INTRODUCTION

4 simple tenets business leaders can use to create a “ripple effect” of positive change in any organization

Lead Like it Matters . . . Because it Does reveals the author’s proven Ripple Effect method for increasing engagement, reducing turnover, and driving overall business success. Readers learn simple but critically important practices like cutting wasted meetings, addressing conflict, and aligning decisions with business needs—all of which create a ripple effect that leads to widespread change, greater employee engagement, and better business results.

- Introduces the author's four empowering leadership tenets: Personal Mastery, Interpersonal Mastery, Team Mastery, and Culture and Systems Mastery
- Combines current theory and advanced research into a practical, quick-hit leadership program
- Targets the most common problems leaders face today
- Hewertson will promote the book during her many speaking engagements, which have included TEDx, Cornell University, SUNY Cortland, American University, and the Association
The author’s clients include State University of New York, Cornell University, Food Bank, UC Davis, The Park Foundation, Ithaca College, and Virgin Islands Commission on the Status of Women, and she has been featured as a leadership expert in Forbes, Business News Daily, Entrepreneur Magazine, Media Bistro, US Daily Review, and Investors.com

ABOUT THE AUTHOR

Roxi Bahar Hewertson (Trumansburg, NY) is CEO of Highland Consulting Group, Inc., and an adjunct at Cornell University’s School of Industrial and Labor Relations.
INTRODUCTION

The seminal work on the confluence of technology, business, and society, with new essays and commentary

Twenty years ago, The Digital Economy changed thinking about the Internet globally. While everyone else was beginning to talk about “web sites” and dot coms, Tapscott argued correctly that the Internet would have a much deeper impact on the nature of corporations, government, and every institution in society.

In this new edition, Tapscott updates the book with a sweeping new analysis of how the Net (as he called it then) has changed business and society in the last 20 years. He leaves the original text untouched for historical purposes and scrutiny, writing a dozen new sections placed in the context of two decades of transformation.

- Tapscott proved himself as one of the world’s top digital gurus with The Digital Economy and has maintained that status with several other bestselling books; through his speaking engagements, he reaches hundreds of thousands of people annually.
• New: Chapter-ending essays by Tapscott update his original thinking
• In 2011, the author was named one of the world’s most influential management thinkers by Thinkers50
• The Economist called Tapscott’s previous work, Macrowikinomics, a "Schumpeter-ian story of creative destruction" and the Huffington Post said it is "nothing less than a game plan to fix a broken world."

Praise for the first edition of The Digital Economy

"If thoughts like [the book's thesis] scare you, then [The Digital Economy] should be on your 'must read' list."

The Wall Street Journal

"A marketing guide for businesses seriously considering a move onto the information highway."

Library Journal

ABOUT THE AUTHOR

Don Tapscott (Toronto, Ontario) is one of the world’s leading authorities on innovation, media, and the economic and social impact of technology. He is the author of numerous bestsellers including Wikinomics.
INTRODUCTION

The business leader’s guide to engaging employees and building a company culture that drives strategic business results

The Power of Thanks reveals how leading companies, including Intuit, Symantec, JetBlue, and InterContinental Hotels Group, energize and empower employees towards higher levels of performance and drive business results. The book gives readers practical advice and real-world, proven examples for devising a powerful, growth-generating strategy that modernizes employee recognition for today’s social, global, multi-generational workforce.

- Mosely’s and Irvine’s work on this topic has been published in Harvard Business Review, Forbes, Fortune, Fast Company, and HR Executive
- The authors’ company Globoforce works with many of the most admired companies in the world, including Citi, KPMG, Amgen, and ConAgra Foods
- “Eric and Derek offer practical guidance on how to create a company culture that feeds our true motivators.” —Daniel H. Pink, bestselling author of Drive
ABOUT THE AUTHOR

**Eric Mosley (Southborough MA)** is co-founder and CEO of Globoforce. He is the author of *The Crowdsourced Performance Review*. **Derek Irvine** is Globoforce’s Vice President of Client Strategy and Consulting.
INTRODUCTION

The strategic guide to getting the most out of every negotiation—from the legendary sports agent CNN dubbed "the female Jerry Maguire"

In a good negotiation, everybody walks away a winner. Drawing on her nearly two decades of experience negotiating multimillion-dollar agreements with the most savvy people in sports, Molly Fletcher provides the strategies and tactics business professionals need to find common ground, strengthen relationships, and close more deals. Each person is different and every negotiation presents a unique set of opportunities and challenges. The methods she outlines will enable readers to deal with anything—and anyone—that comes your way.

- Fletcher has worked with dozens of the top names in sports, including Doc Rivers, Billy Donovan, Tom Izzo, Lenny Wilkens, Bobby Cox, Scotty Cameron, Joe Theismann, Jason Heyward, Jeff Keppinger, and John Smoltz
- The author will promote the book during her 80 annual speaking engagements to audiences that number in the hundreds
- She has been featured on CNN and ESPN and in The Wall Street Journal, The Washington
ABOUT THE AUTHOR

A top sports agent CNN dubbed "the female Jerry Maguire," Molly Fletcher (Atlanta, GA) is president and CEO of the consulting firm MWF Enterprises, LLC. She is also the founder of The Betterment Institute, an online learning platform that teaches members tactics to find, keep, and grow their business relationships.
INTRODUCTION

Proven retirement investing advice—designed to meet the specific needs of physicians, attorneys, entrepreneurs, and other successful professionals

In *No One Loves Your Money Like You Do*, financial guru Dr. James B. Jackson guides professionals through the challenge of retirement financial preparedness.

Unlike the typical audience for retirement planning guides, these professionals have the luxury of a healthy income and a decent-sized nest egg, but they have large, illiquid assets (in the form of their practice) and complex partnership agreements to navigate. Jackson distills his decades of experience as a CFP (previous to which he was a practicing dentist) into practical, friendly advice for anyone who needs a hand in planning their retirement.

- A stand-out retirement guide: Scores of resources target people planning for retirement, but few objective guides address the unique needs of the professional market; the core
audience of physicians, dentists, and attorneys that own or co-own a practice numbers over 1 million, and there are 6 million additional small-business owners in U.S.

- The author will promote the book through his extensive client base, newsletter (more 2,000 high-net-worth subscribers), association and industry connections, online resources, and speaking engagements
- Jackson has a long-standing connection with the American Dental Association (ADA), which will be leveraged into contacts with the American Medical Association (AMA) and American Bar Association (ABA)
- The book include tools and worksheets linked to online resources

**DESCRIPTION**

Proven retirement investing advice designed to meet the specific needs of physicians, attorneys, entrepreneurs, and other professionals

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Jim Jackson is a Certified Financial Planner, who founded Jackson Financial Services, a financial planning and registered investment advisory firm. As the head of the newly formed JBJ Investment Partners, LLC, he continues to advise clients on investments and retirement, overseeing and managing over $650 million in client assets.

**ABOUT THE AUTHOR**

**Jim Jackson (Charleston, SC)** is a Certified Financial Planner, who founded Jackson Financial Services, a financial planning and registered investment advisory firm. As the head of the newly formed JBJ Investment Partners, LLC, he continues to advise clients on investments and retirement, overseeing and managing over $650 million in client assets.
INTRODUCTION

A global marketing expert from Intel reveals the secrets for creating localized content that appeals to customers in different parts of the world

Global Content Marketing is a powerful hands-on guide to designing a marketing strategy that focuses on globalizing content. Every part of the process is outlined, from positioning to editorial planning to measuring results. Didner reveals how Intel has succeeded in building a flexible content marketing strategy that delivers results across a span of audiences seeking different kinds of content.

- Didner spearheaded Intel's Enterprise product launches and worldwide marketing campaigns, and she has managed Intel's main proprietary event, the Intel Developer Forum, across nine countries
- BtoB magazine selected the author as a Top Digital Marketer in both 2011 and 2012
- Contains case studies illustrating what has worked in the real world and what has not
ABOUT THE AUTHOR

Pam Didner (Portland, OR) is Global Integrated Marketing Manager for Intel. She is also a professional business speaker and guest blogger for BtoB Magazine, Content Marketing Institute, and the Huffington Post.
INRODUCTION

Proven lessons from one of the world’s most successful organizations that business leaders can use to drive innovation in their own company

Think Big, Start Small, Move Fast reveals how the legendary healthcare organization created a thriving innovation capability. Three Mayo Clinic insiders share the Clinic's breakthrough process of "Think Big, Start Small, Move Fast," offering a proven roadmap for creating sustainable innovation in any organization.

The book describes how the authors designed a disciplined framework for innovation at Mayo Clinic, one that is rooted in the scientific method of experimentation, co-creation, and collaboration.

- More than any other major U.S. hospital or clinic, Mayo Clinic is recognized as an outstanding organization by major national assessment organizations, including Fortune 100 Best Companies to Work For, UHC Quality Leadership Award, and U.S. News Best Hospitals Honor Roll
Mayo Clinic is viewed as a model organization, as evidenced by the success of *Management Lessons from Mayo Clinic*, which has been licensed into nine languages, with 145,000 copies sold in the U.S. alone.

Case studies illustrate how the author’s methods are yielding productive, scalable, and sustainable results at Mayo Clinic.

ABOUT THE AUTHOR

**Dr. Nicholas LaRusso (Rochester, MN)** is the founding Medical Director of the Mayo Clinic Center for Innovation and the current Medical Director of the Center for Connected Care, the Charles H. Weinman Endowed Professor of Medicine and Biochemistry/ Molecular Biology, and a Distinguished Investigator of the Mayo Clinic.

**Barbara Spurrier (Northfield, MN)** is the founding Administrative Director of the Mayo Clinic Center for Innovation.

**Gianrico Farrugia (Rochester, MN)** is the Director for the Center for Individualized Medicine and the Associate Director for the Center for Innovation at Mayo Clinic. He is a practicing Gastroenterologist and a professor of medicine and physiology in the College of Medicine, Mayo Clinic.
INTRODUCTION

The manager’s guide to forging a link between strategic intent and everyday process execution—the secret to driving long-term profitability and growth

Customer-Focused Process Innovation reveals a powerful and proven method for connecting a company’s value creation processes to customer-desired products.

The book provides step-by-step instructions for identifying how products and services are really manufactured and presented to customers. It then explains how to visually depict work streams to build a conceptual blueprint of a company from the core value chain to the end consumer; reduce the time it takes to pinpoint the customer’s desires by building rich feedback loops and actively managing customer processes; and embed process management practices in a company to ensure every process receives the optimal amount of attention and resources to deliver the greatest financial benefit.

- Managers and executives of all levels learn how to supercharge a business’s ability to systematically adjust to an ever-changing world and deliver exactly what a customer wants
As the leader of a $3 billion business unit for Lowe’s, the author was responsible for strategic planning, marketing, product management, and new product development.

ABOUT THE AUTHOR
David Hamme (Davidson, NC) is the founder and Managing Director of Ephesus Consulting. Prior to his consulting career, Hamme served as an executive in a $3 billion unit of Lowe’s where he was responsible for strategic planning, marketing, product management, and new product development.
INTRODUCTION

Based on a unique blend of neuroscience and consumer psychology, the newest, most successful strategies for landing the sale--from sales trainer and hypnotist "Dr. Direct"

BrainScripts for Sales Success explains consumer psychology to teach sales professionals how to personalize and enhance an approach and use basic, primal responses that are subtle but extremely effective.

Readers learn how to use the powerful emotion of fear to convince stubborn prospects, make prospective customers successfully demonstrate the product inside their heads before they spend a penny to buy it, use speaking patterns that build desire for the product or service, and much more.

- Unlike other script books that leave salespeople sounding rehearsed and artificial, BrainScripts uses humor, real-life scenarios, and authentic dialogue

- Whitman has created powerfully effective advertising for the American Automobile Association, American Legion, Amoco, Faber-Castell, Texaco, Day-Timers, Panasonic, TV
ABOUT THE AUTHOR

Drew Eric Whitman (Los Angeles, CA), a.k.a. "Dr. Direct!", is a speaker, trainer, writer, and consultant with nearly three decades of sales experience.
INTRODUCTION

For both seasoned and first-time board members—a quick-answer guide addressing the most important issues in corporate governance

Claiming Your Place at the Boardroom Table provides best practices for good corporate governance. It covers the duties of directors, board oversight, strategy and risk, board committees, and more. The book offers a solid review of foundational concepts for directors, serving on boards, and up-to-date best practices for directors achieving excellence in governance.

- A well-known expert on the subject, Bakewell has served on several private company and nonprofit boards with annual revenues ranging from $40 to $800 million
- The author maintains a busy speaking schedule, during which he will promote the book
- Foreword by Peter Gleason, Managing Director and CFO of National Association of Corporate Directors (NACD)
- NACD will actively promote and market the book via its website, conferences, and other
channels

ABOUT THE AUTHOR

Thomas Bakewell (Ballwin, MO) is an attorney and CPA who advises CEOs and boards on strategy, governance, and transformation. He is a faculty member at the National Association of Corporate Directors (NACD).

James J. Darazsdi, CPA, CMA, Ph.D., was the past chairman of the NACD and past CEO of Rocco, Inc. He served on more than 25 boards, including Perdue Farms, Inc., and Interstate Resources, Inc.
The investor's guide to estimating the value of a stock and using the options market to protect gains, boost growth, and generate income

The Intelligent Option Investor argues that a company's worth is precisely the amount of wealth it will generate on behalf of its owners over its economic life. Using this principle as a touchstone, Kobayashi-Solomon shows that in the vast majority of cases, valuing a stock requires the answer to only three questions: How fast will revenues grow? How efficiently will the firm translate revenues into profits? What proportion of the profits needs to be reinvested in the short-term, and how much will those investments help owners in the medium term?

The author takes readers step-by-step through the processes of making the most of the information available on an option pricing screen, finding profitable option investment opportunities, and designing effective option strategies for different valuation scenarios.
• Presents a groundbreaking new argument that estimated valuation ranges can be directly compared to the mechanistic, often unrealistic ranges forecast by option prices; where a large discrepancy exists, the opportunity for a low-risk, high-profit investment presents itself
• Draws on the foundations of value investing as put forth by Ben Graham and applies them to a new segment of investments

ABOUT THE AUTHOR
Erik Kobayashi-Solomon is the founder and principal of IOI, LLC and the Director of Research for YCharts, Inc. Previously, he served as Morningstar’s Market Strategist and as co-editor of the Morningstar OptionInvestor newsletter. In addition to publishing well-received sector and stock-specific reports for YCharts’ individual and institutional clients, Erik has been sought out by a wide range of institutional investors--from the World Bank to value-oriented hedge funds--for his expertise in corporate valuation, option investing strategies, and risk control issues.
Evidence-based solutions for how to beat the competition by successfully planning for, adapting to, and fulfilling rapid changes in demand for products

In today's increasingly competitive global economy marked by a scarcity of human, material and time resources, managers are finding it more difficult to drive the innovation and change initiatives necessary to compete.

The Resource Management and Capacity Planning Handbook provides solutions in an easy-to-understand, step-by-step way. It offers tools, case studies, and benchmarks showing how to effectively manage the challenges of resource demand and supply. It addresses the strategic, tactical, and human side of resource management, and offers clear paths to maturity, along with takeaways and actions at the end of each chapter.

- A 2013 resource management research study of more than 600 industry professionals cited the key business pain points as constant change, lack of visibility into capacity and incoming demand, and the inability to effectively prioritize demand
• Resource management and capacity planning has been targeted as a key factor behind organizational success by leading business and information technology research groups, such as Gartner, Forrester Research, Cutter Consortium, and IDC (International Data Corporation).
• Manas's employer Planview will actively promote the book; Planview is the market-leading enterprise portfolio management organization, with presence in the U.S., Europe, Latin America, and Asia-Pacific.
• The book includes case studies and examples from Zurich Insurance, Green Mountain Coffee Roasters, University of Utah Health Care, Walgreens, Citibank, Allianz, and others.
• Manas's work has been highlighted in Leadership Excellence, National Post, Globe and Mail, Chicago Sun Times, and Houston Chronicle.

**DESCRIPTION**

It's almost an epidemic that organizations take on too much work for the people they have, stressing everyone out in the process. There's no sense of which new initiatives are most important; little visibility of who's available to do them and when; and not much awareness about how to get the most out of the people they DO have (and no, it's not having them work harder or more hours). The result is usually delayed projects, mass confusion, and missed market windows.

_The Resource Management and Capacity Planning Handbook_ is the first book to tackle the important dual topics of resource management and capacity planning head on, offering benchmark data, case studies, and maturity suggestions for navigating these difficult issues, as well as a new structure called The Capacity Quadrant Framework for helping organizations make the leap from chaos to control.

Organizations everywhere face the same perplexing challenge: _How do I maximize the use of my limited staff toward work that matters?_ In other words, in an era of rapid-fire change and constrained costs, how do you do more with less and not destroy your people in the process? Many organizations take on new demand the way a broken dam takes in water. They lack the visibility to know who they have available to do what and when. They lack the ability to prioritize across competing initiatives. They fail to optimize the resources they do have, and know little about what it takes to boost productivity and morale. And lastly, they lack the planning and governance models needed to manage a complex mix of people, projects, products, and services in any kind of integrated fashion. The inevitable result is delayed projects, overworked resources, missed market windows, and decreased productivity.

_The Resource Management and Capacity Planning Handbook_ is the first book to tackle this issue head on—demystifying the complexities of resource capacity and demand management, and offering a clear path to maximizing your limited resources. Included is:

• The latest benchmark data from a comprehensive study on resource management
• Case studies from organizations who have made the leap from chaos to control
• Tools for overcoming common barriers and making decisions around time capture, resource assignments, and competing priorities
• Recommendations on ownership of the resource management and capacity planning functions
• Considerations for addressing the people side of resource management and capacity planning
The book also offers a simple structure for managing capacity and demand in your organization—The Capacity Quadrant Framework, a tool for successfully navigating what for years has been difficult and nearly unmanageable terrain.

ABOUT THE AUTHOR

Jerry Manas is a bestselling author and recognized thought leader in organizational project and resource management. He is also Senior Editor and Research Consultant for market leading portfolio management firm, Planview. His work has been highlighted in a variety of publications, including the Houston Chronicle, Chicago Sun Times, National Post, Globe and Mail, Huffington Post, and others. You can follow him on Twitter @jerrymanas.
INTRODUCTION

The current data and cutting-edge strategies job hunters need to start building a career designed for future growth in today’s tough job market

- Helps job-hunters make more informed career decisions by providing current information on both growing and shrinking career fields
- Provides the most up-to-date U.S. Department of Labor statistics on more than 250 different job categories
- Offers expert advice on everything from writing resumes and cover letters to working conditions, qualifications, and salary ranges for specific jobs

DESCRIPTION

The most the up-to-date, authoritative job information from the most qualified source out there—the U.S. Department of Labor!
With current data from the U.S. Department of Labor, plus cutting-edge career strategies, *The Big Book of Jobs 2014-2015* provides a concise overview of the job-search process and all the latest government statistics on more than 250 jobs and career possibilities.

Everything you need regarding career management skills, job descriptions, salary ranges and outlooks, employment trends, qualifications, and working conditions—right at your fingertips!