

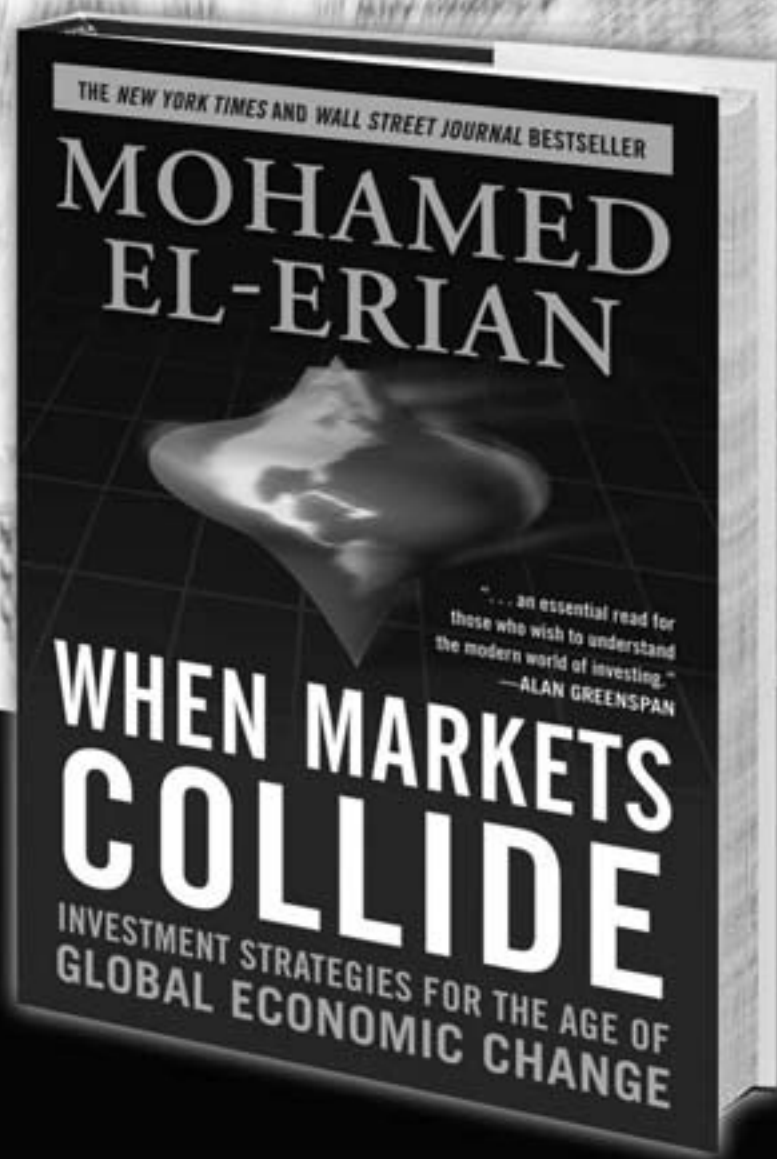
MC
GRAW
HILL



Winner of the *Financial Times*
and Goldman Sachs
Business Book of the Year Award 2008

“One of the
SMARTEST
INVESTORS
on the planet.”

—*Money* magazine



EL-ERIAN:
WHEN MARKETS COLLIDE
978-0-07-159281-9
0-07-159281-4
Hardcover
\$27.95TR

Learn more.  Do more.
MHPROFESSIONAL.COM

Available everywhere books are sold.

McGraw-Hill Summer 2009

BUSINESS

LEADERSHIP IN THE ERA OF ECONOMIC UNCERTAINTY

The New Rules for Getting the Right Things Done in Difficult Times
Ram Charan

Straight talk from the world's most influential consultant on how to survive and thrive during the global economic meltdown

Economic turbulence has arrived with a vengeance, and only companies that face it head-on at the beginning of this world-wide crisis will be the ones left standing once the dust clears. Renowned consultant Ram Charan traces the causes of this crisis, identifies the essential priorities managers need to focus on *now*, and offers clear guidelines for top executives and managers.

From executive concerns to finance, marketing, sales, and manufacturing issues, *Leadership in the Era of Economic Uncertainty* is the necessary primer for seizing opportunity and preserving profit in today's global economy.

- The bestselling coauthor of *Execution*, Ram Charan was dubbed “the most influential consultant alive” by *Fortune* magazine
- Features examples and case studies from prestigious Charan clients, including Microsoft, Home Depot, and Hanes
- Charan has been a major influence at top companies, including GE, KLM, Bank of America, DuPont, Novartis, EMC, and Verizon, helping them to develop, shape, and implement their strategic direction
- Clear prescriptions for CEOs, CFOs, and those in charge of key corporate functions including sales and marketing, manufacturing, purchasing, R&D, legal, logistics, and more

“Among the world’s most sought after CEO advisers, Charan has worked closely with executives at General Electric and DuPont.”

—*BusinessWeek*

PRAISE FOR INTERNATIONAL MANAGEMENT GURU RAM CHARAN

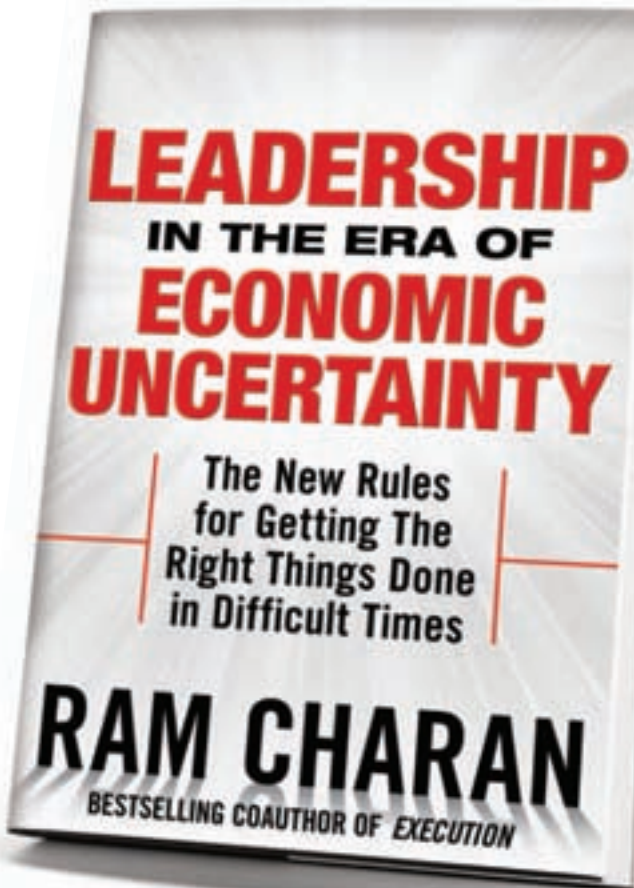
“What Charan loves to do is to solve business problems. With his plainspoken Socratic approach, he helps demolish organizational silos or persuade entrenched executives to change their points of view.”

—Fast Company

“Ram Charan’s frenetic pace, fierce intelligence, and deep access have made him an unrivalled source of real world insights into what business does right—and all too often wrong.”

—Fortune

The Essential Guide for Combating the Ravages of Economic Turbulence



Ram Charan (Dallas, TX) is the coauthor/author of the bestsellers *Execution* and *What the CEO Wants You to Know*. A noted expert on business strategy, Charan has coached some of the world’s most successful CEOs.

JANUARY

McGraw-Hill

Business & Economics/

Management/Strategic Planning

Hardcover • 8¼ × 5¼ • 128 pp

ISBN-13: 978-0-07-162616-3

ISBN-10/MHID: 0-07-162616-6

\$22.95TR (\$27.95 CAN)

Rights: World

PROMOTIONAL CAMPAIGN

- National Advertising: BusinessWeek and Wall Street Journal
- National Print Publicity Campaign
- National/Major Market Radio Publicity Campaign
- National Television Publicity Campaign
- Online Publicity Campaign
- Tie-In with Author Speaking Engagements/Webinars

Related McGraw-Hill Title:

Prahalad: The New Age of Innovation
Hardcover • \$29.95TR
978-0-07-159828-6 • 0-07-159828-6

THE CATS WORKBOOK

A Personal Prowl Through the Nine Lives of Innovation

Stephen Lundin, Ph.D., bestselling co-author of *FISH!*, Vivienne Anthon, and Carolyn Baker

From the bestselling author of *CATS* and *FISH!*—the purrfect guide for sparking creativity and innovation in the workplace

A personal companion guide to *CATS: The Nine Lives of Innovation*, this colorful “claws-on” workbook is filled with revealing self-tests and inspiring exercises based on the author’s popular seminars and training sessions. Highlights include: the nine actions that increase the odds for innovation, four creative barriers every effective CAT needs to overcome, leadership lessons for CAT “wranglers,” creative contemplation in the cubicle, and other inventive tricks CAT lovers will pounce on.

- Written by the coauthor of *FISH!*, the 5 million copy bestseller
- *CATS* was a number-one bestseller in Australia and New Zealand
- Lundin will be promoting the book at dozens of *CATS* events throughout 2009 and 2010

Stephen Lundin (Maplewood, MN and Vero Beach, FL) is one of the world’s most sought-after speakers, writers, workshop leaders, and filmmakers. In addition to the phenomenal success of his bestselling *FISH!*, he has worked with major clients including 3M, Microsoft, and Johnson and Johnson, as well as the President’s Executive Exchange Program.

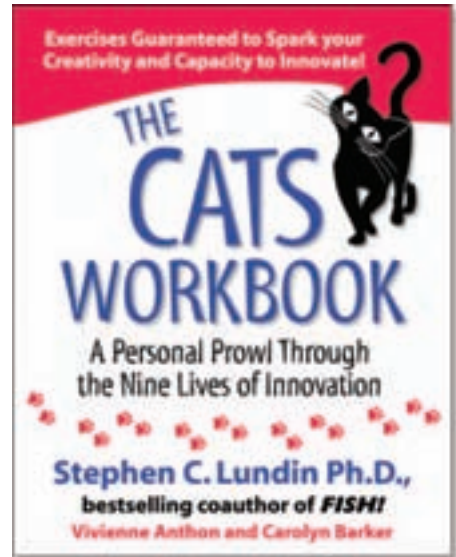


Spark Innovation and Watch the Fur Fly!

Lundin: *CATS: The Nine Lives of Innovation*

Hardcover • \$19.95TR

978-0-07-160221-1 • 0-07-160221-6



APRIL

McGraw-Hill • Business

Paperback • 7³/₈ × 9¹/₄ • 144 pp

ISBN-13: 978-0-07-160842-8

ISBN-10/MHID: 0-07-160842-7

\$19.95TR (\$23.95 CAN)

50+ illustrations • Rights: World

PROMOTIONAL CAMPAIGN

- Tie-In with Author Speaking Engagements



THE COST OF CAPITALISM

Understanding Market Mayhem and Stabilizing Our Economic Future

Robert J. Barbera

CNBC regular Robert J. Barbera offers a crystal clear explanation of the financial market crisis of 2008

While mainstream financial analysts are stringing together ad hoc explanations for the financial crisis of 2008, a relatively small group of economists saw this coming. In *The Cost of Capitalism*, Robert J. Barbera explains why.

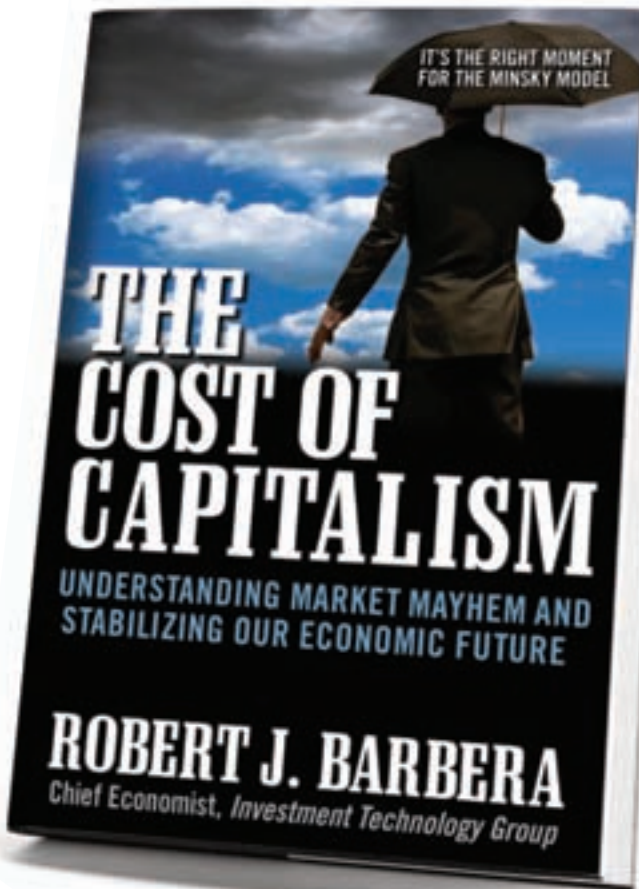
Barbera makes the case that investors and policy-makers can reduce the risk of truly gruesome outcomes if they better plan for the violent economic storms, which history confirms are always over the horizon.

Readers will learn how to gird themselves for the roller-coaster ride that is free market capitalism; policy makers will find out how to plan for crises they know will occur at some point; and academic economists will rethink their pursuit of ever more elaborate mathematical models that bear no resemblance to the real world.

The message is simple: Stop pretending that people are always rational and that markets are always efficient—and be prepared for market mayhem.

- Author has an excellent media platform: Barbera is frequently quoted in *Wall Street Journal* and *New York Times* articles, and he appears regularly on CNBC as a commentator and a co-host
- Barbera's accessible analysis will help investors make sense of today and plan for tomorrow

Economic instability is not the exception—it's the norm.
Learn how to plan accordingly.



Robert J. Barbera

(Cos Cob, CT), chief economist of Investment Technology Group, is responsible for the firm's global economic and financial market forecasts. His previous positions included chief economist and director of economic research at Lehman Brothers and chief economist at E.F. Hutton. He also teaches economics at Johns Hopkins University.

Related McGraw-Hill Titles:

El-Erian: When Markets Collide

Hardcover • \$27.95TR

978-0-07-159281-9 • 0-07-159281-4

Minsky: Stabilizing an Unstable Economy

Hardcover • \$34.95TR

978-0-07-159299-4 • 0-07-159299-7

MARCH

McGraw-Hill

Business & Economics/Investing

Hardcover • 6 × 9 • 300 pp

ISBN-13: 978-0-07-162844-0

ISBN-10/MHID: 0-07-162844-4

\$27.95TR (\$33.95 CAN)

Rights: World

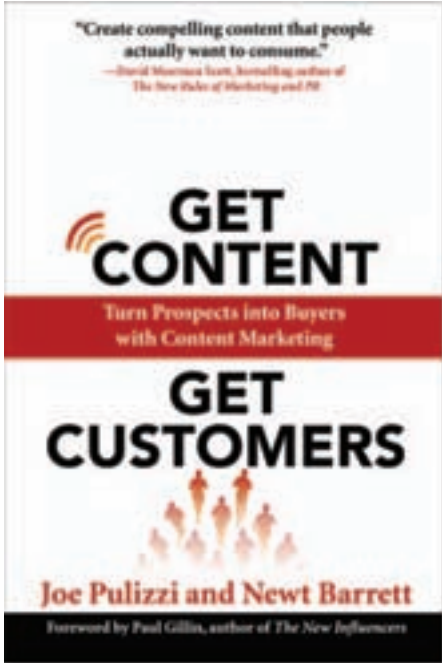
PROMOTIONAL CAMPAIGN

- National Print, TV, and Radio Publicity Campaign
- Online Publicity Campaign

GET CONTENT GET CUSTOMERS

Turn Prospects into Buyers with Content Marketing

Joe Pulizzi and Newt Barrett



Cutting-edge strategies and advice for creating dynamic content marketing campaigns

The rules of marketing have changed. Today, savvy businesses are using compelling, target-driven content to create marketing messages that attract new customers and hold onto existing ones. *Get Content Get Customers* shows marketing professionals step by step how to create and execute a content marketing strategy for virtually every company, regardless of size or industry.

The authors explain how to choose the best medium for marketing the content; i.e. print, blogs, web, newsletters, white papers, and more.

- Content marketing is considered the future of marketing
- In a recent study by the Online Publishers Association, content marketing outperformed standard online advertising by 29%
- Joe Pulizzi and Newt Barrett are well known in the field; Pulizzi was voted “2008 Custom Media Innovator of the Year” by American Business Media
- Authors’ websites receive a combined 20,000 visitors each month
- Includes an introduction by Paul Gillin, bestselling author of *The New Influencers*

Joe Pulizzi (Cleveland, OH) is founder and chief content officer for Junta42, the leading online resource for content marketing. **Newt Barrett** (Bonita Springs, FL) is president of Content Marketing Strategies, a firm that helps businesses market their products and services through relevant content.

Related McGraw-Hill Title:

Bhargava: Personality Not Included
Hardcover • \$22.95TR
0-07-154521-2 • 978-0-07-154521-1

MAY

McGraw-Hill

Business & Economics/Marketing

Paperback • 6 × 9 • 224 pp

ISBN-13: 978-0-07-162574-6

ISBN-10/MHID: 0-07-162574-7

\$21.95TR (\$25.95 CAN)

8 screen shots • Illustrations

Rights: World

THE BIG BOOK OF MARKETING

Lessons and Best Practices from the World's Greatest Companies

Edited by Anthony G. Bennett

Proven prescriptions from world-class marketing aces on staying ahead of the curve in today's fast-paced marketing environment

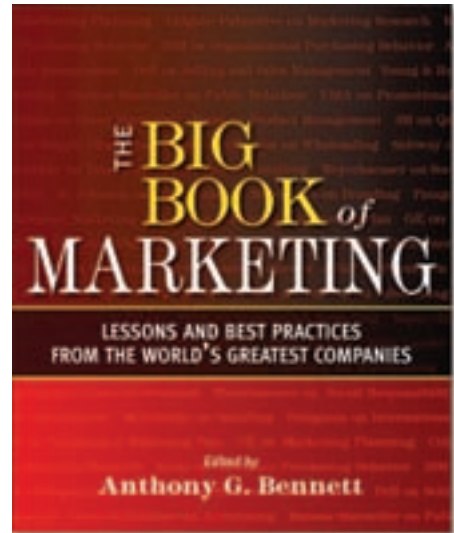
Never has there been a more thorough, authoritative guide to world-class marketing essentials than *The Big Book of Marketing*. It brings together the wisdom and high-level expertise of marketing professionals from eighty-six of the world's greatest companies who share their insights on research, planning, pricing, public relations, advertising, direct marketing, international marketing, and eighteen other areas marketers need to master in order to succeed in today's global marketplace.

- Features case studies from 86 of the world's largest and most successful companies, including Pepsi, Gillette, GE, Merck, Kraft, Costco, Procter & Gamble, Exxon, Frito-Lay, Paramount Pictures, and Texas Instruments
- Based on material originally developed for Georgetown University Business School's popular course on Global Marketing and Best Practices
- An instant classic on best practices for marketing managers, product developers, PR reps, brand managers, Internet marketers, advertising directors, and marketing students

Anthony G. Bennett (Washington, DC) has worked as a marketing and sales executive at several Fortune 100 companies. He teaches marketing at Georgetown University.

Related McGraw-Hill Title:

Lenskold: Marketing ROI
 Hardcover • \$39.95TR
 978-0-07-141363-3 • 0-07-141363-4



MAY

McGraw-Hill

Business & Economics/Marketing

Paperback • 7¼ × 9 • 400 pp

ISBN-13: 978-0-07-162125-0

ISBN-10/MHID: 0-07-162125-3

\$29.95TR (\$35.95 CAN)

Rights: World

THE INVESTING REVOLUTIONARIES

HOW THE WORLD'S GREATEST INVESTORS TAKE
ON WALL STREET AND WIN IN ANY MARKET

James N. Whiddon with Nikki Knotts

Unparalleled wisdom from the investing elite

Market timing and Wall Street volatility are the Achilles heels of most portfolios; in the end, these factors will inevitably catch up to the average investor. These days, it takes a creative financial thinker—a revolutionary—to turn a profit over the long run.

In this book, James Whiddon, host of the popular radio program “The Investing Revolution,” provides a platform for some of the world’s most successful, free-thinking investors to offer insights and strategies readers can use to increase their wealth and assets while avoiding common pitfalls.

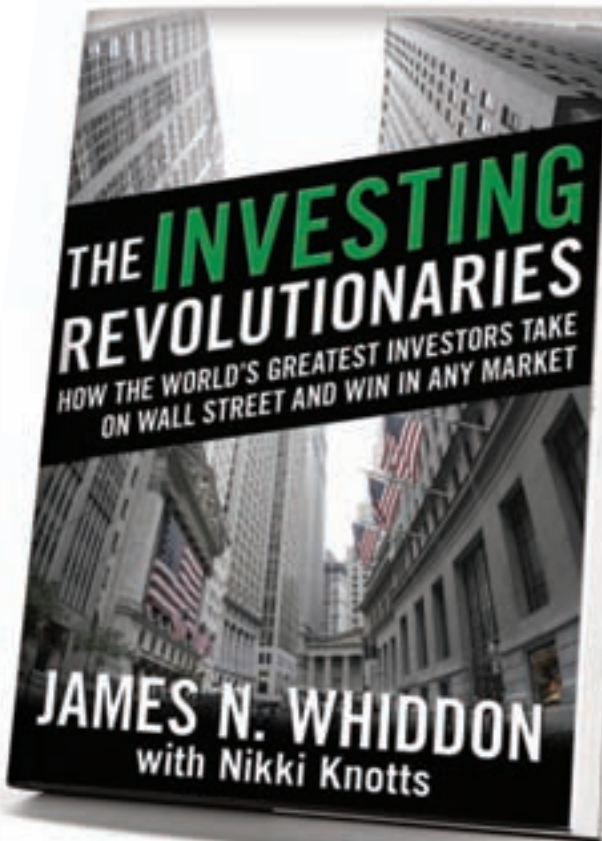
Maintaining that today’s investors are faced with a constant barrage of conflicting investment information, hit-and-miss approaches, and exaggerated return claims, Whiddon provides the best and most innovative advice gleaned from his close association with investing giants. Through his own experience as well as the perspectives of the industry’s most notable finance leaders, economists, and pundits, he reveals investment strategies grounded in Nobel Prize-winning research.

- Covers long-term profitability, global strategies, investing behavior, and alternative approaches to Wall Street—the themes that most resonate with investors in today’s turbulent economy
- Contains contributions from industry titans like John Bogle and Michael Mauboussin and brilliant thinkers like Mohamed El-Erian and Jeremy Siegel

REVOLUTIONARY ADVICE ON TODAY’S MOST PRESSING TOPICS:

- **Understanding the Markets:** Robert Samuelson, Daniel Gross, and Weston Wellington
- **Investing Behavior:** Barry Schwartz, Jason Zweig, and Peter DeMarzo
- **Global Investing:** Edward Prescott, Marvin Zonis, and Mohamed El-Erian
- **Inside the Investing World:** Eugene Fama, Jeremy Siegel, and Jane Bryant-Quinn
- **Capitalism:** Bob McTeer, Edmund Phelps, and Bob Litan

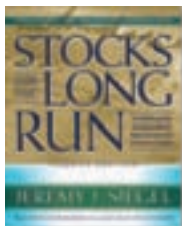
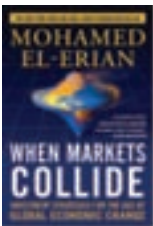
A spirited gathering of the investors who play by their own rules—and consistently beat the Street!



James N. Whiddon (Fort Worth, TX) is the founder and CEO of JWA Financial Group and the co-host of “The Investing Revolution,” a highly weekly radio show out of Ft. Worth, Texas. He is a frequent speaker and writer on financial topics.

Nikki Knotts (Fort Worth, TX) is the director of communications for JWA Financial Group, Inc.

Related McGraw-Hill Titles:



El-Erian: When Markets Collide

Hardcover • \$27.95TR
978-0-07-159281-9
0-07-159281-4

Siegel: Stocks for the Long Run

Hardcover • \$34.95TR
978-0-07-149470-0
0-07-149470-7

MAY

McGraw-Hill

Business & Economics/

Personal Finance/Investing

Hardcover • 6 × 9 • 352 pp

ISBN-13: 978-0-07-162394-0

ISBN-10/MHID: 0-07-162394-9

\$27.95TR (\$33.95 CAN)

Rights: World

PROMOTIONAL CAMPAIGN

- National Advertising
- National Print and TV Publicity Campaign
- Online Publicity
- Tie-in with Authors' Radio Show
- Tie-in with Author Speaking Engagements

MANAGING ACROSS CULTURES

The 7 Keys to Doing Business with a Global Mindset

Charlene Marmer Solomon and Michael S. Schell, founders of RW³ LLC

For every manager across the globe—a must-have collection of cross-cultural business tools that make a world of difference in today's market

With the increase of new global clients, customers, and suppliers and the advent of collaborative software and global teams, more businesses than ever are interacting with cultures around the world. This essential guide offers a complete course in the business styles unique to each culture. Filled with need-to-know advice and practical tips, this book shows businesspeople how to recognize and interpret seven universal behaviors—and adapt their own style for worldwide success.

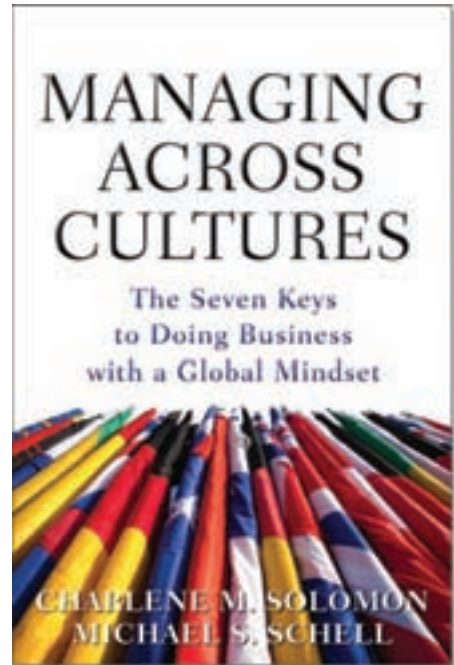
- Authors run a thriving global business offering online cross-cultural training tools and information resources for Fortune 500 companies
- A pioneer in the field of global mobility, Schell created the cultural teaching models that are now the standard for intercultural training programs

Charlene Marmer Solomon (Los Angeles, CA) is Executive Vice President of RW³ LLC, developing online cultural learning tools and information resources for global organizations. She has been writing about global business for 20 years.

Michael S. Schell (New York, NY) is CEO and President of RW³ LLC. He has been a leader in global mobility and intercultural education for over 30 years.

Related McGraw-Hill Title:

Hofstede: Cultures and Organizations
Paperback • \$29.95TR
978-0-07-143959-6 • 0-07-143959-5



MAY

McGraw-Hill

Business & Economics/Management Science

Hardcover • 6 × 9 • 350 pp

ISBN-13: 978-0-07-160585-4

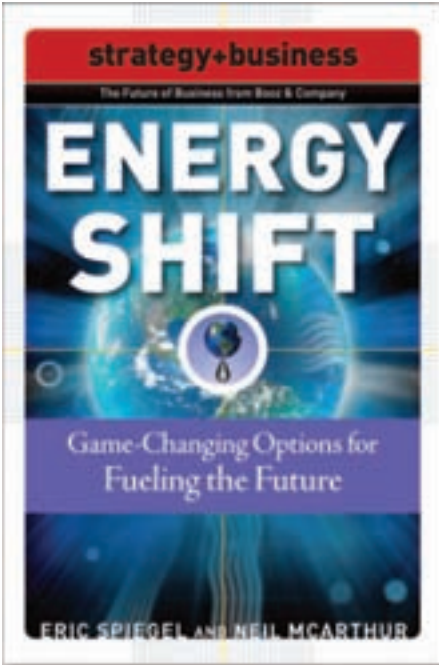
ISBN-10/MHID: 0-07-160585-1

\$34.95TR (\$41.95 CAN)

Rights: World

The Future of Business Series

From The Editors of *strategy+business* and Booz & Company



ENERGY SHIFT

Game-Changing Options for Fueling the Future
Eric Spiegel, Neil McArthur, and Rob Norton

A strategic view of the hottest new investment market—global energy

As the oil market becomes less stable and new forms of energy gain popularity, fresh opportunities arise for investors, corporations, and governments to foster sweeping innovation and create new growth. With emerging industrial giants like China and India on the rise, the global demand for energy sources will be increasing at record rates. Previously skeptical of major changes in energy trends, multinational corporations are now strategizing to address this unprecedented situation.

Putting the latest research on energy investment to use, *Energy Shift* is the primer for the coming transformation in the energy market.

- The subject of energy consumption and demand has become one of the foremost subjects in the media today
- Draws from the latest-breaking research and most advanced studies from Strategy + Business magazine
- Lays out new strategies for companies, investors, and governments to stay ahead of the energy market changes
- Written by recognized global investment experts associated with Strategy + Business

strategy+business media publishes a quarterly magazine, a Web site (www.strategy-business.com), books, and ancillary publications. Its mission is to provide executives with commentary, research, and practical ideas that bridge the gap between theory and practice in contemporary global business.

FEBRUARY

McGraw-Hill

Business & Economics/Management

Paperback • 5½ × 8¼ • 192 pp

ISBN 13: 978-0-07-150834-6

ISBN 10/MHID: 0-07-150834-1

\$17.95TR (\$21.95 CAN)

Rights: World

The future is now. Prepare to reap the profits.

MERGE AHEAD

Mastering the Five Enduring Trends of Artful M&A
Gerald Adolph and Justin Pettit with Michael Sisk

How to merge the latest major trend into your business strategy

Corporate strategists live in a world of sweeping M&A activity. *Merge Ahead* provides a practical guide to the underlying shifts in this ever-fluctuating landscape. Rather than offer predictions of specific markets, the authors explain how certain short-term indicators point to long-term directions.

For example, they take a close look at how specific activity of today might be a signal for the bubble burst of tomorrow. Corporate deal makers, CEOs, and businesspeople will learn valuable lessons of the past two years of activity, and seize opportunities for advancement and profit.

- The first quarter of 2007 saw \$428.69 billion worth of M&A deals, according to Dealogic; globally, that number surged 15 percent to \$1.13 trillion and is on track to surpass last year's \$4 trillion record
- Includes the results of an exclusive Booz & Company global survey of more than 200 corporate dealmakers, providing views and strategies for the next 5 years

Also from Booz & Company:

Grichnik: Make or Break
Paperback • \$17.95TR
978-0-07-150830-8 • 0-07-150830-9

Vollmer: Always On
Paperback • \$17.95TR
978-0-07-150828-5 • 0-07-150828-7



JUNE

McGraw-Hill

Business & Economics/Management

Paperback • 5½ × 8¼ • 192 pp

ISBN-13: 978-0-07-150832-2

ISBN-10/MHID: 0-07-150832-5

\$17.95 (\$21.95 CAN)

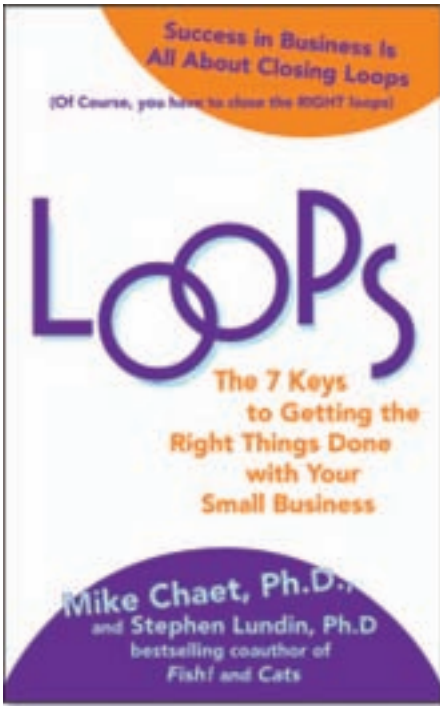
Rights: World

Previously announced; all back orders cancelled

LOOPS

The 7 Keys to Getting the Right Things Done in Your Small Business

Mike Chaet, Ph.D. and Stephen Lundin, Ph.D.



From the bestselling coauthor of *FISH!*—techniques that achieve big business success on a small business budget

Drs. Mike Chaet and Steve Lundin, co-author of the bestselling management parable *FISH!*, team up to bring small business owners/managers a road map for entrepreneurial success. Inspired by Dr. Chaet's phenomenal success helping hundreds of small businesses realize record profits, *LOOPS* is an inspiring, engaging business parable that cuts through corporate jargon to dramatize the core simplicities of running a successful company—from making business fundamentals fun and interesting to standardizing major processes, from leading by example to building a great company culture.

- Written by extremely high-profile authors who have devoted their lives to the principles espoused in the book
- Chaet heads an international consulting firm that has taught *LOOPS* principles to thousands of businesses around the world
- Lundin's *FISH!* has racked up 1.5 million in book sales since 2000 and continues to be a perennial bestseller

Mike Chaet, Ph.D. (Helena, MT) is the founder and President of CMS, an international consulting firm for the fitness industry.

Stephen Lundin, Ph.D. (Maplewood, MN and Vero Beach, FL) is an author, speaker, and filmmaker specializing in business, management and innovation.

Related McGraw-Hill Title:

Paul: Rewed!
Hardcover • \$19.95TR
978-0-07-146500-7 • 0-07-146500-6

MAY

McGraw-Hill

Business & Economics/Small Business

Hardcover • 5½ × 8¼ • 160 pp

ISBN-13: 978-0-07-162487-9

ISBN-10/MHID: 0-07-162487-2

\$19.95TR (\$23.95 CAN)

Rights: World

PROMOTIONAL CAMPAIGN

- National Print and Online Publicity Campaign
- National/Major Market Radio Campaign
- Tie-in with author speaking engagements

THE ORGANIZATIONAL CHAMPION

Core Principles for Extraordinary Leadership in the Global Marketplace

Mike Thompson

The leadership training program used by Wal-Mart and IBM

The worlds of business and finance are utterly changed, and the need for trusted change-makers has never been greater. In this book, consultant Mike Thompson uncovers the core principles behind this special breed of leader—which he calls Organizational Champions—and shows how they and their companies thrive.

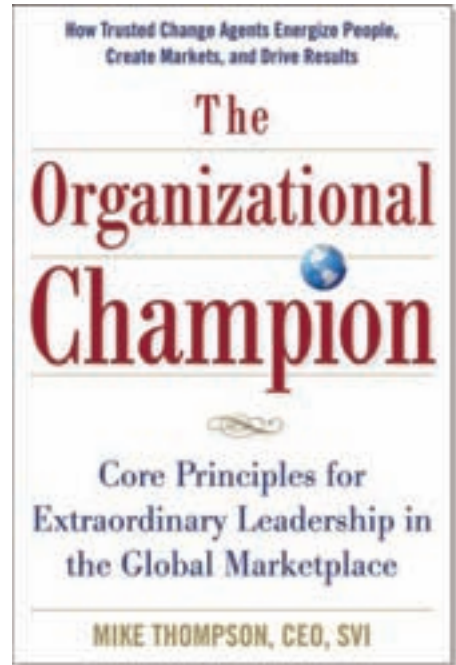
By defining the essential character traits of “champions,” Thompson shows companies how to cultivate their own mavericks, enact change and promote productivity both vertically and horizontally, communicate across the board—and achieve bottom-line results. Filled with brilliant behavioral insights and value-based initiatives, it’s a proven way to turn top executives into true champions.

- Based on Thompson’s executive training programs for IBM, Wal-Mart, J&J, P&G, Energizer, and Coca-Cola
- Thompson will promote his book nationwide at Organizational Champion conferences and bi-monthly keynote speeches
- Thompson is the founder of leading marketing firm ThompsonMurray. In five years Mike helped lead ThompsonMurray from start-up to a multi-million dollar firm
- Essential reading for HR VPs and senior CEOs

Mike Thompson (Springdale, AR) is the founder of SVI, the key provider to Wal-Mart’s executive development. His previous experience includes three years as a National Sales Manager for J.B. Hunt Transport and six years in active duty and reserve duty for the U.S. Air Force and Air National Guard.

Related McGraw-Hill Title:

Zenger and Folkman: The Extraordinary Leader
Hardcover • \$44.95TR
978-0-07-138747-7 • 0-07-138747-1



MAY

McGraw-Hill

Business & Economics/Management

Hardcover • 6 × 9 • 272 pp

ISBN-13: 978-0-07-162486-2

ISBN-10/MHID: 0-07-162486-4

\$29.95TR (\$35.95 CAN)

Rights: World

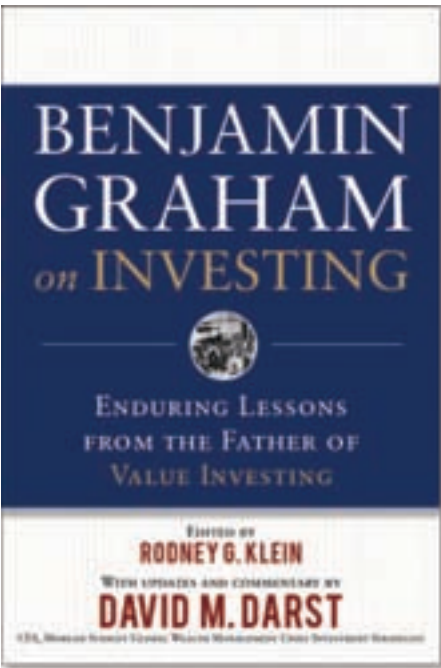
PROMOTIONAL CAMPAIGN

- National Print and Online Publicity Campaign
- Tie-in with author speaking engagements

BENJAMIN GRAHAM ON INVESTING

Enduring Lessons from the Father of Value Investing

Rodney G. Klein



A collection of rare and insightful writings from Wall Street's seminal theorist

Considered the “father of value investing,” Benjamin Graham remains one of the most acclaimed financial thinkers of all time. He revolutionized investment philosophy with his concepts of security and fundamental analyses, and value investing—concepts he introduced in the classic *Security Analysis*.

Benjamin Graham on Investing presents a selection of the financial genius’s early articles. First written during a time of great change—between World War I and the Great Depression—these articles are remarkably relevant to today’s changing market.

- With updates and commentary by David Durst, one of the world’s leading figures in asset location
- Culls Graham’s rarest articles into one affordable volume not available anywhere else

Benjamin Graham (deceased) was a seminal figure on Wall Street. His life and work have inspired many successful investors, including Warren Buffett, John Neff, and Michael F. Price. **Rodney G. Klein** (Los Angeles, CA) is a Wall Street historian and former student of Benjamin Graham.

Related McGraw-Hill Titles:

Graham: *Security Analysis*, Sixth Edition
Hardcover • \$75.00TR
978-0-07-159253-6 • 0-07-159253-9

Bernstein: *The Four Pillars of Investing*
Hardcover • \$29.95TR
978-0-07-138529-9 • 0-07-138529-0

MAY

McGraw-Hill

Business & Economics/

Personal Finance/Investing

Hardcover • 6 × 9 • 352 pp

ISBN-13: 978-0-07-162142-7

ISBN-10/MHID: 0-07-162142-3

\$29.95TR (\$35.95 CAN)

Rights: World

PROMOTIONAL CAMPAIGN

- National Print Publicity Campaign
- Online Publicity

SECOND EDITION • COMPLETELY REVISED AND EXPANDED

SUPER SERVICE

Seven Keys to Delivering Great Customer Service

Val and Jeff Gee

The classic guide revised for the new age of customer service

Originally published in 1999, the first edition of *Super Service* has sold more than 40,000 copies and become the go-to book customer service representatives and managers turn to for expert advice on how to deal with difficult customers and challenging situations. Now, it has been completely revised and expanded to address current issues faced by customer service professionals. This new edition includes chapters on understanding today's more savvy customers, adopting a positive attitude, providing fast, efficient service, and more.

- Customer service is an increasingly important topic in today's strained economic climate
- Authors are leaders in the customer service field and will promote the book to a global client base that includes Pepsi, Motorola, Nike, and Bally's
- Features real-world examples of customer service situations and solutions

Val and Jeff Gee (Chicago, IL) are founders of the McNeil & Johnson Learning Company, a million-dollar training firm with offices in the United States, Australia, and the United Kingdom.

Related McGraw-Hill Titles:

Carlaw: The Big Book of Customer Service Training Games

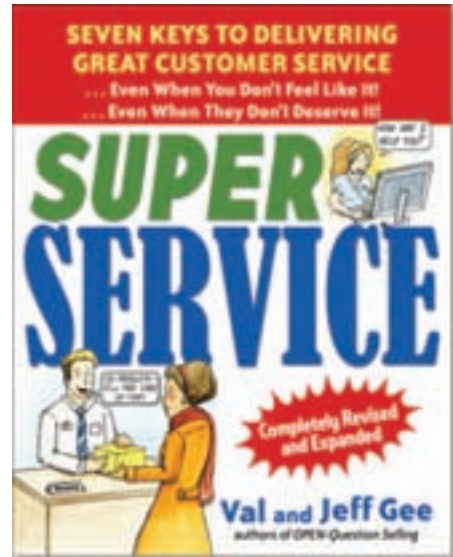
Paperback • \$24.95TR

978-0-07-077974-7 • 0-07-077974-0

Bacal: Perfect Phrases for Customer Service

Paperback • \$9.95TR

978-0-07-144453-8 • 0-07-144453-X



JUNE

McGraw-Hill

Business & Economics/

Customer Service/Sales & Selling

Paperback • 7³/₈ × 9¹/₄ • 205 pp

ISBN-13: 978-0-07-162579-1

ISBN-10/MHID: 0-07-162579-8

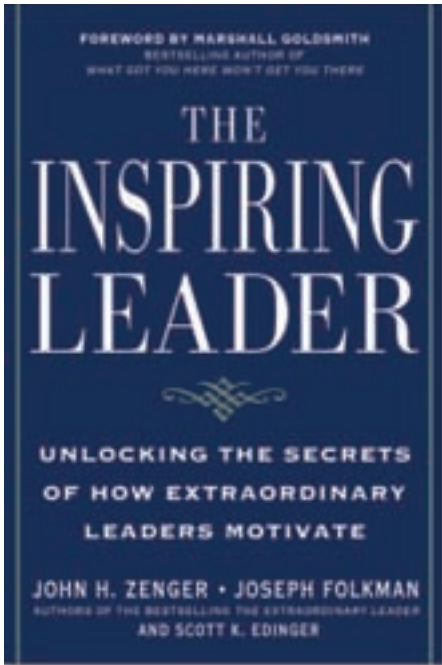
\$18.95TR (\$22.95 CAN)

Previous ISBNs: 1999

978-0-07-024817-5 • 0-07-024817-6

Rights: World

JOHN H. ZENGER & JOSEPH FOLKMAN



THE INSPIRING LEADER

Unlocking the Secrets of How
Extraordinary Leaders Motivate
John H. Zenger and Joseph Folkman
Foreword by Marshall Goldsmith

The highly anticipated follow-up to the popular *The Extraordinary Leader*

In their bestselling work *The Extraordinary Leader*, performance thought leaders John Zenger and Joseph Folkman revealed the 16 key competencies that separate the top 10% of leaders from the rest. Since that first book's publication, they have discovered, through an extensive study with over 20,000 managers, that leaders who possessed the ability to motivate outperformed all others. *The Inspiring Leader* reveals the authors' newest proprietary research on how top leaders inspire teams to greatness, including the nine behaviors exhibited by the most successful leaders and how to implement them.

- Authors' previous book, *The Extraordinary Leader*, has sold more than 50,000 copies
- Zenger's firm was named one of the ten top suppliers of executive education by *The Wall Street Journal*
- *The Inspiring Leader* is basis of authors' training program offered to such clients as GM, BP, Cisco, Nortel, and Progressive

JUNE

McGraw-Hill

Business & Economics/Leadership

Hardcover • 6 × 9 • 264 pp

ISBN-13: 978-0-07-162124-3

ISBN-10/MHID: 0-07-162124-5

\$29.95TR (\$35.95 CAN)

Rights: World

PROMOTIONAL CAMPAIGN

- National Print and Online Publicity Campaign
- Tie-In with Author Speaking Engagements

John H. Zenger (Midway, UT) is CEO and co-founder of Zenger | Folkman, and a recognized authority on improving organizational performance and developing leadership. *Leadership Excellence* recognized him as the number one provider of leadership development among consulting firms. **Joseph Folkman, Ph.D.**, (Midway, UT) is president and co-founder of Zenger | Folkman. A popular speaker, he is a renowned expert on survey design and data analysis.

SECOND EDITION
COMPLETELY REVISED AND EXPANDED
**THE EXTRAORDINARY
LEADER**

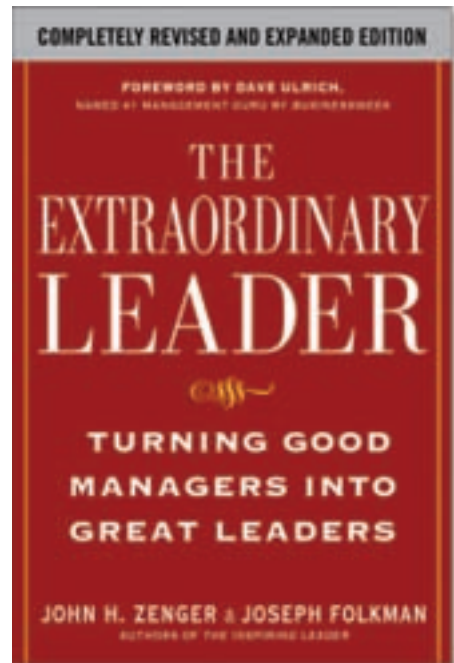
Turning Good Managers Into Great Leaders
John H. Zenger and Joseph Folkman

An expanded, more global edition of the leadership classic

When it was first published in 2002, *The Extraordinary Leader* immediately drew a large, loyal audience drawn to the authors' ground-breaking research and their focus on the importance of maximizing and balancing strengths, as opposed to merely correcting weaknesses.

Now, Zenger and Folkman have updated the book to include brand-new research findings; a broader, more global outlook; and new chapters regarding the core topic of strengths. The result is an indispensable handbook arming leaders with the tools they need to excel in the increasingly competitive global economy.

- The authors' e-newsletter reaches 12,000 op-in clients
- Addresses the latest research into psychology and leadership



JUNE

McGraw-Hill

Business & Economics/Leadership

Hardcover • 6 x 9 • 300 pp

ISBN-13: 978-0-07-162808-2

ISBN-10/MHID: 0-07-162808-8

\$32.95TR (\$39.95 CAN)

Previous ISBNs: 2002

978-0-07-138747-7 • 0-07-138747-1

Rights: World

PROMOTIONAL CAMPAIGN

- National Print and Online Publicity Campaign
- Tie-In with Author Speaking Engagements

THE

PURPOSE LINKED ORGANIZATION

How Passionate Leaders Inspire Winning Teams and Great Results

Alaina Love and Marc Cugnon

Introduction by Noel Tichy, Ph.D., bestselling author of Judgment

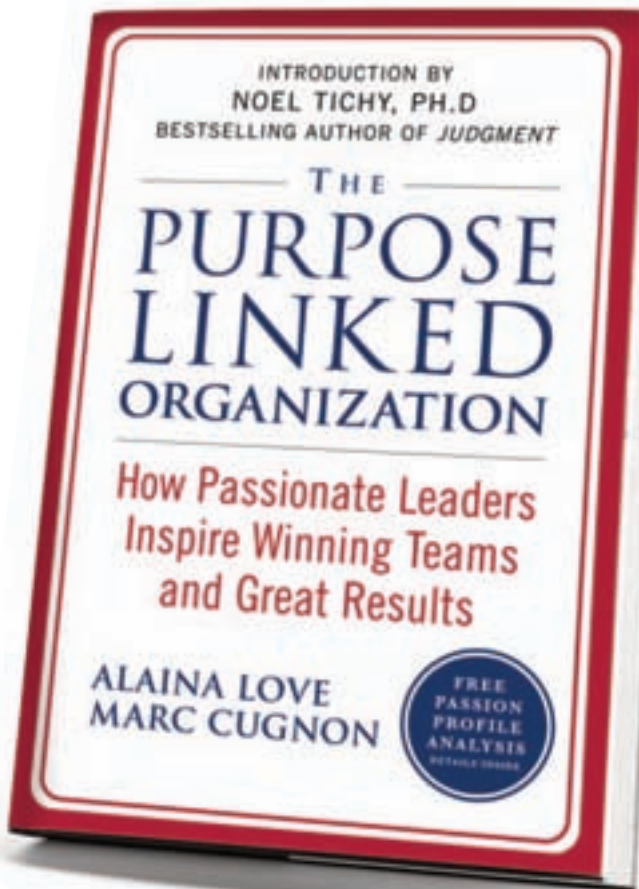
The leadership-building guide with a sense of purpose—and a mission of maximum productivity

Today's employees want more than ever. They expect to find a sense of purpose and an outlet for their passions in their job. Too many employers, though, overlook this fact in their feverish attempt to fully utilize their people to gain ground against the competition. What they need to realize is that combining purpose and passion is the key to gaining a competitive advantage.

Developed by human resource consultants, this groundbreaking guide shows CEOs, executives, and HR personnel how to recruit, manage, and cultivate the strongest leaders possible. Using a personalized "Passion Profiler," the book identifies ten Archetypes, such as Builder, Connector, and Transformer. It offers specific ways to channel each type in a positive, purposeful direction, linking skills to values, personality to performance—and putting passion to work for maximum performance and new levels of profit.

- FREE with every book—"The Passion Profiler," an online tool for identifying personal potential in leaders
- Includes interviews with CEOs of Merck, Circuit City, Liberty Bank, and other global organizations
- Love speaks at the Society of Human Resource Management, facilitates University of Michigan's School of Business, and writes for *Times Community Newspapers* and HRLeaders.org—an online magazine with more than 900,000 subscribers

BUILD POWERFUL, PURPOSE-DRIVEN TEAMS—ONE LEADER AT TIME



Alaina Love, SPHR (Flint Hill, VA) is president and cofounder of Purpose Linked Consulting. She has 25 years experience in Human Resources and research science. **Marc Cugnon** (Flint Hill, VA) is CEO and co-founder of Purpose Linked Consulting. He has 30 years experience as a senior executive in the pharmaceutical industry.

JUNE

McGraw-Hill

Business & Economics/

Management/Organizational Behavior

Hardcover • 6 × 9 • 256 pp

ISBN-13: 978-0-07-162470-1

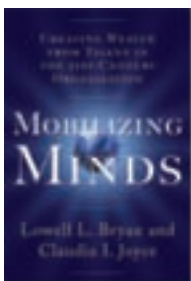
ISBN-10/MHID: 0-07-162470-8

\$27.95TR (\$33.95 CAN)

Rights: World

PROMOTIONAL CAMPAIGN

- National Print Publicity Campaign
- National/Major Market Radio Publicity Campaign
- Online Publicity Campaign
- Tie-In with Author Speaking Engagements



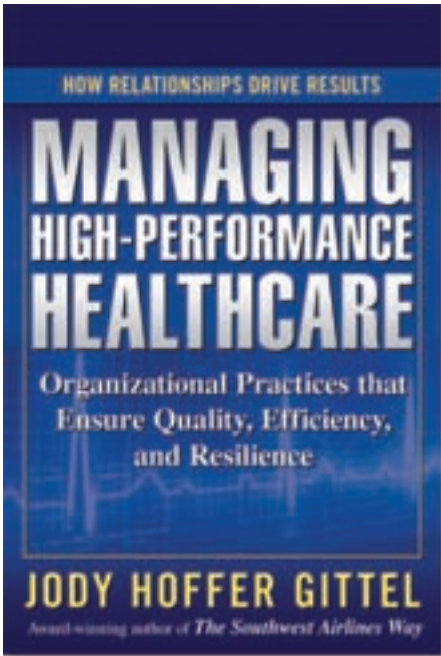
Related McGraw-Hill Title:

Bryan and Joyce: Mobilizing Minds
Hardcover • \$29.95TR
978-0-07-149082-5
0-07-149082-5

MANAGING HIGH PERFORMANCE HEALTHCARE

Organizational Practices that Ensure Quality, Efficiency, and Resilience

Jody Hoffer Gittel



How to apply the latest business innovations to the healthcare industry

In order to improve services, maximize efficiency, and compete effectively, the health care industry must use the communication and relationship-building strategies that have transformed successful companies in every industry. An award winning professor of management and director of the MBA program at Brandeis University, Jody Hoffer Gittel's *High Performance Healthcare* taps 10 years of research in the field, delivering a program that helps healthcare professionals tackle obstacles, boost performance, and support high performance at both a provider and industry level.

- Continues the research Gittel first presented in her award-winning book, *The Southwest Airlines Way* which sold nearly 50,000 copies
- A growing number of business consultants are being drawn to the healthcare industry
- Gittel is represented by Leading Authorities and speaks frequently on management theories around the world

Jody Hoffer Gittel (Portsmouth, NH) is a professor at Brandeis University where she teaches Human Resource Management and Service Operations Management, and a faculty member of the MIT Global Airline Industry program. She is also a former faculty member of the Harvard Business School.

Related McGraw-Hill Title:

Berry: Management Lessons from Mayo Clinic
Hardcover • \$27.95TR
978-0-07-159073-0 • 0-07-159073-0

JULY

McGraw-Hill

Business & Economics/Management

Hardcover • 6 × 9 • 288 pp

ISBN-13: 978-0-07-162176-2

ISBN-10/MHID: 0-07-162176-8

\$34.95TR (\$41.95 CAN)

Rights: World

PROMOTIONAL CAMPAIGN

- National Print Publicity Campaign
- Online Publicity
- Tie-In with author speaking engagements

FEARLESS LEADERSHIP

How to Overcome Behavior Blindspots and Transform Your Organization

Loretta Malandro, Ph.D.

The world-renowned, behavior-based program that's changing the way leaders change their companies

It takes true vision and courage to meet the challenges of a changing global market. But to align new strategies, overcome obstacles, and enact real change, it's necessary to change behavior on an individual level throughout an organization. *Fearless Leadership* offers managers and executives a unified game plan of specific behavioral techniques proven to promote positive change.

Readers will learn how focus on everyday behaviors and work patterns to encourage collaboration, accountability, and confident decision making.

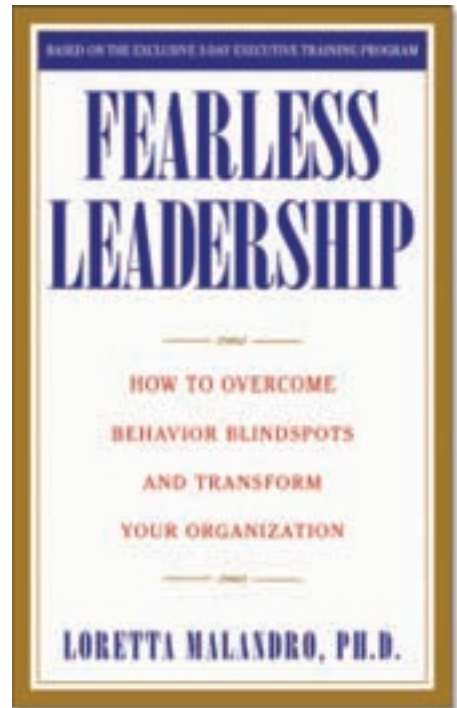
- Based on the author's proven High Performance program, a three-day \$40,000 course used by DeBeers, Intel, Vale Inco, and other global companies
- Change is an important concept in business today—and this book shows leaders how to implement change fearlessly and effectively
- Includes behavior-based techniques in the tradition of the bestselling *Bringing Out the Best in People*

Loretta Malandro (Scottsdale, AZ) is a leadership expert with more than 20 years of experience. She is President and CEO of Malandro Communications Inc.

Related McGraw-Hill Titles:

Daniels: *Bringing Out the Best in People*
Hardcover • \$24.95TR
978-0-07-135145-4 • 0-07-135145-0

Sanders, Covey, and Blanchard: *Built to Serve*
Hardcover • \$24.95TR
978-0-07-149792-3 • 0-07-149792-7



JULY

McGraw-Hill

*Business & Economics/Leadership/
Management*

Hardcover • 5½ × 8¼ • 224 pp

ISBN-13: 978-0-07-162464-0

ISBN-10/MHID: 0-07-162464-3

\$24.95TR (\$29.95 CAN)

Rights: World

PROMOTIONAL CAMPAIGN

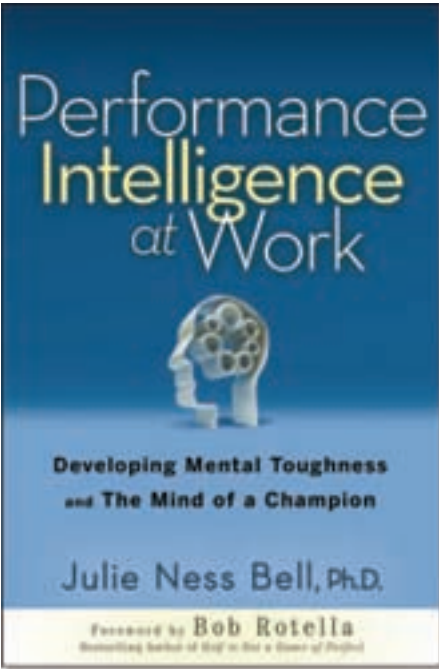
- National Print and Online Publicity Campaign
- Tie-In with Author Speaking Engagements

PERFORMANCE INTELLIGENCE AT WORK

Developing Mental Toughness and the Mind of a Champion

Julie Ness Bell, Ph.D.

Foreword by Bob Rotella, bestselling author of *Golf is Not a Game of Perfect*



A renowned sports psychologist shows business leaders how to play to win—using the proven secrets of professional athletes

Business, like sports, is all about performance. Performance Intelligence is the ability to perform your best when it matters the most. It is a skill that can be learned. In this hands-on “playbook” of team-building strategies and mind-set techniques, a sports psychologist and corporate trainer reveals five key concepts of Performance Intelligence.

These are the tools that motivate athletes to reach higher, play smarter, tackle harder, achieve goals, and beat the competition. Applied to real-life business situations, these proven concepts enhance performance on every level—from new hires to CEOs—to improve their individual performance for themselves, their team, and the organization.

- Bell is a leading sports psychologist and corporate coach who speaks to 20,000 people a year
- Foreword by Bob Rotella, author of *Golf is Not a Game of Perfect*

Julie Ness Bell, Ph.D. (Dallas, TX) is founder and president of The Mind of a Champion, a Texas-based consulting firm that works with athletes, individuals, and companies including Time Warner, State Farm, and Ernst & Young.

Related McGraw-Hill Titles:

Fournies: Coaching for Improved Work Performance
Paperback • \$16.95TR
978-0-07-135293-2 • 0-07-135293-7

Benton: Secrets of a CEO Coach
Paperback • \$12.95TR
978-0-07-136075-3 • 0-07-136075-1

JULY

McGraw-Hill

Business & Economics/Motivational

Hardcover • 6 × 9 • 224 pp

ISBN-13: 978-0-07-162514-2

ISBN-10/MHID: 0-07-162514-3

\$24.95TR (\$29.95 CAN)

Rights: World

PROMOTIONAL CAMPAIGN

- National Print Publicity Campaign
- Online Publicity
- Tie-In with Author Speaking Engagements

THE POWER OF MANAGEMENT INNOVATION

24 Keys for Accelerating Profitability and Growth

Armand V. Feigenbaum and Donald S. Feigenbaum

Essential management lessons from the creator of the TQC movement

The Power of Management Innovation distills the information in the authors' 2003 classic, *The Power of Management Capital*. Management capital is the use of innovative management techniques and the implementation of technology solutions designed to help managers recognize, develop, accumulate, deploy, and measure the capacity and effectiveness of their organization. Readers will find 24 actionable lessons for applying valuable models in order to drive growth, improve results, and sustain profitability in today's particularly competitive business environment. This title is part of the Mighty Manager series and is also available in a McGraw-Hill Professional Education edition.

- More than 125,000 Mighty Manager books sold

Armand V. Feigenbaum (Pittsfield, MA) is the originator of Total Quality Control, which was conceived and completed while he was earning his doctoral degree from MIT. He is the recipient of the nation's highest honor for technological achievement—The National Medal of Technology and Innovation.

Donald S. Feigenbaum (Pittsfield, MA) is an acknowledged world leader in systems management and engineering and has published numerous influential works in the field of systems technology.

Related McGraw-Hill Titles:

Maginn: Managing in Times of Change

Hardcover • \$14.95TR

978-0-07-148436-7 • 0-07-148436-1

Stettinius: How to Plan and Execute Strategy

Hardcover • \$14.95TR

978-0-07-148437-4 • 0-07-148437-X

Bacal: How to Manage Performance

Hardcover • \$14.95TR

978-0-07-148439-8 • 0-07-148439-6



JULY

McGraw-Hill

Business & Economics/Management

Hardcover • 5 × 8 • 112 pp

ISBN-13: 978-0-07-162578-4

ISBN-10/MHID: 0-07-162578-X

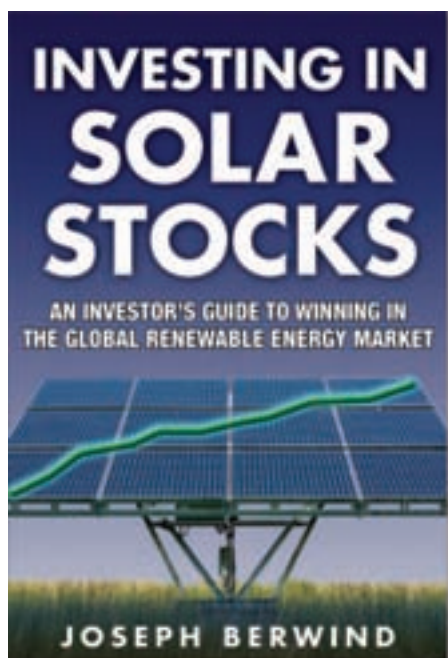
\$12.95TR (\$15.95 CAN)

Rights: World

INVESTING IN SOLAR STOCKS

An Investor's Guide to Winning in the Global Renewable Energy Market

Joseph Berwind



Investing strategies for profiting from the white-hot renewable energy market

Renewable energy is a \$100 billion market and solar power is its front runner, representing more than 30% of this global market. Written for institutional investors, asset managers, and fund managers, *Investing in Solar Stocks* describes the renewable energy landscape focusing specifically on solar power. In it, veteran energy investor Joseph Berwind delivers investment strategies for buying, selling and shorting solar stocks. Along with his own experiences, Berwind features perspectives from industry leading hedge fund managers.

Written by a veteran energy investor, the book delivers strategies for buying, selling, and shorting solar stocks. Option strategies and advice from the top hedge fund managers active in the field are also included.

- Solar energy is a global topic that has gained prominence due to newly mandated policies affecting more than 65 countries around the world
- One of the only books on the subject, *Investing in Solar Stocks* is written by an industry insider
- Berwind is an up-and-coming player in the solar investment field and frequent speaker at premier energy industry events including the NYSSA Alternative Energy Conference, Photocon, and SEMICOM WEST

Joseph Berwind (West Orange, NJ) is the co-founder of Alternate Energy Investing (AEI), a top market research and financial analyst firm specializing in renewable energy.

Related McGraw-Hill Title:

Spall: Investing in Gold
 Hardcover • \$27.95TR
 978-0-07-160346-1 • 0-07-160346-8

JULY

McGraw-Hill

Business & Economics/

Investments & Securities

Hardcover • 6 × 9 • 352 pp

ISBN-13: 978-0-07-160895-4

ISBN-10/MHID: 0-07-160895-8

\$39.95TR (\$47.95 CAN)

Rights: World

PROMOTIONAL CAMPAIGN

- National Print, TV, and Radio Publicity Campaign
- Online Publicity

UPSTARTS!

How GenY Entrepreneurs are Rocking the World of Business and 8 Ways You Can Profit from Their Success

Donna Fenn, Inc. Magazine

An inside look at the online upstarts who are changing the way the world does business—from Facebook to Dogster.com to the next big thing

They're the largest group of self-starters in the history of the planet, and they're not only starting businesses at a faster rate than any other generation, they're the Holy Grail for every company looking for the hottest new market to sell to.

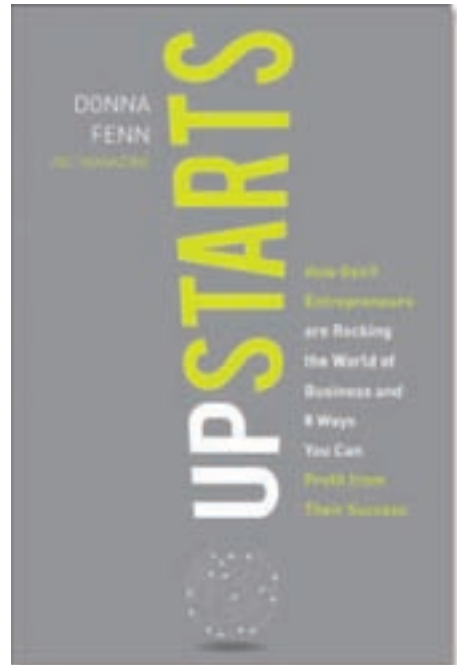
This eye-opening book from *Inc.*'s Donna Fenn reveals eight important lessons every marketer and entrepreneur can learn from these upstarts. Featuring case studies of the hottest companies—Loopt, WordPress.com, The Hundred, MentalFloss, Threadless, College Prowler, Buzz Marketing—and interviews with the world's coolest entrepreneurs *Upstarts!* offers practical advice on branding buzz, collaboration, social missions, company culture, and trend-spotting, and it demystifies the new business models that will redefine success.

- More than 200,000 college students are now enrolled in entrepreneurship programs at 2,100 colleges and universities
- For marketers who want to target the Facebook generation
- For entrepreneurs who want to understand and cash in on the new success strategies that are critical for success
- Fenn has an active speaking schedule

Donna Fenn (Pelham, NY) is a contributing writer at *Inc.* magazine. An expert on small business trends and entrepreneurship for more than twenty years, she is also a community leader on Work.com, a featured expert on SBTv.com, and a blogger on Inc.com.

Related McGraw-Hill Title:

Comaford-Lynch: Rules for Renegades
Hardcover • \$24.95TR
978-0-07-148975-1 • 0-07-148975-4



JULY

McGraw-Hill

Business & Economics/Entrepreneurship

Hardcover • 6 × 9 • 300 pp

ISBN-13: 978-0-07-160188-7

ISBN-10/MHID: 0-07-160188-0

\$26.95TR (\$31.95 CAN)

Rights: World

PROMOTIONAL CAMPAIGN

- National Print, TV, and Radio Publicity Campaign
- Online Publicity

BRIEFCASEBOOKS

Both novice and seasoned managers feel the need to keep abreast of new ideas in today's fast-paced and supremely competitive business environment. Designed to explain the most current management practices in a quick, on-the-go format, Briefcase Books help readers employ the right skills in any management situation—every time.

About the Series:

- More than 650,000 Briefcase Books sold
- Appeals to managers at every level
- Reader friendly and visually dynamic

Other Briefcase Books Titles:

Brue: Six Sigma for Managers
Paperback • \$15.95TR
978-0-07-138755-2 • 0-07-138755-2

Stettner: Skills for New Managers
Paperback • \$15.95TR
978-0-07-135618-3 • 0-07-135618-5

Bruce and Pepitone: Motivating Employees
Paperback • \$15.95TR
978-0-07-071868-5 • 0-07-071868-7

Heerkens: Project Management
Paperback • \$15.95TR
978-0-07-137952-6 • 0-07-137952-5

Bacal: Performance Management
Paperback • \$15.95TR
978-0-07-071866-1 • 0-07-071866-0

MENTORING

Dr. Curtis J. Crawford



Readers will learn the critical skills of mentoring, including how to harness the talent of those they mentor and how to implement a formal mentoring process within their organization. Mentoring is a hot subject in the business community today, and every serious manager needs to familiarize him or herself with it.

Curtis J. Crawford, Ph.D., (San Mateo, CA) is founder and CEO of XCEO, Inc., a consulting firm that specializes in executive leadership development, professional mentoring, and corporate governance practices.

JULY

McGraw-Hill

Business & Economics/Management/Skills

Paperback • 6 × 9 • 240 pp

ISBN-13: 978-0-07-162798-6

ISBN-10/MHID: 0-07-162798-7

\$14.95TR (\$17.95 CAN)

Rights: World

MANAGER'S GUIDE TO FOSTERING INNOVATION AND CREATIVITY IN TEAMS

Dr. Charles Prather



Managers will gain the skills needed to inspire the use of innovation and creative thinking to solve problems, generate ideas, and develop new products. Lessons are neatly broken down into The Four Tasks of Leaders of Innovation, which explain how to align teams and create a self-sustaining culture of innovative thinking, and much more.

Charles Prather, Ph.D. (Wilton Manors, FL) is president of Bottom Line Innovation Associates, Inc., a firm that helps organizations develop innovation as a core competency.

MANAGER'S GUIDE TO MARKETING, ADVERTISING, AND PUBLICITY

Barry Callen



Marketing guru Barry Callen offers readers a comprehensive but concise overview of developing highly effective marketing, advertising, and publicity campaigns. Additionally, readers will learn how to brand and position products using the 12 Basic Principles of Marketing Communications.

Barry Callen (Madison, WI) is a highly sought-after marketing consultant, speaker, author, and writer with 30 years experience working with some of the world's largest corporations. He invented the innovative PitchPerfect message-development strategy system.

JULY

McGraw-Hill

Business & Economics/Management/Skills

Paperback • 6 × 9 • 240 pp

ISBN-13: 978-0-07-162797-9

ISBN-10/MHID: 0-07-162797-9

\$14.95TR (\$17.95 CAN)

Rights: World

JULY

McGraw-Hill

Business & Economics/Management/Skills

Paperback • 6 × 9 • 240 pp

ISBN-13: 978-0-07-162796-2

ISBN-10/MHID: 0-07-162796-0

\$14.95TR (\$17.95 CAN)

Rights: World

THE SECRET LANGUAGE OF MONEY

UNDERSTANDING THE EMOTIONAL RELATIONSHIP TO MONEY, WEALTH, AND SUCCESS

A ground-breaking look at the thinking behind decisions concerning money and wealth at a time when any financial misstep could mean disaster

People do strange things with money. Intelligent people spend money they don't have. Sophisticated people get scammed. Rational people trade in their leisure time for money in hopes of eventually gaining somehow in the end.

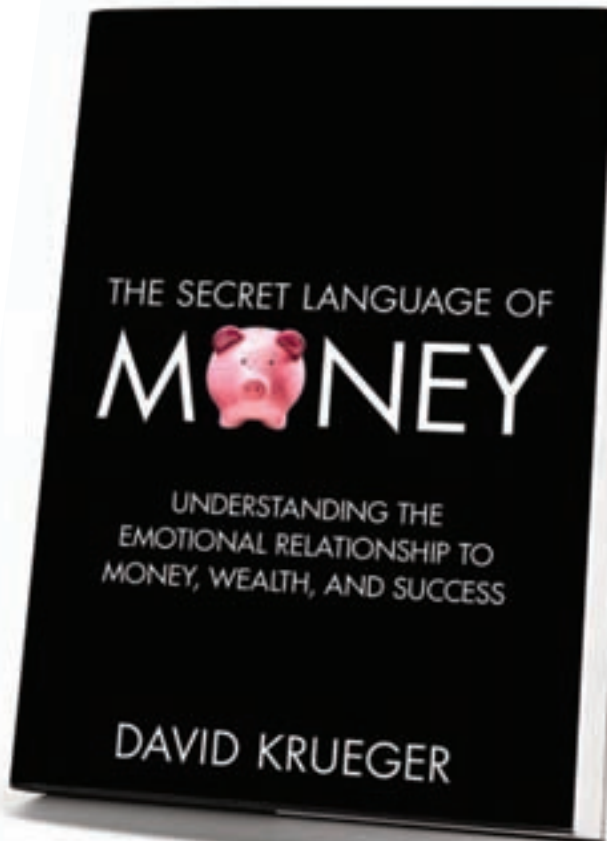
Drawing from the fundamental belief in behavioral finance that much of the meaning we give to money is hidden, *The Secret Language of Money* explores the buried assumptions, associations, biases, and feeling about money that individuals don't even realize they have. Each person's "money story" shapes the meaning he or she assigns to money and, in turn, the financial decision he or she makes.

In this insightful book, author David Krueger blends cutting-edge research in psychology, neuroscience, and behavioral economics with his 25 years of experience as a clinical psychiatrist and a decade as an executive coach. While other such books are strictly conceptual in nature, *The Secret Language of Money* covers the concept of neuroeconomics while also providing readers with practical advice about how they can consciously and strategically direct their financial decisions for maximum gain.

- At a time when any financial misstep can lead to disaster, *The Secret Language of Money* demystifies the extraordinarily complex worlds of money and human behavior
- An insightful and practical book that reveals the strange and sometimes inexplicable behavior of the brain regarding money, and gives readers tools and techniques for modifying those behaviors for the better
- Case studies, clinical research, and anecdotes help readers analyze and understand their personal "money story," guiding them to make more rational and profitable financial decisions
- This is the first book on the subject to approach the subject from a pragmatic point of view

David Krueger, M.D.

CRACK THE CODE TO BETTER FINANCIAL DECISION-MAKING!



David Krueger, M.D., (Houston, TX) is CEO of MentorPath, an executive coaching practice. He has practiced psychiatry for more than 25 years and has been interviewed on such programs as Tom Brokaw's "America Up Close" and in *The New York Times*, *The Wall Street Journal*, *Money*, *Fortune*, and *Forbes*.

AUGUST

McGraw-Hill

Business & Economics/Finance

Hardcover • 6 × 9 • 256 pp

ISBN-13: 978-0-07-162339-1

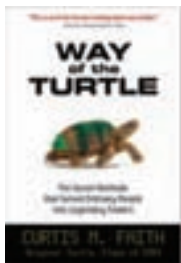
ISBN-10/MHID: 0-07-162339-6

\$25.95TR (\$30.95 CAN)

Rights: World

PROMOTIONAL CAMPAIGN

- National Print and TV Publicity Campaign
- National/Major Market Radio Publicity Campaign
- Online Publicity Campaign
- Tie-in With Author Speaking Engagements



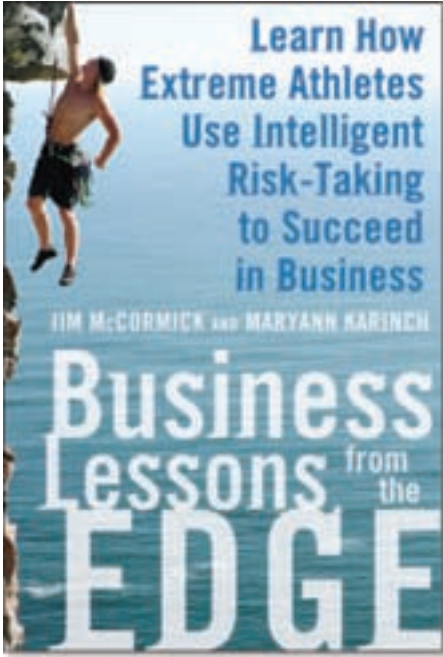
Related McGraw-Hill Title:

Faith: Way of the Turtle
Hardcover • \$27.95TR
978-0-07-148664-4
0-07-148664-X

BUSINESS LESSONS FROM THE EDGE

Capturing the Winning Mindset of Extreme Athletes

Jim McCormick and Maryann Karinch



No guts, no glory. A Guide to X-treme success—with insight from Tony Hawk, Carey Hart, and other superstars

What does it take to succeed in business? Risk-taking. Preparation. Self-confidence. The same principles that drive extreme athletes to the highest peaks of performance. This action-ready guide shows readers how to capture the winning mindsets of champions—for extreme success in business and life.

They'll learn inspiring lessons from the careers of skateboarding star Tony Hawks and business partner Per Elinder (co-founders of the world's hottest skateboard company), freestyle motocross rider Carey Hart (owner of a tattoo/clothing line), and surfers Izzy and Coco Tihany (owners of a surf school and apparel company).

- Cutting-edge motivation for business risk-takers
- Features lessons on intelligent risk-taking, defying limits, overcoming adversity, and other crucial business skills illustrated with extreme-sport metaphors

Jim McCormick (Estes Park, CO) is a full-time professional speaker, record-holding skydiver, and former COO for an architectural firm. He is an accomplished skydiver with five world records, and over 2,700 jumps to his credit, **Maryann Karinch** (Estes Park, CO) is a literary agent, author, and certified personal trainer with over 650 skydives to her credit and one of the few women to complete the inaugural Eco-Challenge in Southern Utah.

Related McGraw-Hill Title:

Mack: Mind Gym
 Paperback • \$13.95TR
 978-0-07-139597-7 • 0-07-139597-0

AUGUST

McGraw-Hill

Business & Economic/Motivational

Hardcover • 5½ × 8¼ • 256 pp

ISBN-13: 978-0-07-162698-9

ISBN-10/MHID: 0-07-162698-0

\$21.95TR (\$25.95 CAN)

50 photos • Rights: World

PROMOTIONAL CAMPAIGN

- National Print Publicity Campaign
- Online Publicity Campaign
- Tie-In with Author Speaking Engagements

MASTERING COMMUNICATION AT WORK

How Great Managers Speak, Influence, and Lead

Ethan Becker and Jon Wortman

Two well-known experts explain how to become a better manager through more effective communication

Communications experts Ethan Becker and Jon Wortman dip into their vast playbook to teach corporate leaders and managers effective communication techniques designed to make them better leaders. Becker and Wortman show readers how to build trust, empower teams, serve clients, build relationships with everyone they meet and much more. Readers will find teachable techniques and skills drawn from case studies and success stories of notable clients who have used better communications to transform their organizations

- Shows executives and managers how to analyze their existing communication skills in order to make improvements
- Becker's firm has coached more than 500,000 leaders and organizations since 1964—from the 2008 Super Bowl Champion New York Giants to Harvard University. The authors will use *Mastering Communication at Work* in all of their consulting engagements

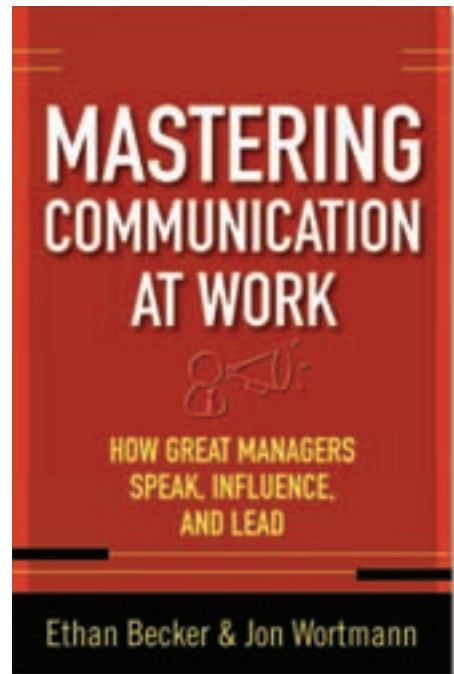
Ethan Becker (Boston, MA) is a trainer for the Speech Improvement Society. He specializes in motivating teams, strengthening executive communication, communication strategy, leadership communication, controlling fear of speaking, and developing effectiveness in public presentations.

Jonathan Wortman (Vernon, CT) is a minister, executive coach, and speaker on leadership and communication who has spoken and consulted with educational, non-profit, start-up, and Fortune 100 organizations.

Related McGraw-Hill Titles:

Grenny: Crucial Conversations
Paperback • \$16.95TR
978-0-07-140194-4 • 0-07-140194-6

Bates: Speak Like a CEO
Hardcover • \$21.95TR
978-0-07-145151-2 • 0-07-145151-X



AUGUST

McGraw-Hill

Business & Economics/Business

Communication/Skills/Management

Paperback • 5½ × 8¾ • 224 pp

ISBN-13: 978-0-07-162502-9

ISBN-10/MHID: 0-07-162502-X

\$18.95TR (\$22.95 CAN)

Rights: World

FOURTH EDITION

MILLION-DOLLAR CONSULTING

The Professional's Guide to Growing a Practice

Alan Weiss



Bringing the classic consultant's guide into the cyber century

In this long-awaited update, Alan Weiss combines the tried-and-true guidance that made *Million-Dollar Consulting* an instant classic with essential information for operating in today's much-changed business environment.

Independent consultants seeking to market their business and grow their client base will benefit from Weiss's brand-new chapters on Internet marketing, global consulting, delegating labor, blogging, and other issues that play a critical role in expanding their businesses well into the 21st century.

- Total sales of the previous three editions numbers nearly 100,000
- Addresses in detail the biggest trend in independent consulting: online business development

Alan Weiss (East Greenwich, RI) is a consultant and speaker who delivers more than 30 keynotes every year at major conferences for independent consultants.

Also from Alan Weiss:

Million Dollar Consulting, 3rd Edition
Paperback • \$18.95TR
978-0-07-138703-3 • 0-07-138703-X

Money Talks
Paperback • \$16.95TR
978-0-07-069615-0 • 0-07-069615-2

Getting Started in Consulting, 2nd Edition
Paperback • \$19.95TR
978-0-47-147969-7 • 0-47-147969-1

AUGUST

McGraw-Hill

Business & Economics/Consulting/

Business Development

Paperback • 6 × 9 • 384 pp

ISBN-13: 978-0-07-162210-3

ISBN-10/MHID: 0-07-162210-1

\$21.95TR (\$25.95 CAN)

Previous ISBN: 2003

978-0-07-159971-9 • 0-07-159971-1

Rights: World

DIGITAL STRATEGIES FOR POWERFUL CORPORATE COMMUNICATIONS

Paul A. Argenti and Courtney M. Barnes

The latest technology and tactics for protecting a company's brands and reputation

The advents of blogging, mashups, and wiki programs have introduced chaos in the world of business communication. *Digital Strategies for Powerful Corporate Communications* explains how to use these same digital means, among many others, for bringing order to this information-saturated environment. Deploying the lessons inside, communication directors will be able to build symbiotic relationships with stakeholders, develop key messages based on customers' needs and desires, managing the company's reputation, and executing efficient leadership strategies. Case studies of leading global companies are included.

- Argenti is among the world's top strategic business communication experts; the book will build on his landmark 2002 book, *The Power of Corporate Communication*
- Barnes, the editor of a popular public relations trade magazine, will use her extensive network of media contacts to help promote the book

Paul A. Argenti (Hanover, NH) is business communications consultant and professor of Corporate Communication at the Tuck School of Business.

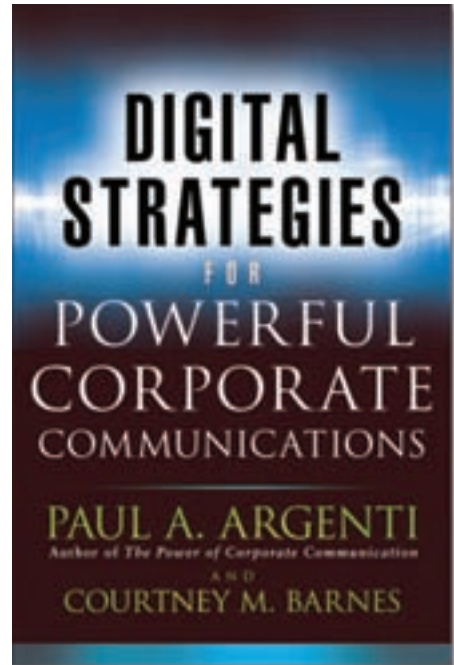
Courtney M. Barnes (New York, NY) is editor of *PR News* with expertise on digital communications.

Also by Paul A. Argenti:

The Power of Corporate Communication
Hardcover • \$34.95TR
978-0-07-137949-6 • 0-07-1379495

Related McGraw-Hill Title:

Clarke: The Handbook of Strategic Public Relations and Integrated Communications
Hardcover • \$59.95TR
978-0-78-631131-6 • 0-78-631131-2



AUGUST

McGraw-Hill

Business & Economics/Strategic

Planning/Communications/General

Hardcover • 6 × 9 • 256 pp

ISBN-13: 978-0-07-160602-8

ISBN-10/MHID: 0-07-160602-5

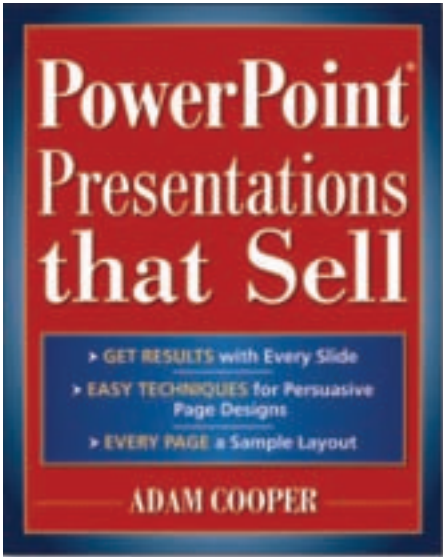
\$34.95TR (\$41.95 CAN)

Rights: World

POWERPOINT® PRESENTATIONS THAT SELL

Simple Techniques to Plan, Design, and Deliver Sales Presentations
That Get Results

Adam Cooper



An illustrated guide focusing on the most important element of the sales presentation—the close!

The sales presentation is perhaps the most important tool reps have for closing any sales deal. But most presentations focus too much on features and benefits and not enough on closing the deal.

With every page illustrating a sample PowerPoint slide, *PowerPoint® Presentations that Sell* offers strategies for designing and delivering a presentation where every moment counts. Sales reps will learn how to completely rethink their entire presentation process, from inception to delivery. The book shows readers how to use “storytelling” to conceptualize the presentation, and then it explains how to organize and emphasize the most pertinent content.

- Helps sales reps model their presentation in which every single slide focuses on the close
- The book is designed as an actual PowerPoint presentation, illustrating how to make actionable recommendations the focus of each slide

Adam Cooper (New York, NY) is a management consultant at a leading global consultancy. He was previously manager of direct marketing at Ann Taylor, Inc.

Related McGraw-Hill Titles:

Bayan: Words That Sell
Paperback • \$16.95TR
978-0-07-146785-8 • 0-07-146785-8

Werz: Phrases That Sell
Paperback • \$14.95TR
978-0-80-922977-2 • 0-80-922977-3

AUGUST

McGraw-Hill

Business & Investing/Sales & Selling

Paperback • 7½ × 9¼ • 220 pp

ISBN-13: 978-0-07-162680-4

ISBN-10/MHID: 0-07-162680-8

\$18.95TR (\$22.95 CAN)

Rights: World

A PAPERBACK ORIGINAL

WINNING SALES LETTERS—FROM PROSPECT TO CLOSE

Ralph Allora

A quick-hit sales guide for harnessing the power of the written word

The salesperson's best tool for establishing credibility at the initial point of contact is the sales letter. Most high-energy salespeople and entrepreneurs, though, are more comfortable on the phone than behind the keyboard. Help has arrived with *Winning Sales Letters—From Prospect to Close*. Designed to provide maximum information in minimum space, this collection of tips and techniques aids readers in crafting letters, emails, and text messages sure to give them an advantage over the competition. Readers will learn how to use persuasive language, bring a message to life, and keep their writing smart, professional, and engaging.

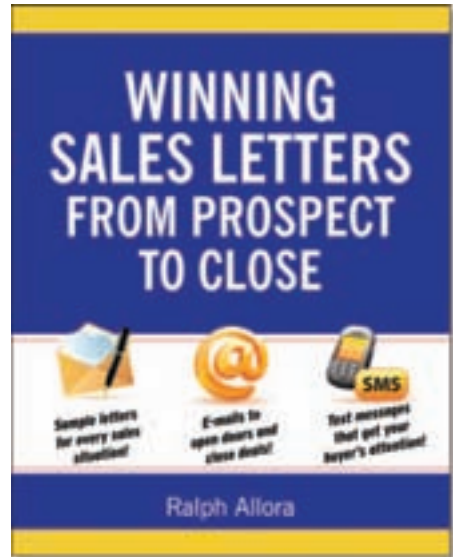
- Includes 60 sample letters readers can model their own missives upon
- Author's media connections: *The New York Times*, *Forbes*, *Esquire*, *US News and World Report*, *Ad Age*, and *The Wall Street Journal*
- Builds on McGraw-Hill's success in the area of quick-reference books for sales pros

Ralph Allora (Seattle, WA) is the principal owner of Allora Communications, a consultancy specializing in marketing communication strategy, promotions and creative services for a wide range of clients in the media and service industries.

Related McGraw Hill Titles:

Bayan: Words That Sell, Second Edition
Paperback • \$16.95TR
978-0-07-146785-8 • 0-07-146785-8

Werz: Phrases That Sell
Paperback • \$14.95TR
978-0-80-922977-2 • 0-80-922977-3



AUGUST

McGraw-Hill

Business & Economics/

Sales & Selling/Small Business

Paperback • 7³/₈ × 9¹/₄ • 220 pp

ISBN-13: 978-0-07-162811-2

ISBN-10/MHID: 0-07-162811-8

\$16.95TR (\$19.95 CAN)

Rights: World

INVESTOPEDIA'S GUIDE TO WALL SPEAK

The Terms You Need to Know to Talk Like Cramer, Think Like Soros,
and Buy Like Buffett

Jack Guinan

An accessible guide to key investment terms and concepts

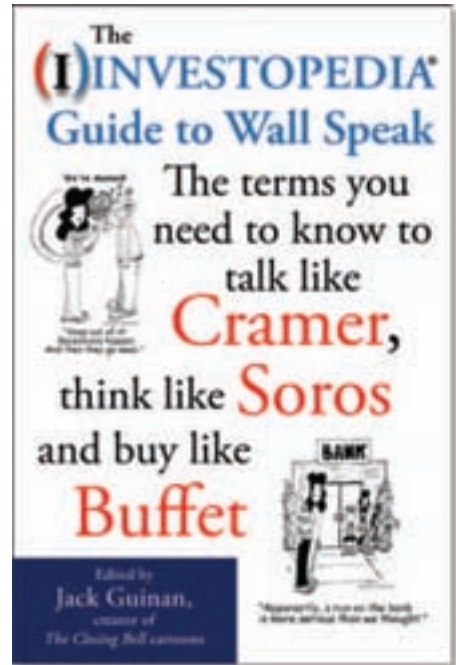
With an average of 3 million page views a month and more than 5,000 dictionary entries, Investopedia.com is one of the largest online web sites devoted exclusively to investing education. *Investopedia's Guide to Wall Speak* is a compilation of the web site's top searched terms. It takes readers beyond the average dictionary definition by providing concise but thorough encyclopedic explanations of terms and concepts. The "Investopedia Says" feature demystifies confusing, complex financial terms and concepts.

- Key concepts are illustrated by entertaining cartoons and drawings
- Owned by Forbes.com, Investopedia is a branded leader in online investor education and a widely recognized name
- Book will be promoted extensively on Investopedia.com and Forbes.com
- Content is informative and written in a reader-friendly style

Jack Guinan (Philadelphia, PA) has extensive experience in the financial industry as a regional sales representative for Fidelity Investments and a brokerage trader for Brown and Company.

Related McGraw-Hill Title:

Morris: Standard & Poor's Dictionary of Financial Terms
Paperback • \$15.95TR
978-1-93-356904-8 • 1-93-356904-2



AUGUST

McGraw-Hill

Business/Economics/Personal Finance

Paperback • 5½ × 8¼ • 356 pp

ISBN 13: 978-0-07-162498-5

ISBN-10/MHID: 0-07-162498-8

\$18.95TR (\$22.95 CAN)

Rights: World

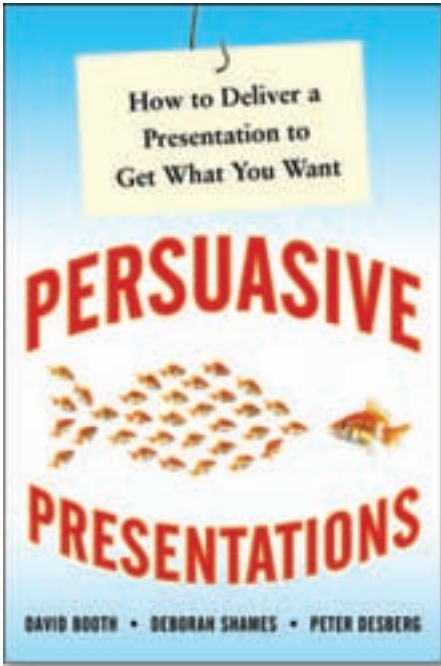
PROMOTIONAL CAMPAIGN

- Co-Promotion with Investopedia.com
- Co-Promotion with Forbes.com
- National Print Publicity Campaign
- Online Publicity

PERSUASIVE PRESENTATIONS

How to Deliver a Presentation to Get What You Want

David Booth, Deborah Shames, and Peter Desberg



The winning technique that helps readers tap into their audience's emotions—used by Fortune 500 Companies for over 15 years

A stunningly effective combination of professional acting techniques, corporate skill sets, and psychological insights, creates a proven system for preparing and delivering professional presentations that really make an impact. Used by leading corporations, this step-by-step program shows readers how to overcome their fears of public speaking, tap into their audience's emotions, and achieve their corporate goals through the fine art, and science, of persuasion.

- Follows recent successful presentation books like *Back of the Napkin*, *Beyond Bullet Points*, and *Presentation Zen*
- *Persuasive Presentations* will be featured on the radio shows and websites of the authors' strategic partners, Tony Parinelli (*Selling to VITO*), Keith Farrazzi (*Never Eat Alone*) and Jeffery Fox (*The Keys to Success*)
- Combines professional performance techniques with the latest cognitive research and psychological tools

David Booth (San Fernando, CA) is a professional theater director and actor. He taught acting at Virginia Commonwealth University and the Pacific Conservatory of the Performing Arts. **Deborah Shames** (San Fernando, CA) is an award-winning film producer and director. She has years of experience directing and producing several independent films and over sixty corporate training and educational videos. **Peter Desberg** (San Fernando, CA) is a Licensed Clinical Psychologist and University Professor. He has authored 18 books and is a nationally renowned presenter and keynote speaker at professional conferences.

Related McGraw-Hill Title:

Grenny: Crucial Conversations
Paperback • \$16.95TR
978-0-07-140194-4 • 0-07-140194-6

AUGUST

McGraw-Hill • Business

Communication/Meetings & Presentations

Paperback • 6 × 9 • 256 pp

ISBN-13: 978-0-07-162859-4

ISBN-10/MHID: 0-07-162859-2

\$18.95TR (\$22.95 CAN)

Rights: World

PROMOTIONAL CAMPAIGN

- National Print, TV, and Radio Publicity Campaign
- Online Promotions

AM I THE ONLY SANE ONE WORKING HERE?

101 Solutions for Surviving Office Insanity

Albert J. Bernstein, Ph.D., bestselling author of *Emotional Vampires* and *Dinosaur Brains*

The ultimate office survival guide—from the bestselling psychologist who warned us about *Emotional Vampires* and *Dinosaur Brains*

Leave it to the brilliant Dr. Bernstein to show readers how to stay sane while appropriately dealing with the 101 most common workplace issues. In this fun, practical guide, he reveals: How to work with people who don't like you (Feed them!), how to handle hidden agendas (Unleash the power of "cc:" mail), how to deal with awful bosses (Tell them what they want to hear), how to get a coworker to stop lying (Buy into their lies and watch what happens!), and other sanity-saving advice.

- Bernstein's books have collectively sold 100,000+ copies and been translated into 20 languages
- Bernstein has appeared on "Good Morning America" and "Sonya Live", written for *Men's Health*, *Seventeen*, *Cosmopolitan*, *Real Simple*, and *Parents*, and worked with Boeing, HP, Microsoft, and others

Albert J. Bernstein, Ph.D. (Portland, OR) has been a practicing clinical psychologist for more than 30 years and has served on the board of the Oregon Psychological Association.

Related McGraw-Hill Title:

Brinkman and Kirschner: *Dealing with People You Can't Stand*

Paperback • \$16.95TR

978-0-07-137944-1 • 0-07-137944-4

Also by Bernstein:

Emotional Vampires

Paperback • \$16.95TR

978-0-07-138167-3 • 0-07-138167-8



AUGUST

McGraw-Hill

Business & Economics/Self-Help

Paperback • 6 × 9 • 296 pp

ISBN-13: 978-0-07-160872-5

ISBN-10/MHID: 0-07-160872-9

\$16.95TR (\$19.95 CAN)

Rights: World

PROMOTIONAL CAMPAIGN

- National Print, TV, and Radio Publicity Campaign
- Online Promotions
- Tie-In with Author Speaking Engagements

PORTFOLIO PERFORMANCE MEASUREMENT AND BENCHMARKING

Jon A. Christopherson, David R. Cariño, and Wayne E. Ferson

The first comprehensive guide to equity benchmark construction for your portfolio

The failure to choose the right investing performance benchmarks often leads to bad decisions or inaction and, inevitably, lost profits. *Portfolio Performance Measurement and Benchmarking* helps high-net-worth and institutional investors create a system they can use to accurately measure their performance.

The authors highlight common mechanical problems involved in building benchmarks and clearly illustrate the resulting fallouts. They provide a foundation for benchmark construction and discuss methods for all different asset classes and investment styles.

- The authors' conclusions are drawn from a combination of academic research and actual practice
- Covers a variety of benchmarking methodologies, making it attractive to a wide range of financial professionals
- Enriched with specific calculation and evaluation examples

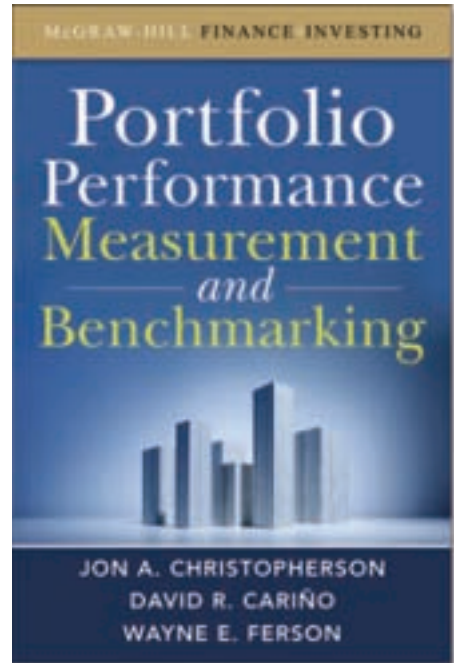
Jon A. Christopherson, Ph.D. (Vashon Island, WA) is a research fellow for Russell Investment Groups. He is a member of the editorial advisory boards of the *Journal of Portfolio Management* and the *Journal of Investing Consulting*.

David R. Cariño, Ph.D. (Eatonville, WA) is a research fellow for Russell Investment Groups. He has published numerous influential articles on asset allocation and performance measurement and serves on the advisory board of *The Journal of Performance Measurement*. **Wayne E. Ferson, Ph.D.**

(Hermosa Beach, CA) holds the John L. Collins Chair in Finance at the Carroll School of Management, Boston College Ivadelle and Theodore Johnson Chair in Banking and Finance, Marshall School, University of Southern California.

Related McGraw-Hill Title:

Chincarini: Quantitative Equity Portfolio Management
Hardcover • \$75.00TR
978-0-07-145939-6 • 0-07-145939-1



MAY

McGraw-Hill

Business & Economics/

Investments & Securities

Hardcover • 6 × 9 • 600 pp

ISBN-13: 978-0-07-149665-0

ISBN-10/MHID: 0-07-149665-3

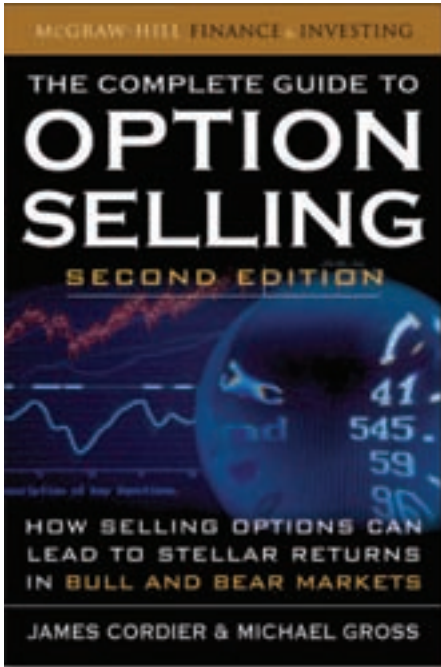
\$95.00PT (\$113.95 CAN)

Rights: World

SECOND EDITION

THE COMPLETE GUIDE TO OPTION SELLING

James Cordier and Michael Gross



The perennial go-to guide for options sellers—updated and revised

Trading volume and volatility are at all-time highs, creating an environment that has made options selling more popular than ever.

Fully up to date and expanded to be useful in today's markets, this second edition of *The Complete Guide to Option Selling* covers new strategies and new ways to approach selling options and futures so the sophisticated investor can continue to produce surprisingly consistent results with only slightly increased risk.

This book remains the only guide that explores selling options exclusively, and is a cult favorite among the options-selling community.

- This revised edition features two brand new chapters on volatility and volatility trading
- The authors' expert focus on naked option selling is broadened to include option spread trading
- Readers gain practical tips for managing Black Swan events in option selling
- The authors extend the implementation of their strategy from the physical commodities markets to stock indexes and currency options
- Liberty Trading Group will market the book's unique website through its various media partners, including online and print advertisements

James Cordier (Tampa, FL) is president and head trader of Liberty Trading Group where he manages assets for a worldwide client base. **Michael Gross** (Tampa, FL) is director of research at Liberty Trading Group.

AUGUST

McGraw-Hill

Business & Economics/Finance

Hardcover • 6 × 9 • 272 pp

ISBN-13: 978-0-07-162237-0

ISBN-10/MHID: 0-07-162237-3

\$44.95TR (\$53.95 CAN)

Previous ISBNs: 2005

978-0-07-144208-4 • 0-07-144208-1

Rights: World

McGraw-Hill Summer 2009

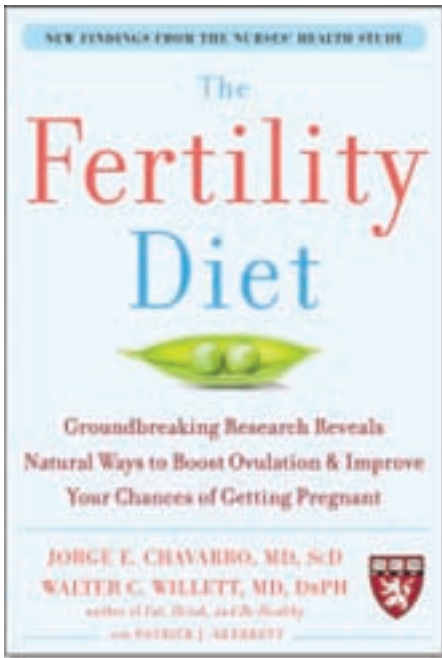
CONSUMER

NOW IN PAPERBACK

THE FERTILITY DIET

Groundbreaking Research Reveals Natural Ways to Boost Ovulation & Improve Your Chances of Getting Pregnant

Jorge Chavarro, M.D., Sc.D., Walter C. Willett, M.D., Dr.P.H., and Patrick J. Skerrett



New research from the world-famous Nurses' Health Study reveals what women eat can improve their fertility

Two of the researchers of the highly respected Nurses' Health Study distill the wisdom of this groundbreaking research into 10 easy-to-follow principles. The book shows readers how to choose the best fats, carbs, and proteins, cut back on coffee and alcohol, and, best of all, enjoy their favorite foods like ice cream—all to boost ovulation and increase the odds of getting pregnant.

- The first fertility diet to feature the research results from the Nurses' Health Study, now with an updated introduction by the authors
- More than 6 million women in the United States alone experience infertility problems
- As featured in Newsweek, scores of blogs and websites

Jorge Chavarro, M.D., Sc.D., (Boston, MA) is currently a research fellow studying the role of diet and lifestyle on reproductive function.

Walter C. Willett, M.D., Dr.P.H., (Boston, MA) is the Fredrick John Stare Professor of Epidemiology and Nutrition and chairman of the department of nutrition at the Harvard School of Public Health, as well as a professor of medicine at Harvard Medical School.

Patrick J. Skerrett (Boston, MA) is coauthor, with Walter Willett, of *Eat, Drink, and Be Healthy*. He is the editor of the *Harvard Heart Letter*.

MAY

McGraw-Hill • Health

Paperback • 6 × 9 • 304 pp

ISBN-13: 978-0-07-162710-8

ISBN-10/MHID: 0-07-162710-3

\$16.95TR (\$19.95 CAN)

Rights: World

PROMOTIONAL CAMPAIGN

- National Print and TV Publicity Campaign
- Radio Campaign

Related McGraw-Hill Title:

Hart: The Insulin-Resistance Diet, 2e
Paperback • \$16.95TR
978-0-07-149984-2 • 0-07-149984-9

NOW IN PAPERBACK

CLICK

10 Truths for Building Extraordinary Relationships

George Fraser

One of America's foremost authorities on networking reveals how you can connect with other people to realize business and life goals

Personal growth guru Stephen Covey calls George Fraser a “masterful teacher.” TV host and journalist Tony Brown calls him a “visionary with the rare combination of leadership and management skills.” And each year, tens of thousands of people attend his seminars and conferences to learn how to move beyond networking and start truly connecting to take their relationships to the next level. Fraser shares the insider secrets that will help readers to tap into the richest resource on the planet—other people—to achieve goals and share their talents in business and in life.

- Fraser gives more than 125 keynote addresses a year
- Fraser has been featured on CNN, PBS, and “The Lou Dobbs Show,” and in publications such as the *New York Times*, *Wall Street Journal*, and *USA Today*
- Networking advice from the chairman and CEO of FraserNet, the number one networking association for Black professionals

George C. Fraser, (Cleveland, OH) is chairman and CEO of FraserNet, Inc. He founded the PowerNetworking Conference, the nation's largest gathering of black professionals, business owners, and community leaders, and is the author of *Success Runs in Our Race* and *Race for Success*.

Related Title:

Grenny: Crucial Conversations
Paperback • \$16.95TR
978-0-07-140194-4 • 0-07-140194-6



MAY

McGraw-Hill • Business/Self-Help

Paperback • 5½ × 8¼ • 256 pp

ISBN-13: 978-0-07-162712-2

ISBN-10/MHID: 0-07-162712-X

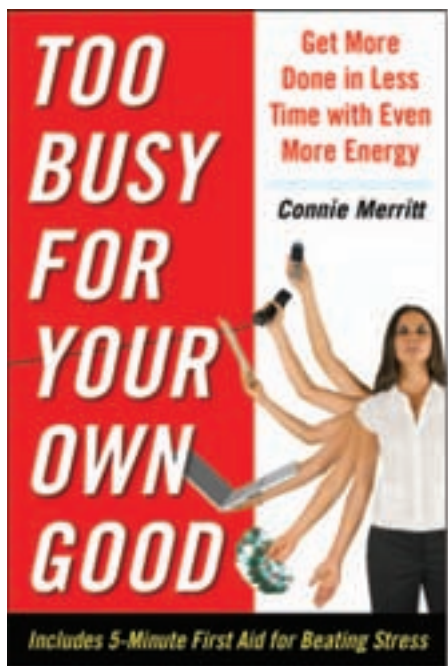
\$16.95TR (\$19.95 CAN)

Rights: World

TOO BUSY FOR YOUR OWN GOOD

Get More Done in Less Time—With Even More Energy

Connie Merritt



The busy women's guide to managing their time and simplifying their lives—with less stress and more excitement

For the woman who has everything—except the time to do anything—comes this empowering handbook of proven techniques for reducing the “busy-ness” levels in our crazy, hectic lives. Written by a “recovered Superwoman” who tried to do it all, the book shows readers how to prioritize, how to say no, how to deal with difficult people, and how to get more done in less time—without multi-tasking. Best of all, it teaches women to relax and enjoy the things that really matter and become reenergized and excited about life!

- Taps into the “simplicity movement” featured in magazines and TV reports
- A high-profile expert on women's issues, Merritt has appeared on 100 radio and television shows, and is regularly quoted in *Cosmopolitan* and *Men's Health*.
- A member of 200 professional speaker's bureaus, Merritt gives keynote addresses all over the country
- Includes “Five Minute First Aid” for instant stress relief!

Connie Merritt (Laguna Beach, CA) is a professional speaker who teaches coping strategies drawn from her experiences as a nurse, coach, salesperson, fundraiser, mentor, standup comic, wife, and recovering Superwoman.

Related McGraw-Hill Titles:

Brinkman and Kirschner: Dealing with People You Can't Stand

Paperback • \$16.95TR

978-0-07-137944-1 • 0-07-137944-4

Braiker: The Disease to Please

Paperback • \$15.95TR

978-0-07-138564-0 • 0-07-138564-9

JUNE

McGraw-Hill • Self-Help

Paperback • 5½ × 8¼ • 256 pp

ISBN-13: 978-0-07-161286-X

ISBN-10/MHID: 0-07-161286-6

\$16.95TR (\$19.95 CAN)

Rights: World

PROMOTIONAL CAMPAIGN

- National Print and TV Publicity Campaign
- Radio Campaign:
- Online Promotions
- Tie in with Author Speaking Schedule

BUILDING BONE VITALITY

A Revolutionary Diet Plan to Prevent Bone Loss and Reverses Osteoporosis—Without Dairy Foods, Calcium, Estrogen, or Drugs

Amy Joy Lanou, Ph.D., and Michael Castleman

Foreword by Dean Ornish, M.D.

The groundbreaking book that debunks conventional wisdom on bone health—with a drug-free, non-dairy, low-acid diet plan

For years, doctors have been telling us: Drink milk, eat dairy, take calcium, lift weights—even get a prescription for estrogen or other drugs—to improve bone vitality. The problem is: They're wrong. This breakthrough guide offers a safe, nutritional alternative to ineffective calcium pills and other supplements. Based on the latest research, the Low-Acid Eating Plan emphasizes plant foods over animal products in an easy-to-follow, bone-strengthening program that really works.

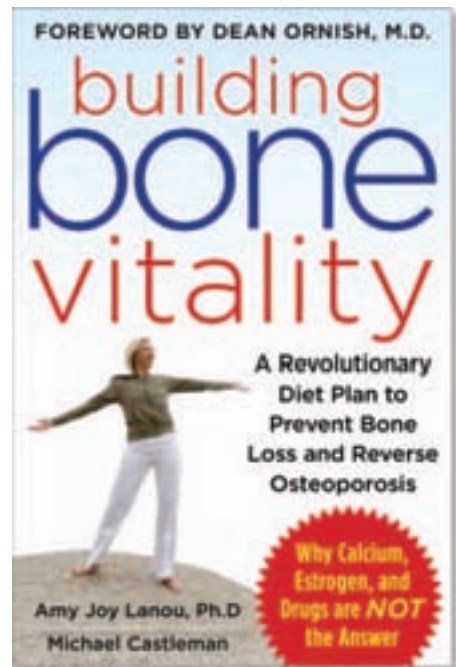
- A medical breakthrough for the 75 million readers with osteoporosis—a safe, simple dairy-and-drug-free plan
- Authors featured regularly on radio, television, and print including *Time*, *Newsweek*, and *NPR*
- Foreword by bestselling phenomenon *Dean Ornish*

Amy Joy Lanou, Ph.D. (Asheville, NC) is an assistant professor of health and wellness at University of North Carolina, and has taught nutrition at Cornell University. She is the author of *Healthy Eating for Life for Children*.

Michael Castleman, M.A., (San Francisco, CA) has been called “one of the nation’s top health writers” (*Library Journal*). He has written more than 1,500 health articles in national magazines, and 12 consumer health books, including *The Healing Herbs*, which sold more than 1 million copies.

Related McGraw-Hill Title:

Brown and Jaffe: Better Bones, Better Body
Paperback • \$19.95TR
978-0-65-800289-2 • 0-65-800289-9



JUNE

McGraw-Hill • Health

Paperback • 6 × 9 • 240 pp

ISBN-13: 978-0-07-160019-X

ISBN-10/MHID: 0-07-160019-1

\$16.95TR (\$19.95 CAN)

Rights: World

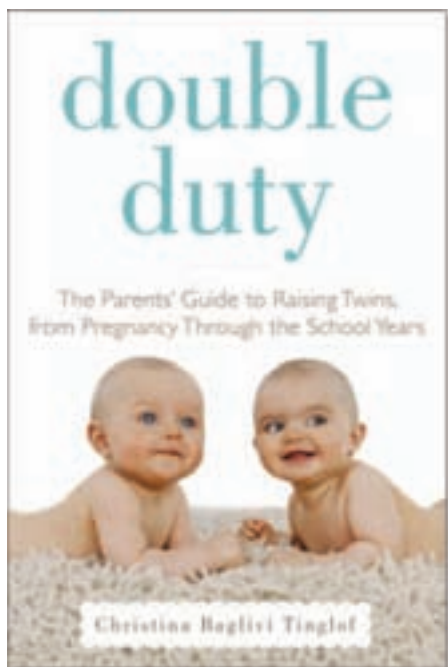
PROMOTIONAL CAMPAIGN

- National Print and TV Publicity Campaign
- Radio Campaign
- Tie-In with Author Speaking Engagements

SECOND EDITION

DOUBLE DUTY

The Parents' Guide to Raising Twins, from Pregnancy through the School Years

Christina Baglivi Tinglof

The classic guide to raising twins, from pregnancy to school—now completely revised and updated for a new generation of parents

For the past ten years, parents have turned to *Double Duty* for much-needed advice, practical tips, and sound strategies for handling the unique challenge of parenting twins. This updated second edition includes the latest advancements in the diagnosis and treatment of multiple-pregnancy complications, the newest products and equipment, and parent-to-parent advice from the best websites and support groups. From the critical first month of pregnancy, to the sleeping, eating, and bonding (times two!), through the first days of school, *Double Duty* is a multiple blessing every parent will love.

- A new updated edition of the highly successful guide—more than 25,000 copies in print
- The twin birth rate in the U.S. has jumped 70 percent since 1980 and continues to rise 3 percent each year
- Tinglof is a regular contributor to *Twins* magazine, a resident “twin expert” for *ClubMom*, and founder and editor of the popular website talk-about-twins.com

Christina Baglivi Tinglof (La Crescenta, CA) is a contributing writer for *Twins* magazine and mother of three sons, including school-age twins. She is also the author of *The Stay-at-Home Parent's Survival Guide* and *Parenting School-Age Twins and Multiples*.

Related McGraw-Hill Title:

Bowers: The Multiple Pregnancy Sourcebook
 Paperback • \$17.95TR
 978-0-73-730306-3 • 0-73-730306-9

JUNE

McGraw-Hill • Parenting

Paperback • 6 × 9 • 224 pp

ISBN-13: 978-0-07-161344-6**ISBN-10/MHID: 0-07-161344-7****\$16.95TR** (\$19.95 CAN)

Previous ISBNs: 1998

978-0-80923019-8 • 0-80923019-4

Rights: World

WHAT'S YOUR BODY TELLING YOU?

Tuning in to Your Body's Signals to Gain Confidence, Sharpen Your Focus and Make Better Decisions

Steve Sisgold

Foreword by Gay Hendricks, author of *Five Wishes* and *Conscious Loving*

A leading wellness speaker and therapist shows readers how to stop over-thinking—and start trusting their natural instincts...

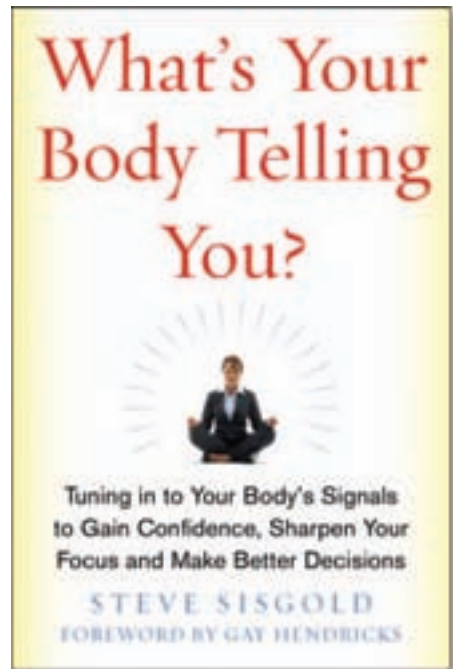
Our bodies always let us know when we're unhappy, tense, uncomfortable, or unsure. But usually, we ignore these "gut" instincts and do what our heads tell us to do. In this enlightening guide from therapist Steve Sisgold, readers will discover ways to achieve Whole Body Consciousness—a broadened state of mind that helps them to see their fears and desires, then take appropriate steps toward genuine fulfillment. These exercises combine IQ (cognitive intelligence) with BQ (body intelligence), to help readers make better decisions, manage negative thoughts, and lead fuller lives.

- Sisgold's *Richer Than You Dreamed* sold more than 18,000 copies for Crown
- Sisgold makes four public appearances a month and will promote his book at wellness conferences, corporate seminars, holistic churches, and the Learning Annex
- Author has appeared on CBS, NBC, and local Los Angeles television and radio; his work has been featured in *San Francisco Chronicle*, *Wall Street Journal*, and others

Steve Sisgold (Novato, CA) is a popular wellness speaker and author who holds an M.A. in Communications, B.S. in Business, and Certifications in body-centered psychotherapy and relationship counseling.

Related McGraw-Hill Title:

Callahan and Trubo: *Tapping the Healer Within*
Paperback • \$16.95TR
978-0-80-929880-8 • 0-80-929880-5



JULY

McGraw-Hill • *Self-Help*

Hardcover • 6 × 9 • 240 pp

ISBN-13: 978-0-07-162457-2

ISBN-10/MHID: 0-07-162457-0

\$21.95TR (\$25.95 CAN)

Rights: World

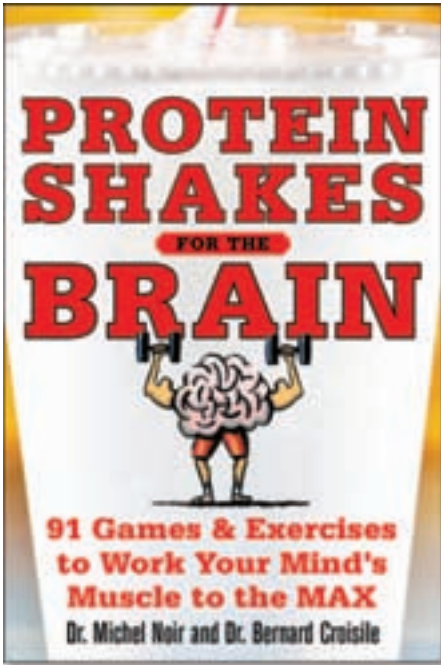
PROMOTIONAL CAMPAIGN

- National Print and Radio Publicity Campaign
- Online Publicity Campaign
- Tie-In with Author Speaking Engagements

PROTEIN SHAKES FOR THE BRAIN

91 Games and Exercises to Work Your Mind's Muscles to the Max

Michel Noir, Ph.D. and Bernard Croisile, M.D., Ph.D.



Pump up your brain—and reduce memory loss—with the bestselling author of *Broccoli for the Brain* and *Dental Floss for the Mind*

Exercises and games are 4-color throughout

Scientifically designed to improve concentration, attention, and focus, the 91 brain-teasers in this brand-new collection provide an amazing mental workout for well-muscled minds. Perfect for all age groups, the book includes perplexing picture puzzles (like “It Takes Two”), intense and mind-blowing memory games (“Seeing Is Believing!”), and deceiving detective mysteries (“What’s Wrong With this Picture?”) *Protein Shakes for The Brain* provides hours of fun and will turn even the most feeble mind into a mighty brain!

- Builds on the bestselling success of *Get Your Brain in the Fast Lane*, *Broccoli for the Brain*, and *Dental Floss for the Mind*
- 91 invigorating puzzles and games that stimulate all areas of the brain, especially those responsible for concentration, memory, and focusing skills
- The founders of Scientific Brain Training deliver innovative programs to increase brain power

Michel Noir (France) has a Ph.D. in Educational Sciences, a Masters in Political Science, and a post-graduate diploma in Cognitive Psychology.

Bernard Croisile, M.D., Ph.D. (France) is one of the leading neurologists in France, specializing in aging and the brain.

JULY

McGraw-Hill • *Self-Help*

Paperback • 5½ × 8¼ • 128 pp

ISBN-13: 978-0-07-162836-5

ISBN-10/MHID: 0-07-162836-3

\$16.95TR (\$19.95 CAN)

91 charts and graphs

Rights: World (except France)

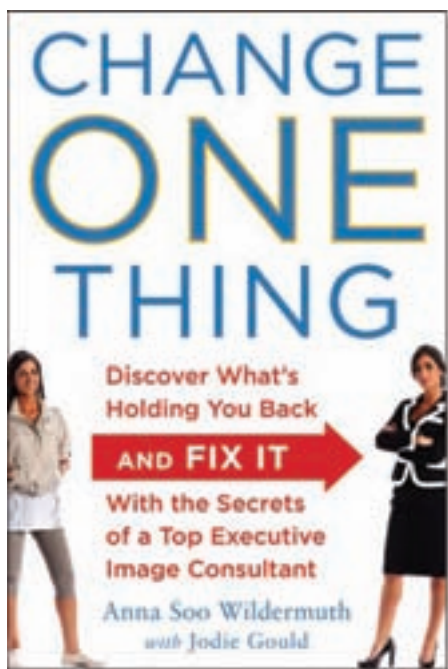
PROMOTIONAL CAMPAIGN

- National Print and TV Publicity Campaign
- Radio Campaign

CHANGE ONE THING

Discover What's Holding You Back—and Fix It—With the Secrets of a Top Executive Image Consultant

Anna Soo Wildermuth with Jodie Gould



How to give yourself a complete life and career makeover—the DIY success secrets of a leading image consultant

International image consultant Anna Soo Wildermuth reveals her proven strategies for turning people's lives around—starting with simple changes, one at a time. Be it hair, posture, attitude, or accent, the first step is all it takes to jump-start a career and change a life. Using a self-image assessment test, Anna shows readers exactly what they can improve about their image and how to achieve it. Then it's time to go to work, with Anna's *Image Makeover Tips and Image Action Steps*. It's a complete top-to-bottom, inside-out transformation that will give today's professionals a leg up—on their way to the top.

- Wildermuth is a world-renowned image consultant, famous for her one-on-one makeover sessions with celebrities, politicians, and executives
- She has appeared frequently on CNN, Fox News, and Chicago's ABC-TV, and has been featured in *Chicago Tribune*, *Success*, *New York Times*, and *Wall Street Journal*
- Her corporate clients include Allstate Insurance, McDonald's, GE, and HSBC
- Illustrated with personal anecdotes and real-life case studies

Anna Soo Wildermuth (Chicago, IL) has been a professional image consultant, trainer and coach since 1983. Founder of Personal Images, Inc., she works with Fortune 500 executives and high-profile clients.

Related McGraw-Hill Title:

Sayre: Unstoppable Confidence
Paperback • \$15.95TR
978-0-07-158845-4 • 0-07-158845-0

AUGUST

McGraw-Hill • *Self-Help*

Paperback • 6 × 9 • 256 pp

ISBN-13: 978-0-07-1624350-2

ISBN-10/MHID: 0-07-162435-X

\$16.95TR (\$19.95 CAN)

Rights: World

PROMOTIONAL CAMPAIGN

- National Print and TV Publicity Campaign
- Radio Campaign
- Online Promotions
- Tie-in with author's speaking schedule

NOW IN PAPERBACK

RAISING A SELF-DISCIPLINED CHILD

Help Your Child Become More Responsible, Confident, and Resilient

Robert Brooks, Ph.D. and Sam Goldstein, Ph.D.

From the pioneers of the resilience movement, how to raise stronger, more self-sufficient children

Why are some kids out of control while others are able to keep it together? Who better to address the subject of self-discipline than two of the most respected, quoted, and bestselling authorities on raising children. In doing their groundbreaking work on resilience in children, Dr. Brooks and Dr. Goldstein found that a lack of self-discipline is the root of many behavioral problems. Their engaging new book offers illuminating insights and point-by-point parenting techniques to help readers interact with their children in a way that helps them control their impulses, complete tasks, interact with others, and lead happier, more resilient, and more rewarding lives.

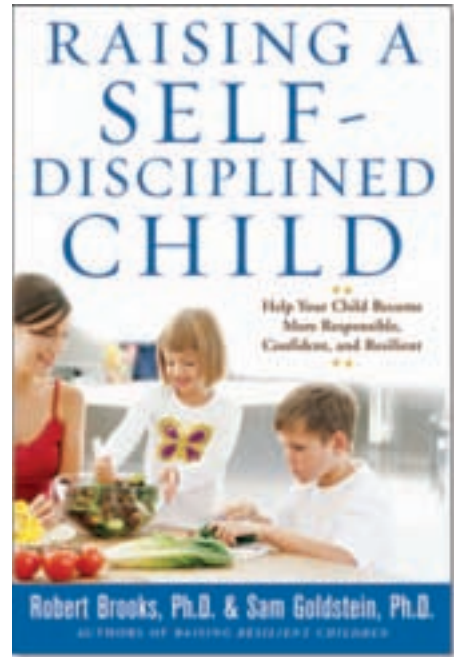
- High-profile authors: Both appear frequently in the media and speak regularly to large audiences nationwide and internationally
- Proven track record: *Raising Resilient Children* has sold more than 75,000 copies worldwide and gained widespread media attention

Robert Brooks, Ph.D., (Needham, MA) is a psychologist on the faculty at Harvard Medical School. He is an award-winning speaker, author, and educator.

Sam Goldstein, Ph.D., (Salt Lake City, UT) is a psychologist on the faculties of the University of Utah Medical School and George Mason University. Drs. Brooks and Goldstein have coauthored ten books, including *Raising Resilient Children*, *The Power of Resilience*, and *Nurturing Resilience in Our Children*.

Related McGraw-Hill Title:

Brooks: Raising Resilient Children
Paperback • \$15.95TR
978-0-80929765-8 • 0-80929765-5



AUGUST

McGraw-Hill • Parenting

Paperback • 6 × 9 • 288 pages

ISBN-13: 978-0-07-162711-5

ISBN-10/MHID: 0-07-162711-1

\$15.95TR (\$18.95 CAN)

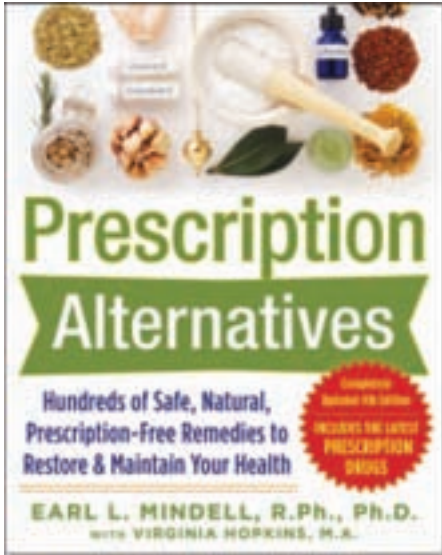
Rights: World

FOURTH EDITION

PRESCRIPTION ALTERNATIVES

Hundreds of Safe, Natural, Prescription-Free remedies to Restore and Maintain Your Health

Earl L. Mindell, R.Ph., Ph.D., and Virginia Hopkins, M.A.



Completely updated to include the latest prescription drugs—the resource guide that “belongs in the library of every home.”

—Dr. Lendon H. Smith

From America’s trusted nutrition and health experts, Dr. Earl Mindell and Virginia Hopkins, comes this updated fourth edition of their authoritative guide to prescription drugs and their natural alternatives. *Prescription Alternatives* draws from the most up-to-date research to give readers the complete story on commonly prescribed drugs—including FDA warnings, little-known side effects, vitamin robbers, and other dangers—and provides a range of safer alternatives, such as natural home remedies, herbs, and other supplements.

- Fourth edition updated with the latest drugs, newest research on HRT, H2 blockers, and other up-to-the-minute information
- Mindell is the author of the international bestseller *The Vitamin Bible*, as well as *The Herb Bible*, *The Supplement Bible*, and *The Allergy Bible*.
- Hopkins is the author of the bestselling *What Your Doctor May Not Tell You about Menopause* and *What Your Doctor May Not Tell You about Premenopause*.

Earl Mindell, R.Ph., Ph.D. (Beverly Hills, CA) is an internationally recognized expert on natural health and nutrition, and the bestselling author of more than 50 books.

Virginia Hopkins, M.A. (Temecula, CA) is the bestselling author of more than 30 books on alternative health and the editor of the popular newsletter *Virginia Hopkins Health Watch*.

Related McGraw-Hill Title:

Mindell: *Prescription Alternatives*, Third Edition
Paperback • \$21.95TR
978-0-07-141318-3 • 0-07-141318-9

AUGUST

McGraw-Hill • Health

Paperback • 7³/₈ × 9¹/₄ • 512 pp

ISBN-13: 978-0-07-160031-6

ISBN-10/MHID: 0-07-160031-0

\$21.95TR (\$25.95 CAN)

Previous edition ISBN: 2003

0-07-141318-9 • 978-0-07-41318-3

Rights: World

PROMOTIONAL CAMPAIGN

- National Print Publicity Campaign
- Online Promotions

101 GAMES AND ACTIVITIES FOR CHILDREN WITH AUTISM SPECTRUM AND SENSORY DISORDERS

Tara Delaney, M.S., O.T.R.

Dozens of delightful, therapeutic games for kids with autism and sensory spectrum disorders—designed by a pediatric specialist in the field

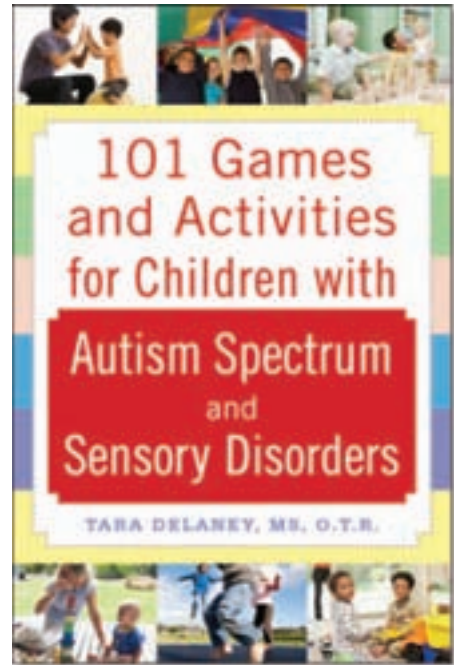
Designed by an expert, these playful games and activities are specifically developed to help children with autism and sensory disorders. Fun for all ages and all ends of the spectrum, these games will help stimulate, engage, and improve the child's motor functions, social skills, and cognitive development. The book includes outdoor adventures for the whole family, indoor activities for one-on-one fun, bouncing games for babies, and therapeutic ways to play with Legos, Lincoln Logs, and other toys. All the activities will help children reach their developmental goals, including making eye-contact, staying focused, and interacting with others—huge concerns for parents and teachers of these children.

- For the 1.5 million children with autism spectrum and sensory disorders
- Includes 101 activities to promote behavioral development, improve motor skills, and stimulate social interactions
- Developed by a pediatric occupational therapist who specializes in autism and sensory disorders

Tara Delaney, M.S., O.T.R. (Rocklin, CA) is a pediatric occupational therapist and Executive Director of Steps Therapy, Inc., specializing in sensory integration, autism, ADHD, and other developmental issues. Tara regularly conducts seminars nationally and internationally on sensory integration, child development, Autism, behavioral issues, as well as social intelligence.

Related McGraw-Hill Title:

Forehand and Long: Parenting the Strong-Willed Child
Paperback • \$15.95TR
978-0-07-138301-1 • 0-07-138301-8



AUGUST

McGraw-Hill • Parenting

Paperback • 5½ × 8¾ • 224 pp

ISBN-13: 978-0-07-162336-0

ISBN-10/MHID: 0-07-162336-1

\$16.95TR (\$19.95 CAN)

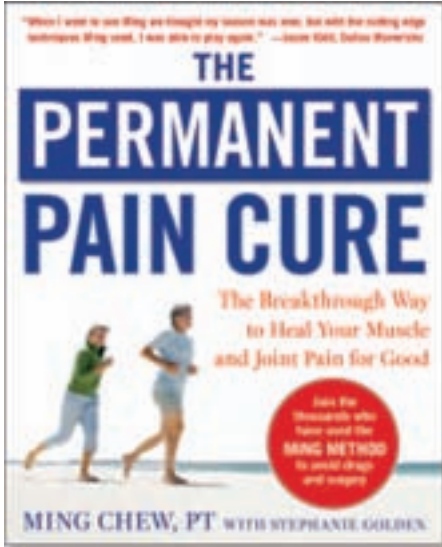
Rights: World

NOW IN PAPERBACK

THE PERMANENT PAIN CURE

The Breakthrough Way to Heal Your Muscle and Joint Pain for Good

Ming Chew, L.P.T.



FEATURED ON ESPN—the proven pain relief program used by professional athletes
No drugs. No surgery. No pain!

“The Ming Method” for pain relief has worked wonders for New Jersey Nets star Jason Kidd, New York Yankees’ Jason Giambi, movie star Matt Dillon, and other celebrities. Now, licensed physical therapist Ming Chew shares his world-famous program in this illustrated home guide, filled with innovative stretching techniques, hydration and supplementation tips, and prevention strategies. His method doesn’t just manage the pain, it cures it—for good.

- Ming Chew is the physical therapist to the stars—featured in the *New York Times*, *Daily News*, *Men’s Health*, and on ESPN
- Chronic pain is the #1 cause of adult disability in America, accounting for 80 percent of all physician visits and costing \$100 billion annually
- Offers drug-free, surgery-free pain relief by stretching only 5-10 minutes a day
- Provides relief for pinched nerves, pulled muscles, jaw pain, “TMJ”, Sciatica, Sports Injuries, Chronic Aches from working, and Carpal Tunnel Syndrome

Ming Chew, L.P.T (New York, NY) is a physical therapist, former champion bodybuilder, and martial artist whose work uses concepts of Chinese medicine. He has an active private practice in NYC where he has healed, among others, star athletes Jason Kidd of the New Jersey Nets and Jason Giambi of the Yankees, Amanda Edge of the NYC Ballet, and actor Matt Dillon.

Related McGraw-Hill Title:

Teitelbaum: Painfree 1-2-3

Paperback • \$16.95TR

978-0-07-146457-4 • 0-07-146457-3

AUGUST

McGraw-Hill • Health

Paperback • 7³/₈ × 9¹/₈ • 256 pp

ISBN-13: 978-0-07-162713-9

ISBN-10/MHID: 0-07-162713-8

\$16.95TR (\$19.95 CAN)

125 b/w photos

Rights: World