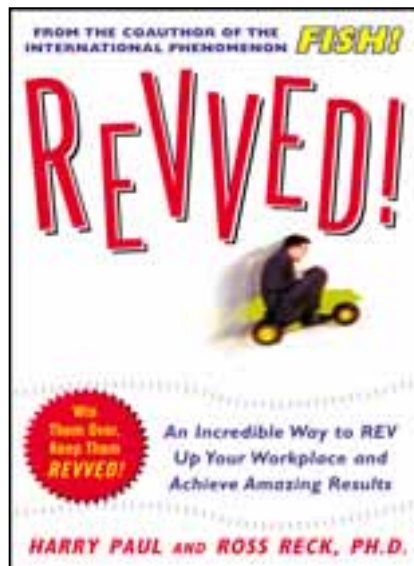


The McGraw-Hill Companies

## Revved!: An Incredible Way to Rev Up Your Workplace and Achieve Amazing Results

Harry Paul, Ross Reck  
Imprint: MCGRAW-HILL



Pub date: MAY-06  
ISBN: 0071465006 - Previous:  
EAN: 9780071465007  
Format: HARD BACK  
UK Price: 11.99 - Euro price: 16.80  
SA\$ price: 19.95  
Subject area: BUSINESS - Management /  
Business – Management  
Pages: 150 - Illustrations: 0

### Description

From the co-author of Fish!, a powerful new management parable that gives you the secret to motivating people.

What happens when you, as a manager, discover that you're the cause of poor performance? Fish! Co-author Harry Paul teams up with renowned business psychologist Ross Reck to reveal techniques that will help you overcome common behavioural obstacles and reach ever-increasing levels of success in today's workplace. These techniques include ways to engage employees, control negative emotions, and develop a contagious positive attitude that will spread through your company.

Revved! tells the story of Katie, a department head at MedSol who, with the help of a popular Chicago radio psychologist, learns how to reconnect emotionally with her people and turn a disorganized, under-motivated department into a supercharged team of go-getters. In the process, Katie also learns how to revitalize both her personal and professional life, and plan new avenues to greater success.

### Key features

- The Fish! series has sold more than a million copies worldwide and has been translated into 34 languages
- Paul's breakthrough approach has been proven at top companies, including Wal-Mart, American Express and Southwest Airlines

- The simple but powerful lessons introduced in Revved! help managers inject passion, energy, and team spirit into even the most dysfunctional department or team

### **Market**

Managers, executives, trainers, consultants, supervisors, team leaders, employees.

### **Author Biography**

Harry Paul is an internationally renowned speaker and a management trainer with more than 20 years of experience. As senior vice president of a speaker's group, he personally managed the speaking career of Dr. Kenneth Blanchard, co-author of *The One-Minute Manager*, among others.

Dr. Ross Reck is one of the most sought-after business speakers in North America, South America, Europe, and Asia. His recent consulting clients include Hewlett-Packard, John Deere, American Express, Janssen-Ortho, Inc., the Chicago Cubs, and Xerox.

### **Competition**

Lundin ,Paul, *Fish!*, 0786866020, 2000, HB, \$19.95

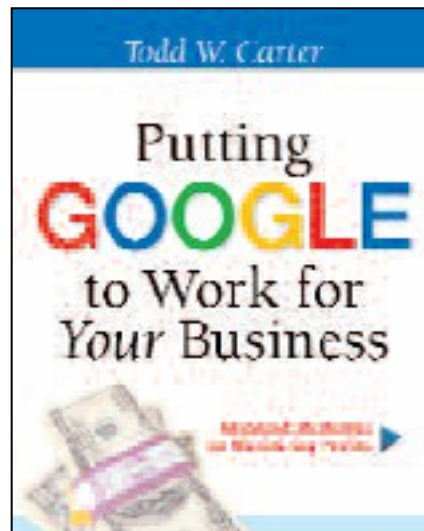
Johnson, *Who Moved My Cheese?*, 0399144463, 1998, HB, \$19.95

*The McGraw-Hill Companies*

## Putting Google to Work for Your Business: Advanced Strategies for Maximizing Profits

Todd W. Carter

Imprint: AMACOM



Pub date: MAY-06

ISBN: 0814473369 - Previous:

EAN: 9780814473368

Format: SOFT + CD

UK Price: 11.99 - Euro price: 16.80

SA\$ price: 19.95

Subject area: BUSINESS - Management /  
Business - E-Business

Pages: 304 - Illustrations: 0

### Description

Far from being only a simple Internet search engine, Google is an immensely powerful tool for business people who know how to use its advanced features. Putting Google to Work for Your Business shows readers at all levels of business—from small startup owners to executives at major corporations—how they can use Google to research competitors, advertise, ensure that their organizations and products appear high up in search results, and much more.

### Key features

- Google is by far the top Internet search engine. OneStat.com recently reported that Google has a global average usage share of 55.2%. (Yahoo, in 2nd place, has 21.7%.)
- Most users only tap into Google's basic features—this book helps business people take advantage of the full capabilities of this powerful business tool
- Familiarizes readers with useful but often overlooked Google features like translation tools, Froogle, Usenet archives, Google Alerts, and Google Web APIs...as well as how to make the best use of Google's advertising options such as AdWords and AdSense

### Market

Small business owners, marketers, and advertisers

### Author Biography

Carter is an experience author and freelance writer whose articles have appeared in The Wall Street Journal and other publications.

**Related McGraw-Hill Titles**

Winning Results with Google AdWords (0072257024 PB \$24.95 McGraw-Hill Osborne Aug 2005)

**Competition**

Make Easy Money with Google (0321321146 PB \$24.99 Peachpit Press July '05)

The Complete Idiot's Guide to Growing Your Business with Google (1592573967, PB, \$19.95, Alpha Aug.'05)

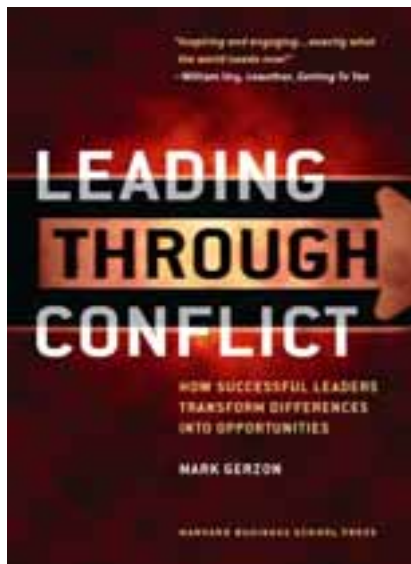
Building Your Business with Google For Dummies (0764571435 PB \$24.99 Wiley July '04)

*The McGraw-Hill Companies*

## **Leading Through Conflict: How Successful Leaders Transform Differences into Opportunities**

Mark Gerzon

Imprint: HARVARD



Pub date: MAY-06

ISBN: 159139919X - Previous:

EAN: 9781591399193

Format: HARD BACK

UK Price: 16.99 - Euro price: 23.80

SA\$ price: 27.95

Subject area: BUSINESS - Management /  
Business – Leadership

Pages: 256 - Illustrations: 0

### **Description**

As our world grows smaller, opportunities for conflict multiply. Ethnic, religious, political, and personal differences drive people apart—with potentially disastrous consequences—and it's the task of perceptive leaders to bring them together again.

World-renowned mediation expert Mark Gerzon argues that leaders have failed to rise to this challenge. Our organizations, schools, and governments remain filled with divisive dictators and everyday managers, instead of what he calls mediators—leaders who transform conflict so that everyone can move forward together.

Through absorbing examples drawn from decades of work with organizational, political, and global conflicts of all kinds, *Leading Through Conflict* provides a powerful new framework for the leader as mediator, and outlines eight specific tools these leaders use to transform seemingly intractable differences into progress on deep-seated problems.

Both practical and passionate, this book makes the tools of cross-border leaders accessible to anyone who wants to help create healthier companies, communities, and countries.

### **Author Biography**

Mark Gerzon, hailed by the New York Times as an “expert in civil discourse,” has worked as a facilitator and leadership trainer for the United Nations, the US House of Representatives, and a wide range of corporate and civic organizations around the world for more than a decade. He is the author of several books, including two bestsellers.

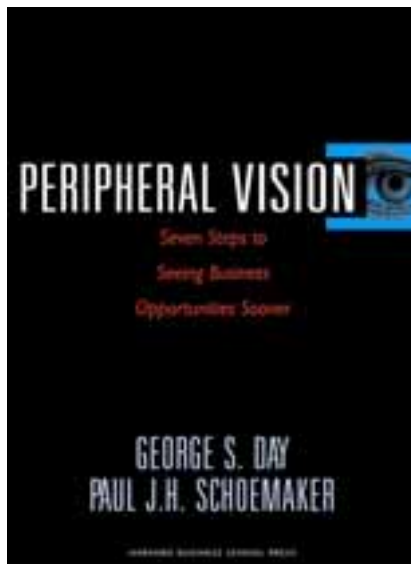
### **Related McGraw-Hill Titles**

1-57851-437-1: Leadership on the Line

*The McGraw-Hill Companies*

## **Peripheral Vision: Seven Steps to Seeing Business Opportunities Sooner**

George S. Day, Paul J. H. Schoemaker  
Imprint: HARVARD



Pub date: MAY-06  
ISBN: 1422101541 - Previous:  
EAN: 9781422101544  
Format: HARD BACK  
UK Price: 17.99 - Euro price: 25.20  
SA\$ price: 29.95  
Subject area: BUSINESS - Management /  
Business – Strategy  
Pages: 288 - Illustrations: 0

### **Description**

From emerging technologies to changes in consumer tastes, tremendous opportunities and threats often begin as weak signals from the periphery. How good is your organization at sensing, interpreting, and acting on these signals?

George S. Day and Paul J. H. Schoemaker call this capability peripheral vision—and their research shows that less than 20 percent of firms have developed it in sufficient capacity to remain competitive. In this book, they reveal a systematic process for developing peripheral vision and offer practical tools and strategies for building “vigilant organizations” that are constantly attuned to changes in the environment. Through detailed case studies ranging from LED lighting to low-carb foods to children’s dolls, the authors show how vigilant organizations win by: scoping widely and asking the right questions; scanning actively in the right places; interpreting what signals mean; probing carefully for more information; and acting wisely on signals before competitors do.

This book will help your organization see farther to seize the opportunities and avoid the risks that come from the periphery.

### **Author Biography**

George S. Day is the Geoffrey T. Boisi Professor, Professor of Marketing, and Co-director of the Mack Centre for Technological Innovation at The Wharton School. Paul J.H. Schoemaker is Research Director of Wharton’s Mack Centre for Technological Innovation and the founder and Chairman of Decision Strategies International, Inc.

**Related McGraw-Hill Titles**

1-59139-185-7: Seeing What's Next; 1-59139-299-3: Heads Up

*The McGraw-Hill Companies*

## Essentials of Power, Influence, and Persuasion

HBSP

Imprint: HARVARD



Pub date: MAY-06

ISBN: 1591398215 - Previous:

EAN: 9781591398219

Format: SOFT BACK

UK Price: 22.99 - Euro price: 32.20

SA\$ price: 39.95

Subject area: BUSINESS - Management /

Business – Human Resources

Pages: 272 - Illustrations: 0

### Description

Power, influence, and persuasion are not only key ingredients for success in the HR field; they are also skills that can be learned. This book offers advice and tools for effectively commanding attention, changing minds, and influencing decision makers from the CEO to front-line managers.

Today's HR professionals work side by side with senior executives to devise a strategy for their organizations and to marshal the talent and resources to implement it. That means going beyond the traditional HR domain and mastering the fundamentals of all aspects of business and management. The Business Literacy for HR Professionals series, developed in partnership with the Society for Human Resource Management, is designed to help HR professionals to do exactly that. Covering essential areas such as negotiation, decision-making, change management, finance, and more, these highly practical books will help HR professionals achieve their goal to be true strategic partners who bring additional bottom-line value to their organizations.

*The McGraw-Hill Companies*

## The Results Driven Manager: Making Smart Decisions

HBSP

Imprint: HARVARD



Pub date: MAY-06

ISBN: 1422101827 - Previous:

EAN: 9781422101827

Format: SOFT BACK

UK Price: 8.99 - Euro price: 12.60

SA\$ price: 14.95

Subject area: BUSINESS - Management /

Business – Management

Pages: 208 - Illustrations: 0

### Description

Most of a manager's day consists of making decisions—and the quality of those choices affects her career opportunities and the company's bottom line. This hands-on guide offers strategies that will help managers:

- Avoid common decision-making traps
- Focus on the right data
- Increase the odds of being right

Managers are under increasing pressure to deliver better results faster than the competition. But meeting today's tough challenges requires complete mastery of a full array of management skills, from communicating and coaching to public speaking and managing people. The Results-Driven Manager series is designed to help time-pressed managers hone and polish the skills they need most. Concise, action-oriented, and packed with invaluable strategies and tools, these timely guides will help managers improve their job performance today—and give them the edge they need to become the leaders of tomorrow.

### Related McGraw-Hill Titles

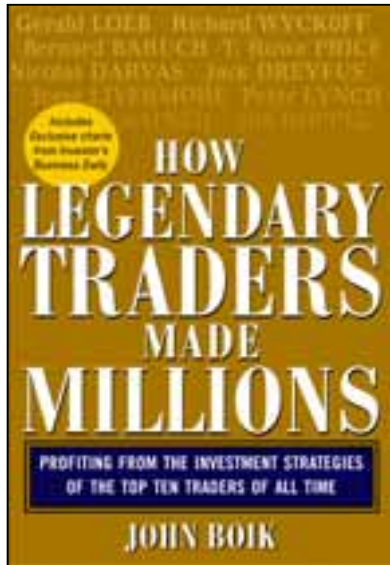
1-57851-557-2: Harvard Business Review on Decision Making

*The McGraw-Hill Companies*

## How Legendary Traders Made Millions

John Boik

Imprint: MCGRAW-HILL



Pub date: APR-06

ISBN: 0071468226 - Previous:

EAN: 9780071468220

Format: SOFT BACK

UK Price: 12.99 - Euro price: 18.20

SA\$ price: 19.95

Subject area: BUSINESS - Management / Business  
- Personal Finance

Pages: 256 - Illustrations: 20

### Description

Learn how to generate profit, from history's most celebrated traders including William J. O'Neil, Jesse Livermore, and others.

In *How Legendary Traders Made Millions*, award-winning investment author and historian John Boik has created the first book to put the strategies of history's top traders in one place. Revealing how each trader took advantage of distinct market situations, it details the hands-on specifics of each trade as well as the economic, political, and stock market environments in which the strategy flourished.

### Key features

- Profiles 10 of the greatest traders of all time and the trades and strategies that made them successful and legendary
- John Boik's previous book was chosen by *Barron's* as one of the best 25 books of 2004
- This book contains exclusive *Investor's Business Daily* charts and data that appear here for the first time in book form
- Detailed trade analyses show how money was made in virtually every market cycle, from boom to bust

### Market

Individual investors and active traders.

## **Table of contents**

Introduction

Chapter 1: Industrial Stocks Produce a Millionaire

Chapter 2: A Few Sidestep Landmines to Profit

Chapter 3: Shrewd Traders Made and Kept Millions

Chapter 4: Patience and Flexibility Lead to Profits

Chapter 5: Victory Opens Opportunity for a Legendary Trader

Chapter 6: Innovative Stocks Produce Fabulous Profits

Chapter 7: A "Go-Go" Bull Run Puts Profits in Pockets That Studied History

Chapter 8: Most Get Whipped Up and Down Except the Best

Chapter 9: A Great Trader Outruns the Bull and Avoids the Crash

Chapter 10: New Technologies Produce Unprecedented Opportunities

Chapter 11: Avoiding Bear Tracks Keeps Prior Profits in Experts' Accounts

Chapter 12: Learning From the Lessons of History and the Greatest Traders

Bibliography/Resources

## **Author Biography**

John Boik is a controller and market historian. His previous book, *Lessons from the Greatest Stock Traders of All Time* was chosen by Barron's as one of the best 25 books of 2004. Please visit his website at [www.johnboik.com](http://www.johnboik.com).

## **Related McGraw-Hill Titles**

O'Shaughnessy, *What Works on Wall Street*, 0071452257, 2005, HB, \$34.95

O'Neil, *How to Make Money in Stocks*, 0071373616, 2002, PB, \$12.95

## **Competition**

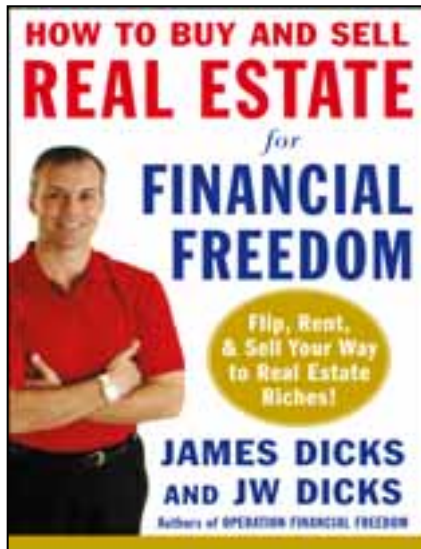
Darvas, *How I Made \$2,000,000 in the Stock Market*, 0818403969, 1986, PB, \$12.95

Schweiger, *The New Market Wizards*, 0887306675, 1994, PB, \$17

*The McGraw-Hill Companies*

## How to Buy and Sell Real Estate for Financial Freedom

James Dicks, JW Dicks  
Imprint: MCGRAW-HILL



Pub date: APR-06  
ISBN: 0071468676 - Previous:  
EAN: 9780071468671  
Format: SOFT BACK  
UK Price: 13.99 - Euro price: 19.60  
SA\$ price: 21.95  
Subject area: BUSINESS - Management /  
Business – Finance & Investment  
Pages: 312 - Illustrations: 0

### Description

James Dicks reveals his secrets for building long-lasting financial freedom through real estate investments.

How to Buy and Sell Real Estate for Financial Freedom walks you through every aspect of building long-lasting, bullet-proof wealth through buying and selling real estate. Written by two long-time real estate investors, this hands-on primer clearly answers the questions and concerns that often hold inexperienced real estate investors back, highlighting its how-to recommendations for ease of use and understanding. Detailed techniques cover all aspects of the process, from where to find moneymaking properties to tips for getting the best financing, writing a winning offer, and more.

### Key features

- By the time he was 30, James Dicks had made more than \$1 million buying and selling real estate; this book explains exactly how he did and how the reader can too
- James Dicks is a high-profile investment adviser reaching thousands of consumers through his daily radio show heard in major markets across the country, his magazine *Active Investor*, and by giving exclusive real estate seminars across the country
- This book incorporates the 'Operation Financial Freedom' approach: a no-nonsense style and easy-to-follow organization that shows readers how to build long-lasting, bullet-proof wealth

## **Market**

This book is for any real estate investor—or aspiring real estate investor—who wants to get started, enhance their playbook, and make real money buying and selling real estate.

## **Table of contents**

- Dedication
  - Acknowledgement
  - Preface
  - Table of Contents
  - Introduction: What you need to know before you start
  - How to Get Started in Real Estate Investing
  - Real Estate as a Business
  - “Diamonds in the Rough” How to find and recognize them
  - Writing “Winning” Offers
  - Funding Your Deal-Where to find the money to buy
  - Closing the deal-How to maximize your profits at closing
  - Fixer Ups-How to make money fixing houses
  - Sell! Sell! Sell!-The art behind selling your properties for profit
  - What to do when you get a buyer
  - “Fast Track” – a quick start to your first money making real estate deal
  - Managing Your Portfolio for Maximum Profit
  - Making real estate your business
  - Tax breaks for the investor
  - Ways to still buy no money down
  - Advanced real estate Strategies
  - Appendices
- Research Aids  
Vocabulary  
Forms

## **Author Biography**

James Dicks is the co-author of Operation Financial Freedom and the bestselling author of Forex Made Easy. He is president and CEO of the financial services company, PremiereTrade LLC.

J.W. Dicks is the co-author of Operation Financial Freedom. He is chairman and chief corporate counsel of PremiereTrade LLC, and a successful securities attorney.

## **Related McGraw-Hill Titles**

Summey, Weekend Millionaire Mindset, 0071453350, 2005, PB, \$18.95

Decima, Investing in Fixer-Uppers, 0071414339, 2003, PB, \$18.95

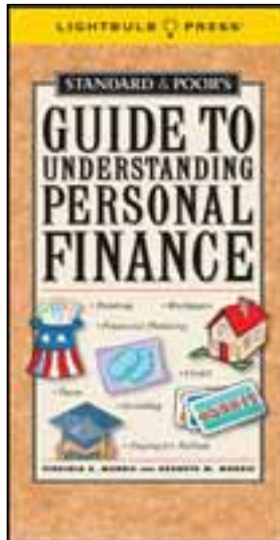
## **Competition**

McLean/Eldred, Investing in Real Estate, 047132339X, 2003, PB, \$19.95

## S&P Guide To Personal Finance

Virginia Morris, Kenneth Morris

Imprint: MCGRAW-HILL



Pub date: APR-06  
ISBN: 1933569026 - Previous:  
EAN: 9781933569024  
Format: SOFT BACK  
UK Price: 9.99 - Euro price: 14.00  
SA\$ price: 15.95  
Subject area: BUSINESS - Management / Business –  
Finance & Investment  
Pages: 176 - Illustrations: 0

### Description

Streamlined, straightforward, and simple to read guides from Standard & Poor's and Lightbulb Press.

The easiest way to get a grip on personal finance, investing, and retirement

From the world's leading financial analysts and investor education specialists comes an invaluable foundation of knowledge for every kind of investment you want to make. These guides, a collaboration between Standard & Poor's and Lightbulb Press, use clear language and informative graphics to demystify financial topics. The books make it easy for you to navigate the financial markets and understand the basics of investing and personal finance.

This guide provides the essential information you need to manage money and make key financial decisions. From saving for college to planning for retirement, the guide provides a concise look at saving, investing, credit, home ownership, insurance, and more.

### Key features

- Fully updated and revised to incorporate new data and information.
- Every page has full-colour illustrations, charts, and lively graphics.
- Written by the authors of the highly popular Lightbulb Press financial guides, which have sold hundreds of thousands of copies.

## **Market**

Men and women of all ages who need to learn more in order to make smart, informed financial decisions and who need to take action to manage all aspects of their personal and family finances.

## **Table of contents**

Banking  
Credit  
Home Finance  
Financial Planning  
Investing  
Taxes  
Planning for the Expected

## **Author Biography**

Virginia B. Morris and Kenneth M. Morris are the authors of the popular and well-regarded Lightbulb Press financial guides, which have sold millions of copies. Virginia is editorial director of Lightbulb Press and the author of more than a dozen books on financial subjects. Her articles regularly appear in a wide variety of magazines and she is a frequent guest on radio and television financial programs. Ken is the CEO of Lightbulb Press, and the creator of the signature Lightbulb Press style - clear language married to informative graphics. As an innovator in the field of simplified communications, he created many of the first easy-to-read documents for the brokerage, mutual fund, and insurance industries.

*The McGraw-Hill Companies*

## **S&P Guide To Your Financial Life**

Virginia Morris, Kenneth Morris

Imprint: MCGRAW-HILL

**JACKET TO  
FOLLOW**

Pub date: APR-06

ISBN: 1933569034 - Previous:

EAN: 9781933569031

Format: SOFT BACK

UK Price: 9.99 - Euro price: 14.00

SA\$ price: 15.95

Subject area: BUSINESS - Management /

Business – Finance & Investment

Pages: 160 - Illustrations: 0

### **Description**

From the world's leading financial analysts and investor education specialists comes an invaluable foundation of knowledge for every kind of investment you want to make. These guides, a collaboration between Standard & Poor's and Lightbulb Press, use clear language and informative graphics to demystify financial topics. The books make it easy for you to navigate the financial markets and understand the basics of investing and personal finance.

This easy to understand guide covers what you need to know about planning for a financially secure retirement. It provides up-to-date information on contribution and withdrawal limits, and current legislation on IRA rollovers to estate planning.

### **Key features**

- Fully updated and revised to incorporate new data and information.
- Every page has full-color illustrations, charts, and lively graphics.
- Written by the authors of the highly popular Lightbulb Press financial guides, which have sold hundreds of thousands of copies.

### **Market**

Men and women who have begun to think about planning for retirement, and all of the financial implications of life after leaving the working world. The guide offers a comprehensive look at the different factors to balance when planning a financially comfortable retirement.

## **Table of contents**

Looking Ahead  
Employer Plans  
Individual Plans  
Investing  
Estate Planning

## **Author Biography**

Virginia B. Morris and Kenneth M. Morris are the authors of the popular and well-regarded Lightbulb Press financial guides, which have sold millions of copies. Virginia is editorial director of Lightbulb Press and the author of more than a dozen books on financial subjects. Her articles regularly appear in a wide variety of magazines and she is a frequent guest on radio and television financial programs. Ken is the CEO of Lightbulb Press, and the creator of the signature Lightbulb Press style - clear language married to informative graphics. As an innovator in the field of simplified communications, he created many of the first easy-to-read documents for the brokerage, mutual fund, and insurance industries.

## **S&P Dictionary of Financial Terms**

Virginia Morris, Kenneth Morris

Imprint: MCGRAW-HILL

**JACKET TO  
FOLLOW**

Pub date: APR-06

ISBN: 1933569042 - Previous:

EAN: 9781933569048

Format: SOFT BACK

UK Price: 9.99 - Euro price: 14.00

SA\$ price: 15.95

Subject area: BUSINESS - Management /  
Business – Finance & Investment

Pages: 176 - Illustrations: 0

### **Description**

Streamlined, straightforward, and simple to read guides from Standard & Poor's and Lightbulb Press.

The easiest way to get a grip on personal finance, investing, and retirement.

From the world's leading financial analysts and investor education specialists comes an invaluable foundation of knowledge for every kind of investment you want to make. These guides, a collaboration between Standard & Poor's and Lightbulb Press, use clear language and informative graphics to demystify financial topics. The books make it easy for you to navigate the financial markets and understand the basics of investing and personal finance.

Filled with clear, jargon-free definitions of important financial terms, this handy reference gives you the language you need to navigate the world of investing and finance. It also includes common acronyms and extended definitions of more sophisticated investing concepts.

### **Key features**

- Fully updated and revised to incorporate new data and information.
- Every page has full-color illustrations, charts, and lively graphics.
- Written by the authors of the highly popular Lightbulb Press financial guides, which have sold hundreds of thousands of copies.

## **Market**

For all consumers and professionals who need a comprehensive and handy reference for financial terms and concepts.

## **Author Biography**

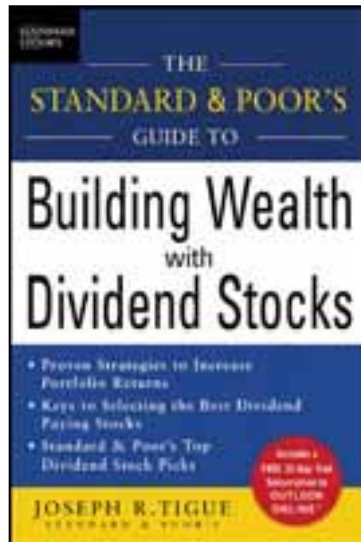
Virginia B. Morris and Kenneth M. Morris are the authors of the popular and well-regarded Lightbulb Press financial guides, which have sold millions of copies. Virginia is editorial director of Lightbulb Press and the author of more than a dozen books on financial subjects. Her articles regularly appear in a wide variety of magazines and she is a frequent guest on radio and television financial programs. Ken is the CEO of Lightbulb Press, and the creator of the signature Lightbulb Press style - clear language married to informative graphics. As an innovator in the field of simplified communications, he created many of the first easy-to-read documents for the brokerage, mutual fund, and insurance industries.

*The McGraw-Hill Companies*

## **The Standard & Poor's Guide to Building Wealth with Dividend Stocks**

Joseph Tigue

Imprint: MCGRAW-HILL



Pub date: APR-06

ISBN: 0071457828 - Previous:

EAN: 9780071457828

Format: HARD BACK

UK Price: 14.99 - Euro price: 21.00

SA\$ price: 24.95

Subject area: BUSINESS - Management / Business – Finance & Investment

Pages: 224 - Illustrations: 35

### **Description**

Improve your investment returns with expert advice from the world's leading financial information organization.

Investors are rediscovering the profitable advantages of dividend-paying stocks, due to the "bird in the hand" nature of regular dividend payments, dramatically reduced historical volatility, and the current reduction in the federal dividend tax rate. The Standard & Poor's Guide to Building Wealth with Dividend Stocks tackles all the key issues for adding the stability and performance of dividend stocks to your portfolio, providing hands-on techniques for identifying the best dividend-paying stocks and companies, using dividend tax law changes to improve returns, and implementing innovative dividend stock strategies.

### **Key features**

- Joseph Tigue's book *The Dividend-Rich Investor* received widespread acclaim and has become an industry standard
- Tigue lists numerous dividend-paying stocks recommended by Standard & Poor's that remain relatively undiscovered and are often available at bargain prices
- Dozens of charts and tables help readers visualize and hone in on the most profitable dividend opportunities

## **Market**

Individual investors.

## **Table of contents**

Chapter 1: Why Dividends Are a Key Factor in a Successful Investment Program  
Chapter 2: The More Favorable Dividend Tax Rate  
Chapter 3: How to Find the Best Dividend Payers  
Chapter 4: Traditional Income Stocks  
Chapter 5: Dividends as an Inflation Hedge  
Chapter 6: Magnify Your Returns Via Dividend Reinvestment  
Chapter 7: Dividend-Oriented Mutual Funds and ETFs that Let You Sleep at Night  
Chapter 8: Dividend Strategies  
Chapter 9: What Can Go Wrong  
Chapter 10: Selected Stocks Worth Buying

## **Author Biography**

Joseph R. Tigue is retired managing editor of Standard & Poor's financial newsletter *The Outlook* and a leading authority on the strategies and benefits of dividend investing. Author of *The Standard & Poor's Guide to Long-Term Investing* and co-author of *The Dividend-Rich Investor*, his comments and insights have been featured in *Business Week* and other financial publications as well as on various TV programs.

Standard & Poor's is the world's foremost provider of independent credit ratings, indices, risk evaluation, investment research, data and valuations. An essential part of the world's financial infrastructure, Standard & Poor's has played a leading role for more than 140 years in providing investors with the independent benchmarks they need to feel more confident about their investment and financial decisions.

## **Related McGraw-Hill Titles**

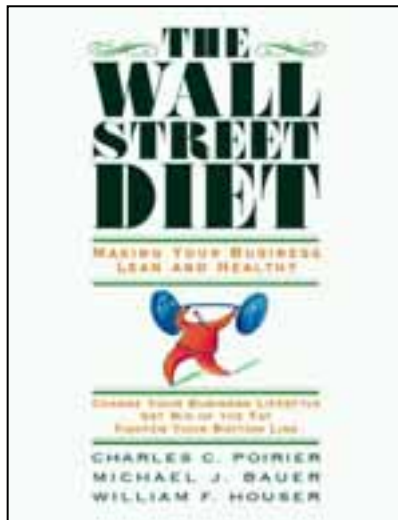
Tigue & Lisanti, *The Dividend-rich Investor*, 0070647534, 1999, PB, \$14.95

## **Competition**

*The Dividend Growth Investment Strategy*, 0806521821, 2001, HB, \$21.95

## **The Wall Street Diet: Making Your Business Lean and Healthy**

Charles C. Poirier, Michael J. Bauer, William F. Houser  
Imprint: BERRETT-KOEHLER



Pub date: MAY-06  
ISBN: 1576753816 - Previous:  
EAN: 9781576753811  
Format: HARD BACK  
UK Price: 16.99 - Euro price: 23.80  
SA\$ price: 27.95  
Subject area: BUSINESS - Management / Business  
– Operations  
Pages: 250 - Illustrations: 0

### **Description**

Businesses face the same problems as human dieters—improvement efforts are generally ineffective and the results are cyclical. As they chase the quick and easy solution without making necessary alterations to lifestyle and organizational processing, both diet conscious people and improvement minded business managers fail to reap the full benefits of their efforts. A fundamental change in day-to-day operations is necessary. The Wall Street Diet, like an effective weight loss program, is a handbook for changing the way a business operates to achieve sustained benefit.

### **Key features**

- **UNIQUE PREMISE:** the “diet” metaphor helps bring the concept for “getting your business into shape” to a level that business executives can understand and utilize
- **BUCKS THE TREND:** while many books simply trumpet something “new and hot” or “the next big thing” for business improvement, The Wall Street Diet provides a model for sustainable long-term growth
- **HOLISTIC APPROACH:** authors use decades of hands-on, practical experience to offer an approach to business growth that ties together a broad spectrum of business practices instead of just quality or lean management

## **Market**

- Senior business executives
- Anyone interested in deploying strategic business plans and building value networks
- Business managers including supply chain managers, IT Professionals and business unit managers in any industry
- Suppliers of software and supply chain management tools
- Academics
- Consultants and business advisers

## **Author Biography**

Chuck Poirier, with more than forty years of business experience, including senior level corporate and academic positions, is a recognized authority on supply chain management, e-business techniques, and collaborative use of technology around the world.

Mike Bauer has breadth and depth that is unique in today's compartmentalized business world. He is the Director of Computer Sciences Corporation's Lean Enterprise Centre and has authored two books, written articles, given speeches and worked with companies around the world, streamlining business processes and linking customers and suppliers into seamless and successful business networks.

Bill Houser, President of Integrated Productivity and Quality Systems, Inc., has a lengthy history helping businesses improve performance and enhance profitability. He has trained hundreds of business professionals in the principles of world-class quality and productivity.

## **Related McGraw-Hill Titles**

The Toyota Way: 14 Management Principles From The World's Greatest Manufacturer by Jeffrey Liker  
Hardcover: 350 pages, \$26.95  
McGraw-Hill; 1 edition (December 17, 2003)

## **Competition**

Lean Thinking: Banish Waste and Create Wealth in Your Corporation, Revised and Updated by James P. Womack, Daniel T. Jones  
Hardcover: 384 pages, \$30.00  
Free Press; 2nd Rev&Up edition (June 10, 2003)

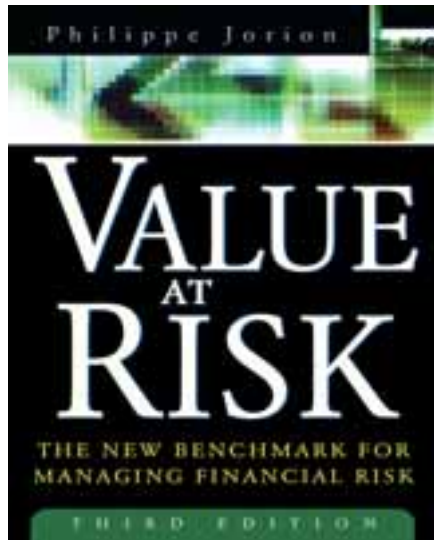
Lean Transformation: How to Change Your Business into a Lean Enterprise by Bruce A. Henderson, Jorge L. Larco, Stephen H. Martin  
Hardcover: 288 pages, \$26.86  
Oaklea Publishing (May 1, 1999)

*The McGraw-Hill Companies*

## **Value at Risk, 3/e: The New Benchmark for Managing Financial Risk**

Philippe Jorion

Imprint: MCGRAW-HILL



Pub date: MAY-06

ISBN: 0071464956 - Previous:

EAN: 9780071464956

Format: HARD BACK

UK Price: 48.99 - Euro price: 68.60

SA\$ price: 85.00

Subject area: BUSINESS - Management /

Business – Finance & Investment

Pages: 600 - Illustrations: 85

### **Description**

Learn how to navigate your way in a dynamic risk environment.

Value at Risk includes an increased emphasis on operational risk, discussion of new risk-management applications, recent changes in definitions of industry standards, and more.

### **Key features**

- More than 30,000 copies sold in two previous editions
- Philippe Jorion is a popular and widely respected speaker at conferences around the world and has published more than 50 articles on risk management and international finance
- Extensive coverage of the recently finalized Basel II capital adequacy rules for commercial banks integrated throughout the book
- Short questions and exercises now included at the end of each chapter; this added pedagogy promises to increase the book's academic appeal

### **Market**

Institutional investors, risk management professionals, academic.

## **Table of contents**

### **PART ONE: MOTIVATION**

1. The Need for Risk Management
2. Lessons from Derivatives Disasters
3. Capital Requirements

### **PART TWO: BUILDING BLOCKS**

4. Measuring Financial Risk
5. Computing VAR
6. Backtesting VAR Models
7. Portfolio Risk: Analytical Methods
8. Forecasting Risk and Correlations

### **PART THREE: VALE-AT-RISK SYSTEMS**

9. Approaches to VAR
10. Stress Testing
11. Risk Mapping (new chapter title)
12. Simulation Methods
13. Credit Risk
14. Liquidity Risk

### **PART FOUR: APPLICATIONS OF RISK MANAGEMENT SYSTEMS**

15. Using VAR to Measure and Control Risk)
16. Using VAR for Active Risk Management
17. VAR in Investment Management
18. The Technology of Risk
19. Operational Risk
20. Enterprise-Wide Risk Management (ERM)

### **PART FIVE: THE RISK MANAGEMENT PROFESSION**

21. Pitfalls in RM Systems
22. Conclusions

## **Author Biography**

Philippe Jorion is a professor of finance at the University of California, Irvine. Editor in chief of the *Journal of Risk*, Jorion is a consultant to institutions including PIMCO, the World Bank, AIMR, the Federal Reserve, and the United Nations.

## **Related McGraw-Hill Titles**

Smithson, *Managing Financial Risk*, 007059354X, 1998, HB, \$70  
Crouhy et al., *Risk Management*, 0071357319, 2001, HB, \$70

## **Competition**

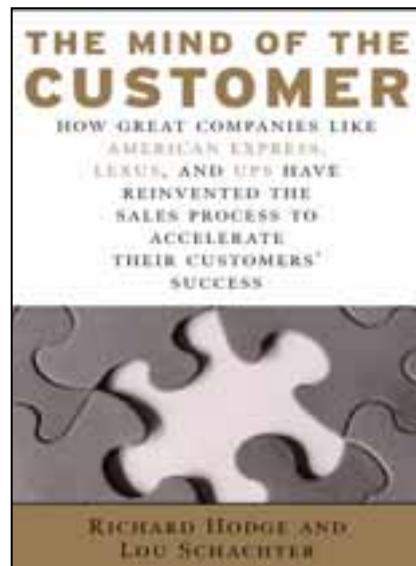
Pearson, *Risk budgeting*, 0471405566, 2002, HB, \$79.95  
Holton, *Value at Risk: Theory and Practice*, 0123540100, 2003, HB, \$90

*The McGraw-Hill Companies*

## **The Mind of the Customer: How the World's Leading Sales Force Accelerate Their Customers Success**

Richard Hodge, Lou Schachter

Imprint: MCGRAW-HILL



Pub date: MAR-06

ISBN: 0071470271 - Previous:

EAN: 9780071470278

Format: HARD BACK

UK Price: 17.99 - Euro price: 25.20

SA\$ price: 29.95

Subject area: BUSINESS - Management /  
Business – Sales

Pages: 304 - Illustrations: 20

### **Description**

The trainers of the world's best sales forces unveil a new way of selling that redefines success.

The Mind of the Customer builds on the proven performance-improvement training techniques of The Real Learning Company to supply sales and marketing professionals with a dynamic, straightforward plan for improving profitability, productivity, and customer satisfaction. Rich graphics illustrate and clarify key concepts, while contributions from industry leaders provide eye-opening and invaluable perspectives on how sales is changing--and what you can do to create competitive advantage amid that change.

### **Key features**

- Ideal for the more than 14 million sales professionals in the United States alone who want to advance their performance to the next level
- Features contributions from clients of The Real Learning Company, including Nokia, Lexus, UPS, and many others
- The Real Learning Company reaches thousands of customers annually and will aggressively promote the book

### **Market**

The primary audience for this book is to be found among the millions of sales people, managers, and executives worldwide who operate in the business-to-business market. These are often people who service accounts worth hundreds of

thousands or even millions of dollars and who understand the importance of maintaining and developing long-term relationships with the customer.

## **Table of contents**

A Parable: How Would You Treat Your One Last Customer?

Pillar One: Understand

1. Context is Everything
  2. Accelerating Value Creation
  3. Earn Your Way into the Mind of Your Customer
  4. Aligning with Executives
  5. Giving Customers What They Want
  6. Traveling Among Multiple Dimensions of Value
  7. Get to the Core by Asking High-Impact Questions
  8. Organize Your Brand Around the Customer
  9. Calculate the Value Your Offerings Create for Your Customers
  10. Express the Value You Personally Create for Your Customers
  11. Loyalty Comes from Individualizing Value
  12. Overcoming Existing Relationships
  13. From One-Way Presentations to Two-Way Interactions
  14. Negotiate on All the Value Your Customer Obtains, Not Just Price
  15. Negotiating Cooperatively with Value in Mind
  16. Building Partnerships
  17. Customers Expect Sales Managers to Focus on Business Results
  18. The Systems Solution
  19. The Six Competencies that Distinguish World-Class Salespeople
  20. Six Ways to Drive Salesperson Performance
  21. The Best Practices in Coaching Salespeople
  22. Focusing the Telescopic Lens
  23. The Leader's Role
- There's Help Around the Corner

## **Author Biography**

Richard Hodge founded the Real Learning Company in 1994 after holding both sales leadership and other executive roles in global companies, where he worked with customers who included half of the Fortune 500. He helped to develop new technology categories and worked with Lexus, UPS, Genentech, American Express, and others to implement new breakthrough strategies.

Lou Schachter is senior vice president for design and development at the Real Learning Company. Before joining the Real Learning team, he wrote learning programs for salespeople at a variety of companies, including Cisco and Merck. Previously, Lou helped lead the fast growth of a specialized communications firm.

## **Related McGraw-Hill Titles**

Eades, *The New Solution Selling*, 0071435395, 2003, HB, \$29.95  
Page, *Hope Is Not a Strategy*, 0071418717, 2003, PB, \$14.95

## **Competition**

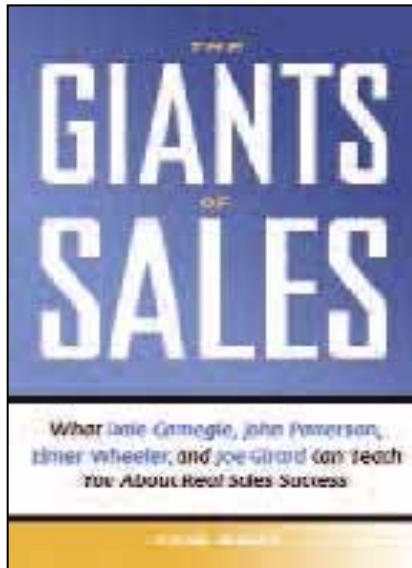
Heiman, *The New Strategic Selling*, 0446673463, 1998, PB, \$15.95  
Zaltman, *How Customers Think*, 1578518261, 2003, HB, \$29.95

*The McGraw-Hill Companies*

## **The Giants of Sales: What Dale Carnegie, John Patterson, Elmer Wheeler, and Joe Girard Can Teach You About Real Sales Success**

Tom Sant

Imprint: AMACOM



Pub date: APR-06

ISBN: 0814472915 - Previous:

EAN: 9780814472910

Format: HARD BACK

UK Price: 11.99 - Euro price: 16.80

SA\$ price: 19.95

Subject area: BUSINESS - Management /

Business – Sales

Pages: 224 - Illustrations: 0

### **Description**

The Giants of Sales introduces readers to John Henry Patterson, Dale Carnegie, Joe Girard, and Elmer Wheeler—all true innovators of great salesmanship. The book presents the fascinating, time-tested techniques of these sales gurus, and demonstrates how they are still powerful tools salespeople should use today. Part history and part how-to, this unique book literally brings the sales strategies to life in the stories of the men who developed them—and changed the face of selling forever.

### **Key features**

Tom Sant has a great platform. His clients include major companies such as Microsoft, Accenture, Motorola, AT&T, and Cisco. A member of the National Speakers Association, he is a frequent speaker, conducts live webinars for Microsoft, and writes a monthly newsletter that reaches over 25,000 people—all vehicles he will use to help promote his new book.

### **Market**

Salespeople, sales managers, some trainers.

**Author Biography**

Sant is the creator of a widely used sales software tool. His clients include Accenture, Microsoft, Motorola, AT&T, Cisco, and hundreds of others.

**Competition**

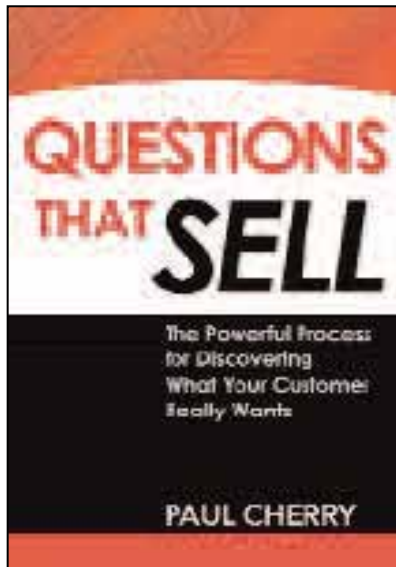
The Patterson Principles of Selling (0471662623, HC, \$19.95, 140 pp., Wiley, May 2004)

*The McGraw-Hill Companies*

## **Questions That Sell: The Powerful Process for Discovering What Your Customer Really Wants**

Paul Cherry

Imprint: AMACOM



Pub date: MAY-06

ISBN: 0814473393 - Previous:

EAN: 9780814473399

Format: SOFT BACK

UK Price: 9.99 - Euro price: 14.00

SA\$ price: 16.95

Subject area: BUSINESS - Management / Business  
- Sales

Pages: 192 - Illustrations: 0

### **Description**

Simply knowing the right questions to ask can make the difference between finalizing a sale or losing it. By tapping into their customers' real needs, finding out what problems they need solved, and how a product or service can work for them, sales professionals can close more sales, faster. But knowing what questions to ask is far easier said than done. Questions That Sell provides readers with powerful examples, exercises, and hundreds of sample questions to help them connect with customers and increase their bottom line.

### **Key features**

- Although the book provides lots of ready-to-use questions, Questions That Sell goes beyond similar books and actually teaches readers how to formulate their own sales questions—a process that allows for greater flexibility and will be appreciated by those uncomfortable with canned questions and scripts
- In addition to sample questions, the book includes examples and exercises, as well as an appendix of sample dialogues, phone and e-mail messages
- Cherry has trained more than 20,000 sales professionals, just in the last few years. He also teaches a sales course at The Iacocca Institute (Lehigh University). He plans on contacting his past customers to tell them about the book, as well as promote it through his courses, website, consulting, and writing.

**Market**

Salespeople or sales reps; sales managers, sales trainers—process can be used by anyone in business.

**Author Biography**

Cherry is president and CEO of Performance Based Results, an international sales and leadership training organization, where he teaches more than 3,000 sales professionals a year. He has written for *The Selling Advantage*, *What's Working in Sales Management*, and other popular industry publications.

**Related McGraw-Hill Titles**

Stop Telling, Start Selling (0070525587, PB, \$18.95, McGraw-Hill, Sept 1997)

Socratic Selling (0786304553, HC, \$19.95, McGraw-Hill, Aug 1995)

**Competition**

Secrets of Question Based Selling (1570715882, PB, \$16.95, Sourcebooks, Nov 2000)

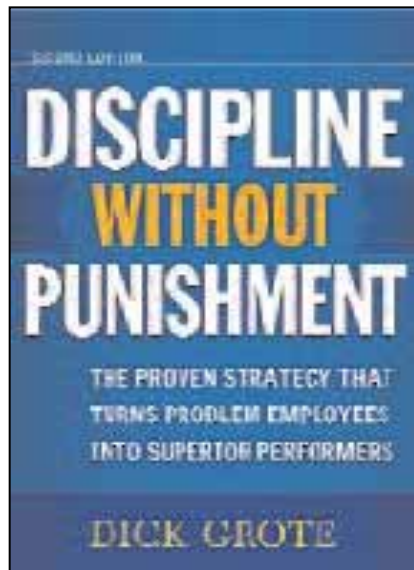
Ask Questions, Get Sales (1593371128, PB, \$9.95, Adams Media, Dec 2004)

*The McGraw-Hill Companies*

## **Discipline Without Punishment, 2/e: The Proven Strategy That Turns Problem Employees into Superior Performers**

Dick Grote

Imprint: AMACOM



Pub date: APR-06

ISBN: 081447330X - Previous: 0814402763

EAN: 9780814473306

Format: HARD BACK

UK Price: 15.99 - Euro price: 22.40

SA\$ price: 26.95

Subject area: BUSINESS - Management /

Business – Management

Pages: 272 - Illustrations: 0

### **Description**

Discipline Without Punishment has long been considered the resource for getting problem employees back on track. Completely revised, the second edition of this proven guidebook explores the author's proven system and shows readers how they can implement its positive approach and encourage problem employees to meet—and often even exceed—job requirements. The book contains all the tools readers need to engender communication, fuel problem-solving, and get employees to truly commit to better performance.

### **Key features**

- The 1st edition of Discipline without Punishment (ISBN 0-8144-0276-3) has sold over 78,000 copies in HC since publication in May 1995. A new edition—in an affordable paperback—it should sell even better.
- Provides examples, sample dialogues, written memos, answers to commonly raised questions, worksheets, and all new insights, as well as updates throughout; a chapter on solving attendance and attitude problems; a substantially revised chapter on termination; and much more
- Authoritative, persuasive, practical, reader-friendly, the book shows readers how to: avoid confrontational, anger-provoking sessions
- The Discipline without Punishment approach described in this book was revolutionary when introduced in 1995 and has since become a hallmark in the field of performance management. Dick Grote is nationally known as one of the most important thinkers and authorities in the field, the “go to” guy for

companies needing help and media seeking comments on key issues and happenings.

### **Market**

Managers and HR professionals

### **Author Biography**

Grote is Chairman and CEO of Grote Consulting Corp. His articles have appeared in Harvard Business Review, The Wall Street Journal, and many other publications.

*The McGraw-Hill Companies*

## **Flying High in a Competitive Industry: Cost-Effective Service Excellence at Singapore Airlines**

Jochen Wirtz, Loizos Heracleous, Nitin Pangarkar

Imprint: SINGAPORE MCGRAW-HILL



Pub date: JAN-06

ISBN: 0071249648 - Previous:

EAN: 9780071249645

Format: HARD BACK

UK Price: 12.99 - Euro price: 18.20

SA\$ price: 21.00

Subject area: BUSINESS - Management /

Business – Customer Relations

Pages: 248 - Illustrations: 0

### **Description**

Singapore Airlines (SIA) is widely acknowledged as one of the leading airlines, if not the best airline, globally. This book provides insights into a simple but intriguing question: How has SIA managed to outperform other flag-carriers for decades, in an industry where it is notoriously difficult to succeed consistently?

Flying High in a Competitive Industry begins with an analysis of the airline industry and its key trends, moving on to a broad outline of SIA's strategic drivers of success. Empirical research was conducted at SIA to gain a deeper understanding of its strategy, core competencies and internal organization, innovation processes, and human resource practices, in order to distil strategy lessons that can inform the strategies of any organization competing in intensely competitive industries.

The book ends with some strategic lessons that we believe apply to any organization that aims to achieve sustainable success in hyper-competitive markets.

## **Table of contents**

Preface

The Authors

1 The airline industry: Trends, economics, performance and strategic imperatives

2 Key drivers of Singapore Airlines' performance: Strategic choices and resource deployment decisions

3 Achieving cost-effective service excellence at Singapore Airlines

4 Innovation as a key to sustained service excellence

5 Managing people effectively to deliver sustained service excellence

6 How to win in cutthroat industries: Lessons from Singapore Airlines

Index

## **Future Hype: The Myths of Technology Change**

Bob Seidensticker

Imprint: BERRETT-KOEHLER



Pub date: APR-06

ISBN: 1576753700 - Previous:

EAN: 9781576753705

Format: HARD BACK

UK Price: 14.99 - Euro price: 21.00

SA\$ price: 24.95

Subject area: BUSINESS - Management /

Business – Technology

Pages: 240 - Illustrations: 0

### **Description**

The general public has come to accept that technology is the greatest new growth frontier with an infinite amount of potential coupled with an ever-growing number of faster, more efficient, and more reliable products and instruments.

Conventional thinking states that never before has such a golden era existed in which technology thrived and blossomed so fully.

### **Key features**

- **EXPOSES 9 WIDELY HELD MYTHS ABOUT TECHNOLOGY CHANGE:** Seidensticker goes against the common attitudes and thinking of today regarding technology by challenging virtually every tech guru and work of the past on the subject of the progress of technology.
- **TIMELY TOPIC:** Too many people are getting overwhelmed by the rate at which technology is supposedly changing. Future Hype shows why their fears are unfounded and explains how to be smarter than everyone else when it come to technology change.
- **EXTENSIVE KNOWLEDGE BASE:** Seidensticker is an MIT graduate with 25 years of technology experience, including an 8-year stint with Microsoft as a project manager.

## **Market**

- Anyone (especially business people) interested in corporate strategy and competitive advantage
- Technophiles and technophobes alike
- Businesses evaluating their IT needs
- Engineers and tech-sector employees
- Tech current affairs news and economics readers
- Anyone with an interest in technology and growth
- Individuals who are overwhelmed with the technological onslaught and need another point of view

## **Author Biography**

Bob Seidensticker is a successful writer who graduated from MIT and then spent 25 years in the technology industry, including an 8-year stint at Microsoft as a project manager. He resigned from Microsoft in 1997 to write software as an independent developer and to pursue a writing career.

## **Competition**

The Tipping Point, by Malcom Gladwell  
Hardcover: 288 pages, \$24.95  
Little, Brown (February, 2000)  
ISBN: 0316316962

Freakonomics, Steven D. Levitt and Stephen J. Dubner  
Hardcover: 304 pages, \$25.95  
William Morrow (May 1, 2005)  
ISBN: 006073132X

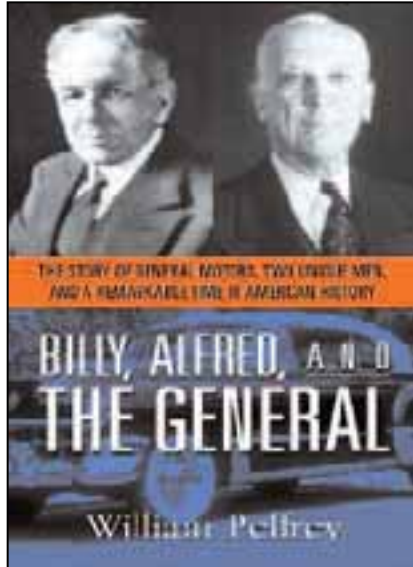
The Wisdom of Crowds, by James Surowiecki  
Hardcover: 320 pages, \$24.95  
Doubleday (May 25, 2004)  
ISBN: 0385503865

*The McGraw-Hill Companies*

## **Billy, Alfred, and General Motors: The Story of Two Unique Men, a Legendary Company, and a Remarkable Time in American History**

William Pelfrey

Imprint: AMACOM



Pub date: MAY-06

ISBN: 0814408699 - Previous:

EAN: 9780814408698

Format: HARD BACK

UK Price: 16.99 - Euro price: 23.80

SA\$ price: 27.95

Subject area: BUSINESS - Management /  
Business – General Business

Pages: 336 - Illustrations: 0

### **Description**

*Billy, Alfred, and General Motors* is the tale not just of the two men that built General Motors, but also of the formative decades of twentieth-century America. The book includes vivid, warts-and-all portraits of the legends of the golden age of the automobile, and is filled with timeless lessons, cautionary tales, and inspiration for business leaders and history buffs alike.

### **Key features**

- As today's GM struggles to stay financially viable, there is a yearning for the romance of the company's incredible history. Plus, the company being in the spotlight, for good or bad, gives us great publicity opportunities.
- The author has great credentials: he not only spent 15 years at GM, he can also write. His first book, *The Big V*, a novel about Vietnam received rave reviews in the *New York Times Book Review*, the *Washington Post Book World*, and others; was nominated for the National Book Award; and won him a National Endowments for the Arts fellowship. His second book was the novelization of the film *Hamburger Hill*. He is also a former journalist for the *New York Times*. William Pelfrey knows how to make a story come alive.
- The book is both instructive for modern businesses and a fascinating general-interest read filled with colourful characters, unexpected plot twists, and the detailed backdrop of industrial America's coming of age.

## **Market**

General and business readerships • Automotive enthusiasts • history buffs

## **Author Biography**

William Pelfrey spent 15 years at General Motors Corp., most recently as Director of Executive Communications. A former journalist, he reported from Vietnam, Appalachia, and Pakistan for The New York Times, Atlantic Monthly, and The New Republic.

## **Competition**

The People's Tycoon: Henry Ford and the American Century (0375407359, HC, \$30.00, Knopf, Aug. '05)

Wheels for the World: Henry Ford, His Company, and a Century of Progress (0142004391, PB \$18.00, Penguin, June '04 • 067003181X, HC, Apr. '03)

The Ford Century (1579652018, HC \$40.00, Artisan, Nov. '02)

Henry and Edsel (0471234877, HC \$27.95, Wiley, Jul. '03)

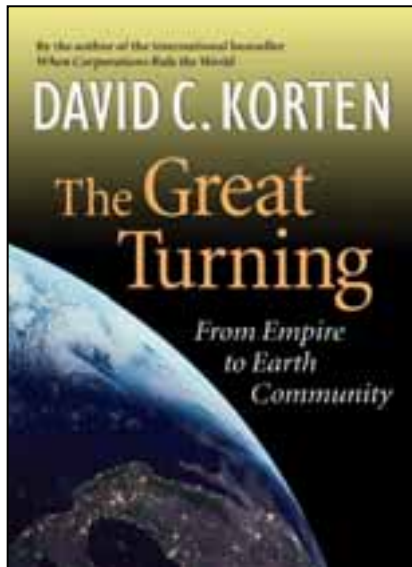
My Years with General Motors by Alfred Sloane (0385042353, PB \$21.95, Currency, Oct. '90)

*The McGraw-Hill Companies*

## **The Great Turning: From Empire to Earth Community**

David C. Korten

Imprint: BERRETT-KOEHLER



Pub date: MAY-06

ISBN: 1887208070 - Previous:

EAN: 9781887208079

Format: HARD BACK

UK Price: 16.99 - Euro price: 23.80

SA\$ price: 27.95

Subject area: BUSINESS - Management /

Business – International Business

Pages: 300 - Illustrations: 0

### **Description**

In *The Great Turning*, Korten argues that corporate consolidation of power is merely one manifestation of what he calls “Empire”: the organization of human society through hierarchy and violence that has largely held sway for the past 5,000 years. This approach has always resulted in misery for the many and fortune for the few, but now it threatens the very future of human society. Korten points to global terrorism, increasingly violent weather, and rising poverty as just a few of the signs that the current models are unsustainable.

### **Key features**

- **TIMELY TOPIC:** The threat of continued warfare to the future of humanity has become dire. *The Great Turning* will appeal to the millions of concerned citizens who are searching for alternatives to this global empire
- **LEGENDARY AUTHOR:** Korten is the author of several critically acclaimed bestsellers—*When Corporations Rule the World* (over 125,000 copies sold, translated into 17 languages) and *The Post-Corporate World* (over 30,000 copies sold, translated into 11 languages)—and is an internationally recognized thinker and writer on globalization and human development
- **OFFERS HOPE FOR THE FUTURE:** provides an organizing framework for a values-based progressive politics devoted to advancing realization of the long suppressed creative possibilities of the human species in the form of Earth Community

## **Market**

- Readers of Korten's previous books
- Nationwide readership of people interested in politics, current affairs, and economic and environmental justice
- International development organizations and activists

## **Table of contents**

Choosing Our Future  
Sorrows of Empire  
America, The Unfinished Project  
The Great Turning  
Birthing Earth Community

## **Author Biography**

Dr. David C. Korten has over thirty-five years' experience in academic, and international development institutions as well as in contemporary citizen action organizations. Korten holds M.B.A. and Ph.D. degrees from Stanford University Graduate School of Business, and has taught at the Harvard University Graduate Schools of Business and Public Health. He conducted research at the Harvard Institute for International Development and served as a Ford Foundation project specialist in Manila and as Asia Regional Advisor on Development Management for the U.S. Agency for International Development.

## **Related McGraw-Hill Titles**

John Perkins, *Confessions of an Economic Hit Man*  
Hardcover, Berrett-Koehler Publishers (November 9, 2004)  
ISBN 1576753018

## **Competition**

Jared Diamond, *Collapse: How Societies Choose to Fail or Succeed*  
Hardcover: 592 pages, Viking Adult (December 29, 2004)  
ISBN: 0670033375

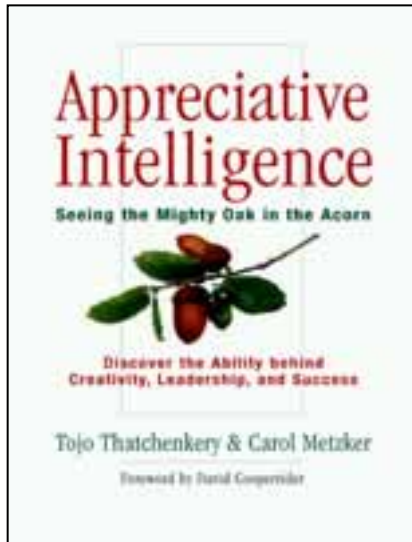
James Howard Kunstler, *The Long Emergency: Surviving the Converging Catastrophes of the Twenty-First Century*  
Hardcover: 320 pages, Atlantic Monthly Press (April 10, 2005)  
ISBN: 0871138883

*The McGraw-Hill Companies*

## **Appreciative Intelligence: Seeing the Mighty Oak in the Acorn, Discover the Ability behind Creativity, Leadership, and Success**

Tojo Thatchenkery, Carol Metzker

Imprint: BERRETT-KOEHLER



Pub date: MAY-06

ISBN: 1576753530 - Previous:

EAN: 9781576753538

Format: HARD BACK

UK Price: 14.99 - Euro price: 21.00

SA\$ price: 24.95

Subject area: BUSINESS - Management /

Business – General Business

Pages: 200 - Illustrations: 0

### **Description**

In *Appreciative Intelligence*, authors Tojo Thatchenkery and Carol Metzker bring this new type of intelligence into the public discourse for the first time. They illustrate how AI can be found in individuals regardless of position or level of leadership.

### **Key features**

- **FIRST BOOK ON THE TOPIC:** The authors are the first to put forth and name the concept of “Appreciative Intelligence”
- **BUILDS ON POPULAR TRENDS:** The concept of “multiple intelligences” has proliferated in recent years and become widely accepted; comparative titles such as Emotional Intelligence have sold hundreds of thousands of copies
- **BROAD AUDIENCE BASE:** Demonstrates that AI is a type of intelligence found in all individuals; thus it will appeal to a greater number of people who want to become innovative, entrepreneurial and successful in business, non-profit, government and other types of organizations

### **Market**

- Businesses, business leaders and employees interested in leadership development and human resource management
- The Appreciative Inquiry Community and its affiliated groups and organizations
- Undergraduate and graduate psychology and business students

- Anyone with an interest in leadership psychology and business growth
- Corporate universities

### **Table of contents**

1. Appreciative Intelligence: The Missing Link
  2. The Case for Appreciative Intelligence
  3. Framing Reality for a Great View of the Future
  4. Patterns in the Mosaic
  5. Appreciative Intelligence at Work
  6. Developing Your Appreciative Intelligence
  7. A Future with Appreciative Intelligence
- Appendix 1: Evidences from the New Field of Social Cognitive Neuroscience:  
Bibliography  
Acknowledgements

### **Author Biography**

Tojo Thatchenkery is currently the Associate Professor of Organizational Learning at George Mason University in Fairfax, VA. and holds a Ph.D. in organizational behavior from the Weatherhead School of Management at Case Western Reserve University.

Carol Metzker has a Masters degree in Organizational learning from George Mason University in Fairfax, VA and has over 15 years experience in communications and corporate environments.

### **Related McGraw-Hill Titles**

Primal Leadership: Learning to Lead with Emotional Intelligence  
Daniel Goleman (Harvard Business School Press, 2004). ISBN 1591391849

Leading Quietly: An Unorthodox Guide to Doing the Right Thing  
Joseph L. Badaracco (Harvard Business School Press, 2002). ISBN 1578514878

### **Competition**

Emotional Intelligence: Why it Can Matter More Than I.Q.  
Daniel Goleman (Bantam Books, 1997). ISBN 0553375067