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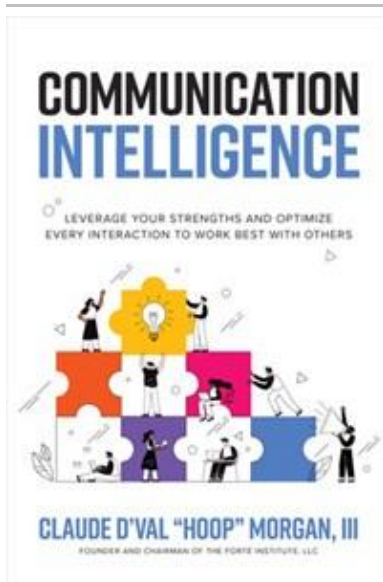


Spring 2023 RIGHTS GUIDE



MCGRAW-HILL TRADE
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Allyson T. González, Senior Manager, International Rights
McGraw-Hill Professional
allyson.gonzalez@mheducation.com
www.mhprofessional.com



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256 Pages
Business & Economics / Business
Communication
6 x 9

Communication Intelligence: Leverage Your Strengths and Optimize Every Interaction to Work Best with Others

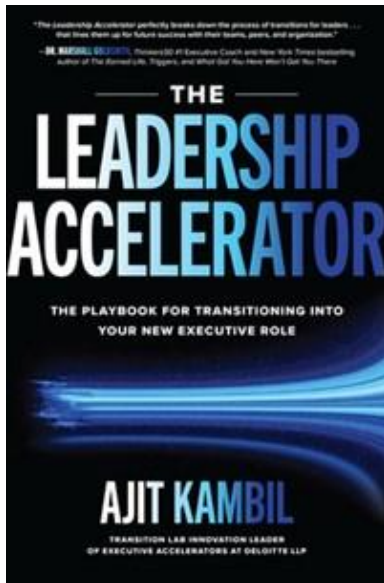
Claude D'Val Morgan

The founder of The Forté Institute shares his time-tested assessment and proven strategies to help readers build on their communication strengths and develop Communication Intelligence™ (CQ)

Now more than ever, Communication Intelligence™ is essential for workers at all levels. The good news is that individuals, teams, and organizations can learn to develop and master this vital competency. Readers who are interested in being their best through effective communication will find that in the pages of *Communication Intelligence*™.

With more than four decades of study, research, and coaching in the field, C.D. "Hoop" Morgan III has built on the original premise of The Forté Institute: That assessing an individual's communication style should start with a focus on their strengths—not their weaknesses. *Communication Intelligence*™ guides readers to identify their unique strengths based on the Forté Communication Style Profile. They learn how to adapt and understand how others perceive them. And they are introduced to 10 CQ essential attributes and dozens of strategies and tips to build on their strengths to enhance their communication intelligence™.

Claude D'Val (Hoop) Morgan, III (Carthage, MO) is the founder and chairman of The Forté Institute, LLC, a global behavioral sciences firm best known for developing and providing innovative people, process, and interpersonal performance improvement solutions. He is the author and developer of the proprietary, Forté Communication Style Profile which has been used by more than 6 million individuals and 6,000 organizations worldwide.



The Leadership Accelerator: The Playbook for Transitioning into Your New Executive Role

Ajit Kambil

- A rarely covered topic: Very few playbooks for the period between joining a new role and becoming established in it exist, especially for high-level executives. *The Leadership Accelerator* helps fill this void.
- A demonstrated-effective model that is well regarded by and has served over 4000+ mostly C-suite executives.
- An easy-to-grasp four-step method: Kambil provides the four critical competencies that can lead to success—time, talent, and relationship management, and strategic execution of all three to drive organizational change.
- A unique format designed for quick and effective learning: Kambil delivers information in a series of short, self-contained chapters, with practical considerations and action steps in each.

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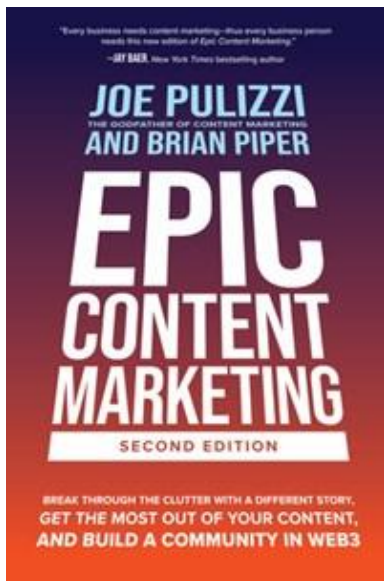
256 Pages
Business & Economics
/ Management
BUS041000

6 x 9

From Deloitte 's go to on executive transitions—a one-of-a-kind guide for business leaders looking to successfully transition to the highest levels in their organization

In his work with Deloitte, Ajit Kambil has found that executives should master four competencies if they want to successfully transition to the next level of their career. In *The Leadership Accelerator*, he details why these skills are so important, and he walks readers through the process of building their expertise in the areas of time, talent, and relationship management, then applying them in strategic ways to help drive positive change in their company. Kambil's model is based on his extensive research and creation of Deloitte's Transition Labs, a one-day personalized workshop for high-level executives that has been used with great success by 4,000+ leaders.

Dr. Ajit Kambil (NY, NY/Austin, Texas) is the Transition Lab Innovation Leader and CFO Program Research Leader of Executive Accelerators at Deloitte and the creator of its Executive Transition Labs and Transition Accelerators. Using these methods, Deloitte has helped 4,000+ senior executive clients navigate to new leadership roles or refresh their leadership strategy. Previously Ajit ran Deloitte Research, the organization's think tank, where he led a team of researchers – bringing new ideas, insights, and innovations to the organization's clients and leaders. Before Deloitte, Kambil was a senior research fellow and associate partner with Accenture's Institute for Strategic Change, where he led diverse research programs in e-commerce, supply chains, venturing, and innovation.



Epic Content Marketing, Second Edition: Break through the Clutter with a Different Story, Get the Most Out of Your Content, and Build a Community in Web3 (2nd Edition)

Joe Pulizzi, Brian W. Piper

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Business & Economics /
Marketing
6 x 9

PREVIOUS edition
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Simplified, Korean,
Portuguese (world)

- This thoroughly updated and expanded edition of Epic Content Marketing brings marketing professionals and entrepreneurs into the new era of content marketing.
- **NEW:** The growth of Web3 enables marketers to create sustainable communities and allows content marketers and entrepreneurs to leverage the value of their content to build entirely new economies. This "Creator Economy" is one of the most exciting aspects of this new edition.
- **NEW:** All case studies and statistics have been updated, and the authors added several new examples of breakthrough content marketing strategies as well as merger and acquisition opportunities.
- **NEW:** The book covers platforms and opportunities that have become available since the previous edition, including TikTok, Twitch, podcasting, voice search and NFTs.
- **NEW:** The new coauthor Brian Piper, an expert in content optimization, provides one-of-a-kind insights on how to update existing content and make new content that performs in strategic ways.

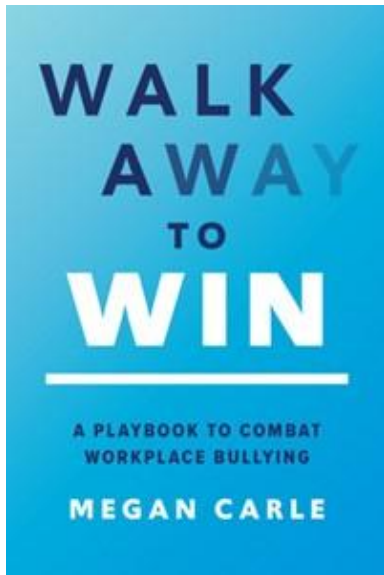
From the "godfather of content marketing," this completely revised and expanded edition brings marketers fully up to date on the newest content marketing methods and tools, including Web3

When *Epic Content Marketing* was first published, content marketing was just starting to pick up speed in the marketing world. Now, this approach—which includes everything from blogging to YouTube videos to social media—is the core of most organizations' marketing plans.

Fully revised and updated, this new edition walks readers through the process of developing stories that inform and entertain and compel customers to act, without actually telling them to. In addition to covering all the important social media platforms that have arisen over the past eight years and introducing the "creator economy," it shows how to update existing content and make new content that performs in strategic ways.

- 50,000+ total copies of the first edition have been sold.
- *Fortune* magazine named *Epic Content Marketing* a must-read business book.

Joe Pulizzi (Cleveland, OH) is the founder of multiple startups, including the content creator education site The Tilt, and the bestselling author of several books. Always ahead of the content marketing curve, he first used the term in 2001, then launched the Content Marketing Institute and Content Marketing World. In 2014, Pulizzi received the Lifetime Achievement Award by the Content Council.



Walk Away to Win: A Playbook to Combat Workplace Bullying

Megan M. Carle

- In *Walk Away to Win*, a renowned expert on the topic walks readers through proven, practical methods for countering bullying behavior in effective, healthy ways.

In addition to anti-bullying methods, the book features stories of bullying within major corporations from both female and male targets, along with scripts and scenarios that targets and their allies can use to attempt to manage bullying behavior

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Business & Economics
/ Motivational

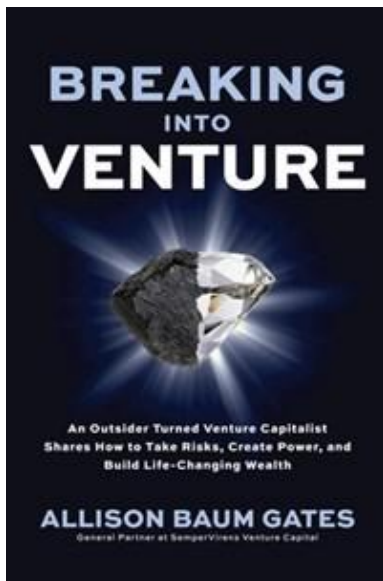
6 x 9

For the 80 million+ workers who experience workplace bullying—proven methods for handling toxic coworkers, supporting bullied colleagues, and thriving in the workplace and beyond

Walk Away to Win reveals how unhealthy workplace cultures enable bullying, describes the costs of bullying to the bottom line, and explains what business professionals of all levels can do to combat bullying against themselves and their coworkers. The book analyzes the common characteristics of bullies and helps readers understand how to face each style of bullying behavior. It describes the consequences for the targets of bullying and explains in a candid, pragmatic way all the available options they can use to combat the bullying; what the most helpful actions are for allies; and the steps leaders must take to build healthier workplace cultures.

- As Nike's VP/General Manager of Basketball for North America, Megan Carle drove a multi-billion dollar business featuring superstar athletes: Kobe Bryant, LeBron James, and Kevin Durant. She led multiple product innovation launches and marketplace positioning around the London Olympics, the NBA All-Star Game, and other brand defining moments.
- Carle is a founding member of The Wing Women, an active and supportive network of over 600 female Nike alums, many of whom hold leadership roles, and she speaks regularly to organizations on the issues of workplace culture, workplace bullying and leadership
- Her company Carle Consulting LLC provides strategic marketing advice to consumer products companies.
- Her corporate speaking appearances include Intel, Puma, and Nike

Megan Carle (Portland, OR) spent 30 years rising steadily through the ranks at Nike, finishing her career there as Vice President/General Manager of Basketball for North America, where she drove businesses featuring superstars like Kobe Bryant, LeBron James and Kevin Durant. She was elevated multiple times to roles no woman had ever held, including stints leading international teams in London and Amsterdam. She founded Carle Consulting LLC, where she gives workshops on handling workplace bullying and creating an inclusive culture of connection and trust.



Breaking into Venture: An Outsider Turned Venture Capitalist Shares How to Take Risks, Create Power, and Build Life-Changing Wealth

Allison Baum Gates

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288 Pages
Business & Economics / Personal
Finance
6 x 9

- *Breaking into Venture* shares the stories of female, BIPOC, and LGBTQ+ investors who have broken into this exclusive world historically dominated by the majority. By highlighting these success stories and sharing actionable tips for navigating the industry, it unlocks interest from varying audiences who otherwise might not be interested in venture capital.
- This unparalleled guide is conveniently organized in three parts, starting with an easy to digest overview of industry terminology and fundamentals, and each subsequent chapters describing a main principle of the VC mindset, colorful storytelling, insider strategies, and counter-intuitive approaches will keep the readers turning page after page.

A self-made venture capital insider reveals the long-held secrets of the world's most elite investors—invaluable insights for investors, entrepreneurs, and career-focused business professionals navigating the rapidly evolving world of technology.

Venture capitalists (VCs) have traditionally operated in a corner of finance cloaked in obscurity. As the industry has started to enter mainstream consciousness, *Breaking into Venture* draws back the curtain on this exclusive club, providing millions of aspiring VCs a rare view into their world—and priceless insights into how its members think and invest.

This groundbreaking guide levels the playing field by outlining the 9 fundamental principles of thinking like a VC, providing investors, entrepreneurs, business professionals, and employees at tech companies everything they need to successfully navigate their portfolios and careers.

Baum Gates is a fast-rising star in finance, whose articles have been retweeted by Richard Branson and Adam Grant and landed her on the Forbes 30 Under 30 list, a popular Inc. magazine feature about women in the world of VC, and a spot teaching venture capital at elite institutions such as Columbia Business School and UC Berkeley-Haas.

She's partnering with Michael Ross (former CHRO of Visa) and famed Stanford Business School professor Huggy Rao on her upcoming podcast on the future of work "Workademic." The first season's guests will include Adam Grant, Jennifer Morgan (EO of SAP), and Jolen Andersen (CHRO of BNY Mellon).

Allison Baum Gates (SAN FRANCISCO), a general partner at the early-stage venture capital fund Semper Virens, has spent her career at the intersection of VC and the future of work. She served as an analyst on the Manhattan trading floor of Goldman Sachs, worked at General Assembly (sold to Adecco for \$413M in 2018), co-founded global seed fund Fresco Capital, and was an investor at Trinity Ventures. In addition to speaking at a variety of industry conferences around the globe and appearances on BloombergTV and Cheddar TV, Gates teaches venture capital at Columbia Business School and UC Berkeley-Haas..



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224 Pages
Business & Economics / Personal
Success
6 x 9

Never Say Whatever: How Small Decisions Make a Big Difference

Richard A. Moran

Foreword by Jarl Mohn, former President and CEO of NPR

- Quiet Quitting, The Great Resignation, the Fourth Industrial Revolution are all pointing to one thing: people have lost their edge, their hunger, their hustle when it comes to launching and building a successful career. This book comes at the right time with the antidote.
- *Never Say Whatever* makes the case that making the right choice in these seemingly small decisions is the way to get ahead in one's career.
- With the most educated workforce in history, readers need to differentiate themselves by developing an attitude that capitalizes on the inconsequential things that ultimately make them stand out. Richard A. Moran - a LinkedIn Influencer and popular radio host-shows readers how to recognize the importance of these choices when they're faced with them, create the habit of asking themselves "Is this a small chance to make a big decision?" and moving forward with the one that will advance their career.

For managers, job hunters, early career professionals, career changers, or budding entrepreneurs—a wake-up call to shed any illusion that small decisions don't matter. Making decisions, no matter the size will kill the apathetic mindset, leading to career success and a better life.

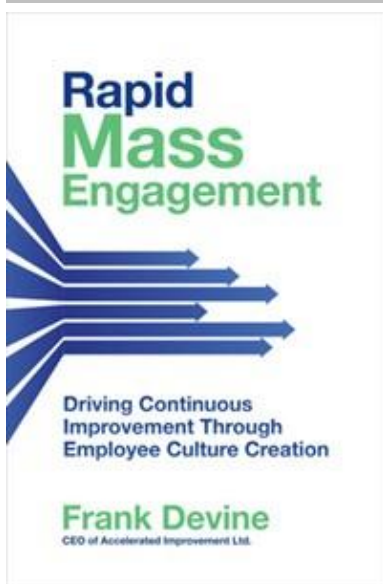
The evolving workplace can make us lazy about decisions and a "whatever" attitude can creep in. The Millennials call it a low "give-a-shit-factor." When it comes to careers, behaviors, attitudes, and appearance, we've gone soft on what matters. Whatever... deadlines were made to be broken. Whatever... I'll keep this job even though it's not great. Whatever... I'll wear this today; no one will notice. The difference between those who get ahead and those who don't is knowing the power that lies in capitalizing on those "whatever" moments—and making small decisions that will impact one's attitude, reputation, and professional future.

Never Say Whatever cuts to the chase of the wishy-washy mindset with a perspective that is direct and witty. Veteran author, radio host, and former college president, Richard A. Moran provides the tools to reframe what readers too-often see as nonessential moments and turns them into prime opportunities for moving ahead.

Through his observations and research, he points out the bullets for success:

- Be Intentional
- Be Self-Aware
- Be Accountable
- Be Willing to Take Risks
- Recognize that Actions Follow Choices

Richard A. Moran, PhD, (San Francisco, CA) is a speaker, investor, venture capitalist, and president emeritus of Menlo College in Atherton, CA, who hosts the weekly show "In the Workplace" on KCBS Radio. A LinkedIn Influencer, he was a partner at Accenture, Partner at Venrock and CEO of Accretive Solutions.



Rapid Mass Engagement: Driving Continuous Improvement through Employee Culture Creation

Frank Devine

- What makes *Rapid Mass Engagement* unique: Rather than focusing on leadership, engagement, or continuous improvement, it shows how to leverage *all three* to create a culture that improves business outcomes.
- This book outlines the key elements to drive rapid change and make sure it sticks.
- Devine includes interviews with 100+ business leaders who have successfully used his rapid mass engagement process.
- Ideal for business leaders familiar with Lean, Six Sigma, and other continuous improvement processes, this book is written in an inviting style that makes it accessible to less technical audiences, as well.

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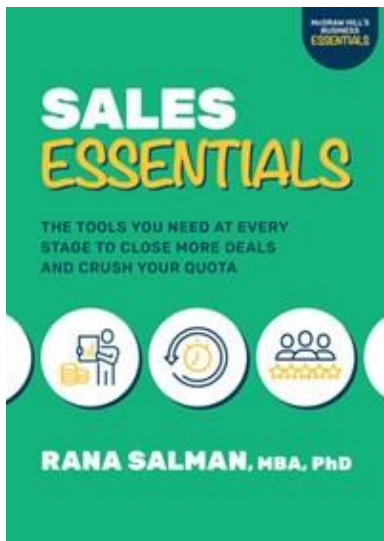
288 Pages
Business & Economics
/ Production & Operations
Management
6 x 9

For leaders seeking to improve business outcomes through culture change—a comprehensive strategy that leverages powerful leadership, engagement, and continuous improvement methods

Providing everything business leaders need to boost individual, team, and organizational performance, *Rapid Mass Engagement* delivers a new, more effective approach to creating a solid corporate culture that fuels long-term business success. It walks readers through the process of strategically combining leadership, engagement, and continuous improvement to turbocharge profitability and drive business sustainability. Providing data and testimony from senior business leaders proving the effectiveness of his approach in the real world, the author addresses the yearning for purpose, authenticity, and trust among employees with a bottom-up, socially impactful, commercially realistic approach to social conflict and divisiveness.

- A renowned expert in his field, Devine has trained senior leaders and internal change champions in organizations such as Coca-Cola, Johnson & Johnson, Rolls Royce, GSK, Britvic, Bacardi, Boston Scientific, Seagate Technology, and many other industry-leading organizations.
- Devine also delivers culture-change workshops around the world, spanning Australia, Asia, continental Europe, the UK, The Middle East, Africa and the United States.

Frank Devine (Dublin, Ireland) worked at Shell, Unilever, Alvis, ABB, Fiat and CarnaudMetalBox before creating his culture-change consultancy in 1996. Specializing in developing cultures of continuous improvement through strategic employee engagement, he has served a wide array of industry-leading clients, including Coca-Cola, Johnson & Johnson, Rolls Royce, GSK, Britvic, Bacardi, Boston Scientific, and Seagate Technology.



Sales Essentials: The Tools You Need at Every Stage to Close More Deals and Crush Your Quota

Rana Salman

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Paperback

208 Pages
Business & Economics / Sales &
Selling
6 x 9

- Broad audience includes every sales professional looking to improve their sales skills, from seasoned executives to rising stars
- Sales professionals are facing new and unprecedented challenges, making self-improvement in their skillsets an increasingly important part of their ability to succeed in the new environment

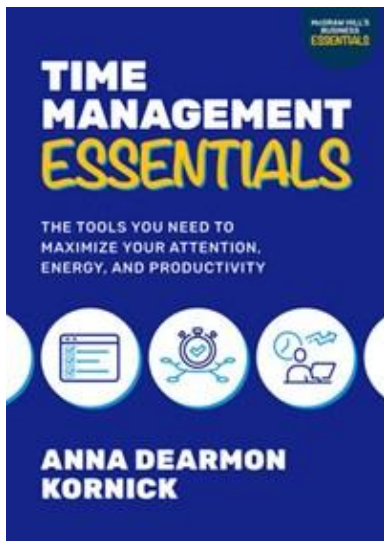
Must-know concepts and smart strategies for every step of a sale—from the new Essential Series for business professionals

With so much focus put into making a sale, many professionals find they need help improving the crucial points that come before and after the sale. In *Sales Essentials*, busy professionals will find the comprehensive, up-to-date information they need to improve their skills in every part of the sales process.

As part of The Essentials Series, a new series for professionals offering expert advice and action steps on must-know business topics, *Sales Essentials* provides readers the tools they need to feel confident in their skills through the full spectrum of a sale. Organized in three easy-to-digest sections—The Essentials, The Essentials Applied, and Beyond the Essentials—it helps readers understand key sales concepts, from how to prepare for discovery meetings and make a positive first impression to negotiating, closing the deal, and leveraging accounts for additional opportunities. Packed with assessments, tool kits, research, real-life stories, actionable advice and more, readers will walk away from *Sales Essentials* feeling fully prepared to put their skills into action right away.

- **The fifth book in The Business Essential Series:** Provides foundational, easy-to-digest principles and tips on topics every sales professional needs to know to build on their strengths and improve where needed
- **Attractive design and user-friendly look:** The book is filled with colored illustrations, assessments, tool kits, action steps and more, giving readers great value for their time and effort.
- **Author has excellent credentials:** Salman is a 20-year veteran of the industry, with hands-on sales experience, an advanced academic background in business principles and research, and the development of sales enablement programs for sellers worldwide.

Rana Salman, MBA, PhD, (Austin, TX) collaborates with sales, marketing, and enablement leaders to improve sales effectiveness and overall customer experience. She is the founder of Salman Consulting, LLC, and co-founder of the sales networking group WiSE (Women in Sales Enablement). She has been named one of the year's "Women Making an Impact in Sales Enablement" (2022) by Sales Enablement Pro and one of the "Top Female Sales Practitioners for Your Next Panel, Presentation, or Podcast" (2021) by Sales Hacker.



Time Management Essentials: The Tools You Need to Maximize Your Attention, Energy, and Productivity

Anna Dearmon Kornick

- Broad audience includes young professionals interested in values-based scheduling and more senior workers looking to stay current on time management concepts
- Time management hacks are a timely topic, continuing a pandemic trend towards the changing workplace

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Management
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Must-know concepts and smart strategies for values-based time management—from the new Essential Series for business professionals

Good time management skills have always been an important factor in professional success, but between ever-evolving collaboration apps and the more recent pandemic-related workplace shifts, the tools and even the principles behind them have changed. In *Time Management Essentials*, busy professionals will get the comprehensive, up-to-date information they need to manage their time with a values-based approach.

With years of experience in crisis communication and a dedication to helping clients stop feeling overwhelmed so they can spend time on what matters most, time management coach Anna Dearmon Kornick provides readers a step-by-step roadmap to taking charge of their time.

Part I: The Essentials covers everything from task batching and time blocking to avoiding common productivity pitfalls. Part II: The Essentials Applied delivers practical advice on understanding values, creating ideal work weeks and establishing effective planning sessions. In Part III: Beyond the Essentials, readers will find practical tips to help them get organized, energized, focused and recharged. Filled with assessments, tool kits, actionable advice and more, readers will walk away from Time Management Essentials feeling fully prepared to put their skills into action right away.

- The fourth book in The Business Essential Series: Provides foundational, easy-to-digest principles and tips on topics every professional needs to know to accomplish their goals and get ahead
- Attractive design and user-friendly look: The book is filled with colored illustrations, assessments, tool kits, action steps and more, giving readers great value for their time and effort.
- Time management is timelier than ever: Long a topic of interest to business professionals, new time management tools and the pandemic have greatly changed the landscape of the workplace.

Anna Dearmon Kornick (New Orleans, LA) is a time management coach and host of the work, life, and balance podcast "It's About Time," where she shares time management tips and productivity strategies. She honed her skills through years of experience in the fast-moving world of political communication, when she was spokesperson for a lieutenant governor and manager of a U.S. congressman's hectic schedule.

NEW YORK TIMES BESTSELLER

Crucial Influence, Third Edition: Leadership Skills to Create Lasting Behavior Change^(3rd Edition)

Joseph Grenny, Kerry Patterson, David Maxfield, Ron McMillan, Al Switzler

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Business & Economics
6 x 9

**PREVIOUS editions
licensed in 23
territories**

- A great deal has changed in the world since the previous edition was published 10 years ago. Leaders at every level of the organization need to know how to influence others if they are to achieve results. In this updated third edition, the authors walk readers through every step of the influence process and put the tools in their hands to drive results.
- Long-established experts in organizational performance and leadership, the authors have written numerous books on the subject and sold millions of copies. They will actively promote this new edition through their professional and personal networks.
- This new edition includes important updates, including new stories and examples of the Influencer model; new research on behavior change; practical applications for today's challenges; updated statistics, facts, and figures; and new case studies.

The New York Times bestselling guide to leading positive change in any organization—updated with new insights, research, and case studies

From the bestselling authors who taught the world how to have Crucial Conversations comes the new edition of *Crucial Influence* (previously published as *Influencer*). Drawing on cases studies of remarkable leaders and the research of renowned behavioral scientists, this popular guide explains why people do what they do and how leaders can influence behavior to drive results. It all comes down to a powerful yet simple model—the Six Sources of Influence®. Readers learn how to identify the personal, social, and structural levers that influence both motivation and ability, and how to use these levers to make behavior change happen.

- 750,000 total print and ebook copies sold
- *New York Times* and *Wall Street Journal* bestseller
- Crucial Learning has licensed distributors in 27 countries, and its courses are available in more than 20 languages

Joseph Grenny, Kerry Patterson, David Maxfield, Ron McMillan, and Al Switzler are international corporate consultants and cofounders of Crucial Learning, a learning company that offers courses in communication, performance, and leadership. Nearly half of the Forbes Global 2000 have used their courses to improve organizational health and performance. Crucial Learning's training solutions are built on the principle that organizational performance has less to do with processes, systems, and perks—and everything to do with people.

Lift Your Impact: Transform Your Mindset, Influence, and Future to Elevate Your Work, Team, and Life

Richard Newman

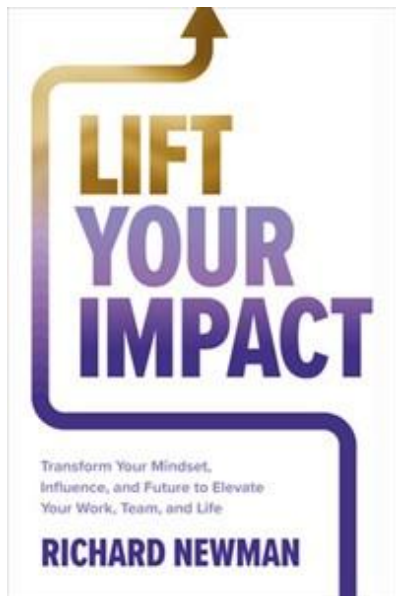
- Broad audience includes professionals looking to improve their communication skills, from beginners to seasoned executives
- Unique take on a popular topic, which includes information on non-verbal communication
- Compelling premise: Small changes that can bring about massive improvement in skills

Groundbreaking communication techniques to help professionals increase their impact and influence

Richard Newman's research into non-verbal communication and influence revealed something groundbreaking: small changes in how we communicate can create a massive difference in the way we are perceived by those around us. We can say the same things in the same outfit one day, and on the next day—by adopting these changes—increase the number of people we're able to convince by a whopping 42%. In *Lift Your Impact*, he shows how adopting these techniques can help professionals at every level foster meaningful connections to create lasting success.

Readers will learn how to approach every interaction with the intention of lifting others to an elevated state where they can connect with a greater version of themselves—the key to human communication. In straightforward, hands-on terms, *Lift Your Impact* guides readers through the techniques and methods that will transform their body language; help them adapt their style to the needs of different people, companies, and cultures; show them how to captivate their audience's emotions; and much more. Packed with insights gleaned from research, helpful worksheets, and actionable information, *Lift Your Impact* helps make the small changes they need to improve their relationships, feel more fulfilled, and gain the business results they deserve.

Richard Newman (Buckinghamshire, UK) is an award-winning expert in leadership communication, storytelling, and influence, and founder of UK Body Talk Ltd, the global leader in evidence-based training on the psychology of communication. As an introvert on the autism spectrum, he has dedicated decades to overcome difficulties in communication, for himself and his clients. At 18, he moved to the foothills of the Himalayas to teach English to Tibetan monks, and from there went on to work as an actor, keynote speaker, coach and speechwriter, winning the coveted Cicero Grand Prize for Speechwriter of the Year. He created one of the largest studies on non-verbal communication and influence ever, published in the *Journal of Psychology*, and is author of the bestselling book, *You Were Born to Speak*.

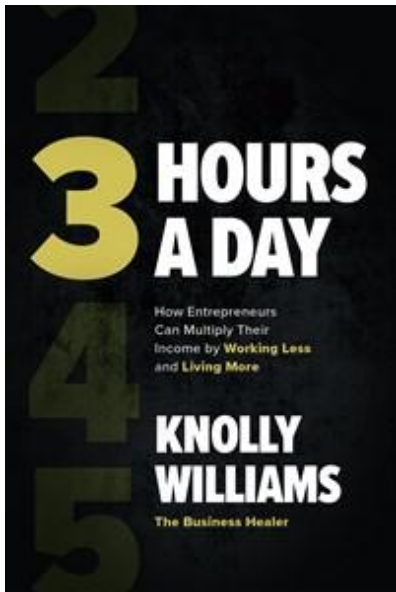


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3 Hours a Day: How Entrepreneurs Can Multiply Their Income By Working Less and Living More

Knolly Williams



- Both inspirational and aspirational, this book highlights a plan that will appeal to entrepreneurs and those looking to start their own companies
- Blueprint is very appealing, easily envisioned and clearly laid out
- Author is expert in explaining this method, having taught tens of thousands of entrepreneurs via YouTube, business bootcamps, live seminars and more.

A simple but effective blueprint shows business owners how to focus on this one thing for 3 hours a day to quadruple earnings

It wasn't long ago that entrepreneurs believed non-stop hustle was essential for success, equating the hours put in to their level of ambition. But for many independent business owners today—and certainly their younger cohort—this is simply no longer the case. In *3 Hours a Day*, Knolly Williams offers first-hand evidence that smart entrepreneurs can do what they love—and enjoy far more money and free time—while working just three hours a day.

Williams, also known as The Business Healer, shows readers how to transform their working lives in a proven 7-step process that includes prioritizing dollar-producing activities while relegating non-dollar producing activities to their capable crew. Readers will also learn how to take a dive deep into their own businesses to find out what's working and what's not, through the 8 Pillars of Success: mindset, activities, people, systems, tools, money, accountability, and training.

Filled with practical advice, useful tips for prioritizing and more, the blueprint offered in *3 Hours a Day* offers readers all the freedom they've been striving for—financial freedom, time freedom, and location freedom—and the life that comes along with it.

Knolly Williams (Austin, TX), The Business Healer, runs three separate and distinct six-figure businesses using "The 3 Hours a Day" method, and has taught thousands of business leaders and entrepreneurs how to use it to replicate his success. He is an international speaker, thought leader and host of the podcast, "Success with Listings," and author of the bestselling books *Success with Listings* and *Triple My Listings*. His earlier successes include building a million-dollar record company in his twenties, becoming one of the top real estate brokers in the U.S. in his thirties, and building a thriving coaching practice in his forties.

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Business & Economics
/ Entrepreneurship 6
6 x 9

FOREWORD BY WARREN E. BUFFETT

SECURITY ANALYSIS

PRINCIPLES AND TECHNIQUE
SEVENTH EDITION

BENJAMIN GRAHAM
AND DAVID L. DODD

EDITED BY SETH A. KLARMAN

WITH NEW AND UPDATED CONTRIBUTIONS BY JAMES GRANT,
ROGER LOWENSTEIN, HOWARD MARKS,
AND OTHER TOP VOICES IN VALUE INVESTING

Security Analysis, Seventh Edition: Principles and Techniques (7th Edition)

Benjamin Graham, David Dodd, Seth Klarman, Warren Buffett

- This new edition of *Security Analysis* introduces value investing to a generation of investors that came of age during financial crisis, easily distracted by the inflated promises of Bitcoin and hollow victories of Reddit's WallStreetBets.
- With 40 chapters from the popular second edition, this new edition captures the power of this timeless, foolproof approach to the market.
- *Security Analysis* is ideal for a broad audience, including individual investors, retail investors, value investors, graduate students in finance, and MBA programs.
- Includes a new appendix considering the evolution of the markets since the beloved second edition.
- Commentary from top investors illustrate the relevance of *Security Analysis* in the context of today's markets and practices, including how value investors should assess products and practices introduced well after the time of Graham and Dodd.

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Business & Economics

/ Investments & Securities

6 x 9

The classic work from the "father of value investing" has been fully updated for a new generation of investors

First published in 1934, *Security Analysis* is one of the most influential financial books ever written. With over a million copies sold, it has provided generations of investors with Benjamin Graham and David L. Dodd's timeless value investing philosophy and techniques.

This seventh edition builds on the context and commentary of the sixth edition from ten of today's leading voices on Wall Street. These masters of value investing discuss the influence of Graham and Dodd on today's markets and contextualize the philosophy that influenced so many famous investors. Lead editor Seth Klarman, considered an intellectual successor to Warren Buffett in value investing, has assembled a team of contributors to provide commentary on *Security Analysis* in terms of today's markets and practices, including how today's value investors should assess markets, asset classes, and securities Graham and Dodd could not have possibly foreseen.

- A renowned classic, *Security Analysis* is widely read by investors around the world as they begin their journey.
- The sixth edition alone has sold 150,000 print copies.
- Klarman is CEO and Portfolio Manager of The Baupost Group, an a venerable investment management firm known for its four-decade track record of success while protecting downside risk for clients.
- Includes contributions by prominent and influential members of the finance community, discussing the evolution of value investing for today's readers.

Benjamin Graham, renowned as the founder of value investing, taught at Columbia University's Graduate School of Business.

David L. Dodd was a colleague of Graham's at Columbia University, where he was an assistant professor of finance.

Seth A. Klarman, is the CEO and Portfolio Manager of The Baupost Group, L.L.C., which manages approximately \$27 billion on behalf of individual and institutional clients. He also serves on the Board of Directors of the Broad Institute, as vice chair of Beth Israel Hospital's Board of Managers, and as a member of their Board of Trustees.

Convince Me: High-Stakes Negotiation Tactics to Get Results in Any Business Situation

Chip Massey, Adele Gambardella

A former FBI hostage negotiator and a top DC publicist show professionals how to master the art of convincing others in any business situation

From CEOs communicating with board members to managers negotiating salary increases and entrepreneurs looking to raise capital, it's impossible to overstate the role of persuasion in making personal and professional goals a reality. The ability to convince others—respectfully and effectively—is one of the most important skills a professional can master, and in *Convince Me*, readers will find an eye-opening, behind-the-scenes look at how some of the best in the business ply their trade.

Delivering compelling, real-life stories that offer readers an inside look at the kinds of techniques and strategies that prove effective in high-risk situations, former FBI hostage negotiator Chip Massey and top DC publicist Adele Cehrs show how these tactics can be utilized in any business situation. Readers will find fascinating tips on how a hostage negotiator reads people, rooms, and situations at a glance and gain insights from the neuroscience of convincing. Armed with useful, ready-to-use strategies and insightful advice as to how, when, and with whom each tool can best be used, readers will leave *Convince Me* feeling more confident and capable about their own powers of convincing others.

- An exclusive look at the inner workings of uniquely convincing people: Provides compelling real-life stories with lessons on how business professionals can apply immediately become more influential.

Both authors are experts in this field: Massey has instructed FBI agents, police officers, military personnel, and civilians at West Point, Princeton, and Fortune 500 companies. Gambardella, dubbed "a woman who means business" by *The Washington Business Journal*, has managed publicity and crisis communications for more than a decade and is also co-founder of the When and How Agency

Chip Massey (New York, NY) is a former FBI hostage negotiator and special agent. In his 22-year career in the Bureau, he has led high-profile cases, spearheaded the New York FBI Office's Crisis Negotiations Teams, and won the prestigious FBI Directors Award. He is the co-founder, with Adele Gambardella, of the Convincing Company, a crisis communications and training firm, where he guides executives and their teams in how to apply the Bureau's negotiation techniques to business situations.

Adele Gambardella (Alexandria, VA) is owned an award-winning PR agency in Washington, DC for 15 years, where she served as spokesperson for a variety of Fortune 100 companies, including DuPont, Deutsche Bank, Lockheed Martin, SAP, and Verizon. She has also served as PR strategist, corporate counsel, and crisis management for clients that include United Nations, Facebook, Johnson & Johnson, and President Biden. She is the co-founder, with Chip Massey, of The Convincing Company. She has taught crisis communications and business at Princeton, Cornell, George Mason, and Georgetown, and is a contributor to the *Wall Street Journal, Inc.*, and *Entrepreneur*.

**CONVINCE
ME**

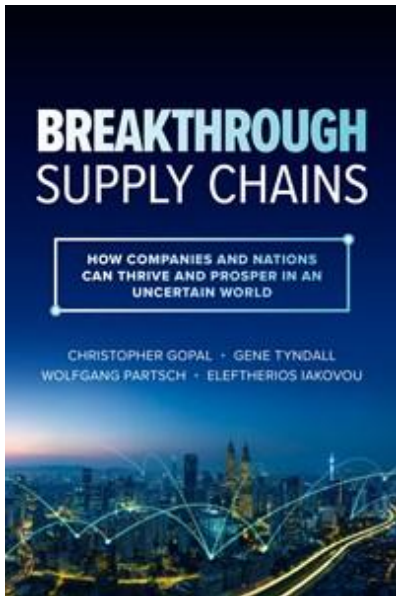
HIGH-STAKES NEGOTIATION
TACTICS TO GET RESULTS IN ANY
BUSINESS SITUATION

ADELE GAMBARDELLA

CHIP MASSEY

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Breakthrough Supply Chains: How Companies and Nations Can Thrive and Prosper in an Uncertain World

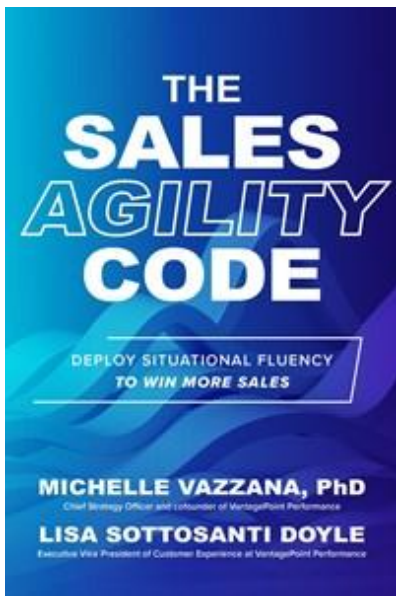
Christopher Gopal, Gene Tyndall, Wolfgang Partsch, Eleftherios Iakovou

- Global supply chain breakdowns as a result of the COVID-19 pandemic have brought the importance of supply chains to everyone's attention. Written by some of the world's foremost thought leaders on the topic, *Breakthrough Supply Chains* will be the standard guide for a new generation of managers to reinvent the supply chains of the future.
- *Breakthrough Supply Chains* provides a holistic view of the end-to-end chains of business processes and activities, while clarifying the common myths and misunderstandings that industry and government officials must know today.
- By discussing the evolution of supply chains, this book addresses ongoing discussions such as national industrial policy; using inventory as a competitive weapon; the need for industry ready supply chain talents; risks and social responsibility; and the rapid advancements in technologies.
- *Breakthrough Supply Chains* helps readers navigate the nexus of the volatile and ambiguous conditions within which supply chains must deliver and the innovations for reinventing the supply chains of the future.

A timely guide to rethinking and reinventing the supply chain to benefit enterprises, organizations, nations, and the world

Written for business managers, public policymakers, academics and the interested public, *Breakthrough Supply Chains* describes the path forward for leaders to adopt "breakthrough thinking" principles and reinvent supply chains in the new era. As global business and geopolitical conditions have changed radically, so must supply chain strategies and operations change to cope and thrive in a volatile and ambiguous environment, for survival, prosperity, and wellness.

- Renowned global thought leaders in supply chains, the authors have worked with hundreds of multinational and domestic corporations; U.S. Government Agencies; and The European Commission.
- Authors are recognized thought leaders at notable organizations such as the Brookings Institute; the Council of Supply Chain Management Professionals; Gartner; the Global Logistics Hall of Fame; and the Industry Studies Association.
- They are alumni at major global consultancies: Ernst & Young; Booz Allen; Deloitte; A.T. Kearney; and SAIC.; and corporations including Dell Computer and Ryder System.



The Sales Agility Code: Deploy Situational Fluency to Win More Sales

Michelle Vazzana, Lisa Sottosanti Doyle

- The world of sales has transformed in recent years: Buying decisions are more complex, differentiation between suppliers is difficult to discern, and there is an abundance of high-quality information. *The Sales Agility Code* will be a welcome relief for salespeople struggling against a one-size-fits-all sales methodology.
- The authors' methods are based on eight large-scale studies conducted to examine how the most successful salespeople and sales managers behave that drive superior performance.
- The book is packed with graphics and interactive features that drive home lessons learned: illustrations in each chapter that depict the methods and models shared; tables and figures clarify research findings that inform the frameworks embedded in VantagePoint's training classes.

A powerful, innovative, and proven-effective sales approach that disrupts the one-size-fits-all approach that has dominated the field for too long

The vast majority of sales professionals have their method of choice and apply it in most, if not all, sales situations—which is effective only about 25 percent of the time, as the authors' research shows.

The Sales Agility Code promotes a more agile approach, where sellers improve their ability to align with buyer behavior, better understand the customer situations they face, and respond in ways that increase buyer confidence, as well as win rates—ultimately resulting in higher-quality, lower-risk decisions for buyers. VantagePoint is offering this groundbreaking new book to help sellers strategically seek information on their customer situations; make sense of those situations using data and their own insights; choose an approach that's best aligned with the situation and desired outcomes; execute a variety of sales tactics that will move the sales opportunity forward; and arm themselves with the ability to make in-the-moment adjustments as the situation evolves and changes.

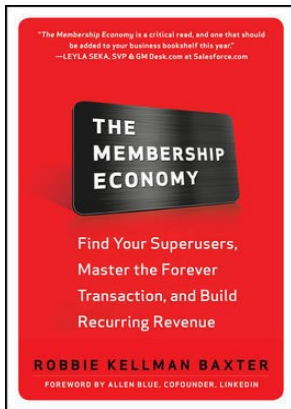
Michelle Vazzana ((North Palm Beach, FL) is Chief Strategy Officer and cofounder of VantagePoint Performance, a global sales training and development firm. A prolific researcher and popular speaker on the topic of sales leadership and sales agility, she has conducted the most extensive research to date on the topic of sales coaching practices. Vazzana has 35+ years of sales and leadership experience.

Lisa Sottosanti Doyle (Fairfax, VA) is Executive Vice President of Product Development and Customer Success at VantagePoint Performance. With a strong background in organization development, instructional design, facilitation, and coaching. Lisa's focus is supporting individual success by helping to create clarity and strengthen decision making.

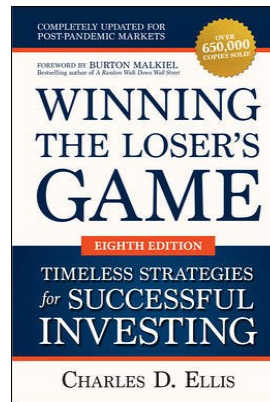
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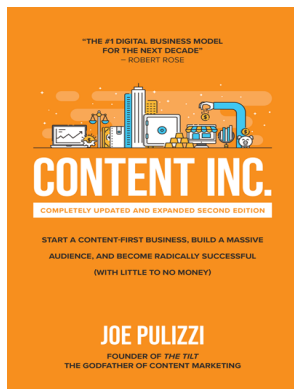
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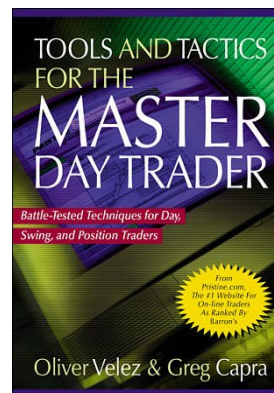
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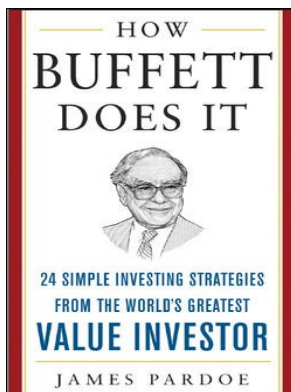
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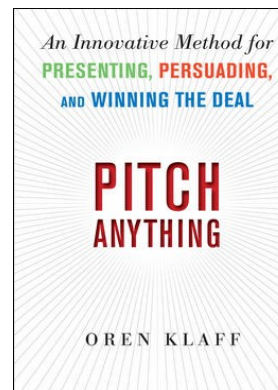
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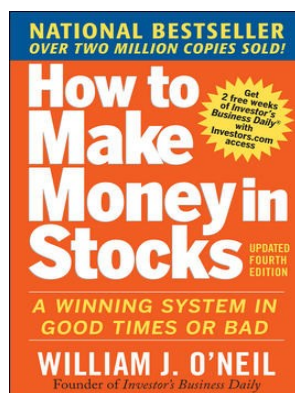


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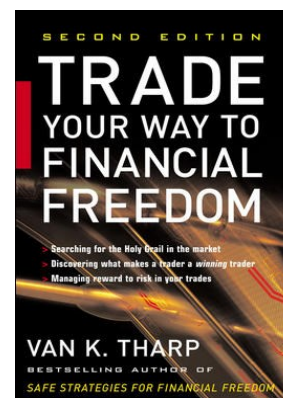


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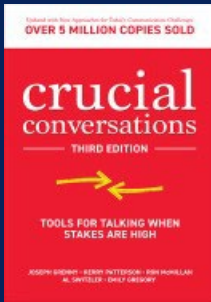


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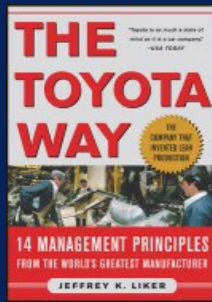


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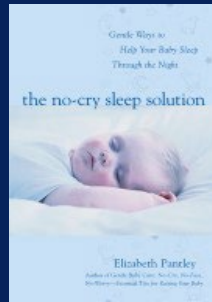
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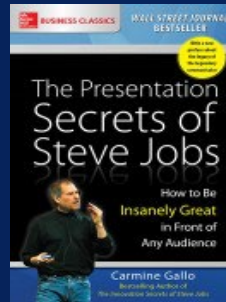
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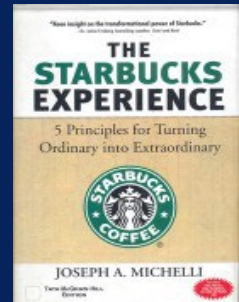
45 territories



31 territories



22 territories



21 territories