

# WILEY TRADE CATALOG

Business and Consumer Publishing

**Spring/Summer 2013**

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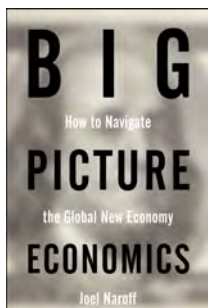
WILEY

# Wiley Trade

## Spring/Summer 2013

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<b>BUSINESS</b>	
Business Narrative	2
Leadership	4
General Business	6
Business Self-Help	9
Small Business	11
Real Estate	14
Personal Finance & Investing	15
Marketing	19
Sales	24
Management	27
Human Resources Management	32
Nonprofit	33
Accounting	34
Wiley Finance	36
Wiley Trading	42
<b>CONSUMER</b>	
Culinary	44
Decorating & Crafts	46
Education	47
CliffsNotes & Test Prep	53
Language	54
Architecture	55
Philosophy	56
Memoir	57
General Interest	58
Health & Self-Help	59
Photography & Digital Lifestyle	61



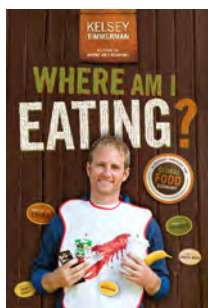
**Big Picture Economics : How to Navigate the New Global Economy**

Joel Naroff  
9780470641811  
Pub Date: 2/5/14  
\$29.95/\$35.95 Can.  
320 pages  
Hardcover  
Business & Economics / Finance  
Ctn Qty: 26

**Summary: Award winning economic forecaster Joel Naroff reveals how understanding economics can improve you financial life**

While we may not think about it on a day-to-day basis, economics plays an important role in our lives—especially after the financial crash of 2007. Today, getting a read on what big picture economic decisions might have on the lives of the average person is now more important than ever.

With this in mind, award-winning futurist economist Joel Naroff has created *Big Picture Economics*.

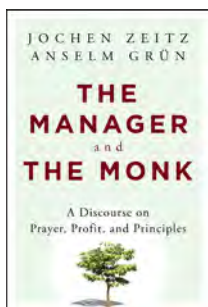


**Where Am I Eating? An Adventure Through the Global Food Economy**

Kelsey Timmerman  
9781118351154  
Pub Date: 4/22/13  
\$24.95/\$29.95 Can.  
256 pages  
Hardcover  
Business & Economics / General  
Ctn Qty: 22

**Summary: Bridges the gap between global farmers and fishermen and American consumers**

America now imports twice as much food as it did a decade ago. What does this increased reliance on imported food mean for the people around the globe who produce our food? Kelsey Timmerman set out on a global quest to meet the farmers and fisherman who grow and catch our food, and also worked alongside them: loading lobster boats in Nicaragua, splitting cocoa beans with a machete in Ivory Coast, and hauling tomatoes in Ohio. *Where Am I Eating?* tells fascinating stories of the farmers and fishermen around the world who produce the food we eat.



**The Manager and the Monk : A Discourse on Prayer, Profit, and Principles**

Jochen Zeitz, Anselm Grün  
9781118479414  
Pub Date: 4/23/13  
\$26.95/\$31.95 Can.  
208 pages  
Hardcover  
Business & Economics / Management  
Ctn Qty: 22

**Summary: An exploration of spirituality, values, and sustainability in business**

When Jochen Zeitz and Anselm Grün first met onstage as "the manager and the monk," Zeitz was CEO and Chairman of Puma, and Father Grün was a monk serving as cellarer, the business manager of his Benedictine abbey. They came together to discuss their shared goal: what it means to lead and manage responsibly and sustainably in today's shifting world.



**Reinventing Giants : How Chinese Global Competitor Haier Has Changed the Way Big Companies Transform**

William A Fischer, Umberto Lago, Fang Liu  
9781118602232  
Pub Date: 4/15/13  
\$27.95  
240 pages  
Hardcover  
Business & Economics / Management  
Ctn Qty: 40

**Summary: A compelling profile of an emerging Chinese competitor**

Chinese firms are reinventing their business models, their corporate cultures, and themselves, becoming global competitors who increasingly offer knowledge rather than cheap labour in their quest to join the ranks of the "world's best" companies. This book offers a compelling profile of the most ambitious of these emerging Chinese competitors, the Haier Corporation (the world's largest manufacturer of home appliances), and shares insights on how one organization has repeatedly reinvented its business model and corporate culture in an effort to sustain its success.



**The AIG Story, + Website**

Maurice R. Greenberg, Lawrence A. Cunningham  
9781118345870  
Pub Date: 2/6/13  
\$29.95/\$35.95 Can.  
352 pages  
Hardcover  
Business & Economics / Economics  
Ctn Qty: 18

**Summary:** A legendary CEO tells the inside story of building the world's largest insurance company—and the dramatic tale of its near-destruction after he left in early 2005, as successors transformed AIG and drove it to the center of the financial crisis of 2008

In 1962, Maurice Greenberg was handed leadership of a small, failing insurance company. By 2004, American International Group (AIG) had become the world's eighteenth largest company. Then the financial crisis hit and "Hank" Greenberg's magnificent creation teetered on the brink. You've read other accounts of AIG. Now read the inside story.

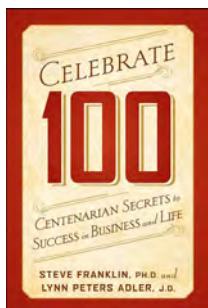


**The U.S. Technology Skills Gap : What Every Technology Executive Must Know to Save America's Future**

G. Beach  
9781118477991  
Pub Date: 7/1/13  
\$35.00/\$42.00 Can.  
288 pages  
Hardcover  
Business & Economics / Strategic Planning  
Series: Wiley CIO  
Ctn Qty: 20

**Summary: An unflinching look at the key role technology leaders must play in reviving America's onceunchallenged glory in science and technology education**

While technology innovation is happening at an incredible pace, America no longer leads the world in this critical category. In fact, the number of patents and overall pace of innovation suggests that China is rapidly becoming the new global leader. Insightful and lucid, *The U.S. Technology Gap* thoughtfully explores how the days of the U.S. leading the world in technology and innovation have already come to an end, where things went wrong, and how technology leaders must play a vital role in getting back on track.

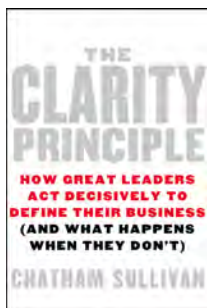


**Celebrate 100 : Centenarian Secrets to Success in Business and Life**

Steven Franklin, Lynn Peters Adler  
9781118525647  
Pub Date: 7/9/13  
\$24.95/\$29.95 Can.  
176 pages  
Hardcover  
Business & Economics / General  
Ctn Qty: 30

**Summary: A thoroughly enthralling book that proves the truth of the adage, "with age comes wisdom"**

Based on video recorded interviews and extensive surveys of more than 450 Centenarians, this unforgettable book brings you into a world few human beings have ever known. What must it be like to have lived an entire century—and not just any century, but one of the most fertile, productive, cataclysmic, revolutionary hundred-year periods in the history of the human race?



**The Clarity Principle : How Great Leaders Act Decisively to Define Their Business (And What Happens When They Don't)**

Chatham Sullivan  
9781118434666  
Pub Date: 5/20/13  
\$27.95/\$33.95 Can.  
224 pages  
Hardcover  
Business & Economics / Leadership  
Ctn Qty: 42

**Summary: Clarify your organization's core identity**

Conflicts between departments, turf wars, teams that execute poorly—these are some of the issues that claim much of a leader's time. But beneath these messy "people" issues is, in fact, an organization whose purpose and identity are in crisis. Consultant Chatham Sullivan argues that when the purpose of the business has been obscured in an identity crisis, it's the leaders' responsibility to restore its clarity, even in the face of tough strategic choices fraught with political, personal, and cultural dynamics.




**Bold Leadership, Brave Choices : Developing Canada's Business Leaders for the Future**

R. Douglas Williamson  
9781118581681  
Pub Date: 8/19/13  
\$29.95/\$29.95 Can.  
320 pages  
Hardcover  
Business & Economics / Leadership  
Ctn Qty: N/A

**Related Products**

**Other Formats**

9781118582930 \$29.95 8/12/13 Adobe PDF  
9781118583005 \$29.95 8/12/13 MobiPocket 

**Summary: An urgent wake-up call—and radical action plan—for business leaders everywhere**

While it focuses on Canadian business, this important book shares valuable insights on business leadership everywhere. Without sugar coating his message, author R. Douglas Williamson, head of the prestigious consultancy, The Beacon Group, points to complacency, lack of sophistication, and an inward focus as the chief reasons why Canadian companies are at risk of falling behind the rest of the world. Issuing an urgent call to action, Williamson helps leaders assess their current leadership styles and its effectiveness, and he provides powerful strategies, tools, and techniques for reframing their thinking.

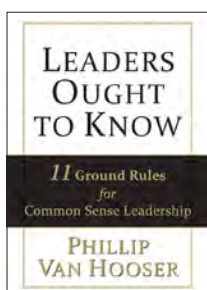


**Reinventing Leadership : A Three Step Plan to Develop the Mindset and Skills that Drive Performance**

J. Gianni  
9781118495315  
Pub Date: 8/26/13  
\$24.95/\$29.95 Can.  
256 pages  
Hardcover  
Business & Economics / Leadership  
Ctn Qty: 22

**Summary: Change the way you look at leading, training, and motivating for powerful results**

*Reinventing Leadership* introduces a results-producing approach to leadership, blending belief/mindset training with skill-based training. Getting employees to consistently act on the strategies and plans you develop, every day, is what ultimately stands between imminent success and certain failure. The greatest challenge a manager faces in his or her career is not simply telling people what to do, but getting them to do it. *Reinventing Leadership* offers a blueprint for shaping the mindset and closing the belief gaps needed to help your people take consistent action.

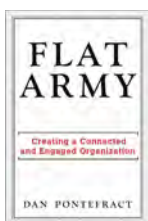


**Leaders Ought to Know : The 11 Ground Rules to Common Sense Leadership**

Phillip Van Hooser  
9781118529263  
Pub Date: 4/30/13  
\$21.95/\$25.95 Can.  
224 pages  
Hardcover  
Business & Economics / General  
Ctn Qty: 18

**Summary: Globally acclaimed leadership development expert, Phillip Van Hooser, teaches the commandments and sins of leadership**

While many organizations have not defined what is expected of their organizational leaders, competitive, growth-oriented businesses require leaders who generate profits while improving employee performance and retention. In *Leaders Ought to Know*, gifted storyteller Phillip Van Hooser uses real world examples to illustrate the critical issues that successful leaders ought to know. By examining the dos and don'ts of leadership, executives and managers will gain practical strategies to transform the way they lead their employees, build trust, and get results.



### Flat Army: Creating a Connected and Engaged Organization

Dan Pontefract

**Arms you with powerful tools for overcoming resistance to change and creating a culture of collaboration, engagement, and employee empowerment**

Your people are your most valuable asset, and if you want them to excel (and your profits to soar), you'll need to abandon your traditional command-and-control management style and adopt a collaborative, open leadership approach—one that engages and empowers your people. While this isn't a particularly new idea, many leaders, while they may pay lip service to it, don't really understand what it means. And most of those who do get it lack the skills for putting it into practice.

9781118529799  
Pub Date: 3/25/13  
\$29.95/\$32.95 Can.  
272 pages • Hardcover  
Business & Economics  
Carton Qty: N/A



### Leading Teams: Tools and Techniques for Successful Team Leadership from the Sports World

D. Ruta

**Important new insights on team leadership and motivation, along with powerful tools and techniques taken from the world of sports**

How do the sports world's most successful coaches instill their teams with esprit de corps, a collaborative mindset and an unbeatable desire to win? More importantly, what can business leaders and managers learn from their example? This book answers these and a host of key questions about what it takes to be a successful leader in business or in sports.

9781118392096  
Pub Date: 4/29/13  
\$39.95/\$47.95 Can.  
224 pages  
Paperback  
Business & Economics •  
Carton Qty: N/A



### Reinvent: A Leader's Playbook for Serial Success

Fred Hassan

**Leadership principles from a master of the business turnaround**

In *Reinvent*, renowned CEO and business leader Fred Hassan explains how to transform a struggling business into a raging success by reinventing the culture, attitude, and behaviors of organizations and people. Leaders who want to change cultures and individuals need a cool head, a clear vision, and a well-refined ability to inspire that change. Here, Hassan explains how a productive organizational culture leads to real success.

9781118529850  
Pub Date: 1/29/13  
\$29.95/\$32.95 Can.  
224 pages • Hardcover  
Business & Economics  
Carton Qty: N/A



### Making Extraordinary Things Happen in Asia: Applying The Five Practices of Exemplary Leadership®

James M. Kouzes, Barry Z. Posner, Steven J. DeKrey

**An in-depth look at how leaders in Asia apply the Five Practices of Exemplary Leadership® in their organizations**

Kouzes and Posner's Five Practices of Exemplary Leadership® is the most trusted and proven leadership paradigm in the business world. *Making Extraordinary Things Happen in Asia* focuses on the unique ways leaders in Asia have applied the Five Practices and documents their success with it.

9781118518519  
Pub Date: 4/16/13  
\$24.95/\$29.95 Can.  
144 pages  
Paperback  
Business & Economics  
Carton Qty: N/A



### Building Passion: Engage, Enthuse and Energise Yourself, Your People and Your Business

Keith Abraham

**How to ignite your passion, live with purpose, and succeed in life and business**

No matter what you want to achieve in life, the secret to doing it is passion. For people to be happy, they need to find meaning in what they do and in the roles they play in their lives, careers, and communities. When we identify the personal passions that drive us, the byproduct is focus, satisfaction, and achievement. But it's not always easy to find our passions.

In this book, Keith Abraham shows you how to ignite the passion in your life and work.

9781118512708  
Pub Date: 9/23/13  
\$24.95/\$29.95 Can.  
240 pages  
Paperback  
Business & Economics  
Carton Qty: N/A



### Building People : Sunday Emails from a CEO

Mun Leong Liew

**Valuable insights into the life and philosophy of one of Asia's keenest and most effective business minds**

Tagged by CNN as one of the twenty-five most powerful businesspeople in Asia, Liew Mun Leong, President and CEO of the Singapore-based real estate empire, Capitaland, rose from very humble beginnings to become one of the world's wealthiest people. Since joining the company Liew has been communicating regularly and frankly with his staff in various ways, including emails. Like the previous two volumes in his internationally acclaimed *Building People, Sunday Emails from a CEO*, this compilation offers fascinating and instructive insights into Liew Mun Leong's inimitable character and management style.

9781118469422  
Pub Date: 6/12/13  
\$17.95/\$21.95 Can.  
304 pages  
Paperback  
Business & Economics  
Carton Qty: N/A



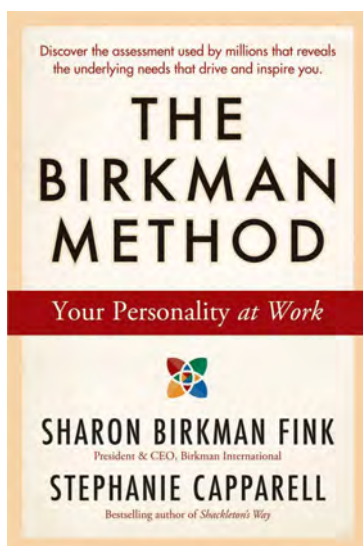
### Made to Serve: How manufacturers can compete through servitization and product service systems (2nd Edition)

Timothy Baines, Howard Lightford

**A comprehensive, practical introduction to one of the most important new trends in manufacturing, globally**

The delivery of a service component as an added value when providing products, servitization is all the rage in the manufacturing sector around the world. Yet, despite the clear competitive advantage of servitization, most manufacturers remain reluctant to venture into, what for them, is a strange new world. Written by a team of internationally respected servitization experts and innovators, this book provides you with a detailed road map for successfully navigating the servitization terrain.

9781118585313  
Pub Date: 4/1/13  
\$60.00/\$72.00 Can.  
264 pages • Hardcover  
Business & Economics  
Carton Qty: N/A




9781118207017  
 Pub Date: 5/13/13  
 \$27.95/\$33.95 Can.  
 Hardcover

208 pages  
 Carton Qty: 22  
 Business & Economics /  
 General

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 ePub  
 9781118419373 - \$27.95   
 Adobe PDF

## The Birkman Method

### Your Personality at Work

Sharon Birkman Fink, Stephanie Capparell

#### Summary

**The first in-depth book on the personality assessment used by millions of people worldwide, revealing the underlying needs that drive and inspire you**

Whether you're wondering if you are in the right career, looking to change job roles, or trying to reduce conflict and improve relationships, you must begin by clearly understanding your own interests and needs, and how they drive your ultimate happiness as well as unleash your stress points. Used by more than 3,000,000 people worldwide, the Birkman Method® is the only personality assessment tool that reaches beyond self-described behavior and situational analysis to unravel the DNA underpinning workplace satisfaction and accomplishment.

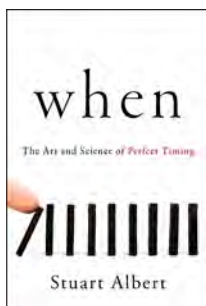
With a free custom report for readers of the book, *The Birkman Method's* results delve deeply into such aspects of your personality as your relationship with authority, communication styles, response to incentives, ability to deal with change, and the triggers for stress that can derail you. By explaining how these factors fit together to motivate, inspire, and ultimately drive each person, *The Birkman Method's* is a guide to achieving more-inspiring leadership, better team harmony, and higher individual achievement, for you personally and throughout any organization.

- Features a free personal report for readers of the book
- Based on the Birkman assessment, taken by more than 3,000,000 people worldwide, and available in 22 languages
- Written by Sharon Birkman Fink, CEO of Birkman International and Stephanie Capparell, *Wall Street Journal* senior special writer and bestselling author of *Shackleton's Way*

**Sharon Birkman Fink** (Houston, TX) has served as President and CEO of Birkman International since 2002. Originally trained as a singer/musician, Sharon was a National Merit Scholar and Woodrow Wilson Fellow who completed a Master's degree in Music at the University of Texas. Throughout the 1990s, Sharon assisted with Birkman training and feedbacks, working in the firm part-time until 2001. In 2005-2007, she attended the Owner/President Management program at Harvard Business School. Under her leadership, Birkman has had successive years of growth, profitability and new product development. She is married to international opera performer, Richard Paul Fink, a dramatic baritone who sings regularly at the Metropolitan Opera in New York, and has three daughters. Sharon is involved with several charitable and civic organizations in the Houston area and is member of the Board of Directors of the Escape Foundation.

[www.birkman.com](http://www.birkman.com)

**Stephanie Capparell** (New York, NY) is a journalist, author and filmmaker, with a focus on leadership and business history. She is founder and president of the multimedia company, Substantial Films Inc., established in 1992 to handle independent projects. Stephanie is a 21-year veteran of *The Wall Street Journal*, where she has worked as an editor and writer. During 13 of those years, she edited thousands of career-advice and management articles, supervising a rotating group of the paper's top writers as the daily columns editor for the renowned Marketplace page. Topics included leadership in crisis, work and family, women in the workplace, business and race, early career advice, and business history. She now works on the paper's international desk, but continues to edit Walt Mossberg's technology column on his special request.




### When : The Art and Science of Perfect Timing

Stuart Albert  
9781118226117  
Pub Date: 8/26/13  
\$26.95/\$31.95 Can.  
256 pages  
Hardcover  
Business & Economics / General  
Ctn Qty: 54

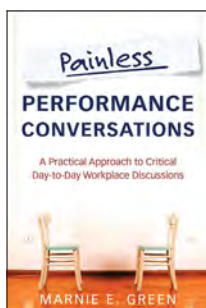
#### Related Products

#### Other Formats

9781118419502 \$26.95 8/26/13 Adobe PDF   
9781118421093 \$26.95 8/26/13 ePub

#### Summary: An elegant and counterintuitive guide to achieving perfect timing

Timing is everything. Whether we are making strategic business decisions or the smallest personal choice, we must decide not only *what* to do, but *when* to do it. Act too early—or too late—and the results can be disastrous. Based on a 20-year investigation into more than 2,000 timing issues and errors, *When* presents a single and practical approach for dealing with timing in life and business. Good timing, Albert argues, is not just a matter of luck, intuition, or past experience—all of which may be unreliable—but a skill. He describes that skill and details the tools and methods needed to conduct a successful timing analysis.



### Painless Performance Conversations : A Practical Approach to Critical Day-to-Day Workplace Discussions

Marnie E. Green  
9781118533536  
Pub Date: 4/15/13  
\$19.95/\$23.95 Can.  
240 pages  
Paperback  
Business & Economics / General  
Ctn Qty: 28

#### Summary: Actionable communication and management strategies for tackling difficult workplace discussions

Delivering the uncomfortable news that an employee is not stacking up can be stressful, and managers often have difficulties finding the right words to get their message across. *Painless Performance Conversations* presents actionable and practical communication and management strategies for any manager looking to effectively influence employee performance. Learn how to focus these conversations for maximum impact on performance, crystallize expectations for what success looks like, and engage employees in solution-finding.




### Be the Best at What Matters Most : The Only Strategy You will Ever Need

Joe Calloway  
9781118569870  
Pub Date: 3/18/13  
\$21.95/\$25.95 Can.  
224 pages  
Hardcover  
Business & Economics / General  
Ctn Qty: 18

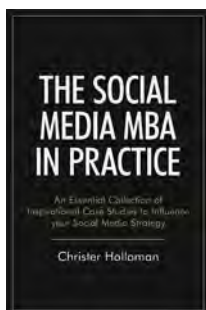
#### Related Products

#### Other Formats

9781118611180 \$21.95 3/26/13 ePub  
9781118611197 \$21.95 3/26/13 MobiPocket 

#### Summary: Winners in business aren't the ones who do the most things; the winners are the ones who do the most important things

*Be the Best at What Matters Most.* is about the one essential strategy for business leaders, entrepreneurs, owners, managers and those who want to be one. Simplify, focus, and win by outperforming all your competition on those things that create real value for the customer. This is about substance, not flash, and the ultimate "wow" factors of high quality performance, consistency and relentless improvement.

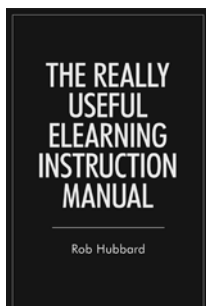


**Killer Case Studies from The Social Media MBA : Your Blue Print for Successful Social Media Delivery**

Christer Holloman  
9781118524541  
Pub Date: 7/15/13  
\$27.95/\$33.95 Can.  
200 pages  
Hardcover  
Business & Economics / E-Commerce  
Ctn Qty: N/A

**Summary: The inside information that marketers and social media practitioners have been dying to get hands on**

It seems like every day another self-appointed social media "guru" appears on the scene, offering to sell you his or her "surefire" cure for what ails you. Don't you think it's time you heard from the real experts—i.e., folks like you who are responsible for delivering their companies' social media strategies? Based on extensive interviews with marketing, media and networking professionals at many of today's most admired brands and companies, this book provides you with detailed examples of the social media strategies in place at, among others, Virgin Atlantic, Barclays, Skype, and more.

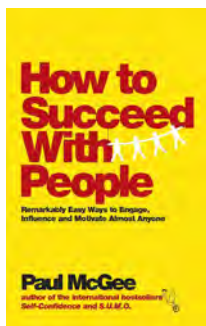


**The Really Useful eLearning Instruction Manual**

Rob Hubbard  
9781118375891  
Pub Date: 4/9/13  
\$39.95/\$47.95 Can.  
212 pages  
Paperback  
Business & Economics / Strategic Planning  
Ctn Qty: N/A

**Summary: From the world's leading experts in the field, everything you need to know to start an e-learning program in your organization**

The range of e-learning technologies and options has expanded significantly over the past several years. Unfortunately, not all of them are good. Written by a team of experts from the eLearning Network, this book arms you with the knowledge you need to sort through the vast array of e-learning options now available and the skill to start putting the best to work in your organization immediately.

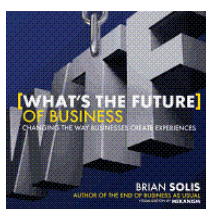


**How to Succeed with People : The Remarkable Truth about How to Get the Most Out of Dealing with Others**

Paul McGee  
9780857082893  
Pub Date: 4/29/13  
\$17.95/\$21.95 Can.  
216 pages  
Paperback  
Business & Economics / Small Business  
Ctn Qty: N/A

**Summary: 21 easy ways to gain more confidence with and get the most out of dealing with other people**

Self-confidence is indispensable to success in all areas of life. And, as author Paul McGee shows in this fun, fast-paced guide, an indispensable prerequisite to improving self-confidence is improving your ability to talk to people—all people, in every situation. In *How to Succeed with People*, McGee arms you with twenty-one simple, proven methods for quickly building your communication muscle. Packed with priceless insights, expert advice and skill-building exercises, it gets you quickly up and running with the skills you need to communicate effectively with bosses, team members, customers, and almost anyone else.



**What's the Future of Business? : Changing the Way Businesses Create Experiences**

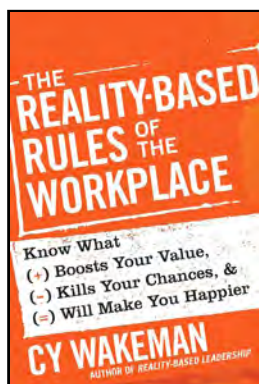
Brian Solis  
9781118456538  
Pub Date: 3/11/13  
\$29.95/\$35.95 Can.  
224 pages  
Hardcover  
Business & Economics / General  
Ctn Qty: N/A

**Summary: Rethink your business model to incorporate the power of "user" experiences**

*What's the Future of Business?* will galvanize a new movement that aligns the tenets of user experience with the vision of innovative leadership to improve business performance, engagement, and relationships for a new generation of consumerism. It provides an overview of real-world experiences versus "user" experiences in relation to products, services, mobile, social media, and commerce, among others. This book explains why experience is everything and how the future of business will come down to shared experiences.

**Related Products**

**Other Formats**  
9781118457146 \$29.95 3/18/13 Adobe PDF   
9781118457184 \$29.95 3/18/13 MobiPocket



## The Reality-Based Rules of the Workplace

**Know What Boosts Your Value, Kills Your Chances, and Will Make You Happier**

Cy Wakeman

### Summary

**The key to understanding how your manager calculates your real value—and how to boost it**

More than anything else, you need to understand exactly how your employer evaluates you, and your annual performance review doesn't tell the whole story. In *The Reality-Based Rules of the Workplace*, Cy Wakeman shows how to calculate how your true value to your organization by understanding your current and future potential against your "emotional expense"—the toll your actions and attitudes take on the people around you. With Cy's clear, straight-to-the-point advice, you can confront and reduce your emotional costliness, become an invaluable member of your team, and even learn to love your job again.

9781118413685  
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240 pages  
Carton Qty: 44  
Business & Economics /  
General

### Contributor Images

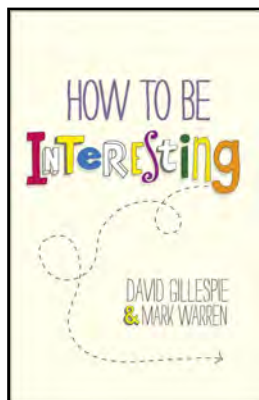


### Author Bio

**Cy Wakeman (Omaha, Nebraska)** is a dynamic, well-respected national keynote speaker, workshop facilitator, author, and trainer. Her background combines four successful business start-ups with 18 years working and consulting in manufacturing, banking, government, high-tech and healthcare. Cy has honed her Reality-Based Leadership philosophy as a consultant to top executives and organizations seeking to thrive in difficult times.

### Other Formats

Adobe PDF - 4/30/2013 \$27.95 9781118585559  
ePub - 4/30/2013 \$27.95 9781118585672  
MobiPocket - 4/30/2013 \$27.95 9781118585702



## How To Be Interesting

**Simple Ways to Increase Your Personal Appeal**

D. Gillespie, Mark Warren

### Summary

**An irreverent, colourful guide to becoming more interesting and successful by gaining self-knowledge and building your confidence and charisma**

In addition to having scads of acting and writing credits between them, actor David Gillespie and writer Mark Warren are co-founders of a unique organization. Called The Speechworks, it is a group of performance-based professionals who draw upon their professional expertise to teach clients—including businesspeople, sports stars, politicians, actors, writers and celebrities—the skills they need to communicate more effectively, to impress others with charisma and find greater success at work and in life.

### Author Bio

The actor, David Gillespie and writer, Mark Warren have many acting and writing credits between them in TV, film, stage and publishing.

They are also the founders of The Speechworks - a select group of performance-based professionals who brings years of experience from the worlds of film, TV, theatre, presentation, psychology, advertising, PR, journalism and voice production.

### Other Formats

Adobe PDF - 3/1/2013 \$15.95 9780857084033  
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MobiPocket - 3/1/2013 \$15.95 9780857084057



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Business & Economics /  
Small Business



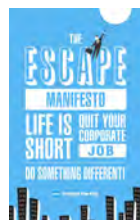
### Stop Playing Safe: Rethink Risk. Unlock the Power of Courage. Achieve Outstanding Success

Margie Warrell

**Tap the power of courage and achieve greater clarity, confidence, and satisfaction in your work and life**

Considering the current state of the global economy, it's easy to see why so many people and companies have become shy about sticking their necks out. But taking risks is what the free enterprise system is all about—it's about the courage to enthusiastically face the challenges to success and to embrace the opportunities that abound. In *Stop Playing Safe*, bestselling author, *Forbes* columnist, and master coach, Margie Warrell, shares her prescription for awakening the lion within you.

9781118505588  
Pub Date: 3/25/13  
\$29.95/\$35.95 Can.  
288 pages  
Paperback  
Business & Economics  
Carton Qty: N/A

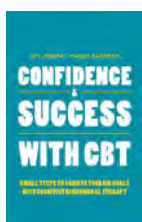


### Escape the City - A Manifesto: Why You Should Step Off the Corporate Treadmill and Do Something Different

**A guide for every corporate professional who dreams of doing something more with his or her life, but doesn't know where to begin**

Escape is a community-focused enterprise built around a simple concept: that there is more to life than doing unfulfilling work on a corporate treadmill. The Escape online platform was designed to help corporate professionals find exciting jobs, start their own businesses, and go on big adventures. Written by Escape's founders, *The Escape Manifesto* is both an inspiring call to action and a guide for anyone who dreams of freeing themselves of the shackles of the corporate grind and taking the big leap into a new, more rewarding work life outside the corporate model.

9780857083623  
Pub Date: 4/29/13  
\$19.95/\$23.95 Can.  
288 pages  
Paperback  
Business & Economics  
Carton Qty: N/A



### Confidence and Success with CBT: How to Make Little Steps to Achieve Your Big Goals (Cognitive Behavioural Therapy)

Avy Joseph

**Simple, effective techniques for developing a healthier attitude toward life and finding the confidence you need to achieve your goals**

Offering simple, time-tested techniques for zeroing in on and rewriting negative, self-destructive patterns of thought and behavior that a person can acquire over a lifetime, cognitive behavioral therapy (CBT) is a powerful therapeutic approach that has been proven to be highly effective in helping overcome an array of psychological and behavioral problems, from eating disorders and drug addiction to low self-esteem and phobias.

9780857083500  
Pub Date: 5/7/13  
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224 pages  
Paperback  
Business & Economics  
Carton Qty: N/A



### Change with Confidence: Answers to the 50 Biggest Questions that Keep Change Leaders Up at Night (4th Edition)

Phil Buckley

**Complete, actionable answers to the fifty burning questions managers routinely ask about how to manage change successfully**

In this book a change management professional with nearly a quarter-century's experience arms change leaders with complete, actionable solutions the most challenging questions they are likely to face. Over the course of his career leading big change projects in major corporations in the US, UK, and Canada, Phil Buckley has detected a pattern to what leaders typically don't know about managing change in their organizations. In *Change with Confidence*, he distills that pattern to the basics.

9781118556559  
Pub Date: 3/18/13  
\$29.95/\$29.95 Can.  
256 pages • Hardcover  
Business & Economics  
Carton Qty: N/A



### How To Talk To Absolutely Anyone: A Manual for building rapport and confident

Mark Rhodes

**Be a people magnet!**

Improving your people skills and becoming a people-person is a surefire route to success, happiness, and confidence. We've all looked enviously across the room at that person who seems to effortlessly interact with everyone – humorous, confident and well liked. That person is confident with people they don't know, they have no fear of rejection, they can handle difficult situations with apparent ease. Well now you can too. *How to Talk to Absolutely Anyone* will show you exactly how to develop better communication for better results. With Mark Rhodes sound advice you will be able to build

9780857084026  
Pub Date: 7/10/13  
\$17.95/\$21.95 Can.  
224 pages  
Paperback  
Business & Economics  
Carton Qty: N/A



### The Power of Doing Less: How to Spend Your Valuable Time on Things That Really Matter

Fergus O'Connell

**A bright, subversive self-help book that asks a lot of interesting questions about life and work and provides even more interesting answers**

Remember the good old days of leisure time and guaranteed pension benefits—when working a nine-to-five job meant working from 9:00 AM to 5:00 PM, with an hour lunch break? For those of us old enough to have lived in those halcyon days, the days before work burnout, sixty-plus hour work weeks and chronic fears of having our jobs outsourced, it all seems like a distant dream. What if you could recapture the feeling of control, ease and security of those days, and again become your own man or woman? Well, you can!

9780857084217  
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\$15.95/\$18.95 Can.  
192 pages  
Paperback  
Business & Economics  
Carton Qty: N/A



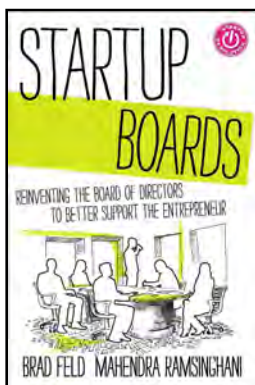
### Clarity: How to de-clutter your mind, focus your energy and achieve results (2nd Edition)

Jamie Smart

**LEARN TO CLEAR YOUR MIND AND THINK LIKE A WINNER**

We all have so much going on. A million different projects, to-do lists longer than your arm. We all worry about things – money, deadlines. With all this buzzing around in our heads it's often a nightmare trying to concentrate on one thing. What if someone could show you how to empty your mind of all the noise? If you could be shown how to de-clutter your mind and concentrate on one important thing? Well Jamie Smart, state-of-mind specialist, can do just that – with *Clarity* he will show you how to get real clarity of thought.

9781118611852  
Pub Date: 3/4/13  
\$17.95/\$21.95 Can.  
240 pages  
Paperback  
Business & Economics  
Carton Qty: N/A



## Startup Boards

**Recreating the Board of Directors to Be Relevant to Entrepreneurial Companies**  
Brad Feld

### Summary

#### **An essential guide to understanding the dynamics of a startup's board of directors**

Lets face it, as founders and entrepreneurs, you have a lot on your plate—getting to your minimum viable product, developing customer interaction, hiring team members, and managing the accounts/books. Sooner or later, you have a board of directors, three to five (or even seven) Type A personalities who seek your attention and at times will tell you what to do. While you might be hesitant to form a board, establishing an objective outside group is essential for startups, especially to keep you on track, call you out when you flail, and in some cases, save you from yourself.

In *Startup Boards*, Brad Feld—a Boulder, Colorado-based entrepreneur turned-venture capitalist—shares his experience in this area by talking about how to put the right members on your board and manage them well.


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Hardcover

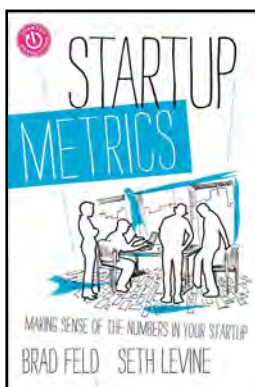
224 pages  
Carton Qty: 24  
Business & Economics /  
General

### Author Bio

**Brad Feld (Boulder, CO)** has been an early stage investor and entrepreneur for over twenty years. Prior to co-founding [Foundry Group](#), he co-founded Mobius Venture Capital and, prior to that, founded Intensity Ventures, a company that helped launch and operate software companies. Brad is also a co-founder of [TechStars](#). Brad currently serves on the board of directors of [BigDoor](#), [Cheezburger Networks](#), [Fitbit](#), [Gnip](#), [MakerBot](#), [Oblong](#), [Orbotix](#), and [Standing Cloud](#) for Foundry Group.

### Other Formats

ePub - 5/28/2013 \$26.95 9781118516829  
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Adobe PDF - 5/28/2013 \$26.95 9781118516843 



## Startup Metrics

**Making Sense of the Numbers in Your Startup**  
Brad Feld

### Summary

#### **A practical guide to the essential metrics every startup needs to succeed**


There's an old cliché in business—if you can't measure it, you can't manage it—and that saying is especially true when talking about a startup business. Good metrics are one of the most important drivers to building a profitable, sustainable business, but without the proper understanding of them, entrepreneurs and investors can't expect to go far. That's why authors Brad Feld has created *Startup Metrics*.

In *Startup Metrics*—the third book in the Startup Revolution series—Feld draws on his long experiences in building, advising, and investing in companies of all sizes and across many markets to emphasize the importance of actionable business metrics.

### Author Bio

**Brad Feld (Boulder, CO)** has been an early stage investor and entrepreneur for over twenty years. Prior to co-founding [Foundry Group](#), he co-founded Mobius Venture Capital and, prior to that, founded Intensity Ventures, a company that helped launch and operate software companies. Brad is also a co-founder of [TechStars](#). Brad currently serves on the board of directors of [BigDoor](#), [Cheezburger Networks](#), [Fitbit](#), [Gnip](#), [MakerBot](#), [Oblong](#), [Orbotix](#), and [Standing Cloud](#) for Foundry Group.

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ePub - 8/27/2013 \$26.95 9781118516874  
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MobiPocket - 8/27/2013 \$26.95 9781118516898 

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Pub Date: 8/27/13  
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Hardcover

224 pages  
Carton Qty: 24  
Business & Economics /  
Management

WILEY

**The Entrepreneur's Manifesto : How To Nurture Startup Businesses and Create Millions of Jobs**

John Dearie  
9781118573242  
Pub Date: 9/3/13  
\$29.95/\$35.95 Can.  
272 pages  
Hardcover  
Business & Economics / Entrepreneurship  
Ctn Qty: 22

**Summary: Essential insights on fostering business startups and their integral role in the overall economy**

Recent research has demonstrated that a majority of *all* net new job creation in the United States over the past thirty years has come from businesses less than a year old—true "start-ups." On average, start-up businesses create three million new jobs each year, while existing businesses of any size or age shed a net average of about one million jobs annually. Unfortunately, the vital signs of America's job-creating entrepreneurial economy are declining, but there is a way to get back on track, and *The Entrepreneur's Manifesto* will show you how.

**Do More Faster : TechStars Lessons to Accelerate Your Startup (2nd Edition)**

David Cohen  
9781118443637  
Pub Date: 8/6/13  
\$45.00/\$54.00 Can.  
336 pages  
Hardcover  
Business & Economics / Investments & Securities  
Ctn Qty: 18

**Summary: Mission-critical advice and wisdom from top early stage investors and entrepreneurs**

*Do More Faster* got you started. And now, *Do Even More Faster, Second Edition* will share additional advice to keep your startup moving full steam ahead. Each new vignette in this sequel book contains valuable information coming out of the TechStars program—which is a mentorship-driven startup accelerator.

Here, the authors share the insights of entrepreneurs who have passed through this program.

WILEY

**The Agile Startup + Website : Quick and Dirty Lessons Every Entrepreneur Should Know**

J. Scheinrock  
9781118548264  
Pub Date: 9/16/13  
\$49.95/\$59.95 Can.  
240 pages  
Hardcover  
Business & Economics / General  
Ctn Qty: 24

**Summary: An inspiring and impactful compilation of the most important lessons of entrepreneurship**

The tools of a digital age make it easier than ever to start a new business. And with billion-dollar IPOs and acquisitions making weekly headlines, the potential rewards are enormous. But even with all of the advantages and resources that today's entrepreneurs have access to, the likelihood of any one business succeeding is slim. That's why you need the simple, clear lessons found in *The Agile Startup*.



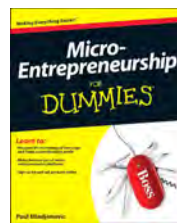
### Venture Capital for Entrepreneurs: How to Build a New Business for Long-Term Success

David N. Feldman

**An accessible guide to handling the unforeseeable consequences of becoming an entrepreneur in today and tomorrow's economy**

The spirit of an entrepreneur is often characterized as one of unbridled passion and a sense of fearlessness. But what about the consequences of choosing to become an entrepreneur? The occupational hazards associated with this endeavor range from maintaining focus, balancing work with your personal life, and finding good partners to burnout and boredom. Despite the abundance of entrepreneurial guides written, few focus on the essential aspect of dealing with the unexpected personal and professional costs of starting a business.

9781118445655  
Pub Date: 6/4/13  
\$60.00/\$72.00 Can.  
224 pages • Hardcover  
Business & Economics  
Carton Qty: 24



### Micro-Entrepreneurship For Dummies

Paul Mladjenovic

**Tired of the 9-to-5 grind and want a way to earn or to supplement your income? Easy.**

The media has named the growing trend toward micro-entrepreneurship "the Rise of the Creative Class," "the Gig Life," or "the freelance economy." All of those refer to the nearly 4 million workers who were self-employed this past year, and millions of others who currently supplement their income with freelance work. While the trend has been spotted before, there's one stark difference between micro-entrepreneurs today and the "Free Agent Nation" citizens of the late '90s: technology. *Micro-Entrepreneurship For Dummies* shows you how to navigate this confusing technological landscape in order to make a contributable profit.

9781118521687  
Pub Date: 4/22/13  
\$24.99/\$29.99 Can.  
360 pages  
Paperback  
Business & Economics  
Carton Qty: 20



### Starting an Etsy Business For Dummies® (2nd Edition)

Kate Shoup

**The easy way to build an online craft business from scratch**

*Starting an Etsy Business For Dummies* offers expert advice for artists and entrepreneurs looking to build an online craft business from scratch. You'll get invaluable information on how to set up an Etsy shop, write compelling item descriptions, photograph your work, engage the Etsy community, understand fees, and find your muse when it takes a holiday.

9781118590249  
Pub Date: 8/19/13  
\$19.99  
384 pages  
Paperback  
Business & Economics  
Carton Qty: 20



### Learn Small Business Startup in 7 Days

Heather Smith

**The practical guide to learning the essentials of starting your own business in just one week**

Thinking about starting a business? Then *Learn Small Business Startup in 7 Days* is the book for you. Guiding you through the key aspects of getting a new business up and running, from a self assessment about whether you are really prepared, through to finance, marketing, and legal issues, highly sought-after small business commentator Heather Smith covers it all.

9780730378235  
Pub Date: 2/18/13  
\$29.95/\$35.95 Can.  
288 pages  
Paperback  
Business & Economics  
Carton Qty: N/A

Carefully explaining everything you need to know to efficiently and effectively start a business, the book comprehensively covers the basics in 7 chapters, one for every day it will take you to get ready to leave the rat race and live your small business dream.



### Entrepreneur Revolution

Daniel Priestley

**An inspiring guide to getting off the corporate treadmill and living a more rewarding life—and getting rich in the process**

Businesspeople of the world, you have nothing to lose but your shackles! It's time to liberate yourselves from your engrained, Industrial Revolution mindset, to get off the corporate treadmill and stop working so hard for the man, and to realize your dream of taking control of your work life. And you may as well get rich while you're at it. Sound like a pipedream? Well it isn't, and in this inspiring book from world-class entrepreneur Dan Priestly, you find out why. Part manifesto, part guide to making it, *Entrepreneur Revolution* offers priceless advice and guidance on how to bust out of the 9-to-5 life.

9780857084163  
Pub Date: 3/25/13  
\$22.95/\$27.95 Can.  
240 pages  
Paperback  
Business & Economics  
Carton Qty: N/A



### Enterprise in Action

Peter Lawrence

**An authoritative guide to understanding and mastering the core issues and competencies involved in entrepreneurial success**

From whence do entrepreneurial opportunities arise? How do successful entrepreneurs exploit trends? What is the role of innovation in entrepreneurship? How do companies get started and become self-sustaining? Based on studies of 80 companies, including 30 Sunday Times Fast Track Companies, and 20 highly successful US entrepreneurial firms, this book answers these and many other key questions about entrepreneurship. This authoritative guide to the world of entrepreneurship offers valuable lessons for MBA students and established entrepreneurs alike.

9781119945284  
Pub Date: 7/1/13  
\$50.00/\$60.00 Can.  
272 pages  
Paperback  
Business & Economics  
Carton Qty: N/A



### The Business Start Up Bootcamp: Thing Big, Start Small, Grow Fast

Ian Sanders, James Barlow

**BASED ON A HUGELY POPULAR ENTERPRISE WORKSHOP**

Based on the popular Venture Lab business bootcamps that are currently sweeping the USA, this book lays out a complete action plan for taking a business idea and turning it into a profitable venture.

This is a practical guidebook for translating your idea into a viable, commercial business. Like the bootcamps that underpin it, it's all about accelerating the transition from idea to a market-ready product. It's about rapid action and practical steps that actually work on the ground. The emphasis is very much on ACTION!

9780857084361  
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\$24.95/\$29.95 Can.  
256 pages  
Paperback  
Business & Economics  
Carton Qty: N/A



## How to Buy Real Estate Overseas

**A Guide For Investors and Retirees**

Kathleen Peddicord

### Summary

**Practical advice on how to enjoy the unique benefits and avoid the pitfalls of investing in real estate abroad**

In the current uncertain investment climate, foreign real estate represents a more important opportunity than ever before, for both the investor who wants to move a portion of their wealth abroad and the retiree looking for affordable living options. *How to Buy Real Estate Overseas* explains one of the best options available today for diversification, asset protection, and a safe haven for wealth. Foreign property is a hard asset that, unlike stocks, for example, can't go bankrupt and collapse to zero.

This book is an expert guide to the advantages and the challenges of investing in real estate overseas.

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Hardcover

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Business & Economics /  
Real Estate

### Author Bio

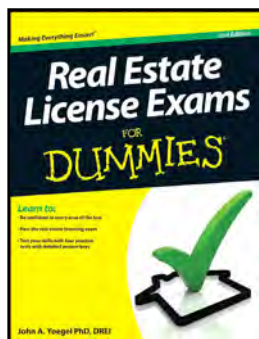
**Kathleen Peddicord (www.liveandinvestoverseas.com; Panama City, Panama)** was Publisher and Editor-in-Chief of the International Living group for 23 years. She moved on from that role in 2007. Today, Kathleen writes a weekly retire-overseas blog for *U.S. News & World Reports* and is regularly quoted by *The New York Times*, *Money* magazine, the *AARP*, and beyond.

### Other Formats

Adobe PDF - 4/15/2013 \$24.95 9781118607411

ePub - 4/15/2013 \$24.95 9781118607428

MobiPocket - 4/15/2013 \$24.95 9781118607534



## Real Estate License Exams For Dummies (2nd Edition)

John A. Yoegel

### Summary

**Your ticket to passing the real estate license exam**

As the housing market begins to recover, jobs are becoming available in the real estate sector and hard-working, competitive people are taking them. *Real Estate License Exams For Dummies* gives you the information you need to pass the exam and join the ranks as a professional real estate agent.

In order to become a real estate agent, you must pass the real estate licensing exam. This fully updated and revised edition of *Real Estate License Exams For Dummies* provides the latest and most up-to-date information on contracts, deeds, appraisals, leasing, and mortgage types, as well as new real estate law for all 50 states.

- Includes four practice tests with detailed answer keys that explain the concepts behind each answer
- Offers proven test-taking strategies and study techniques

9781118572832  
Pub Date: 7/22/13  
\$22.99  
Paperback

432 pages  
Carton Qty: 20  
Study Aids / Tests

### Other Formats

ePub - 7/30/2013 \$22.99 9781118572726

MobiPocket - 7/30/2013 \$22.99 9781118572795

Adobe PDF - 7/30/2013 \$22.99 9781118572818



### Previous Editions

Real Estate License Exams For Dummies - 1/28/2005 \$16.99 9780764576232



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 \$27.95/\$33.95 Can.  
 Hardcover

368 pages  
 Carton Qty: 16  
 Business & Economics /  
 Personal Finance

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9781118461518 - \$27.95

ePub



##### Previous Editions

9780470918142 - \$27.95

## Aftershock (3rd Edition)

### Protect Yourself and Profit in the Next Global Financial Meltdown

Robert A. Wiedemer, David Wiedemer, Cindy Spitzer

#### Summary

#### From the authors who accurately predicted the bursting of the global bubble economy comes the definitive look at what lies ahead in 2013 and beyond

Written by the market oracles who predicted, with uncanny accuracy, the global financial meltdown and the economic chain reaction it set in motion, *Aftershock* offers a vivid picture of what to expect when the world's bubble economy inevitably pops. More importantly, it tells you how to protect your assets before and during the coming Aftershock and how to capitalize on the new opportunities that others will miss. Building on the valuable insights and proven predictions of their previous books, the authors of *Aftershock, Third Edition* offer their latest thinking and advice as the economy moves even closer to the coming aftershock.

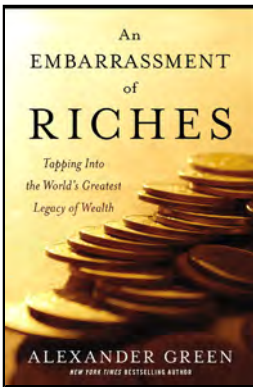
- Explains why and how the stock market, real estate, consumer spending, private debt, dollar, and government debt bubbles will burst, driving up unemployment, devaluing the dollar, and causing deep recession around the globe
- Updated to include the latest developments, such as new coverage of monetary stimulus and a more global focus (with special attention to Europe and China)
- Offers new actionable insights about protection and profits in an increasingly confusing investment environment

#### Author Bio

**David Wiedemer**, PhD (Washington, DC), is a world leader in macro-evolutionary economic analysis. His work in information dynamics, technological evolution, and economic history form the basis for the predictions in *Aftershock*. Dr. Wiedemer is the Chief Economist for Absolute Investment Management. He holds a doctorate in economics from the University of Wisconsin-Madison.

**Robert A. Wiedemer** (Washington, DC) is a Managing Director of Absolute Investment Management, a macro-focused money management firm that is in alignment with the macroeconomic analysis and perspective of *Aftershock*. Mr. Wiedemer holds an MBA from the University of Wisconsin-Madison.

**Cindy Spitzer** (Washington, DC) is an award-winning author who has collaborated on more than twenty books since 1993 including *Chicken Soup for the Soul*, *Buy and Hold Is Dead (Again)*, *America's Bubble Economy*, and many others. She is President of *Aftershock Consultants*, a consulting firm that provides support and insights to individuals, families, and businesses, based on the ideas in *Aftershock*.



## An Embarrassment of Riches

**Tapping Into the World's Greatest Legacy of Wealth**

Alexander Green

### Summary

**A bestselling financial expert outlines a new, holistic approach to wealth**

"Are you living a rich life? Are you enjoying your work, or are you simply selling yourself to the highest bidder?" asks Alexander Green, author of such bestsellers as *The Gone Fishin' Portfolio* and *Beyond Wealth*. In *An Embarrassment of Riches: Tapping Into the World's Greatest Legacy of Wealth*, Green outlines a new, holistic approach to wealth that helps readers build a life as rich in purpose and meaning as in money. Alexander Green has enjoyed a successful career as both a professional money manager and a financial writer with a unique, spiritual approach to wealthy living that is expressed in his newest book, *An Embarrassment of Riches*.

### Author Bio

**Alexander Green** (Keswick, VA) is the Investment Director of The Oxford Club. A Wall Street veteran, he has over 25 years of experience as a research analyst, investment advisor, financial writer and portfolio manager. Under his direction, The Oxford Club's portfolios have beaten the Wilshire 5000 Index by a margin of more than 3-to-1. The Oxford Club Communiqué, whose portfolio he directs, is ranked fifth in the nation for risk-adjusted returns over the past 10 years.

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 288 pages  
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 Business & Economics /  
 Personal Finance  
 Series: Agora Series



## Biggs on Finance, Economics, and the Stock Market

Barton Biggs

### Summary

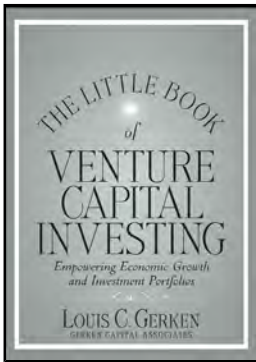
**Released to the public for the first time, writings by the incomparable Barton Biggs**

Long considered one of the best brains on Wall Street, Barton Biggs acquired the stature of a legend within his lifetime. Among his many coups, he accurately called the rise and fall of the dot-com market, and was an energetic promoter of emerging markets, including China, well before American businesses began flocking there—and he made vast fortunes for his clients, in the process. But, as this fascinating book confirms, it wasn't Biggs's genius as a market analyst and hedge fund manager alone that made him special. The product of a keen and broad-ranging intellect in full command of his subjects—and the English language—the letters compiled in this volume leave no doubt that Barton Biggs was one of the most interesting observers of Wall Street ever to put pen to paper.

### Author Bio

**Barton Biggs** was as familiar a figure in the investment world as John Bogle, Warren Buffett, George Soros or Mario Gabelli. Biggs ran Traxis Partners, a multi-billion dollar hedge fund based in New York City. Previously, he spent thirty years as a senior partner at Morgan Stanley. In that time he formed Morgan's #1 ranked research department, built its investment management business, was chairman of the investment management firm and then became the firm's leading global strategist.

9781118572306  
 Pub Date: 7/30/13  
 \$29.95/\$35.95 Can.  
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 336 pages  
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 Business & Economics /  
 Investments & Securities



## The Little Book of Venture Capital Investing

**Empowering Economic Growth and Investment Portfolios**

Louis Gerken

### Summary

**A little book full of enormous value for novices and seasoned venture capitalists alike**

After having been thrown for a loop by the bursting of the tech bubble more than a decade ago, the venture capital industry suddenly has come roaring back to life over the past two years. In 2011 alone, more than \$7.5 billion in venture capital was invested—representing more than a 19% increase over the following year—in more than 966 companies. A majority of these companies reside in the life sciences, Internet, and alternative energy sectors.

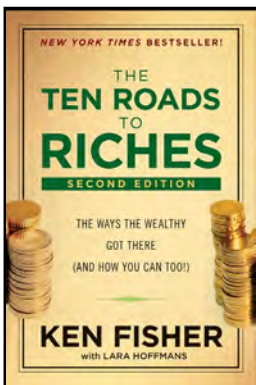
In today's weak job market, VC is more important than ever, since financing new tech, alternative energy, media, and other small to mid-sized companies is vital to creating new jobs. Written by Lou Gerken, this book tells you everything you need to know about venture capital's role in economic growth and employment.

9781118551981  
Pub Date: 9/3/13  
\$22.95/\$27.95 Can.  
Hardcover

208 pages  
Carton Qty: 32  
Business & Economics /  
Entrepreneurship  
Series: Little Books. Big  
Profits

### Author Bio

**Lou Gerken** (San Francisco, CA) founded Gerken Capital Associates ("GCA") in 1989. Prior to forming GCA, Mr. Gerken was a Managing Director and Group Head of Prudential Securities Technology Investment Banking Division. The Group served as advisor to over thirty international M&A and corporate finance mandates exceeding \$4.5 billion in total financing. Clients included British Telecom, Hong Kong Telecom and Bell South.



## The Ten Roads to Riches (2nd Edition)

**The Ways the Wealthy Got There (And How You Can Too!)**

Kenneth L. Fisher, Lara Hoffmans

### Summary

**Profiles of some of America's richest people and how they got that way—and how you can too!**

While we can't promise that this book will elevate you to the ranks of the super-rich, we can say that within its pages you'll discover everything you need to know about how, exactly, many of America's most famous (and infamous) millionaires and billionaires acquired their fortunes. The big surprise is that all of the super-wealthy it profiles got where they are today by taking one of just ten possible roads—including starting a business, buying real estate, investing wisely, and marrying extremely well. Whether you aspire to shameful wealth or just a demure fortune, bestselling author and self-made billionaire, Ken Fisher, will show you how to walk in the footsteps of tycoons—all the way to the financial success you dream of and deserve.

### Author Bio

**KEN FISHER** (Woodside, CA) is best known for his prestigious "Portfolio Strategy" column in *Forbes* magazine, where his over 25-year tenure of high-profile calls makes him the fourth longest-running columnist in *Forbes's* 90-plus year history. He is the founder, Chairman, and CEO of Fisher Investments, an independent global money management firm with over \$32 billion under management (as of 6/30/10). Fisher is ranked #289 on the 2009 Forbes 400 list of richest Americans.

### Other Formats

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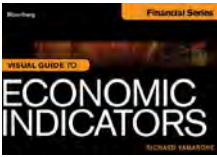


### Previous Editions

The Ten Roads to Riches - 10/15/2008 \$24.95 9780470285367

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272 pages  
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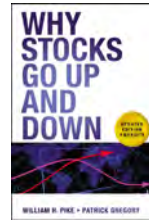


### Bloomberg Visual Guide to Economic Indicators

Richard Yamarone

**Evaluate keys to strategic financial planning, visually!** Bloomberg senior economist Richard Yamarone offers a visual distillation of the most essential financial indicators: how they're measured, what they mean, and how that should inform investment thinking. Indicators covered include: gross domestic product, employment data, industrial production, new residential construction, consumer confidence, retail and food service sales, commodities, and a chapter on secret indicators few economists know or care about. With this knowledge in hand, investors, traders, and economists are better equipped to get in and out of the market at the right time in order to maximize profit and minimize losses.

9781118204665  
Pub Date: 12/23/13  
\$60.00/\$72.00 Can.  
256 pages  
Paperback  
Business & Economics  
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### Why Stocks Go Up and Down, + Website

William H. Pike, Patrick Gregory

**The classic introduction to stock and bond investing basics, now substantially updated for the realities of today's markets**

Updated for a post-financial crisis world, this edition of William Pike's classic guide provides you with a solid grasp of the fundamentals of stock and bond investing. It details the basics of financial statements and how to read them, public offerings, price/earnings ratios, cash flow, earnings dilution, and much more.

Based on the introductory course taught at the Boston Security Analyst's Society, it was designed to get you quickly up to speed on all the terms, concepts, processes, practices, and fundamental strategies related to stock investing and the market.

9781118572313  
Pub Date: 10/28/13  
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BUSINESS & ECONOMICS • Carton Qty: 18



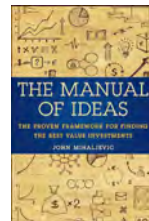
### The Coming Bond Market Collapse: The Economics Behind the Bursting of the Bond Bubble

Michael G. Pento

**The coming financial apocalypse and what government and individuals can do to insulate themselves against the worst shocks**

In this controversial book a noted adherent of Austrian School of Economics theories advances the thesis that the United States is fast approaching the end stage of the biggest asset bubble in history. He describes how the bursting of the bubble will cause a massive interest rate shock that will send the US consumer economy and the US government—pumped up by massive Treasury debt—into bankruptcy, an event that will send shockwaves throughout the global economy.

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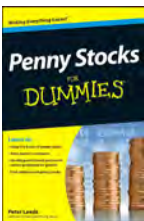
### The Manual of Ideas: The Proven Framework for Finding the Best Value Investments

John Mihaljevic

**Reveals the proprietary framework used by an exclusive community of top money managers and value investors in their never-ending quest for untapped investment ideas**

Considered an indispensable source of cutting-edge research and ideas among the world's top investment firms and money managers, the journal *The Manual of Ideas* boasts a subscribers list that reads like a *Who's Who* of high finance. Written by that publication's managing editor and inspired by its mission to serve as an "idea funnel" for the world's top money managers, this book introduces you to a proven, proprietary framework for finding new investment ideas.

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### Penny Stocks For Dummies

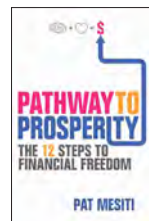
Peter Leeds

**Want to make a big bet on an economic recovery in the U.S.? Start thinking small!**

The growing popularity of penny stocks can be attributed to a combination of increased understanding and tough economic times. *Penny Stocks For Dummies* explains the basics of penny stocks and provides expert guidance to help you get involved right away.

*Penny Stocks For Dummies* provides you with the information and advice you need before considering an investment in penny stocks, as well as the tools needed to make sound investments. You'll also get expert guidance on identifying growth trends and market sectors positioned for rapid growth, finding undiscovered penny stocks, and more.

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312 pages  
Paperback  
Business & Economics  
Carton Qty: 20



### Pathway to Prosperity: The 12 Steps to Financial Freedom

Pat Mesiti

**An inspiring guide to getting off the road to more debt and financial insecurity and on the road to wealth and financial freedom**

You can take charge of your financial future. You can reduce your debt, increase your net worth and enjoy a life of prosperity. You can stop struggling, doing things the way you've always have, and embark on a new pathway to wealth. So what's stopping you? According to bestselling motivational author and wealth building advisor, Pat Mesiti, it's all about identifying what's wrong with the way you think and feel about money and the path they've put you on. And it's about creating a new, more prosperous path for yourself.

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\$24.95/\$29.95 Can.  
184 pages  
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Business & Economics  
Carton Qty: N/A



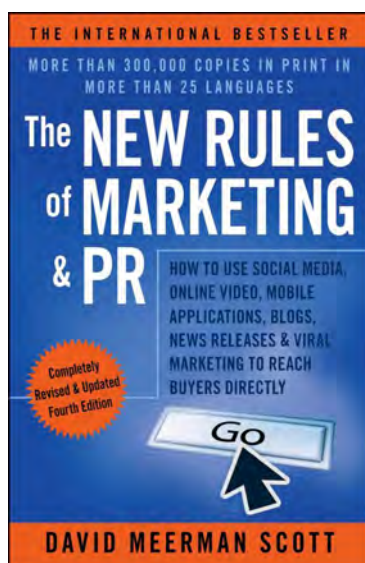
### Taming the Money Sharks: 8 Ways to Beat the Market

Philip Shu-Ying Cheng

**Easy-to-follow guidelines from a pro for simplifying your investments, protecting yourself from the investment sharks and achieving financial freedom**

Drawing on his years as an investor for leading banks in the U.S. and Asia, Philip Cheng delivers down-to-earth strategies guaranteed to make you "shark-proof" while you optimize investment returns. Statistics show that only 20% of small investors ever come close to achieving their investment goals. The other 80% get eaten alive by "investment sharks"—investment advisors, fund managers and other hucksters out to line their pockets with your hard-earned cash.

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 Business & Economics /  
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## The New Rules of Marketing & PR (4th Edition) How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing

David Meerman Scott

### Summary

**The benchmark guide to marketing and PR, updated with the latest social media and marketing trends, tools, and real-world examples of success**

*The New Rules of Marketing & PR, 4th Edition* is the pioneering guide to the future of marketing, an international bestseller with more than 300,000 copies sold in over 25 languages. It offers a step-by-step action plan for harnessing the power modern marketing and PR to communicate with buyers directly, raise visibility, and increase sales. It shows how large and small companies, nonprofits, and more can leverage Web-based content to get the right information to the right people at the right time for a fraction of the cost of big-budget campaigns.

Including a wealth of compelling case studies and real-world examples of content marketing and inbound marketing success, this is a practical guide to the new reality of reaching buyers when they're ready.

- Includes updated information, examples, and case studies plus an examination of newly popular tools such as Infographics, photo-sharing using Pinterest and Instagram, as well as expanded information on social media such as YouTube, Twitter, Facebook, and LinkedIn
- David Meerman Scott is a marketing strategist, bestselling author of eight books including three international bestsellers, advisor to emerging companies including HubSpot and Eloqua, and a professional speaker on topics including marketing, leadership, and social media. Prior to starting his own business, he was marketing VP for two U.S. publicly traded companies and was Asia marketing director for Knight-Ridder, at the time one of the world's largest information companies.

*The New Rules of Marketing & PR* offers the single resource for entrepreneurs, business owners, nonprofit managers as well as those working in marketing or publicity departments to build a marketing and PR strategy to grow any business.

### Author Bio

**David Meerman Scott (Lexington, MA; [webinknow.com](http://webinknow.com))** is a marketing strategist, keynote speaker, seminar leader, as well as a successful Wiley author. In his consulting work, David specializes in using online content to market and sell products and services to customers worldwide. He has presented at industry conferences and events in over 20 countries on 4 continents. As an award winning marketer and writer, Scott has developed online marketing programs responsible for selling well over one billion dollars of products and services. Scott is an instructor for the Pragmatic Marketing's *Effective Marketing Programs* seminar that shows participants how to develop a convincing plan for anything from a single campaign to a strategic go-to-market initiative.



## Experience Design

**How to Improve Experiences and Increase Engagement through Design**

Kevin Farnham, Patrick Newbery

### Summary

**Bridge the gap between business and design to improve the customer experience**

Businesses thrive when they can engage customers. And, while many companies understand that design is a powerful tool for engagement, they do not have the vocabulary, tools, and processes that are required to enable design to make a difference. *Experience Design* bridges the gap between business and design, explaining how the quality of customer experience is the key to unlocking greater engagement and higher customer lifetime value. The book teaches businesses how to think about design as a process, and how this process can be used to create a better quality of experience across the entire customer journey.

9781118609637  
Pub Date: 8/19/13  
\$27.95/\$33.95 Can.  
Paperback

240 pages  
Carton Qty: N/A  
Business & Economics /  
General

### Author Bio

**Kevin Farnham (San Francisco, CA; method.com)** is CEO of Method, a design company that solves business challenges through design thinking to create products, services, and experiences. Kevin has worked directly with business leaders from companies such as Apple, BBC, Microsoft, MoMA, Nike, and TED Conferences, and has acted as a judge for, and has been a recipient of, numerous international design awards.

## The Passion Conversaton

**Sparking, Sustaining, and Spreading Word of Mouth Marketing**

Robbin Phillips



### Summary

**Understand why people talk and share, and help make it happen more often**

*The Passion Conversation* shows leaders and marketers in any organization how to understand why people talk and share. It also provides actionable insights for fostering those conversations. This book bridges the knowing-doing gap by connecting the dots between the WHAT, the WHY, and the HOW that make word of mouth happen. It explains the three passion buckets that fuel word of mouth: functional, social, and emotional. People engage in conversations to seek information to guide their decisions, to impress others and express their uniqueness, and to show love for some brands and disgust with others.

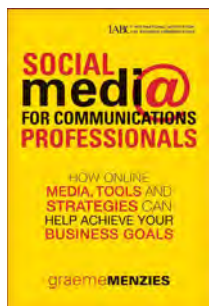
9781118533338  
Pub Date: 9/10/13  
\$24.95/\$29.95 Can.  
Hardcover

224 pages  
Carton Qty: 24  
Business & Economics /  
Marketing

### Author Bio

**Robbin Phillips, Greg Cordell and Geno Church (Greenville, SC)** work together at the word of mouth marketing company Brains on Fire ([www.brainsonfire.com](http://www.brainsonfire.com)). Together they conduct speaking engagements, events, workshops, and blogs to help companies and organizations ignite movement.

**Robbin Phillips** is one of the founders and President of Brains on Fire. She has created, revitalized, protected and grown identities such as BMW, The South Financial Group, Earth Fare, and more.



**Social Media for Communications Professionals : How to Use Online Media, Tools and Strategies to Achieve Your Business Goals**

Graeme Menzies  
9781118134740  
Pub Date: 4/28/14  
\$39.95/\$41.95 Can.  
256 pages  
Hardcover  
Business & Economics / Marketing  
Series: J-B International Association of Business Communicators  
Ctn Qty: N/A

**Summary: Bridging the biggest communications gap in business—the rift between Boomers and Millennials**

While many older professionals know a lot about communications and why a business should (or shouldn't) share information publicly, they don't know how the new tools can fit in with their overall communications strategy. Many young professionals, on the other hand, know how to use social media and related technologies, but not necessarily why to use them in a business context. In *Social Media for Communications Professionals*, Boomers and Millennials will learn how to bridge the gap between strategic knowledge and tactical knowledge.

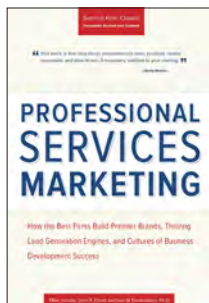


**Marketing for Growth : The Role of Marketers in Driving Revenues and Profits**

I. I. Ellwood  
9781118450505  
Pub Date: 9/10/13  
\$40.00/\$48.00 Can.  
240 pages  
Hardcover  
Business & Economics / Marketing  
Series: The Economist  
Ctn Qty: 24

**Summary: How to transform any company's marketing function into a non-stop engine of business growth**

The one unbreakable rule of today's global business jungle is "Grow or Die". In *Marketing for Growth*, an internationally recognized marketing strategist clearly explains how to turbocharge your company's marketing function so that it delivers the kind of high-energy, non-stop business growth you need to survive and thrive. You'll discover how to gauge the impact of your current marketing function and how to transform it into a powerful driver of all the major elements of sustainable growth, including product development and improvement, more efficient processes, and superb customer service.



**Professional Services Marketing : How the Best Firms Build Premier Brands, Thriving Lead Generation Engines, and Cultures of Business Development Success (2nd Edition)**

Mike Schultz, John E. Doerr, Lee Frederikson  
9781118604342  
Pub Date: 6/4/13  
\$29.95/\$35.95 Can.  
352 pages  
Hardcover  
Business & Economics / Consulting  
Ctn Qty: 16  
Previous Editions: 9780470438992

**Summary: A proven approach to revenue-generating marketing and client development**

*Professional Services Marketing* is a fully field-tested and research-based approach to marketing and client development for professional services firms. The book, now in its *Second Edition*, covers five key areas that are critical for firms that want to grow and become more profitable: creating a marketing and growth strategy; establishing a brand and reputation; implementing a marketing communications program; executing lead generation strategies; and developing business by winning new clients. You will also read real-world case studies that illustrate major points, as well as quotes and stories from respected industry professionals.



**Converge : Transforming Business at the Intersection of Marketing and Technology**

Bob Lord, Ray Velez  
9781118575529  
Pub Date: 4/15/13  
\$29.95/\$35.95 Can.  
256 pages  
Hardcover  
Business & Economics / Marketing  
Ctn Qty: 22

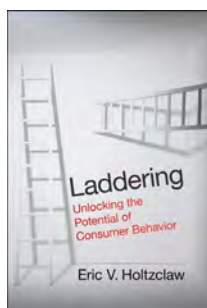
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**Summary: The leaders of Razorfish share their strategies for merging marketing and IT**

To create rich, technologically enabled experiences, enterprises need close collaboration between marketing and IT. *Converge* explains how the merging of technology, media, and creativity is revolutionizing marketing and business strategy. The CEO and CTO of Razorfish, one of the world's largest digital marketing agencies, give their unique perspective on how to thrive in this age of disruption. *Converge* shares their first-hand experience working closely with global brands—including AXE, Intel, Samsung, and Kellogg—to solve business problems at the collision point between media, technology, and marketing.



**Laddering : Unlocking the Potential of Consumer Behavior**

Eric V. Holtzclaw  
9781118566121  
Pub Date: 7/30/13  
\$27.95/\$33.95 Can.  
240 pages  
Hardcover  
Business & Economics / Consumer Behavior  
Ctn Qty: 24

**Summary: Marketing and product development best practices for a fragmented economy**

The rules for marketing and product development have changed forever. You no longer control where and how consumers receive marketing messages. The consumer is in charge, with ever-growing choices and a shrinking decision window. Therefore, it is crucial to understand what drives customer behavior to design products, marketing, and experiences that will succeed. *Laddering* explains how to better understand your customers' core values. Learn to ask the right questions from your customers, use it to analyze your data, and unlock the true potential of your product or service.

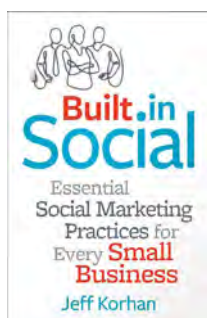


**A/B Testing : The Most Powerful Way to Optimize Your Online Marketing**

Dan Siroker, Pete Koomen  
9781118536094  
Pub Date: 8/27/13  
\$27.95/\$33.95 Can.  
256 pages  
Hardcover  
Business & Economics / Marketing  
Ctn Qty: 22

**Summary: A guide to delivering a better user experience through A/B testing**

*A/B Testing* outlines a simple way to test several different versions of a web page with live traffic, and then measure the effect each version has on visitors. Using A/B testing you can determine the most effective way to increase conversion rate—the rate at which visitors convert into customers. The average conversion rate across the web is only 2%. That means 98% of visitors to most websites don't end up converting. Using A/B testing, companies can improve the effectiveness of their marketing and user experience and in doing so can sometimes double or triple their conversion rates.

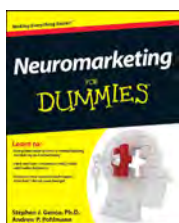


**Built In Social : Essential Social Marketing Practices for Every Small Business**

Jeff Korhan  
9781118529744  
Pub Date: 4/15/13  
\$24.95/\$29.95 Can.  
256 pages  
Hardcover  
Business & Economics / Entrepreneurship  
Ctn Qty: 16

**Summary: How to redesign your business for social relevance and profitable success**

Marketing today is driven by the customer. The old mindset was finding customers for your products and services. The new one is collaborating with the customers whose trust you have earned to develop better products and services for them. Businesses that succeed today acknowledge that they are in shared relationships with customers, employees, and other influencers in the community—even competitors. *Built-In Social* provides a step-by-step approach to building a business channel that aligns your business with its ideal customers and ensures your organization's continued relevance and success.



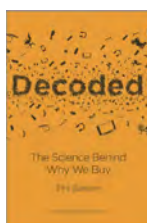
**Neuromarketing For Dummies**

Stephen Genco, Andrew Pohlmann, Peter Steidl

**Get the 411 on neuromarketing**

Neuromarketing is an up-and-coming field where researchers study consumers' cognitive responses to advertising and media. Through this study researchers are able to learn the answer to the age-old question: what makes consumers buy? *Neuromarketing For Dummies* covers the latest insights into this fascinating and budding field, and shows business owners and marketers how they can use neuromarketing research to their advantage. You'll get a firm grasp on neuromarketing theory and what you can learn from it advertising effectiveness research; effectiveness of in-store shopping environments on product selection and discovery; and much more.

9781118518588  
Pub Date: 7/29/13  
\$22.99/\$27.99 Can.  
384 pages  
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Business & Economics  
Carton Qty: N/A



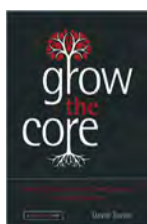
**Decoded: The Science Behind Why We Buy**

Phil Barden

In this groundbreaking book Phil Barden reveals what decision science explains about people's purchase behaviour, and specifically demonstrates its value to marketing.

He shares the latest research on the motivations behind consumers' choices and what happens in the human brain as buyers make their decisions. He deciphers the 'secret codes' of products, services and brands to explain why people buy them. And finally he shows how to apply this knowledge in day to day marketing to great effect by dramatically improving key factors such as relevance, differentiation and credibility.

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Pub Date: 2/18/13  
\$32.95/\$39.95 Can.  
280 pages • Hardcover  
Business & Economics  
Carton Qty: N/A



**Grow the Core: A Practical Workout to Grow Your Core Brand and Business**

David Taylor

**Stands conventional wisdom about business growth on its head and provides a proven formula for growing your business in recessionary times**

These days, it's a common belief among business leaders across industry sectors that the best way to grow their businesses is to expand into new markets. But according to recent research out of Bain & Co., virtually all of today's top-performing companies achieve superior results by growing their cores. Unfortunately, there's very little in the way of practical advice on how to go about doing that. Based on exclusive research conducted by its author's brand consultancy firm, brandgym, this book fills that gap.

9781118484715  
Pub Date: 2/11/13  
\$29.95/\$35.95 Can.  
256 pages • Hardcover  
Business & Economics  
Carton Qty: N/A



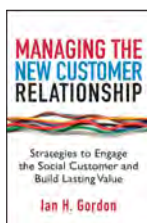
**MicroDomination: How to leverage social media and content marketing to build a mini-business empire around your personal brand**

Trevor Young

**How to harness your passion, develop your platform, and build a community of fans to sustain your micro-business**

If you dream of launching your own business, but aren't sure what that business should be, *microDomination* has the answer. This new book from entrepreneur and communications guru Trevor Young, shows you how to tap into your particular area of expertise and build a small business around what you know and love. No matter what particular subject you're knowledgeable in, from dog training to cooking to financial planning, *microDomination* shows you how to build a brand around it.

9781118505649  
Pub Date: 5/6/13  
\$24.95/\$29.95 Can.  
200 pages  
Paperback  
Business & Economics  
Carton Qty: N/A



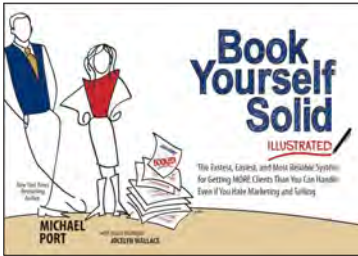
**Managing the New Customer Relationship: Strategies to Engage the Social Customer and Build Lasting Value**

Ian Gordon

**Effectively engage your customers with the latest relationship marketing techniques**

*Managing the New Customer Relationship* builds upon the foundations of customer relationship marketing (CRM) and provides practical methods and effective tools to help companies manage existing customer relationships, develop new ones organically, and grow their businesses. Companies have long recognized that current customers are their most profitable and that strategies are better focused on customer retention than acquisition.

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## Book Yourself Solid Illustrated

The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even if You Hate Marketing

Michael Port

### Summary

**A visual way to easily access the strategies and tactics in Book Yourself Solid**

Learning new concepts is easier when you can see the solution. *Book Yourself Solid Illustrated*, a remarkable, one-of-a-kind work of art, transforms the *Book Yourself Solid* system into a more compelling and easy-to-consume playbook for any business owner. But you won't find business school graphs or mind maps. Instead, you'll find compelling, visual stories that reinvent old and tired business concepts, making *Book Yourself Solid Illustrated* a fun and playful book that you will revisit year after year as you get more clients than you can handle.

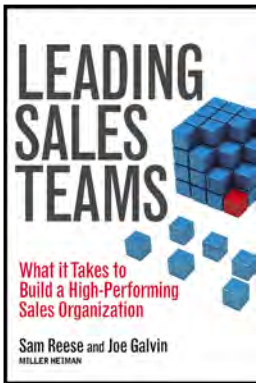
There isn't a business book on the market that can show you how to apply the strategies, techniques, and skills necessary to generate new leads, add more clients, and increase profits. This illustrated version is organized into four modules: your foundation, building trust and credibility, simple selling and perfect pricing, and the *Book Yourself Solid* 6 core self-promotion strategies.

- Reengineering the book with visual strategist, Jocelyn Wallace, has given author Michael Port new ways of explaining and expanding his gold-standard material
- Author Michael Port has been called a "marketing guru" by the *Wall Street Journal* and "an uncommonly honest author" by *The Boston Globe*, and wrote *Book Yourself Solid* (in its 2nd edition), *Beyond Booked Solid*, *The Contrarian Effect* which was selected as a 2008 top ten business book by Amazon.com and the 2008 #1 sales book of the year by 1-800-CEO-READ, and *The New York Times* Bestseller, *The Think Big Manifesto*
- Author is one of the most popular business coaches in the world and headlines events with leaders like Seth Godin, Tim Ferriss, Brian Tracy, and Jim Collins.

Master the techniques in *Book Yourself Solid Illustrated*, and take your service business to the next level today.

### Author Bio

**Michael Port (Doylestown, PA)** ([www.michaelport.com](http://www.michaelport.com)) has been called a "marketing guru" by the *Wall Street Journal*, "an uncommonly honest author" by *The Boston Globe*, and is the author of four Wiley titles: *Book Yourself Solid*, *Beyond Booked Solid*, *The Contrarian Effect*, and *The Think Big Manifesto*. Through his successful consulting business, Michael has lectured, trained, inspired, and provided coaching and consulting services to over 30,000 business owners in the last two years alone; and, according to Google, is the fifth most popular business coach in the world. As a speaker, he has headlined events with leaders like Tony Robbins, Brian Tracy, Colin Powell, Stephen Covey and others, and has been a regular guest on the MSNBC and CNBC.



## Leading Sales Teams

**What It Takes to Build a High-Performing Sales Organization**

Sam Reese

### Summary

**A practical guide for sales leaders of all levels and those aspiring to lead sales teams**

The most important attribute for today's sales leader is not their ability to sell, but their ability to effectively lead their sales teams. *Leading Sales Teams* provides practical advice based on what the best companies in the world do to drive sales effectiveness and how their leaders manage the business. This book will help experienced leaders improve quickly and dramatically by equipping them with a proven model to build a strategy upon; it will help new and aspiring leaders by providing insights about the dynamics required to lead a sales organization.

- Author Sam Reese is the President and CEO of Miller Heiman, the leading provider of sales force effectiveness solutions to Fortune 1000 and global companies in virtually every major industry

9781118516119  
Pub Date: 4/30/13  
\$22.95/\$27.95 Can.  
Hardcover

240 pages  
Carton Qty: 24  
Business & Economics /  
Sales & Selling

### Author Bio

**Sam Reese (Littleton, CO; [www.millerheiman.com](http://www.millerheiman.com))** is the President and CEO of Miller Heiman. Miller Heiman is the leading provider of sales force effectiveness solutions to Fortune 1000 and global companies, in virtually every major industry. With a prestigious client list including KLA-Tencor, BAX Global, Marriott Corporation, Dow Chemical, PricewaterhouseCoopers, Pepsi, Schwab Institutional, and Wells Fargo, Miller Heiman understands the issues and challenges facing sales leaders.



## Innovative Team Selling

**How to Leverage Your Resources and Make Team Selling Work**

Eric R. Baron

### Summary

**Make team selling work, no matter the size of your organization.**

Most sales teams do not possess the process awareness skills that are critical components of effective collaboration, both internally and externally. *Innovative Team Selling* places the focus squarely on what will actually make team selling work within organizations large and small. It outlines how to help your teams master new skills in five specific categories: interpersonal, communication, presentation, problem solving, and facilitation. Author Eric Baron also explores the challenging issue of leveraging resources to compete effectively in a globalized economy.

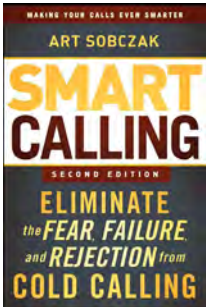
- Offers actionable strategies and techniques to improve collaboration, innovation and team processes
- Demonstrates how to put the right members on the sales call, and how to leverage their expertise

9781118502259  
Pub Date: 5/28/13  
\$24.95/\$29.95 Can.  
Hardcover

256 pages  
Carton Qty: 22  
Business & Economics /  
Marketing

### Author Bio

**Eric Baron (Westport, CT) ([www.barongroup.com](http://www.barongroup.com))** is founder of The Baron Group and has been training business professionals in creative problem solving, innovation, consultative selling, team selling and sales management for more than 35 years. Clients include Fortune 500 companies, the largest financial institutions, and many major insurance companies, consulting firms and universities. He is an adjunct professor at Columbia University.




**Smart Calling : Eliminate the Fear, Failure, and Rejection from Cold Calling (2nd Edition)**

Art Sobczak  
9781118588710  
Pub Date: 4/8/13  
\$22.95/\$27.95 Can.  
256 pages  
Hardcover  
Business & Economics / General  
Ctn Qty: 22

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**Summary: Proven techniques to master the art of the cold call**

Cold calling is not only one of the fastest and most profitable ways to initiate a new sales contact and build business; it's also one of the most dreaded—for the salesperson and the recipient. *Smart Calling* has the solution: Art Sobczak's proven, never-experience-rejection-again system. Now in an updated *2nd Edition*, it offers even *smarter* tips and techniques for prospecting new business while minimizing fear and rejection.

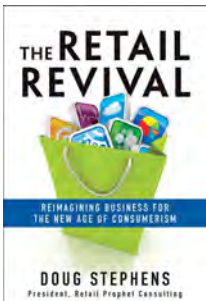


**Let's Close a Deal : Turn Contacts Into Paying Customers for Your Company, Product, Service or Cause**

Christine Clifford  
9781118521557  
Pub Date: 4/8/13  
\$22.95/\$27.95 Can.  
240 pages  
Hardcover  
Business & Economics / Sales & Selling  
Ctn Qty: 24

**Summary: Close deals with major corporations, organizations or individuals who can propel your business to the next level**

When you think about it, our entire lives revolve around selling. Whether we sell as part of our business, serve on a committee of a non-profit organization, or negotiate for a new job/car/house, we are pitching, hearing, and closing deals every day. *Let's Close a Deal* articulates the intuitive process that identifies how and why a deal will appeal, and then demonstrates in step-by-step detail how to present your deal in a compelling way. The sales process is not about coercion; it's about compassion.




**The Retail Revival : Reimagining Business for the New Age of Consumerism**

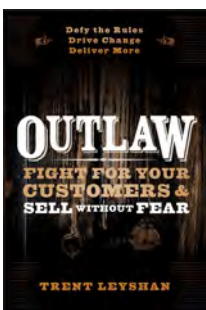
Doug Stephens  
9781118489673  
Pub Date: 3/11/13  
\$24.95/\$29.95 Can.  
272 pages  
Hardcover  
Business & Economics / Marketing  
Ctn Qty: N/A

**Related Products**

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9781118489789 \$24.95 3/11/13 Adobe PDF   
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**Summary: *The Retail Revival* documents the rise of an incredible new era of consumerism leading to a complete redefinition of what retail is. The book provides perspective on how massive demographic and economic shifts, as well as historic levels of technological and media disruption, are turning this once predictable industry into a sea of turbulent change, leaving consumer behavior permanently altered. It examines the key seismic shifts in the market that have even companies like Wal-Mart and Procter & Gamble scrambling to cope, and explores the technologies that are transforming how, where, and even why we shop.**




**Outlaw : Fight for Your Customers and Sell Without Fear**

Trent Leyshan  
9781118524060  
Pub Date: 2/25/13  
\$24.95/\$29.95 Can.  
240 pages  
Paperback  
Business & Economics / Sales & Selling  
Ctn Qty: N/A

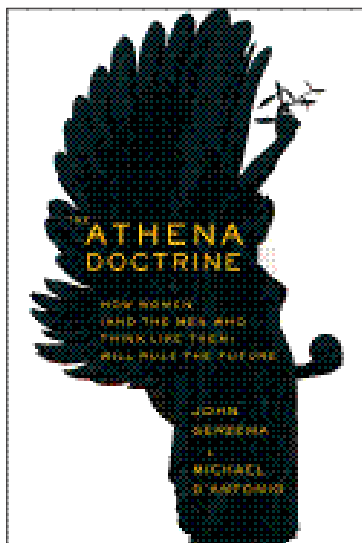
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**Summary: How a new generation of outlaw salespeople are rewriting the rules**

*Outlaw* is a guide to what really works in the sales environment. Packed with fresh on-the-ground insights, powerful true stories, bold strategies, and unconventional approaches to selling, it explains how the best salespeople defy the conventional wisdom to achieve stunning success. But it's not just for salespeople. Since we all sell something in one form or another—even ideas—*Outlaw* is the sales guide for the salesperson in each of us.




9781118452950  
 Pub Date: 4/8/13  
 \$27.95  
 Hardback

304 pages  
 Carton Qty: 40  
 Business & Economics /  
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## The Athena Doctrine

**How Women (and Men Who Think Like Them) Will Rule the Future**

John Gerzema, Michael D'Antonio

### Summary

**How feminine values can solve our toughest problems and build a more prosperous future**

Among 64,000 people surveyed in thirteen nations, two thirds feel the world would be a better place if men thought more like women. This marks a global trend away from the winner-takes-all, masculine approach to getting things done. Drawing from interviews at innovative organizations in eighteen nations and at Fortune 500 boardrooms, the authors reveal how men and women alike are recognizing significant value in traits commonly associated with women, such as nurturing, cooperation, communication, and sharing. *The Athena Doctrine* shows why femininity is the operating system of 21st century prosperity.

- Advocates a new way to solve today's toughest problems in business, education, government, and more
- Based on a landmark survey and results from Young & Rubicam's respected Brand Asset Valuator's global survey, as well as on-the-ground interviews in 18 countries
- From acclaimed social theorist, consumer expert, and bestselling author, John Gerzema, and award-winning author, Michael D'Antonio

Brought to life through real world examples and backed by rigorous data, *The Athena Doctrine* shows how feminine traits are ascending—and bringing success to people and organizations around the world. By nurturing, listening, collaborating and sharing, women and men are solving problems, finding profits, and redefining success in every realm.

### Author Bio

**John Gerzema (New York, NY)**, a social theorist and in-demand speaker, oversees strategy for the Young & Rubicam Companies as Executive Chairman of Brand Asset Consulting, a global management consultancy with expertise in corporate, brand and marketing strategy, and innovation. Gerzema's extensive research and writing has been featured in the *Wall Street Journal*, NPR, Huffington Post, *Forbes*, *Financial Times*, *HBR*, *USA Today*, CBS Sunday Morning News, and *Fast Company* among others. He lectures at The Columbia and MIT/Sloan Schools of Business and is an in demand public speaker. He is the author of *The Brand Bubble* (Jossey-Bass, 2008) and his last book *Spend Shift* (Jossey-Bass, 2010), a *Wall Street Journal* bestseller, was named a best business book of 2010 by *Fast Company*. His TED talk, "The Post Crisis Consumer," has been viewed by more than 250,000 people. @johngerzema; [www.johngerzema.com](http://www.johngerzema.com); [www.athenadoctrine.com](http://www.athenadoctrine.com)

**Michael D'Antonio (Miller Place, NY)** is the author of more than a dozen books on topics ranging from business to science. *Hershey*, his biography of the chocolate king, was named a best book by *BusinessWeek*. At Newsday, D'Antonio won the prestigious Alicia Patterson fellowship for journalists and was a member of a team of reporters who won the Pulitzer Prize. His work has appeared in *The New York Times Magazine*, *Esquire*, *Discover*, among others. He is the coauthor, with John Gerzema, of the *Wall Street Journal* bestseller *Spend Shift* (Jossey-Bass, 2010).



## Finding Allies, Building Alliances

8 Elements that Bring—and Keep—People Together

Michael O. Leavitt, Rich McKeown

### Summary

**From Governor and White House cabinet member Michael Leavitt: how to find collaborative solutions to the greatest challenges**

Your business challenges extend far beyond you and your firm, to the competitors within your industry and the regulators outside it. Finding solutions to larger issues requires cooperation between diverse stakeholders, and in this rapidly changing world, only those able to adapt and network successfully will produce fast, competitive solutions.

How can leaders successfully bridge divides and turn competitors into collaborators? Leavitt and McKeown explain how a well-chosen network can become a powerful alliance. Whether you're launching a new partnership, or rehabilitating one already in progress, this book will help you find workable solutions to complex problems.

9781118247921  
Pub Date: 5/28/13  
\$29.95  
Hardcover

240 pages  
Carton Qty: 40  
Business & Economics /  
Leadership


### Author Bio

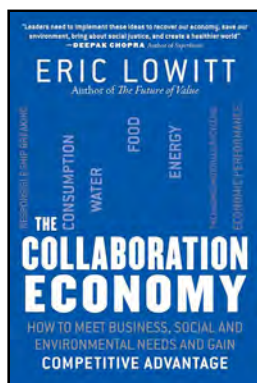
**Michael O. Leavitt (Salt Lake City, Utah)** is the founder and chairman of Leavitt Partners, where he has advised clients since 2009 in the practice areas of health, environment and trade. Previously, he served in politics for 16 years, most recently as the secretary of health and human services in the cabinet of President George W. Bush (2005-2009). He has also led the Environmental Protection Agency (2003-2005) and served three terms as governor of Utah (1993-2003).

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## The Collaboration Economy

How to Meet Business, Social, and Environmental Needs and Gain Competitive Advantage

Eric Lowitt

### Summary

**How six industries are collaborating with competitors, society, and the public sector for competitive advantage**

No longer can we consume the equivalent of 1.3 Earths resources and expect to remain prosperous in perpetuity. We need a new economic paradigm, one that yields growth in a way that strengthens the global systems we rely on daily for survival, such as the global water, food, and energy systems. The Collaboration Economy—a model where the private, public, and civil sectors collaborate for prosperity that can last in perpetuity—is emerging. But what does this economic model look like? How does it work? How can companies survive and thrive in the Collaboration Economy?

*The Collaboration Economy* provides easy to use frameworks and tools to enable leaders of industry, of government, and society to lead the effort to align growth with sustainable development.

9781118538340  
Pub Date: 4/29/13  
\$39.95/\$47.95 Can.  
Hardcover


304 pages  
Carton Qty: 40  
Business & Economics /  
Leadership

### Author Bio

**Eric Lowitt (Boston, MA)** is an international consultant and speaker in the fields of competitive strategy, growth, and sustainability, and has been named one of the Top 100 Thought Leaders on Trustworthy Business Behavior by Trust Across America. He is a regular blogger for *Harvard Business Review*, *The Guardian*, and *The Christian Science Monitor* and has ongoing corporate sponsorship for keynote presentations with both Johnson Controls and GE.

### Other Formats

MobiPocket - 5/7/2013 \$39.95 9781118573327

ePub - 5/7/2013 \$39.95 9781118573365 

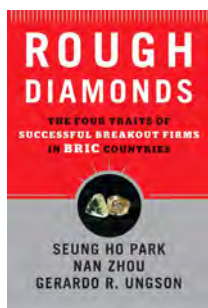


### Understanding and Changing Your Management Style (2nd Edition)

Robert C. Benfari  
9781118399460  
Pub Date: 8/6/13  
\$39.95/\$47.95 Can.  
304 pages  
Paperback  
Business & Economics / Organizational Behavior  
Series: J-B Warren Bennis Series  
Ctn Qty: 22  
Previous Editions: 9780787908584

### Summary: An update of the classic book that reveals the 6 keys to successful management

In this new edition of his best-selling book, Robert Benfari explains that the best managers are not born that way but share a mix of characteristics that can be analyzed, understood, and most importantly changed. He identifies the six characteristics of successful managers (Psychological Type; Needs/Motivation; Use of Power; Conflict Style; Our Basic Values; and Our Reaction to Stress) and uses these building blocks to show how anyone can use personality-specific strategies for resolving conflicts, solving problems, managing stress, handling difficult situations at work, and positively influencing others.



### Rough Diamonds : The Four Traits of Successful Breakout Firms in BRIC Countries


Seung Ho Park, Gerardo R. Ungson, Nan Zhou  
9781118589267  
Pub Date: 6/4/13  
\$34.95/\$41.95 Can.  
224 pages  
Hardcover  
Business & Economics / Management  
Ctn Qty: 42

### Summary: Discover the four traits of the best performing, but least known, breakout firms in BRIC countries

"Rough diamonds" are the best performing firms in the BRIC (Brazil-Russia-India-China) countries. These firms compare favorably with the top 500 firms and the top 25 manufacturing firms in their countries and comparable firms worldwide, exceeding them profit margins and return on assets over an extended time period. This book outlines who these firms are and explains their exemplary performance through the Four Cs for Sustaining High Performance.

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### Disrupt or Be Disrupted : A Framework for the Future of Graduate Business Education

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Pub Date: 8/20/13  
\$40.00/\$48.00 Can.  
288 pages  
Hardcover  
Business & Economics / Education  
Ctn Qty: 18

### Summary: An evidence-based approach to improving the practice of graduate management education

Compiled by the Graduate Management Admission Council® (GMAC®) and with contributions by administrators and professors from the top global MBA programs, this book provides business school decision-makers with an evidence-based approach to improving the practice of graduate management education. The book is designed to help navigate the pressures and create revolutionary platforms that leverage a school's unique competitive advantage in a design distinctly tailored for today's business realities.



### Project Stakeholder Management : Foundational Strategies For All Project Goals

Tres Roeder  
9781118504277  
Pub Date: 5/7/13  
\$45.00/\$54.00 Can.  
304 pages  
Hardcover  
Business & Economics / Project Management  
Ctn Qty: 20

### Summary: The keys to project management success delivered by one of the world's most respected experts in the field

Why do some project managers achieve their project goals while others fail? Drawing on his years of experience as a recognized global expert on project management and organizational change, author Tres Roeder answers that question, and lays out a proven path to project success.



### Own the Future: 50 Ways to Win from The Boston Consulting Group

Michael S. Deimler, Matthew Clark

**A revised and updated edition of the successful strategy book from one of the most respected consulting firms in the world**

The Boston Consulting Group has shaped the way business is done all around the world. *The Boston Consulting Group on Strategy, 3rd Edition* is an indispensable source of fresh ideas, insights, and practical lessons for managers, executives, and entrepreneurs in every industry. Key topics covered include market segmentation, performance measurement, and resource allocation as well as new articles on strategic creativity, globalization, digital economy, and sustainability.

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Pub Date: 4/22/13  
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400 pages • Hardcover  
Business & Economics  
Carton Qty: 16



### Straight to the Top: CIO Leadership in a Mobile, Social, and Cloud-based (2nd Edition)

Gregory S. Smith

**Essential reading for IT professionals with aspirations toward the top IT spot, and forsitting CIOs looking to refine their mobile, social and cloud strategies and knowledge**

The definitive work on how to achieve leadership success in IT, *Straight to the Top, Second Edition* reveals how the role of the CIO is changing due to major trends associated with consumer and enterprise products and technologies driving new mobile solutions in today's organizations; cloud computing and the move away from controlled / internally managed datacenters to pay as you use and elastic cloud infrastructure and application services; and more.

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Pub Date: 4/1/13  
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256 pages • Hardcover  
Business & Economics •  
Carton Qty: 22



### Crossing the Threshold of Innovation: How Individuals, Teams, and organizations Can Make Innovation Part of Business as Usual

M. M. Meyer

**A guide to creating and sustaining a culture of game-changing, results-focused innovation**

*Crossing the Threshold of Innovation* introduces business readers to corporate innovation thought leader Madge Mao Meyer and presents her unique, cross-cultural approach within the six essential skills (Listen, Lead, Connect, Commit, Execute, and Evolve) she developed to achieve an astonishing number of game-changing, award-winning results.

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Pub Date: 9/18/13  
\$49.95/\$59.95 Can.  
208 pages • Hardcover  
Business & Economics  
Carton Qty: 26



### Enterprise IT Strategy, + Website: An Executive Guide for Generating Optimal ROI from Critical IT Investments

Gregory J. Fell

**Gain greater returns from your IT investments**

Revealing the secrets to proven, effective strategies that enable businesses to leverage the full value of highly expensive IT investments, *Decoding the IT Value Problem* is a no-nonsense guide for making smart IT investments and cutting through the noise of vendor marketing and media hype. Author Gregory Fell describes in rich detail the actual processes, frameworks, infrastructure and discipline required to develop and execute corporate IT strategies that are profitable and sustainable.

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Pub Date: 7/15/13  
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Business & Economics  
Carton Qty: 26



### Automation of Management Systems: Bringing Together People, Processes and Technology

M. Pilot

**Build a strong framework for business process operations**

Business process integration and automation is a key component to any sustainability initiative and also critical for companies preparing for the 'Grey Tsunami': the retirement of one-third of our working population in the next 5 to 10 years. Straightforward in presentation, *Automation of Management Systems* outlines key business principles and shows businesses how to integrate and automate their processes to comply with international standards.

9781118356937  
Pub Date: 8/6/13  
\$195.00/\$234.00 Can.  
496 pages • Hardcover  
Business & Economics  
Carton Qty: 12



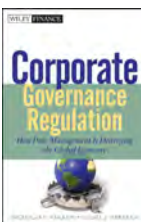
### Demand-Driven Inventory Optimization and Replenishment

Robert A. Davis

**Use demand driven optimized inventory and replenishment to overcome your supply chain weaknesses, and deliver business-maximizing results**

Reviewing the fundamentals of inventory optimization so that you can attain a demand-driven supply, *Demand-Driven Inventory Optimization and Replenishment* provides a business look at why present inventory systems sub-optimize the supply chain and faulty replenishment processes lead to wasted time and effort. Straightforward and clearly written, this book allows readers to come away with a good understanding of why optimized inventory and replenishment helps overcome in-system weaknesses and deliver results.

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Pub Date: 7/10/13  
\$60.00/\$72.00 Can.  
272 pages • Hardcover  
Business & Economics  
Carton Qty: N/A



### Corporate Governance Regulation: How Poor Management Is Destroying the Global Economy

Nicholas V. Vakkur, Zulma J. Herrera

**Why U.S. corporate governance regulation has lost its way, and what must be done to improve it**

Modern history persuasively demonstrates the inexorable link that binds comprehensive regulation to the global economy. This important book, rather than simply recount a litany of corporate governance failures, persuasively explains *why*, despite policymakers' best intentions, regulation has failed in the modern era. An objective study intended for a diverse readership, *Corporate Governance Regulation* unveils the underlying, root causes of regulatory failure.

9781118496374  
Pub Date: 2/6/13  
\$75.00/\$90.00 Can.  
288 pages • Hardcover  
BUSINESS &  
ECONOMICS • Carton  
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**China Catalyst:  
Powering Global Growth  
by Reaching the Fastest  
Growing Consumer  
Markets in the World**

D. M. Holloman  
9781118411292  
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WILEY

**High-Performance Data  
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Khosrow Hassibi, Jared  
Dean  
9781118618042  
Pub Date: 9/3/13  
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240 pages  
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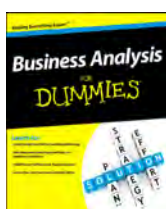
**Architecting the Cloud:  
Design Decisions for  
Cloud Computing  
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PaaS, and IaaS)**

Michael J. Kavis  
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**M&A Information  
Technology Best  
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Janice M. Roehl-Anderson  
9781118617571  
Pub Date: 9/30/13  
\$70.00/\$84.00 Can.  
352 pages  
Hardcover  
Carton Qty: N/A



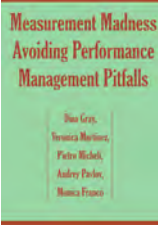
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Richard Leblanc, Henry  
Wolfe, Frank Feather  
9781118571569  
Pub Date: 8/26/13  
\$49.95/\$49.95 Can.  
320 pages  
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**Blue Line Management:  
What Managing for  
Value Really Means (7th  
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Kevin Kaiser  
9781118510889  
Pub Date: 7/23/13  
\$40.00/\$48.00 Can.  
400 pages  
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Carton Qty: N/A

REPUTE AND  
DISREPUTE

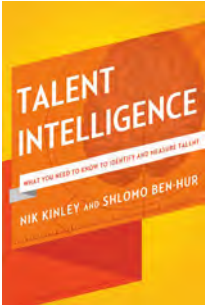
**Repute and Disrepute:  
The Inside-Out  
Approach to Managing  
Corporate Reputation**

Rosa Chun  
9781119942269  
Pub Date: 8/6/13  
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**Out Think: How to Lead  
a Culture of Results-  
Driven Innovation**

Shawn Hunter  
9781118505229  
Pub Date: 8/26/13  
\$29.95/\$29.95 Can.  
256 pages  
Hardcover  
Carton Qty: N/A



**Talent Intelligence : What You Need to Know to Identify and Measure Talent**

Nik Kinley, Shlomo Ben-Hur  
 9781118531181  
 Pub Date: 6/25/13  
 \$34.95/\$41.95 Can.  
 256 pages  
 Hardcover  
 Business & Economics / Human Resources & Personnel Management  
 Ctn Qty: 42

**Summary: Building effective talent measurement systems in businesses big and small**

Much has been written about best practices for measuring talent and which tests and tools to use, however there is little written that explores what businesses need to do to ensure that these measures have a real-world impact on the bottom line. This book fills that gap.



**Managing Talent : Recruiting, Retaining and Getting the Most from Talented People**

Marion Devine  
 9781118450512  
 Pub Date: 9/10/13  
 \$40.00/\$48.00 Can.  
 240 pages  
 Hardcover  
 Business & Economics / Management  
 Series: The Economist  
 Ctn Qty: 24

**Summary: From the experts at *The Economist*—your total guide to finding, recruiting, managing, and retaining the best**

This book from the experts at *The Economist* arms executives and business owners with the knowledge and skills they need to successfully navigate the rough terrain of post-crisis talent management. Talent management was ranked as the top priority by respondents to a recent PricewaterhouseCoopers survey, with more than 80 percent of them stating that they planned to change their talent management strategy over the upcoming year. Drawing upon the latest research into global best practices for recruiting, retaining, and profiting from every company's most valuable asset, this is a vital resource.

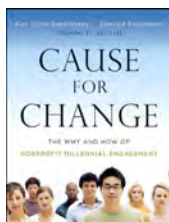


**The Compensation Committee Handbook (4th Edition)**

James F. Reda, Stewart Reifler, Michael L. Stevens  
 9781118370612  
 Pub Date: 4/22/14  
 \$135.00/\$162.00 Can.  
 560 pages  
 Hardcover  
 Business & Economics / Strategic Planning  
 Ctn Qty: 12  
 Previous Editions: 9780470171318

**Summary: New and updated information on the laws and regulations affecting executive compensation**

Now in a thoroughly updated Fourth Edition, *The Compensation Committee Handbook* provides a comprehensive review of the complex issues challenging compensation committees that face revised executive compensation disclosure regulations issued by the SEC, as well as GAAP and IFRS rulings and trends. This new and updated edition addresses a full range of functional issues facing compensation committees, including organizing, planning, and best practice tips.



### Cause for Change: The Why and How of Nonprofit Millennial Engagement

Kari Dunn Saratovsky, Derrick Feldmann, Jean Case

#### A nonprofit leader's guide for engaging millennials in all aspects of a nonprofit organization

Written by Millennials about Millennials, *Cause for Change* examines strategies for engaging Millennials as constituents, volunteers, and donors, and focuses on how organizations can realign themselves to better respond to this group of 80 million strong. At the heart of this research-based guide is the Millennial Development Platform, an action-based rubric developed by the authors and included in each chapter to help organizations create the infrastructure for a long-term millennial engagement strategy.

9781118348260  
Pub Date: 3/12/13  
\$34.95/\$41.95 Can.  
240 pages  
Paperback  
Business & Economics  
Carton Qty: 40



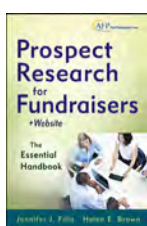
### Content Marketing for Nonprofits: The So What, Who Cares Guide to Creating Memorable Messaging that Educates, Motivates and Inspires

Kivi Leroux Miller

#### Nonprofit guide to the strategic use of content to increase support, money, and impact

Today, nonprofits have more ways to communicate with supporters, donors, and advocates than ever before. This book arms nonprofit professionals with tools and strategies to help them create and use content effectively on and offline to gain the attention of the people their cause needs in order to achieve organizational goals and mission. Readers will learn how to create, manage, and share relevant and valuable content that attracts, educates, and inspires.

9781118444023  
Pub Date: 9/10/13  
\$39.95/\$47.95 Can.  
230 pages  
Paperback  
Business & Economics  
Carton Qty: 23



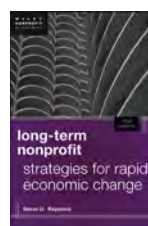
### Prospect Research for Fundraisers + web site: The Essential Handbook (AFP Fund Development Series)

Jennifer J. Filla, Helen E. Brown

#### Essential tools for implementing right-sized prospect research techniques that help nonprofit organizations reach their fundraising goals

Written especially for front-line fundraisers, *Prospect Research for Fundraisers* presents a practical understanding of prospect research, prospect management, and fundraising analytics, demonstrating how research can be used to raise more money. Filled with examples, case studies, interviews, and stories, this unique book is structured around the fundraising cycle and illustrates the myriad of current and ever-changing prospect research tools and techniques available.

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Pub Date: 4/1/13  
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Business & Economics  
Carton Qty: 24



### Long-Term Nonprofit Strategies for Rapid Economic Change

Susan U. Raymond

#### The guidance every nonprofit needs to plan the best survive-and-succeed strategy in any economy

The slow and uneven climb out from the Great Recession promises nonprofits an economic future that is unlike the past. Get equipped with the tools you need to plan your resilient nonprofit strategy with *Long-Term Nonprofit Strategies for Rapid Economic Change*. This dynamic book reveals how your nonprofit can choose and assess indicators that will anticipate rapid twists in the road. It illustrates how your nonprofit can adapt management, programs, skills, leadership, and governance to take advantage of—rather than suffer through—rapid and constant change.

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Business & Economics  
Carton Qty: 22



### Taxation for Universities and Colleges + Web site: A Guide to Planning, Requirements, and Potential Liability

Stephen D. Hoffman

#### The "Tax Translator" offers much needed advice and guidance on tax compliance for institutions of higher learning

College and university officials often are unaware of their institutions' tax obligations. Especially for institutions without designated tax compliance officers, the consequences of such ignorance can be devastating. Based on its author's decades of experiences as a tax manager at three universities, this handbook was written for all university staff involved with tax compliance—from the account clerk in the Accounts Payable Department to vice presidents and beyond.

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Pub Date: 8/27/13  
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304 pages • Hardcover  
Business & Economics  
Carton Qty: 20



### The Law of Tax-Exempt Healthcare Organizations (4th Edition)

Thomas K. Hyatt, Bruce R. Hopkins

#### A completely revised and expanded one-volume legal resource for tax-exempt healthcare organizations

A complete and up-to-date legal resource for tax-exempt healthcare organizations and their advisors, this *Fourth Edition*, equips you with a comprehensive, one-volume source of detailed information on federal law covering tax-exempt healthcare organizations. The *Fourth Edition* of this practical, down-to-earth book tackles complex legal issues by providing you with plain-English explanations and the appropriate legal citations for further research.

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Pub Date: 6/24/13  
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1280 pages • Hardcover  
Business & Economics  
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### Joint Ventures Involving Tax-Exempt Organizations (4th Edition)

Michael I. Sanders

#### A comprehensive, revised, and expanded guide covering tax-exempt organizations engaging in joint ventures

*Joint Ventures Involving Tax-Exempt Organizations, Fourth Edition* examines the liability of, and consequences to, exempt organizations participating in joint ventures with for-profit and other tax-exempt entities. This authoritative guide provides unbridled access to relevant IRC provisions, Treasury regulations, IRS rulings, and pertinent judicial decisions and legislative developments that impact exempt organizations involved in joint ventures.

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\$250.00/\$275.00 Can.  
1056 pages • Hardcover  
Business & Economics  
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O. Ray Whittington  
9781118583791  
Pub Date: 6/25/13  
\$75.00/\$90.00 Can.  
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Ctn Qty: N/A  
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- Features multiple-choice questions, AICPA Task Based Simulations, and written communication questions

WILEY

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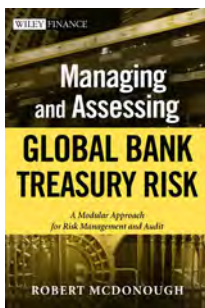
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- Features multiple-choice questions, AICPA Task Based Simulations, and written communication questions

**Managing and Assessing Global Bank Treasury Risk : A Modular Approach for Risk Management and Audit**

R. McDonough  
9781118198599  
Pub Date: 9/3/13  
\$95.00/\$114.00 Can.  
336 pages  
Hardcover  
Business & Economics / Insurance  
Series: Wiley Finance  
Ctn Qty: 18

**Summary: Straightforward guidance for implementing a best practice risk management framework for banks**

Get authoritative guidance for managing and evaluating the risks associated with Treasury activities at financial institutions with the solid tips and tools found in *Managing and Assessing Global Bank Treasury Risk*. Organized by functional area, this book demonstrates how a best practice risk management framework can be structured, combined with audit guidelines and tools to ensure that the risk management framework has been effectively implemented. You'll find best practices that are applicable to banks worldwide.

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**Estate and Tax Planning Valuations (2nd Edition)**

P. Agrapides  
9781118287859  
Pub Date: 9/24/13  
\$125.00/\$150.00 Can.  
528 pages  
Hardcover  
Business & Economics / Accounting  
Series: Wiley Corporate F&A  
Ctn Qty: 12

**Summary: Everything you need to prepare valuations for gift and estate tax planning**

Business interests need to be valued when transferred as part of an estate. In order to minimize challenges, it is necessary to have a valuation that is well researched, well documented, and supportable. *Estate and Tax Planning Valuations* covers it all, from research, report writing, and standards compliance to recent case law decisions, and practice management. A section of the book focuses on current trends within the estate tax valuation community.



### Fraud Analytics: Strategies and Methods for Detection and Prevention

Delena D. Spann

**Proven guidance for expertly using analytics in fraud examinations, financial analysis, auditing and fraud prevention**

*Fraud Analytics* thoroughly reveals the elements of analysis that are used in today's fraud examinations, fraud investigations, and financial crime investigations. This valuable resource reviews the types of analysis that should be considered prior to beginning an investigation and explains how to optimally use data mining techniques to detect fraud. Packed with examples and sample cases illustrating pertinent concepts in practice, this book also explores the two major data analytics providers: ACL and IDEA.

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208 pages • Hardcover  
Business & Economics  
Carton Qty: 26



### Financial Fraud Prevention and Detection: Governance and Effective Practices

Michael R. Young

**Step-by-step guidance for board members and executives on preventing and detecting accounting fraud**

In the wake of highly publicized allegations of accounting irregularities and fraudulent financial reporting that are shaking up today's corporate community, *Financial Fraud Prevention and Detection* provides a step-by-step guide to how these crises can envelop a company and how to prevent them from happening in the first place. It is written for almost everyone involved: outside directors, audit committee members, senior executives, CFOs, CPAs, in-house lawyers, and outside law firms.

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### Using Analytics to Detect Possible Fraud: Tools and Techniques

P. S. Mantone

**Detailed tools and techniques for developing efficiency and effectiveness in forensic accounting**

*Using Analytics to Detect Possible Fraud: Tools and Techniques* is a practical overview of the first stage of forensic accounting, providing a common source of analytical techniques used for both efficiency and effectiveness in forensic accounting investigations. The book is written clearly so that those who do not have advanced mathematical skills will be able to understand the analytical tests and use the tests in a forensic accounting setting. It also includes case studies and visual techniques providing practical application of the analytical tests discussed.

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### Insurance Fraud Casebook

Joseph T. Wells

**Real case studies on insurance fraud written by real fraud examiners**

*Insurance Fraud Casebook* is a one-of-a-kind collection consisting of actual cases written by fraud examiners out in the field. These cases were hand selected from hundreds of submissions and together form a comprehensive picture of the many types of insurance fraud—how they are investigated, across industries and throughout the world. Entertaining and enlightening, the cases cover every type of insurance fraud, from medical fraud to counterfeiting.

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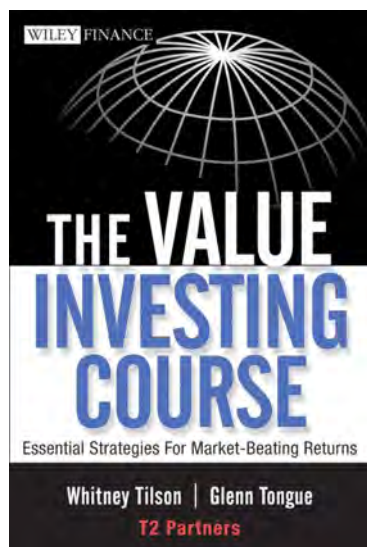
### Business Frauds and Scandals in Asia: Red Flags For Accounting and Forensics

Sarjit Singh

**Fascinating, prescriptive, entertaining, instructive—takes you on a journey through the shadowy world of business fraud, in Asia and around the world**

We live in exceptionally greedy times, and great greed spawns great fraudulence. Written by a Singapore-based business fraud expert with broad international experience, this book arms you with state-of-the-art weaponry for identifying fraud in your midst and stopping it before serious damage can occur. Author Sarjit Singh clues you in on the six major categories of financial gimmickry, as well as the dozen most common tricks companies have used for decades to mislead auditors and investors.

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## The Value Investing Course

### Essential Strategies for Market-Beating Returns

Whitney Tilson, Glenn Tongue

#### Summary

**The co-Editor of Value Investor Insight and co-founder of the Value Investing Congress details his proven investment approach**

*The Value Investing Course* takes the lifelong process of learning how to identify profitable investment opportunities and streamlines these lessons into strategies that will help you build a successful investment portfolio. Author Whitney Tilson divides each of the general money-making opportunities he has identified into separate chapters, made more practical and relevant by the use of detailed, real-life case studies. He then describes how to avoid investment pitfalls-or alternatively stated, where to look for short opportunities-which are again brought to life by specific examples. The final section offers an overview of the psychological and behavioral biases that hinder sound investment decision-making and how to overcome them to ensure continued financial success.

- Filled with key insights and successful strategies for Buffett-like market beating returns
- Written by one of the leading authorities on value investing
- Maps out the essentials of value investing with real life examples


In today's shaky financial climate, value investing remains a reliable discipline. *The Value Investing Course* puts this approach in perspective and shows you how it can be used to improve your investment performance.

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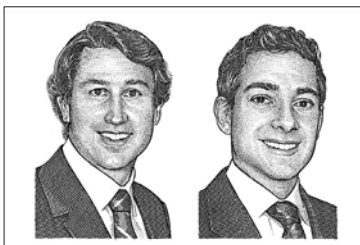
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#### Author Bio

**Whitney Tilson** (New York, NY) is the founder and Managing Partner of T2 Partners LLC and the Tilson Mutual Funds. The former manages three value-oriented private investment partnerships, while the latter is comprised of two value-based mutual funds, Tilson Focus Fund and Tilson Dividend Fund. Tilson is also the co-founder, Chairman and co-Editor-in-Chief of investment newsletters *Value Investor Insight* and *SuperInvestor Insight*, and is the co-founder and Chairman of the Value Investing Congress, a biannual investment conference in New York City and Los Angeles. Each of these businesses is preeminent in its field and the two businesses combined own customer databases with more than 40,000 names. Tilson writes monthly columns on value investing for both the *Financial Times* and for *Kiplinger's Personal Finance*. He was one of five investors included in SmartMoney's Power 30, was named by *Institutional Investor* as one of 20 "Rising Stars of Hedge Funds", was profiled by *The Wall Street Journal*, and is a frequent guest expert on CNBC, Bloomberg TV, and Fox Business Network. Tilson received an MBA with High Distinction from the Harvard Business School, where he was elected a Baker Scholar (top 5% of class), and graduated magna cum laude from Harvard College, with a bachelor's degree in Government.

**Glenn Tongue** (New York, NY) is a Managing Partner of T2 Partners LLC and the Tilson Mutual Funds. He spent 17 years on Wall Street, most recently as an investment banker at UBS, where he was a Managing Director and Head of Acquisition Finance. Before UBS, Mr. Tongue was at DLJ for 13 years, the last three of which he served as the President of NYSE-listed DLJdirect. Prior to that he was a Managing Director in the Investment Bank at DLJ, where he worked on over 100 transactions aggregating more than \$40 billion.



## Investment Banking Workbook (2nd Edition)

Joshua Rosenbaum

### Summary

#### The companion Workbook to *Investment Banking, Second Edition*

If you want to get more out of *Investment Banking, Second Edition*, then pick up the *Investment Banking Workbook*. This comprehensive study guide provides you with an invaluable opportunity to explore your understanding of the strategies and techniques covered in the main text, before putting it to work in real-world situations.


- Contains informative question-and-answer sections that correspond to the topics covered throughout the actual book
- Includes a refreshed Test Bank to test your knowledge and hone your skills
- Covers various investment-banking issues from valuation to leveraged buyouts and mergers & acquisitions

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*Investment Banking Workbook* is filled with a wealth of practical learning exercises and information that will help you understand and apply the proven principles found in the *Second Edition of Investment Banking*.

### Author Bio

**Joshua N. Rosenbaum** (New York, NY) is an Executive Director in UBS Investment Bank's Global Industrials Group. He received his BA from Harvard University and his MBA, with Baker Scholar honors, from the Harvard Business School.

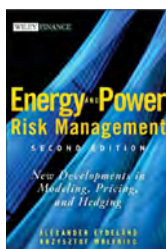
**Joshua D. Pearl** (New York, NY) is currently at UBS Investment Bank's Global Industrials Group. He was previously an Associate in Deutsche Bank's Leveraged Finance Group, where he was also previously an Analyst. He received his BS in Business Administration from Indiana University's Kelley School of Business.



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Richard C. Wilson

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Alexander Eydeland,  
 Krzysztof Wolyniec

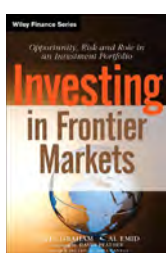
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R. Stafford Johnson

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Gavin Graham, Al Emid

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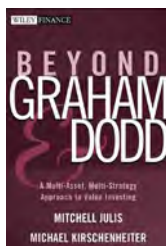
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Mitchell R. Julis, Michael T. Kirschenheiter

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P. Pignataro

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James Lam

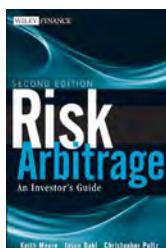
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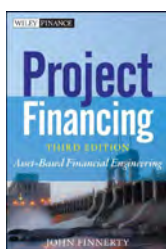
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Jeff Greenblatt

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John D. Finnerty

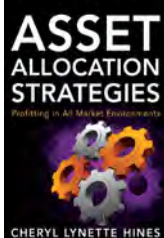
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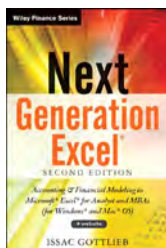
Sergio M. Focardi

9781118312636  
 Pub Date: 9/3/13  
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 352 pages  
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**Asset Allocation Strategies: Profiting in All Market Environments**

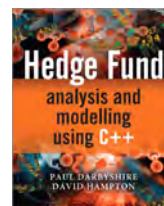
Cheryl L. Hines

9780470593745  
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**Next Generation Excel + Website: Modeling in Excel For Analysts And MBAs (For MS Windows And Mac OS) (2nd Edition)**

Isaac Gottlieb

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Obiyathulla Ismath Bacha, Abbas Mirakhor

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Rifki Ismal

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Mark Haynes Daniell, Tom McCullough

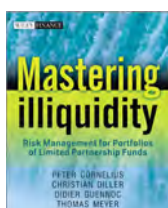
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Rifaat Ahmed Addel Karim, Simon Archer

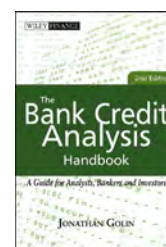
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550 pages  
Hardcover  
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### Mastering Illiquidity - Risk management for portfolios of limited partnership funds

Thomas Meyer, Peter Cornelius, Christian Diller, Didier Guennoc

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### The Bank Credit Analysis Handbook: A Guide for Analysts, Bankers and Investors (2nd Edition)

Jonathan Golin, Philippe Delhaise

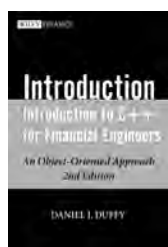
9780470821572  
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Bianchetti

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Daniel J. Duffy

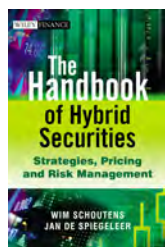
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480 pages  
Hardcover  
Carton Qty: N/A



### Governance, Risk Management, Financial Regulation and Compliance: An Integrated Approach

Vijay Govindarajan

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Hardcover  
Carton Qty: N/A



### The Handbook of Hybrid Securities: Strategies, Pricing and Risk Management

Wim Schoutens

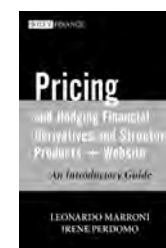
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416 pages  
Hardcover  
Carton Qty: N/A



### Bubble Value at Risk: A Countercyclical Risk Management Approach

Max C. Y. Wong

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Carton Qty: N/A



### Pricing and Hedging Financial Derivatives and Structured Products + Website: An Introductory Guide

Marroni

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### Due Diligence in China: Beyond the Checklists

Kwek Ping Yong

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Pub Date: 8/27/13  
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256 pages  
Hardcover  
Carton Qty: N/A

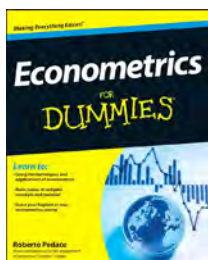


**Estate & Trust Administration For Dummies (2nd Edition)**

Margaret Atkins Munro, Kathryn A. Murphy  
9781118412251  
Pub Date: 5/28/13  
\$26.99  
408 pages  
Paperback  
Law / Estates & Trusts  
Ctn Qty: 20  
Previous Editions: 9780470286173

**Summary: Your plain-English guide to administering an estate and/or trust**

As more and more of the population reach senior ages—including baby boomers, many of whom do not have wills—an increasing number of people are being thrust into the role of executor, administrator, personal representative of an estate, or trustee of a trust after the death of a loved one. This updated edition of *Estate & Trust Administration For Dummies* guides you through the confusing process of administering an estate and/or trust.



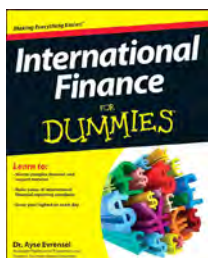
**Econometrics For Dummies**

Roberto Pedace  
9781118533840  
Pub Date: 6/24/13  
\$26.99  
360 pages  
Paperback  
Business & Economics / Econometrics  
Ctn Qty: 20

**Summary: Score your highest in econometrics? Easy.**

Econometrics can prove challenging for many students unfamiliar with the terms and concepts discussed in a typical econometrics course. *Econometrics For Dummies* eliminates that confusion with easy-to-understand explanations of important topics in the study of economics.

*Econometrics For Dummies* breaks down this complex subject and provides you with an easy-to-follow course supplement to further refine your understanding of how econometrics works and how it can be applied in real-world situations.



**International Finance For Dummies**

Ayse Evrensel  
9781118523896  
Pub Date: 4/29/13  
\$26.99/\$31.99 Can.  
384 pages  
Paperback  
Business & Economics / Finance  
Ctn Qty: 20

**Summary: Want to get the most out of your International Finance course?**

Nowadays the value of daily foreign exchange trading is more than one hundred times the value of annual international trade in goods and services. As result of the great importance of international financial transactions, the subject of international finance continues to develop as fast as—or faster than—any other field in economics and finance. *International Finance For Dummies* sheds light on this increasingly important subject for the growing number of students required to take this course.



### The Visual Guide to Elliott Wave Analysis

Robert R. Prechter, Jr.

**An experienced practitioner of Elliott Wave shares his hard-won insights**

Elliott Wave Theory is one of the most popular methods of technical analysis. It is based on the idea that financial markets are driven by shifts in investor sentiment. Leading Elliott Wave analysts have often predicted key market turning points and the theory has hundreds of thousands of avid followers worldwide. The Bloomberg *Visual Guide to Elliott Wave* puts this proven trading approach in perspective.

The Bloomberg *Visual Guide to Elliott Wave* offers an easy-to-use explanation on how to use Elliott Wave analysis to interpret and trade the financial markets.

9781118445600  
Pub Date: 5/28/13  
\$60.00/\$72.00 Can.  
304 pages  
Paperback  
Business & Economics  
Carton Qty: 24



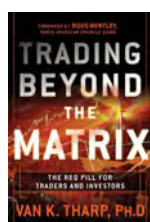
9781118556894  
Pub Date: 2/25/13  
\$19.95/\$23.95 Can.  
96 pages • eBook  
Business & Economics  
Carton Qty: N/A

### Your Written Trading Strategy: The Eight Rules to Avoid Losing Money

Van Tharp

**Why investors lose money and how NOT to**

Wall Street makes it easy to jump into the game of trading. After all, they love taking your money. Trading without proper preparation could be a windfall for your broker, but fatal for your account. In this e-book, bestselling financial writer and trading expert Van K. Tharp shares eight essential rules that will help you NOT lose your shirt and even make a profit in the world of trading.



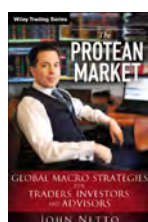
### Trading Beyond the Matrix: The Red Pill for Traders and Investors

Van Tharp

**How to transform your trading results by transforming yourself**

In the unique arena of professional trading coaches and consultants, Van K. Tharp is an internationally recognized expert at helping others become the best traders they can be. In *Trading Beyond the Matrix: The Red Pill for Traders and Investors*, Tharp leads readers to dramatically improve their trading results and financial life by looking within.

9781118525661  
Pub Date: 2/25/13  
\$40.00/\$48.00 Can.  
432 pages • Hardcover  
Business & Economics  
Carton Qty: 16



### Global Macro Trading: Analysis and Strategies for 24-Hour Markets

John Netto

**Well-known trading educator John Netto shows you how to follow and trade today's global markets**

With increased access to global markets and uneven performance in domestic markets, global macro trading has expanded beyond hedge funds and become more appealing to a wider group of individual investors and traders. This timely book puts this approach in perspective by showing you how to gather and analyze global financial information to identify trends and provides a variety of strategies to profit from available opportunities.

9781118241141  
Pub Date: 8/6/13  
\$85.00/\$102.00 Can.  
400 pages • Hardcover  
Business & Economics  
Carton Qty: 14



### Proprietary Trading: Financial Theory and Practice

Eugene A. Durenard

**An insider's view of how to develop and operate an automated proprietary trading network**

Reflecting author Eugene Durenard's extensive experience in this field, *Proprietary Trading* offers valuable insights you won't find anywhere else. It reveals how a series of concepts and techniques coming from current research in artificial life and modern control theory can be applied to the design of effective trading systems that outperform the majority of published trading systems. It also skillfully provides you with essential information on the practical coding and implementation of a scalable systematic trading architecture.

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Pub Date: 7/9/13  
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336 pages • Hardcover  
Business & Economics  
Carton Qty: 18



### Mind Over Markets (2nd Edition)

James F. Dalton

**A timely update to the book on using the Market Profile method to trade**

Emerging over twenty years ago, Market Profile analysis continues to realize a strong following among active traders. The approach explains the underlying dynamics and structure of markets, identifies value areas, price rejection points, and measures the strength of buyers and sellers. Unlike more conventional forms of technical analysis, Market Profile is an all-encompassing approach, and *Mind Over Markets, Second Edition* provides traders with a solid understanding of it.

9781118531730  
Pub Date: 7/23/13  
\$70.00/\$84.00 Can.  
368 pages • Hardcover  
Business & Economics  
Carton Qty: 16



### Trading Weekly Options: Strategies for Short-Term Market Moves

Russell Rhoads

**A comprehensive resource for understanding and trading weekly options**

Weekly options are traded on all major indices, as well as high volume stocks and ETFs. They continue to surge in popularity, accounting for as much as twenty percent of daily options volume. And while existing options strategies can be used with weeklys, they are particularly conducive to premium selling strategies and short-term trades based on a news item or technical pattern. With this timely guide, you'll learn exactly how to use weeklys to make more money from option selling strategies and how to make less expensive bets on short-term market moves.

9781118548332  
Pub Date: 11/25/13  
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304 pages • Hardcover  
Business & Economics  
Carton Qty: 18



### A Trader's Guide to Astrology: Forecasting Market Cycles Using Planetary and Lunar Movements

L. Pasavento

**The definitive guide to using astrology to trade market cycles**

Financial astrology correlates movements in the markets to movements of celestial bodies. In this resource, Larry Pasavento reveals the relationship between planetary and lunar movements and the financial markets. He shows traders how to tap into these relationships to forecast market cycles.

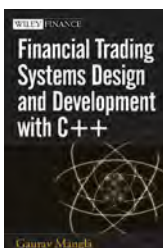
9781118369395  
Pub Date: 8/27/13  
\$75.00/\$90.00 Can.  
352 pages • Hardcover  
Business & Economics  
Carton Qty: 16

WILEY

**Trading as a Business:  
The Methods and Rules  
I've Used To Beat the  
Markets for 40 Years**

Daryl Diamond

9781118472989  
 Pub Date: 8/6/13  
 \$70.00/\$84.00 Can.  
 256 pages  
 Hardcover  
 Carton Qty: 22

**Financial Trading  
Systems Design and  
Development with C++  
(+CD)**

Gaurav Mangla

9780471667704  
 Pub Date: 12/23/13  
 \$95.00/\$114.00 Can.  
 512 pages  
 Paperback  
 Carton Qty: 12

WILEY

**Architects of Electronic  
Trading: Technology  
Leaders Who Are  
Shaping Today's  
Financial Markets**

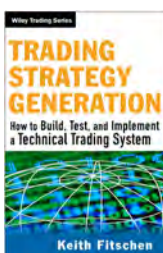
S. Hammer-Krabbe

9781118488072  
 Pub Date: 7/30/13  
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 320 pages  
 Hardcover  
 Carton Qty: 16

**Global Macro Trading:  
Profiting in a New  
World Economy**

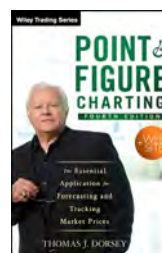
Greg Gliner

9781118362426  
 Pub Date: 6/17/13  
 \$75.00/\$90.00 Can.  
 240 pages  
 Hardcover  
 Carton Qty: 24

**Building Reliable  
Trading Systems:  
Tradable Strategies  
That Perform As They  
Backtest and Meet Your  
Risk-Reward Goals**

Keith Fitschen

9781118528747  
 Pub Date: 4/29/13  
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 352 pages  
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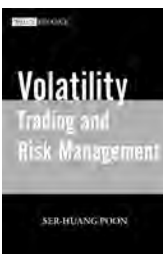
**Point and Figure  
Charting: The Essential  
Application for  
Forecasting and  
Tracking Market Prices  
(4th Edition)**

Thomas J. Dorsey

9781118445709  
 Pub Date: 7/29/13  
 \$70.00/\$84.00 Can.  
 448 pages  
 Hardcover  
 Carton Qty: 14

**The Global Biofuels  
Market: Trading and  
Operations**Tom James, Francesca  
Zerenghi

9780470826003  
 Pub Date: 8/20/13  
 \$120.00/\$144.00 Can.  
 320 pages  
 Hardcover  
 Carton Qty: N/A

**Volatility Trading and  
Risk Management**

Ser-Huang Poon

9781118471104  
 Pub Date: 9/3/13  
 \$95.00/\$114.00 Can.  
 320 pages  
 Hardcover  
 Carton Qty: N/A

**The Trader's Guide to  
European Economic  
Indicators**

J. Powell

9781118440056  
 Pub Date: 8/13/13  
 \$50.00/\$60.00 Can.  
 224 pages  
 Hardcover  
 Carton Qty: N/A



### **Cookies for Kids' Cancer : Just the Cookies**

Gretchen Holt-Witt  
9781118329528  
Pub Date: 4/23/13  
\$19.99/\$23.99 Can.  
208 pages  
Hardcover  
Cooking / Methods  
Ctn Qty: 28

### **Summary: A new collection of delicious cookie recipes—all for a good cause**

In 2007, Gretchen Holt-Witt set the lofty goal of baking and selling 96,000 cookies during the holidays, all in the name of funding research for pediatric cancer, the #1 killer of kids in the United States and the disease her young son was battling. Armed with the determination of a mom on a mission plus the knowledge that funds for research mean more treatment options, better survival rates, and hope for the future, Holt-Witt succeeded in selling all 96,000 cookies and raising over \$400,000 for new pediatric cancer treatments.



### **Gluten-Free Girl Every Day**

Shauna James Ahern  
9781118115213  
Pub Date: 4/23/13  
\$29.99/\$35.99 Can.  
304 pages  
Hardcover  
Cooking / Health & Healing  
Ctn Qty: 12

### **Summary: An approachable cookbook intended for home cooks making dinner for their families, gluten-free**

Shauna Ahern, the author of *Gluten-Free Girl and the Chef*—named by the *New York Times* as one of the best cookbooks of 2010—returns with a new cookbook for busy people who still love to cook. *Gluten-Free Girl Every Day* features food you want to cook every day: fresh, satisfying, and filled with great flavors. The inspired ingredient pairings of these recipes come from the collaboration of Ahern and her husband Danny, a professional chef.



### **Preserving**

The Culinary Institute of America  
9780470903735  
Pub Date: 4/23/13  
\$19.99/\$23.99 Can.  
192 pages  
Hardcover  
Cooking / Methods  
Ctn Qty: 24

### **Summary: Everything you need to know about home preserving, from The Culinary Institute of America**

Home canning and preserving is more popular than ever. It's economical, environmentally smart, and a great way to get the most out of your backyard garden. It's a healthier way to eat, without all the additives and preservatives that are found in most processed foods, and if that's not enough, canning and preserving is a fun and rewarding hobby the whole family can enjoy together.



### **Mediterranean Cooking at Home with The Culinary Institute of America**

Lynne Gigliotti, The Culinary Institute of America...  
9780470421369  
Pub Date: 5/21/13  
\$34.99/\$41.99 Can.  
304 pages  
Hardcover  
Cooking / Regional & Ethnic  
Series: at Home with The Culinary Institute of America  
Ctn Qty: 10

### **Summary: The perfect cookbook for anyone who loves Mediterranean cuisine**

With so many people interested in healthier cooking, the popularity of Mediterranean cuisine—with its focus on light, fresh fare and less meat—is on the rise. This diverse collection of recipes spans the Mediterranean from Southern Europe to North Africa to the Middle East and all points between, offering a comprehensive guide to the entire region's food.



### The Farmstead Egg Guide and Cookbook

Terry Blonder Golson  
9781118627952  
Pub Date: 4/1/13  
\$19.99  
192 pages  
Paperback  
Cooking / General  
Ctn Qty: N/A

#### Summary: No matter where you live, you can have farmstead fresh eggs!

From the cities to the suburbs, backyards are filled with the sounds of clucking like never before as more people invest in having a closer connection to the food they eat and discover the rewards (and challenges) of raising chickens and cultivating their own fresh eggs. Whether you've embraced the local food movement or just love that farm-fresh flavor, *The Farmstead Egg Guide and Cookbook* is the perfect book for you and your flock.

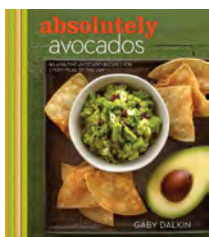


### Better Homes and Gardens Fresh Cookbook

Better Homes & Gardens  
9781118455531  
Pub Date: 3/26/13  
\$29.99/\$35.99 Can.  
400 pages  
Hardcover  
Cooking / General  
Ctn Qty: 20

#### Summary: The best of fresh, seasonal cooking from Better Homes and Gardens

As the farm-to-table movement grows, more people every day are choosing to cook healthier meals using fresh local foods. *Better Homes and Gardens Fresh* presents 300 appealing recipes for seasonal produce. No matter where you live, this book shows you how to prepare simple, delicious meals using fresh ingredients at their peak. Enjoy recipes for snacks and appetizers, breakfast, salads, soups, casseroles, main dishes, meatless meals, sides, and desserts. In addition, one-pan recipes help you keep it simple, as well as fresh.



### Absolutely Avocados

Gaby Dalkin  
9781118412114  
Pub Date: 4/8/13  
\$17.99/\$21.99 Can.  
192 pages  
Hardcover  
Cooking / General  
Ctn Qty: 20

#### Summary: An incredible collection of recipes just for avocado lovers

If you love avocados, but don't know what to do with them other than serve them with tortilla chips, this is the perfect cookbook for you. With its buttery texture and subtle flavor, the avocado pairs well with meat and seafood, makes a great topping for burgers and salads, and adds a wonderful creaminess to dips, sauces, and even desserts. *Absolutely Avocados* presents delightfully delicious new ways to use avocados in breakfasts, lunches, salads, snacks, and plenty of the ways you haven't even imagined.



### 101 Tropical Drinks

Kim Haasarud  
9781118456750  
Pub Date: 4/16/13  
\$16.99/\$19.99 Can.  
128 pages  
Hardcover  
Cooking / Beverages  
Ctn Qty: 36

#### Summary: 101 fun and fruity cocktails for chilling out by the beach

Whether you're on the islands or in the backyard, there's nothing like a cold, refreshing tropical cocktail for cooling down on a hot summer day. In this new addition to the popular *101 Cocktails* series, Kim Haasarud offers the ultimate cocktail guide for summertime entertaining with classic tropical cocktails and plenty of new creations.

Inside, you'll find traditional piña colodas and mai tais, plenty of refreshing punch bowl drinks, and classic cocktails remade with modern twists.



**Organize Your Home : Clutter Cures for Every Room**

9781118359952  
 Pub Date: 6/25/13  
 \$24.99/\$29.99 Can.  
 264 pages  
 Paperback  
 House & Home / General  
 Series: Better Homes & Gardens Decorating  
 Ctn Qty: 16

**Summary: Home organization tips from the experts at Better Homes and Gardens**

Most homeowners struggle to stay organized. "Stuff" accumulates quickly, and finding practical and efficient ways to store it — and the know-how to pare down possessions to those that are truly needed — can be tricky. *Organize Your Home: Clutter Cures For Every Room* is your comprehensive guide to getting—and staying—organized at home.



**Makeovers : Room by Room Solutions**

9781118388648  
 Pub Date: 6/25/13  
 \$21.99/\$25.99 Can.  
 192 pages  
 Paperback  
 House & Home / Decorating  
 Series: Better Homes & Gardens Decorating  
 Ctn Qty: 16

**Summary: Home makeover ideas and inspiration from the experts at Better Homes and Gardens**

If you're like most people, you have trouble envisioning a room's possibilities, even if you've lived in a space for years. That's one of the reasons room makeovers are so popular in print, on TV, and online: they give people ideas for solving their own decorating challenges. *Makeovers: Room by Room Solutions* provides you with a variety of ideas and hands-on makeover projects for all the key rooms of your home.



**Quilting with Precuts : 31 Fun & Easy Projects from Fat Quarters, Fat Eighths, Strips & Squares**

9781118451090  
 Pub Date: 7/15/13  
 \$24.99/\$29.99 Can.  
 176 pages  
 Paperback  
 Crafts & Hobbies / Quilts & Quilting  
 Series: Better Homes & Gardens Crafts  
 Ctn Qty: 22

**Summary: 31 fun and easy projects from fat quarters, fat eighths, strips, and squares**

Precuts are specialty quilting fabrics that have been cut to specific dimensions, saving quilters a lot of time — and money — on their projects by allowing them to sample the entirety of a designer's new line without buying yardage of each print. With some fabric collections containing up to 20 or more prints, buying precuts can represent a significant savings.

In *Quilting with Precuts*, you'll find 31 favorite quilting patterns hand-selected by the editors of *American Patchwork & Quilting*.

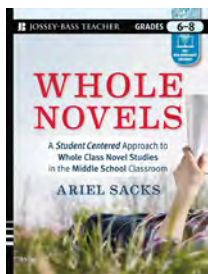


**Best of Halloween Tricks & Treats (Better Homes and Gardens) (2nd Edition)**

9781118435175  
 Pub Date: 6/25/13  
 \$16.99/\$19.99 Can.  
 192 pages  
 Paperback  
 Crafts & Hobbies / Seasonal  
 Series: Better Homes & Gardens Crafts  
 Ctn Qty: 16

**Summary: Cool ideas for a personalizing any Halloween party**

From spooky to whimsical and everything in between, this all-new edition of *Best of Halloween Tricks & Treats* is a treasure-trove of neat ideas and helpful how-tos for adding a personal touch to Halloween parties and celebrations. You'll get instructions for throwing Halloween parties that are festive for the whole family and learn how to make Halloween decorations that will transform your home into the spookiest place on the block. Plus, you'll get tasty recipes for Halloween treats, easy-to-follow craft projects, and step-by-step instructions for making handmade Halloween costumes that are clever, creative, and fun.

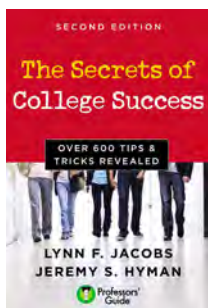


**A Novel Approach : How to Get Your Students to Love Reading**

A. Sacks  
9781118526507  
Pub Date: 8/13/13  
\$24.95/\$29.95 Can.  
176 pages  
Paperback  
Education / Curricula  
Ctn Qty: 40

**Summary: Work with students at all levels to help them read novels**

*Whole Novels* is a practical, field-tested guide to implementing a student-centered literature program that promotes critical thinking and literary understanding through the study of novels with middle school students. Rather than using novels simply to teach basic literacy skills and comprehension strategies, *Whole Novels* approaches literature as art. The book is fully aligned with the Common Core ELA Standards and offers tips for implementing whole novels in various contexts, including suggestions for teachers interested in trying out small steps in their classrooms first.

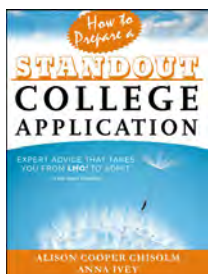


**The Secrets of College Success (2nd Edition)**

Lynn F. Jacobs, Jeremy S. Hyman  
9781118575123  
Pub Date: 4/22/13  
\$16.95  
240 pages  
Paperback  
Education / General  
Series: Professors' Guide  
Ctn Qty: 44

**Summary: Over 800 Tips, Techniques, and Strategies Revealed**

Winner of the 2010 *USA Book News Award* for best book in the college category, *The Secrets of College Success* combines quick, easy-to-follow suggestions with insider information that only professors know. Newly updated for the 2013-2014 academic year, this book shows you how to pick courses and avoid bad professors, how to manage your time and do college-level studying, how to get good grades, and much more. This second edition adds new tips for majors and careers, online courses, distance learning, community colleges, graduate school, and paying off your student loans.



**How to Prepare a Standout College Application : Expert Advice that Takes You from LMO\* (\*Like Many Others) to Admit**

A. Ivey  
9781118414408  
Pub Date: 9/10/13  
\$16.95/\$19.95 Can.  
250 pages  
Paperback  
Study Aids / College Guides  
Ctn Qty: 36

**Summary: Demystifying the process of completing a college application**

Written by two former admissions officers at top universities and current admissions coaches, this book is a must-have for preparing a winning college application. The authors reveal the mystery behind what college admissions officers are looking for and show applicants how to leverage their credentials, stand out in the over-crowded applicants' pool, and make a genuine, memorable impression. This is the book that will help the college-bound get off the "like many others" pile and onto the acceptance list.



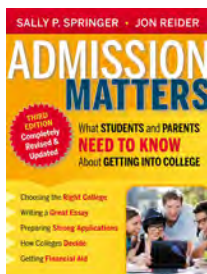
**Great Habits, Great Readers: A Practical Guide for K-4 Reading in the Light of Common Core**

Paul Bambrick-Santoyo, Aja Settles  
9781118143957  
Pub Date: 6/4/13  
\$27.95/\$33.95 Can.  
300 pages  
Paperback  
Education / Teaching Methods & Materials  
Ctn Qty: 30

**Summary: A book that brings the habits of reading to life**

Great readers are not made by genetics or destiny but by the habits they build—habits that are intentionally built by their teachers. The early formal years of education are the key to reversing the reading gap and setting up children for success. But K-4 education seems to widen the gap between stronger and weaker readers, not close it. Today, the Common Core further increases the pressure to reach high levels of rigor. What can be done?

This book includes the strategies, systems, and lessons from the top classrooms that bring the habits of reading to life.

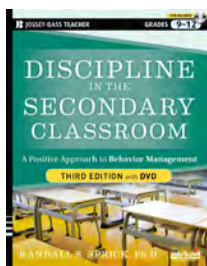


**Admission Matters : What Students and Parents Need to Know About Getting into College (3rd Edition)**

Sally P. Springer, Jon Reider, Joyce Vining Morgan  
9781118450277  
Pub Date: 7/9/13  
\$16.95/\$19.95 Can.  
364 pages  
Paperback  
Education / Students & Student Life  
Ctn Qty: 28

**Summary: New edition of the go-to reference to college admission**

Getting into college has never been more complicated or competitive. Parents and students need expert guidance to navigate the maze of college admissions. This thoroughly updated edition of *Admission Matters* is the best source, covering the whole process for any applicant. The authors offer great practical advice for selecting the right school, writing effective essays, navigating financial aid, and much more. No matter what type of school a college-bound student may select, *Admission Matters* will give them the edge they need.

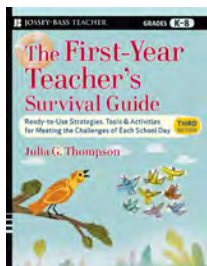


**Discipline in the Secondary Classroom, with DVD : A Positive Approach to Behavior Management (3rd Edition)**

Randall S. Sprick  
9781118450871  
Pub Date: 7/9/13  
\$39.95/\$47.95 Can.  
320 pages  
Paperback  
Education / Teaching Methods & Materials  
Ctn Qty: 18

**Summary: Revised edition of the classic book on classroom management**

This third edition of *Discipline in the Secondary Classroom* is a treasure trove of practical advice, tips, checklists, reproducibles, and ready-to-use activities that will save secondary teachers time and help them become more effective educators. Both new and seasoned teachers will find the book invaluable for designing a management plan that prevents problems, motivates students, and teaches students to behave responsibly.



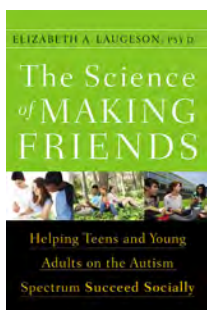
**The First-Year Teacher's Survival Guide : Ready-to-Use Strategies, Tools & Activities for Meeting the Challenges of Each School Day (3rd Edition)**

Julia G. Thompson  
9781118450284  
Pub Date: 7/9/13  
\$32.95/\$39.95 Can.  
464 pages  
Paperback  
Education / Teaching Methods & Materials  
Series: J-B Ed: Survival Guides  
Ctn Qty: 12

**Summary: Thoroughly revised edition of the bestselling resource for new teachers**

This award-winning book gives beginning educators everything they need to survive and thrive in the classroom. The third edition covers new material including working as a part of a professional learning community (PLC), teaching media literacy and social responsibility, incorporating Common Core State Standards, handling "homework push-back" from parents, changes in classroom technology, techniques for motivating students, seeking feedback, and much more.

- A fully revised edition of a trusted resource

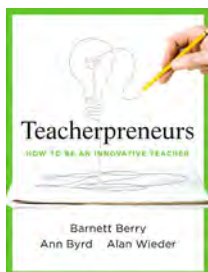


**Helping Teens & Young Adults with Autism Make Friends**

Elizabeth Laugeson  
9781118127216  
Pub Date: 8/12/13  
\$25.95/\$30.95 Can.  
256 pages  
Paperback  
Family & Relationships / Parenting  
Ctn Qty: 46

**Summary: The groundbreaking book that puts the focus on teens and young adults with autism**

While a number of programs help young children with autism to develop social skills, until now there have been no such approaches for older kids and adults on the spectrum. This book is based on UCLA's acclaimed PEERS program, the only research-based approach in the world to helping adolescents and young adults with autism make and keep friends. This step-by-step guide helps parents, educators, and others to provide "social coaching" to teens and young adults on the spectrum.



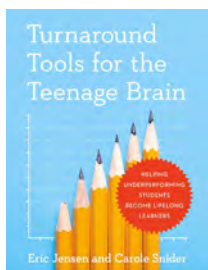
**Teacherpreneurs : Innovative Teachers Who Lead But Don't Leave**

Barnett Berry  
9781118456194  
Pub Date: 7/15/13  
\$26.95/\$31.95 Can.  
208 pages  
Paperback  
Education / Administration  
Ctn Qty: 44

**Summary: What does the future of teaching look like?**

This book offers the recipe for a bold new brand of teacher leadership. "Teacherpreneurs" are highly accomplished classroom teachers who teach in schools while also making powerful change outside the classroom. This book tells the story of a number of innovative teachers who embody the concept of teacherpreneurism and who are leading the transformation of our schools and communities.

- Includes powerful stories of teacher leaders who are working to transform our schools

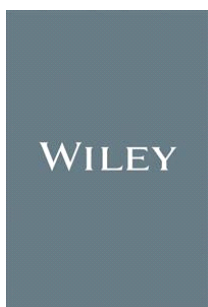


**Turnaround Tools for the Teenage Brain : Helping Underperforming Students Become Lifelong Learners**

Eric Jensen, Carole Snider  
9781118343050  
Pub Date: 4/15/13  
\$26.95/\$31.95 Can.  
160 pages  
Paperback  
Education / Teaching Methods & Materials  
Ctn Qty: 44

**Summary: Powerful research-based strategies to turn around struggling adolescent students**

The achievement gap is widening and more teens than ever are struggling in school. The latest research shows not only that brains can change, but that teachers and other providers have the power to boost students' effort, focus, attitude, and even IQs. In this book bestselling author Eric Jensen and co-author Carole Snider offer teacher-friendly strategies to ensure that all students graduate, become lifelong learners, and ultimately be successful in school and life. Drawing on cutting-edge science, this breakthrough book reveals core tools to increase student effort, build attitudes, and improve behavior.



**The Common Core Connection : Ensuring College and Career Readiness for All Students**

David T. Conley  
9781118551141  
Pub Date: 11/12/13  
\$27.95/\$33.95 Can.  
352 pages  
Hardcover  
Education / Curricula  
Ctn Qty: 18

**Summary: Create programs that prepare students for college, careers, and the new and challenging assessments of the Common Core State Standards**

Written for all educators but with an emphasis on those at the secondary level, this important resource shows how to develop programs that truly prepare students for both the Common Core assessments and for college and career readiness. Based on multiple research studies conducted by Conley as well as experience he has gained from working with dozens of high schools that succeed with a wide range of students, the book provides specific strategies for teaching the CCSS in ways that improve readiness for college and careers for the full range of students.

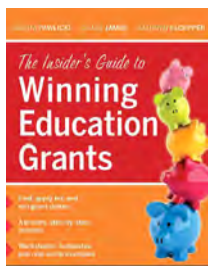


**The New American High School**

Ted Sizer  
9781118526422  
Pub Date: 6/24/13  
\$26.95/\$31.95 Can.  
272 pages  
Hardcover  
Education / General  
Ctn Qty: 44

**Summary: The late Theodore Sizer's vision for a truly democratic public high school system**

Our current high schools are ill-designed and inefficient. We have inherited a program of studies that in its overall structure has not changed in over a century. The question is *What's next?* Theodore Sizer, the founder of The Coalition of Essential Schools, was a passionate advocate for the American school system. In this, his last book, he offers a vision of what a future secondary education might look like. In a book that tells the story of his own odyssey, Sizer gives shape to a much-needed agenda for improving our high schools.



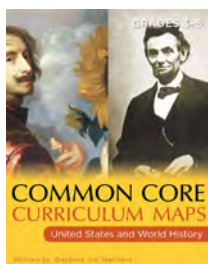
**The Insider's Guide to Winning Education Grants**

Dakota Pawlicki, Chase James, Kathryn Kloepper  
9781118412909  
Pub Date: 9/10/13  
\$24.95/\$29.95 Can.  
208 pages  
Paperback  
Education / Reference  
Ctn Qty: 27

**Summary: Find, apply for, and win grant dollars for the classroom**

This accessible guide offers a proven, step-by-step process for researching, writing, applying for, and winning education grants. The book educates readers on the basics of grant writing, including what sources are the most reliable for securing education funding. It also serves as a practice tool, with worksheets, proposal templates, real-world examples, and advice from grant-winning teachers to help instill confidence about navigating this somewhat daunting process.

- Offers a proven formula for winning education grants

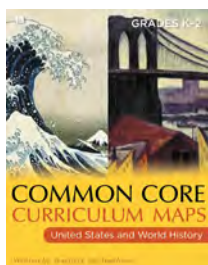


**Common Core Curriculum Maps in United States and World History, Grades 3-5**

9781118526965  
Pub Date: 8/20/13  
\$29.95/\$35.95 Can.  
Paperback  
Education / Teaching Methods & Materials  
Ctn Qty: N/A

**Summary: Authoritative Common Core guidance for social studies and reading teachers**

From the organization that prepared the bestselling *Common Core Curriculum Maps in English Language Arts*, this book offers everything grade 3-5 teachers need to help students learn history while following key literacy and social studies standards. Although there are no comprehensive national standards for social studies, the CCSS for English language arts address social studies content in two ways: through specific standards for teaching reading and writing about social studies, as well as indirectly through teaching how to read informational texts, including many exemplars related to United States and world history.

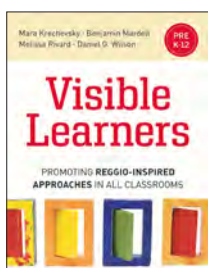


**Common Core Curriculum Maps in United States and World History, Grades K-2**

9781118526262  
Pub Date: 8/20/13  
\$29.95/\$35.95 Can.  
350 pages  
Paperback  
Education / Teaching Methods & Materials  
Ctn Qty: 16

**Summary: Common Core guidance for social studies and reading teachers**

From the organization that prepared the bestselling *Common Core Curriculum Maps in English Language Arts*, this book provides everything K-2 teachers need to help students learn history while following key literacy and social studies standards. Although there are no comprehensive national standards for social studies, the CCSS for English language arts address social studies content in two ways: through specific standards for teaching reading and writing about social studies, as well as indirectly through teaching how to read informational texts, including many exemplars related to United States and world history.

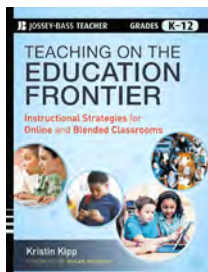


**Visible Learners : Promoting Reggio-Inspired Approaches in all Classrooms**

Daniel Wilson, Mara Krechevsky, Ben Mardell, et al.  
9781118345696  
Pub Date: 5/20/13  
\$29.95/\$35.95 Can.  
128 pages  
Paperback  
Education / Teaching Methods & Materials  
Ctn Qty: 19

**Summary: A progressive, research-based approach for making learning visible**

Based on the Reggio Emilia approach to learning, *Visible Learners* highlights learning through interpreting objects and artifacts, group learning, and documentation to make students' learning evident to teachers. Visible classrooms are committed to five key principles: that learning is purposeful, social, emotional, empowering, and representational. The book includes visual essays, key practices, classroom and examples.



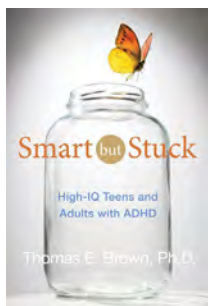
**Teaching on the Education Frontier : Instructional Strategies for Online and Blended Classrooms**

Kristin Kipp  
9781118449776  
Pub Date: 7/1/13  
\$29.95/\$35.95 Can.  
256 pages  
Paperback  
Education / Computers & Technology  
Ctn Qty: 36

**Summary: A groundbreaking guide to facilitating online and blended courses**

This comprehensive resource offers teachers in grades K-12 a hands-on guide to the rapidly growing field of online and blended teaching. With clear examples and explanations, Kristin Kipp shows how to structure online and blended courses for student engagement, build relationships with online students, facilitate discussion boards, collaborate online, design online assessments, and much more.

- Shows how to create a successful online or blended classroom

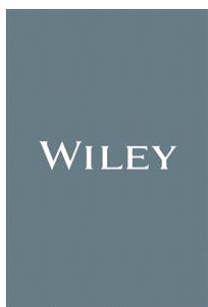


**Smart But Stuck**

T. E. Brown  
9781118279281  
Pub Date: 8/5/13  
\$24.95/\$29.95 Can.  
320 pages  
Hardcover  
Psychology / General  
Ctn Qty: 38

**Summary: Compelling stories that present a new view of ADHD**

*Smart but Stuck* offers 15 true and compelling stories about intelligent, capable teens and adults who have gotten "stuck" at school, work, and/or in social relationships because of their ADHD. Dr. Brown highlights the often unrecognized role that emotions play in this complex disorder. He explains why even very bright people with ADHD get stuck because they can't focus well on some tasks that interest them, but often can't focus adequately on other important tasks and relationships.

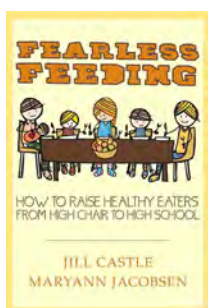


**The Whole Spectrum of Social, Motor and Sensory Games : Using Every Child's Natural Love of Play to Enhance Key Skills and Promote Inclusion**

Barbara Sher  
9781118345719  
Pub Date: 7/10/13  
\$16.95/\$19.95 Can.  
256 pages  
Paperback  
Family & Relationships / Parenting  
Ctn Qty: 26

**Summary: Fun easy games for parents and teachers to play with kids of all ages**

Play is increasingly recognized by neuroscientists and educators as a vital component in brain development, academic success and learning social skills. In this inspiring and useful resource, Barbara Sher provides step-by-step directions for how to use children's natural interests at different stages of their development to help them develop a wealth of sensory motor and social skills. All the games have also been designed to provide plenty of joyful opportunities for encouraging inclusion.



**Fearless Feeding : How to Raise Healthy Eaters from High Chair to High School**

Jill Castle, Maryann Jacobsen  
9781118308592  
Pub Date: 4/22/13  
\$16.95/\$19.95 Can.  
352 pages  
Paperback  
Family & Relationships / Parenting  
Ctn Qty: 20

**Summary: An essential guide to understanding and improving any child's eating habits**

This comprehensive nutrition guide gives parents the tools for encouraging kids of any age on the path to healthy eating. Pediatric nutrition experts Castle and Jacobsen simplify nutrition information, describe how children's eating habits correspond to their stage of development, provide step-by-step feeding guidance, and show parents how to relax about feeding their kids and get healthy meals on the table fast.

- Prepares parents by explaining what to expect at different stages of growth, including picky eating



**The Ten-Minute Inservice : 40 Quick Training Sessions that Build Teacher Effectiveness**

Todd Whitaker, Annette Breaux

9781118470435

Pub Date: 3/11/13

\$29.95/\$35.95 Can.

224 pages

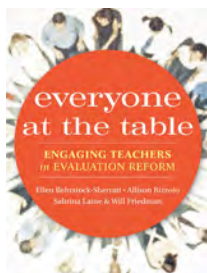
Paperback

Education / General

Ctn Qty: 40

**Summary: Quick, easy, specific steps that make a difference in teaching and learning**

Busy school leaders need an easy-to-apply resource to increase teacher effectiveness quickly and efficiently. This book shows principals and staff developers how to improve teaching school-wide through high-impact inservices lasting only ten minutes—incorporated easily into weekly staff meetings. Written by popular education consultants Todd Whitaker and Annette Breaux, this important book offers 40 teacher-tested, mini-workshops that can improve teaching in every classroom. The book covers a range of topics, from behavior challenges and parent engagement to motivating students and making lessons meaningful.



**Everyone at the Table : Engaging Teachers in Evaluation Reform**

Ellen Behrstock-Sherratt, Allison Rizzolo, Sabrina...

9781118526347

Pub Date: 6/4/13

\$32.95/\$39.95 Can.

256 pages

Paperback

Education / Educational Policy & Reform

Ctn Qty: 40

**Summary: A proven method for working with teachers to design better evaluations**

There is no magic formula for successfully designing a teacher evaluation system. However there is abundant evidence that suggests involving teachers in the process will reduce the likelihood of opposition, gridlock, and reform failure. *Everyone at the Table* provides materials to genuinely engage teachers in the evaluation process. The book is a research-based and field-tested practical guide for school leaders. With this resource, educators will have the tools they need to develop meaningful teacher evaluations.



9781118356241  
Pub Date: 5/28/13  
\$16.99/\$19.99 Can.  
416 pages  
Paperback  
Study Aids • Carton Qty:  
20

### CliffsNotes GRE Math Review

The perfect math instruction course for anyone preparing for the GRE exam

- Includes sample problems throughout
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- Includes two full GRE math sections with answers and explanations

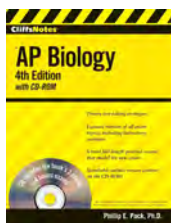


9781118086919  
Pub Date: 6/4/13  
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552 pages  
Paperback  
Study Aids • Carton Qty:  
12

### CliffsNotes ACT

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- Includes four full practice tests with details answers and explanations
- Fully revised with brand-new content, unlike typical revised editions of test prep titles
- Features subject review materials for every discipline and an extensive math review



9781118128008  
Pub Date: 8/27/13  
\$29.99/\$35.99 Can.  
408 pages  
Paperback  
Study Aids • Carton Qty:  
20

### CliffsNotes AP Biology with CD-ROM (4th Edition)

Phillip E. Pack, Ph.D.

Your complete guide to a higher score on the new AP Biology exam

If you're preparing for the AP Biology exam, this new edition of the bestselling guide gives you everything you need to build your skills and confidence and test your comprehension along the way.

The practice tests include answers and explanations to help you pinpoint areas for further study, while reviews and exercises address all of the test topics you'll encounter on exam day. Plus, proven test-taking strategies for both the multiple choice and essay parts of the test help you score higher.



9781118424278  
Pub Date: 5/28/13  
\$22.99  
384 pages  
Paperback  
Medical • Carton Qty: 20

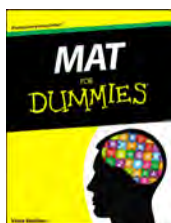
### Getting into Medical School For Dummies?

Carleen Eaton

Your plain-English guide to getting into the medical school of your dreams

Getting accepted to medical school is a long and rigorous process and many students find they need help. If you're one of these students, *Getting into Medical School For Dummies* is the perfect tool to help you through the process and realize your dream.

By providing you with concise information about preparing for and applying to medical school, *Getting into Medical School For Dummies* prepares you for the application process. Written by an industry expert, it gives you a distinct advantage in the competitive medical school admissions process, preparing you for every step and helping you create your best application.



9781118496756  
Pub Date: 4/22/13  
\$19.99/\$23.99 Can.  
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Paperback  
Study Aids • Carton Qty:  
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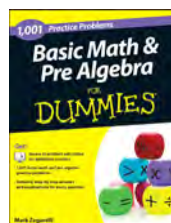
### MAT For Dummies

Vince Kotchian

Score your highest on the MAT? Easy.

The MAT exam is one of the hardest intellectual challenges in the field of standardized testing. Students preparing to take this exam need a chance to practice the analogy skills necessary to score well on this test, which *MAT For Dummies* provides with its six full-length practice tests and plethora of other test preparation suggestions.

*MAT For Dummies* includes test-specific analogy strategies, practice and review for each content area, word/terms lists covering the major subject categories, and six practice tests with detailed answer banks.



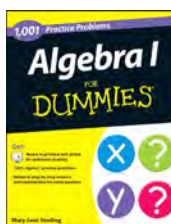
9781118446560  
Pub Date: 4/22/13  
\$22.99/\$27.99 Can.  
432 pages  
Paperback  
Mathematics • Carton Qty: 20

### 1001 Basic Math and Pre-Algebra Practice Problems For Dummies

Mark Zegarelli

Practice makes perfect—and helps deepen your understanding of basic math and pre-algebra

*1001 Basic Math & Pre-Algebra Practice Problems For Dummies* takes you beyond the instruction and guidance offered in *Basic Math & Pre-Algebra For Dummies*, giving you 1,001 opportunities to practice solving problems from the major topics in your math courses. Plus, an online component provides you with a collection of multiple-choice practice questions to further help you test your skills as you go.



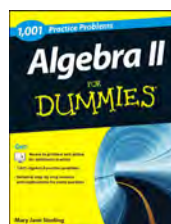
9781118446713  
Pub Date: 4/22/13  
\$22.99/\$27.99 Can.  
432 pages  
Paperback  
Mathematics • Carton Qty: 20

### 1001 Algebra I Practice Problems For Dummies

Mary Jane Sterling

Practice makes perfect—and helps deepen your understanding of algebra

*1001 Algebra I Practice Problems For Dummies* takes you beyond the instruction and guidance offered in *Algebra I For Dummies*, giving you 1001 opportunities to practice solving problems from the major topics in algebra. Plus, an online component provides you with a collection of algebra problems presented in multiple-choice format to further help you test your skills as you go.



9781118446621  
Pub Date: 5/28/13  
\$22.99  
432 pages  
Paperback  
Mathematics • Carton Qty: 20

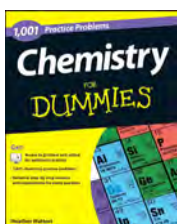
### 1001 Algebra II Practice Problems For Dummies

Mary Jane Sterling

Practice makes perfect—and helps deepen your understanding of algebra II

*1001 Algebra II Practice Problems For Dummies* takes you beyond the instruction and guidance offered in *Algebra II For Dummies*, giving you 1001 opportunities to practice solving problems from the major topics in algebra II. Plus, an online component provides you with a collection of chemistry problems presented in multiple choice format to further help you test your skills as you go.

- Gives you a chance to practice and reinforce the skills you learn in Algebra II class



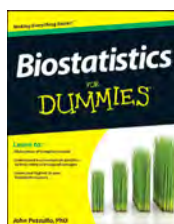
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Paperback  
Science • Carton Qty: 20

### 1001 Chemistry Practice Problems For Dummies

Heather Hattori

#### Practice makes perfect—and helps deepen your understanding of chemistry

Every high school requires a course in chemistry, and many universities require the course for majors in medicine, engineering, biology, and various other sciences. *1001 Chemistry Practice Problems For Dummies* provides students of this popular course the chance to practice what they learn in class, deepening their understanding of the material, and allowing for supplemental explanation of difficult topics.

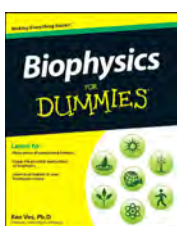


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### Biostatistics For Dummies®

#### Score your highest in biostatistics

Biostatistics is a required course for students of medicine, epidemiology, forestry, agriculture, bioinformatics, and public health. In years past this course has been mainly a graduate-level requirement; however its application is growing and course offerings at the undergraduate level are exploding. *Biostatistics For Dummies* is an excellent resource for those taking a course, as well as for those in need of a handy reference to this complex material.



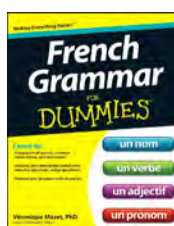
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408 pages  
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### Biophysics For Dummies (2nd Edition)

Ken Vos

#### The fun, easy way to get up to speed on biophysics concepts, principles and practices

One of the most diverse of modern scientific disciplines, biophysics applies methods and technologies from physics to the study of biological systems and phenomena, from the human nervous system to soil erosion to global warming. What are the best options for satisfying the world's growing energy demands? How can we feed the world's growing population? How can we contain, or reverse, global warming? How vouchsafe a plentiful supply of potable water for future generations? These are among the critical questions to which biophysicists work to provide answers.



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### French Grammar For Dummies®

Veronique Mazet

#### The easy way to master French grammar

*French Grammar For Dummies* is a logical extension and complement to the successful language learning book, *French For Dummies*. In plain English, it teaches you the grammatical rules of the French language, including parts of speech, sentence construction, pronouns, adjectives, punctuation, stress and verb tenses, and moods. Throughout the book, you get plenty of practice opportunities to help you on your goal of mastering basic French grammar and usage.



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696 pages  
Paperback  
Foreign Language  
Study • Carton Qty: 10

### Italian All-in-One For Dummies® with CD

#### Learn to speak Italian like a native? Easy.

Italian All-in-One For Dummies appeals to those readers looking for a comprehensive, all-encompassing guide to mastering the Italian language. It contains content from all For Dummies Italian language instruction titles, including *Italian For Dummies*, *Intermediate Italian For Dummies*, *Italian Verbs For Dummies*, *Italian Phrases For Dummies*, *Italian Grammar For Dummies*, and *Italian For Dummies Audio Set*.

- Offers readers interested in learning Italian a valuable reference to all aspects of this popular language



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Pub Date: 6/24/13  
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384 pages  
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Foreign Language  
Study • Carton Qty: 20

### Italian Grammar For Dummies

#### Master the written aspects of Italian? Easy.

Grammar is one of the most difficult aspects to master when learning a language. The various parts of speech, verb tenses, conjugations, and moods are the building blocks of the Italian language, and must be thoroughly understood in order to be truly fluent. *Italian Grammar For Dummies* is your first step toward mastering the written aspects of Italian.

By emphasizing the complicated conjugations and grammar rules, taking a narrower focus to improve comprehension, and enabling you to practice using the concepts right in the book, *Italian Grammar For Dummies* is your hands-on guide to mastering the written aspects of Italian.



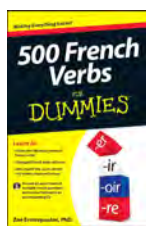
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Pub Date: 7/1/13  
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720 pages  
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Foreign Language  
Study • Carton Qty: 10

### German All-in-One For Dummies, with CD

#### Learn to speak German? Easy.

*German All-in-One For Dummies* conveniently combines titles from the German Dummies library into one handy guide that covers all of the bases of the German language. For those looking to master fluency in this popular language, this book and CD combo are an efficient and logical choice.

*German All-in-One For Dummies* brings together content from *German For Dummies, 2nd Edition*, *German For Dummies Audio Set*, *German Phrases For Dummies*, *Intermediate German For Dummies*, and *German Essentials For Dummies*.



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576 pages  
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### 500 French Verbs For Dummies

#### Vexed by French verbs? Fear no more!

In *500 French Verbs For Dummies*, beginning French language learners can find a quick reference for verbs in the basic present tenses. More advanced French speakers can utilize this book to learn more complex verb tenses and conjugations as well as advanced verbs with irregular endings.

- One page for each of the 500 most commonly used verbs in the French language — alphabetically arranged and numbered for easy reference
- Special designation of the 50 most essential French verbs

**Building Construction Illustrated** (5th Edition)

Francis D. K. Ching

**Summary**

**The classic visual guide to the basics of building construction, now with a 3D digital building model for interactive learning**

For over three decades, *Building Construction Illustrated* has offered an outstanding introduction to the principles of building construction. This new edition of the revered classic remains as relevant as ever, providing the latest information in Francis D.K. Ching's signature style. Its rich and comprehensive approach clearly presents all of the basic concepts underlying building construction.

New to this edition are digital enhancements delivered as an online companion to the print edition and also embedded in e-book editions. Features include a 3D model showing how building components come together in a final project.

- Illustrated throughout with accurate illustrations that present the state of the art in construction processes

**Author Bio**

**Francis D.K. Ching** (Seattle, WA) is Professor Emeritus of Architecture at the University of Washington and a registered architect. He is the author or coauthor of numerous architecture and design books, including *Architectural Graphics*; *Building Codes Illustrated*; *Architecture: Form Space and Order*, *A Visual Dictionary of Architecture*, *A Global History of Architecture*, *Interior Design Illustrated* and *Design Drawing*, all published by Wiley.

WILEY

9781118458341  
Pub Date: 9/10/13  
\$49.95/\$54.95 Can.  
Paperback

480 pages  
Carton Qty: 16  
Architecture / Design,  
Drafting, Drawing &  
Presentation

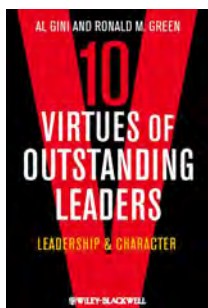


**A Sneetch is a Sneetch and Other Philosophical Discoveries : Finding Wisdom in Children's Literature**

Thomas E. Wartenberg  
9780470656839  
Pub Date: 4/29/13  
\$19.95/\$23.95 Can.  
184 pages  
Paperback  
Philosophy / History & Surveys  
Ctn Qty: N/A

**Summary: Taking Picture Books Seriously: What can we learn about philosophy through children's books?**

This warm and charming volume casts a spell on adult readers as it unveils the surprisingly profound philosophical wisdom contained in children's picture books, from Dr Seuss's *Sneetches* to William Steig's *Shrek!*. With a light touch and good humor, Wartenberg discusses the philosophical ideas in these classic stories, and provides parents with a practical starting point for discussing philosophical issues with their children.

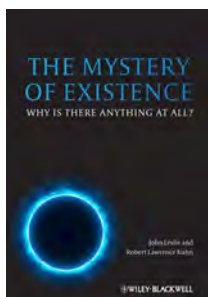


**Ten Virtues of Outstanding Leaders : Leadership and Character**

Al Gini, Ronald M. Green  
9780470672310  
Pub Date: 4/29/13  
\$24.95/\$26.95 Can.  
208 pages  
Paperback  
Business & Economics / Business Ethics  
Series: Foundations of Business Ethics  
Ctn Qty: N/A

**Summary: What makes a good leader? Ten leaders, ten key virtues**

This readable distillation of the core common features of successful leaders shows how an individual's character, and especially their virtue, is the defining factor. Without these ten vital virtues, leadership becomes "misleadership." The authors, both renowned scholars of ethics and philosophy, combine theory with fascinating biographical detail on exemplary leaders such as Abraham Lincoln, Winston Churchill, and Oprah Winfrey. The result is an accessible text on the ethics of leadership which, unlike many publications that claim to reveal the secrets of success as a leader, is informed by a wealth of exceptional academic experience.



**The Mystery of Existence**

John Leslie, Robert Lawrence Kuhn  
9780470673553  
Pub Date: 3/26/13  
\$29.95/\$32.95 Can.  
424 pages  
Paperback  
Philosophy / Metaphysics  
Ctn Qty: N/A

**Summary: Why does anything exist?**

This compelling study of the origins of all that exists, including explanations of the entire material world, traces the responses of philosophers, scientists, and theologians to the most elemental and haunting question of all: why is anything here? It includes the thoughts of dozens of luminaries from Plato and Aristotle to Stephen Hawking and the Dalai Lama.



**Superman and Philosophy : What Would the Man of Steel Do?**

William Irwin, Mark D. White  
9781118018095  
Pub Date: 4/22/13  
\$17.95/\$21.95 Can.  
256 pages  
Paperback  
Philosophy / General  
Series: The Blackwell Philosophy and Pop Culture Series  
Ctn Qty: N/A

**Summary: Go beyond the cape and into the mind of the Man of Steel, in time for release of Zack Snyder's Man of Steel movie and Superman's 75th anniversary**

He has thrilled millions for 75 years, with a legacy that transcends national, cultural, and generational borders, but is there more to the Man of Steel than just your average mythic superhero in a cape? The 20 chapters in this book present a fascinating exploration of some of the deeper philosophical questions raised by Superman, the Last Son of Krypton and the newest hero in the Blackwell Philosophy and Pop Culture arsenal.

WILEY

**Happy-People-Pills For All**

Mark Walker  
 9781118357477  
 Pub Date: 5/13/13  
 \$24.95/\$26.95 Can.  
 296 pages  
 Paperback  
 Medical / Ethics  
 Series: Blackwell Public Philosophy Series  
 Ctn Qty: N/A

**Summary: The latest theories and debates on what it means to be "happy" and how prospective pharmacological agents can enhance our capacity for happiness**

*Happy-People-Pills for All* explores current theories of happiness while demonstrating the need to develop advanced pharmacological agents for the enhancement of our capacity for happiness and wellbeing. The controversial yet rigorous argument demonstrates the moral imperative for the development and mass distribution of "happy-pills," to promote the wellbeing of the individual and society.

WILEY

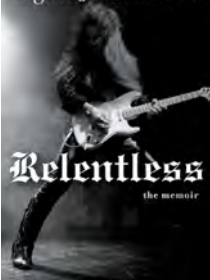
**The Transhumanist Reader : Classical and Contemporary Essays on the Science, Technology, and Philosophy of the Human Future**

Max More, Natasha Vita-More  
 9781118334317  
 Pub Date: 4/29/13  
 \$34.95/\$37.95 Can.  
 408 pages  
 Paperback  
 Medical / Ethics  
 Ctn Qty: N/A

**Summary: The first authoritative and comprehensive survey of the origins and current state of transhumanist thinking**

The rapid pace of emerging technologies is playing an increasingly important role in overcoming fundamental human limitations. Featuring core writings by seminal thinkers in the speculative possibilities of the posthuman condition, essays address key philosophical arguments for and against human enhancement, explore the inevitability of life extension, and consider possible solutions to the growing issues of social and ethical implications and concerns.

Yngwie J. Malmsteen

**Relentless : The Memoir**

Yngwie J. Malmsteen  
 9781118517710  
 Pub Date: 5/21/13  
 \$25.95  
 288 pages  
 Hardcover  
 Music / General  
 Ctn Qty: 20

**Summary: The rock-and-roll memoir of one of the world's greatest guitarists**

Yngwie Malmsteen's revolutionary guitar style—combining elements of classical music with the speed and volume of heavy metal—made him a staple of the 80s rock scene. Decades later, he's still a legend among guitarists, having sold 11 million albums and influenced generations of rockers since. In *Relentless*, Malmsteen shares his personal story, from the moment he burst onto the scene seemingly out of nowhere in the early 80s to become a household name in the annals of heavy metal. Along the way, he talks about his first bands, going solo, his songwriting process, and the seedy side of the rock business.



### Jewelry Making and Beading For Dummies (2nd Edition)

Heather H. Dismore

**Make bracelets, necklaces, earrings, rings, pins, key chains, and more**

Want to make jewelry and gifts from scratch? This new edition of *Jewelry Making & Beading For Dummies* provides the easy-to-understand information that makes it easy.

- Updated information on getting started and setting up the necessities of a jewelry maker's workshop
- New innovative ideas for materials such as making beads from scratch, customizing components like glass pendants, and more

9781118497821  
Pub Date: 4/29/13  
\$24.99/\$29.99 Can.  
360 pages  
Paperback  
Crafts & Hobbies  
Carton Qty: 20



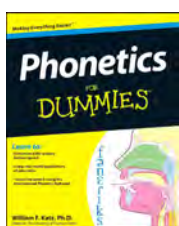
### Gardening with Free-Range Chickens For Dummies

Bonnie Jo Manion, Robert T. Ludlow

**Maintain a beautiful garden with chickens? Easy.**

Chickens are great gardening assistants, with lots of benefits for a home garden and landscape—from soil-building to managing pests and weeds. Home gardens can be great chicken habitats if designed well, and *Gardening with Free-Range Chickens For Dummies* provides a plain-English guide with step-by-step guidance for creating a gorgeous chicken-friendly landscape that helps the chickens and the garden thrive.

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Pub Date: 7/1/13  
\$19.99  
288 pages  
Paperback  
Gardening • Carton Qty: 20



### Phonetics For Dummies®

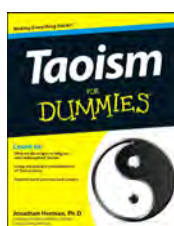
William Katz

**The clear and easy way to get a handle on the science of speech**

The science of how people produce and perceive speech, phonetics has an array of real-world applications, from helping engineers create an authentic sounding Irish or Canadian accent for a GPS voice, to assisting forensics investigators identify the person whose voice was caught on tape, to helping a film actor make the transition to the stage.

Phonetics is a required course among students of speech pathology, and linguistics, and a popular elective among students of telecommunications and forensics.

9781118505083  
Pub Date: 6/10/13  
\$22.99/\$27.99 Can.  
384 pages  
Paperback  
Language Arts & Disciplines  
Carton Qty: N/A



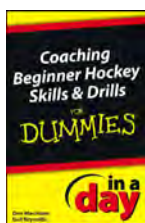
### Taoism For Dummies

Jonathan Herman

**The definitive guide to understanding Taoism no matter your background or faith**

Lao Tzu's *Daode Jing* is the second most translated book in the world, and the practice of religious Taoism is on the rise in China, where adherents currently number in the hundreds of millions. Yet there remains a remarkable lack of reliable information about Taoism for curious westerners. *Taoism For Dummies* provides comprehensive coverage of Taoism's origins in China's Zhou Dynasty, its underlying quietist principles, its emergence as a major religion, various interpretation of its core text, including both Eastern and Western interpretations, key Taoist concepts, and much more.

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384 pages  
Paperback  
Religion • Carton Qty: N/A



### Coaching Beginner Hockey Skills and Drills In A Day For Dummies

Don MacAdam, Gail Reynolds

**Learn the skills and drills you need as a first-time hockey coach—in a day!**

For first-time coaches, *Coaching Beginner Hockey Skills and Drills In a Day For Dummies* presents the basic practice drills that will sharpen player skills and make coaching fun and effective.

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- Written by a former professional hockey player

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73 pages • eBook  
Sports & Recreation • Carton Qty: N/A



### Creating the Perfect Cheese Plate In a Day For Dummies

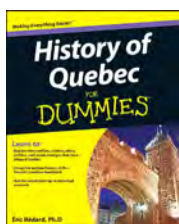
Laurel Miller, Thalassa Skinner

**Learn to create the perfect cheese plate for your next party—in a day!**

When hosting friends, a great cheese plate makes the perfect crowd-pleasing treat. *Creating the Perfect Cheese Plate In a Day For Dummies* gives you everything you need to know to create the perfect plate, including how to choose the right cheeses, and serve them correctly.

- Includes simple tips on creating the perfect cheese plate
- Features simple guidance on picking the right wines and beverages

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Cooking • Carton Qty: N/A



### History of Quebec For Dummies

éric Bédard

**Grasp the unique history of Quebec? Easy.**

Packing in equal parts fun and facts, *History of Quebec For Dummies* is an engaging and entertaining guide to the history of Canada's second-largest province, covering the conflicts, cultures, ideas, politics, and social changes that have shaped Quebec as we know it today.

"My country isn't a country, it is winter!" sings the poet Gilles Vigneault . . . Indeed, Quebec is winter, snow, cold, and freezing winds. It is also the majestic river Saint-Laurent and its numerous confluences across America. It is vast, dense forests, countless lakes, magnificent landscapes of Saguenay, Charlevoix, C??te-Nord, or Gaspésie. Quebec is also the "old capital" perched on the Cape Diamond facing the sea.

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History • Carton Qty: N/A



### Cricket For Dummies (2nd Edition)

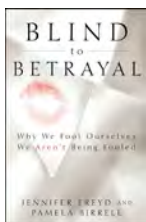
Julian Knight

**A complete guide to cricket for players and fans alike**

Whether you're a budding player or aspiring armchair expert, *Cricket For Dummies* helps you get to grips with this fascinating sport. Completely revised and updated for the first back-to-back Ashes series in 38 years, this hands-on guide gives you clear explanations of the cricket's laws, step-by-step explanations of techniques and tactics, and exciting coverage of the tournaments, global rivalries, and great players.

- Fully revised and updated to chronicle the rise of twenty20 cricket and the IPL, the implementation of DRS, and more

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360 pages  
Paperback  
Sports & Recreation  
Carton Qty: N/A



### Blind to Betrayal: Why We Fool Ourselves That We Aren't Being Fooled

Jennifer Freyd, Pamela Birrell

**One of the world's top experts on betrayal looks at why we often can't see it right in front of our faces**

If the cover-up is worse than the crime, blindness to betrayal can be worse than the betrayal itself. Whether the betrayer is an unfaithful spouse, an abusive authority figure, an unfair boss, or a corrupt institution, we often refuse to see the truth in order to protect ourselves. This book explores the fascinating phenomenon of how and why we ignore or deny betrayal, and what we can gain by transforming "betrayal blindness" into insight.

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Pub Date: 3/11/13  
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Paperback  
Self-Help • Carton Qty:  
22



### Preventing Autism: What You Can Do to Protect Your Children Before and After Birth

Jay Gordon, M.D.

**A revolutionary approach to preventing autism—from one of the world's most respected pediatricians**

In this revolutionary book, respected pediatrician Dr. Gordon breaks new ground by sharing his clinically tested program to prevent autism, which has been able to reduce the incidence of autism in the children of the patients he treats by more than thirty percent.

The book includes all-new information drawn from the author's clinical practice, stories of his work with patients, and a prescriptive program to prevent autism that is unlike anything else currently available.

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Pub Date: 3/19/13  
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288 pages  
Paperback  
Self-Help • Carton Qty:  
20



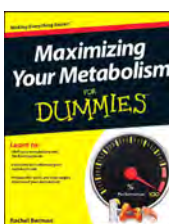
### SuperFoodsRx for Pregnancy: The Right Choices for a Healthy, Smart, Super Baby

Steven Pratt

**The ultimate nutrition and lifestyle guide for a healthy baby and mom—new from the lead author of the New York Times bestselling SuperFoodsRx**

Every woman knows that the nutritional and lifestyle choices she makes during pregnancy can significantly impact her own health and that of her child. But did you know that those same choices can also affect your ability to conceive and continue to affect your own health as well as the health and wellbeing of your baby after birth? In *SuperFoodsRx for Pregnancy*, New York Times bestselling author Dr. Steven Pratt uses the groundbreaking approach of *SuperFoodsRx* and draws on the latest research to help you meet your baby's needs.

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288 pages  
Paperback  
Health & Fitness • Carton  
Qty: 20



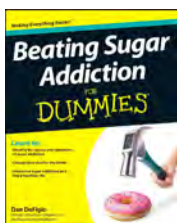
### Maximizing Your Metabolism For Dummies

Rachel Berman

**The easy way to shift your metabolism into fat-burning mode**

People may wonder why their dieting and exercise efforts seem to result in little or no weight loss. Some people may have to work hard to simply maintain their current weight. With such a dilemma, they may use terms such as "slow metabolism." Unfortunately, there is no miracle diet that works for everyone because everyone possesses a unique body type and corresponding metabolism. *Maximizing Your Metabolism For Dummies* helps you determine what kind of fat burner you are and provides insight on how to shift your metabolism into fat-burning mode by eating specific foods and performing particular exercises.

9781118491577  
Pub Date: 5/13/13  
\$19.99/\$23.99 Can.  
336 pages  
Paperback  
Health & Fitness • Carton  
Qty: 20



### Beating Sugar Addiction For Dummies

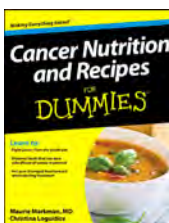
Dan DeFigo

**Decrease your sugar intake and dramatically change your diet and your life for the better**

Are you a "sugar addict?" Most everyone consumes over the daily recommended amount of sugar, but may not realize it. *Beating Sugar Addiction For Dummies* provides you with a safe and healthy way to eliminate these harmful sugars from your diet and overcome your addiction.

With one-third of our calories coming from sugar and white flour added to processed foods, sugar addiction is a rapidly growing epidemic. *Beating Sugar Addiction For Dummies* helps those who are affected by this commonly overlooked addiction to identify the causes and symptoms, and discover how to overcome it.

9781118546451  
Pub Date: 6/4/13  
\$19.99  
Paperback  
Health & Fitness • Carton  
Qty: N/A



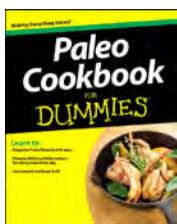
### Cancer Nutrition and Recipes For Dummies

Christina T. Loguidice, Maurie Markman, MD, Carolyn Lammersfeld

**Fight cancer from the inside out**

Cancer treatments such as surgery, chemotherapy, and radiation can be as hard on the body as the disease itself, and detailed nutritional advice is usually not part of the program. Yet eating the right foods can actually help lessen the strength of some of the most powerful symptoms of cancer and the side effects of treatment, allowing the patient to better fight the disease. Now, *Cancer Nutrition & Recipes For Dummies* is your trusted, informative guide to fighting cancer from the inside out.

9781118592052  
Pub Date: 7/10/13  
\$22.99  
360 pages  
Paperback  
Juvenile Nonfiction  
Carton Qty: N/A



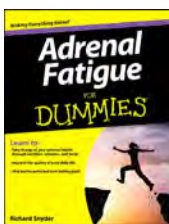
### Paleo Cookbook For Dummies

Kellyann Petrucci

**The fast and easy way to enjoy a Paleo diet**

The Paleo movement is one of the hottest diet and healthy-eating approaches, as people discover an appealing and sustainable alternative to the restrictive diets that lead to burnout and failed weight loss efforts. This modern-day take on an ancient diet—which excludes dairy, processed foods, and refined sugar—has helped thousands of people lose weight and keep it off. Now, *The Paleo Cookbook For Dummies* offers more than 100 simple and tasty Paleo recipes for breakfast, lunch, dinner, snacks, desserts, and even beverages.

9781118611555  
Pub Date: 7/29/13  
\$22.99  
384 pages  
Paperback  
Health & Fitness • Carton  
Qty: N/A

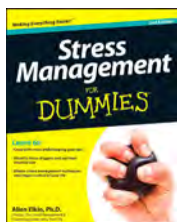


### Adrenal Fatigue For Dummies®

**The easy way to take charge of your adrenal health**

Despite their small size, the adrenal glands play an important role in the body, producing numerous hormones that impact our development and growth, affect our ability to deal with stress, and help to regulate kidney function. In *Adrenal Fatigue For Dummies*, you'll find clear self-evaluations and treatment guidelines that will empower you to take charge of your adrenal health through nutrition, vitamins, herbs, bioidentical adrenal hormone supplementation, and self-care practices.

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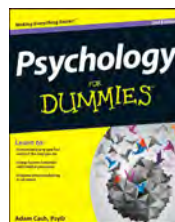
### Stress Management For Dummies® (2nd Edition)

Allen Elkin

#### Tired of letting stress have a negative impact on your life? Easy.

It's impossible to get through life without encountering stress. And unfortunately, most of us learn the incorrect ways to cope with it. Thankfully, *Stress Management For Dummies* gives you trusted, time-tested guidance on teaching your body and mind to properly cope with stress while keeping your sanity intact.

Whether it's love, work, family, or something else that has you in the red zone, this updated edition of *Stress Management For Dummies* will help you identify the stress triggers in your life and cut them down to size.



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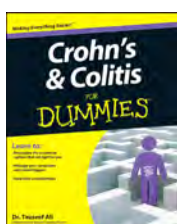
### Psychology For Dummies (2nd Edition)

Adam Cash

#### Understand why you feel and act the way you do

*Psychology For Dummies* is a fun, user-friendly guide to the basics of human behavior and mental processes. In plain English—and using lots of everyday examples—psychologist Dr. Adam Cash cuts through the jargon to explain what psychology is all about and what it tells you about why you do the things you do.

With this book as your guide, you'll: gain profound insights into human nature; understand yourself better; make sense of individual and group behaviors; explore different approaches in psychology; recognize problems in yourself and others; make informed choices when seeking psychological counseling; and much more.



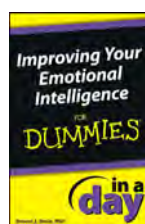
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### Crohn's and Colitis For Dummies

Tauseef Ali

#### The ultimate reference for those with Crohn's and colitis and their family and friends

Crohn's disease and colitis are frustrating, often debilitating gastrointestinal diseases that can have a severe impact on the overall health of those who suffer from them. According to the latest estimates, more than 600,000 patients in North America have Crohn's disease. Written by a physician specializing in the treatment of IBDs, *Crohn's and Colitis For Dummies* is a complete plain-English guide to understanding, treating, and living well with these diseases.



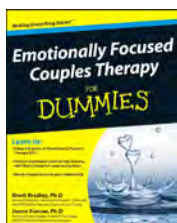
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### Improving Your Emotional Intelligence In a Day For Dummies

Steven J. Stein

#### Learn to boost your emotional intelligence for success in life and business—in a day!

Learning to manage your emotions in difficult situations is one of the basic ways we can improve our lives and relationships. *Improving Your Emotional Intelligence In a Day For Dummies* uses relatable everyday moments to reveal how to deal with friends, family, and colleagues in healthier, more productive ways.



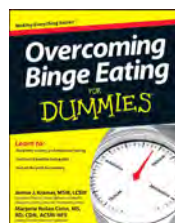
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### Emotionally Focused Couples Therapy For Dummies

James Furrow

#### A practical, down-to-earth guide to using the world's most successful approach to couples therapy

One of the most successful therapeutic approaches to healing dysfunctional relationships, emotionally focused couples therapy provides clients with powerful insights into how and why they may be suppressing their emotions and teaches them practical ways to deal with those feelings more constructively for improved relationships.



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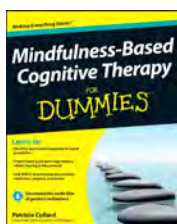
### Overcoming Binge Eating For Dummies

Marjorie Nolan Cohn, Jennie Kramer

#### Control binge eating and get on the path to recovery

*Overcoming Binge Eating For Dummies* provides trusted information, resources, tools, and activities to help you and your loved ones understand your binge eating — and gain control over it. Written with compassion and authority, it uses stories and examples from the authors' work with clients they've helped to overcome this complicated disorder.

In *Overcoming Binge Eating For Dummies*, you'll find information and insight on identifying the symptoms of binge eating disorder, overcoming eating as an addiction, ways to overcome the urge to binge, how to institute a healthy eating pattern, ways to deal with anxiety and emotional eating, and much more.



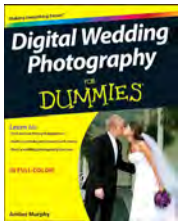
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Patrizia Collard

#### Stay in the present and build a happier future

*Mindfulness-Based Cognitive Behavioural Therapy For Dummies* takes you through the eight-week MBCT course, using the principles of mindfulness to complement established CBT techniques. You'll discover how using MBCT can help lower your risk of relapsing into depression and reduce the risk of other mental health disorders including anxiety, stress, and low self-esteem.



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Amber Murphy

#### Expert advice on becoming a successful wedding photographer

Wedding photography can be a great hobby or home-based business. But while it's an exciting and lucrative field, it also has its challenges.

Now, you can turn to *Digital Wedding Photography For Dummies* for friendly, hands-on guidance on selecting the right equipment, building a client list, and developing the skills and techniques needed to create stunning and memorable images.

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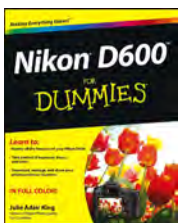
### Canon EOS 6D For Dummies

#### A full-color guide to everything your Canon EOS 6D can do, aimed at the first-time user

The Canon EOS 60D is a budget-priced full-frame camera that is very close to professional-level equipment. With this friendly guide by your side, you can make sure you get the most out of everything the Canon EOS 6D can do. Veteran author Doug Sahlin introduces the basic photo skills you need in order to get great shots from a DSLR camera while guiding you through the controls specific to the EOS 6D.

- Explores the utilizing on-board controls, shooting in auto mode, and using live view and playback modes
- Makes sense of dialing in exposure and more

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### Nikon D600 For Dummies

Julie Adair King

#### A full-color beginner guide to the basics of the Nikon D600

The Nikon D600 is a professional-level full-frame sensor that is sure to attract an audience of DSLR newcomers and pros. This friendly-and-thorough full-color guide shows you how to get a firm grasp on this powerful camera and helps you to ultimately get better photos.

- Helps you shoot in Auto mode and manage playback options, and walks you through basic troubleshooting
- Teaches you to take creative control by adjusting manual settings to get better results

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Jan Zimmerman, Deborah Ng

#### This book + DVD bundle will give you everything you need to learn social media marketing

The world of social media is ever evolving and you certainly don't want to be left back in the cyber dust! This book-and-DVD combo provides you with everything you need to know in order to plan effective marketing strategies on social media sites. The bundle includes the updated *Social Media Marketing All-in-One For Dummies, 2nd Edition* book and a DVD with 90 minutes of social media marketing video training.

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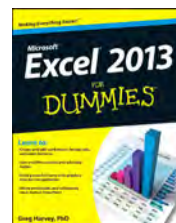


### Minecraft For Dummies

#### Craft yourself an amazing game of Minecraft!

More than just a game, Minecraft consists of players using an avatar to create or destroy various types of blocks, form fantastic structures, create artwork, and do much more, all in a three-dimensional environment and across various multiplayer servers in multiple game modes. With this fun and friendly beginners guide, you will quickly grasp how to play Minecraft in the three modes of game play: survival, creative, and hardcore. The easy-to-understand writing style walks you through every step of the way, from downloading the game to choosing a gaming platform to defending your creations against monsters and winning the game by defeating the Ender Dragon.

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Greg Harvey

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- Walks you through the exciting new features of Excel 2013

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### Raising Digital Families For Dummies®

Amy Lupold Bair

#### Get on the same online playing field as your children with this helpful resource

The youngest generation will never know life without iPhones, iPods, and Facebook, and while their parents have witnessed the evolution of technology, it is still a challenge to keep up with the pace at which things change. This easy-to-understand guide helps you get up to speed on everything you need to know NOW in order to keep up with your children's online and gadget activity. The book offers invaluable guidance for managing mobile devices, social media, and the Internet before it manages you!

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### eBay Business All-in-One For Dummies® (3rd Edition)

Marsha Collier

#### Everything you need to know to start and run a successful eBay business

eBay now has 100 million active users and just keeps growing. And they have turned to *For Dummies* books and bestselling eBay author Marsha Collier to help guide them through buying and selling on eBay for over a decade. This nine-books-in-one guide has now been updated to cover all the newest eBay seller tools, new techniques to drive sales, new ways to enhance an eBay business using social media, and more. Marsha Collier covers the basics, essential tools, professional selling tips, where to find merchandise, and much more.

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### Klout For Dummies

Andrea Updyke

**Leverage your online influence with this fun and friendly guide to Klout!**

Klout measures your online influence on a scale of 1 to 100 by looking at your number of followers or connections, as well as by measuring your ability to drive action on social networks. This easy-to-understand guide helps you understand how Klout works so that you can use it to your advantage to leverage your online influence. You'll learn how to create a Klout profile and connect it to various social networks so that your data can be analyzed by Klout, determining your reach, amplification, and impact online.

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### StumbleUpon For Dummies

Steve Olenski

**Discover new and interesting online content based on your interests!**

StumbleUpon helps you discover new and interesting content on the Internet based on your specific interests. With this helpful *For Dummies* guide, you will learn to complete a profile that alerts StumbleUpon what topics interest you and assists in making your online perusing interesting and productive. Coverage explains how the Stumble button allows StumbleUpon to learn more about you and what type of content you like to view and it also helps that particular piece of content turn up higher in other users' searches.

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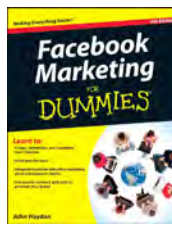
### Kickstarter For Dummies

Amiee Cebulski

**Learn to use Kickstarter to make your great ideas a reality**

As a crowd-funding website for creative projects, Kickstarter has the power to make creative ideas come to life. This helpful guide walks you through the potential of this amazing tool, which has helped project creators successfully launch their projects since 2009. You'll learn how to create a Kickstarter account, set up your first project, and effectively use social media to bring awareness to your project and build up the community around it to hopefully reach the goal of 100 percent funding.

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### Facebook Marketing For Dummies® (4th Edition)

John Haydon

**The bestselling book updated with all of the latest features and Facebook upgrades**

This latest revision covers the newest Facebook tools and techniques, including how to use the Timeline for your business page and how to take advantage of third-party apps. It will also explore the psychology of the Facebook user, explain ways to build your fan base and increase brand awareness, look at how to promote your page with events and contests, and discuss ways to monitor and measure your efforts. Real-world case studies illustrate the techniques.

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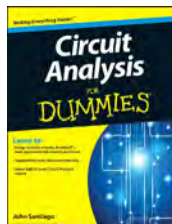
### Social Media Engagement For Dummies®

Aliza Sherman, Danielle Smith

**Put "engage" front and center in your social media marketing engagement strategies!**

When you focus on the engagement side of a social media marketing strategy, you'll build and grow relationships with followers and customers, craft content just for them, analyze how they're responding, and refocus and refresh your campaigns accordingly. This smart guide shows you how to do all that, and then some. From building trust to sparking conversation to using video and other tools, this creative book is a must read if you want to discover all that goes into the most important aspect of today's social marketing.

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### Circuit Analysis For Dummies

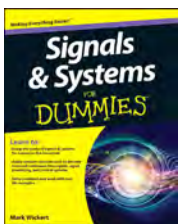
John Santiago

**Circuits overloaded from electric circuit analysis?**

Many universities require that students pursuing a degree in electrical or computer engineering take an Electric Circuit Analysis course to determine who will "make the cut" and continue in the degree program. *Circuit Analysis For Dummies* will help these students to better understand electric circuit analysis by presenting the information in an effective and straightforward manner.

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Mark Wickert

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The concepts covered in a typical Signals & Systems course are often considered by engineering students to be some of the most difficult to master. Thankfully, *Signals & Systems For Dummies* is your intuitive guide to this tricky course, walking you step-by-step through some of the more complex theories and mathematical formulas in a way that is easy to understand.

From Laplace Transforms to Fourier Analyses, *Signals & Systems For Dummies* explains in plain English the difficult concepts that can trip you up on exam day.

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Absolutely Avocados / Dalkin . . . . .	45	Built In Social / Korhan . . . . .	22
Admission Matters / Springer . . . . .	48	Business Analysis For Dummies / Kupersmith . . . . .	31
AfterShock / Wiedemer . . . . .	15	Business Frauds and Scandals in Asia / Singh . . . . .	35
Agile Startup + Website / Scheinrock . . . . .	12	Business Start Up Bootcamp / Sanders . . . . .	13
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Architecting the Cloud / Kavis . . . . .	31	Canon EOS 6D For Dummies / Sahlin . . . . .	61
Architects of Electronic Trading / Hammer-Krabbe . . . . .	43	Cause for Change / Saratovsky . . . . .	33
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Biostatistics For Dummies / Pezzullo . . . . .	54	Common Core Curriculum Maps in United States and World History, Grades 3-5 / Common Core . . . . .	50
Birkman Method / Birkman Fink . . . . .	6	Common Core Curriculum Maps in United States and World History, Grades K-2 / Common Core . . . . .	50
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Bloomberg Visual Guide to Equity Markets and Portfolio Analysis / Johnson . . . . .	38	Content Marketing for Nonprofits / Leroux Miller . . . . .	33
Blue Line Management / Kaiser . . . . .	31	Converge / Lord . . . . .	22
Bold Leadership, Brave Choices / Williamson . . . . .	4	Cookies for Kids' Cancer / Holt-Witt . . . . .	44
Book Yourself Solid Illustrated / Port . . . . .	24	Corporate Governance Regulation / Vakkur . . . . .	30

Creating the Perfect Cheese Plate In a Day For Dummies / Miller . . . . .	58	Flat Army / Pontefract . . . . .	5
Cricket For Dummies / Knight . . . . .	58	Fraud Analytics / Spann . . . . .	35
Crohn's and Colitis For Dummies / Ali . . . . .	60	French Grammar For Dummies / Mazet . . . . .	54
Crossing the Threshold of Innovation / Meyer . . . . .	30	FX Options and Structured Products / Wystup . . . . .	39
Decoded / Barden . . . . .	23	Gardening with Free-Range Chickens For Dummies / Manion . . . . .	58
Demand-Driven Inventory Optimization and Replenishment / Davis . . . . .	30	German All-in-One For Dummies / Consumer Dummies . . . . .	54
Digital Wedding Photography For Dummies / Murphy . . . . .	61	Getting into Medical School For Dummies / Eaton . . . . .	53
Discipline in the Secondary Classroom / Sprick . . . . .	48	Global Biofuels Market / James . . . . .	43
Disrupt or Be Disrupted / GMAC . . . . .	29	Global Macro Trading / Netto . . . . .	42
Do More Faster / Cohen . . . . .	12	Global Macro Trading / Gliner . . . . .	43
Due Diligence in China / Yong . . . . .	40	Gluten-Free Girl Every Day / James Ahern . . . . .	44
eBay Business All-in-One For Dummies / Collier . . . . .	61	Governance, Risk Management, Financial Regulation and Compliance / Govindarajan . . . . .	40
Econometrics For Dummies / Pedace . . . . .	41	Great Habits, Great Readers / Bambrick-Santoyo . . . . .	47
Embarrassment of Riches / Green . . . . .	16	Grow the Core / Taylor . . . . .	23
Emotionally Focused Couples Therapy For Dummies / Bradley . . . . .	60	Handbook of Hybrid Securities / Schoutens . . . . .	40
Energy and Power Risk Management / Eydeland . . . . .	38	Happy-People-Pills For All / Walker . . . . .	57
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Enterprise IT Strategy / Fell . . . . .	30	Helping Teens & Young Adults with Autism Make Friends / Laugeson . . . . .	48
Enterprise Risk Management / Lam . . . . .	38	Heston Model and its Extensions in Matlab and C# + Website / Rouah . . . . .	38
Enterprise Risk Management / Lam . . . . .	39	High Performance Data Mining and Big Data Analytics / Hassibi . . . . .	31
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Entrepreneur's Manifesto / Dearie . . . . .	12	How To Be Interesting / Gillespie . . . . .	9
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Estate and Tax Planning Valuations / Agrapides . . . . .	34	How To Talk To Absolutely Anyone / Rhodes . . . . .	10
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Excel 2013 For Dummies / Harvey . . . . .	61	Innovation Leadership / Roame . . . . .	38
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Fearless Feeding / Castle . . . . .	51	Introduction to C++ for Financial Engineers / Duffy . . . . .	40
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Financial Trading Systems Design and Development with C++ (+CD) / Mangla . . . . .	43	Investment Banking in Practice + Website / Pignataro . . . . .	38
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