

The background of the entire page is a repeating pattern of sliced citrus fruits. There are several orange slices and a few lime slices scattered across the white background. The orange slices are larger and more numerous, showing their characteristic segments and rind. The lime slices are smaller and fewer, showing their green rind and segments.

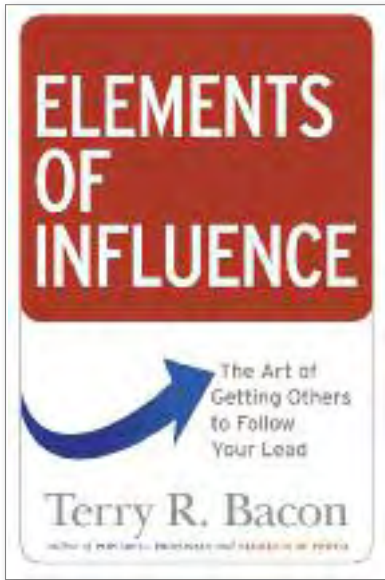
AMACOM
SPRING-SUMMER 2011
CATALOG of BOOKS

SPRING-SUMMER 2011

CATALOG of BOOKS

New Titles	2
Backlist	18
Author Index	37
Title Index	39
Sales Representatives, International Distributors, and Amacom Sales Office Contacts	43
Order Form	44
Ordering Information	inside back cover

AMACOM, a division of the American Management Association, publishes books on business, management, career growth, current events, technology, personal finance, real estate, and self-help. AMACOM books help readers enhance their personal and professional growth and reach into the future to understand emerging trends and cutting-edge thinking.



JULY 2011 • Business / Communication
 Hardcover • 6 1/8 x 9 1/4 • 304 pages
978-0-8144-1732-4
 U.S. \$26.00

It can be found in a smile, a handshake, or a friendly chat. Knowing how to influence others is a crucial element of success.

Elements of Influence

The Art of Getting Others to Follow Your Lead

Terry R. Bacon

We succeed in business and in life when we influence how others think, feel, and act: getting them to accept our point of view, follow our lead, join our cause, feel our excitement, or buy our products and services. The act of influencing is such a part of our daily lives that we often don't even realize when we (or others) are doing it. But to succeed, we need to know how influence works...and how to use it.

Influencing effectively requires adaptability, perceptiveness, and insight into other people and cultures. Based on 20 years of research, *Elements of Influence* shows readers how to:

- Understand why people allow themselves to be influenced—and why they resist
- Choose the right approach for each situation
- Be influential when they have no formal authority
- Succeed in every kind of organization—even in other countries

Filled with exercises and practical applications, this book shows how anyone can increase his or her influence to achieve greater success.

TERRY R. BACON (Durango, CO) is the founder of Lore International Institute, a widely respected executive-development firm recently acquired by Korn/Ferry International. He is now the scholar in residence in that firm and is the author of many books including *Powerful Proposals* (978-0-8144-7232-3), *What People Want*, and *The Elements of Power* (978-0-8144-1511-5).

Need to put it in writing? Don't type a word without this crucial resource!

The AMA Handbook of Business Documents

Guidelines and Sample Documents That Make Business Writing Easy

Kevin Wilson and Jennifer Wauson

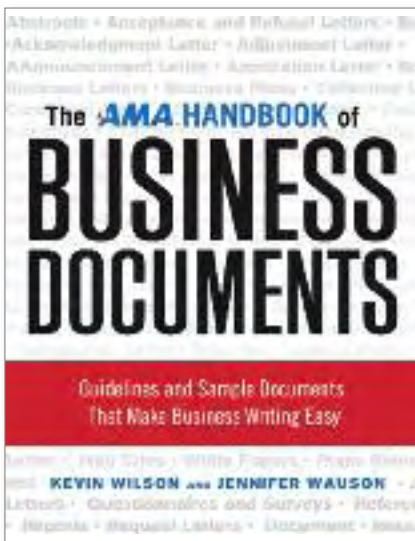
Your company's identity, products, services, and strengths are all represented by its written communications. From business plans and sales presentations to newsletters and e-mail marketing, the way the company comes across on a page or screen can make the difference between big success and big trouble.

The AMA Handbook of Business Documents takes the guesswork out of preparing first-class written pieces of every type. Packed with dozens of sample documents and practical tips, this handy guide is everything you need to create:

- Proposals • Memos • E-mails • Press releases • Collection letters • Speeches
- Technical, research and lab reports • Sales letters • Policies and procedures
- Warning letters • Announcements • And much more

Suited equally to executives, entrepreneurs, managers, and administrative staff—anyone charged with putting a business's intentions into words—*The AMA Handbook of Business Documents* is a versatile, powerful, and indispensable toolbox.

KEVIN WILSON (Acworth, GA) is an instructional designer, training consultant, and vice president of Videologies, Inc., which specializes in training administrative professionals. **JENNIFER WAUSON** (Acworth, GA) is a training consultant, project manager, and president of Videologies, Inc. They are the authors of *Administrative Assistant's and Secretary's Handbook* (978-0-8144-0913-8) and *The AMA Handbook of Business Writing* (978-0-8144-1589-4).



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Need serious help with your résumé? Turn to the employment expert Dr. Phil calls “the best of the best”!

Unbeatable Résumés

America’s Top Recruiter Reveals What REALLY Gets You Hired

Tony Beshara

Foreword by Dr. Phil McGraw

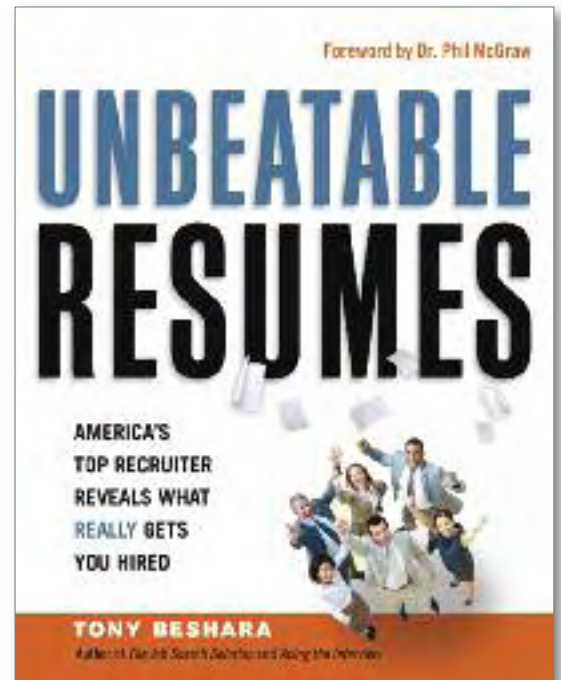
What does Tony Beshara do that most résumé “experts” don’t? While the experts write résumés all day, Tony—the veteran placement specialist featured regularly on the *Dr. Phil* show—actually uses them to get people jobs.

With *Unbeatable Résumés*, Tony dissects and discusses real-life résumés for jobs in a wide range of industries from healthcare to banking, construction to technology, administration to sales and marketing, and more. The book shows readers how to build a powerful résumé, utilize keywords effectively, use gaps and job changes to their advantage, and pair their résumés with concise, dynamic cover letters. He complements his expertise (he has personally placed more than 8,500 professionals) with the results of a survey of more than 3,000 managers, executives, HR specialists, and other hiring authorities about what gets résumés read, interviews granted, and jobs offered. Readers will learn:

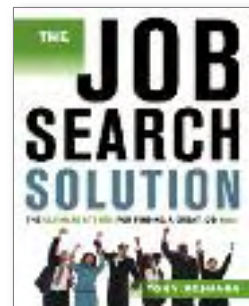
- The critical components of well-written résumé
- How to ensure their résumé actually gets read... by the right people
- What employers look for, and what turns them off
- How to customize a résumé for a particular job
- The truth about video résumés, job-search websites, and social networking sites like FaceBook, LinkedIn, and MySpace
- And much more

Unbeatable Résumés shows job seekers of all types how to present themselves in the best possible light...for the best possible position.

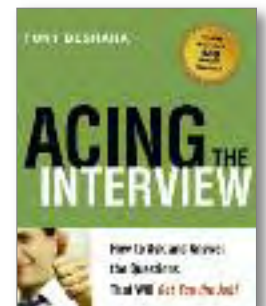
TONY BESHARA (Dallas, TX) is the owner and president of Babich Associates, the oldest placement firm in Texas. He is the author of *The Job Search Solution* (978-0-8144-7332-0) and *Acing the Interview* (978-0-8144-0161-3).



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MAY 2011 • Management
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When conflict brews at the office, it's a manager's job to cool things down.

Conflict 101

A Manager's Guide to Resolving Problems so Everyone Can Get Back to Work
 Susan H. Shearouse

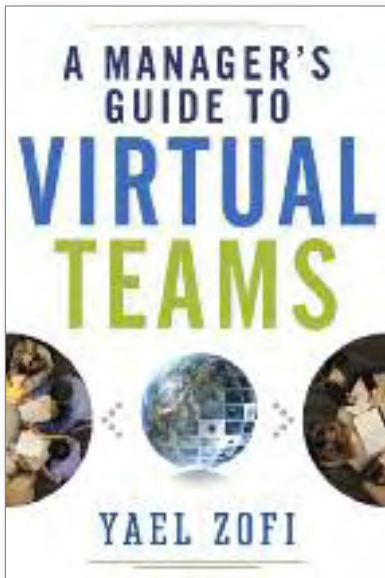
We all know conflict is unavoidable...especially in the workplace. Whether it's a fight over resources, a disagreement about how to get things done, or an argument stemming from perceived differences in identities or values, it's a manager's role to navigate relationships, and build compromises and collaborations.

Conflict 101 gives readers the tools they need to ensure not only that employees get back on track, but that disagreements breed positive results. Readers will learn how to:

- Build trust
- Harness negative emotions
- Encourage apologies and forgiveness
- Use a solution-seeking approach
- Say what needs to be said

Incorporating anecdotes taken from the author's twenty years of experience as a conflict resolution professional, the book helps readers more deeply understand how conflict is created, how to respond to it, and how to manage it more effectively.

SUSAN H. SHEAROUSE (Vienna, Virginia) has served as Executive Director of the National Conference on Peacemaking and Conflict Resolution and on the Advisory Board of the Institute for Conflict Analysis and Resolution at George Mason University. Her clients have included Lockheed Martin, Philip Morris, the IRS, the US Environmental Protection Agency, the US Army Corps of Engineers, and many others.



AUGUST 2011 • Management
 Hardcover • 6 1/8 x 9 1/4 • 240 pages
978-0-8144-1659-4
 U.S. \$27.95

**Maximize the power of teamwork —
 even when team members are worlds apart.**

A Manager's Guide to Virtual Teams

Yael Zofi

With an increasing number employees working remotely, it is more difficult than ever to ensure that team members are working smoothly and productively together. *A Manager's Guide to Virtual Teams* is a practical roadmap for bridging the logistical, cultural, and communication gaps that can prevent any virtual team from reaching its full potential. The book explores the four most critical elements to team success:

- Trust and Accountability. Ten tips for creating trust within and across virtual teams
- Communication. The particular challenges of the virtual world, especially in cross-cultural collaborations
- Conflict Management. Examples, case scenarios, and resolution strategies
- Deliverables. How virtual teams can get their work "out the door" faster and better

A Manager's Guide to Virtual Teams features the author's proprietary Trust Wheel model, which includes powerful tools to help teams develop and ensure trust without face-to-face interaction. Filled with self-study exercises, activities, and advice based on the author's 20 years' consulting experience, this book can help any organization realize the promise of professionals working closely together—even if they've never met.

Yael Zofi (Brooklyn, NY) is the founder and CEO of AIM Strategies®, a human capital consulting firm. With over 20 years of global consulting experience, she has worked with clients such as AT&T, Chase, CIGNA, General Electric, MetLife, Pfizer, Philips, Viacom, and Nokia.

***How do you light a fire under every employee?
Brian Tracy, the Master of Motivation, shows how!***

Full Engagement!

Inspire, Motivate, and Bring Out the Best in Your People

Brian Tracy

In these tough economic times, everyone is expected to produce more with less. And yet, studies have shown that on average, employees are working at only a fraction of their potential. What are managers to do? How can they inspire their people to perform at their absolute best?

Whatever the situation, a good manager can quickly organize a group of average performers into a high-functioning team capable of achieving tremendous results for the company. The secret is knowing how—and anyone can learn.

In *Full Engagement!*, business success expert Brian Tracy shows managers how they can supercharge their employees' efforts. Packed with powerful, practical ideas and strategies, this eye-opening guide explains how to:

- Unlock the potential of each person
- Motivate and inspire employees to peak performance
- Trigger the "X Factor" that maximizes productivity
- Drive out the fears that hold people back
- Create a high-trust work environment
- Set clear goals and objectives
- Recognize, reward, and reinforce in a way that energizes every employee

A manager's role is to achieve the highest possible return on the physical, emotional, and mental effort that his or her people put forth. It's not a return on investment...it's a return on energy. And when managers fail at that, they fail at their own job. With this essential guide, all managers can now hold the keys to unlocking superstar performance from their teams.

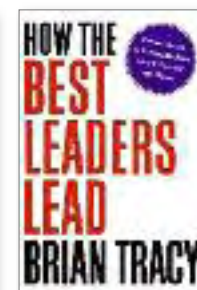
BRIAN TRACY (Solana Beach, CA) is one of the top business speakers and authorities in the world today. He has spoken in almost every city in the US and Canada, and in 56 other countries. He addresses more than 250,000 people worldwide each year. He has written 50 books and produced more than 500 audio and video learning programs on management, motivation and personal success. He is the president of Brian Tracy University and Business Growth Strategies, the preeminent internet business learning portal in the world today.



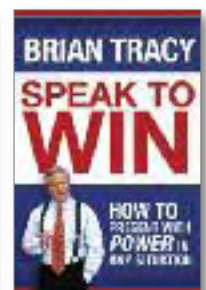
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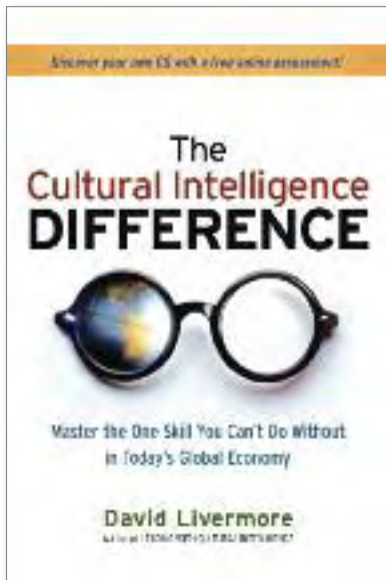
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MAY 2011 • General Business
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IQ, EQ, and now...CQ! A proven way to measure cultural intelligence, with strategies for pushing the score higher.

The Cultural Intelligence Difference

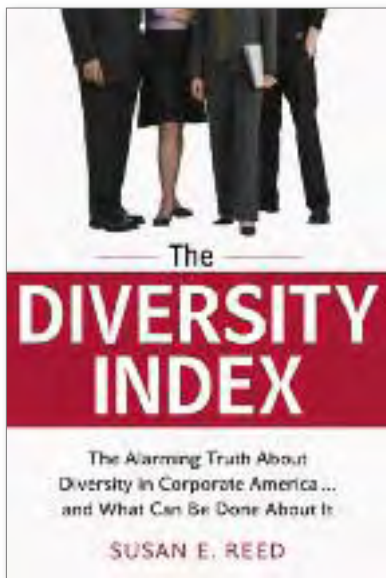
Master the One Skill You Can't Do Without in Today's Global Economy
 David Livermore

Most people know that some basic cultural sensitivity is important. But few have developed the deep cultural intelligence (CQ) required to really thrive in our multicultural workplaces and globalized world. Now everybody can tap into the power of CQ to enhance their skills and capabilities, from managing multicultural teams and serving a diverse customer base to negotiating with international suppliers and opening offshore markets. *The Cultural Intelligence Difference* gives readers:

- A scientifically validated instrument for measuring their personal CQ score
- Customized strategies for improving interactions with people from diverse cultures
- New findings on the bottom-line benefits of cultural intelligence
- Examples of major organizations that use CQ to achieve success

A high CQ points to more than just cultural sensitivity. It is linked to improved decision making, negotiation, networking, and leadership skills—and provides a crucial advantage in a crowded job market. *The Cultural Intelligence Difference* delivers a powerful tool for navigating today's work world with finesse—and success.

DAVID LIVERMORE, PH.D., (Grand Rapids, MI) is president and partner at the Cultural Intelligence Center and a visiting research fellow at Nanyang Technological University in Singapore. He has done consulting and training with leaders in 100 countries and is the author of *Leading with Cultural Intelligence* (978-0-8144-1487-3).



AUGUST 2011 • Management
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978-0-8144-1649-5
U.S. \$27.95

Are we better off today than we were 50 years ago?

The Diversity Index

The Alarming Truth About Diversity in Corporate America... and What Can Be Done About It
 Susan E. Reed

Nearly 50 years after the Civil Rights Movement, there is a new crisis of opportunity in corporate America. Based on the author's groundbreaking study of Fortune 100 companies, *The Diversity Index* identifies a barrier that has formed as white women have outpaced people of color and, along with white male executives, have wound up creating a persistent racial ceiling. In addition, the quest for global profits has created worldwide competition for the corporate suite, and U.S.-born minorities and whites are losing out.

This isn't only a civil rights issue, as studies have shown that businesses with a strong commitment to diversity outperform their peers. The book takes an in-depth look at companies that have struggled to find the perfect leadership mix. Detailing the stories of executives of General Electric, Hewlett Packard, Merck, and PepsiCo, *The Diversity Index* distills—into 10 clear steps—the methods that the most successful companies used to develop integration, keep it growing, and empower their employees to develop new products and markets.

SUSAN E. REED (Boston, MA) is an award-winning journalist who has covered almost every aspect of the workplace for 25 years for CBS News, the New York Times, the American Prospect, and other publications. She writes a business column for the international news website *GlobalPost.com*.

*In the vein of “An Inconvenient Truth,”
a sobering assessment of our nation’s
energy policies and a stirring call for change.*

Clean Energy Nation

Freeing America from the Tyranny of Fossil Fuels

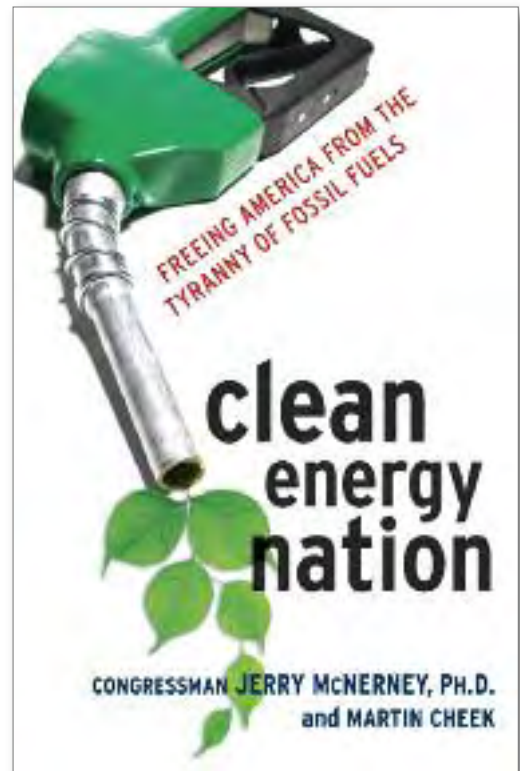
Congressman Jerry McNerney, Ph.D.,
and Martin Cheek

Dangerous CO₂ emissions, massive oil spills, dwindling supplies—the problems with fossil fuels are driving a long-overdue reassessment of our nation’s energy policies.

U.S. Congressman Jerry McNerney, a renewable-energy engineer and the first representative with expertise in energy independence, leads the way to change. In *Clean Energy Nation*, he and journalist Martin Cheek make an impassioned argument for drastically reducing dependency on fossil fuels and developing sustainable, readily available energy sources—solar, wind, biofuel, geothermal, and hydrogen-based power.

Bringing together a rare combination of scientific knowledge, political savvy, and insightful journalism, the authors reveal the pros and cons of alternative energy sources and examine how our nation became addicted to fossil fuels in the first place. The book reads like the dramatic story it is, complete with dire projections about peak oil and grim scenarios of rising oceans... keen insights into policies and players that have stalled progress on climate change and favored big oil...and astute recommendations for building a clean energy economy and a prosperous, stable future.

CONGRESSMAN JERRY MCNERNEY, PH.D., (Pleasanton, CA) was elected to California’s 11th Congressional District in November 2006. He is a member of the House Select Committee on Global Warming and Energy Independence and the House Committee on Science and Technology. Prior to serving in Congress, he was an energy consultant for Pacific Gas and Electric, FlowWind, and the Electric Power Research Institute. **MARTIN CHEEK** (Morgan Hill, CA) has worked as a journalist for more than two decades, specializing in science and high-tech industry.



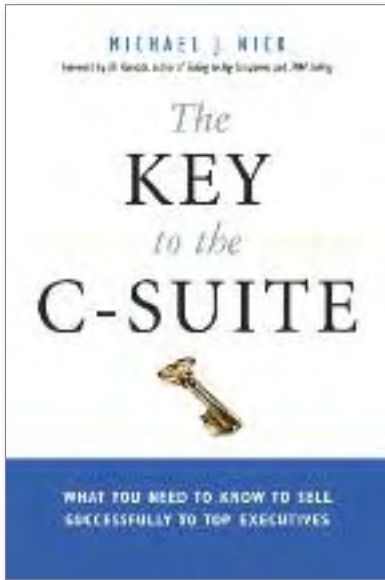
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U.S. \$27.95



JUNE 2011 • Sales
 Hardcover • 6½ x 9¼ • 208 pages
978-0-8144-1730-0
U.S. \$22.00

Sell to the C-suite by speaking their language....

The Key to the C-Suite

What You Need to Know to Sell Successfully to Top Executives

Michael J. Nick

Foreword by Jill Konrath, author of *Selling to Big Companies* and *SNAP Selling*

With budgets more stringent than ever, important purchasing decisions have moved up the ladder to the C-suite. These days, it is crucial for sales professionals to understand the financial metrics senior level executives use to make strategic buying decisions and be able to communicate the positive effect their products or services will have on a company's financial statements.

This book shows readers how to build a convincing business case and present it to C-level executives. Readers will discover how to:

- Find key financial information on a prospect
- Determine a corporation's financial stability
- Clearly define the value of the product or service they are selling
- Calculate the value impact of their offerings in financial metrics

Clarifying how sales packages fit into metrics such as return on asset, return on equity, operating costs, net profit, and earnings, this book reveals how readers can determine their product's value as perceived by an organization's ultimate decision makers, and unlock the door to greater sales.

MICHAEL J. NICK, (Milwaukee, WI) president and founder of ROI4Sales, Inc., has taught selling techniques, developed sales tools, and implemented sales processes at companies throughout the world, including Hewlett Packard, Microsoft Great Plains, NEC, Emerson, and Oracle. He is the author of *ROI Selling* and *Why Johnny Can't Sell*.



MARCH 2011 • Business / Finance
 Paperback • 6 x 9 • 320 pages
 Previous Edition: 978-0-8144-7122-7
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Based on the bestselling AMA seminar, a nuts-and-bolts guide to the dollars-and-cents issues that drive your organization!

The Essentials of Finance and Accounting for Nonfinancial Managers

SECOND EDITION

Edward Fields

As a department manager, the last thing you want to think about is numbers. But the truth is, that's the only thing your executives and senior managers are thinking about so it's crucial to understand key financial information like balance sheets, income statements, cash flow statements, budgets and forecasts, and annual reports.

With over 40,000 copies sold, *The Essentials of Finance and Accounting for Nonfinancial Managers* has long provided readers with insight into the financial fundamentals. It demystifies the role accounting and finance play in a corporation, demonstrates how financial decisions reflect business goals, and shows how managers can connect corporate financial information directly to their own strategies and actions. Now revised to reflect new accounting and financial standards, the second edition includes:

- Strategies for getting your share of the budget
- New case studies and practice sessions
- An explanation of Sarbanes-Oxley and its relevance to nonfinancial managers
- How to manage cash flow in tough times
- Fraud detection tools
- An expanded glossary including up-to-the-minute business concepts and terminology
- And more

EDWARD FIELDS (Old Bridge, NJ) has taught the American Management Association's course "Fundamentals of Finance and Accounting for Nonfinancial Managers" for many years. He is a consultant on strategic and financial issues for many corporations.

It takes passion to start a new business. But that same entrepreneurial enthusiasm can also lead you astray.

6 Secrets to Startup Success

How to Turn Your Entrepreneurial Passion into a Thriving Business

John Bradberry

Foreword by Pamela Slim, author of *Escape from Cubicle Nation*

Over six million Americans start businesses every year. That's 11 startups a minute launched by passionate dreamers hoping to transform their lives for the better.

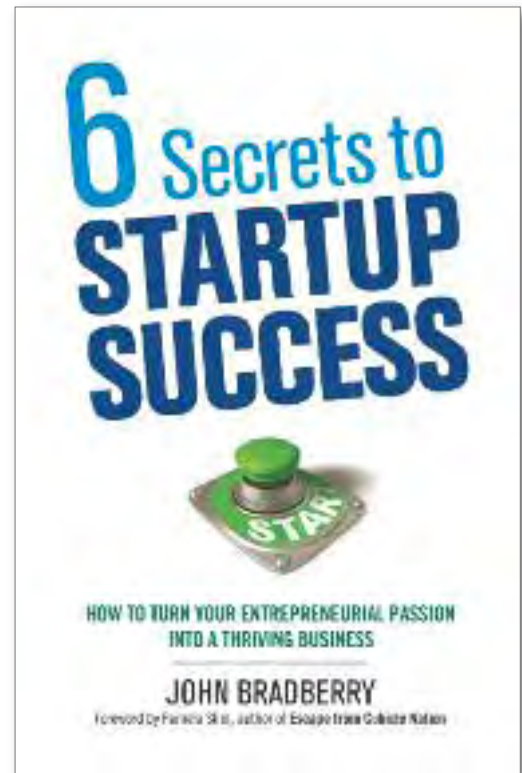
But a huge gap exists between the skyrocketing levels of desire and what entrepreneurs actually achieve. The harsh reality is that most new businesses fail within a few years of launch. Why do so few startups make it? And what distinguishes those that do succeed? Entrepreneur, consultant, and investor John Bradberry set out to discover the answer and came to a surprising conclusion—that the passion that drives and energizes so many founders is also the very thing that leads many of them astray.

Filled with compelling real-life stories of both success and failure, this groundbreaking book reveals the key principles entrepreneurs must follow to ensure their big idea is on the right track. In *6 Secrets to Startup Success*, readers will learn how to:

Convert their passion into economic value with a money-making business model • Improve their readiness to launch and lead a new venture • Manage funding and cash flows • Chart a path to breakeven and beyond • Avoid the pitfalls that often accompany unfettered passion • Build the stamina needed to persevere over time

Complete with indispensable tools including an assessment to gauge a venture's strengths and weaknesses, *6 Secrets to Startup Success* will help entrepreneurs everywhere turn their dreams into reality.

JOHN BRADBERRY (Charlotte, NC) has improved the performance of a hundred teams and more than a thousand leaders over two decades as an entrepreneur, consultant, and investor. In 2007, he launched an extended study of the universal factors that drive new-venture success.



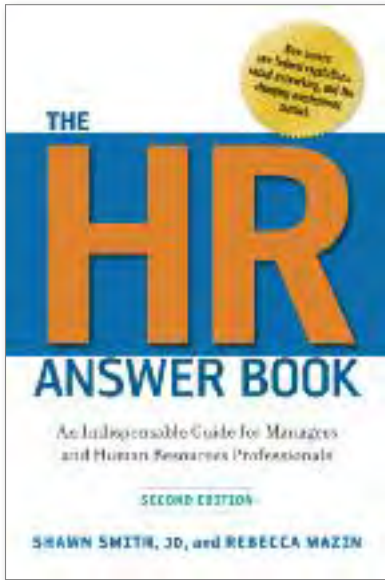
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JUNE 2011

Human Resources / Management

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U.S. \$24.95

Fully updated advice on hundreds of critical human resources topics!

The HR Answer Book

An Indispensable Guide for Managers and Human Resources Professionals

SECOND EDITION

Shawn Smith, JD, and Rebecca Mazin

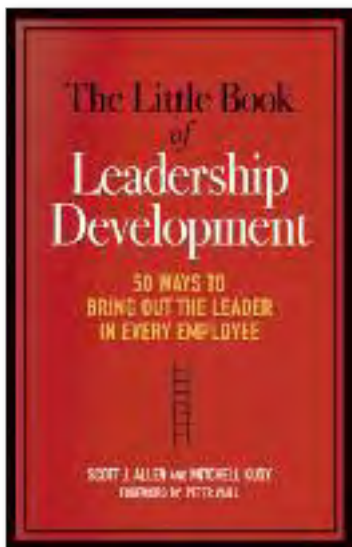
With changes in the economy, the job market, technology, and the law, human resources professionals and department managers alike are facing new challenges. Luckily, the second edition of *The HR Answer Book* covers these developments and addresses more than 200 questions that every employer needs to deal with, from recruiting and hiring to discipline and downsizing, compensation and benefits to training and employee relations.

The new edition contains revised and expanded sections on FMLA, health insurance changes, and compensation laws, as well as information on salary reductions and using social networking to recruit employees. It is also packed with ready-to-use tools and checklists including:

- 10 Questions to Ask Before Scheduling an Interview
- Job Applicant Flow logs
- Performance Goals forms
- Exit Interview Questionnaire
- And more

The HR Answer Book is an easy-to-use problem solver that can be read cover-to-cover or as a quick reference in specific situations.

SHAWN SMITH (Hartsdale, NY) is an attorney, corporate executive, and founder of Next Level Consulting. Her articles have appeared in numerous legal and business publications. **REBECCA MAZIN** (Larchmont, NY) is cofounder of Recruit Right, an HR consulting firm, and has held key positions at Hyatt Hotels, Owens Corning, and the National Labor Relations Board.



MAY 2011 • Leadership / Management

Hardcover • 5 5/8 x 8 3/4 • 144 pages

978-0-8144-1754-6

U.S. \$19.95

Great things come in little packages: 50 commonsense (but rarely common) ideas for building the leadership potential of others.

The Little Book of Leadership Development

50 Ways to Bring Out the Leader in Every Employee

Scott J. Allen and Mitchell Kusy

Foreword by Peter Vaill

How many managers have time to plow through big books of leadership development? None! And they'll never need to with this slender book of 50 simple yet powerful ideas.

The Little Book of Leadership Development goes straight to the heart of great leadership. Free of complicated theories, it focuses on what really works to get people motivated, working effectively, and acting as leaders themselves. The book delivers streamlined instructions on modeling behaviors, sharing information, building accountability, stretching teams, providing feedback, and 45 other practical strategies. Readers will be able to design a system of development tailored to their team and organization.

Managers with the ability to self-reflect and a willingness to implement these positive, powerful ideas will see quick improvements—in communication, efficiency, morale, and every other measure that points to a committed team of emerging leaders.

SCOTT J. ALLEN, PH.D. (Chagrin Falls, OH) is assistant professor of management at John Carroll University and author of *Emotionally Intelligent Leadership*. He blogs, consults, and facilitates workshops on leadership. **MITCHELL KUSY, PH.D.** (San Francisco, CA) is an international organization development consultant and full professor in the Ph.D. Program in Leadership & Change at Antioch University. He is the coauthor of *Toxic Workplace!*

Forget everything you think you know about landing a well-paid job—the rules have changed forever.

Cracking the New Job Market

The 7 Rules for Getting Hired in Any Economy

R. William Holland

Foreword by Barbara Ehrenreich, author of the bestselling *Nickel and Dimed* and *Bait and Switch*

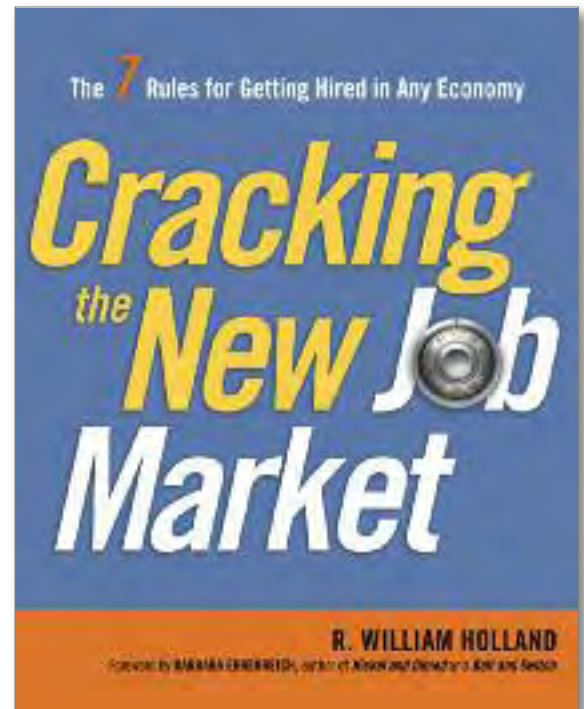
The rules for finding professional work once seemed clear and unwavering: capture career highlights in a resume, practice answers to standard interview questions, and do lots of face-to-face networking.

Cracking the New Job Market shows how these rules have changed and delivers new job-hunting strategies that actually work. The key, rather than to emphasize past accomplishments, is to sell yourself on the *value* you can create for an employer. This new approach to getting hired requires new skills. Author R. William Holland, a human resources insider, shows job seekers how to:

- Gather information on what a prospective employer finds important
- Emphasize those skills, accomplishments, and qualities in tailored resumes and interview answers
- Identify the intersection between personal talents and what the marketplace needs
- Unlock the networking power of social media
- Negotiate the best possible offer

Enlightening and practical, this myth-busting book delivers seven powerful rules for landing a great job—even in a difficult economy.

R. WILLIAM HOLLAND, PH.D. (Williamsburg, VA) is founder of R. William Holland Consulting, LLC, specializing in HR and career management. He has also served as executive vice president at Right Management, Inc. and as chief human resources officer at Meridian Bank, the University of Pennsylvania, and the BP outsourcing business for Andersen Consulting. He is currently a senior vice president for BeamPines.



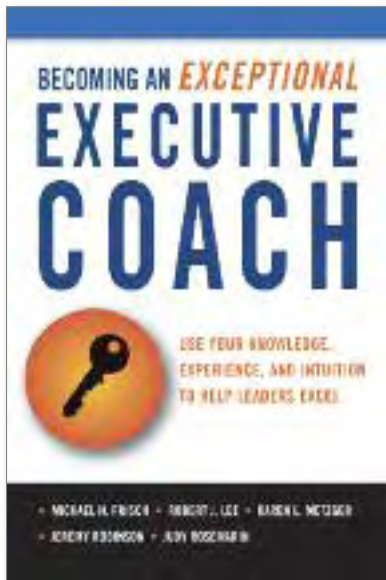
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JULY 2011 • Business / Management
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Discover the key to becoming an extraordinary coach.

Becoming an Exceptional Executive Coach

Use Your Knowledge, Experience, and Intuition to Help Leaders Excel

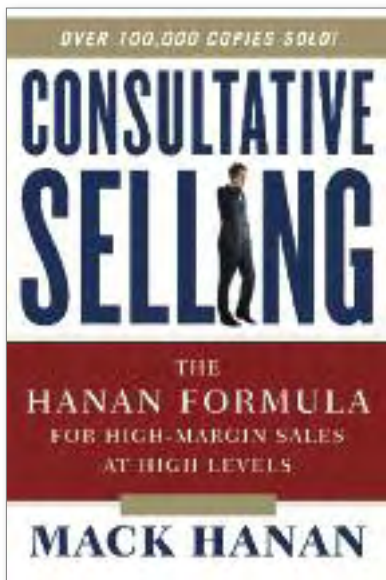
Michael H. Frisch, Robert J. Lee, Karen L. Metzger, Jeremy Robinson, and Judy Rosemarin

Coaching is more than simply learning a process and set of skills. Exceptional coaches draw on their professional experience, knowledge of organizationally relevant topics, strong helping skills, coaching-specific competencies, and most important, their ability to use their own intuition in the service of the client. *Becoming an Exceptional Executive Coach* is the first book that brings all of these elements together to guide readers in developing their own personal model of coaching.

Beginning with a self-assessment, readers will examine the core content areas crucial in any coach's work, from engagement and goal setting to needs assessment, data gathering, feedback, and development planning—and then learn how to combine that knowledge with the unique perspective they bring to the table as individuals in order to achieve maximum coaching effectiveness.

Each chapter includes a case study that brings the practice of coaching to life. Tools include charts, development plans, contracts, and more, plus ongoing discussion of the role of coaching in organizational contexts.

MICHAEL H. FRISCH, ROBERT J. LEE, KAREN L. METZGER, JEREMY ROBINSON, and JUDY ROSEMARIN are New York City-based executive coaches and trainers with substantial corporate, consulting, and academic experience.



MARCH 2011 • Sales
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“A major breakthrough in the way goods and services [are] sold. When Mack Hanan speaks, we should all listen—really listen.” – Selling Magazine

Consultative Selling

The Hanan Formula for High-Margin Sales at High Levels

EIGHTH EDITION

Mack Hanan

Do you sell products or services? It doesn't matter: What you're really selling is customer profit. You help your customers and clients make profitable business decisions, and you are both rewarded with the fruits of a long-term business relationship. For 40 years, Mack Hanan's *Consultative Selling* has empowered countless sales professionals to reap maximum success, and the Eighth Edition is here to take them—and you—to the next level, with brand new sections on:

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Consultative Selling is packed with new partnering strategies, cost/benefit analysis templates, detailed monetized value proposition models, outcome-based branding approaches, and powerful consulting tactics that will make your customers' competition—and your own rivals—irrelevant.

MACK HANAN (New York, NY) is an international consultant, trainer, and lecturer on accelerated business growth.

Go beyond simple alignment to maximize the role, impact, and value of technology in your organization.

The Power of Convergence

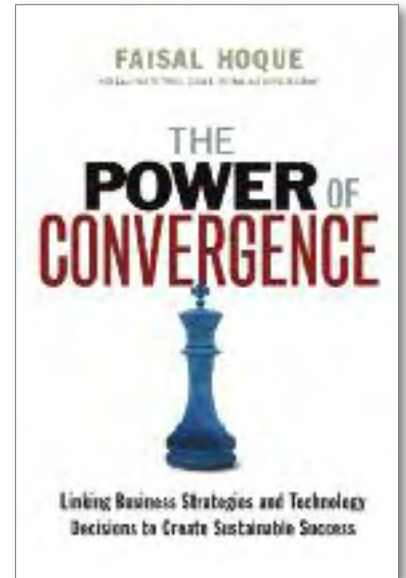
Linking Business Strategies and Technology Decisions to Create Sustainable Success
Faisal Hoque

From technology giants to major airlines to government agencies, the landscape is littered with the shells of once-promising enterprises that failed to do one thing: Converge their impressive technology initiatives with their business strategies. With countless opportunities lost and billions wasted, these examples provide a much-needed wake up call that it is time to institutionalize a set of repeatable management practices to successfully run an organization.

The Power of Convergence makes the case—and lays the groundwork—for a new understanding of the role of technology in business. No technology should be developed or deployed without a full vision of how it advances business goals, addresses customer needs, or both. Beyond that, technology should be so tightly intertwined with strategy that the two drive each other, with each at the ready when market opportunity materializes—however suddenly.

With compelling examples of successes and failures at organizations from Ford Motor Company to the FBI, *The Power of Convergence* provides the framework and mechanisms for uniting business and technology, seeding horizontal collaborations and partnering opportunities, and capturing strategic possibilities created through convergence.

FAISAL HOQUE (Stamford, CT), a former senior executive at General Electric and other multinational corporations, is the Founder and CEO of BTM Corporation.



MAY 2011

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If you want your project to succeed you've got to manage your most important resource—your people.

Succeeding in the Project Management Jungle

How to Manage the People Side of Projects
Doug Russell, PMP

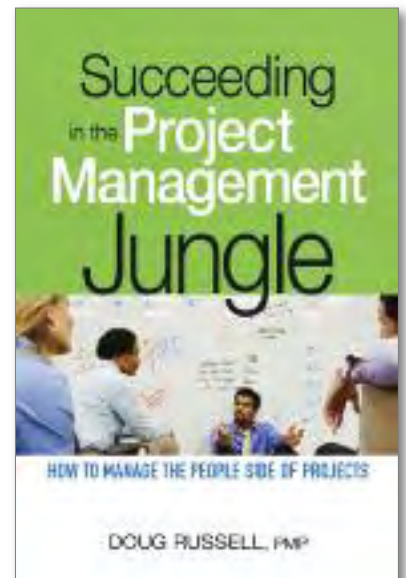
It's a jungle out there and project managers are fighting to survive...With countless 1man-hours clocked and billions of dollars spent every year on project tools, the success rate for projects remains astonishingly low. So what's the solution?

Introducing TACTILE Management™, a people-centric system that works in conjunction with an organization's existing processes. Based on the seven characteristics of high-performance project teams—transparency, accountability, communication, trust, integrity, leadership, and execution—the book shows project managers how to:

- Take project teams out of their functional silos and transform them into a powerful, integrated force
- Balance the expectations of customers, management, and project teams with the technical requirements of cost, schedule, and performance
- Apply practical phase-by-phase project guidance to real-life situations
- Avoid or minimize possible pitfalls
- And more

Every *successful* project involves someone in the trenches who has the people skills to match process with the capability of his team and organization. This innovative book shows readers how to make the most of their people...and ensure project success.

DOUG RUSSELL, PMP (Cedar Park, TX), is currently Director of Engineering at a Fortune 200 company. He has more than 25 years of experience in high-technology project management for commercial and government organizations.

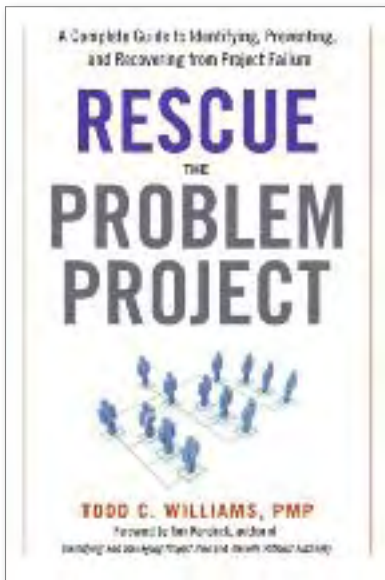


JUNE 2011 • Project Management

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U.S. \$19.95



MARCH 2011 • Project Management
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Back from the brink—the first fail-safe recovery plan for turning around troubled projects.

Rescue the Problem Project

A Complete Guide to Identifying, Preventing, and Recovering from Project Failure
 Todd C. Williams, PMP
 Foreword by Tom Kendrick

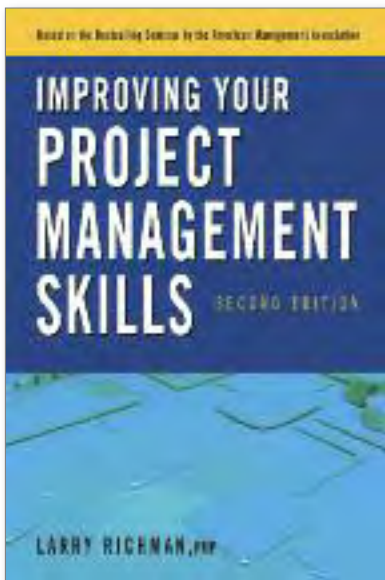
When budgets are dwindling, deadlines passing, and tempers flaring, the usual response is to browbeat the project team and point fingers of blame. Not helpful. For these situations, what is needed is an objective process for accurately assessing what is wrong and a clear plan of action for fixing the problem.

Rescue the Problem Project provides project managers, executives, and customers with the answers they require. Turnaround specialist Todd Williams has worked with dozens of companies in multiple industries resuscitating failing projects. In this new book, he reveals an in-depth, start-to-finish process that includes:

- Techniques for identifying the root causes of the trouble
- Steps for putting projects back on track—audit the project, analyze the data, negotiate the solution, and execute the new plan
- Nearly 70 real-world examples of what works, what doesn't, and why
- Guidelines for avoiding problems in subsequent projects

Many books explain how to run a project, but only this one shows how to bring it back from the brink of disaster. And with 65% of projects failing to meet goals and 25% cancelled outright, that's essential information!

TODD C. WILLIAMS, PMP (Camas, WA) is a senior project audit and recovery specialist with over 25 years of international experience.



JULY 2011 • Project Management
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Based on the bestselling American Management Association seminar!

Improving Your Project Management Skills

SECOND EDITION
 Larry Richman, PMP

If a full-fledged project management course doesn't fit your schedule or your budget, check out the new edition of *Improving Your Project Management Skills*. Based on the hugely popular American Management Association seminar of the same name, this ultrapractical reference offers powerful and repeatable project initiatives that improve processes, streamline productivity, and cut costs dramatically. You'll get tools, tips, charts, lists, and never-fail advice for:

- Planning and budgeting
- Defining project scope
- Project scheduling
- Implementation
- Performance measurement
- Leadership and staff issues
- Work breakdown structures
- Alignment with business goals
- Risk assessment and management
- Communication
- Project closure
- And much more

Now completely revised and updated, the book is consistent with the most recent edition of *A Guide to the Project Management Body of Knowledge (PMBOK®)* and includes dozens of current practices and real-world examples.

Equal parts learning tool and workplace reference, *Improving Your Project Management Skills* puts the power of a world-class project management seminar right in your hands!

LARRY RICHMAN (Salt Lake City, UT) is a certified Project Management Professional (PMP®) with more than 30 years of experience teaching and practicing project management.

It's not just for geniuses. Everyone can learn to think creatively, analytically, and quickly with brain-boosting activities for the workplace.

The Critical Thinking Tool Kit

Spark Your Team's Creativity with 35 Problem-Solving Activities

Marlene Caroselli

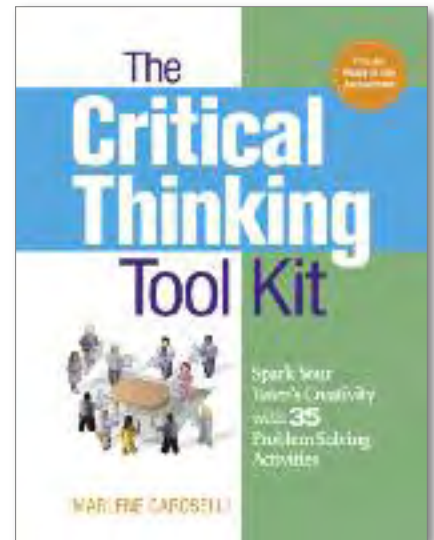
Unimaginative. Risk-averse. Prone to group-think. These are not just empty complaints about today's employees. A recent article in *Newsweek* found solid data that proves a "creativity crisis" is plaguing America.

Yet critical thinking, the ability to approach a problem both analytically and creatively, is the bedrock of success for companies and their people. Fortunately, it's a skill that can be learned.

The Critical Thinking Tool Kit aims to get employees thinking better and faster with 35 hands-on activities and ready-to-use assessments. Team members work on challenging assumptions, brainstorming divergent ideas, and then pinpointing the ones that best benefit an organization. And they'll learn to do it in real-life speed—quickly!

The training exercises in *The Critical Thinking Tool Kit* offer an invigorating departure from the everyday—with the potential for big payoffs in the form of enhanced "on-your-feet" thinking, innovative problem-solving, and profitable idea generation from everyone on the team.

MARLENE CAROSELLI (Rochester, NY) is the author of *Leadership Skills for Managers*, *The Big Book of Meeting Games*, and *Great Session Openers, Closers, and Energizers*. She has trained employees and executives at many organizations, including Lockheed-Martin, Mobil, Eastman Kodak, and Allied-Signal.



APRIL 2011 • Management / Training
Paperback • 8½ x 11 • 224 pages
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Now updated! A powerful HR self-assessment process that helps highlight strengths, improve weaknesses—and dispel outside scrutiny.

Auditing Your Human Resources Department

SECOND EDITION

A Step-by-Step Guide to Assessing the Key Areas of Your Program

John H. McConnell

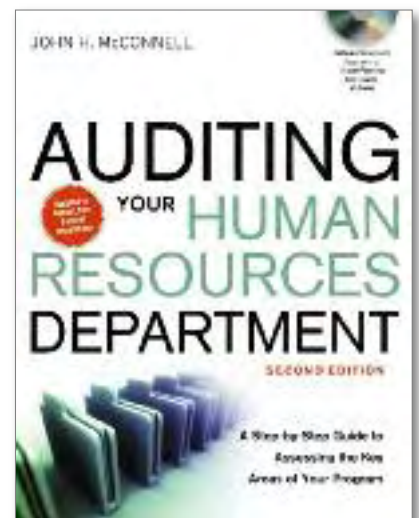
Business units everywhere are under the gun to prove their effectiveness and strategic value—especially human resources departments. Now they can accurately gauge how well they're doing with this new edition of *Auditing Your Human Resources Department*. This comprehensive guide walks readers through an in-depth self-assessment process—rigorous, but far less costly and intimidating than an outside audit.

The proven process entails gathering key information, scoring answers, analyzing data, and fixing problem spots while scrutinizing 11 HR functions, including:

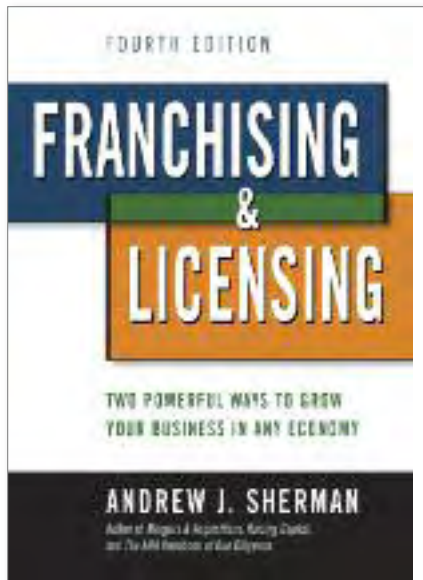
Department organization and employees • Recruitment and selection • Compensation • Benefits • Education, training, and development • Diversity and EOE

Hundreds of pages of questionnaires, checklists, and forms make the process as simple and painless as possible. Completely revised to include information on strategic planning and HR, important developments in technology, and new federal workplace laws, the second edition supplies the tools to pinpoint strengths, improve weaknesses—and turn HR into an essential business asset.

JOHN H. MCCONNELL, SPHR (Morristown, NJ) is president of McConnell-Simmons and Company, a human resources consulting firm. He is the author of several books, including *How to Identify Your Organization's Training Needs* (978-0-8144-0710-3).



JULY 2011 • Human Resources
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The definitive resource for corporations in myriad industries—now completely revised and updated.

Franchising & Licensing

FOURTH EDITION

Two Powerful Ways to Grow Your Business in Any Economy

Andrew J. Sherman

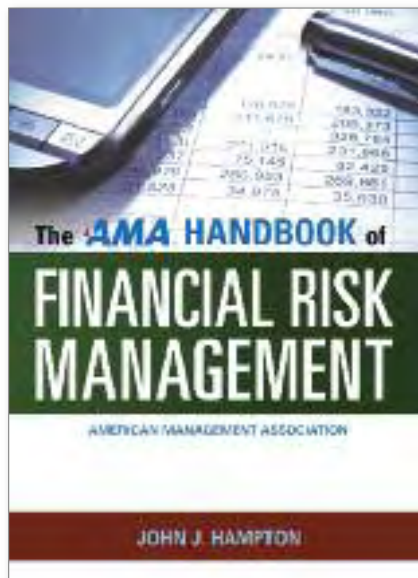
Filled with illuminating examples, stories from the field, and dozens of forms for drafting franchising agreements and licensing programs, the fourth edition of *Franchising & Licensing* covers all the strategic, legal, financial, and operational aspects of these complex but highly profitable business strategies.

Incorporating up-to-the-minute information on regulations, best practices, Web 2.0 strategies, branding techniques and global trademark laws, the new FDD disclosure format, and the latest franchising trends, this indispensable reference reveals how to:

- Raise capital, structure agreements, and protect intellectual property
- Create market-responsive sales, marketing, and globalization strategies
- Establish quality control and compliance measures
- Assess opportunities for mergers and acquisitions, joint ventures, and other alternatives to franchising
- And much more

Comprehensive and applicable to domestic and international franchising initiatives alike, this essential guide remains the industry standard.

ANDREW J. SHERMAN is a partner in the Washington, D.C., office of Jones Day and an internationally recognized authority on the legal and strategic issues of emerging and established companies. He has been interviewed by *The Wall Street Journal*, *USA Today*, *Forbes*, *Time*, and other publications, and is the author of *Raising Capital* (978-0-8144-0856-8).



APRIL 2011 • Finance
 Hardcover • 7¼ x 10¼ • 320 pages
978-0-8144-1744-7
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Because all business is risky business.

The AMA Handbook of Financial Risk Management

John J. Hampton

Managing financial risk boils down to understanding how to reduce a complex business environment into workable concepts and models. *The AMA Handbook of Financial Risk Management* provides readers with the tools they need for dealing with the most important areas of financial decision making. Filled with strategies, principles, and measurement techniques, the book shows readers how to:

- Categorize financial risks
- Reduce risks from cash flow and budget exposures
- Analyze operating risks
- Understand the interrelationship of risk and return
- Manage risks in capital investment decisions
- Determine the value of common stock
- Optimize debt in the capital structure

Providing both explanations and practical applications, the book clarifies the key decision areas in financial risk management. This indispensable guide enables anyone involved in the financial management of an organization to know what factors are at stake and how to protect the bottom line.

JOHN J. HAMPTON (Litchfield, CT) is a professor of business at St. Peter's College, a principal in the Princeton Consulting Group, and former executive director of the Risk and Insurance Management Society (RIMS).

Timeless stock-keeping fundamentals meet up-to-the minute technologies to optimize efficiency and drive profits!

Essentials of Inventory Management

SECOND EDITION

Max Muller

Inventory management is about more than counting what you've got. It's about understanding business realities and making decisions that balance current demand with future needs—while keeping overhead and operating costs to a minimum.

Now in its Second Edition, *Essentials of Inventory Management* gives inventory professionals the information they need to maximize productivity in key areas, from physical stock issues to problem identification and resolution to technologies like RFID and other automated inventory mechanisms. Perfect for novice and veteran managers alike, this ultra-practical book covers topics such as:

Forecasting and replenishment strategies • Differences between retail and manufacturing inventories • Materials requirements planning and just-in-time inventory systems • Simple formulas for calculating quantities and schedules • Management of inventory as a physical reality and a monetary value • Supply chain risk management

Complete with detailed examples, handy tools, and a revised and expanded chapter analyzing "Why Inventory Systems Fail and How to Fix Them," this nontechnical yet thorough guide is perfect for both instructional and on-the-job use.

MAX MULLER (Overland Park, KS) has been an executive for a wide range of product distributors. His seminars throughout the United States, Canada, and the United Kingdom have drawn more than 100,000 attendees. His books include *The Manager's Guide to HR* (978-0-8144-1076-9).

For organizations looking for full-fledged, dynamic transformation... it's time to move beyond "lean."

Beyond the Lean Revolution

Achieving Successful and Sustainable Enterprise Transformation

Deborah J. Nightingale and Jayakanth Srinivasan

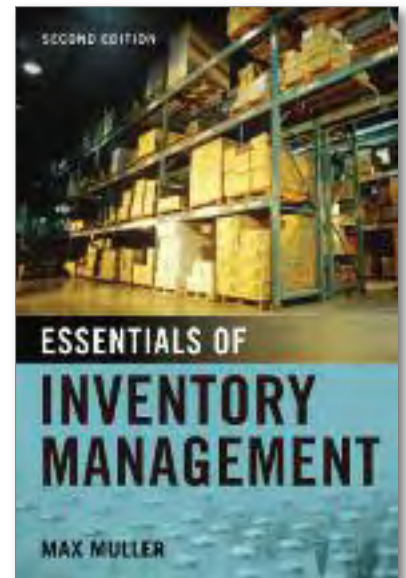
Most organizations are engaged in change efforts—often focused solely on eliminating waste in specific departments or "silos." That's the "lean paradigm," and while it's a good place to start, *enterprise transformation* goes much further. It begins with the big picture: What are the strategic objectives? How is the enterprise performing against those objectives? How *should* it be? Who are the stakeholders and what do they value? Then it moves forward toward an audacious vision of the enterprise's future.

Based on years of research and implementation, *Beyond the Lean Revolution* provides a roadmap for achieving sustainable, bottom-line results, delivering value to stakeholders, and reaching that future vision. Filled with illuminating examples, the book moves well beyond traditional lean thinking, showing readers how to:

Ensure senior leadership commitment • Assess the enterprise's current state • Analyze stakeholder values • Develop a future vision • Create a plan for transformation

From inception to implementation and beyond, this book provides a holistic framework for bridging the gap from mere change ... to genuine transformation.

DEBORAH J. NIGHTINGALE (Boston, MA) is Professor of the Practice of Engineering Systems and Aeronautics and Astronautics at MIT and director of MIT's Center for Technology Policy and Industrial Development. **JAYAKANTH SRINIVASAN** (Cambridge, MA) is a Research Scientist at MIT's Lean Advancement Initiative.



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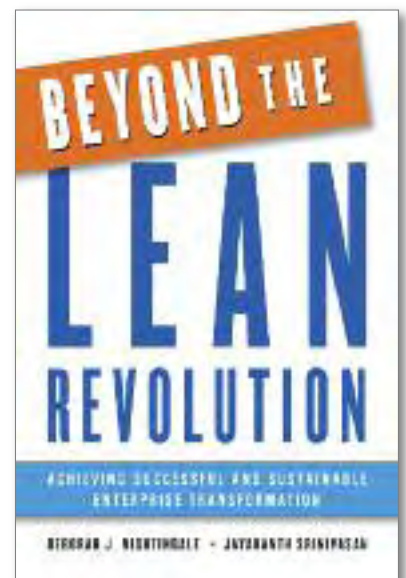
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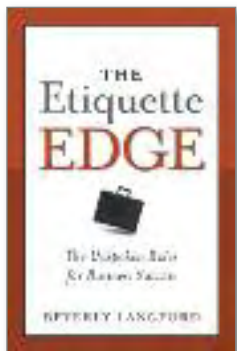


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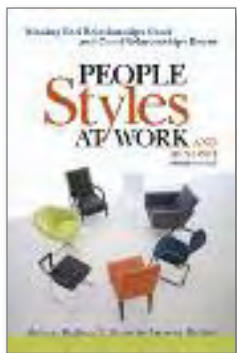
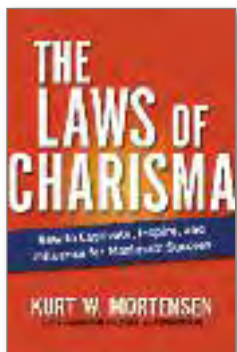
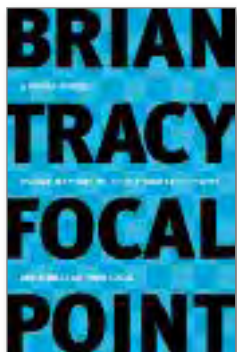
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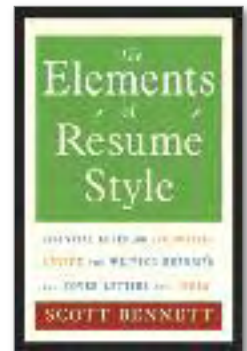
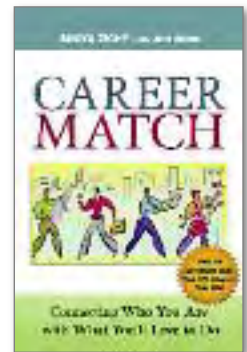
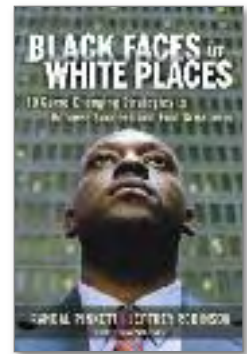
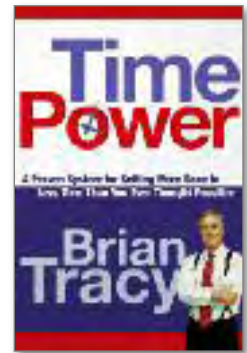
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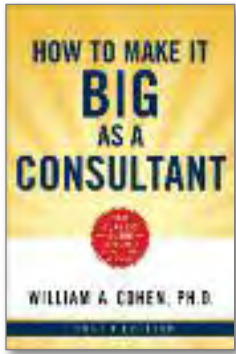
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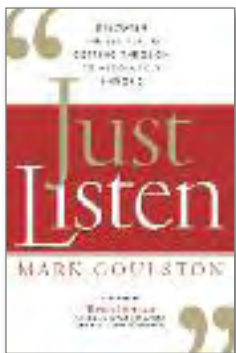
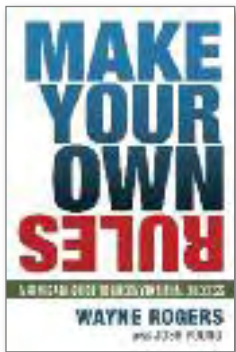
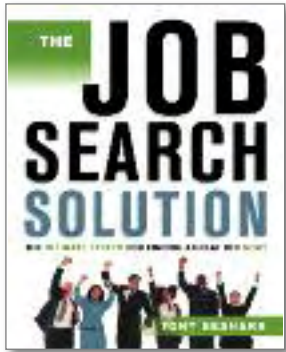
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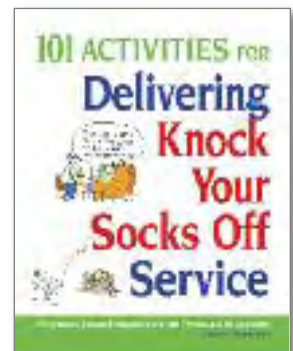
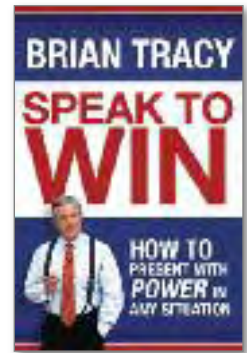
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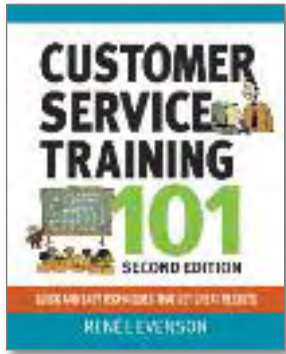
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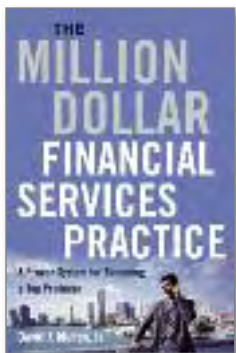
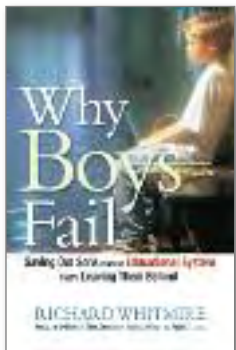
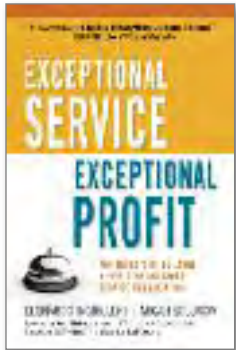
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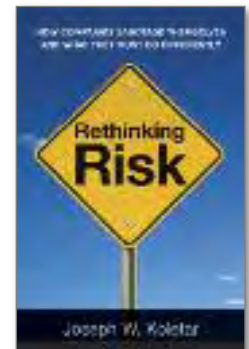
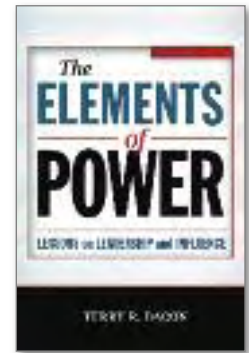
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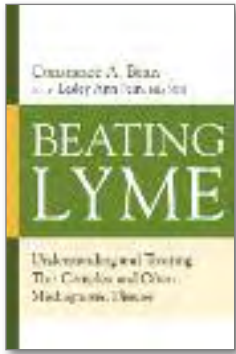
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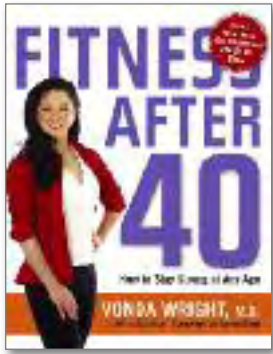
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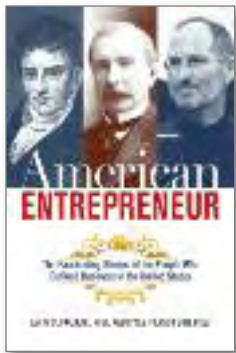
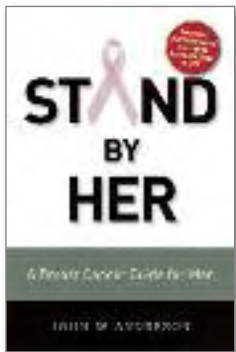
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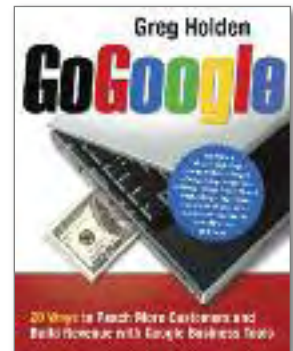
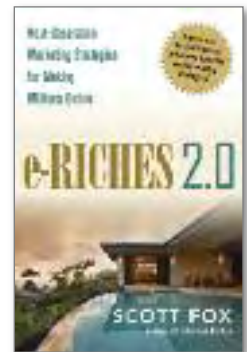
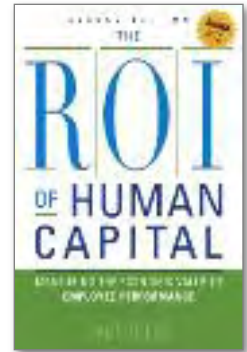
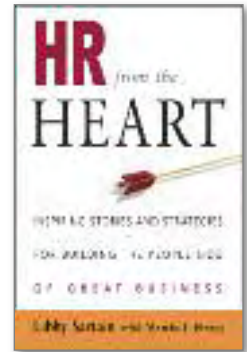
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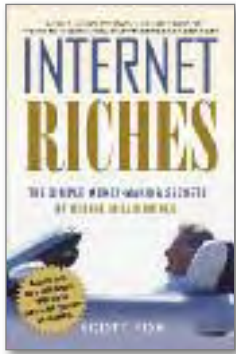
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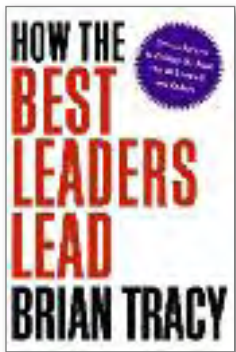
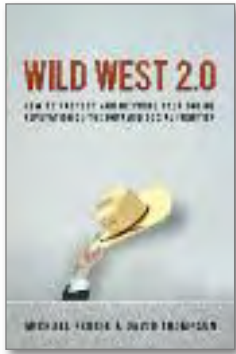
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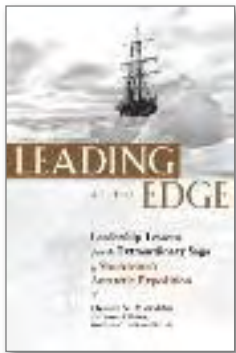
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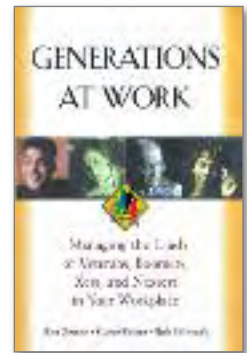
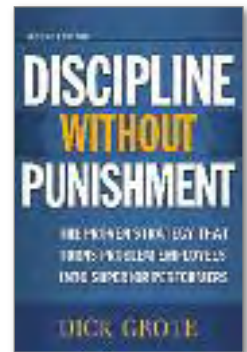
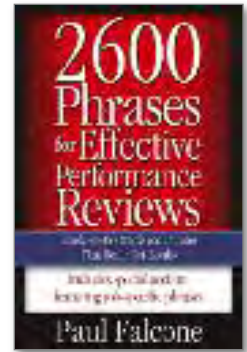
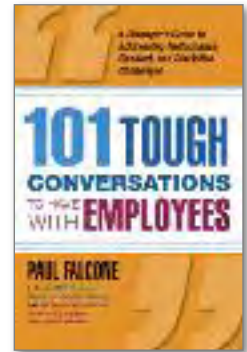
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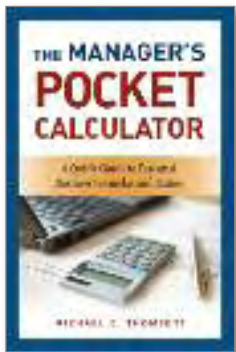
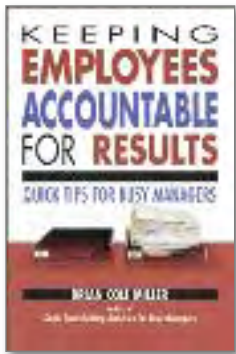
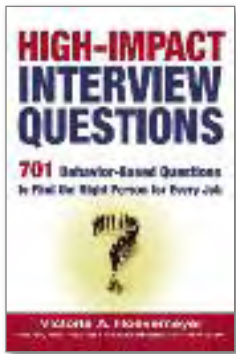
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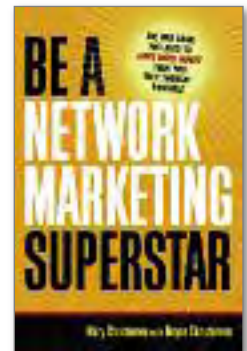
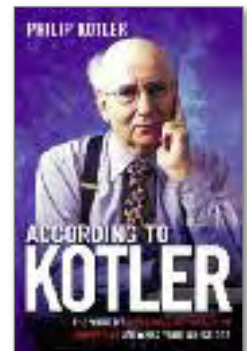
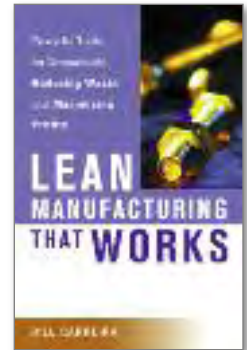
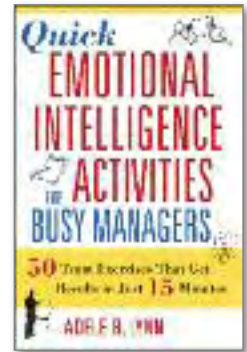
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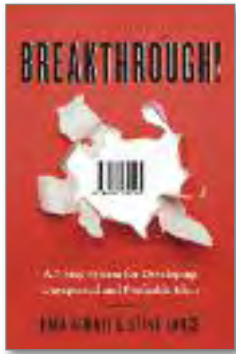
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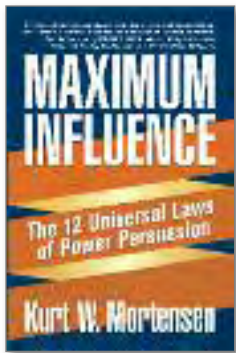
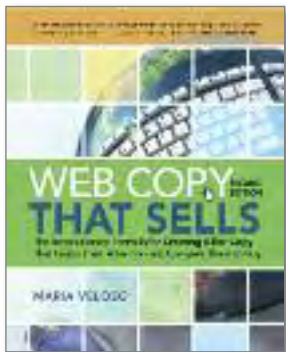
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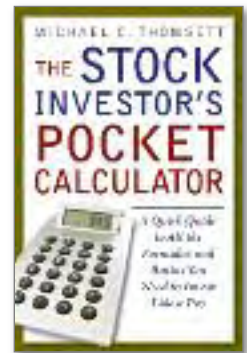
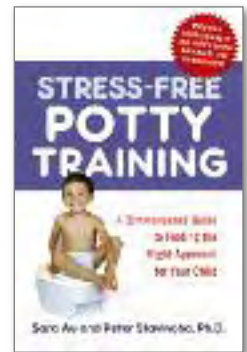
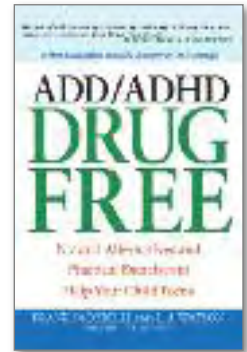
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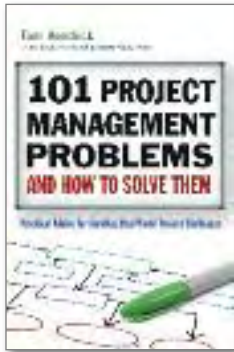
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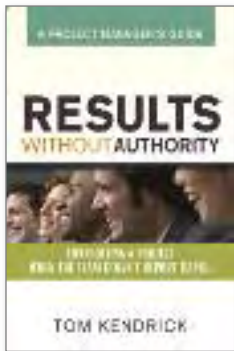
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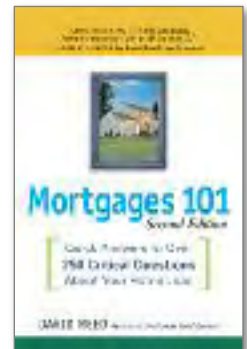
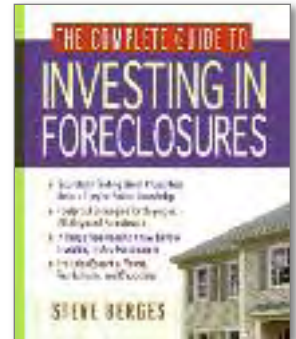
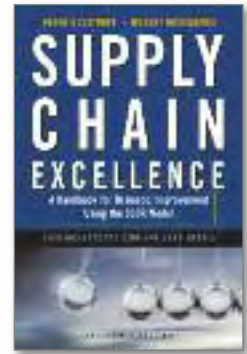
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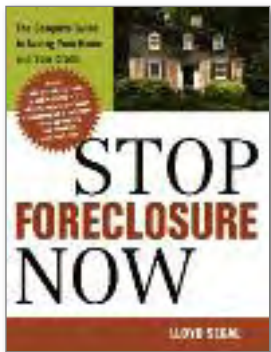
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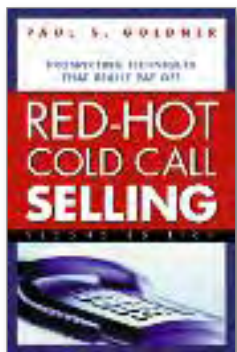
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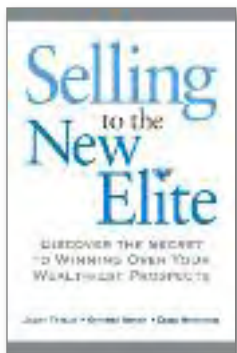
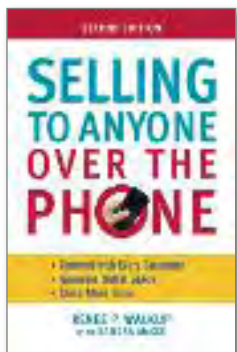
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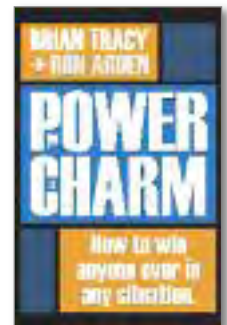
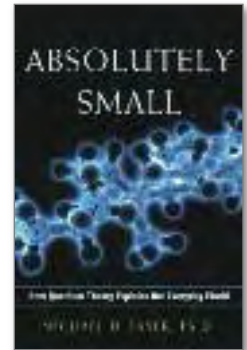
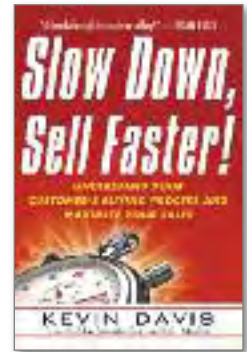
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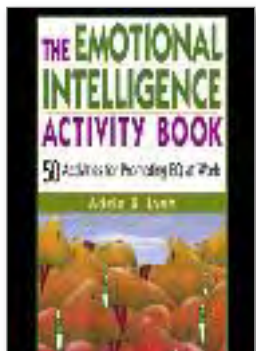
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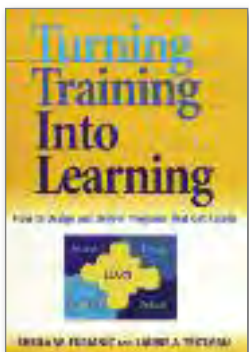
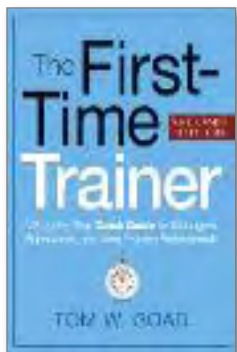
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AUTHOR INDEX

Acutf, Frank L.	30	Ennico, Cliff	25	Gordon, Adam	23
Addresso, Patricia J.	18, 28	Eppler, Mark	24	Gorrell, Paul	27
Adler, Bill	35	Evenson, Renee	21, 22	Goulston, Mark	20
Agans, David J.	21	Ewing, Lara	20	Grant-Williams, Renee	21
Ahlstrand, Bruce	28	Falcone, Paul	27, 28, 29	Grantham, Charles	19
Akerson, Alan	26	Farry, Kristin A.	32	Grashina, Marina N.	32
Albright, Robert R.	24	Fayer, Michael D.	35	Greaver, Maurice F.	19
Alexander, Roy	18	Feigon, Josiane Chriqui	35	Greenblatt, David	21
Allen, Lawrence L.	25	Fein, Lesley Ann	24	Grimme, Don	28
Allen, Mark	36	Feitelberg, Susan	31	Grimme, Sheryl	28
Allen, Scott	20	Fertik, Michael	26	Gronbach, Kenneth W.	29
Allen, Scott J.	10	Fesen, Mark	24	Gross, John M.	29, 32
Alston, Rennie	25	Fields, Edward	8	Grote, Dick	24, 27, 28
Anagnos, Gus	28	Filipczak, Bob	27	Guare, Richard	19, 20
Anderson, John W.	24	Finell, Dorothy	35	Guaspari, John	33
Anderson, Kristin	21, 22	Fink, Charles B.	28	Gunther, Robert E.	22
Anderson, Maureen	19	Finlayson, Andrew	20	Gutzman, Alexis D.	24
Andler, Edward C.	24	Finney, Martha I.	21, 25	Haber, Jeffrey R.	22
Andringa, Robert C.	23	Fisher-Yoshida, Beth	26	Habib, Mohsin	32
Anklesaria, Jimmy	33	Fiss, Mary S.	34	Hahn, Fredrick	31
Applegate, Jill	21	Fitz-enz, Jac	24, 25	Hall, Bradley W.	25
Arden, Ron	35	Flaum, Jonathon A.	26, 28	Hall, Kathleen	35
Armstrong, Frank	31	Flaum, Mechele	26	Hallows, Jolyon	32
Arpaio, Joe	21	Flaum, Sander A.	26	Hampton, John J.	16, 19
Arthur, Diane	24, 25, 27	Fluss, Donna	22	Hanan, Mack	12
Atkinson, William Illsey	35	Flynn, Nancy	21	Handley, John	23
Au, Sara	31	Foley, Len	35	Handy, Charles	28
Aubuchon, Norbert	30	Fox, Scott	25, 26	Hankin, Harriet	25
Azar, Brian	35	Fraser, Campbell	19	Hanks, Jeremy	25
Baber, Anne	20	Frisch, Michael	12	Hanna, Thomas M.	23
Backstrom, Gayle	20	Fritz, Roger	18	Harden, Leland	30
Bacon, Terry R.2, 20, 22, 23, 34		Frohlich, Markham T.	32	Hare, Bill	23
Bade, Donna L.	25	Fulmer, Robert M.	26, 28	Harrington-Mackin, Deborah	35
Baker, David	24	Furjanic, Sheila W.	36	Harris, Jim	27
Baker, William F.	26	Furtwengler, Dale	30	Harrison, Doug	23, 34
Baldoni, John	26	Galbraith, Jay	27	Hart, Lois B.	36
Bardwick, Judith M.	28	Gallagher, Richard S.	20, 22	Hartley, Gregory	20
Barner, Robert W.	27	Galsworth, Gwendolyn D.	29	Hasse, Jim	25
Barnes, John A.	26	Gamble, Michael	34	Hauptly, Denis J.	32
Barnett, G. William	33	Gamble, Teri	34	Hayden, C. J.	30
Barone, Anthony	25	Ganeshan, Ram	33	Hayes, Susan L.	31
Barton Rabe, Cynthia	28	Gardiner, Gareth S.	29	Heffes, Ellen M.	29
Bassetti, W.H.C.	22	Gargiulo, Terrence L.	18	Heleta, Savo	18
Bate, J. Douglas	19	Garland, Eric	23	Henderson, Allan	36
Bean, Constance A	24	Garte, Seymour	21	Herbst, Dara	24
Beausay, Bill	19	Gaulke, Sue	20	Herr, Paul	29
Bechet, Thomas P.	25	Gaynor, Gerard H.	29	Heyman, Bob	30
Beck, John	23	Geller, Kathy D.	26	Hiam, Alexander	28
Beirne, Mike	33	Genua, Robert L.	18	Hira, Ron	21
Belcher, John G.	24	Gerst, Eric D.	21	Hira, Ron	21
Belgard, William P.	19	Gilad, Benjamin	19	Hoevermeyer, Victoria A.	28
Belker, Loren B.	27	Gillen, Terry	36	Holden, Greg	25
Bell, Chip R.	22	Gitomer, Jeffrey	34	Holland, R. William	11
Bellomo, Michael	24, 35	Gitterman, Jeffrey L.	18	Hollander, Nathan	35
Bender, Mark	18	Glantz, Morton	22	Holtman, Margaret P.	26
Bennett, Ben	36	Gloor, Peter	23	Holtz, Shel	20
Bennett, Greg	34	Goad, Tom W.	36	Holzer, Bambi	31
Bennett, Scott	19	Godwin, Jack	24	Hook, Jeff	19
Berg, Pierre	18	Gold, Ronald D.	34	Hooks, Ivy F.	32
Berges, Steve	33	Goldner, Paul S.	34	Hoover, John	27
Berkman, Adena	24	Goldsmith, Marshall	26	Hoque, Faisal	13
Berman, Jeff	32	Golin, Al	30	Horn, Art	18
Beryman-Fink, Cynthia	28	Goodman, John A.	22	Horrell, Ed	22
Beshara, Tony	19, 20, 3	Gootnick, David	27	Huit, G. Tomas M.	32
Bhote, Adi	33	Gootnick, Margaret Mary	27		
Bhote, Keki	33				
Bidou, Ann	19				
Bienvenu, Sherron	36				
Bitz, Ira	32				
Blakemore, Caroline J.	31				
Blank, Renee	29				
Blank, Warren	26				
Bleak, Jared L.	28				
Blumenthal, Ira	18				
Boehme, Ann J.	20				
Bolstorff, Peter	33				
Bolten, Ernst F.	32				
Bolton, Dorothy Grover	18, 19				
Bolton, Robert	18, 19				
Boone, Tonya	33				
Borchard, David C.	18				
Bort, Julie	31				
Bouchoux, Deborah E.	23				
Bowery, Charles R.	26				
Boyan, Lee	35				
Boyer, Kenneth Karel	32				
Boyett, Joseph H.	21				
Bradberry, John	9				
Brandt-Sarif, Theo	23				
Branham, Leigh	27, 28				
Brannick, Joan	27				
Brock, Brian	18				
Brown, Mary	30				
Brown, Paul B.	20				
Brown, Ronald	34				
Bruckner, Jeffrey	13				
Brue, Alan W.	22				
Brynje, Faith Hickman	35				
Burke, Michelle	20				
Buskin, Richard	18				
Butow, Eric	26				
Cabanis-Brewin, Jeannette	32				
Cagle, Ronald B.	32				
Campbell, Michael	32				
Campbell, Nancy J.	25				
Canterucci, Jim	35				
Caroselli, Marlene	15				
Carr, M. Anthony	33				
Carreira, Bill	29				
Carrison, Dan	23, 26, 27				
Carroll, Nannette Rundle	20				
Carter, Jeff	23				
Casione, John A.	23				
Casperson, Dana May	18				
Belcher, John G.	24				
Charney, Cy	20, 26, 28, 36				
Cheek, Martin	7				
Cherry, Paul	34				
Chevalier, Roger	28				
Chorba, Tierah	34				
Christensen, Mary	29, 30				
Christensen, Ralph	25				
Christensen, Wayne	29				
Chu, Margaret Y.	21				
Clarke-Epstein, Chris	26				
Clemens, John K.	26				
Cobbs, Price M.	23				
Cohen, William A.19, 20, 26, 27					
Colby, William H.	21				
Coleman, Edward	20				
Coleman, Richard M.	22				
Colletti, Jerome A.	34				
Collins, Heidi	21				
Colt, Stockton B.	34				
Conger, Jay A.	26				
Connellan, Tom	22				
Conrad Levinson, Jay	23				
Contino, Richard M.	31				
Coplin, Kathy	36				
Cook, Thomas A.	25				
Cooke, Robert	24				
Cooper, Kenneth Carlton	29				
Cooper, Scott	23				
Coplin, Bill	22				
Costell, Josh	34				
Cotts, David G.	31, 32				
Coughlin, Dan	28				
Covalt, Patricia	35				
Crawford, Richard D.	35				
Crilly, William M.	22				
Crittendon, Robert	28				
Cunningham, Ian	36				
Cusick, William J.	29				
Dalrymple, Scott	26				
Davis, Henry A.	35				
Davis, Kevin	35				
Davis, Lisa	29				
Davis, Marvin A.	23				
Davis, Sid	24, 33, 34				
Dawes, Graham	36				
Dawson, Peg	19, 20				
Dennis, Donna J.	26				
Deutschendorf, Harvey	18				
Devor, Jan	31				
Deyo, Richard A.	24				
DiJulius, John R.	22				
Dilenschneider, Robert L.	29				
Dinsmore, Paul C.	32				
Doane, Darryl S.	22				
Dobson, Deborah Singer	19, 20				
Dobson, Michael S.	18, 19, 20				
Donohoe, Patricia A.	18				
Dossani, Rafiq	25				
Douglass, Donna N.	18				
Douglass, Merrill E.	18				
Dowis, Richard	20				
Downey, Diane	24, 27				
Downs, Alan	25				
Dundon, Elaine	29				
Durkin, Dianne Michonski	30				
Dwyer, Paul	32				
Earnest, Peter	23				
Edwards, John	35				
Edwards, Kenneth W.	34				
Edwards, Robert D.	22				
Elko, Kevin	19				
Ellis, Carol W.	28				
Elvin, Jan	18				
Emerson, Brian	28				

AUTHOR INDEX

Imundo, Louis V.	27	Lewis, Herschell Gordon	30	Miller, Laurence	27	Pohlman, Randolph A.	29	Scott, Gini Graham	18, 19, 29, 35
Inghilleri, Leonardo	22	Lewis, James P.	32	Miller, William "Skip"	34	Posey, Pamela A.	29	Segal, Lloyd	34
Jacobelli, Frank	31	Lewis, Keami D.	36	Mills, Harry	30, 31	Post, Karen	30	Segil, Lorraine	19
Jaffe, Sam	25	Liff, Stewart	20, 27, 28, 29	Mina, Eli	26	Powers, Dennis M.	24	Seglin, Jeffrey L.	20
James, Vaughn E.	24	Lindenburger, Sharon	35	Mintzberg, Henry	28	Pritchard, Christopher W.	24	Seifert, Dirk	32
Jamieson, David W.	27	Linder, Jane C.	19, 29	Mirakaj, Diana L.	13	Pritchard, Jim	35	Serven, Lawrence B.	
Jay, Joelle	31	Lindholm, John	36	Mitchell, Garry	36	Prosek, Jennifer	27	MacGregor	27
Jennings, Marianne M.	23	Lipsky, David	23	Mitroff, Ian I.	28, 29	Prywes, Yaron	26	Shaw, Russell	21
Johnson, Larry	23, 28, 30	Livemore, David	26, 6	Mock, Dave	23	Pugh, David G.	20, 22, 23	Shearouse, Susan H.	4
Johnson, Lisa	28	Livingston, Stanley	25	Moody, Patricia E.	32	Pushies, Fred	24	Shebley, Cindy L.	25
Johnson, Meagan	28	Livoti, Carol	31	Morgan, Peggy Lou	31	Putzier, John	24, 28	Sherman, Andrew J.	16, 22
Johnson, Michelle T.	27	Loehr, Anne	28	Morris, Rick A.	32	Quick, Thomas L.	35	Sherman, Len	21
Johnson, Thomas E.	25	Lorimer, Sally E.	34	Mortensen, Kurt W.	18, 30	Rachlin, Robert	22	Sihler, William W.	35
Johnston, Robert E.	19	Lucas, James R.	23	Mullen, David J.	22	Raia, Kelly	25	Silverman, George	30
Joseph, Jim	30	Lucas, Robert W.	36	Muller, Max	17, 28	Raines, Claire	20, 27	Simmons, Annette	21, 29
Julian, Jerry	32	Luecke, Richard A.	18, 27, 30	Murphy, Paul	25	Ramirez, Barbara Weston	31	Simpkins, Robert A.	34
Justice, Tom	27	Lundin, Kathleen	19	Murphy, Tom	21	Ray, Ramon	35	Sinclair, Joseph T.	25, 36
Kaen, Fred R.	22	Lundin, William	19	Murray, Brian H.	30	Rayner, Steven R.	19	Sinclair, Lani W.	36
Karinch, Maryann	20, 23	Luther, William M.	30	Myers, Selma	36	Reaser, Joel	36	Sinha, Prabhakant	34
Katcher, Bruce L.	20, 27	Lynn, Adele B.	18, 27, 29, 36	Neef, Dale	33	Reed, David	33, 34	Slipp, Sandra	29
Kates, Amy	27	Lytle, Chris	34	Nelson, Dave	32	Reed, Susan E.	6	Sloat, Rose D.	22
Kaye, Kenneth	24	Mackenzie, Alec	19	Newell, Michael W.	32	Reinhard, Michael	33	Sloman, Martyn	36
Kayser Kirkpatrick, Wendy	36	Mackin, Deborah	35	Newell, Michael W.	32	Remley, Jim	33	Slowinski, Gene	19
Kelly, Lois	30	Maddi, Salvatore R.	18	Newman, John	18	Renner, Devra	31	Smith, Richard	34
Kendrick, Tom	32	Mader, Gershon	29	Nick, Michael J.	8	Richman, Larry	14, 32	Smith, Robert P.	18
Kessler, Paul R.	26	Magee, John	22	Nickerson, Pat	19	Rickertsen, Rick	22	Smith, Shawn	10
Khoshaba, Deborah M.	18	Mahar, Jay	26	Nightingale, Deborah J.	17	Roberts, Elizabeth A.	24	Snyder, Adam	20, 27
Kiernan, Matthew J.	23	Mahar, Sue Martin	26	Nilson, Carolyn	36	Roberts, John B.	24	Snyder, David P.	34
Kildow, Betty A.	32, 33	Mai, Robert	26	O'Brien, Chris	23	Robinson, Jeffrey	19	Sokler, Lynn	34
Kim, Myung Oak	25	Maloof, John	33	O'Keefe, Patrick	26	Robinson, Jeremy	12	Solomon, Micah	22
Kirkpatrick, Donald L.	28	Manning, Tony	19	O'Malley, Michael	26	Rogers, Stephen C.	33	Solomon, Michael R.	30
Kirkpatrick, James D.	36	March, Tom	24	O'Neil, Judy	36	Rogers, Wayne	20	Solovic, Susan Wilson	35
Kissell, Robert	22	Marsick, Victoria J.	36	Oberlin, Loriann Hoff	20	Rolnicki, Kenneth	30	Sparta, Kelle	33
Klein, Barbara	31	Martin, Chuck	19, 20	Oliver, Lianabel	22	Rondeau, Ed	32	Spielman, Sue	26
Knutson, Joan	32	Martin, Dick	21, 30	Oosterwal, Dantar P.	29	Roper, Kathy O.	31	Spitzer, Dean R.	25
Koletar, Joseph W.	19, 23	Maruska, Don	23	Orbach, Benjamin	18	Rosemarin, Judy	12	Spokus, Diane	36
Kotler, Philip	23, 29	Masters, Marick F.	24	Orlov, Darlene	29	Rosen, Anita	32, 36	Srinivasan, Jayakanth	17
Kovarick, Amy	31	Mathieson, Rick	30	Osborn, Carol	30	Rosenbaum, Robert	33	Stamford, L. A.	31
Kraemer, Sandy F.	31	Matias, Linda	19	Osborne, Starr C.	33	Roth, Ken	33	Stavinoha, Peter L.	31
Kraus, Stephen	23, 34	Matsumura, Molleen	31	Osit, Michael	31	Rothwell, William J.	27, 28, 36	Stegner, Jonathan R.	32
Krause, Donald G.	23	Mazin, Rebecca	10	Ostring, Pirikko	33	Roumell, Michael T.	29	Steiner, Naomi	31
Kriplen, Nancy	18	McArdle, Geri	36	Page, Susan	33	Rovell, Darren	23	Steinfeld, Jake	35
Kropp, Richard	36	McArthur, Sarah	26	Paige, Rod	22	Rubin, Stacey H.	31	Stern, Gary M.	25
Kuglin, Fred A.	19	McCarthy, Catherine	26	Paquette, Larry	33	Ruffa, Stephen A.	29	Sterns, Harvey	36
Kunstler, Barton	28	McConnell, John H.	15, 24	Parfet, Bo	18	Rumsey, Tracey	34	Stezala, Kimberly Ann	22
Kurke, Lance B.	26	McCrea, Bridget	33	Parker, Glenn	36	Russell, Doug	13	Stone, Florence M.	27, 28
Kurnit, Paul	30	McEachern, Tim	23	Patrick, Donald L.	24	Russell, William G.	23	Straub, Joseph T.	29
Kusy, Mitchell	10	McGowan, Dale	31	Patterson, James G.	30	Ryan, Kevin	21	Stroman, James	19
Lambert, Jonamay	36	McHugh, Donald E.	26	Patterson, Philana	19	Sachs, Randi T.	29	Super, Carol	34
Lampel, Joseph	28	McInnis, Kenneth R.	29	Patzer, Gordon	21	Sagal, Matthew W.	19	Suttle, Marilyn	22
Lance, Steve	30	McIntosh, Perry	18, 27	Payant, Richard P.	31	Salacuse, Jeswald W.	23, 26	Sweeney, Allen	22
Langford, Beverly	18	McKee, Sandra	34	Payne, Vivette	36	Salmon, William A.	28	Tabuchi, Sensei Grant	30
Lansing, Joseph G.	36	McLeod, Doug	35	Pearson, Linda	31	Samuel, Larry	24	Tamblyn, Doni	36
Latson, Alesia	18	McNerney, Gerald	7	Pelfrey, William	23	Sandler, Leonard	27	Tator, Rosemary	18
Lauchman, Richard	20	McWhorter Sember, Brette	32	Performance Research Associates	22	Sant, Tom	20, 34	Taylor, James	32, 34
Laughlin, Frederic L.	23	Meola, Debbie	26	Perkins, Dennis N. T.	26	Sartain, Libby	25	Taylor, Jim	23
Lawson, Joseph W. R.	24, 25	Merritt, Davis	21	Peters Mayer, Diane	31	Scalise, Dagmara	31	Taylor, Johnny C.	25
Learned, Andrea	30	Mersino, Anthony	32	Pettingell, Margaret	27	Schepp, Brad	25	Taylor, Kathleen	26
Lee, Michael	30	Metskas, Amanda	31	Pflock, Aviva	31	Schepp, Debra	25	Temes, Roberta	35
Lee, Robert	12	Metzger, Karen	12	Phillips, Bob	23	Schneiderman, Ron	21	Teten, David	20
Leech, Thomas	20	Meyer, Peter	19	Phillips, Jack J.	25	Schwab, Abraham P.	24	Thomas, Ann	21
Leibner, Josh	29	Miles, David H.	36	Pierson Doti, Lynne	24	Schwartz, Matthew	34	Thomas, R. Roosevelt	27
Lerner, Stephanie	31	Millbower, Lenn	36	Pinkett, Randal	19	Schweikart, Larry	24	Thomas, Wayne M.	34
Lewis, Bernard T.	31	Miller, Brian Cole	28, 29, 35						

Thompson, David	26	Wirtenberg, Jeana	23	8 Practices of Exceptional Companies, The	24	Becoming an Extraordinary Manager	27
Thompson, Mark	23	Wisinski, Jerry	19, 29	96 Great Interview Questions to Ask Before You Hire	27	Behavioral Advantage, The	23
Thomsett, Michael C.	28, 31, 32, 33	Wiskup, Mark	18	ABCs of Breastfeeding, The	31	Bench Strength	27
Tingley, Judith C.	20	Withers, Bill	29, 36	Absolute Honesty	23	Best Practices in Customer Service	21
Tjajhana, Lia	32	Witty, Elaine	22	Absolutely Small	35	Beyond Buzz	30
Tobin, Daniel R.	27	Wolk, Bruce H.	31	Accidental Entrepreneur, The	35	Beyond Race and Gender	27
Topchik, Gary S.	27, 28, 35	Wolk, Claudine	31	Accidental Manager, The	27	Beyond Success	18
Topp, Elizabeth	31	Wood, Donald F.	25	Accidental Salesperson, The	34	Beyond the Lean Revolution	17
Tracy, Brian	18, 19, 21, 23, 26, 35, 5	Woodruff, Marjorie I.	27	According to Kotler	29	Bible on Leadership, The	26
Trotman, Laurie A.	36	Woods, John A.	21	Accounting and Financial Fundamentals for NonFinancial Executives	22	Billy, Alfred, and General Motors	23
Trudell, Bill	29	Woolfe, Lorin	26	Accounting Demystified	22	Black Belt Negotiating	30
Tuchman, Robert	35	Wright, Vonda	24	Acing the Interview	19	Black Faces in White Places	19
Turnock, Judith L.	23	Wynia, Matthew K.	24	Action Tools for Effective Managers	27	Black-White Achievement Gap, The	22
Tyreman, David	30	Young, Josh	20	ADD/ADHD Drug Free	31	Blissful Data	21
Ubels, Ron	25	Youngs, Bettie B.	31	Administrative Assistant's and Secretary's Handbook	19	Blog Rules	21
Uldrich, Jack	26	Youngs, Jennifer Leigh	31	Age Curve, The	29	Blueprint for Corporate Governance, A	22
Upshaw, Lynn B.	30	Zelicoff, Alan	24, 35	All Customers Are Irrational	29	Blueprint for Project Recovery— A Project Management Guide	32
Urquhart-Brown, Susan	35	Zemke, Ron	21, 22, 27, 34	Alzheimer's Advisor, The	24	BOOM	30
Van Slyke, Erik J.	28	Zheutlin, Peter	18	AMA DISC Survey	24	Boss from Outer Space and Other Aliens at Work, The	18
VanAuken, Brad	30	Zichy, Shoya	19	AMA Guide to Management Development, The	27	Box from Braunau, The	18
VanGundy, Arthur B.	28	Zilliox, Danielle	21	AMA Handbook of Business Documents, The	2	Boys and Their Toys	35
Vassallo, Philip	20	Zofi, Yael	4	AMA Handbook of Business Letters, The	20	Brain Sense	35
Vega, Lizandra	20	Zoltners, Andris A.	34	AMA Handbook of Business Writing, The	20	Brain Tattoos	30
Vega, Vanessa	18	Zoltners, Greggor A.	34	AMA Handbook of Due Diligence, The	22	Brand Aid	30
Veloso, Maria	30			AMA Handbook of Financial Risk Management, The	16	Branding Unbound	30
Vest, Lori Jo	22			AMA Handbook of Leadership, The	26	Breakthrough!	30
Volkema, Roger J.	30			AMA Handbook of Project Management, The	32	Building a House for Diversity	27
Wade, Mitchell	23			AMA Handbook of Public Relations, The	29	Building a Partnership with Your Boss	19
Waisman, Charlotte S.	36			AMA Trainers' Activity Book, The	36	Building a Winning Sales Force	34
Walkup, Renee P.	34			Amazon Top Seller Secrets	25	Building on the Promise of Diversity	27
Wall, Bob	27			American Entrepreneur	24	Building, Leading, and Managing Strategic Alliances	19
Wallace, Michael	21, 31			Anatomy of Persuasion, The	30	Business Confidential	23
Wallick, William G.	36			Are You Dumb Enough to Be Rich?	33	Business Tale, A	23
Walsh, Lawrence M.	13			Army of Entrepreneurs	27	Business Under Fire	23
Walsh, Rod	26			Art of Connecting, The	20	Busy Manager's Guide to Delegation, The	27
Walton, Mark S.	26			Art of the Strategist, The	19	Buying Styles	34
Wardlow, Daniel L.	25			Artful Persuasion	30	Buyout	22
Ware, Jim	19			Assimilating New Leaders	24	Call Heard 'Round the World, The	21
Watson, Lynn A.	31			Auditing Your Human Resources Department	15	Career Clinic, The	19
Wauson, Jennifer	19, 2, 20			Award Winning Customer Service	21	Career Match	19
Waymon, Lynne	20			Baby on Board	31	Celebration of Fools	23
Weasel, Lisa H.	35			Baby Read-Aloud Basics	31	Chaos	23
Webber, Lawrence	21, 31			Be a Network Marketing Superstar	29	Chocolate Fortunes	25
Weisinger, Hendrie	20			Be a Party Plan Superstar	29	Class with Drucker, A	27
Weiss, Alan	29			Be a Recruiting Superstar	30	Clean Energy Nation	7
Weiss, Donald H.	24			Beating Lyme	24	Clintonomics	24
Weiss, Steven Mark	23			Becoming an Exceptional Executive Coach	12	Coaching Connection, The	27
Weyland, Paul	35					Coaching for Emotional Intelligence	27
Wheeler, Cass	29						
White, B. Joseph	26						
Whiteman, Lily	20						
Whitmire, Richard	22						
Wilkinson, Michael	34						
Williams, Richard L.	21						
Williams, Todd C.	14						
Williamson, Cory	19						
Wilmshurst, Linda	22						
Wilson, Jerry S.	18						
Wilson, Joni	21						
Wilson, Kevin	19, 2, 20						
Wilson, Susan B.	18						
Wilson Solovic, Susan	20						
Winfeld, Liz	26						
Winter, Ruth	24						

TITLE INDEX

100-Mile Walk, The	26
101 Activities for Delivering Knock Your Socks Off Service	21
101 Boardroom Problems and How to Solve Them	26
101 Project Management Problems and How to Solve Them	32
101 Sample Write-Ups for Documenting Employee Performance Problems	27
101 Strategies for Recruiting Success	24
101 Tough Conversations to Have with Employees	27
101 Ways to Captivate a Business Audience	20
108 Skills of Natural Born Leaders, The	26
12 Steps to Power Presence	26
201 Knockout Answers to Tough Interview Questions	19
24-Hour Business, The	22
25 Ways to Make College Pay Off	22
2600 Phrases for Effective Performance Reviews	27
30 Days to a More Powerful Memory	35
30 Reasons Employees Hate Their Managers	27
30-Second Encyclopedia of Learning and Performance, The	36
6 Secrets to Startup Success	9
60-Minute Estate Planner	31
7 Hidden Reasons Employees Leave, The	27
7 Steps to Raising a Bilingual Child	31
78 Important Questions Every Leader Should Ask and Answer	26

TITLE INDEX

Coaching Knock Your Socks Off Service	21	Danger in the Comfort Zone	27	EQ Difference, The	18	Geeks of War, The	35
Coaching Skill-Builders Activity Pack, The	36	Deadline!	23	EQ Interview, The	27	Generating Buy-In	26
Coaching, Counseling & Mentoring	27	Deadly Blue	24	Essentials of Finance and Accounting for Nonfinancial Managers, The	8	Generation Text	31
Collaborative Planning, Forecasting, and Replenishment	32	Debugging	21	Essentials of Inventory Management	17	Generations at Work	27
Comes the Darkness, Comes the Light	18	Decoding the New Mortgage Market	33	Etiquette Edge, The	18	Generations, Inc.	28
Commercial Mortgages 101	33	Defending the Brand	30	Everything HR Kit, The	24	Get Clients Now!™	30
Communication Problem Solver, The	20	Delivering Knock Your Socks Off Service	22	Everything You Need to Know Before Buying a Co-op, Condo, or Townhouse	33	Get Weird!	28
Communications Skills for Project Managers	32	Designing Dynamic Organizations	27	Exceptional Service, Exceptional Profit	22	Get-Started Guide to M-Commerce and Mobile Technology, The	21
Compensating New Sales Roles	34	Die Trying	18	Experience Effect, The	30	Getting to Innovation	28
Complete Equipment-Leasing Handbook, The	31	Digital Engagement	30	Export/Import Procedures and Documentation	25	Giants of Sales, The	34
Complete Guide to Accelerating Sales Force Performance, The	34	Disagreements, Disputes, and All-Out War	18	Extending the Supply Chain	32	Girls' Guide to Building a Million-Dollar Business, The	35
Complete Guide to Conflict Resolution in the Workplace, The	24	Disaster Recovery Handbook, The	31	Face It	18	Girls' Guide to Power and Success, The	20
Complete Guide to Hiring and Firing Government Employees, The	27	Discipline Miracle, The	31	Facilitating Project Performance Improvement	32	Global Sourcing Logistics	25
Complete Guide to Investing in Foreclosures, The	33	Discipline Without Punishment	27	Facilitator's Fieldbook, The	27	Go Google	25
Complete Guide to Performance Appraisal, The	24	Diversity Code, The	27	Facility Management Handbook, The	31	Goal Setting	18
Complete Guide to Sales Force Incentive Compensation, The	34	Diversity Index, The	6	Facility Manager's Emergency Preparedness Handbook, The	31	Going Lean	29
Complete Human Resources Writing Guide, The	24	Diversity Training Activity Book, The	36	Facility Manager's Guide to Finance and Budgeting, The	32	Going Lean Fieldbook, The	29
Complete Reference Checking Handbook, The	24	DoCoMo—Japan's Wireless Tsunami	23	Fair, Square & Legal	24	Golf and the Game of Leadership	26
Conflict 101	4	Don't Think Pink	30	FBI Career Guide, The	19	Good Governance for Nonprofits	23
Conflict and Communication Activity Book, The	36	e-Learning 2.0	36	Financial Bliss	31	Great Customer Service on the Telephone	22
Conquering Consumerspace	30	E-Learning Question and Answer Book, The	36	Financing Your Condo, Co-Op, or Townhouse	33	Green Tech	21
Consultative Closing	34	E-Learning Revolution, The	36	Finding & Keeping Great Employees	27	Growing Your Company's Leaders	26
Consultative Real Estate Agent, The	33	e-Policy Handbook, The	21	First in Thirst	23	Guerrilla Travel Tactics	23
Consultative Selling	12	e-Riches 2.0	25	First-Time Homeowner's Survival Guide, The	24	Guide to Software Package Evaluation and Selection, A	35
Coolfarming	23	Early Warning	19	First-Time Manager, The	27	High-Impact Interview Questions	28
Coolhunting	23	eBay Business the Smart Way	25	First-Time Manager's Guide to Performance Appraisals, The	27	Hiring and Firing Question and Answer Book, The	28
Corporate Agility	19	eBay Global the Smart Way	25	First-Time Manager's Guide to Team Building, The	35	Home Buyer's Question and Answer Book, The	33
Corporate Conversations	20	eBay Inventory the Smart Way	25	First-Time Trainer, The	36	Home Makeovers That Sell	33
Corporate Portals	21	eBay Marketing Bible, The	25	Fitness After 40	24	Home Staging That Works	33
Corporate University Handbook, The	36	eBay Photography the Smart Way	25	Focal Point	18	Hope or Hype	24
Cost Management Toolbox, The	22	eBay Seller's Tax and Legal Answer Book, The	25	Food Fray	35	Hothouse Effect, The	28
Cracking the Corporate Code	23	eBay the Smart Way	25	Franchising & Licensing	16	How Great Decisions Get Made	23
Cracking the New Job Market	11	Eccentric Billionaire, The	18	Freeing Tibet	24	How the Best Leaders Lead	26
Creating and Dominating New Markets	19	Effective E-Mail Marketing	30	From Difficult to Disturbed	27	How the Paper Fish Learned to Swim	28
Creating Web-Based Training	36	Effective IT Project Management	32	From Selling to Managing	34	How to Become a Better Negotiator	30
Creative Training Idea Book, The	36	Effective Succession Planning	27	From the Bureau to the Boardroom	27	How to Become an Expert on Anything in Two Hours	20
Critical Thinking Toolkit, The	15	Effective Supervisor's Handbook	27	Front Desk Security and Safety	32	How to Design & Implement a Results-Oriented Variable Pay System	24
Crunch Point	18	Elements of Influence	2	Full Engagement!	5	How to Design, Implement, and Interpret and Employee Survey	24
Cultural Intelligence Difference, The	6	Elements of Power, The	23	Fundamentals of Enterprise Risk Management	19	How to Develop a Personnel Policy Manual	24
Customer Service Activity Book, The	22	Elements of Resume Style, The	19	Fundamentals of Preventive Maintenance	32	How to Develop an Employee Handbook	25
Customer Service Training 101	22	Emotional Intelligence Activity Book, The	36	Fundamentals of Project Management	32	How to Land a Top-Paying Federal Job	20
Customer-Centered Products	32	Emotional Intelligence for Project Managers	32	Fundamentals of Sales Management for the Newly Appointed Sales Manager	34	How to Make it Big as a Consultant	20
		Employee Recruitment and Retention Handbook, The	24	Future Savvy	23	How to Manage Training	36
		Employer's Legal Advisor, The	23	Future, Inc.	23	How to Mind-Read Your Customers	34
		End of Office Politics as Usual, The	27				
		Enlightened Office Politics	19				
		Ensuring Fairness in Health Care Coverage	24				
		Enterprise Knowledge Portals	21				

How to Negotiate Anything with Anyone Anywhere Around the World . . .	30	Kindness Revolution, The	22	Managing Channels of Distribution	30	One Foot Out the Door	28
How to Prepare, Stage, and Deliver Winning Presentations	20	Knightfall	21	Managing Crises <i>Before</i> They Happen	28	Operation Excellence	18
How to Stay Cool, Calm & Collected When the Pressure's On	18	Knock Your Socks Off Answers	22	Managing Government Employees	28	Optimal Trading Strategies	22
How to Succeed in Business Using LinkedIn	26	Knock Your Socks Off Prospecting	34	Managing Knock Your Socks Off Service	22	Other Kind of Smart, The	18
How to Tell Anyone Anything	20	Knock Your Socks Off Selling	34	Managing Online Forums	26	Outsourcing America	21
How to Write Fast Under Pressure	20	Knock Your Socks Off Service Recovery	22	Managing Time and Space in the Modern Warehouse	32	Outsourcing for Radical Change	19
HR Answer Book, The	10	Landlord's Financial Tool Kit, The	33	Managing Up	20	Overcoming School Anxiety	31
HR from the Heart	25	Language of Success, The	20	Managing Workplace Negativity	28	Parent's Guide to Special Education, A	22
I Know It When I See It	33	Laugh and Learn	36	Managing Your Government Career	20	Parenting an Adult with Disabilities or Special Needs	31
I'd Rather Be Working	20	Laws of Charisma, The	18	Managing Your Mouth	18	Parenting Beyond Belief	31
I've Seen a Lot of Famous People Naked, and They've Got Nothing on You!	35	Lead by Example	26	Marketing by the Numbers	30	Parenting Your Complex Child	31
Identifying and Managing Project Risk	32	Lead Your Boss	26	Marketing Plan, The	30	Passionate Organization, The	23
Image of Success, The	20	Leader as Communicator, The	26	Mastering Import and Export Management	25	People Styles at Work...And Beyond	18
Improving Employee Performance Through Appraisal and Coaching	28	Leader's Tool Kit, The	26	Maximizing Project Value	32	Perfectly Able	25
Improving the Performance of Government Employees	28	Leadership Advantage, The	28	Maximum Influence	30	Performance Appraisal Question and Answer Book, The	28
Improving Your Project Management Skills	14	Leadership Training Activity Book, The	36	Measuring the Value of Partnering	19	Performance Management Activity Pack, The	36
In the Face of Uncertainty	21	Leading at the Edge	26	Mergers and Acquisitions from A to Z	22	Personal Brilliance	35
In the Land of Difficult People	18	Leading Leaders	26	Microbe	35	Persuasion IQ	30
Increase Your Influence at Work	18	Leading with Cultural Intelligence	26	Million-Dollar Financial Advisor, The	22	Persuasive Business Proposals	20
Incredible Payback, The	32	Leading with Kindness	26	Million-Dollar Financial Services Practice, The	22	Plain Style	20
India Arriving	25	Lean Machine, The	29	Mobile Technology Question and Answer Book, The	21	Planning Successful Meetings and Events	20
Informed Investor, The	31	Lean Manufacturing That Works	29	Moments and Milestones Pregnancy Journal	31	Portable Mentor, The	20
Innovation Killer, The	28	Lean Six Sigma That Works	29	Mommy Guilt	31	Power Etiquette	18
Insider's Guide to Building a Successful Consulting Practice, An	20	Lee & Grant	26	More Harm Than Good	24	Power of a Positive Attitude, The	18
Instant Manager, The	28	Life in Balance, A	35	More ProActive Sales Management	34	Power of Business Process Improvement, The	33
Instant Messaging Rules	21	Listening to Conflict	28	More Quick Team-Building Activities for Busy Managers	35	Power of Charm, The	35
Instructional Design for Action Learning	36	Little Black Book of Project Management, The	32	More Time for You	18	Power of Convergence, The	13
International Logistics	25	Little Book of Leadership Development, The	10	Mortgage Confidential	33	Power of Positive Criticism, The	20
Internet Riches	26	Live From Jordan	18	Mortgages 101	33	Power of Strategic Commitment, The	29
Interpersonal Skills Toolkit, The	36	Looks	21	Motivational Management	28	Power of Strategy Innovation, The	19
Into the Unknown	26	Lost Art of the Great Speech, The	20	Myself and Other More Important Matters	28	Power of Ultimate Six Sigma™, The	33
Invaluable Knowledge	28	Loyalty Advantage, The	30	Nanocosm	35	Powerful Proposals	20
Investing in a Sustainable World	23	Made Here, Baby!	31	Nature of Leadership, The	26	Preparing for Leadership	26
Investing in Your Company's Human Capital	25	Make Millions Selling Real Estate	33	Negotiation Toolkit, The	30	Preparing for the Project Management Professional (PMP®) Certification Exam	32
It Factor, The	18	Make Your Contacts Count	20	Net Worth Workout, The	31	Presentation Skills Workshop, The	36
It Gets Easier!	31	Make Your Own Rules	20	New Directions in Supply-Chain Management	33	Pricing for Profit	30
And Other Lies We Tell New Mothers	31	Making Sense of Strategy	19	New Elite, The	23	Primal Management	29
Job Search Solution, The	20	Manage Your Time, Your Work, Yourself	18	New HR Analytics, The	25	ProActive Sales Management	34
Joe's Law	21	Management 500, The	28	New Human Capital Strategy, The	25	ProActive Selling	34
John F. Kennedy on Leadership	26	Management Skills for New Managers	28	New Korea, The	25	Productive Performance Appraisals	29
Joy of Retirement, The	18	Management Would Be Easy... If It Weren't for the People	28	New Manager's Starter Kit, The	28	Profit-Focused Supplier Management	33
Just Listen	20	Management?	28	New Manager's Tool Kit, The	28	Program Management Office Advantage, The	32
Kanban Made Simple	29	It's Not What You Think!	28	New New Economy, The	23	Project Management	32
Keeping Employees Accountable for Results	28	Manager's Desk Reference, The	28	New Supervisor's Survival Manual, The	28	Project Management Office Toolkit, The	32
Keeping the People Who Keep You in Business	28	Manager's Guide to Coaching, A	28	New Workforce, The	25	Project Management Question and Answer Book, The	32
Key to the C-Suite, The	8	Manager's Guide to HR, The	28	Nice Teams Finish Last	28	Project Management Step-by-Step	32
Kids Who Think Outside the Box	31	Manager's Guide to Improving Workplace Performance, A	28	No Limit	23	Project Management That Works	32
		Manager's Guide to Maximizing Employee Potential, The	28	Not My Turn to Die	18	Project Management Tool Kit, The	32
		Manager's Guide to Virtual Teams, A	4	Now, Build a Great Business!	23		
		Manager's Pocket Calculator, The	28	On-Demand Brand, The	30		
		Manager's Question and Answer Book, The	28				
		Managing Brand You	18				

TITLE INDEX

Property Management Tool Kit, The	33	Secret Service	22	Survival Guide for Project Managers, A	32	Web Conferencing Book, The	26
Protecting Your Company's Intellectual Property	23	Secrets of an Executive Coach	25	Survival Guide for Working with Bad Bosses, A	19	Web Copy That Sells	30
Publishing Confidential	20	Secrets of Great Sales Management, The	34	Survival Guide for Working with Humans, A	19	What CEOs Expect From Corporate Training	36
Punctuation at Work	20	Secrets of Special Ops Leadership	26	Survival Guide to Managing Employees from Hell, A	29	What Every Manager Needs to Know About Sexual Harassment	29
Qualcomm Equation, The	23	Secrets of Word-of-Mouth Marketing, The	30	Survival Guide to Selling a Home, A	34	What Every New Manager Needs to Know	29
Questions That Sell	34	Seeds of Innovation, The	29	Surviving the Cancer System	24	What Smart Couples Know	35
Questions That Work	20	Seeing Is Believing	29	Sustainable Enterprise Fieldbook, The	23	What to Say to a Porcupine	22
Quick Emotional Intelligence Activities for Busy Managers	29	Selling to Anyone Over the Phone	34	Sustaining Knock Your Socks Off Service	22	Where We Stand	21
Quick Meeting Openers for Busy Managers	29	Selling to Major Accounts	34	Take No Prisoners	23	Who's Your Gladys?	22
Quick Team-Building Activities for Busy Managers	35	Selling to The New Elite	34	Taking the Sea	24	Whoever Tells the Best Story Wins	21
Rainmaker's Toolkit, The	30	Selling Without Selling	34	Team Workout	36	Why Boys Fail	22
Raising Capital	22	Semper Fi	26	Team-Building Tool Kit, The	35	Why Some Companies Emerge Stronger and Better from a Crisis	29
Raising Freethinkers	31	Seven Secrets for Negotiating with Government	23	Team-Building Workshop, The	36	Wild West 2.0	26
Raising Gifted Kids	31	Shaping the Future	19	Technical Analysis of Stock Trends	22	Winning Behavior	22
Real Estate Agent's Business Planner, The	33	Shortcuts for Smart Managers	29	Technology Solutions for Growing Businesses	35	Winning in Business with Enterprise Project Management	32
Real Estate Agent's Guide to FSBOs, The	33	Show Biz Training	36	Telebomb	23	Winning with Options	31
Real Estate Investing Made Simple	33	Signs of Success	23	Tell Me How I'm Doing	21	Wireless Networking Made Easy	21
Real Estate Investor's Guide to Financing, The	33	Slow Down, Sell Faster!	35	Territorial Games	29	Wisdom of Alexander the Great, The	26
Real Estate Investor's Pocket Calculator, The	33	Smart Financial Management	35	Time Mastery	26	Won't Get Fooled Again	21
Real Estate Presentations That Make Millions	33	Smart Selling on the Phone and Online	35	Time Power	19	Work Your Strengths	20
Real-Time Contact Center, The	22	Smarts	19	Time Trap, The	19	Working Longer	36
Real-World Time Management	18	Social Style / Management Style	19	Trainer's Handbook, The	36	Working with Difficult People	19
Rebuilding Brand America	21	Solace	35	Trainer's Tool Kit, The	36	Workplace Wars and How to End Them	24
Reclaiming the Sky	21	Soldier, Statesman, Peacemaker	26	Training on Trial	36	World Class Quality	33
Recruiting, Interviewing, Selecting & Orienting New Employees	25	Something Really New	32	Transforming Performance Measurement	25	World Class Reliability	33
Red-Hot Cold Call Selling	34	Sourcing Solution, The	33	Transnational Leadership Development	26	World Famous	30
Red-Hot Selling	34	Speak to Win	21	Trouble with HR, The	25	Wright Way, The	24
Reinvention	18	Specialty Shop, The	35	True Greatness	19	Write Up the Corporate Ladder	21
Relational Enterprise, The	29	Spiral Up	29	True or Consequences	30	Writing Effective Policies and Procedures	25
Rescue the Problem Project	14	Stand by Her	24	Truth	30	Writing for Quick Cash	20
Resilience at Work	18	Stem Cell Divide, The	35	TurboCoach	19	You've Gotta Have Heart	29
Resolving Conflicts on the Job	29	Stock Investor's Pocket Calculator, The	31	TurboStrategy	19	Young Guns	35
Results Without Authority	32	Stop Foreclosure Now	34	Turning Training into Learning	36	Your Eco-Friendly Home	24
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