



2021

Fall Rights List

New Business
Marketing &
Reference Titles

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The information in this catalog is accurate
as of October 5, 2021.



Ideapress Publishing was founded by best-selling author Rohit Bhargava to offer an alternative to self-publishing or working with a large publisher. Our vision is to bring the top quality resources and distribution of a big publisher together with the real time advice and coaching from a proven Wall Street Journal bestselling fellow author to launch a successful business book. We do this by only using the most experienced freelance talent in the industry on our projects – usually people with 20+ years of experience in the industry.

Our mission is to produce brilliant business books – and what this means is creating a solution that offers everything that independent authors need to publish a successful book.

We exist to help insightful experts publish their valuable ideas with more credibility.



Orig. Language: English
Orig. Publisher: Ideapress
325 pp. | March 2022
Territory: World excl. NA

MATERIAL AVAILABLE
English MS

Jenny Blake

Jenny Blake helps forward thinking organizations and individuals map what's next. She is an international keynote speaker and author of *Pivot: The Only Move That Matters Is Your Next One*, winner of the Axiom Best Business Books award in the careers category.

Jenny hosts two podcasts with over one million downloads combined: *Free Time for heart-based business owners*, and *Pivot with Jenny Blake for navigating change*.

After two years as the first employee at a political polling start-up in Silicon Valley, followed by five years at Google in coaching, training, and career development, Jenny moved to New York City in 2011 to launch her business. Originally from San Francisco, Jenny loves dogs, yoga, and buys too many books. She lives with her husband and their "angel in fur coat" German Shepherd.

Free Time

Lose the Busywork, Love Your Business

Time is not money.

Time is life force.

Your time is far more precious than money.

It is your presence, your memories, your quality of life.

As a business owner, you are already paying a risk and pressure tax. For many, growth fueled by added stress is not worth the trade-off. You have an urge to simplify and streamline instead.

Ask yourself:

Are you consistently doing the work that you and only you can do?

Or are you burdened by busy work, the bottleneck blocking your company's profit and potential?

Free Time is not about working as little as possible. Nor is it about creating a lifestyle business purely for one's own gain. It is about creating a life-giving business energizing every single person who is a part of it, from the owner to team members, to clients and community. *Free Time* is about making small investments now to create greater optionality in the future.

PRESS & QUOTES

Stress is a systems problem. This was one of the more arresting statements I've read in a business book in a long time. Jenny offers an important vision of entrepreneurship freed from burnout and overload.

— CAL NEWPORT, NEW YORK TIMES BESTSELLING AUTHOR OF *A WORLD WITHOUT EMAIL* AND *DEEP WORK*

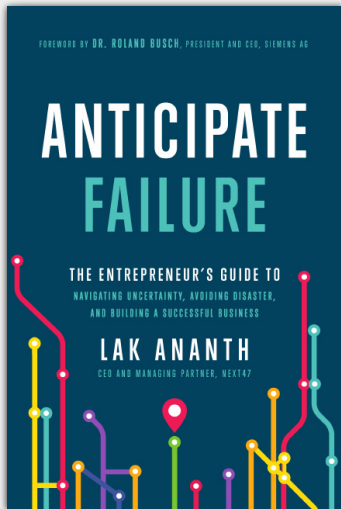
Hustle is dead. It never worked very well, and now it's burning us out. Jenny Blake is back with a generous, helpful and more caring alternative.

— SETH GODIN, AUTHOR OF *THIS IS MARKETING*

It is not about working harder, it is about working "right-er." Bigger results, better flow, less effort; welcome to Free Time.

— MIKE MICHALOWICZ, AUTHOR OF *CLOCKWORK*, *FIX THIS NEXT* AND *GET DIFFERENT*





Orig. Language: English
Orig. Publisher: Ideapress
 185 pp. | October 2021
Territory: World excl. NA

MATERIAL AVAILABLE
 English MS

Lak Ananth

Lak Ananth is an Indian American venture capitalist who has spent much of his career focused on identifying industry-changing disruptions and acting on them as an investor or acquirer. Lak is the founding CEO and Managing Partner of the global venture capital firm Next47 which is backed by Siemens AG and partners with the best entrepreneurs to help them build companies that will change how the world works. Lak has spent his career in service to the entrepreneurial pursuit. In addition to running Next47, he serves on the board of several companies that he has helped to grow beyond \$1B valuations. As an investor and board member, he believes in establishing mutual trust with Founders so when critical business decisions need to be made, he can support them in making the best choices for building world-class new businesses. Lak holds an MBA from INSEAD and The Wharton School of Business. He is also a Kauffman Fellow (Class 12).

Anticipate Failure

The Entrepreneur's Guide to Navigating Uncertainty, Avoiding Disaster, and Building a Successful Business

Quibi was going to put short, premium-quality videos in the hands of millions of content-hungry mobile consumers around the globe. The Apple Newton combined cool with indispensable in a way that was expected to spark a new mobile device market that was much bigger than the personal computing market. The \$ 2,500 Tata Nano automobile was touted as a major gamechanger for India and the millions of aspiring middle-class customers who would surely buy one. The Segway personal transporter was introduced with fanfare as a marvel of technology that was poised to change urban transportation.

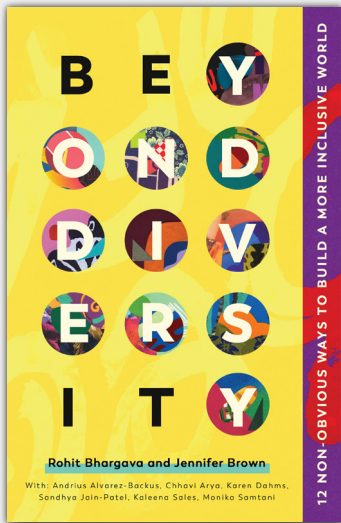
Each one of these products was to set the world on fire — disrupting markets and changing our lives forever.

Until they didn't.

In his groundbreaking book, *Anticipate Failure*, Lak Ananth — CEO of global venture capital firm Next47 — describes the most common patterns of failure in innovation. He starts with the premise that building a business based on innovation is a perilous endeavor, and failures big and small are always around the corner. Ananth then dives into instances of failures, guiding the reader to understand root causes. Finally, he provides readers with insights and coaching that will enable them not just to avoid failure, but to anticipate it and then get through it on the way to success.

Anticipate Failure contains a riveting mix of stories of high-profile failures in innovation as well as many new stories that will be found nowhere else. In addition, Ananth has interviewed some of today's most successful founders and executives for the book, including Filip Kaliszan, CEO of Verkada; Gokul Rajaram, on the DoorDash executive team, Dr. Roland Busch, CEO of Siemens; James Joaquin, Managing Director of Obvious Ventures, Eran Ben-Shushan, CEO of Bizzabo; Andre Hartung, President of Diagnostic Imaging at Siemens Healthineers; Li Pu, President of Segway Robotics; and many others.





Orig. Language: English
Orig. Publisher: Ideapress
 268 pp. | November 2021
Territory: World excl. NA

MATERIAL AVAILABLE
 English MS

Rohit Bhargava (ed.)

Rohit Bhargava believes the world needs more non-obvious thinkers. He is the author of six books on topics as wide ranging as how to bring more humanity back to business and how to see things others miss. His latest book *Non-Obvious Megatrends* was a #1 Wall Street Journal bestseller. Rohit's books have won multiple international awards and been translated into 15 languages. Outside of his writing and speaking, Rohit is also an Adjunct Professor of storytelling and marketing at Georgetown University.

Jennifer Brown (ed.)

Jennifer Brown is an award-winning entrepreneur, speaker, diversity and inclusion consultant, and author. As the successful founder, president, and CEO of Jennifer Brown Consulting, headquartered in New York City, Jennifer is responsible for designing workplace strategies that have been implemented by some of the biggest companies and nonprofits in the world.

Beyond Diversity

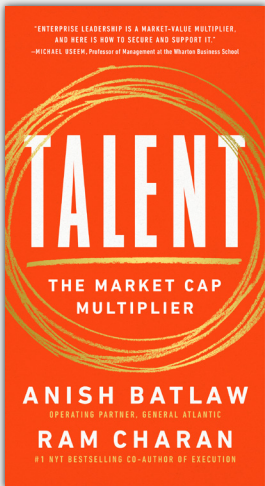
12 Non-Obvious Ways To Build A More Inclusive World

What if we could go beyond the conversation about diversity and take real action ?

In early 2021, more than two hundred widely respected experts gathered virtually for the world's most ambitious conversation about diversity. Our aim was to do more than spotlight injustice. We challenged ourselves to imagine how to fix it. The dialogue brought together casting directors, bookstore owners, disabled leaders, healthcare professionals, students, VCs, standup comedians, chief diversity officers, pro gamers, archaeologists, government insiders, startup founders, and even a master puppeteer.

Now for the first time, these solutions are compiled into one groundbreaking volume organized into twelve powerful themes including: storytelling, technology, identity, retail, education and more. Each chapter paints a revealing picture of the world, how it is, how it could be and what needs to happen for us to get there. For newcomers to the topic of diversity, and DEI experts alike, this book offers a much-needed actionable blueprint for creating a more inclusive world for us all.





Orig. Language: English
Orig. Publisher: Ideapress
 168 pp. | January 2022
Territory: World excl. NA

MATERIAL AVAILABLE
 English MS

UNDER OPTION
 Brazil, China

Ram Charan & Anish Batlaw

Ram Charan is noted expert on business strategy, execution, building a high-performance organization, 21st century leadership, corporate boards and succession, he has worked with leaders of some of the world's most successful companies, including GE, Bank of America, Verizon, Coca-Cola, 3M, Merck, Aditya Birla Group, and Tata Group.

Anish Batlaw joined General Atlantic (GA) in 2015 and leads the firm's Human Capital efforts (people, pay and performance) in support of its global portfolio companies. His responsibilities include development of GA's talent network, assessment and development of management teams, and executive compensation.

Talent

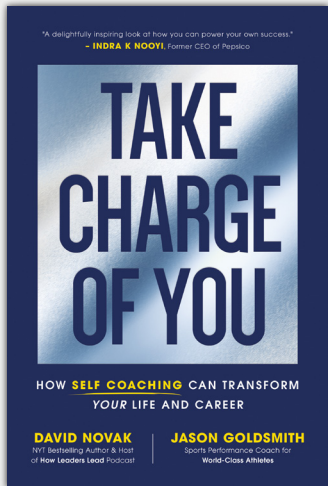
The Market Cap Multiplier

Properly managing talent is the secret ingredient that many companies are missing when it comes to creating long-term growth.

All too often, getting the right leadership in place is a separate, siloed HR endeavor, when it should be a top priority: getting high-performing leaders on board quickly can make all the difference as a critical value multiplier.

In this book, Anish Batlaw & Ram Charan present a data-driven approach to talent—demonstrated through six real-life stories—that's proved extremely reliable as an engine for creating value and increasing market share, a game-changing approach for business leaders & investors.





Orig. Language: English
Orig. Publisher: Ideapress
175 pp. | February 2022
Territory: World excl. NA

MATERIAL AVAILABLE
English MS

David Novak

David Novak is Founder and CEO of David Novak Leadership, the parent organization to five nonprofits dedicated to developing leaders at every stage of life, from ages 5 to 65. David is also the host of the top-ranked business podcast, How Leaders Lead with David Novak.

A renowned expert on leadership and recognition culture, Novak is also a New York Times bestselling author. His highly respected and critically acclaimed books include *Taking People With You: The Only Way to Make Big Things Happen* and his latest, a parable, *O GREAT ONE! A Little Story About the Awesome Power of Recognition*.

Novak is the Co-Founder, retired Chairman and CEO of Yum! Brands, Inc. (NYSE:YUM), one of the world's largest restaurant companies. Under his 17 year leadership, Yum! Brands grew from a \$4b to a \$32 Billion market cap.

Take Charge of You

How Self Coaching Can Transform Your Life and Career

What if the most powerful coach that could help you reach your own potential was actually... yourself? Harness the power of self-coaching to fast-track success and transform your life and career with this powerful guide from acclaimed CEO David Novak and renowned sports coach Jason Goldsmith.

From sports to business, the benefits of great coaching are well understood. Imagine if you could unlock the power of having a great coach in any moment, by learning to coach yourself. In this groundbreaking book David Novak, author of the New York Times best-selling leadership guide *Taking People With You*, teams up with Jason Goldsmith, the coach to some of the world's best PGA golf stars, to bring you groundbreaking lessons on personal growth and professional development.

Written by two highly successful coaches from the worlds of business and professional sports, this book provides a straightforward process that will guide you on your self-coached journey to success, including:

- Getting into a coaching mindset
- Using all 5 senses to spark your brain
- Visualizing success
- The practice of neutrality
- The action of belief, and more

Chock full of stories, exercises, tips, and questions to ask yourself to spark insight, it's designed to provide not just the knowledge you need, but tools you can use to create real, lasting change so you can lead a more fulfilling and successful life—now and well into the future.

PRESS & QUOTES

This book [...] could teach you everything not only about peak performance but about peak living. Read it carefully and follow the advice to be in flow.

— DEEPAK CHOPRA, MD

... Mental toughness and knowing how to coach myself has become critical to my personal and professional growth over the past 20 years and this book will teach you how to do just that in your life.

— TOM BRADY, NFL QUARTERBACK

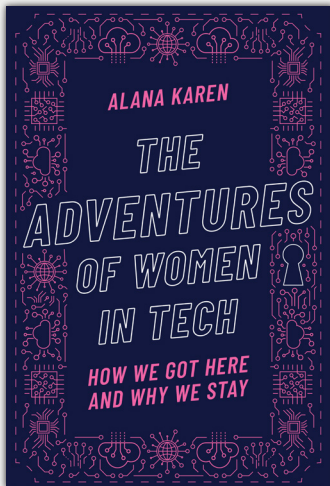
David Novak has done it again! [...] Take Charge of You provides a simple and practical path for continued personal development.

— BRIAN CORNELL, CEO, TARGET

A delightfully inspiring look on how you can power your own success.

— INDRA NOOYI, FORMER CHAIRMAN & CEO, PEPSICO





Orig. Language: English
Orig. Publisher: Ideapress
 248 pp. | December 2020
Territory: World excl. NA

MATERIAL AVAILABLE
 English MS

Alana Karen

Alana Karen is an award-winning tech leader, author, and speaker whose work impacts many of our everyday lives. She is a veteran eighteen-year leader at Google; as employee #319, she now ranks as one of the most tenured, with 99.96% of all Google employees coming after her. From Google Search to Ads, Fiber to Google Grants and beyond, Alana has been leading the charge to develop, scale, build and drive team and product development that has seen rippling industry impact. Alana has spoken at conferences and summits on technology, leadership, DEI, talent and innovation. She lives with her three children, husband and two dogs in the San Francisco Bay Area.

The Adventures of Women in Tech

How We Got Here and Why We Stay

Can women have meaningful careers in tech? Are diversity efforts in Silicon Valley failing? Should women avoid working for technology companies?

Alana Karen was annoyed every time she saw the latest headline questioning women's survival in tech. She pictured a new graduate deciding on her career and only having one-sided articles to help make her decision. She saw colleagues roll their eyes at books about C-level women in tech and heard jokes about how inaccessible those stories sounded. She wondered how women could feel like they belonged if they didn't see themselves reflected in the media.

Inspired by women she knows in tech—women with diverse backgrounds, education, and ambitions—she wrote *The Adventures of Women in Tech* to fill that gap. A twenty-year tech company veteran and leader, Alana Karen brilliantly and systematically replaces what we think we know about women in tech with more than eighty women's stories of what it's honestly like to join, lead, and thrive in today's top technology companies.

The Adventures of Women in Tech delves into why we join tech, the challenges we face, and the skills and support we need to succeed and stay in an often challenging environment. In twelve chapters filled with intimate stories, insights, and advice from women working in technology companies and start-ups, Alana Karen demonstrates that we all belong in tech.

PRESS & QUOTES

TA must-have for new grads or the experienced alike, Alana Karen skillfully tells the stories of a diverse set of women in tech and demonstrates why belonging is so critical in careers and workplaces. As we navigate diversity questions in our world and workplaces, Adventures of Women in Tech is an outstanding and timely read.'

— JONATHAN ROSENBERG, FORMER SENIOR VICE PRESIDENT OF PRODUCTS FOR GOOGLE

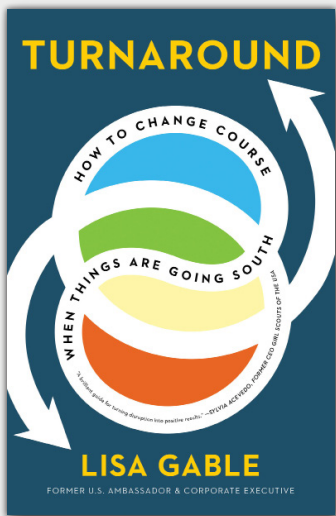
Being a woman in tech can be lonely. Knowing that others have walked in your shoes makes a huge difference. In Adventures of Women in Tech, Alana Karen captures a range of experiences, from women at the start of their careers to women who built the industry from the start. As Alana knows from her career at Google (where I was proud to have her on my team), tech can be a thrilling and satisfying field – and with more women at every level, especially in leadership, it will be even better.

— SHERYL SANDBERG, COO OF FACEBOOK AND FOUNDER OF LEANIN.ORG

The Adventures of Women in Tech is a great go-to guide for inspiration and real talk. Alana Karen serves up a rich stew of stories about the career adventures of dozens of women working in technology companies, and bolsters her interviews with informative research and practical how-to's. Whether you are starting your career or looking for your next chapter, there's something here for you.

— KAREN WICKRE, FOUNDER, KVOX MEDIA





Orig. Language: English
Orig. Publisher: Ideapress
 208 pp. | Sept 2021
Territory: World excl. NA

MATERIAL AVAILABLE
 English MS

Lisa Gable

Lisa Gable is recognized worldwide as a turnaround mastermind. As a CEO, former US Ambassador, and advisor to Fortune 500 companies, Lisa has orchestrated the successful turnarounds of private and public organizations in all industries. She is the CEO of FARE, the world's premiere organization fighting food allergies, and was named one of the 10 Most Innovative Businesswomen in 2020 by The Business Berg. She lives in Washington, D.C.

Turnaround

How to Change Course When Things Are Going South

Is your once-thriving organization stuck? Is your team on life support, unable to deliver on its potential? Is your initiative or campaign limping along instead of sprinting ahead? Lisa Gable, turnaround mastermind, offers a clear-headed, straightforward method for getting you back on track.

For more than 30 years, Lisa Gable has been called to turnaround failing organizations — businesses, teams, nonprofits, political campaigns, and government projects — and solve seemingly intractable problems. From Silicon Valley to Washington DC, she's seen it all. Over time, she's learned the key to course-correct when things go South is applying the discipline of process engineering — carefully reevaluating everything your organization does and how it does it — with diplomacy and humanity, taking care of relationships and forging strong partnerships.

In *Turnaround*, Gable shares her simple but powerful method for breathing new life into the most troubled ventures:

- Visualize the future — don't fix what's there; start from scratch.
- Break down the present — ditch what isn't working; keep what does.
- Create a path to your future — map out critical decision and actions needed.
- Execute with confidence and diplomacy — speed up by partnering well with others.

At a time when dizzying innovation cycles, hyper competition, and a global pandemic have made survival more challenging than ever, Gable's time-tested and industry-proof method will give you the tools to turn your ship around and chart a course to success.





Orig. Language: English
Orig. Publisher: Ideapress
 250 pp. | November 2021
Territory: World excl. NA, German, Russian and Arabic

MATERIAL AVAILABLE
 English MS

Hesham Hafez, Kenneth Lipartito & Patricia Watson

Dr Hesham Hafez is a businessman and entrepreneur who has lived, worked, and studied around the world in diverse societies ranging from Egypt to Austria, Dubai, Malaysia, and China, among other places. A graduate of Harvard Business School's Owner-President Management Program, Dr Hafez remains active in alumni networks and speaks to audiences of business and political leaders in multiple countries.

Dr Kenneth Lipartito is a leading historian of business, has published five books, dozens of scholarly articles and served as editor of *Enterprise & Society: The Journal of Business History*. He is past president of the Business History Conference and has written for and been interviewed by Bloomberg, The New York Times, the Miami Herald and the Richmond Federal Reserve.

Dr Patricia Watson is a historian of science, medicine and business have authored several books for Fortune 500 firms, business leaders, as well as non-profits.

The Global Innovator

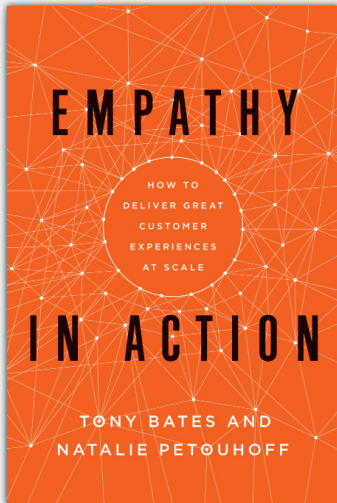
How Nations Have Held and Lost the Innovative Edge

What Makes A Society Innovative?

Tracing the story of five great civilizations, from ancient Egypt, Greece and Rome, to the Middle East, Europe, the United States and China, this book will tell you. History offers us a model and lessons for what can be done right, and it shows how once mighty and innovative societies can fall. The story here departs from pundits who believe that the Western or American-style political and legal system is universally best for economic success. At various times China, the Middle East and elsewhere were the great engines of innovation; later leadership passed to Europe and the United States. As some places rose to the top of science and technology, others fell away. And some, like China, rose again.

The lessons of history are clear. Centers of innovation learn from and borrow ideas, practices and technologies from elsewhere. They adapt ideas and practices to add new value. They activate the strengths of their population through education, cultural openness, and access to financial resources. They build strong institutions that pursue new knowledge and reject orthodoxy. At a time when the world seems to be closing doors to the talented and pulling back from global engagement, when suspicion of the foreign is running high, we may be losing the essential traits that make for innovation, the most important of all assets for the future of the human race.





Orig. Language: English
Orig. Publisher: Ideapress
 195 pp. | October 2021
Territory: World excl. NA

MATERIAL AVAILABLE
 English MS

Tony Bates & Natalie Petouhoff

Tony Bates has led multiple billion dollar companies with a simple ethos of "know your customers." Tony Bates, CEO of Genesys, leads the company's strategy, direction and operations in more than 100 countries, overseeing a global team of more than 5,000 employees. With decades of experience steering B2B and B2C companies through major market transitions and rapid scaling, he is a passionate technologist at heart.

Dr. Natalie Petouhoff joined Genesys after years of being a strategic executive advisor and leading Industry Analyst at Forrester and Constellation, CX VP at Salesforce, a PWC strategic management consultant, Chief Digital/Social Officer and ROI expert at Weber Shandwick, a digital transformation lecturer at UCLA, with humble beginnings as a product engineer at General Motors and Hughes Electronics.

Empathy in Action

A bold new look at how technology can become a force multiplier to deliver more empathy and integrate deeper, more personalized human connections into everyday business interactions at scale.

While the world has never needed more empathy than today, too often technology is used by businesses as a substitute and a barrier to real human connection. We've all experienced dumb chatbots, automated scripts and poor employee interactions that dehumanizes customer interactions.

That's because brands have focused on company centric business strategies, processes and technology.

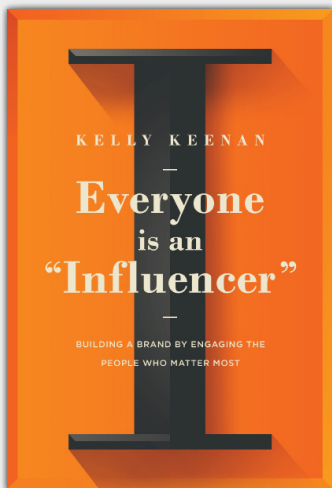
However, simply put: No customers, no business. What if, by transforming the old company-centric way of doing business and putting customers and employees front and center, businesses could succeed faster than ever before and not at the expense of their most important assets—the very people who make it possible to be in business? Empathy is a powerful construct for a better world and a better business. It's not a synonym for nice. Empathy is about respect and treating people in the context of their unique situation in a highly personalized way.

In this groundbreaking new book, longtime technology leader and current CEO of Genesys, Tony Bates teams up with researcher and customer experience evangelist, Dr. Natalie Petouhoff to define a new path forward to put empathy into action.

By using strategies and technologies as the flywheel to orchestrate systems of listening, understanding and predicting, as well as, taking action and learning from those interactions at scale, businesses can easily put the customer and employee first, not only meet the ever-changing customer and employee expectations, but also leapfrog their competition.

They predict empathy is the next frontier in technology. This book is aimed at sparking an industry-wide conversation about how exponential technologies like, AI and cloud can enable a more empathetic world.





Orig. Language: English
Orig. Publisher: Ideapress
 250 pp. | October 2021
Territory: World excl. NA

MATERIAL AVAILABLE
 English MS

Kelly Keenan

Kelly Keenan is a speaker, coach and business owner who has been specializing in brand and culture development for over two decades. He is a graduate of Baldwin Wallace University who opened his first ad agency at the age of 24. In 2009, he developed a Brand Story process to clarify, define, and summarize the most inspiring aspects of a company's brand. That same year he began Brand Story Experts where he works with a team of innovators who specialize in Culture Development Marketing by using their trademarked process to guide and develop brands across the United States and into Canada. In 2018, Kelly partnered in the development of The All In App, an internal communications app that creates a cohesive system for keeping teams informed while gamifying internal content creation.

Everyone Is an “Influencer”

Building a Brand by Engaging the People Who Matter Most

A stunning exposé into the world of fake influencers and a guide to what it really takes to identify, become and work with real influencers who actually shape opinions and persuade millions through a combination of powerful stories and charismatic authenticity.

Your brand's story can't be concocted by a marketing team or agency, bubbling into some witches' brew. It must be uncovered by revealing your brand's most inspiring aspects. The simple truth: if you build on a foundation of authenticity, you can find the people that think like you, value what you value, and are ready to join in the celebration of your story.

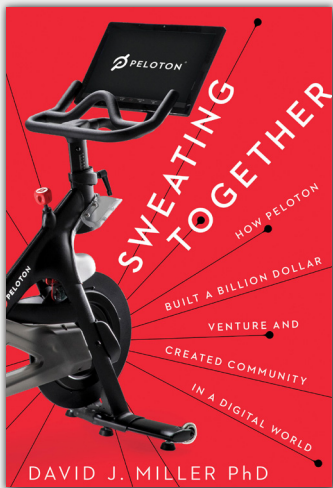
In *Everyone is an Influencer*, Kelly Keenan, Founder of Brand Story Experts, unlocks the code to recognizing and utilizing true Influencers to soar your organization to new heights. In an accessible voice laden with wit, Keenan teaches a proven and practiced method to develop your brand's story: one that's been working to create an army of influencers for over a decade.

You'll discover proven secrets of how to create and strengthen lifelong relationships with your team and with customers. Not just short-term gains. Go beyond sales gimmicks and short-sighted tactics. Help your business of any size grow and sustain.

This book is for business leaders looking to super-charge their company. It's for sales and marketing leaders seeking to gain greater results with enthusiasm. Finally, this book is for any team member ready to step up and become a change-maker for their organization.

It's all possible, because as you'll see, *Everyone Is An Influencer*.





Orig. Language: English
Orig. Publisher: Ideapress
 250 pp. | December 2021
Territory: World excl. NA

MATERIAL AVAILABLE
 English MS

David J. Miller

David J. Miller, PhD has spent the last decade researching, writing and teaching on the topics of innovation, entrepreneurship and startups at George Mason University and serves as the Executive Director of the Center for Innovation and Entrepreneurship at Mason's School of Business. Miller has been a Peloton member since December 2016. He has a PhD from GMU, an MBA from the University of Chicago, an MSc from the University of London and a BA from the University of Michigan.

Sweating Together

How Peloton Built a Billion Dollar Venture and Created Community in a Digital World

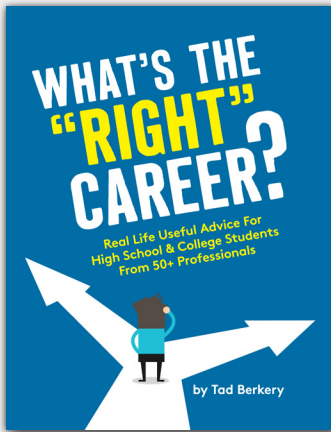
The ultimate front row look at the meteoric rise of Peloton, one of the hottest consumer and fitness brands in the world. In Sweating Together Miller brings readers directly into the center of the sweat soaked, adrenaline fueled, NYC phenomena that is Peloton and provides a first-hand account of the rise of one of the most important ventures of tomorrow's economy.

In 2012 John Foley and a group of co-founders launched Peloton, an interactive fitness and media company. In less than 10 years the company would be worth billions, disrupt the fitness industry and create a rabid, life changing community of members using sweat to span the digital and physical worlds.

Join Peloton fanatic and George Mason University entrepreneurship professor David J. Miller (@ChicagoBorn on the Peloton platform) as he dives deep into the people, business models and stories behind the ascent of Peloton. From well-being, social media and gamification to the role of physical space in a digital world, talent retention and community building, there is no better venture for understanding our ever-expanding innovation fueled, well-being economy than Peloton.

Miller unwittingly became a Peloton addict and spent thousands of hours sweating and growing relationships with Peloton members; he interviewed founders John Foley and Tom Cortese as well as other senior Peloton leaders, and Peloton celebrity instructors Robin Arzon, Matt Wilpers, Jenn Sherman and Jess King. Join Miller and race into the future with Peloton.





Orig. Language: English
Orig. Publisher: Ideapress
 246 pp. | March 2021
Territory: World excl. NA

MATERIAL AVAILABLE
 English MS

Tad Berkery

Tad Berkery is a student and storyteller who is currently studying at Johns Hopkins University. As a high school student, he experienced firsthand the uncertainty of initially not knowing what he wanted to do and created *What's the "Right" Career?* to serve as a resource for the large community of high school and college students struggling with the same question. While he pridefully continues to explore new interests and industries and still has lots to learn, he has discovered an interest in data analytics and economics and spent last summer working as a data analyst at a growing fast-casual company. He hopes that *What's the "Right" Career?* will serve as the go-to resource for any students or professionals who don't know what they want to do or who are looking for guidance and advice from industry experts as they design or even redesign the career of their dreams.

What's the "Right" Career?

Real Life Useful Advice for High School & College Students from 50+ Professionals

An authentic straight-from-the-source series of interviews with more than 50 professionals across dozens of industries, compiled by an 18-year-old high-school student to help any young person learn what careers are really like... and how to find the right one to start their career.

What's your major?

What is your dream job?

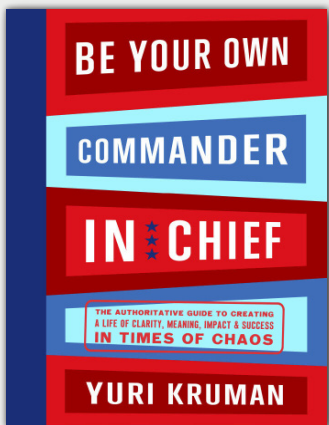
What do you want to be when you grow up?

Be it a family dinner, college tour, or professional networking event, every young person has been asked these innocent questions and knows how hard they can be to answer. Whether you know exactly what you want to be, have narrowed it down to a few industries, or have no idea where to start, this book is for you.

You'll read informational interviews with 50+ professionals across dozens of industries who discuss their unique career paths and share their personal stories. Benefit from their personal advice, get industry-specific tips on how to break into each profession, and learn what professionals think students don't know but should know about their industry.

Read it cover-to-cover or simply pick an industry or profession of interest and efficiently learn something new in a matter of minutes. Discover new interests that you never knew you had. Explore your interests, find your passion, and write your own story with confidence and direction.





Orig. Language: English
Orig. Publisher: Ideapress
 850 pp. | October 2021
Territory: World excl. NA

MATERIAL AVAILABLE
 English MS

Yuri Kruman

Yuri Kruman is an award-winning interim CHRO / Chief People Officer, CEO of HR, Talent & Systems Consulting, top-rated executive coach, board member, startup advisor and official member of the Forbes Coaches Council, as well as contributor to Forbes, Entrepreneur, Business.com, Influencer and numerous other top platforms. Yuri consults and coaches Fortune 500 and Inc. 5000 C-Suite executives on HR Operations and Business Strategy. He is the author of *What Millennials Really Want From Work and Life*. Yuri has spoken at EY, Google, UPenn, Columbia and NYU, among many others. He has also appeared on NBC's *Tipping Point* and numerous top podcasts.

Be Your Own Commander-In-Chief

The Authoritative Guide to Creating A Life of Clarity, Meaning, Impact & Success in Times of Chaos

A powerful and authoritative guide for bringing all the major aspects of your life into alignment and taking back ownership of your time, relationships, career, mind and body – from top-rated executive coach and award-winning Chief People Officer, Yuri Kruman.

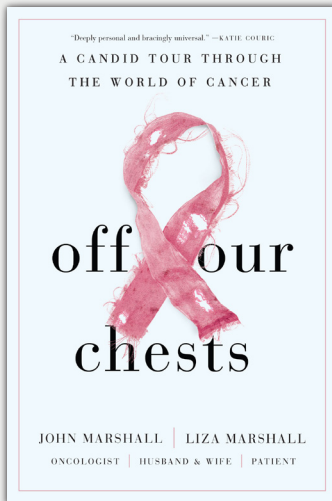
Exhausted, overwhelmed, depressed – sound familiar?

In this year of sickness, stress and economic and political turmoil, even those who have achieved some “success” in their work or finances may find themselves feeling stuck or listless overall. This book offers the practical, realistic and actionable steps for every reader to course-correct and make the necessary changes to take back control of their lives.

Kruman’s powerful 360° approach to achieving clarity, meaning, impact and success is built on bringing all parts of your life into alignment, and his new book offers the tools and guidance — and indeed, a holistic philosophy of life — that both leaders and employees need to thrive in today’s changing work landscape.

Author is open to discussing possible cuts for shorter foreign editions; no cuts to be made without prior written approval.





Orig. Language: English
Orig. Publisher: Ideapress
 349 pp. | April 2021
Territory: World excl. NA

MATERIAL AVAILABLE
 English MS

AWARDS
 Winner Gold Metal Readers' Favorite

Featured in *The Washington Post's*
 "10 Books To Read In May 2021"

John & Liza Marshall

John Marshall is a medical oncologist and a professor at Georgetown University, and he is an internationally recognized expert in gastrointestinal cancers and the development of new treatments for cancer. He has been outspoken on controversial issues in cancer research, including his criticism of the dominance and success of breast cancer advocacy and research at the unfortunate expense of other specialties.

Liza Marshall is an attorney, retired from the practice of law in 2005 to manage the family, and she became immersed in the establishment of a cancer support organization in the Washington, DC area. In 2006, when she was 43 years old, Liza was diagnosed with a high-risk Stage 3 triple negative breast cancer.

Off Our Chests

A Candid Tour Through the World of Cancer

A surprisingly open memoir co-authored by the married duo of a world class oncologist and a cancer survivor about love, pain, hope, strength and resilience while navigating the overwhelming breast cancer advocacy movement.

Off Our Chests recounts the story of Liza and John's experience with her diagnosis and treatment. Written in alternating voices, Liza details her treatment, the complex decisions she had to make throughout her course of chemotherapy and radiation, including clinical trial participation and an elective double mastectomy, the added complexity of being treated at the cancer center of which John was the chief of hematology and oncology, and the emotional impact of knowing she may die as a young woman with young children.

John, who lost his own mother to cancer at the age of 13, provides an inside look into the world of cancer care and research, but also the perspective of someone who understands the medicine but who was unprepared for assuming the role of caregiver and worried husband. John adds insights into his world of running the clinical operations of the cancer center where Liza would receive her care, commentary on the breast cancer machine, the need for clinical research, the high cost of cancer care, and an easy to understand explanation of the clinical and scientific background of oncology.

While they both felt that they were already expert commentators on their own "Cancer Channel" during the course of Liza's illness, they both came to realize how little understanding they truly had of what a cancer diagnosis does to the patient, caregivers, children, family members, and friends. Liza and John share their most intimate thoughts, including many that were previously unsaid — even between the two of them. Both gain an understanding of the other's life, a deeper appreciation of what it means to be a cancer patient, and of the emotional strains of being an oncologist where so many of the patients die on their watch.

PRESS & QUOTES

At once deeply personal and bracingly universal, this book can offer cancer patients and healthcare workers alike the chance to meet one of life's most devastating situations with a rare sense of mastery and, yes, even hope.

— KATIE COURIC, AMERICAN TV JOURNALIST

This is a wonderful and engaging book [...]. Written with immense care and kindness, it reminds us of how much we've achieved, and how much remains to be done.

— DR. SIDDHARTHA MUKHERJEE, PULITZER PRIZE WINNING AUTHOR OF *THE EMPEROR OF ALL MALADIES*



BUSINESS & LEADERSHIP



Magical Meetings

Reinvent How Your Team Works Together

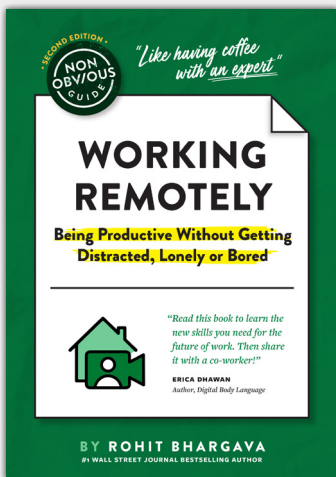
In this guide, we tackle the myth that the most effective way to get more out of meetings is to just avoid having them or to have less of them. Meetings are integral to getting sh*t done. Douglas and John show you how to adopt and adapt the non-obvious Meeting Mantras they developed at their company, Voltage Control. Their methods have helped companies and teams transform the perception of meetings.

Orig. Language: English
Orig. Publisher: Ideapress
 224 pp. | April 2021
Territory: World excl. English NA

Douglas Ferguson & John Fitch

Curators of the global meeting community Control the Room and co-authors of *How to Remix Anything*. Douglas's books help individuals and companies navigate the treacherous territory between good ideas and tangible outcomes.

BUSINESS & LEADERSHIP



Working Remotely

Being Productive Without Getting Distracted, Lonely or Bored

In this short guide featuring a compilation of the best advice and insights from more than 50 experts from dozens of industries, you will learn the keys to being effective from afar. Whether you need to deliver a presentation to a virtual audience or collaborate with a global team, this handy guide will help you be more productive when you can't be there in person.

Orig. Language: English
Orig. Publisher: Ideapress
 208 pp. | May 2021
Author: Rohit Bhargava
Territory: World excl. English NA

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English (Indian Subcontinent) | PRH
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 Korea | Gimm-Young

BUSINESS & LEADERSHIP



Marketing & Branding

Without A Big Budget

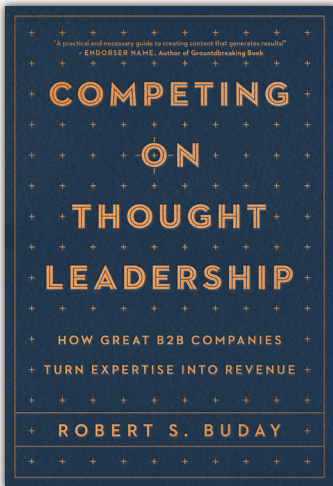
Being good at marketing might seem like a dark art. All those in-your-face ads, annoying pop-ups and desperate \$497 online training courses make most people hate marketing. But the truth is, every business leader and entrepreneur needs to understand how marketing really works. In this candid guide, bestselling author and award-winning marketing expert Rohit Bhargava offers the ultimate guide to every part of marketing – from writing a tagline to building a simple one-page marketing strategy.

Orig. Language: English
Orig. Publisher: Ideapress
 224 pp. | May 2021
Territory: World excl. English NA

Rohit Bhargava

Rohit Bhargava is a trend curator, founder of the Influential Marketing Group, and an expert in helping brands and leaders be more influential. He is the author of five bestselling books on topics as wide-ranging as the future of healthcare, building a brand with personality, and why leaders never eat cauliflower. Rohit has advised hundreds of global brands and is a Professor of Marketing at Georgetown University.





Orig. Language: English
Orig. Publisher: Ideapress
 250 pp. | Nov 2021
Territory: World excl. NA

MATERIAL AVAILABLE
 English MS

Robert S. Buday

Robert S. Buday has been a pioneer in the field of thought leadership since 1987. In that year, he joined a firm (CSC Index) that developed the blockbuster consulting service of the 1990s, business reengineering. He was a key part of the marketing team that turned it into a household term and ignited a nearly \$5 billion-a-year consulting sector.

Regarded by many as a "thought leader on thought leadership," Buday has helped dozens of firms gain greater recognition for, and revenue from, their expertise: Tata Consultancy Services, Deloitte, Simon-Kucher & Partners, and Microsoft among them. He has also assisted dozens of other consulting, IT services, law, software, architecture, and academic organizations in becoming recognized for their expertise.

Since 1998, Buday has run two of the world's most influential thought leadership consultancies, Buday Thought Leadership Partners and Bloom Group LLC. He has also been the co-creator of the annual conference "Profiting from Thought Leadership." He and his family live outside of Boston, Massachusetts.

Competing on Thought Leadership

How Create B2B Companies Turn Expertise Into Revenue

"Thought leadership" is now a core part of the business lexicon. Numerous corporate websites devote whole sections to it. Entire conferences are built around it (TED and the World Economic Forum as the most exclusive ones). It's at the center of sophisticated, high-ticket PR campaigns. Thousands of people are making careers of it. And companies from Fidelity Investments, Adobe and Cigna to PwC, Accenture and Spotify have people in charge of it.

Interest in the field of thought leadership is white hot -- just like the buzz created by illustrious thought leaders when they bring groundbreaking ideas to market. So it's about time the topic of thought leadership itself got a substantive treatment.

In *Competing on Thought Leadership*, Robert Buday boldly delivers it. He defines thought leadership concretely: as the acclaim that a firm or a person earns for developing, marketing and delivering superior expertise in solving complex customer problems. And he defines it broadly -- as a business strategy, not just a marketing strategy.

Buday also brings to bear his client work and research since the 1980s in helping companies and individuals inside them become known worldwide as leading experts in their field, which in turn has increased their revenue and profit multifold.

PRESS & QUOTES

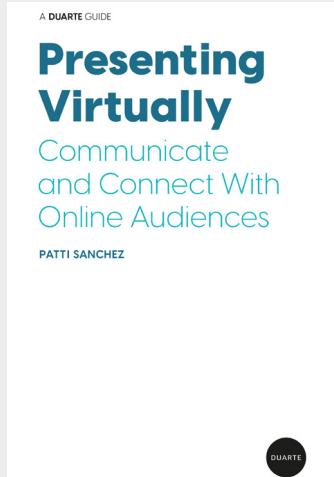
Content matters! This practical book lays out clear, specific steps to achieve thought leadership and build a business on it.

— RAM CHARAN, GLOBAL ADVISOR TO CEOS AND BEST-SELLING AUTHOR

An essential guide to the engine that drives the early adoption of disruptive innovations.

— GEOFFREY MOORE, AUTHOR, *CROSSING THE CHASM* AND *ZONE TO WIN*





Orig. Language: English
Orig. Publisher: Ideapress
 214. | Oct. 2021
Territory: World excl. NA

MATERIAL AVAILABLE
 English MS

Patti Sanchez

Patti Sanchez is the Chief Strategy Officer of Duarte, Inc., and co-author of the award-winning book *Illuminate: Ignite Change Through Speeches, Stories, Ceremonies, and Symbols*.

Presenting Virtually

Communicate and Connect with Online Audiences

Engage Your Online Audiences

The future of work is here, and it's largely happening online.

Whether you're a manager, leader, or individual contributor, you'll need to master the skill of presenting virtually so you can reach and influence others at a distance.

Written by communication expert Patti Sanchez, this guide will show you how to:

- Understand the virtual medium and use it well to engage audiences in any location or time zone
- Communicate ideas with clarity, creativity, empathy, and impact, even when you're not in the room
- Show up with a professional and memorable presence anytime you're presenting online
- Build rapport with remote audiences through effective use of interaction tools
- Polish your delivery so you can build connection through the camera lens





Networlding Publishing was created in 2010 by Melissa G. Wilson, a highly successful Chicago-based businesswoman and networking thought leader. Melissa is also a go-to expert on helping multi-million-dollar companies utilize social media to leverage and strengthen their brands. To date, she has worked with more than 100 thought leaders in writing, publishing, launching, and marketing their books.



Orig. Language: English
Orig. Publisher: Networking
 160 pp. | October 2021
Territory: World excl. English

MATERIAL AVAILABLE
 English MS

Future-Focused

Shape Your Culture Shape Your Future

Culture is a powerful invisible force, the set of unspoken assumptions that shapes the everyday experience of people connected to an organisation, both inside and out. When tightly linked to strategy, with leaders as role models, culture is a potent component of performance and competitive advantage. If you do not define and work on the culture you want, you will get the one you deserve. Culture is not a program or an initiative—it's a drumbeat that runs through an organization.

This book tells the story of shaping and maintaining thriving cultures through the lens of several inspirational CEOs. It explores the importance of their future-focused mindset as leaders, and how they weave that into every facet of their organizations. You'll learn about the impact culture has on employees, customers, stakeholders, and performance today as well as in the foreseeable tomorrows. And you'll learn how to shape your culture not only through inspiration, but through detailed reflections and examples of shaping culture every day.

Future-Focused is grounded in decades of research and work across hundreds of organizations that were focused on building high performing and thriving cultures, and led by CEOs who were intentional and purposeful about transforming those cultures. Become future-focused: shape your culture and you will shape your future.



Rose Gailey & Ian Johnston

Rose is the global lead for the Organization Acceleration and Culture Shaping Center of Excellence within Heidrick Consulting. Rose's experience in culture and organizational transformation spans over twenty-five years. Drawing on her expertise in future-ready organizations and cultures, she has worked with leaders from the boardroom to the front lines to further their development, strengthen alignment, and accelerate strategy execution.

Ian Johnston is a partner in Heidrick & Struggles' London office and a member of Heidrick Consulting's global leadership team. Previously based in Singapore, Ian led and built Heidrick Consulting in Asia-Pacific. He has worked in 63 countries over the past 20 years. Ian has more than 25 years experience working with CEOs and senior leaders to support the transformation of their organizations with a focus on purpose and growth mindset.





Orig. Language: English
Orig. Publisher: Networkworlding
 325 pp. | March 2021
Territory: World excl. English

MATERIAL AVAILABLE
 English MS

RIGHTS SOLD
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 Bulgaria | Locus
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Tom Peters

Tom Peters is the coauthor of *In Search of Excellence* — the book that changed the way the world does business and often tagged as the best business book ever. Seventeen books and thirty-five years later, Tom is still at the forefront of the “management guru industry” he single-handedly invented. What’s new? In November 2017, Tom received the Thinkers50 Lifetime Achievement Award.



Excellence Now: Extreme Humanism

At a time of profound dislocation, when hatred, violence, and structural racism have been laid bare by the murder of George Floyd, inciting protests across the world, and the global economy and untold individual lives has been ravaged by the COVID-19 pandemic, it is hard to imagine a better moment for Tom Peters’ new book, and his legendarily loud voice, to enter the public fray with singular clarity and words intended to shock us back to our senses.

Excellence: Extreme Humanization, Tom’s newest, and by his own admonition, “last book”, his “Summa” (Latin for total) delivers not so much a solution as a shot across the bow to leaders at every level everywhere.

Extreme Humanization is wholly pragmatic wisdom that too many in power seem blind to... Its pragmatism is pointedly aimed at the leaders who are making decisions right now, and those emerging leaders who are ready to boldly make decisions for themselves because there’s no time to wait. Ten topics come with 75 “To-Dos” challenging each of us to get going.

Amidst this moment of historic breakdown, tough week after tough week, the book is filled with a singular point of view, much of it harvested and quoted directly from a diverse group of brilliant global luminaries Tom has studied intently, and whose words he’s absorbed and spent the better part of a lifetime amplifying, weaving a grand call to action that can be summarized by this quote from Hugh MacLeod of Gapingvoid that is the epigraph for the book: “Creating Excellence is not a job. Creating Excellence is a Moral Act.”

Only a few authors break through to become a global phenomenon, defining whole domains... like Civil Rights (Richard Wright.) counter culture (Stewart Brand), mourning (Elizabeth Kubler Ross), sustainability (Frances Moore Lappe). When Tom Peters, and Bob Waterman wrote *In Search of Excellence* in 1982, they set the business world on fire and defined business for our era with topics that included (and this was in 1982!) Managing Ambiguity and Paradox, A Bias for Action, Close to the Customer, Autonomy and Entrepreneurship, Hands On Values Driven, Simple Form, Lean Staff and Productivity through People. This was not the 1982 norm. And, alas, it is not the 2020 norm, which is why Tom keeps pounding on these key ideas.

PRESS & QUOTES

Tom Peters is the Red Bull of management thinkers.

— BO BURLINGHAM, INC.

A human exclamation point who no longer needs his last name.

— NANCY AUSTIN ON TOM PETERS

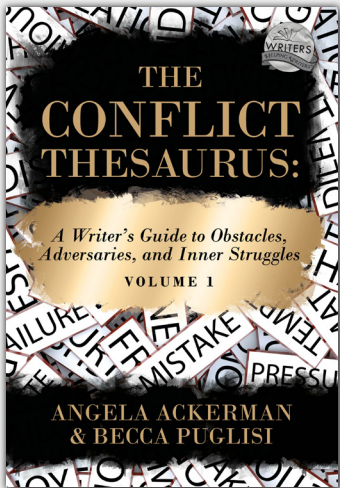


Individual Authors

Angela Ackerman & Becca Puglisi

Eric Jorgenson

Mark W. Schaefer



Orig. Language: English
 302 pp. | October 2021
Territory: World excl. English

MATERIAL AVAILABLE
 English MS

RIGHTS SOLD
 Korea, Japan, China

Angela Ackerman & Becca Puglisi

Angela Ackerman and Becca Puglisi are writing coaches, international speakers, and co-authors of the bestselling book, *The Emotion Thesaurus: A Writer's Guide to Character Expression* and its many sequels. Their books, often called the Gold Standard of writing guides, are sourced by US universities, recommended by agents and editors, and used by novelists, screenwriters, game developers, and psychologists around the world.

Angela and Becca also co-founded *Writers Helping Writers*, a popular hub for writers, and *One Stop for Writers*, an innovative creativity portal with one-of-a-kind tools that give authors exactly what they need to craft rich stories and characters.



The Conflict Thesaurus vol. 1

A Writer's Guide to Obstacles, Adversaries, and Inner Struggles

Using Friction to Shape and Grow Characters

Every story starts with a character who is motivated by a need and has a goal that can resolve it. Whether their objective is to find a life partner, bring a killer to justice, overthrow a cruel regime, or something else, conflict transforms a story premise into something fresh. Physical obstacles, adversaries, moral dilemmas, deep-seated doubts and personal struggles...these not only block a character's external progress, they become a gateway for internal growth. The right conflict will build tension and high stakes, challenge characters as they traverse their arcs, and most importantly, keep readers emotionally invested from beginning to end.

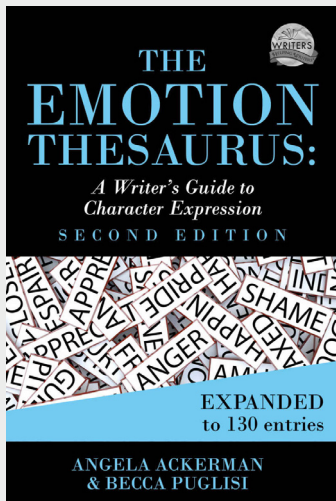
CHOOSE MEANINGFUL CONFLICT TO FIT YOUR CHARACTER AND STORY

Inside Volume 1 of *The Conflict Thesaurus*, you'll find:

- A myriad of conflict options in the form of relationship friction, failures and mistakes, moral dilemmas and temptations, pressure and ticking clocks, and no-win scenarios
- An analysis of each scenario that maps out possible complications and catastrophes, internal struggles, and the stressful impacts on a character's basic human needs
- Guidance on using conflict to influence your protagonist's character arc through opportunities for failure and success
- Master class instruction on internal conflict: what it is, why it's important, and how to incorporate it at the scene and story levels
- Information about the role conflict plays in generating high stakes that are personally significant to the character, upping the tension for readers
- A breakdown of the various adversaries your character might encounter along the way

Don't give your character a break. Keep the hits coming with a variety of obstacles that will force them to work harder to get what they want. With over 100 entries arranged in a user-friendly format, *The Conflict Thesaurus* is the guide you need to write intense and satisfying fiction readers won't forget.





Orig. Language: English
168-292 pp. | 2012-2020
Territory: World excl. English

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Emotion Thesaurus: Japan, Korea, Romania, Taiwan, China, Turkey, Russia

Positive/Negative Trait Thesaurus:
Japan, Korea, China, Turkey

Rural/Urban Setting Thesaurus:
Japan, Korea, Taiwan, China, Turkey,

Emotional Wound Thesaurus:
Japan, Korea, China, Turkey

Occupation Thesaurus: Korea,
Japan, China

Over 10,000 reviews/ratings with a 4.5 star average on Amazon and Goodreads in the series

Descriptive Thesaurus Series

A collection of unique bestselling guides helping writers to craft distinctive, emotionally compelling characters.

The Emotion Thesaurus: A Writer's Guide to Character Expression (Second Edition) is an expanded version of the bestselling original used by authors and editors across the globe. This handy tool is a writer's best friend, helping to navigate the difficult terrain of showing character emotion. Through an easy-to-use list format, this brainstorming resource explores 131 different emotions and provides a large selection of body language, vocal cues, visceral sensations, actions, and thoughts associated with each. Use *The Emotion Thesaurus* to go deeper in crafting compelling descriptions that match each character's personality and emotional range.

The Positive Trait Thesaurus is brimming with ideas to help you develop one-of-a-kind, dynamic characters that readers will love.

The Negative Trait Thesaurus: Through its flaw-centric exploration of character arc, motivation, emotional wounds, and basic needs, writers will learn which flaws make the most sense for their heroes, villains, and other members of the story's cast.

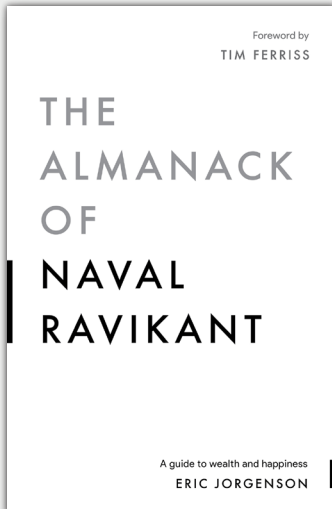
The Rural Setting Thesaurus takes show-don't-tell to new heights. It offers writers a roadmap to creating fresh setting imagery that impacts the story on multiple levels and keeps readers engaged from the first page to the last.

The Urban & Rural Setting Thesaurus helps you tailor each setting to your characters while creating a realistic, textured world your readers will long to return to, even after the book closes.

The Emotional Wound Thesaurus will help you identify your characters' backstory wounds and convey their fears, motivations, and behaviors accurately. Using this resource to gain a deep-level understanding of a character, you can plot a tailored arc of inner growth that guides them away from the pain of their past and toward meaningful goals and fulfillment.

The Occupation Thesaurus: It's time to activate the power of your character's occupation. Whether a character loves or hates what they do, a job can reveal many things about them, including their priorities, beliefs, desires, and needs. *The Occupation Thesaurus* will show you how a career choice can characterize, drive the plot, infuse scenes with conflict, and get readers on the character's side through the relatable pressures, responsibilities, and stakes inherent with work.





Orig. Language: English
 289 pp. | August 2020
Territory: World excl. English

MATERIAL AVAILABLE
 English MS

RIGHTS SOLD
 Poland | Fijorr Publishing
 Korea | Maven (auction)
 Italy | ROI Edizioni
 English (India) | HarperCollins India
 China | CITIC (auction)
 Germany | FinanzBuch
 Arabic | Centre Culturel Arabe
 Russia | Eksmo
 World Spanish | Beek (audio only)
 Turkey | Ithaki
 Marathi | Madhushree
 Taiwan | CommonWealth
 Hindi & Telugu | Most Loving
 Brazil (Intrinseca)
 Slovakia | Bajkal

Eric Jorgenson

Eric Jorgenson is a writer and Product Strategist at Zaarly. His business blog, Evergreen, has educated and entertained more than one million readers since 2014. He is on a quest to create — and eat — the perfect sandwich.



The Almanack of Naval Ravikant

A Guide to Wealth and Happiness

Getting rich is not just about luck; happiness is not just a trait we are born with. These aspirations may seem out of reach, but building wealth and being happy are skills we can learn.

So what are these skills, and how do we learn them? What are the principles that should guide our efforts? What does progress really look like?

Naval Ravikant is an entrepreneur, philosopher, and investor who has captivated the world with his principles for building wealth and creating long-term happiness. The Almanack of Naval Ravikant is a collection of Naval's wisdom and experience from the last ten years, shared as a curation of his most insightful interviews and poignant reflections. This isn't a how-to book, or a step-by-step gimmick. Instead, through Naval's own words, you will learn how to walk your own unique path toward a happier, wealthier life.

This book has been created as a public service. It is available for free download in pdf and 3-reader versions on Navalmanack.com. Naval is not earning any money from this book. Naval has essays, podcasts and more at Nav.al and is on Twitter @Naval.

PRESS & QUOTES

I call Naval 'the Angel Philosopher' and the Almanack shows why. Packed with unforgettable wisdom and penetrating insights, your mental gears will be working overtime.

— SHANE PARRISH, FOUNDER OF FARNAM STREET





Orig. Language: English
232 pp. | Jan 2021

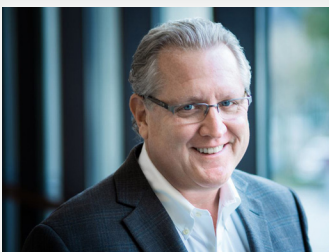
Territory: World excl. English &
Spanish audio & ebook rights

MATERIAL AVAILABLE
English MS

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World Spanish | Audio Libros
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Korea | Yemun

Mark W. Schaefer

A globally-recognized keynote speaker, educator, business consultant, and author. His blog and podcast -- The Marketing Companion -- are at the top of the charts in the marketing field. Mark has worked in global sales, PR, and marketing positions for 30 years and provides consulting services as Executive Director of Schaefer Marketing Solutions.



Cumulative Advantage

How to Build Momentum for Your Ideas, Business and Life *Against All Odds*

When even “greatness” is not enough

At its essence, marketing today is about answering one question: “How can we be heard?” How can we rise above the din of infinite options to create sustainable meaning with an audience or group of customers?

Following the old rules of digital engagement is not enough... not nearly enough. Even being “great” is insufficient in the face of overwhelming competition redefining the limits of excellence every day.

From the best-selling author of *KNOWN* and *Marketing Rebellion* comes a practical guidebook built for the modern world. *Cumulative Advantage* demonstrates how the world is stacked against us in big ways and small and provides new ideas to help us build the unstoppable momentum needed to rise above these barricades.

Filled with motivating ideas and fascinating case studies, *Cumulative Advantage* is an indispensable and practical source of inspiration for every person with a dream that’s ready to take flight.

You will learn:

- How the initial advantage that drives momentum comes from everyday ideas.
- The inside secrets of creating vast awareness for your projects.
- How to nurture powerful connections that lead to break-through opportunities.
- Why momentum is driven by the speed, time, and space of a “seam.”
- How the “certainty of business uncertainty” can be used to your advantage.

Mark Schaefer weaves decades of research and revealing expert views into an entertaining guide to building momentous success in the real-world. You’ll never view the world the same way again after learning how initial advantages, seams of opportunity, sonic booms, and the lift from mentors can impact your world in powerful and permanent ways. Get ready to make *Cumulative Advantage* work for you and your ideas right now!





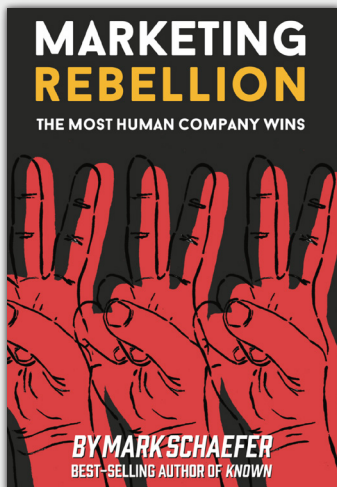
LESSONS

Essays to Help You Embrace the Chaos

To succeed in business today, you have to be able to embrace the chaos. Mark Schaefer helps you along through this collection of essays.

This collection of essays from futurist and thought leader Mark Schaefer explores the intersection of technology, business, and the human condition. Through 32 very honest, provocative, and prescient articles, Mark lays bare the unvarnished truth of personal and business survival in the digital age.

Orig. Language: English
Author: Mark W. Schaefer
 130 pp. | June 2019
Territory: World excl. English



Marketing Rebellion

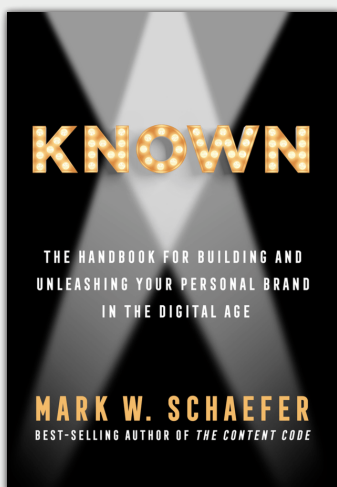
The Most Human Company Wins

Marketing reimagined for a world without loyalty

Are you overwhelmed by the breathtaking rate of change in the business world? Are confusing consumer trends, the unrelenting pace of technology, and the breakneck speed of digital marketing making you feel irrelevant and lost? Path-finding author Mark Schaefer provides an achievable and realistic framework to help you stay ahead of the curve by re-imagining marketing in a world where hyper-empowered consumers drive the business results.

Orig. Language: English
Author: Mark W. Schaefer
 318 pp. | Feb 2019
Territory: World excl. English, Japanese, Korean & Vietnamese

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 Japan | Direct Publishing
 South Korea | RH Korea
 Vietnam | Bachviet Books
 China | China Science & Technology



KNOWN

The Handbook for Building and Unleashing Your Personal Brand in the Digital Age

Where do you want to go next in your life?

Do you want to be positioned to get a better job, acquire more customers, or attract more donations for your charity? Do you want to be regarded as an authority in a way that could lead to a book project or speaking career? More than 50 inspirational case studies showing how people overcame enormous obstacles to become known.

Orig. Language: English
Author: Mark W. Schaefer
 255 pp. | Jan 2017
Territory: World excl. English

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Social Media Explained

Untangling the World's Most Misunderstood Business Trend

This is the essential guide to succeeding in the complex world of social media. Too busy to spend hours trying to learn the fundamentals of social media marketing? This is the book for you!

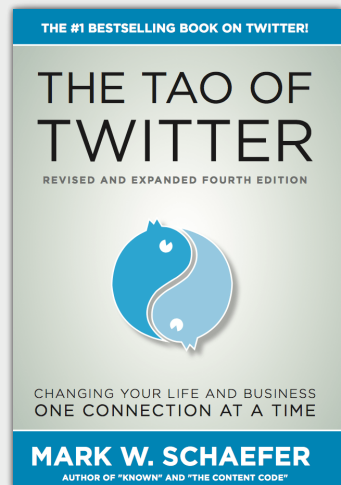
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Orig. Language: English
Author: Mark W. Schaefer
 192 pp. | Jan 2018
Territory: World excl. English, German and Romanian

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The Tao of Twitter

Changing Your Life and Business One Connection at a Time

The best-selling book on Twitter!

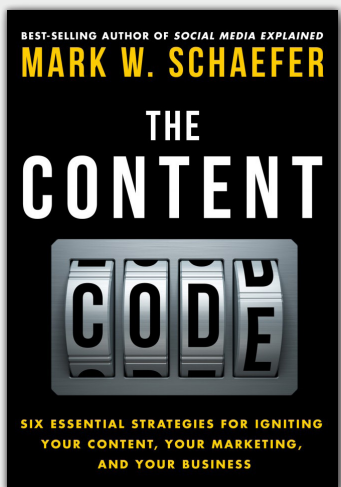
Perpetually updated, The Tao of Twitter is the world's best-selling guide to Twitter. Whether you're a beginner or have enjoyed the platform for years, you're bound to get new insights and ideas from this book. *The Tao of Twitter* unravels the language of Twitter, provides dozens of ideas on how to build your audience, describes 30 ways to use Twitter to advance your business, and much more!

Orig. Language: English
Author: Mark W. Schaefer
 256 pp. | Sept 2017
Territory: World excl. English, Spanish and Mongolian

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The Content Code

Six Essential Strategies to Ignite Your Content, Your Marketing, and Your Business

Named the world's best SEO book by Book Authority and one of the top five business books of the year by INC magazine! Mark W. Schaefer has delivered a path-finding book exploring the six factors that will help you break through the overwhelming wall of information density to win at marketing now... beyond content, beyond social media, beyond web traffic and Search Engine Optimization.

Orig. Language: English
Author: Mark W. Schaefer
 258 pp. | March 2015
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