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a world that works for all**

Fall 2012



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

Dear Reader,

As we continue to celebrate Berrett-Koehler's 20th Anniversary, we're pleased to share news with you of our continued commitment to "creating a world that works for all." Since its founding in 1992, BK has devoted concerted energy and attention to ensuring that our books and authors have a global impact. Our goal is to bring our authors' content to as many readers as possible in whatever formats and languages they desire around the world.

We're grateful to our print distribution partners, who help our English-language print books find their way onto shelves in Toronto, London, Cairo, Johannesburg, Bangkok, Sydney, and elsewhere around the world. They're terrific collaborators as we look for ways to adapt to the unique demands of our international customers and the ever-changing publishing landscape. And we're delighted to announce (see page 15) that we've recently formed a new distribution partnership with HarperCollins Publishers India, which will distribute BK books to readers in India, Pakistan, Bangladesh, Nepal, Bhutan, Sri Lanka, and the Maldives.

Thanks to the tireless efforts of our stellar rights staff, we've signed 2,050 foreign-language translation deals, and BK books are now available in fifty languages. Many of these deals are negotiated at the London and Frankfurt Book Fairs, where María Jesús Aguiló and Catherine Lengronne meet annually—in a determined frenzy of activity—with our international publishing partners. Please contact us if you'd like to join us for the BK anniversary celebration planned for October 10, 2012, in Frankfurt.

To serve readers who prefer digital formats, we now work with thirty-nine (and counting) digital distribution partners, many of whom have growing international customer bases (see page 13). Most recently, we've signed new distribution deals with aNobii, which has a large community of readers in the UK, Europe, and Asia; Cyberlibris, a subscription platform based in France; and Canada's BookRiff. We're gratified that, thanks to these many partnerships, our international ebook customers are our fastest-growing community of readers.

All these efforts to cultivate a global community of readers have helped contribute to the fact that BK has now earned over \$100 million since its founding and has been profitable for nine years in a row. BK has published 158 titles that have sold more than 20,000 copies, and 3 books (*Leadership and Self-Deception*, *Confessions of an Economic Hit Man*, and *Eat That Frog!*) have sold more than one million copies worldwide.

Thank you for your support,

Sincerely,

Johanna Vondeling

Vice President, International Sales and Business Development

New Titles and New Editions

- So Far from Home* 1
- Repacking Your Bags, Third Edition* 2
- Leapfrogging* 3
- Managing for People Who Hate Managing* 4
- Help Them Grow or Watch Them Go* 5
- Positive Leadership, Second Edition* 6
- The Pause Principle* 7
- Changing Business from the Inside Out* 8
- Rooftop Revolution* 9
- Transformative Scenario Planning* 10
- Hungry Start-up Strategy* 11

Berrett-Koehler News 12

Complete List of Titles 16

Index 41

Ordering Information 48

Margaret J. Wheatley

So Far from Home

Lost and Found in Our Brave New World

- By the bestselling author of *Leadership and the New Science*, *Turning to One Another*, and many other inspiring books
- Combines penetrating insights into the problems and paradoxes of modern society with a fresh perspective on how to persevere in the face of unending challenges using the skills of insight and compassion
- Wheatley's most personal work to date, dedicated to alleviating the exhaustion and despair of forward-thinking people

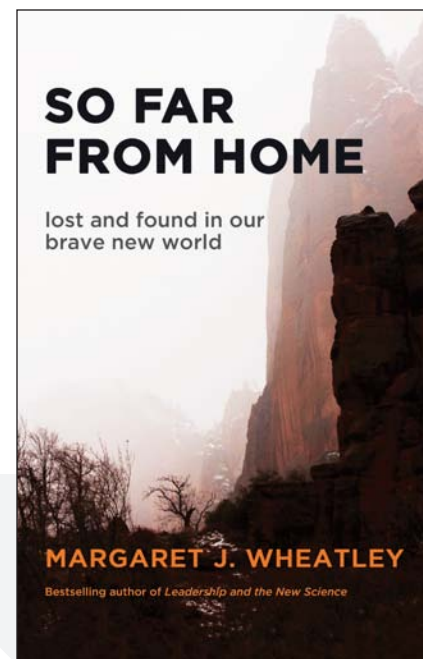
We live in a time of increasing polarization and irrationality, like a Tower of Babel with no distinction between fact and opinion, where information no longer changes minds. In cyberspace, we are bombarded with constant distractions and narcissistic self-making activities. Instant judgment and blame have replaced rational thinking. Organizations are bloated by bureaucracy and meaningless measures. Those working for positive change become exhausted, ill, and heartsick as their good work is ignored, underfunded, or attacked.

We need to acknowledge that we're lost in a world far different than we hoped for. We need new maps to navigate our brave new world. In *Leadership and the New Science*, Wheatley provided encouraging maps for how to design organizations based on living systems' capacity for inclusion, change, and adaptation. But in the twenty years since that book's publication, she's seen that in spite of our best efforts, the world that has emerged is on a destructive trajectory that won't be reversed by our working harder, finding new methods, or forming better networks.

But Wheatley has not written a book to increase our despair. Quite the contrary. Her intention is to inspire us to do our work with greater resolve and energy, using maps that won't mislead us. *So Far from Home* offers maps of two kinds. Using the newest of the new sciences, Wheatley shows how different dynamics interacted to create this harsh new world. A second kind of map invites us to choose a new role for ourselves as warriors for the human spirit. We develop the skills we need most—insight, bravery, decency, compassion—as we look honestly at this complex, difficult world. Clarity gives us enduring strength to discover our right work and create meaningful lives in this dark time.

So Far from Home is a startlingly honest, profoundly reflective, and yet paradoxically down-to-earth book rooted in the day-to-day experiences we all share but seen with fresh eyes. It is both affirming and provoking, calling us to reexamine our expectations and redefine our role for the work ahead. It is Wheatley's most personal, heartfelt work to date.

Margaret J. Wheatley is a well-respected writer, teacher, and speaker on how we can sustain our relationships, stamina, and integrity through this time of chaos. She works globally and is the author of six books.



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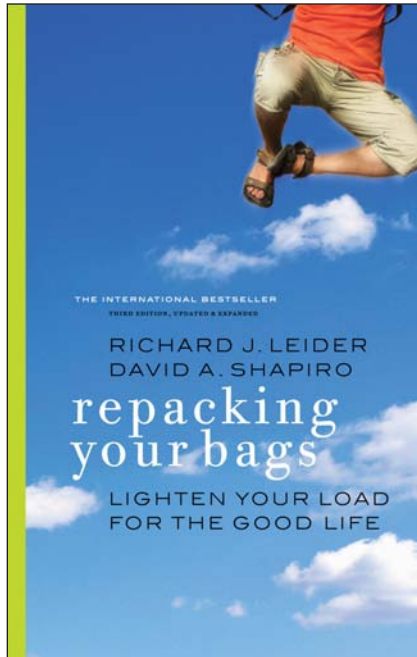


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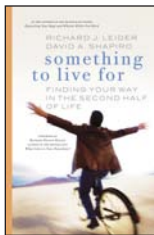
Repacking Your Bags

Lighten Your Load for the Good Life
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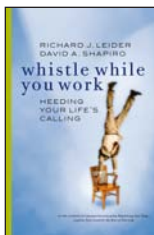


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- New edition of the classic bestseller—over 500,000 copies sold and translated into seventeen languages
- An indispensable tool in the lifelong journey of living a purposeful life
- Thoroughly revised and updated with new stories, exercises, and tools

The first and second editions of this classic book showed readers how to develop their own unique vision of the good life—which Leider and Shapiro define as “living in the place you belong, with the people you love, doing the right work, on purpose”—and take practical steps to achieve it. Inspired by a spirit of travel and adventure, it uses packing and repacking your bags as a metaphor for deciding what you really need in your journey through life.

So why a third edition? Because the world has changed. When they wrote the first two editions, Leider and Shapiro assumed that repacking was something people might do once or twice in their lives. But technological advances, major economic shifts, longer life spans, and changing social roles are revolutionizing the way we live and work. Today we have to repeatedly unpack and repack as the inevitable shifts and surprises life has to offer continually unfold before us. With each step along the way, we must reexamine what has brought us here and continue asking ourselves if the choices that have sustained us so far are continuing to do so—or if they’re just weighing us down.

This new edition has been thoroughly revised and reimagined with this lifelong focus in mind. It contains new stories and practices for repacking your four critical “bags”—place, relationship, work, and purpose—as well as a new Repacking Journal for planning your “trip” and Leider’s immensely popular Calling Card exercise for identifying your gifts, passions, and values. *Repacking Your Bags* reminds all of us to regularly ask why we carry what we do and try to lighten our loads—because the good life is worth striving for at every age.

“A marvelous blend of wisdom, inspiration, and hope. A timely book with a timeless message, I recommend it to anyone interested in living a good life.”

—Walter F. Mondale, former Vice President of the United States

Richard J. Leider is founder of the Inventure Group and is consistently rated as one of the top executive coaches in the world. A senior fellow at the University of Minnesota’s acclaimed Center for Spirituality and Healing, he is the author or coauthor of seven other books.

David A. Shapiro is a faculty member in philosophy at Cascadia Community College. He is also education director of the Northwest Center for Philosophy for Children. He is the author or coauthor of four other books.

Soren Kaplan

Foreword by Marshall Goldsmith

Leapfrogging

Harness the Power of Surprise for Business Breakthroughs

- Challenges the idea that business success requires leaders to create predictability and maximize control
- Demonstrates how embracing, cultivating, and harnessing uncertainty and unexpected events can inspire breakthroughs in all areas of business
- Filled with real-world examples of what companies such as Intuit, Gatorade, Four Seasons, and Colgate have achieved through the power of surprise

How did Gatorade revitalize itself in the wake of Red Bull and Starbucks? How did Etsy come to be? What makes one company or brand thrive while others languish in today's fast-paced, ever-changing marketplace? There's no doubt hard work is involved, but Soren Kaplan shows you can't do it by simply creating a big vision and implementing a set plan. In his trailblazing debut, Kaplan gives business leaders the tools to do exactly what they're taught to avoid: embrace surprise—the new key to business innovation.

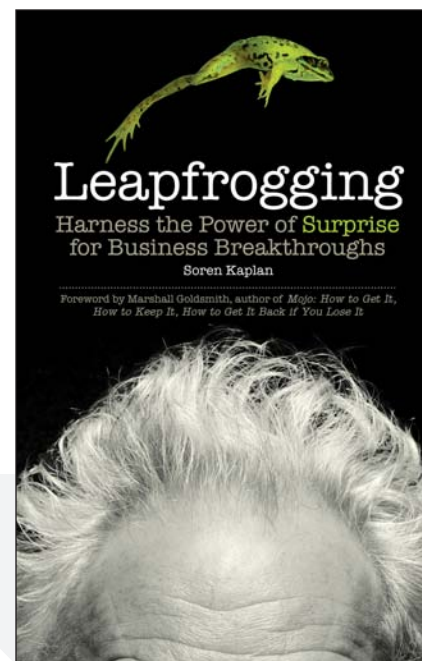
For Kaplan, breakthrough success is all about “leapfrogging.” Instead of fighting against uncertainty, Kaplan reveals how to use it to break down limiting mindsets and barriers to change the game. Using his LEAPS process (Listen, Explore, Act, Persist, and Seize), leaders learn to recognize and harness surprising experiences and events as a way to create solutions that leap beyond the current expectations of customers, partners, employees, and the competition. By highlighting specific ways to transform both good and bad surprises into unique opportunities, Kaplan encourages leaders to compete by embracing counterintuitive ideas, managing paradoxes, and even welcoming failure.

Now is the time to challenge assumptions and reinvent what is possible. All organizations—from large corporations to those just starting out—have the potential to take a significant leap forward by turning today's increasingly uncertain environment into a tool for unprecedented success. Kaplan's *Leapfrogging* is the new handbook for the modern leader.

“Kaplan's book is a powerful and practical read on an aspect of breakthrough thinking that many of us have been missing. Through the use of compelling stories, he brings to the foreground principles and practices that cause the reader to see the world of opportunities with a new lens . . . A must-read for those wanting to take their success to the next level.”

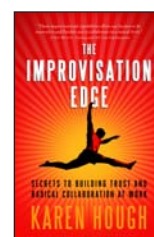
—Teresa Roche, Vice President and Chief Learning Officer, Agilent Technologies

Soren Kaplan is the founder and managing principal of InnovationPoint and an adjunct professor at the Imagineering Academy at NHTV Breda University of Applied Sciences in the Netherlands. Kaplan previously led the strategy and innovation group at Hewlett-Packard in the Silicon Valley.

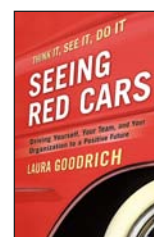


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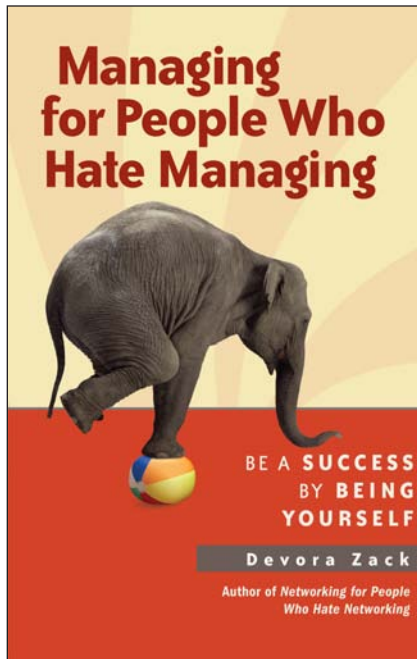
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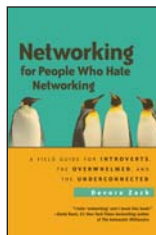
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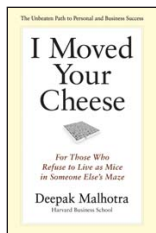
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- By the author of *Networking for People Who Hate Networking*
- Shows how you can reverse your secret hatred of managing by finding a style that fits your personality and capitalizes on your natural strengths
- Packed with a self-assessment, real-world examples, field-tested tips, and practical guidelines

You're good at your job and, after years of service and dedication, you finally get that coveted promotion. Congratulations! But there's a catch: instead of spending the majority of your time doing the job you love—a job you're still expected to get done, by the way—you're now also a manager. You weren't trained for this. Nobody prepared you for having to deal with emotions and conflicts and personalities, all while trying to meet ever-greater goals and more pressing deadlines. Not exactly what you had in mind, is it?

Let's face it. It's stressful at the top. But don't worry; it doesn't have to be. Devora Zack knows exactly what you're up against, and she has the tools to help you not only succeed but possibly even *enjoy* that new management position. As a prominent consultant and coach who speaks to thousands of people annually, Zack is here to tell you that the *only* way to maximize your success is by being yourself.

Drawing on the Myers-Briggs Type Indicator, Zack explains that, personality-wise and management-wise, we're either thinkers or feelers. Basically, thinkers lead with their heads and feelers lead with their hearts. Almost nobody's 100 percent thinker or feeler, yet most of us lean one way or the other (and Zack's handy assessment lets you figure out what kind of leader you are). Working with—rather than fighting against—your strengths is key to understanding not only how you make decisions and manage but also how people react to your decisions and respond to you.

Zack takes you through a host of potentially difficult situations, showing how this new way of seeing yourself and others makes managing less of a stumble in the dark and more of a walk in the park. Packed with verve, spunk, wit, and enlightening examples, helpful exercises, and lifesaving tips, *Managing for People Who Hate Managing* is the new go-to guide for managers looking to love their jobs again.

Devora Zack is president of Only Connect Consulting, a leadership development firm with more than 100 clients, including the Smithsonian Institution, Australian Institute of Management, Cornell University, John Deere, US Department of Education, and Mensa. She has been featured as an expert in communication and management in dozens of publications, such as *USA Today*, the *Wall Street Journal*, *Cosmo International*, *British Airways High Life*, *CEO*, and *Forbes*.

Beverly Kaye and Julie Winkle Giulioni

Help Them Grow or Watch Them Go

Career Conversations Employees Want

- By the coauthor of the bestselling *Love 'Em or Lose 'Em* (more than 550,000 copies sold) and *Love It, Don't Leave It* (more than 100,000 copies sold)
- Shows managers how conversation can make career development both more effective and a whole lot easier
- Filled with practical tips, exercises, and advice to help managers get started immediately

Study after study confirms that career development is the single most powerful tool managers have for driving retention, engagement, productivity, and results. Nevertheless, it's frequently back-burnered. When asked why, managers say the number one reason is that they just don't have time—for the meetings, the forms, the administrative hoops.

But there's a better way. And it's surprisingly simple: frequent short conversations with employees about their career goals and options integrated seamlessly into the normal course of business. Kaye and Giulioni identify three broad types of conversations that have the power to motivate employees more deeply than any well-intentioned development event or process. These conversations will increase employees' awareness of their strengths, weaknesses, and interests; point out where their organization and their industry are headed; and help them pull all of that together to design their own up-to-the-minute, personalized career paths.

Help Them Grow or Watch Them Go is filled with practical tips, guidelines, and templates, as well as nearly a hundred suggested conversation questions. Illuminated with the perspectives of real managers and employees, this book proves that careers are best developed one conversation at a time.

"Should be the career conversation bible for busy leaders!"

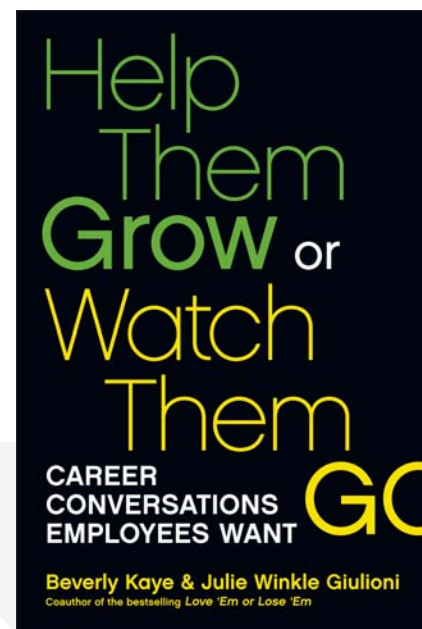
—Marshall Goldsmith, author of the *New York Times* bestsellers *Mojo* and *What Got You Here Won't Get You There*

"This is the best, most comprehensive resource available. It's perfectly relevant for new supervisors, senior executives, and leaders at any level."

—Sharon Silverman, Vice President, Human Resources, Macy's

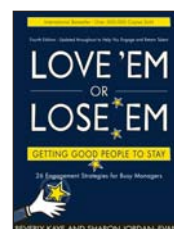
Beverly Kaye is founder and co-CEO of Career Systems International, specializing in engagement, retention, and development. She is a well-known keynote speaker, writer, and developer of innovative learning tools.

Julie Winkle Giulioni is cofounder and principal of DesignArounds, a bicoastal consulting and instructional design firm specializing in leadership, sales, and customer service.

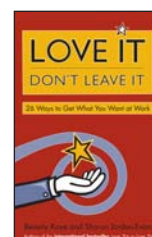


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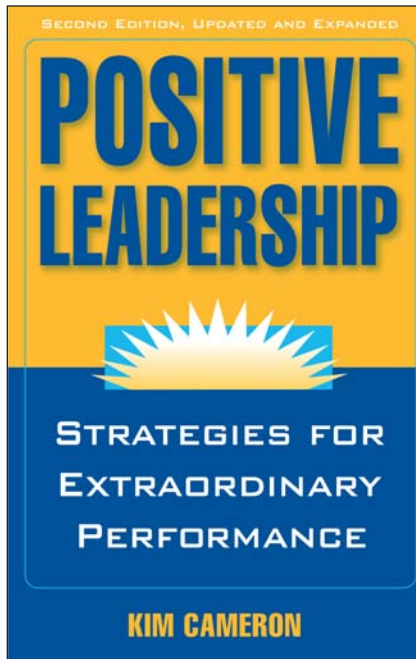


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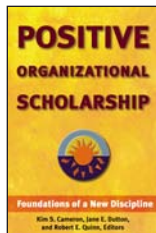
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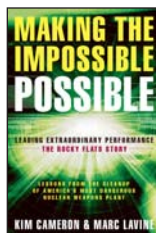


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- By the coauthor of *Developing Management Skills* (over 250,000 copies sold)
- Draws on cutting-edge research—not anecdotal personal stories—to show how to achieve success that far exceeds expectations
- Updated throughout with new research findings and new ideas for implementing positive leadership

Leadership should be about much more than hitting targets and avoiding mistakes. Kim Cameron shows how to reach beyond ordinary success to achieve extraordinary effectiveness, spectacular results, and what he calls “positively deviant performance”—performance far above the norm. Positive leadership enables thriving and flourishing rather than simply addressing obstacles and impediments. It helps bring out the best in human nature.

Cameron is one of the founders of the new field of Positive Organizational Scholarship, which studies unusually high-performing organizations. In *Positive Leadership* he draws on discoveries in this field and in the allied field of positive psychology—which focuses on high-functioning individuals—as well as positive organizational change methodologies. He identifies four interrelated leadership strategies:

- Positive Climate: fostering emotions such as optimism, compassion, and gratitude
- Positive Relationships: building positive energy networks and developing strength-based activities
- Positive Communications: fostering best-self feedback and supportive communication patterns
- Positive Meaning: helping people find profound purpose and a sense of calling

Cameron cites the empirical research that these strategies are rooted in and that supports their bottom-line effectiveness, lays out a proven process for implementing them, and includes a self-assessment instrument and a guide to assist leaders in the implementation process. *Positive Leadership* is a concise, thoroughly researched, and practical guide that any leader can use to generate truly amazing results.

“As innovation, knowledge work, and the stress of global competition become increasingly important features of exceptional organizations, the practice of positive leadership becomes especially relevant. This book is well-worth the quick read and can serve as a valued companion as you generate your own positively deviant performance.”

—Sam Farry, *Graziadio Business Review*, Pepperdine University

Kim Cameron is professor of management and organizations at the University of Michigan’s Stephen M. Ross School of Business and professor of higher education in the School of Education. He is coauthor or co-editor of ten books and is a cofounder of the Ross School of Business’s Center for Positive Organizational Scholarship.

Kevin Cashman

The Pause Principle

Step Back to Lead Forward

- By the author of the bestselling *Leadership from the Inside Out*
- Presents a paradoxical and transformative principle: in today's world, leaders must step back in order to move forward with more purposeful, value-generating impact
- Filled with insights, research, stories, and pragmatic exercises to help leaders pause to grow themselves, grow others, and grow cultures of innovation

Accustomed to doing, striving, and achieving, leaders are too often addicted to speed and action. But we live and lead in an increasingly volatile, uncertain, complex, and ambiguous world. Change is constant and we are on information overload. The way forward is often unclear.

How can leaders deal with critical decisions, develop creative solutions, and thrive in the relentless pace of their 24/7 reality?

Paradoxically, Kevin Cashman contends that the answer is not to act more quickly but to pause more deeply—to slow down to go fast, to stop and prioritize, to make time to discern and think clearly. Rather than doing *more*, we need to learn to do *differently*. *The Pause Principle* offers a catalytic process to move from mere management efficiency and transaction to leadership innovation and transformation.

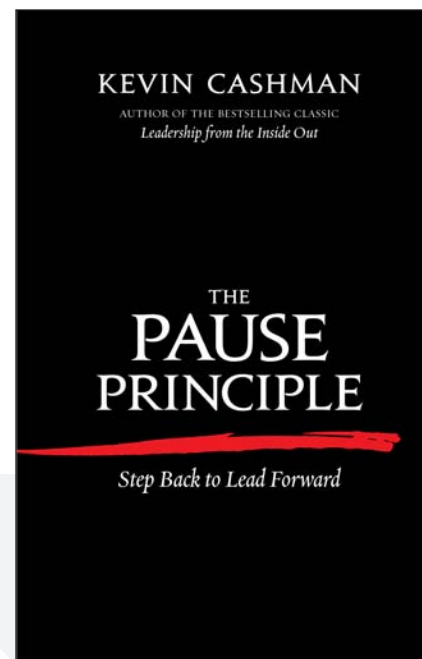
Pausing is a powerful methodology to imbue continuous growth in three critical domains: personal leadership, development of others, and fostering of innovation cultures. Drawing on decades of experience working with senior leaders, personal stories, and research in psychology, neuroscience, and leadership development, Cashman focuses our attention on our inherent power to ground our leadership and our organizations in authenticity, generativity, and purposeful transformation.

The demands on global leaders have never been more challenging. With so much coming at them, leaders must pause to make sense of it all. *The Pause Principle* offers breakthrough practices for leading as a whole person, harnessing one's drive to create more compelling, creative, and sustainable futures.

“Leaders, like so many others, are suffering from hurry sickness—always going somewhere, never being anywhere. *The Pause Principle* is just the right prescription for slowing down, listening, and getting the clarity needed to lead in deep connection with vision and purpose.”

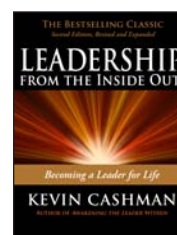
—Richard Leider, bestselling author of *Repacking Your Bags* and *The Power of Purpose*

Kevin Cashman is a senior partner in Korn/Ferry Leadership and Talent Consulting and the firm's Board & CEO Services Practice. He is also the founder of LeaderSource and the Chief Executive Institute, a senior fellow of the Caux Roundtable, and a board member for the Center for Ethical Business Cultures.

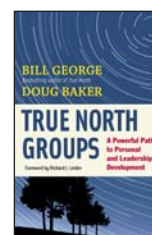


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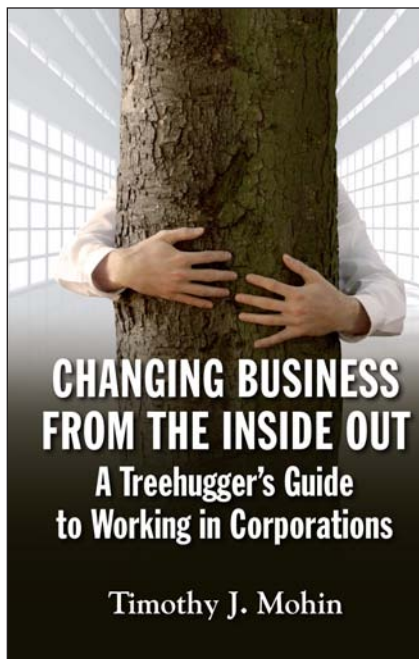


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A Treehugger's Guide to Working in Corporations



- An authoritative and candid insider's guide to the essential knowledge, skills, and abilities needed for a successful CSR career
- Filled with practical advice on programs, processes, and most importantly, the personal and professional skills needed to thrive
- Features fascinating stories and examples drawn from the author's more than two decades in corporate social responsibility

The BP oil spill, the 2008 global financial collapse, and revelations of scandalous working conditions at Chinese electronics supplier Foxconn show why so many are suspicious of promises of corporate responsibility. But slowly and fitfully, corporations *are* changing. It's not just because of the high cost of making amends and a fear of negative publicity—consumers are demanding better corporate behavior. But corporations can't act in responsible ways if no “treehuggers” are working inside the system to lead the effort.

Publication date: August 2012

\$24.95, paperback, 280 pages

6" x 9"

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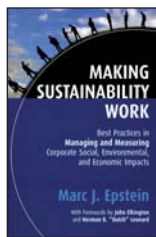
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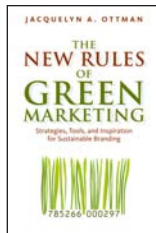
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For more than two decades, Timothy J. Mohin has fought to improve working conditions, clean up factories, and battle climate change—all while being employed by some of the biggest companies in the world. In *Changing Business from the Inside Out* he's written the first practical, authoritative insider's guide to creating a career in corporate responsibility. Mohin describes how to get started and what the day-to-day experience of being “the designated driver at the corporate cocktail party” is really like. He recounts colorful case studies from his own career, provides advice on how CSR workers can have greater impact, and even looks into how employees in other corporate functions can make a difference. He details the programs and processes needed to support a comprehensive CSR effort, but perhaps most importantly, he identifies the personal and professional skills needed to navigate corporate politics and get buy-in from sometimes skeptical colleagues.

With more than 80 percent of the Fortune 500 now publishing “sustainability reports,” a new career path has been forged in corporate responsibility. From strategy to data mining to supply chains and communication, this book is the “operator's manual” for this new career path.

“Whether you are starting your career or seeking to infuse your current one with meaning and purpose, whether you're a business leader or simply hope to become one, this is the road map you'll need to succeed.”

—Joel Makower, Chairman and Executive Editor, GreenBiz Group, and author of *Strategies for the Green Economy*

Timothy J. Mohin is director of corporate responsibility at AMD. He formerly held lead CSR positions at Intel and Apple. He began his career at the US Environmental Protection Agency and in the US Senate, where he worked on the Clean Air Act of 1990 and led the development of the National Environmental Technology Act.

Danny Kennedy

Rooftop Revolution

How Solar Power Can Save Our Economy—and Our Planet—
from Dirty Energy

- Written by one of the world's leading solar entrepreneurs
- Powerfully lays out the case for solar power, which author Danny Kennedy calls “the biggest untold economic story of our time”
- Filled with eye-opening insights and inspiration

Solar power's detractors have been proclaiming that the collapse of solar panel manufacturer Solyndra proves solar is just a hippie pipe dream. But as Danny Kennedy points out, Solyndra's downfall actually proves the opposite: the company failed because it wasn't able to compete in a red-hot industry, not because solar isn't ready for prime time. In this succinct, hard-hitting book, Kennedy proves that solar can save money, create jobs, and protect the environment—and only politics and perception stand in its way.

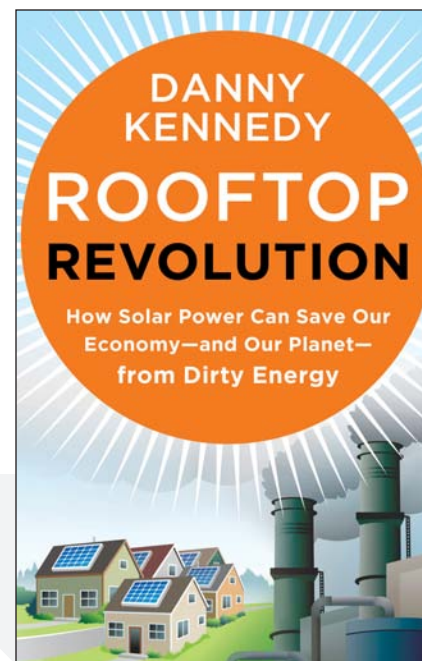
Signs of solar's ascendancy are everywhere. The industry employs 100,000 people in the United States, twice as many as in 2009 and twice the number of coal miners. In 2011, Warren Buffett invested \$2 billion in a solar farm, and General Electric bought a start-up solar manufacturer, announcing, “By 2020 this is going to be at least a \$1 billion product line.” Production of solar-generated electricity rose by 45 percent in the first three quarters of 2010, while electricity from natural gas rose only 1.6 percent and coal declined by 4.2 percent.

But powerful forces are still arrayed against solar power, and that's why Kennedy wrote this book. We need a rooftop revolution to break the entrenched power of the coal, oil, nuclear, and natural gas industries (which Kennedy calls King CONG) and their bought-and-paid-for allies. Kennedy systematically refutes the lies spread by CONG—that solar is expensive, inefficient, and unreliable; that it is kept alive only by subsidies; that it can't be scaled up; and many other untruths—and shows that the solar industry can become a far greater source of jobs than it already is. Praising the pioneers who are pushing solar forward, Kennedy also decries the rampant political pandering that keeps us dependent on dirty and dangerous forms of energy. Now is the time to move away from the declining sources of the past and unleash the unlimited potential of the sun.

“If you want bad news, turn on the TV. If you want good news, read this book. *Rooftop Revolution* lays out, in clear and engaging language, how we got into the energy mess we're in and how we can get out—benefiting the planet, creating jobs and saving homeowners money. It's a win-win-win scenario that we would be nuts to ignore.”

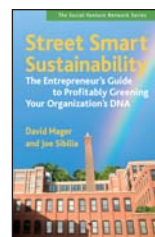
—Annie Leonard, author of *The Story of Stuff*

Danny Kennedy is the founder and president of Sungevity, Inc., a leading residential solar power company. He was named Innovator of the Year by the PBS program *Planet Forward* in 2011. Prior to starting Sungevity, he served as a campaign manager for Greenpeace Australia Pacific and ran Greenpeace's California Clean Energy Campaign in 2001–02.

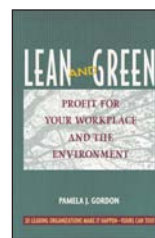


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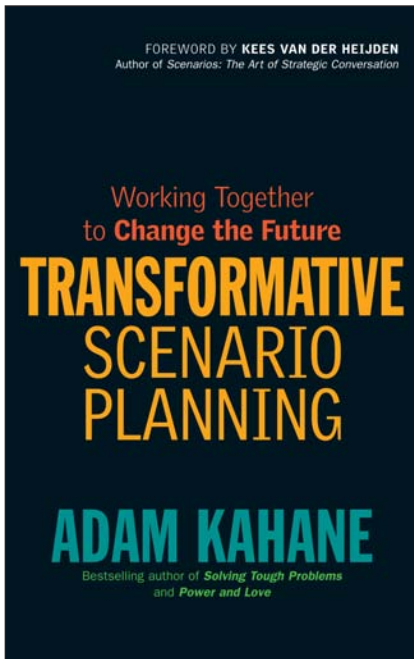
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Adam Kahane

Foreword by Kees van der Heijden

Transformative Scenario Planning

Working Together to Change the Future



Publication date: October 2012

\$17.95, paperback, 168 pages

5½" x 8½"

ISBN 978-1-60994-490-2

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- The first book to describe a powerful new methodology for making progress on seemingly intractable societal challenges
- Written by the originator of this methodology, this is a concise and concrete handbook for applying it in any applicable situation
- Features vivid and often extraordinary examples from around the world of this methodology in action

People who are trying to solve tough economic, social, or environmental problems often find themselves frustratingly stuck. They can't solve their problems in their current context, which is too unstable or unfair or unsustainable. Nor can they transform the system on their own or by working only with their friends or colleagues—systemic change requires the participation of actors from across the system, including strangers and opponents. But how can people work together if they don't necessarily like, trust, or understand each other and disagree not only on what the solution is but even on what the problem is?

Transformative scenario planning is a powerful new methodology for dealing with such situations. It has been proven in some of the most challenging contexts, including South Africa, Colombia, Guatemala, Sudan, and Israel. Its roots are in scenario planning, a long-established tool organizations use to develop strategies for adapting to a range of possible futures. But in transformative scenario planning, leaders develop strategies not merely to adapt to the future but to change it.

In this concise and compelling handbook, Adam Kahane—who played the leading role in originating this methodology and has been using it around the world for over two decades—walks readers through the five steps of the transformative scenario planning process. He explains what is needed to convene a broad-based team, develop a shared understanding of what is happening in the present, construct stories about what could happen in the future, discover what the team can and must do about this, and then act to create a better future. Along the way he shares stories of both his successes and his failures in applying transformative scenario planning in the most complex and challenging contexts. At a time when tension within and between societies and nations creates so much suffering, this book offers hope—and a proven approach that can help people create better futures.

Adam Kahane is a partner in the Cambridge, Massachusetts, office of Reos Partners and an associate fellow at the Saïd Business School of the University of Oxford. Kahane has led transformative scenario planning processes throughout North, Central, and South America, Europe, the Middle East, Africa, Asia, and Australia.

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Peter S. Cohan

Hungry Start-up Strategy

Creating New Ventures with Limited Resources and Unlimited Vision

- The first research-based book on business strategy for start-ups
- Based on Cohan's venture investment experience and on his interviews with over 150 start-up CEOs
- Offers specific approaches, designed for the unique needs and dynamics of start-ups, for making six critical business decisions

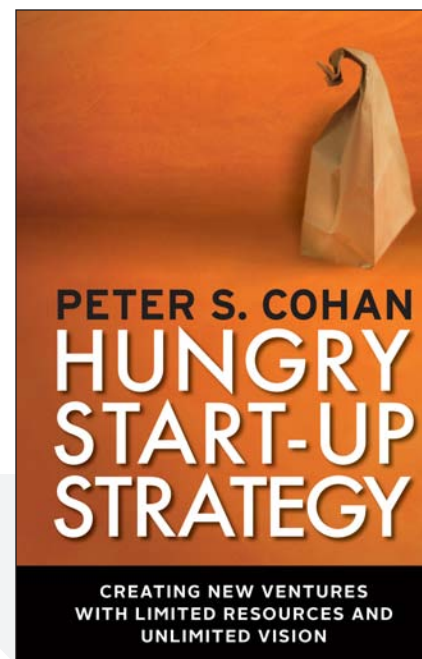
Entrepreneurs are hungry. But it's not just because they're living on ramen and adrenaline while they pour their all into their business. Peter Cohan has found it's something deeper: a hunger to create the kind of world they want to work in. To leave a legacy, they build carefully with limited resources and maintain control of the venture's direction.

For years, students have told Cohan that the seminal business strategy guide, Michael Porter's *Competitive Strategy*, was too big-company focused. So Cohan—who once worked with Porter—has written the first business strategy book to address start-ups' very different challenges.

Cohan focuses on six key start-up choices—setting goals, picking markets, raising capital, building teams, gaining market share, and adapting to change—explaining the unique rules start-ups must follow. For example, when setting goals, large corporations try to maximize their long-term return on equity, but resource-poor start-ups have to plan by setting a series of short-term goals—and how they do this will mean the difference between blazing a trail or flaming out. When entering a new market, well-fed companies can invest substantial time and capital before ever launching a product, but hungry start-ups must get an adequate prototype in front of customers fast, get feedback, and quickly develop a viable business model or they'll starve to death.

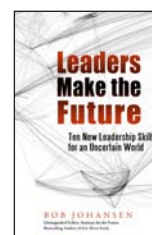
For each of these six areas, Cohan provides a decision-making approach and lively case studies of what actual entrepreneurs have done. He extracts hard-hitting lessons not only for start-ups but also for investors and even established companies. *Hungry Start-up Strategy* offers a full menu of vital information for anyone seeking to cook up a thriving business from scratch.

Peter S. Cohan is president of Peter S. Cohan & Associates, a management consulting and venture capital firm that has conducted 150 consulting projects for companies and governments and invested in six private companies, three of which were sold for \$2 billion. He teaches strategy at Babson College and entrepreneurship at the Olin College of Engineering. He has taught at Stanford University, Columbia University, MIT, and Barcelona's EADA and has conducted management development programs sponsored by IBM, Intel, Hewlett-Packard, Oracle, Fidelity Investments, and Procter & Gamble. He has written nine books and coauthored two.



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Open Book Editions Is Open for Business



In March 2011, we announced the birth of Open Book Editions, our self-publishing partnership with iUniverse. OBE offers authors who share the BK mission access to a full-service self-publishing opportunity with several publishing packages, each featuring an editorial evaluation, customized design, and digital formatting and distribution.

We are proud to report that to date, twenty-six authors have signed up with OBE, and ten titles are now published. As hoped, OBE is allowing us to serve a wider community of authors and expand into new publishing areas. Of the books published so far, some are on what you could call traditional Berrett-Koehler subjects—business, personal growth, and current affairs—but OBE is also publishing personal memoirs, fiction, poetry, and even a golfing book.

We're pleased that we're expanding both our pool of authors and the possibilities for our existing authors. Nine of the first ten books are by new authors, but *How to Drop Five Strokes Without Having One* is by John Drake, author of our 2001 title *Downshifting*. And while *The Road from Empire to Eco-Democracy* is not by a BK author, the principal coauthor is someone known to us: Gene Marshall is the father of David Marshall, our vice president, editorial and digital.

We encourage you to visit OpenBookEditions.com to learn more about these books and to find out more about publishing with OBE.

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Lee Rice

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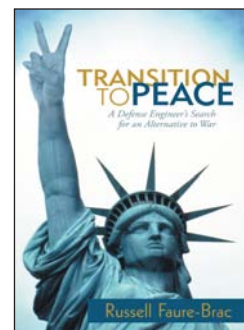
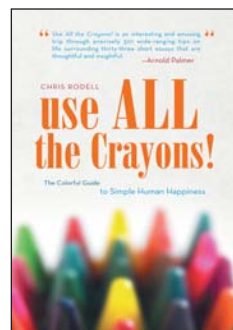
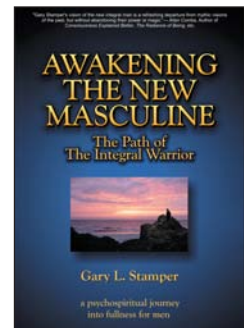
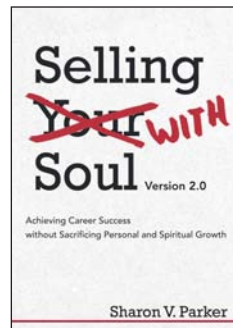
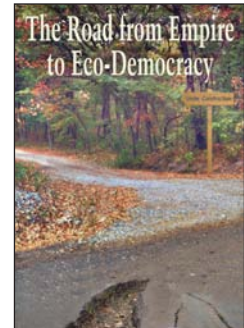
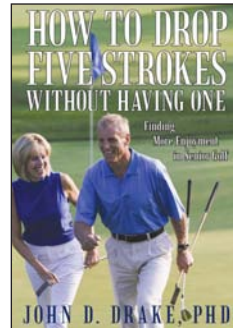
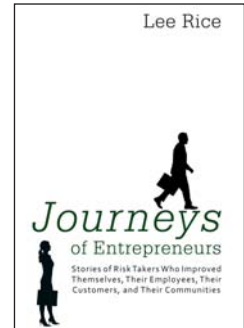
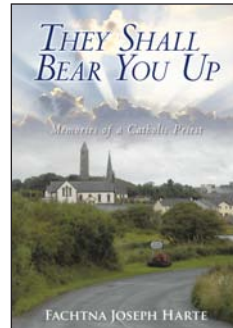
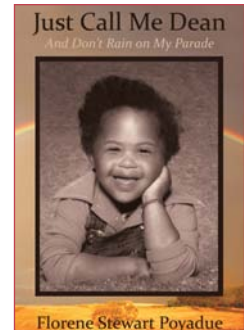
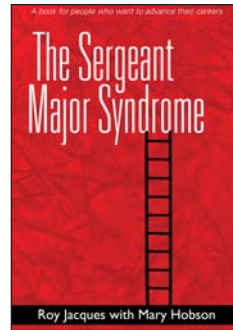
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Gene Marshall with Ben Ball, Marsha Buck, Ken Kreuziger, and Alan Richard

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Berrett-Koehler Discovers a Route to India

In January, BK's vice president for international sales and business development, Johanna Vondeling, finalized a deal with our new, exclusive distribution partner in the Subcontinent: HarperCollins Publishers India (HCI). HCI impressed us greatly with its publication of an Indian edition of our book *Infinite Vision*. It has a well-respected brand and a strong presence in the region, which includes not only India but also Pakistan, Bangladesh, Nepal, Bhutan, Sri Lanka, and the Maldives.

Think Globally, Print Locally

This deal will effectively give us coverage for our entire list in English. And we're doing it through a new kind of distribution arrangement. Rather than importing all our books from halfway around the world, HCI will be printing many of our titles—both newer and older books—in India. Local printing will allow HCI to price books appropriately for its markets and will greatly shrink BK's environmental footprint. The locally printed books will be co-branded with the BK and HCI

logos. HCI will create a separate home on its website for BK titles, and it will market and publicize our books as well.

This Calls for a Party

The partnership was launched at a special event in Delhi on February 23, to which HCI invited many local booksellers and other publishing stakeholders. The partnership was given further attention at the HCI booth at the Delhi Book Fair, the region's premier bookselling event, which ran from February 25 through March 4.

Digital Deals

We're continuing to expand both our list of digital partners and, in doing so, the ways in which readers can find, access, and share content. Our four latest deals bring the total list of digital partners to thirty-nine, and we're not done yet!

aNobii aNobii describes itself as “an online reading community built by readers for readers allowing you to shelve, find and share books.” Members can recommend books, create reading groups and discussion guides, link up with their Facebook and Twitter accounts, and a whole lot more. If something catches your eye, you can buy it while you're on the site. aNobii has over 500,000 members already.

Library Ideas Library Ideas, a library ebook distributor, has an interesting business model. Rather than paying once for the purchase of a single ebook (as is typically the case), libraries pay Library Ideas every time they loan the ebook, and the publisher gets a percentage of the revenue. The company's products have been used millions of times by patrons of over 1,000 libraries in many different countries.

BookRiff BookRiff's founder calls it “iTunes for books.” It enables you to mix content from virtually any source: published books, your own files, web sites, you name it. BookRiff will assemble and deliver your custom digital book, which it calls a “Riff.” You can even sell a Riff you've created. BookRiff ensures that all copyright owners and contributors get paid for their content.

Cyberlibris Cyberlibris is a distributor of digital content based in France. It uses subscription models to provide content to public libraries, academic institutions, and corporations reaching tens of thousands of readers.

We Now Speak Fifty Languages—and Counting!

Owing to the stellar work of our subsidiary rights team, María Jesús Aguiló and Catherine Lengronne, we recently passed a major milestone: BK books are now available in fifty foreign languages.

- | | |
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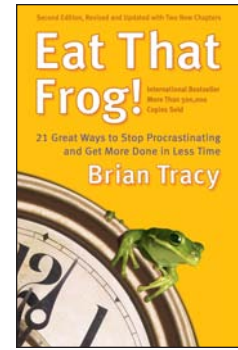
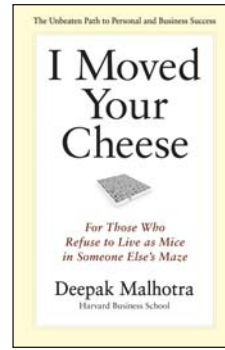
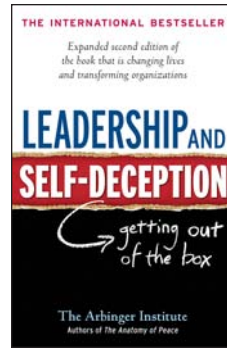
Awards and Honors

Now We Are Three—Million

We are proud to announce that we now have our third million-copy seller. The Arbinger Institute's *Leadership and Self-Deception* just passed that milestone, joining John Perkins's *Confessions of an Economic Hit Man* and Brian Tracy's *Eat That Frog!* We're sure there are more to come.

Wall Street Journal Bestsellers!

So far this year, we have had not one but two *Wall Street Journal* bestsellers! In January, perennial bestseller *Eat That Frog!* hit #7 on the overall nonfiction bestseller list and #4 on the nonfiction ebook bestseller list. Then in February,



Deepak Malhotra's *I Moved Your Cheese* hit #9 on the bestseller list and #4 on the ebook bestseller list.

Speaking of Bestsellers . . .

For the purposes of our catalog, we define a bestseller as a book that has sold over 20,000 copies in all editions—US, international, and digital. We're pleased to report that we now have 158 such bestsellers, which represents approximately a third of our total booklist!

And among these bestsellers are 40 that have sold over 100,000 copies, which represents nearly 1 out of 10 titles we have published.

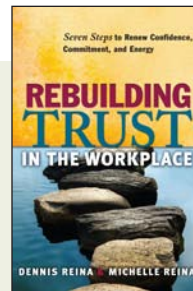
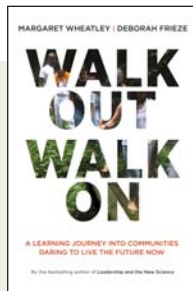
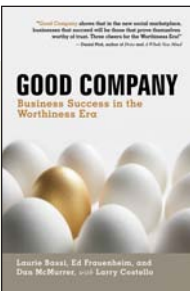
Also very impressive are the number of translation rights sales for these books. We have sold translation rights for almost every title and ten or more translation rights for 60 titles. Kudos to María Jesús Aguiló and Catherine Lengronne!

The Reinas Win Strategic Leadership Award

This has been a big year for Dennis and Michelle Reina. In addition to their latest book winning an Axiom award, they were presented with a Global Strategic Leadership Award by the World Global HR Congress, held this year in Mumbai, India, for their contributions to the field of human resources. They also delivered the opening keynote address to representatives from 110 countries.

We Are Also One Hundred Million

This being our 20th anniversary, we thought we'd take a look at our sales history, beginning in 1992, when we took in \$596,091.53. It turns out that we've passed a milestone ourselves. From that first year (actually a half year, since we opened our doors in May) through the end of 2011, we have made \$101,338,112.59 in net revenues. Our thanks to everyone—authors, readers, vendors, sales partners, and all the supportive members of our community—who've helped us get there.



Three Nautili, an Axiom, and an Ippy!

Three BK titles won 2012 Nautilus awards, which for twelve years have recognized books and audio books that promote spiritual growth, conscious living, and positive social change as they stimulate the imagination and inspire the reader to new possibilities for a better world.

Good Company by Laurie Bassi, Ed Frauenheim, and Dan McMurrer with Larry Costello won a Gold in the Business/Leadership category, *Walk Out Walk On* by Margaret Wheatley and Deborah Frieze won a Silver in the Social Change category, and *Rebuilding Trust in the Workplace* by Dennis and Michelle

Reina won a Silver in the Relationships category. For more information, go to www.nautilusbookawards.com.

Chip Bell and John Patterson's *Wired and Dangerous* picked up both a Silver Ippy award in the Business/Careers/Sales category and a Bronze Axiom award in the Sales category. The Axiom awards (www.axiomawards.com) honor business books exclusively, and the Ippys (www.independentpublisher.com/ipland/ipawards.php) recognize books by independent publishers.

Our congratulations to all the winners for these richly deserved honors!

Our 20th Anniversary Celebration!

We're having three special events to celebrate our 20th Anniversary. Here are some details about each of them, but you can get even more information and register for any or all of them at www.bkconnection.com/20thanniversary.

Join our Shareholders Meeting

On Thursday, July 19, the festivities will begin at 1:00 p.m. with our annual Shareholders Meeting, which for the first time we're opening up to the entire BK community.

We'll begin with an in-depth look at both the state of the company and the state of the publishing industry. Then we'll move on to detailing how we're executing our six key strategies: **Optimize the Core** (build on our traditional print book business), **Grow Franchises** (expand sales for our many repeat authors), **Leap Forward in Direct Marketing** (sell directly to individuals and organizations), **Dive into Digital** (create not only ebooks but apps and other digital products), **Develop Deep Partnerships** (establish mutually beneficial alliances with other organizations), and **Create Market Profit Centers** (develop new sources of revenue). We'll also be looking at what we can do to preserve BK's mission, values, and independence and provide a return to our shareholders.

Connect at the Community Dialogue

The next day, Friday, July 20, from 8:30 a.m. to 5:00 p.m., we're holding a day-long Community Dialogue at San Francisco's Commonwealth Club. BK employees, authors, readers, service providers, and other stakeholders will explore questions such as, How can we, as BK community members, increase our capacity, individually and collectively, to create a world that works for all? What insights and inspiration can we share,



Getting an early start: Vice President for International Sales and Business Development Johanna Vondeling at a BK 20th anniversary party given by our Asian distributor, McGraw-Hill Asia, in Thailand in February

what connections can we form, and what actions can we take? What new means of connecting, modes of influence, and emerging technology can aid in this quest?

The format will be highly participative—this gathering will be a unique opportunity to form new connections and initiate new collaborations that will support our

individual and collective efforts in our communities and the world.

It's been a great ride so far, and we can't wait to see what the next 20 years holds in store! If you would like to organize a local or online celebration to help spread the messages of BK publications, please contact Kyla Frazier, kfrazier@bkpub.com.

Party at our 20th Anniversary Celebration!

The 1:00 p.m. Shareholders Meeting on July 19 will be followed by our 20th Anniversary Celebration from 4:30 to 8:30 p.m., which will include a program honoring our top ten bestselling authors/author teams. BK author **Juana Bordas** (*Salsa, Soul, and Spirit*) will serve as master of ceremonies.

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- 3 Keys to Empowerment, The 28
4-Dimensional Manager, The 38
4 Routes to Entrepreneurial Success, The 35
8 Dimensions of Leadership, The 38
10 Steps to Successful Coaching 35
10 Steps to Successful Teams 34
21 Success Secrets of Self-Made Millionaires, The 25
50 Jobs in 50 States 24
99 to 1 16
100 Absolutely Unbreakable Laws of Business Success, The 25, 39
101 Tips for Telecommuters 22
301 More Ways to Have Fun at Work 32
301 Ways to Have Fun At Work 32
2048 16
- A**
- Abdullah, Sharif M.
Creating a World That Works for All 16
Abdul-Matin, Ibrahim
Green Deen 16
Abolishing Performance Appraisals 29
Abundant Community, The 19
Accidental American, The 19
Accidental Genius 23
Accountability 33
Ackerman, Laurence D.
Identity Is Destiny 27
Ackoff, Russell L.
Beating the System 27
Action Inquiry 39
Adams, Marilee
Change Your Questions, Change Your Life 21
Advanced Supply Chain Management 36
Affluenza 16, 22
Agenda for a New Economy 18
Age of Participation, The 34
Albion, Mark
More Than Money 21
True to Yourself 27
Aligned Thinking 25
Allen, Douglas B.
Formula 2+2 27
Allen, Dwight W.
Formula 2+2 27
All Rise 17
All Together Now 16
Alternatives to Economic Globalization 16
America As Empire 17
Ames, Michael D.
Pathways to Success 21
Analysis for Improving Performance 38
Anatomy of Peace, The 21
Answering Your Call 24
Answer to How Is Yes, The 21
Appreciative Inquiry 29, 30
Appreciative Inquiry Handbook, The 30
Appreciative Inquiry Summit, The 34
Appreciative Intelligence 38
Arneson, Steve
Bootstrap Leadership 27
Arrien, Angeles
Working Together 27
Art of Business, The 30
Art of Convening, The 35
Art of Quantum Planning, The 32
Artful Work 36
ASTD Leadership Handbook, The 28
Attracting Perfect Customers 31
Authentic Conversations 37
Autry, James A.
Confessions of an Accidental Businessman 27
Avery, Christopher M.
Teamwork Is an Individual Skill 27
Axelrod, Alan
I'm Stuck, You're Stuck 24
Axelrod, Emily M.
You Don't Have to Do It Alone 27
Axelrod, Richard H.
Terms of Engagement 27
You Don't Have to Do It Alone 27
Axelrod, Wendy
Make Talent Your Business 27
- B**
- Baird, Lloyd
Knowledge Engine, The 27
Baker, Dean
False Profits 16
Plunder and Blunder 16
Baker, Doug
True North Groups 7, 31
Baldwin, Christina
Circle Way, The 27
Ballard, Jim
Whale Done Parenting 21
Bamburg, Jill
Getting to Scale 27
Bancroft, Nancy H.
Feminine Quest for Success, The 21
Barasch, Marc Ian
Compassionate Life, The 21
Barlow, Janelle
Branded Customer Service 27
Complaint Is a Gift, A 27
Emotional Value 27
Smart Videoconferencing 27
Barlow, Lewis
Smart Videoconferencing 27
Barnes, Peter
Capitalism 3.0 16
Barrentine, Pat
When the Canary Stops Singing 27
Barry, Bruce
Speechless 16
Basarab, Dave
Predictive Evaluation 27
Bassi, Laurie
Good Company 28
Bauer, Michael J.
E-Supply Chain 36
Wall Street Diet, The 36
Beale, Ruby L.
Developing Competency to Manage Diversity 30
Be a Sales Superstar 39
Beating the System 27
Beauty of the Beast, The 28
Be BIG 23, 33
Bechtell, Michele L.
On Target 28
Beedon, Julie
You Don't Have to Do It Alone 27
Being Buddha at Work 24
Bell, Bilijack R.
Magnetic Service 28
Bell, Chip R.
Customers As Partners 28
Dance Lessons 28
Magnetic Service 28
Managers As Mentors 28
Wired and Dangerous 11, 28
Bellman, Geoffrey M.
Beauty of the Beast, The 28
Getting Things Done When You Are Not in Charge 28
Your Signature Path 21
Bernier, Jeff
Joy of Working from Home, The 21
Bernstein, Jared
All Together Now 16
Crunch 16
Best Care Anywhere 18
Best of the Thom Hartmann Program, The 17
Be the Hero 21
Betof, Edward
Leaders as Teachers 28
Beyond Juggling 24
Be Your Own Brand 24
Biech, Elaine
ASTD Leadership Handbook, The 28
Big Investment Lie, The 22
Big Vision, Small Business 39
Bingham, Tony
New Social Learning, The 28
Blanchard, Ken
3 Keys to Empowerment, The 28
Empowerment Takes More Than a Minute 28
Full Steam Ahead! 28
Go Team! 28
Great Leaders Grow 28
Know Can Do! 28
Managing By Values 28
Secret, The 28
Whale Done Parenting 21
Blind Faith 26
Blind Men and the Elephant, The 37
Block, Peter
Abundant Community, The 19
Answer to How Is Yes, The 21
Community 29
Stewardship 29
Blumenthal, Noah
Be the Hero 21
You're Addicted to You 21
Boatwright, Peter
Built to Love 29
Booher, Dianna
Creating Personal Presence 21
Book of Agreement, The 33
Bootstrap Leadership 27
Bordas, Juana
Salsa, Soul, and Spirit 29
Bose, Ruma
Mother Teresa, CEO 29
Bourhis, Ray
Insult to Injury 16
Boyd, J. Kirk
2048 16
Branded Customer Service 27
Breakdown, Breakthrough 21
Brilliance by Design 31
Bringing Your Soul to Work 21
Brinkerhoff, Robert O.
Courageous Training 35
Success Case Method, The 29
Telling Training's Story 29
Briskin, Alan
Bringing Your Soul to Work 21
Power of Collective Wisdom, The 29
Stirring of Soul in the Workplace 21
Brock, Lillie
Change Cycle, The 37
Brogniez, Jan
Attracting Perfect Customers 31
Brooks, Marta
Your Leadership Legacy 29
Brown, Juanita
World Café, The 29
Brown, Peter G.
Right Relationship 16
Buckner, Kathy
Beyond Juggling 24
Building a Win-Win World 17
Built to Love 29
Burk, Connie
Trauma Stewardship 23
Burress, Tim
Hamster Revolution for Meetings, The 37
Hamster Revolution, The 25, 37
Business Partnering for Continuous Improvement 36
- C**
- Cady, Steven
Change Handbook, The 32
Cagan, Jonathan
Built to Love 29
Callanan, Tom
Power of Collective Wisdom, The 29
Callenbach, Ernest
EcoManagement 16
Cameron, Kim
Making the Impossible Possible 6, 29
Positive Leadership 6
Positive Organizational Scholarship 6, 29
Campaign Boot Camp 2.0 19
Capitalism 3.0 16
Capra, Fritjof
EcoManagement 16
Caprino, Kathy
Breakdown, Breakthrough 21
Career Intelligence 24
CarePooling 23
Carlos, John P.
3 Keys to Empowerment, The 28
Empowerment Takes More Than a Minute 28

- Carlson, Dawn
Beyond Juggling 24
- Cascio, Wayne F.
Responsible Restructuring 29
- Cashman, Kevin
Leadership from the Inside Out 7, 29
Pause Principle, The 7
- Castle, Victoria
Trance of Scarcity, The 21
Catch! 21
- Cavanagh, John
Alternatives to Economic Globalization 16
- Caverhill, Sarah
Your Leadership Legacy 29
- Chaleff, Ira
Courageous Follower, The 29
- Chambers, Harry E.
My Way or the Highway 29
- Change Cycle, The* 37
Change Handbook, The 32
Change Is Everybody's Business 34
Change Your Questions, Change Your Life 21
Changing Business from the Inside Out 8
Changing How the World Does Business 31
- Chen, Lisa
She Spot, The 20, 40
- Chermack, Thomas J.
Scenario Planning in Organizations 29
- Choosing the Right Thing to Do* 24
- Circle Way, The* 27
- Citizen Wealth* 19
- Claiming Your Place at the Fire* 23
- Clements, Jeffrey D.
Corporations Are Not People 16
- Coaching Up and Down the Generations* 31
- Coens, Tom
Abolishing Performance Appraisals 29
- Cohan, Peter S.
Hungry Start-up Strategy 11
- Cohen, Ben
Values-Driven Business 29
- Coles, Carol
Ultimate Competitive Advantage, The 35
- Collaborative Intelligence* 31
- Collective Visioning* 19
- Collins, Chuck
 99 to 1 16
- Community* 29
- Company Discovers Its Soul, A* 31
- Compassionate Life, The* 21
- Complaint Is a Gift, A* 27
- Complexity and Creativity in Organizations* 37
- Compromise Trap, The* 30
- Confessions of a Microfinance Heretic* 19
- Confessions of an Accidental Businessman* 27
- Confessions of an Economic Hit Man* 19
- Conley, Chip
Marketing That Matters 29
- Connect Effect, The* 22, 30
- Conner, Marcia
New Social Learning, The 28
- Consensus Through Conversation* 30
- Consulting Mastery* 34
- Cooperrider, David L.
Appreciative Inquiry 29, 30
Appreciative Inquiry Handbook, The 30
- Corporate Celebration* 30
- Corporate Creativity* 36
- Corporate Social Investing* 39
- Corporate Tides* 31
- Corporate Whistleblower's Survival Guide, The* 17
- Corporations and the Public Interest* 18
- Corporations Are Not People* 16
- Costello, Larry
Good Company 28
- Courage Goes to Work* 39
- Courageous Follower, The* 29
- Courageous Training* 35
- Covert Processes at Work* 34
- Cox Jr., Taylor
Cultural Diversity in Organizations 30
Developing Competency to Manage Diversity 30
- Coyle, Jeannie
Make Talent Your Business 27
- Cracking the Code* 17
- Cray, Charlie
People's Business, The 17
- Creating a World That Works for All* 16
- Creating Leaderful Organizations* 36
- Creating Personal Presence* 21
- Creative Community Organizing* 18
- Crew of World Famous Pike Place Fish Catch!* 21
- Crisis at Santa's Workshop* 39
- Crother, Cyndi
Catch! 21
- Crum, Thomas
Three Deep Breaths 21
- Crunch* 16
- Culbert, Samuel A.
Don't Kill the Bosses! 30
- Cultural Diversity in Organizations* 30
- Cultural Intelligence* 38
- Cunningham, Storm
Restoration Economy, The 16
- Customer at the Crossroads* 32
- Customers As Partners* 28
- D**
- Daft, Richard L.
Fusion Leadership 30
- Daley-Harris, Shannon
Our Day to End Poverty 16, 21
- Damon, William
Moral Advantage, The 30
- Dance Lessons* 28
- Dannemiller Tyson Associates
Whole-Scale Change 30
- Davidson, Martin N.
End of Diversity As We Know It, The 30
- Davis, Adelaide B.
Managing Your Own Learning 21
- Davis, Belva
Never in My Wildest Dreams 16
- Davis, James R.
Managing Your Own Learning 21
- Davis, Stan
Art of Business, The 30
- Dealing With the Tough Stuff* 30
- Deal, Terrence E.
Corporate Celebration 30
- Death of "Why?", The* 19
- DEC Is Dead, Long Live DEC* 37
- de Graaf, John
Affluenza 16, 22
Take Back Your Time 16, 22
- DeLisi, Peter S.
DEC Is Dead, Long Live DEC 37
- DeLuca, Joel R.
Learning to Use What You Already Know 25
- DeMaria, Rusel
Reset 16
- Denhart, Gun
Growing Local Value 31
- Deprez, Frank Lekanne
Zero Space 30
- Derber, Charles
Hidden Power 16
- Regime Change Begins at Home* 16
- Derr, Brooklyn
Beyond Juggling 24
- Devane, Tom
Change Handbook, The 32
- Developing Competency to Manage Diversity* 30
- Devine, Tom
Corporate Whistleblower's Survival Guide, The 17
- Dial 9 to Get Out!* 22
- Dinnocenzo, Debra A.
101 Tips for Telecommuters 22
- Dot Calm* 22
- Discovering Common Ground* 40
- Divine Right of Capital, The* 18
- Donahue, Steve
Shifting Sands 22
- Don't Just Do Something, Stand There!* 40
- Don't Kill the Bosses!* 30
- Dot Calm* 22
- Doty, Elizabeth
Compromise Trap, The 30
- Downshifting* 22
- Drake, John D.
Downshifting 22
- Dreamcrafting* 23
- Dressler, Larry
Consensus Through Conversation 30
- Standing in the Fire* 30
- Driving Growth Through Innovation* 39
- Drutman, Lee
People's Business, The 17
- Dulworth, Michael
Connect Effect, The 22, 30
- Dutton, Jane E.
Positive Organizational Scholarship 6, 29
- E**
- Eat That Frog!* 25, 39
- EcoManagement* 16
- Economic Insanity* 20
- Edeess, Michael
Big Investment Lie, The 22
- Edwards, Michael
Small Change 17
- Effective Apology* 23, 33
- Eisler, Riane
Real Wealth of Nations, The 17
- Elgin, Duane
Living Universe, The 22
- Emmens, Matthew
Zenobia 30
- Emotional Discipline* 23
- Emotional Value* 27
- Empowerment Takes More Than a Minute* 28
- End of Diversity As We Know It, The* 30
- Engaging Emergence* 32
- Enkelis, Liane
On Our Own Terms 22
- Entrepreneurial Cat, The* 23
- Epstein, Marc J.
Making Sustainability Work 8, 30
- Erickson, Sheryl
Power of Collective Wisdom, The 29
- Escape from Management Hell* 31
- E-Supply Chain* 36
- Evaluating Training Programs* 33
- Executive Coaching for Results* 39
- Expanding Our Now* 35
- Expect the Unexpected or You Won't Find It* 25
- F**
- False Profits* 16
- Family Activism* 20
- Farley, Todd
Making the Grades 17
- Farrell, John D.
Crisis at Santa's Workshop 39
- Managers As Facilitators* 39
- Faust, Lou
Mother Teresa, CEO 29
- Feeding Your Leadership Pipeline* 38
- Female Vision, The* 23
- Feminine Quest for Success, The* 21
- Figures of Speech* 20
- Finding Our Way* 40
- Finley, Michael
New Why Teams Don't Work, The 36
- Finney, Michael
Michael Finney's Consumer Confidential 22
- Five Secrets You Must Discover Before You Die, The* 23
- Fletcher, Jerry L.
Paradoxical Thinking 22
- Patterns of High Performance* 22
- Flicker, Barry
Working at Warp Speed 30
- Flight Plan* 25, 39
- Fogarty, John
Online Learning Today 37
- Ford, Jeffrey
Four Conversations, The 30
- Ford, Laurie
Four Conversations, The 30
- Formula 2+2* 27
- Foster, Jack
How to Get Ideas 22
- Ideaship* 30
- Foundations of Human Resource Development* 38

- Four Conversations, The* 30
Fourth Wave, The 19
Fox in the Henhouse, The 18
Framing the Future 18
 Fraser, Margot
 Dealing With the Tough Stuff 30
 Frauenheim, Ed
 Good Company 28
 Freize, Deborah
 Walk Out Walk On 1, 20
 Frick, Don M.
 Robert K. Greenleaf 31
 Friedenwald-Fishman, Eric
 Marketing That Matters 29
 Fritz, Robert
 Corporate Tides 31
 Frock, Roger
 Changing How the World Does Business 31
 Fuller, Robert W.
 All Rise 17
Full Steam Ahead! 28
Full Voice 34
Fun Works 40
Fusion Leadership 30
Future Hype 19
Future of Staff Groups, The 32
Future Search 40
- G**
- Gallagher, BJ
 Being Buddha at Work 24
 Yes Lives in the Land of No 22, 31
Game As Old As Empire, A 18
Gangs of America 19
 Garn, Randy
 Prosper 26
 Garrison, Jim
 America As Empire 17
 Garver, Geoffrey
 Right Relationship 16
 George, Bill
 True North Groups 7, 31
Get Paid More and Promoted Faster 25
Get There Early 33
Getting Things Done When You Are Not in Charge
 28
Getting to Resolution 33
Getting to Scale 27
Gifts from the Mountain 24
 Gilbreath, Robert D.
 Escape from Management Hell 31
 Giuliani, Julie Winkle
 Help Them Grow or Watch Them Go 5
Global Mind Change 17
Glow 22, 31
Goals! 25
 Goldman, Lenore
 EcoManagement 16
 Goman, Carol Kinsey
 Nonverbal Advantage, The 22, 31
Good Company 28
 Goodrich, Laura
 Seeing Red Cars 3, 22
 Gordon, Edward E.
 Winning the Global Talent Showdown 31
 Gordon, Pamela J.
 Lean and Green 9, 17
Go Team! 28
 Graham, John
 Stick Your Neck Out 17
 Gratton, Lynda
 Glow 22, 31
 Hot Spots 31
 Graulich, David
 Dial 9 to Get Out! 22
 Grazier, Peter
 Go Team! 28
Great American Jobs Scam, The 18
Greater Goal, The 32
Great Leaders Grow 28
Great Turning, The 18
 Green, Alan
 Company Discovers Its Soul, A 31
 Greenberg, Danna
 New Entrepreneurial Leader, The 31
Green Deen 16
- Greenleaf, Robert K.
 Power of Servant-Leadership, The 31
 Griffin, Thomas J.
 Appreciative Inquiry Summit, The 34
Growing Local Value 31
 Guaspari, John
 Value Effect, The 31
 Guthridge, Liz
 Leading People Through Disasters 34
- H**
- Hackman, J. Richard
 Collaborative Intelligence 31
 Haddock, Vicki
 Never in My Wildest Dreams 16
 Hakim, Cliff
 We Are All Self-Employed 22
 When You Lose Your Job 22
 Halal, William E.
 New Management, The 31
 Hall, Stacey
 Attracting Perfect Customers 31
 Hallstein, Richard W.
 Memoirs of a Recovering Autocrat 31
 Halpern, Charles
 Making Waves and Riding the Currents 17
 Halsey, Vicki
 Brilliance by Design 31
 Hamster Revolution for Meetings, The 37
 Hamster Revolution, The 25, 37
 Hammel, Laury
 Growing Local Value 31
 Hamster Revolution for Meetings, The 37
 Hamster Revolution, The 25, 37
 Handler, Marisa
 Loyal to the Sky 17
Hands-On Training 37
 Haneberg, Lisa
 Coaching Up and Down the Generations 31
 Hansburg, Freda
 PeopleSmart 25
 Working PeopleSmart 25, 37
 Harman, Willis
 Global Mind Change 17
 New Business of Business, The 31
 Harris, Gerald
 Art of Quantum Planning, The 32
 Hartmann, Thom
 Best of the Thom Hartmann Program, The 17
 Cracking the Code 17
 Rebooting the American Dream 17
 Screwed 17
 Thom Hartmann Reader, The 17
 Unequal Protection 17
 Harvey, Eric
 Customer at the Crossroads 32
 Hateley, Barbara "BJ"
 Customer at the Crossroads 32
 Hateley, BJ Gallagher
 Peacock in the Land of Penguins, A 22
 Hawley, Jack
 Reawakening the Spirit in Work 32
 Hayes, Gary E.
 Leading in Turbulent Times 33
 Haynes, Dave
 Peon Book, The 32
Healing Manager, The 34
 Helgesen, Sally
 Female Vision, The 23
Helping 37
 Helping Your New Employee Succeed 32
 Help Them Grow or Watch Them Go 5
 Hemsath, Dave
 301 More Ways to Have Fun at Work 32
 301 Ways to Have Fun At Work 32
 Henderson, Hazel
 Building a Win-Win World 17
 Paradigms in Progress 18
 Henderson, John
 Knowledge Engine, The 27
 Henning, Joel P.
 Future of Staff Groups, The 32
 Hessler-Key, Mary
 Entrepreneurial Cat, The 23
 Hiatt, Steven
 Game As Old As Empire, A 18
- Hidden Power* 16
Higher Standard of Leadership, A 35
Highest Goal, The 24
Hire and Keep the Best People 39
 Hock, Dee
 One from Many 32
 Holliday Jr., Charles O.
 Walking the Talk 18
 Holman, Peggy
 Change Handbook, The 32
 Engaging Emergence 32
 Holton III, Elwood F.
 Foundations of Human Resource Development
 38
 Helping Your New Employee Succeed 32
 How to Succeed in Your First Job 23
 Human Resource Development Research
 Handbook 38
 Research in Organizations 38
 Results 38
 So You're New Again 23
 Horn, Bernie
 Framing the Future 18
Hot Spots 31
 Hough, Karen
 Improvisation Edge, The 3, 32
 Houser, William F.
 Business Partnering for Continuous
 Improvement 36
 Wall Street Diet, The 36
 How to Get Ideas 22
 How to Make Collaboration Work 38
 How to Succeed in Your First Job 23
Human Resource Development Research Handbook
 38
Human Resource Management in the Knowledge
 Economy 33
Hungry Start-up Strategy 11
 Hutson, Don
 One Minute Negotiator, The 32
 Hyde, Heather
 Greater Goal, The 32
- I**
- Ideas Are Free* 37
Ideaship 30
Identity Is Destiny 27
Images of Organization 35
Imaginization 35
I Moved Your Cheese 4, 34
Implementing the Four Levels 33
Improvisation Edge, The 3, 32
I'm Stuck, You're Stuck 24
Inclusion Breakthrough 34
Infinite Possibility 36
Infinite Vision 34
Influence Edge, The 39
 Inkson, Kerr
 Cultural Intelligence 38
 Insult to Injury 16
 Intelligent Organization, The 36
 Intrapreneuring in Action 36
 Intrinsic Motivation at Work 38
 Introverted Leader, The 33
 Invisible Capital 19, 36
 Isaacs, David
 World Café, The 29
 Izzo, John
 Five Secrets You Must Discover Before You Die,
 The 23
 Second Innocence 23
 Stepping Up 23
- J**
- Jacobs, Robert W.
 Real Time Strategic Change 32
 You Don't Have to Do It Alone 27
 Jacobs, Ronald L.
 Structured On-the-Job Training 32
 Janoff, Sandra
 Don't Just Do Something, Stand There! 40
 Future Search 40
 Janove, Jathan
 Managing to Stay Out of Court 32

- Jaworski, Joseph
Source 32
Synchronicity 32
- Jenkins, Mary
Abolishing Performance Appraisals 29
- Jennings, Ken
Greater Goal, The 32
Serving Leader, The 32
Ten Thousand Horses 37
- Johansen, Bob
Get There Early 33
Leaders Make the Future 11, 33
- Johnson, Julie
Female Vision, The 23
- Jordan-Evans, Sharon
Love 'Em or Lose 'Em 5, 33
Love It, Don't Leave It 5, 23
Joy of Working from Home, The 21
Just Good Business 34
- K**
- Kador, John
Effective Apology 23, 33
- Kahane, Adam
Power and Love 10, 18
Solving Tough Problems 10, 18, 33
Transformative Scenario Planning 10
- Kahane, Michele
Untapped 40
- Kahn, Si
Creative Community Organizing 18
Fox in the Henhouse, The 18
- Kahnweiler, Jennifer B.
Inverted Leader, The 33
- Kampas, Paul J.
DEC Is Dead, Long Live DEC 37
- Kaplan, Soren
Leapfrogging 3
- Karger, Howard
Shortchanged 18
- Katz, Judith H.
Be BIG 23, 33
Inclusion Breakthrough 34
- Kaye, Beverly
Help Them Grow or Watch Them Go 5
Love 'Em or Lose 'Em 5, 33
Love It, Don't Leave It 5, 23
- Keenan, Jeffrey
Our Day to End Poverty 16, 21
- Kellner-Rogers, Myron
Simpler Way, A 40
- Kelly, Kevin
Leading in Turbulent Times 33
- Kelly, Marjorie
Divine Right of Capital, The 18
Owning Our Future 18
- Kennedy, Danny
Rooftop Revolution 9
- Kennedy, Debbe
Putting Our Differences to Work 33
- Kephart, Beth
Zenobia 30
- Key, M. K.
Corporate Celebration 30
- Kirkpatrick, Donald L.
Evaluating Training Program 33
Implementing the Four Levels 33
Transferring Learning to Behavior 33
- Kirkpatrick, James D.
Evaluating Training Program 33
Implementing the Four Levels 33
Transferring Learning to Behavior 33
- Kiss That Frog!* 25
- Kiuchi, Tachi
What We Learned from the Rain Forest 33
- Klaver, M. Nora
Mayday! 23
- Know Can Do!* 28
- Knowledge Engine, The* 27
- Koriath, John J.
Executive Coaching for Results 39
- Korn, Kim C.
Infinite Possibility 36
- Korten, David C.
Agenda for a New Economy 18
Great Turning, The 18
- Post-Corporate World, The* 18
When Corporations Rule the World 18
- Krembs, Peter
On-The-Level 34
- Krempl, Stephen
Training Across Multiple Locations 33
- L**
- Lacinak, Thad
Whale Done Parenting 21
- Landis, Jessica
Untapped 40
- Lapham, Mike
Self-Made Myth, The 19
- Laszlo, Ervin
Macroschift 18
- Lavine, Marc
Making the Impossible Possible 6, 29
- Lawford, G. Ross
Quest for Authentic Power, The 23
- Lawler III, Edward E.
Useful Research 35
- Laws of Lifetime Growth, The* 25
- Leaders as Teachers* 28
- Leadership and Self-Deception* 21, 27
- Leadership and the New Science* 40
- Leadership from the Inside Out* 7, 29
- Leadership That Matters* 37
- Leadership Wisdom of Jesus, The* 34
- Leaders Make the Future* 11, 33
- Leading in Turbulent Times* 33
- Leading People Through Disasters* 34
- Leading Systems* 35
- Lean and Green* 9
- Leapfrogging* 3
- Learning to Use What You Already Know* 25
- Lebow, Rob
Accountability 33
- Lee, Ann
What the U.S. Can Learn from China 18
- Leider, Richard J.
Claiming Your Place at the Fire 23
Power of Purpose, The 23
Repacking Your Bags 2
Something to Live For 2, 23
Whistle While You Work 2, 23
Working Naturally 23
- Lenel, Robert H.
Fusion Leadership 30
- Lengnick-Hall, Cynthia A.
Human Resource Management in the Knowledge Economy 33
- Lengnick-Hall, Mark L.
Human Resource Management in the Knowledge Economy 33
- LeRoy, Greg
Great American Jobs Scam, The 18
- Levesque, Paul
Dreamcrafting 23
- Levine, Stewart
Book of Agreement, The 33
Getting to Resolution 33
- Levy, Mark
Accidental Genius 23
- Lewenstein, Marion
On Our Own Terms 22
- Liebig, James E.
Merchants of Vision 33
- Lift* 36
- Linnea, Ann
Circle Way, The 27
- Lippitt, Laurence L.
Preferred Futuring 33
- Lipsky, Laura van Dernoot
Trauma Stewardship 23
- Living in More Than One World* 24
- Living Universe, The* 22
- Longman, Phillip
Best Care Anywhere 18
- Lorimer, Lisa
Dealing With the Tough Stuff 30
- Love 'Em or Lose 'Em* 5, 33
Love It, Don't Leave It 5, 23
- Lowe, Paula C.
CarePooling 23
- Lown, Bernard
Prescription for Survival 18
- Loyal to the Sky* 17
- Lucas, George
One Minute Negotiator, The 32
- Ludema, James D.
Appreciative Inquiry Summit, The 34
- Ludy, Perry
Profit Building 34
- Lundin, Kathleen
Healing Manager, The 34
- Lundin, William
Healing Manager, The 34
- Lutz, Rudiger
EcoManagement 16
- Lydenberg, Steven
Corporations and the Public Interest 18
- Lynch, Kevin
Mission, Inc. 34
- M**
- Maassarani, Tarek F.
Corporate Whistleblower's Survival Guide, The 17
- Macroschift* 18
- Mager, David
Street Smart Sustainability 9, 34
- Magnetic Service* 28
- Make Talent Your Business* 27
- Make Their Day!* 39
- Making Sustainability Work* 8, 30
- Making the Good Life Last* 24
- Making the Grades* 17
- Making The Grass Greener on Your Side* 34
- Making the Impossible Possible* 6, 29
- Making Waves and Riding the Currents* 17
- Malhotra, Deepak
I Moved Your Cheese 4, 34
- Mamdouh, Fekkak
Accidental American, The 19
- Managers As Facilitators* 39
- Managers As Mentors* 28
- Managers Not MBAs* 35
- Managing* 35
- Managing By Values* 28
- Managing for People Who Hate Managing* 4
- Managing Hispanic and Latino Employees* 35
- Managing Quality in America's Most Admired Companies* 37
- Managing to Stay Out of Court* 32
- Managing Your Own Learning* 21
- Mander, Jerry
Alternatives to Economic Globalization 16
- Manz, Charles C.
Emotional Discipline 23
- Leadership Wisdom of Jesus, The* 34
- New SuperLeadership, The* 34
- Power of Failure, The* 24
- Wisdom of Solomon at Work, The* 24
- Manz, Karen P.
Wisdom of Solomon at Work, The 24
- Marburg, Sandra
EcoManagement 16
- Marketing That Matters* 29
- Marshak, Robert J.
Covert Processes at Work 34
- Marshall, Ian
Spiritual Capital 40
- Martin, Randy
They Just Don't Get It! 26, 40
- Marx, Robert D.
Wisdom of Solomon at Work, The 24
- Maul, Dianna
Emotional Value 27
- Mayday!* 23
- Maynard Jr., Herman Bryant
Fourth Wave, The 19
- McAfee, Barbara
Full Voice 34
- McAnally, Kimcee
Executive Coaching for Results 39
- McClay, Renie
10 Steps to Successful Teams 34
- McDargh, Eileen
Gifts from the Mountain 24

- McElhaney, Kellie A.
Just Good Business 34
- McIntosh, David
Art of Business, The 30
- McKee, Kathryn
Leading People Through Disasters 34
- McKnight, John
Abundant Community, The 19
- McKone-Sweet, Kate
New Entrepreneurial Leader, The 31
- McLagan, Patricia
Age of Participation, The 34
Change Is Everybody's Business 34
On-The-Level 34
- McLean, Gary N.
Organization Development 34
- McMurrer, Dan
Good Company 28
- McNally, David
Be Your Own Brand 24
- McNeil, Art
Dreamcrafting 23
- Mehrtens, Susan E.
Fourth Wave, The 19
- Mehta, Pavithra K.
Infinite Vision 34
- Melrose, Ken
Making The Grass Greener on Your Side 34
Memoirs of a Recovering Autocrat 31
Merchants of Vision 33
- Merron, Keith
Consulting Mastery 34
- Metcalf, Franz
Being Buddha at Work 24
- Metzker, Carol
Appreciative Intelligence 38
- Meyer, Paul J.
Know Can Do! 28
Michael Finney's Consumer Confidential 22
- Miller, Brian
Self-Made Myth, The 19
- Miller, Frederick A.
Be BIG 23, 33
Inclusion Breakthrough 34
- Miller, Mark
Great Leaders Grow 28
Secret of Teams, The 34
Secret, The 28
- Miner, John B.
4 Routes to Entrepreneurial Success, The 35
- Minnich, Elizabeth
Fox in the Henhouse, The 18
- Mintzberg, Henry
Managers Not MBAs 35
Managing 35
- Mission, Inc. 34
- Mitchell, Donald
Ultimate Competitive Advantage, The 35
- Mitchell, Lawrence E.
Speculation Economy, The 19
- Mohin, Timothy J.
Changing Business from the Inside Out 8
- Mohr, Bernard J.
Appreciative Inquiry Summit, The 34
- Mohrman, Susan Albers
Useful Research 35
- Møller, Claus
Complaint Is a Gift, A 27
- Mooney, Tim
Courageous Training 35
Moral Advantage, The 30
Moral Capitalism 20
More Than Money 21
- Morgan, Gareth
Images of Organization 35
Imagization 35
- Morgen, Sharon Drew
Selling with Integrity 35
- Morsch, Gary
Power of Serving Others, The 24
- Moses, Barbara
Career Intelligence 24
Mother Teresa, CEO 29
Moving from Training to Performance 37
- Muchnick, Marc
No More Regrets! 24
- Murphy, Erin O'Toole
Teamwork Is an Individual Skill 27
My Way or the Highway 29
- N**
- Nace, Ted
Gangs of America 19
- Nair, Keshavan
Higher Standard of Leadership, A 35
- Naquin, Sharon S.
Helping Your New Employee Succeed 32
How to Succeed in Your First Job 23
So You're New Again 23
- Naylor, Thomas H.
Affluenza 16, 22
- Neal, Craig
Art of Convening, The 35
- Neal, Patricia
Art of Convening, The 35
- Neck, Christopher P.
Wisdom of Solomon at Work, The 24
- Needleman, Jacob
Time and the Soul 24
- Nel, Christo
Age of Participation, The 34
- Nelson, Dean
Power of Serving Others, The 24
- Nelson, Gary M.
Self-Governance in Communities and Families 19
- Networking for People Who Hate Networking* 4, 26
- Nevaer, Louis E. V.
Managing Hispanic and Latino Employees 35
Never in My Wildest Dreams 16
New Business of Business, The 31
New Entrepreneurial Leader, The 31
New Management, The 31
New Organizational Wealth, The 38
New Rules of Green Marketing, The 8, 35
New Social Learning, The 28
New SuperLeadership, The 34
New Traditions in Business 36
New Why Teams Don't Work, The 36
No More Regrets! 24
- Nomura, Catherine
Laws of Lifetime Growth, The 25
Nonverbal Advantage, The 22, 31
- Nutt, Paul C.
Why Decisions Fail 35
- O**
- Oberstein, Sophie
10 Steps to Successful Coaching 35
- O'Connor, Michael
Managing By Values 28
- Olsen, Karen J.
On Our Own Terms 22
- Olwyler, Kelle
Paradoxical Thinking 22
- One from Many* 32
One Minute Negotiator, The 32
Online Learning Today 37
On Our Own Terms 22
On Target 28
On-The-Level 34
Open Space Technology 35
Organization Development 34
- Oshry, Barry
Leading Systems 35
Seeing Systems 35
- Ott, John
Power of Collective Wisdom, The 29
- Ottman, Jacquelyn A.
New Rules of Green Marketing, The 8, 35
Our Day to End Poverty 16, 21
Out of Poverty 19
- Owen, Harrison
Expanding Our Now 35
Open Space Technology 35
Power of Spirit, The 35
Spirit of Leadership, The 35
Wave Rider 35
Owning Our Future 18
- P**
- Pace, R. Wayne
Training Across Multiple Locations 33
Paradigms in Progress 18
Paradoxical Thinking 22
- Parker, Thornton
What If Boomers Can't Retire? 19
Pathways to Success 21
- Pattakos, Alex
Prisoners of Our Thoughts 24
Patterns of High Performance 22
- Patterson, John R.
Wired and Dangerous 11, 28
- Pause Principle, The 7
- Peace First 19
- Peacock in the Land of Penguins, A 22
- Pearson, Carol S.
Transforming Leader, The 36
Pebble and the Avalanche, The 40
- Pellman, Ron
Intrapreneuring in Action 36
- Pelosi, Christine
Campaign Boot Camp 2.0 19
- Peon Book, The 32
- People's Business, The 17
- PeopleSmart 25
- Peppers, Cheryl
Bringing Your Soul to Work 21
Performance Consulting 37
- Perkins, John
Confessions of an Economic Hit Man 19
- Perseverance 1, 25
- Peter, Peta
Smart Videoconferencing 27
- Phillips, Jack J.
Show Me the Money 36
- Phillips, Patricia Pulliam
Show Me the Money 36
- Phillips, Robert
Stakeholder Theory and Organizational Ethics 36
- Pinchot, Elizabeth
Intelligent Organization, The 36
- Pinchot, Gifford
Intelligent Organization, The 36
Intrapreneuring in Action 36
- Pine II, B. Joseph
Infinite Possibility 36
Plunder and Blunder 16
Poetry of Business Life, The 40
- Poirier, Charles C.
Advanced Supply Chain Management 36
Business Partnering for Continuous Improvement 36
E-Supply Chain 36
Supply Chain Optimization 36
Wall Street Diet, The 36
- Polak, Paul
Out of Poverty 19
- Porter, Maya
New Business of Business, The 31
Positive Leadership 6
Positively M. A. D. 25, 39
Positive Organizational Scholarship 6, 29
Post-Corporate World, The 18
Power and Love 10, 18
Power of Appreciative Inquiry, The 40
Power of Collective Wisdom, The 29
Power of Failure, The 24
Power of Purpose, The 23
Power of Servant-Leadership, The 31
Power of Serving Others, The 24
Power of Spirit, The 35
Power of Your Past, The 24
Predictive Evaluation 27
Preferred Futuring 33
Prescription for Survival 18
Prisoners of Our Thoughts 24
Professional Trainer, The 39
Profit Building 34
Prosper 26
Putting Our Differences to Work 33

- Q**
Quest for Authentic Power, The 23
 Quinn, Robert E.
Lift 36
Positive Organizational Scholarship 6, 29
 Quinn, Ryan W.
Lift 36
- R**
 Rabb, Chris
Invisible Capital 19, 36
 Raelin, Joseph A.
Creating Leaderful Organizations 36
 Randolph, Alan
3 Keys to Empowerment, The 28
Empowerment Takes More Than a Minute 28
Go Team! 28
 Rathke, Wade
Citizen Wealth 19
 Ray, Michael
Highest Goal, The 24
Rebuilding Trust in the Workplace 36
Real Leadership 40
Real Time Strategic Change 32
Real Wealth of Nations, The 17
Reawakening the Spirit in Work 32
Rebooting the American Dream 17
Referral of a Lifetime, The 38
Regime Change Begins at Home 16
 Reina, Dennis
Rebuilding Trust in the Workplace 36
Trust and Betrayal in the Workplace 36
 Reina, Michelle
Rebuilding Trust in the Workplace 36
Trust and Betrayal in the Workplace 36
 Reiter, Stephen E.
Supply Chain Optimization 36
 Renesch, John
New Traditions in Business 36
Repacking Your Bags 2
Reset 16
Research in Organizations 38
Resiliency Advantage, The 24
Responsible Restructuring 29
Restoration Economy, The 16
Results 38
 Reynolds, Marcia
Wander Woman 24
 Richards, Dick 36
Artful Work 36
Right Relationship 16
Right Risk 25
 Ritchey, Tom
I'm Stuck, You're Stuck 24
 Robbins, Harvey
New Why Teams Don't Work, The 36
 Robert K. Greenleaf 31
 Robinson, Alan G.
Corporate Creativity 36
Ideas Are Free 37
 Robinson, Dana Gaines
Moving from Training to Performance 37
Performance Consulting 37
Strategic Business Partner 37
 Robinson, James C.
Moving from Training to Performance 37
Performance Consulting 37
Strategic Business Partner 37
 Rochlin, Steve
Untapped 40
Rooftop Revolution 9
 Rosenstein, Bruce
Living in More Than One World 24
 Rovin, Sheldon
Beating the System 27
 Ruhe, Dick
Know Can Do! 28
Running Training Like a Business 39
- S**
 Salerno, Ann
Change Cycle, The 37
 Salsa, Soul, and Spirit 29
 Sandholtz, Kurt
Beyond Juggling 24
- Sashkin, Marshall
Leadership That Matters 37
 Sashkin, Molly G.
Leadership That Matters 37
 Savir, Uri
Peace First 19
Scenario Planning in Organizations 29
 Scharmer, C. Otto
Theory U 37
 Schein, Edgar H.
DEC Is Dead, Long Live DEC 37
Helping 37
 Schlesinger, Andrea Batista
Death of "Why?", The 19
 Schmaltz, David A.
Blind Men and the Elephant, The 37
 Schmidheiny, Stephan
Walking the Talk 18
 Schmidt, Warren H.
Peacock in the Land of Penguins, A 22
 Schroeder, Dean M.
Ideas Are Free 37
 Schuler, Michael A.
Making the Good Life Last 24
 Schuster, John P.
Answering Your Call 24
Power of Your Past, The 24
 Schwartz, Ellen
Taking Back Our Lives in the Age of Corporate Dominance 19
 Screwed 17
 Scullard, Mark
8 Dimensions of Leadership, The 38
Second Innocence 23
Secret of Teams, The 34
Secret, The 28
 Seddiqui, Daniel
50 Jobs in 50 States 24
Seeing Red Cars 3, 22
Seeing Systems 35
 Seidensticker, Bob
Future Hype 19
Self-Governance in Communities and Families 19
Self-Made Myth, The 19
Selling with Integrity 35
 Sen, Rinku
Accidental American, The 19
 Serving Leader, The 32
 Shapiro, David A.
Choosing the Right Thing to Do 24
Claiming Your Place at the Fire 23
Repacking Your Bags 2
Something to Live For 2, 23
Whistle While You Work 2, 23
Shareholder Value Myth, The 38
Share This! 20
 Shea, Heather
Dance Lessons 28
 Shea-Schultz, Heather
Online Learning Today 37
 Shenoy, Suchitra
Infinite Vision 34
She Spot, The 20, 40
Shifting Sands 22
 Shireman, Bill
What We Learned from the Rainforest 33
Shortchanged 18
 Showkeir, Jamie
Authentic Conversations 37
 Showkeir, Maren 37
Authentic Conversations 37
Show Me the Money 36
 Shuman, Michael H.
Small-Mart Revolution, The 19
 Sibilila, Joe
Street Smart Sustainability 9, 34
 Siebert, Al
Resiliency Advantage, The 24
 Silberman, Mel
PeopleSmart 25
Working PeopleSmart 25, 37
Simpler Way, A 40
 Sims Jr., Henry P.
New SuperLeadership, The 34
 Sinclair, Hugh
Confessions of a Microfinance Heretic 19
- Sinema, Kyrsten
Unite and Conquer 19
 Sisson, Gary R.
Hands-On Training 37
Small Change 17
Small-Mart Revolution, The 19
Smart Videoconferencing 27
So Far from Home 1
So You're New Again 23
 Solomon, Glenn
You Could Be Fired for Reading This Book 25
Solving Tough Problems 10, 18, 33
Something to Live For 2, 23
 Sonduck, Michael M.
DEC Is Dead, Long Live DEC 37
 Song, Mike
Hamster Revolution for Meetings, The 37
Hamster Revolution, The 25, 37
 Soper, Angela E.
Values Sell 38
 Source 32
So You're New Again 23
 Speak, Karl D.
Be Your Own Brand 24
 Spears, Larry C.
Power of Servant-Leadership, The 31
 Spechler, Jay W.
Managing Quality in America's Most Admired Companies 37
Speculation Economy, The 19
 Speechless 16
 Speerstra, Karen
Our Day to End Poverty 16, 21
Spirit of Leadership, The 35
Spiritual Capital 40
 Spitzer, Randy
Accountability 33
 Sprout! 39
 Stacey, Ralph D.
Complexity and Creativity in Organizations 37
 Stack, Laura
What To Do When There's Too Much To Do 37
 Stahl-Wert, John
Serving Leader, The 32
Ten Thousand Horses 38
Stakeholder Strategy, The 38
Stakeholder Theory and Organizational Ethics 36
Standing in the Fire 30
 Stark, Julie
Your Leadership Legacy 29
 Stavros, Jacqueline M.
Appreciative Inquiry Handbook, The 30
 Steffen, Jim
Aligned Thinking 25
 Stein, Christina Tracy
Kiss That Frog! 25
Stepping Up 23
 Stern, Sam
Corporate Creativity 36
Stewardship 29
 Stewart, Paul
Branded Customer Service 27
Stick Your Neck Out 17
Stirring of Soul in the Workplace 21
 Stoddard, Suzanne
Taking Back Our Lives in the Age of Corporate Dominance 19
 Stoner, Jesse Lyn
Full Steam Ahead! 28
 Stout, Linda
Collective Visioning 19
 Stout, Lynn
Shareholder Value Myth, The 38
Strategic Business Partner 37
 Straus, David
How to Make Collaboration Work 38
 Straw, Julie
4-Dimensional Manager, The 38
Street Smart Sustainability 9, 34
Structured On-the-Job Training 32
 Stumpf, Stephen A.
Learning to Use What You Already Know 25
Success Case Method, The 29
 Sugerman, Jeffrey
8 Dimensions of Leadership, The 38

- Sullivan, Dan
Laws of Lifetime Growth, The 25
Supply Chain Optimization 36
- Sveiby, Karl Erik
New Organizational Wealth, The 38
- Svendsen, Ann
Stakeholder Strategy, The 38
- Swanson, Richard A.
Analysis for Improving Performance 38
Foundations of Human Resource Development 38
Human Resource Development Research Handbook 38
Research in Organizations 38
Results 38
- Swegan, Richard B.
Dot Calm 22
- Synchronicity 32
- T**
- Take Back Your Time* 16, 22
Taking Back Our Lives in the Age of Corporate Dominance 19
- Tarr-Whelan, Linda
Women Lead the Way 20
Teamwork Is an Individual Skill 27
Telling Training's Story 29
- Templeton, Tim
Referral of a Lifetime, The 38
- Ten Thousand Horses* 38
- Terms of Engagement* 27
- Terry, Roger
Economic Insanity 20
- Thatchenkery, Tojo
Appreciative Intelligence 38
- The Arbinger Institute
Anatomy of Peace, The 21
Leadership and Self-Deception 21, 27
- Theory U* 37
- They Just Don't Get It!* 26, 40
- This Changes Everything* 20
- Thomas, David C.
Cultural Intelligence 38
- Thomas Jr., R. Roosevelt
World Class Diversity Management 38
- Thomas, Kenneth W.
Intrinsic Motivation at Work 38
- Thom Hartmann Reader, The* 17
- Thompson, Nadine A.
Values Sell 38
- Three Deep Breaths* 21
- Time and the Soul* 24
- Tissen, René
Zero Space 30
- Tobin, Daniel
Feeding Your Leadership Pipeline 38
- Tompkins, Chuck
Whale Done Parenting 21
- Torbert, Bill
Action Inquiry 38
- Tracy, Brian
21 Success Secrets of Self-Made Millionaires, The 25
100 Absolutely Unbreakable Laws of Business Success, The 25, 39
Be a Sales Superstar 39
Eat That Frog! 25, 39
Flight Plan 25, 39
Get Paid More and Promoted Faster 25
Goals! 25
Hire and Keep the Best People 39
Kiss That Frog! 25
- Training Across Multiple Locations* 33
- Trance of Scarcity, The* 21
- Transferring Learning to Behavior* 33
- Transformative Scenario Planning* 10
- Transforming Leader, The* 36
- Trauma Stewardship* 23
- Treasurer, Bill
Courage Goes to Work 39
Positively M. A. D. 25, 39
Right Risk 25
- Trolley, Edward A.
Running Training Like a Business 39
- Trosten-Bloom, Amanda
Power of Appreciative Inquiry, The 40
- True North Groups* 7, 31
- True Partnership* 40
- True to Yourself* 27
- Trust and Betrayal in the Workplace* 36
- Tucker, Robert B.
Driving Growth Through Innovation 39
- Turner, William Bennett
Figures of Speech 20
- Turning to One Another* 25
- U**
- Ullmen, John B.
Don't Kill the Bosses! 30
Ultimate Competitive Advantage, The 35
- Underhill, Brian O.
Executive Coaching for Results 39
- Unequal Protection* 17
- Unite and Conquer* 19
- Untapped* 40
- Useful Research* 35
- V**
- Value Effect, The* 31
- Values-Driven Business* 29
- Values Sell* 38
- van Adelsberg, David
Running Training Like a Business 39
- van Gelder, Sarah
This Changes Everything 20
- Vargas, Roberto
Family Activism 20
- Vaughn, Robert H.
Professional Trainer, The 39
- Vengel, Alan A.
Influence Edge, The 39
Sprout! 39
- Ventrice, Cindy
Make Their Day! 39
- Ventura, Steve
Yes Lives in the Land of No 22, 31
- von Oech, Roger
Expect the Unexpected or You Won't Find It 25
- W**
- Walker, Meri Aaron
Teamwork Is an Individual Skill 27
- Walking the Talk* 18
- Walk Out Walk On* 1, 20
- Walls Jr., Julius
Mission, Inc. 34
- Wall Street Diet, The* 36
- Walters, Jamie S.
Big Vision, Small Business 39
- Wander Woman* 24
- Wann, David
Affluenza 16, 22
- Warwick, Mal
Values-Driven Business 29
- Watts, Philip
Walking the Talk 18
- Wave Rider* 35
- We Are All Self-Employed* 22
- Weaver, Richard G.
Crisis at Santa's Workshop 39
Managers As Facilitators 39
- Weeden, Curt
Corporate Social Investing 39
- Weisbord, Marvin R.
Discovering Common Ground 40
Don't Just Do Something, Stand There! 40
Future Search 40
- Weiser, John
Untapped 40
- Whale Done Parenting* 21
- What If Boomers Can't Retire?* 19
- What the U.S. Can Learn from China* 18
- What To Do When There's Too Much To Do* 37
- What We Learned from the Rainforest* 33
- Wheatley, Margaret J.
Finding Our Way 40
Leadership and the New Science 40
Perseverance 1, 25
Simpler Way, A 40
So Far from Home 1
Turning to One Another 25
Walk Out Walk On 1, 20
When Corporations Rule the World 18
When the Canary Stops Singing 27
When You Lose Your Job 22
Whistle While You Work 2, 23
- Whitney, Diana
Appreciative Inquiry Handbook, The 30
Appreciative Inquiry Summit, The 34
Power of Appreciative Inquiry, The 40
- Whole-Scale Change* 30
- Why Decisions Fail* 35
- Wilhelm, Emma
8 Dimensions of Leadership, The 38
- Williams, Dean
Real Leadership 40
- Willis, Ethan
Prosper 26
- Wilson, H. James
New Entrepreneurial Leader, The 31
- Windie, Ralph
Poetry of Business Life, The 40
Winning the Global Talent Showdown 31
- Winslow, Edward
Blind Faith 26
- Wired and Dangerous* 11, 28
- Wisdom of Solomon at Work, The* 24
- Witter, Lisa
She Spot, The 20, 40
- Wold, Cynthia
Art of Convening, The 35
- Women Lead the Way* 20
- Working at Warp Speed* 30
- Working Naturally* 23
- Working PeopleSmart* 25, 37
- Working Together* 27
- World Café Community 29
- World Café, The* 29
- World Class Diversity Management* 38
- Wright, Greg
Sprout! 39
- Y**
- Yerkes, Leslie
301 Ways to Have Fun At Work 32
Fun Works 40
They Just Don't Get It! 26, 40
Yes Lives in the Land of No 22, 31
- YES! Magazine 20
This Changes Everything 20
- You Could Be Fired for Reading This Book* 25
- You Don't Have to Do It Alone* 27
- Young, Stephen
Moral Capitalism 20
- You're Addicted to You* 21
- Your Leadership Legacy* 29
- Your Signature Path* 21
- Yudkowsky, Moshe
Pebble and the Avalanche, The 40
- Z**
- Zack, Devora
Managing for People Who Hate Managing 4
Networking for People Who Hate Networking 4, 26
- Zaiss, Carl
True Partnership 40
- Zandt, Deanna
Share This! 20
- Zenobia 30
- Zero Space 30
- Zohar, Danah
Spiritual Capital 40

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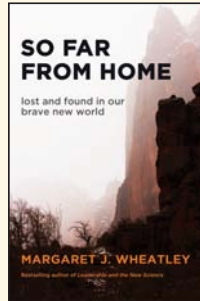
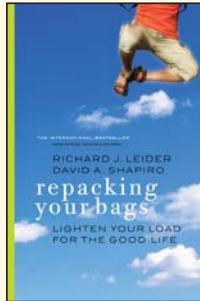


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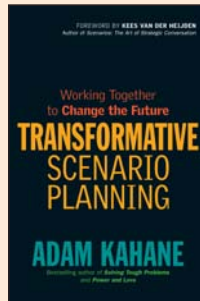
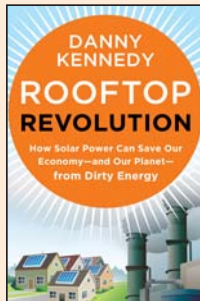
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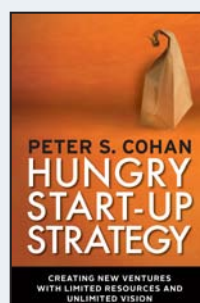
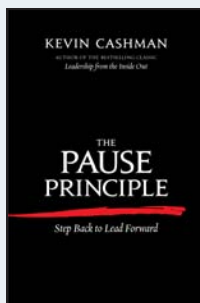
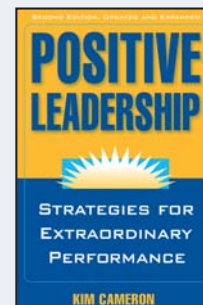
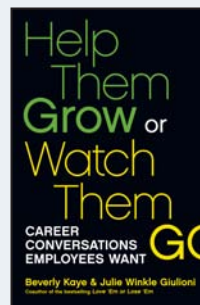
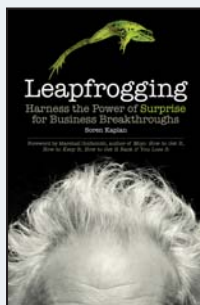
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