

SPRING 2011
April/May
June/July

WILEY TRADE CATALOG

Business and Consumer Publishing



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Simply Done, Well Done

Aaron McCargo Jr. (Cherry Hill, NJ)

The first cookbook from Food Network star Aaron McCargo

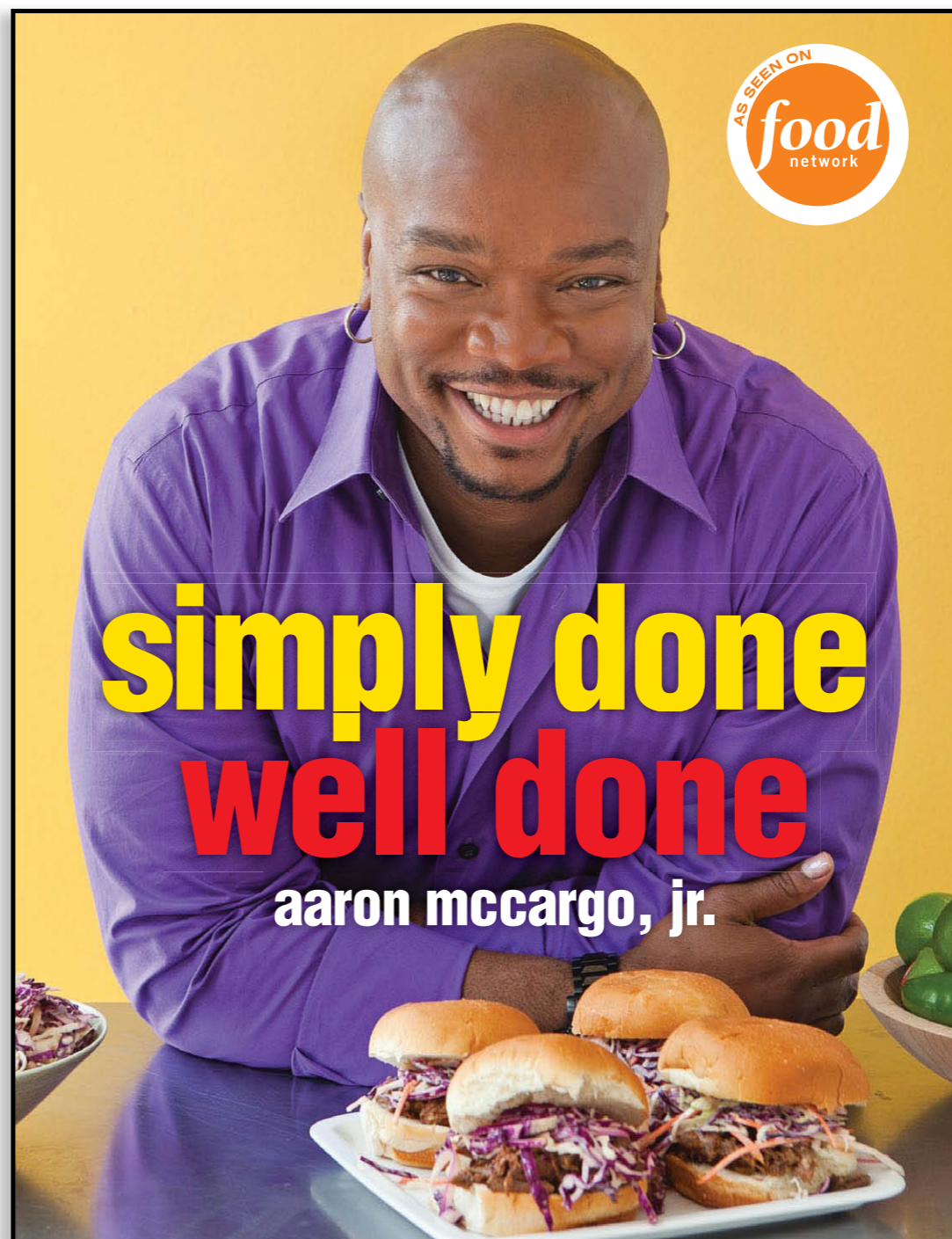
Simply Done, Well Done is the new cookbook from one of television's fastest-rising stars. Aaron McCargo won the fourth season of *The Next Food Network Star* in 2008 and is quickly becoming a household name. Now starring in his own Food Network show, *Big Daddy's House*, McCargo shares his passion for big, bold flavors and fun family cooking.

Simple, flavorful, and down to earth, these mouthwatering recipes are sure to satisfy every member of the family. Leaving out fussy cooking techniques and hard-to-find ingredients, McCargo shows you how to create bold flavors and satisfying dishes like Spicy Beef Quesadillas, Jerk Chicken with Smoked Gouda Sandwiches, or Salisbury Steak Bundles. And if, somehow, anyone has room left for dessert, they'll love his Candybar Cookies and Tiramisu Cupcakes.

- Includes 120 recipes covering soups, salads, appetizers, side dishes, main courses, sandwiches, sauces, and desserts
- From Aaron McCargo, winner of Food Network's *The Next Food Network Star* and host of the show *Big Daddy's House*
- Features enticing full-color photographs throughout

When it's time to cook for the family, *Simply Done, Well Done* will make sure that "delicious" is definitely on the menu.

AARON MCCARGO was the winner of the Food Network contest show *The Next Food Network Star* and is now the host of *Big Daddy's House*. He lives in Cherry Hill, New Jersey, with his wife and kids.



978-0-470-61533-1
\$19.95 US • \$23.95 CAN
Paper • 240 pages
 7 x 9
 Photos: 50 Color
April / In stores April 19



978-0-470-44634-8
\$16.95 US • \$19.95 CAN
Hardcover • 192 pages
 5-1/8 x 8-5/8 • 24 CQ
 Photos: 35 Color
April / In stores April 19

100 Perfect Pairings

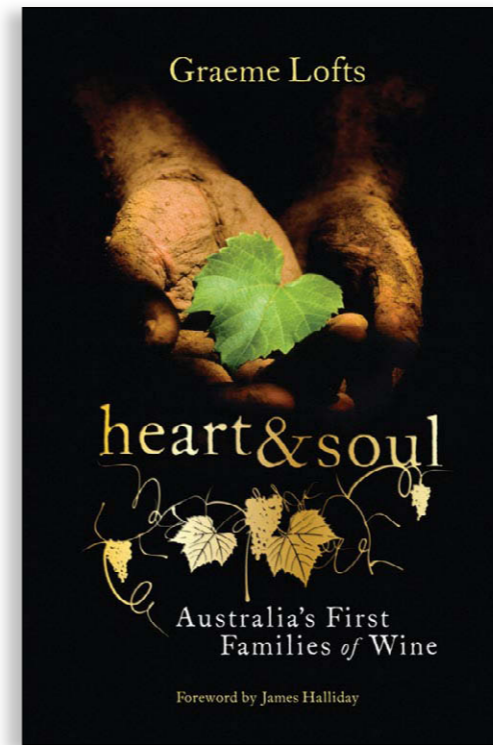
Main Dishes to Enjoy with Wines You Love

Jill Silverman Hough (Napa, CA)

A simple guide to matching main courses with easy-to-find wines

- Features 100 tempting recipes to suit many occasions from weekday dinners to celebration brunches
- Offers simple pairing guidelines for white wines from Sauvignon Blanc to Gewürztraminer and red wines from Rosé to Cabernet Sauvignon
- A small, attractive package that's great for gift-giving and for taking with you when you shop for food and wine

JILL SILVERMAN HOUGH is a food writer and culinary instructor, whose work has appeared in *Bon Appetit*, *Cooking Light*, and *Fine Cooking*, among other publications. She also developed the recipes for *Skinny Bitch in the Kitch*, the companion cookbook to the bestselling *Skinny Bitch* diet book.



978-1-74246-924-9
\$26.95 US • \$31.95 CAN
Paper • 360 pages
 6 x 9
January / In stores December 28

Heart and Soul

Australia's First Families of Wine

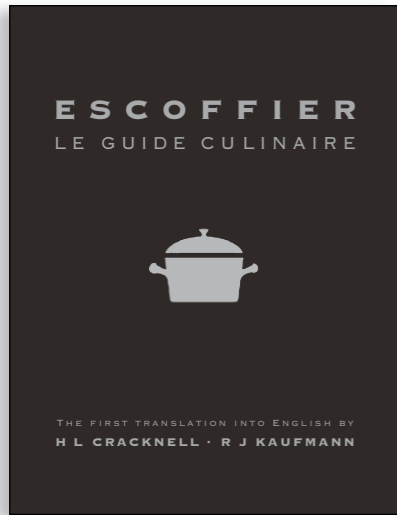
Graeme Lofts (Melbourne, Australia)

Foreword by James Halliday

A look at the famous families who pioneered the Australian wine industry over generations

Heart and Soul takes you on a journey through the history, the people, the vineyards, and the regions of Australia's most famous wineries. Chronicling the triumphs and travails of the families who led the way, the book offers an exciting showcase of Australian wine history in all its diversity and deliciousness.

- With a Foreword by Australia's beloved wine commentator, James Halliday
- Rare and fascinating photographs appear throughout the book
- This is the definitive book on the history and personalities of the Australian wine industry



Escoffier
Le Guide Culinaire

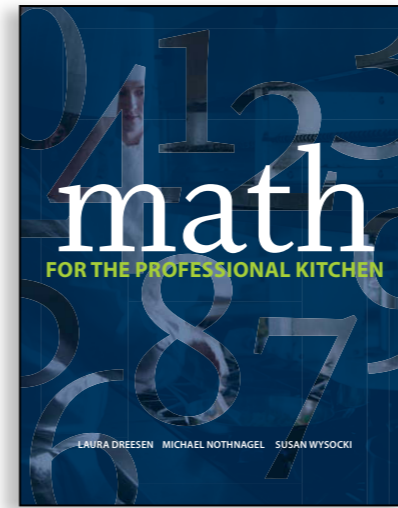
Original, unabridged English edition with forewords by Heston Blumenthal and Tim Ryan

H. L. Cracknell, R. J. Kaufmann, and Georges Auguste Escoffier

- The culinary bible that first codified French cuisine, this remains an essential reference for chefs, students, and foodies more than a century later
- Includes more than 5,000 recipes in narrative form for everything from sauces, soups, garnishes, and hors d'oeuvres to fish, meats, poultry, and desserts
- The only unabridged English translation of Escoffier's original text, in a sleek, modern design

H. L. CRACKNELL and **R. J. KAUFMANN**, translators of this volume, both worked in London's Savoy Hotel, which was founded by Georges Auguste Escoffier.

978-0-470-90027-7
\$70.00 US • NCR
Hardcover • 646 pages
7-1/4 x 9-5/8 • 12 CQ
May / In stores April 26



Math for the Professional Kitchen

Laura Dreesen, Michael Nothnagel, and Susan Wysocki

The Culinary Institute of America

Essential math concepts for professional chefs and culinary students

- Vital mathematical concepts are reinforced with easy-to-understand examples and review questions
- The book is accompanied by instructor support materials including an *Instructor's Manual*, a Respondus® test bank, and PowerPoint lecture notes
- This is a thorough, comprehensive main text for culinary students as well as a great kitchen reference for working professionals

978-0-470-50896-1
\$35.00 US • \$42.00 CAN
Paper • 272 pages
8-1/2 x 10-7/8 • 18 CQ
August / In stores August 30



The Art of Beef Cutting
A Meat Professional's Guide to Cutting Techniques and Merchandising

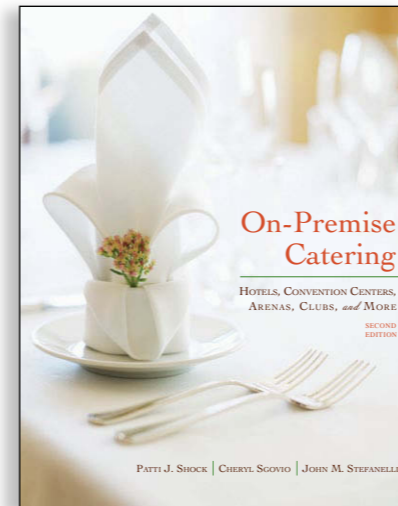
Kari Underly (Chicago, IL)

The ultimate guide to beef fundamentals and master cutting techniques

- This is the only book on the market to include step-by-step cutting techniques and beef fundamentals along with information on all the beef cuts
- Includes charts of NAMP/IMPS numbers, URMIS UPC codes, Latin muscle names, and cooking tips for each cut for easy reference

KARI UNDERLY is the founder of Range, Inc., which specializes in meat industry training, R&D, and marketing services.

978-1-1180-2957-2
\$50.00 US • \$60.00 CAN
Hardcover • 240 pages
11 x 8-1/2
August / In stores August 9



On-Premise Catering
Hotels, Convention Centers, Arenas, Clubs, and More

Second Edition

Patti J. Shock (Las Vegas, NV), Cheryl Sgovio (Las Vegas, NV), and John M. Stefanelli (Las Vegas, NV)

The only complete, in-depth guide to contemporary on-premise catering principles and practices

- Accompanied by an *Instructor's Manual*, a Respondus® test bank, and PowerPoint lecture slides

PATTI J. SHOCK is Professor and Chair of the Tourism and Convention Department of the William F. Harrah College of Hotel Administration at the University of Nevada, Las Vegas (UNLV). **CHERYL SGOVIO** is Director of Catering and Convention Sales at UNLV, and **JOHN M. STEFANELLI, PHD**, is Professor and Chair of the Food and Beverage Department at the same school.

978-0-470-55175-2
\$70.00 US • \$84.00 CAN
Hardcover • 496 pages
7-1/2 x 9-1/4 • 14 CQ
Prior Edition: 978-0-471-38908-8
August / In stores August 30

Truly Mexican

Roberto Santibañez (New York, NY)

Amazing, authentic Mexican cooking for the home kitchen

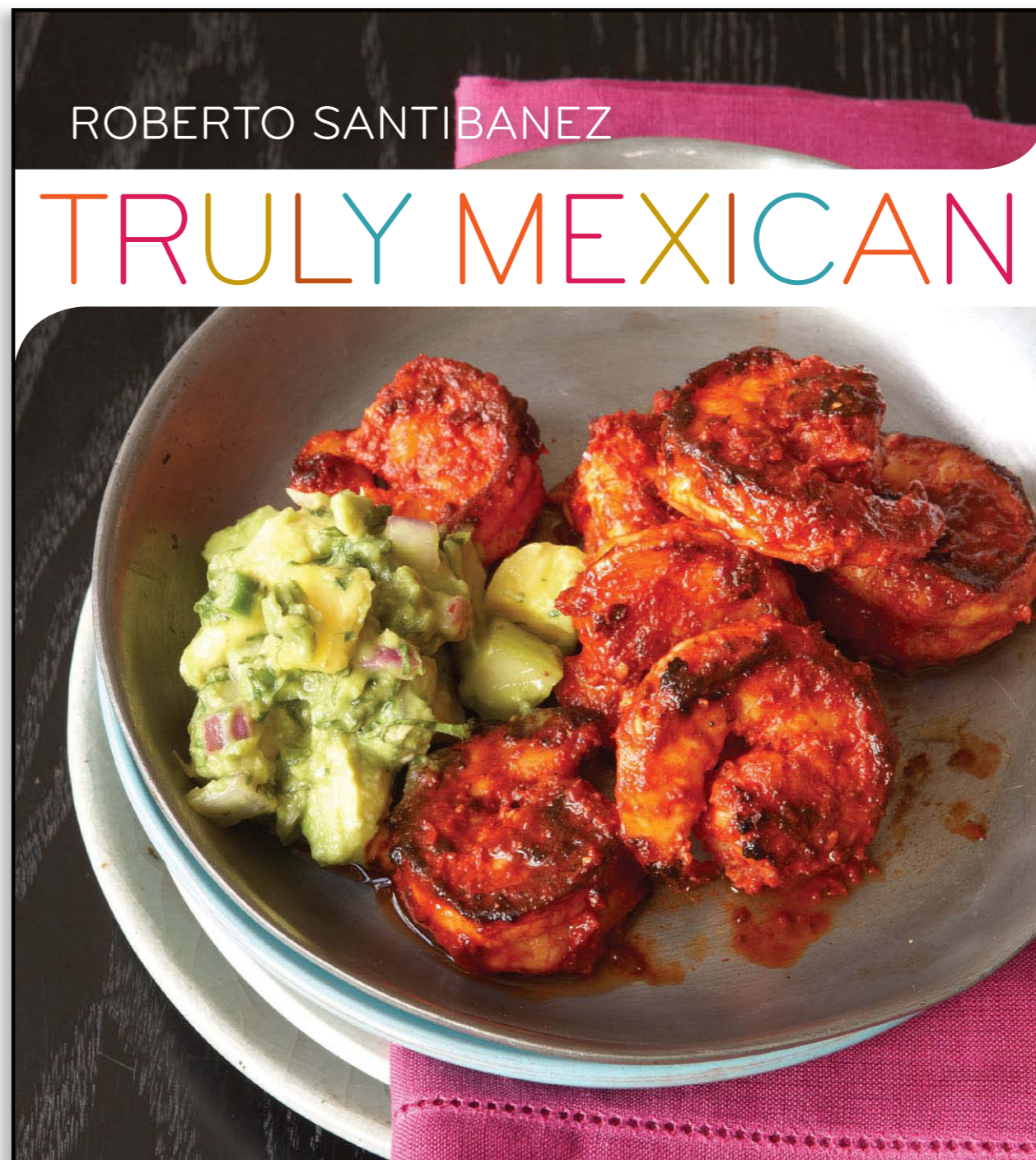
Mexican cuisine is an American favorite from coast to coast, but many people are too intimidated to try cooking real Mexican meals in their own kitchens. In *Truly Mexican*, Roberto Santibañez shows you that it's the flavors that are complex, not the cooking. With effortless preparations and fresh, flavorful ingredients, Mexican home cooking can be simple and simply delicious.

An introduction to Mexican cooking that covers the main ingredients as well as how they're best prepared—from toasting tortillas to roasting tomatoes—and offers a few simple kitchen commandments that make great results a given. Recipes cover main dishes, sides, salsas, guacamoles, moles, adobos, and more.

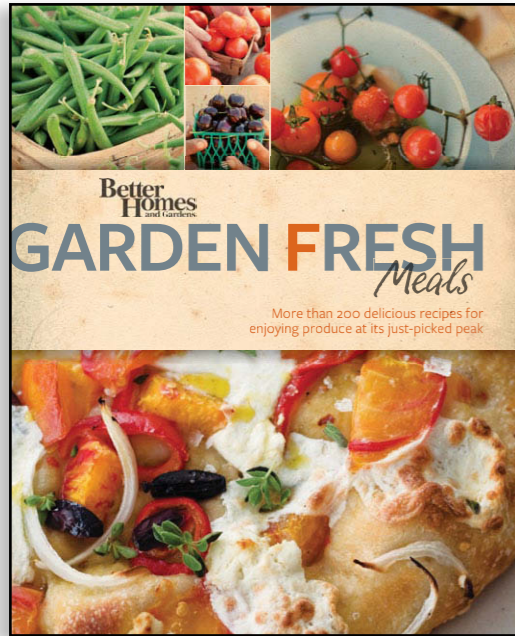
- Features 128 recipes for authentic Mexican favorites—from classic tacos and tamales to stunning dishes like Braised Short Ribs Adobo and Red Snapper Papillotes in Green Mole
- Includes a useful “Sources” section to help readers track down authentic Mexican ingredients
- Provides straightforward instructions on essential techniques like roasting chiles, making fresh tortillas, and filling enchiladas

Illustrated throughout with dramatic photos that evoke bold Mexican flavors, *Truly Mexican* puts the real tastes of Mexico within easy reach.

ROBERTO SANTIBAÑEZ is a graduate of Le Cordon Bleu in Paris, the chef/owner of Fonda in Brooklyn, New York, and the former culinary director of Rosa Mexicano Restaurants.



978-0-470-49955-9
\$35.00 US • \$42.00 CAN
 Hardcover • 272 pages
 9 x 10
 April / In stores April 19



978-0-470-93750-1
\$19.95 US • \$23.95 CAN
Paper • 304 pages
 7-3/8 x 9-1/8 • 16 CQ
 Photos: 125 Color
April / In stores April 19

Garden Fresh Meals

More Than 200 Delicious Recipes for Enjoying Produce at Its Just-Picked Peak

Better Homes and Gardens

Make every meal a fresh and flavorful delight!

- Cook your way through the year with more than 200 recipes organized by cooking method, offering a simple way to find a recipe that matches your mood
- Find inspiration in stunning full-color photographs throughout
- Get informed with a seasonal produce guide filled with details on what's in season when, how to select ingredients at their peak, and storage and prep tips
- Eat right with complete nutritional information for every recipe



978-0-470-88660-1
\$19.95 US
\$23.95 CAN
Paper • 448 pages
 8 x 9 • 16 CQ
 Photos: 24 Color
May / In stores
April 26

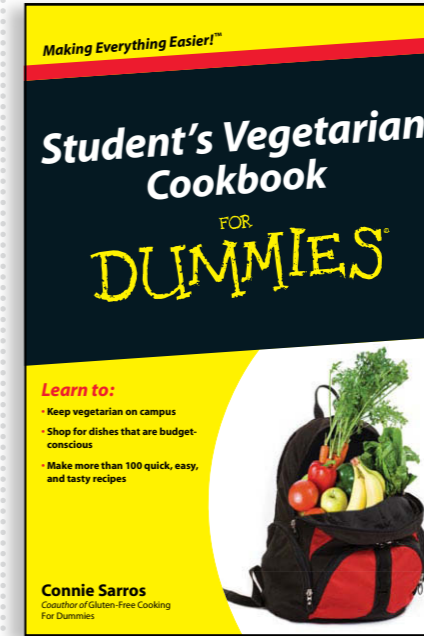
365 Vegetarian Meals

Inspiring Meals for Every Day of the Year

Better Homes and Gardens

A mouthwatering collection of everyday vegetarian and vegan recipes the whole family will love—year round

- A great value for vegetarians and vegans with 365 recipes for an affordable price
- Includes beautiful full-color photo inserts
- Features accessible guidance on the basics of a healthy vegetarian diet, health and nutrition information, and shopping and cooking tips for common vegetarian ingredients like tofu and tempeh
- Icons designate vegan recipes and helpful cooking tips spread throughout



978-0-470-94291-8
\$16.99 US • \$19.99 CAN
Paper • 360 pages
 6-1/8 x 9-1/4 • 20 CQ
June / In stores June 7

Student's Vegetarian Cookbook For Dummies

Connie Sarros (Fair Lawn, OH)

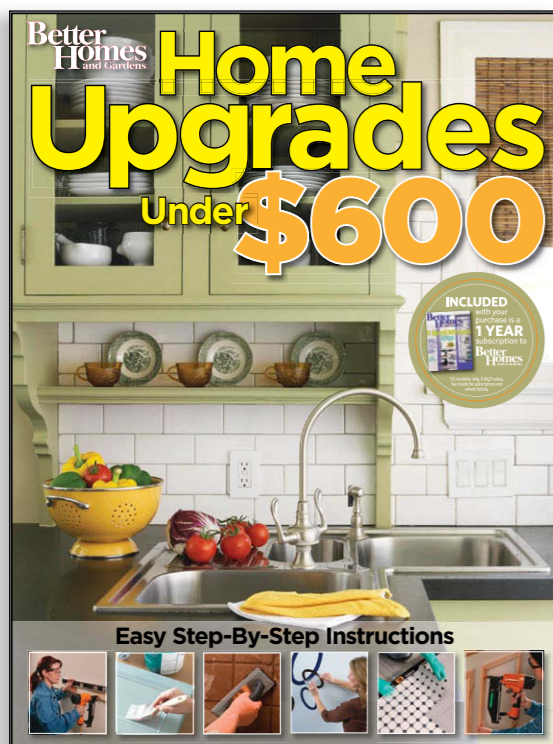
The easy way to eat vegetarian on campus

Student's Vegetarian Cookbook For Dummies offers the growing population of vegetarian students instruction and recipes for fast and fun vegetarian cooking. Personalized for students, it comes with quick-fix recipes, a variety of creative meal ideas, and money-saving tips.

- Plain-English explanations of cooking techniques and nutritional information
- More than 100 recipes for making vegetarian dishes that are quick, easy, and tasty
- Budget-conscious shopping tips

When dining halls are inadequate and restaurants become too expensive, *Student's Vegetarian Cookbook For Dummies* has you covered!

CONNIE SARROS is a noted cooking authority and expert on healthy diet and nutrition. She is the coauthor of *Gluten-Free Cooking For Dummies*.



978-0-470-88718-9
\$21.99 US • \$25.99 CAN
 Paper • 192 pages
 8-1/8 x 10-7/8 • 24 CQ
 Photos: 400 Color
August / In stores August 2

Home Upgrades Under \$600

Better Homes and Gardens

Affordable, achievable upgrades that bring big value to your home

Home Upgrades Under \$600 showcases smart, easy projects for the budget conscious, dedicated homeowner. You'll get a potpourri of upgrades—not just repairs—that are inexpensive but that add to your home's worth, livability, and appeal.

- 70+ projects that can be completed for under \$600 and in no more than a few days
- All projects are homeowner-friendly, regardless of your skill set

If you're a homeowner who wants to update or upgrade your home on an affordable budget and in just a few days, *Home Upgrades Under \$600* has you covered!



978-0-470-88710-3
\$21.99 US • \$25.99 CAN
 Paper • 192 pages
 8-1/8 x 10-7/8 • 24 CQ
 Photos: 200 Color
August / In stores July 26

Small Space Decorating

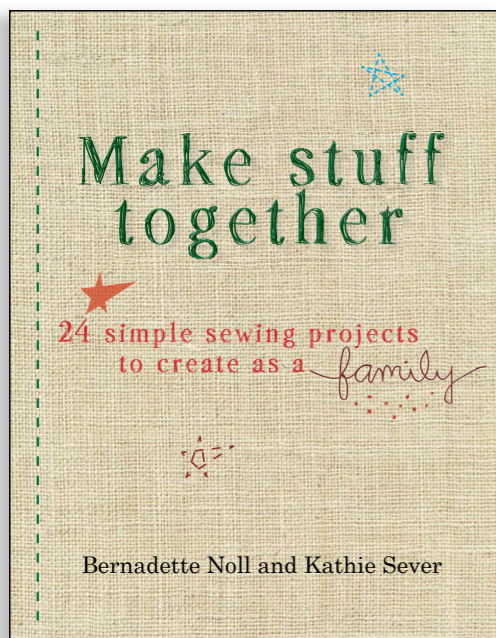
Better Homes and Gardens

Make the most of small living spaces

Small Space Decorating shows you how to transform dull, cramped, or confining rooms into stylish small spaces that live large. This book is packed with images, tips, and tricks for making the most of miniscule or challenging square footage—whether it's a single room or an entire house.

- Room-by-room guide shows you how to bring style to any small living space
- Advice on storage, color, accessories, and other key features that give a room functionality and personality
- Practical solutions for decorating challenges faced by apartment dwellers and other renters

With a friendly tone and energetic style that's perfect for young singles and families alike, *Small Space Decorating* gives you the confidence and skills to make a big statement in even the smallest of spaces.



978-0-470-63019-8
\$19.99 US • \$23.99 CAN
Paper • 160 pages
 8-1/8 x 10-7/8 • 24 CQ
 Photos: 80 Color;
 Drawings: 50 Color
July / In stores June 28

Make Stuff Together

24 Simple Projects to Create as a Family

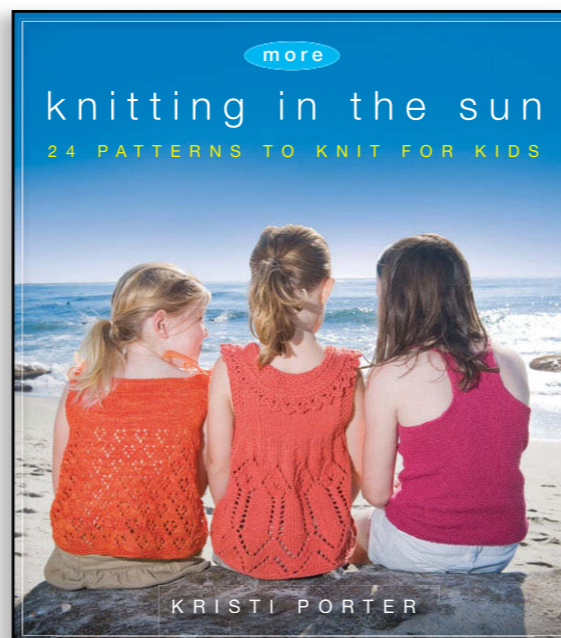
Bernadette Noll (Austin, TX) and Kathie Sever (Austin, TX)

Discover the joy of being—and creating—together as a family

Make Stuff Together gives you 24 projects to build family connections while being creative and truly enjoying your time together. The authors have uniquely broken down projects into manageable chunks for the shorter attention spans of children—enabling even smaller kids to accomplish bigger projects.

- Projects promote the slow family movement
- A fun variety of useful finished pieces and suggestions on where to find materials
- Brimming with full-color photography

BERNADETTE NOLL's writing has appeared in a wide variety of online and print publications. **KATHIE SEVER** is an accomplished seamstress and creator of Ramonster custom western wear.



978-0-470-87448-6
\$22.99 US
\$27.99 CAN
Paper • 192 pages
 8 x 9 • 20 CQ
 Photos: 60 Color;
 Drawings: 90 Color
May / In stores
April 26

More Knitting in the Sun

32 Patterns to Knit for Kids

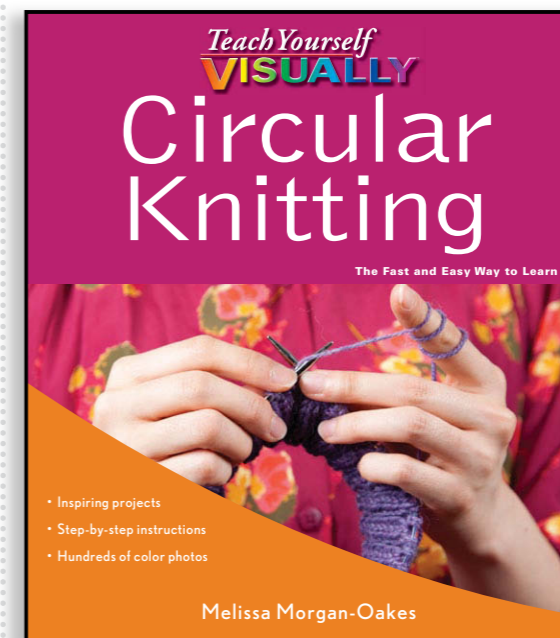
Kristi Porter (La Jolla, CA)

32 warm-weather knitting projects to make for kids

As a knitter and teacher in Southern California, author Kristi Porter knows well what warm-weather knitters want. Based on the success of her previous book, *Knitting in the Sun: 32 Projects for Warm Weather*, it's evident that patterns for warmer weather and warmer climate knitting are in demand. This time Kristi focuses her knitting needles on warm-weather patterns for children, bringing you a stunningly designed collection of projects and the same beautiful photography you enjoyed in *Knitting in the Sun*.

- 32 warm-weather patterns for children ages 2–12
- Garments are designed to be fun to knit and comfortable to wear during warm weather
- Previous title by Porter: *Knitting in the Sun: 32 Projects for Warm Weather*

KRISTI PORTER is a designer, technical editor, and teacher.



978-0-470-87426-4
\$21.99 US
\$25.99 CAN
Paper • 256 pages
 8 x 9 • 20 CQ
 Photos: 400 Color
May / In stores
May 10

Teach Yourself VISUALLY Circular Knitting

Melissa Morgan-Oakes (Bernardston, MA)

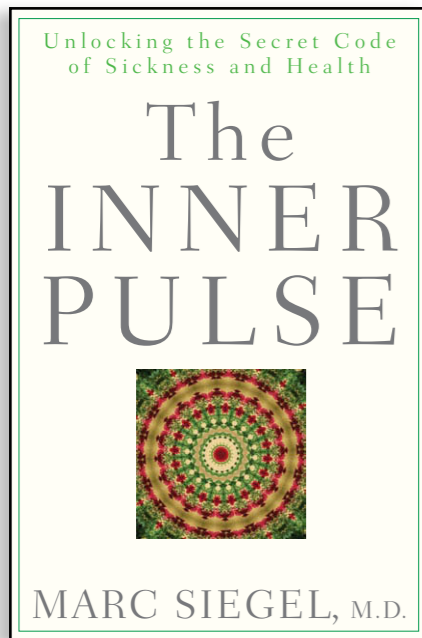
The visual way to get hooked on circular knitting

Many crafters are intimidated by circular knitting—but you needn't be!

Teach Yourself VISUALLY Circular Knitting walks you step-by-step through the process of knitting in the round and shows you how to make a dozen unique projects to put your newfound skills to practice.

- Covers popular techniques including using double-pointed needles, working with one or two circular needles, and the Magic Loop, all illustrated with helpful photos
- Patterns range from mittens and hats to sweaters and baby sets
- Other titles by Morgan-Oakes: *2-at-a-Time Socks* and *Toe-Up 2-at-a-Time Socks*

MELISSA MORGAN-OAKES is a knitting author, instructor, and pattern designer.



978-0-470-26039-5
\$25.95 US • \$29.95 CAN
 Hardcover • 256 pages
 6-1/8 x 9-1/4 • 20 CQ
 May / In stores April 26

The Inner Pulse

Unlocking the Secret Code of Sickness and Health

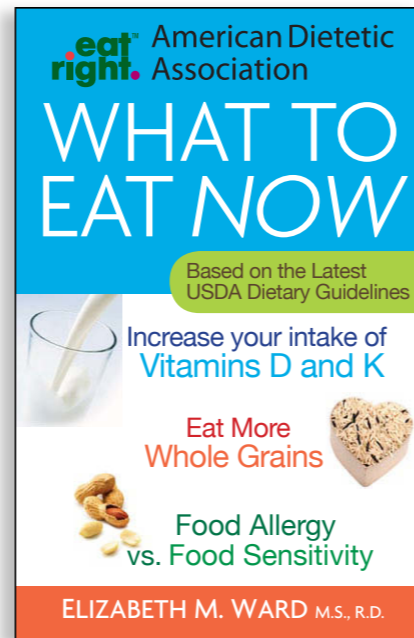
Marc Siegel (New York, NY)

Understanding the secrets of illness and health

In this book, Dr. Marc Siegel draws from his decades of experience treating patients and explores the sometimes miraculous effects that the spirit and emotion can have on disease and healing. The inner pulse is the essence that links the soul to the mind and body, the marker that predicts whether a person's life force is fading or strengthening. This book shows you how to tap into your inner pulse and even how to influence it.

- Surprising insights from a top doctor about how your inner pulse can alert you to what is going on in your body

MARC SIEGEL, MD, is a practicing internist, Medical Director and Professor of Medicine at NYU Langone Medical Center and Medical Director of Doctor Radio at Sirius/XM satellite radio. He is a Fox News Medical Contributor and member of the Fox Medical A Team, appearing on Fox TV daily. Dr. Siegel is a weekly columnist for the *Los Angeles Times* Health section. A member of the board of contributors at *USA Today* and a frequent contributor to the *New York Post*, *Slate*, and *Forbes*, he is also the author of *False Alarm*.



978-1-1180-0953-6
\$12.95 US • \$15.95 CAN
 Paper • 144 pages
 5-1/2 x 8-1/2
 May / In stores May 3

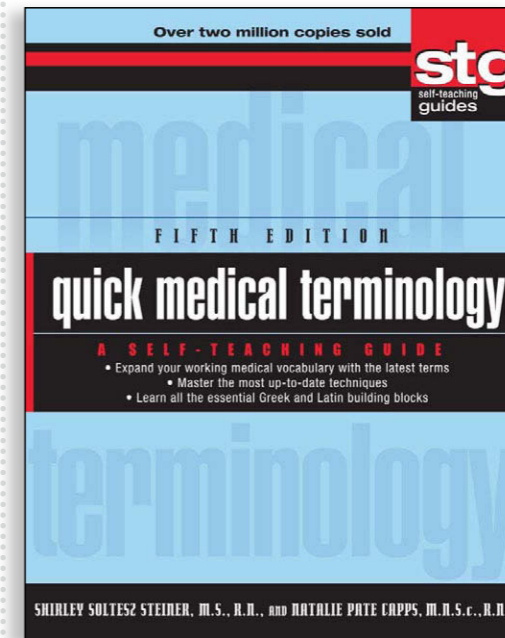
American Dietetic Association What to Eat Now

American Dietetic Association and
 Elizabeth M. Ward (Chicago, IL)

The ADA's easy guide to the U.S. government's new December 2010 Dietary Guidelines

Issued every five years, the United States government's Dietary Guidelines provide authoritative advice on how good dietary habits can promote health and reduce risk for major chronic diseases. This book makes the new end-of-2010 Dietary Guidelines accessible and gives you the information you need to apply their recommendations to your everyday life.

The **AMERICAN DIETETIC ASSOCIATION (ADA)** is the largest group of food and nutrition professionals in the world. As the advocate of the profession, the ADA serves the public by promoting optimal nutrition, health, and well-being. **ELIZABETH M. WARD, MS, RD**, writes frequently for WebMD.com and publications such as *Parenting* magazine. She has served as an ADA spokesperson for ten years and has appeared on *ABC World News*, CNN, and other media outlets. Her other books include *Expect the Best* and *The Pocket Idiot's Guide to the New Food Pyramids*.



978-0-470-88619-9
\$19.95 US • \$23.95 CAN
 Paper • 320 pages
 7-1/2 x 9-1/4 • 20 CQ
 Prior Edition:
 978-0-471-23359-6
 August / In stores August 9

Quick Medical Terminology A Self-Teaching Guide, Fifth Edition

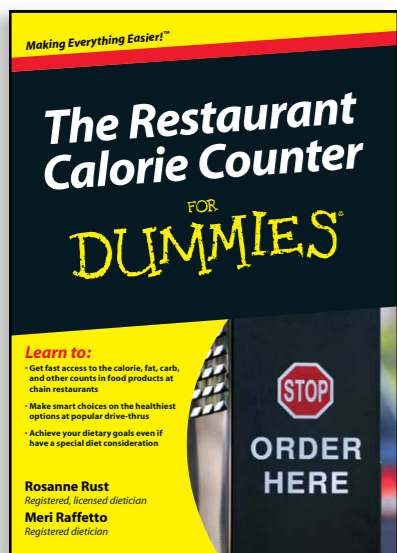
Shirley Soltesz Steiner (Bellevue, FL) and
 Natalie Pate Capps (Little Rock, AR)

The new, updated edition of the classic medical terminology reference—with over 175,000 copies sold

Quick Medical Terminology has long been relied on by students and medical professionals looking to build or update their medical vocabulary. This new *Fifth Edition* provides the tools and information needed to understand the simple logic behind hundreds of seemingly incomprehensible words, along with fresh exercises and current examples.

- Features new review exercises and self-tests, more than 250 new terms, medical measurements, and up-to-date examples

SHIRLEY SOLTESZ STEINER, RN, MS, is an instructional technologist who has worked with leading corporations and innovators in the training field, including AT&T, Media Medica, Inc., and MetroMedia. **NATALIE PATE CAPPS, MNsc, RN**, is a Clinical Assistant Professor at the University of Arkansas for Medical Sciences College of Nursing.



978-0-470-64405-8
\$7.99 US • \$9.99 CAN
Paper • 456 pages
 5 x 7 • 20 CQ
 Prior Edition: 978-0-470-56834-7
May / In stores May 10

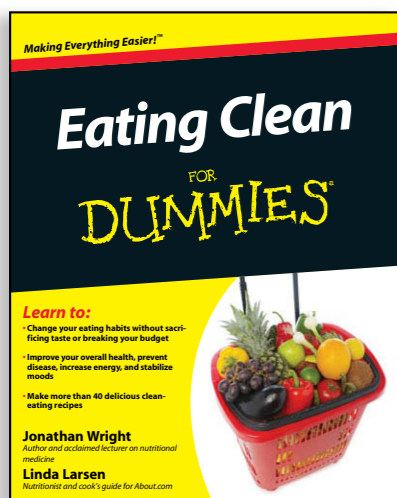
Restaurant Calorie Counter For Dummies, 2nd Edition

Rosanne Rust (Meadville, PA) and
 Meri Raffetto (Temecula, CA)

Achieve your dietary and lifestyle goals even when eating out

- Nutritional information for big name franchises and national chains
- Expert advice on the healthiest options at the most popular drive-thru destinations
- Tips and tricks for eating meals on-the-go for vegetarians, vegans, and others with special diet considerations

ROSANNE RUST, MS, RD, LD, is a registered, licensed dietitian and member of the American Dietetic Association. **MERI RAFFETTO, RD** is a registered dietitian and a recognized professional in the area of nutrition and wellness.



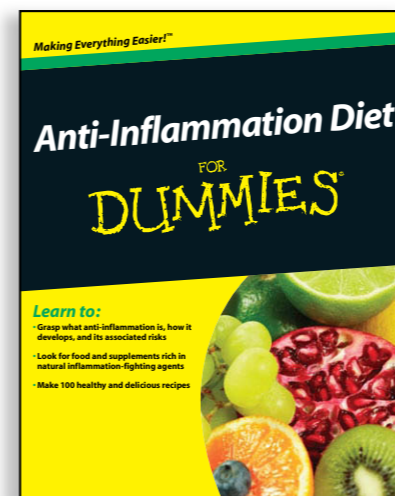
978-1-1180-0013-7
\$19.99 US • \$23.99 CAN
Paper • 384 pages
 7-3/8 x 9-1/4 • 20 CQ
August / In stores August 2

Eating Clean For Dummies

Jonathan Wright (Renton, WA) and Linda Larsen

The fast and easy way to eat clean

- The foundation of the clean eater's diet
- More than 40 clean-eating recipes
- Tips on how to change your eating habits without sacrificing taste or breaking your budget
- Tips to bring the whole family (even kids) on the path to a clean lifestyle

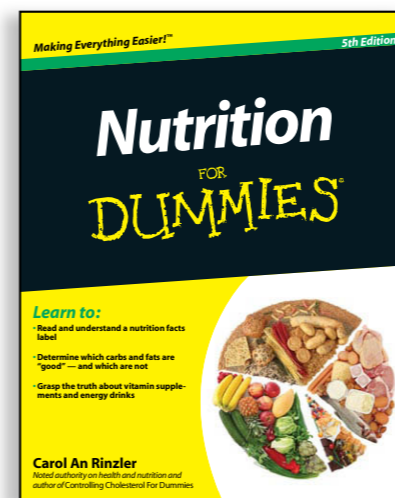


978-1-1180-2381-5
\$19.99 US • \$23.99 CAN
Paper • 384 pages
 7-3/8 x 9-1/4 • 20 CQ
August / In stores August 9

Anti-Inflammation For Dummies

Trusted information and healthy, delicious recipes to fight inflammation

- Outlines foods and supplements rich in natural inflammation-fighting agents
- 100 healthy and delicious recipes loaded with anti-inflammatory agents
- A preventative dietary approach to fighting inflammation by stimulating natural healing with anti-inflammatory foods and supplements



978-0-470-93231-5
\$21.99 US • \$25.99 CAN
Paper • 408 pages
 7-3/8 x 9-1/4 • 20 CQ
 Prior Edition: 978-0-471-79868-2
June / In stores June 7

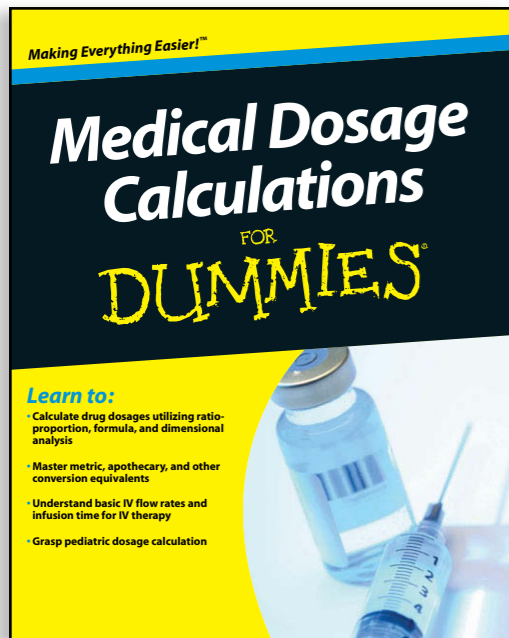
Nutrition For Dummies, 5th Edition

Carol Ann Rinzler (New York, NY)

Get the facts on good nutrition, slimming down, and feeling great

- More than 20% new and updated information for this edition, including the truth about feeding your brain, vitamin D supplements, and energy drinks
- Coverage of the new 2010 Dietary Guidelines for Americans report
- Other titles by Rinzler: *Controlling Cholesterol For Dummies*

CAROL ANN RINZLER is a noted authority on health and nutrition and is the author of more than 20 books on food and health.



978-0-470-93064-9
\$21.99 US • \$25.99 CAN
 Paper • 384 pages
 7-3/8 x 9-1/4 • 20 CQ
 May / In stores May 10

Medical Dosage Calculations For Dummies

Dr. Richard Snyder (Easton, PA) and
 Barry Schoenborn (Nevada City, CA)

Score your highest in a medical dosage calculations course

Medical Dosage Calculations For Dummies tracks a typical dosage calculations course and provides helpful content in an approachable and easy-to-understand format. Plus, you'll get examples of the various calculations needed to determine the appropriate quantity of drug or solution that should be administered to patients.

- Calculating drug dosages utilizing ratio-proportion, formula, and dimensional analysis
- Systems of measurement, including metric and apothecary and other conversion equivalents for a global audience
- The ins and outs of the charting systems for MAR (Medicine Administration Records)



978-0-470-96449-1
\$36.95 US • \$39.95 CAN
 Hardcover • 192 pages
 11 x 11
 May / In stores May 3

Cancer Connections

Images of Hope and Courage From Across Canada

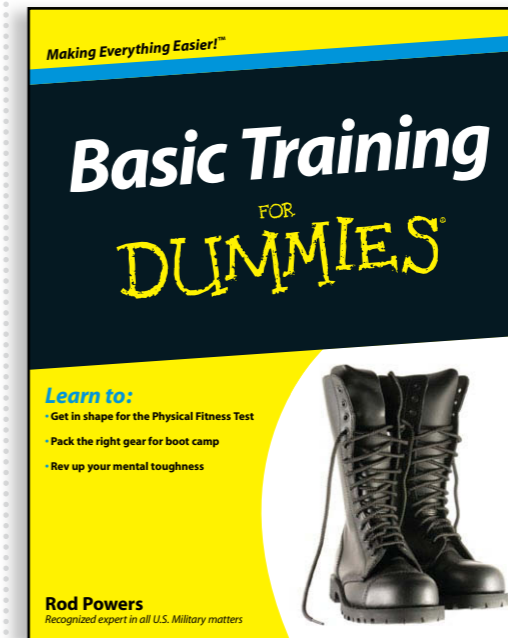
PhotoSensitive

A collection of hundreds of stunning photos and moving stories that let cancer survivors speak

Viewed by nearly 350,000 people across Canada, the "Cancer Connections" photo exhibition provided an intimate look at the faces of cancer. Created by the photographers collective, PhotoSensitive, in partnership with the Canadian Cancer Society, the exhibit was designed to heighten an awareness of cancer risks. Now, in book form, that illuminating, well-traveled exhibit has been transformed into a moving personal document, told by cancer survivors themselves—in every photo and life-affirming story that make up this volume.

- Includes powerful interviews, essays, and 1,000 black-and-white images

PHOTOSENSITIVE is a non-profit collective of Canadian photographers who harness the power of the camera to focus on such issues as child poverty, homelessness, health issues, cultural diversity, and the environment.



978-0-470-88123-1
\$19.99 US • \$23.99 CAN
 Paper • 384 pages
 7-3/8 x 9-1/4 • 20 CQ
 May / In stores April 26

Basic Training For Dummies

Rod Powers (Daytona Beach, FL)

The easy way to prepare for military basic training

Basic Training For Dummies covers the ins and outs of this initial process, preparing you for the challenges you'll face before you head off for military basic training. You'll get detailed, week-by-week information on what to expect in basic training for each branch of service, such as physical training, discipline, classroom instruction, drill and ceremony, obstacle courses, simulated war games, self-defense, marksmanship, and other milestones.

- Tips and information on getting in shape to pass the Physical Fitness Test (PFT)
- All-important advice on what to pack for boot camp
- Other title by Powers: *ASVAB For Dummies*, *Premier 3rd Edition*, *Veterans Benefits For Dummies*

ROD POWERS is a recognized expert in all U.S. military matters and serves as a military guide for About.com.

Dani's Story

A Journey from Neglect to Love

Diane Lierow, Bernie Lierow (Lebanon, TN), and Kay West (Nashville, TN)

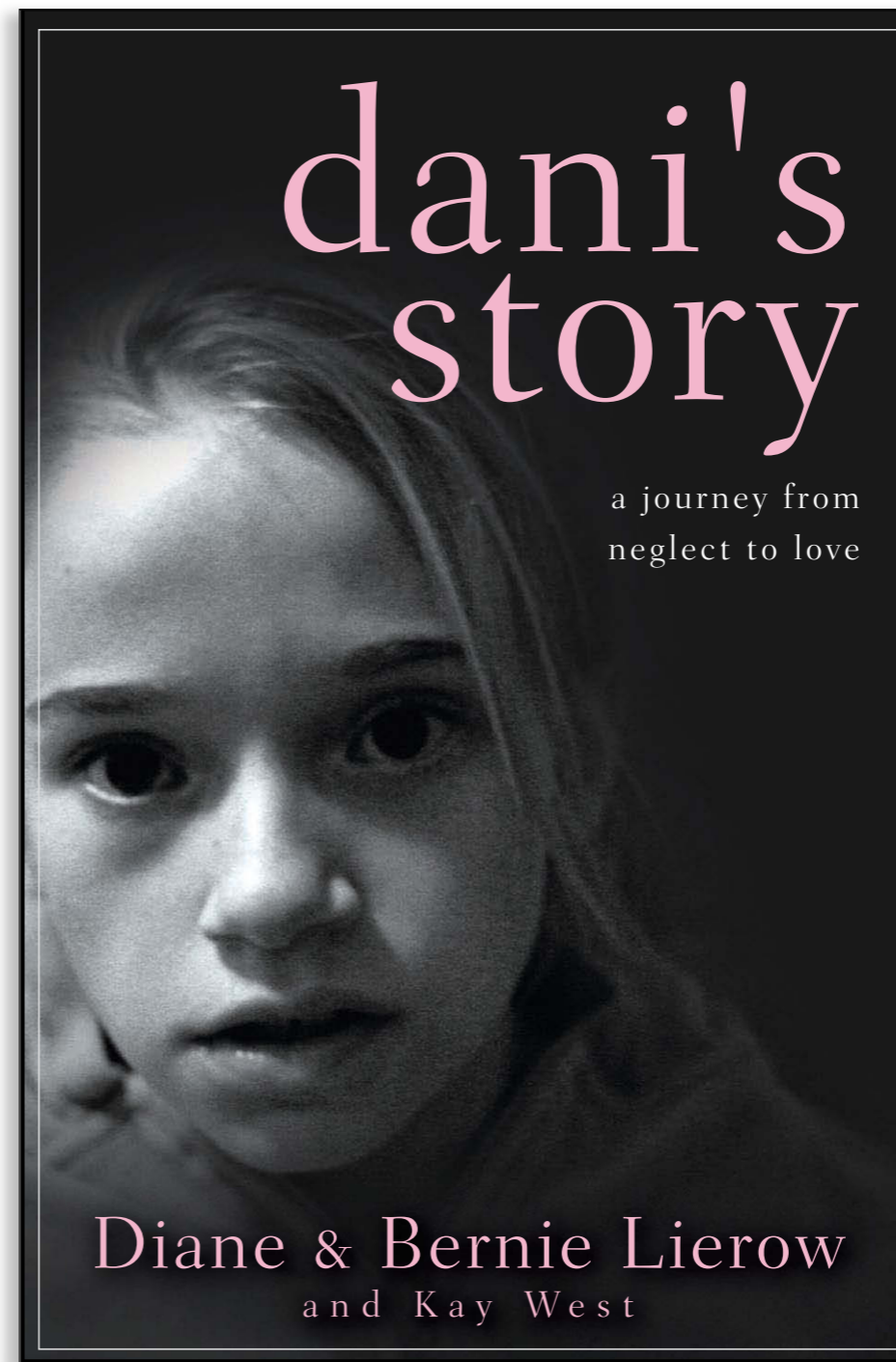
The story that captivated a nation—how a horribly neglected little girl was rescued by her adoptive parents

In July 2005, a six-year-old girl named Danielle was removed from her Florida home after authorities found her living in bug-ridden squalor, subjected to horrific neglect and so damaged by her own mother that recovery seemed hopeless. But hope was waiting for Dani—and help. In October 2007, Bernie and Diane Lierow, a hard-working couple with five boys of their own, adopted her and utterly transformed her life. This book tells the moving story of how the Lierows rescued Dani and helped her recover to the point where she can not only communicate, something once thought impossible, but can say of herself, “I pretty.”

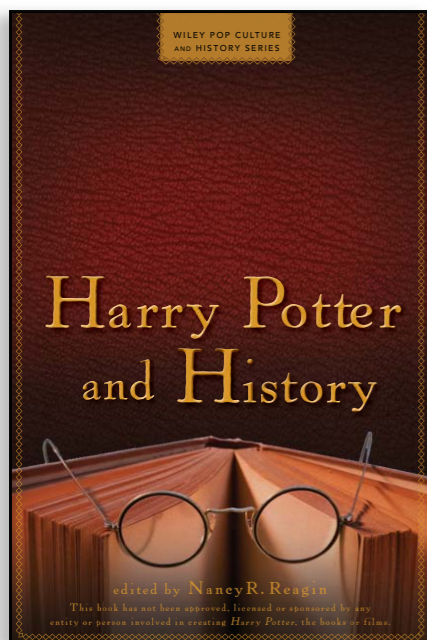
- Dani's story was featured on *Oprah* and the subject of a Pulitzer Prize-winning article published by the *St. Petersburg Times*
- The Lierows describe their struggle to adopt Dani, how they bonded with her and made a home for her, how they satisfied her craving for contact and stimuli, how Dani began to overcome her severe learning disabilities, how she learned she no longer had to steal food, and how their son Willie may be the greatest brother ever
- For readers who enjoyed *Mistaken Identity: Two Families, One Survivor*, *Unwavering Hope*; *Hope's Boy*; and *Sickened: The True Story of a Lost Childhood*

Charting a perilous journey from hardship to hope, a new family, and a second chance at life, *Dani's Story* is a book you cannot put down and will never forget.

DIANE and **BERNIE LIEROW** are Dani's adoptive parents. **KAY WEST** is the author of three books and a veteran journalist.



978-0-470-59133-8
\$24.95 US • \$29.95 CAN
 Hardcover • 288 pages
 6-1/8 x 9-1/4 • 20 CQ
 Photos: 40 BW
 July / In stores July 5



978-0-470-57472-0
\$17.95 US • \$21.95 CAN
Paper • 352 pages
 6 x 9 • 20 CQ
 Photos: 7 BW
June / In stores May 31

Harry Potter and History

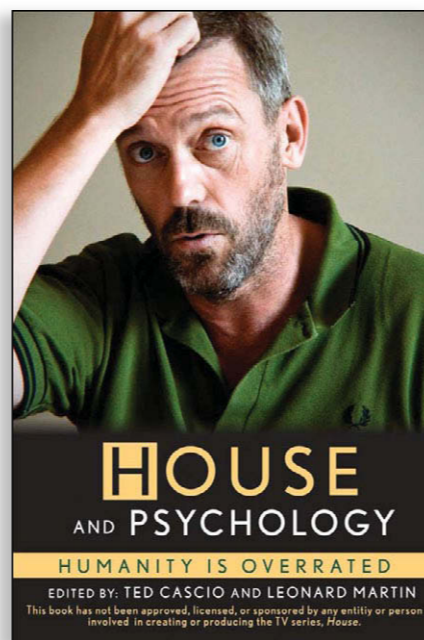
Nancy Reagin (New York, NY)

A guide to the history behind the world of Harry Potter—just in time for the last Harry Potter movie, *Harry Potter and the Deathly Hallows (Part II)*

Harry Potter lives in a world that is both magical and historical. This book is the first to explore the real history in which Harry's world is rooted. Learn how the European prosecution of witches led to the Statute of Secrecy, meet the real Nicholas Flamel, see how the Malfoys stack up against Muggle English aristocrats, and more.

- Gives you the historical backdrop to Harry Potter's world
- Covers topics ranging from how real British boarding schools compare to Hogwarts to how parchment, quills, and scrolls used in the wizarding world were made
- Includes a timeline comparing the history of the wizarding world to Muggle "real" history

NANCY R. REAGIN is a professor of history and women's and gender studies at Pace University who has published several books on modern European history. She is also the editor of *Twilight and History*, the first title in the Wiley Pop Culture and History Series.



978-0-470-94555-1
\$17.95 US • \$21.95 CAN
Paper • 272 pages
 6 x 9 • 20 CQ
August / In stores August 2

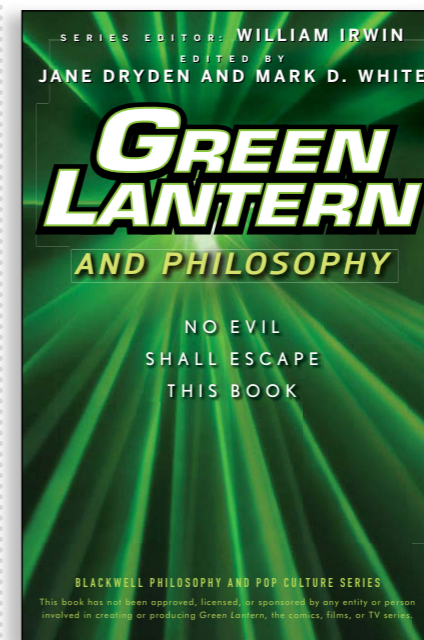
House and Psychology

Ted Cascio (Basque Country, Spain) and Leonard L. Martin (Athens, GA)

An irresistible look within the mind of Dr. House and behind the hit TV drama, *House*

While *House* is a smart medical drama and Gregory House faces countless ethical quandaries as a doctor, what makes the show unique is that it's much more deeply rooted in psychology than in medicine. Gregory House is a medical genius and a Sherlock Holmesian figure, but he's also a deeply troubled misanthrope. What's going on inside the brain of this beloved, arrogant, cane-waving curmudgeon that is so appealing? *House and Psychology* tackles this question and explores the latest findings in brain science research, defines addiction in its many forms, and diagnoses dysfunctional relationships, all using test cases at Princeton-Plainsboro Hospital.

TED CASCIO writes for the Hollywood PhD blog in *Psychology Today* and teaches psychology at Universidad de Deusto in the Basque region of northern Spain. **LEONARD L. MARTIN** is a professor of social psychology at the University of Georgia.



978-0-470-57557-4
\$17.95 US • \$21.95 CAN
Paper • 304 pages
 6 x 9 • 22 CQ
May / In stores May 10

Green Lantern and Philosophy

William Irwin, Series Editor

Jane Dryden and Mark D. White, Volume Editors

The first look at the philosophy behind the *Green Lantern* comics—timed for the release of the *Green Lantern* movie in June 2011

The most recent *Green Lantern* series—the *Blackest Night*—propelled *GL* to become the top-selling comic series for more than a year, the latest twist in seven decades of *Green Lantern* adventures. This book sheds light on the deep philosophical issues that emerge from the Green Lantern Corp's stories and characters, from what Plato's tale of the Ring of Gyges tells us about the Green Lantern ring and the desire for power to whether willpower is the most important strength in determining who is the greatest Green Lantern of all time.

WILLIAM IRWIN is a professor of philosophy at King's College in Wilkes-Barre, Pennsylvania. He originated the philosophy and popular culture genre of books as coeditor of the bestselling *The Simpsons and Philosophy*. **JANE DRYDEN** is an assistant professor of philosophy at Mount Allison University in Sackville, New Brunswick, Canada. **MARK D. WHITE** is a professor in the Department of Political Science, Economics, and Philosophy at the College of Staten Island/CUNY.

Annoying

The Science of What Bugs Us

Joe Palca

Two crackerjack science journalists from NPR look at why some things (and some people!) drive us crazy

It happens everywhere—offices, schools, even your own backyard. Plus, seemingly anything can trigger it—cell phones, sirens, bad music, constant distractions, your boss, or even your spouse. We all know certain things get under our skin. Can science explain why? Palca and Lichtman take you on a scientific quest through psychology, evolutionary biology, anthropology, and other disciplines to uncover the truth about being annoyed. What is the recipe for annoyance? For starters, it should be temporary, unpleasant, and unpredictable, like a boring meeting or mosquito bites.

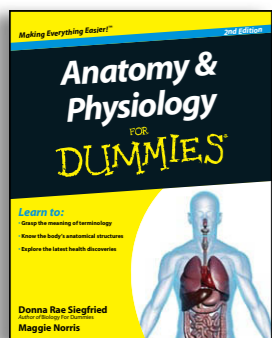
- Gives fascinating, surprising explanations for why people react the way they do to everything from chili peppers to fingernails on a blackboard
- Explains why irrational behavior (like tearing your hair out in traffic) is connected to worthwhile behavior (like staying on task)
- Includes tips for identifying your own irritating habits!

How often can you say you're happily reading a really *Annoying* book? The insights are fascinating, the exploration is fun, and the knowledge you gain, if you act like you know everything, can be *really* annoying.

JOE PALCA is a science correspondent for National Public Radio and the backup host for *Talk of the Nation Science Friday*. **FLORA LICHTMAN** is the multimedia editor for *Science Friday*.



978-0-470-63869-9
\$25.95 US • \$29.95 CAN
Hardcover • 272 pages
 5-1/2 x 8-1/2 • 16 CQ
August / In stores August 15

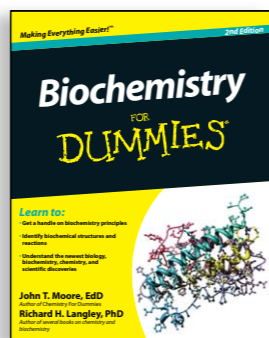


978-0-470-92326-9
\$24.99 US • \$29.99 CAN
Paper • 384 pages
 7-3/8 x 9-1/4 • 20 CQ
 Prior Edition:
 978-0-7645-5422-3
May / In stores May 10

Anatomy and Physiology For Dummies, 2nd Edition

Donna Rae Siegfried (Citrus Spring, FL) and Maggie Norris
 Learn about the human body from the inside out

- New examples, references, and case studies
- Updated information on how systems function in illness and in health
- Newest health discoveries and insights into how the body works



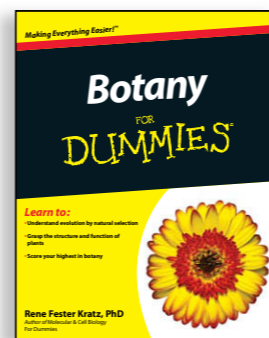
978-1-1180-2174-3
\$19.99 US • \$23.99 CAN
Paper • 384 pages
 7-3/8 x 9-1/4
 Prior Edition:
 978-0-470-19428-7
August / In stores August 9

Biochemistry For Dummies, 2nd Edition

John T. Moore (Nacogdoches, TX) and
 Richard H. Langley (Nacogdoches, TX)

Grasp biochemistry basics, apply the science, and ace your exams

- Newest biology, biochemistry, chemistry, and scientific discoveries
- Updated examples and explanations
- Incorporates the most current teaching techniques



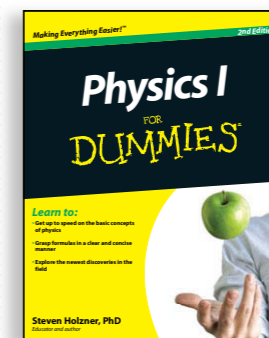
978-1-1180-0672-6
\$19.99 US • \$23.99 CAN
Paper • 384 pages
 7-3/8 x 9-1/4
July / In stores July 5

Botany For Dummies

Rene Fester Kratz (Everett, WA)

The easy way to score your highest in botany

- Covers evolution by natural selection
- Offers plain-English explanations of the structure and function of plants
- Includes plant identification and botanical phenomena



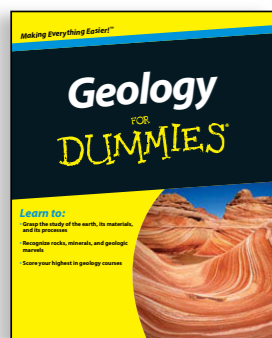
978-0-470-90324-7
\$19.99 US • \$23.99 CAN
Paper • 384 pages
 7-3/8 x 9-1/4 • 20 CQ
 Prior Edition:
 978-0-7645-5433-9
May / In stores May 10

Physics I For Dummies, 2nd Edition

Steven Holzner (Ithaca, NY)

The fun and easy way to get up to speed on the basic concepts of physics

- Explains the basic principles in a simple, clear, and entertaining fashion
- New edition includes updated examples and explanations, as well as the newest discoveries in the field
- Other titles by Holzner: *Physics For Dummies*, *Physics Essentials For Dummies*, and *Quantum Physics For Dummies*

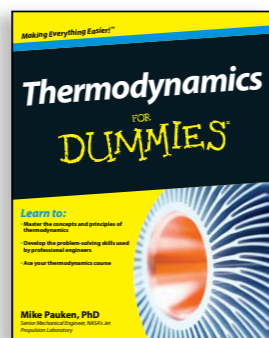


978-1-1180-2152-1
\$21.99 US • \$25.99 CAN
Paper • 392 pages
 7-3/8 x 9-1/4
August / In stores July 26

Geology For Dummies

Get a rock-solid grasp on geology

- Tracks to a typical college-level introductory geology course
- An 8-page color insert includes photos of rocks, minerals, and geologic marvels
- Covers geological processes; rock records and geologic times; matter, minerals, and rock; and more



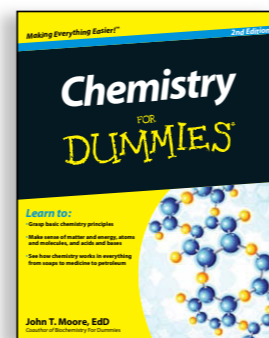
978-1-1180-0291-9
\$21.99 US • \$25.99 CAN
Paper • 384 pages
 7-3/8 x 9-1/4
June / In stores June 7

Thermodynamics For Dummies

Mike Pauken (La Canada, CA)

The fun and easy way to master the basics of thermodynamics

- Tracks to a typical undergraduate-level thermodynamics course
- An approachable introduction to the concepts and principles of thermodynamics
- Helps you develop problem-solving skills



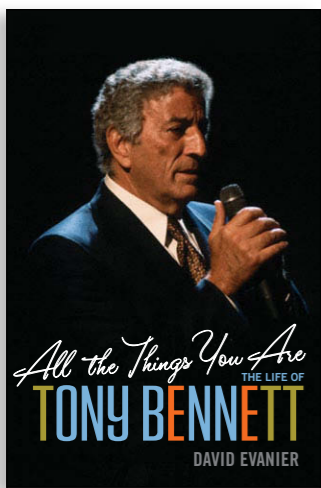
978-1-1180-0730-3
\$19.99 US • \$23.99 CAN
Paper • 384 pages
 7-3/8 x 9-1/4
 Prior Edition:
 978-0-7645-5430-8
July / In stores July 5

Chemistry For Dummies, 2nd Edition

John T. Moore (Nacogdoches, TX)

See how chemistry works in everything from soaps to medicines to petroleum

- Tracks a typical chemistry course, giving you step-by-step lessons you can easily grasp
- Packed with basic chemistry principles and time-saving tips from chemistry professors
- Coauthored by Moore: *Biochemistry For Dummies* and *Organic Chemistry II For Dummies*



978-0-470-52065-9
\$26.95 US • \$31.95 CAN
Hardcover • 320 pages
 6-1/8 x 9-1/4 • 14 CQ
 Photos: 35 BW
July / In stores July 19

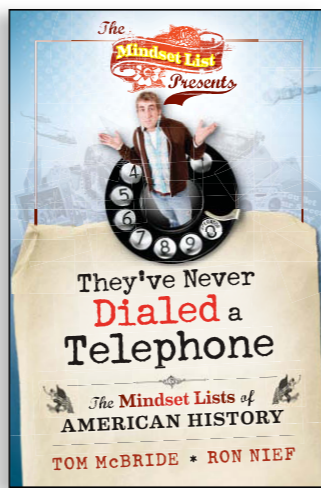
All the Things You Are The Life of Tony Bennett

David Evanier (Brooklyn, NY)

The first complete biography of singing legend Tony Bennett

- Takes a candid, unvarnished look at the amazing life of one of America's most enduring musical icons
- Based on dozens of author interviews with Bennett's family members, agents, musicians, composers and managers, and experts on the last fifty years of popular music

DAVID EVANIER is a critically acclaimed, award-winning author whose books include the *New York Times* bestseller, *Who's Sorry Now* (with Joe Pantoliano), *Making the Wiseguys Weep: The Jimmy Roselli Story*, and *Roman Candle: The Life of Bobby Darin*.



978-0-470-87623-7
\$19.95 US • \$23.95 CAN
Hardcover • 272 pages
 5-1/2 x 8-1/4 • 20 CQ
July / In stores July 5

The Mindset List Presents: They've Never Dialed a Telephone

The Mindset Lists of
 American History

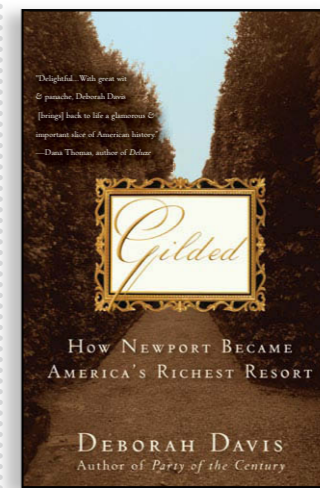
Tom McBride (Beloit, WI) and Ron Nief (Beloit, WI)

Snapshots of the U.S.'s last nine generations—from the creators of the Mindset List media sensation

Explains how high school grads from 1880 to 2030 have viewed and will view the world

- Published to coincide with the re-release of the 2011 Mindset List and its national media campaign

TOM MCBRIDE is a professor at Beloit College. **RON NIEF** is the Public Affairs Director of Beloit College. They began the Mindset List in 1998.



978-1-1180-1401-1
\$16.95 US • \$19.95 CAN
Paper • 320 pages
 6-1/8 x 9-1/4
 Photos: 34 BW
 Hardcover Edition 2009:
 978-0-470-12413-0
May / In stores April 26

Now in Paperback

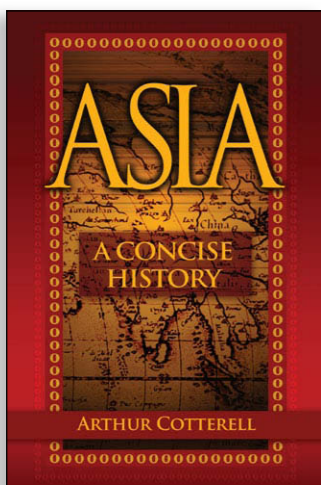
Gilded How Newport Became America's Richest Resort

Deborah Davis (Upper Montclair, NJ)

A beautifully written history of high society in Newport, Rhode Island, from the acclaimed author of *Party of the Century*

- An engrossing multigenerational saga that tells the *real* story of the rich and famous in Newport
- 34 evocative black-and-white photographs

DEBORAH DAVIS is the author of the acclaimed books *Party of the Century: The Fabulous Story of Truman Capote and His Black and White Ball* and *Strapless: John Singer Sargent and the Fall of Madame X*. She is a former film executive who has worked with many major motion picture studios.



978-0-470-82504-4
\$29.95 US • \$35.95 CAN
Paper • 450 pages
 6 x 9
September / In stores August 30

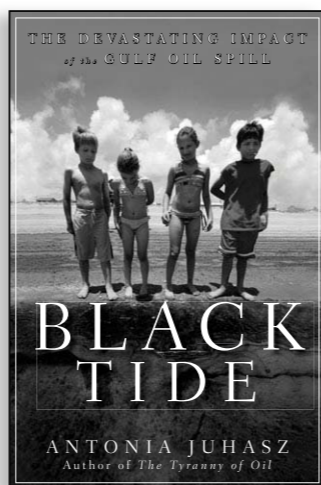
Asia A Concise History

Arthur Cotterell (Surrey, UK)

From one of the world's leading historians—a comprehensive narrative of the 3,000 years that have formed Asia's people, culture, and global destiny

- Covers the great events and figures of Asian history, along with a look at the monumental remains that bear witness to those times: the ziggurats of Iraq, the Taj Mahal, the Great Wall of China, the temple of Angkor Wat
- Features boxed inserts of special interest—like a Babylonian recipe for lamb stew circa 1500 BC

ARTHUR COTTERELL is the author of thirty books, including *A Dictionary of World Mythology* and *From Aristotle to Zoroaster*.



978-0-470-94337-3
\$25.95 US • \$29.95 CAN
Hardcover • 288 pages
 6-1/8 x 9-1/4 • 16 CQ
April / In stores April 12

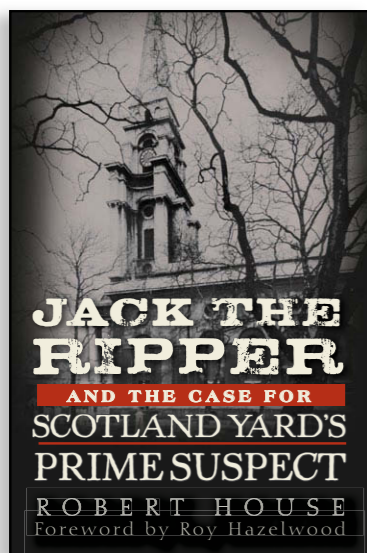
Black Tide

Antonia Juhasz (San Francisco, CA)

A searing look at the human faces of BP's disaster in the Gulf

- Draws on the author's personal interviews with dozens of people on the front lines of the disaster, from the living room of Sherri Revette, whose husband, Dewey, died on the Deepwater Horizon, to the halls of Congress, where Congressman Ed Markey struggles to hold BP to account

ANTONIA JUHASZ is the Director of the Energy Program at Global Exchange and a frequent media commentator who was featured in the CNBC documentary *The Hunt for Black Gold*. She is the author of *The Tyranny of Oil: The World's Most Powerful Industry—and What We Must Do to Stop It* and other books.



978-0-470-93899-7
\$19.95 US • \$23.95 CAN
Paper • 352 pages
 6-1/8 x 9-1/4 • 16 CQ
 Photos: 48 BW
May / In stores May 3

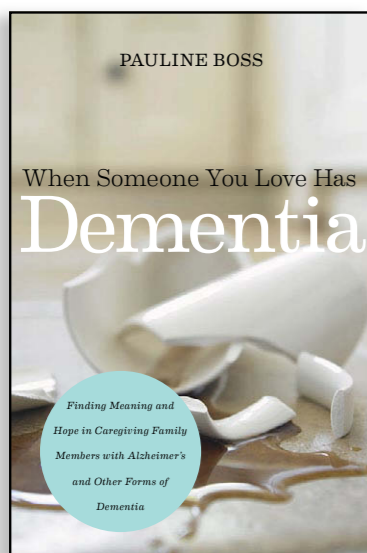
Jack the Ripper and the Case for Scotland Yard's Prime Suspect

Robert House (Cambridge, MA)

The first full investigation into the man Scotland Yard thought (but couldn't prove) was Jack

- Draws on a decade of research by the author, including trips to Poland and England, to uncover Aaron Kozminski's past and details of the case
- Combines historical research and contemporary criminal profiling techniques to build a case against Kozminski
- Foreword by legendary FBI profiler Roy Hazelwood

ROBERT HOUSE is a Ripperologist and Kozminski expert.



978-1-1180-0229-2
\$18.95 US • \$22.95 CAN
Hardcover • 288 pages
 6 x 9 • 40 CQ
July / In stores June 28
JOSSEY-BASS™

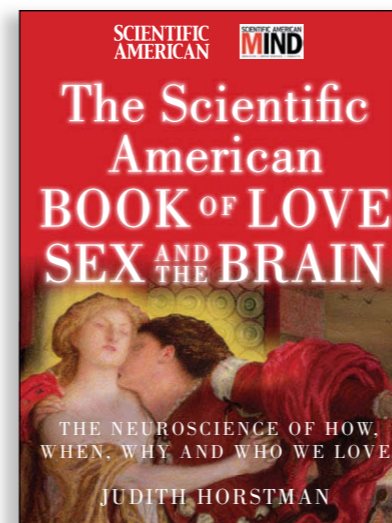
When Someone You Love Has Dementia

Pauline Boss (St. Paul, MN)

Research-based advice for people who care for someone with dementia

- Outlines seven guidelines for staying resilient while caring for someone who has dementia
- Discusses the meaning of relationships with individuals who are cognitively impaired and no longer as they used to be
- Offers approaches to understand and cope with the emotional strain of care-giving

PAULINE BOSS, PHD, is Emeritus Professor, University of Minnesota, and was Visiting Professor of Psychology at Harvard Medical School, and the Distinguished Moses Professor at Hunter School of Social Work.



978-0-470-64778-3
\$25.95 US • \$35.95 CAN
Hardcover • 264 pages
 7 x 9-1/4 • 20 CQ
June / In stores June 21
JOSSEY-BASS™

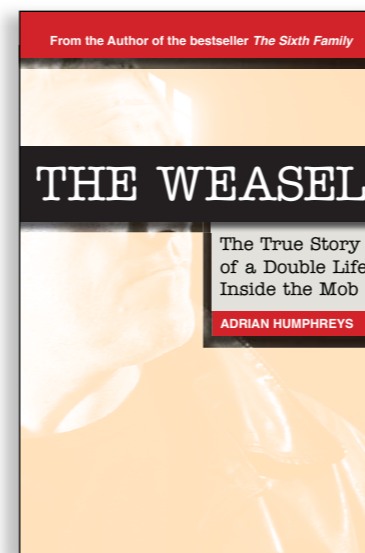
The Scientific American Book of Brain Science, Relationships, and Sex

Judith Horstman (Sacramento, CA)

A fascinating look at how the brain controls our relationships and romances

- Filled with little known and fascinating information about the brain including how we experience intense and profound feelings of love as the brain senses a certain smell, visual association, song, or random touch and explains why the brain's internal networks of erotic connections are wired to respond differently in one individual over another
- The third *Scientific American* book in the series about the brain

JUDITH HORSTMAN is an award-winning science journalist and author. She is the author of *The Scientific American Day in the Life of Your Brain* and *The Scientific American New Brain*.



978-0-470-96451-4
\$26.95 US • \$32.95 CAN
Hardcover • 272 pages
 6 x 9 • 20 CQ
August / In stores August 9

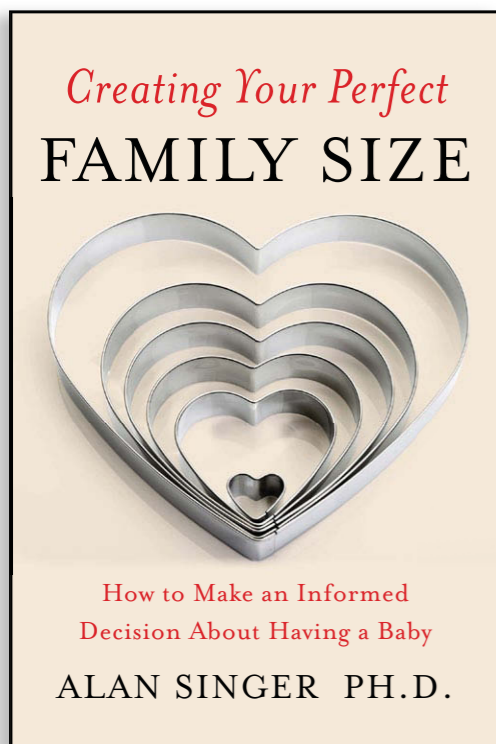
The Weasel

Adrian Humphreys

An intimate look at the dangerous double-life of a mobster

- *The Weasel* is a unique portrait of a seamy criminal culture in which the line between good and bad guys is often blurred—and success, on both sides of the law, is simply staying alive
- Offers a unique look at the Golden Age of organized crime, from the perspective of a workaday mobster whose associates included Jimmy Hoffa and Muhammad Ali

ADRIAN HUMPHREYS is an award-winning senior crime reporter for the *National Post* and the author of *The Sixth Family* and *The Enforcer*, both national bestsellers in Canada.



978-0-470-90031-4
\$16.95 US • \$19.95 CAN
Paper • 224 pages
 6 x 9 • 56 CQ
May / In stores May 10
JOSSEY-BASS™

Creating Your Perfect Family Size

How to Make an Informed Decision About Having a Baby

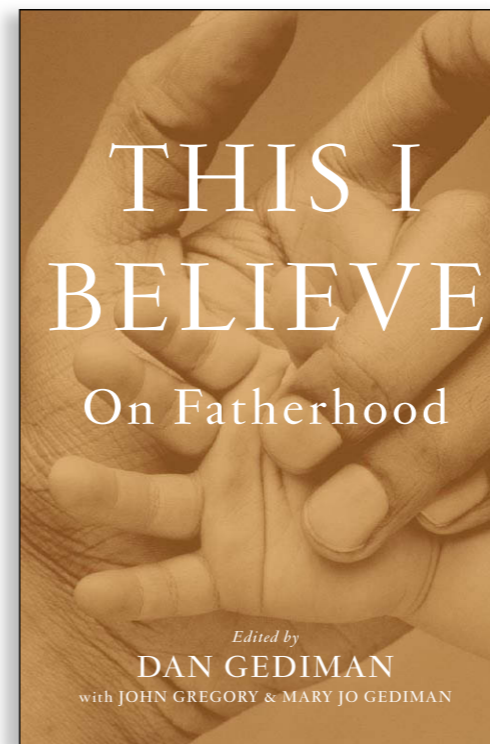
Alan Singer (Highland Park, NJ)

Answers to one of the most important decisions a family can make

This groundbreaking book offers answers to crucial questions that have a large impact on family success and well-being. The author has been researching and treating couples for more than twenty years, addressing such critical issues as: When should you have kids? How many and why? Can you afford a family? What's the best interval between children's birth in a family? How does your work life influence how many kids to have? What's the impact of divorce, remarriage and blended families on the decision to have more kids?

- Filled with commonsense advice for the dilemmas most couples grapple with when starting a family
- Based on solid research from a noted family therapist
- Alan Singer has appeared on the *Fox Morning News* and *MSNBC* as well as being quoted in *USA Today* and the *Huffington Post*

ALAN SINGER, PHD, is a researcher and family therapist in private practice, who has made it his life work to study, treat, and advise couples considering how many and when to have kids.



978-0-470-87647-3
\$19.95 US • \$23.95 CAN
Hardcover • 208 pages
 5 x 7 • 50 CQ
May / In stores May 3
JOSSEY-BASS™

This I Believe On Fatherhood

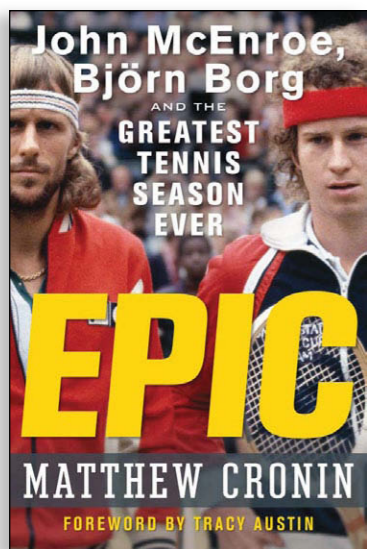
Dan Gediman (Louisville, KY)

Compelling stories of fatherhood from the popular NPR radio show

This touching, thought-provoking book includes pieces on fatherhood in its many manifestations written by more than sixty remarkable men and women from ordinary life, whose reflections and sentiments will resonate with readers far and wide. Among the contributors are young, middle-aged and elderly fathers (and grandfathers), as well as their children and grandchildren of all ages, including sons and daughters. By turns funny and profound, yet always engaging, *This I Believe* is in its fifth year of presenting essays on public radio.

- The third book in the *This I Believe* series and the first with the theme of fatherhood
- Includes stories that are reverential and loving, as well as stories that are sad and clouded by yearning, loss, and regret

DAN GEDIMAN is Executive Producer of *This I Believe*. He is the author of the recently published Wiley book *This I Believe: On Love*. He produced the original *This I Believe* series on NPR, and coauthored two other books, *This I Believe* and *This I Believe II*.



978-0-470-19062-3
\$25.95 US • \$29.95 CAN
Hardcover • 312 pages
 6-1/8 x 9-1/4 • 14 CQ
 Photos: 15 BW
April / In stores April 19

Epic

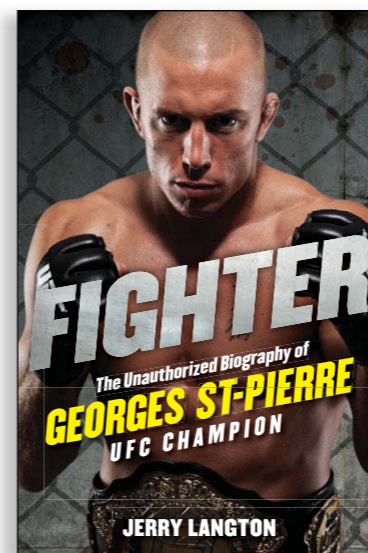
John McEnroe, Björn Borg, and the Greatest Tennis Season Ever

Matthew Cronin (Moraga, CA)

A top tennis writer tells the story of the greatest Wimbledon, the greatest U.S. Open, and the greatest rivalry in the history of the game

- Includes fascinating details about John McEnroe and Björn Borg both on and off the court, from grueling practice sessions to late-night partying
- Packed with stories and anecdotes of top tennis players and coaches, including Vitas Gerulaitis, Mary Carillo, Lennart Bergelin, and others
- Written by veteran tennis writer and analyst Matthew Cronin

MATTHEW CRONIN is the main tennis columnist for Foxsports and a senior writer for *Inside Tennis* magazine. He contributes regularly to Reuters and USTA.com and appears frequently as a tennis analyst on radio and television stations throughout the United States and abroad.



978-1-1180-0803-4
\$26.95 US • \$32.95 CAN
Hardcover • 256 pages
 6 x 9
May / In stores May 3

Fighter

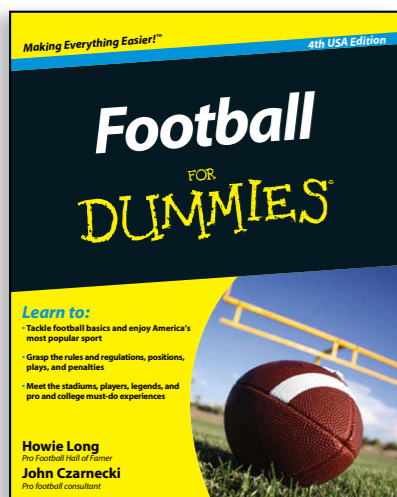
The Unauthorized Biography of Georges St-Pierre, UFC Champion

Jerry Langton (Toronto, ON)

Part gladiator, part Dickensian hero—the remarkable rise of Ultimate Fighting Championship's reigning welterweight champion, Georges St-Pierre

- An inspiring account of how one man single-handedly helped transform the culture of ultimate fighting
- Sheds light on how St-Pierre's hard work and perseverance have enabled him to survive personal tragedies—and steer clear of drugs and crime
- Details St-Pierre's million-dollar deals with brands such as Under Armour and his new role as a spokesman for Gatorade

JERRY LANGTON is a former sports editor for the *Daily News* in New York City and is currently a freelance writer whose work appears in the *Toronto Star* and the *Globe and Mail*.



978-1-1180-1261-1
\$19.99 US • \$23.99 CAN
Paper • 384 pages
 7-3/8 x 9-1/4
 Prior Edition: 978-0-470-12536-6
July / In stores July 5

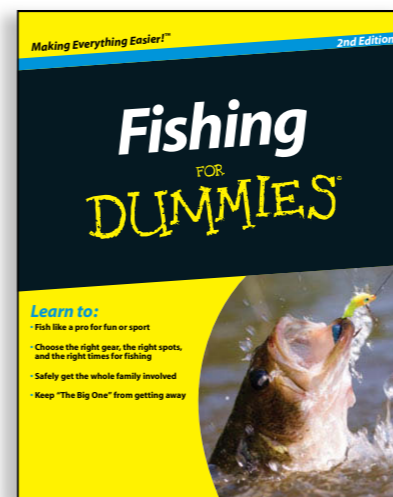
Football For Dummies, 4th Edition

Howie Long (Charlottesville, VA) and
 John Czarnecki (Riverside, CA)

The fun and easy way to tackle football basics and enjoy America's most popular sport

- The complete fan's updated guide to football
- Revised material on new players, stadiums, and strategies
- Written by football legend Howie Long and revered analyst John Czarnecki

HOWIE LONG is a former Oakland/Los Angeles Raider defensive end with eight Pro Bowl appearances, one Super Bowl win, and a spot in the Pro Football Hall of Fame. **JOHN CZARNECKI** is a pro football consultant.



978-0-470-93068-7
\$21.99 US • \$25.99 CAN
Paper • 392 pages
 7-3/8 x 9-1/4 • 20 CQ
 Prior Edition: 978-0-7645-5028-7
May / In stores May 3

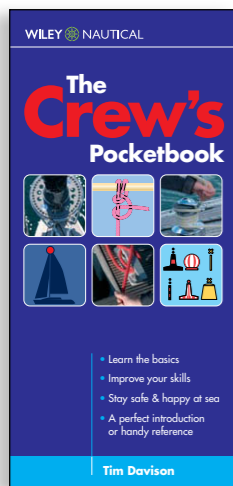
Fishing For Dummies, 2nd Edition

Peter Kaminsky (Brooklyn, NY) and
 Greg Schwipps (Wilbur, IN)

Make fishing easier and more rewarding every time you pick up your rod and reel

- The latest in fishing line and equipment technology, including new electronics and gadgets
- An expanded section on casting methods for spinning tackle and bait casting
- 8 pages of full-color fish illustrations

PETER KAMINSKY, a former contributing editor to *Field & Stream* and *Outdoor Life* magazines, is a columnist for the *New York Times* and *New York* magazine. **GREG SCHWIPPS** has written articles on fishing and the outdoor lifestyle for *In-Fisherman*, *Indiana Game & Fish*, and *Catfish Insider*.



978-0-470-66529-9
\$19.95 US • \$23.95 CAN
Paper • 112 pages
 4 x 7-7/8
January / In stores December 28

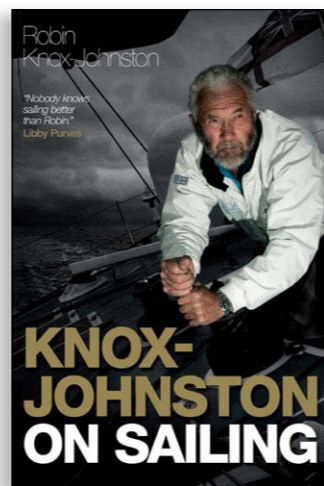
The Crew's Pocketbook

Tim Davison

For boating novices—whether you're a guest, part of a private charter, or in a sailing club—everything you need to know to stay safe at sea

- Explains exactly how a yacht works, as well as other basics like climbing onboard, acquainting one's self with onboard amenities (including a marine watercloset), and becoming a help to the skipper
- Illustrated with diagrams and photographs that demonstrate the art and everyday craft of sailing

TIM DAVISON is the former owner of Fernhurst Books and regularly takes his crew out on his own yacht.



978-0-470-97251-9
\$24.95 US • \$29.95 CAN
Hardcover • 222 pages
 6-1/8 x 9-1/4 • 22 CQ
November / In stores October 19

Knox-Johnston on Sailing

Robin Knox-Johnston

A lifetime of reflections on the joys, terrors, and triumphs of sailing—from Britain's greatest yachtsman

- A compilation of his monthly articles in *Yachting World*, Sir Robin details the realities of safety at sea and life onboard a yacht, the joys (going round the Horn of Africa in a day), as well as his escape from a perfect storm, night terrors and waves capable of devouring a ship

SIR ROBIN KNOX-JOHNSTON has worked to promote sailing and ocean racing for amateur and professionals alike and has a show on BBC radio.



978-0-470-97288-5
\$19.95 US • \$23.95 CAN
Paper • 106 pages
 4 x 7-7/8 • 500 CQ
November / In stores October 26

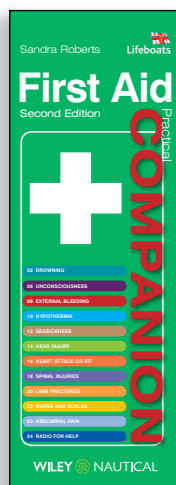
Yachting Monthly 200 Skipper's Tips Instant Skills to Improve Your Seamanship

Tom Cunliffe (Salisbury, UK)

200 invaluable yachting tips only the pros know—in a pocket-sized format for onboard use

- This handy guide gives yachtsmen of all experience levels essential tips on navigation, safety, weather, and boat handling as well as insights on life at sea
- Each tip is illustrated with a color photograph or diagram

TOM CUNLIFFE is an international sailing expert and author of more than 20 books. He has been teaching sailing for 35 years and has been a Yachtmaster Examiner since 1978.



978-0-470-68206-7
\$12.95 US • \$15.95 CAN
Paper • 24 pages
 10 x 8
 Prior Edition: 978-1-898660-60-6
April / In stores April 5

First Aid Companion

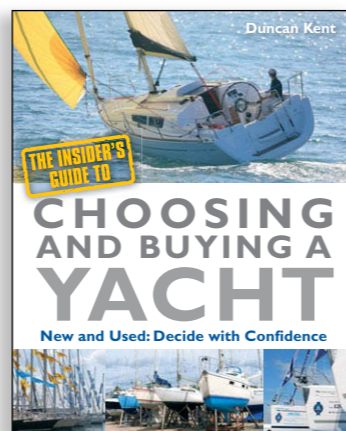
Second Edition

Sandra Roberts

A concise guide to coping with any medical emergency—while at sea

- This practical, splash-resistant guide will allow anyone onboard to take control of even the most serious medical emergency—including drowning, hypothermia, head injuries, heatstroke, fractures, and burns
- Includes treatment for seasickness, immersion, external bleeding, chest pains, and seizures

SANDRA ROBERTS is a senior lecturer at the Warsash Maritime Academy.



978-0-470-97269-4
\$27.95 US • \$33.95 CAN
Paper • 224 pages
 7 x 8
April / In stores March 22

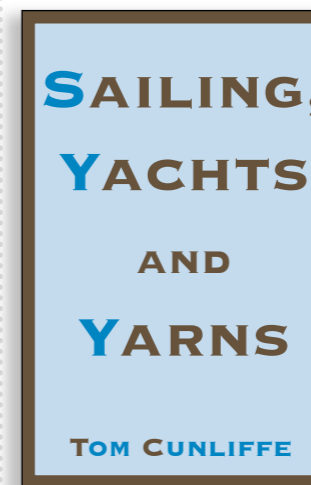
The Insider's Guide to Choosing and Buying a Yacht

Duncan Kent

Practical advice on finding and buying a yacht—new or used—that's ideal for your budget and sailing ambitions

- Covers such essentials as what you want from a yacht and setting a budget, tips on inspecting a yacht both in and out of water, testing sail like a pro, and how to pay the right price and negotiate the sale
- With photos illustrating what to avoid and checklists to help you stay in control during the choosing and buying process

DUNCAN KENT is one of the most experienced boat testers in the world today and former editor of *Sailing Today*.



978-1-1199-9283-7
\$24.95 US • \$29.95 CAN
Hardcover • 256 pages
 6 x 9
June / In stores May 24

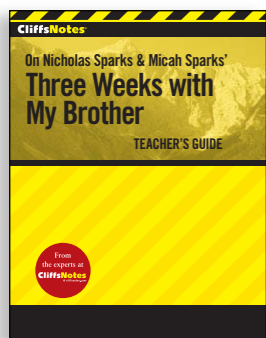
Sailing, Yachts and Yarns

Tom Cunliffe (Salisbury, UK)

A fascinating collection of yachting anecdotes, opinion, and advice

- Tom Cunliffe is a regular columnist for *Sail* magazine and *Yachting Monthly* and here he shares the best of his entertaining and informative writing
- Includes adventures that have taken the author from the wildest South American rivers to the smartest yacht clubs

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978-0-470-94575-9
\$19.99 US • \$23.99 CAN
Paper • 96 pages
 8-1/2 x 11 • 72 CQ
February / In stores
 February 15

CliffsNotes On Nicholas Sparks and Micah Sparks' *Three Weeks with My Brother* Teacher's Guide

Richard P. Wasowski

Help your students make the most of this popular book

- Strategies for teaching *Three Weeks with My Brother*
- Classroom reading activities
- Vocabulary words and post-reading activities and assignments



978-0-470-94573-5
\$5.99 US • \$6.99 CAN
Paper • 72 pages
 5-1/4 x 8-1/4 • 160 CQ
June / In stores June 7

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Richard P. Wasowski

The most touching book every Sparks' fan needs to read

- Comments throughout by Nicholas Sparks
- Introduction to the book, list of characters, summaries and commentaries
- Insight on underlying themes and Sparks' style and language



978-0-470-94576-6
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Paper • 96 pages
 8-1/2 x 11 • 72 CQ
December / In stores
 December 14

CliffsNotes On Nicholas Sparks' *The Last Song* Teacher's Guide

Richard P. Wasowski

Expert guidance for using this popular novel in the classroom

- Strategies for teaching Sparks' *The Last Song*
- Classroom reading activities
- Vocabulary words and post-reading activities and assignments



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April / In stores April 12

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Richard P. Wasowski

The only print guide to this popular novel

- Comments throughout by Nicholas Sparks
- Introduction to the novel, list of characters, summaries and commentaries
- Insight on underlying themes and Sparks' style and language



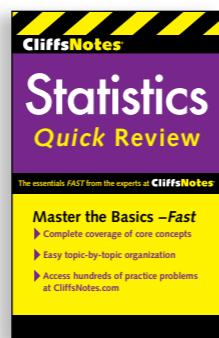
978-0-470-87875-0
\$9.99 US • \$11.99 CAN
Paper • 288 pages
 5-1/4 x 8-1/4 • 26 CQ
 Prior Edition: 978-0-7645-6387-4
April / In stores April 19

CliffsNotes Spanish I Quick Review, 2nd Edition

Jill Rodriguez and Ken Stewart (Durham, NC)

Brush up on Spanish with an updated edition of this bestselling guide

- Access to 500 online practice questions at CliffsNotes.com
- Chapter check-ins and check-outs help reinforce learning
- A summary test on all chapters of the book



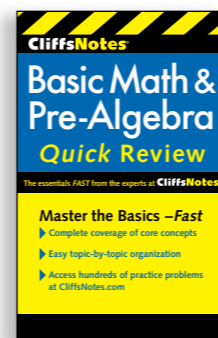
978-0-470-90260-8
\$9.99 US • \$11.99 CAN
Paper • 192 pages
 5-1/4 x 8-1/4 • 40 CQ
 Prior Edition: 978-0-7645-6388-1
June / In stores May 31

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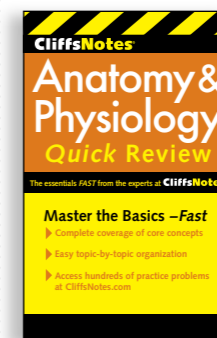
978-0-470-88040-1
\$9.99 US • \$11.99 CAN
Paper • 192 pages
 5-1/4 x 8-1/4 • 40 CQ
 Prior Edition: 978-0-7645-6374-4
May / In stores May 3

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Jerry Bobrow, PhD

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Paper • 352 pages
 5-1/4 x 8-1/4 • 40 CQ
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August / In stores July 26

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STEVEN BASSETT is a professor of anatomy at Southeast Community College in Lincoln, Nebraska.



978-0-470-88975-6
\$16.99 US • \$19.99 CAN
Paper • 456 pages
 8-1/4 x 10-7/8 • 16 CQ
August / In stores July 26

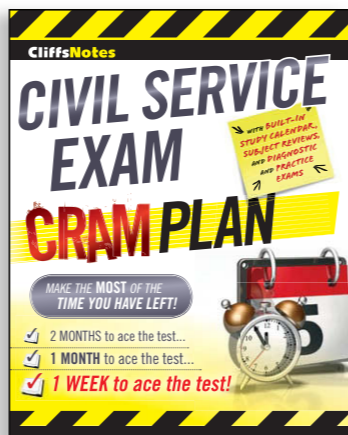
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Get the extra practice you need to score high in environmental science

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Paper • 312 pages
 7-3/8 x 9-1/4 • 20 CQ
July / In stores July 5

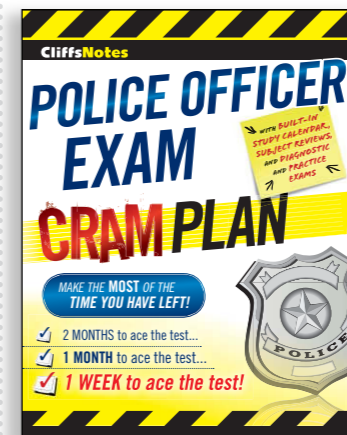
CliffsNotes Civil Service Exam Cram Plan

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Get a plan to ace the exam—no matter how much time you have left

- Diagnostic test helps you pinpoint where you need the most help
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May / In stores April 26

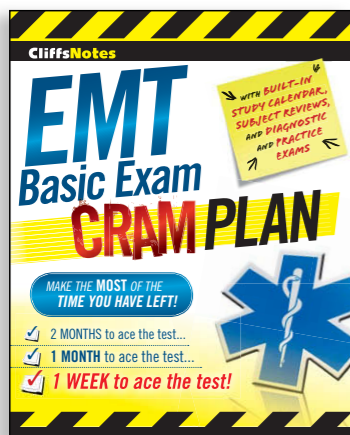
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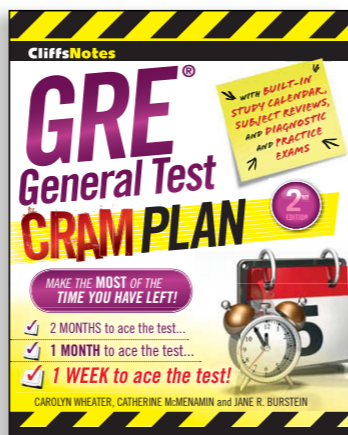
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 Prior Edition: 978-0-470-90566-1
August / In stores July 26

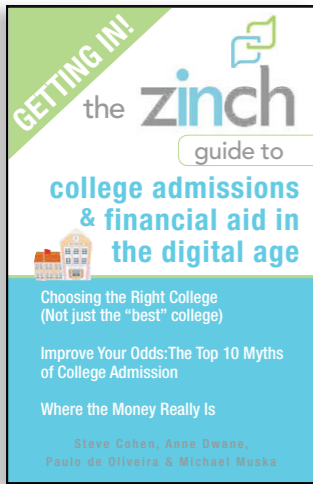
CliffsNotes GRE General Test Cram Plan, 2nd Edition

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Your plan to ace the GRE General Test—now in a new edition

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CAROLYN WHEATER teaches math at The Nightingale-Bamford School in New York, NY, a private all-girls school. **CATHERINE MCMENAMIN** teaches English at The Nightingale-Bamford School. **JANE R. BURSTEIN** is a private test-prep tutor.



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May / In stores May 3

Getting In

The Zinch Guide to College Admissions & Financial Aid in the Digital Age

Steve Cohen, Anne Dwane, Paulo de Oliveira, and Michael Muska

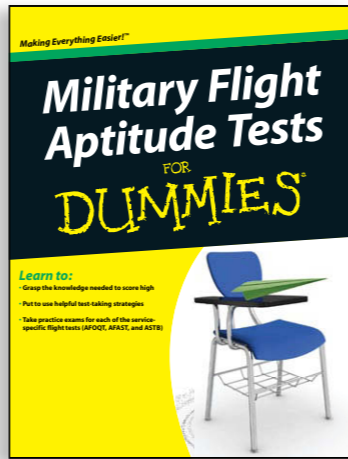
Your how-to guide to getting into (and getting dough for) college

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STEVE COHEN is the CEO of iCollegeCounselor and publisher of the College Admission Report.

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PAULO DE OLIVEIRA served for almost four years as an admission officer and Assistant Director of Admission at Brown University. **MICHAEL MUSKA** is completing his seventh year as Dean of College Relations at Poly Prep Country Day School in Brooklyn, New York.

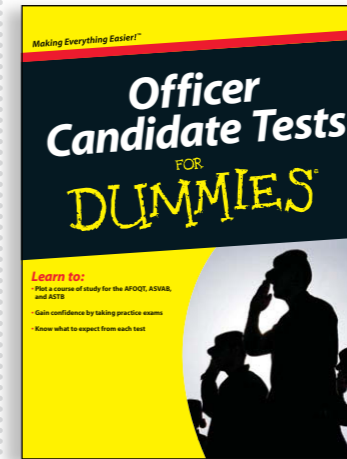


978-0-470-60032-0
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Paper • 528 pages
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August / In stores August 2

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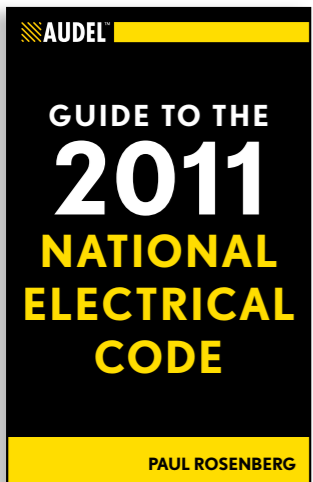
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May / In stores May 10

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 Drawings: 213 BW
 Prior Edition: 978-0-7645-7802-1
March / In stores March 8

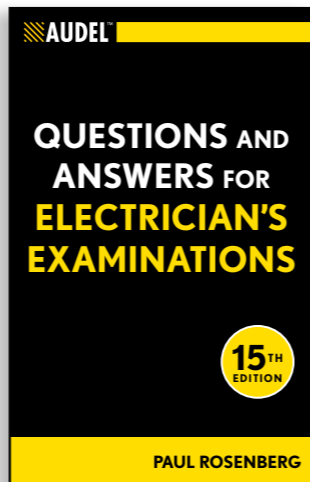
Audel Guide to the 2011 National Electrical Code, All New Edition

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The invaluable guide to the 2011 National Electrical Code

- Discover what's changed in the 2011 codes for ease in understanding and answering questions on the job
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PAUL ROSENBERG has held nearly every position in the electrical construction industry and was a longtime master electrician.



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\$24.99 US • \$29.99 CAN
Paper • 312 pages
 5-1/4 x 8-1/4 • 30 CQ
 Drawings: 508 BW
 Prior Edition: 978-0-7645-4201-5
March / In stores March 8

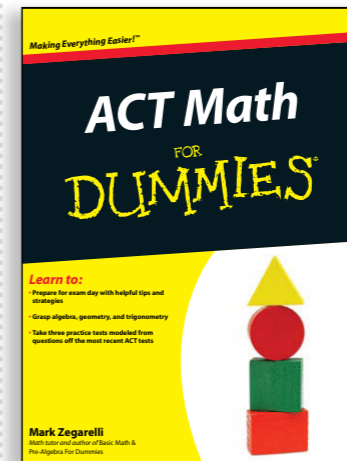
Audel Questions and Answers for Electrician's Examinations

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- Boost your confidence with studying and test-taking tips



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\$16.99 US • \$19.99 CAN
Paper • 384 pages
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July / In stores July 5

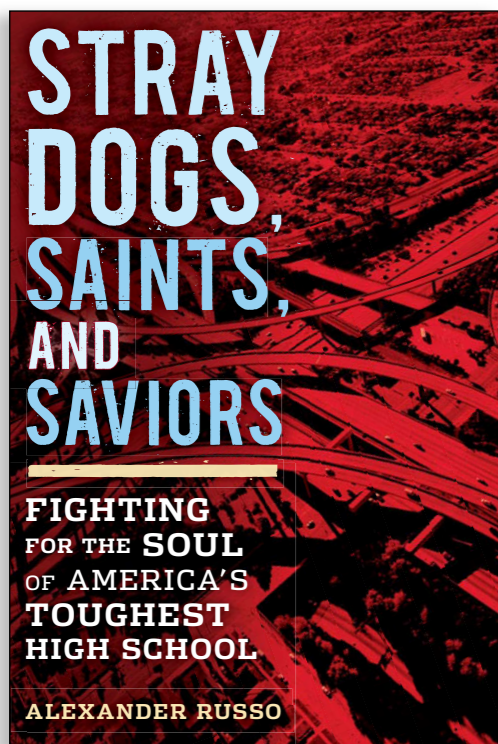
ACT Math For Dummies

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Multiply your chances of success on the ACT Math Test

- Review chapters for algebra, geometry, and trigonometry
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MARK ZEGARELLI holds degrees in math and English from Rutgers University. A math tutor and writer with 25 years of professional experience, he is the author of *Logic For Dummies* and *Basic Math and Pre-Algebra For Dummies*.



978-1-1180-0175-2
\$24.95 US • \$29.95 CAN
 Hardcover • 224 pages
 6 x 9 • 54 CQ
 April / In stores April 19
 ■ JOSSEY-BASS

Stray Dogs, Saints, and Saviors

Fighting for the Soul of America's Toughest High School

Alexander Russo (Brooklyn, NY)

The behind-the-scenes story of the most-watched attempt to transform a troubled high school

Stray Dogs, Saints, and Saviors tells the real-life story of Locke High School. Locke High—originally known for its excellence—became one of the toughest, most dysfunctional schools in the nation. Then, in 2007, teachers voted to bring in an upstart charter school organization called Green Dot to try and restore the Locke Saints' past glory. It was a brave and desperate move. Working in secrecy, the school principal, a small group of teachers, and Green Dot's charismatic founder, Steve Barr, convince Locke teachers to support a petition that will take the school away from the Los Angeles Unified School District. The "new" Locke opened in the fall of 2008.

- Offers an in-depth look at a school "turnaround" effort that garnered a blizzard of publicity

ALEXANDER RUSSO is an education writer whose work has appeared in *Slate*, *The Washington Monthly*, *City Limits*, *the Huffington Post*, and *National Review*. He is also the creator of two education blogs, *This Week In Education* and *District 299*.



978-0-470-90529-6
\$24.95 US • \$29.95 CAN
 Hardcover • 224 pages
 6 x 9 • 54 CQ
 February / In stores February 8
 ■ JOSSEY-BASS

The Bee Eater

Michelle Rhee Takes on the Nation's Worst School District

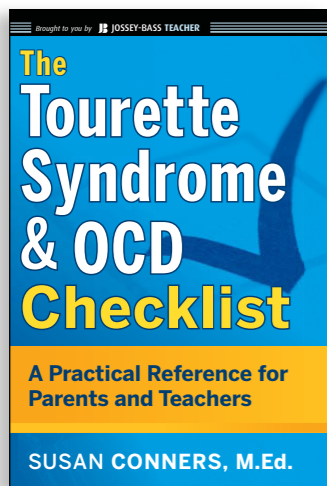
Richard Whitmire (Washington, DC)

The inside story of a maverick school reformer with a take-no-prisoners management style

Hailed by Oprah as a "warrior woman for our times," reviled by teachers unions as the enemy, Michelle Rhee, outgoing chancellor of Washington DC public schools, has become the controversial face of school reform. She has appeared on the cover of *Time* magazine, and is currently featured as a hero in the documentary *Waiting for Superman*. This is the story of her journey from good-girl daughter of Korean immigrants to tough-minded political game-changer. When Rhee first arrived in Washington, she found a school district that had been so broken for so long, that everyone had long since given up. The book provides an inside view of the union battles, the school closings, and contentious community politics that have been the subject of intense public interest and debate—along with a rare look at Rhee's upbringing and life before DC.

- Michelle Rhee has become a reformer of national importance

RICHARD WHITMIRE is a veteran of education reporting. He is former editorial writer for *USA Today*, immediate past-president of the Education Writers Association, and author of the book *Why Boys Fail*.



The Tourette Syndrome and OCD Checklist

A Practical Reference for Parents and Teachers

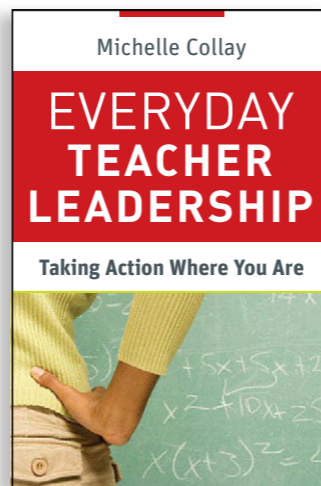
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SUSAN CONNORS is founder and president of the Tourette Syndrome Association of Greater New York State. She has also served on the Board of Directors of the National Tourette Syndrome Association. Connors established the TSA's Education Committee.

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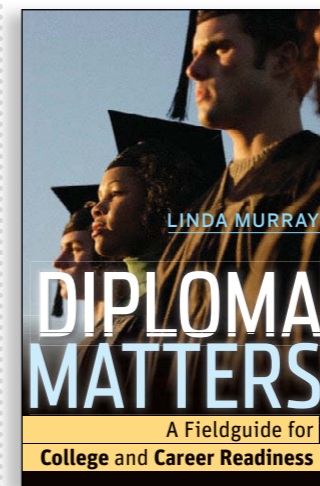
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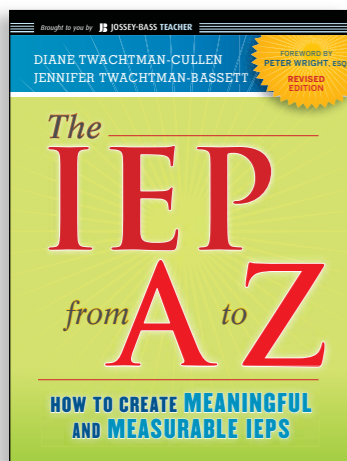
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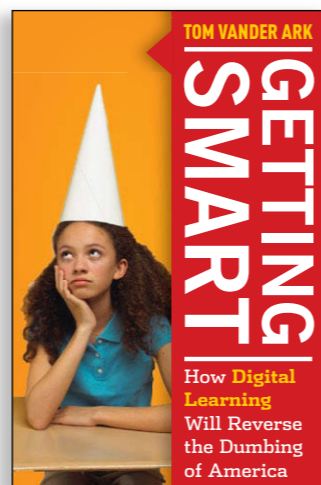
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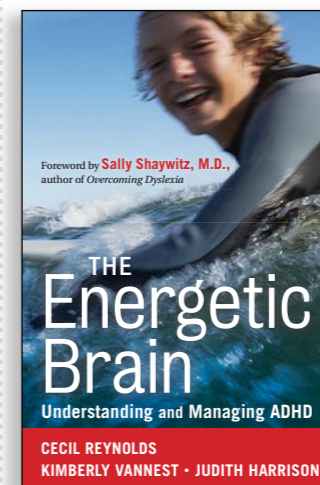
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TOM VANDER ARK is a partner in Revolution Learning, a private equity investor concentrating on improving formal and informal learning globally. He blogs at EdReformer.com.

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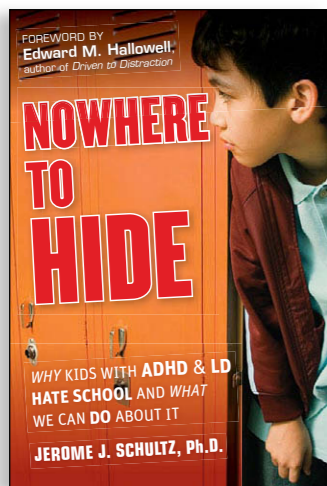
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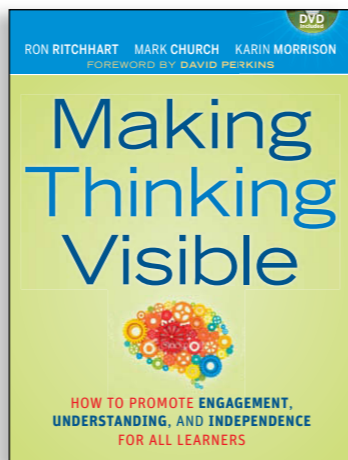
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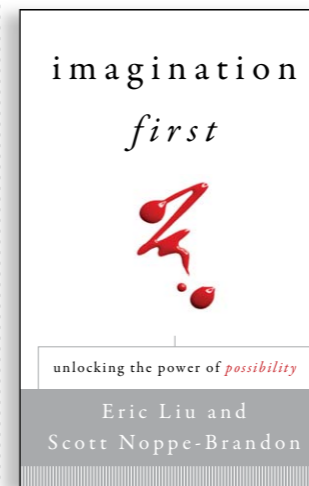
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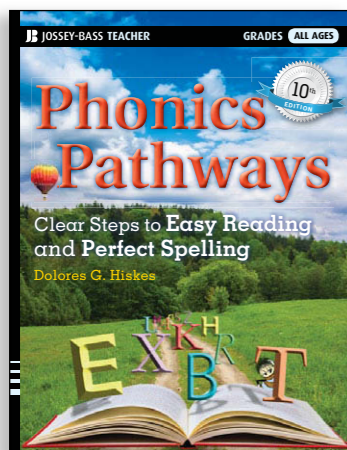
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ERIC LIU is at the New America Foundation and writes for *Slate*. **SCOTT NOPPE-BRANDON** is executive director of Lincoln Center Institute.



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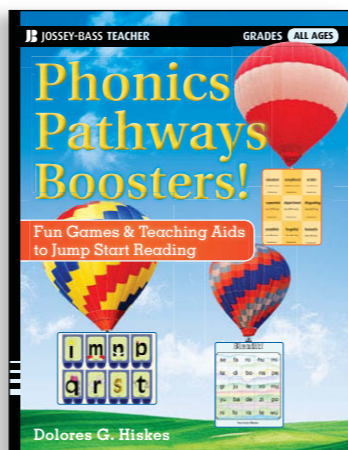
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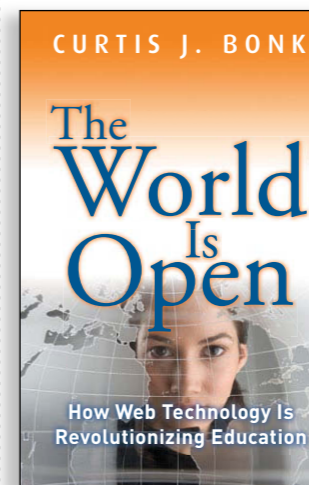
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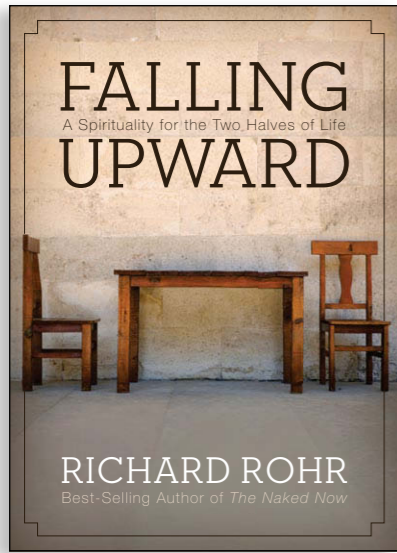
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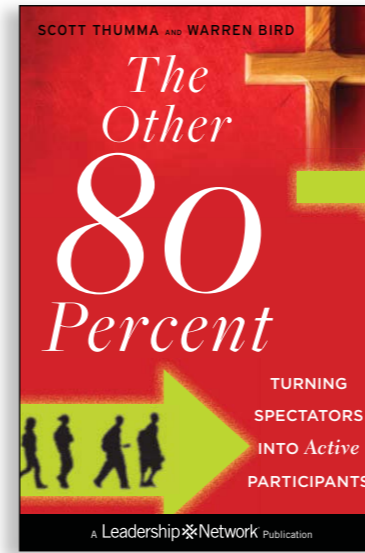
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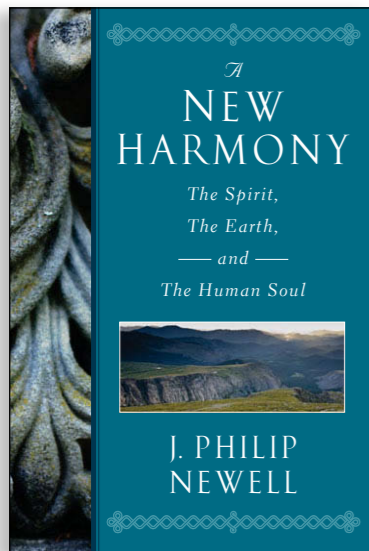
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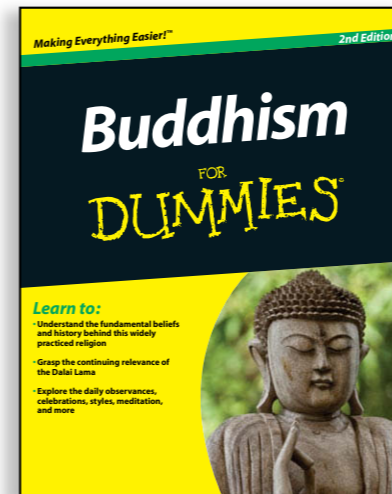
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J. PHILIP NEWELL is writer theologian for the Scottish Cathedral of the Isles as well as companion theologian for the American Spirituality Centre of Casa del Sol in Abiquiu, New Mexico.



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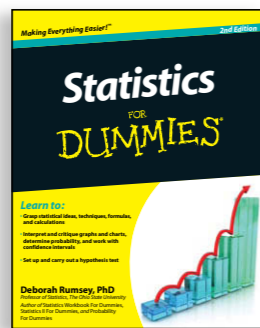
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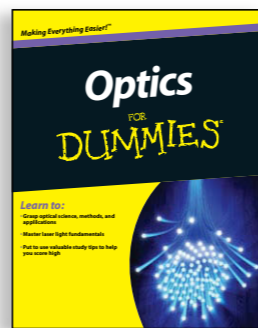
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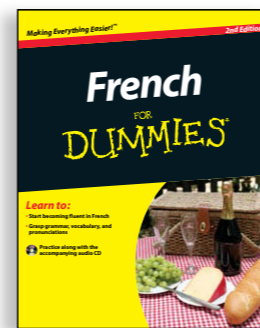
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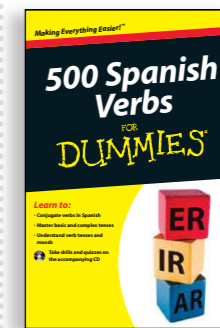
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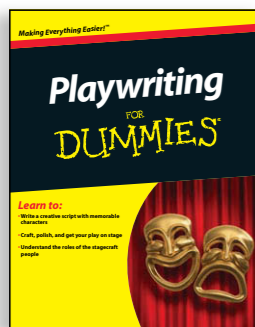
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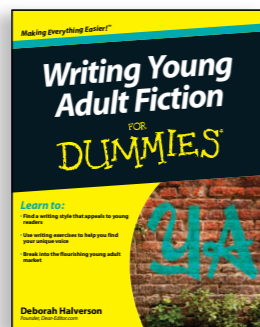
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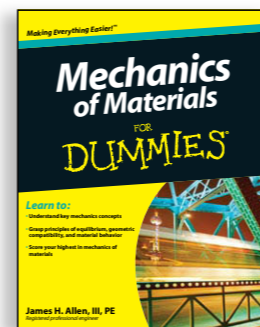
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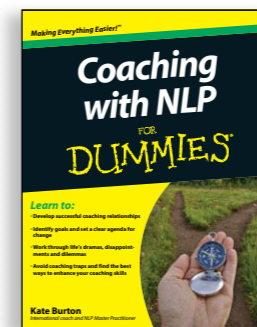
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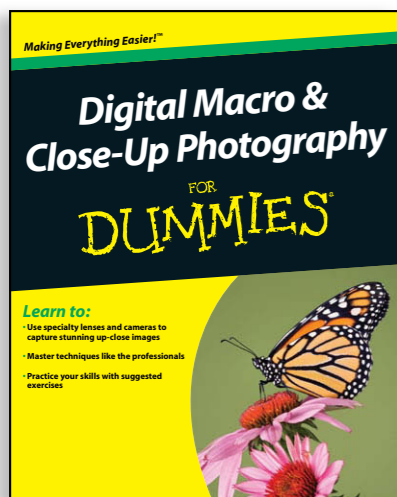
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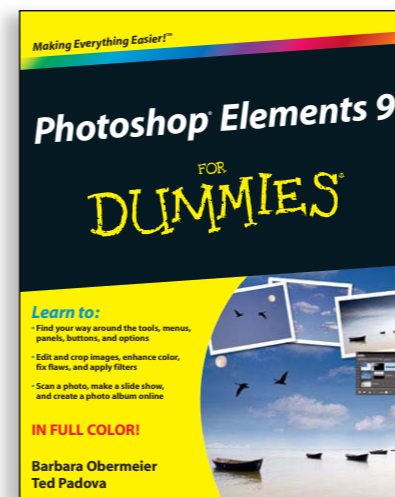
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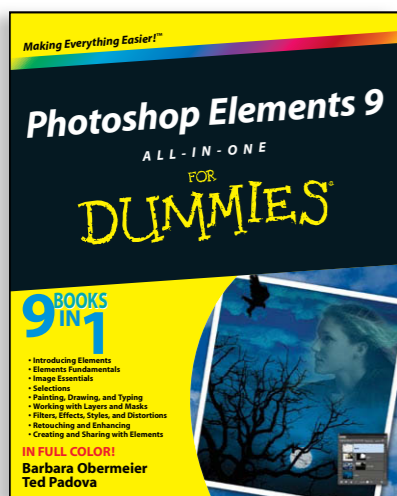
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BARBARA OBERMEIER is principal of Obermeier Design, a graphic design studio in California. She is currently a faculty member in the School of Design at Brooks Institute. **TED PADOVA** is an internationally recognized authority on Adobe Acrobat, PDF, and digital imaging.



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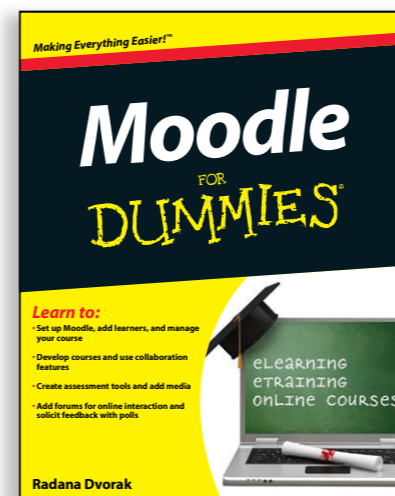
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BARBARA OBERMEIER is principal of Obermeier Design, a graphic design studio in California. She is currently a faculty member in the School of Design at Brooks Institute. **TED PADOVA** is an internationally recognized authority on Adobe Acrobat, PDF, and digital imaging.



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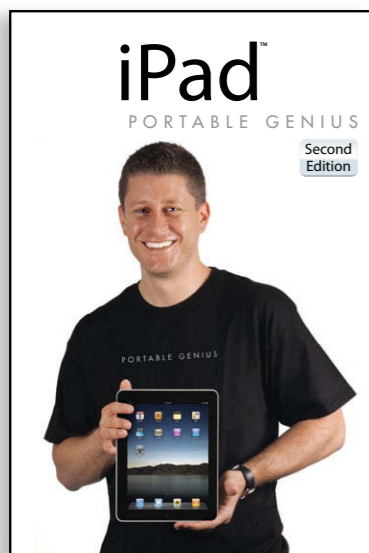
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RADANA DVORAK, PHD, is an adjunct professor at PSU Graduate School of Education, where she teaches Moodle to teachers, trainers, and educators. She also heads a company that designs software tools.



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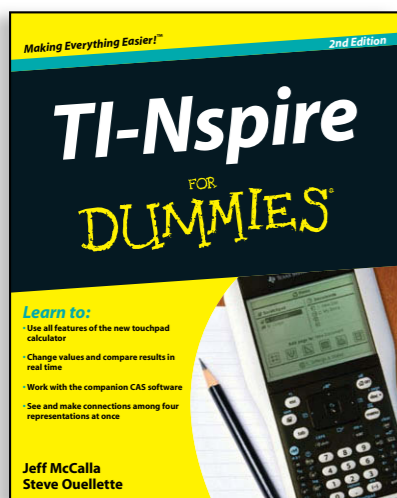
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PAUL MCFEDRIES is the president of Logophilia Limited, a technical writing company. Paul has written more than three dozen books that have sold more than three million copies worldwide. He invites readers to drop by his Web site, www.mcfedries.com.



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April / In stores March 29

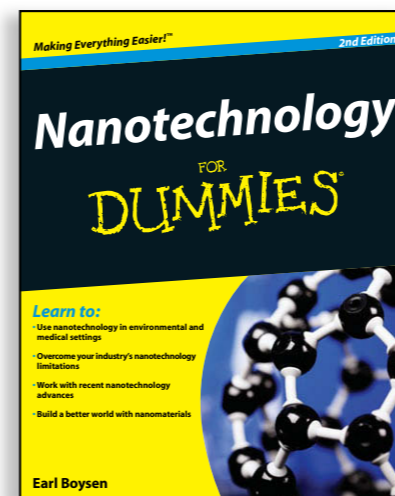
TI-Nspire For Dummies, 2nd Edition

Jeff McCalla (Memphis, TN) and Steve Ouellette (Westwood, MA)

The updated guide to the newest graphing calculator from Texas Instruments

- Texas Instruments' TI-Nspire graphing calculator is perfect for high school and college students in advanced algebra and calculus classes as well as students taking the SAT, PSAT, and ACT exams

JEFF MCCALLA teaches Algebra II and Pre-Calculus at St. Mary's Episcopal School in Memphis, Tennessee. **STEVE OUELLETTE** wrote the first edition of *TI-Nspire For Dummies* as well as the *CliffsNotes Guide to TI-Nspire*.



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 7-3/8 x 9-1/4 • 20 CQ
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August / In stores August 2

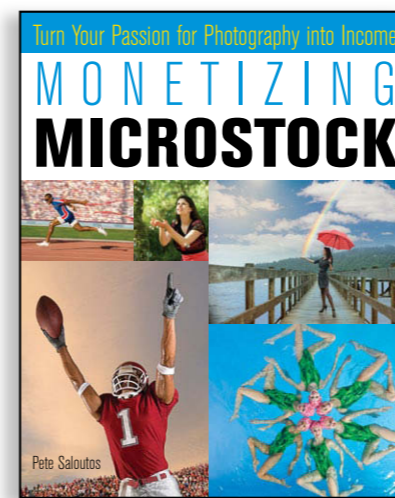
Nanotechnology For Dummies, 2nd Edition

Earl Boysen and Nancy Muir (both of Port Townsend, WA)

The bestselling introductory guide on nanotechnology—now revised and updated

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EARL BOYSEN is an engineer with 20 years of experience in the computer-chip industry. He is the coauthor of *Nanotechnology For Dummies*, *Electronics For Dummies*, and *Electronics Projects For Dummies*. **NANCY MUIR** is the author of numerous bestselling For Dummies titles including *Electronics Projects For Dummies*.



978-1-1180-1413-4
\$29.99 US • \$35.99 CAN
Paper • 256 pages
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 Photos: 225 Color
May / In stores May 10

Monetizing Microstock Turn Your Digital Photography into Income

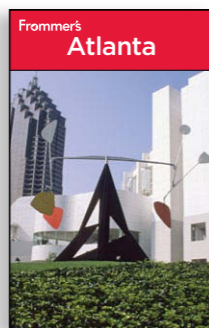
Pete Saloutos (Seattle, WA)

Learn how to make money with your digital photography

Microstock photography veers slightly off the course of traditional stock photography in that the images in microstock photography are used almost exclusively on the Internet and are submitted by both novice and professional photographers. This helpful book provides answers to your questions on what to shoot, how to shoot it, and where and how to submit your images. Award-winning photographer Pete Saloutos deciphers the complex intricacies of making money from microstock photography. He offers insider advice on understanding the market, building a strategy, and evolving with the needs of the consumer so that you can consistently make a profit.

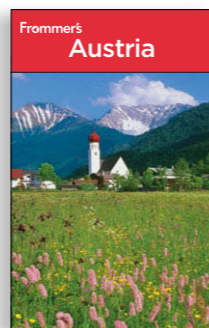
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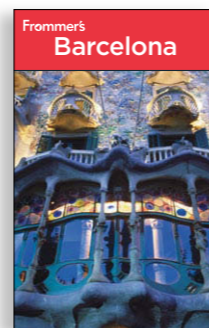
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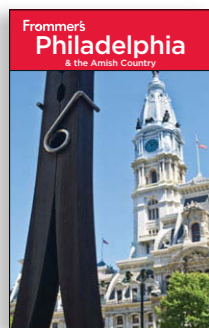
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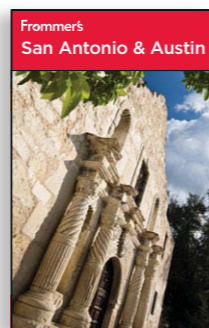
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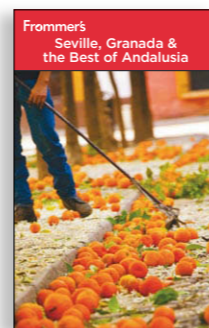
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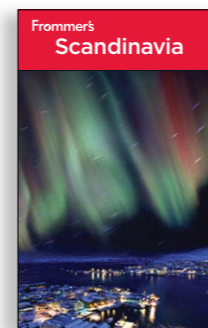
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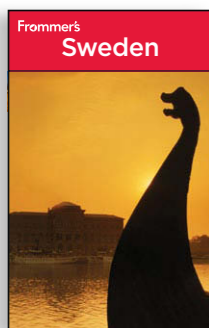
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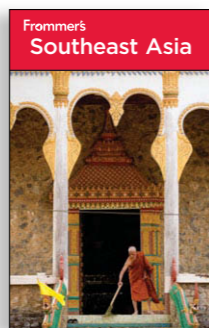
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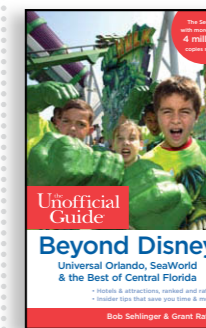
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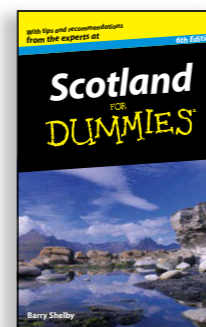
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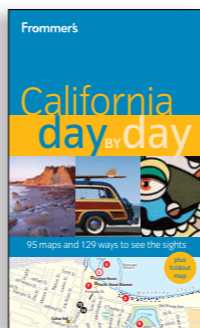
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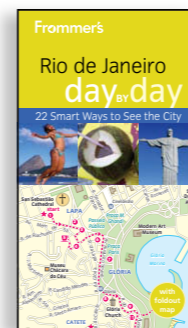
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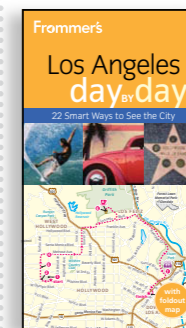
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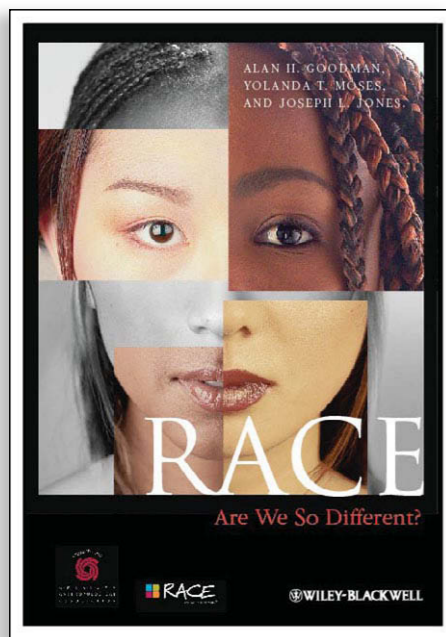
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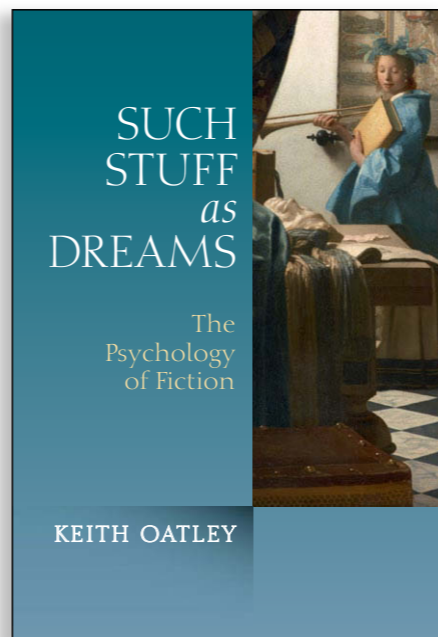
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 July / In stores July 12

Race

Are We So Different?

Alan H. Goodman (Amherst, MA), Yolanda T. Moses (Riverside, CA), and Joseph L. Jones (Arlington, VA)

Featuring new and engaging essays by noted anthropologists and illustrated with full-color photos, *Race: Are We So Different?* is an accessible and fascinating look at the idea of race, demonstrating how current scientific understanding is often inconsistent with popular notions of race. Taken from the popular national public education project and museum exhibition, it explores the contemporary experience of race and racism in the United States and the often-invisible ways race and racism have influenced laws, customs, and social institutions.



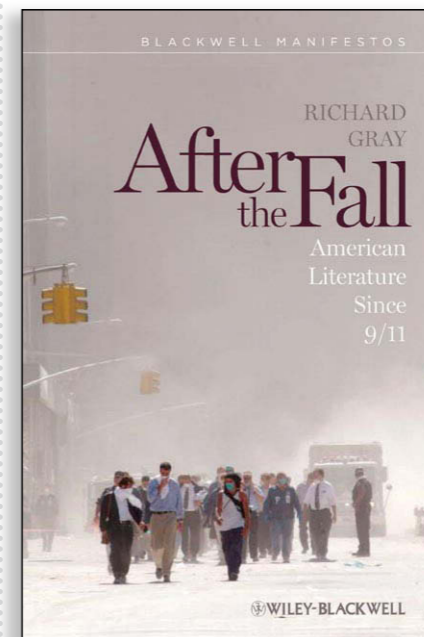
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 June / In stores July 12

Such Stuff as Dreams

The Psychology of Fiction

Keith Oatley (Toronto, ON)

Why is reading fiction such a pleasurable experience? *Such Stuff as Dreams: The Psychology of Fiction* explores how fiction works in the brains and imagination of both readers and writers to create scenes and events from the words on the page. At its core, fiction represents a guided dream, a model that readers construct in collaboration with the writer, and using excerpts from works by authors such as Shakespeare, Austen, and Chekhov, the book is an illuminating and thought-provoking analysis of the transformative power of fiction to enter and engage the mind into revealing profound insights about ourselves and those around us.



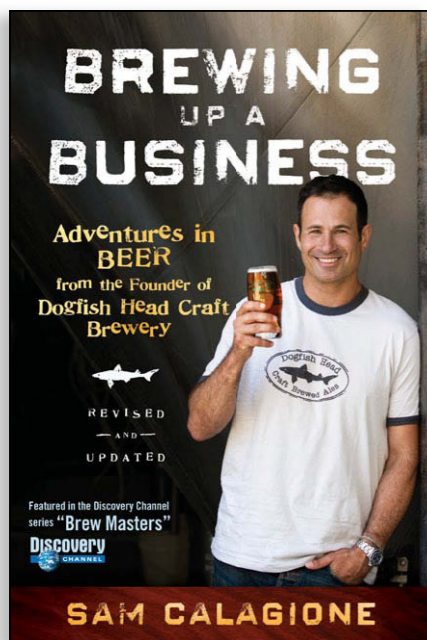
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\$34.95 US • \$41.95 CAN
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 May / In stores May 17

After the Fall

American Literature Since 9/11

Richard Gray (Colchester, UK)

After the Fall presents a timely and provocative examination of the impact and implications of 9/11 and the War on Terror on American culture. A common refrain heard since the collapse of the World Trade Center Towers is that “everything has changed”, and author Richard Gray reveals the widespread belief among novelists, dramatist, and poets—as well as the American public at large—that in the post-9/11 world they are all somehow living “after the fall”. The book places American writing in the context of the transformed position of the United States in a world characterized by political, economic, and military crisis and relates this writing to crucial social and historical changes in the U.S. and elsewhere.



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February / In stores February 15

Brewing Up a Business

Second Edition

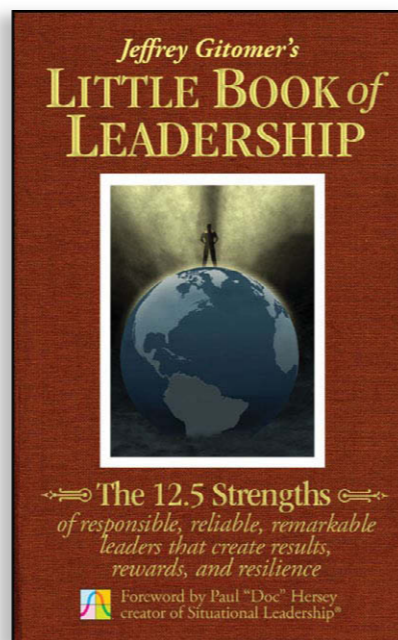
Sam Calagione (Lewes, DE)

Updated business wisdom from the founder of Dogfish Head, the nation's fastest growing independent craft brewery

Starting with nothing more than a home brewing kit, Sam Calagione turned his entrepreneurial dream into a foamy reality in the form of Dogfish Head Craft Brewery, one of America's best and fastest growing craft breweries.

In this newly updated second edition, Calagione offers a deeper real-world look at entrepreneurship and what it takes to operate and grow a successful business. He discusses Dogfish's most innovative marketing ideas, including how social media has become an integral part of the business model and how other small businesses can use it to catch up with bigger competitors. Calagione also presents a compelling argument for choosing to keep his business small and artisanal, despite growing demand for his products.

SAM CALAGIONE is the founder and owner of Dogfish Head Craft Brewery in Milton, Delaware, the nation's fastest growing independent brewery.



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April / In stores April 12

Little Book of Leadership

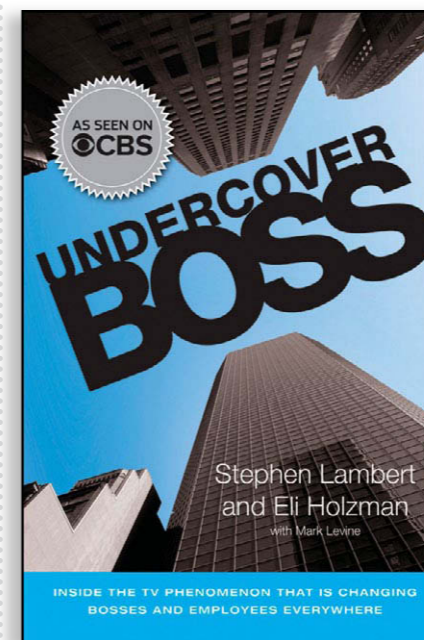
The 12.5 Strengths of Responsible, Reliable, Remarkable Elders That Create Results, Rewards, and Resilience

Jeffrey Gitomer (Charlotte, NC)

How to evaluate personal leadership skills and the actions to take to improve them

What makes a leader relevant? It's not their place of employment, job title, experience, or status in life -- it's their resilience. The true measure of any leader is his or her ability to react and respond in real time to current circumstances, and then to recover quickly and move on. *Little Book of Leadership* challenges readers to evaluate every facet of their leadership abilities in order to better understand what actions can be taken to improve upon their natural skills. *Little Book of Leadership* takes leadership into the real world of business, providing proven methods for becoming a successful leader.

JEFFREY GITOMER is a leading authority in sales and customer service and a member of the National Speaker Association's Speaker Hall of Fame.



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 Hardcover • 272 pages
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November / In stores November 2

Undercover Boss

Inside the TV Phenomenon that Is Changing Bosses and Employees Everywhere

Stephen Lambert (London, UK) and Eli Holzman (Los Angeles, CA)

“For a popular television series, *Undercover Boss* has an unusual knack for raising deep and weighty questions.”—*Forbes*

Now, for the first time, the bosses and employees featured on *Undercover Boss* share the lessons they learned as well as the formative experiences that resulted from being on the show. Show creators and executive producers Stephen Lambert and Eli Holzman reveal how they came up with the idea for the show, how they got a major network on board, and of course, how they found a dynamic, charismatic group of bosses willing to go undercover—on camera—in this thoroughly new experiment.

Featuring all-new interviews and insights with the bosses and employees of the nine businesses featured on Season 1 of the show, as well producers' notes on what you didn't see behind the scenes, this book is a must-have for fans of the show everywhere.

The Seed

Working for a Bigger Purpose

Jon Gordon (Jacksonville, FL)

A business fable to help you discover your purpose in work and life

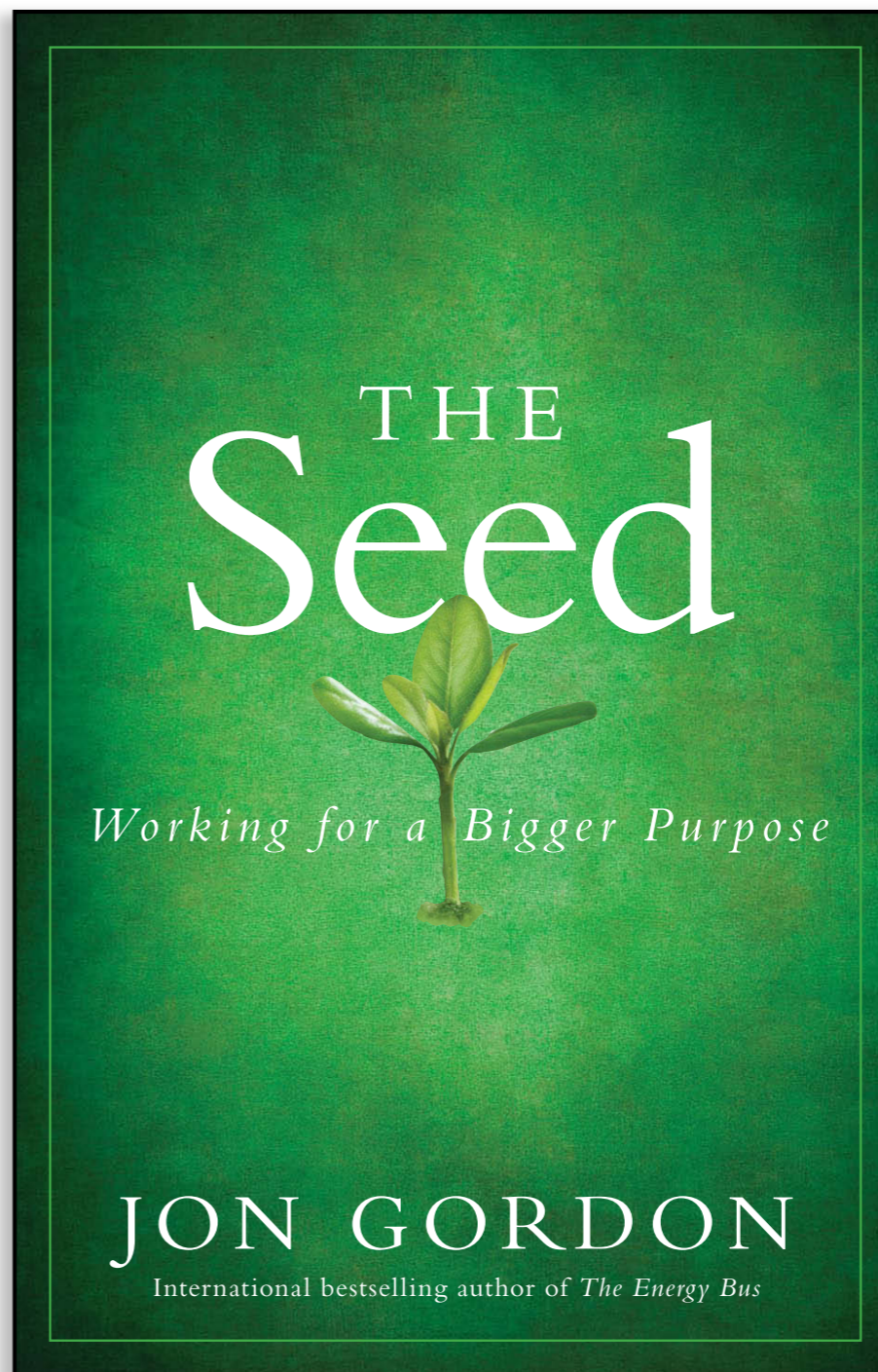
New from Jon Gordon, the international and *Wall Street Journal* bestselling author of *The Energy Bus*, *The Seed* takes you on a quest for the meaning and passion behind work. Josh, an up-and-comer at a leading technology company, is disenchanted with his job. Challenged by his boss to take two weeks to decide if he really wants to work there, Josh takes off for the country, where he meets a wise farmer who gives him a seed and a promise: find the right place to plant the seed, and his purpose will be revealed.

Through Josh's cross-country journey, you'll find surprising new sources of wisdom and inspiration in your own business and life. When he discovers where and how to plant the seed, you'll get a new sense of what it means to live and work with passion and purpose.

- Offers practical wisdom on discovering your true purpose, professionally and in life in general
- A business fable by Jon Gordon, the bestselling author of *The Energy Bus* and *Soup*

Nobody captures the deeper meaning of business like Jon Gordon, and *The Seed* is his most searching and significant book yet. Whatever your profession, take this insightful look at the purpose behind work, and plant *The Seed* of inspiration in your life!

JON GORDON (jongordon.com) is a consultant, keynote speaker, and international bestselling Wiley author.



978-0-470-88856-8
\$22.95 US • \$27.95 CAN
Hardcover • 176 pages
 5-1/2 x 8-1/2 • 34 CQ
May / In stores May 24

The Idea Hunter

How to Find the Best Ideas and Make Them Happen

Andy Boynton (Boston, MA) and Bill Fischer (Lausanne, Switzerland),
with William Bole (Boston, MA)

A different way of discovering and developing the best business ideas

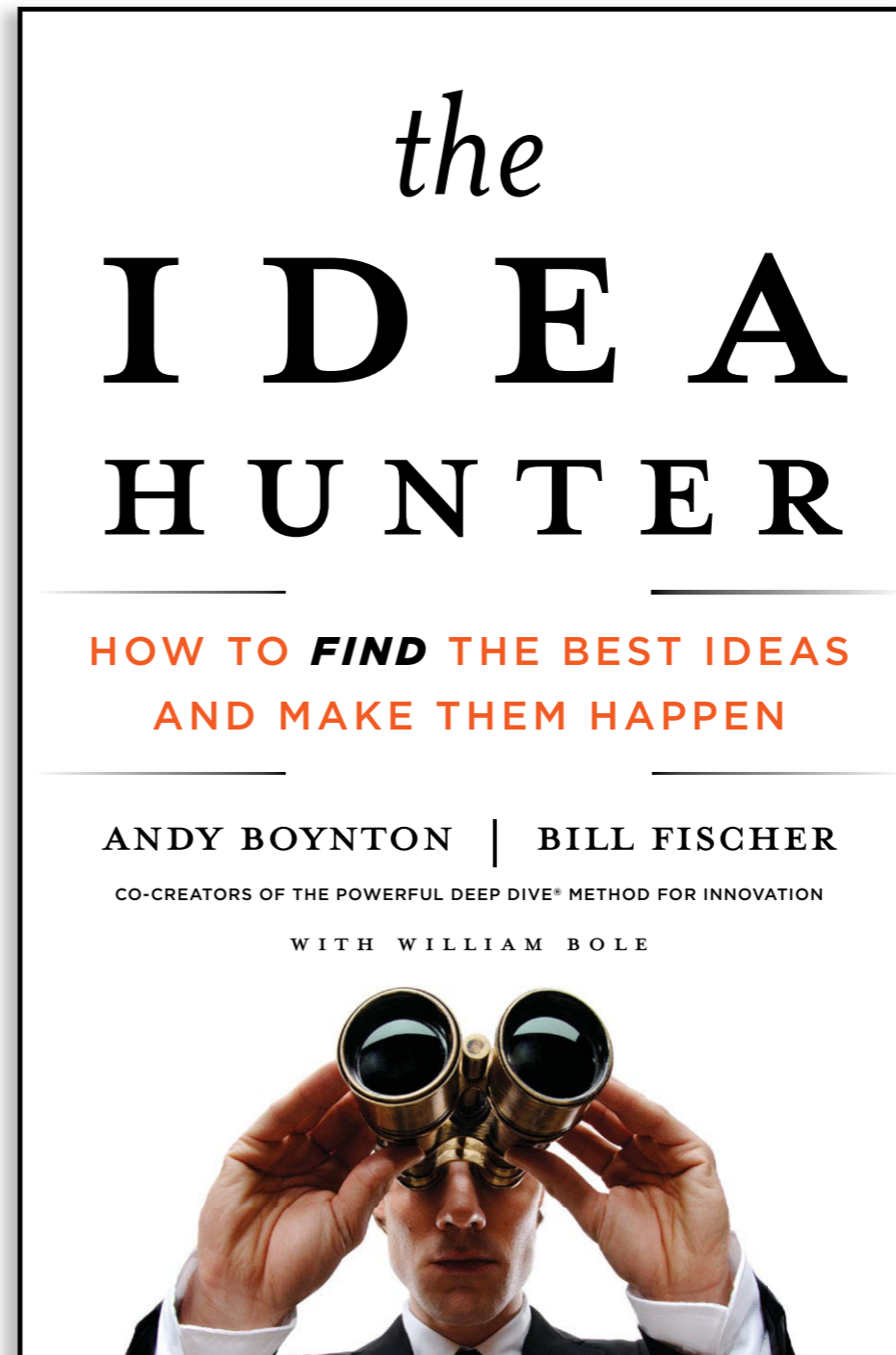
Jack Welch once said, “Someone, somewhere has a better idea.” In this myth-busting book, the authors reveal that great business ideas do not spring from innate creativity, or necessarily from the brilliant minds of people. Rather, great ideas come to those who are in the habit of looking for great ideas – all around them, all the time. Too often, people fall into the trap of thinking that the only worthwhile idea is a thoroughly original one. But Idea Hunters understand that valuable ideas are already out there, waiting to be found – and not just in the usual places.

- Explains why ideas are a critical asset for every manager and professional, not just for those who do “creative”
- Shows how to expand your capacity for finding and developing winning business ideas
- Reveals how to seek out and select the ideas that best serve your purposes and goals – and define who you are as a professional
- Offers practical tips on how to master the everyday habits of an Idea Hunter, which include cultivating great conversations

The book is filled with illustrative accounts of successful Idea Hunters and stories from thriving “idea” companies. Warren Buffett, Walt Disney, Thomas Edison, Mary Kay Ash, Twitter, and Pixar Animation Studios are among the many profiled.



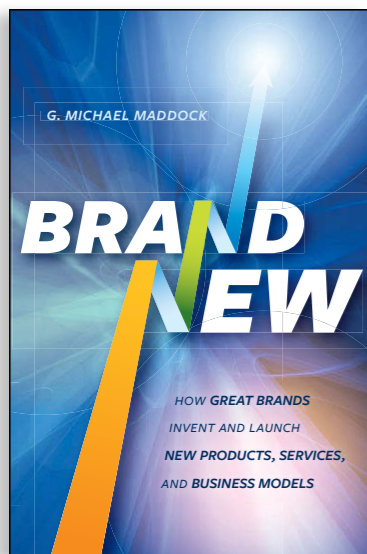
ANDY BOYNTON is dean of the Carroll School of Management at Boston College. **BILL FISCHER** is a professor of executive development at IMD in Lausanne, Switzerland.



Marketing Campaign:

- National and European publicity campaign (Fischer based in Switzerland)
- Best Idea Hunters campaign to include online and event components
- Marketing and PR support from Boston College
- Tie-in to authors' speaking schedule

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\$25.95 US • \$30.95 CAN
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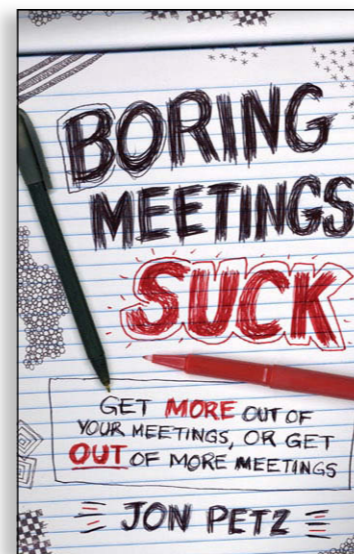
Brand New
 How Great Brands Invent and Launch New Products, Services, and Business Models

G. Michael Maddock (Elmhurst, IL)

A strategic blueprint for successful new product development and implementation

Brand New provides a clear road map to creating successful new products using a revolutionary innovation process. Author Mike Maddock has used his firm's innovation process to create and launch what is now CBS Sports Online, patent a new billing experience for AT&T, create the McDonald's Snack Wrap, and launch Precision Farming for Case New Holland, among others. Innovative and truly visionary, this book teaches other companies how they can maximize performance and revenue.

G. MICHAEL MADDOCK is the founding partner and chairman of Maddock Douglas.



978-1-1180-0462-3
\$22.95 US • \$27.95 CAN
 Hardcover • 240 pages
 5-1/2 x 8-1/2
 April / In stores April 19

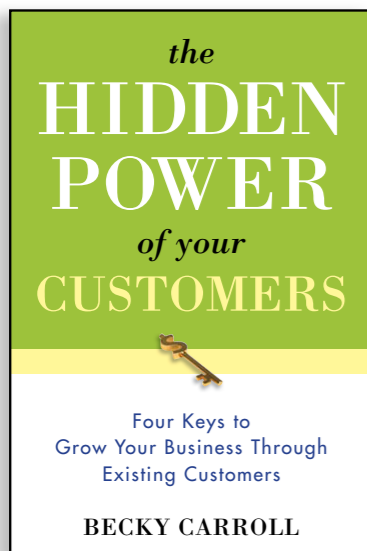
Boring Meetings Suck
 Get More Out of Your Meetings, or Get Out of More Meetings

Jon Petz (Columbus, OH)

The guide that proves your meetings don't have to suck!

- Empowers attendees to politely speak up and get a meeting back on track, or graciously get out, without being fired
- Shows how hosts can capitalize on technology, learning to crowd-source problems and increase participation
- Defines surefire methods to get meetings to start and end on time and not have the speaker read the slides
- STOPS over-invitation syndrome

JON PETZ (JonPetz.com) is a motivational keynote speaker/ motivational entertainer, master of ceremonies, and corporate magician.



978-1-1180-1821-7
\$24.95 US • \$29.95 CAN
 Hardcover • 240 pages
 6 x 9
 July / In stores July 20

The Hidden Power of Your Customers
 4 Keys to Grow Your Business through Existing Customers

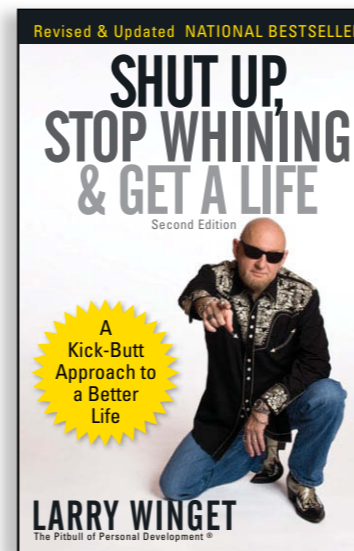
Becky Carroll (San Diego, CA)

Winning strategies to keep your existing customers coming back

- Reveals four keys to success: relevant marketing, orchestrated customer experience, customer-focused metrics, and killer customer service
- Details a fundamental shift that needs to take place in how businesses treat their existing customers



BECKY CARROLL (customersrock.net) is the founder of Petra Consulting Group, a consultancy focused on engaging customers through conversation, social media, and customer experiences.



978-1-1180-2451-5
\$18.95 US • \$22.95 CAN
 Paper • 272 pages
 5-1/2 x 8-1/2
 Prior Edition: 978-0-471-65465-0
 August / In stores August 9

Shut Up, Stop Whining, and Get a Life
 A Kick-Butt Approach to a Better Life

Second Edition, Revised and Updated

A new edition of the book that's "not your average self-help book"

Larry Winget returns with the signature caustic, no-nonsense, hilarious style that earned him the titles "Pitbull of Personal Development®" and "World's Only Irritational Speaker®." Winget's get-off-your-but-and-go-to-work approach to self-improvement boils success down to a simple formula: everything in your life gets better when you get better.

LARRY WINGET is the author of five bestselling self-help books, a member of the International Speakers Hall of Fame, and a regular contributor to television news shows on the topics of money, personal success, and business.



978-0-470-94977-1
\$25.95 US • \$30.95 CAN
 Hardcover • 256 pages
 5-1/2 x 8-1/4 • 44 CQ
 April / In stores April 19
 JOSSEY-BASS™

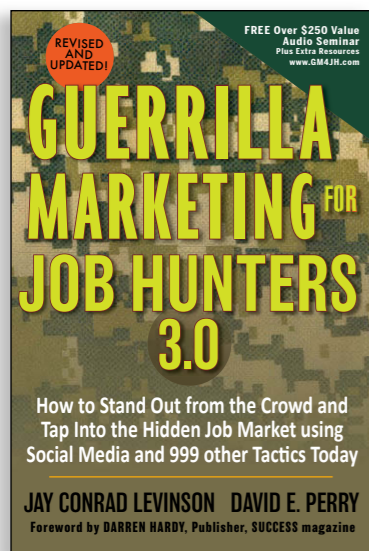
Look at More

A Proven Approach to Innovation, Growth and Change

Andy Stefanovich (Richmond, VA)

How to harness inspiration for successful, long-term innovation

Why does real innovation elude so many companies, including the biggest corporations with top resources? The problem, in all cases, is that they are lacking inspiration. In *Look at More*, Andy Stefanovich outlines inspiration as a discipline and a systematic approach for innovation that when applied consistently, brings long-term, sustainable results. It is about learning to think differently and getting others to do the same. By focusing on the front end of the Inspiration–Creativity–Innovation continuum, *Look at More* brings a fresh perspective to a popular conversation that is experiencing fatigue. Inspiration is the most effective way of unleashing innovation and this book shows you how.



978-1-1180-1909-2
\$21.95 US • \$25.95 CAN
 Paper • 368 pages
 6 x 9
 May / In stores May 3

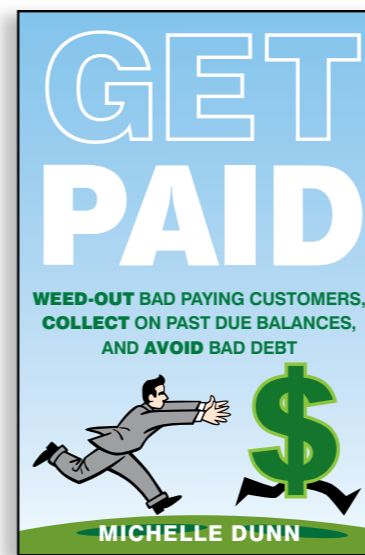
Guerrilla Marketing for Job Hunters 3.0

How to Stand Out from the Crowd and Tap Into the Hidden Job Market Using Social Media and 999 Other Tactics Today

Jay Conrad Levinson (DeBary, FL) and David E. Perry (Gatieneau, QC)

The latest strategies for job hunters revealed in this revised and updated edition

JAY CONRAD LEVINSON (www.gmarketing.com) is the Chairman of Guerrilla Marketing International as well as the author of the bestselling marketing series, *Guerrilla Marketing*, plus 57 other business books. **DAVID PERRY** is Managing Director of Perry-Martel International, a top executive search, recruiting, and placement firm, where he has negotiated more than \$180,000,000 in salaries. *The Wall Street Journal* refers to Perry as America's "Rogue Recruiter."



978-1-1180-1161-4
\$24.95 US • \$29.95 CAN
 Hardcover • 224 pages
 6 x 9
 May / In stores May 3

Get Paid

Weed-out Bad Paying Customers, Collect on Past Due Balances, and Avoid Bad Debt

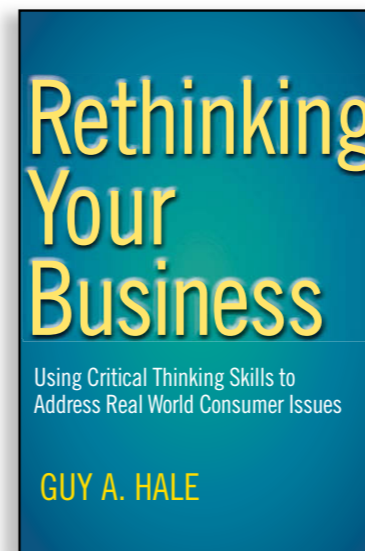
Michelle Dunn (Plymouth, NH)

Give your business a successful credit and collections plan with this easy and clear guide

- Contains all needed forms to set up and implement an effective credit policy
- Author is a popular columnist for several newspapers and national magazines, and appears regularly in the media as a go-to authority on debt

Get Paid enables you to decide what matters most to your business when it comes to billing, payment terms, pricing, cash flow, and more, then set up the systems to meet these goals and increase profitability.

MICHELLE DUNN (michelledunn.com; credit-and-collections.com) is an internationally known expert on the topic of credit and collections.



978-1-1180-0463-0
\$24.95 US • \$29.95 CAN
 Hardcover • 256 pages
 6 x 9
 July / In stores June 28

Rethinking Your Business

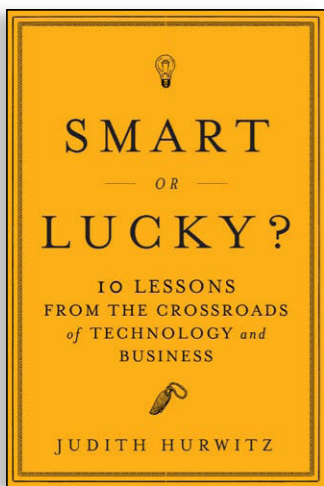
Using Critical Thinking Skills to Address Real-World Consumer Issues

Guy A. Hale (San Francisco, CA)

Apply proven critical thinking processes and supercharge your business

Alamo Learning Systems has been providing Critical Thinking Skills (CTS), problem-solving, decision-making, preventive action, and innovation training solutions to the corporate world for more than 35 years. They have been at the forefront of such movements in management as ISO 9000, Six Sigma, and Lean Manufacturing. Now, in *Rethinking Your Business*, these CTS experts bring you an up-to-the-minute toolbox of strategies and tactics you can use to optimize your business.

GUY A. HALE is Chairman and CEO of Alamo Learning Systems, one of the oldest and most highly regarded management training and consulting companies in the world.



978-0-470-89142-1
\$27.95 US • \$33.95 CAN
Hardcover • 256 pages
 6 x 9 • 44 CQ
May / In stores May 24
JOSSEY-BASS™

Are You Smart or Lucky?

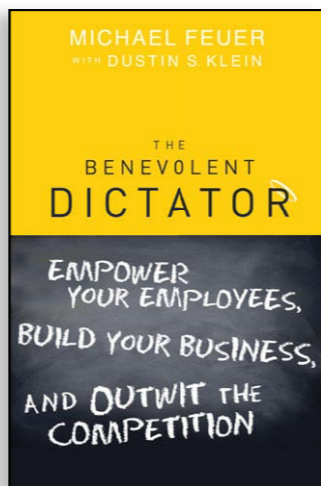
Ten Lessons Learned from a Lifetime in Technology and Business

Judith Hurwitz (Newton, MA)

An insider's look at the combination of luck and smarts you need to succeed in today's changing world

- Offers concrete lessons based on well-tested principles that have broad applications for business leaders and entrepreneurs across industries
- Based on experiences with hundreds of successful and failed companies in the software market over three decades

JUDITH HURWITZ is President and CEO of Hurwitz & Associates, a strategy consulting and research firm focused on emerging computing technologies.



978-1-1180-0391-6
\$24.95 US • \$29.95 CAN
Hardcover • 272 pages
 6 x 9
June / In stores June 7

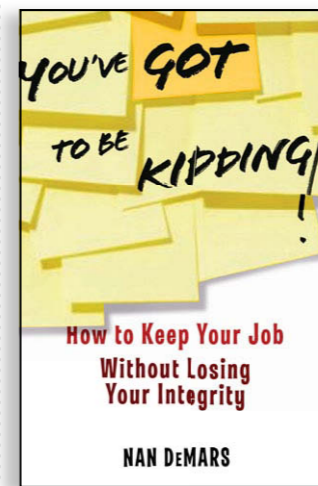
The Benevolent Dictator

Empower Your Employees, Build Your Business, and Outwit the Competition

Michael Feuer (Cleveland, OH) with Dustin S. Klein (Cleveland, OH)

An unconventional philosophy for starting and building a business that exceeds your own expectations

- Learn critical specifics on how to move from idea development to build-out, through steps for continuous improvement, and on to the big cash out
- Features proven tools, strategies, and tactics that will help you bottle entrepreneurial lightning over and over again
- As the cofounder of office retail giant OfficeMax, the author turned a \$3 million investment into a \$1.5 billion sale in his 16 years as CEO



978-0-470-94751-7
\$22.95 US • \$27.95 CAN
Hardcover • 276 pages
 6 x 9 • 16 CQ
June / In stores June 21

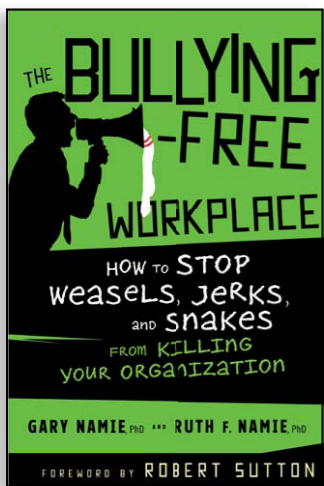
You've Got to Be Kidding

How to Keep Your Job Without Losing Your Integrity

Nan DeMars (Minneapolis, MN)

What to do when you're caught in the middle of an ethical dilemma at work

- Filled with recognizable examples that put ethical principles in concrete terms
- Covers such topics as loyalty, confidentiality, security, office romance, harassment, social networking at work, harassment, workplace bullying, lying for your boss, and even Internet mischief
- A practical manual for assessing, discussing, and resolving ethical dilemmas in the workplace



978-0-470-94220-8
\$24.95 US • \$29.95 CAN
Hardcover • 256 pages
 6 x 9 • 20 CQ
May / In stores May 17

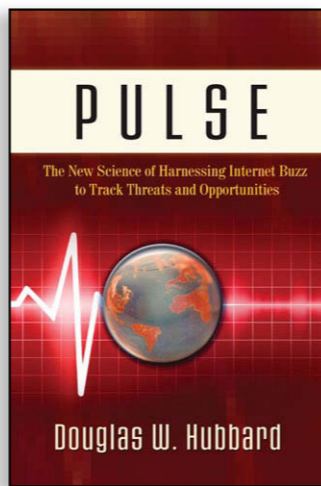
The Bully-Free Workplace

How to Stop Bullies, Jerks, and Weasels from Killing Your Organization

Gary Namie, PhD (Bellingham, WA) and Ruth F. Namie, PhD (Bellingham, WA)

The solution to bullying in the workplace

- Justifies action against bullying for bottom-line fiscal rewards, productivity, employee health, talent retention, and positioning as an employer of choice
- Authors are pioneering experts and internationally recognized leaders in workplace bullying; their previous book, *The Bully at Work*, helped define the field



978-0-470-93236-0
\$45.00 US • \$54.00 CAN
Hardcover • 256 pages
 6 x 9 • 20 CQ
May / In stores May 3

Pulse

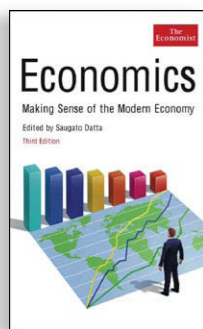
The New Science of Harnessing Internet Buzz to Track Threats and Opportunities

Douglas W. Hubbard (Glen Ellyn, IL)

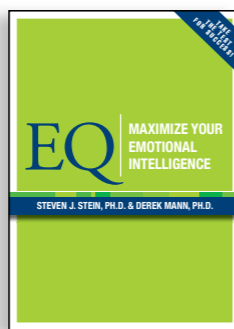
The ultimate guide to mining the Internet for real-time assessment of trends and data

- Shows how the Internet can be used as an incredibly powerful measurement tool
- Reveals how to mine the Internet to measure and forecast business progress
- Written by leading expert in business analytics and performance management

DOUGLAS W. HUBBARD is the inventor of Applied Information Economics (AIE) and an internationally recognized expert in the field of IT value.



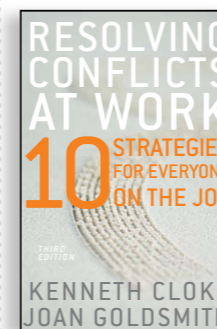
Economics
Making Sense of the Modern Economy
 Third Edition
 The Economist, Saugato Datta
 (Washington, DC)
 An updated edition of the authoritative resource on the realities of the modern economy
 978-1-1180-1042-6
\$22.95 US • \$27.95 CAN
Hardcover • 336 pages • 6 x 9 • 10 CQ
 Prior Edition: 978-1-86197-545-4
May / In stores April 26



EQ
Maximize Your Emotional Intelligence
 Steven J. Stein (Toronto, ON) and
 Derek Mann (Toronto, ON)
 A survey of the essential skills required to consistently translate motivation into success
 978-0-470-96331-9
\$24.95 US • \$29.95 CAN
Hardcover • 160 pages • 5 x 8 • 16 CQ
May / In stores May 17
JOSSEY-BASS™



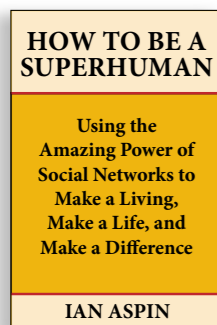
The EQ Edge
Emotional Intelligence and Your Success
 Third Edition
 Steven J. Stein (Toronto, ON) and
 Howard E. Book (Toronto, ON)
 A newly revised and updated edition of the bestselling guide to improving your emotional intelligence skills
 978-0-470-68161-9
\$27.95 US • \$29.95 CAN
Paper • 320 pages • 6 x 9 • 16 CQ
 Prior Edition: 978-0-470-83836-5
June / In stores June 7
JOSSEY-BASS™



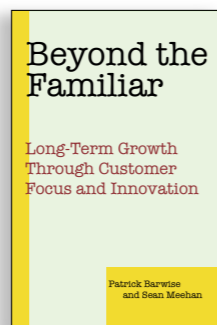
Resolving Conflicts at Work
Ten Strategies for Everyone on the Job
 Third Edition
 Kenneth Cloke (Santa Monica, CA) and
 Joan Goldsmith (Santa Monica, CA)
 The classic text on resolving workplace conflicts, fully revised and updated
 978-0-470-92224-8
\$22.95 US • \$27.95 CAN
Paper • 384 pages • 6 x 9 • 16 CQ
May / In stores May 24
 Prior Edition: 978-0-7879-8024-5
JOSSEY-BASS™



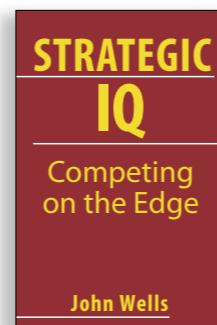
Innovative Intelligence
Leading a New Wave of Thinking About Innovation in Your Organization
 David Weiss (Toronto, ON) and
 Claude Legrand (Toronto, ON)
 A new model for creating a culture of innovation throughout an organization and overcoming barriers to creative thinking
 978-0-470-67767-4
\$39.95 US • \$39.95 CAN
Hardcover • 320 pages 8 6 x 9
March / In stores March 22



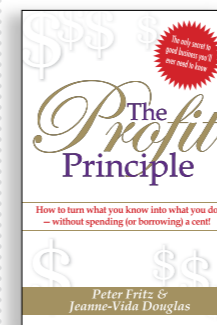
How to Be a Superhuman
Using the Amazing Power of Social Networks to Make a Living, Make a Life, and Make a Difference
 Ian Aspin (Lancaster, UK)
 A Twitter superstar shows you how to use social media to stand out from the crowd and boost success in business and life
 978-0-85708-048-6
\$21.95 US • \$25.95 CAN
Paper • 256 pages • 6 x 9
June / In stores June 15



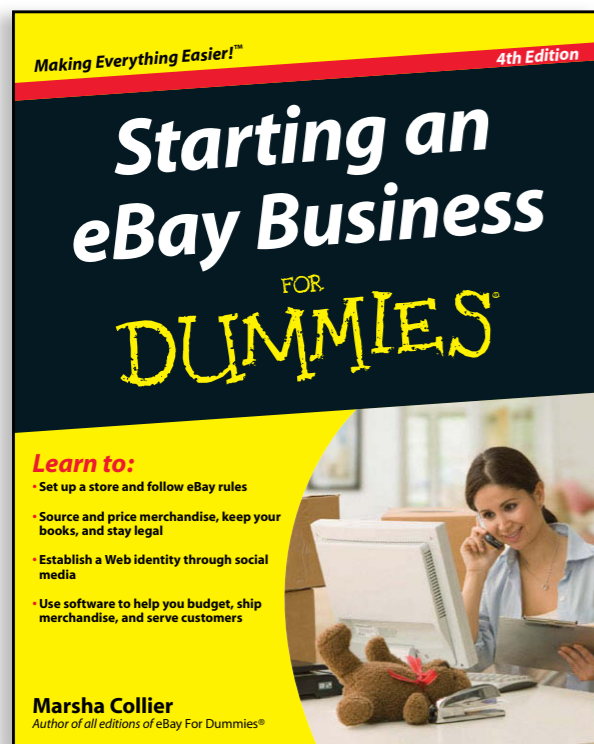
Beyond the Familiar
Long-Term Growth Through Customer Focus and Innovation
 Patrick Barwise (London, UK) and
 Sean Meehan (London, UK)
 The guide that shows business leaders how to achieve profitable, market-leading organic growth over the long term
 978-0-470-97631-9
\$29.95 US • \$35.95 CAN
Hardcover • 176 pages • 6 x 9
May / In stores May 24



Strategic IQ
Competing on the Edge
 John Wells (Lausanne, Switzerland)
 Expert insight on why businesses fail and what senior executives can do to survive
 978-0-470-97828-3
\$29.95 US • \$35.95 CAN
Hardcover • 250 pages • 6 x 9
June / In stores June 15



The Profit Principle
Turn What You Know into What You Do—without Borrowing a Cent
 Peter Fritz (Chippendale, NSW, Australia)
 A modern classic that will revolutionize your thinking on what it takes to get started and succeed in small business
 978-1-74246-831-0
\$16.95 US • \$19.95 CAN
Paper • 208 pages • 6 x 9
January / In stores December 28
 WRIGHT BOOKS



978-1-1180-0467-8
\$24.99 US • \$29.99 CAN
 Paper • 408 pages
 7-3/8 x 9-1/4 • 20 CQ
 Prior Edition: 978-0-470-14924-9
 April / In stores April 19

Starting an eBay Business For Dummies

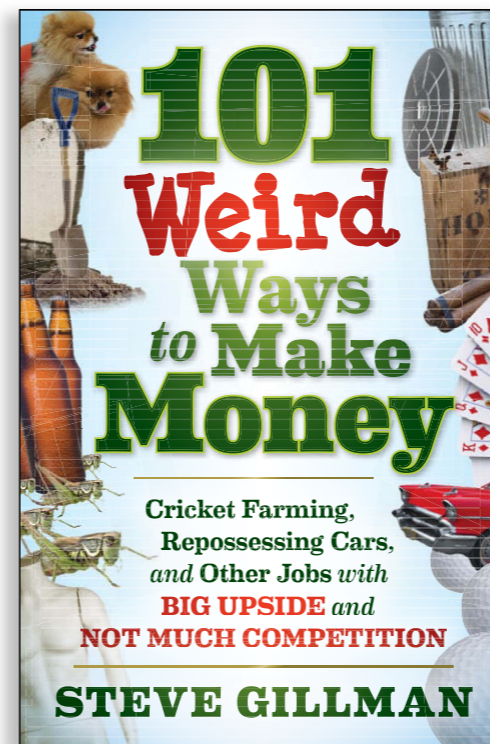
4th Edition

Marsha Collier (Northridge, CA)

The gold standard for eBay users who want to get serious about selling

- Shows you how to lay the foundation for a business by setting up a store and reviews legal requirements and restrictions
- Helps you price and source your merchandise
- Explores how to attract an audience using social media and through your own site
- Gives you a quick MBA in budgeting, money transactions, customer service, shipping, and more
- Offers insight on other sellers who have been successful on eBay, and what you can learn from them

MARSHA COLLIER (Northridge, CA) is the world's bestselling author on eBay topics. Her books combine for more than a million copies in print. Leading titles include *eBay For Dummies*, *Starting an eBay Business For Dummies*, and *eBay Business All-in-One For Dummies*.



978-1-1180-1418-9
\$19.95 US • \$23.95 CAN
 Paper • 320 pages
 6 x 9
 August / In stores July 26

101 Weird Ways to Make Money

Cricket Farming, Repossessing Cars, and Other Jobs with Big Upside and Not Much Competition

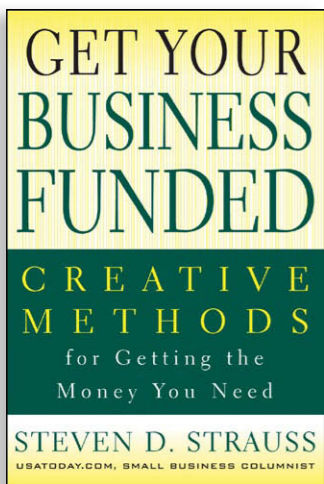
Steve Gillman (Cañon City, CO)

Find creative ways to make money in businesses with little competition

- Jobs and businesses covered include cricket and maggot farming, environmentally friendly burials, making and selling solar-roasted coffee, daycare services for handicapped children, and many more
- Each chapter features a "Where the Money Is" section on how to scale-up and be profitable
- Author writes a popular website and email newsletter on unusual ways to make money



STEVE GILLMAN (UnusualWaysToMakeMoney.com) has been writing for years about dirty and unusual jobs and businesses. He has supported himself and his family for more than twenty years without ever resorting to a conventional "job."



978-0-470-92811-0
\$19.95 US • \$23.95 CAN
 Paper • 248 pages
 6 x 9 • 20 CQ
 July / In stores June 28

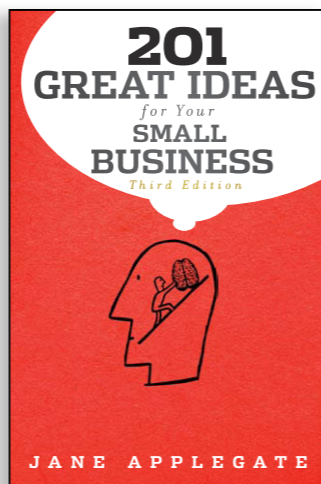
Get Your Business Funded

Creative Methods for Getting the Money You Need

Steven D. Strauss (Portland, OR)

Explore the many options available to get the money you need for your business

- Divided into two sections: "Sources and Funding" and "What You Need to Know"
- Explains such unorthodox financing sources as peer-to-peer lending, online grants, business plan competitions, and the "friends and family plan"
- Reveals untapped funding streams available through the government
- Follows on the success of the author's previous work *The Small Business Bible*



978-0-470-91966-8
\$22.95 US • \$27.95 CAN
 Paper • 432 pages
 6 x 9 • 8 CQ
 Prior Edition: 978-1-57660-117-4
June / In stores June 21
 Bloomberg Press

201 Great Ideas for Your Small Business

Third Edition

Jane Applegate (Sharon, VT)

Completely revised and updated edition of this very popular and successful small business book

- Details how business owners can use online marketing and social networking more effectively
- Offers timely strategies for thriving in challenging economic times

JANE APPLLEGATE is an author, columnist, producer, and president of The Applegate Group, a multimedia communications and consulting company that helps clients create better products and services for small business owners.



978-0-470-92982-7
\$49.95 US • \$59.95 CAN
 Hardcover • 256 pages
 6 x 9 • 20 CQ
 July / In stores July 5

Venture Capital Financings

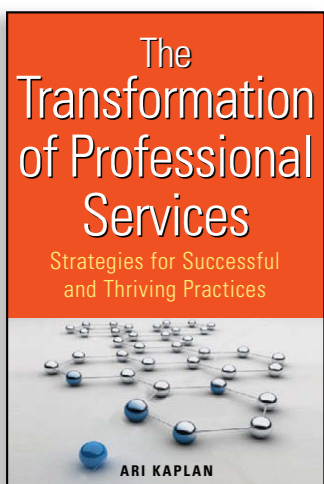
How to Look Smarter than Your Lawyer and Your VC

Brad Feld (Boulder, CO) and Jason Mendelson (Boulder, CO)

An engaging guide to excelling in today's venture capital arena

- Includes a breakdown analysis of the mechanics of a Term Sheet and the tactics needed to negotiate
- Details the different stages of the venture capital process, from starting a venture and seeing it through to the later stages

BRAD FELD has been an early stage investor and entrepreneur for over twenty years. Prior to cofounding Foundry Group, he cofounded Mobius Venture Capital. JASON MENDELSON has over a decade of experience in the venture capital and technology industries. He is also a cofounder of Foundry Group.



978-1-1180-0190-5
\$49.95 US • \$59.95 CAN
 Hardcover • 272 pages
 6 x 9 • 18 CQ
 June / In stores June 7

The Transformation of Professional Services

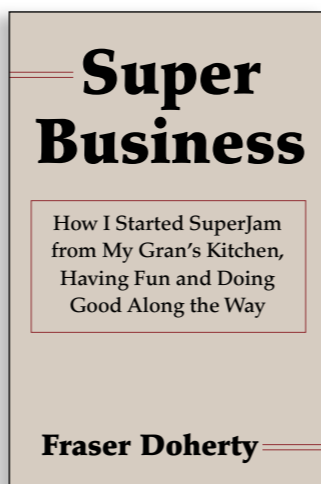
Creating Innovative Practices in a Digital Marketplace

Ari Kaplan (New York, NY)

How engaging technology and relationships can help you stand out, attract business, and achieve a more dynamic professional life

- Details the importance of offering resources instead of simply selling

ARI KAPLAN is the author of *The Opportunity Maker*, creator of the 30-Minute Thursdays webinar series, a professional consultant, and the writer of more than 200 articles that have appeared in publications ranging from *Wired* and *ComputerWorld* to *The Daily Telegraph* and *The Star Ledger*.



978-0-85708-142-1
\$19.95 US • \$23.95 CAN
 Paper • 192 pages
 6 x 9
June / In stores June 15

SuperBusiness

How I Started SuperJam from My Gran's Kitchen, Having Fun and Doing Good Along the Way

Fraser Doherty (Edinburgh, Scotland)

Down-to-earth business advice from the first winner of the Ernst & Young Global Student Entrepreneur of the Year award

TouchPoints

Creating Powerful Leadership Connections in the Smallest of Moments

Douglas R. Conant (Madison, NJ) and Mette Norgaard (New York, NY)

A fresh, effective, and enduring way to lead – starting with your next interaction

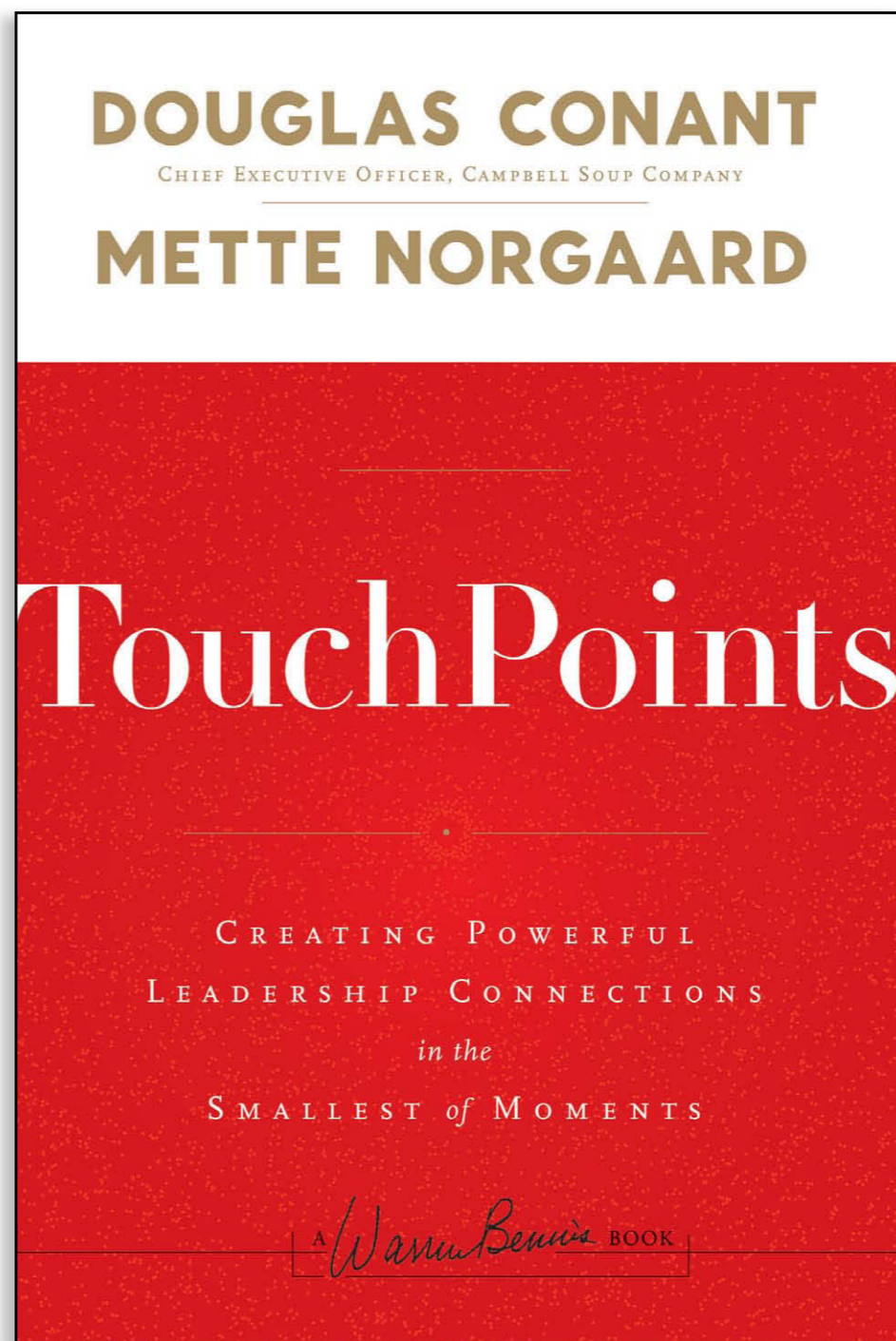
Most leaders feel the inevitable interruptions in their jam-packed days are troublesome. But in *TouchPoints*, Conant and Norgaard argue that these – and every point of contact with other people – are overlooked opportunities for leaders to increase their impact and promote their organization's strategy and values. Through previously untold stories from Conant's tenure as CEO of Campbell Soup Company and Norgaard's vast consulting experience, the authors show that a leader's impact and legacy are built through hundreds, even thousands, of interactive moments in time. The good news is that anyone can develop "TouchPoint" mastery by focusing on four essential components: head, heart, hands, and touch.

- Promotes a new intuitive model of rational, active, and wise leadership practices
- Shows how the authenticity of a leader is tested during every informal moment, every day
- Introduces four integrated commitments that are foundational to mastering the TouchPoints: the commitment to inquiry, reflection, practice, and continuous improvement

Compelling and transformative, this book shows how TouchPoint mastery can turn otherwise ordinary moments into powerful opportunities for influence with lasting impact—one TouchPoint at a time.



DOUGLAS R. CONANT is President and CEO of Campbell Soup Company, whose performance has transformed from lackluster to extraordinary in his 10-year tenure. **METTE NORGAARD**, a longtime collaborator, is an expert on strategic leadership and organizational learning who partners with top executives to bring their business strategies to life.



Marketing Campaign:

- Publicity and Marketing Support from Campbell Soup Company
- Bestseller Campaign Through ResultSource
- Marketing Consultant Hired to Manage Marketing Efforts

978-1-1180-0435-7
\$26.95 US • \$31.95 CAN
Hardcover • 250 pages
 6 x 9
May / In stores May 17
JOSSEY-BASS™

From Values to Action

The Four Principles of Values-Based Leadership

Harry M. Jansen Kraemer, Jr. (Chicago, IL)

Respected former CEO, professor, and speaker examines what it takes to become a values-based leader

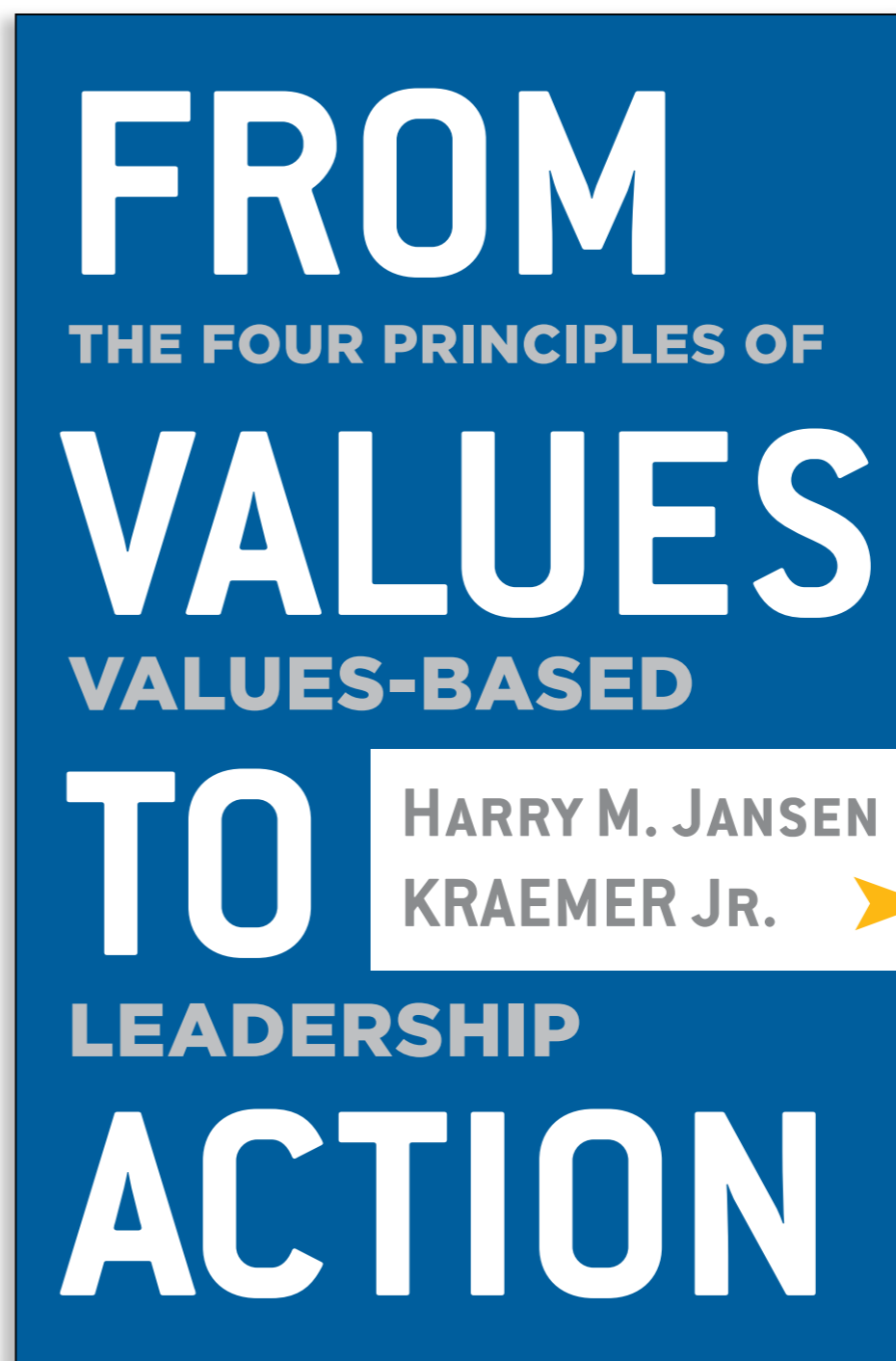
In this highly anticipated book, Harry Kraemer argues that today's business environment demands values-based leaders who, in "doing the right thing," deliver outstanding and lasting results. The journey to becoming a values-based leader starts with self-reflection. He asks, "If you are not self-reflective, how can you know yourself? If you do not know yourself, how can you lead yourself? If you cannot lead yourself, how can you lead others?" Kraemer identifies self-reflection as the first of four principles that guide leaders to make choices that honor their values and candidly recounts how these principles helped him—and will help leaders everywhere—navigate some of the toughest leadership challenges.

- Offers a framework for adopting the principles of values-based leadership—self-reflection, balance, true self-confidence, and genuine humility—to lead organizations effectively
- Based on Kraemer's popular Kellogg MBA course on values-based leadership
- A recognized expert in values-based leadership, Kraemer is a sought-after speaker on the subject

Lively and engaging, Kraemer's book comes at a critical time when true leadership is desperately needed.



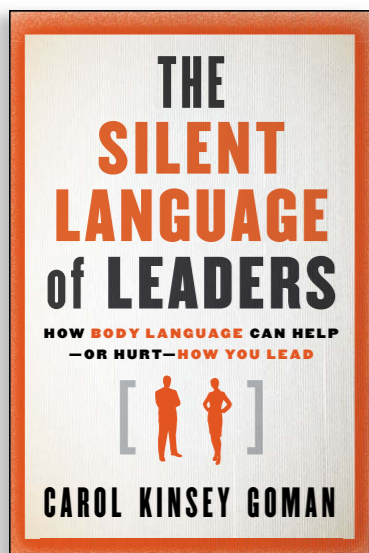
HARRY M. JANSEN KRAEMER, JR., is Professor of Management and Strategy at Northwestern University's Kellogg School of Management and Executive Partner with Madison Dearborn Partners. He is the former Chairman and CEO of Baxter International, a multibillion-dollar global healthcare company.



Marketing Campaign:

- National Publicity Campaign
- Tie-In to Author's Speaking Schedule
- Partner Marketing Support from Author's 5,000 Contacts
- Leadership Ad Campaign

978-0-470-88125-5
\$27.95 US • \$33.95 CAN
Hardcover • 240 pages
 6 x 9 • 54 CQ
April / In stores April 19
JOSSEY-BASS™



978-0-470-87636-7
\$24.95 US • \$29.95 CAN
 Hardcover • 256 pages
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The Silent Language of Leadership

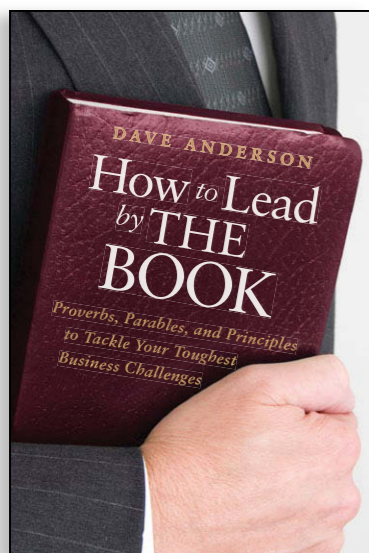
How Body Language Can Help—or Hurt—How You Lead

Carol Kinsey Goman, Ph.D. (Berkeley, CA)

A guide for using body language to lead more effectively

- Draws on compelling psychological and neuroscience research to show leaders how to adjust their body language for maximum effect
- Stands out as the only book to address specifically how *leaders* can use body language to increase their effectiveness

CAROL KINSEY GOMAN, PHD, is founder of Kinsey Consulting Services, which focuses on coaching executives about business communication and the hidden impact of body language.



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How to Lead by THE BOOK

Proverbs, Parables, and Principles to Tackle Your Toughest Business Challenges

Dave Anderson (Agoura Hills, CA)

Biblical solutions to dozens of the toughest challenges leaders face today

- Shows why typical approaches to leadership problems often fail, while biblical wisdom succeeds
- Covers both day-to-day dilemmas and larger questions of management, accountability, and vision
- From the bestselling author of *How to Run Your Business by THE BOOK*, *Up Your Business*, and *If You Don't Make Waves You'll Drown*



DAVE ANDERSON (LearnToLead.com) is an author, speaker, and the head of the leadership and sales training company Learn to Lead, reaching an international customer base daily.



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Why Are We Bad at Picking Good Leaders?

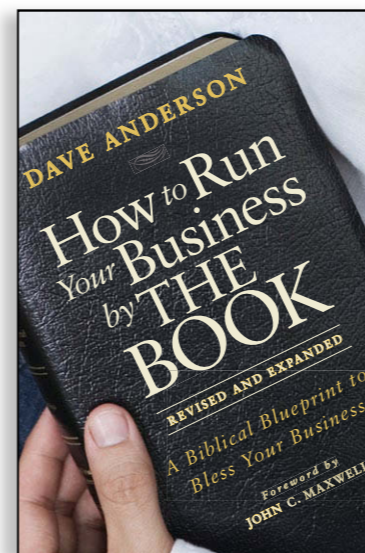
A Better Way to Evaluate Leadership Potential

Jeffrey Cohn (New York, NY) and Jay Moran (Barcelona, Spain)

Rather than asking, “Why are leaders failing?” we need to ask, “Why aren’t we choosing better leaders?”

- Offers multiple ways to evaluate leaders, and how these 8 leadership attributes combine to create the best (and worst) in leaders
- Includes academic study and field training at institutions such as Harvard, Yale, INSEAD, and IMF for developing future leaders

JEFFREY COHN is a public speaker, advisor, and expert in succession planning, assessment, and leadership development. **JAY MORAN** is a top leadership assessment and development expert and a professor of leadership and international business.



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How to Run Your Business by THE BOOK

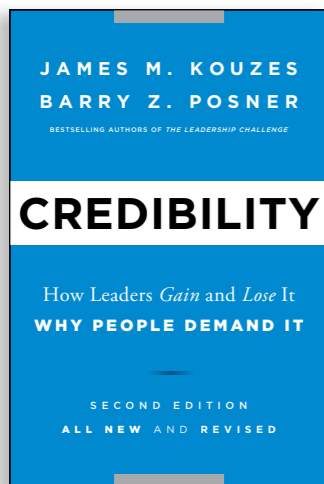
A Biblical Blueprint to Bless Your Business

Revised and Expanded

Dave Anderson (Agoura Hills, CA)

A revised *Second Edition* of the book that shows you how to use Bible-based leadership principles to improve business performance

- Includes practical, proven business guidance gleaned from the Bible



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Credibility

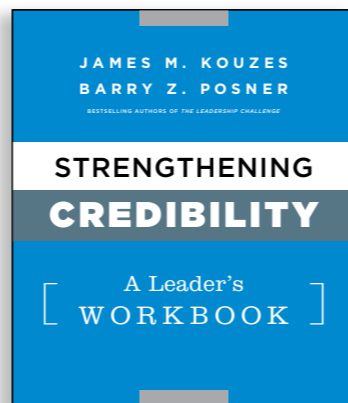
How Leaders Gain and Lose It, Why People Demand It

Second Edition

James Kouzes (Orinda, CA) and Barry Posner (Santa Clara, CA)

The first true revision of the classic book, from the bestselling authors of *The Leadership Challenge*

- Reveals the six key disciplines that strengthen a leader's capacity for developing and sustaining credibility
- Provides rich examples of real managers in action
- Includes updates to the applications and research



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Strengthening Credibility

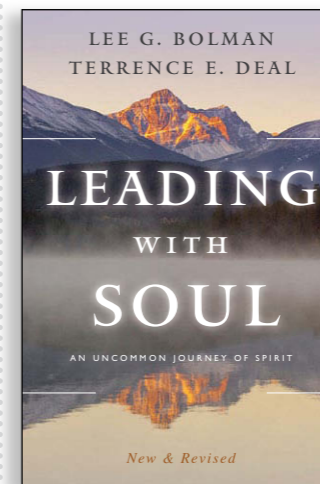
A Leader's Workbook

James M. Kouzes (San Francisco, CA), Barry Posner (San Francisco, CA), and Jane Bozarth (Durham, NC)

From the authors of *The Leadership Challenge*, a workbook to strengthen every leader's capacity for developing and sustaining credibility

- Offers a series of exercises to build leaders' understanding and application of Kouzes and Posner's proven, systematic approach to leading with credibility

JAMES M. KOUZES and **BARRY Z. POSNER** are the authors of *The Leadership Challenge*, which has sold over 1.6 million copies. **JANE BOZARTH** is e-Learning Coordinator for the Central Personnel office for North Carolina State government and author of *E-Learning on a Shoestring* and *Better Than Bullet Points*.



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Leading with Soul

An Uncommon Journey of Spirit, Revised Third Edition

Lee G. Bolman (Kansas City, MO) and Terrence E. Deal (San Luis Obispo, CA)

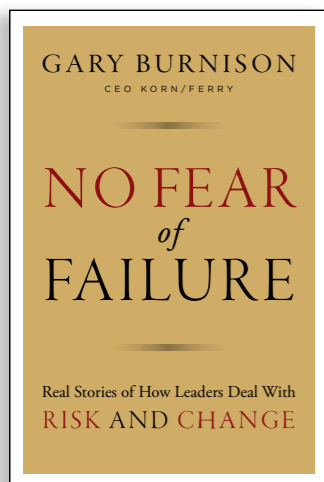
A new edition of the bestselling book on finding one's personal path to leadership

- Bolman and Deal are the co-authors of the bestselling book *Reframing Organizations*, now in its fourth edition
- Explores in greater depth the concepts of love, power, and significance as relates to leadership



LEE G. BOLMAN consults worldwide to corporations, public agencies, universities, and schools. **TERRENCE E. DEAL** is the coauthor of sixteen books,

including the bestselling *Corporate Cultures* with A.A. Kennedy and *Managing the Hidden Organization*.



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No Fear of Failure

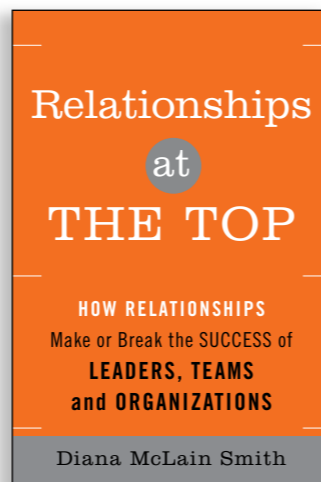
Real Stories of How Leaders Deal with Risk and Change

Gary Burnison (Los Angeles, CA)

Candid conversations with top leaders around the world on how they approached pivotal moments in their careers

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GARY BURNISON is CEO of Korn/Ferry International, the world's largest executive recruiting firm.



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August / In stores August 9
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Relationships at the Top

How Relationships Make or Break the Success of Leaders, Teams, and Organizations

Diana McLain Smith (Cambridge, MA)

A systematic look at how relationships determine the success of leaders and their enterprises, along with tools to help strengthen and change them

- Uses in-depth observational studies and clinical research to explore how relationships at the top of organizations work, develop, and change



DIANA MCLAIN SMITH is a partner at the Monitor Group, a global strategy firm, and the Chief Executive Partner of New Profit Inc.

The End Game

The End of the Debt Supercycle and How It Changes Everything

John Mauldin (Dallas, TX)

An exhaustive look at world markets and why the economy has been so unpredictable

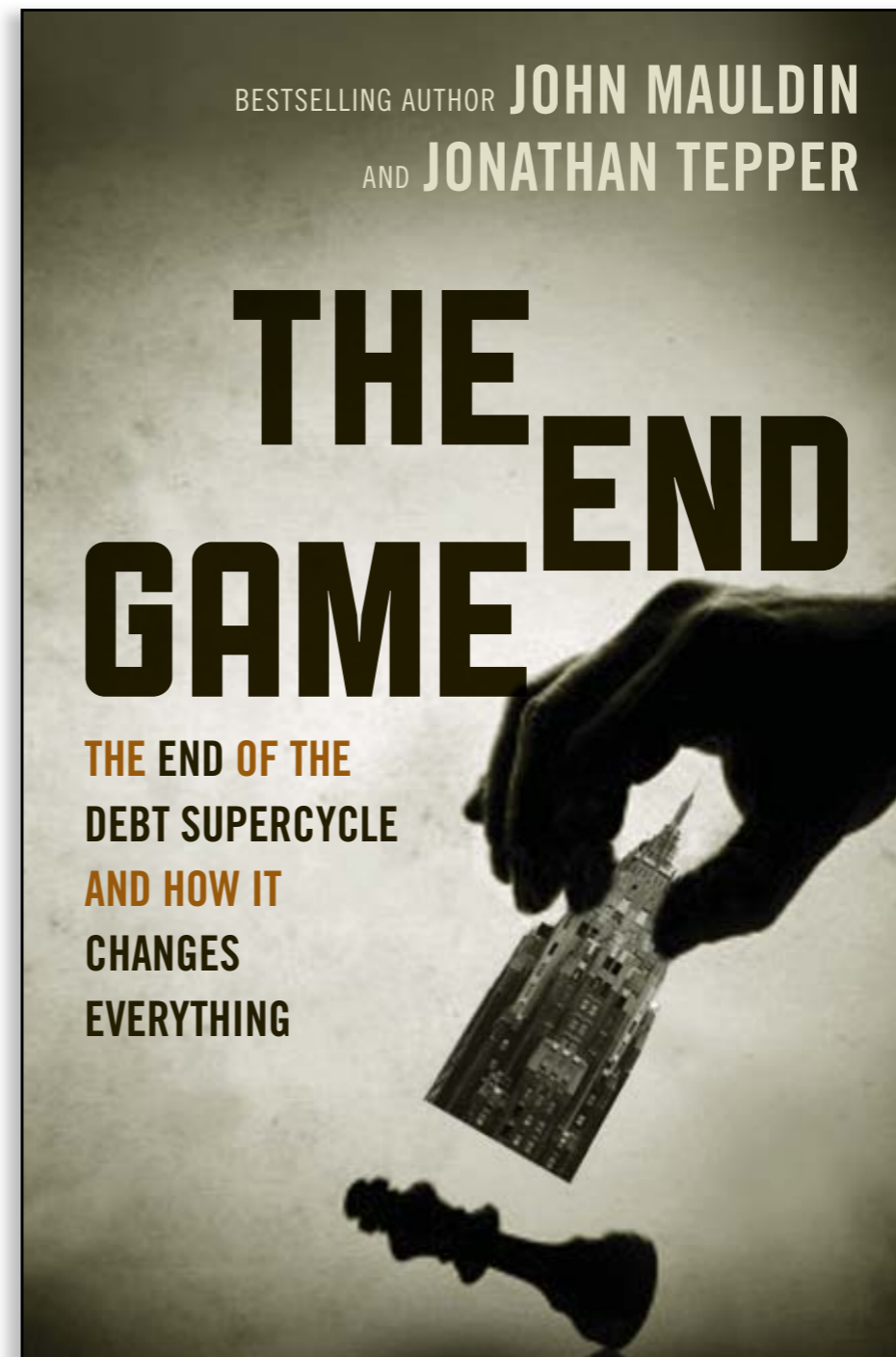
Greece isn't the only country drowning in debt. The Debt Supercycle—when the easily managed, decades-long growth of debt results in a massive sovereign debt and credit crisis—is affecting developed countries around the world, including the United States.

For these countries, there are only two options, and neither is good—restructure the debt or reduce it through austerity measures. *The End Game* details the Debt Supercycle and the sovereign debt crisis, and shows that, while there are no good choices, the worst choice would be to ignore the deleveraging resulting from the credit crisis.

- Reveals why the world economy is in for an extended period of sluggish growth, high unemployment, and volatile markets punctuated by persistent recessions
- Reviews global markets, trends in population, government policies, and currencies
- Other titles by Mauldin: *Bull's Eye Investing: Targeting Real Returns in a Smoke and Mirrors Market* and *Just One Thing: Twelve of the World's Best Investors Reveal the One Strategy You Can't Overlook* also by Wiley

Around the world, countries are faced with difficult choices. *The End Game* provides a framework for making those choices.

JOHN MAULDIN is President of Millennium Wave Advisors, LLC, and President of Millennium Wave Securities, LLC.



978-1-1180-0457-9
\$27.95 US • \$33.95 CAN
Hardcover • 240 pages
 6 x 9 • 18 CQ
March / In stores March 8

What Makes Business Rock

Inside MTV's Global Phenomenon

Bill Roedy (London, UK)

Global business lessons from Bill Roedy, the man who built the world's largest entertainment network

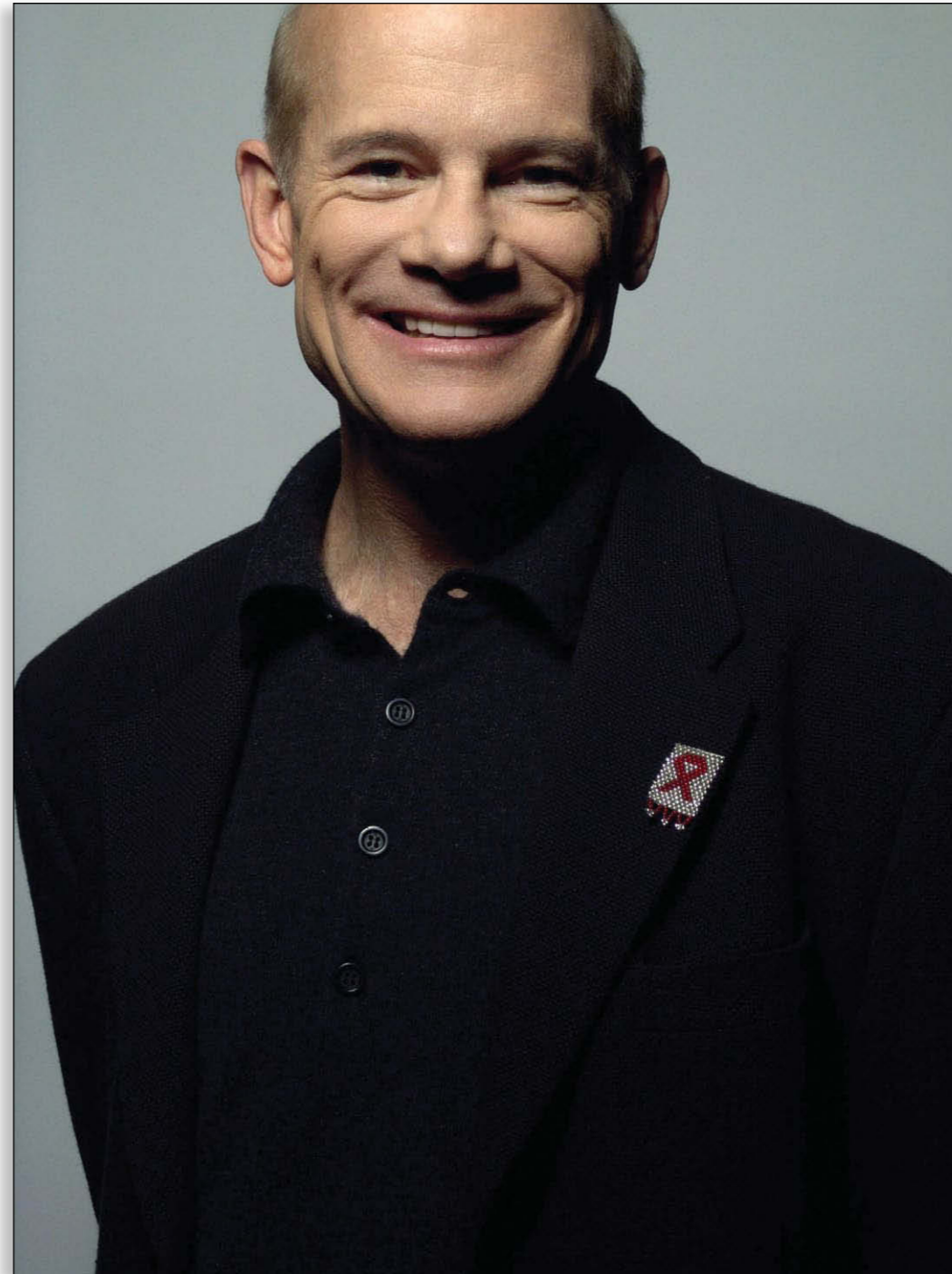
What Makes Business Rock is the compelling story of how Bill Roedy, the Chairman and CEO of MTV International, built the largest international entertainment network in existence, much of the time having to make up answers for questions that had never before been asked.

It's a free-wheeling, rock and rolling tale filled with a fascinating cast of characters including British entrepreneur Robert Maxwell, Rupert Murdoch and Sumner Redstone, Bono, the Pope, and a range of legendary politicians such as Nelson Mandela, Vladimir Putin, and Fidel Castro.

- An important primer on how to build and manage a business in an environment of continually evolving and developing communications platforms
- Deals with the cultural demands of countries as diverse as China, Zambia, and Ireland
- A business book masquerading as the memoir of one of the most important people in the music industry

Entertaining and engaging, *What Makes Business Rock* offers an up-close look at Bill Roedy the person and professional, and uncovers the innovative strategies he used to help make MTV the most successful, and best-known, media brand in the world.

BILL ROEDY is Chairman and Chief Executive Officer of MTV Networks International (MTVNI).



978-1-1180-0476-0
\$27.95 US • \$33.95 CAN
Hardcover • 352 pages
 6 x 9
May / In stores May 3

Previously Announced

In Too Deep

BP and the Drilling Race That Took it Down

Stanley Reed (London, UK) and Alison Fitzgerald (Washington, DC)

The truth behind the greatest environmental disaster in U.S. history

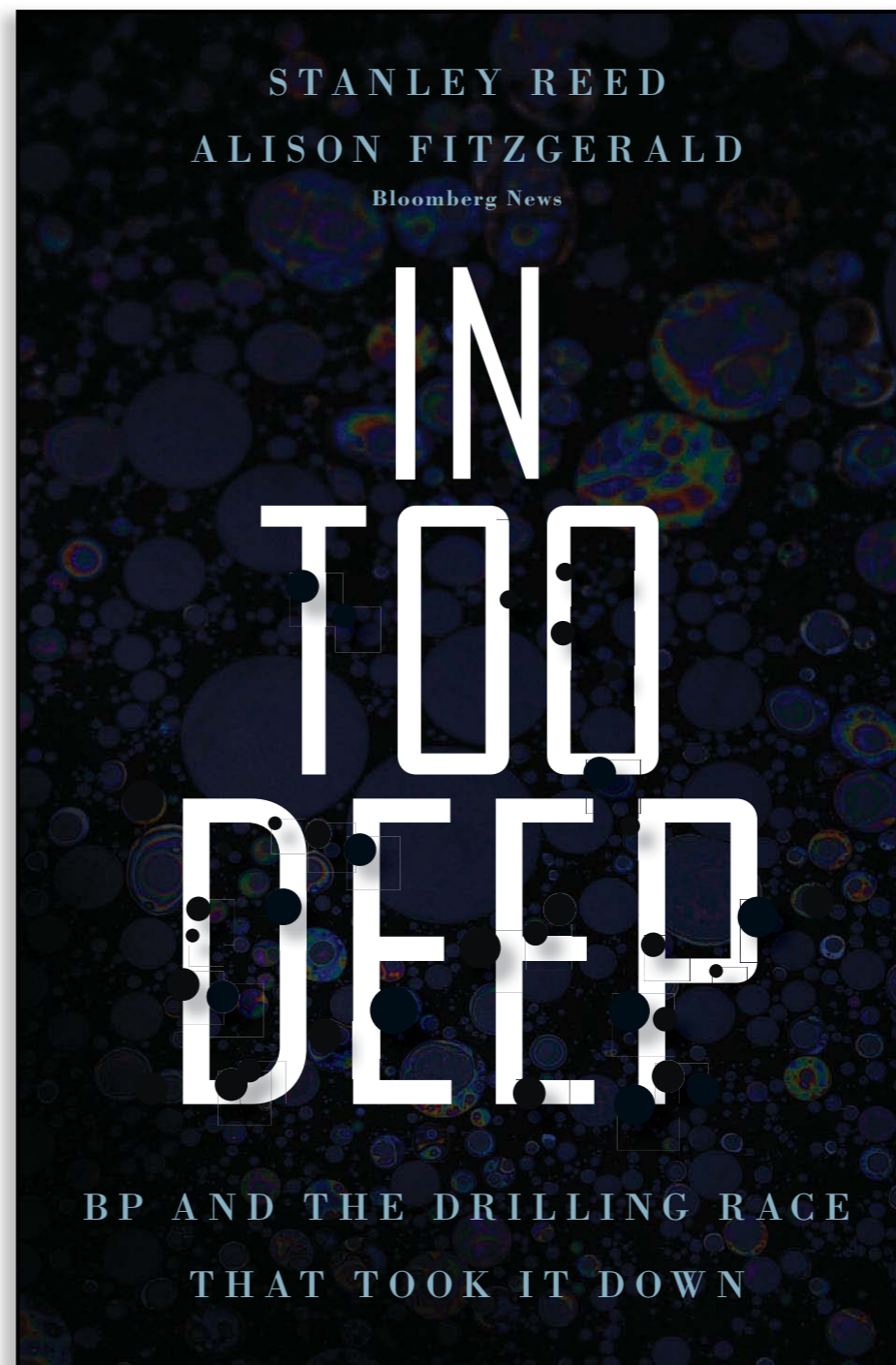
In 2005, fifteen workers were killed when BP's Texas City Refinery exploded. In 2006, corroded pipes owned by BP led to an oil spill in Alaska. Now, in 2010, eleven men drilling for BP were killed in the blowout of the Macondo well in the Gulf of Mexico.

What's next? In *In Too Deep: BP and the Drilling Race That Took It Down*, Stanley Reed—a journalist who has covered BP for over a decade—and investigative reporter Alison Fitzgerald answer not only that question, but also examine why these disasters happen to BP so much more than other large oil companies.

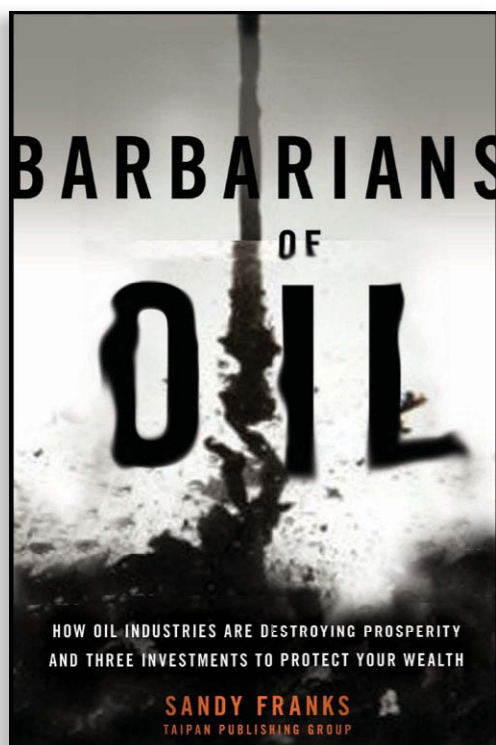
- Places the blame on a corporate culture created by former BP CEO John Browne who was forced to resign in 2007 after he lied in court documents in a case involving his gay lover
- Details a BP built on risk-taking and cost-cutting
- Examines the past, present, and future of BP

In August 2010, BP successfully “killed” the company’s damaged deepwater well. But, the environmental fallout and public relations campaign to rebuild the brand are just beginning. *In Too Deep* details why BP, why now, and what’s next for this oil giant.

STANLEY REED is an award-winning roving correspondent for Bloomberg News, and was London Bureau Chief for *BusinessWeek* for fourteen years. **ALISON FITZGERALD** is an award-winning investigative reporter for Bloomberg News.



978-0-470-95090-6
\$24.95 US • \$29.95 CAN
Hardcover • 264 pages
 6 x 9 • 20 CQ
January / In stores January 11
Bloomberg
PRESS



978-1-1180-0182-0
\$27.95 US • \$33.95 CAN
 Hardcover • 288 pages
 6 x 9 • 18 CQ
 July / In stores July 5

Barbarians of Oil

How Oil Industries are Destroying Prosperity and Three Investments to Protect Your Wealth

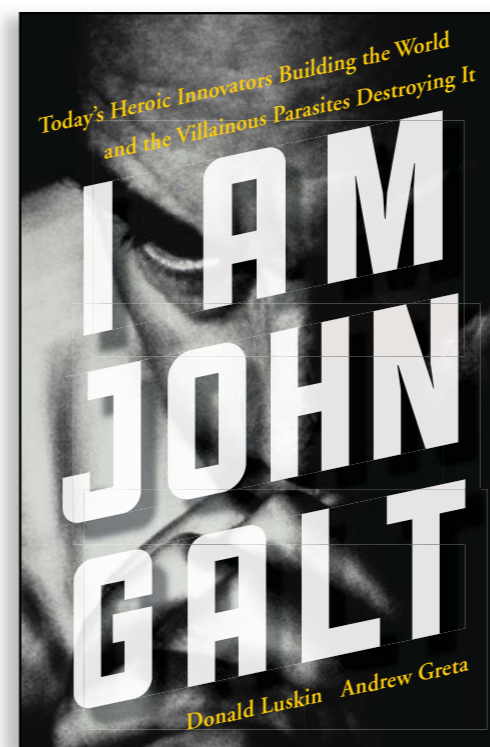
Sandy Franks (Baltimore, MD)

An engaging look at the global oil industry and how to navigate the price volatility and new policies associated with it

The oil industry affects everyone, and the machinations of a few industry heads, the “Barbarians of Oil,” can drastically change the lives of investors and consumers. In *Barbarians of Oil*, author Sandy Franks offers the tips needed to avoid future market dips and dives as well as safeguard your investments and profit in the future.

- Details the petro-land grab in Africa, the Bush-Halliburton Era, the Gulf Wars, and the political dangers to the United States in Iran, Iraq, and other oil-rich nations
- Explores the evolution of the modern oil industry including major corporations such as ExxonMobile, ConocoPhillips, Chevron, and BP

SANDY FRANKS is executive publisher of the Taipan Publishing Group, and editor of Taipan Insider.



978-1-1180-1378-6
\$27.95 US • \$33.95 CAN
 Hardcover • 256 pages
 6 x 9 • 20 CQ
 July / In stores July 5

I Am John Galt

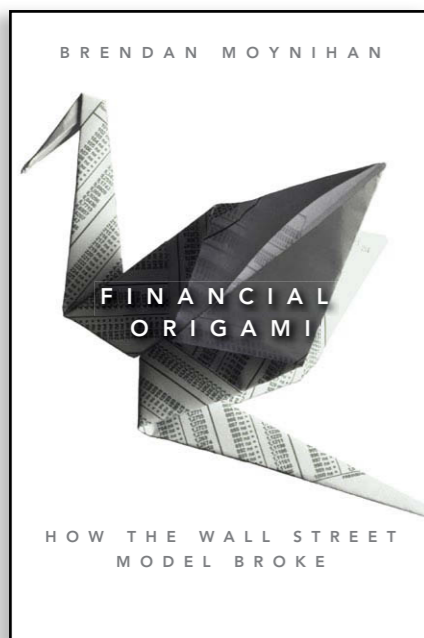
Today's Heroic Innovators Building the World and the Parasitic Villains Destroying It

Donald Luskin (San Francisco, CA) and Andrew Greta (Chicago, IL)

Inspired by Ayn Rand's characters in *Atlas Shrugged* and *The Fountainhead*, a penetrating look at both the innovators who move our world forward and those who seek to destroy their achievements

John Galt, the fictional character from Ayn Rand's bestselling novel, *Atlas Shrugged*, has come to embody the individualist capitalist who acts in his own enlightened self interest, and in doing so lifts the world around him. Some of today's most successful CEOs, journalists, sports figures, actors, and thinkers have led their lives according to Galt's (i.e., Rand's) philosophy. Now, in *I Am John Galt*, these inspiring stories are gathered with the keen insight and analysis of well-known market commentator Donald Luskin and business writer Andrew Greta.

DONALD LUSKIN is a high-profile commentator appearing weekly on CNBC's *Kudlow Report* and author of the “Ahead of the Curve” investment column for SmartMoney.com. **ANDREW GRETA** is a freelance author and business executive with more than fifteen years of experience in the financial markets.



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 Hardcover • 160 pages
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 April / In stores April 5
Bloomberg
PRESS

Financial Origami

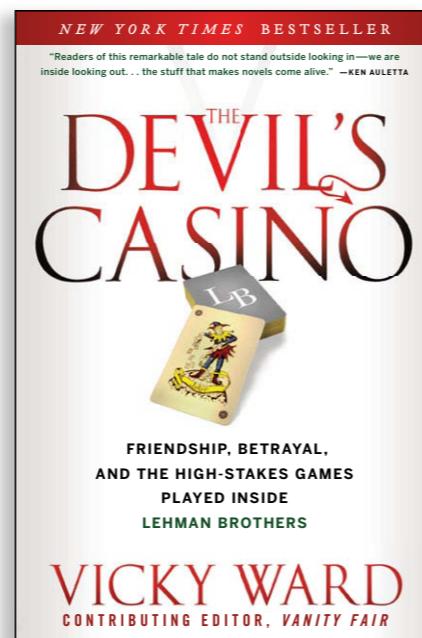
How the Wall Street Model Broke

Brendan Moynihan (Woodstock, IL)

An in-depth look at the failure of Wall Street's "proven" financial models

- Reveals how Wall Street's financial engineering business model morphed into something destructive
- Highlights how the origami model worked well in the comparatively stable years of the early 2000s, when there was less risk to transfer
- Discusses how Wall Street began manufacturing risk by creating products that multiplied risk exposures and encouraged subprime lending

BRENDAN MOYNIHAN is an editor-at-large for Bloomberg News, where he manages the popular column "Chart of the Day" and writes about the economy and Wall Street.



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The Devil's Casino

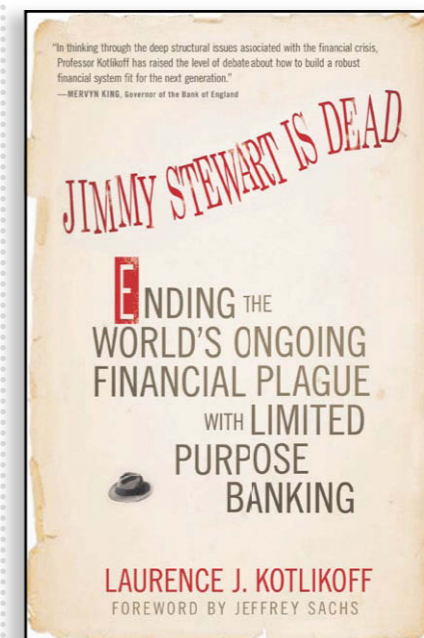
Friendship, Betrayal, and the High Stakes Games Played Inside Lehman Brothers

Vicky Ward (New York, NY)

The inside story of what really happened at Lehman Brothers and why it failed

- Details what went on behind-the-scenes the weekend Lehman Brothers failed, as well as inside Lehman during the twenty years preceding it
- Describes the feudal culture that proved both Lehman's strength and its Achilles' heel
- Written by Vicky Ward, one of today's most connected business and finance writers

VICKY WARD has been a contributing editor to *Vanity Fair* since 2001, specializing in investigative reporting.



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Jimmy Stewart is Dead

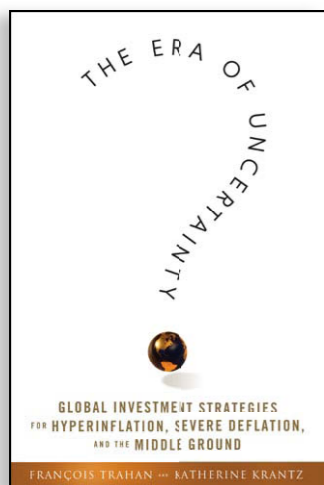
Ending the World's Ongoing Financial Plague with Limited Purpose Banking

Laurence J. Kotlikoff (Boston, MA)

Discover how the global financial plague is poised to return, and what can be done to stop it

- This book, as well as the financial fix described within it, have received rave reviews from a veritable who's who of policymakers and economics, plus five economics Nobel Laureates
- Written by a leading economist whose insights on this topic are unparalleled
- Outlines the first and only proposal to fundamentally fix our financial disaster for good

LAURENCE J. KOTLIKOFF is a professor of economics at Boston University, fellow of the American Academy of Arts and Sciences, research associate of the National Bureau of Economic Research, fellow of the Econometric Society, and former senior economist, President's Council of Economic Advisers.



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July / In stores June 28

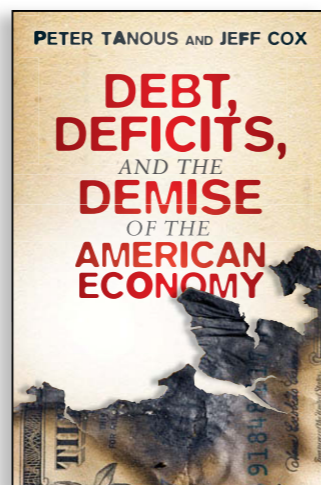
The Era of Uncertainty

Global Investment Strategies for Hyperinflation, Severe Deflation, and the Middle Ground

François Trahan (New York, NY) and Katherine Krantz (Los Angeles, CA)

Macroeconomic investment strategies for an era of economic uncertainty

FRANÇOIS TRAHAN is Vice Chairman and Chief Investment Strategist of Wolfe Trahan & Co. *Institutional Investor* magazine ranked him number one portfolio strategist for the past two years, and in four of the past five years. **KATHERINE KRANTZ** is Managing Director and Founding Partner of Miracle Mile Advisors, LLC, an investment advisory firm located in Beverly Hills and New York.



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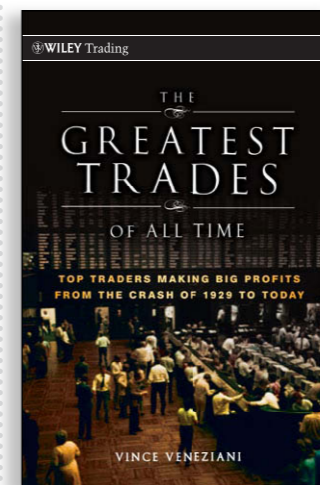
Debts, Deficits, and the Demise of the American Economy

Peter Tanous (New York, NY) and Jeff Cox (New York, NY)

What investors can do to protect their investments in the next phase of the ongoing global economic collapse

- Takes you through the unraveling of the collapse, starting with a wave of sovereign debt defaults in Europe
- Predicts a stock market decline of two to three thousand points, a run on banks resulting in a major bank crisis, and rampant inflation
- Provides investment strategies, including alternative investments such as timber, farm land, and oil

PETER TANOUS is President of Lynx Investment Advisory, LLC. **JEFF COX** is a senior writer with CNBC.com.



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Hardcover • 304 pages
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April / In stores April 5

The Greatest Trades of All Time

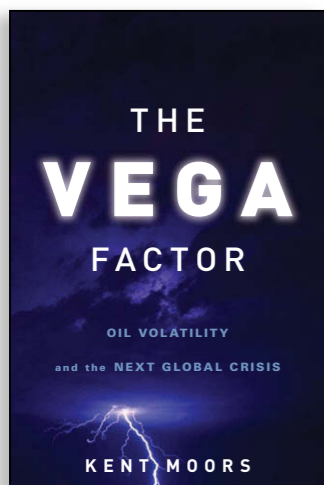
Top Traders Making Big Profits from the Crash of 1929 to Today

Vince Venezia (New York, NY)

How top traders made huge profits during the most momentous market events of the past century

- Traders discussed include George Soros, Jesse Livermore, Paul Tudor Jones, John Templeton, and John Paulson
- Provide contemporary traders and investors with insights on how great traders make great trades

VINCE VENEZIANI is a trader and writer on markets, hedge funds, and economics for *Markets Media*, a financial news publication. Previously, he was a writer at *Business Insider* and managing editor of *Gearfuse*.



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\$39.95 US • \$47.95 CAN
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May / In stores May 3

The Vega Factor

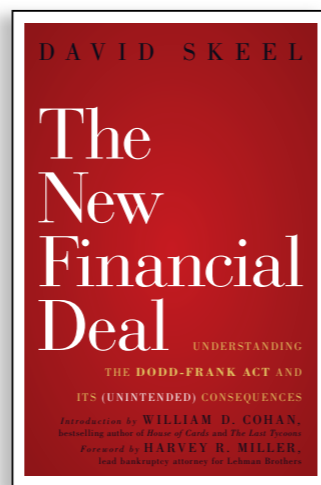
Oil Volatility and the Next Global Crisis

Kent Moors (Pittsburgh, PA)

How oil volatility is affecting the global political scene, and where the oil market is heading

- Details the industry's players, including companies, traders, and governments
- Describes the priorities that will need to be revised, and the policies needed to achieve stability
- Explains how today's oil market is fundamentally different from the pre-crisis market

KENT MOORS is an oil and natural gas expert, and a professor in the Graduate Center for Social and Public Policy at Duquesne University.



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Hardcover • 240 pages
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December / In stores December 7

The New Financial Deal

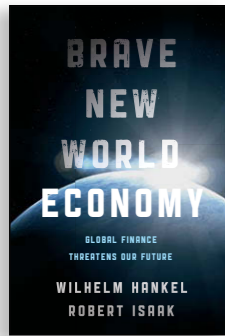
Understanding the Dodd-Frank Act and Its (Unintended) Consequences

David Skeel (Philadelphia, PA)

The good, the bad, and the scary of Washington's attempt to reform Wall Street

- Details the goals of the legislation, and reveals that how they are handled could dangerously distort American finance, making it more politically charged, less vibrant, and further removed from basic rule of law principles

DAVID SKEEL is the S. Samuel Arsht Professor at the University of Pennsylvania Law School, and has written commentaries for the *New York Times*, *Wall Street Journal*, *Financial Times*, and many other publications.



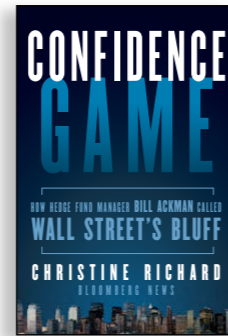
978-1-1180-0441-8
\$29.95 US • \$35.95 CAN
Hardcover • 256 pages
 6 x 9
March / In stores March 8

Brave New World Economy
Global Finance Threatens Our Future

Wilhelm Hankel (Königswinter, Germany) and Robert Isaak (New York, NY)

An engaging look at the road to a sustained economic recovery

- Highlights America's 'Great Bluff' bail-out strategy to cope with the crisis and the reforms Obamanomics must make to bring about sustainable job recovery
- Describes the risks and rewards of borrowing from future generations—in the United States, Europe, and the developing world—to save the current generation



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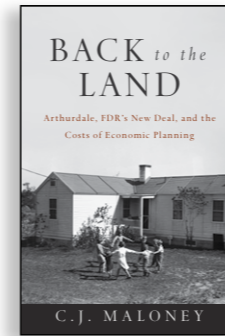
Confidence Game

How Hedge Fund Manager Bill Ackman Called Wall Street's Bluff

Christine Richard (Frenchtown, NJ)

An exposé on the delusion, greed, and arrogance that led to America's credit crisis

- Unravels the story of the credit crisis through an engaging human drama
- Shows how excessive leverage, dangerous financial models, and a blind reliance on triple-A credit ratings sent Wall Street careening toward disaster



978-0-470-61063-3
\$26.95 US • \$31.95 CAN
Hardcover • 328 pages
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April / In stores April 5

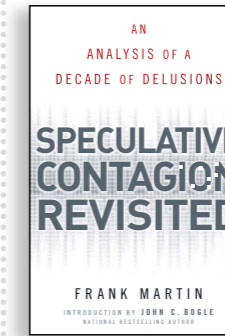
Back to the Land

Arthurdale, FDR's New Deal, and the Costs of Economic Planning

C.J. Maloney (New York, NY)

How New Deal economic policies played out in the small town of Arthurdale, West Virginia

- Details economic history at the micro level, revealing the true effects of New Deal economic policies on everyday life
- Addresses the pros and cons of federal government economic policies



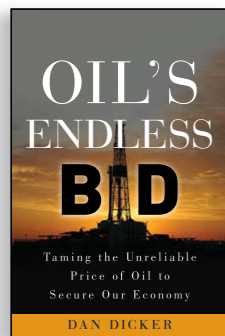
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\$34.95 US • \$41.95 CAN
Hardcover • 320 pages
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May / In stores May 24

Speculative Contagion Revisited
An Analysis of a Decade of Delusions

Frank Martin (Elkhart, IN)

The proven strategies rational investors require for success in an irrational market

- Outlines strategies the average investor can use to wade through the endless news, information, and investment advice that bombards them
- Details how investors can spare themselves the emotional devastation and accompanying paralysis resulting from shocking financial losses



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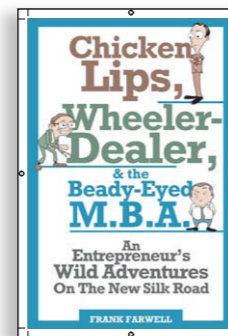
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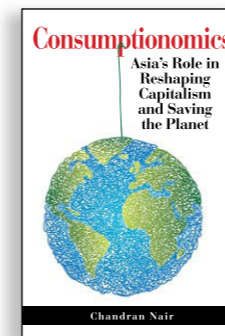
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March / In stores March 1

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Martin D. Weiss (Jupiter, FL)

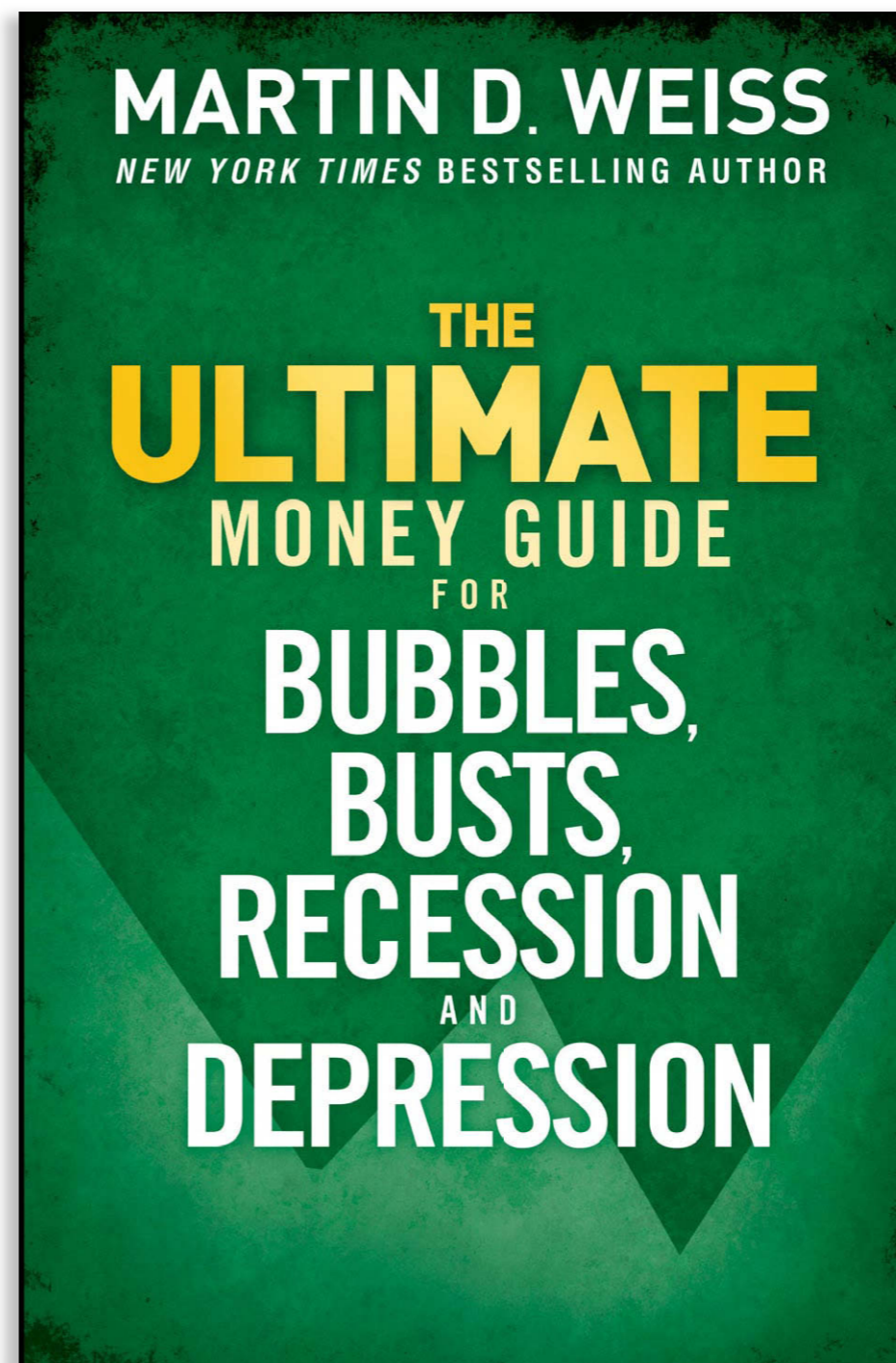
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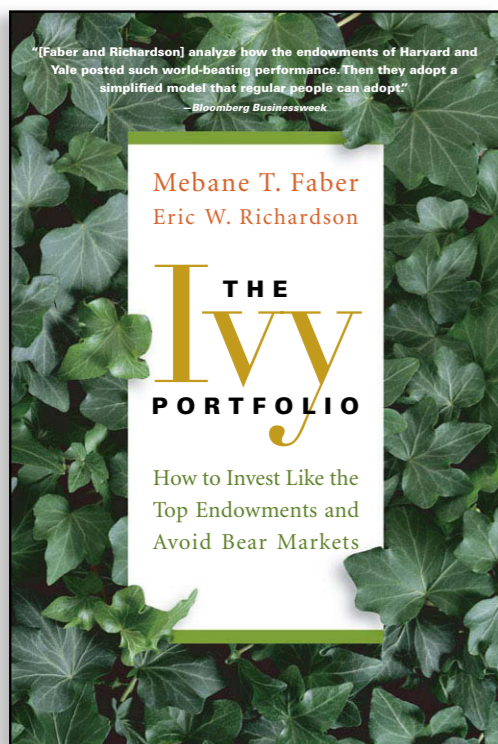
- Explains why the U.S. economy continues to slump, and how persistently high unemployment and increasing government spending could lead to a far worse, double-dip recession
- Details how investors are missing opportunities by failing to look at overseas investments, specifically in Asia and Latin America
- Reveals what everyone should be doing now to protect their savings, investments, and jobs

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MARTIN D. WEISS is chairman of The Weiss Group, Inc., editor of the financial newsletter, *Safe Money Report*, and author of *Crash Profits: How to Make Money When Stocks Sink AND Soar*.



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The Ivy Portfolio

How to Invest Like the Top Endowments and Avoid Bear Markets

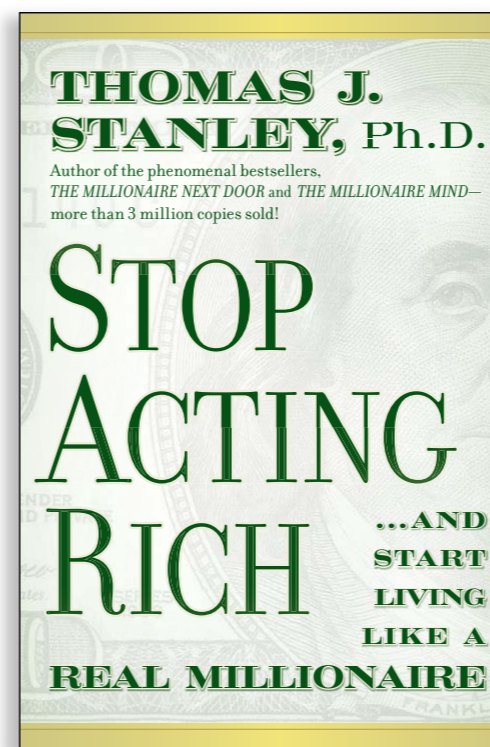
Mebane T. Faber (El Segundo, CA) and Eric W. Richardson (El Segundo, CA)

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MEBANE T. FABER researches and manages a number of quantitative strategies at Cambria Investment Management, including private funds and the Cambria Global Tactical ETF. **ERIC W. RICHARDSON** is the Chief Executive Officer of Cambria Investment Management and comanager of the Cambria Global Tactical ETF.



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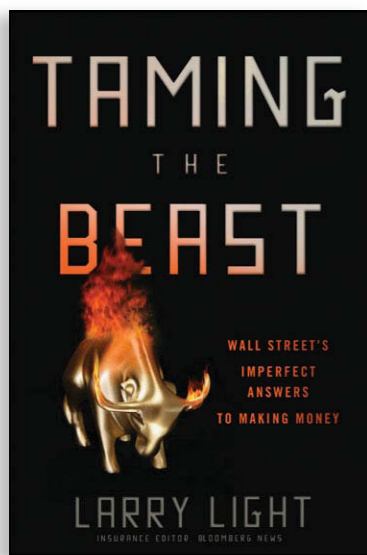
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LARRY LIGHT is Insurance Editor for Bloomberg News, and the former deputy editor for Personal Finance at the *Wall Street Journal*.



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AMY CORTESE is a business journalist who has written extensively for the *New York Times*, *BusinessWeek*, and many other publications.



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May / In stores May 3

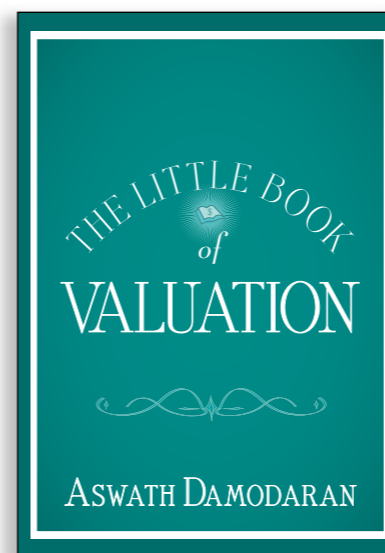
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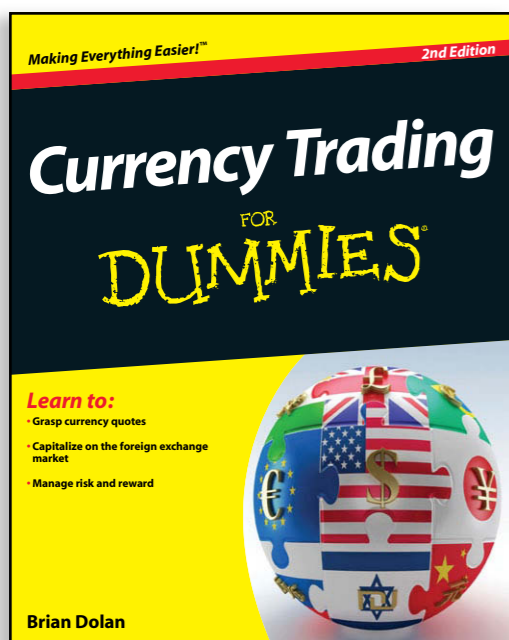
The Little Book of Valuation

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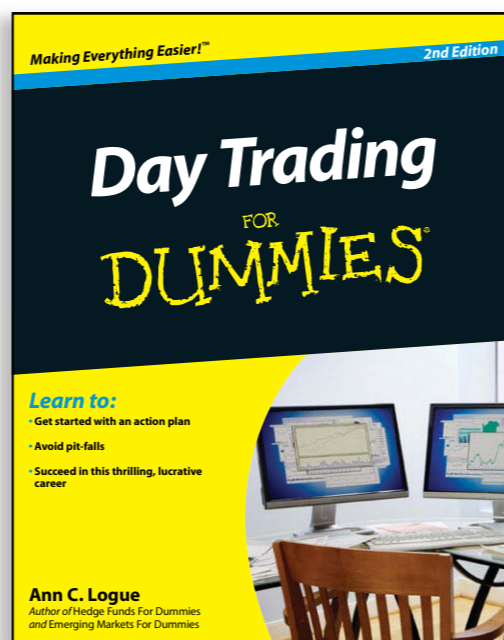
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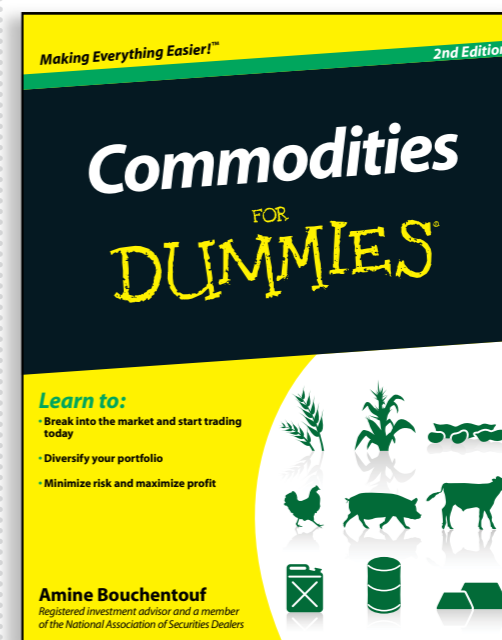
ASWATH DAMODARAN is Professor of Finance at New York University's Leonard N. Stern School of Business. He also teaches training courses in corporate finance and valuation at many leading investment banks.



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AMINE BOUCHENTOUF is a registered investment advisor and a member of the National Association of Securities Dealers.



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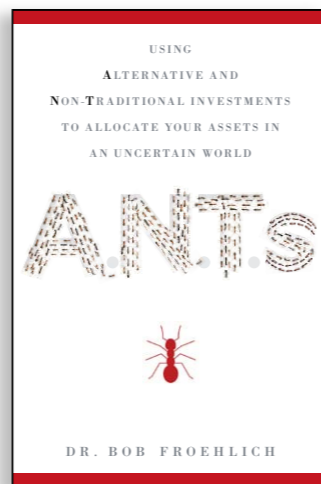
Terry Savage

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ANTS

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Boombustology

Spotting Financial Bubbles Before They Burst

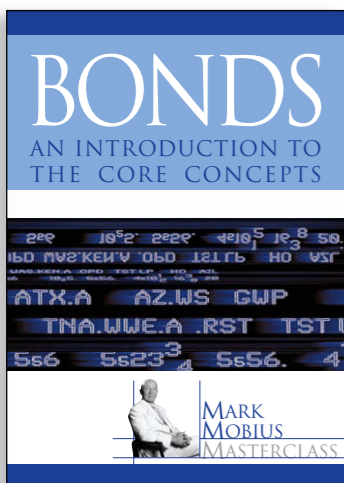
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VIKRAM MANSHARAMANI is a Lecturer at Yale University and a global equity investor.

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April / In stores April 5



Bonds

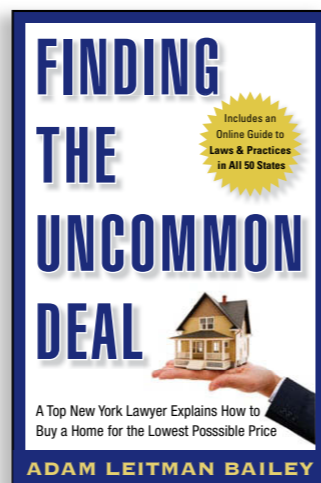
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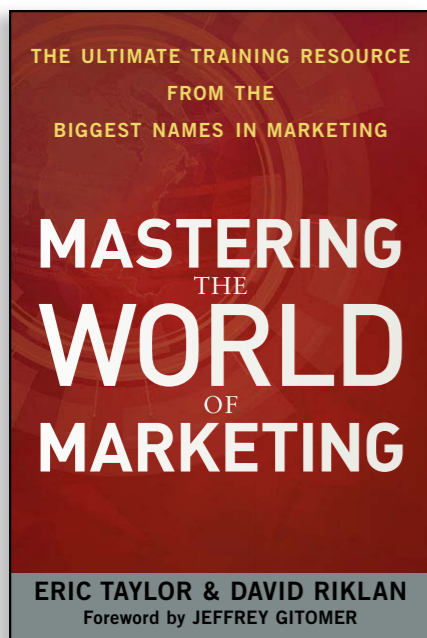
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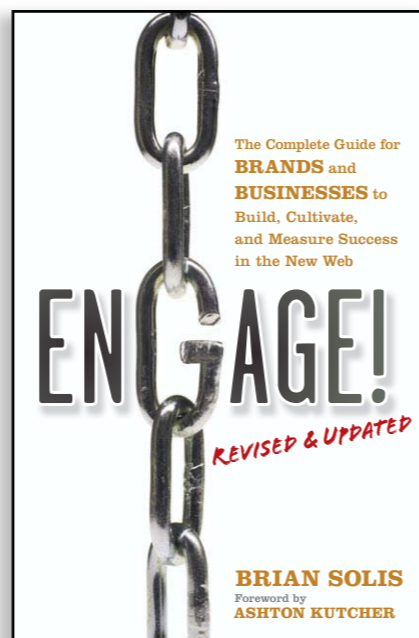
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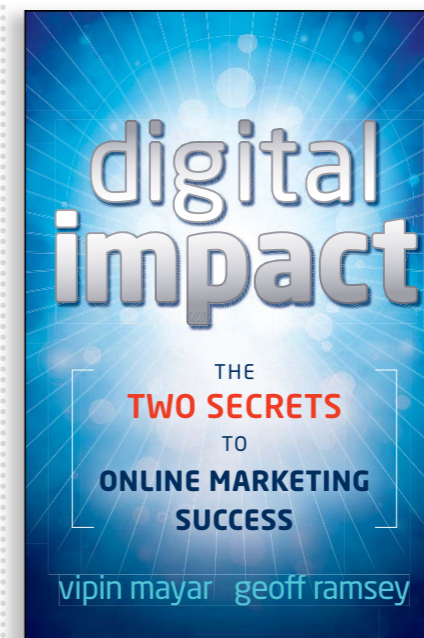
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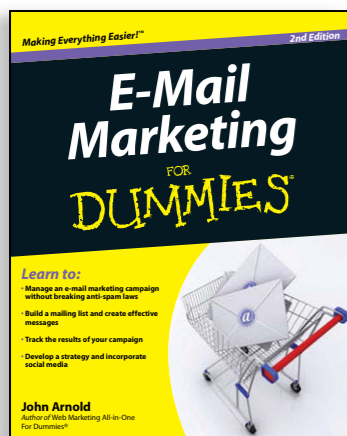
Win online by attracting the right customers and getting the right performance measurement

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VIPIN MAYAR (mrmworldwide.com) is an iMedia 2010 top twenty-five thought leader in the field of digital marketing. He is the global leader for the Performance Marketing, Search and Analytics at MRM/McCann Worldgroup, a leading global

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May / In stores April 26

E-Mail Marketing For Dummies

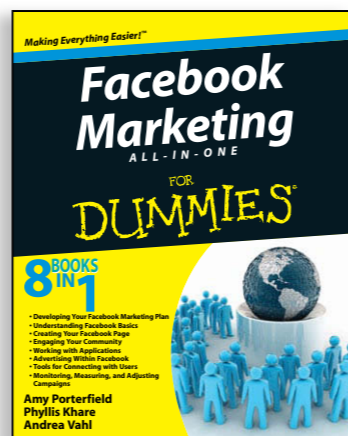
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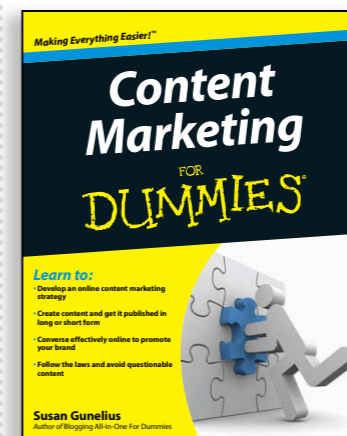
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June / In stores June 7

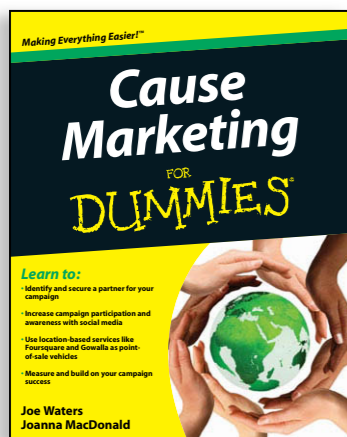
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SUSAN GUNELIUS is President and CEO of KeySplash Creative, Inc., a full service marketing communications company, and a featured columnist for Entrepreneur.com. She is the author of *Blogging All-in-One For Dummies*.



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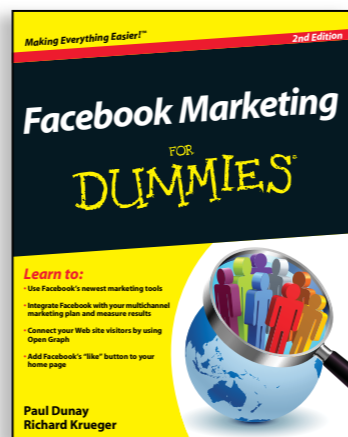
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- Cause marketing is not marketing a cause, but a partnership between business and nonprofit that benefits both

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February / In stores February 1

Facebook Marketing For Dummies

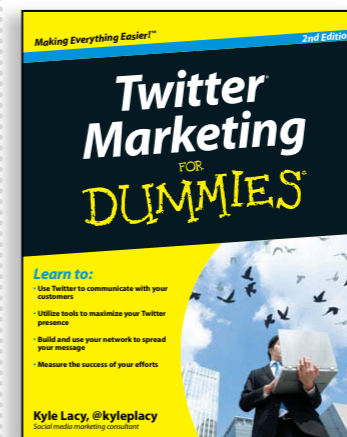
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April / In stores April 5

Twitter Marketing For Dummies

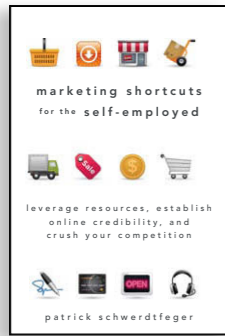
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KYLE LACY is the owner of a social media marketing and design firm, Brandswag, and his clients include both small and large businesses.



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June / In stores June 7

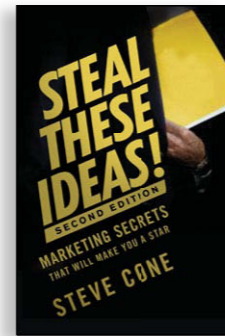
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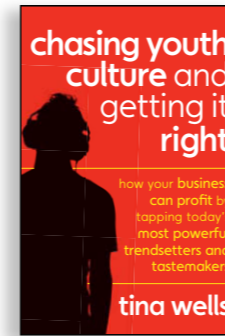
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 6 x 9
May / In stores April 26

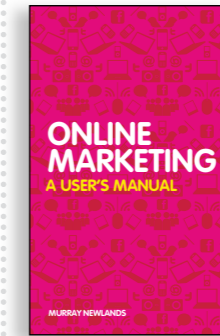
Chasing Youth Culture and Getting It Right

How Your Business Can Profit by Tapping Today's Most Powerful Trendsetters and Tastemakers

Tina Wells (Vorhees, NJ)

Understand and market to the newest wave of millennials

- Includes many examples of companies, brands, and organizations who chased the youth demographic and got it right, or who failed to nail their audience
- Understand such concepts as Warholism, Tweenabees, Hand-me-ups, Massclusivity, The Facebook Effect, and Instantity



978-0-470-97384-4
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Hardcover • 256 pages
 6 x 9
May / In stores May 17

Online Marketing

A User's Manual

Murray Newlands (Cambridge, UK)

A one-stop guide to the many ways social media, SEO, affiliate marketing, digital branding, and other online strategies are changing modern marketers

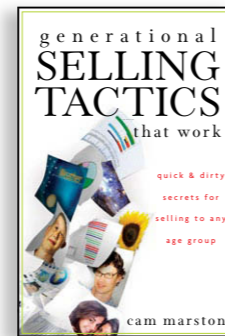


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 6 x 9
June / In stores June 21

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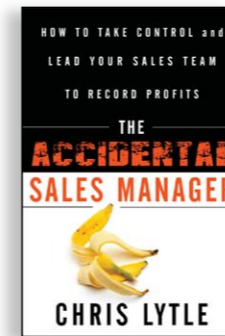
Generational Selling Tactics that Work

Quick and Dirty Secrets for Selling to Any Age Group

Cam Marston (Mobile, AL)

Make the sale to four key generations—Matures, Boomers, Gen-Xers, and Millennials

- Author has a winning track record with his previous book, *Motivating The "What's In It for Me?" Workforce*
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978-0-470-94164-5
\$24.95 US • \$29.95 CAN
Hardcover • 256 pages
 6 x 9 • 20 CQ
May / In stores May 3

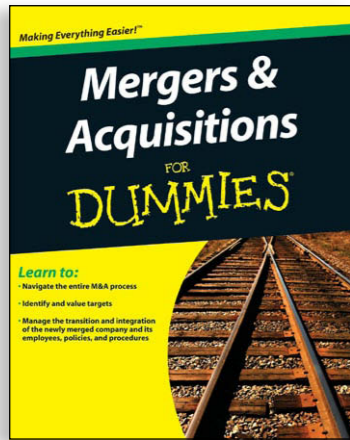
The Accidental Sales Manager

How to Take Control and Lead Your Sales Team to Record Profits

Chris Lytle (Chicago, IL)

Key skills to make sales managers better developers of salespeople

- Get tactics to stop burning time and exhausting yourself, while taking effective actions to use time better as a leader
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 7-3/8 x 9-1/4 • 20 CQ
 May / In stores May 10

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BILL SNOW, a noted authority on mergers and acquisitions, has been successfully involved on both sides of the bargaining table.



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 Hardcover • 308 pages
 6 x 9 • 12 CQ
 June / In stores June 7

Industrial Megaprojects

Concepts, Strategies, and Practices for Success

Edward Merrow (Lancaster, NH)

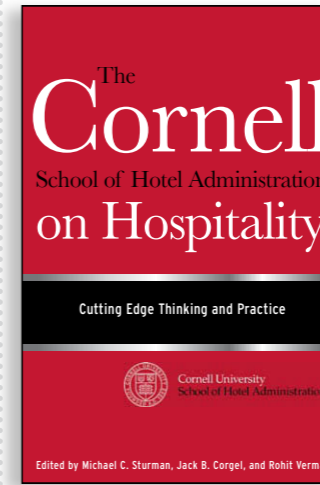
Avoid common pitfalls in large-scale projects using these smart strategies

- Clearly explains the underlying causes of over-budget, delayed, and unsafe megaprojects



EDWARD MERROW (www.IPAGlobal.com) is the founder and CEO of Independent Project Analysis, Inc., the world's leading consulting

firm, evaluating billion-dollar "mega-projects" of national and international oil, chemical, pharmaceutical, and major mineral companies.



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 Hardcover • 448 pages
 6 x 9 • 8 CQ
 Graphs: 127 BW
 May / In stores April 26

The Cornell School of Hotel Administration on Hospitality

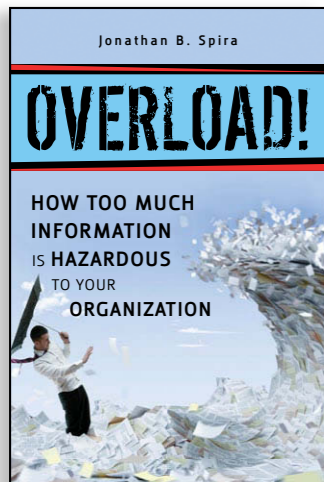
Cutting Edge Thinking and Practice

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 June / In stores May 31

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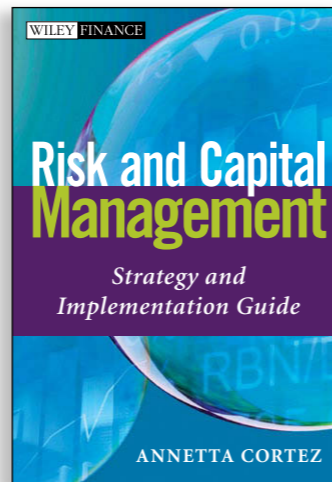
How Too Much Information is Hazardous to Your Organization

Jonathan B. Spira (New York, NY)

Timely advice for getting a grip on information overload in the workplace

- Explains how information—in the form of e-mail messages, reports, news, Web sites, RSS feeds, blogs, wikis, instant messages, text messages, Twitter, and video conferencing walls—bombs and dulls our senses
- Explores what we *really* do with information
- Reveals what all this information is doing

JONATHAN B. SPIRA is CEO and Chief Analyst of Basex, a research firm focusing on issues companies face as they enter the knowledge economy.



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 June / In stores June 7

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Practical risk and capital management strategies for financial service executives and high level managers

- A must-have management aid and reference tool for the financial services professional
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ANNETTA CORTEZ is an international expert in risk management and capital management at Novantas LLC.



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\$75.00 US • \$90.00 CAN
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 July / In stores July 5

Master Data Management in Practice

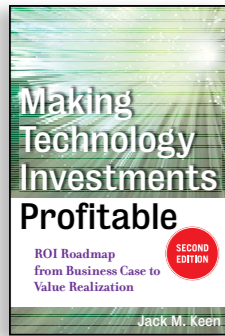
Achieving True Customer MDM

Dalton Cervo (Superior, Colorado) and Mark Allen (Westminster, Colorado)

Expert guidance for Master Data Management (MDM) implementation

- Designed for data management professionals and data management consulting firms
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DALTON CERVO is a Senior Solutions Consultant at DataFlux. **MARK ALLEN** has been a Senior Manager and Lead Data Steward at Sun Microsystems and Oracle.



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\$49.95 US • \$59.95 CAN
Hardcover • 336 pages
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 Exhibits: 133 BW
 Prior Edition:
 978-0-471-22733-5
April / In stores April 19

Making Technology Investments Profitable

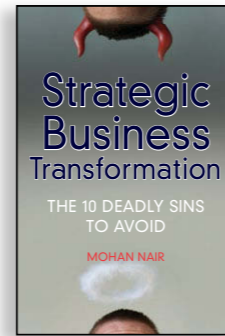
ROI Roadmap from Business Case to Value Realization

Second Edition

Jack M. Keen (Basking Ridge, NJ)

A guide to halting value leaks – a major cause for missed ROI targets in over 75% of all technology projects

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July / In stores June 28

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 Prior Edition: 978-0-470-12543-4
April / In stores April 5

Winning CFOs

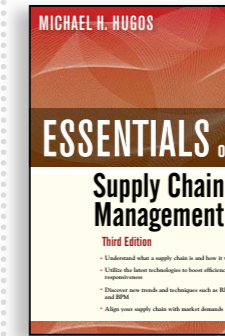
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DAVID PARMENTER is the CEO and Managing Director of Waymark Solutions, and the author of *Key Performance Indicators*.



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Paper • 304 pages
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 Prior Edition:
 978-0-471-77634-5
June / In stores June 21

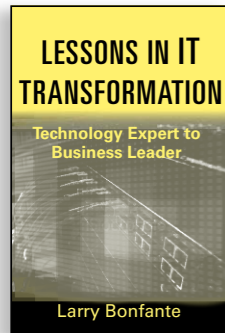
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May / In stores May 3

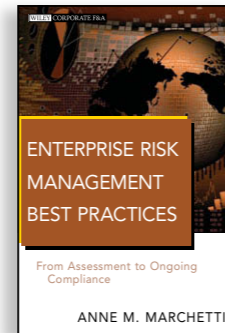
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Important insights into the true purpose of IT—from a CIO's perspective

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 6 x 9 • 12 CQ
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 Prior Edition: 978-0-471-67625-6
April / In stores April 5

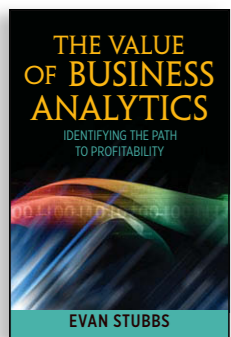
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Second Edition

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The latest and most important information for best practices in the inventory function

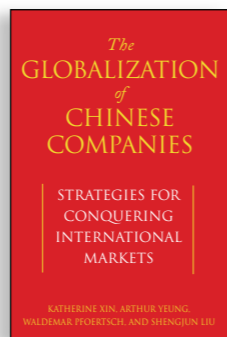
- Explains the difference between different types of distressed merchandise for disposal purposes
- Shows how to maximize the efficiency of inventory tracking systems by shifting selected inventory items into floor stock



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May / In stores May 3

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 Identifying the Path to Profitability

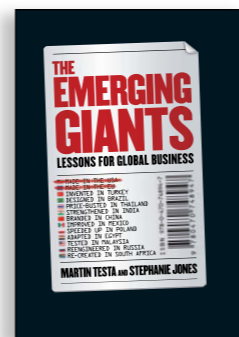
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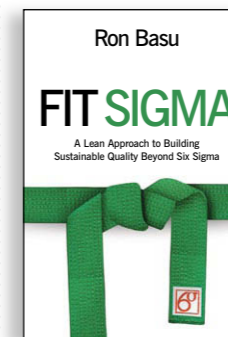
Katherine Xin, Arthur Yeung, Waldemar Pfoertsch, and Shengjun Liu
 A team of top China business experts analyze and determine the next business giants to emerge from China



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March / In stores August 9

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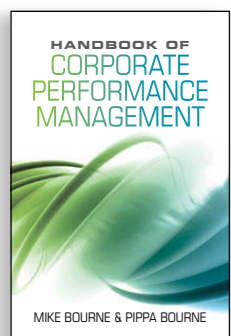
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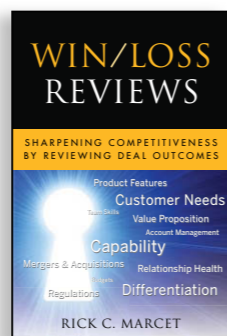
Ron Basu (Gerrards Cross, UK)
 An introduction to Fit Sigma, an integration of the hard Six Sigma and Lean enterprise philosophies



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June / In stores June 7

Handbook of Corporate Performance Management

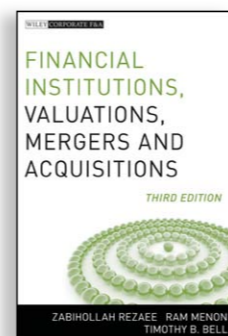
Mike Bourne (London, UK) and Pippa Bourne (London, UK)
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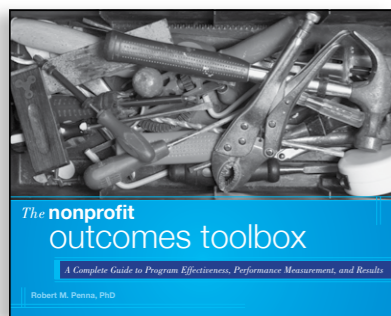
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 Zabihollah Rezaee (Memphis, TN), Ram Menon (Palo Alto, CA), and Timothy B. Bell (Montvale, NJ)
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Brian Reich (New York, NY)
 Essential strategies the nonprofit community can use to take advantage of rapidly changing technologies and new communication methods in our ultra-connected society



The Nonprofit Outcomes Toolbox

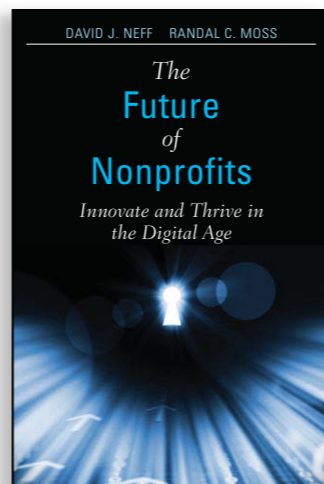
A Complete Guide to Program Effectiveness, Performance Measurement, and Results

Robert M. Penna (Albany, NY)
An invaluable guide to the outcome-based tools needed to help nonprofit organizations increase their effectiveness

- Shows how to identify and set meaningful, sustainable outcomes
- Offers guidance in assessing capacity, and using outcome-based communications
- Features a companion Web site with the tools found in this book

ROBERT M. PENNA is an expert in comparative outcome models, and a consultant specializing in the application of outcomes to the work of nonprofits and similar organizations.

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May / In stores May 3



The Future of Nonprofits

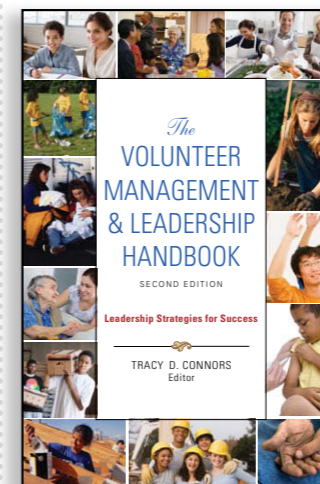
Innovate and Thrive in the Digital Age

David J. Neff (Austin, TX) and Randal C. Moss (Cincinnati, OH)
How nonprofits can successfully leverage internal innovation programs and future trends to grow revenue and drive their mission

- Provides nonprofits a look at the future of fundraising and communications trends into 2016
- Case studies highlight successes and failures of non profit innovation in the digital media space

DAVID J. NEFF is the founder of Lights. Camera. Help., and the Senior Digital Strategist at Ridgewood: Ingenious Communications Strategies. **RANDAL C. MOSS** is the Social Media and Digital Marketing Manger at MeadWestvaco.

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May / In stores May 3



The Volunteer Management and Leadership Handbook

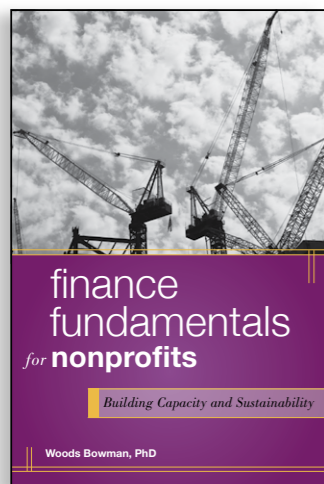
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A complete guide to establishing and maintaining an effective volunteer resource management program

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 Prior Edition: 978-0-471-10637-1
September / In stores September 6



Finance Fundamentals for Nonprofits

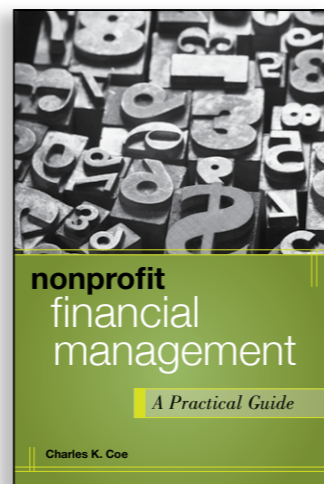
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Woods Bowman (Chicago, IL)
A complete guide to the financial requirements a nonprofit organization must follow to indefinitely maintain the volume and quality of their services

- Explains how nonprofits differ from businesses and how they promote values-centered management
- Reveals how to improve financial capacity and sustainability
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WOODS BOWMAN, PHD, is a Professor of Public Services at DePaul University who brings to the classroom a range of experience in public finance and a passion for ethical governance.

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Nonprofit Financial Management

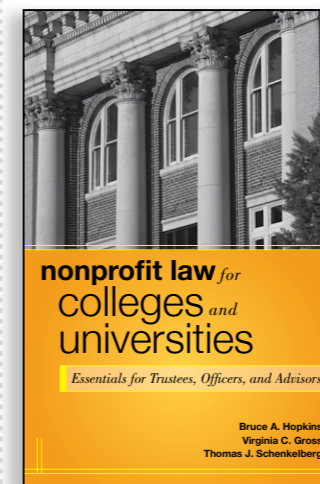
A Practical Guide

Charles K. Coe (Raleigh, NC)
A timely, practical, and concise handbook of best practices for nonprofit financial management

- Addresses federal reporting requirements and discusses methods to decrease expenses, ensure accounting control, increase revenues through professional cash management, and understand budget statements

CHARLES K. COE is a Professor in the Department of Public Administration at North Carolina State University, teaching courses on budgeting and financial management. He is the author of over 15 handbooks for management of state and local government.

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Hardcover • 288 pages
 6 x 9
July / In stores June 28



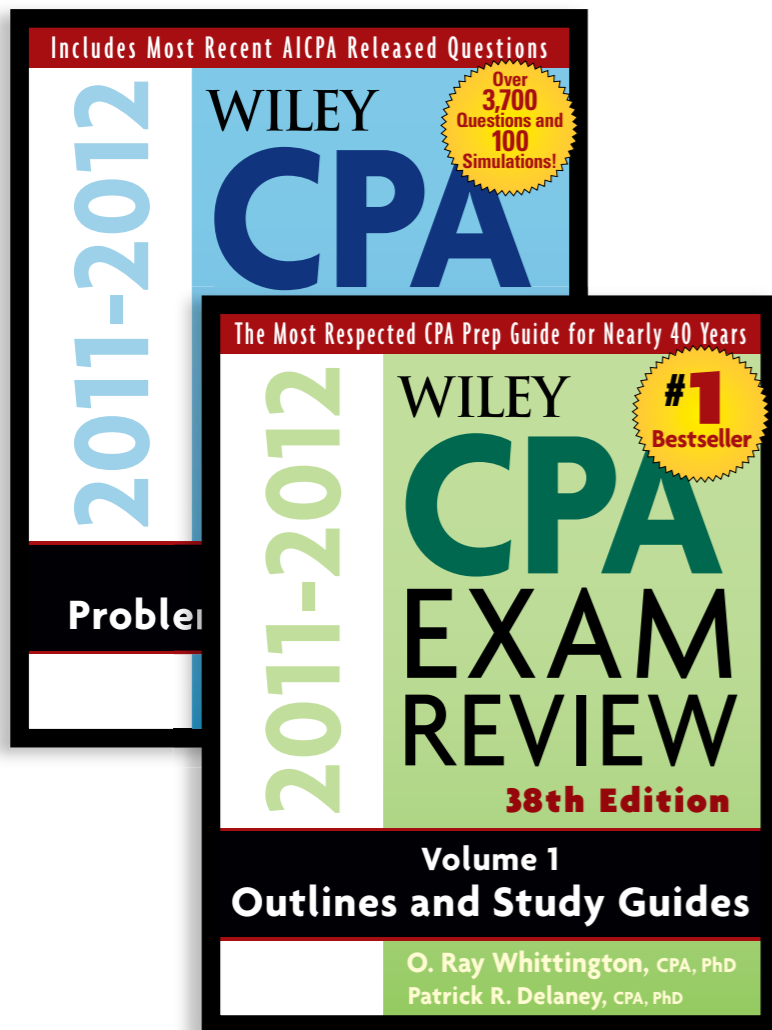
Nonprofit Law for Colleges and Universities

Essentials for Officers, Directors, and Advisors

Bruce A. Hopkins, Virginia C. Gross, and Thomas J. Schenkelsberg (all of Kansas City, MO)
A hands-on guide to the most pertinent and critical legal issues facing those who lead and manage tax-exempt colleges and universities

BRUCE A. HOPKINS is a senior partner with the firm Polsinelli Shughart PC. **VIRGINIA C. GROSS** concentrates on tax matters and nonprofit organizations law. **THOMAS J. SCHENKELBERG** is chair of the Polsinelli Shughart P.C.'s Nonprofit Organizations Practice Group.

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\$75.00 US • \$90.00 CAN
Paper • 352 pages
 7 x 10 • 14 CQ
June / In stores June 21



2-Volume Set
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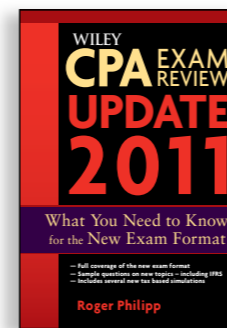
Wiley CPA Examination Review 38th Edition 2010-2011

O. Ray Whittington (Chicago, IL) and Patrick R. Delaney

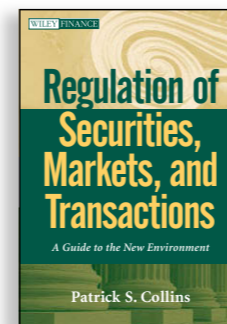
Complete coverage of the new CBT-e format for the newly revised CPA Exam

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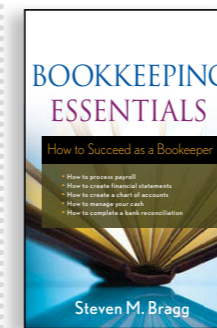
O. RAY WHITTINGTON, PHD, CPA, CMA, CIA, is the Dean of the College of Commerce and Kellstadt Graduate School of Business at DePaul University. **PATRICK R. DELANEY** was the Arthur Andersen LLP Alumni Professor of Accountancy and Department Chair at Northern Illinois University.



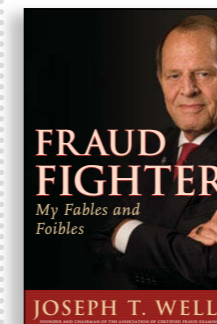
Wiley CPA Exam Review 2011 Update
 Roger Philipp (San Francisco, CA)
 Covers all of the massive changes to the CPA exam in 2011— from Task Based Simulations to IFRS questions—in one convenient volume.
 978-1-1180-1148-5
\$24.95 US • \$29.95 CAN
 Paper • 192 pages • 8-1/2 x 11
 December / In stores December 7



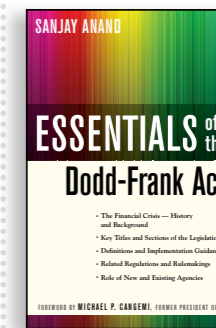
Regulation of Securities, Markets, and Transactions
 A Guide to the New Environment
 Patrick S. Collins (Santa Fe, NM)
 978-0-470-60196-9
\$95.00 US • \$114.00 CAN
 Hardcover • 432 pages • 7 x 10 • 12 CQ
 Charts: 9 BW
 January / In stores January 25



Bookkeeping Essentials
 How to Succeed as a Bookkeeper
 Steven M. Bragg (Centennial, CO)
 The handy problem-solver with helpful information for today's busy bookkeepers
 978-0-470-88255-9
\$29.95 US • \$35.95 CAN
 Paper • 336 pages • 6 x 9 • 10 CQ
 Exhibits: 132 BW
 May / In stores April 26



Fraud Fighter
 My Fables and Foibles
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 978-0-470-61070-1
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 June / In stores June 7



Essentials of the Dodd-Frank Act
 Sanjay Anand (Clifton, NJ)
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 978-0-470-95233-7
\$45.00 US • \$54.00 CAN
 Paper • 288 pages • 6 x 9 • 18 CQ
 March / In stores March 8



978-1-1180-2199-6
\$49.95 US • \$59.95 CAN
Hardcover • 256 pages
 6 x 9
July / In stores July 5

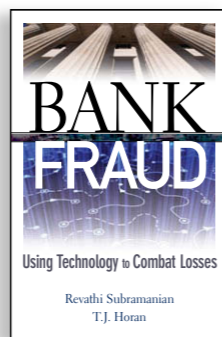
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August / In stores August 2

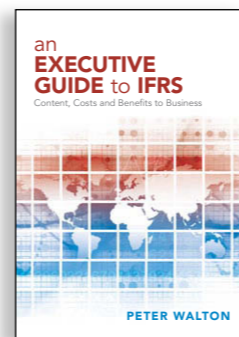
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Revathi Subramanian (San Diego, CA)

Capitalize on technology to halt bank fraud

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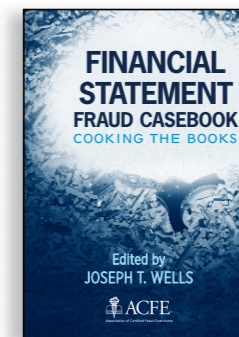
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\$39.95 US • \$47.95 CAN
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August / In stores August 2

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Content, Costs, and Benefits to Business

Peter Walton (Paris, France)

An essential overview of IFRS for business leaders, including benefits, costs, and background



978-0-470-93441-8
\$95.00 US • \$114.00 CAN
Hardcover • 408 pages
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June / In stores June 7

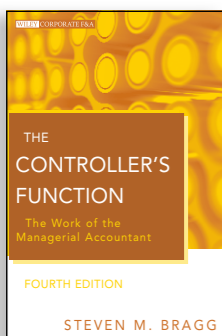
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Cooking the Books

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\$95.00 US • \$114.00 CAN
Hardcover • 496 pages
 6 x 9 • 8 CQ
 Exhibits: 143 BW
 Prior Edition: 978-0-471-68330-8
March / In stores March 1

The Controller's Function

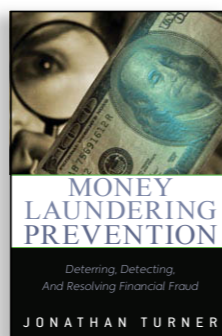
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June / In stores June 7

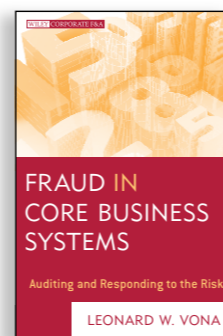
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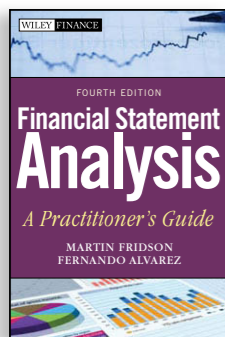
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June / In stores June 7

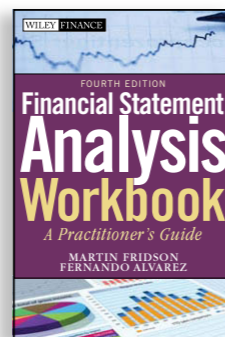
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 Prior Edition:
 978-0-471-40915-1
June / In stores June 7

Financial Statement Analysis Workbook

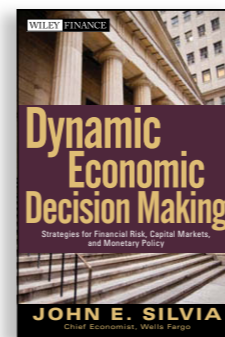
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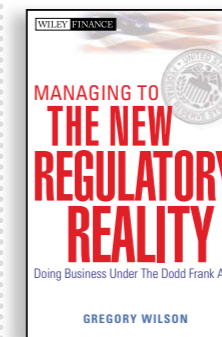
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July / In stores July 5

Dynamic Economic Decision Making Strategies for Financial Risk, Capital Markets, and Monetary Policy

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Hardcover • 384 pages
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 Drawings: 1 BW; Tables: 1 BW
March / In stores March 8

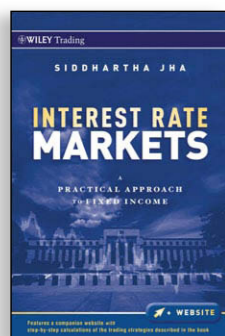
Managing to the New Regulatory Reality

Doing Business Under the Dodd-Frank Act

Gregory P. Wilson (Great Falls, VA)

How to manage and profit from the new financial
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- Describes and analyzes the impact of the immediate U.S. and G20 policy and regulatory reactions on financial institutions that the crisis response triggered
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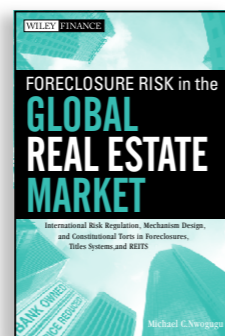
978-0-470-93220-9
\$85.00 US • \$102.00 CAN
Hardcover • 384 pages
 6 x 9 • 10 CQ
 Tables: 12 BW;
 Exhibits: 60 BW
April / In stores April 5

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Siddhartha Jha (New York, NY)

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- Details the common trades which can be used by investors to take views on interest rates in an efficient manner, the methods used to accurately set up these trades, as well as common pitfalls and risks



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July / In stores June 28

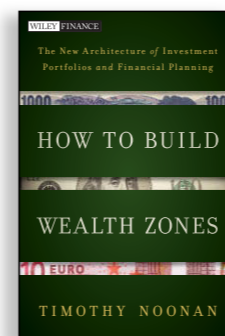
Foreclosure Risk In the Global Real Estate Market

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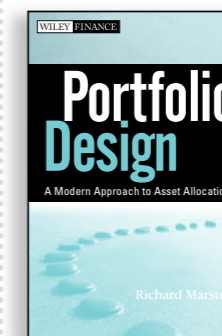
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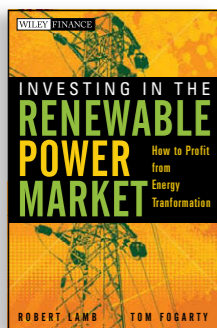
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Richard Marston (Philadelphia, PA)

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Investing in the Renewable Power Market

How to Profit from Energy Transformation

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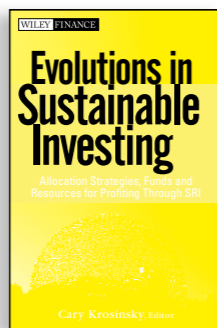
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May / In stores May 3



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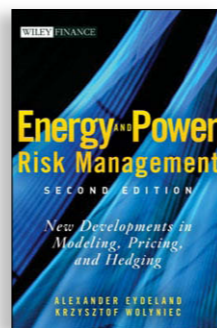
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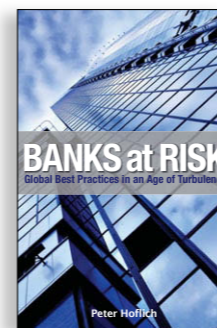
978-0-471-78421-0

\$125.00 US • \$150.00 CAN

Hardcover • 700 pages • 6 x 9 • 6 CQ

Prior Edition: 978-0-471-10400-1

July / In stores July 5



Banks at Risk

Global Best Practices in an Age of Turbulence

Peter Hoflich (Singapore)

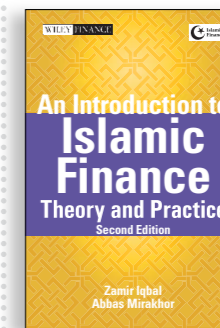
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April / In stores March 29



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April / In stores March 29



Managing Hedge Fund Risk & Financing

Adapting to a New Era

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A comprehensive set of guidelines for CFOs to ensure world-class corporate governance and hedge fund risk management

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Paper • 320 pages • 6 x 9

August / In stores July 26



Alternative Alternatives

Risk, Returns, and Investment Strategy

Sona Blessing (Buchberg, Switzerland)

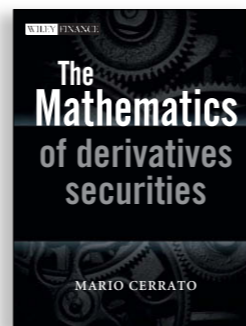
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April / In stores April 5



The Mathematics of Derivatives Securities

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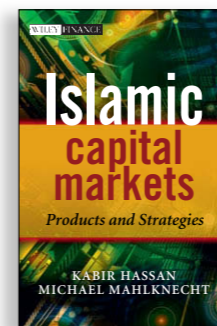
An accessible guide that introduces, explains, and demonstrates complex financial problems using MATLAB

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Paper • 512 pages • 6 x 9

June / In stores July 5



Islamic Capital Markets

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A study of products and strategies for capital markets in Islamic finance

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Hardcover • 464 pages • 6 x 9

April / In stores April 5



Investing in Energy

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An energy industry researcher and investment advisor provides a fresh perspective on the economics of energy

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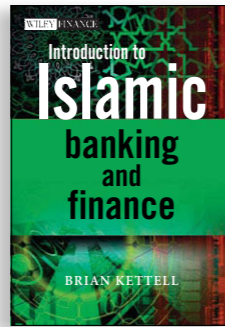
\$60.00 US • \$72.00 CAN

Hardcover • 256 pages

6 x 9 • 20 CQ

May / In stores May 3

Bloomberg
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Introduction to Islamic Banking and Finance

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April / In stores April 12



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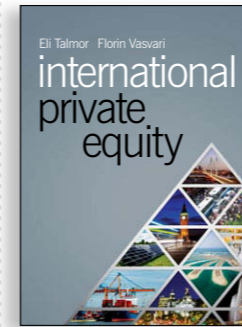
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July / In stores July 20



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June / In stores June 21



Expected Returns

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A one-stop guide to measuring the expected returns of a wide range of investments to help investors better manage and balance a portfolio

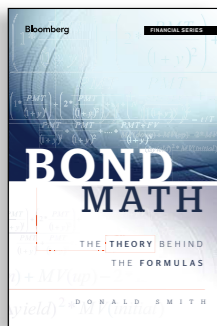
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March / In stores March 22



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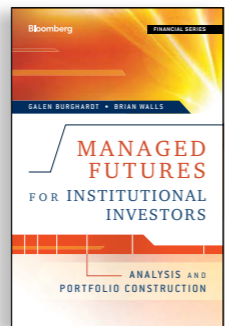
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Hardcover • 352 pages

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June / In stores June 21

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Managed Futures for Institutional Investors

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May / In stores May 3

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Measuring Investment Performance Using Global Investment Standards (GIPS)

The Global Investment Performance Standards

Bruce J. Feibel (Newton, MA) and Karyn D. Vincent (Portland, OR)

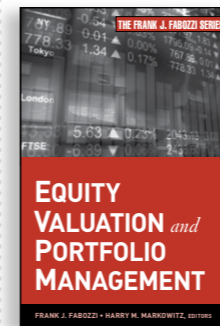
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Hardcover • 304 pages

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July / In stores July 5



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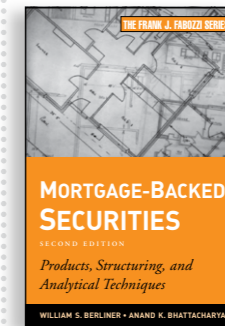
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July / In stores June 28



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Second Edition

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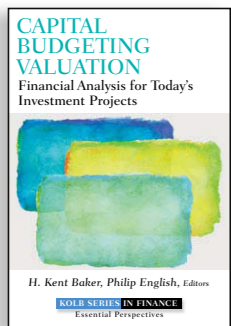
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Prior Edition: 978-0-470-04773-6

May / In stores May 24



Capital Budgeting Valuation
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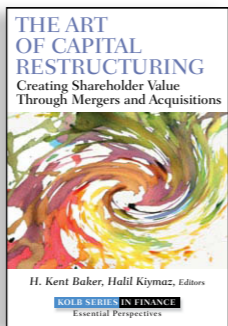
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July / In stores June 28



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Drawings: 18 BW; Tables: 29 BW

June / In stores June 7



High Probability Trade Set-Ups
Profit-Making Tactics from StockTwits Leading Traders

Howard Lindzon

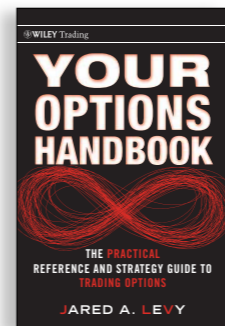
Profitable trade set-ups from StockTwits leading traders

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June / In stores June 21



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April / In stores April 5



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How to Anticipate and Trade Big Moves in the Forex Market

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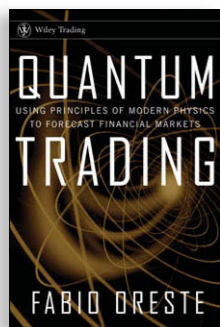
978-0-470-87438-7

\$60.00 US • \$72.00 CAN

Hardcover • 336 pages • 6 x 9 • 10 CQ

Charts: 87 BW; Tables: 10 BW

April / In stores March 29



Quantum Trading
Using Principles of Modern Physics to Forecast the Financial Markets

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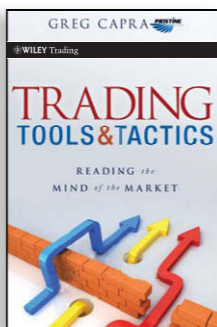
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August / In stores August 2



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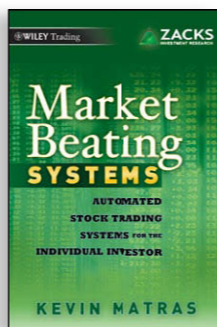
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July / In stores July 5



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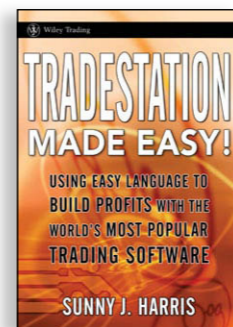
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May / In stores April 26



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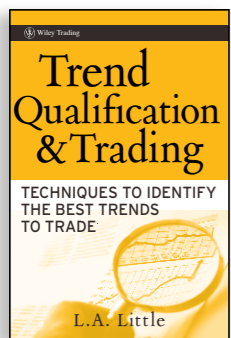
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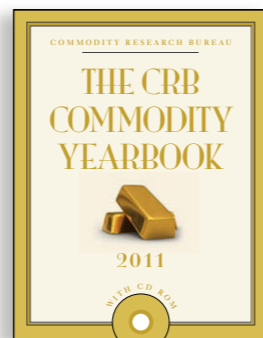


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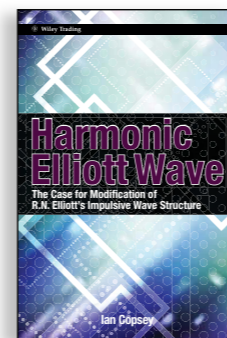


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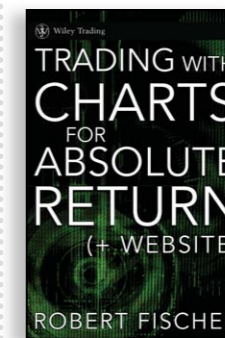
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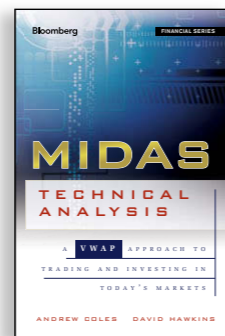
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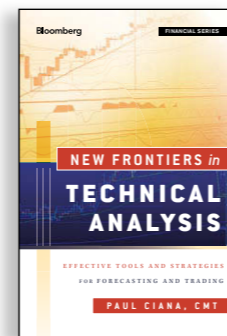
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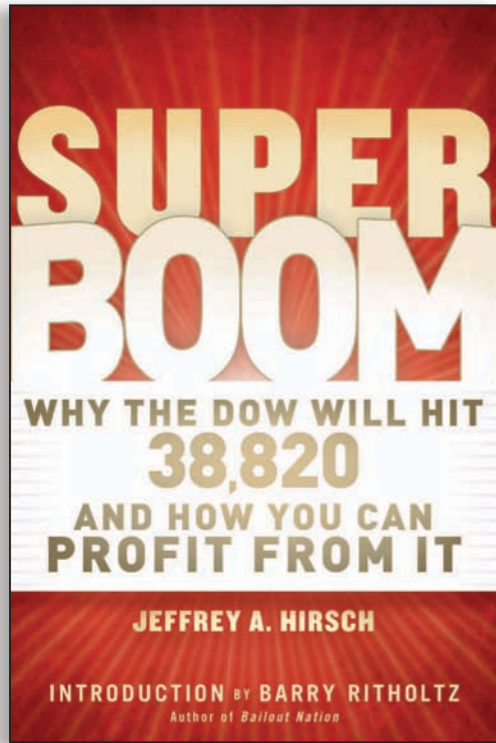
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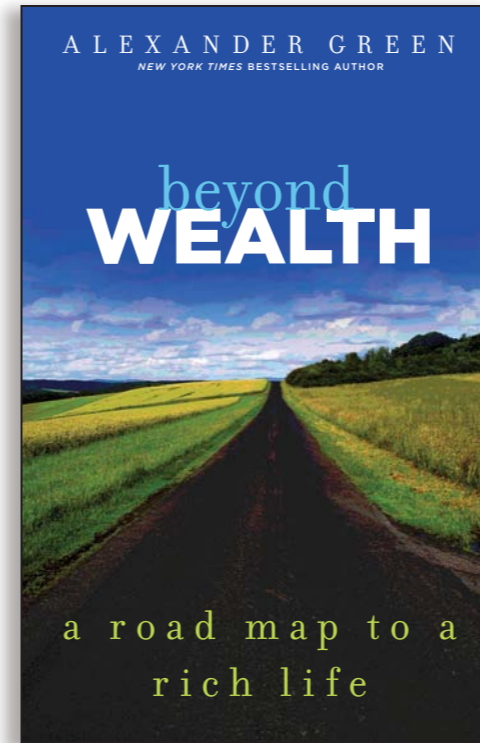
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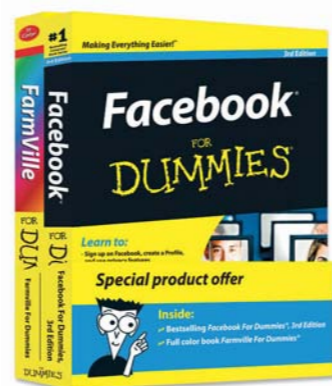
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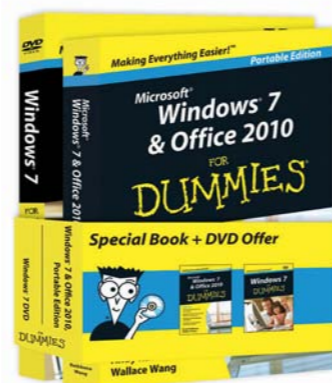


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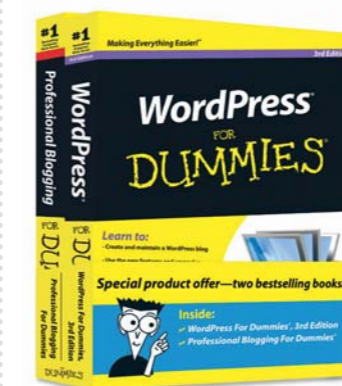


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