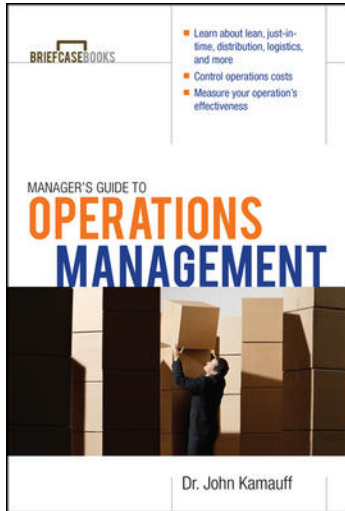


Manager's Guide to Operations Management

Author: Kamauff, John

Imprint: McGraw-Hill



Pub Date: October-09

ISBN: 9780071627993

Format: Softcover

Subject Area: Management

Pages: 240

Trim: 15.2 x 22.9cm

Price: AUS \$29.95/NZ \$35.00

PUBLICITY HIGHLIGHTS:

Media campaign to target all major business publications such as *BOSS*, *BRW* and *MIS Magazine*.

All inflight publications including *Virgin Blue Voyager* and *Qantas Magazine*.

Description

Life-to-date, the remarkably successful Briefcase Books series has sold more than 650,000 copies and brought in more than \$4.2 million in revenue.

Manager's Guide to Operations Management will build on the success of Six Sigma for Managers and show managers how to implement the most effective, efficient, and streamlined operations - from supply chain and capacity management to lean operations and logistics and distribution. This entry in the Briefcase Books series will be a powerful and useful addition to the line-up.

Key Features

- Manager's Guide to Operations Management will be a part of the phenomenally successful Briefcase Series
- Shows managers the essentials of successful operations management processes: lean, just in time, supply chain, capacity management, logistics and distribution, and more.
- The series has a global appeal, and the book will contain examples from around the world.

Market

- Managers looking to increase the effectiveness of their operations and to reduce costs.
- Any experienced manager who needs a refresher course in these topics.

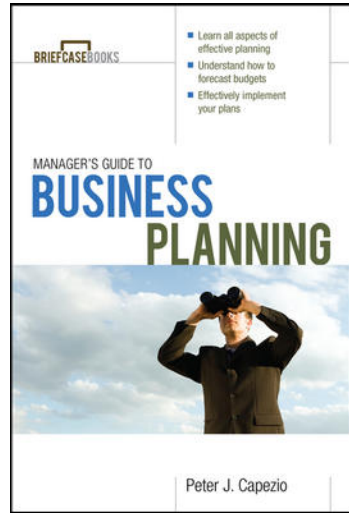
Author Biography

Dr. John Kamauff (Baltimore, MD) is a Principal with Archstone Consulting specialising in supply chain management and strategic sourcing. He leads their Global Sourcing and Procurement Practice and is a former Senior Partner at both Ernst & Young and at PricewaterhouseCoopers as well as a Senior Advisor with Deloitte Consulting where he helped to lead their respective global supply chain practices. Previously he served as the Managing Director for the Carlson Consulting Enterprise at the University of Minnesota Carlson School of Management and was a Visiting Professor of Information Systems and Operations Management and Busch Executive-in-Residence at Loyola College in Baltimore.

Manager's Guide to Business Planning

Author: Capezio, Peter J.

Imprint: McGraw-Hill



Pub Date: October-09

ISBN: 9780071628006

Format: Softcover

Subject Area: Management

Pages: 240

Trim: 15.2 x 22.9cm

Price: AUS \$29.95/NZ \$35.00

PUBLICITY HIGHLIGHTS:

Media campaign to target all major business publications such as *BOSS*, *BRW* and *MIS Magazine*.

All inflight publications including *Virgin Blue Voyeur* and *Qantas Magazine*.

Description

Life-to-date, the remarkably successful Briefcase Books series has sold more than 650,000 copies and brought in more than \$4.2 million in revenue.

Manager's Guide to Business Planning will build on the success of the series and show managers how to most effectively plan and implement effective business plans and strategies. The book will address how to create and implement effective business plans, how to measure success, the differences in long- and short-term planning, how to prioritise initiatives, and how to run business reviews. Included in these discussions will be an in-depth review of planning a budget. Lastly, Capezio will show how to engage employees by giving them a stake in the outcome.

Key Features

- The book will be a part of the phenomenally successful Briefcase Series
- Each chapter will include a Manager's Checklist that managers can use on a daily basis.
- The series has a global appeal, and the book will contain examples from around the world.

Market

- Managers looking to increase the effectiveness of their planning and the efficiency with which they implement strategic business plans.
- Any experienced manager who needs a refresher course in these topics.

Author Biography

Peter J. Capezio (Annapolis, MD) is the Principal of Value Added Resources and brings over 25 years of experience in Fortune 500 companies to the consulting arena. He has been involved in leading organisation change and helping companies adapt to dynamic market conditions and improve business results. The major emphasis of this work has been on developing and integrating business strategy and plans with organisation planning and development. A key component of this work has been on deployment of plans for execution and implementation.

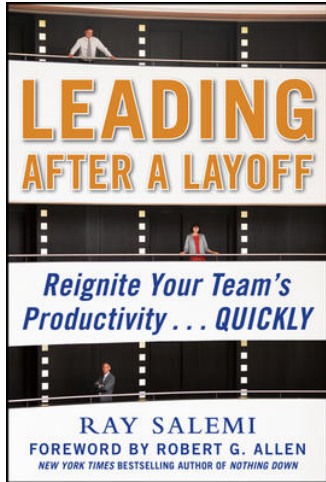
Related Backlist

ISBN	AUTHOR	TITLE	AUS\$	NZ\$
9780071627962	CALLEN, BARRY	BRIEFCASE MANAGER'S GUIDE TO MARKETING ADVERTISING & PUBLIC RELATIONS	\$29.95	\$35.00
9780071627979	PRATHER, DR CHARLES	BRIEFCASE MANAGER'S GUIDE TO INNOVATION & CREATIVITY TEAMS	\$29.95	\$35.00
9780071627986	CRAWFORD, DR CURTIS	BRIEFCASE MANAGER'S GUIDE TO MENTORING	\$29.95	\$35.00

Leading After a Layoff

Author: Salemi Ray

Imprint: McGraw-Hill



Pub Date: October-09
 ISBN: 9780071637152
 Format: Softcover
 Subject Area: Management
 Pages: 240
 Trim: 15.2 x 22.9cm

Price: AUS \$34.95/NZ \$40.00

PUBLICITY HIGHLIGHTS:

Media campaign to target all major business and HR publications such as *BOSS*, *HR Monthly* & *HR Leader*. All inflight publications including *Virgin Blue Voyager* and *Qantas Magazine*.

Description

Let's face it-in the current economy, we're all coping with a layoff in one way or another. Even if your company hasn't actually downsized, the threat of doing so is no doubt lingering in the air. Whether you're an HR executive or department manager, you are caught between employee discontent and upper management pressure. You and your remaining employees must grapple with the shock, fear, and betrayal that follows a corporate restructuring, while upper management pushes you for immediate results.

Leading After a Layoff provides updated and expanded information on guiding you and your employees through this challenging process, helping everyone to regroup, rethink, and rebuild with confidence. Using a practical, step-by-step approach, author Ray Salemi outlines seven essential tips that can be immediately implemented to:

- Build an environment of trust that can survive a layoff
- Help your direct reports cope with-and move past-company-wide terminations
- Ease concerns about future layoffs
- Address issues unique to remote employees, such as isolation, lack of communication, etc.
- Instil confidence and bolster motivation
- Redefine roles and job parameters to accomplish more with fewer people
- There is no such thing as an "easy" downsizing, but with Leading After a Layoff, managers will learn indispensable ways of keeping company profitability-and morale-high.

Key Features

- **Hot topic:** Books on rebuilding after a layoff are often popular during and following an economic downturn. In addition, demand for the out-of-print version of Leading After a Layoff has skyrocketed, leading to dramatic price growth. As of January 29, 2009, Leading After a Layoff is selling for \$119.00 used on Amazon.com and \$93.65 on Half.com. Online bookstore bookbrothers.net sold 9 copies of Leading After a Layoff between December 2008 and January 2009 at the inflated price of over \$50 per copy.
- **Broad appeal:** The information in this book applies to companies of all sizes. The problems discussed and the solutions provided are not industry-specific; they apply across the board to all businesses.
- **Large Total Available Market:** In November and December of 2008 alone, the US economy lost 1 million jobs. If you assume that there was a manager for every ten people laid off, you find that there were 100,000 new potential readers for Leading After a Layoff in those two months alone.
- **Concrete take-aways for the busy professional:** The author provides hands-on, practical information that can be immediately implemented into any company.
- **Foreword by recognised industry leader:** World-renowned business writer Robert Allen has provided the foreword for this book.

Market

Directors of HR/HR management, management professionals, organisational consultants, and management consultants who specialise in rebuilding companies. Any experienced manager who needs a refresher course in these topics.

Author Biography

Ray Salemi (Boston, MA) is the founder of GreatManager Works, a company dedicated to helping first-level managers improve their skills. Mr. Salemi has more than 14 years of experience as a manager leading teams in engineering, customer service, and sales. Mr. Salemi has testified in front of the U.S. House of Representatives in Washington, D.C., on the effects of mergers and acquisitions on employees. His writing has appeared in national newspapers and in *BusinessWeek* and *Fast Company*.

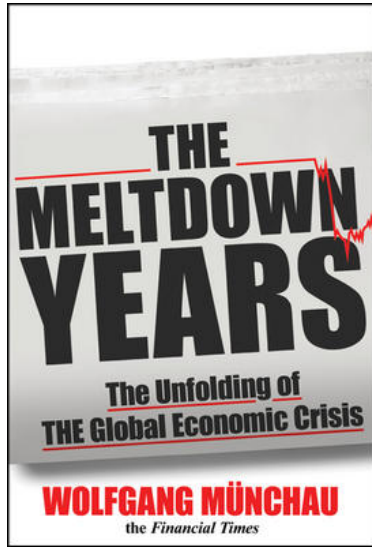
Related Backlist

ISBN	AUTHOR	TITLE	AUS\$	NZ\$
9780071626163	CHARAN, RAM	LEADERSHIP ERA ECONOMIC UNCERTAINTY	\$34.95	\$40.00

The Meltdown Years

Author: Munchau, Wolfgang

Imprint: McGraw-Hill



Pub Date: October-09

ISBN: 9780071634786

Format: Softcover

Subject Area: Finance

Pages: 240

Trim: 15.2 x 22.9cm

Price: AUS \$55.00/NZ \$60.00

PUBLICITY HIGHLIGHTS:

Media campaign to target all major business publications such as *BOSS*, *BRW* and *MIS Magazine*.

All inflight publications including *Virgin Blue Voyeur* and *Qantas Magazine*.

Description

The economic downturn of 2008 is shaping up to be far worse than any recession in the last twenty years. Former Fed Chairman Alan Greenspan recently testified that the current financial crisis is likely to be judged as the "most wrenching since the end of the second world war." Banks are cutting back on lending, consumers are spending less, companies are shedding jobs amidst sinking profits, and the housing bust that triggered the slide persists. While the details of how this came to be are yet to be completely explored, economists and regulators are now preoccupied with the depth of the global downturn and are searching for more forward-looking clues and economic omens.

Wolfgang Munchau was eerily precise in predicting the crash in his February 2008, award-winning book *Vorbeben* (translation: foreshock) serves as a testament to how accurate he was in his analysis. In it, he explained in a straightforward manner all the factors that were leading up to this crisis and foresaw where it was heading. He delved into the roots of the crisis, on the role of government intervention, and how the lay investor could protect himself against what was coming. Composed largely of *Vorbeben*, this book explains the overriding factors that led to the crisis, as well as the various components in them (such as the credit market, the financial instruments, hedge funds, and investment banks). The author then brings all these aspects together, within a global context, underscoring how everything was interconnected, and thus resulted to a catastrophic domino effect that

brought down the global financial system. Munchau looks into the future, and predicts how long this crisis will last and how it will unfold from hereon, and incorporates monetary policy and its consequences into his discussion.

Munchau concludes that the economic crisis, however destructive, it was also necessary, as it served as a much-needed passage to a new financial order.

Key Features

- Wolfgang Munchau has over 20 years experience covering the financial markets for both international and English-speaking readers.
- The author is a noted prognosticator (the Nostradamus of Germany), predicting with tremendous accuracy the financial crisis of 2008.
- The global nature of the topic as the financial crisis ripples around the world makes it particularly timely and relevant.
- Munchau's has a large online platform in Europe and especially in the UK. His column appears every Wednesday in the English-speaking version of the *Financial Times*, he has his own blog on the *EvoIntelligence* website, an independent internet-based service for economic commentary and analysis of the euro area. His book *Vorbeben* was a finalist for the *getAbstract International Book Award* at the Frankfurt Book Fair.

Market

General interest readers; readers of Greenspan's *Bubbles*, *The Trillion Dollar Meltdown*, *The New Paradigm for Financial Markets*, and similar books.

Author Biography

Wolfgang Munchau (Brussels, Belgium) is an associate editor of the *Financial Times*, where he writes a weekly column about the European Union and the European economy. Between 1988 and 1995 he held several posts at *The Times* newspaper, including Washington and Brussels correspondent.

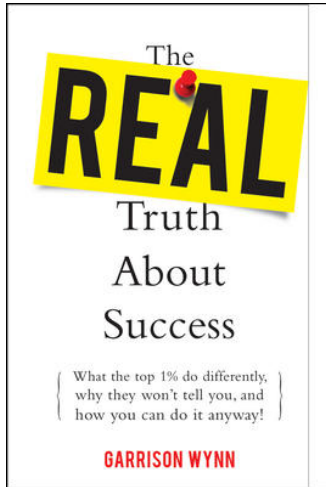
Related Backlist

ISBN	AUTHOR	TITLE	AUS\$	NZ\$
9780071591584	FLECKENSTEIN, BILL	GREENSPAN'S BUBBLES	\$34.95	\$40.00
9780071592819	EL-ERIAN, MOHAMED	WHEN MARKETS COLLIDE	\$44.95	\$50.00

The Real Truth about Success

Author: Wynn, Garrison

Imprint: McGraw-Hill



Pub Date: October-09

ISBN: 9780071629966

Format: Softcover

Subject Area: Business Communication / Meetings & Presentations

Pages: 240

Trim: 14 x 21.3cm

Price: AUS \$39.95/NZ \$45.00

Description

A personal advantage can catapult mere mortals to the top of their industries. This get-ahead tactic, although wildly successful, remains relatively unexploited. Among millions of businesspeople, it's what sets apart the 5,000 top performers across 21 industries who business consultant and award-winning motivational speaker Garrison Wynn interviewed for this book.

Personal advantage: the book is designed to help unearth and leverage this unique, distinctive edge. It might be your look, your personality, a character trait, your demeanour, the people you know, the resources you possess or even a well-crafted plan to bolster your popularity in the workplace. Whatever it may be, everyone has an untapped advantage just below the surface. Finding that edge and using it effectively is what separates the top 1% of successful people from the remaining 99 percent. The author explores key questions to discovering this personal edge and implementing it to achieve success: How can you discover or create your own advantage? To uncover an unexploited edge, you must find and focus on the unique attributes you possess. It means asking yourself:

What are my most appealing characteristics?

- Do I have a physical edge?

- What relationships am I willing to leverage to become a top performer?
- How do other people see me?
- What innate qualities can I utilise that will help ingratiate myself to the right influential people?

Discovering your own personal assets is the first part of the equation, as explored in this book. Numerous top performers' examples - some ingenious and others surprisingly simple illustrate how the top 1% achieved their own extraordinary success through their personalised advantage.

Key Features

- Personal success and personal attraction books are evergreen bestsellers and appeal to sales professionals, entrepreneurs, and managers alike
- Wynn's website wynnsolutions.com and satellite sites receive over 250,000 hits per month
- Wynn presents to more than 100 organisations annually, such as Amex, Wells Fargo, Shell, Oracle, Verizon, and others, across the US, and in Asia, Europe, and Africa

Market

- Sales professionals, entrepreneurs, managers, executives from all industries, success oriented readers, the Dale Carnegie, The Secret, and Four Hour Work Week crowds

Author Biography

Garrison Wynn (Houston, TX) is a corporate advisor and former professional stand-up comedian who delivers keynote speeches that propel corporate audiences to greater productivity because he expertly incorporates research and spot-on observations from his own fast track to success.

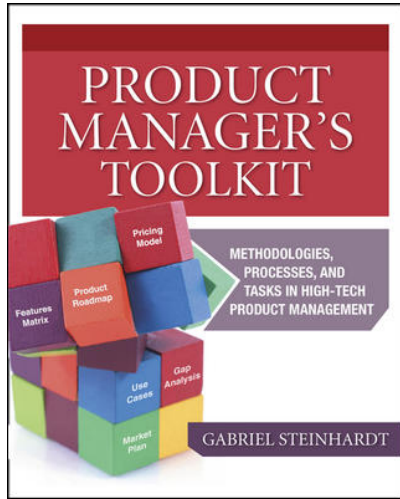
Related Backlist

ISBN	AUTHOR	TITLE	AUS\$	NZ\$
9780071597296	D'ALESSANDRO, DAVID	CAREER WARFARE	\$24.95	\$30.00

Product Manager's Toolkit

Author: Derosa, David F

Imprint: McGraw-Hill



Pub Date: October-09

ISBN: 9780071632911

Format: Hardcover

Subject Area: Advertising & Promotion

Pages: 352

Trim: 18.7 x 23.5cm

Price: AUS \$105.00/NZ \$115.00

Description

Product Management is based on general management techniques that are focused on product planning and product marketing activities. Product planning involves designing product functionality for the user, and product marketing involves presenting the product's value to the buyer. Product Management is challenging and complex, and is often misunderstood. Diverse interpretations regarding the role of the product manager have only further confused practitioners and stifled the ability to develop clear and consistent product management methodologies.

This book provides novice and intermediate product managers with the information and clear definitions that they need to fully understand their role within an organisation and then put their knowledge into practice. It presents a practical and comprehensive methodology that covers all aspects of product management, from tasks and processes to roles and deliverables.

Key Features

- Offers a full Product Management training program with a full explanation of the theory and practice of the topic.

- Presents the Product Manager's Toolkit™ (PMTK), a comprehensive set of product management tools that illustrates notable best practices and processes which help create market-driven products. PMTK is the only offering of its kind currently on the market.
- Creates a body of knowledge for the Product Management profession with a common vocabulary, consistent definitions, and clear role descriptions.
- Offers online presentation slides, exercises and answers, retention drills, historical case studies, statistical data, and workplace action items – a "light" version of the toolkit.
- Includes an original "Procedural Requirements Management" (PRM) methodology that helps to create high-quality, usable market requirements.

Market

Those employed in high-tech companies at the marketing and product marketing departments; those looking to create introductory courses on product management and/or product marketing; MBA students who are learning product management.

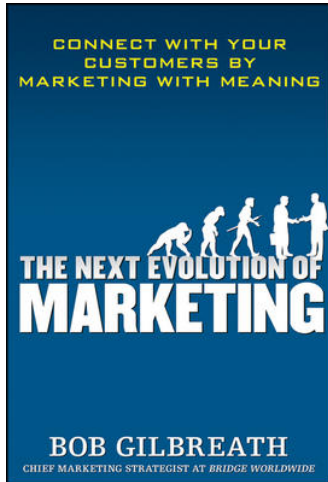
Author Biography

Gabriel Steinhardt is a recognised international high-tech product management expert, author, lecturer, and developer of practical tools and methodologies that increase product managers' productivity.

The Next Evolution of Marketing

Author: Gilbreath, Bob

Imprint: McGraw-Hill



Pub Date: October-09
 ISBN: 9780071625364
 Format: Softcover
 Subject Area: Marketing / General
 Pages: 288
 Trim: 15.2 x 22.9cm

Price: AUS \$50.00/NZ \$55.00

PUBLICITY HIGHLIGHTS:
 Media campaign to target all major business and marketing publications such as *NZ Marketing Magazine* and the *Australian Marketing Institute Newsletter*. Inflight publications *Voyeur* and *Qantas*.

Description

Meaningful marketing is the next step in the relationship-permission-meaning evolution, a natural progression in this brilliant and bestselling continuum. Meaningful marketing is the new imperative for adding value to customers' lives. Today's customer has changed, becoming more jaded to the marketing messages constantly entering their lives, often in inappropriate ways. For example, when they are contemplating the situation in Darfur while listening to news radio, they don't want to re-evaluate their choice of margarine. Or, when they are checking scores on ESPN.com, they don't want an intrusive ad popping up about new job listings on CareerBuilder.

Instead, they want to be touched by something that actually adds value to their lives. That's where Meaningful Marketing comes in. Meaningful Marketing is often more meaningful than the product it aims to sell: It's Samsung providing not one but fifty eight-foot electrical charging stations for cell phones and laptops in LAX and JFK (with Dallas/Fort Worth, LaGuardia, and Orlando next in the queue). Meaningful Marketing reaches customers at every level of personal need. It could be the basic level - such as a diabetic supply company providing a year's worth of menus on their website and a free online community to provide critical information for people living with the disease. Or at the entertainment level - like Burger King's Xbox advergames, which sold for \$3.99 and encouraged customers to interact with their marketing (and also increased profits by 40%).

The New Evolution of Marketing reveals Gilbreath's research, showing how to first determine what makes people tick, revealing how to uncover a spectrum of unmet customer needs (based on the author's hierarchy of needs: survival needs, achievement needs, and esteem needs). Then, through dozens of case studies from global companies, marketing managers then learn how to build a marketing campaign that truly fulfils these needs at any level on the hierarchy.

Features

- In an age when customers have become resistant to marketing, marketing professionals need a new approach for connecting with their end consumer; Meaningful Marketing provides the answer by showing how to add value to customers lives through the marketing itself.
- Builds on two of the most popular and bestselling approaches to marketing - relationship marketing and permission marketing.
- Meaningful marketing is based on comprehensive research, including observing meaningful marketing in action in over 100 global companies.
- The author the chief marketing strategist at Bridge Worldwide, one of the largest digital advertising agencies in the world with clients that include P&L, J&J, Ford, Kroger, Abbott Pharmaceuticals, and more.

Market

Chief Marketing Officers, and the individuals in their team, including marketing managers, advertising professionals, and new media marketing teams.

Author Biography

Bob Gilbreath (Cincinnati, OH) has worked with some of the world's largest marketers, including Procter & Gamble, Johnson & Johnson, Anheuser-Busch, and Ford. He directly led long-term relationships with clients such as Kroger, Abbott Pharmaceuticals, U.S. Bank, and ConAgra Foods, and his 50-person team grew revenues more than 30 percent in each of the past two years. They have also written two career books, including *The Telecommuter's Handbook* for McGraw-Hill.

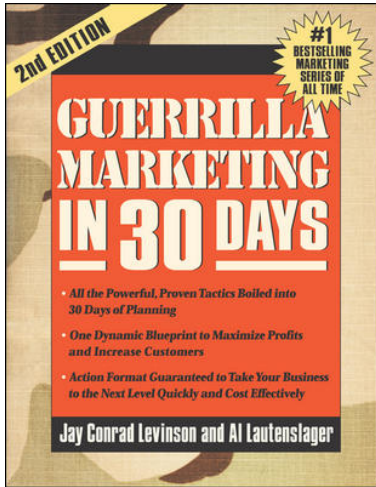
Related Backlist

ISBN	AUTHOR	TITLE	AUS\$	NZ\$
9780070527263	RIES	MARKETING WARFARE	\$24.95	\$29.00
9780071373586	RIES	POSITIONING	\$27.95	\$31.00

Guerrilla Marketing in 30 Days

Author: Levinson Jay Conrad

Imprint: Entrepreneur Press



Pub Date: October 2009

ISBN: 9781599182667

Format: Paperback

Subject Area: Marketing / General

Pages: 304

Trim: 22.9cm x 17.8cm

Price AUS \$39.95 NZ \$45.00

- Includes current success stories of real businesses using Guerrilla Marketing
- Provides updated online Guerrilla Marketing techniques, includes: blogs, online networking, growing a targeted e-mail list
- Covers updated implementation techniques
- Includes new information on ways to increase the response to marketing

Market

New marketers and current marketers who want to learn the ways of Guerrilla Marketing and design a new, more innovative, cost-effective marketing plan.

Author Biography

Jay Conrad Levinson is the father of guerrilla marketing, the bestselling marketing series in history, selling more than 14 million copies worldwide. He is the chairman of Guerrilla Marketing International.

Description

Sales Handle Updated with fresh examples, the latest techniques and trends, new success stories and new, practical marketing habits for today's aspiring "guerrillas," this new edition provides marketers with the latest Guerrilla Marketing tools and tactics they need to zero in on their marketing goals and maximise their profits-in just 30 chapters and 30 days!

About the Book Marketing masters, Jay Conrad Levinson and Al Lautenslager provide new marketers with the latest version of the winning 30-day plan that has already helped thousands achieve marketing success. New marketers learn from updated real-life examples and success stories, and proven fundamental concepts, and use daily exercises and steps to take their marketing to the next level, ultimately increasing profits, cutting costs and gaining new customers. With every step, Levinson and Lautenslager provide thorough action plans to help aspiring "guerrillas" stay on track, leaving no excuse for anything but success.

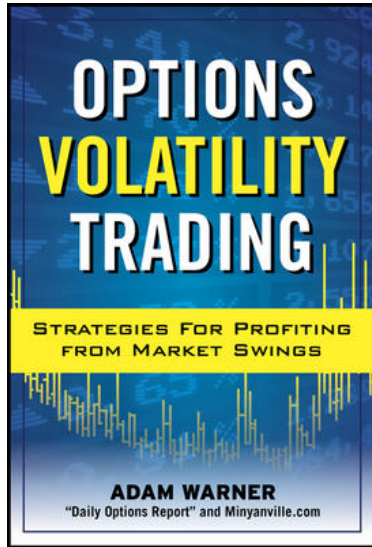
Features

- Provides a disciplined day-by-day approach to marketing that avoids wasted efforts and can be applied to any small business, large organisation or department
- Features low-cost, unusual tactics and concepts that have made Guerrilla Marketing the bestselling marketing series in history

Options Volatility Trading

Author: Warner, Adam

Imprint: McGraw-Hill



Pub Date: October-09
ISBN: 9780071629652
Format: Hardcover
Subject Area: Investments & Securities
Pages: 304
Trim: 15.2 x 22.9cm

Price: AUS \$78.00/NZ \$88.00

Description

In *Options Volatility Trading*, options expert and Minyanville contributor Adam Warner shares his research and experiences on trading options in volatile markets with novice to intermediate traders. From truly understanding the role of the VIX to deconstructing historical and behavioural patterns of market volatility, Warner educates readers as to the nuances of this dynamic, its psychology, and the best strategies to use to profit from dramatic shifts in the market when trading options.

Warner gives readers a firm grounding in the foundations of volatility trading, by providing:

- A real understanding of the VIX (volatility index) as a quick measure of the market, but not a tool to be used exclusive of others.
- An analysis of the historical patterns of volatility in the context of trading activity.
- A description of the behavioural psychology of trading volatility, and
- An examination of market noise that distorts actual anomalies that can be exploited.

Through his trading experience and own expert analysis, along with published research, Warner delivers the concepts that belie volatility trading

for options, offering a variety of strategies traders can use when riding market swings. Topics featured include:

- Why and how to incorporate analytical tools other than the VIX
- Buying high and selling low
- Managing long and short volatility positions with a positive gamma position
- Managing the potential expiration-related turbo-charge of a market in motion right around expiration Friday
- How to use Ultra and Double Ultra Inverse ETF's
- The effectiveness of Put-Call Ratio's
- Using the Plus Tick Rule

Key Features

- *Options Volatility Trading* shows novice to intermediate traders how to profit from dramatic market shifts and market anomalies by explaining the concepts and psychology that underlie volatile markets and the strategies for taking advantage of them.
- Author Adam Warner has solid trading experience and is a noted options educator and strategist. In addition to founding the Daily Options Report, Warner is part of Minyanville faculty, a highly respected website devoted to trading. The site features such investing experts as Brett Steenbarger and our own Jon Markman and Bill Fleckenstein. Warner will use his platform at Minyanville.com and the Daily Options Report to promote the book, and will tap into his deep list of industry and press contacts to support the project.
- Joins our successful list of trading titles that both examine trading psychology and strategies for profiting from market swings, including *Trade Your Way to Financial Freedom*, *The Way of the Turtle*, and *The New Day Trader Advantage*. And complements our very profitable book on options volatility by Sheldon Natenberg titled *Options Volatility and Pricing*.

Market

Novice to intermediate traders; readers of books on swing trading, trend trading, day trading, volatility trading, and trading psychology

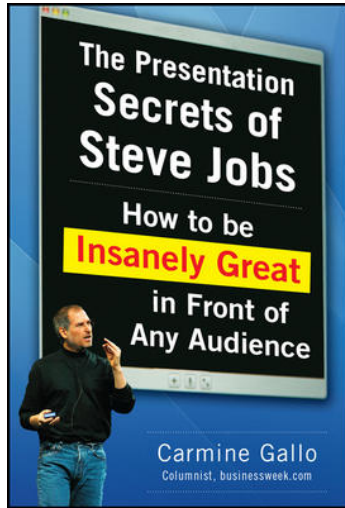
Author Biography

Adam Warner (Short Hills, NJ) is the founder of the Daily Options Report and faculty member of the highly regarded trading website, Minyanville.com. He has traded options professionally for over 20 years, first as a member and market maker on the American Stock Exchange and then as a sole proprietor off floor.

The Presentation Secrets of Steve Jobs

Author: Gallo, Carmine

Imprint: McGraw-Hill



Pub Date: October-09
 ISBN: 9780071636087
 Format: Softcover
 Subject Area: Business Communication / Meetings & Presentations
 Pages: 240
 Trim: 14 x 21cm

Price: AUS \$39.95/NZ \$45.00

PUBLICITY HIGHLIGHTS:
 Media campaign to target all major business publications such as *BOSS*, *BRW* and *MIS Magazine*.
 All inflight publications including *Virgin Blue Voyeur* and *Qantas Magazine*.

Description

When Steve Jobs steps up to deliver a speech, the world takes notice. While most presenters simply aim to convey information to their audiences, Steve Jobs sets out to inspire, and his ability to consistently do so has raised the bar on presentation skills. Whether it be introducing the iPhone, the Mac Air Computer, or the latest version of the iPod, Steve Jobs's presentations get almost as much coverage as the gadgets themselves!

In covering the highly anticipated kickoff of Apple's Macworld Conference and Expo for BusinessWeek.com the last few years, Carmine Gallo has studied and analysed Steve Jobs' formula for making such successful presentations. His subsequent article on that formula, which identified the ten elements that made Steve Job's presentations so outstanding, became one of the most popular downloads in the online magazine's history. Now, in *The Presentation Secrets of Steve Jobs*, Carmine Gallo breaks down each of the 10 essential secrets of Steve Job's presentations, and offers prescriptive advice for readers to apply these principles to their own presentations, and become the hard act to follow at any conference or seminar.

Key Features

- **Popular Subject:** Carmine Gallo's article on Steve Jobs's presentation skills was one of the most popular downloads in Businessweek.com's history.
- **Strong Category:** As the sales of books like *Presentation Zen* and *The Back of the Napkin* indicate, there is a strong market for books on improving presentation skills.
- **Author Media:** Carmine Gallo writes a regular communications column for Businessweek.com and military.com. He has been profiled by The New York Times, Entrepreneur Magazine, PR Week, and The San Jose Mercury.
- **Author Platform:** Carmine Gallo speaks to over 120 companies every year; some of his executive coaching clients include Chase, Fox News Channel, Intel, The Home Depot and Goldman Sachs.

Market

- Anyone who needs to make effective presentations on the job.
- The hundreds of thousands of people who bought books like *Beyond Bullet Points*, *Presentation Zen*, and *Back of the Napkin*

Author Biography

Carmine Gallo (Pleasanton, CA) writes a bi-weekly column for Businessweek.com, and has been a featured contributor to several other major Web sites including MSNBC, Military.com, Always On, AOL and Yahoo Finance. Carmine personally coaches leading executives for: Keynote speeches, media interviews, investor presentations, IPO road shows, product launches, book tours, conference speeches & panels, public presentations of any type.

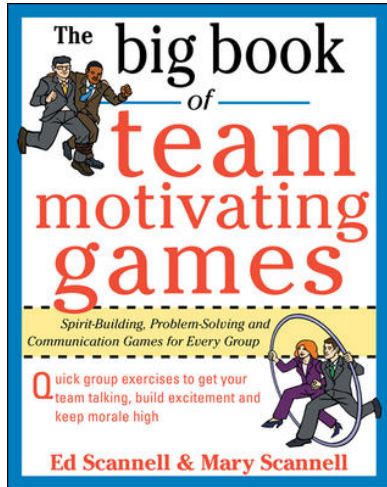
Related Backlist

ISBN	AUTHOR	TITLE	AUS\$	NZ\$
9780071451512	BATES	SPEAK LIKE A CEO	\$38.95	\$42.00
9780071452298	MAGGIO, ROSALIE	ART OF TALKING TO ANYONE	\$30.95	\$34.00

The Big Book of Team-Motivating Games

Author: Scannell, Mary; Scannell, Edward

Imprint: McGraw-Hill



Pub Date: October-09
 ISBN: 9780071629621
 Format: Softcover
 Subject Area: Management
 Pages: 240
 Trim: 18.7 x 23.2cm
 Price: AUS \$39.95/NZ \$45.00

Description

A collection of new team-training games, from the bestselling author of some of the most popular training games books on McGraw's list, including Games Trainers Play, The Big Book of Business Games, and The Big Book of Teambuilding Games. These exercises focus on communication skills, trust-building, and feedback exchange. They require few or no props and can be done anywhere. The interior will update the series look, with new illustrations for a more contemporary feel. Both authors are seasoned trainers who speak to thousands of managers and meeting professionals every year.

Key Features

- Successful series/Author track record: Ed Scannell is the author of The Big Book of Teambuilding Games, which has sold 125,000 copies since 1999. Scannell's other McGraw titles, Games Trainers Play (total series sales of over a million copies) and The Big Book of Business Games have enjoyed similar success. Strong backlist title: The previous "Big Books" have all backlisted extremely well, remaining revenue streams for years after publication. We would expect this book to follow suit.
- Active authors: Scannell does regular speaking and workshops, including presentations for such organisations as ASTD, Hospitality Sales and Marketing Assn International, and Meeting

Professionals International. A skilled facilitator, he has conducted numerous strategic planning retreats for both trade and professional associations. He served as President of the National Speaker's Association for 1991-92 and serves on the NSA Foundation Board of Trustees. Mary Scannell is also a professional seminar leader, and has trained tens of thousands of people.

- Updated look: This book will update the look and feel of the series with new illustrations and cover design. Great international sales: About a third of the sales for other titles in the Big Book series have been international, and we expect the same here.

Market

Trainers, managers, general HR.

Author Biography

Ed Scannell (Phoenix, AZ) is a speaker and trainer who has given over a thousand presentations, seminars and workshops across the U.S. and overseas. He has written or co-authored twenty books and over a hundred articles in the fields of Creativity, Communication, Human Resource Development, Management, Meeting Planning and Teambuilding.

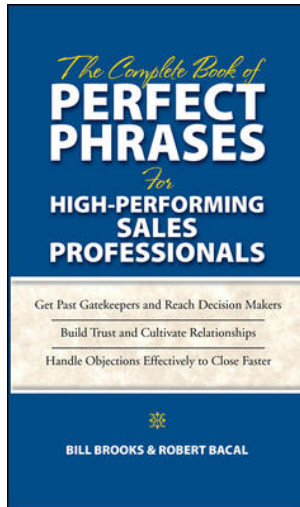
Mary Scannell (Phoenix, AZ) has been a professional seminar leader since 1991, and serves on the staff of Venture Up, the world's largest provider of interactive team programs.

Related Backlist

ISBN	AUTHOR	TITLE	AUS\$	NZ\$
9780070464766	NEWSTROM	BIG BOOK OF BUSINESS GAMES	\$36.00	\$39.00
9780070465015	NEWSTROM	BIG BOOK PRESENTATION GAMES	\$36.00	\$39.00
9780070465138	NEWSTROM	BIG BOOK TEAM BUILDING GAMES	\$36.00	\$39.00

The Complete Book of Perfect Phrases for High-Performing Sales Professionals

Author: Bacal, Robert ; Brooks, Bill ; ; Bacal, Robert
Imprint: McGraw-Hill



Pub Date: October-09
ISBN: 9780071636094
Format: Softcover
Subject Area: Sales & Selling
Pages: 656
Trim: 12.7 x 20.cm
Price: AUS \$34.95/NZ \$40.00

Description

A sales professional's job depends on knowing what to say in every situation. How do you get an appointment with a prospect who doesn't accept sales calls? When is the best time to make a presentation? What's the smartest way to handle price objections? What can you say to calm an irate customer and ensure they stay loyal? *The Complete Book of Perfect Phrases for High-Performing Sales Professionals* is a one-stop essential reference sales reps at all levels can use to generate new customers, present products and services, seal the deal, and keep existing customers happy.

Building on McGraw-Hill's tremendously successful series--with over 675,000 copies sold--this ultimate phrases book combines the following three of our top selling Perfect Phrases books for sales professionals:

1. Perfect Phrases for Lead Generation
 - Customise phrases for the 25 types of clients
 - Phrases for direct prospecting--using the right words to turn cold calls into cash
 - What to say to expand your customer base--and grow your sales--faster, bigger, and better

2. Perfect Phrases for the Sales Call
 - Get past gatekeepers and sell to the decision makers
 - Present your product or service in the best light
 - Handle objections, stalling, and other delaying tactics
 - Build trust and cultivate relationships
3. Perfect Phrases for Customer Service
 - Clear explanations of the reasons for difficult customer behaviours
 - Successfully handle even the most cantankerous customers
 - 101 dialogues and scripts organised according to types of difficult behaviours, usable as is or as part of a training program, and easily tailored to any industry and company culture

Features

- This title will continue to broaden the scope of the Perfect Phrases series by taking it into vocational areas, building on the initial success we've had with *The Complete Book of Perfect Phrases for Managers* and *The Complete Book of Perfect Phrases for Job Seekers*
- This will build on the already highly successful Perfect Phrases series brand--which has sold over 675,000 copies;
- McGraw-Hill has had great success with quick reference guides for sales pros, who need accessible information for any type of situation that may arise.

Market

For any sales professional and customer service rep

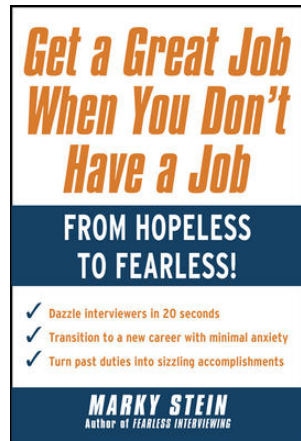
Author Biography

Brad and Debra Schepp (Middletown, MD) have written 15 books together, among which are five books about e-commerce success, including *eBay PowerSeller Secrets*, with nearly 35,000 copies sold. They have also written two career books, including *The Telecommuter's Handbook* for McGraw-Hill.

Get a Great Job When You Don't Have a Job

Author: Stein, Marky

Imprint: McGraw-Hill



Pub Date: October-09
ISBN: 9780071637732
Format: Softcover
Subject Area: Careers / Job Hunting
Pages: 560
Trim: 15.2 x 22.9cm

Price: AUS \$34.95/NZ \$40.00

PUBLICITY HIGHLIGHTS:

Media campaign to target all major newspapers and career supplements such as *MyCareer* and *CareerOne*.

Description

The pool of unemployed talent is growing at a rate more alarming than at any point in more than a generation. From minimum-wage employees to middle managers to former execs, the competition for the few available jobs out there is fiercer than ever. Throw in the yearly crop of new college grads, and the thousands of armed service members returning from overseas after 2, 4 or even 6 years out of the workforce, and the challenge of landing one of the few quality job openings out there seems insurmountable.

More than ever, today's job hunters need an edge. They need a comprehensive strategy complete with every last tip and trick that will set them apart. And they need all of this at the best possible value.

Enter Marky Stein, renowned career coach and bestselling author, with her trilogy of all-inclusive, no-nonsense strategies for landing a great job in as little time as possible. For the first time, all of Marky's invaluable career guides are available in one affordable, accessible and comprehensive place.

Fearless Resumes demystifies a fear-inducing activity for most people, who get conflicting advice from everyone they ask and worry about presenting themselves in the best light and distinguishing themselves from the crowd. Readers will learn how to turn stale job duties into sizzling accomplishments, leverage their levels and education and

experience, and hook an employer's attention in the first couple of sentences.

Fearless Interviewing presents a strategic approach to interviewing, one that tips the scales back in favour of the job applicant. It provides useful advice on all aspects of the interviewing process, including how to: dazzle interviewers in the first 20 seconds, handle tough interview questions with ease, command a salary up to 20 percent higher.

Fearless Career Change shows readers how to transition to a new career with minimal stress, time, and personal expense. Stein explains the keys to quickly identifying desired career paths, avoiding procrastination, self-sabotage, fear of failure, and other psychological obstacles, and getting any pre-required training as soon as possible.

Market

First-time job hunters, those out of work, and those looking to change careers or re-enter the work force after a long hiatus.

Author Biography

Marky Stein (San Jose, CA) is an author, career coach, and public speaker and who has been actively involved in career counselling and leading seminars since 1989. Ms. Stein has worked with professionals from more than 65 of the Fortune 500 companies including Toshiba, Levi-Strauss, Dell, Palm, 3Com, Sun Microsystems, Hewlett-Packard, Compaq, Tandem, Fujitsu, Blue Shield, IBM, Cisco, Eastman-Kodak, Hilton, Hitachi and others.

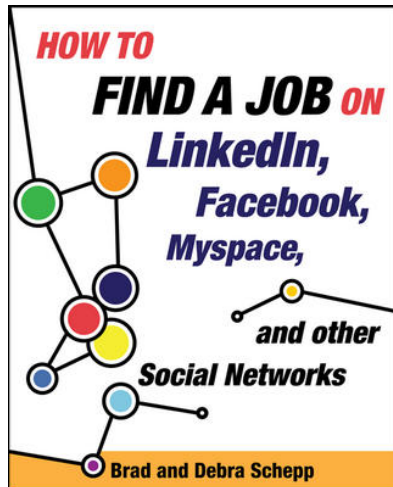
Ms. Stein has been quoted and/or has been a contributor as a career development and job search expert in *CareerJournal.com* (Wall Street Journal), *Christian Science Monitor*, *Omaha World Herald*, *Newark Star-Ledger*, *San Jose Mercury News*, *San Jose Metro News*, *The Boston Globe*, *monster.com*, *Career Planning and Adult Development Journal*, *Chicago Tribune* and others, including nationwide radio interviews and television appearances.

Ms. Stein currently has a private career coaching practice with offices in Northern California; acts as the online Job Search Expert for *iVillage.com*; is the interview expert at *Monster.com*; and is a regular seminar leader at *BrassRing.com* career events. She is a Certified Career Counsellor and a Certified Job Search Trainer.

How to Find a Job on LinkedIn, Facebook, Twitter, MySpace, and Other Social Networks

Author: Schepp, Brad ; Schepp, Debra

Imprint: McGraw-Hill



Pub Date: October-09
ISBN: 9780071621335
Format: Softcover
Subject Area: Careers / Job Hunting
Pages: 560
Trim: 18.7 x 23.5cm

Price: AUS \$32.95/NZ \$36.00

PUBLICITY HIGHLIGHTS:
Media campaign to target all major newspapers and career supplements such as *MyCareer* and *CareerOne*.

Description

As social networking sites continue to grow in popularity and membership, LinkedIn has become one of the most powerful ways to connect with potential employers. As the world's largest social networking site for professionals, LinkedIn has an astounding reach and demographic for job seekers. Consider these facts:

- LinkedIn has 32 million members and is growing by 1 million users each month
- LinkedIn users with more than 20 connections are more than 34 times as likely to be approached with job offers than those with less than 5 connections
- Every one of the Fortune 500 has employees in LinkedIn; 499 have employees at the director-level or above.
- 46% of members are decision-makers within their organisation.
- Here, Brad and Debra Schepp show readers how to harness the power of LinkedIn to find a job by marketing themselves, connecting with employers, building a network of business contacts, and having other people in your network recommend you. They will also show readers how to use LinkedIn after they land that dream job - from building contacts to finding new business leads.

Not to be left out, Brad and Debra also explore the power of other social networking sites: MySpace, Facebook, Twitter, Plaxo, Naymz and more. While these sites may be best known for their social uses, they are also great places for job seekers to showcase skills, abilities and talents.

Features

- **Insightful Information:** This book will consolidate all the best practices, tips, and information about job searching on the major social networking sites.
- **Bestselling Authors:** Brad and Debra Schepp wrote the bestselling eBay PowerSelling Secrets for McGraw-Hill. They are noted experts in the online space.
- **Unique Book:** There is currently no other book that covers the topic of job hunting on these major networking sites.

Market

- Job seekers
- Those looking to network
- Anyone looking for information on how to use social networking sites for professional activities.

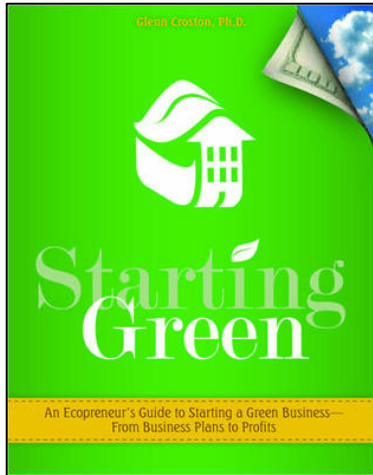
Author Biography

Brad and Debra Schepp (Middletown, MD) have written 15 books together, among which are five books about e-commerce success, including eBay PowerSeller Secrets, with nearly 35,000 copies sold. They have also written two career books, including The Telecommuter's Handbook for McGraw-Hill. Their other books include The Complete Passive Solar Home Book and Kidnet: the Kid's Guide to Surfing through Cyberspace. The authors' work has been featured in Newsweek, the Chicago Tribune, Life Magazine, and U.S. News and World Report. They have both worked as writers and editors for McGraw-Hill. Brad was also editorial director for America Online's book division. They are members of the E-Commerce Merchants Trade Association as well as The Internet Merchant's Association. See bradanddeb.com for more information on their works.

Starting Green

Author: Croston, Ph.D., Glenn

Imprint: Entrepreneur Press



Pub Date: October 2009

ISBN: 9781599183558

Format: Paperback

Subject Area: Marketing / General

Pages: 288

Trim: 15.2 x 22.9cm

Price AUS \$39.95 NZ \$45.00

Description

What types of financing are geared specifically for green business? What opportunities do future regulations pose for sustainable businesses? What are the current best practices for green business operations?

Answering all of these questions and more, this opportune startup guide outlines green business essentials including how to pursue green grants, secure specialized loans, take advantage of tax incentives, meet certification requirements, find opportunity in green initiatives, and more. Using inspiration and insight from green success snapshots, aspiring business owners ultimately uncover their own green opportunity, build a sustainable business plan, and gain the competitive advantage in today's environmentally mindful market.

Entrepreneurs are also given outside support from startingupgreen.com, an exclusive online community for green entrepreneurs founded by author Glenn Croston. Startupgreen.com provides new ecopreneurs with a direct link into the green industry featuring the latest news and resources as well as forums to chat with industry experts and vendors.

Features

- Supported by startingupgreen.com, an online community connecting green innovators, vendors, and experts
- Provides priceless insight into the \$300 billion (and growing) green industry

- Provides practical steps for starting green from the ground up
- Covers a dilemma faced by aspiring business owners-how to be environmentally responsible and launch a profitable business
- Looks to the future of green and uncovers opportunities for business growth
- Includes practical strategies demonstrated by green business leaders

Market

Forward-thinking entrepreneurs who want to launch a profitable business and be environmentally responsible.

Author Biography

Glenn Croston, Ph.D., (San Diego, CA) is a scientist, green entrepreneur, and author of *75 Green Businesses You Can Start to Make Money and Make a Difference* (Entrepreneur Press, 2008). He is highly regarded as an expert in the green industry and has been featured in top print and online publications including *The New York Times*, *LA Times*, *Greenbiz.com*, *TheDailyGreen.com* and *FastCompany.com*.

Related Backlist

9781599181806	CROSTON, GLENN	75 GREEN BUSINESSES YOU CAN START	\$29.95	\$35.00
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Start Your Own Tutoring and Test Prep Business

Author: Mintzer, Rich

Imprint: Entrepreneur Press



Pub Date: October 2009

ISBN: 9781599183473

Format: Paperback

Subject Area: Marketing / General

Pages: 288

Trim: 18.7 x 23.2cm

Price AUS \$32.95 NZ \$36.00

- Gives entrepreneurs a chance to find success and be a part of the solution for future education policies

Market

- Educators or academic experts interested in starting their own business
- Aspiring entrepreneurs who are interested in a fulfilling career as well as profitable one
- Billed an "exploding market" by Newsweek Magazine
- A \$4 billion market (up 15% from 2001) and growing

Author Biography

The Start Your Own series is written by freelance writers who interview experts on the given topic and compile the material. We do not highlight the authors since they are not topical experts.

Description

With this step-by-step guide, natural academics, leaders, professionals and the like discover how to turn their thirst for a rewarding career into a successful business assisting students on their educational journey.

Coached by the experts at Entrepreneur, aspiring business owners learn business basics including how to choose the right location, get financing, legally establish their business, and more. Entrepreneurs also gain an understanding of priceless industry-specific details including effective teaching methods, mastering industry technology and tools, developing relationships with academic and government partners, and other trade need-to-knows. Additionally, to round out the startup curriculum, current business owners share invaluable examples, insight, and advice.

Covering all possible subjects when it comes to starting and running a tutoring and test prep business, this startup guide provides everything entrepreneurs need to "make the grade" in business!

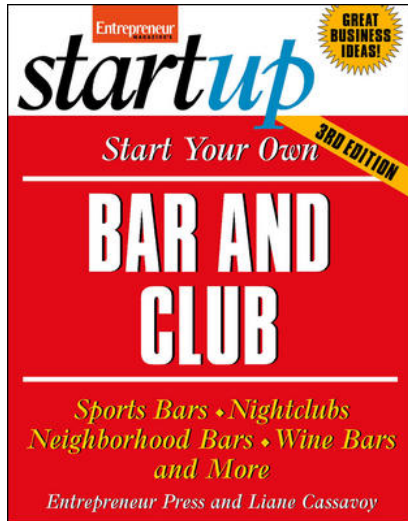
Features

- Introduces several business options within a booming market
- Covers the latest industry-specific techniques, tools, resources
- Suited for educators as well as aspiring entrepreneurs

Start Your Own Bar and Club

Author: Cassavoy, Liane

Imprint: Entrepreneur Press



Pub Date: October 2009
ISBN: 9781599183497
Format: Paperback
Subject Area: Entrepreneurship
Pages: 288
Trim: 18.7 x 23.2cm

Price AUS \$32.95 NZ \$36.00

- Includes interviews with practicing bar/club owners giving entrepreneurs insider insight, examples, and tips
- Includes sample forms, cost-cutting ideas, common mistakes to avoid and additional resources

Market

- Entrepreneurs interested in opening a bar, club, or specialty bar.
- More than 500,000 applications are submitted each year for liquor licenses

Author Biography

The Start Your Own series is written by freelance writers who interview experts on the given topic and compile the material. We do not highlight the authors since they are not topical experts.

Description

Updated with the latest industry trends, news, and resources, this comprehensive guide shows aspiring entrepreneurs how to create the perfect blend of passion and profits within the bar industry. Detailing the hottest bar/club opportunities including sports bars, night clubs, neighbourhood bars, wine bars, and more, the experts at Entrepreneur take aspiring business owners step by step through startup basics including scouting locations, researching their market, licensing requirements, and more. Eager entrepreneurs learn first-hand from industry experts how to research their market, design an attractive atmosphere, create policies and procedures, woo their patrons and keep them coming back.

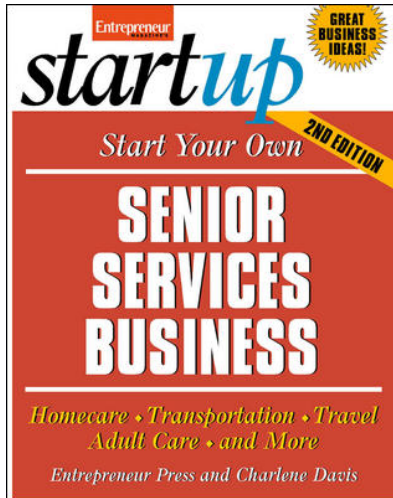
Features

- Previous editions shipped more than 25,000 copies
- Covers today's hottest bar/club opportunities- sports bars, night clubs, neighbourhood bars, wine bars, and more
- Provides up-to-date financing information including how to secure a loan in a down economy, current licensing fees, and more
- Covers the latest equipment such as new cash register systems and HDTVs
- Expanded information on the Special Occupancy Tax, liquor liability insurance, and third-party liability insurance
- Details the latest trends including the popularity of bars and alcohol by type

Start Your Own Senior Services Business

Author: Davis, Charlene

Imprint: Entrepreneur Press



Pub Date: October 2009
ISBN: 9781599183596
Format: Paperback
Subject Area: Entrepreneurship
Pages: 288
Trim: 18.7 x 23.2cm

Price AUS \$32.95 NZ \$36.00

Market

Entrepreneurs wishing to start a business to care for seniors

- There are nearly 6.5 million seniors who need assistance in their daily activities-and this number is expected to double by 2020
- During the next 25 years, the senior population in America is expected to double from 35 million to 71.5 million
- The U.S. Census Bureau estimates the 65 and older demographic will grow faster than the total population in every state
- The 85-plus segment is projected to swell from 5.3 million in 2006 to about 21 million by 2050

Author Biography

The Start Your Own series is written by freelance writers who interview experts on the given topic and compile the material. We do not highlight the authors since they are not topical experts.

Description

Current generations are living longer, more active lives than ever before. During the next 25 years, the senior population in America is expected to double from 35 million to 71.5 million! Covering the hottest businesses in senior services, the experts at Entrepreneur show aspiring business owners how to fill the huge demand created by this evergreen market.

Detailing six of today's most-requested services-adult day-care, relocation services, home-care, transportation services, concierge, and travel service-our experts take aspiring caregivers step by step covering business basics including establishing their business, setting policies and procedures, licensing and certifications, operation equipment, and more. New entrepreneurs learn business ins and outs from practicing senior care professionals, gaining priceless insight, advice, and tips.

Features

- Updated with the latest opportunities, trends, resources, facts, and figures
- Covers a wide variety of businesses within a flourishing market
- Provides plans to help entrepreneurs expand and grow with the demographic
- Includes brand-new interviews with practicing senior care professionals