

# RIGHTS GUIDE

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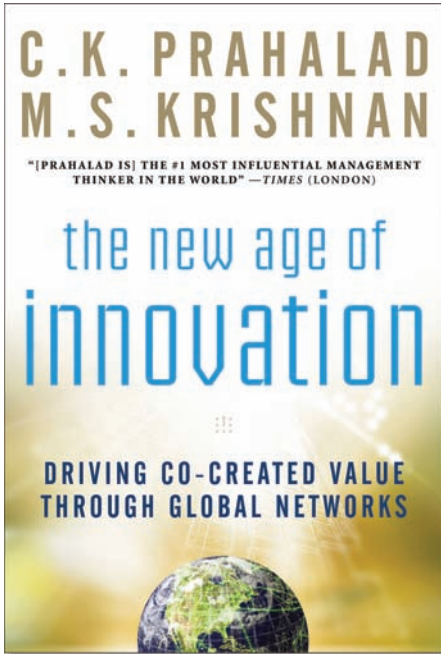
McGraw-Hill Fall 2008

**BUSINESS**

# THE NEW AGE OF INNOVATION

Driving Co-created Value Through Global Networks

C.K. Prahalad and M.S. Krishnan



**The NEW global standard for innovation from the world's most influential management thinker—C.K. Prahalad**

From the greatest minds in business today comes a brilliant new blueprint for corporate growth and innovation. With this new landmark work, C.K. Prahalad and M.S. Krishnan suggest a major shift in organizational structure—one where IT and the respective management structure form the fundamental foundation of a corporation. The future growth of every business depends on it. Once an organization can recognize this, it will be able to innovate processes and products that mobilize and deploy both technology and global resources. This will result in unique customer experiences that will delight the end consumer of the future.

- The highly-anticipated new masterwork from business legend Prahalad and management expert Krishnan
- The authors tested these ideas with 500 corporate leaders at global firms and have been featured in every major business media outlet, including *BusinessWeek*, NPR, the BBC, *Forbes*, *Fortune*, the *Financial Times*, and more
- Prahalad was named “The World’s Most Influential Management Thinker” in 2007 by the *Times* of London

**C.K. Prahalad** (Ann Arbor, MI) is the international bestselling author of *Competing for the Future* and *The Fortune at the Bottom of the Pyramid*, an award-winning business leader, and a world-renowned thinker on corporate innovation. He is the Paul and Ruth McCracken Distinguished University Professor of Strategy, Ross School of Business, University of Michigan.

**M.S. Krishnan** (Ann Arbor, MI) is a Hallman Fellow & Professor of Business Information and Technology, Ross School of Business, University of Michigan.

## MAY

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# THE INNOVATOR<sub>RX</sub>'S PRESCRIPTION

A  
DISRUPTIVE SOLUTION  
TO HEALTH CARE

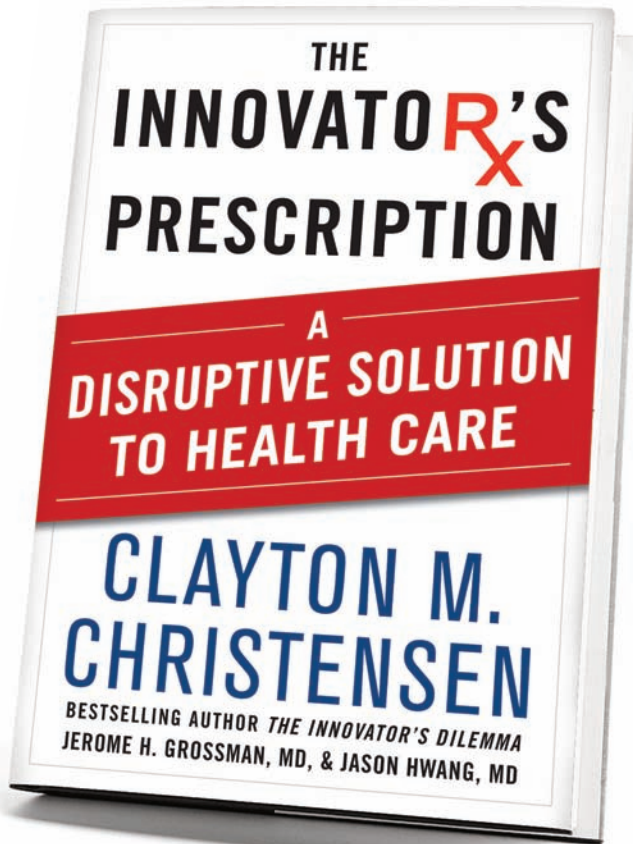
Clayton M. Christensen,  
Jerome H. Grossman, M.D., and Jason Hwang, M.D.

**The celebrated Harvard professor and *New York Times* bestselling author tackles one of our most vital global issues: health care and innovation.**

In his brilliant and groundbreaking books—*The Innovator's Dilemma*, *The Innovator's Solution*, and *Disrupting Class*—Harvard Business School's Clayton Christensen has changed the way the world thinks about thinking and change. Now, with the aid of two pioneers in the health-care industry, he applies his revolutionary principles to a broken system in dire need of innovation. Using cutting-edge technologies and consumer-driven alternatives, he shows businesses, insurance companies, and health workers how to lower costs, improve care, and streamline the process, benefiting companies, doctors, and patients alike. This is real innovation at work, an eye-opening manifesto that's sure to spark international debate—and much-needed change—for generations to come.

- The highly anticipated new book from the legendary Harvard professor
- Includes innovative solutions to one of the biggest hot-button issues this election year—and forges a path to progressive innovation in a wide variety of industries
- Christensen will speak on the subject in major cities and events nationwide

# Clay Christensen's latest landmark in innovation



**Clayton M. Christensen**

(Cambridge, MA) is the Robert and Jane Cizik Professor of

Business Administration at the Harvard Business School. A leader in innovative thinking, he has captured a worldwide audience with his bestsellers, including *The Innovator's Solution* and *The Innovator's Dilemma*, winner of the Global Business Book Award and Best Business Book the Year.

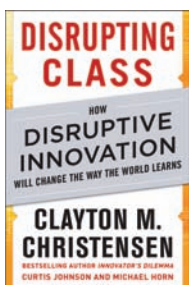
**Jerome H. Grossman M.D.**

(Boston, MA) is a senior fellow and director of the Healthcare Delivery Project at Harvard University.

**Jason Hwang, M.D.** (Boston, MA) is an internal medicine physician and Harvard MBA.

*"Just as kids await the next Harry Potter installment, so do business leaders look for Clayton M. Christensen's next offering."*

—Inc. magazine



Innovative Ideas from  
Clayton M. Christensen:

Christensen: *Disrupting Class*  
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Rights: World

# CLOSING THE INNOVATION GAP

RE-IGNITING THE SPARK OF  
CREATIVITY IN A GLOBAL ECONOMY

JUDY ESTRIN

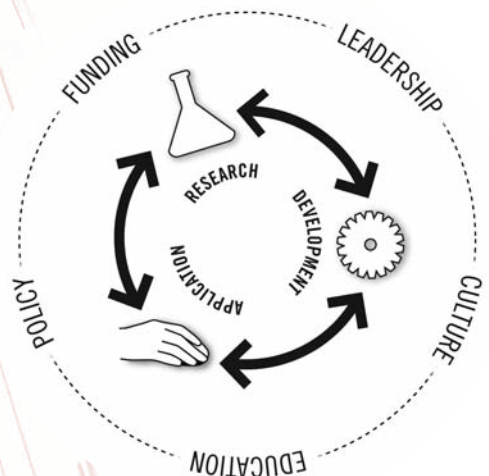
**ONE OF THE BUSINESS WORLD'S MOST HIGHLY-REGARDED INNOVATORS OFFERS HER IDEAS ON HOW TO CLOSE THE INNOVATION GAP**

Is innovation magic, luck, or just another process to be managed? Are innovators born or taught? Written by one of the technology industry's most respected entrepreneurs and innovators, *Closing the Innovation Gap* answers those and other important questions for business leaders, entrepreneurs, public policy makers, academics, and anyone interested in America's future.

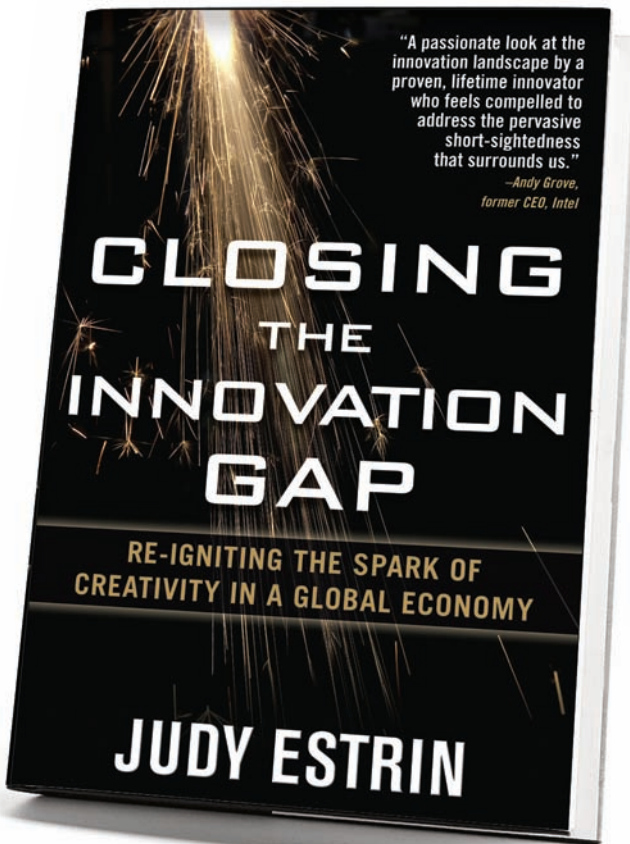
Entrepreneur and former Cisco CTO Judy Estrin explores the evolution of science and technology after World War II to illustrate why innovation is so crucial to economic, social, and cultural development. Without a thriving "innovation ecosystem," says Estrin, the United States will not be able to leverage rapidly-changing conditions and prevail in the emerging global economy. She outlines the distinctive life-cycles of each area of this ecosystem—research, development, and application—and goes on to describe the forces that are eroding it, explaining clearly how and why companies and countries lose their innovative edge. Then she offers practical advice and guidance on what business leaders, policy makers, entrepreneurs, and educators can do to reignite the spark of scientific and technological creativity in organizations and the country.

- Offers a fresh take on the "innovation gap" and provides a common framework and vocabulary for addressing the key issues involved
- Includes case studies and examples from both high-powered global companies and startups
- Features enthusiastic endorsements from former Intel CEO Andy Grove, Disney's Bob Iger, astronaut and Sally Ride Science CEO, Sally Ride, and Roger McNamee, founder of Elevation Partners, a private equity firm

**FOLLOW THE INNOVATION ECOSYSTEM:**



## FROM ONE OF FORTUNE MAGAZINE'S TOP 50 MOST POWERFUL WOMEN IN AMERICAN BUSINESS



Estrin has been named three times to *Fortune Magazine's* list of the 50 most powerful women in American business. She sits on the boards of directors of The Walt Disney Company and The FedEx Corporation as well as two venture backed startup companies, Packet Design, Inc. and Arch Rock, Inc

### Related McGraw-Hill Title:

Bryan and Joyce: Mobilizing Minds  
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**Judith Estrin**  
(Menlo Park, CA)  
is CEO of  
Packet Design  
Management  
Company, LLC.

She has been cofounder of seven technology companies with Bill Carrico, and was chief technology officer at Cisco. She is a member of the board of directors of The Walt Disney Corporation and FedEx Corporation. She is also a member of the technical advisory boards of Stanford's school of engineering and of Bio-X campus wide interdisciplinary initiative.

### SEPTEMBER

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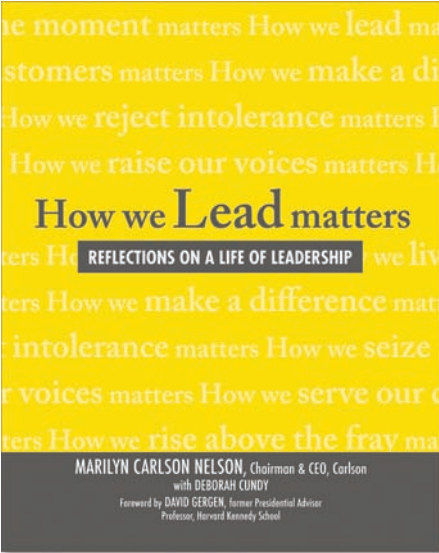
Rights: World

# HOW WE LEAD MATTERS

Reflections on a Life of Leadership

Marilyn Carlson Nelson with Deborah Cundy

Foreword by David Gergen



**From one of the “The World’s 100 Most Powerful Women” (Forbes)—an inspiring collection of stories, insights, and profound life lessons**

As a daughter, wife, mother, grandmother, and CEO, Marilyn Carlson Nelson has always put people first. This priority has created a uniquely caring philosophy of corporate leadership that has enabled Carlson to become one of the world’s largest privately-held companies. In *How We Lead Matters*, Carlson Nelson reveals how a meaningful legacy is built one day at a time.

- Named one of “America’s Best Leaders” by *U.S. News & World Report*, Carlson Nelson has achieved worldwide recognition for the Carlson brands of travel, hotel and restaurants with annual system-wide revenues of nearly \$40 billion and more than 200,000 employees
- Carlson Nelson’s insights are paired with memorable quotes from Mahatma Gandhi, Anne Frank, Oscar Wilde, Eleanor Roosevelt, and many others
- Carlson will aggressively promote the book through Carlson brand hotels worldwide and with author speaking engagements
- In 2008, Carlson Nelson has been featured in *USA Today*, *Financial Times*, *The Wall Street Journal*, *Forbes*, *Les Echos*, and *Working Mother*

**Marilyn Carlson Nelson** (Minneapolis, MN) is chairman and CEO of Carlson, a global group of companies providing travel, hotel, restaurant, and marketing services, including such brands as Radisson and Regent hotels, Country Inns & Suites, Park Inn, Park Plaza, Carlson Wagonlit Travel, and T.G.I. Friday’s.

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 Hardcover • 24.95TR  
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<b>\$19.95TR</b> (\$21.95 CAN)
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# THE CONFIDENT LEADER

How the Most Successful People Go From Effective to Exceptional

Larina Kase

**New York Times bestselling author Larina Kase explains how to identify and change the behavior that holds people back**

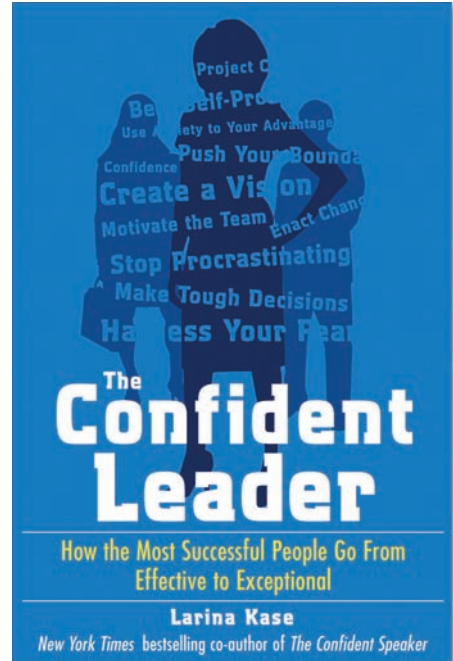
Many who want to advance in the workplace are faced with their own innate fear of change, even positive change that could move their career forward. Building on her work in *The Confident Speaker*, Larina Kase pushes readers into their “Discomfort Zone,” giving them strategies to navigate unfamiliar and uncomfortable areas. They will also be better able to distinguish the positive decisions and actions that will push them up the corporate ladder, instead of keeping them trapped in a stifling professional existence.

- Features first-hand interviews from top business gurus, including Joe Vitale, Seth Godin, and Tim Sanders
- Kase is the go-to person for the media for confronting workplace anxiety. She’s been regularly interviewed in *Entrepreneur*, the *New York Times*, *Washington Post*, *LA Times*, and *Chicago Tribune* among others
- Includes action steps, checklists, and self-evaluations to help readers obtain the levels of comfort they need to get to the next level in their career

**Dr. Larina Kase** (Philadelphia, PA) is a business psychologist, *New York Times* bestselling author, professional speaker, and the founder and president of Performance & Success Coaching LLC, an international business consultancy. She recently served on the clinical faculty at the world-renowned Center for the Treatment and Study of Anxiety of the University of Pennsylvania.

## Also by Larina Kase:

Kase and Monarth: *The Confident Speaker*  
 Paperback • \$16.95TR  
 978-0-07-148149-6 • 0-07-148149-4



## SEPTEMBER

McGraw-Hill • Business/Motivational

Paperback • 6 × 9 • 256 pp

ISBN-13: 978-0-07-154988-2

ISBN-10/MHID: 0-07-154988-9

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Rights: World

# Pilgrimage to Warren Buffett's OMAHA

A Hedge Fund Manager's Dispatches from Inside  
the Berkshire Hathaway Annual Meeting

*Jeff Matthews*

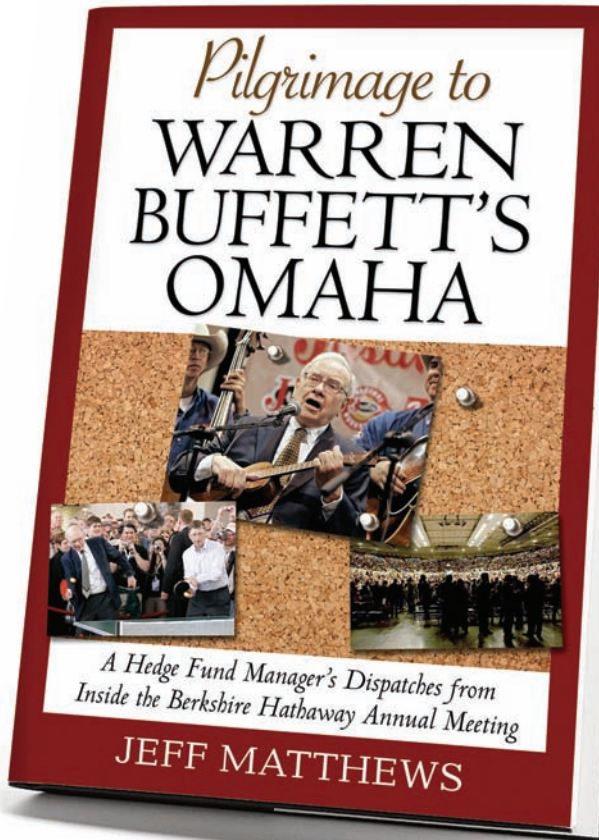
***A professional skeptic offers his thoroughly entertaining first-hand account of Berkshire Hathaway and the surprising goings on at the company's annual shareholders' meeting***

The weekend-long rite of spring that is the Berkshire Hathaway annual meeting attracts tens of thousands of people to Omaha, Nebraska, each year. They come to eat steak, buy furniture at a discount, and bask in the brilliance of value investor extraordinaire, Warren Buffet. Last year's meeting drew more than 25,000 people to Omaha, among them hedge fund manager and financial commentator Jeff Matthews. The first book-length account of the meeting, *Pilgrimage to Warren Buffet's Omaha*, offers readers a skeptic's up-close-and-personal look at Nebraska's notorious financial hoedown. Literate, funny, and informed by the author's keen financial savvy, the book also provides answers to many previously unanswered questions about Buffet and the Berkshire Hathaway family of companies.

- A highly entertaining account that pulls back the curtain on Berkshire-Hathaway and raises several questions about how the company operates and its future prospects
- Matthews' blog, "Jeff Matthews Is Not Making This Up," has a large and loyal following among financial professionals and individual investors, world-wide, and is regularly featured in the *Wall Street Journal's* blog roll
- Matthews has written for a variety of trade publications from TheStreet.com to *Computer Reseller News*, and has appeared on CNBC's "Kudlow and Company" to discuss current business events



# Welcome to the “Woodstock of Capitalism”



**Jeff Matthews**  
(Fairfield, CT)  
founded Ram  
Partners, LP, a  
hedge fund  
based in  
Greenwich,  
CT, in 1994.

His distinctive, financial blog, Jeff Matthews Is Not Making This Up, is regularly featured in the *Wall Street Journal's* blog roll.

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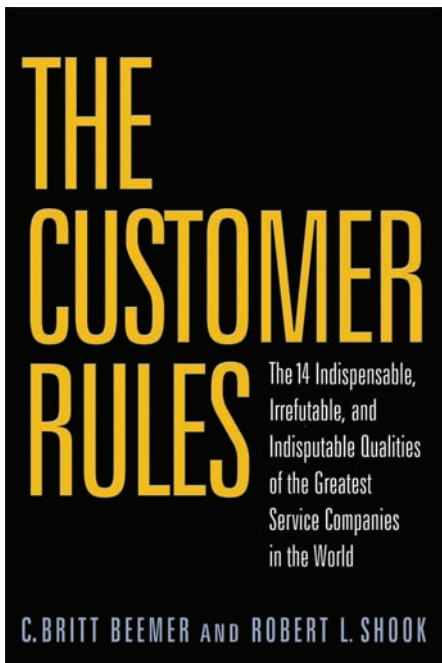
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Rights: World

# THE CUSTOMER RULES

The 14 Indispensable, Irrefutable, and Indisputable Qualities of the Greatest Companies in the World

C. Britt Beemer and Robert L. Shook



## *Techniques that keep customers coming back—from fourteen of today's top companies*

In *The Customer Rules* Britt Beemer, one of the nation's top consumer researchers and marketing consultants, teams up with seasoned business writer Robert L. Shook to show business owners and top management how fourteen of today's most successful enterprises achieve top-notch customer service. Through their research Beemer and Shook distill vital lessons that readers can immediately put to work in their organizations in order to build stonger customer loyalty and increased market share.

- Based on years of original research conducted by one of the world's most respected market researchers
- Features in-depth interviews with top management at fourteen of today's most successful companies, including Chubb, Mary Kay, Lexus, Johnson & Johnson, Four Seasons Hotels and Resorts, Harrah's, RE/MAX, Edward Jones, and NetJets
- Beemer is founder and CEO of America's Research Group (ARG), one of the nation's foremost consumer research and marketing consultancies

**C. Britt Beemer** (Orlando, FL) is founder and CEO of America's Research Group and a frequent media commentator on retail sales and trends.

**Robert L. Shook** (Columbus, OH) has authored numerous business bestsellers, including five *New York Times* bestsellers.

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# GREEN BUSINESS BASICS

24 Lessons for Meeting the Challenges of Global Warming

Nick Dallas

## **Proven techniques to create a more energy-efficient and profitable enterprise**

As environmental issues become more pressing, businesses must find ways to conserve energy—saving on expenses and improving their bottom line. *Green Business Basics* helps readers to gain a better understanding on the many “green” topics of our day that can affect their business (such as greenhouse gasses and emission trading).

- Gives readers the basic steps needed to plan effectively and efficiently
- Global warming and climate change are major issues that are changing the course of businesses and markets
- This is a readable and easy to understand title on this topic at the intro-level end of the market

**Nick Dallas** (Melbourne, Australia) has authored other multidisciplinary titles, including McGraw-Hill's *How to do Business in China*. (978-0-07-159723-4 • 0-07-159723-9 (2008))

### Also in the Mighty Managers series:

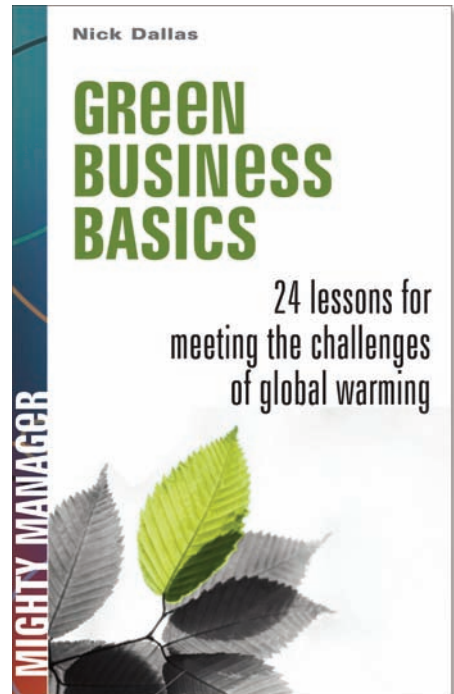
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Rights: World

# IN SEARCH OF LEADERSHIP

How Great Leaders Answer the Question “Why Lead?”

*Phil Harkins and Phil Swift*

*Foreword by Warren Bennis*

## **Two global executives put high level leaders to the test**

In their quest to discover what inspires people to lead, CEO Phil Harkins and cochairman Phil Swift interview and profile the stories of a select group of leaders—from industry executives to national statesmen to self-made entrepreneurs, asking them the fundamental question: Why Lead?

The answers they receive are startling in the commonality of a recurring theme—that great leaders at some point in time all experience a transformational shift that motivates them to move to a level of thinking that operates outside the box of personal power and material gain. *In Search of Leadership* reveals the qualities and life lessons of leaders who have made this shift. As the authors find, all great leaders eventually realize the need to serve not only their organization, but society and the world at large.

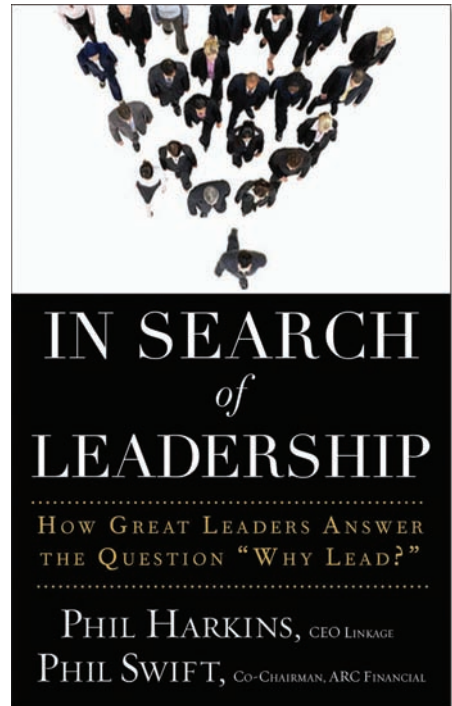
- Includes interviews with Benazir Bhutto, Mikhail Gorbachev, John Hammergren, and many other remarkable leaders
- Linkage’s Leadership Academy, whose membership numbers more than 125,000, will create courses based on the material in this book

**Phil Harkins** (Concord, MA) is CEO and chairman of the board of directors of Linkage Inc., a global organizational development company that specializes in leadership development. **Phil Swift** (Alberta, CAN) is a founder, co-chairman, and director, ARC Financial, a private equity firm focused on energy investing with more than \$2 billion under its management.

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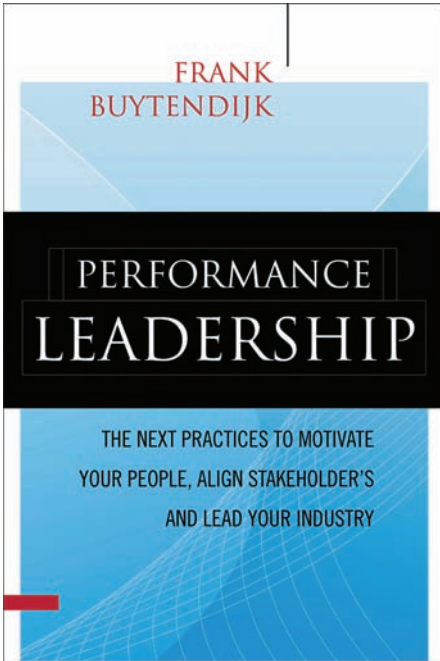
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# PERFORMANCE LEADERSHIP

The Next Practices to Motivate Your People, Align Stakeholders, and Lead Your Industry

Frank Buytendijk



## **Take your business to the next level in performance management—*Performance Leadership***

By taking a behavioral approach, *Performance Leadership* challenges conventional wisdom on the best practices in performance management. This new approach works to predict and improve organizational behavior to create strategic alignment, and to maximize business performance inside and outside the organization. Frank Buytendijk introduces his unique approach to performance management and provides a practical Performance Leadership Framework to show how companies can build a common purpose, effectively bridge conflicting objectives, and achieve results through all stakeholders.

- Driven by intense regulations and the need for transparency and global competitive pressure, performance management is one of the hottest areas in business and IT
- A highly respected authority, Buytendijk's work is unparalleled, sometimes contrarian, always out-of-the-box and forward-thinking, but with a unique human touch
- Buytendijk has been interviewed and quoted in numerous publications including the *Financial Times*, *CFO Magazine*, *FSN*, and a wide range of IT and business newspapers and magazines around the world

**Frank Buytendijk** (The Netherlands) is one of the world's most recognized and respected authorities on business intelligence and performance management.

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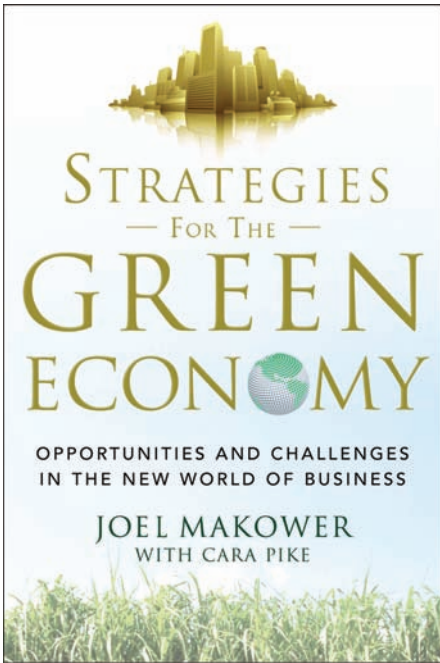
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# STRATEGIES FOR THE GREEN ECONOMY

Opportunities and Challenges in the New World of Business

Joel Makower with Cara Pike



**The “guru of green business practices” (AP) provides a blueprint for creating green strategies in the new business landscape**

Written by one of today’s most sought-after green business strategists, *Strategies for the Green Economy* offers corporate leaders a comprehensive roadmap for navigating and thriving in the new green economy. Drawing upon 20 years of experience working with industry giants around the globe on going green, Joel Makower goes beyond recent bestsellers such as *Green to Gold* (Yale, 2006), to not merely extol the competitive advantages of going green, but to show why businesses must create, implement, and communicate highly successful green strategies—and how to do it.

- As everyone from BP to Nike to Wal-Mart touts their environmental commitment, building green business strategies is a matter of business survival
- AP dubbed Makower the “guru of green business practices,” and he regularly appears in the national media, including “Today,” *Business Week*, the *New York Times*, *The Wall Street Journal*, *USA Today*, *Fortune*, and *Forbes*
- Features groundbreaking, original research into consumers’ attitudes regarding green business practices and tells inside stories of the greening of Wal-Mart, Clorox, Home Depot, Nike, Coca-Cola, Ford, GM, Hewlett-Packard, DuPont, and others

**Joel Makower** (Oakland, CA) is chairman and executive editor of Greener World Media, producer of acclaimed B-to-B sites GreenBiz.com, ClimateBiz.com, and GreenerBuildings.com. **Cara Pike** (British Columbia, Canada) is a top social change marketer and the founding director of the Social Capital Project.

## OCTOBER

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# A BULL FOR ALL SEASONS

Main Street Strategies for Finding the Money in Any Market

Dr. Bob Froehlich

## **Invaluable hindsight from ten years of bull hunting**

*A Bull for All Seasons* is the culmination of the remarkable 30-year investment career of DWS Scudder vice chairman and self-described Wall Street survivor Dr. Bob Froehlich, who has proven time and again how to sniff out a bull market anytime, anywhere.

Drawing from 10 years' worth of his most popular commentaries and essays published on the DWS Scudder website, the book focuses on Froehlich's approach to targeting investment opportunities in the most unlikely places by analyzing macro trends. Dr. Froehlich also shares his thoughts at the time of the initial writing as well as his current views on each issue. *A Bull for All Seasons* brings Wall Street to Main Street, showing individual, active investors how to spot emerging bull markets.

- Dr. Froehlich's investment strategies and principles are evergreen and his commentaries are timeless
- Dr. Froehlich speaks to more than 500 audiences each year and appears on business programs weekly
- Dr. Froehlich's commentary and analysis is immensely popular—his articles have garnered up to 500,000 hits on DWS Scudder's website

**Dr. Rob Froehlich** (Chicago, IL) is the vice chairman of DWS Scudder. He also serves as chairman of the Investor Strategy Committee. Dr. Froehlich is also a member of Deutsche Bank Americas Tactical Allocation Committee.

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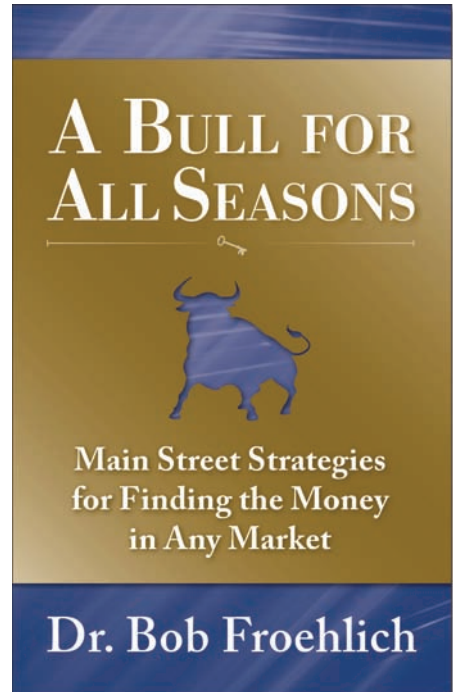
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**OCTOBER**

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**ISBN-10/MHID: 0-07-160002-7**

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Rights: World

A PAPERBACK ORIGINAL

# THE BRAND CALLED YOU

Create a Personal Brand That Wins Attention and Grows Your Business

Peter Montoya with Tim Vandehey

## *The international bestseller—now updated for an even bigger, brand-savvy market*

Self-published in 2005, this step-by-step guide for professionals looking to develop a strong company brand has become an international sensation, selling more than 65,000 copies worldwide and hitting #3 on Japan's business bestseller list. This invaluable guide teaches readers the vital principles and skills of personal branding, including how to craft an emotionally resonant branding message, create top-quality branding tools, and attract a constant flow of business.

*“Montoya’s Personal Branding ideas are going to change how business owners and professionals promote themselves.”*

—Robert G. Allen and Mark Victor Hansen,  
coauthors, *The One-Minute Millionaire*

- Includes brand-new material for today's brand-conscious market, with profiles of David Bach, Tony Little, Joan Rivers, Montel Williams, and many others
- Montoya will promote the book through his many speaking engagements and seminars
- Montoya is regularly in the public eye, appearing on Fox News, MSNBC, CNN and ABC. He has been featured in *USA Today*, *Los Angeles Times*, *Chicago Tribune*, *New York Newsday*, BBC, AFP, Reuter's, and “CBS Marketwatch,” among many other outlets

**Peter Montoya** (Tustin, CA) is a world-renowned speaker, trainer, and media expert on Personal Branding.

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### NOVEMBER

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ISBN-10/MHID: 0-07-159750-6

\$16.95TR (\$18.95 CAN)

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# Everything I Know About Business I Learned at McDonald's

**An unparalleled insider's look at the management practices that have made McDonald's a household name on six continents—that everyone can use**

What is it about McDonald's that has made it not only the number-one fast-food franchise in the world, but a branding icon second only to Coca-Cola for world wide name recognition? Few people are as well qualified to answer that question as Paul Facella. Beginning behind the counter at age sixteen, Facella literally grew up in the company's culture. From counter, to grill, to Executive Vice President, Facella, over the course of his distinguished thirty-year career at McDonald's, developed an intimate knowledge of the fast-food behemoth's management practices as well as personal ties to its legendary leaders, including founder Ray Kroc, and CEOs Ed Rensi and Fred Turner.



In *Everything I Know About Business I Learned at McDonald's* Paul Facella

takes readers inside to offer them a uniquely intimate and authoritative look at the McDonald's organization, system, and culture. He extracts powerful lessons for managers, executives, and entrepreneurs in all industries on leadership, people development, and teamwork.

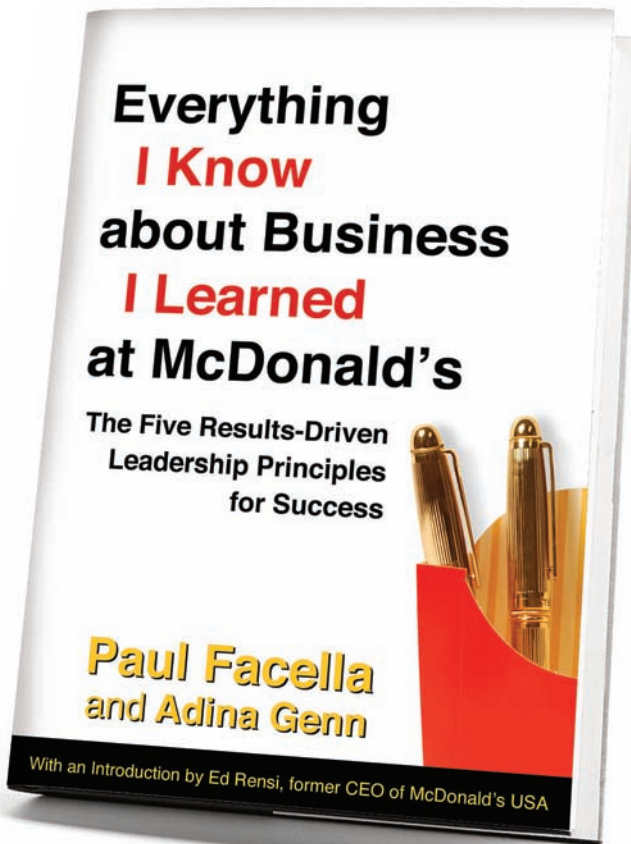
- Features invaluable insights into what makes McDonald's tick, including lessons and strategies learned from conversations with the company's top echelon that can be used in any business

- Provides an up-close-and-personal look at McDonald's results-driven culture where talent is cultivated and thrives from the corner restaurant to the corner office
- Zeros in on the three keys to McDonald's success: People, Environment, and Direction
- The book was written with the full cooperation and support of McDonald's Corp., and Facella was given unparalleled access to the company's executive staff and its corporate archives

**The Five Results-Driven Leadership Principles for Success**

*Paul Facella and Adina Genn  
Introduction by Ed Rensi,  
former CEO, McDonald's USA*

# How to build an international business empire, one hamburger at a time



**Paul Facella** (Lynbrook, NY) has served as Vice President, Market Development, McDonald's Metropolitan New York Region since 1999. During his tenure with McDonald's he has garnered every major honor the company bestows, including The President's Award, The Freddy Award, two Team Awards, and The Star Award.

**Adina Genn** (Port Washington, NY) is an award-winning journalist who has written for the *New York Times* and *Long Island Business News*.

## NOVEMBER

McGraw-Hill • *Business/Management*

Hardcover • 5 × 8 • 224 pp

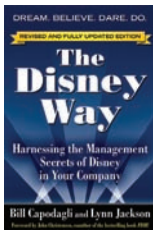
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# GROWN UP DIGITAL

How the Net Generation is Changing the World

*Don Tapscott, bestselling author of Growing Up Digital and Wikinomics*

***From the author of Wikinomics—the follow-up to the acclaimed bestseller Growing Up Digital that explores how the digital generation is revolutionizing society***

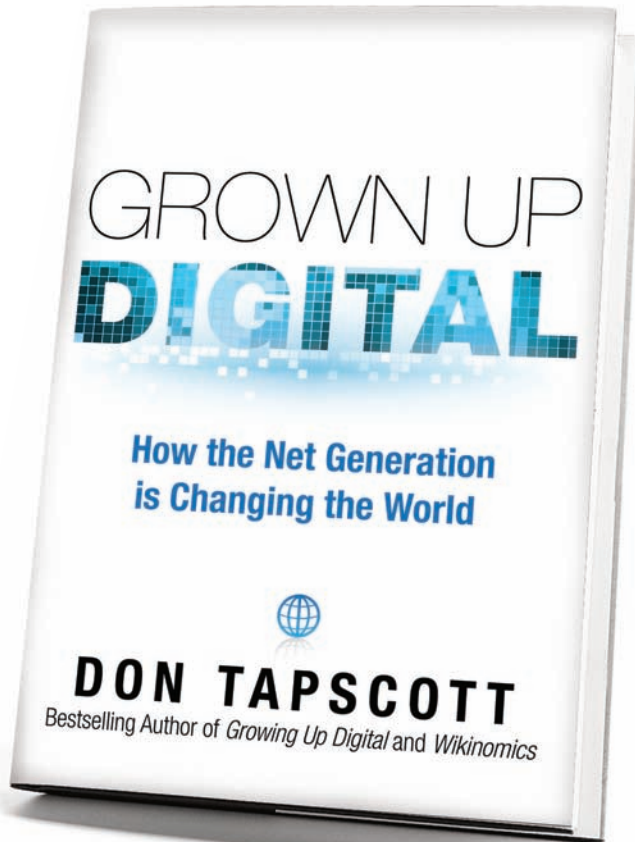
In *Growing Up Digital*, Don Tapscott revealed how the digital world created a generation that thought, played, and related to their world in a way radically different from that of their parents. In a fascinating follow-up to his seminal work, *Grown Up Digital* revisits the Net Generation as the eldest of its members turns 30, enters the workforce and marketplace, and establishes their roles as life-long learners and contributors to society. Based on a \$4 million research project he led, Tapscott investigates how this dynamic generation is redefining today's workplace, marketplace, schools, family, and governments by looking at how they learn and work, and what power and influence they hold.

- Tapscott has been lauded as one of the most influential media authorities since Marshall McLuhan
- *Wikinomics* (Portfolio Hardcover, 2006), a landmark title introduced the world to a new “digital” generation, was a *New York Times* and *BusinessWeek* bestseller, and has 160,000 copies in print
- Tapscott keeps a robust speaking schedule with nearly 150 appearances each year and regularly contributes articles and opinion pieces to newspapers and magazines, including the *Wall Street Journal*, the *New York Times*, *Business 2.0*, *USA Today*, and *The Globe and Mail*

## *Grown Up Digital* reveals:

- The 8 Net Generation Norms from Freedom to Speed
- 5 Myths about the N-Generation
- How the N-Gen brain processes information differently
- Implication for Education and 7 Guidelines for Educators
- Upheaval in the Workforce and 7 ways to Attract and Engage Young Talent
- Parenting 2.0: It Takes a Village
- The Net Generation as Citizen: Transforming Democracy

Insights into the changing market,  
workplace, democracy, society, and culture  
**through the eyes of the Net Generation**



**Don Tapscott**  
(Toronto, Ontario)  
is Founder and  
Chairman of New  
Paradigm and an  
adjunct professor

of management at the Joseph L. Rotman School of Management, University of Toronto. He is a best-selling author or coauthor of eleven books, including *Paradigm Shift*, and *The Digital Economy*.

#### NOVEMBER

McGraw-Hill • *Business*

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*Influencer*

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# SPIN-FREE ECONOMICS

A No-Nonsense, Non-Partisan Guide to Today's Global Economic Debates  
Nariman Behravesh

## *A refreshingly commonsense look at today's global economic issues*

In an era of sensationalized news media, the clear-headed reasoning of well-known economist and economic forecaster Nariman Behravesh is truly radical. *Spin-Free Economics* takes a straightforward stance that cuts to the core of contemporary global economic issues affecting every individual's business and economic decisions.

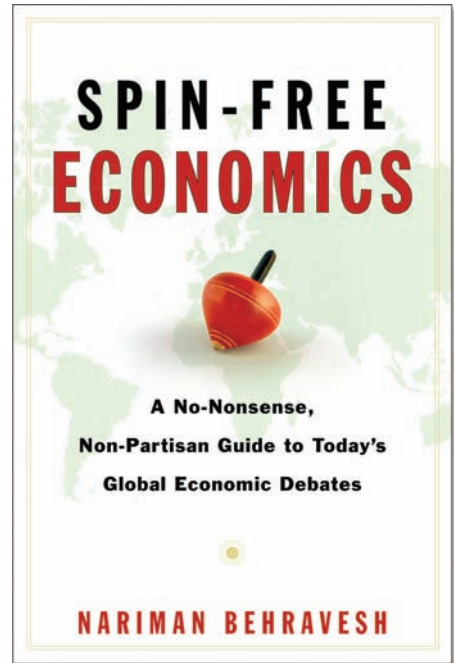
Through impassioned, never-before-published essays, Behravesh looks beyond the posturing of the extreme left and the right to discuss the truth about business and economic forces—and what is still open to debate—allowing readers to make reasoned judgments based on fact and calm analysis instead of political agenda.

- Behravesh's even-keeled analysis is a fresh contrast to the manufactured outrage and soundbite economics of the news media's celebrated and notorious screamers
- Emphasizes the global issues facing Asia, Africa, Europe, and the United States
- Behravesh is a well-known economist and is quoted frequently in such publications as *The Wall Street Journal*, *The New York Times*, and *The Financial Times*. He appears regularly on national radio and television programs, including "NBC Nightly News," "The News Hour with Jim Lehrer," CNBC's "Closing Bell, and NPR"

**Nariman Behravesh** (Lexington, MA) is Chief Economist for Global Insight. Earlier in his career, he was Chief International Economist at Standard and Poor's.

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Hardcover • \$21.95TR  
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Hardcover • 6 × 9 • 272 pp

ISBN-13: 978-0-07-154903-5

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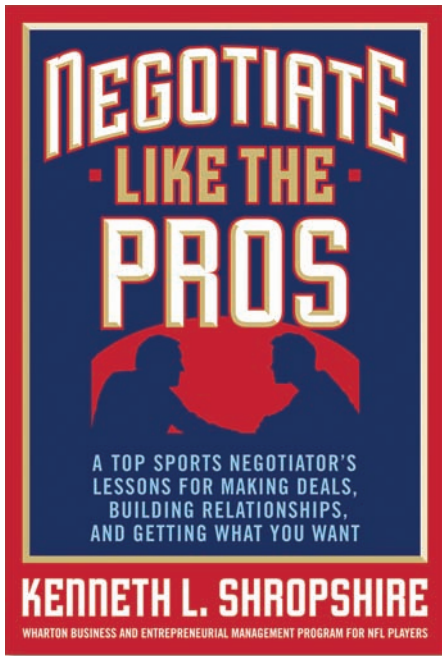
\$27.95TR (\$30.95 CAN)

Rights: World

# NEGOTIATE LIKE THE PROS

A Top Sports Negotiator's Lessons for Making Deals, Building Relationships, and Getting What You Want

Kenneth L. Shropshire



## *What the sports world can teach you about becoming a major league negotiator*

A fun, fascinating, and instructional read, *Negotiate Like the Pros* retells the strategies behind some of the most noteworthy, complex, and lucrative sports deals of all time. A successful sports negotiator, Kenneth L. Shropshire uses these stories to teach readers how to become better deal makers, as well as how to develop negotiating methods and styles suited to their individual strengths. Each chapter synthesizes major sports negotiation stories, which are then analyzed for the lessons they hold that can be applied to any field.

- Tells the stories behind major international sports negotiations in basketball (Yao Ming), baseball (Japanese players in the MLB), the Olympics (Fidel Castro and the Cuban team), Cricket (Sponsorship battles), soccer (Beckham coming to America), and more
- Includes timeless sports stories featuring Vince Lombardi, Donald Trump, A-Rod, Terrell Owens, and boxing heavyweight Henry Tillman, and others
- Clearly and concisely delineates powerful lessons on how to research, plan, and follow through on successful negotiations

**Kenneth L. Shropshire** (Philadelphia, PA) is the David W. Hauck Professor at The Wharton School and the academic director at the Wharton Business and Entrepreneurial Management Program for NFL players. He also serves as an arbitrator with the NFL Players Association.

### Related McGraw-Hill Title:

Donaldson: Fearless Negotiating

Hardcover • \$16.95TR

978-0-07-148779-5 • 0-07-148779-4

## NOVEMBER

McGraw-Hill • *Business/Negotiating*

Hardcover • 5 × 8 • 200 pp

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ISBN-10/MHID: 0-07-154831-9

\$19.95TR (\$21.95 CAN)

Rights: World

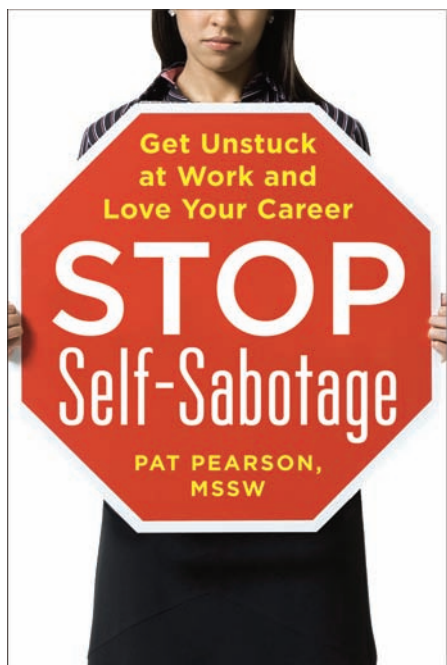


A PAPERBACK ORIGINAL

# STOP SELF-SABOTAGE

Get Unstuck at Work and Love Your Career

Pat Pearson, M.S.S.W.



## *Five proven strategies for getting “unstuck” at work, in relationships, and in life*

A self-published success, with more than 55,000 copies sold, this practical guide from a licensed psychotherapist shows readers how to conquer the negative beliefs that are sabotaging their lives. This simple plan can help transform self-defeating thinking into a higher “Deserve Level,” giving them the tools they need to stop self-sabotage—and embrace the happiness and success they deserve.

- Strong track record: the self-published edition of *Stop Self Sabotage* sold 55,000 copies
- Self-promoting author: Pearson speaks to major clients like Mary Kay, Avon, American Airlines, IBM, and Century 21, and has appeared on CNN, Court TV, and hundreds of radio programs
- Practical approach: a psychotherapist’s proven four-step plan for improving careers, and relationships

**Pat Pearson, M.S.S.W.** (Newport Coast, CA) has been a speaker and clinical psychotherapist for more than 25 years. Her company, Pearson Presentations, offers seminars, audios, and books to clients and corporations worldwide.

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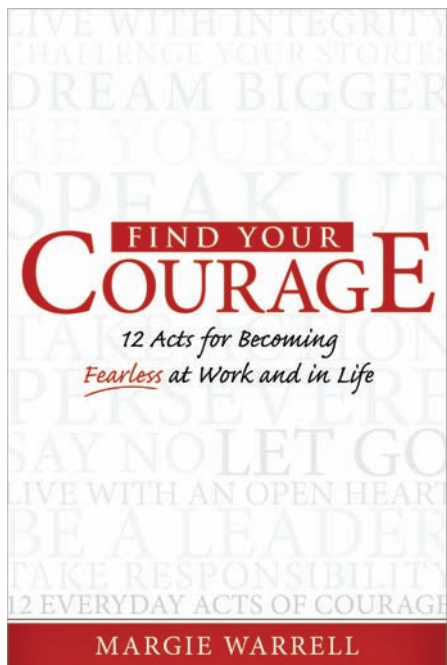
Paperback • \$16.95TR

978-0-07-137944-1 • 0-07-137944-4

# FIND YOUR COURAGE

The 12 Acts for Becoming Fearless at Work and in Life

Margie Warrell, ICF-certified executive and life coach



*“An up-front, to the point, and honest masterpiece. You can’t go wrong with this one!”*

—Richard Carlson, bestselling author of *Don’t Sweat the Small Stuff . . .*

From popular life coach and motivational speaker Margie Warrell comes an inspiring, practical guide for finding the courage to change any—or every—aspect of one’s life. Aimed toward both business and self-help consumers, Warrell’s “12 Acts of Courage” challenges readers to rethink their “life scripts,” overcome everyday fears and dream bigger. Each chapter includes proven strategies and “Courage Exercises” to help readers harness their inner strength and make meaningful changes in their personal and professional lives.

- Strong speaking platform: Warrell presents workshops on courage at American Airlines, Verizon, ExxonMobil, and other major corporations
- Great crossover potential: applies equally to business and self-help readers, as well as the recovery market
- Proven Genre: in the tradition of bestsellers such as *What Got You Here Won’t Get You There* (Hyperion, 2007), *Life Makeovers* (Broadway, 2002) and McGraw-Hill’s *Coach Yourself to Success* (0-8092-2537-9)

**Margie Warrell** (Washington, DC) is a certified executive and life coach, professional speaker, syndicated columnist, and published author.

## Related McGraw-Hill Titles:

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Miedaner: *Coach Yourself to Success*

Paperback • \$14.95TR

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## DECEMBER

McGraw-Hill • Business/Self-Help

Hardcover • 5½ × 8¼ • 304 pp

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ISBN-10/MHID: 0-07-160537-1

\$15.95TR (\$17.95 CAN)

Rights: World

McGraw-Hill Fall 2008

# CONSUMER

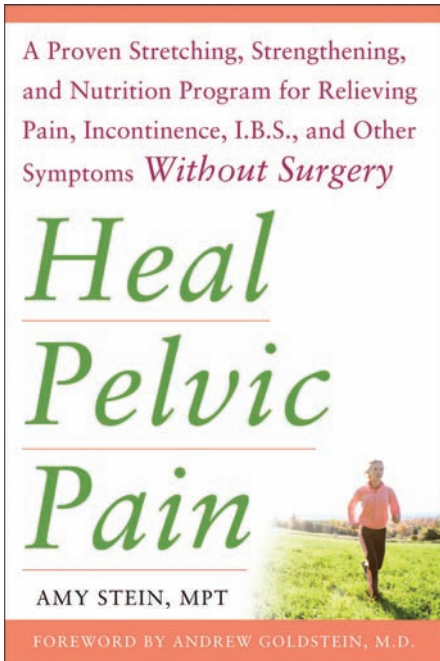
A PAPERBACK ORIGINAL

# HEAL PELVIC PAIN

A Proven Stretching, Strengthening, and Nutrition Program for Relieving, Incontinence, I.B.S., and Other Symptoms without Surgery

Amy Stein, MPT

Foreword by Andrew Goldstein, M.D.



**For the 9.2 million American women who suffer from pelvic pain—a natural, non-surgical relief plan from a pioneering physical therapist**

It is estimated that 1 out of 5 Americans experience some form of a pelvic floor disorder and its symptoms. This groundbreaking book by physical therapist Amy Stein offers a much-needed alternative to surgery with a program of stretching, toning, and breathing exercises, plus healing massages and a specialized nutrition plan. Used by patients in her New York practice, Beyond Basics Physical Therapy, the program helps relieve pain, improve urinary and bladder control, cure IBS, reduce sexual discomfort, and improve quality of life.

- This proven program of exercise and nutrition is all-natural and without surgery
- A much-needed book on an under-published topic, pelvic floor disorder affects millions of women
- Stein is a pioneer in the field, with a NYC—based clinic specializing in pelvic pain

**Amy Stein, M. P.T.** (New York, NY) is a physical therapist and founder of Beyond Basics Physical Therapy. She is a member of the American Physical Therapy Association and the International Pelvic Pain Society.

**Related McGraw-Hill Title:**

Weiss: The BackSmart Fitness Plan  
 Paperback • \$18.95TR  
 978-0-07-144338-8 • 0-07-144338-X

**SEPTEMBER**

McGraw-Hill • Health

Paperback • 6 × 9 • 256 pp

ISBN-13: 978-0-07-154656-0

ISBN-10/MHID: 0-07-154656-1

\$16.95TR (\$18.95 CAN)

6 illustrations • Rights: World

A PAPERBACK ORIGINAL

# THE WORRYWART'S COMPANION

Twenty-One Ways to Soothe Yourself and Worry Smart

Beverly Potter, Ph.D.

**Don't worry. Be happy to recommend this "ideal addition to any self-help, self-improvement reading list."\***

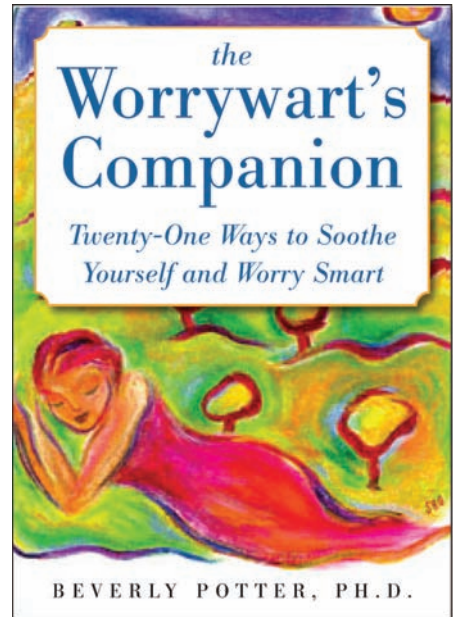
No matter how many times people hear "don't sweat the small stuff," they are going to worry—worry about their family, their jobs, the future, and other situations in and out of their control. Dr. Beverly Potter explains how readers can avoid drowning in irrational angst and instead "worry smart." The perfect gift for the proverbial "worrywart," this pocket-size stress-buster includes 21 worry-free ways to relax, think clearly, and deal with the little bumps in life. Her methods include imagining a happy ending, cracking a joke, evaluating the cost of worry, and more.

*"Positive, easy to understand, and fun to read, The Worrywart's Companion explores the roots of worry and explains that worry is a behavior that is learned. The good news is that it can also be unlearned."*

—\*Midwest Book Review

- Excellent track record: small-press edition sold 34,000 copies
- "Gifty" packaging: elegant design and trim size
- Dr. Potter has been featured on 900 radio shows, 400 TV shows, and in 150 articles, including a 2000 *People* spread; she also conducts workshops and seminars nationwide

**Beverly A. Potter, Ph.D.** (Oakland, CA) received her doctorate in counseling psychology from Stanford University and has written thirteen books, including *Beating Job Burnout* (Ronin, 1993).



## SEPTEMBER

McGraw-Hill • *Self-Help*

Paperback • 5 × 7 • 226 pp

**ISBN-13: 978-0-07-160213-6**

**ISBN-10/MHID: 0-07-160213-5**

**\$15.95TR** (\$17.95 CAN)

Rights: World

# *the* Flexitarian Diet

The Mostly Vegetarian Way to Lose Weight, Lower Blood Pressure,  
Be Healthier, and Add Years to Your Life

*Dawn Jackson Blatner, RD., LDN*

***Less meat = more weight loss and better health! Introducing the flexible way to eat healthy, slim down, and feel great!***

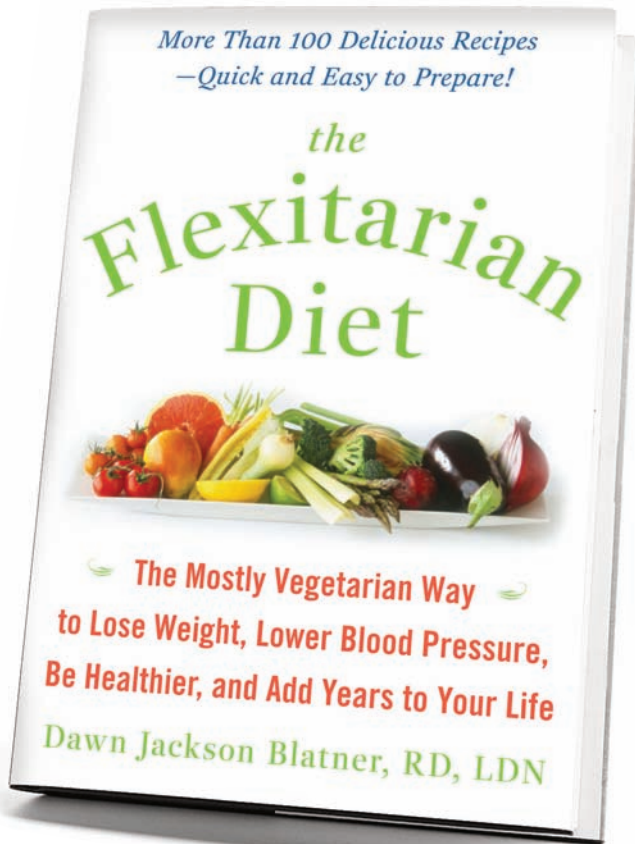
“Flexitarianism” is the hot new term for healthy dieting that minimizes meat without excluding it altogether. This ingenious plan from a high-profile nutritionist shows readers how to use “flexfoods” to get the necessary protein and nutrients—with just a little meat for those who crave it. As the name implies, it’s all about flexibility, giving dieters a range of options: flexible meal plans, meat-substitute recipes, and weight loss tips. Plus: it’s a great way to introduce the benefits of vegetarianism into every family’s lifestyle.

- The latest trend: a flexible approach to dieting and healthy eating without giving up meat
- Studies show that flexitarians weigh 15 percent less, have a lower rate of heart disease, diabetes and cancer and live nearly four years longer than their carnivorous counterparts
- Includes five “FlexFood” categories, five-ingredient recipes, and five-week meal plan, and an interactive Flex Score quiz
- Blatner has appeared on “Today Show,” “NBC Nightly News,” and “Dateline”; her articles have appeared in *USA Today*, *Wall Street Journal*, *Washington Post*, and major health publications

## ***A Sample of Delicious, Flexitarian Meals!***

	Breakfast:	Lunch:	Dinner:	Snacks/Desserts:
<b>Day 1</b>	<b>Vanilla Spice French Toast with Berry Syrup</b>	<b>Arugula Salad with Figs &amp; Goat Cheese</b>	<b>Grilled Primavera on Rigatoni</b>	<b>Peach Raspberry Crepe</b>
<b>Day 2</b>	<b>Florentine Scramble Breakfast Sandwich</b>	<b>Marinated Garden Lentil Pita</b>	<b>Pesto-Style Portabella Penne</b>	<b>Honey Café Au Lait</b>
<b>Day 3</b>	<b>Banana Pecan Waffles</b>	<b>Spinach Salad with Pumpkin Seeds &amp; Avocado</b>	<b>Sage Butternut Squash Pilaf</b>	<b>Honey Whipped Cottage Cheese with Berries</b>

**Dawn Jackson Blatner, R.D., L.D.N.** (Chicago, IL) is a registered dietitian, media spokesperson for the American Dietetic Association, online dietitian for Lifetime television ([www.mylifetime.com](http://www.mylifetime.com)), nutrition expert on the advisory board of *Fitness* magazine, an instructor at the Chopping Block cooking school in Chicago and on the board of directors for Step Up Women's Network.



Blatner has appeared on CNN, "NBC Nightly News," and "Dateline." She is a quoted expert in hundreds of media outlets including *USA Today*, *Wall Street Journal*, *Washington Post*, *WebMD* and major national magazines such as *Cooking Light*, *Cosmopolitan*, *Family Circle*, *Prevention*, *Self*, *Shape* and *Woman's Day*. She has contributed to several books including the *American Medical Association Guide to Weight Management* and the *American Dietetic Association Counseling Overweight Adults*.

## OCTOBER

McGraw-Hill • *Diet*

Hardcover • 6 × 9 • 304 pp

ISBN-13: 978-0-07-154957-8

ISBN-10/MHID: 0-07-154957-9

\$24.95TR (\$26.95 CAN)

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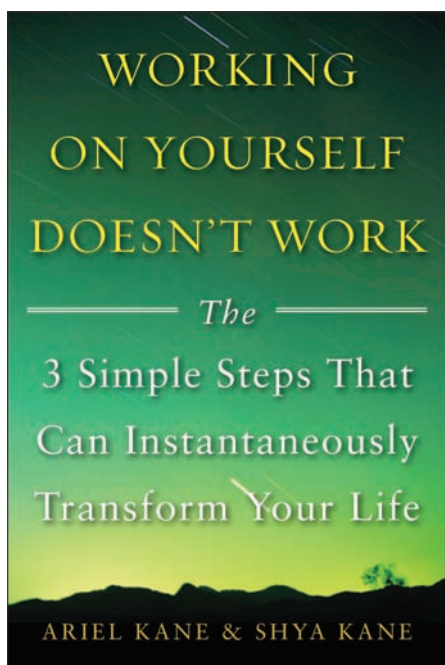
Hart: The Insulation-Resistance Diet  
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Reinagel: The Inflammation-Free Diet Plan  
Paperback • \$16.95TR  
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# WORKING ON YOURSELF DOESN'T WORK

The 3 Simple Steps That Can Instantaneously Transform Your Life

Ariel Kane and Shya Kane



**Two world-renowned workshop leaders provide “all you need to make the transformational shift”\* to stop hanging on to old emotional baggage, and start living—now!**

This life-changing guide by personal growth experts Ariel and Shya Kane shows readers how to completely and immediately transform their lives—and renew their joy—by following the pair's three-phase plan: learn to let go, commit to happiness, and learn to let be. Readers will discover what thousands of their clients know already: once they stop working on themselves, they will rid themselves of negative scripts and be free to enjoy their lives. richer, fuller, more meaningful lives.

*“It has much to offer to anyone who wants a more meaningful and spiritual life.”*

—Free Spirit Magazine

*“Can dramatically alter the course of your quality of living.”*

—\*Awareness Magazine

- Strong track record: A self-published edition of this book sold more than 22,000 copies
- Dynamic speakers: Mr. and Mrs. Kane conduct workshops in New York City, in Germany, host week-long retreats in Costa Rica, and host a weekly Internet radio show, “Being Here”
- Written in the tradition of The Art of Happiness

**Ariel Kane** and **Shya Kane** (Milford, NJ) are bestselling, award-winning authors, Internet radio hosts, seminar leaders, and corporate consultants who have helped transform lives around the world.

## Related McGraw-Hill Titles:

Bodian: Wake Up Now  
Hardcover • \$24.95TR  
978-0-07-149428-1 • 0-07-149428-6

## OCTOBER

McGraw-Hill • *Self-Help*

Paperback • 5½ × 8¼ • 192 pp

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NOW IN PAPERBACK!

# HOT FLASHES, HORMONES, AND YOUR HEALTH

Breakthrough Findings to Help You Sail Through Menopause

JoAnn E. Manson, M.D., with Shari S. Bassuk, Sc.D.

**What every woman should know about hormone replacement therapy—from a leading researcher and pioneer in the field**

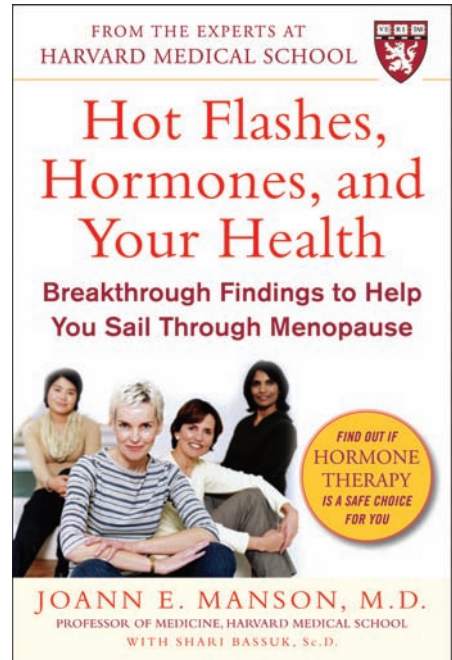
*Hot Flashes, Hormones, and Your Health* gives women the facts about controversial hormone replacement therapy—from the field's go-to expert.

Dr. JoAnn Manson is one of the leaders of the two most groundbreaking, attention-getting women's health studies, concluding that HRT can be a safe, and appropriate option for younger women. Her book includes self-assessments to help women decide if HRT is right for them, as well as the low-down on "bioidentical" hormones and alternative treatments for relieving menopausal symptoms.

- Answers the hormone replacement therapy question for millions of women who stopped or avoided HRT because of health concerns
- Reflects the findings of two major research reports on HRT—one from the Nurses' Health Study and one from the Women's Health Initiative; Dr. Manson is a contributor to both
- Dr. Manson is the authority on the subject of HRT and has been quoted extensively in the national media on the subject. She is also a contributing editor to *Glamour* magazine and has been a guest on "Today" and other national programs

**JoAnn E. Manson, M.D.** (Boston, MA) is a professor of medicine at Harvard Medical School, and Chief of Preventive Medicine, Brigham and Women's Hospital. She has been named one of the leaders in women's health by *Ladies Home Journal* and *American Health for Women*, and *Boston* magazine.

**Shari Bassuk, Sc.D.** is a researcher and science writer at Brigham and Women's Hospital in Boston who frequently collaborates with Dr. Manson.



**OCTOBER**

McGraw-Hill • Health

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# The Beauty Diet

Being Gorgeous was Never So Delicious

Lisa M. Drayer, M.A., R.D.



***The author of Strong, Slim, and 30! featured on the “Today” show and CNN—reveals the secret to glowing skin, whiter teeth, shinier hair, and stronger nails***

According to nutritionist Lisa Drayer, it's not what one puts *on* her body, but what she puts *in* her body that makes a woman beautiful. Her groundbreaking guide reveals the top 10 “beauty foods” that can visibly improve skin, hair, teeth, eyes, nails, and overall health. She also presents an easy-to-follow guide to eat just the right amount of these wonder foods for overall gorgeousness. Best of all, her easy-to-follow meal plan—featuring dark chocolate, blueberries, and green tea—is just 1,500 calories a day! It's the scientifically proven way to look absolutely fantastic and lose weight doing it.

- A new diet-based approach to beauty from the author of *Strong, Slim and 30!*
- Media-savvy author: Drayer makes frequent appearances on “Today,” “The Early Show on CBS,” “Good Morning America,” Fox News, and CNN Headline News
- Drayer is a spokesperson for Crest, Noxema, L’Oreal and the Dairy Council as an established expert in beauty nutrition
- Includes her top 10 “beauty foods” and complete four-week meal plan



**Lisa Drayer, M.A., R.D.** (New York, NY) is a registered dietician who appears regularly on CNN and Fox News, and writes a weight loss column for *Women's Health*.

Lisa Drayer—the expert the media trusts for beauty and nutrition information—as featured in: *Elle, Fitness, Woman's Day, Family Circle, Marie Claire, Bon Appetit, Natural Health, Seventeen, McCall's, Vegetarian Times, Alaska Airlines, New York Times, Wall Street Journal, Chicago Tribune*



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## Top Ten *Beauty* Foods

*Wild Salmon*

*Blueberries*

*Spinach*

*Oysters*

*Tomatoes*

*Walnuts*

*Kiwis*

*Dark Chocolate*

*Yogurt*

*Sweet Potatoes*

### OCTOBER

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# SMART PARENTING DURING AND AFTER DIVORCE

Peter J. Favaro, Ph.D.

***Invaluable parenting advice on how to co-parent during and after divorce, from a sought-after expert on parenting topics***

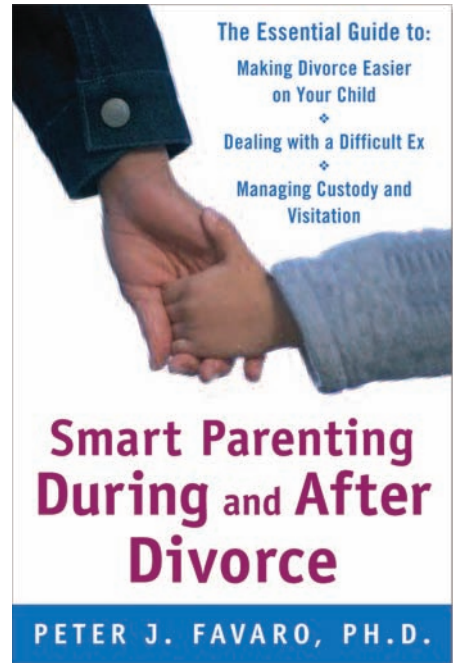
As a court-appointed child custody evaluator for 15 years, Dr. Peter Favaro is uniquely qualified to write this must-have guide for parents going through divorce. A child psychologist, he understands the effects divorce can have on families, especially when difficult exes, lawyers, visitation schedules, and other issues directly affect the child. Favaro addresses 50 essential topics in short, easy-to-read chapters, including 100 dos and don'ts that will make things easier on the child—and better for the family.

- Favaro is a clinical psychologist and New York State custody evaluator and mediator who has managed more than 6,000 high-conflict custody cases
- Favaro was a frequent guest expert on “The Montel Williams Show” appeared on and other TV and radio programs

**Peter J. Favaro, Ph.D.** (New York, NY) holds a doctorate in school and clinical psychology. He is executive director of SmartParenting: The Family Center and works with the New York State court system as a custody evaluator, parent coordinator, and mediator for divorcing couples.

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# WHEN THINGS GET **CRAZY** WITH YOUR TEEN

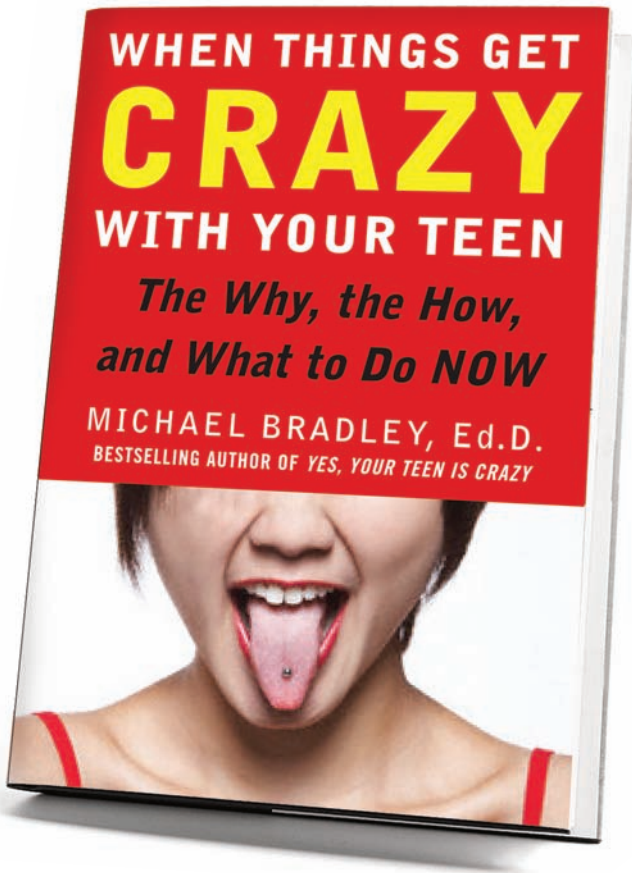
*The Why, the How,  
and What to Do NOW*

***No, it's not easy raising teenagers . . . Yes, there are sane solutions—in this problem-solving parent's guide from the bestselling author of Yes, Your Teen Is Crazy***

How should parents respond when their teen comes home late? Wears inappropriate clothes? Is pregnant, or flunking out? They'll find the answers here—right at their fingertips—in this quick-reference manual from the leading authority on adolescent behavior. As someone who has counseled hundreds of teens in his practice and as a father himself, Dr. Michael Bradley understands how teenagers can drive parents crazy. Offering practical “first response” advice, he tells parents exactly what to say in a number of typical scenarios, from messy rooms and shouting matches to drug abuse and depression.

- Expert advice from a bestselling authority on the subject
- Features fast-reference responses to the most common teen issues
- Bradley appears frequently on TV and radio (“Today” and on CNN, Pure Oxygen, NPR) and speaks at PTAs and groups nationwide.

**MICHAEL BRADLEY, Ed.D.**



**Michael Bradley, Ph.D.**  
(Philadelphia, PA) holds a doctorate in psychology from Temple

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## Dr. Bradley's advice for when a teen's room is a mess:

### Do

- Remain calm and don't nag or yell
- Calmly ask for some effort, telling him that you are a tad neurotic about this.
- Offer incentives for some (not perfect) neatness.
- Offer to work with her once a week to help shovel her room out.

### Don't

- Be sarcastic.
- Clean his room for him.
- Make fun of her room to her or to others (especially to her friends).
- Go to war (where he feels that you really, personally dislike who he is because he's messy).

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