

AMACOM

SPRING-SUMMER 2012

CATALOG of BOOKS

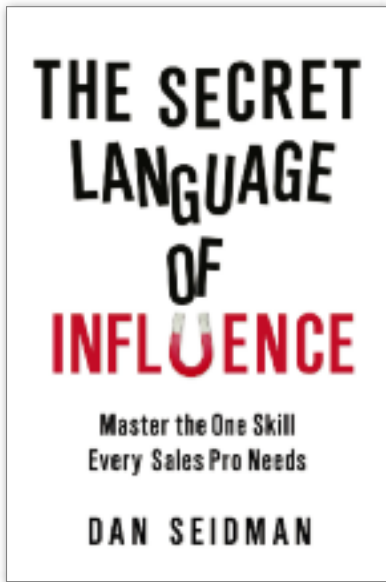


SPRING-SUMMER 2012

CATALOG of BOOKS

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AMACOM, a division of 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.



APRIL 2012 • Sales
 Paperback • 6 x 9 • 208 pages
 978-0-8144-1726-3
 U.S. \$17.95

Want to make the sale? You need to learn to speak their language.

The Secret Language of Influence

Master the One Skill Every Sales Pro Needs
 Dan Seidman

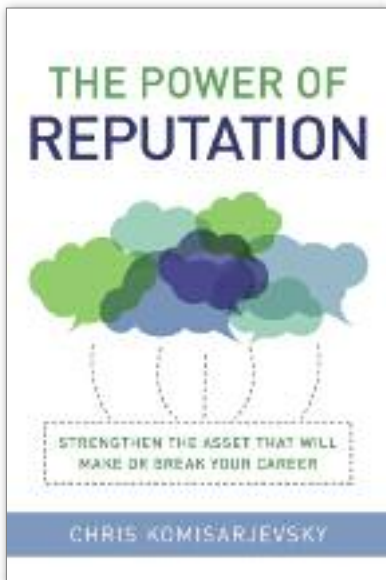
Great selling is invisible. Influence occurs at a level just below the buyer's awareness. That's important because today's buyer is savvy and all too familiar with traditional selling techniques. However, a few simple words—the right words—can transform an awkward sales call into a comfortable conversation and a resistant prospect into a happy customer.

Some people, for example, want to hear about the money they'll save, while others respond to the pain they'll avoid. By identifying different ways buyers are motivated, salespeople can quickly customize their conversations and lead prospects to "yes." *The Secret Language of Influence* reveals the best ways to approach buyers who are:

Motivated by benefits vs. problems • Proactive vs. reactive • Big-picture vs. detail-oriented • Systems thinkers vs. creative minds • Influenced by external feedback (testimonials, evidence) vs. internal factors (feelings, personal experiences, beliefs)

From the use of storytelling, humor, and emotion-evoking language to words to avoid and questions that advance the sale, this entertaining and practical book demonstrates the power of words to break down resistance and change buyers' minds.

DAN SEIDMAN (Barrington, IL) is a globally recognized speaker, consultant, and trainer on selling and influence. He is the author of *Sales Autopsy*, and his regular columns reach more than 2 million readers monthly online and in print.



APRIL 2012 • Business
 Hardcover • 6 1/8 x 9 1/4 • 224 pages
 978-0-8144-1797-3
 U.S. \$22.00

Don't overlook the most crucial element to success—your reputation.

The Power of Reputation

Strengthen the Asset That Will Make or Break Your Career
 Chris Komisarjevsky

We judge people in business the same way we judge those in our personal lives. We listen to what they say, watch how they behave, and take note of the results of their actions. Success is ultimately built on a foundation of character, communication, and trust. To accomplish our goals, people must believe in us.

The Power of Reputation offers businesspeople an action plan for creating the kind of reputation that generates trust, inspires confidence, and paves the way for lasting success. Readers will discover how to:

Identify and reinforce the values behind their reputation • Earn respect by respecting others • Engage people through constructive, open communication • Build strong connections by personalizing their approach to everything they do

Featuring interviews with distinguished business figures and containing instructive real-world examples, this book reveals how to leverage the remarkable power of a reputation rooted in authenticity.

CHRIS KOMISARJEVSKY (Atlantic Beach, NY) retired as worldwide chief executive officer of Burson-Marsteller, one of the world's leading global public relations and public affairs firms, in 2005, after a 35-year career in public relations. He is the coauthor of *Peanut Butter and Jelly Management*.

Because it's time to upgrade your life.

Click Millionaires

Work Less, Live More with an Internet Business You Love

Scott Fox

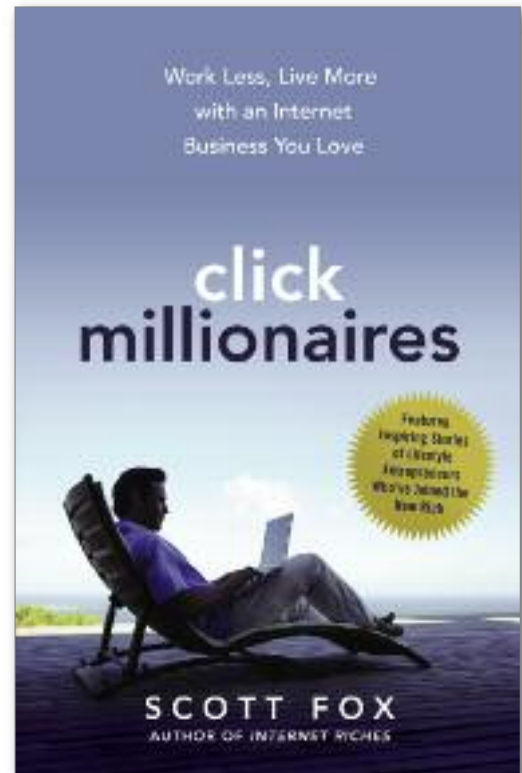
The rules have changed. The American Dream is no longer the “corner office.” It’s a successful business you can run from your home office, the beach, or wherever you desire. It’s work you love that still allows you the freedom and income to live the life you truly want.

Sound like a tall order? Well, thanks to the Internet, anyone can launch a business with little or no start-up capital or technical expertise. And in *Click Millionaires*, e-commerce expert Scott Fox teaches weary corporate warriors and aspiring entrepreneurs how to trade the 9–5 job they hate for an online business they love. The book explains how to combine outsourcing, software, and automated online marketing to build recurring revenues, all while working less and making fewer of the lifestyle compromises that corporate “success” requires. Readers will learn how to:

Find a lucrative niche on the Internet that matches their interests and skills • Choose an online business model: from blogs, noozles, and audience communities to digital delivery, online services, affiliate marketing—even physical products • Position themselves as experts • Build their audience • Design the lifestyle they want • Balance passion and profits to realize their personal definition of success

Featuring stories of dozens of “regular folks” who have reinvented themselves as Click Millionaires, this inspiring and practical guide shows readers how to stop dreaming of a better life and start living it!

SCOTT FOX (Los Angeles, CA) is a successful online entrepreneur, an expert on social media marketing and e-business startup strategies, and the author of *Internet Riches* (978-0-8144-0995-4) and *eRiches 2.0* (978-0-8144-1462-0). He hosts the popular *Click Millionaires Radio* podcast and is a weekly contributor to *Business Talk Radio Network's* nationally syndicated *Big Biz Show*. He has been featured in publications including *The New York Times*, *The Wall Street Journal*, *SUCCESS*, and *Smart Money*.



- National print campaign
- Online and social media campaign
- Co-op advertising available

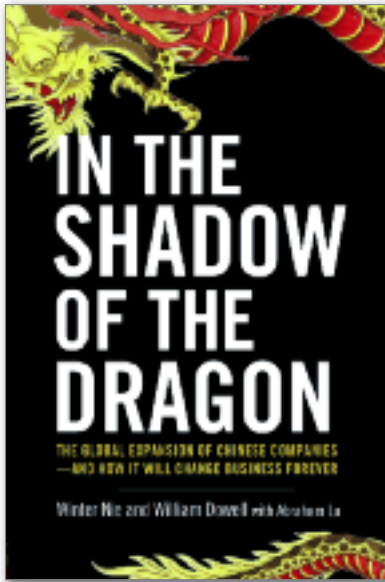
MAY 2012

Small Business & Entrepreneurship / Internet

Hardcover • 6 1/8 x 9 1/4 • 256 pages

978-0-8144-3191-7

U.S. \$22.00



MAY 2012 • International Business
Hardcover • 6 1/8 x 9 1/4 • 304 pages
978-0-8144-3170-2
U.S. \$27.95

Inexpensive exports were just the beginning—China’s companies are now going global.

In the Shadow of the Dragon

*The Global Expansion of Chinese Companies—
and How It Will Change Business Forever*

Winter Nie and William Dowell with Abraham Lu

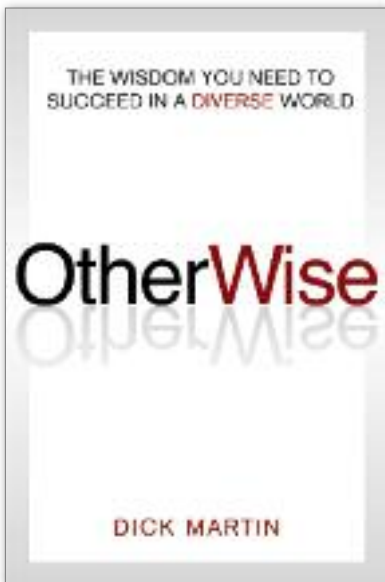
The “made in China” label has long dominated the lower end of the US manufacturing industry, effectively squeezing it out of existence. That’s old news. What most people don’t know is that China’s global reach now extends much further. Chinese companies have entered higher-end markets—technology, financial services, transportation, energy—and are emerging as powerhouse multinationals.

In the Shadow of the Dragon is a meticulously researched exposé of the most competitive companies in China. Based on interviews with Chinese business leaders and original case studies, the book provides:

- Profiles of key players
- Insights into subtle yet powerful strategies used to gain market dominance
- An understanding of the Chinese approach to going global
- Analysis of the Chinese way of innovation
- Advice on competing head-to-head or forming alliances with Chinese partners

Part primer, part survival guide, *In the Shadow of the Dragon* is the first book to lay bare the challenges looming ahead.

WINTER NIE is a business consultant and professor at IMD, a leading business school in Lausanne, Switzerland. **WILLIAM DOWELL** (Geneva, Switzerland) is a freelance writer who has served as a Time correspondent around the world and as European regional editor and correspondent of Global News Enterprises.



JUNE 2012 • Business
Hardcover • 6 1/8 x 9 1/4 • 272 pages
978-0-8144-1752-2
U.S. \$24.95

We’re not in Kansas any more. OtherWise helps you find common ground in a world of differences.

OtherWise

The Wisdom You Need to Succeed in a Diverse World

Dick Martin

Everyone puts multiethnic faces in marketing materials, but it’s mostly a token gesture. Because even as the U.S. grows increasingly diverse, most professionals have little real knowledge of those different from themselves.

OtherWise is a deep and engaging exploration of diversity in America and how we can bridge differences—across race, ethnicity, culture, sexual orientation, faith, and even politics. It goes far beyond census data into the realm of cognitive and social science, helping readers break through stereotypes and fears to a profound understanding of people unlike themselves.

This is not touchy-feely stuff, but crucial information for businesspeople everywhere whose success depends on embracing the new realities of their workforce, their suppliers, and their customers. Readers will discover:

- What America’s changing demography means for business
- How unconscious biases shape behaviors and beliefs
- How to connect across cultures, borders, and perspectives
- How to move beyond tolerating differences to capitalizing on them

OtherWise strips away the barriers of “us” and “them,” and lays bare profound truths for relating to others around us.

DICK MARTIN (Summit, NJ) is a writer whose articles have appeared in the Harvard Business Review and other publications. The author of *Tough Calls*, he was executive vice president of public relations, employee communications, and brand management for AT&T.

***Forget facts, figures, and PowerPoint slides—
well-crafted stories deliver business concepts
simply and powerfully.***

Lead with a Story

*A Guide to Crafting Business Narratives
that Captivate, Convince, and Inspire*

Paul Smith

Storytelling has come of age in the business world. Today, many of the most successful companies use storytelling as a leadership tool. At Nike, all senior executives are designated “corporate storytellers.” 3M banned bullet points years ago and replaced them with a process of writing “strategic narratives.” Procter & Gamble hired Hollywood directors to teach its executives storytelling techniques. Some forward-thinking business schools have even added storytelling courses to their management curriculum.

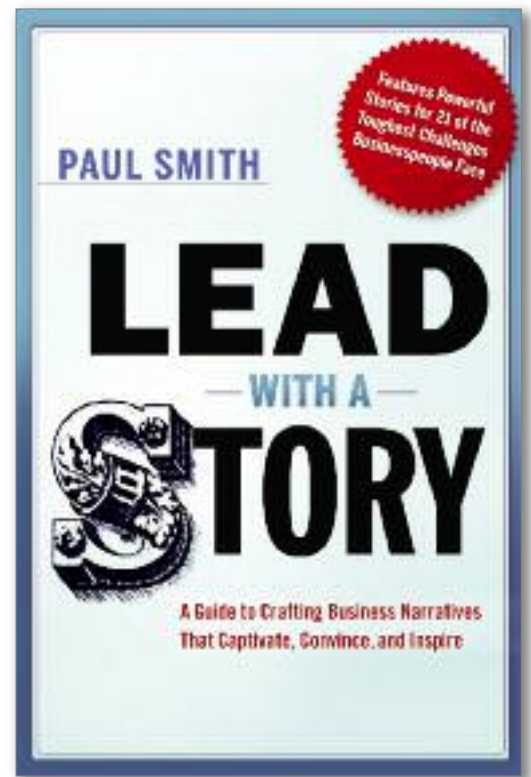
The reason for this is simple: Stories have the ability to engage an audience the way logic and bullet points alone never could. Whether you are trying to communicate a vision, sell an idea, or inspire commitment, storytelling is a powerful business tool that can mean the difference between mediocre results and phenomenal success.

Lead with a Story contains both ready-to-use stories and how-to guidance for readers looking to craft their own. Designed for a wide variety of business challenges, the book shows how narrative can help:

Define culture and values • Engender creativity and innovation • Foster collaboration and build relationships • Provide coaching and feedback • Lead change • And more

Whether in a speech or a memo, communicated to one person or a thousand, storytelling is an essential skill for success. Complete with examples from companies like Kellogg's, Merrill-Lynch, Procter & Gamble, National Car Rental, Wal-Mart, Pizza Hut, and more, this practical resource gives readers the guidance they need to deliver stories to stunning effect.

PAUL SMITH (Cincinnati, OH) is director of Consumer & Communications Research at The Procter & Gamble Company and a highly rated leadership and communications trainer for P&G's management training colleges.



- National print campaign
- Online campaign
- Co-op advertising available

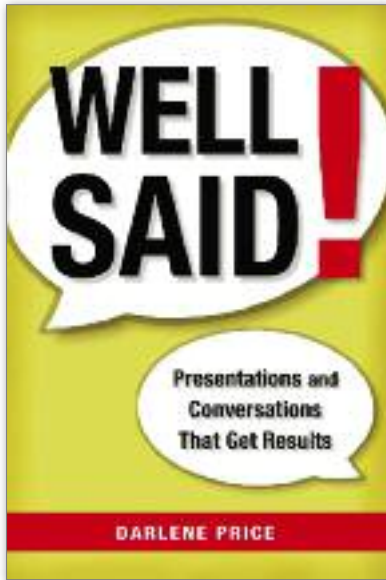
AUGUST 2012

Business Communication / Leadership

Hardcover • 6 1/8 x 9 1/4 • 288 pages

978-0-8144-2030-0

U.S. \$24.95



AUGUST 2012 • Business Communication
 Hardcover • 6 1/8 x 9 1/4 • 256 pages
 978-0-8144-1787-4
 U.S. \$21.95

Turn off the PowerPoint slides...and connect with your audience.

Well Said!

Presentations and Conversations That Get Results
 Darlene Price

Whether you're making a formal presentation, wooing a client, closing a sale, or proposing an idea, persuasive communication can make the difference between success and failure.

Well Said! shows readers how to put themselves in their audience's shoes and tailor their message to the needs of decision makers. It reveals simple but powerful techniques anyone can use to prioritize, organize, and economize their words so that their communications are concise, clear, and—most importantly—convincing. Complete with real-life examples illustrating the concepts in action, this handy guide teaches readers how to:

- Use the words and phrases that get people to listen
- Capture and hold attention
- Gain instant credibility with decision makers
- Optimize body language
- Handle Q&A with finesse
- Connect with the audience
- Shine with or without PowerPoint
- Perfect their elevator pitch
- And much more

Engaging and practical, *Well Said!* is the one book on presentation skills every professional should own.

DARLENE PRICE (Atlanta, GA) is the president and cofounder of *Well Said!, Inc.*, a training and consulting company specializing in high-impact presentations and effective communication.



AUGUST 2012 • Management
 Paperback • 6 x 9 • 256 pages
 978-0-8144-3168-9
 U.S. \$17.95

Not just better meetings, but a better way to collaborate.

No More Pointless Meetings

Breakthrough Sessions That Will Revolutionize the Way You Work
 Martin Murphy

Wasting time in pointless meetings....It's the bane of work life—and the one thing that never seems to change. But meetings *can* be highly effective, says Martin Murphy, who has helped a "Who's Who" of corporate clients transform time-sapping meetings into "breakthrough sessions" that are truly productive.

His strategy is not simply to speed them up or make them more palatable with flashier facilitation. Rather, the key is to upend the entire concept of meetings. That means throwing out traditional protocols and using one of four new collaboration models to get more done, faster than ever before. These sessions address:

- Issues management: identify, rank, and resolve issues—promoting critical concerns to Action Plan status
- Problem solving: thirty-minute sessions for solving complex problems
- Innovation: discover the billion-dollar idea that lurks in every organization
- Strategic planning: stripped-down protocols for the kind of ongoing, real-time planning required in today's fast-paced economy

In an era when innovation and speed-to-market rule, *No More Pointless Meetings* leverages the creativity and knowledge of an organization's people—a potent resource that conventional meetings ignore.

MARTIN MURPHY (Falmouth, ME) is founder and president of *QuantumMeetings*, a meeting consultancy whose client list includes Coca-Cola, Pepsi, IBM, Pillsbury, Lever Brothers, and Bristol Myers Squibb.

In an age of Twitter, smartphones, and self-service kiosks, high-tech but still high-touch customer service is the answer.

High-Tech, High-Touch Customer Service

Inspire Timeless Loyalty in the Demanding New World of Social Commerce

Micah Solomon

Today's customers are a hard bunch to crack. Time-strapped, screen-addicted, value-savvy, and socially engaged, their expectations are tougher than ever for a business to keep up with. They are empowered like never before and expect businesses to respect that sense of empowerment—lashing out at those that don't.

Take heart: Old-fashioned customer service, fully retooled for today's blistering pace and digitally connected reality, is what you need to build the kind loyal customer base that allows you to survive—and thrive. And *High-Tech, High-Touch Customer Service* spells out surefire strategies for success in a clear, entertaining, and practical way. Discover:

Six major customer trends and what they mean for your business • Eight unbreakable rules for social media customer service • How to effectively address online complainers and saboteurs on Yelp, Twitter, TripAdvisor, and other forums for user generated content • The rising power of self-service—and how to design it properly • How to build a company culture that breeds stellar customer service

High-Tech, High-Touch Customer Service reveals inside secrets of wildly successful customer service initiatives, from Internet start-ups to venerable brands, and shows how companies of every stripe can turn casual customers into fervent supporters who will spread the word far and wide—online and off.

MICAH SOLOMON (Seattle, WA) has been named by the Financial Post as a "new guru of customer service excellence." He is a top keynote speaker and consultant on customer service issues, the customer experience, and company culture. A successful entrepreneur, he coauthored the bestselling *Exceptional Service, Exceptional Profit* (978-0-8144-1538-2). His expertise has been featured in *FastCompany*, *Inc. Magazine*, *Bloomberg BusinessWeek*, *Forbes.com*, and elsewhere.



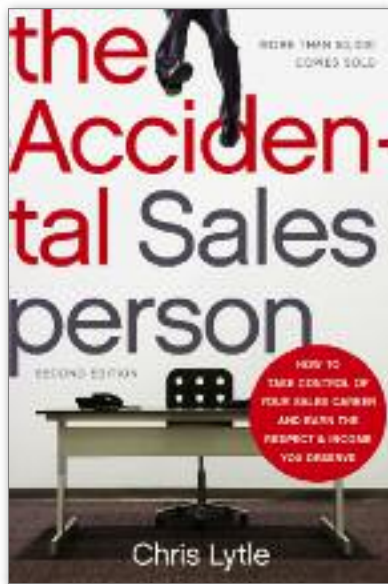
- National print campaign
- Business radio campaign
- Online campaign
- Co-op advertising available

MAY 2012 • Customer Service

Hardcover • 6 1/8 x 9 1/4 • 208 pages

978-0-8144-1790-4

U.S. \$23.00



JUNE 2012 • Sales

Paperback • 6 x 9 • 224 pages

Previous Edition: 978-0-8144-7083-1

978-0-8144-3086-6

U.S. \$17.95

With more than 50,000 copies sold, this book shows even “unintentional” sales pros that success is no accident.

The Accidental Salesperson

SECOND EDITION

How to Take Control of Your Sales Career and Earn the Respect and Income You Deserve
Chris Lytle

Not all salespeople plan on a career in sales. Often, sales chooses them and suddenly they find themselves in a profession they aren't fully prepared for. *The Accidental Salesperson* is the answer, providing the advice and inspiration they need to master the essentials and hit the ground running.

Fully updated to reflect the changes in the marketplace, the second edition provides a much-needed roadmap anyone can use to excel in sales. Filled with money-generating strategies, humorous yet instructive anecdotes, thought-provoking axioms, and powerful tools, the book includes brand new guidance on:

- Selling to people who don't have time to meet
- Differentiating between information seekers and genuine prospects
- Using social media, Skype, GoToMeeting, WebEx, and other online tools
- Building relationships competitors can't steal

Lively, entertaining, and mercifully free of the dull theories, manipulative methods, and high-pressure tactics of most sales books—the second edition of *The Accidental Salesperson* guides readers through every aspect of selling to today's customers.

CHRIS LYTLE (Chicago, IL) is the president of Sparque, Inc. An acclaimed leader in sales training, he has conducted more than 2,100 seminars worldwide. He is the author of *The Accidental Sales Manager*.

Beat out the competition for sought-after jobs from the nation's largest employer...the federal government.

How to Land a Top-Paying Federal Job

SECOND EDITION

Your Complete Guide to Opportunities, Internships, Résumés and Cover Letters, Networking, Interviews, Salaries, Promotions, and More!

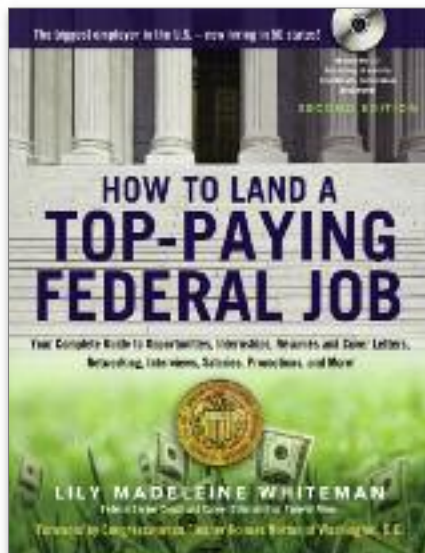
Lily Whiteman • Foreword by Congresswoman Eleanor Holmes Norton

How to Land a Top-Paying Federal Job is the ultimate guide to securing a government job, internship, or fellowship. Written by a successful career coach who has climbed the federal career ladder herself and served as a hiring manager, the book steers applicants through every stage of their job searches—from finding unadvertised openings and getting interviews to sealing enviable deals and even getting promoted.

Drawing on interviews with more than 100 federal hiring managers, the book reveals the secrets to impressing these gatekeepers online, on paper, and in person—information that is available nowhere else. The updated second edition includes more get-ahead tips; new templates for writing winning applications; expanded directories for internships, fast-track management training programs and fellowships; and the latest helpful websites.

Complete with a companion CD filled with sample résumés, checklists, and templates, this indispensable book gives readers the inside scoop on landing some of the nation's most secure, well-paying, and rewarding jobs—in all 50 states and abroad!

LILY MADELEINE WHITEMAN (Washington, D.C.) is a popular contributor to the “Jobs” section of *The Washington Post*, the career columnist of *Federal Times*, and a senior writer at the *National Science Foundation*—a federal agency.



JUNE 2012 • Career / Government

Paperback with CD • 8½ x 11 • 288 pages

Previous Edition: 978-0-8144-0172-9

978-0-8144-2022-5

U.S. \$24.95

*How to land the job of your dreams...
even right out of college.*

I Got My Dream Job and So Can You

7 Steps to Creating Your Ideal Career After College

Pete Leibman

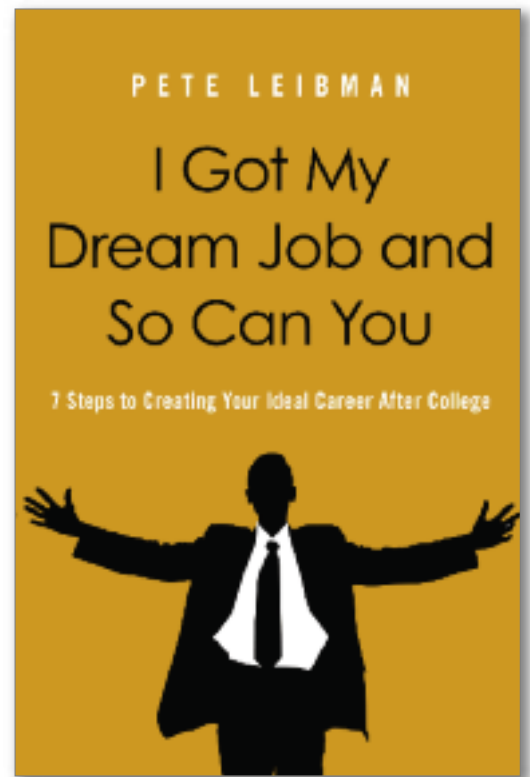
Recent graduates looking to enter the workforce face a discouraging job market and stiff competition for even the most entry-level positions. Yet with the right attitude and strategies, they can break into any organization in any industry and start climbing the ladder to success.

When he was only 21 years old, Pete Leibman landed his “dream job,” working in the front office of the NBA’s Washington Wizards. He went on to be their #1 salesperson for three straight seasons and was promoted to management in under two years. In *I Got My Dream Job and So Can You*, Leibman shares his proven and simple system for career success. He shows readers how to:

Think big and identify what they want from their career • Network their way past corporate gatekeepers • Impress highly influential people in any field • Land interviews for “hidden” jobs • Sell themselves on paper, online, and in person • Get hired faster and with less effort than they thought possible

Career hopefuls will also find inspiring stories of other young professionals, creative strategies for leveraging social media in the job-search process, and the 5 secrets that will skyrocket their earning potential once they are hired. In short, all the information they need to land the job of their dreams—in any economy.

PETE LEIBMAN (Arlington, VA), despite being told it would be “impossible,” networked his way into a job with the NBA’s Washington Wizards right out of college and was promoted to management when he was only 23. Today, he is a popular keynote speaker, and the founder of Dream Job Academy, a career-training program for young professionals.



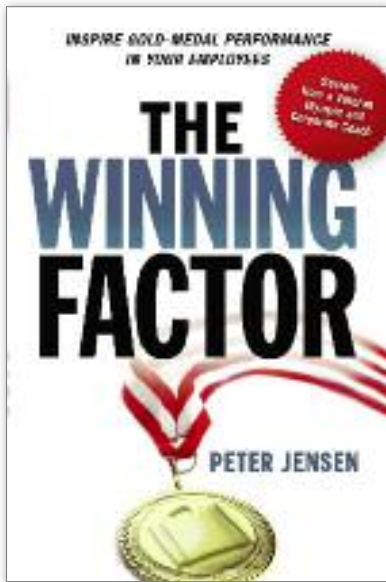
- National print campaign with special pitch to college and parenting publications
- National syndicated article placement
- National radio campaign
- National TV campaign
- Online and social media campaign
- The Dream Job College Tour
- Co-op advertising available

MARCH 2012 • Career

Paperback • 6 x 9 • 256 pages

978-0-8144-2020-1

U.S. \$15.95



MAY 2012 • Management
 Hardcover • 6 1/8 x 9 1/4 • 240 pages
978-0-8144-3175-7
U.S. \$24.95

No Canadian distribution rights.

Managers can develop employees like Olympic coaches develop athletes—all they need is this book.

The Winning Factor

Inspire Gold-Medal Performance in Your Employees

Peter Jensen

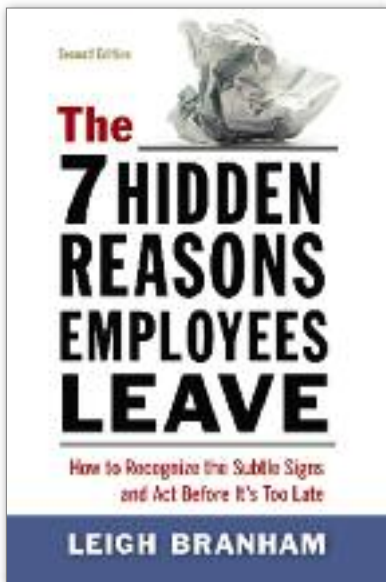
Olympic athletes don't get to the top simply because of athletic genes (nature) or determined parents (nurture). Like all performers in pressure situations, their exceptional drive comes from a third factor: an inner desire to be the best they can be.

The Winning Factor reveals how to ignite the passion and the resolve required to succeed. As someone who has trained both Olympic athletes and Fortune 500 executives, Peter Jensen knows how to translate the best practices of world-class coaches into the everyday business realm. Readers will discover:

- Five key practices of medal-winning coaches: managing themselves, building trust, using imagery, overcoming blocks, and embracing adversity
- The secrets behind great communication and truly effective feedback
- Insights on leadership from six Olympic coaches—with guidelines for applying these lessons to the workplace

Packed with engaging stories and enlightening examples, *The Winning Factor* teaches managers everywhere how to inspire standout performance from their employees.

PETER JENSEN, PH.D. (Toronto, Ontario) is founder of Performance Coaching Inc., one of Canada's premiere management training companies. He has attended seven Olympic Games as a member of the Canadian team and worked with over 60 medal-winning athletes and their coaches as a sports psychology consultant. He is also a top-rated instructor at Queen's School of Business.



AUGUST 2012
Management / Human Resources
 Hardcover • 6 1/8 x 9 1/4 • 240 pages
 Previous Edition: 978-0-8144-0851-3
978-0-8144-1758-4 • U.S. \$24.95

Why do most employees leave? The reasons aren't what you'd think.

The 7 Hidden Reasons Employees Leave

SECOND EDITION

How to Recognize the Subtle Signs and Act Before It's Too Late

Leigh Branham

People are four times more likely to leave a job because of something going on in the office than for an outside opportunity. Yet most managers blame employee turnover on the lure of other companies... even when the real factors are well within their control.

Based on research performed by the prestigious Saratoga Institute, *The 7 Hidden Reasons Employees Leave* provides readers with real solutions for the costly problem of employee turnover. Now incorporating the results of the author's "Decision to Leave" post-exit survey, the second edition features new research in employee engagement as well as innovative best practices for engaging and retaining in a down economy.

Readers will learn how to align employee expectations with the realities of the position, avoid job-person mismatches, and provide feedback and coaching that breed employee confidence. The book examines factors such as manager relationships, lack of trust in senior leadership, company culture and integrity, salary and benefits, and more—revealing what can be done to hold on to the people who provide the most value to the organization.

LEIGH BRANHAM (Overland Park, KS) is founder/principal of the consulting firm Keeping the People, Inc., and widely recognized as an authority on employee engagement. He is the author of Keeping the People Who Keep You in Business (978-0-8144-0851-3).

For the 100th anniversary of the Race to the South Pole, a fresh look at what Shackleton's legendary Antarctic adventure can teach us about true leadership.

Leading at The Edge

SECOND EDITION

Leadership Lessons from the Extraordinary Saga of Shackleton's Antarctic Expedition

Dennis N. T. Perkins with Margaret P. Holtman, Paul R. Kessler, and Catherine McCarthy

Stranded in the frozen Antarctic sea for nearly two years, Sir Ernest Shackleton and his team of 27 polar explorers endured extreme temperatures, hazardous ice, dwindling food, and complete isolation. Despite these seemingly insurmountable obstacles, the group remained cohesive, congenial, and mercifully alive—a fact that speaks not just to luck but to an unparalleled feat of leadership.

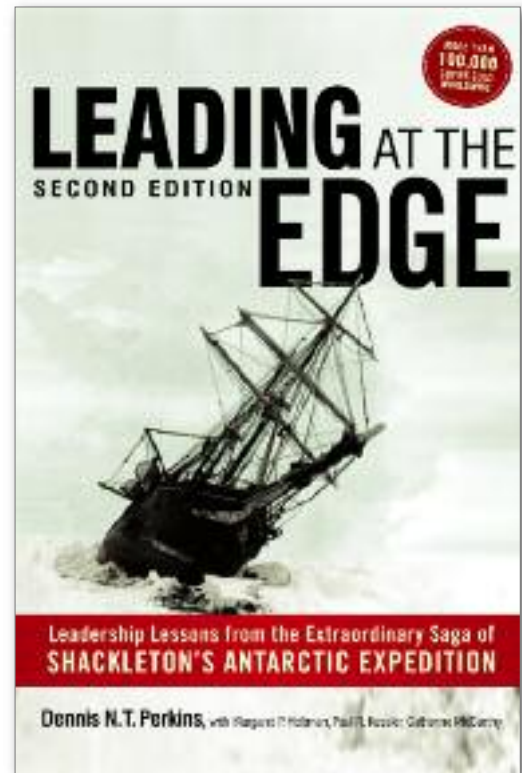
Drawing on this amazing story, *Leading at The Edge* demonstrates the importance of a strong leader in times of adversity, uncertainty, and change. The book reveals 10 timeless leadership lessons that show readers how to:

Instill optimism while staying grounded in reality • Have the courage to step up to risks worth taking • Consistently reinforce the team message • Set a personal example • Find something to celebrate and something to laugh about • Never give up

Part adventure tale, part leadership guide, the second edition features additional lessons, new case studies of the strategies in action, tools to uncover and resolve conflicts, and expanded resources. An updated epilogue compares the leadership styles of the famous polar explorers Shackleton, Amundsen, and Scott.

Today's leaders have much to learn from this gripping account of survival against all odds. *Leading at The Edge* will help them bring order to chaos—and achieve success in the face of adversity.

DENNIS N.T. PERKINS, PH.D. (Madison, CT) is the chief executive officer of The Syncretics Group, a consulting firm dedicated to effective leadership in demanding environments. **MARGARET P. HOLTMAN** is founder of Margaret Holtman, LLC, which specializes in leadership solutions for individuals, teams, and organizations. **PAUL R. KESSLER** is a consultant and coach with over 15 years of experience. **CATHERINE MCCARTHY, PH.D.**, is a consultant for Korn/Ferry International.



- National print campaign
- Business radio campaign
- Online campaign
- Co-op advertising available

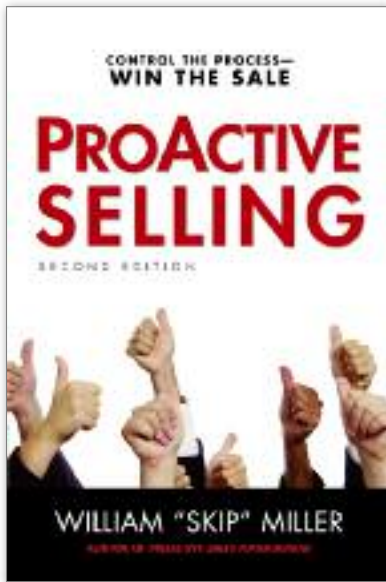
MARCH 2012 • Leadership

Paperback • 6 x 9 • 288 pages

Previous edition: 978-0-8144-0543-7

978-0-8144-3194-8

U.S. \$15.00



JULY 2012 • Sales
 Paperback • 6 x 9 • 240 pages
 Previous Edition: 978-0-8144-0764-6
978-0-8144-3192-4
 U.S. \$17.95

Don't use "cookie-cutter" techniques....The key to making sales is thinking like the customer.

ProActive Selling

SECOND EDITION

Control the Process—Win the Sale

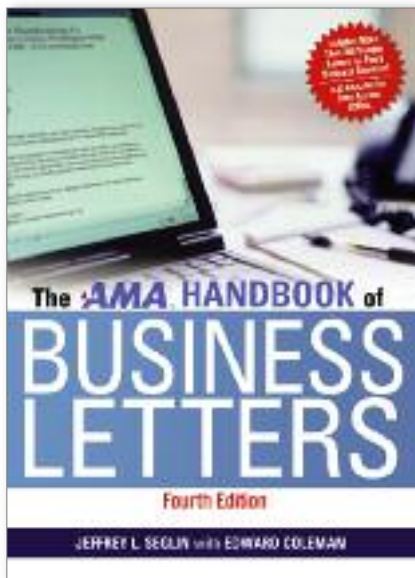
William "Skip" Miller

Most sales professionals make the mistake of using the same sales patterns over and over. But since all customers are different, true pros know they must tailor their methods to the buyer if they want to make their numbers every year. *ProActive Selling* gives readers the tools they need to adapt their approach and maintain control at every stage of the sale. Thoroughly revised and updated, the second edition shows salespeople how to:

- Qualify and disqualify prospects sooner to focus on the most promising accounts
- Examine buyers' motivations from every angle
- Quantify the value proposition early
- Double the number of calls returned from prospective customers
- Appeal to the real decision-makers
- Use technology (e.g. cloud, video, social media, and more) to generate leads and shorten sales cycles
- Increase the effectiveness of every interaction

Featuring dozens of enlightening examples and the author's 17 exclusive, practical selling tools, *ProActive Selling* gives sales professionals the edge they need to exceed their goals—with any company, in any industry.

WILLIAM "SKIP" MILLER (Los Gatos, CA) is president of M3 Learning, a sales development company. He is the author of *ProActive Sales Management* (978-0-8144-1456-9).



JULY 2012 • Business Writing / Reference
 Hardcover • 7½ x 10¼ • 496 pages
 Previous Edition: 978-0-8144-0665-6
978-0-8144-2012-6
 U.S. \$29.95

Why write a business letter from scratch? Updated and expanded, this trusted resource contains ready-to-use correspondence for today's situations.

The AMA Handbook of Business Letters

FOURTH EDITION

Jeffrey L. Seglin with Edward Coleman

Though the fundamentals of letter writing have remained the same, the way we communicate in business is constantly evolving. Whether it's a formal printed letter or an email, the ability to write effective correspondence is essential for success—no matter what the industry.

Containing more than 25 percent new material, *The AMA Handbook of Business Letters* provides readers with over 370 customizable model letters, divided into categories reflecting various aspects of business, including:

- Sales, marketing, and public relations
- Customer service
- Human resources
- Credit and collection
- Letters to vendors and suppliers
- Confirmations, requests, and replies
- Permissions
- And many more

In addition, the book provides readers with a refresher course in the letter-writing basics, and helpful appendices listing common mistakes in grammar, word usage, and punctuation. Comprehensive—and now extensively updated—this invaluable resource provides professionals with an adaptable template for every conceivable business correspondence need.

JEFFREY L. SEGLIN (Boston, MA) is director of the communications program and a lecturer at Harvard's Kennedy School. **EDWARD COLEMAN** (Indianapolis, IN) is the English department chair at North Central High School; and was one of fifty-two national Milken Educators honored by the Milken Family Foundation.

The definitive guide for growing companies in need of funds.

Raising Capital

THIRD EDITION

Get the Money You Need to Grow Your Business

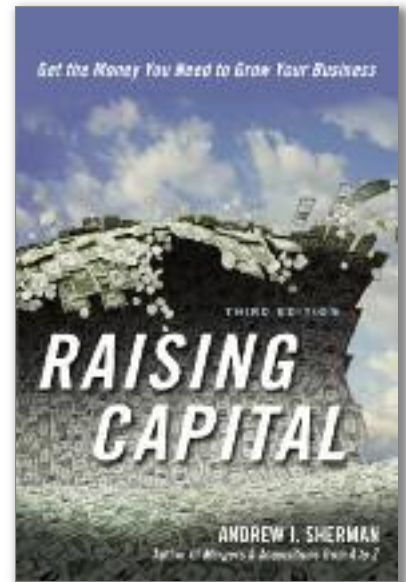
Andrew J. Sherman

Gone are the days when venture capital groups poured millions into every “next big thing.” Competition is fierce, and only the most viable businesses—and expert fundraising—will reap the capital necessary to drive continuous growth.

Packed with tools for building business plans, preparing loan proposals, drafting offering materials, and more, *Raising Capital* covers every phase of the growth cycle and helps readers navigate the murky waters of capital formation. Containing checklists, charts, and sample forms, the third edition provides insights on the latest trends in the domestic and global capital markets, an overview of recent developments in federal and state securities laws, and strategies for borrowing money from commercial banks in today’s credit-tightened markets.

Whether one’s business is a fledgling start-up, a rapid growth company, or a more established organization, this insider’s guide offers readers the strategies they need to take their business to the next level.

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. A top-rated adjunct professor in the MBA and Executive MBA programs at the University of Maryland and Georgetown University Law School, he is the author of *Harvesting Intangible Assets* (978-0-8144-1699-0), *Franchising and Licensing* (978-0-8144-1556-6), and *Mergers & Acquisitions from A to Z* (978-0-8144-1383-8).



APRIL 2012 • Finance / Small Business
 Hardcover • 6½ x 9¼ • 464 pages
 Previous Edition: 978-0-8144-0856-8
978-0-8144-1703-4
 U.S. \$34.95

Many small businesses depend on federal contracts for survival.

This expert guide on compliance will help keep them out of trouble.

The Small-Business Guide to Government Contracts

*How to Comply with the Key Rules and Regulations...
 and Avoid Terminated Agreements, Fines, or Worse*

Steven J. Koprince

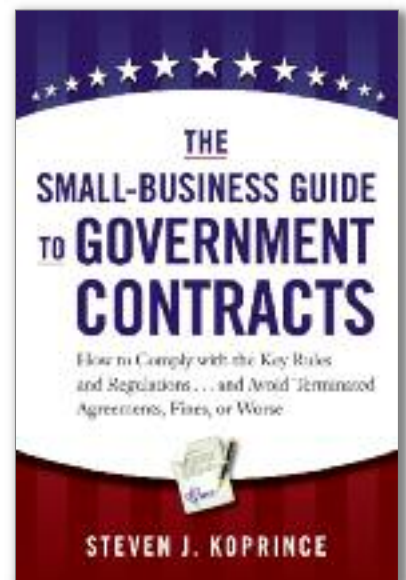
Each year, the federal government awards billions of dollars in small-business contracts. It’s both the lifeblood of hundreds of thousands of companies and a quagmire of red tape. One misstep can result in hefty fines, cancelled contracts—even jail time.

The Small-Business Guide to Government Contracts puts a wealth of specialized legal counsel at readers’ fingertips. It’s the one book that looks beyond winning a piece of the \$500 billion pie and concentrates on the crucial but complex Federal Acquisition Regulation (FAR) and other rules required for keeping the contract alive and avoiding penalties. Clear answers to the most important compliance questions are inside, including:

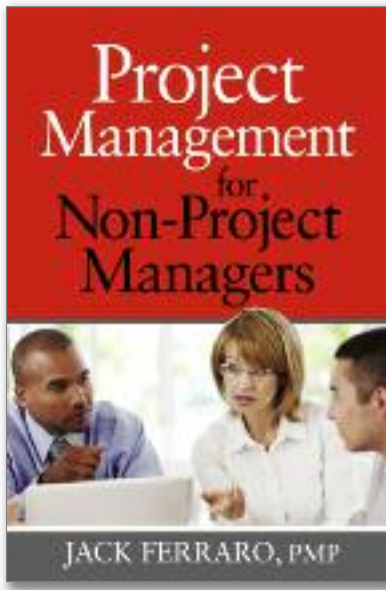
Is a small business really small? • Who is eligible for the HUBZone, 8(a), SDVO or WOSB programs? • What salaries and benefits must be offered? • What ethical requirements must be followed? • When does affiliation become a liability?

No one can afford to be lax with the rules or too harried to heed them. This book helps contractors meet their compliance obligations—and keep the pipeline flowing.

STEVEN J. KOPRINCE is an attorney whose practice focuses on representing small businesses and government contractors.



JUNE 2012 • Small Business
 Paperback • 6 x 9½ • 352 pages
978-0-8144-3193-1
 U.S. \$29.95



APRIL 2012 • Project Management
 Hardcover • 6 1/8 x 9 1/4 • 256 pages
978-0-8144-1736-2
 U.S. \$24.95

Project management fundamentals for the key person often missing from the project team: the functional manager.

Project Management for Non-Project Managers

Jack Ferraro

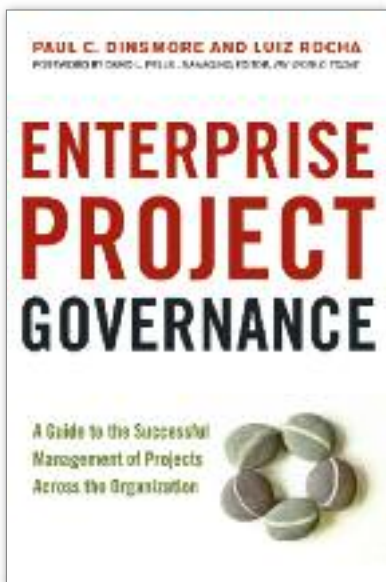
Great managers are experts at getting bottom-line results, but often do not understand their role in the success or failure of their organization's projects. They balk at the arcane terminology and are unaware of how to use valuable project management techniques and tools—a knowledge gap that can be a serious career barrier!

Functional managers with even basic project management (PM) knowledge are the best people for keeping projects business-focused. This new book demystifies the jargon and processes, encouraging managers to jump into the PM arena and arming them with strategies for increasing the business value created by their company's projects. Readers will discover:

- Advice for switching gears from passive bystander to active owner of projects
- Insights into four critical PM skills, including business analysis techniques, work breakdown structures, program sequencing techniques, and risk management methods
- Step-by-step guidelines, case studies, and illustrations for mastering these skills

Project Management for Non-Project Managers provides easy-to-read, in-a-nutshell explanations of all the PM basics that managers need to achieve project success.

JACK FERRARO (Washington, DC), PMP, is president of MyProjectAdvisor®, a company that provides project management consulting, coaching, and training. He has 22 years of experience working with project teams and managing complex projects.



MARCH 2012 • Project Management
 Hardcover • 6 1/8 x 9 1/4 • 288 pages
978-0-8144-1746-1
 U.S. \$34.95

How to achieve harmonious project results across your entire organization.

Enterprise Project Governance

A Guide to the Successful Management of Projects Across the Organization

Paul C. Dinsmore and Luiz Rocha

Foreword by David L. Pells, Managing Editor, *PM World Today*

New projects are the key to ensuring an organization's growth—and as we enter an increasingly competitive global economy, companies of all stripes struggle to effectively govern the multiplicity of projects needed to survive and prosper. *Enterprise Project Governance* reveals proven techniques for dealing with simultaneous initiatives and ensuring that programs and projects align with the priorities, resources, and strategies of the organization—and ultimately create value.

Complete with enlightening examples and case studies, the book provides readers with practical methods for incorporating enterprise project governance into their organization's culture, synchronizing it with corporate governance, and maximizing efficiency and results across departments.

Whether one's view is from the boardroom, the executive suite, the project management office, or the project trenches, this is the essential guide for anyone managing multiple projects.

PAUL C. DINSMORE (Dallas, Texas and Rio de Janeiro, Brazil) is president of Dinsmore Associates. He has received the prestigious Fellow Award from the Project Management Institute, and is the author of books including *The AMA Handbook of Project Management* (978-0-8144-1542-9). **LUIZ ROCHA** (Rio de Janeiro, Brazil, and Athens, Greece), director of projects with Dinsmore, Associates, has 35 years of experience in project management, and has worked internationally with organizations including Andersen Consulting and Deloitte.

Serious activities for teaching the art of negotiation.**Negotiation at Work***Maximize Your Team's Skills with 60 High-Impact Activities*

Ira G. Asherman

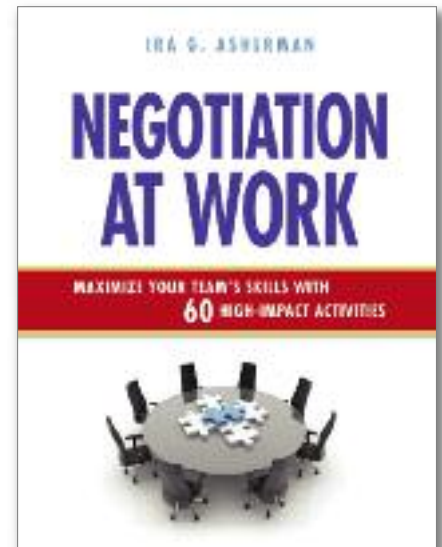
Negotiation is an essential part of doing business, but to be an effective negotiator one must master a wide variety of skills such as listening, self-awareness, conflict resolution, assertiveness, and more. So it stands to reason that in order to teach such a complicated subject, managers and trainers need proven, powerful activities.

Negotiation at Work is the answer. The book is packed with 60 interactive lessons designed to instill confidence and transform participants into strong negotiators. Each activity includes a description, detailed directions, goals, additional resources as well as notes for the trainer. The exercises are designed to help learners:

- Plan effectively for a negotiation • Ask the right questions • Build trust • Analyze each negotiation creatively • Strategically frame each party's needs and interests
- Successfully negotiate with difficult people • Determine their own negotiating style • And much more

Featuring transcripts from real negotiations, case studies, assessments, and even practice negotiation sessions, this handy book includes everything readers need to successfully train others in the fine art of negotiation.

IRA G. ASHERMAN (*New York, NY*) is the president of Asherman Associates and has been a management consultant for the last 30 years. He is the coauthor of several books, including *The Negotiation Sourcebook* and *The Sales Management Sourcebook*.



APRIL 2012 • Negotiation / Training
 Paperback • 8½ x 11 • 320 pages
978-0-8144-3190-0
U.S. \$34.95

No Spanish-language translation rights.

New managers gain practice solving difficult people problems—and hit the ground running—with this innovative training guide.**The Management Training Tool Kit***35 Exercises to Prepare Managers for the Challenges They Face Every Day*

Alan Clardy, Ph.D.

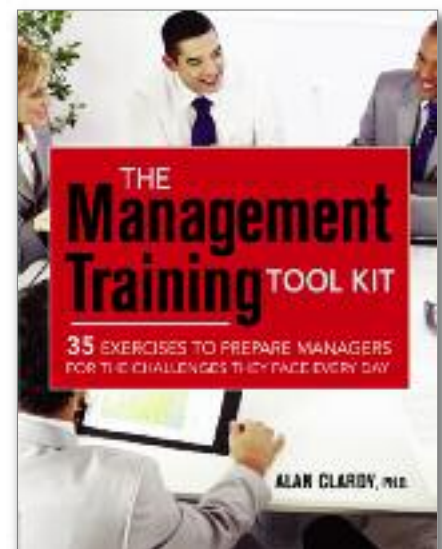
Most people learn best through experience. Yet new managers are often tossed on to the front lines with absolutely no experience handling the toughest challenges they'll face: people problems.

The Management Training Tool Kit includes all the tools you need to prepare your managers for anything. It supplies real-life case studies and analysis exercises for troubleshooting problems such as plummeting morale, interpersonal conflict, decreased productivity, disruptive employees, sexual harassment claims, and more. This innovative training guide features:

- 35 succinct yet nuanced case studies that examine common challenges • Probing discussion questions that help pinpoint core issues • Practical solutions that can be put to use resolving problems • Role-playing exercises that bring the case studies alive • Guidelines that help trainers lead with skill and accuracy

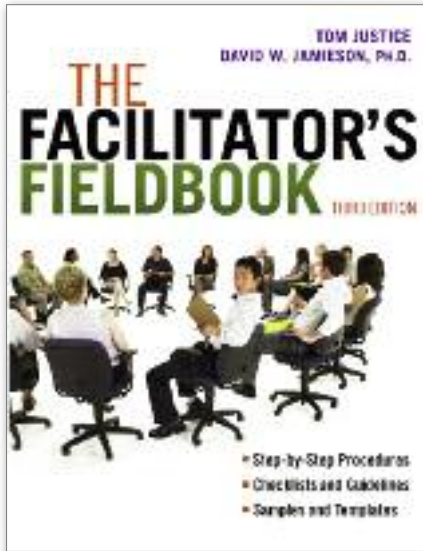
New managers will make mistakes. But *The Management Training Tool Kit* will help them overcome obstacles with skill and confidence.

ALAN CLARDY, PH.D., (*Towson, MD*) is a professor in the Psychology Department and director of the Human Resource Development Graduate Degree Program at Towson University, as well as the author of many books and articles on HR issues.



JUNE 2012 • Management / Training
 Paperback • 8½ x 11 • 240 pages
978-0-8144-3114-6
U.S. \$34.95

No Spanish-language translation rights.



AUGUST 2012 • Management

Paperback • 8½ x 11 • 480 pages

Previous Edition: 978-0-8144-7314-6

978-0-8144-2008-9

U.S. \$45.00

Fully updated, the indispensable guide that keeps teams and groups humming along...and getting results.

The Facilitator's Fieldbook

THIRD EDITION

Tom Justice and David W. Jamieson, Ph.D.

The *Facilitator's Fieldbook* has long been the go-to resource for novice and experienced facilitators alike. The book gives managers, trainers, and group leaders in any industry the step-by-step procedures, checklists, guidelines, samples, and templates they need to make any team work like a well-oiled machine.

Comprehensive and practical, *The Facilitator's Fieldbook* covers all the key areas including establishing ground rules; planning meetings and agendas; brainstorming; resolving conflict; making decisions; and helping groups optimize their time.

The completely revised third edition also provides new team-building exercises, as well as updated information on virtual meetings, mediation, strategic planning, and much more. Readers will find tips on maintaining the tone and flow of meetings, and guidelines for determining when to delegate projects to individuals rather than assembling a group.

Getting people to function together productively can be a challenge. With *The Facilitator's Fieldbook*, readers have the tools and knowledge they need to rise to the occasion.

TOM JUSTICE (Santa Monica, CA) is an organizational development practitioner and the president of Justice & Associates, a consulting firm specializing in organizational capacity. **DAVID W. JAMIESON, PH.D.**, (Minneapolis, MN) is department chair, Organization Learning & Development, University of St. Thomas, and coauthor of *Managing Workforce 2000*.



JUNE 2012 • Human Resources

Hardcover • 7½ x 10¼ • 384 pages

Previous Edition: 978-0-8144-0861-2

978-0-8144-2024-9

U.S. \$49.95

Short Discount

From recruitment to orientation, this updated and accessible guide covers it all.

Recruiting, Interviewing, Selecting & Orienting New Employees

FIFTH EDITION

Diane Arthur

Recruiting, Interviewing, Selecting & Orienting New Employees has long been the go-to reference on every aspect of the employment process. Packed with forms, checklists, guidelines, and ready-to-use interview questions, the revised and updated fifth edition provides readers with practical information on topics including interview methods, documentation issues, reference-checking, orientation programs, and applicant testing.

The fifth edition has been brought completely up-to-date, addressing new legislation on FMLA, immigration, record keeping, I-9 compliance, and much more. Full of insights on the latest staffing challenges, this comprehensive guide explores changes in technology such as virtual interviews and recruitment, web-based orientations, and the use of electronic files and social media.

Nothing is more important to the productivity of an organization than its hiring program. *Recruiting, Interviewing, Selecting & Orienting New Employees* provides readers with the tools they need to get employees on board and ready for long-term success.

DIANE ARTHUR (Northport, NY) is president of Arthur Associates Management Consultants, Ltd., a human resources development firm. She has more than 30 years of experience as a consultant, workshop leader, and lecturer, and is the author of several books on human resources management.

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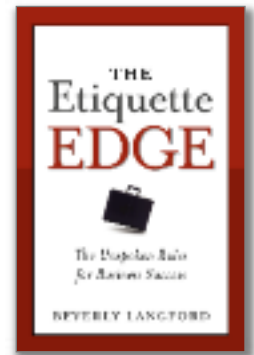
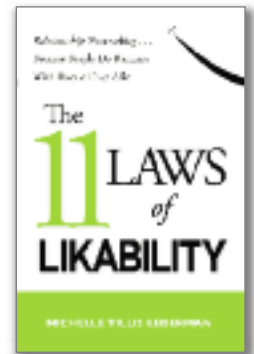
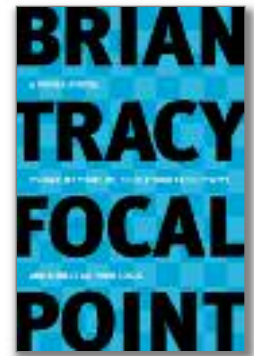
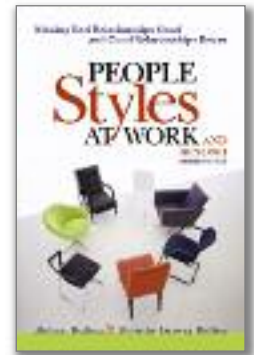
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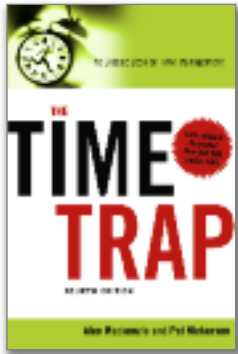
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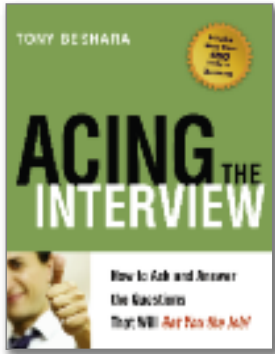
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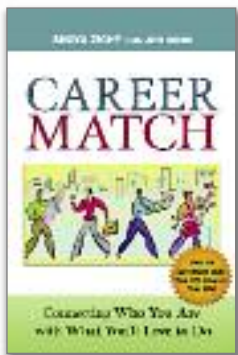
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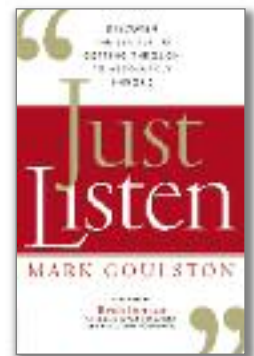
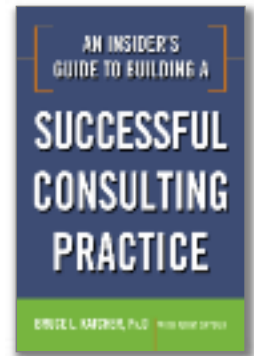
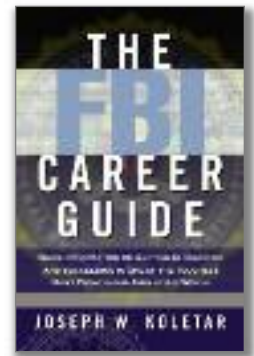
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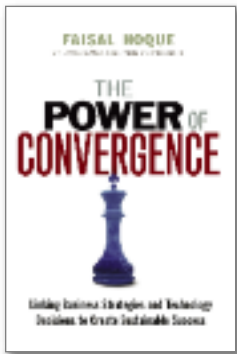
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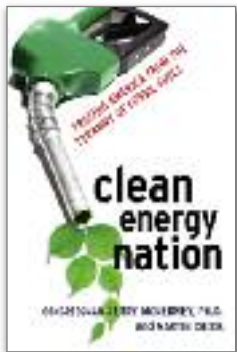


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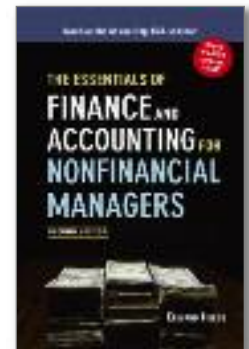
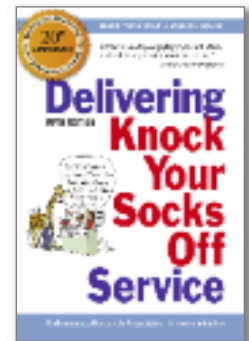
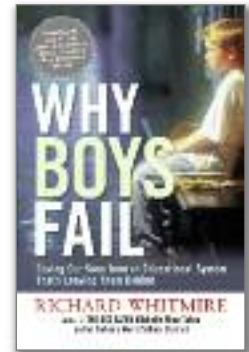
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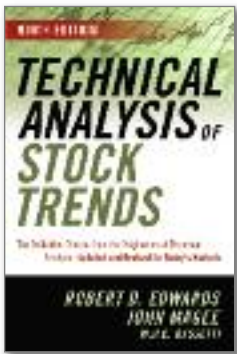


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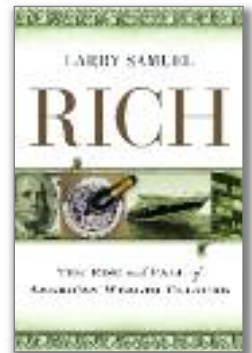
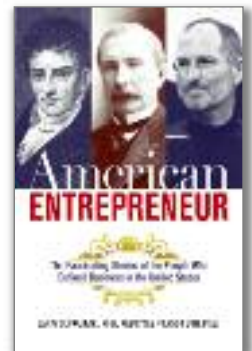
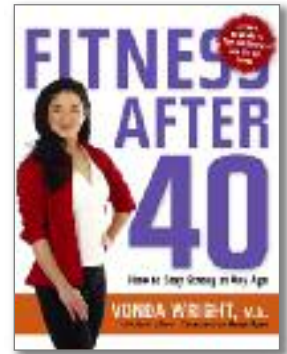
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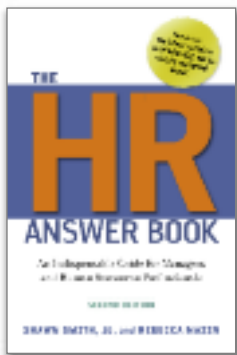
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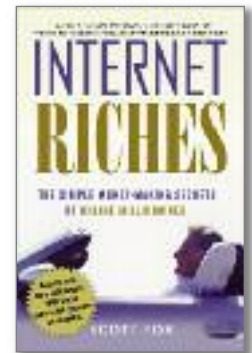
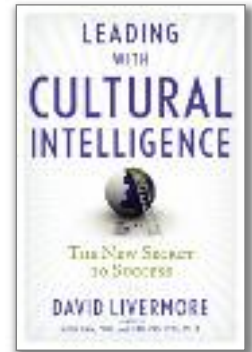
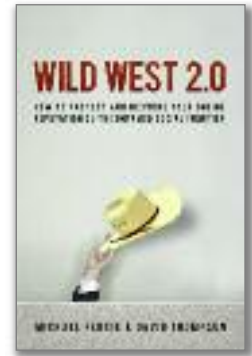
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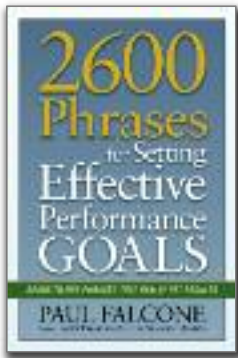
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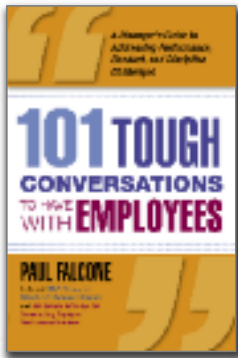
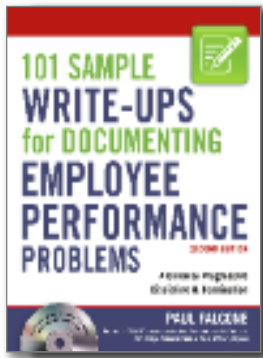
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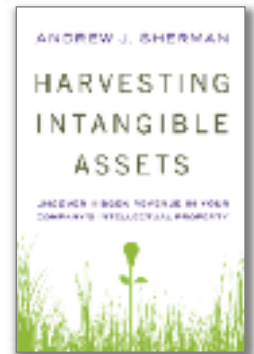
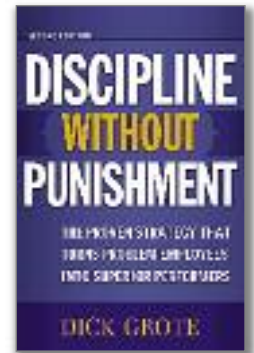
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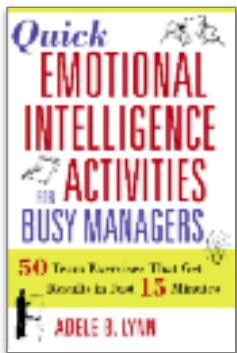
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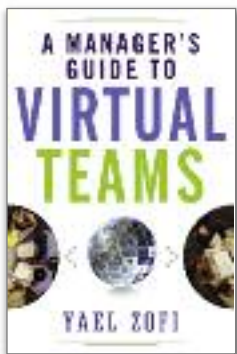
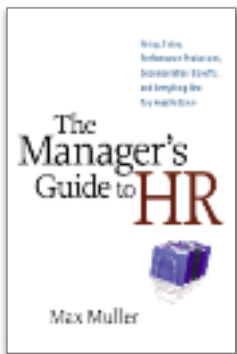
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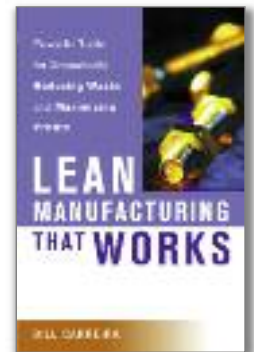
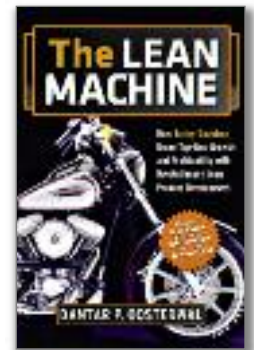
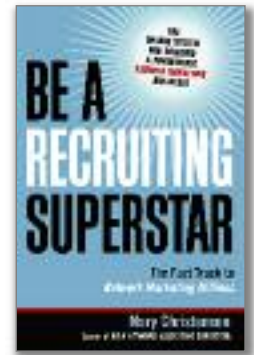
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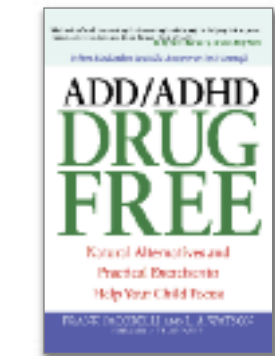
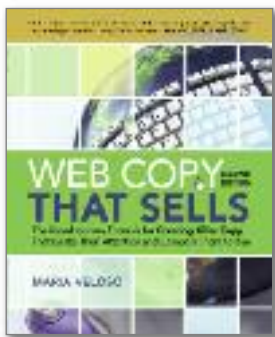
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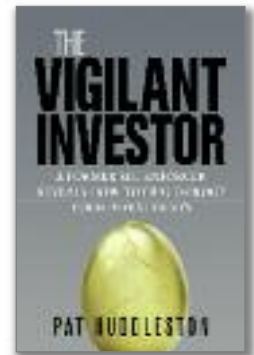
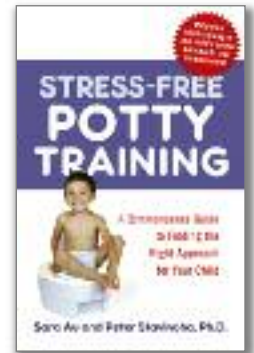
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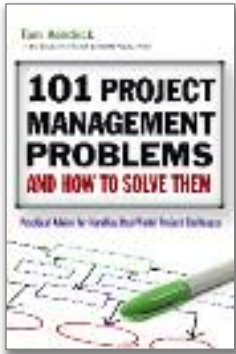




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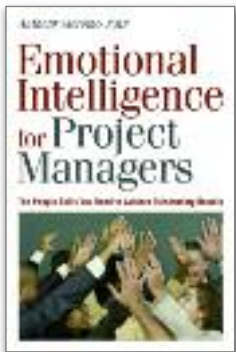
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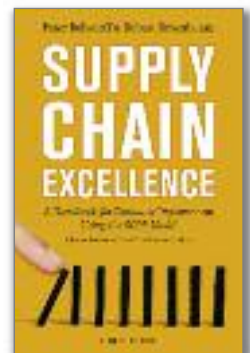
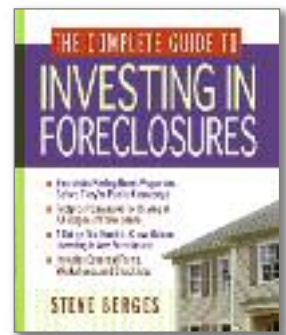
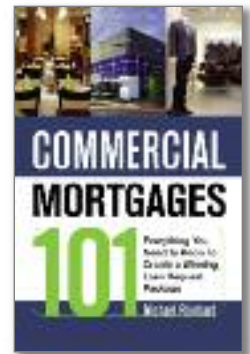
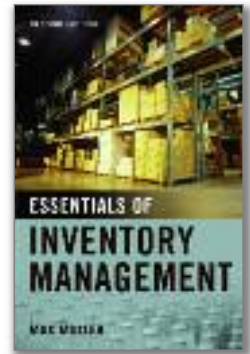
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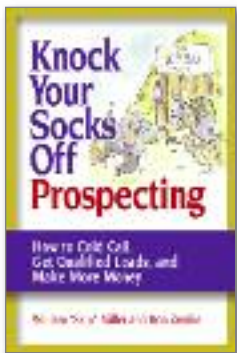
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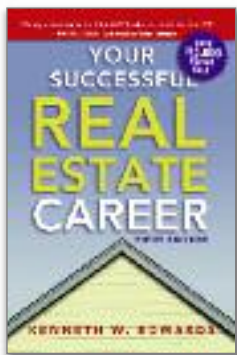
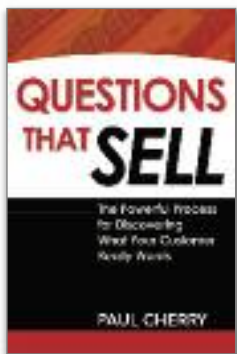
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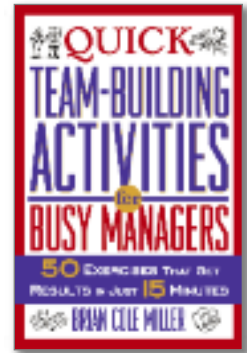
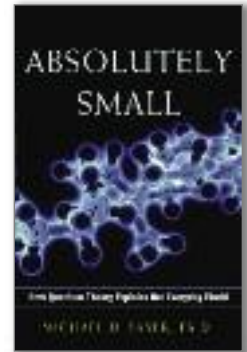
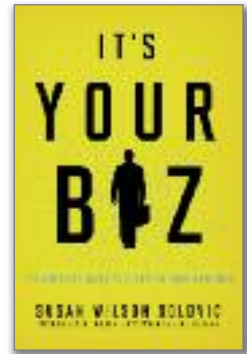
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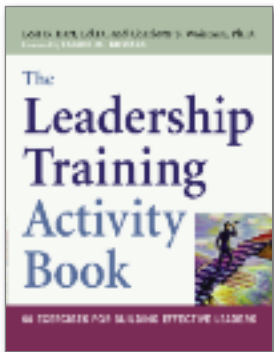
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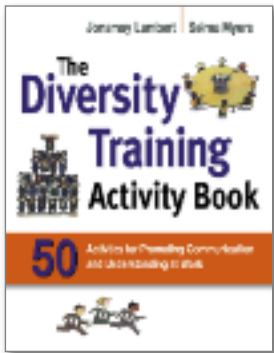
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