there are employees who are star workers, some who barely scrape by—and then there are those with true potential that’s just waiting to be tapped. Using case studies, *Leadership Without Excuses* divides workers into three groups, “Saints,” “Sinners,” and “Save-ables.” It then provides simple strategies to inspire the best in the Save-ables—the ones who can grow into powerfully productive assets to any company. Filled with Fortune 500 examples and backed by measurable results this proven system will help managers lead their teams to quick, effective, and continually-growing success.

- A practical solution to the universal problem of accountability
- Features real-life insights, examples, and lessons learned to illustrate the book’s coaching points in action
- Includes case studies and contributions from thought leaders at top companies

Jeff Grimshaw (Berwin, PA) is a partner at CRA, Inc., who has consulted senior leaders at State Farm, McDonald’s, Kaiser Permanente, Children’s Hospital of Philadelphia, and other companies.

Gregg Baron (Tampa, FL) is a certified management consultant with more than two decades of experience.

Rights licensed: Spanish



FEBRUARY

McGraw-Hill

Business & Economics/Leadership

Hardcover • 6 × 9 • 320 pp

ISBN-13: 978-0-07-160004-0

ISBN-10/MHID: 0-07-160004-3

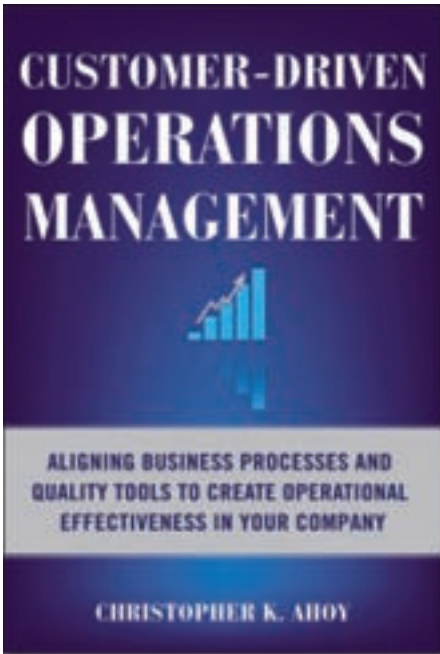
\$29.95TR (\$32.95 CAN)

Rights: World

CUSTOMER-DRIVEN OPERATIONS MANAGEMENT

Aligning Business Processes and Quality Tools to Create Operational Effectiveness in Your Company

Christopher K. Ahoy



A complete user's guide to top management tools that maximize the effectiveness of customer operations

Christopher Ahoy's uniquely developed approach will maximize the efficiency of customer-driven operations management in any organization. By combining years of research with today's best practices, Ahoy's system creates alignment throughout an entire organization, which in turn increases productivity and profit. With this system, organizations of every size can deliver goods, products, and services better, cheaper, and faster than the competition.

- Ahoy is an award-winning speaker and innovator who teaches his theory of "World Class Operations" to major companies throughout the world, including Oracle, Nationwide Insurance, Ames Laboratory, and 3D/I
- Ahoy has also been a featured speaker on quality and innovation at major universities including Purdue, The University of Glasgow, Notre Dame, The University of Dublin, University of Arkansas, Colorado State, and many others
- The author has won several top-tier awards, including the prestigious State of Iowa's "Top Level" Silver Award
- One of the only guides to combine Six Sigma, Baldrige, Balanced Scorecard, and other popular management tools into one fully integrated system

Christopher K. Ahoy (Ames, IA) is the associate vice president for facilities planning and management at Iowa State University and a global consultant.

Rights licensed: Spanish

FEBRUARY

McGraw-Hill

Business & Economics/Management

Hardcover • 6 × 9 • 300 pp

ISBN-13: 978-0-07-160831-2

ISBN-10/MHID: 0-07-160831-1

\$34.95TR (\$37.95 CAN)

24 diagrams and charts

Rights: World

FINANCIAL STATEMENTS DEMYSTIFIED

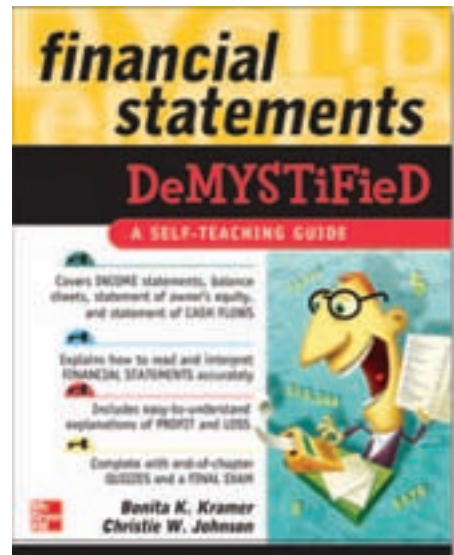
A Self-Teaching Guide

Bonita K. Kramer and Christie Wilson Johnson

More than a million Demystified books sold!

Designed for the reader with little or no accounting or business experience, *Financial Statements Demystified* explains in a clear, easy-to-understand way how to read a financial statement and use it effectively in making investment decisions. The book describes the four types of financial statements: income statement; balance sheet; statement of owner's equity; and statement of cash flows.

Bonita K. Kramer, Ph.D. (Bozeman, MT) is a professor of accounting in the College of Business at Montana State University in Bozeman. She is a Certified Public Accountant, Certified Management Accountant, and Certified Internal Auditor. **Christie W. Johnson, MBA** (Bozeman, MT) is a CPA and an associate professor of accounting at Montana State University in Bozeman.



FEBRUARY

McGraw-Hill

Business & Economics/

Personal Finance/Investing

Paperback • 7³/₈ × 9¹/₄ • 320 pp

ISBN-13: 978-0-07-154387-3

ISBN-10/MHID: 0-07-154387-2

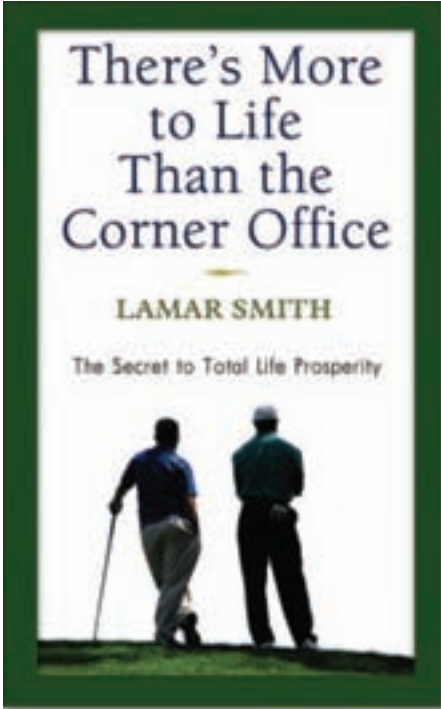
\$19.95ST (\$21.95 CAN)

50 b&w charts • Rights: World

THERE'S MORE TO LIFE THAN THE CORNER OFFICE

The Secret to Total Life Prosperity

Lamar Smith



A business parable that strikes the balance between personal fulfillment and career success

Many people equate prosperity solely with financial wealth and business success. However, total life prosperity involves success in all areas of life, not just one. *There's More to Life Than the Corner Office* shows readers how to find intellectual, emotional, spiritual, and financial balance in their lives.

Written as a business parable, the book recounts the story of a young, rising executive and his mentor, a wise CEO who teaches him the true meaning of success. Filled with insights and advice, *There's More to Life Than the Corner Office* will motivate readers to make important changes that transform their lives in order to find joy, purpose, and lasting significance.

- Lamar Smith is former CEO of First Command Financial Services, a retail brokerage company with more than 300,000 client families
- The book's core message—striking a balance between private and business life—is an “evergreen” subject among business people
- Smith will leverage his contacts within his industry to develop an extensive publicity campaign

Lamar Smith (Fort Worth, TX) is a decorated combat pilot, a financial advisor, and former CEO of First Command Financial Services.

Rights licensed: Chinese Complex

MARCH

McGraw-Hill

Business & Economics/Motivational

Hardcover • 5 × 8 • 160 pp

ISBN-13: 978-0-07-160930-2

ISBN-10/MHID: 0-07-160930-X

\$17.95TR (\$19.95 CAN)

Rights: World

STRATEGIC FORECASTING

A Structured Approach to Shaping the Future of Your Business

Dr. Simon Ramo and Dr. Ronald Sugar

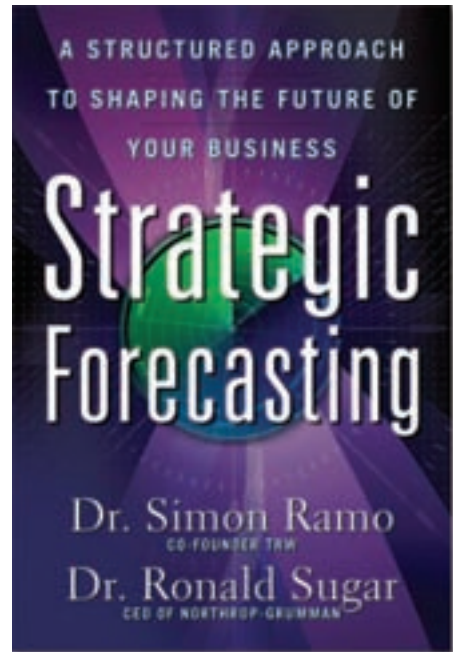
A proven four-point system for predicting the future of your business

In *Strategic Forecasting*, two giants of the aerospace industry offer executives in all fields a proven strategy for successfully guiding their businesses. This practical guide provides a qualitative system of measuring possibilities that will help leaders devise better business forecasts and achieve remarkable growth and profits. *Strategic Forecasting* also covers why predictions are sometimes wrong and how to use extrapolation to gain a competitive advantage.

- Dr. Ramo has been founder and principal executive of several successful high-tech companies and a global forerunner in his field for his contributions to the invention of radar, GE's electron microscope, the first American spacecraft, and much more
- Dr. Sugar is the chairman and CEO of Northrop Grumman Corporation, one of the world's leading defense and technology companies and played a key role in the early development of advanced spacecraft and electronic systems; he now oversees a \$33 billion company with 120,000 employees worldwide

Simon Ramo (Los Angeles, CA) is a pioneer in electronics research and development and a recipient of the Presidential Medal of Freedom. He is the author of *Introduction to Microwaves* (McGraw-Hill), one of the all-time most influential books on communications electronics.

Ronald Sugar (Los Angeles, CA) is chairman of the board and CEO of Northrop Grumman Corporation.



MARCH

McGraw-Hill

Business & Economics/Management

Hardcover • 6 × 9 • 256 pp

ISBN-13: 978-0-07-162126-7

ISBN-10/MHID: 0-07-162126-1

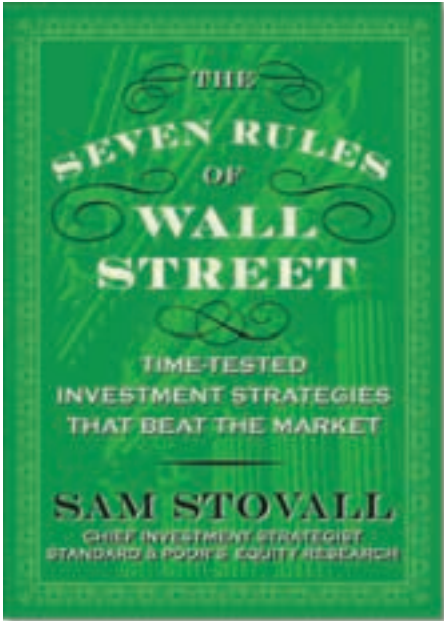
\$34.95TR (\$37.95 CAN)

Rights: World

THE SEVEN RULES OF WALL STREET

Time-Tested Investment Strategies that Beat the Market

Sam Stovall, Chief Investment Strategist, Standard & Poor's Equity Research



From Standard & Poor's chief investment strategist of equity research—21st century investment strategies behind Wall Street's eternal truths

As January goes, so goes the year. Let your winners ride, but cut your losers short. Sell in May, and then walk away. They're commonplaces familiar to every investment professional. Yet, until now, nobody has bothered to subject these old adages to scientific scrutiny. In this short, accessible investment guide, investing guru Sam Stovall proves that there's more than a little wisdom in those old saws. Drawing on nearly a 40 years' worth of data, he provides individual investors with easy-to-follow, step-by-step guidance on how to take full advantage of the sound investment strategies contained in those sayings.

- One of the most well-known investment strategists provides sound, practical, non-esoteric advice and proven strategies for investing in stocks and ETFs
- A very mediagenic investment personality, Stovall has made over 400 appearances in recent years on CNBC, Bloomberg, Nightly Business Report, BBC, and TV Tokyo, to name just a few
- Stovall has a huge international following from his weekly Stovall's Sector Watch, and his column "Sam Stovall's Sector Watch," on businessweek.com

Sam Stovall (New York, NY) is Standard & Poor's chief investment strategist of equity research serving as analyst, publisher, and communicator of Standard & Poor's outlooks for the economy, market, sectors, and stocks.

Rights licensed: Chinese Complex, Korean

MARCH

McGraw-Hill

Business & Economics/

Personal Finance/Investing

Hardcover • 5 × 7 • 250 pp

ISBN-13: 978-0-07-161517-4

ISBN-10/MHID: 0-07-161517-2

\$21.95TR (\$24.95 CAN)

Rights: World

PANDERER TO POWER

The Untold Story of How Alan Greenspan Enriched Wall Street and Left a Legacy of Recession

Frederick J. Sheehan

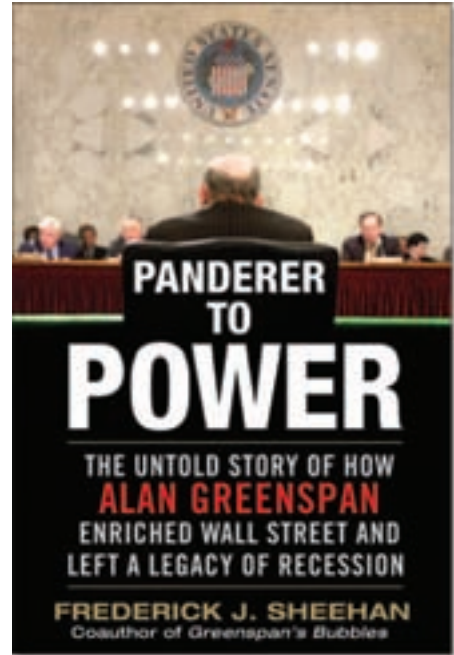
A critical look at the man behind the bubble economies of the last two decades

In his critically acclaimed *Greenspan's Bubbles*, coauthor Frederick J. Sheehan exposed the starring role played by former Fed chairman Alan Greenspan in virtually every economic calamity of the past 19 years. Now *Panderer to Power* reveals the mix of towering ambition and poor judgment that compelled Greenspan to set policies that enriched Wall Street at the expense of the American economy.

- *Greenspan's Bubbles* has been a runaway success, with consistent coverage on business media, including **TV:** Fox Business Channel, CNBC's Closing Bell, CNN, ABC This Week with George Stephanopolous, CNBC's Fast Money, Bloomberg News, and Marketwatch; **Radio:** NPR's Brian Lehrer Show, Lou Dobbs Radio, and ABC Radio; **Print Media:** *Forbes*, *US News & World Report*, *Wall Street Journal*, *USA Today*, *New York Times*, *Barron's*, *BusinessWeek*, *New York Post*, and *Fortune*
- Reveals how Greenspan consistently set policies designed first and foremost to enhance his political capital
- Based on decades of research into its subject's life and career—and delves into Alan Greenspan's personal life

Frederick J. Sheehan (Braintree, MA) is a former director of asset allocation services at John Hancock Financial Services. He has written for *Marc Faber's Gloom, Boom & Doom Report*, *Whiskey & Gunpowder*, and the Prudent Bear websites.

Rights licensed: German



MARCH

McGraw-Hill

Business & Economics/Economics

Hardcover • 6 × 9 • 400 pp

ISBN-13: 978-0-07-161542-6

ISBN-10/MHID: 0-07-161542-3

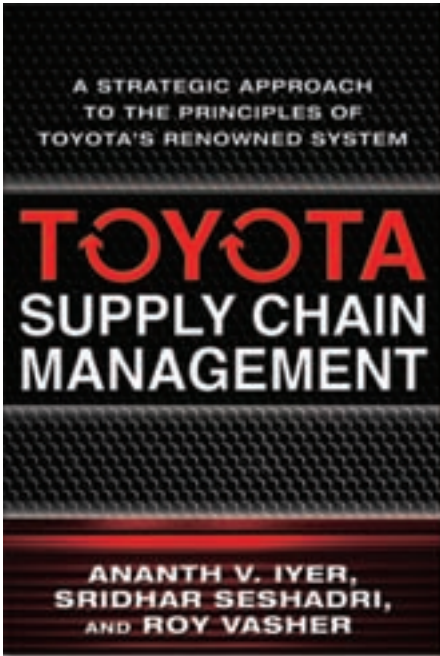
\$29.95TR (\$32.95 CAN)

Rights: World

TOYOTA SUPPLY CHAIN MANAGEMENT

A Strategic Approach to the Principles of Toyota's Renowned System

Ananth V. Iyer, Sridhar Seshadri, and Roy Vasher



A Toyota insider and two supply chain experts reveal the top management secrets behind one of the most successful operations in the world

“Supply chain excellence” has become a hot-button phrase among managers in high-production industries. Few organizations have a more efficient supply chain than Toyota, which makes them the perfect model for today’s business leaders. This step-by-step guide gives readers an inside look at the company’s proven operational methods that connect offices, plants, facilities, and vendors around the world.

- Toyota is one of the most compelling examples of corporate success to date, especially on the subjects of manufacturing and supply chain management
- Includes insider tips from a former Toyota executive—and offers hands-on guidance for improving production and operations
- Iyer and Seshardi are esteemed business school professors with vast experience in manufacturing and management issues

Ananth V. Iyer (West Lafayette, IN) is a Susan Bulkeley Butler Chair in Operations Management at the Krannert School of Management, Purdue University.

Sridhar Seshadri (Fresh Meadows, NY) is associate professor at the Stern School of Business, New York University.

Roy Vasher (Delray Beach, FL) is a retired senior executive from Toyota Motor Manufacturing, North America.

Rights licensed: Chinese Complex

APRIL

McGraw-Hill

Business and Economics/Management

Hardcover • 6 × 9 • 272 pp

ISBN-13: 978-0-07-161549-5

ISBN-10/MHID: 0-07-161549-0

\$34.95TR (\$37.95 CAN)

Rights: World

HOW TO MAKE MONEY WITH YouTube®

Market Yourself, Reach Your Customers, and Grow Your Business on the World's Most Popular Video-Sharing Site

Brad Schepp and Debra Schepp

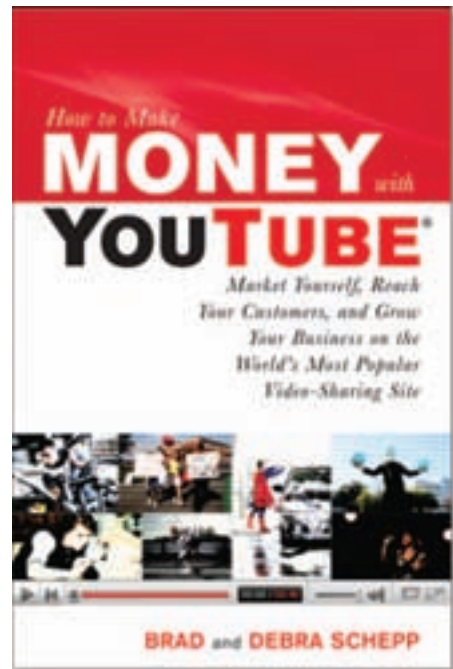
Tips for capitalizing on the power of YouTube—from the gurus of e-commerce

The video sharing website YouTube has changed the way products and brands are marketed. *How to Make Money with YouTube* shows readers how to harness the website's power and turn a profit.

Bestselling authors Brad and Debra Schepp provide in-depth coverage on everything from shooting and uploading videos, to fundraising and marketing, to building buzz and getting videos noticed. The book is filled with valuable advice and practical tips to help readers maximize their earning potential with YouTube. It's an ideal resource for business owners and individuals looking for a unique and profitable marketing tool.

- More than 75 million videos are featured on YouTube; when these videos go “viral,” they can get up to 50 million hits each
- Harnessing the power of the internet is one of the hottest trends in marketing
- Authors are recognized experts in the e-commerce field
- The book is part of the successful “How to Make Money with . . .” series

Brad Schepp and **Debra Schepp** (Middletown, MD) have written fifteen books, including the *eBay PowerSeller Secrets*, which sold nearly 35,000 copies. Their work has been featured in *Newsweek*, *Life*, and the *Chicago Tribune*.



A P R I L

McGraw-Hill

Business & Economics/Entrepreneurship

Paperback • 6 × 9 • 240 pp

ISBN-13: 978-0-07-162136-6

ISBN-10/MHID: 0-07-162136-9

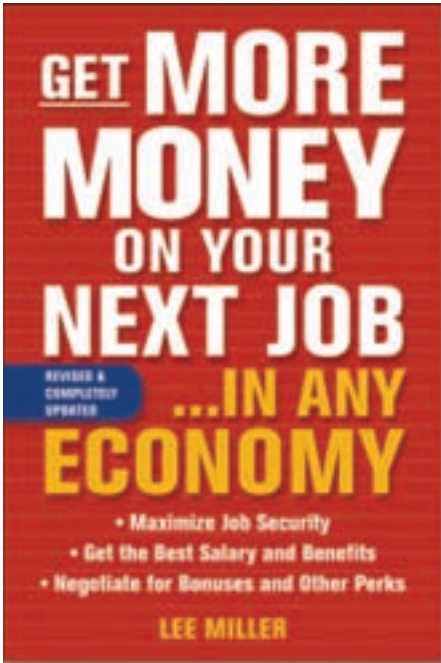
\$21.95TR (\$23.95 CAN)

Rights: World

REVISED & COMPLETELY UPDATED

GET MORE MONEY ON YOUR NEXT JOB ... IN ANY ECONOMY

Lee Miller



The job seeker's guide that "shows them the money"

This timely new approach to job hunting in today's market covers everything from preparing for the first interview to accepting that final offer. With invaluable advice from career expert Lee Miller that bolsters job search, interview, and negotiating skills, *Get More Money on Your Next Job—In Any Economy* also includes "can't-miss" techniques, bargaining tools, benefits options, internet negotiating tips, and more.

- An evergreen topic, with need-to-know, up-to-date information for today's job-seekers
- Miller is well-known as the cohost of the "Your Career Doctors" Radio Show and author of the biweekly Career Column for *New Jersey Star Ledger*
- Author's previous book, *A Woman's Guide to Successful Negotiating* (0-07-138915-6), was one of *Atlanta Woman* magazine's "50 best books for professional women," and was featured on "CBS Early Show" and "Good Morning America"

Lee Miller (Morristown, NJ) is the managing director of NegotiationPlus.com with offices in the United States and Asia, and a senior consultant with The Cabot Advisory Group.

APRIL

McGraw-Hill

Business & Economics/Careers

Paperback • 6 × 9 • 200 pp

ISBN-13: 978-0-07-162138-0**ISBN-10/MHID: 0-07-162138-5****\$14.95TR** (\$15.95 CAN)

Previous ISBNs: 1997

978-0-07-043146-1 • 0-07-043146-9

Rights: World

CEO MATERIAL

How to Be a Leader in Any Organization

D.A. Benton

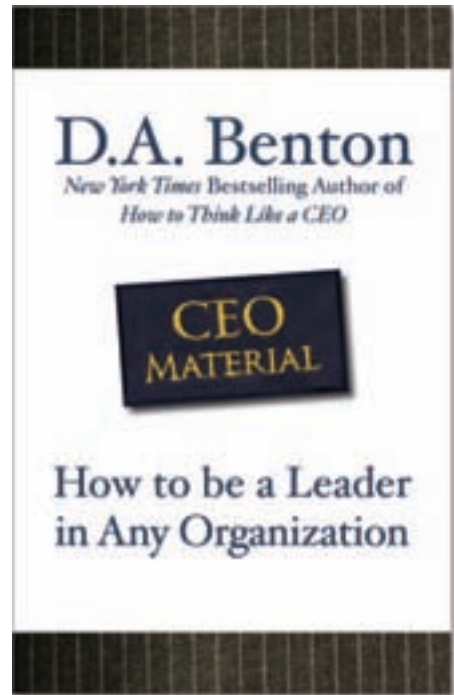
A world-renowned executive coach shows how to motivate, empower, and lead like the best CEOs

New York Times bestselling author D. A. Benton outlines proven prescriptions for building a reputation as a top-notch leader in any company or industry. *CEO Material* describes the core skills and competencies to cultivate, the critical relationships to build, and the key actions to take in order to get noticed by those who matter.

- Offers a unique insider's view of what strategies are important to Fortune 1000 Boards of Directors, executive search firms, and CEOs
- One of the top five executive coaches to have on speed dial, according to *Conde Nast Portfolio*
- Internationally renowned "CEO Whisperer" Benton has been featured in the *New York Times*, *Wall Street Journal* and *USA Today*, and on "Today," "Good Morning America," CNN, and "CBS News"
- D. A. Benton's books have sold hundreds of thousands of copies worldwide

D. A. Benton (Livermore, CO) has authored seven books and numerous articles for leading business publications. Her clients have included American Express, United Airlines, McKinsey & Company, Comcast, Kraft, Hewlett-Packard, and Lockheed Martin.

Rights licensed: Chinese Complex



A P R I L

McGraw-Hill

Business & Economics/Leadership

Hardcover • 6 × 9 • 256 pp

ISBN-13: 978-0-07-160545-8

ISBN-10/MHID: 0-07-160545-2

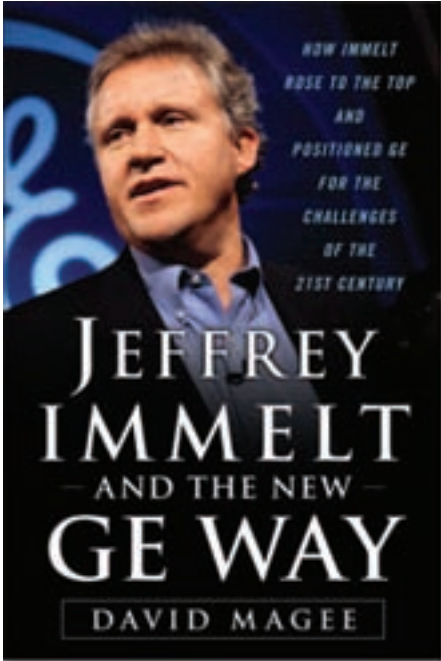
\$24.95TR (\$26.95 CAN)

Rights: World

JEFFREY IMMELT AND THE NEW GE WAY

How Immelt Rose to the Top and Positioned GE for the Challenges of the 21st Century

David Magee



Groundbreaking leadership lessons from a legend in the making

The story of Jeffrey Immelt's leadership at GE is a uniquely instructive one. Following in the footsteps of a legend, he led his company to 8 percent annual growth during a time of unprecedented challenges. For the first time, Immelt has allowed an author full access as he goes about reshaping one of America's most venerable companies. *Jeffrey Immelt and the New GE Way* shows readers how to apply his highly original leadership and management practices to their own business.

- The first book on Immelt and his tenure at GE, this is a management handbook for the 21st century
- Magee examines recent media and investor criticism of GE
- A seasoned, media-savvy business author who appears regularly on Fox Business News, Bloomberg, CNBC, and AP radio

David Magee (Chattanooga, TN) is the author of *How Toyota Became #1* (Portfolio, 2007); *Turnaround: How Carlos Ghosn Rescued Nissan* (Harper, 2002); *The John Deere Way* (Wiley, 2005); and *Ford Tough* (Wiley, 2004). His books have been reviewed in the *Wall Street Journal*, *The Harvard Business Review*, and *Newsweek*.

Rights licensed: Chinese Complex, Korean, Portuguese

APRIL

McGraw-Hill

Business & Economics/Management

Hardcover • 6 × 9 • 272 pp

ISBN-13: 978-0-07-160587-8

ISBN-10/MHID: 0-07-160587-8

\$25.95TR (\$28.95 CAN)

Rights: World

TURN SMALL TALK INTO BIG DEALS

Using 4 Key Conversation Styles to Customize Your Networking Approach, Build Relationships, and Win More Clients

Don Gabor

A revolutionary behavioral approach to a timeless business topic—networking

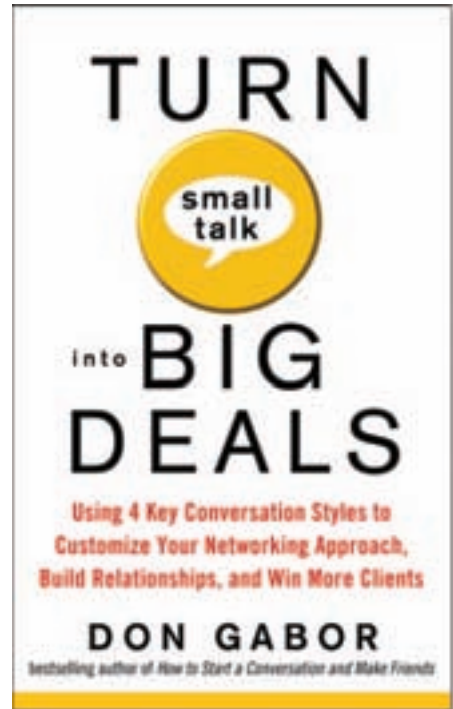
Many people fail in business because they apply a one-size-fits-all approach to the networking process. The true secret to effective networking is to tailor the process to suit each individual situation.

Using a Jungian behavioral approach to networking, *Turn Small Talk into Big Deals* reveals four distinct conversation styles that people use: competitive, amiable, supportive, and serious. The book teaches readers how to customize their business communication for maximum results.

- **Bestselling Track Record:** The author's previous book *How to Start a Conversation and Make Friends* (Fireside 2001) has sold over 350,000 copies
- Don Gabor is a well-known communications expert with a busy speaking schedule; he has been featured in *The New York Times*, *Chicago Tribune*, and *Men's Health*
- One of the most important career-building skills, networking continues to be an issue of great interest to readers

Don Gabor (Brooklyn, NY) is an author and communication trainer who teaches professionals from all industries how network more efficiently. His books have been covered by "60 Minutes With Andy Rooney," "Good Day NY," and *Entrepreneur*.

Rights licensed: Thai



APRIL

McGraw-Hill

Business & Economics/

Business Communication

Paperback • 5 × 8 • 288 pp

ISBN-13: 978-0-07-159965-8

ISBN-10/MHID: 0-07-159965-7

\$16.95TR (\$18.95 CAN)

Rights: World

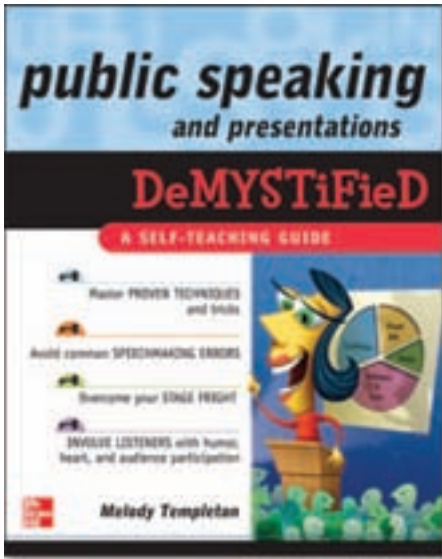
A PAPERBACK ORIGINAL

PUBLIC SPEAKING AND PRESENTATIONS DEMYSTIFIED

A Self-Teaching Guide

Melody Templeton

More than
one million
Demystifieds
sold



**Take the mystery out of
effective, fear-free public speaking**

This latest book in the Demystified series takes the confusion out of preparing for and delivering speeches and presentations. *Public Speaking and Presentations Demystified* walks readers step-by-step through the fundamentals of the subject and provides them with techniques for effective speaking, avoiding common errors, and overcoming stage fright.

- Hundreds of thousands of students and professionals need guidance with public speaking and presentation skills
- Readers work at their own pace and hands-on exercises let them gauge their progress

Melody Templeton (Kimberton, PA) has served on the faculties of the Wharton MBA and Executive MBA programs. She has lead thousands of seminars with Fortune 500 companies, industry organizations, and college students.

APRIL

McGraw-Hill

*Business & Economics/Business**Communication/Meetings & Presentations*Paperback • 7³/₈ × 9¹/₄ • 384 pp**ISBN-13: 978-0-07-160121-4****ISBN-10/MHID: 0-07-160121-X****\$19.95ST** (\$21.95 CAN)

Rights: World

THE LSTA'S COMPLETE CREDIT AGREEMENT GUIDE

Richard Wight, Warren Cooke, and Richard Gray

The definitive guide to managing the credit agreement process for bank and operations professionals

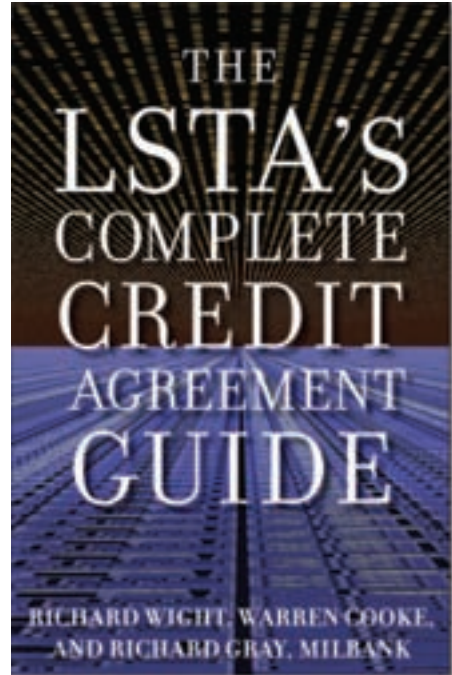
The credit agreement is considered the heart and soul of the loan market, yet it remains a complex document that professionals in the loan industry struggle to master. *The LSTA's Complete Credit Agreement Guide* goes far beyond the basics to provide a comprehensive discussion of every aspect of the credit agreement—from negotiation and execution to managing the process throughout the life of the loan.

- No other reference on the market covers the subject in such depth
- Readers will find solutions to real-world scenarios in which things don't go according to plan
- The book will full support from the Loan Syndications and Trading Association (LSTA)

Richard Wight (New York, NY) has been a partner in the Global Finance Group of Milbank, Tweed, Hadley & McCloy since 1985. A resident in the firm's New York office, he has extensive experience representing banks and other institutional investors in complex financing.

Warren Cooke (New York, NY), a partner at Milbank since 1980, practices in principally transactional work on behalf of U.S. and non-U.S. financial institutions.

Richard Gray (New York, NY), a lawyer with Milbank since 1981 and a partner since 1990, has specialized in banking transactions for more than 25 years.



JANUARY

McGraw-Hill

Business & Economics/

Investments & Securities

Hardcover • 6 × 9 • 400 pp

ISBN-13: 978-0-07-161511-2

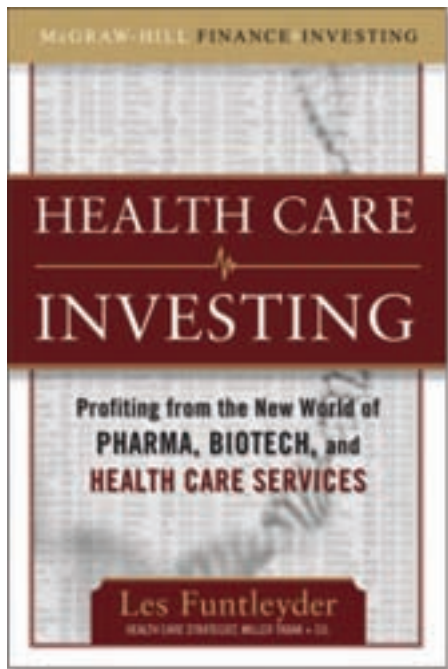
ISBN-10/MHID: 0-07-161511-3

\$99.95PT (\$105.95 CAN)

Rights: World

HEALTH CARE INVESTING

Profiting from the New World of Pharma, Biotech, and Health Care Services
Les Funtleyder, Health Care Strategist, Miller Tabak + Co, LLC



An industry insider shares his strategy for investing in this high-growth industry

Health Care Investing couples strategies for making money on the future growth of the health-care industry with insightful coverage of the people and events that have shaped it. Readers will find valuable information about the issues health care professionals face today; examinations of patterns, policies, and future predictions in the market; and practical approaches to investing in pharma, biotech, and managed care.

- Investors are flocking to the \$2.5 trillion health care market
- Features 14 questions to help readers decide when to invest in health care as a piece of a larger portfolio or as individual investments
- Funtleyder's experience includes directing clinical and business research at Innovative Health Solution and consulting for Coopers & Lybrand and Health Strategies Group

Les Funtleyder (New York, NY) manages a multimillion-dollar health care fund at Miller Tabak and is frequently interviewed on such networks as CNBC, Bloomberg, and NPR.

Miller Tabak + Co., LLC, is a 24 year-old institutional trading firm specializing in the discrete handling of stock purchases and sales, portfolio re-balancings, and listed options.

JANUARY

McGraw-Hill

Business & Economics/

Investments & Securities

Hardcover • 6 × 9 • 304 pp

ISBN-13: 978-0-07-159748-7

ISBN-10/MHID: 0-07-159748-4

\$49.95TR (\$54.95 CAN)

Rights: World

THE VaR IMPLEMENTATION HANDBOOK

Financial Risk & Applications in Asset Management, Measurement, and Modeling

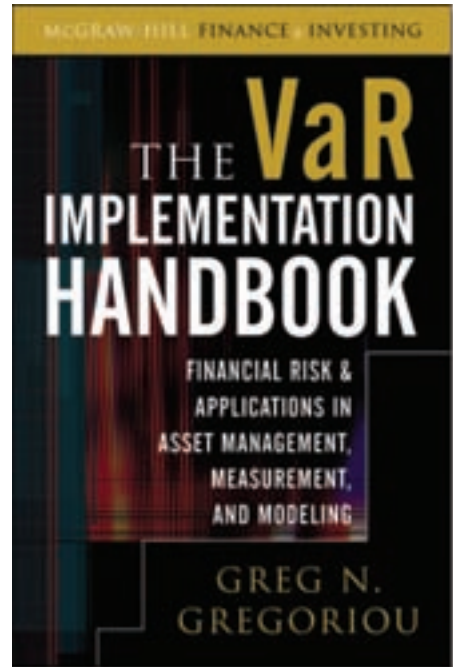
Greg N. Gregoriou

The latest strategies for applying the new science of risk management

The VaR Implementation Handbook examines the latest strategies for measuring, managing, and modeling risk across a variety of applications. Packed with the insights, methods, and models that make experienced professionals competitive all over the world, this comprehensive guide features cutting-edge research and findings from some of the industry's most respected academics, practitioners, and consultants.

- Professional interest in the subject has risen sharply in conjunction with the methodology's growing position in the industry
- The personal experience and expertise of an international team of 40 contributors make this resource globally relevant
- Material is applicable to a broad array of areas—from equity to operational and structured products (including derivatives)

Greg N. Gregoriou (Plattsburgh, NY) is professor of finance in the School of Business and Economics at State University of New York (Plattsburgh). He has published 25 books and is coeditor for the peer-reviewed *Journal of Derivatives and Hedge Funds* and editorial board member for the *Journal of Wealth Management*, *Journal of Risk Management in Financial Institutions*, and *Brazilian Business Review*.



MARCH

McGraw-Hill

Business & Economics/

Investments & Securities

Hardcover • 6 × 9 • 528 pp

ISBN-13: 978-0-07-161513-6

ISBN-10/MHID: 0-07-161513-X

\$95.00PT (\$99.95 CAN)

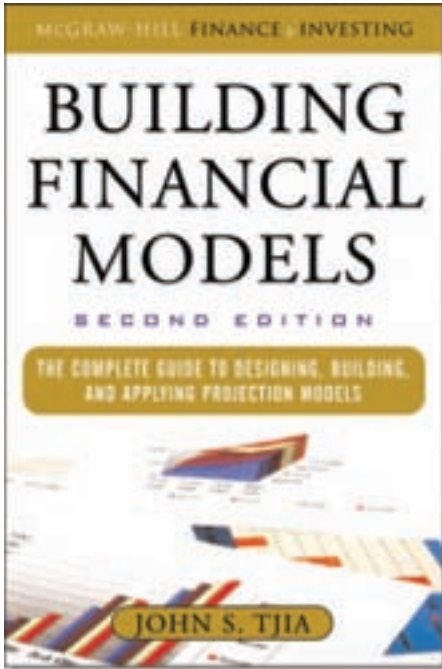
Rights: World

SECOND EDITION

BUILDING FINANCIAL MODELS

The Complete Guide to Designing, Building, and Applying Projection Models

John S. Tjia



The most up-to-date guide available for designing, building, and implementing valuation projection models

Building Financial Models has been widely acclaimed by accounting and finance professionals for its insight into determining a company's current value and projecting its future performance. Building on this tradition, the updated and expanded Second Edition helps readers develop a financial model, complete with entirely new material on discounted cash flow (DCF) modeling. Professionals will find this guide invaluable for both its practical, step-by-step approach to creating a core model and its broad coverage of model mechanics and foundational accounting and finance concepts.

- This new edition features 40 percent new material, including Excel formulas for making powerful calculations within the spreadsheet
- Provides in-depth explanations of both the principles and mechanics of projection models
- A special website will provide customizable spreadsheets

John S. Tjia (Pleasantville, NY) is a founding partner in TMG Associates, LLC, a consulting firm with investment and commercial banking clients that specializes in financial modeling for corporate finance. A former vice president at JPMorgan Chase, he has taught modeling and valuation classes to hundreds of analysts and associates.

APRIL

McGraw-Hill

Business & Economics/

Investments & Securities

Hardcover • 6 × 9 • 304 pp

ISBN-13: 978-0-07-160889-3

ISBN-10/MHID: 0-07-160889-3

\$79.95PT (\$84.95 CAN)

Previous ISBNs:

978-0-07-140210-1 • 0-07-140210-1

Rights: World

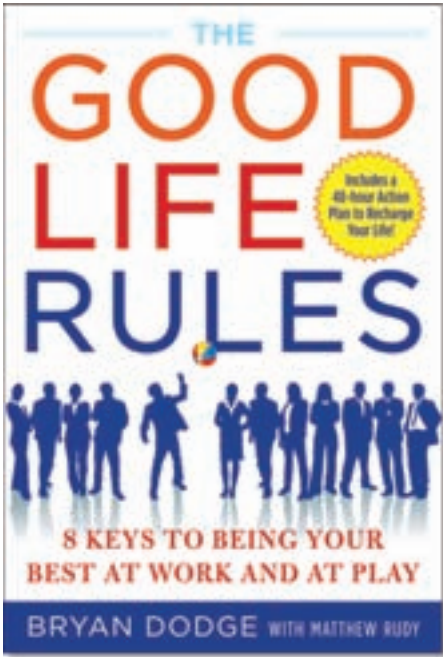
McGraw-Hill Spring 2009

CONSUMER

THE GOOD LIFE RULES

8 Keys to Being Your Best at Work and at Play

Bryan Dodge with Matt Rudy



One of the most dynamic speakers in the country. One of the most life-changing messages in the world.

Bryan Dodge's message is spreading from coast to coast—and transforming lives day by day. With 600,000 radio listeners at Dallas' WBAP—and hundreds of speaking engagements each year, Dodge definitely has something to say. Something that could change anyone's life ... in 48 hours.

His message is this: the good life is within our reach—once we know how to find it. His simple but powerful lessons show us the way to find more satisfaction at work and at home, how to embrace change, create upward growth, and focus on the things that really matter. These are *The Good Life Rules*.

- An instant motivational classic from a popular speaker who reaches more than 55,000 people each year through his workshops and keynotes and 600,000 listeners through his radio show
- A “rulebook” of life with a 48-hour action plan

Bryan Dodge (Lucas, TX) is one of America's most popular speakers, with more than 250 engagements each year, and his monthly e-newsletter goes out to more than 15,000 subscribers. He currently hosts a radio show that reaches 600,000 listeners.

Rights licensed: Thai, Korean

JANUARY

McGraw-Hill • *Self-Help*

Hardcover • 5½ × 8¼ • 224 pp

ISBN-13: 978-0-07-150838-4

ISBN-10/MHID: 0-07-150838-4

\$24.95TR (\$26.95 CAN)

Rights: World

A PAPERBACK ORIGINAL

THE ABSMART FITNESS PLAN

A Proven Workout to Lose Inches and Strengthen Your Core without Straining Your Back

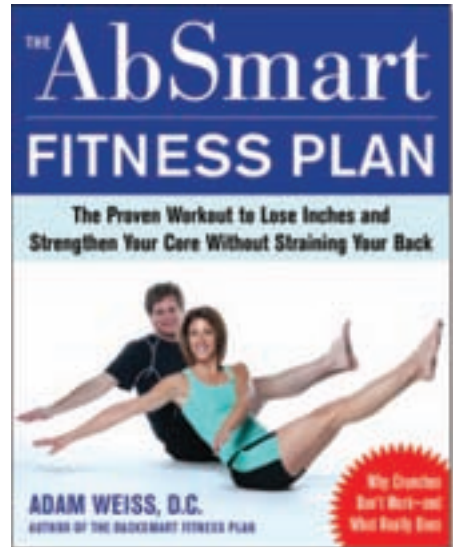
Adam Weiss, D.C.

The author of *The BackSmart Fitness Plan* reveals a smarter, safer way to trim that waistline—without pain, injury, and all those crunches!

As a chiropractic physician, Adam Weiss understands that traditional ab exercises can cause back pain, strain muscles, and can even cause misalignment. That's why he created a truly safe, and amazingly effective, routine for slimming the waist—without the risk of pain or injury. His revolutionary approach targets and strengthens core muscles using a unique combination of muscle stretches, dynamic exercises, and dietary advice. It's safe. It's smart. And it works.

- Dr. Weiss is a board-certified chiropractic physician specializing in sports and fitness
- The author's *The BackSmart Fitness Plan* (978-0-07-144338-8 • 0-07-144338-X) is an established title that will appeal to the same audience of *The Ab Smart Fitness Plan*
- A truly safe way to exercise abs—through stretching, flexibility training, and other alternatives to crunches—even for those who suffer from back pain

Adam Weiss, D.C. (Buffalo Grove, IL) is board certified by the National Board of Chiropractic Examiners. He is a member of the American College of Sports Medicine, and medical director of Weiss Health and Fitness Center.



JANUARY

McGraw-Hill • Fitness

Paperback • 7 $\frac{3}{8}$ × 9 $\frac{1}{8}$ • 272 pp

ISBN-13: 978-0-07-159805-7

ISBN-10/MHID: 0-07-159805-7

\$18.95TR (\$20.95 CAN)

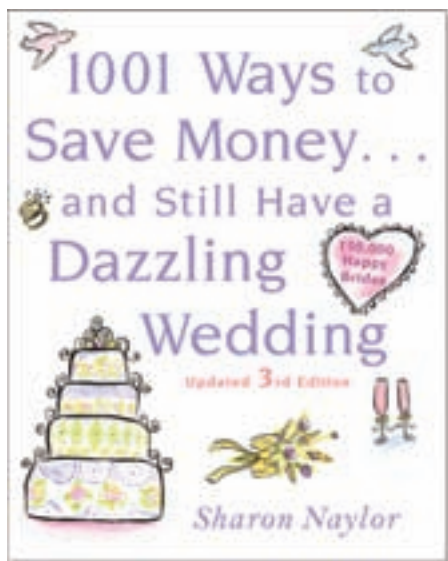
100 b&w photos

Rights: World

THIRD EDITION

1,001 WAYS TO SAVE MONEY ... AND STILL HAVE A DAZZLING WEDDING

Sharon Naylor



Proven advice for a spectacular wedding without breaking the bank

This book is for every bride who wants her wedding to be memorable but does not have a “money is no object” budget. Wedding specialist Sharon Naylor shows couples how to trim down their costs without compromising their dream wedding. This proven best-seller includes creative secrets to saving on the wedding gown, cake, rings, catering, and more.

- Completely revised and updated, this latest edition includes new innovations that can save brides money—such as using an iPod to save on music costs but still get the tunes they love—and do-it-yourself ideas that can save thousands
- Author has been a popular guest on radio and television and has been quoted in the *Wall Street Journal*, the *New York Times*, *Newsweek*, *Chicago Tribune*, *Modern Bride*, *New York Weddings*, *Town and Country Weddings*, and others
- Previous editions have sold more than 150,000 copies

Sharon Naylor (Madison, NJ) is the author of more than 30 wedding planning books. She is the wedding Q&A specialist at NJWedding.com and PashWeddings.com and a contributing editor for *Southern Bride*. She has been featured in *InStyle Weddings*, *Bride & Groom*, and *Vows*. Naylor has been a guest on ABC News and “Inside Edition,” has been featured on the website for “The View,” and has given thousands of radio interviews internationally.

JANUARY

McGraw-Hill • *Bridal*

Paperback • 6 × 8 • 352 pp

ISBN-13: 978-0-07-161145-9

ISBN-10/MHID: 0-07-161145-2

\$16.95TR (\$18.95 CAN)

Previous ISBN: 2001

978-0-658-02109-1 • 0-658-02109-5

Two-color throughout • Rights: World

A PAPERBACK ORIGINAL

HOW TO CREATE A MAGICAL RELATIONSHIP

The 3 Simple Ideas That Will Instantaneously Transform Your Love Life

Ariel Kane and Shya Kane

A heartfelt masterpiece from the internationally renowned speakers, workshop leaders, and lifelong soul mates

An instant classic in the field of love and relationships, this deeply profound book by self-help gurus Ariel and Shya Kane teaches today's couples how to have successful relationships in three simple steps. By learning how to let go, let be, and fully commit to the happiness that can only be found within themselves and each other, readers will rediscover the passion that first brought them together and the magic to keep them as a couple.

"10 stars . . . outstanding."

—*Dr. Maryel McKinley, Awareness magazine*

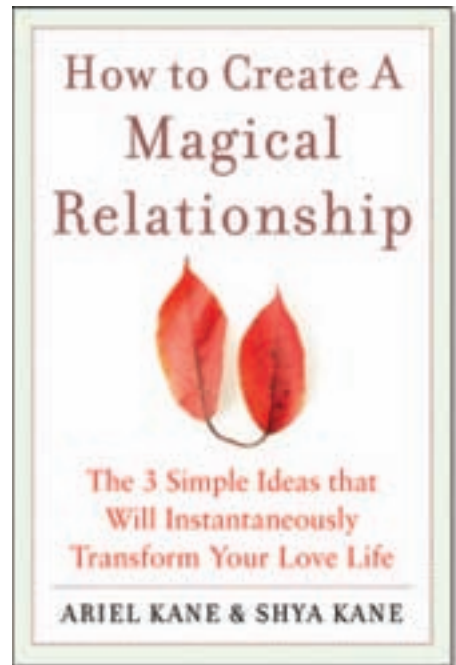
"A masterpiece . . . unprecedented by any other relationship genre book this reviewer has ever come across."

—*Wisdom magazine*

- The self-published edition of this book sold more than 5,000 copies
- Dynamic speakers: The Kanes conduct weekly workshops in New York City, frequent seminars in Germany, presentations at London's Alternatives Center, and a weekly Internet radio show, "Being Here"
- Popular subject: a spiritual relationship guide in the tradition of *Eat, Pray, Love* (Penguin, 2007)

Ariel Kane and **Shya Kane** (Milford, NJ) are bestselling, award-winning authors, Internet radio hosts, seminar leaders, and corporate consultants who have helped transform the lives of individuals, couples, and organizations around the world.

Rights licensed: Chinese Complex, Thai



JANUARY

McGraw-Hill • *Self-Help*

Paperback • 5½ × 8¼ • 216 pp

ISBN-13: 978-0-07-160110-8

ISBN-10/MHID: 0-07-160110-4

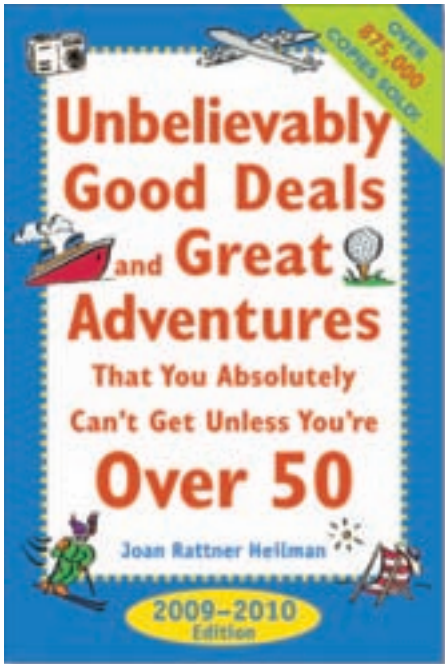
\$15.95TR (\$17.95 CAN)

Rights: World, except Germany,
the Netherlands, Russia and Japan

2009–2010 EDITION

UNBELIEVABLY GOOD DEALS AND GREAT ADVENTURES THAT YOU ABSOLUTELY CAN'T GET UNLESS YOU'RE OVER 50

Joan Rattner Heilman



The over-50 set's bible for bargains, from golf to globetrotting

The newest edition of this proven bestseller is completely revised and updated with even more information about trips, discounts, clubs, programs, and special perks for anyone over 50. *Unbelievably Good Deals and Great Adventures That You Absolutely Can't Get Unless You're Over 50* includes amazing bargains on airfares, hotels, car rentals, public transportation, vacations designed for grandparents and grandkids, tennis camps, golf vacations, ski clubs, bike trips, and free—or almost free—college educations.

- More than 900,000 copies have been sold in previous editions
- Completely updated with new offers that appeal to the active senior set
- Appeals to the approximately 90 million people over 50 in the United States alone

Joan Rattner Heilman (Mamaroneck, NY) is the author and coauthor of more than a dozen books and was for many years the “Bargains” columnist for *New Choices* magazine.

“One of the most-thumbed volumes on my desk. A fantastic piece of research.”

—Betsy Wade, *New York Times*

“The bargain hunter’s bible.”

—AARP The Magazine

“Great trips for the over-50-but-not-over-the-hill-crowd.”

—Chicago Tribune

JANUARY

McGraw-Hill • Travel

Paperback • 6 × 9 • 320 pp

ISBN-13: 978-0-07-159884-2

ISBN-10/MHID: 0-07-159884-7

\$16.95TR (\$18.95 CAN)

Previous ISBN: 2007

978-0-07-147747-5 • 0-07-147747-0

Rights: World

A PAPERBACK ORIGINAL

WHY HASN'T HE PROPOSED?

Go from First Date to Setting the Date

Matt Titus and Tamsen Fadal

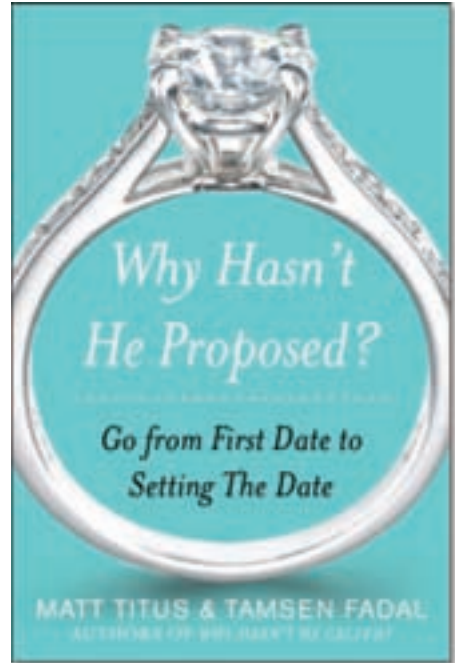
Two of the nation's top matchmakers and relationship experts answer the Big Question on single women's minds!

Their first book *Why Hasn't He Called?* created such a buzz that they were featured three times on "The Tyra Banks Show." Now coauthors Matt Titus and Tamsen Fadal show women how to get their men to pop the question. In a breezy, "he said, she said" style, they reveal how long is too long to date without a commitment, how to immediately gain (and then keep) the upper hand in the relationship, how to get in good with his family and friends, and, most importantly, how to get him to propose.

- *Why Hasn't He Called?* was featured on "The Tyra Banks Show," "Morning Show with Mike & Juliet," "CBS Early Show," and in *Cosmopolitan*, *USA Today*, *OK!*, *Elle*, the *Daily News*, and *Philadelphia Inquirer*
- This is a strong category without much competition—the few books out there on this topic, such as *Why Men Marry Bitches* (Simon and Schuster, 2006) and *Why Men Marry Some Women and Not Others* (Element Books, 2004), have sold well

Matt Titus and **Tamsen Fadal** (New York, NY) are newlyweds and business partners who run the matchmaking service Matt's Little Black Book, the relationship website Text and the City and the lifestyle website Sassybean.com. They were the stars of Lifetime's reality show "Matched in Manhattan."

Rights licensed: Chinese Complex



FEBRUARY

McGraw-Hill • *Self-Help*

Paperback • 5½ × 8¼ • 256 pp

ISBN-13: 978-0-07-161496-2**ISBN-10/MHID: 0-07-161496-6****\$16.95TR** (\$18.95 CAN)

Rights: World



A PAPERBACK ORIGINAL

the no-cry nap solution

Guaranteed Gentle Ways to Solve All Your Naptime Problems

The bestselling parenting author brings her solution to every mom and dad's naptime dilemmas

Research shows that napping helps our health and well-being. While adults would welcome a break during the day, busy, active children often resist a nap and do not get enough rest. The results are cranky, grouchy kids who later have trouble sleeping at night because they are too wired to sleep! Trusted parenting author Elizabeth Pantley brings her expertise to this underpublished yet important issue with the same gentle approach used in her other No-Cry bestsellers.

In *The No-Cry Nap Solution* Pantley explains to parents of children ages newborn to kindergarten the importance of napping to both behavior during the day and sleeping during (and through!) the night. She then shares her gentle, loving techniques—tested on families of all sizes and circumstances—and shows readers how they can customize her solutions for their own family. Pantley addresses issues such as children who resist naps, dealing with schedule changes, turning short naps into longer ones, helping a child go from needing motion to sleep to “stationery” sleep, nursing at naptime, and more.

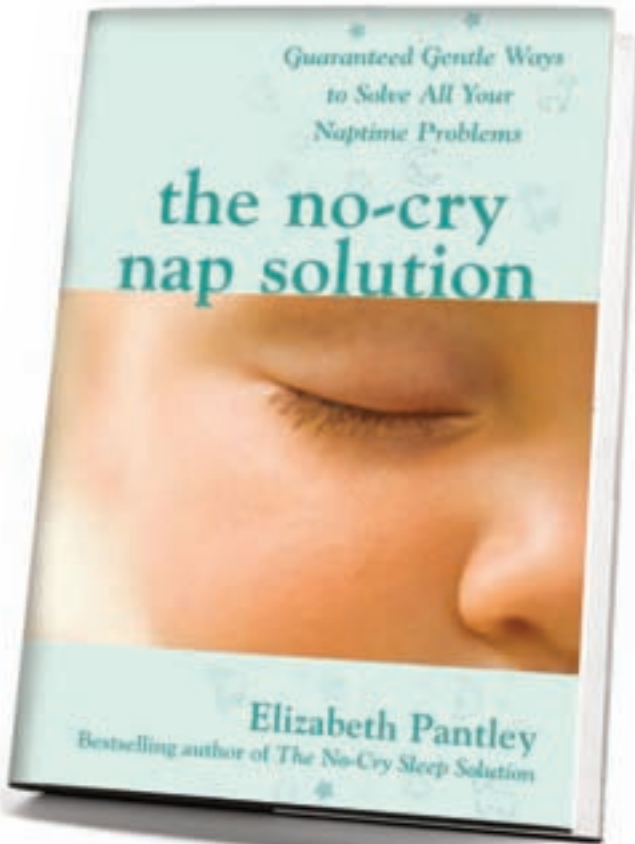
- The trust parents have in the author is evident in the sales of her books: Elizabeth Pantley's No-Cry books have sold more than 400,000 copies
- Recent research shows that napping helps children's behavior and ability to learn but many kids resist a nap; this book helps those parents give the children the break they (and themselves) need
- Pantley is a tireless promoter and a trusted resource for parents. She spends four to five hours a day answering emails from concerned moms and dads who need her advice and also gives advice through online chats for parents



Elizabeth Pantley
Bestselling author of *The No-Cry Sleep Solution*



No tears, just sweet dreams—now parents and kids will get the rest they need



Rights licensed: Spanish



Elizabeth Pantley (Kirkland, WA) is the president of Better Beginnings, Inc., a parent education company, and is a regular radio show guest on stations across the United States and in Canada as well as an extremely active Internet promoter, through a wide variety of parenting blogs and websites as well as her own site, Pantley.com/Elizabeth. Her school newsletter, *Parent Tips*, is distributed nationwide. She has been quoted in such magazines as *Redbook*, *Parents*, *Parenting*, *Woman's Day*, and *Good Housekeeping*.

FEBRUARY

McGraw-Hill • *Parenting*

Paperback • 5½ × 8¼ • 256 pp

ISBN-13: 978-0-07-159695-4

ISBN-10/MHID: 0-07-159695-X

\$15.95TR (\$17.95 CAN)

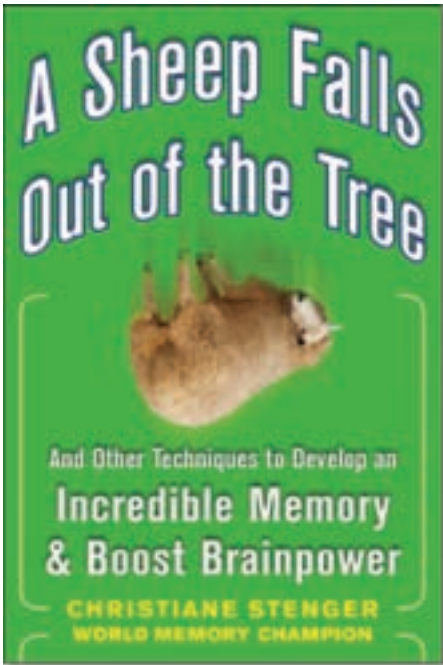
Rights: World • 20 b&w photos

A PAPERBACK ORIGINAL

A SHEEP FALLS OUT OF THE TREE

And Other Techniques to Develop an Incredible Memory and Boost Brainpower

Christiane Stenger



A memory-building workout fit for a champion now available to anyone wanting to remember more and forget less

A good memory makes life easier (“Where are my car keys?”), helps people get ahead in their careers (“I know someone at the company but forgot her name!”), and adds to our overall productivity (“What do I have scheduled that day?”). Imagine what an incredible memory can do! Christiane Stenger, a World Memory Champion, helps readers achieve the memory they desire with her total brain workout of interactive activities, exercises, and fun quizzes.

- The author has been a World Memory Champion three times and now shares her training secrets
- The German edition of this book sold more than 35,000 copies
- Training methods are engaging; readers will learn how to remember simple number sequences through creative images like “a sheep falls out of the tree,” which stands for the numbers 69 and 14

Christiane Stenger (Germany) has been world youth champion in memory training three times. At age 12, she became the youngest person ever to be awarded the title of Grandmaster in memory training. She appears regularly in the media and is passionate about making education more innovative and enjoyable.

MARCH

McGraw-Hill • *Self-Help*

Paperback • 6 × 9 • 224 pp

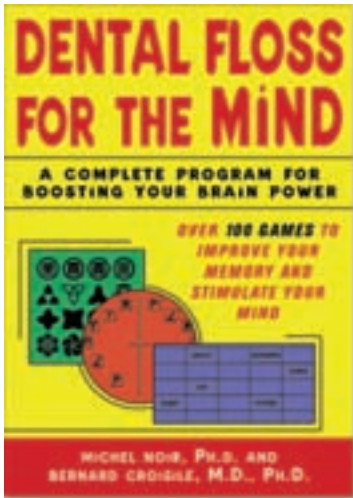
ISBN-13: 978-0-07-161501-3

ISBN-10/MHID: 0-07-161501-6

\$15.95TR (\$17.95 CAN)

Rights: World English ex. the United Kingdom

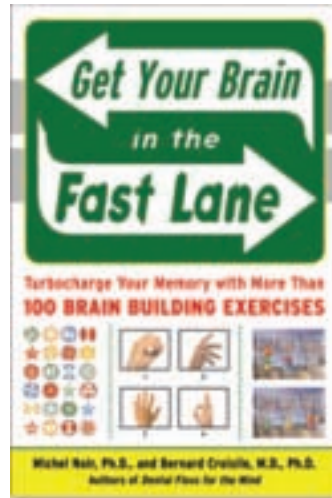
Bestselling titles that build memory muscles!



NOIR: DENTAL FLOSS FOR THE MIND

Paperback • \$14.95TR

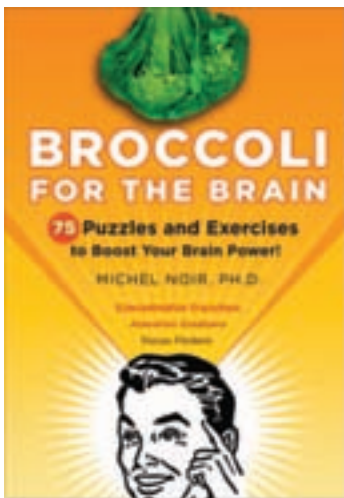
978-0-07-144776-8 • 0-07-144776-8



NOIR: GET YOUR BRAIN IN THE FAST LANE

Paperback • \$16.95TR

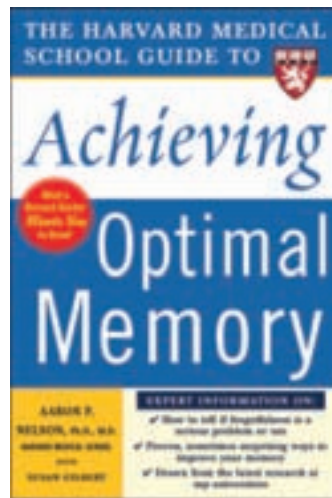
978-0-07-147867-0 • 0-07-147867-1



NOIR: BROCCOLI FOR THE BRAIN

Paperback • \$16.95TR

978-0-07-150820-9 • 0-07-150820-1



NELSON: THE HARVARD MEDICAL SCHOOL GUIDE TO ACHIEVING OPTIMAL MEMORY

Paperback • \$15.95TR

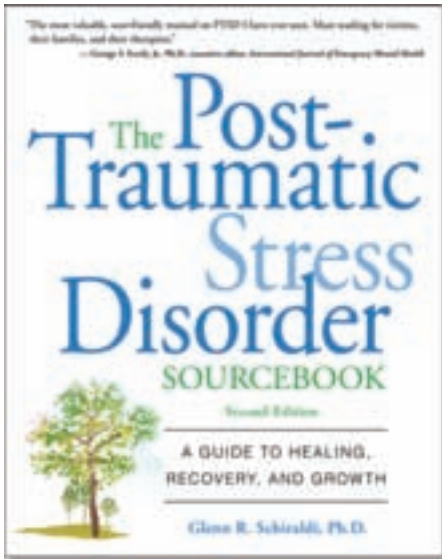
978-0-07-144470-5 • 0-07-144470-X

SECOND EDITION

THE POST-TRAUMATIC STRESS DISORDER SOURCEBOOK

A Guide to Healing, Recovery, and Growth

Glenn R. Schiraldi, Ph.D.



For the millions who suffer from the effects of a traumatic experience, here's help, hope, and the tools needed for lasting recovery

The Post-Traumatic Stress Disorder Sourcebook is a guide for both survivors and their loved ones, helping them to see that on the other side of their pain is recovery and growth. Dr. Glenn Schiraldi has provided tools for thousands of survivors to recover, grow, and find happiness. Now he makes these techniques available to readers to help them recognize coping mechanisms and by dealing directly with the effects of a traumatic experience they will be able to heal from what they once thought they never could.

- Previous edition of this book sold more than 40,000 copies
- This new edition includes new techniques for overcoming PTSD, and updated information on PTSD's role in addiction
- Addresses the specific needs of many causes of PTSDs, including those of military personnel

Glenn R. Schiraldi, Ph.D. (Laurel, MD), has served on the faculty in stress management at the Pentagon and the University of Maryland. He is the author of several articles and books on mental and physical health. He serves on the board of directors of the Depression and Related Affective Disorders Association.

MARCH

McGraw-Hill • *Self-Help*Paperback • 7³/₈ × 9¹/₄ • 446 pp**ISBN-13: 978-0-07-161494-8****ISBN-10/MHID: 0-07-161494-X****\$21.95TR** (\$23.95 CAN)

Rights: World

Previous ISBNs: 2000

978-0-7373-0265-3 • 0-7373-0265-8

A PAPERBACK ORIGINAL

NICE GIRLS CAN FINISH FIRST

Getting the Results You Want and the Respect You Deserve . . . While Still Being Liked

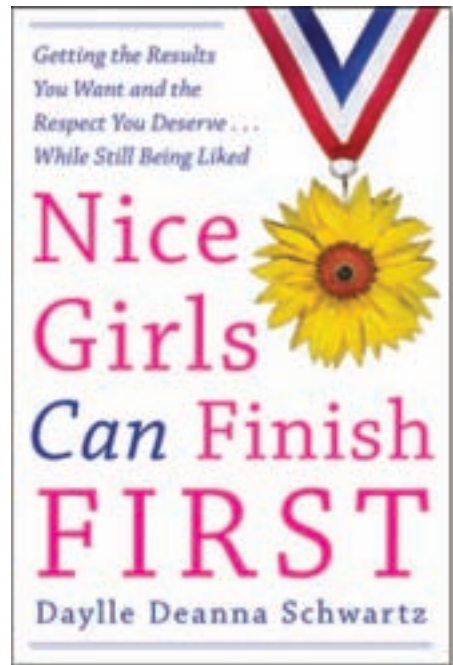
Daylle Deanna Schwartz

AS SEEN ON “OPRAH”—a self-confessed “nice girl” shows women how to get the job, money, power, and love they deserve!

Nowadays, women are encouraged to be tough and assertive. Nice girls finish last, right? Wrong, says self-empowerment coach Daylle Deanna Schwartz. Women don't have to be demanding divas to get what they want—they can be assertive with a smile and still be liked and respected. This refreshingly upbeat approach has made Schwartz a popular guest on television and radio. Her life-affirming guide for “door mats” and “people pleasers” offers prescriptive advice for building confidence, breaking habits, and boosting inner strength—so one can be a nice girl and still finish first.

- This media-savvy author, speaker, and counselor has appeared on “The Oprah Winfrey Show,” “Inside Edition,” “Good Morning America,” “The Ricki Lake Show,” “Maury,” CNN, Fox News, and more than 300 radio shows. She is also one of Lifetime.com’s Panel of Love experts
- Schwartz’s book has sold more than 100,000 copies of her books

Daylle Deanna Schwartz, M.S. (New York, NY) is a speaker, and self-empowerment counselor with an M.S. in psychology. She runs workshops for colleges and organizations across the country, and her popular e-newsletters reach more than 8,000 people.



M A R C H

McGraw-Hill • *Self-Help*

Paperback • 6 × 9 • 256 pp

ISBN-13: 978-0-07-160907-4

ISBN-10/MHID: 0-07-160907-5

\$16.95TR (\$18.95 CAN)

Rights: World

A PAPERBACK ORIGINAL

SECOND CHANCES

Top Executives Share Their Stories of Addiction & Recovery

Gary Stromberg and Jane Merrill

In the bestselling tradition of *The Courage to Change*—inspiring stories of businesspeople who have battled, and overcome, addiction

Alcohol and drug addiction is all too common in the high-stress world of business. This powerful collection features 17 inspirational and interviews with some of the world's most successful people in recovery—including former White House Deputy Chief of Staff Michael Deaver, former president of CBS Records Walter Yetnikoff, celebrity chef Andrew Zimmern, and president of the Johnson Institute, Johnny Allem.

- Stromberg's book on celebrity recovery, *The Harder They Fall* (Hazelden, 2007), sold 20,000 copies and generated media attention
- Includes interviews with Michael Deaver, James Abernathy, Walter Yetnikoff, and other high-profile executives
- A huge market for recovery books—the first to focus on recovery and addiction in the business world

Gary Stromberg (Westport, CT) is a successful businessman in recovery. He cofounded the music industry's largest PR firm, and currently serves on the board of Positive Directions, a prevention and recovery center in Connecticut. He is also a frequent guest on local and national radio and television shows. He is the coauthor of *Feeding the Fame* (Hazelden, 2006) and *The Harder They Fall* (Hazelden, 2007). **Jane Merrill** (Westport, CT) is a professional writer.

MARCH

McGraw-Hill • *Self-Help*

Paperback • 5½ × 8¼ • 256 pp

ISBN-13: 978-0-07-159162-1

ISBN-10/MHID: 0-07-159162-1

\$15.95TR (\$17.95 CAN)

Rights: World

A PAPERBACK ORIGINAL

THRIFTY CHIC

Develop Your Cents of Style and Look Like a Million without Spending a Fortune

Andy Paige

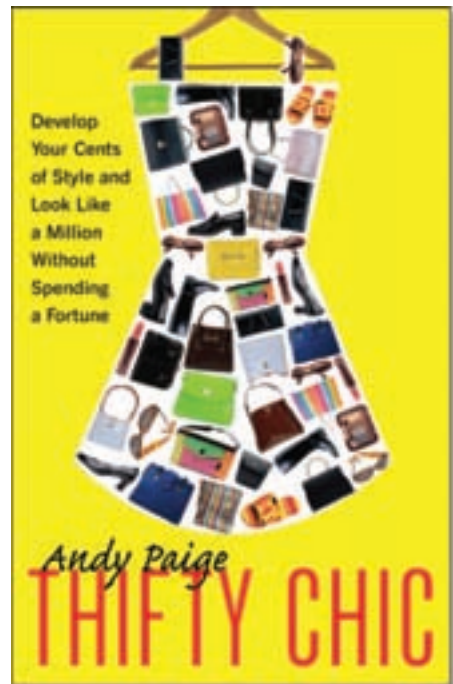
Dress for less—and look more fabulous than ever!

With her successful business and website, “Cents of Style,” TV personality Andy Paige has made it her mission to show women how to look stunning without spending beyond their means. Paige’s “thrifty-chic” solutions will suit any budget. Her insider’s guide shows women how to shop with style and dress for their body type.

- Reveals the inside retail strategies of when and where to bag the biggest bargains
- Paige has appeared regularly on NBC’s “Starting Over,” Style Network’s “How Do I Look?,” “Soap Talk,” and in ad campaigns for Clairol and Colgate
- Paige writes fashion advice for *Soap Opera Digest*, *Glamour*, *InStyle*, *Women’s Day*, *First for Women*, and numerous websites including her own, centsofstyle.org

Andy Paige (New York, NY) is a style expert, TV personality, and former Ford model. Through her company, Cents of Style, she has launched an affordable line of cosmetic brushes and a thriving e-tail business. Paige gives fashion workshops and works one-on-one with hundreds of clients as a fashion consultant and stylist.

Rights licensed: Chinese Complex



APRIL

McGraw-Hill • *Self-Help*

Paperback • 5½ × 8¼ • 256 pp

ISBN-13: 978-0-07-149284-3

ISBN-10/MHID: 0-07-149284-4

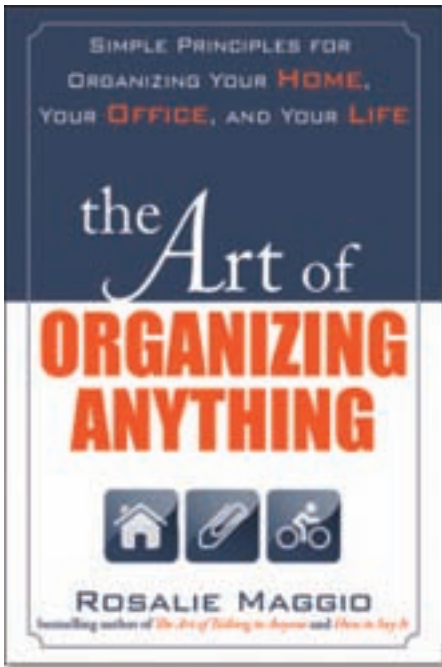
\$16.95TR (\$18.95 CAN)

75 line art illustrations • Rights: World

THE ART OF ORGANIZING ANYTHING

Simple Principles for Organizing Your Home, Your Office and Your Life

Rosalie Maggio



The first organizational system that can be customized to fit any lifestyle

Millions of readers have turned to Rosalie Maggio's no-nonsense strategies for improving their communication skills. Now, with *The Art of Organizing Anything*, the best-selling author introduces a straightforward approach to organization. This refreshingly accessible book provides 12 clear-cut principles to help readers organize their business and personal lives.

Readers are encouraged to examine their own organizational issues and adapt the principles that best suit their lives. *The Art of Organizing Anything* offers advice and suggestions that can be quickly and easily customized to fit any routine and personal situation. Using simple methods, and helpful strategies, the book will help readers cut through the clutter and enjoy more organized, stress-free lives.

- The author has a huge fan base of loyal readers
- This book builds on the success of *The Art of Talking with Anyone*, which has sold more than 60,000 copies
- Includes helpful charts, lists, and fill-in-the-blanks to make the organization process less daunting

Rosalie Maggio (Frazier Park, CA) is the bestselling author of *The Art of Talking to Anyone* and *How to Say It*: (Prentice Hall Press, 2001).

APRIL

McGraw-Hill • *Self-Help*

Paperback • 6 × 9 • 288 pp

ISBN-13: 978-0-07-160912-8

ISBN-10/MHID: 0-07-160912-1

\$16.95TR (\$18.95 CAN)

Rights: World

A PAPERBACK ORIGINAL

SUPER IMMUNITY FOODS

A Complete Program to Boost Wellness, Recover Faster, and Keep Your Body Strong

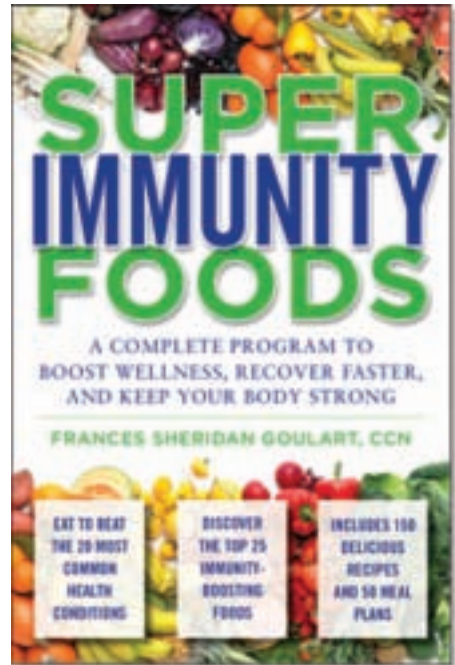
Frances Sheridan Goulart, CCN

A “greatest hits” of immunity-boosting foods! Here are the top 25 choices for better health, youth, and vitality—in one easy-to-use plan

There’s been a lot of talk about “smart” foods lately—and a lot of confusion. This easy-to-follow program by a certified nutritionist makes it simple, by counting down the top 25 immunity foods one really needs. Everyday favorites—like carrots, potatoes, and olive oil—strengthen the immune centers, prevent disease, promote healing, even reverse 20 common conditions that compromise immunity. With 50 family-friendly meal plans, and 150 recipes, it’s a super-smart way to optimize health.

- This is a popular topic, as shown by the success of competitive titles like *SuperFoods RX* (Harper, 2006) which sold more than 200,000 copies
- A simple, accessible plan, this book includes 25 foods, 50 family-friendly meal plans, and 150 delicious recipes
- Goulart’s *Super Healing Foods* (Prentice Hall, 1995) has sold more than 50,000 and continues to sell steadily

Frances Sheridan Goulart, CCN (Ridgefield, CT) is a certified clinical nutritionist, yoga instructor, and author of 16 books on health, nutrition, cooking, and wellness. She co-founded Potsanjammer, one of the first natural foods cooking schools in the country.



APRIL

McGraw-Hill • Health/Nutrition

Paperback • 6 × 9 • 272 pp

ISBN-13: 978-0-07-159882-8

ISBN-10/MHID: 0-07-159882-0

\$16.95TR (\$18.95 CAN)

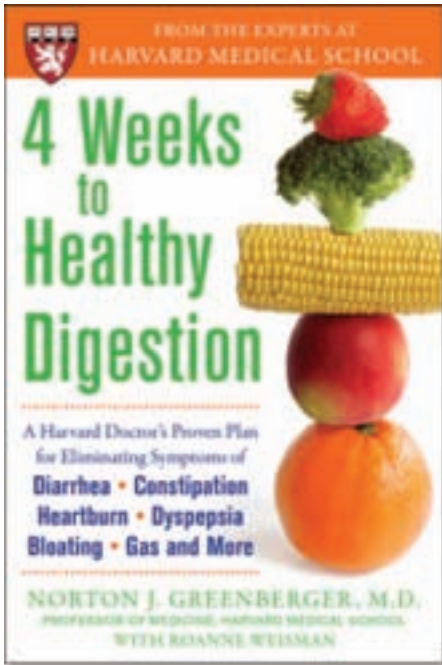
Rights: World

A PAPERBACK ORIGINAL

4 WEEKS TO HEALTHY DIGESTION

A Harvard Doctor's Proven Plan for Eliminating Symptoms of Diarrhea, Constipation, Heartburn, Dyspepsia, Bloating, Gas, and More

Norton J. Greenberger, M.D.



From a leading Harvard Medical School gastroenterologist—a natural four-week cure for the 75 million Americans with stomach problems

This authoritative guide from a renowned Harvard doctor includes a proven, prescriptive plan that can dramatically relieve the symptoms of heartburn, reflux disease, irritable bowel syndrome, and other common conditions. With the book's food and drug logs, eating tips, and healing recipes, sufferers can easily diagnose the problem, find the solution—and feel a lot better—in just four weeks!

- Harvard's Dr. Greenberger is one of the nation's leading experts in the field; his *Handbook of Differential Diagnosis in Internal Medicine* (Mosby, 1998) sold 150,000 copies
- Target audience includes 60 million with reflux disease, 50 million with IBS, 3.7 million with gastritis, 6.4 million with dyspepsia, and millions of others
- Four-week plan includes food and drug logs, "coded" recipes for healing common digestive symptoms, and dietary checklists for every stomach problem

Norton J. Greenberger, M.D. (Boston, MA) is a world-renowned gastroenterologist, clinical professor of medicine at Harvard Medical School, and a senior physician at Brigham & Women's Hospital.

APRIL

McGraw-Hill • Health

Paperback • 6 × 9 • 256 pp

ISBN-13: 978-0-07-154795-6

ISBN-10/MHID: 0-07-154795-9

\$18.95TR (\$20.95 CAN)

10 illustrations • Rights: World

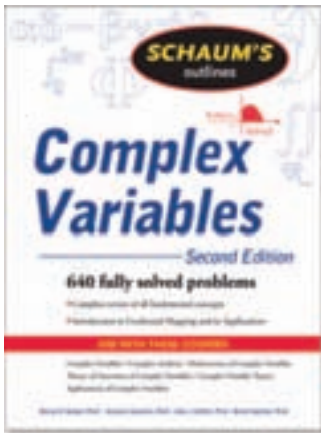
McGraw-Hill Spring 2009

EDUCATION



The guides that help students study faster, learn better, and get top grades

More than 40 million students have trusted Schaum's to help them excel in their courses. Now Schaum's is better than ever—with a new look, a new format with hundreds of practice exercises, and completely updated information to conform to the latest developments in every field of study.



SECOND EDITION
SCHAUM'S OUTLINE OF
COMPLEX VARIABLES

*Murray R. Spiegel, Seymour Lipschutz,
John Schiller, and Dennis Spelman*

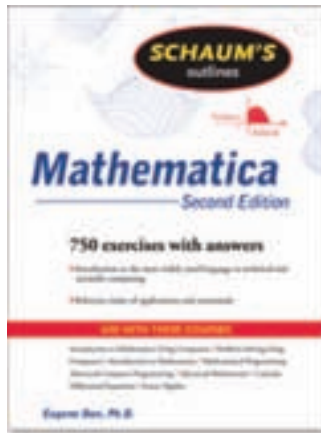
ISBN-13: 978-0-07-161569-3

ISBN-10/MHID: 0-07-161569-5

\$18.95ST (\$20.95 CAN)

360 pp • Previous ISBNs: 1968

978-0-07-060230-4 • 0-07-060230-1



SECOND EDITION
SCHAUM'S OUTLINE OF
MATHEMATICA

Eugene Don

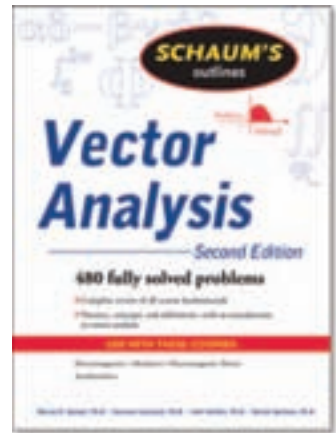
ISBN-13: 978-0-07-160828-2

ISBN-10/MHID: 0-07-160828-1

\$18.95ST (\$20.95 CAN)

223 pp • Previous ISBNs: 2000

978-0-07-135719-7 • 0-07-135719-X



SECOND EDITION
SCHAUM'S OUTLINE OF
VECTOR ANALYSIS

*Murray R. Spiegel, Seymour
Lipschutz, and Dennis Spelman*

ISBN-13: 978-0-07-161545-7

ISBN-10/MHID: 0-07-161545-8

\$18.95ST (\$20.95 CAN)

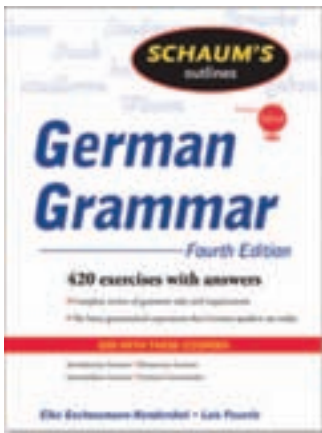
264 pp • Previous ISBNs: 1968

978-0-07-060228-1 • 0-07-060228-X

Schaum's Outlines—Problem Solved.



Each book: **APRIL** • McGraw-Hill • Education/Study Guides • Paperback • 8 1/8 × 10 7/8 • Rights: World



FOURTH EDITION
**SCHAUM'S OUTLINE OF
GERMAN GRAMMAR**

*Elke Gschossmann-Hendershot and
Lois Feuerle*

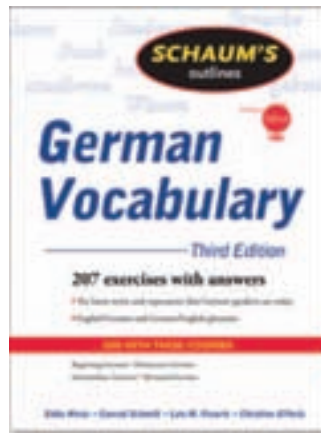
ISBN-13: 978-0-07-161567-9

ISBN-10/MHID: 0-07-161567-9

\$18.95ST (\$20.95 CAN)

289 pp • Previous ISBNs: 1997

978-0-07-025134-2 • 0-07-025134-7



THIRD EDITION
**SCHAUM'S OUTLINE OF
GERMAN VOCABULARY**

*Edda Weiss, Conrad Schmitt, Lois M.
Feuerle, and Christine Effertz*

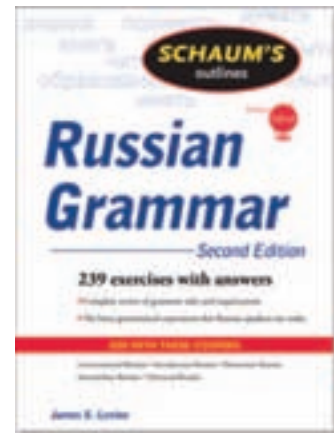
ISBN-13: 978-0-07-161547-1

ISBN-10/MHID: 0-07-161547-4

\$18.95ST (\$20.95 CAN)

223 pp • Previous ISBNs: 1999

978-0-07-071117-4 • 0-07-071117-8



SECOND EDITION
**SCHAUM'S OUTLINE OF
RUSSIAN GRAMMAR**

James S. Levine

ISBN-13: 978-0-07-161169-5

ISBN-10/MHID: 0-07-161169-X

\$18.95ST (\$20.95 CAN)

335 pp • Previous ISBNs: 1999

978-0-07-038238-1 • 0-07-038238-7



A fresh new look

For Schaum's Reprints

Schaum's Outline of Chinese Vocabulary

Paperback • \$18.95ST

978-0-07-161160-2 • 0-07-161160-6

Previous ISBNs: 978-0-07-137835-2 • 0-07-137835-9

Schaum's Outline of Basic Business

Mathematics, Second Edition

Paperback • \$18.95ST

978-0-07-161158-9 • 0-07-161158-4

Previous ISBNs: 978-0-07-038182-7 • 0-07-038182-8

Schaum's Outline of Intermediate Accounting II,
Second Edition

Paperback • \$18.95ST

978-0-07-161166-4 • 0-07-161166-5

Previous ISBNs: 978-0-07-146974-6 • 0-07-146974-6

Schaum's Outline of Thermodynamics for
Engineers, Second Edition

Paperback • \$18.95ST

978-0-07-161167-1 • 0-07-161167-3

Previous ISBNs: 978-0-07-146306-5 • 0-07-146306-2

Schaum's Outline of Basic Mathematics with
Applications to Science and Technology,
Second Edition

Paperback • \$18.95ST

978-0-07-161159-6 • 0-07-161159-2

Previous ISBNs: 978-0-07-037132-3 • 0-07-037132-6

Schaum's Outline of Differential Equations,
Third Edition

Paperback • \$18.95ST

978-0-07-161162-6 • 0-07-161162-2

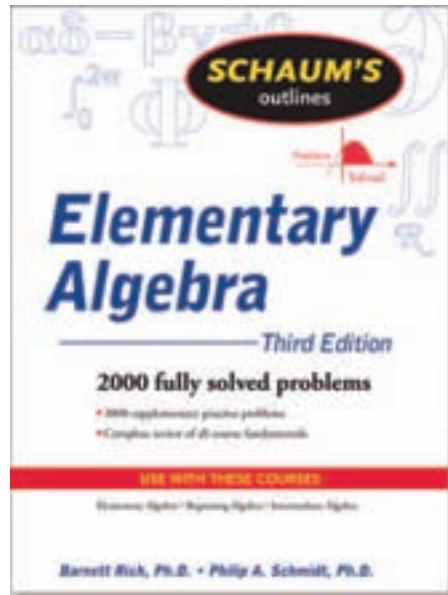
Previous ISBNs: 978-0-07-145687-6 • 0-07-145687-2

Schaum's Outline of Fluid Mechanics and
Hydraulics, Third Edition

Paperback • \$18.95ST

978-0-07-161164-0 • 0-07-161164-9

Previous ISBNs: 978-0-07-020509-3 • 0-07-020509-4



Schaum's Outline of Elementary Algebra,
Third Edition

Paperback • \$18.95ST

978-0-07-161163-3 • 0-07-161163-0

Previous ISBNs: 978-0-07-141083-0 • 0-07-141083-X

Schaum's Outline of Data Structures in Java,
Second Edition

Paperback • \$18.95ST

978-0-07-161161-9 • 0-07-161161-4

Previous ISBNs: 978-0-07-147698-0 • 0-07-147698-9

Schaum's Outline of Applied Physics,
Fourth Edition

Paperback • \$18.95ST

978-0-07-161157-2 • 0-07-161157-6

Previous ISBNs: 978-0-07-142611-4 • 0-07-142611-6