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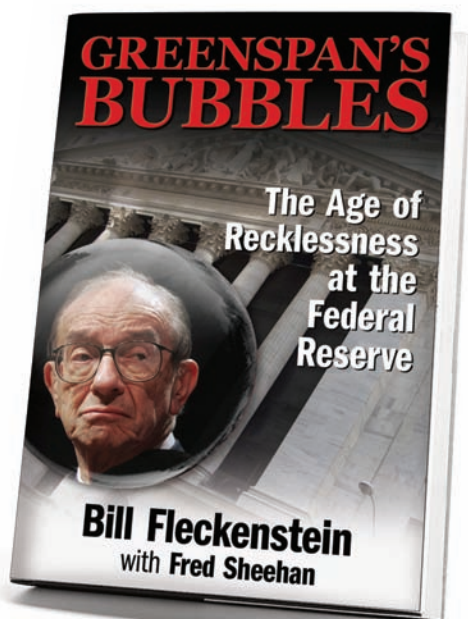
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BUSINESS

GREENSPAN'S BUBBLES

The Age of Recklessness at the Federal Reserve

Bill Fleckenstein, President of Fleckenstein Capital and MSN Money Columnist,
with Fred Sheehan



THE BOOK THAT BURSTS EASY AL'S BUBBLE—revealing the real story behind Alan Greenspan

The *New York Times* nicknamed him “Mr. Bubble” for his role in creating the two largest bubbles in recent years: in the stock market and the housing market. Now, MSN Money columnist Bill Fleckenstein reveals the unvarnished truth behind Greenspan’s “Age of Recklessness.”

By slashing interest rates to bail out investors, Greenspan made a lot of people rich but his actions resulted in the dot-com disaster of 2000 and the mortgage mess of 2007. But Greenspan’s recklessness goes back even further—to the crash of 1987, the Savings & Loan crisis, the implosion of Long Term Capital Management, and even the Asian crisis. This no-holds-barred account finally exposes Greenspan as the worst Fed Chairman ever—and offers an economic wake-up call for citizens and investors.

- Timed perfectly to respond to the current housing crisis and Greenspan’s self-indulgent tome, *The Age of Turbulence* (Penguin, 2007)
- Fleckenstein has been a Greenspan watchdog for more than a decade, sharing his views with a half-million MSN Money readers weekly
- Presents compelling evidence of Greenspan’s role in the crises that have affected our economy in the last 20 years, some of which has just recently been released

Bill Fleckenstein (Seattle, WA) is president of Fleckenstein Capital, a Seattle-based hedge fund firm, and writes online columns for MSN Money.

Fred Sheehan (New York, NY) was the Director of Asset Allocation at John Hancock Financial Services for nearly twenty years.

JANUARY

McGraw-Hill • Finance/Economics

Hardcover • 5 x 8 • 140 pp

ISBN-13: 978-0-07-159158-4

ISBN-10/MHID: 0-07-159158-3

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DISRUPTING CLASS

How Disruptive Innovation
Will Change the Way the World Learns

The business book of the year—a long-awaited lesson in innovation from the legendary Harvard Business School professor...

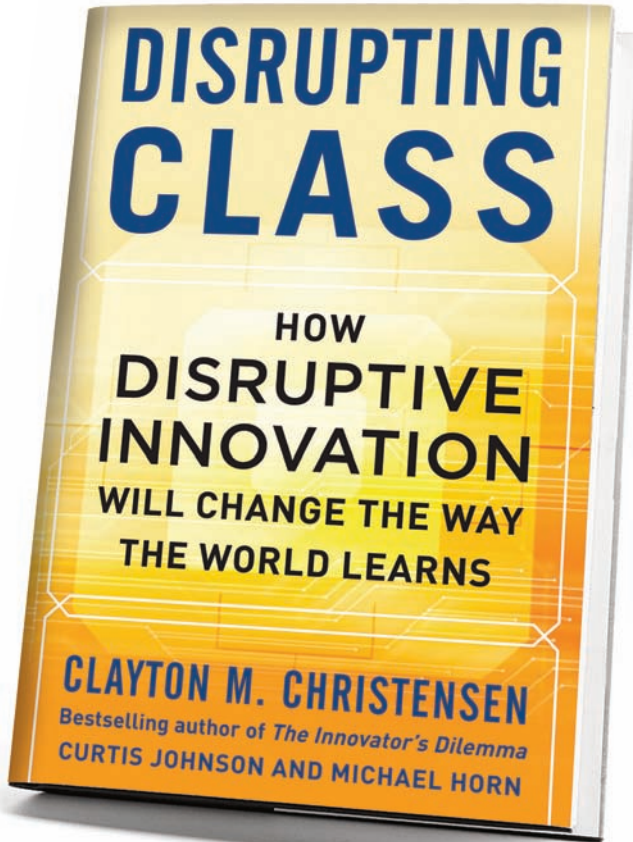
With his blockbuster bestseller *The Innovator's Dilemma*, Clayton M. Christensen created the classic model for growth and change in corporations and cultures. Now, taking a cue from Bill Gates' 2005 critique of the American school system, he applies his theory of "disruptive innovation" to a much-needed evolution in educational technologies—offering new opportunities and challenges for the business community. Christensen brilliantly shows how tomorrow's innovations in education will change the way the world learns—and what businesses can do to meet those changing demands today.

- An internationally acclaimed thinker on innovation and an award-winning Harvard Business School educator, Christensen is uniquely qualified to author such a book
- Offers publishers, software developers, and entrepreneurs modern solutions on how to profitably work with educators to achieve the goal of universal education
- Christensen's previous books have sold millions of copies, and have fostered positive business innovation and growth around the globe
 - Christensen's *Innovator's Dilemma* was a winner of the 1997 Global Business Book Award

CLAYTON M. CHRISTENSEN,
Curtis Johnson, and Michael Horn

“Just as kids await the next Harry Potter installment, so do business leaders look for Clayton M. Christensen’s next offering.”

—*Inc. Magazine*



Clayton M. Christensen

(Boston, MA) is the Robert and Jane Cizik Professor of Business Administration at the Harvard Business School. He is author or coauthor of five books including the *New York Times* bestsellers *The Innovator's Dilemma* and *The Innovator's Solution*.

Curtis Johnson

(Madison, WI) is a writer and consultant who has served as a college president, head of a public policy research organization, and chief of staff to governor Arne Carlson of Minnesota.

Michael Horn (Boston, MA) is the cofounder and Executive Director, Education of Innosight Institute.



Clayton M. Christensen's books are:

“REQUIRED READING.”—*Business Week*

“ABSORBING.”—*The New York Times*

“THOUGHTFUL.”—*Fortune*

“BRILLIANT.”—Michael R. Bloomberg

JUNE

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Hardcover • 6 × 9 • 288 pp

ISBN-13: 978-0-07-159206-2

ISBN-10/MHID: 0-07-159206-7

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“Today, Mr. Minsky’s view [of economics] is more relevant than ever.”

—Jeff Madrick, New York Times

Hyman P. Minsky, Ph.D., an American economist, was the first to explain how uncertainty, risk, and financial markets drive the economy. He was a distinguished scholar at The Levy Economics Institute of Bard college, and taught at Washington University for 25 years.

STABILIZING AN UNSTABLE ECONOMY

Hyman P. Minsky, Ph.D.

Foreword by Henry Kaufman



With today’s financial market turmoil rocking investors around the globe, market watchers say we’re in a “Minsky moment,” where financial crisis is inevitable. *Stabilizing an Unstable Economy* is now accessible to all money managers, traders, and economists in this new edition.

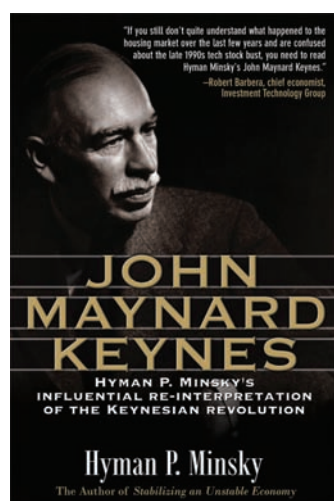
- The “Minsky moment”—when investors are forced to sell even their less-speculative positions to make good on loans—has become a catch phrase on Wall Street

MAY
McGraw-Hill • <i>Business/Economics</i>
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JOHN MAYNARD KEYNES

Hyman P. Minsky, Ph.D.

Foreword by Robert Barbera



Published in 1936, John Maynard Keynes’s *The General Theory of Employment, Interest, and Money* revolutionized economics.

John Maynard Keynes is Minsky’s influential reinterpretation of the Keynesian revolution that casts uncertainty, risk, and financial markets as the drivers of boom and bust cycles.

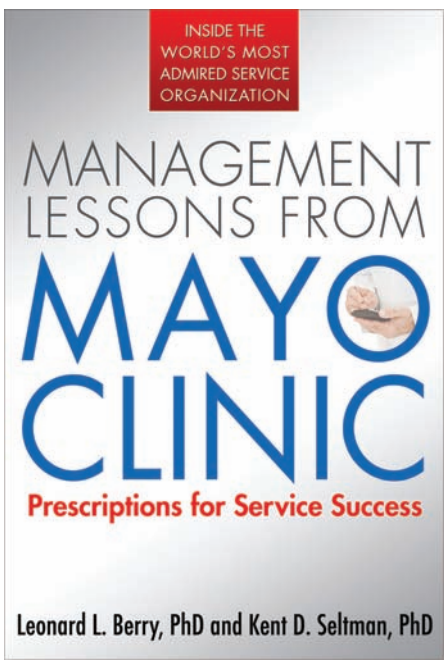
- Minsky’s work is in high demand, due to the state of the modern markets

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MANAGEMENT LESSONS FROM MAYO CLINIC

Prescriptions for Service Success

Leonard L. Berry, PhD and Kent D. Seltman, PhD



The first inside look at one of the world's most admired organizations, and the management practices that have made it great

With annual earnings exceeding \$6 billion, the Mayo Clinic isn't just one of the world's most successful health care facilities, but one of its most successful businesses. In *Management Lessons from Mayo Clinic*, service business guru Leonard L. Berry explains how "Putting the needs of the patient first" is more than just the Clinic's motto, but an operating principle that guides every management decision. More importantly, he shows how to apply that principle to expand any business's customer base and earn fierce, undivided customer loyalty.

- Extracts powerful lessons for all managers on how to create a culture that consistently exceeds customer expectations
- Berry is the recipient of many awards, including the Career Contributions to Services Marketing Award from the American Marketing Association's Services Marketing Special Interest Group and the Pinnacle Award as Marketing Educator of the Year from Sales and Marketing Executives International
- Berry will be doing many speaking engagements in conjunction with Mayo Clinic

Leonard Berry, PhD (College Station, TX) is the author of several service marketing bestsellers and the recipient of the 2007 American Marketing Association/Irwin/McGraw-Hill Distinguished Marketing Educator Award.

Kent Seltman, PhD (Rochester, MN) served as Director of Marketing at Mayo Clinic from 1992 to 2006.

JUNE

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ENDING THE MANAGEMENT ILLUSION

How to Drive Business Results Using the Principles of Behavioral Finance

Hersh Shefrin

The bestselling author of *Beyond Greed and Fear* puts behavioral concepts into corporate practice

Psychologically smart companies manage both the pluses and minuses of human psychology through well-structured systems and processes. In *Ending the Management Illusion*, behavioral finance pioneer Hersh Shefrin addresses the biases that take managers and their organizations off course and shows them how to run psychologically smart businesses—specifically as it affects their bottom lines.

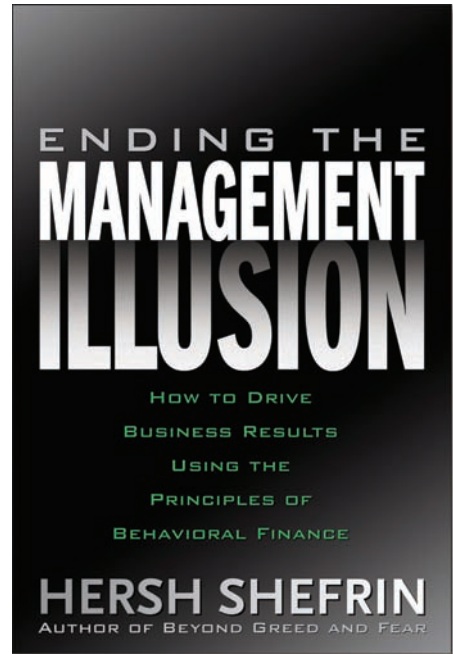
Shefrin explores the psychological barriers managers experience, and delivers concrete debiasing techniques for breaking through these barriers. This allows managers to integrate their processes for accounting, planning, incentives, and information sharing—the main elements for optimizing corporate value.

- Hersh Shefrin, one of the pioneers in behavioral finance, applies its principles to corporate practice for the first time
- Shefrin has been quoted and referenced in numerous bestselling books and business/finance publications around the world
- Illustrates corporate debiasing through the best practices of firms that have built low-bias corporate cultures, including Springfield Remanufacturing Corporation, Harley-Davidson, Whole Foods, and Southwest Airlines

Hersh Shefrin (Menlo Park, CA) holds the Mario L. Belotti Chair in the Department of Finance at the Leavey School of Business at Santa Clara University.

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Edersheim: The Definitive Drucker
Hardcover • \$27.95TR
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Hardcover • 6 x 9 • 320 pp

ISBN-13: 978-0-07-149473-1

ISBN-10/MHID: 0-07-149473-1

\$29.95TR (\$32.95 CAN)

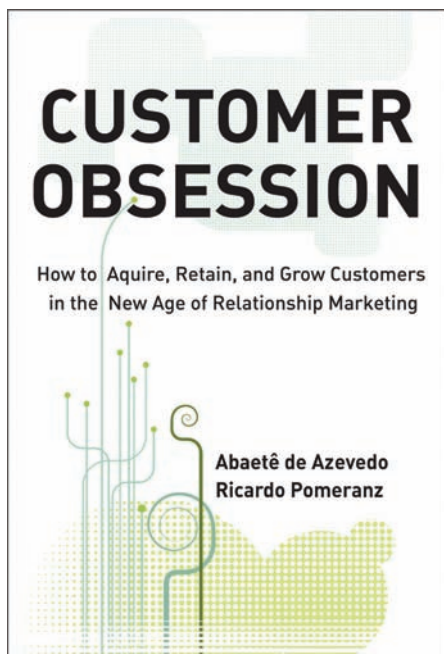
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CUSTOMER OBSESSION

How to Acquire, Retain, and Grow Customers in the New Age of Relationship Marketing

Abaetê de Azevedo and Ricardo Pomeranz



A hands-on guide to the next generation of customer relationship marketing

Rapp Collins, one of the world's leading direct marketing agencies, delivers a breakthrough guidebook for modern direct marketing. *Customer Obsession* shows how businesses of any size can build a global strategy that encourages the development of meaningful, profitable relationships with their customers.

Abaetê de Azevedo and Ricardo Pomeranz, top leaders at Rapp Collins, share insider details from their consumer-relationship methodology that will dramatically improve the direct marketing strategy in every kind of company.

- Rapp Collins is one of the world's largest direct marketing networks with over 60 offices in 36 countries, delivering over 40 years' experience in customer acquisition, retention and optimization to its clients
- Rapp Collins was ranked the #1 Direct Marketing Agency in the U.S. in 2005, 2006 and 2007 by *Advertising Age*
- Includes guidance on building infrastructure for implementing relationship programs, developing databases and creating predictive models

Abaetê de Azevedo (Brazil) is the CEO of Rapp Collins Latin America. **Ricardo Pomeranz** (Brazil) is the Global Chief Digital Officer of Rapp Collins Worldwide, as well as President of Rapp Digital, a division of Rapp Collins Brazil Group. They both belong to Rapp Collins Global board and have been teaching marketing for 15 years at top MBA programs in Brazil.

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Hardcover • 6 × 9 • 240 pp

ISBN-13: 978-0-07-149704-6

ISBN-10/MHID: 0-07-149704-8

\$27.95TR (\$30.95 CAN)

40 illustrations

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HOW YOU DO ... WHAT YOU DO

Create Service Excellence That Wins Clients for Life

Bob Livingston

Foreword by David Calhoun, Chairman and CEO of The Nielsen Company

A roadmap to attracting loyal clients—and enjoying continual growth

In *How You Do ... What You Do* business consultant Bob Livingston shows business leaders, client service executives and sales managers specific strategies for creating the most service-centered and client-focused sales organization in any field of business.

Every company can create a service-based ideology and beat the competition by following Livingston's proven approach, which includes a cultural transformation plan, a service excellence strategy roadmap, and a companywide service initiative—all as a means to competitive advantage through service excellence. To illustrate his points, Livingston uses profiles and case studies of companies which successfully practice service excellence, including Crossmark, Accenture, Starbucks, and more.

- In three years Livingston helped the 17,000- employee-strong Crossmark increase its sales revenues by 30 percent and add an additional 2,400 workers
- Livingston will promote the book on his busy speaking tour, which includes keynote addresses at several large consumer products information conferences
- Includes numerous on-the-street examples and case studies throughout the book

Bob Livingston (Los Angeles, CA), formerly head of sales at Unilever's The Lipton Company, is the founder and CEO of REL Communications, a consulting firm that moderates the Client Service Advisory boards of many Fortune 500 companies. He also leads service-based cultural transformations within the companies with which he consults.

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HOW YOU DO... WHAT YOU DO

Bob Livingston

Foreword by David Calhoun
Chairman and CEO of The Nielsen Company

Create Service
Excellence That
Wins Clients
For Life

JUNE

McGraw-Hill • Business/Sales

Hardcover • 6 x 9 • 256 pp

ISBN-13: 978-0-07-159278-9

ISBN-10/MHID: 0-07-159278-4

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THE NEW GOLD STANDARD

5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of The Ritz-Carlton Hotel Company

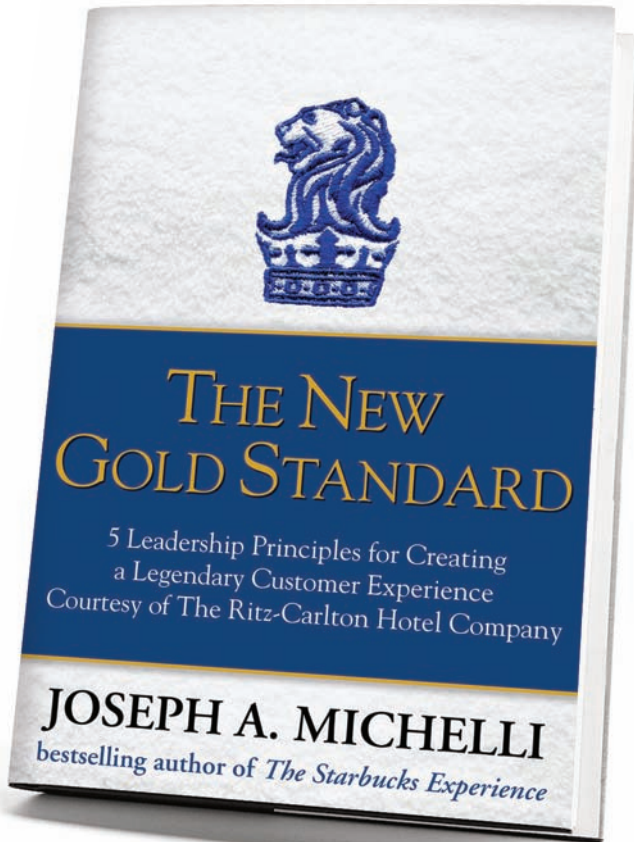
Leadership lessons from the company that turned customer service into an art form

The Ritz-Carlton Hotel Company. The name says it all. When it comes to quality, style, and unsurpassed service, this international company has set the gold standard for delivering the highest level of customer experience—which companies in all industries strive to meet. Now, for the first time, this world-class luxury hotel group has given bestselling author Joseph Michelli unprecedented access to their executives, staff, and award-winning Leadership Center training facilities. Readers will discover the five key principles behind The Ritz-Carlton Hotel Company's unparalleled success and customer service innovations for which they are famous. For executives and managers at all levels, this book is pure gold.

- Michelli builds upon the success of his bestseller *The Starbucks Experience* with more insider secrets from the best in the business
- The Ritz-Carlton has 67 hotels in 22 countries, and has offered leadership courses to thousands of executives and managers worldwide
- The company is recognized around the world for customer service, staff empowerment, and leadership—it is the first service company to win The Malcolm Baldrige National Quality Award twice
- Michelli has vast media experience, including TV programs such as “The Glenn Beck Show” and CNBC’s “On the Money” and has conducted hundreds of radio and print interviews

Joseph A. Michelli,
bestselling author of *The Starbucks Experience*

From the author of the *Wall Street Journal*, *USA Today*, and *BusinessWeek* Bestseller, *The Starbucks Experience*



Joseph A. Michelli, Ph. D., (Colorado Springs, CO) is an internationally sought-after speaker, organizational psychologist, and business consultant whose clients include HP, Pfizer, Citicorp, Sprint, and the US Navy. He has been featured on television's "The Glenn Beck Show" and CNBC's "On the Money."

JULY

McGraw-Hill • Business

Hardcover • 6 × 9 • 224 pp

ISBN-13: 978-0-07-154833-5

ISBN-10/MHID: 0-07-154833-5

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WHEN MARKETS COLLIDE

Investment Strategies for the Age of Global Economic Change

Mohamed A. El-Erian



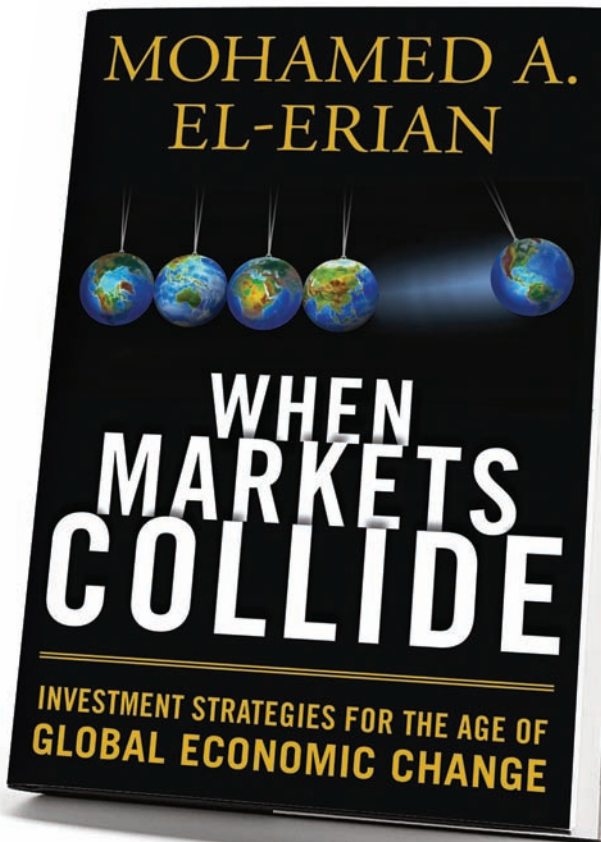
A detailed map of the new investment landscape from the man Fortune magazine calls the “Global Guru”

Never before have investors and policy makers been beset by so many conflicting messages about the economy and the markets. While most pundits dismiss the conflicts as “noise” in the system, Mohamed A. El-Erian, president and CEO of the \$35 billion Harvard Endowment and incoming co-CEO and co-CIO of PIMCO, one of today’s most successful investment firms, avers that those messages signal deep, structural changes and realignments that are radically redefining the investment game.

Written by the man who *Fortune* magazine refers to as a “Global Guru,” *When Markets Collide* offers investors and policy makers a cogent picture of the rapidly changing world financial system. A book that is sure to become an overnight investment classic, it gets readers up to speed on the new economic and investing landscape and provides a detailed blueprint for capitalizing on the phenomenal opportunities now available in that new investment landscape, while minimizing the new and challenging set of risks.

- El-Erian identifies the new financial power centers and chief drivers in the new global economy and offers investors and policy makers of every stripe sage advice on how to capitalize on powerful tectonic shifts now underway in the markets
- El-Erian’s pioneering views on and success in emerging markets and global investing have earned him a place in the modern investment pantheon, alongside David Swenson, George Soros, John Bogle, and Nassim Taleb
- El-Erian is one of today’s most sought-after experts on all things investment in the business press

WHAT EVERY INVESTOR NEEDS TO KNOW ABOUT INVESTING IN THE GLOBAL ECONOMY



Mohamed A. El-Erian

(Cambridge, MA) is currently President and CEO of the Harvard Management Company, the fund manager for the university's massive endowment and related accounts. He will assume responsibility as co-CEO and co-CIO of PIMCO in January 2008. A well-known figure in the business media, El-Erian is regularly featured in *The Wall Street Journal*, *Bloomberg*, *Forbes*, *Fortune*, the *Financial Times*, *Newsweek*, *Latin Finance*, *Reuters*, and *CNBC*.

JULY

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ISBN-13: 978-0-07-159281-9

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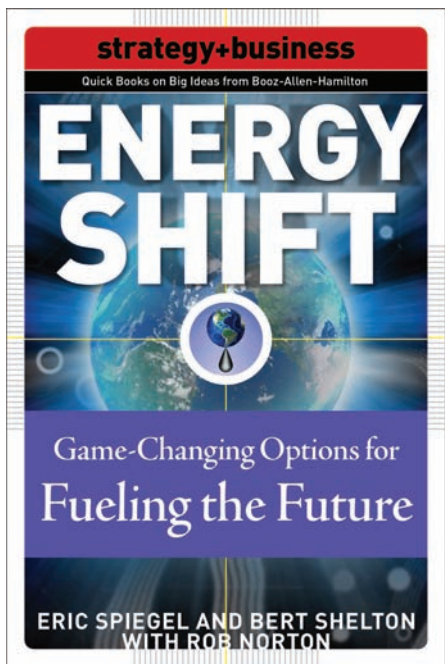
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The Future of Business Series

From The Editors of *strategy+business* and Booz Allen Hamilton



ENERGY SHIFT

Game-Changing Options for Fueling the Future
Eric Spiegel and Bert Shelton with Rob Norton

A strategic view of the hottest new investment market—global energy

As the oil market becomes less stable and new forms of energy gain popularity, fresh opportunities arise for investors, corporations, and governments to foster sweeping innovation and create new growth. With emerging industrial giants like China and India on the rise, the global demand for energy sources will be increasing at record rates. Previously skeptical of major changes in energy trends, multinational corporations are now strategizing to address this unprecedented situation.

Putting the latest research on energy investment to use, *Energy Shift* is the primer for the coming transformation in the energy market.

- The subject of energy consumption and demand has become one of the foremost subjects in the media today
- Draws from the latest-breaking research and most advanced studies from *Strategy + Business* magazine
- Lays out new strategies for companies, investors, and governments to stay ahead of the energy market changes
- Written by recognized global investment experts associated with *Strategy + Business*

strategy+business media publishes a quarterly magazine, a Web site (www.strategy-business.com), books, and ancillary publications. Its mission is to provide executives with commentary, research, and practical ideas that bridge the gap between theory and practice in contemporary global business.

JULY

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Business & Economics/Management

Paperback • 5½ × 8¼ • 192 pp

ISBN 13: 978-0-07-150834-6

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How do you ensure the future of your business?

MERGE AHEAD

Mastering the Six Enduring Trends of Artful M&A

Gerald Adolph and Justin Pettit

A practical guide to merging the latest major trend into your overall business strategy

Corporate strategists live in a world of sweeping M&A activity. *Merge Ahead* provides a practical guide to the underlying shifts in this ever-fluctuating landscape. Rather than offer predictions of specific markets, the authors explain how certain short-term indicators point to long-term directions.

For example, they take a close look at how specific activity of today might be a signal for the bubble burst of tomorrow. This practical, illuminating title allows corporate deal makers, CEOs, and businesspeople to learn from the lessons of the past two years of activity, and seize opportunities for advancement and profit.

- In the first quarter of 2007, there were \$428.69 billion worth of M&A deals, according to Dealogic; globally, that number surged 15 percent to \$1.13 trillion—and is on track to surpass last year's \$4 trillion record
- Includes the results of an exclusive Booz Allen global survey of more than 200 corporate deal-makers, providing views and strategies for the next 5 years

Also in the Future of Business series:

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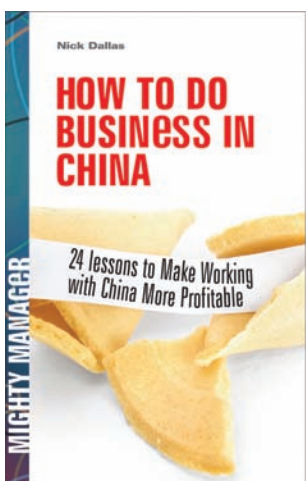
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MIGHTY MANAGER'S Handbooks

Powerful management strategies that fit in your pocket

HOW TO DO BUSINESS IN CHINA

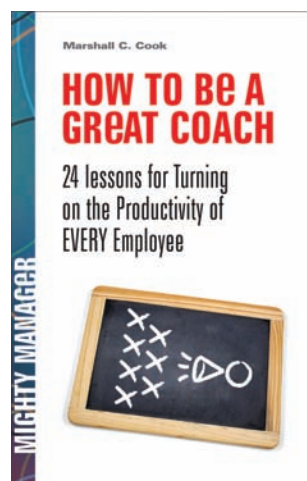
24 Lessons to Make Working in China More Profitable
Nick Dallas



- Very timely as many firms are make plans to compete in the huge China market-place
- Covers everything from correct negotiating style to assessing risk and protecting your copyrights and trademarks

HOW TO BE A GREAT COACH

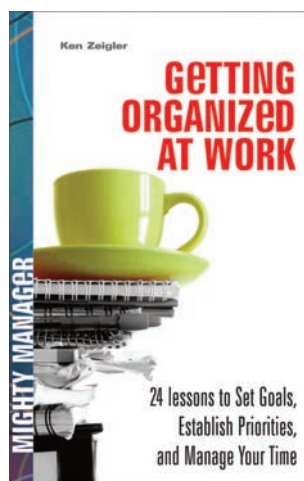
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Marshall C. Cook



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- Provides guidelines, best practices, and state-of-the-art approaches for working with, rather than against, employees

GETTING ORGANIZED AT WORK

24 Lessons to Set Goals, Establish Priorities, and Manage Your Time
Ken Ziegler



- Tools to identify and accomplish the most important tasks, uncover and eliminate nonessential activities, and gain control of personal time
- Designed to work with virtually any time management system, these guidelines will help business professionals gain efficiency in everything they do at work by getting more done in less time

JULY
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EXECUTIVE WARFARE

Pick Your Battles and Live to Get Promoted Another Day

David F. D'Alessandro, bestselling author of *Brand Warfare* and *Career Warfare*

This is not your basic training manual. It's an advanced guide of tactical maneuvers for professionals who want to rise up in the ranks.

From CEO-turned-bestselling-author David D'Alessandro comes a humorous commentary on corporate life, as well as field guide of winning strategies based upon his insider's experience. Once managers achieve a level of success, it's common for the ascension up the corporate ladder to feel even more difficult. It seems the higher they climb, the more "bosses" they have. According to D'Alessandro, corporate warriors need to know who the key players are, and how to strategically manage them, while deftly protecting their flanks. This book shows them how to master these maneuvers—with D'Alessandro's hard-won insights, outspoken ideas, unsparing anecdotes, and surefire tactics. If business is war, this is the key...to victory.

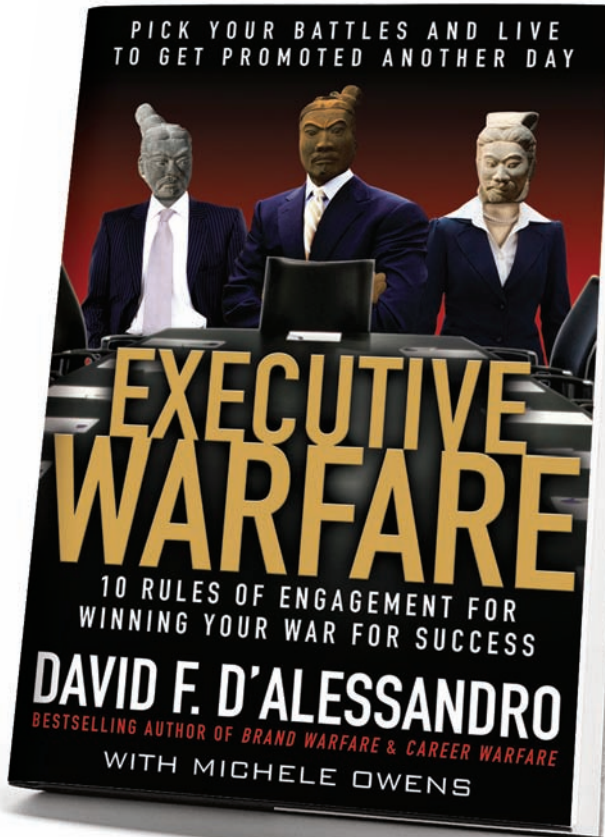
- D'Alessandro's *Brand Warfare* and *Career Warfare* were instant bestsellers, appearing on all three national business lists
- D'Alessandro is a nationally known speaker, consultant, and business and career strategist
- The author is also a frequent guest host and commentator on CNBC and a columnist for the *Boston Globe*



“D'Alessandro is that refreshing rarity: a businessman who tells it like it is.”

—*Chicago Sun-Times*

Raise Your Rank on the Corporate Battlefield



David F. D'Alessandro (Boston, MA) is a former Chairman and CEO of John Hancock Financial Services. He is sought after as a speaker for corporations, universities, and governmental conventions. In addition, D'Alessandro is a guest columnist for the *Boston Globe* and a guest commentator on CNBC for a variety of business and social issues. D'Alessandro also serves as the Vice Chairman of the Board of Trustees at Boston University.

AUGUST

McGraw-Hill • *Business/Leadership*

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ISBN-13: 978-0-07-154423-8

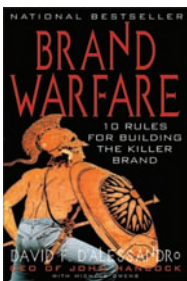
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How Market Leaders Outdistance the Competition and How
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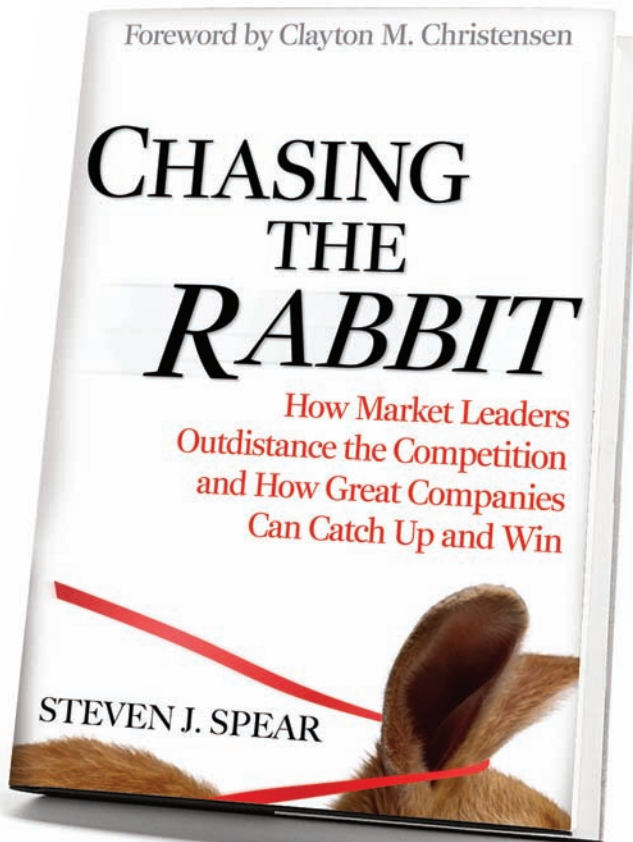
Organizational rabbits hold the key to the new competitive advantage

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Steven J. Spear (Boston, MA) is a Senior Lecturer at MIT and a Senior Fellow at the Institute for Healthcare Improvement. Formerly an assistant professor at Harvard Business School, he is also a frequent contributor to the *Harvard Business Review*.

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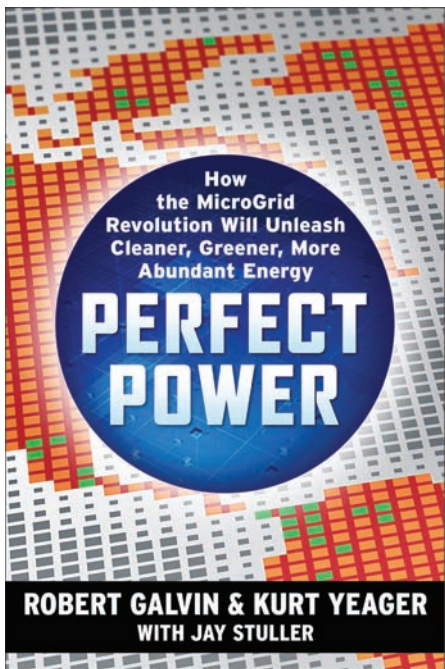
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Robert Galvin and Kurt Yeager, with Jay Stuller



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Robert W. Galvin (Schaumburg, IL) is former Chairman of the Board of Motorola, Inc. He heads the Galvin Electricity Initiative, which supports “Perfect Power” innovations.

Kurt E. Yeager (Aptos, CA) is former President of the Electric Power Research Institute.

Jay Stuller (Novato, CA) is the author of seven books.

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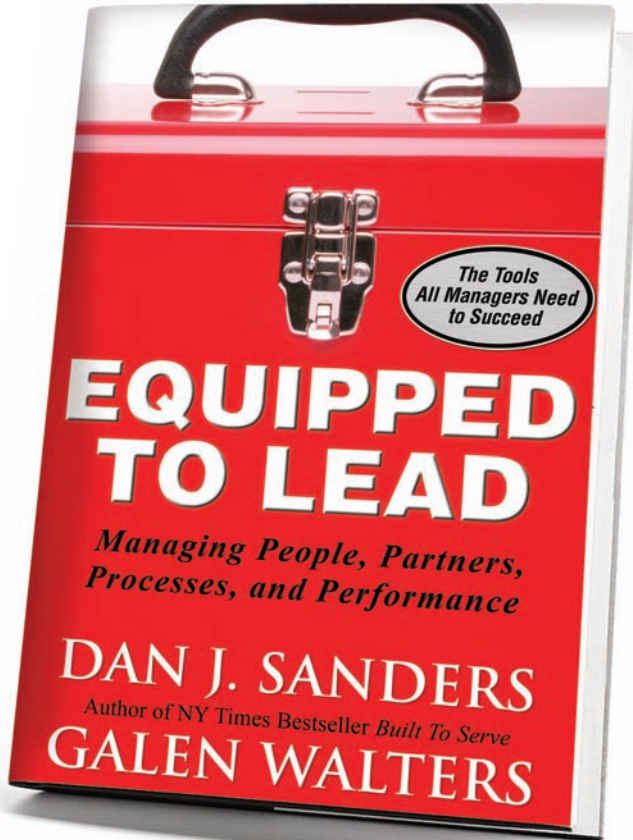
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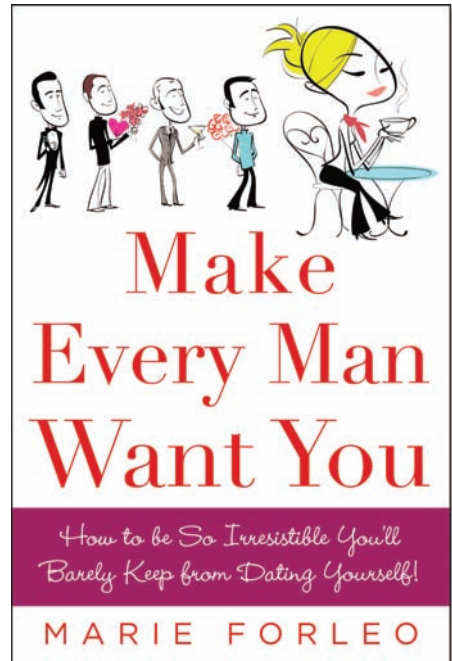
Forget *The Rules*. It doesn't matter if *He's Just Not That Into You*. This smart sassy guide for single gals offers a delightfully different approach to dating. Life coach Marie Forleo teaches women to get out of their heads and into their lives which makes them absolutely irresistible to men! Her book is packed with pithy tips like “Stop Complaining and Start Engaging,” “Trash That Perfect Man Checklist,” “Break the Seven Habits of Highly Unattractive Women,” and other surprising ways to be fully engaged in life, make every dream come true—and make every man want you.

- Self-published edition sold successfully through author's website
- Marie Forleo is Fox News's online life coach; her column reaches 100,000 people monthly
- She has appeared on “20/20,” “CBS This Morning,” “Rachael Ray,” NBC's “Your Total Health,” “WBI I Morning,” Martha Stewart Living on Sirius Radio, as well as national newspapers

Marie Forleo (New York, NY) is a renowned life coach and fitness personality. Forleo and her work have been featured on MTV, VH1 and has been written about in *Self*. She is a Nike Sponsored Elite Athlete and Master Trainer.

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THE SECRET LAWS OF ATTRACTION

The Effortless Way to Get the Relationship You Want

Talane Miedaner

From one of the most recognized life coaches in the world—the one sure way to attract love that no one can resist!

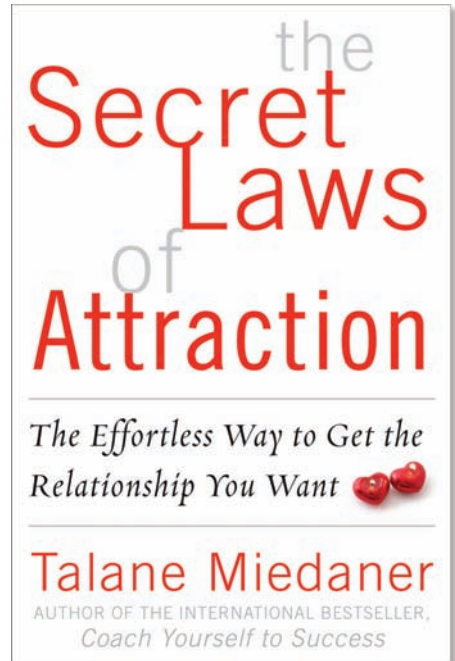
Those seeking love don't need an action plan to find it. According to internationally known life coach Telane Miedaner, the best thing one can do is become his or her very best self. It's easy with her patented Emotional Index Quiz, which helps readers identify their deepest core needs. Once they learn to fulfill those needs themselves and live their passions, they'll find that people are irresistibly drawn to them—like a magnet!

- Miedaner's previous book *Coach Yourself to Success* was an international success in eight languages and a bestseller in Germany
- Miedaner has a high profile among life coaches, and Coach U (coachinc.com) and Coachville (coachville.com) will recommend her book
- She's been featured on "CBS Saturday Morning," and in *Fortune*, *Glamour*, *Newsweek*, *Cosmopolitan*, and *Fitness*

Talane Miedaner (Exmouth, United Kingdom) is a Master Certified Coach of the International Coach Federation and a senior trainer at Coach Inc. She is founder of the Talane Coaching Company and creator of the international directory, lifecoach.com. Miedaner runs regular phone-in workshops in both the United Kingdom and the United States.

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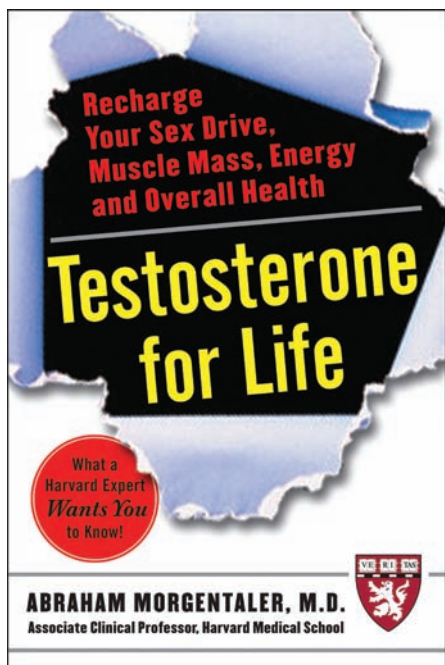
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TESTOSTERONE FOR LIFE

Recharge Your Sex Drive, Muscle Mass, Energy, and Overall Health

Abraham Morgentaler, M.D.



From an expert at Harvard Medical School—a user-friendly guide for the millions of men with low testosterone who want more out of life

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- Morgentaler is a leading authority on testosterone, a subject he has been researching at Harvard Medical School for the past 20 years
- Testosterone is a hot-button topic, with rising concerns about Viagra and hormone treatments all over the news
- Morgentaler has appeared on “CBS Evening News,” “NBC Nightly News,” CNN’s “Anderson Cooper 360,” CBS’s “The Early Show,” as well as on NPR and in *Newsweek*, *Men’s Health*, *US News and World Report*, and other media

Abraham Morgentaler, M.D. (Boston, MA) graduated from Harvard Medical School in 1982, and is now an associate clinical professor of surgery, specializing in urology.

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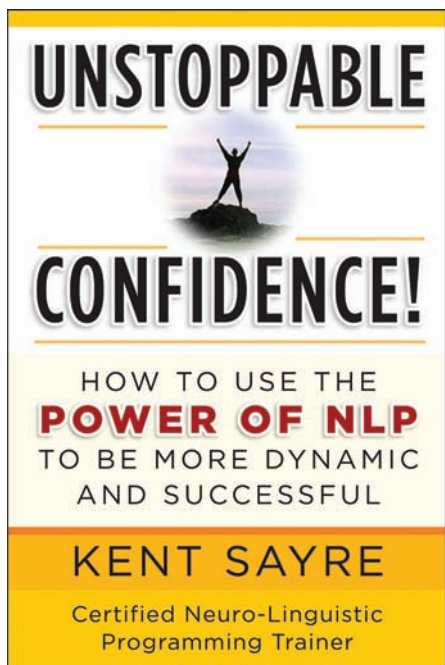
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UNSTOPPABLE CONFIDENCE!

How to Use the Power of NLP to be More Dynamic and Successful

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Kent Sayre (Portland, OR) is an author, speaker, and certified trainer of NLP.

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Jeanne Segal, Ph.D., with Jaelline Jaffe, Ph.D.

Groundbreaking strategies to improve relationships and build rapport by tapping into the secrets of emotional intelligence

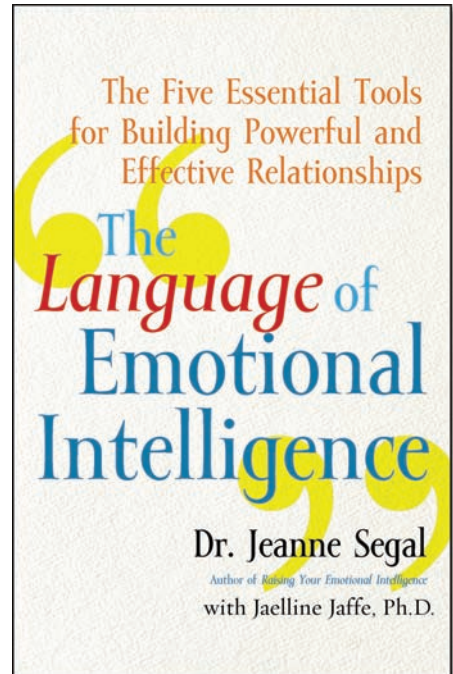
Many communication books rely on right-brain thinking to help readers improve their relationships. But this method fails in the heat of the moment, when emotions take over and feelings end up being hurt. In this book, expert Jeanne Segal, Ph.D., marries emotional intelligence with healthy communication skills to help readers interact more effectively with family, friends, and coworkers. She offers groundbreaking tools for remaining calm and focused during heated discussions, as well as tips and exercises on raising one's own emotional intelligence, reading others' emotional intelligence, and how to use non-verbal cues wisely.

- Includes a quiz to help readers gauge their emotional intelligence IQ
- Perfect for the hundreds of thousands of people who read *How to Talk to Anyone*, *Crucial Conversations*, and *Emotional Intelligence*
- The author's websites are among the most popular sites on emotional intelligence

Dr. Jeanne Segal (Los Angeles, CA) has been a leader in the field of emotional intelligence and communication for more than 25 years. She hosted a weekly radio program in Los Angeles, appeared on more than 80 programs in all major markets, and is currently managing editor of helpguide.org. She is also the author of *Raising Your Emotional Intelligence* (Owl, 1997).

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THE Beauty Prescription

The Complete Formula for Feeling and Looking Beautiful

Debra Luftman, M.D., and Eva Ritvo, M.D

A South Beach Psychiatrist and a Beverly Hills Dermatologist Share Their Secrets

The authors of *The Beauty Prescription* know beauty is beyond skin deep; in their individual practices they have seen that women who feel good on the inside also look good on the outside. This book provides psychological advice as well as the latest information about skin care and health to help women make sound choices and increase self-confidence. Each chapter will close with action-oriented prescriptions from Dr. Debra and Dr. Eva.

Dr. Debra and Dr. Eva share their practical, low-cost “quick fixes,” easy-to-do tricks ranging from enhancing one’s mood to relieving puffy eyes. The women also debunk myths about beauty, mental health, and cosmetic surgery. Each chapter will close with Dr. Debra’s and Dr. Eva’s action-oriented prescriptions to help readers feel more beautiful, inside and out.

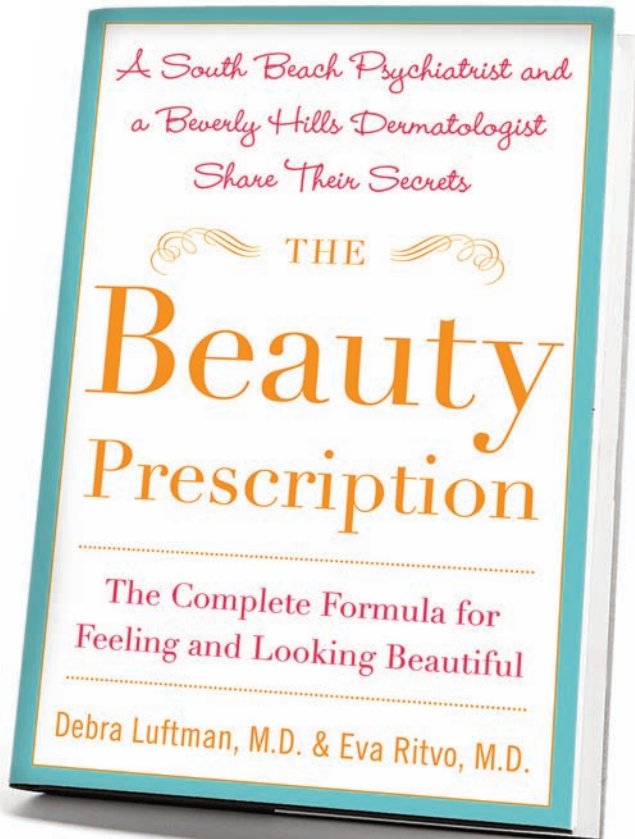
- No other beauty book combines physical beauty advice with sound psychology
- Real-life clinical examples—composites of some of their own patients—reveal important lessons about becoming more beautiful inside and out
- Both Dr. Debra and Dr. Eva have appeared on national television shows and have been quoted in national publications such as the *New York Times* and *USA Today*

*Start today . . . look and feel great with these easy tips from
Dr. Debra and Dr. Eva*

- Look younger with a smoother neck—exfoliate it with glycolic acid or a gentle home microdermabrasion
- Empower yourself and stand up to a “friend” or family member who has made a habit over the years of criticizing your appearance
 - Make your lips look plump and healthy with a gentle scrub
- Enhance your attractiveness simply by making eye contact and smiling when you are speaking with people

"Nothing makes a woman more beautiful
than the belief that she is beautiful."

—Sophia Loren



Debra B. Luftman, M.D. (Beverly Hills, CA) has a busy private cosmetic dermatology practice and teaches general dermatology and skin surgery at UCLA. Luftman lectures on topics including laser surgery, liposuction, skin aging, acne, cosmetic fillers, and sun damage.

Eva C. Ritvo, M.D. (Miami Beach, FL) is the vice chair of and associate professor in the department of psychiatry as well as in the department of dermatology and cutaneous surgery at the Miller School of Medicine, University of Miami and the chairperson of the department of psychiatry and behavioral medicine at Mount Sinai Medical Center in Miami Beach, Florida.



Dr. Eva and Dr. Debra have given their expertise to women through national and international media:

Fox News's "Real Relationships", "Today", "Good Morning America", "Extra!", Lifetime's "New Attitudes", "The Swan", NPR, Los Angeles Times, Vogue, USA Today, New York Times, Miami Herald, Self, Psychology Today, Wall Street Journal, O, More, InStyle, Allure, and W.

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