



Berrett-Koehler
Publishers

**A community dedicated to creating
a world that works for all**



Fall 2011 Catalog

BK Currents
BK Life
BK Business



Dear Reader,

Recent years have been difficult for book publishers because of the global recession, combined with declines in print book sales and the transition to digital sales. However, while many publishers responded by cutting back programs and staff, Berrett-Koehler is expanding on multiple fronts.

We are expanding our sales channels around the world and are increasing the international reach of our publishing program. To help us do so, we have created a new department—International Sales and Business Development—headed by Johanna Vondeling, who is based in Perth, Australia. See the story on page 18 for more details.

This year for the first time we've expanded our list by acquiring titles from another publisher. As announced on pages 16–17, we are excited to add to our BK Currents list seven important and fascinating books originally published by PoliPoint Press.

Another way we're expanding our publishing program is by creating "Open Book Editions," an assisted self-publishing alternative for authors whose books fit the BK mission but that we are not able to include in the regular BK publishing program. To learn more about this publishing option—a partnership with market leader iUniverse—go to www.openbookeditions.com.

Adding new channels for distributing and selling digital editions of our publications is a major focus for us. We already work with dozens of digital outlets—from Element K, SharedBook, ebrary, NetLibrary, and Books24x7 to Apple, Google, Kobo, Overdrive, B&N.com, and Amazon—and we are continually adding new digital outlets around the world.

We're also expanding the types and formats of BK publications. All new BK titles are now published simultaneously in four formats: print, Kindle, ePub, and Universal PDF. And we have recently begun publishing enhanced e-books of selected titles that include embedded videos and other extra content. We're also venturing into apps and online tools such as self-assessments to help readers apply the concepts in our books.

And we're expanding our means of getting the word out about our books, including creatively using diverse social media, establishing partnerships with many other organizations, and developing our very own social networking site: www.bkcommunity.com.

We are excitedly preparing to celebrate Berrett-Koehler's twentieth anniversary in 2012. We hope to involve many BK readers and other BK community members around the world in this celebration. Please let us know if you would like to help us organize a local or online celebration that would spread the messages of BK publications.

Sincerely,

Steven Piersanti
President and Publisher

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B. Joseph Pine II and Kim C. Korn

Infinite Possibility

Creating Customer Value on the Digital Frontier

- By the coauthor of the bestselling classic *The Experience Economy*
- Presents a conceptual breakthrough that offers organizations invaluable assistance in creating powerful, memorable customer experiences that fuse the real and the virtual
- Filled with mind-expanding examples of hybrid experiences from all over the world and from all kinds of industries

In 1999 Joseph Pine and Jim Gilmore identified a seismic shift in the modern economy. To set yourself apart from your competition, you needed to offer your customers more than just great goods or attentive service. You needed to offer experiences—memorable events that engage people in inherently personal ways.

We're now deep into this Experience Economy. But the physical world, bounded as it is by matter, space, and time, offers limited opportunities for creating experiences. Digital technology, on the other hand, offers limitless opportunities—you can create *anything you want* with immaterial bits, in virtual places, without the constraints of linear time. Which is precisely the problem. How do you make sense of and sort through such infinite possibility? What kinds of experiences *can* you create? Which ones *should* you offer?

In *Infinite Possibility*, Pine and coauthor Kim Korn provide a profound new tool geared to the task of exploring what they call the *cosmos incogniti* of the digital frontier, the unknown worlds out there to be discovered, explored, and exploited. They delineate eight different realms of experience encompassing various aspects of Reality and Virtuality and, using scores of examples, show how innovative companies operate within and across each realm to create extraordinary customer value.

Think of the Xbox Kinect, which combines virtual video games with a powerful physical dimension—you play by moving your own body. Or new apps that, when you point your smartphone camera at a real street, lay digital information about the scene over the image.

Follow Pine and Korn out onto the digital frontier to discover the opportunities that abound for your business.

“Pine and Korn take us on a mesmerizing journey to new fields where tomorrow’s dreams will prosper. *Infinite Possibility* will be to digital experience design what Columbus’s voyage was to the New World—it is your field guide to the future of digital imagination.”

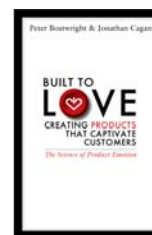
—Bob Rogers, founder, BRC Imagination Arts

B. Joseph Pine II is an author, speaker, and management advisor to Fortune 500 companies and start-ups alike. He is the coauthor of *The Experience Economy* and *Authenticity* and author of *Mass Customization*. **Kim C. Korn** is a management practitioner turned author, speaker, and management advisor. As founder of Business Architecture Inc., he helps companies unlock their potential to thrive indefinitely by creating ever-greater value.



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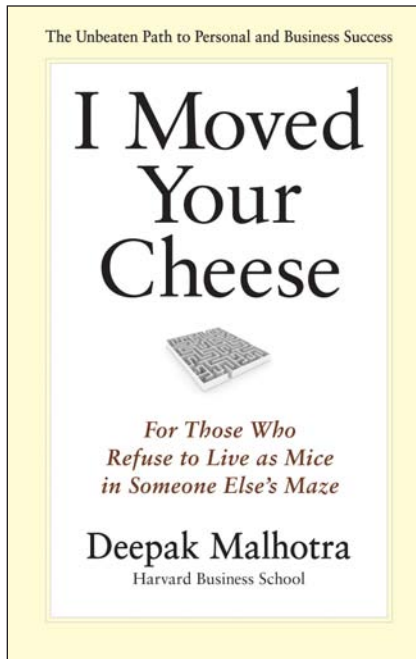


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Deepak Malhotra

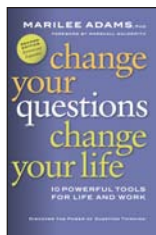
I Moved Your Cheese

For Those Who Refuse to Live as Mice in Someone Else's Maze

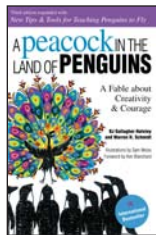


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- The first serious challenge to the iconic bestseller *Who Moved My Cheese?*
- A thoughtful critique written by a Harvard Business School professor and bestselling author
- Uses the same playful and highly accessible fable format to encourage readers to examine their deeply held assumptions and to take control of their own destinies

With more than twenty-five million copies in print, *Who Moved My Cheese?* has become a phenomenon. It does offer some reasonable advice about adapting to change. It's certainly true that some of the events shaping our lives are beyond our control, and instead of struggling against them we must adapt and move on. But for all its good intentions, it ultimately advises us to unquestioningly accept our circumstances without exploring any possible alternatives—like mice in a maze mindlessly chasing after cheese.

I Moved Your Cheese takes a different point of view and offers an alternative approach. Harvard Business School professor and bestselling author Deepak Malhotra tells an inspiring story about a new generation of mice who begin to challenge assumptions and ask important questions. Rather than just accepting their situation and dutifully chasing the cheese, Max, Zed, and Big begin looking deeper, examining and reassessing what they've been told are their limitations, and set out to chart a new course.

Innovation, entrepreneurship, creativity, problem solving, and business growth—as well as personal growth—depend on the ability to challenge accepted notions, reshape the environment, and play by a different set of rules: our own. We are not powerless to change our circumstances. We can control our destiny. By analyzing our assumptions about the limitations we seem to face, we can, like Max, Zed, and Big, discover how to overcome them. But first we need to understand the ways we unknowingly hold ourselves back. As Zed explains to Max, “The problem is not that the mouse is in the maze but that the maze is in the mouse.”

“A magnificent story with a powerful message. As someone who has encouraged scores of professionals to break through the maze and define their own pursuits, I find this to be a gem of a book. A must-read.”

—Vinod Khosla, cofounder and former CEO and Chairman, Sun Microsystems, and founder, Khosla Ventures

“Every once in a while a book comes along that makes you question the way things are. This is the book. Deepak Malhotra allows you to glimpse a world of your own making without the limits and barriers that others create.”

—Stephen R. Covey, author of *The 7 Habits of Highly Effective People* and *The Leader in Me*

Deepak Malhotra is a professor in the Negotiations, Organizations, and Markets Unit at Harvard Business School. He is the coauthor of *Negotiation Genius*.

Bill George and Doug Baker

True North Groups

A Powerful Path to Personal and Leadership Development

- By the author of the bestselling *True North* (150,000 copies sold)
- Offers an innovative way to develop a confidential support group that helps us develop as people and as leaders
- Filled with practical resources to assist in every aspect of creating a True North Group

All too often, we find ourselves forced to confront life's challenges on our own. What we need is an intimate group with whom we can examine our beliefs and share our lives. For the past thirty-five years, Bill George and Doug Baker have found the answer in True North Groups—small groups that gather regularly to explore members' greatest challenges. These groups provide opportunities for the honest conversations essential to develop the self-awareness, compassion, emotional intelligence, and authenticity required to be inspired human beings and inspiring leaders.

"At various times," George and Baker write, "a True North Group will function as a nurturer, a grounding rod, a truth teller, and a mirror. At other times the group functions as a challenger or an inspirer. When people are wracked with self-doubts, it helps build their courage and ability to cope."

Drawing on recent research in psychology and sociology, George and Baker explain why these groups are so critical to our personal and professional success. They cover every detail from choosing members, establishing norms, and dealing with conflicts to evaluating progress and deciding when it's time to restructure. *True North Groups* provides a wealth of practical resources, including suggested topics for the first twelve meetings, advice on facilitating groups, techniques to evaluate group satisfaction, and much more.

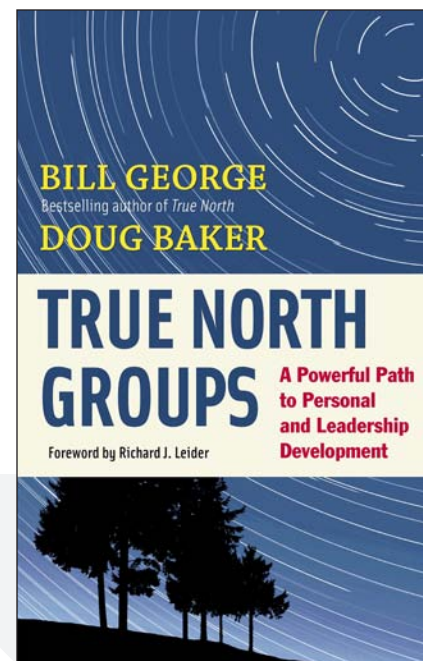
For the millions of people who are searching for greater meaning and intimacy in their lives, this book will help them to grow as leaders and as people—and to stay on course to their True North.

"It has been a long time since a book impressed me so much as *True North Groups* has. It is a wisdom guide to help us to look deeper, to honor the essential and sacred traditions of living communities, and to take this 'one wild and precious life' seriously."

—Richard Leider, bestselling author of *The Power of Purpose* and *Repacking Your Bags*

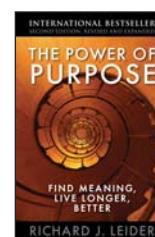
Bill George is a professor of management practice at Harvard Business School and the former chairman and CEO of Medtronic Inc. He is the author of four national bestsellers: *Authentic Leadership*, *True North*, *Finding Your True North*, and *7 Lessons for Leading in Crisis*.

Doug Baker is founder and coprincipal of Conversations of Consequence, an organization that creates small growth groups directed toward leaders in their communities. He was formerly senior vice president of human resources, American Express Financial Advisors.

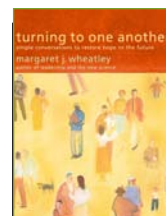


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Danna Greenberg, Kate McKone-Sweet,
and H. James Wilson

The New Entrepreneurial Leader

Developing Leaders Who Shape Social and Economic Opportunity

- Describes three principles that form the basis for entrepreneurial leadership, a new leadership approach better suited to the realities of today's complex and changing world
- Offers management educators concrete examples of how to incorporate these principles into their curricula
- Based on two years of research at Babson College, one of the top business schools in the world

In years past, the keywords for leaders were confidence, single-minded purpose, and strategic planning. But today's vastly complex, globalized, and fast-evolving world requires a different kind of leadership. This game-changing book details a new approach—entrepreneurial leadership—developed at Babson College, the number-one school for entrepreneurship in the world.

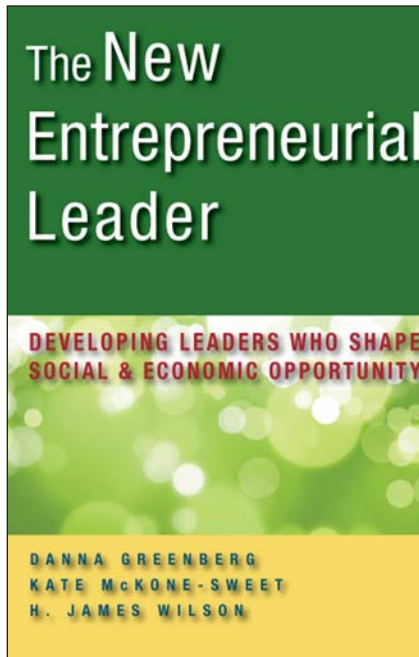
Entrepreneurial leadership is inspired by, but is separate from, entrepreneurship. It can be applied in any organizational situation, not just start-ups. Based on extensive research, it embraces three principles that add up to a fundamentally new worldview of business and a new logic of decision making.

The authors discovered that rapid change and increasing uncertainty require leaders to be “cognitively ambidextrous,” able to shift between traditional “prediction logic” (choosing actions based on analysis of known trends) and “creation logic” (taking action despite considerable unknowns). Guiding this different way of thinking and acting is a different worldview of business and society, where simultaneous creation of social, environmental, *and* economic value is the order of the day. Entrepreneurial leaders also leverage their understanding of themselves and their social context to guide effective action. Each chapter offers concrete examples of how educators across all disciplines are integrating these ideas into their courses—and even their entire curricula. *The New Entrepreneurial Leader* lays out a comprehensive new paradigm for reinventing management education in order to mold leaders who will shape social and economic opportunity.

“A thought-provoking book that provides very practical insights on ways to teach future leaders how to think and act more critically and analytically, strive for greater self- and social-awareness and achieve outstanding results.”

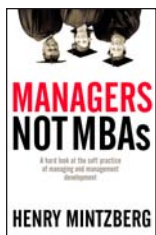
—William D. Green, Chairman, Accenture

Danna Greenberg is associate professor of management at Babson College, where she holds the Mandell Family Term Chair. **Kate McKone-Sweet** is associate professor of operations management at Babson College and chair of the Technology, Operations, and Information Management Division. **H. James Wilson** is a senior researcher and writer at Babson Executive Education.



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Laurie Bassi, Ed Frauenheim, and Dan McMurrer,
with Larry Costello

Good Company

Business Success in the Worthiness Era

- Identifies the forces now making good corporate behavior mandatory
- Ranks the Fortune 100 on a Good Company Index™ that proves *genuine* corporate citizenship has a huge impact on the bottom line
- Explains how companies can prove themselves worthy sellers, employers, and stewards

We're losing patience with bad companies. We're fed up with the greed of Goldman Sachs, sickened by BP's pollution, tired of tainted food, tightfisted employers, and phony "corporate social responsibility." And Laurie Bassi and her coauthors have news: the "bad boy" days are over. We're at the dawn of the Worthiness Era, when doing the right thing is no longer optional—it's the key to success. And they've got the data to prove it.

Good Company lays out the convergence of social, economic, and political forces—ranging from the explosion of online information sharing to the emergence of the ethical consumer and the rapid expansion of the green market—that are ushering in this new era. Moreover, the authors prove the connection between good corporate behavior and the bottom line with their Good Company Index.

Using publicly available information as well as original research, the Good Company Index evaluates each of the Fortune 100 companies as an employer, seller, and steward and then gives it a final grade. Among the surprising findings: only two Fortune 100 companies get an A, while a number of highly respected companies get a C or worse. Overall, companies in the same industry with higher rankings on the index consistently outperform their competitors. And this is not some academic exercise: the authors have used the principles of the index at their own investment firm to deliver market-beating results.

Using a host of real-world examples, Bassi and company carefully explain each aspect of corporate worthiness, offering companies a guide to what it now takes to win customer loyalty. *Good Company* moves the debate about corporate citizenship from the realm of faith to the realm of facts, showing it's no longer a question of ethics or virtue: it's a matter of survival.

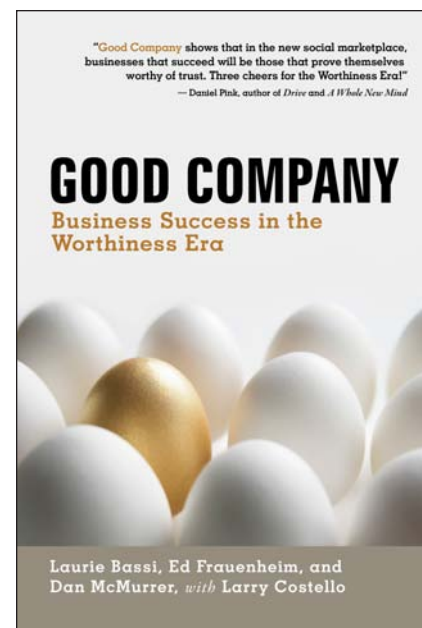
"Today, a bad reputation can spread around the world in the flash of a Twitter hashtag. *Good Company* shows that in this new social marketplace, the businesses that succeed will be those that prove themselves worthy of trust. Three cheers for the Worthiness Era!"

—Daniel H. Pink, author of *Drive* and *A Whole New Mind*

Laurie Bassi is CEO of McBassi & Company and also chairs Bassi Investments, which uses the principles of the Good Company Index to manage assets.

Ed Frauenheim is senior editor at *Workforce Management* magazine.

Dan McMurrer is the chief analyst at McBassi & Company and chief research officer at Bassi Investments. **Larry Costello** has held top management positions at Campbell Soup Company, PepsiCo, Frito-Lay, and American Standard.



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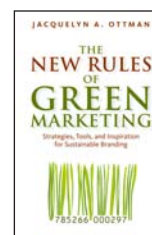
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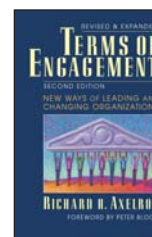
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Charles C. Manz

The Leadership Wisdom of Jesus

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- New edition of the bestselling classic (over 75,000 copies sold and translated into eight languages)
- Offers profound lessons in leadership for readers of any religious background
- Updated throughout, with a new self-assessment chapter

The name Jesus conjures up all kinds of powerful images and emotions. But regardless of religious belief, most people would agree that Jesus was a powerful ethical and spiritual figure and one of the most influential and inspiring people who ever lived. It is in this spirit that Charles Manz—not a theologian but rather a highly regarded leadership professor and consultant—approaches the teachings of Jesus.

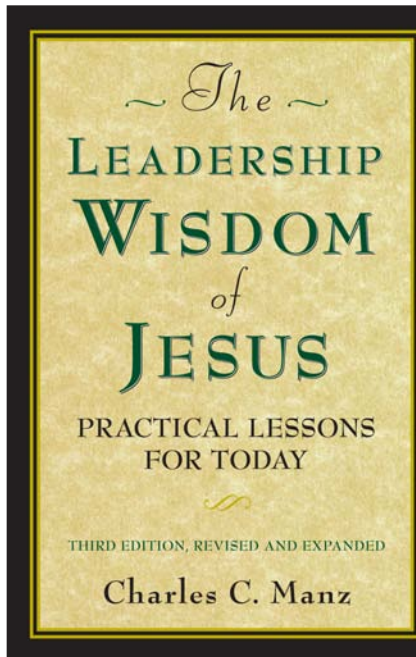
The Leadership Wisdom of Jesus is for anyone who wants to become a wise and highly effective leader. It outlines a uniquely constructive and compassionate approach to leadership based on positive spiritual principles contained in the teachings of Jesus. Manz doesn't look to these teachings to support preconceived theories of how to lead but explores the New Testament with an open mind to see what insights it reveals for today's work world. What he finds are powerful lessons that will inspire you to maintain integrity, live on a higher plane, and ultimately achieve your personal and professional goals, no matter what your religious background.

This new edition is updated throughout and includes several new examples and a self-assessment chapter designed to encourage self-examination and personal reflection. Remarkably contemporary and welcoming to all readers, this book will challenge you to evaluate your own leadership style and to consider time-tested spiritual wisdom that can make you more enlightened and more effective.

"Manz is a practical translator of essential wisdom that is too easily overlooked in our cluttered lives. With a gentle hand and without proselytizing, he makes the teachings of Jesus available, inviting, and empowering."
 —Dr. Bill Grace, founder and former Executive Director, Center for Ethical Leadership

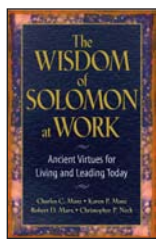
"*The Leadership Wisdom of Jesus* motivates the reader to ask whether belief in himself makes him a leader, and then how that belief can be enhanced."
 —Mrs. Norman Vincent Peale

Charles C. Manz is the Nirenberg Chaired Professor of Business Leadership at the University of Massachusetts. He has served as a consultant, researcher, or management education leader with many organizations, including General Motors, 3M, American Express, Prudential, Procter and Gamble, and the Mayo Clinic. He is the author or coauthor of more than twenty books, including *Business Without Bosses*, *SuperLeadership*, *The Power of Failure*, and *The Wisdom of Solomon at Work*.



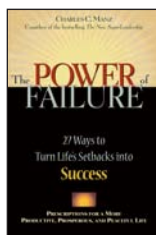
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Mark Miller

Foreword by Ken Blanchard

The Secret of Teams

What Great Teams Know and Do

- By the coauthor of *The Secret* (over 350,000 copies sold)
- Reveals the three keys to creating high-performance teams that consistently achieve great results
- Gives practical advice for overcoming common challenges encountered when striving to optimize each of these three keys

Teams are the bedrock of every organization. Most of what gets done today gets done through teams. Departmental, interdepartmental, cross-functional ad hoc, task-specific—teams do everything from planning the office party to setting the annual budget to establishing performance goals.

But it's not news that getting people to work together to achieve exceptional, sustained results can be a challenge. What separates the teams that really deliver from the ones that simply spin their wheels? What is the secret of high-performance teams?

As he did in *The Secret*, Mark Miller here uses a compelling business fable to reveal profound yet easily grasped truths that can dramatically transform any organization. In fact, he even uses the same characters! In *The Secret of Teams*, Debbie Brewster, the heroine of *The Secret*, has been promoted and is now struggling with taking her team to the next level. She turns to her old mentor, Jeff Brown, the company's CEO. Rather than tell her what to do, Jeff sends her out to visit some high-performance teams and find out what makes them tick.

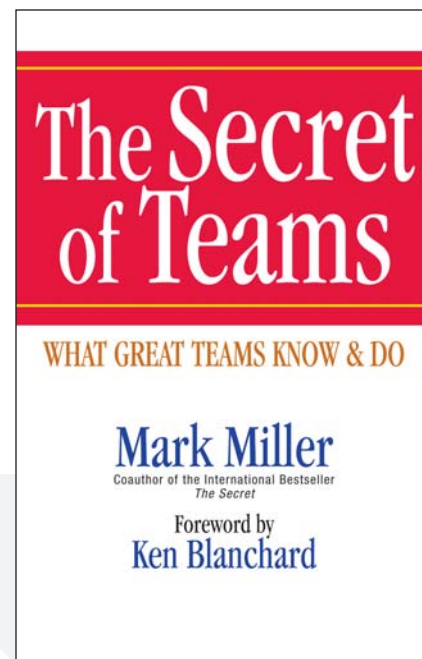
Debbie and her team discover the three elements that all successful teams have in common. But the devil is in the details, as the story of Debbie's efforts to actually implement the three elements shows. You'll learn how to change entrenched ways of thinking and acting, what leaders have to do to optimize each of the three elements of a successful team, how to measure your progress, and more.

Creating high-performance teams does more than just give your organization a competitive advantage. It can be a performance multiplier that significantly improves results while honoring and developing people. It may be the ultimate win-win-win that all organizations are seeking.

"Whether you're part of a huge corporation, a not-for-profit organization, or a small company with just a few employees, apply the principles and practices in *The Secret of Teams* to make your workplace come alive!"

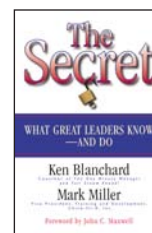
—Ken Blanchard, author or coauthor of more than forty books, including the bestselling classic *The One Minute Manager*

Mark Miller began his Chick-fil-A career working as an hourly team member and is currently vice president of training and development. During his career of over thirty years, Miller has served in numerous leadership capacities in restaurant operations, quality and customer satisfaction, and corporate communications. He is the coauthor, with Ken Blanchard, of *The Secret*.

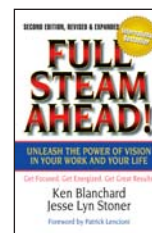


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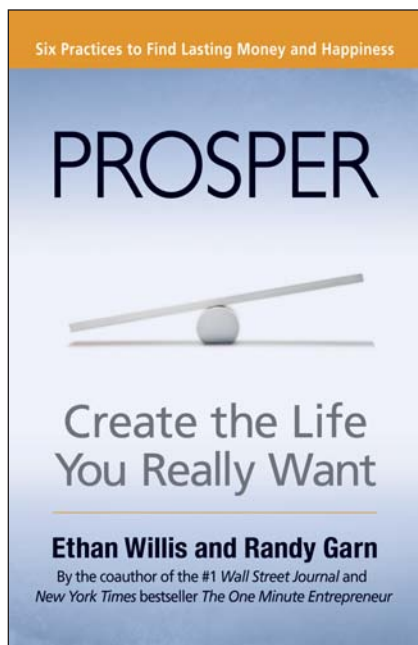


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Ethan Willis and Randy Garn

Prosper

Create the Life You Really Want

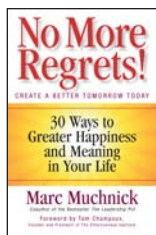


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- By the coauthor of the #1 *Wall Street Journal* and *New York Times* bestseller *The One Minute Entrepreneur*
- Shows how to achieve genuine, satisfying, sustainable prosperity, not simply increase your income
- Outlines six Prosperity Practices and provides concrete actions you can take to put each into practice

What is true prosperity? Is it simply having enough money? Certainly financial security is necessary for peace of mind. But for many people the pursuit of money stresses and exhausts them so much, it makes peace of mind impossible. And they're always chasing after more—they never feel like they have enough.

True prosperity is when there is no conflict between money and happiness—when you don't have to drag yourself out of bed every morning because the way you make a living is true to who you are. And when your way of life is sustainable, you don't fall victim to the boom/crash syndrome that afflicts so many people because you know exactly what you need to be happy and have a plan to achieve it.

For the past twelve years Ethan Willis and Randy Garn have helped tens of thousands of people find their own personal path to prosperity. After nearly 11 million hours of personal coaching observation in eighty countries, they've developed six Prosperity Practices that will enable you to create a life that is rich, rewarding, and renewing.

You begin by focusing on what you have, not on what you do not—you'll be surprised what you find once you shift your way of thinking. A key part of this process is determining what Willis and Garn call your "Polaris Point": a precise description of the life you want and what you need to sustain it. This becomes your own private North Star, guiding all your actions and keeping you from chasing after things you don't really want or need. Then you'll discover how to leverage your passions, experience, and expertise to generate the income you require to reach your Polaris Point.

Although you'll find much to reflect on here, *Prosper* is an action guide—at the end of each chapter, Willis and Garn provide concrete steps you can take to make each of the Prosperity Practices a reality. Soon your life will be aligned with the core of your being, you will have a deep understanding of what you need to be happy, and you'll know how to hold to that vision—and you will truly prosper.

Ethan Willis is the CEO of Prosper Inc. He is also coauthor, with Ken Blanchard and Don Hutson, of the #1 *Wall Street Journal* and *New York Times* bestselling business book *The One Minute Entrepreneur*. **Randy Garn** is one of the founding members of Prosper and serves as the organization's executive vice president for new business development.

Willis and Garn were both named Entrepreneurs of the Year by Ernst and Young in 2005.

Dianna Booher

Creating Personal Presence

Look, Talk, Think, and Act Like a Leader

- Gives scores of specific, practical tips from the bestselling author of *Communicate with Confidence* (over 165,000 copies sold)
- Shows how anyone can cultivate the kind of commanding presence essential to success in all walks of life
- Helps you communicate clearly and powerfully to engage others

It may be difficult to define, but we all know presence when we encounter it. Someone walks into the room and people step aside. Heads turn. When those with presence speak, people listen. When they ask, people answer. When they lead, people follow. People with presence look confident and comfortable, speak persuasively, think clearly even under pressure, and act with intention and integrity.

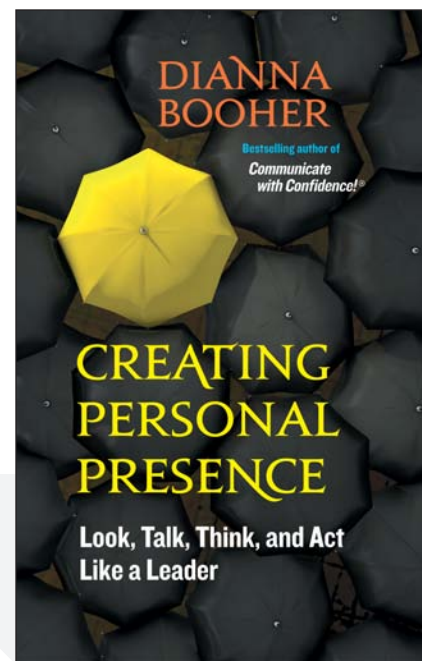
Presence is not something you have to be born with. It's not about status symbols or position. It's not about *who* you are but about *how* you are. And it's something anyone can learn. Award-winning speaker and consultant Dianna Booher provides scores of practical tips on the physical qualities, communication techniques, thought processes, and attitudes that underlie powerful personal presence. This comprehensive guide will enable readers to become compelling leaders no matter what their current position.

Booher shows how to master the dozens of small and significant things that work together to convey personal presence. She details how dress, body language, manners, and even your surroundings enhance credibility and build rapport. You'll learn to use voice and language to demonstrate competence and deliver clear and memorable messages, think strategically and organize ideas coherently, and relate to others in ways that convey genuine interest, respect, good humor, and reliability.

Personal presence can help you get a date, a mate, a job, or a sale. It can help you lead a meeting, a movement, an organization, or a nation. Presence can take you wherever you want to go. With Dianna Booher's expert, entertaining advice, you can have the same kind of influence as the most successful CEOs, celebrities, and civic leaders.

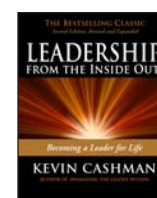
"This extraordinary book is full of invaluable ideas and insights that can help you to get paid more and promoted faster than you ever thought possible."
—Brian Tracy, author of *How the Best Leaders Lead*, *Goals!*, and *Eat That Frog!*

Dianna Booher is CEO of Booher Consultants. Her clients include nine of the ten largest corporations in America and 140 of the Fortune 500. She has been featured on *Successful Meetings* magazine's list of the "21 Top Speakers for the 21st Century" and has been inducted into the National Speakers Association's Hall of Fame. Her more than forty previous books have sold nearly 4 million copies.



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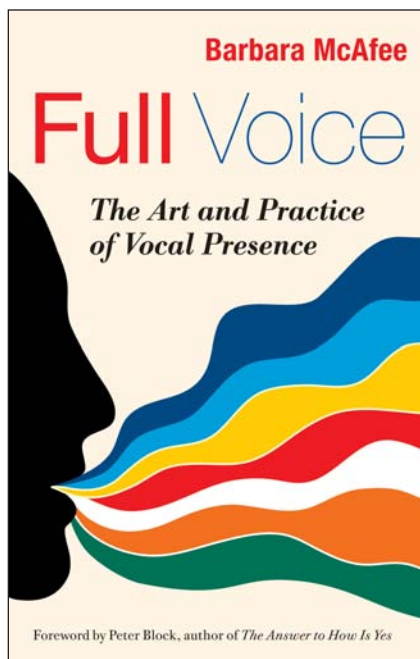
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Barbara McAfee

Foreword by Peter Block

Full Voice

The Art and Practice of Vocal Presence



- Offers a clear, tested, *fun* process for accessing the full range, color, and power of your voice
- Identifies five distinct vocal colors within the human voice and demonstrates how to put them to work in your life
- Accompanying free online practice videos demonstrate concepts and invite readers to practice out loud

Your voice says a lot about you. Based on the tone and expression of your voice alone, your listeners may make up their minds about you before they even process the meaning of your words. And if what you say is at odds with how you say it, they can miss your message altogether. As important as our voices are, few of us know how to use them to their full potential.

Full Voice offers a fun, tested method to harness the power of your voice to become a more effective and flexible communicator. Barbara McAfee identifies five distinct vocal tones or qualities—earth, fire, water, metal, and air—and explains how to cultivate each voice. You'll also discover how to use your voice to convey authority, passion, compassion, and other essential leadership qualities—and how to choose the right voice to ensure your message and meaning are understood. With online practice videos and real-life stories to reinforce the message, you'll experience an authentic shift in the impact your voice has on your colleagues, friends, and family.

McAfee's approach offers much more than a minor cosmetic improvement. It enables you to use your voice to support your intentions and aspirations, express who you truly are, and bring your gifts to the world. As you become more aware of your own voice, you also become a better listener, more attuned to what people are saying underneath their words. You learn to transform the ordinary act of everyday speech—the presentations you give, the meetings you lead, the stories you read your children at bedtime, even your casual conversations with friends—into works of art. You'll discover how opening your full voice opens you to untapped potential, power, and aliveness as well.

"I've worked side by side with Barbara for many years and witnessed the brilliance of her talents—her strong, soaring voice that she so skillfully uses to encourage others to find their voices. I'm so grateful she's written this book so that many more people may discover the gift of giving voice."

—Margaret Wheatley, author of *Leadership and the New Science* and *Perseverance* and coauthor of *Walk Out Walk On*

Barbara McAfee is a musician, speaker, vocal coach, and consultant with over twelve years of experience in organizational change. She has recorded seven CDs and has written five volumes of poetry.

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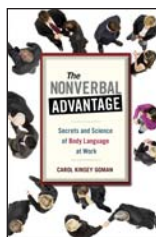
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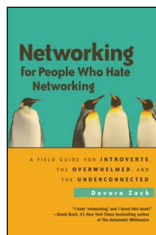
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Pavithra K. Mehta and Suchitra Shenoy

Infinite Vision

How Aravind Became the World's Greatest Business Case for Compassion

- The first book to explore the inspiring paradox of an extraordinary business that breaks all the rules
- Offers an insider's view of this radical organization and its visionary founder
- Describes the profound decisions behind its success and the key principles that make it replicable

The Aravind Eye Care System reinvented the rules of business to restore sight to the blind. Based in India, it is the world's largest provider of eye care and delivers surgical outcomes that equal or surpass those of developed countries—at less than 1 percent of the cost. In thirty-five years it has treated over 32 million patients, the majority for a minimal fee or for free. Patients have the freedom to choose whether to pay, and there is no paperwork. Refusing to rely on donations, Aravind is self-sustaining and highly profitable. Its baffling model is the subject of a popular Harvard Business School case study and has won admiration from Peter Drucker, Bill Clinton, and Muhammad Yunus. *Infinite Vision* is the first book to probe Aravind's history and the distinctive philosophies, practices, and values that unleashed its phenomenal success.

The authors share Aravind's improbable evolution from an eleven-bed eye clinic founded by Dr. G. Venkataswamy, a retired surgeon with crippled fingers, no money, and a magnificent dream. Drawing inspiration from his spirituality and, of all things, the low-cost, high-volume, standardized approach of fast-food franchises, Dr. V. and his team (which includes thirty-five ophthalmologists from his family) created an organization that has treated everyone from penniless farmers to the president of India.

How does Aravind flourish while flouting conventional logic at every turn? What can enterprises worldwide learn from it? *Infinite Vision* reveals the power of a model that integrates innovation with empathy, service with business principles, and inner change with outer transformation. It shows how choices that seem naïve or unworkable can, when executed with wisdom and integrity, yield powerful results—results that light the eyes of millions.

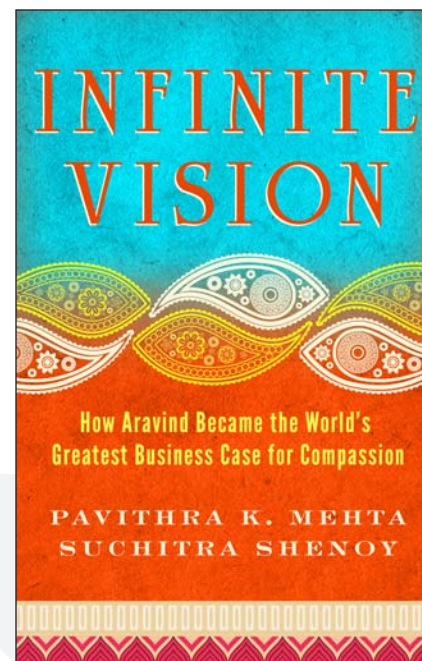
“In the world of blindness Dr. V. has performed a miracle.”

—Ram Dass, author of *Be Here Now* and cofounder, Seva Foundation

“Surgery, service, soul, and sustainability weave together in this inspiring true story. The messages of this book transcend healthcare and business—they speak to the potential that lives within each of us.”

—Dr. William Stewart, cofounder and Medical Director, Institute for Health & Healing, California Pacific Medical Center, and author of *Deep Medicine*

Pavithra K. Mehta is an award-winning filmmaker and journalist. She is a board member of the Aravind Eye Foundation and CharityFocus and coeditor of the latter's inspirational news service, *DailyGood*. Dr. V. is her granduncle. **Suchitra Shenoy** has more than a decade of experience in the social sector, most recently at the Monitor Group, where she was a founding member of Monitor Inclusive Markets. She is on the Advisory Board of the Youth4Jobs Foundation.

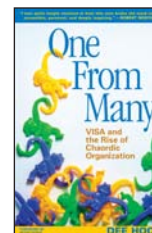


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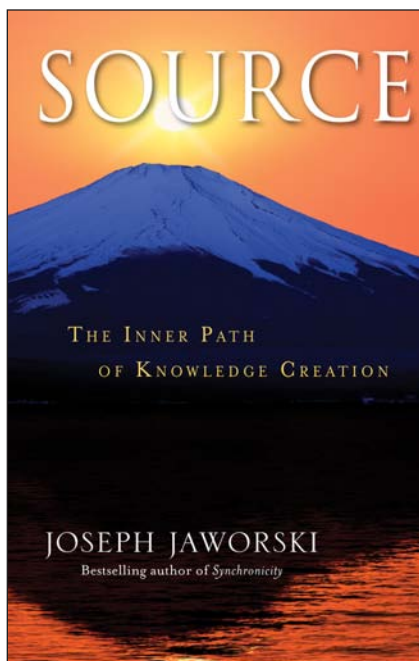


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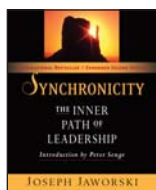
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- By the author of the international bestseller *Synchronicity*
- An enthralling narrative of Jaworski's search for the *fundamental* Source of creativity and innovation
- Draws on a fascinating range of thought—physics, cognitive science, psychology, and indigenous and spiritual traditions

As he did in his classic *Synchronicity*, Joseph Jaworski once again takes us on a mind-expanding journey, this time to the very heart of creativity and deep knowing.

Institutions of all sorts are facing profound change today, with complexity increasing at a speed and intensity we've never experienced before. Jaworski came to realize that traditional analytical leadership approaches are inadequate for dealing creatively with this complexity. To effectively face these challenges, leaders need to access the Source from which truly profound innovation flows.

Many people, including Jaworski himself, have experienced a connection with this Source, often when called upon to respond in times of crisis—moments of extreme spontaneity and intuitive insight. Actions simply flow through them, seemingly without any sort of conscious intervention. They don't think about what to do; they just *know*. But these experiences are chance occurrences—ordinarily, we don't know how to access the Source, and we even have a blind spot as to its very existence.

Jaworski tells the story of the development of the U Process, which enables leaders to get in touch with the Source. When two pilot projects proved the truth of what one expert had told him—that action arising from access to the Source is “shockingly effective”—Jaworski committed himself to developing an even more powerful and evolved process, one that would allow leaders to maintain a deep and consistent connection to the Source. And he became obsessed with a truly fundamental question: what, precisely, is the nature of the Source?

In an extraordinarily wide-ranging intellectual odyssey, Jaworski relates his fascinating experiences with quantum physicists, cognitive scientists, indigenous leaders, and spiritual thinkers, all focused on getting to the heart of the Source. Ultimately, he develops four guiding principles that encompass the nature of the Source and what we need to do to stay in dynamic dialogue with it.

Using the combination of narrative and reflection that made *Synchronicity* so compelling, Jaworski has written a book that illuminates the essential nature not only of visionary leadership but also of relationships, consciousness, and ultimately reality itself.

Joseph Jaworski is a founder and the chairman of both Generon International and the Global Leadership Initiative and is the founder of the American Leadership Forum. He is the author of *Synchronicity* and a coauthor of *Presence*.

Thom Hartmann

Edited by Tai Moses

The Thom Hartmann Reader

- By the *New York Times* bestselling author and number one progressive radio talk show host
- The first book to offer a comprehensive overview of Hartmann's thought—the breadth will surprise even longtime fans
- Touches on an extraordinary variety of subjects: politics, history, psychology, ecology, spirituality, and more

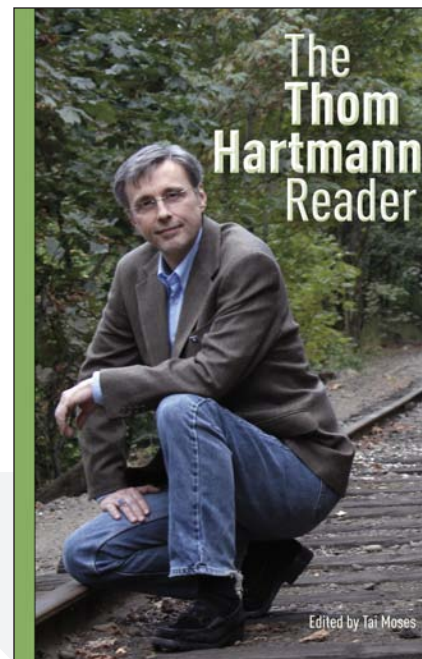
It's hard to pigeonhole Thom Hartmann. He has a unique synthesis of qualities not often found in one person: a scholar's love of history, a scientist's zeal for facts, a visionary's desire for truth, an explorer's appetite for adventure and novelty. In addition to being the nation's number one progressive radio host, he's been an ad man, a psychotherapist, a private detective, and a homeopath. His writings encompass politics, history, ecology, psychology, and spirituality, among other subjects.

Even Hartmann's millions of loyal listeners and readers will be amazed at the breadth of his thought as evidenced by *The Thom Hartmann Reader*. Editor Tai Moses has pulled together Hartmann's writings from a dozen books and other sources to present a comprehensive picture of where Hartmann's wide-ranging intellect has led him over the past thirty years.

Hartmann is perhaps best known as a political thinker, and essays throughout this book express—in his characteristic impassioned and lucid style—his fierce commitment to Jeffersonian democracy and his virulent opposition to the corporatization of America. But you'll also discover his Older and Younger Cultures hypothesis, which identifies the root cause of so many of our social and environmental ills and points the way to a solution. You'll hear from Hartmann on how to keep our schools from treating children like assembly line products, why attention deficit disorder is not an affliction, and what cloudy Germany can teach us about solar energy. You'll meet the remarkable Gottfried Müller, Hartmann's mentor and the founder of the humanitarian organization Salem International. You'll join Hartmann on fact-finding trips to Uganda, Russia, and four-thousand-year-old ruins in Peru.

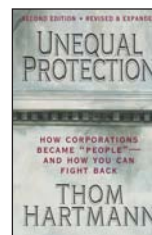
As fascinating as these and other topics in *The Hartmann Reader* are, Hartmann's deepest aspiration has always been that his audience do more than just listen or read, that they become active, awakened agents of change. These essays are meant to inspire and *motivate*, to spur you to take some kind of action. As Hartmann says at the end of every radio program, "Get out there, get active! Tag, you're it!"

Thom Hartmann is the nation's leading progressive talk radio host, heard on over a hundred stations, as well as on XM and Sirius radio, and seen on live nationwide television via the Free Speech TV network. He is also a four-time Project Censored-award-winning and bestselling author of twenty-one books, including *Unequal Protection*, *Threshold*, *Screwed*, *Cracking the Code*, and *The Last Hours of Ancient Sunlight*.

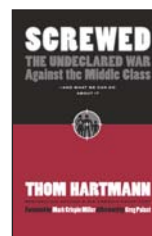


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Martin N. Davidson

The End of Diversity as We Know It

Why Diversity Efforts Fail and How Leveraging Difference Can Succeed



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- Offers an alternative that turns diversity from an organizational obligation to a source of innovation, energy, and commitment
- Analyzes why existing diversity programs have failed to be sustainable or to contribute to organizations' bottom-line success
- Provides case examples from the author's research and global consulting practice

The idea for this book came to Martin Davidson during a disarmingly honest conversation with a CEO he worked with. "Look," the executive said, clearly troubled. "I know we can get a diverse group of people around the table. But so what? What difference does it really make to getting bottom-line results?"

Answering the "so what?" led Davidson to explore more deeply how companies typically manage diversity. He saw there were serious problems. Companies weren't effectively building diversity into their larger business strategy. Also, the emphasis on common differences like gender, age, race, and sexual orientation was interfering with the ability to identify less obvious differences that have more impact on a business. And traditional diversity efforts were often hindering the professional development of the very people they were designed to help.

In his book, Davidson explains how what he calls Leveraging Difference™ turns persistent diversity problems into solutions that drive business results. Difference becomes a powerful source of sustainable competitive advantage instead of a distracting mandate handed down from HR.

To leverage difference, Davidson argues, leaders must tackle three challenges. First, they must identify and hire for the differences most important to achieving organizational goals, even if the differences aren't the obvious ones. Second, leaders must help employees work together to understand the ways these differences matter to the business. And finally, leaders must roll up their sleeves and experiment with how to use these relevant differences to get things done. Davidson provides several examples of how organizations leverage subtle differences like culture, thought, and personality as well as more noticeable differences like race and gender.

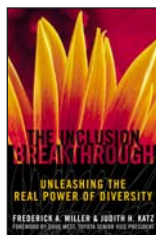
Ultimately this is a leadership book, not a diversity book. Actively leveraging difference, rather than reactively managing diversity, can be what distinguishes an ordinary organization from an extraordinary one.

Martin N. Davidson is associate professor of leadership and organizational behavior at the Darden Graduate School of Business, University of Virginia, and served as associate dean and chief diversity officer. He consults with Fortune 100 companies and was external advisor to the Office of Diversity for Merrill Lynch.

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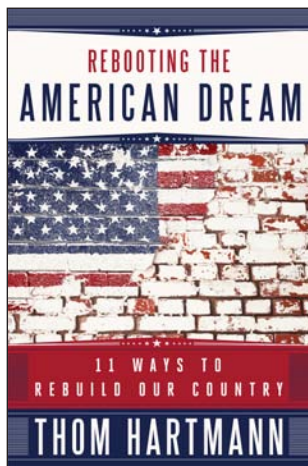


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Thom Hartmann

Rebooting the American Dream

11 Ways to Rebuild Our Country

“Thom is a brilliant and prolific writer and one of the outstanding progressive talk show hosts in America. His very specific ideas as to how we can save the collapsing middle class and rebuild the American dream are worthy of serious thought and discussion.”

—Senator Bernie Sanders

America does not need an “upgrade.” For years the Right has been tampering with one of the best political operating systems ever designed. The result has been economic and environmental disaster. What we need is to reboot—go back to the Founders original operating system. In this hard-hitting book, bestselling author and nationally syndicated radio and television host Thom Hartmann outlines eleven common-sense proposals, deeply rooted in America’s history, that will once again make America strong and all Americans—not corporations and billionaires—prosperous. Every initiative Hartmann is advocating here is rooted in America’s past—ideas that worked well for decades. He demolishes the specious arguments conservatives have used to undermine these ideas and details the disastrous results of their “reforms.” Some of these ideas will be controversial to both the Left and the Right, but the litmus test for each is not political correctness but whether or not it serves to revitalize this country we all love and make life better for its citizens.



We’ve never meant to be a faceless corporation, but we didn’t have an excuse to show our faces until Facebook came along. We thought a photo would be a nice touch for our page, and it came out so well that we thought, “Why not put it in the catalog?”

Please become one of our fans on Facebook! You’ll find special author videos on our page and sneak peaks of material that’ll appear in the amazing BK Communiqué newsletter, you can interact with our staff members, and more!

Our Facebook page is only one way you can connect with us. Check out our own BK Community website (www.bkcommunity.com). We have author and staff blogs there, listings of BK-related events, even more videos, photos, discussion groups, reader reviews, and, once again, more!

(Left to right) Front four: **Marina Cook**, Senior Sales Manager; **Bonnie Kaufman**, Digital Community Builder and Editorial Associate; **Kristen Frantz**, Vice President, Sales and Marketing; **Catherine Lengronne**, Subsidiary Rights Associate

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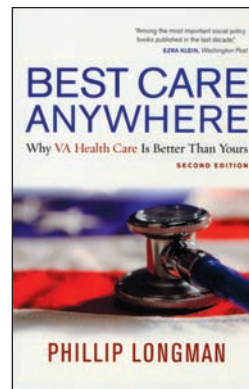
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Berrett-Koehler Acquires Seven Titles from PoliPoint Press

We are delighted to announce the addition of seven titles from current affairs publisher PoliPoint Press to the Berrett-Koehler list. BK president and publisher Steve Piersanti commented: "These titles are a great fit with our publishing program—we'll include them in our BK Currents line of current affairs titles. We're proud to welcome these authors to the BK community and hope to be able to keep expanding the market and growing the readership for each of these books."

PoliPoint publisher Scott Jordan said: "We have long admired Berrett-Koehler's way of doing business and can't think of a better home for the future of these books. We believe that BK has the right kinds of marketing muscle and vertically integrated distribution that will reach new audiences for these fantastic titles."

On May 28, 2011, Berrett-Koehler will commence selling these titles (in conjunction with our trade distributor, Ingram Publisher Services). We'll be selling both the print and electronic versions. For the time being, we will be selling the print editions with the PoliPoint logo and ISBNs—the ebooks will have the BK logo and BK ISBNs.



Phillip Longman
Best Care Anywhere, 2nd Edition
Why VA Health Care Is Better Than Yours

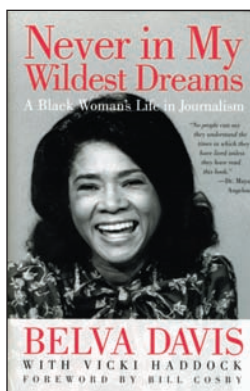
Phillip Longman, an award-winning journalist and senior research fellow at the New America Foundation, tells the story of how the Veterans Administration, once notorious for dangerous, dirty, and scandal-ridden hospitals, transformed itself into what is demonstrably the highest quality health-care system in America. By making extensive use of electronic medical records and evidence-based medicine, the VA has developed a model of 21st-century health care that boosts safety, cost effectiveness, and patient satisfaction and provides deep lessons for overhauling the US health-care system. *Best Care Anywhere*—now in its second edition—is particularly timely with the passage of health-care reform in America.

2010, \$15.95, paperback, 224 pages
5½" x 8½", ISBN 978-0-9824171-5-7
PDF ebook, ISBN 978-1-60994-470-4

Dean Baker
False Profits
Recovering from the Bubble Economy

Dean Baker, codirector of the Center for Economic and Policy Research, recounts the strategies used by the country's top economic policymakers to conceal their failure to recognize the housing

bubble or take steps to rein it in before it burst, resulting in the loss of millions of jobs, homes, and widespread financial ruin. He quashes dire warnings of looming rampant inflation and spiraling debt with solid historical evidence. And he outlines a progressive

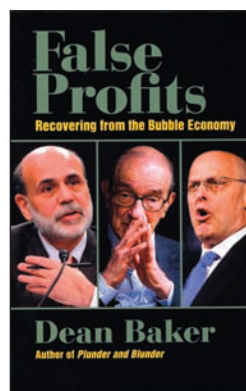


Belva Davis
Foreword by Bill Cosby
Never in My Wildest Dreams
A Black Woman's Life in Journalism

As the first black female television journalist in the western United States, Belva Davis overcame racism and sexism and helped change the face and focus of television news. She reported

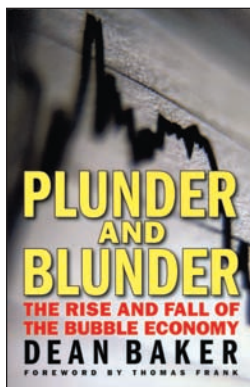
on some of the most explosive stories of recent times, including the Vietnam War protests, the rise and fall of the Black Panthers, the Peoples Temple mass suicides at Jonestown, and the assassinations of San Francisco Mayor George Moscone and Supervisor Harvey Milk. Throughout her career she encountered a cavalcade of cultural icons: Malcolm X, Frank Sinatra, James Brown, Ronald Reagan, Huey Newton, Muhammad Ali, Fidel Castro, Dianne Feinstein, Condoleezza Rice, and others. Still active in her seventies, Davis now hosts a weekly news roundtable and special reports at KQED, one of the nation's leading PBS stations.

2011, \$24.95, hardcover, 272 pages, 6" x 9"
ISBN 978-1-936227-06-8
PDF ebook, ISBN 978-1-60994-467-4



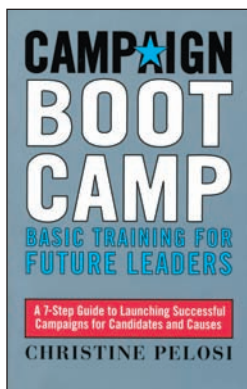
program for rebuilding the economy and reshaping the financial system, including new financial transaction taxes that will reduce or eliminate economic waste while providing stimulus and incentives where and when they are most needed.

2010, \$15.95, paperback, 240 pages
5½" x 8½", ISBN 978-0-9824171-2-6
PDF ebook, ISBN 978-1-60994-475-9



Dean Baker
Foreword by Thomas Frank
Plunder and Blunder
The Rise and Fall of the
Bubble Economy

Plunder and Blunder chronicles the growth and collapse of the stock and housing bubbles, explains how policy changes since 1980 laid the groundwork for catastrophic—but completely predictable—market meltdowns, and offers prescriptions for avoiding these disasters in the future. Dean Baker argues not only that competent economists should have recognized the developing housing bubble but also that policy-makers and the media cheerfully neglected those economists who did predict danger. He thoroughly documents how fundamental policy shifts destabilized the economy and eroded the broad prosperity of the post-World War II period, explaining the outcomes clearly so we can prevent similar financial disasters. 2009, \$15.95, paperback, 256 pages
5½" x 8½", ISBN 978-0-9815769-9-2
PDF ebook, ISBN 978-1-60994-478-0

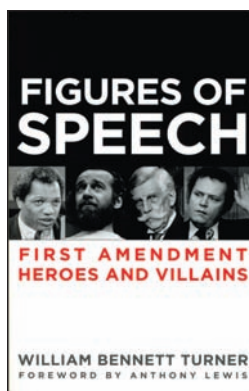


Christine Pelosi
Campaign Boot Camp
Basic Training for Future Leaders

Attorney, author, and activist Christine Pelosi presents leadership lessons from the campaign trail for anyone who wants to run for office, advocate for a cause, or win a public policy issue. Right from the stroller, Pelosi was campaigning with her mother, Nancy, and she knows like few others the nuts and bolts of politics. Christine uses a boot camp model to provide practical advice and “get real” exercises, distilling best practices from across the political spectrum. Pelosi shows aspiring leaders how to master the fundamentals of campaigning—management, message, money, and mobilization—laying out a seven-step program for effective campaigning at all levels of public service. 2007, \$15.95, paperback, 184 pages
5½" x 8½", ISBN 978-0-9794822-0-5
PDF ebook, ISBN 978-1-60994-480-3

William Bennett Turner
Foreword by Anthony Lewis
Figures of Speech
First Amendment Heroes and Villains

Recounting controversial First Amendment cases from the Red Scare era to Citizens United, William Bennett Turner—a Berkeley law professor who has argued three cases before the Supreme Court—shows how we've arrived



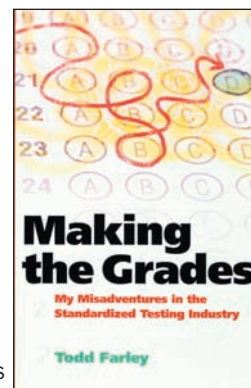
at our contemporary understanding of free speech. His strange cast of heroes and villains, some drawn from cases he has litigated, includes Communists, Jehovah's Witnesses, Ku Klux Klansmen, the world's leading pornographer, prison wardens, dogged reporters, federal judges, a computer whiz, and a countercultural comedian. This is a fascinating look at the colorful characters behind some of the most important legal decisions of modern times.

2011, \$15.95, paperback, 224 pages
5½" x 8½", ISBN 978-1-936227-03-7
PDF ebook, ISBN 978-1-60994-463-6

Todd Farley
Making the Grades
My Misadventures in the Standardized Testing Industry

In this alternately amusing and appalling exposé fifteen-year veteran Todd Farley describes statisticians who make decisions about students without even looking at their test answers; state education officials willing to change the way tests are scored whenever they don't like the results; and massive, multinational, for-profit testing companies that regularly opt for expediency and profit over the altruistic educational goals of teaching and learning. Although there are absurd moments—as when Farley had to grade students based on how they described the taste of their favorite food—the enormous importance of standardized tests in the post “No Child Left Behind” era makes this no laughing matter.

2009, \$16.95, paperback, 272 pages
6" x 9", ISBN 978-0-9817091-5-4
PDF ebook, 978-1-60994-473-5



Expanding Our Reach

We've always taken the "world" part of our mission statement very seriously. The tenacity of our Subsidiary Rights department in pursuing translations is legendary—our expertise is frequently sought out by other publishers. A total of 194 of our books have been translated into at least three languages, with 60 of them translated into ten or more. Our book *Eat That Frog!* has been translated into *thirty-five* languages.

We also have a network of distributors who sell the English-language versions of our books in Canada, Europe, Africa, Asia, and Australia/New Zealand. And as increasing numbers of people become proficient in English and digital distribution makes it easy to

sell books anywhere in the world, we see a real growth opportunity there. As our president, Steve Piersanti, put it: "Market forces are making international sales (through many different physical and digital channels) increasingly important and creating numerous new international opportunities for us to pursue. This is our future." To that end we have formed a new department at Berrett-Koehler: International Sales and Business Development.

Globalizing our message

This new department will be headed by Johanna Vondeling, whose title is

now Vice President, International Sales and Business Development. She just happens to be temporarily located in Perth, which is a real advantage. She's *in* Australia, and she's much closer to India and Asia than Berrett-Koehler's headquarters in San Francisco. Maria Jesus Aguilo, Director, Subsidiary Rights (a Spaniard who just became a US citizen), and Catherine Lengronne, Subsidiary Rights Associate (born in France and fluent in German), are now reporting to her. They've taken to calling their department the "Global Gals."

Johanna sees tremendous opportunities for expanding sales by working more closely and consistently with our existing international distributors and by finding new ones in areas where we don't currently have English-language distribution. And she and her team will continue to expand the outlets for our content in digital form, which, since it's made available online, is by definition global (remember, they used to call the Internet the "World Wide Web").

Changing Lives

The following letter shows why expanding our reach is so important to us. Ed Schein, author of *Helping*, shared this email from a former student, now a professor in Japan:

Dear Ed:

At the commencement day of MBA at Kobe University, one of the graduating students who was a winner of the best MBA thesis award remarked that he was rereading the *Helping* book by Professor Schein after the devastating earthquake, searching for the way to be engaged in "helpful help."

I often came across those who made similar remarks. An influential business journal called *Nikkei Associé* published an article in which your book is highly recommended at the time when Japanese people need to be helped and help others.

I have learned that more than twenty thousand copies of the Japanese translation of your book were in the hands of the Japanese reading public. We grope for the helpful help as you emphasized that unhelpful help is so prevalent.

Thank you for your gift in the form of a book.

Toshihiro Kanai, Professor of Organizational Behavior,
Kobe University



Blazing digital trails

For some time, Johanna has been signing deals to make our digital content even more widely available. For example, Element K, which provides online learning solutions to organizations all over the world, will be incorporating our entire digital portfolio into its resource library, including our Fast Fundamentals digital whitepapers. Element K has 3.5 million online learners, has over 3,000 employees worldwide, and is the preferred online learning partner of over half the Fortune 100.

We've also just made our books available via the Bookshare website, which provides print materials to people with a variety of disabilities: visual impairments, physical disabilities, and learning disabilities. The digital format allows people to manipulate and process the text to make it more accessible to them, such as enlarging it or running it through a text-to-speech synthesizer.

Awards and Honors

Best management book in Britain!

Britain's Chartered Management Institute, in association with the British Library, named *Managing* by Henry Mintzberg the CMI Management Book of the Year at an awards ceremony hosted by the British Library. CMI chief executive Ruth Spellman told the audience that their aim was to identify the one book that all managers should read—the book that is most inspirational and practical and whose messages most readily translate into everyday management life.

It wasn't the only award that was presented to the author by CMI. Mintzberg also received the Practical Manager award.

The Chartered Management Institute is the only chartered body in the UK that awards management and leadership qualifications and the only body that awards Chartered Manager, the hallmark of any professional manager.

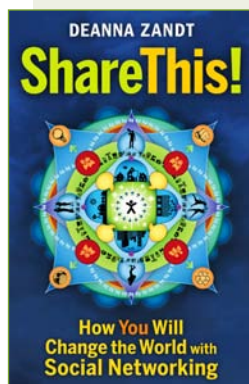
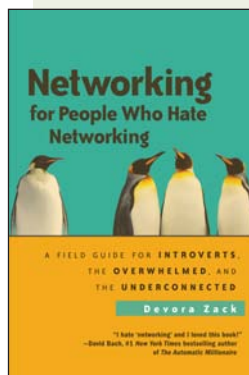
Our 142 bestsellers—and our first million-copy seller!

We now have our first million-seller! John Perkins's *Confessions of an Economic Hit Man* just passed one million copies sold worldwide. Right on its heels are Brian Tracy's *Eat That Frog!* and the Arbinger Institute's *Leadership and Self-Deception*, each currently at 900,000. So it's entirely possible that soon we'll have three million-sellers.

We now have 142 bestsellers, which we define as books that have sold more than 20,000 copies worldwide. And 37 of those have sold more than 100,000 copies. All the bestsellers are identified in the "Complete List of Titles" section of this catalog (pages 20–41) with a red "BESTSELLER" tag. In this case, being in the red is a *good* thing!

You can judge a book by its cover!

We get plenty of awards for the content of our books, but how about for the containers? In 2011, three Berrett-Koehler books were honored at the fortieth annual Book Show put on by Bookbuilders West, an educational and professional association for book design professionals in the thirteen Western states. Books are judged for excellence in design, production, and manufacturing—not just covers.



- *Networking for People Who Hate Networking* by Devora Zack. Production coordinator: Dianne Platner, Berrett-Koehler's Senior Manager, Design and Production. Cover design by Susan Malikowski; interior design by Seventeenth Street Studios, featuring illustrations by BK's Executive Managing Editor Jeevan Sivasubramaniam and former Sales and Marketing Associate Jeremy Sullivan; printed by Hamilton Printing.
- *Share This!* by Deanna Zandt. Production coordinator: Dianne Platner. Cover design by Randi Hazan, interior design by Leigh McLellan, printed by Malloy, Inc.
- *Standing in the Fire* by Larry Dressler. Production coordinator: Richard Wilson, Berrett-Koehler's Vice President, Design and Production. Cover design by Mark van Bronkhorst, interior design by Seventeenth Street Studios, printed by Hamilton Printing.

It's axiomatic: BK books are award winners!

Two Berrett-Koehler books picked up 2010 Axiom Business Awards, the only US-based award contest focused solely on business books:

- *Wander Woman* by Marcia Reynolds won a Gold Medal in the Women in Business category.
- *Rebuilding Trust in the Workplace* by Dennis and Michelle Reina won a Silver Medal in the Business Ethics category.

More medals, but different awards: *Engaging Emergence* by Peggy Holman won a Nautilus Gold Medal in the Conscious Business/Leadership category. The Nautilus Awards recognize books that promote spiritual growth, conscious living, and positive social change. And the second edition of David Korten's *Agenda for a New Economy* won an Ippy Silver Medal in the Current Events category. The Ippys, which recognize excellence in independent publishing, are awarded by Independent Publisher magazine.

Ibrahim Abdul-Matin**Green Deen**

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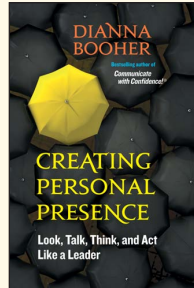


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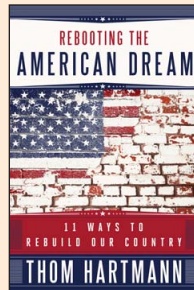
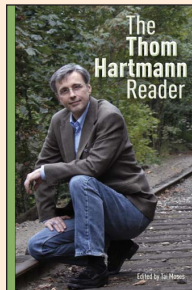
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