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a world that works for all



Spring 2012 Catalog

**BK Life**  
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Dear Reader,

We are excited to celebrate Berrett-Koehler’s 20th Anniversary in 2012. And we hope that you will join us for the events described on page 22.

The book publishing industry has experienced tumultuous changes during these twenty years. Many formerly strong players in our industry no longer exist. Yet BK is thriving, with 2011 being our ninth profitable year in a row and with growth in both print and digital revenues.

The secret of BK’s success has been fidelity to our core commitments: our mission of “Creating a World That Works for All”; our values, including quality, stewardship, sustainability, and partnership; our many unique, author-friendly publishing practices; and our close, collaborative relationships with all of our stakeholder groups.

These commitments have allowed BK to retain our best authors (over eighty of whom have published multiple books with BK), to enjoy great staff continuity (nearly half of our staff members have been with BK for more than ten years), and to be one of the most innovative publishers. Already forty BK titles—nearly a tenth of our total list—have sold over 100,000 copies, including sales of all U.S. and international editions in all formats (see page 24).

What does the future hold for BK? We will stay true to our mission and commitments, and our recent qualification as a Certified B Corporation (see page 25) will help us do so. We also expect to continue the digital leadership that has become a BK hallmark (see page 23).

We will also stay at the forefront of publishing groundbreaking books. For example, *This Changes Everything* was the first book from any publisher on the Occupy Wall Street/99% movement. And new BK titles are incredibly timely in view of today’s big political and economic topics, including *Corporations Are Not People*, *The Self-Made Myth*, *99 to 1*, *Owning Our Future*, *Campaign Boot Camp 2.0*, *The Shareholder Value Myth*, *Best Care Anywhere*, and *What the U.S. Can Learn from China*.

We will also continue to publish a mix of bestselling and new authors. *Stepping Up*, *Kiss That Frog!*, *Great Leaders Grow*, *The Greater Goal*, and *Being Buddha at Work* are by authors whose previous BK books have sold nearly 5 million copies. Several first-time authors offer powerful new thinking, such as in the exposé *Confessions of a Microfinance Heretic*. We will also keep bringing out new editions of outstanding BK titles—such as *Leaders Make the Future* and *Salsa, Soul, and Spirit*—and bringing in esteemed authors new to BK, such as Belva Davis, Laura Stack, and Carol Pearson.

Thank you for your support,

Steven Piersanti  
President and Publisher

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John Izzo, Ph.D.

# Stepping Up

## How Taking Responsibility Changes Everything

- By the bestselling author of *The Five Secrets You Must Discover Before You Die* (more than 170,000 copies sold) and *Awakening Corporate Soul* (more than 250,000 copies sold)
- Offers inspiration and practical advice to anyone who wants to bring about positive change in any area—work, family, community, or the world—but isn't sure how to start
- Filled with often-moving real-life stories of ordinary people who saw problems in the world and decided to step up and do something about them

More people need to step up. When we take responsibility for making change wherever we can, not only does it make our companies, communities, and the world better, but we are happier and more successful and have more fulfilling relationships. But all too often, we stop ourselves before we start. The problems seem too daunting, it's another department's responsibility, other people are the issue and we can't change *them*, and so on. And so nothing ever changes.

With his distinctive mix of inspiring storytelling and practical advice, John Izzo compassionately demolishes the most typical excuses, helps us see a way through common roadblocks, and enables anyone, anywhere, anytime to effectively bring about positive change by simply stepping up.

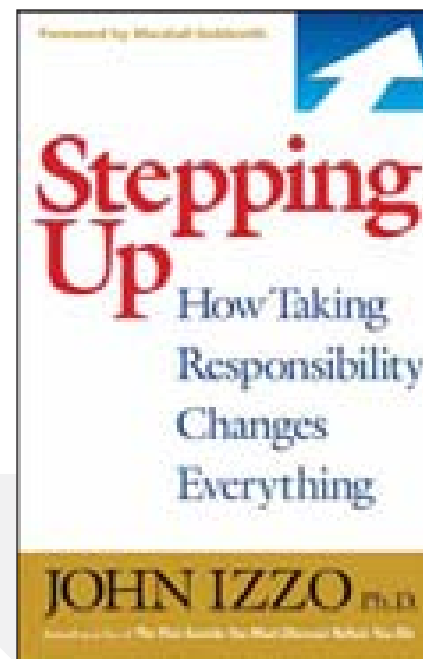
Through numerous examples, Izzo shows that when one person steps up, it creates a wave of energy that encourages others to join in. Take Silvana Fucito, the middle-aged shopkeeper who fought back against the Italian Mafia, leading her neighbors, and eventually the national government, to do the same. Or the teenagers in Nova Scotia who decided to stand up to bullying when a classmate was beaten for wearing a pink shirt, ultimately spawning “pink shirt” days around the world. Or Joanne Beaton, who took over a business division in danger of being outsourced away and, by challenging her people to step up, turned it into a service provider other companies outsourced to.

Rather than regaling us with stories of extraordinary people and extraordinary deeds, Izzo tells us about regular people who see problems and decide—sometimes hesitantly, often uncertainly—to take that first step. Like them, each one of us can claim our power to change the world.

“Insightful and inspired! John Izzo's *Stepping Up* reveals how all of us can create positive change in life and work.”

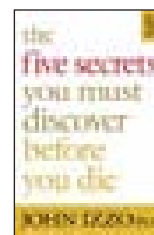
—Marshall Goldsmith, world-renowned executive coach and author of the *New York Times* bestsellers *Mojo* and *What Got You Here Won't Get You There*

**John Izzo** is a bestselling author who has spoken to over one million people and advised over six hundred companies worldwide. He is the author of *The Five Secrets You Must Discover Before You Die*, *Second Innocence*, and *Awakening Corporate Soul*.



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Edited by Sarah van Gelder and  
the staff of *YES! Magazine*

## This Changes Everything

### Occupy Wall Street and the 99% Movement



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- The first book on the movement that has changed the political landscape
- Features contributions from veteran progressive observers and Occupy activists
- Goes beyond describing events to explore the larger meaning of the movement

The Occupy Wall Street movement named the core issue of our time: the overwhelming power of Wall Street and large corporations—something the political establishment and most media have long ignored. But the movement goes far beyond this critique; it is changing *everything*—the way people view themselves and the world, the kind of society they believe is possible, and their involvement in creating a society that works for the 99% rather than just the 1%.

Attempts to pigeonhole this radically decentralized, fast-evolving movement have led to confusion and misperception. In this volume, the editors of *YES! Magazine* bring together voices from inside and outside the protests to convey the issues, possibilities, and personalities associated with the Occupy Wall Street movement.

There are chapters by Naomi Klein (a speech she gave at Occupy Wall Street), Ralph Nader, David Korten, and Rebecca Solnit, among others. Occupy organizer David Graeber explains the principles behind the now-famed general assemblies; Occupy activist Marina Sitrin describes her experiences during the first month of the occupation; and Hena Ashraf, another Occupy activist, talks about the movement's efforts to address issues of race—a chapter that also shows the general assembly decision-making processes in action. And there's much more.

*This Changes Everything* offers insights for the many already involved—actively protesting or expressing support in other ways—and for the millions more who sympathize with the goal of a more equitable and democratic future.

“Brief, hopeful, and accessible. . . . The OWS story, thus far, is in this book, which serves as a fine record of the OWS autumn, especially for those seeking clarity on its aims. As a primary source it will have long-term value.”

—*Library Journal*

“This volume makes a useful, timely, relevant contribution.”

—*New York Journal of Books*

**Sarah van Gelder** is cofounder and executive editor of *YES! Magazine* and YesMagazine.org. She is a frequent guest on radio and television, commenting on current affairs. Project Censored calls *YES!* “the standard for solutions journalism,” and Democracy Now’s Amy Goodman calls *YES!* a “vital voice of independent journalism.”

*YES! Magazine* is donating royalties from the paperback to support the Occupy Wall Street/99% movement.

Jeffrey D. Clements

Foreword by Bill Moyers

# Corporations Are Not People

**Why They Have More Rights Than You Do and What You Can Do About It**

- A plain-English guide to the disastrous practical consequences of the bizarre legal doctrine of “corporate personhood”—enshrined most recently in the Supreme Court’s *Citizens United* decision
- Features a constitutional amendment designed to overturn *Citizens United* and restore the government to the people
- Includes a “tool kit” to help citizens mount a grassroots campaign to pass the People’s Rights Amendment

The January 2010 Supreme Court *Citizens United v. Federal Election Commission* decision marked a culminating victory for the legal doctrine of corporate personhood. Corporations, as legal persons, are now entitled to exercise their alleged free-speech rights in the form of campaign spending, effectively enabling corporate domination of the electoral process.

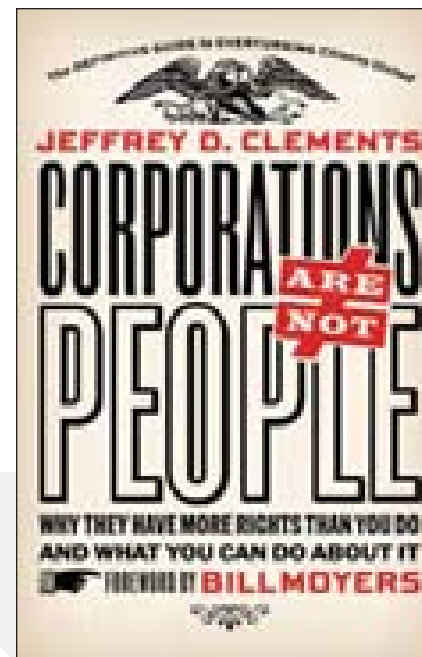
Jeffrey Clements uncovers the roots, expansion, and far-reaching effects of the strange and destructive idea, which flies in the face of not only all common sense but, Clements shows, most of American legal history, from 1787 to the 1970s. He details its impact on the American political landscape, economy, job market, environment, and public health—and how it permeates our daily lives, from the quality of air we breathe to the types of jobs we can get to the politicians we elect. Most importantly, he offers a solution: a constitutional amendment to reverse *Citizens United* and tools readers can use to mount a grassroots drive to get it passed.

Overturing *Citizens United* is not about a triumph of one political ideology over another—it’s about restoring the democratic principles on which America was built. Republican president Theodore Roosevelt and conservative Supreme Court Chief Justice William Rehnquist both vocally opposed the idea of corporate personhood. Community by community, state by state, we can cross party and ideological lines to form a united front against unchecked corporate power in America—and reinstate a government that is truly of, by, and for the people.

“How to fight back is the message of this book . . . What Clements calls ‘the People’s Rights Amendment’ could be our best hope to save what Alexis de Tocqueville called ‘the great American experiment.’”

—from the foreword by Bill Moyers

**Jeffrey Clements** is a cofounder and general counsel of Free Speech for People, a national, nonpartisan campaign to oppose corporate personhood and pass the People’s Rights Amendment. The founder of Clements Law Office, LLC, he has represented and advocated for people, businesses, and the public interest since 1988, serving as assistant attorney general and chief of the Public Protection and Advocacy Bureau in Massachusetts from 2007 to 2009.



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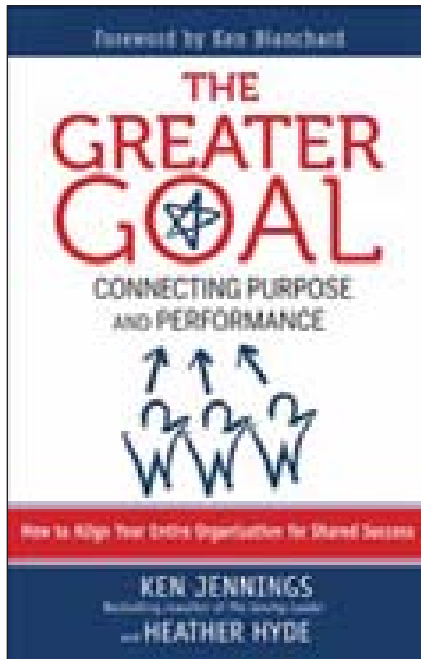
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Ken Jennings and Heather Hyde

Foreword by Ken Blanchard

## The Greater Goal

### Connecting Purpose and Performance



- By the coauthor of the bestselling *The Serving Leader* (over 90,000 copies sold)
- Shows how superior performance is driven by aligning every person and every function around an inspiring purpose
- Written in a universally accessible fable format—critical for this highly collaborative process

For decades we have been hearing about how strong organizational purpose drives customer and employee loyalty. Committees draft stirring mission statements and companies slap them on their websites, stick them on their annual reports, frame them on their lobby walls—and forget about them.

So what does it take to put an inspiring purpose into practice? How can you ensure that the highest values inform every aspect of your company's operations and sustain high performance for years to come?

Through years of management consulting experiences, Ken Jennings and Heather Hyde have learned what it takes to connect purpose and performance. In this vivid business fable they lay out a five-point road map called “the Star Model” to guide leaders through the process of engaging executives, managers, and employees in creating a profoundly motivating purpose that becomes a basis for action at all levels. Jennings and Hyde tell the story of Alex Beckley, a new company president who receives a dramatic wake-up call that demands he live and lead differently. The Star Model transforms not only his work life but his personal life as well.

Purpose gives everyone the feeling of working for a cause, not just a company. But simply having a greater goal is not enough. Leaders must also make this greater goal the foundation of their overall strategy and execute that strategy while staying true to the larger purpose. With Jennings and Hyde's expert assistance, you'll discover how to articulate your higher purpose, use it to create shared goals among all stakeholders, align all functions around the shared goals and higher purpose, and thereby drive organizational performance to unprecedented levels.

“As a long-term practitioner of cultural development and change management, I highly recommend the book. Be prepared for an engaging and emotional encounter.”

—Joseph Patrnoch, Chief Human Resources Officer, Cleveland Clinic

**Ken Jennings** cofounded ThirdRiver Partners to serve executives and organizations around the world. He has held leadership roles as a global managing partner at Accenture and was a codirector of the Global Leadership in Healthcare Program at the University of Michigan Business School. He is the coauthor of *The Serving Leader*.

**Heather Hyde** is the cofounder of ThirdRiver Partners. She draws on experience gained as a strategic and financial advisor and as a consultant in the field of human performance improvement.

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Ken Blanchard and Mark Miller

# Great Leaders Grow

## Becoming a Leader for Life

- By the bestselling authors of *The Secret* (over 380,000 copies sold): the legendary Ken Blanchard and Mark Miller, a top executive at one of the most successful restaurant chains in the country
- Identifies the specific ways leaders must grow—on the job and off—to remain inspiring and effective
- Written for both established leaders looking to ensure their continued effectiveness and those who aspire to leadership

Successful leaders don't rest on their laurels. Leadership must be a living process, not a title on a business card, and life means growth. As Ken Blanchard and Mark Miller write in the introduction, "the path to increased influence, impact, and leadership effectiveness is paved with personal growth. . . . Our capacity to grow determines our capacity to lead. It's really that simple." *Great Leaders Grow* shows leaders and aspiring leaders precisely which areas to focus on so they can remain effective throughout their lives.

As the book opens, Debbie Brewster, an accomplished leader herself, becomes a mentor to Blake, her late mentor's son, as he begins his career. Debbie tells Blake, "How well you and I serve will be determined by the decision to grow or not. Will you be a leader who is always ready to face the next challenge? Or will you be a leader who tries to apply yesterday's solutions to today's problems? The latter will ultimately fail. The difference: the decision to grow. And not a short-term decision but a decision to grow throughout your career and throughout your life. This single decision is a game changer for leaders."

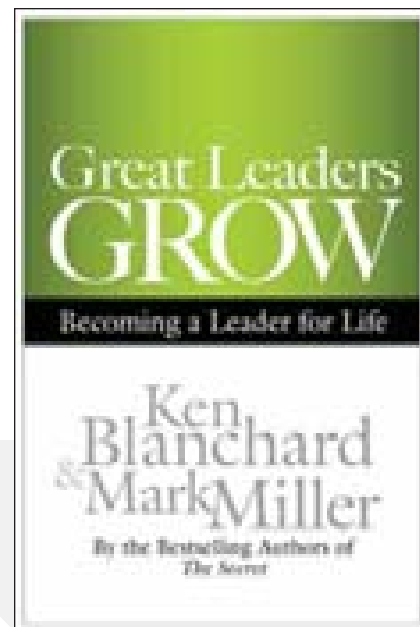
Over the next several weeks Debbie reveals what this means in practical terms. She and Blake explore four ways that leaders must continue to grow, both on the job and off, because who you are as a leader is inextricably connected to who you are as a person. Whether you're a CEO or an entry-level employee, you'll be inspired to reflect on your own life and to design your own unique long-term growth plan, leading to not only continuing professional success but personal fulfillment as well.

"Mark and Ken have proven to be one of the world's most successful writing teams. With *Great Leaders Grow*, this creative dream team has produced their best work yet! This is a book for those who seek to be more effective leaders at home, at work, and in our nation as a whole."

—Andy Andrews, *New York Times* bestselling author of *The Noticer* and *The Traveler's Gift*

**Ken Blanchard** is chief spiritual officer of the Ken Blanchard Companies. He is the author or coauthor of 50 books that have sold more than 20 million copies, including the iconic *One Minute Manager*®.

**Mark Miller** is vice president, training and development, for Chick-fil-A. During his career he has served in corporate communications, restaurant operations, quality and customer satisfaction, and numerous other leadership positions. He began his Chick-fil-A career in 1977 working as an hourly team member. He is the author of *The Secret of Teams* and the coauthor of *The Secret*.



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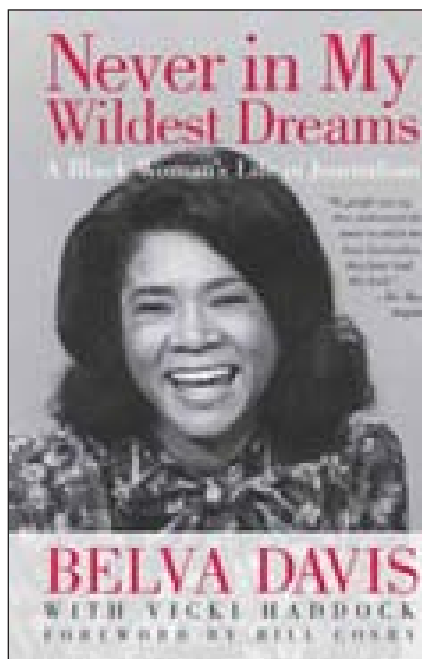
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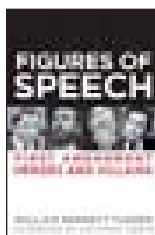
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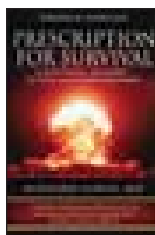


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Belva Davis

with Vicki Haddock

Foreword by Bill Cosby

## Never in My Wildest Dreams

### A Black Woman's Life in Journalism

- The inspiring autobiography of an American pioneer
- Features vivid stories of Davis's encounters with famous people and historic events
- Honest, revealing, at times humorous, at times harrowing—a deeply important document of our times

As the first black female television journalist in the western United States, Belva Davis overcame racism and sexism and helped change the face and focus of television news. She shares the story of her extraordinary life in her poignantly honest memoir.

Davis is no stranger to adversity. Born to a fifteen-year-old Louisiana laundress during the Great Depression and raised in the overcrowded projects of Oakland, California, Davis suffered abuse, battled rejection, and persevered to achieve a career beyond her imagination. She has seen the world change in ways she never could have envisioned, from being verbally and physically attacked while reporting on the 1964 Republican National Convention in San Francisco to witnessing the historic election of Barack Obama in 2008.

Davis reported many of the most explosive stories of modern times, including the Vietnam War protests, the Black Panthers, the Peoples Temple cult mass suicides at Jonestown, the assassinations of San Francisco Mayor George Moscone and Supervisor Harvey Milk, the onset of the AIDS epidemic—and from Africa, the aftermath of the terrorist attacks that first put Osama bin Laden on the FBI's Most Wanted List. She encountered a cavalcade of cultural icons: Malcolm X, Frank Sinatra, James Brown, Nancy Reagan, Huey Newton, Muhammad Ali, Alex Haley, Fidel Castro, Dianne Feinstein, Condoleezza Rice, and others.

Belva Davis soldiered in the trenches in the battle for racial equality and brought stories of black Americans out of the shadows and into the light of day. Now in her seventies, the "Walter Cronkite of the Bay Area" hosts a weekly news roundtable and special reports at KQED, one of the nation's leading PBS stations.

"No people can say they understand the times in which they have lived unless they have read this book."

—Dr. Maya Angelou

**Belva Davis** currently hosts *This Week in Northern California* on San Francisco's KQED. She has received eight local Emmys and many other awards, including honors from the International Women's Media Foundation and the National Association of Black Journalists.

**Vicki Haddock** is a journalist and was a senior writer at the *San Francisco Chronicle* as well as a reporter and assistant city desk editor for the *San Francisco Examiner*. Before joining the *Examiner*, she was chief political writer for the *Oakland Tribune*.



Ann Lee

Foreword by Ian Bremmer

# What the U.S. Can Learn from China

**An Open-Minded Guide to Treating Our Greatest Competitor as Our Greatest Teacher**

- Lays out what America can gain by studying China's approach to politics, economics, finance, education, foreign policy, and more
- Author Ann Lee, a self-proclaimed "tiger mother for the U.S. economy," has experience on both sides of the Pacific—she has taught in China and worked on Wall Street
- Counters the trend of demonizing China by offering a rare nuanced view of how Chinese society actually works

While America is still reeling from the 2008 financial crisis, a high unemployment rate, and a surge in government debt, China's economy is the second largest in the world, and many predict it will surpass the United States' by 2020. President Obama called China's rise "a Sputnik moment"—will America seize this moment or continue to treat China as its scapegoat?

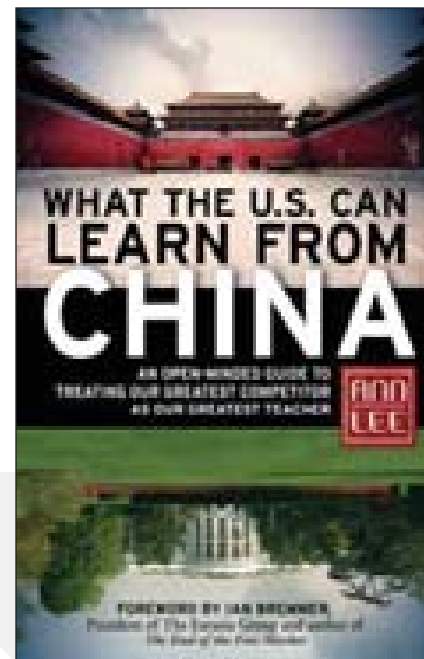
Mainstream media and the U.S. government regularly target China as a threat. Rather than viewing China's power, influence, and contributions to the global economy in a negative light, Ann Lee asks: What can America learn from its competition? Why did China suffer so little from the global economic meltdown? What accounts for China's extraordinary growth, despite one of the highest corporate tax rates in the world? How does the Chinese political system avoid partisan rancor but achieve genuine public accountability? From education to governance to foreign aid, Lee details the policies and practices that have made China a global power and then isolates the ways the United States can use China's enduring principles to foster much-needed change at home.

This is no whitewash. Lee is fully aware of China's shortcomings, particularly in the area of human rights. She has relatives who suffered during the Cultural Revolution. But by overemphasizing our differences with China, the United States stands to miss a vital opportunity. Filled with sharp insights and thorough research, *What the U.S. Can Learn from China* is Lee's rallying cry for a new approach at a time when learning from one another is the key to surviving and thriving.

"Ann Lee shows how lessons from China can bring Americans full circle, back to the values and aspirations that made the United States a great country in the first place. Her book adds much-needed nuance to the debates over China's role in the global economy and as a rising world power."

—Michele Wucker, President, World Policy Institute

**Ann Lee** is a senior fellow at Demos, a nonpartisan think tank. A former investment banker and fixed-income trader, she has taught at Peking University and now teaches at New York University. She has written for the *Financial Times*, the *Wall Street Journal*, *Newsweek*, *Businessweek*, *Forbes*, and *Worth*.



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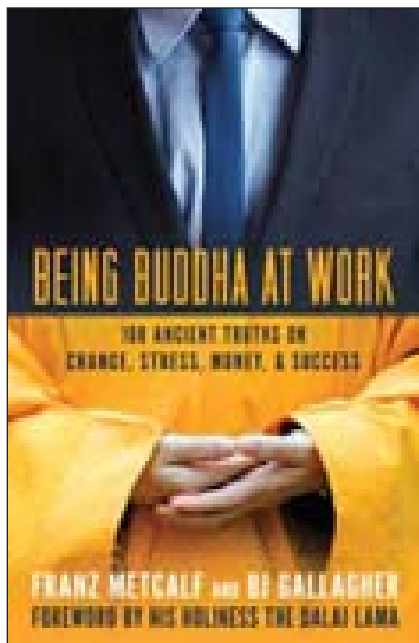
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Foreword by His Holiness the Dalai Lama

## Being Buddha at Work

108 Ancient Truths on Change, Stress, Money, and Success



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Buddhism has for thousands of years provided a spiritual foundation for the daily lives of millions of people around the world. But does Buddhism have anything to offer us—Buddhists and non-Buddhists alike—in today's world of work? Metcalf and Gallagher think it does. Spiritual wisdom, Western or Eastern, inspires and instructs us in living a good life. And that's just as true at work as at home.

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**Franz Metcalf** teaches religious studies at California State University, Los Angeles. He is the president of the Western Region of the American Academy of Religion and an active leader in the Forge Institute. His books include *What Would Buddha Do?* and *Buddha in Your Backpack*.

**BJ Gallagher** is a workplace consultant and dynamic workshop leader and speaker. Her clients include IBM, Chevron, the US Department of Veterans Affairs, Chrysler, John Deere Credit, and the League of California Cities, among others. Her business books include the international bestseller *A Peacock in the Land of Penguins* and *Yes Lives in the Land of No*.

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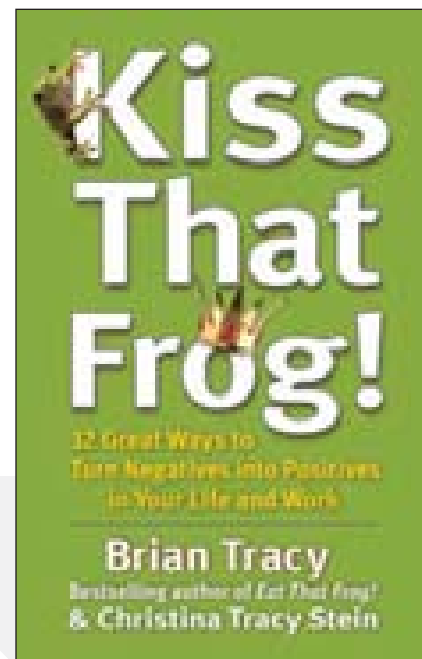
"You are here on this earth to do something wonderful with your life, to experience happiness and joy, wonderful relationships, excellent health, complete prosperity, and total fulfillment," write bestselling author and speaker Brian Tracy and his daughter Christina Tracy Stein. Most important, they say, all of that and more is within your grasp. But just like the lonely princess in the fairy tale who was reluctant to lock lips with a warty frog and transform him into a handsome prince, something stops many of us short of attaining our dreams. Our negative thoughts, emotions, and attitudes can threaten to keep us from achieving all that we're capable of. Here Tracy and Stein provide a set of practical, proven strategies anyone can use to turn those negative frogs into positive princes.

Drawing on more than 100 years of writing and research in psychology and psychotherapy, Tracy and Stein present a step-by-step plan that addresses the root causes of negativity, helps you uncover blocks that have become mental obstacles, and shows how you can transform them into stepping-stones to achieve your fullest potential. The book distills, in an accessible and immediately useful form, what Tracy has presented in more than 5,000 talks and seminars with more than five million people in fifty-eight countries and what Stein has learned through thousands of hours of counseling people from all walks of life.

"There is nothing either good or bad, but thinking makes it so," the authors quote Shakespeare. The many powerful techniques and exercises in this book will help you change your mind-set so that you discover something worthwhile in every person and experience, however difficult and challenging they might seem at first. You'll learn how to develop unshakable self-confidence, become your best self, and begin living an extraordinary life.

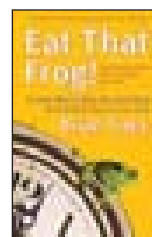
**Brian Tracy** is chairman and CEO of Brian Tracy International. As a keynote speaker and seminar leader, he addresses more than 250,000 people each year. He is the bestselling author of more than fifty books that have been translated into dozens of languages.

**Christina Tracy Stein** is a psychotherapist in private practice. She is a member of the American Association for Marriage and Family Therapy and is also a Certified Nutrition and Lifestyle Coach.



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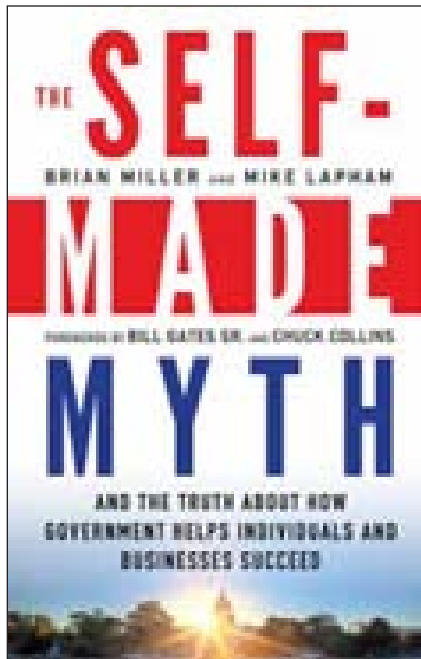
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Forewords by Bill Gates Sr. and Chuck Collins

## The Self-Made Myth

**And the Truth About How Government Helps Individuals and Businesses Succeed**



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- Exposes the damage caused by the myth of the “self-made man” and reveals how wealth is actually created
- Offers testimony from a variety of business leaders about the kind of assistance that was crucial to their success—and disproves the claims of modern “self made men”
- Spells out what we need to do to truly create prosperity and success in America

*The Self-Made Myth* challenges the by-your-own-bootstraps narrative enshrined in American tradition and beloved by antigovernment activists to offer a more holistic view of the success of business leaders and entrepreneurs. While acknowledging the importance of hard work, creativity, and leadership, it highlights several crucial, often unrecognized factors, with a particular emphasis on the ways government and society help individuals: public education, research and development grants, social services, roads and highways, laws and regulations that establish a stable business environment, and many more.

Miller and Lapham explore the historic roots of the self-made myth and reveal the societal damage it continues to cause. They present profiles of business leaders who, in their own words, identify the kinds of support and assistance that were crucial to their success, including Warren Buffett, Ben and Jerry’s Ben Cohen, New Belgium Brewery’s Kim Jordan, and philanthropist, filmmaker, and heiress Abigail Disney. They also disprove the arguments of individuals such as Donald Trump who have tried to perpetuate their own self-made success myths.

How we view the creation of wealth and individual success shapes our choices on taxes, regulations, public investments in schools and vital infrastructure, the legitimacy of extravagant CEO pay, and more. *The Self-Made Myth* acknowledges and celebrates the truth of collective contribution. It takes a village to raise a business—it’s time to recognize that fact.

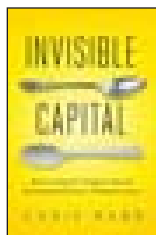
“This book challenges a central myth that underlies today’s anti-government rhetoric: that an individual’s success is the result of gumption and hard work alone. Miller and Lapham clearly show that personal success is closely tied to the supports society provides. A must read for all who want to get our nation back on track.”

—Robert Reich, former US Secretary of Labor, Chancellor’s Professor of Public Policy at the University of California at Berkeley, and author of *Aftershock*

**Brian Miller** is executive director of United for a Fair Economy (UFE), drawing on nearly twenty years as a community organizer, coalition leader, media spokesperson, writer, and nonprofit director.

**Mike Lapham** is the project director, a cofounder, and a member of UFE’s Responsible Wealth project, a network of over 700 business leaders and wealthy individuals.

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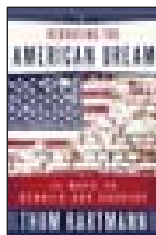
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- Updated throughout, including new information on using social media, challenges unique to women, and the power of volunteers

“My political activism began in the stroller,” writes Christine Pelosi. As the daughter of Congresswoman and former House Speaker Nancy Pelosi, Christine is almost literally a born campaigner. She knows politics and policy inside out: she’s served as an attorney in the Clinton-Gore administration, as a Congressional chief of staff on Capitol Hill, and as a San Francisco prosecutor. She has conducted “boot camps” in over thirty states and in three countries, working with dozens of successful candidates for office from city council to US congress. In *Campaign Boot Camp 2.0*, Pelosi presents leadership lessons from the campaign trail from a diverse array of over forty public figures, lending advice for anyone who wants to run for office, advocate for a cause, or win a public policy issue.

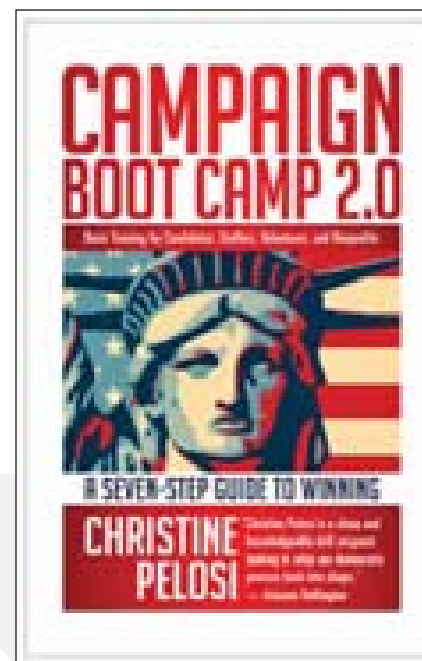
*Campaign Boot Camp 2.0* is basic training for future leaders who hear a call to service—a voice of conscience that springs from vision, ideas, and values—and want to translate that call into positive change. Pelosi offers the seven essential steps to winning: identify your call to service, define your message, know your community, build your leadership teams, raise the money, connect with people, and mobilize to win. Each chapter concludes with a “Get Real” exercise so readers can personalize and integrate these ideas into individual efforts.

In this edition, Pelosi updates the book’s “Call to Service” examples—profiles of current political leaders and what motivated them to enter public service; details the expanding role of social media, the Internet, and technology as message multipliers; explores challenges unique to women candidates; and expands on the power of volunteers.

“A passionate call to public service—and a practical guide for making that service more productive. Christine Pelosi is a sharp and knowledgeable drill sergeant looking to whip our democratic process back into shape.”

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**Christine Pelosi** currently serves as chair of the California Democratic Party Women’s Caucus, a vice chair of the Veterans and Military Families Council of the Democratic National Committee, and a board member of Young Democrats of America. She has been a US Department of Housing and Urban Development special counsel, chief of staff to US Congressman John F. Tierney, and assistant district attorney for the City of San Francisco.

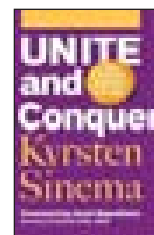


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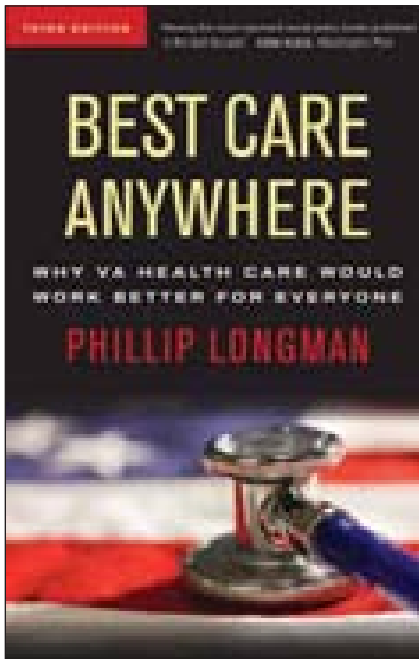


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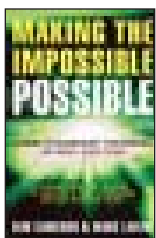
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Expanding health-care coverage to uninsured Americans is a laudable goal, but the problems in our system go much deeper than that. The way that health care is delivered in this country is deeply flawed. Studies consistently show Americans spend more per person on health care than the people in any other country with far poorer outcomes. For example, Costa Ricans spend a fraction of what we do and live a year longer.

But a solution to America's health-care crisis does exist. It's not a theoretical alternative that's never been implemented. And you don't have to go to a foreign country to see it. It's already up and running, with hospitals and clinics located in every state. It's the VA health-care system, the largest integrated system in the United States.

In *Best Care Anywhere*, Phillip Longman tells the full story of the VA's amazing turnaround. Once a regular source of nationally reported scandals, the VA system is now hailed for its exceptional safety record, its use of evidence-based medicine, its health promotion and wellness programs, and its unparalleled adoption of electronic medical records and other information technologies. And it's the only health-care provider in the United States whose cost per patient has been holding steady as others' skyrocket.

The story of how and why the VA became the benchmark for quality medicine in the United States suggests that vast swaths of what we think we know about health, health care, and medical economics are just wrong. Longman suggests ways that this extraordinarily cost-effective model can be adapted so that a VA level of health care could be available to everyone.

New to this edition are an analysis of so-called Obamacare and the Ryan proposal to privatize Medicare. It also describes the results achieved when the VA electronic record system was implemented in West Virginia and Texas and features completely updated statistics and research, including 2011 cancer studies by Harvard University that prove VA cancer patients outlive cancer patients in traditional health care.

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**Phillip Longman** is a senior fellow at the *Washington Monthly* and the New America Foundation. His work on health-care reform is informed by his experience of losing his first wife, Robin, to breast cancer and is widely followed around the world.

Juana Bordas

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- Identifies nine core leadership principles common to Latino, African American, and American Indian cultures
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- Combines personal reflections, interviews with community leaders, historical background, and contemporary case examples

One of America's historic strengths has been our ability to incorporate aspects from many different cultures to create a stronger whole. Our music, literature, language, architecture, food, fashion, and more have all benefitted. But leadership approaches have remained distressingly Eurocentric.

Juana Bordas set out to change this in the first edition of this influential book. She showed that incorporating Latino, African American, and American Indian approaches to leadership into the mainstream can strengthen leadership practices and better inspire today's ethnically rich workforce.

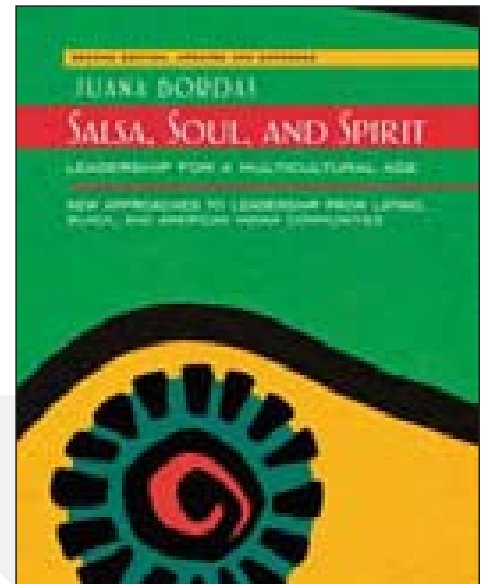
This message has only become more urgent. The 2010 census revealed that in four decades minorities will constitute over 50 percent of the population—and in one decade a majority of Americans under age eighteen will be nonwhite. More than ever we need a leadership model that resonates with our country's growing diversity. Bordas incorporates this latest census data into this second edition, which now identifies nine—rather than the previous edition's eight—core leadership principles common to all three cultures. The new principle deals with intergenerational leadership, of vital importance now that many organizations will have four generations working side by side.

Using a lively blend of personal reflections, interviews with leaders from each community, historical background, and insightful analysis, Bordas illustrates the creative ways these principles have been put into practice in communities of color. The multicultural leadership model developed in this book offers a more flexible and inclusive way to lead and a new vision of the role of the leader in organizations and in our increasingly multicultural world.

"Study the nine beautifully illustrated and resourced principles in this book and you'll find that they are both universal and timeless. Only by honoring and celebrating diversity can we synergistically produce unity, including peace and prosperity for all."

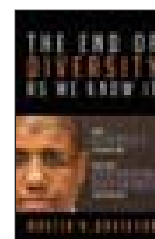
—Stephen R. Covey, author of *The 7 Habits of Highly Effective People*

**Juana Bordas** is president of Mestiza Leadership International and a trustee of the International Leadership Association. She served as board vice president of the Greenleaf Center for Servant Leadership. She is a cofounder of Mi Casa Resource Center for Women and founding president/CEO of the National Hispana Leadership Institute.



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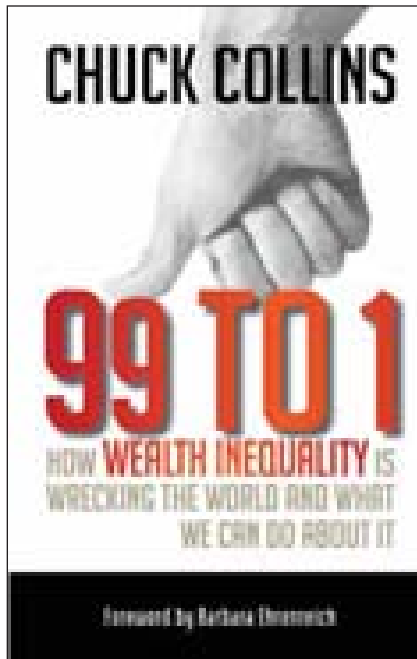
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## 99 to 1

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- Identifies the social and historical forces that created and perpetuate this divide
- Offers concrete proposals for closing the inequality gap

For over thirty years, we’ve lived through a radical redistribution of wealth—upward, to a tiny fraction of the population. It’s as though we’re undertaking a bizarre social experiment to see how much inequality a democratic society can tolerate.

As a result “We are the 99%,” the rallying cry of the Occupy movement, has spread far beyond its ranks. But who *are* the 99 percent? Who are the 1 percent? How extensive and systematic is inequality throughout society? What are its true causes and consequences? How is inequality changing in our world? And what can be done about it?

For many years Chuck Collins has been a leading voice and activist on these questions. In this book he marshals wide-ranging data from a variety of sources to paint a graphic picture of how disparities in wealth and power play out in America and the world. For the first time, this book reveals the concrete meaning of “the 99% and the 1%,” looking not just at individual households but at the business world, the media, and the earth as a whole.

Collins identifies the shifts in social values, political power, and economic policy that have led to our current era of extreme inequality—particularly the way Wall Street has managed to rig the rules of the game in favor of the 1 percent—and surveys the havoc inequality has wreaked on virtually every aspect of society. But there is hope. Not only does he offer common-sense proposals for closing the inequality gap, but Collins provides a guide to many of the groups—including some made up of millionaires—that are working to bring about a society that works for *everybody*: for the 100 percent. This is a struggle that can be won. After all, the odds are 99 to 1 in our favor.

“Chuck Collins succinctly sums up the history of how we got to the 99-versus-1 divide and provides sound solutions to restore the American Dream. Not only can these solutions bridge the wealth gap—they can also heal some of our nation’s deepest wounds.”

—Van Jones, President, Rebuild the Dream, and author of *The Green Collar Economy*

**Chuck Collins** is a senior scholar at the Institute for Policy Studies, directing its Program on Inequality and the Common Good, as well as a cofounder of Wealth for the Common Good and Inequality.org. He is the author of several books, including *Wealth and Our Commonwealth* (with Bill Gates Sr.) and *Economic Apartheid in America* (with Felice Yeskel).

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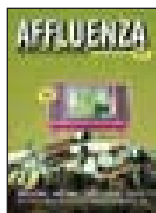
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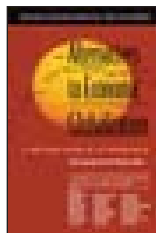
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Lynn Stout

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- Written by one of America's most distinguished legal scholars

Executives, investors, and the business press routinely chant the mantra that corporations are required to “maximize shareholder value.” The results have been disastrous. “Shareholder primacy” thinking causes corporate managers to focus myopically on short-term earnings reports at the expense of long-term performance; discourages investment and innovation; harms employees, customers, and communities; and causes companies to indulge in reckless, sociopathic, and socially irresponsible behaviors. It’s the kind of thinking that led directly to the recent worldwide economic collapse. Jack Welch, once a shareholder primacy true believer, has famously called it “the dumbest idea in the world.”

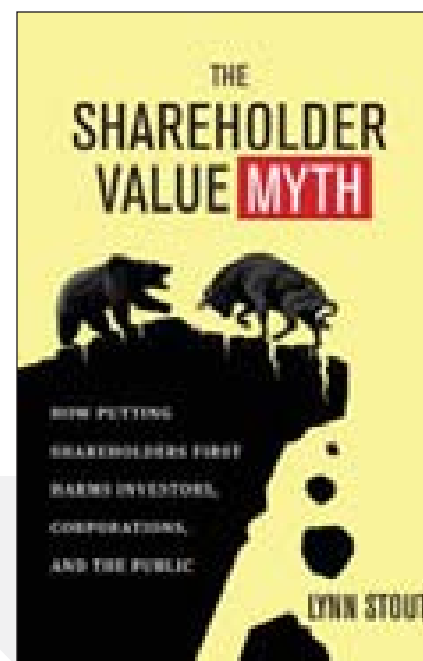
Lynn Stout proves that there is in fact no legal obligation for corporations to maximize shareholder value—scholars, lawyers, and corporate officers just assumed there was. Nor, she demonstrates, is maximizing shareholder value the optimal economic model—that’s just another unproven assumption, one that is conceptually muddled and, Stout shows, unsupported by the actual evidence on what drives good corporate performance.

As if this wasn’t enough, Stout also shows how shareholder primacy actually hurts individual investors by obscuring their real, diverse, human interests in the name of serving a hypothetical, homogeneous, abstract, and conscienceless shareholder. Stout looks at new theories that better serve the needs not only of actual human beings who invest but of corporations and society as well.

“Calm, careful, plainspoken, and relentless argumentation that peels away the distracting layers of abstract mumbo jumbo to expose the lunacy of the underlying theory for all to see. Lynn Stout does the world a great favor in exposing shareholder value theory for what it is: flawed and damaging.”

—Roger Martin, Dean, Rotman School of Management, University of Toronto, and author of *Fixing the Game*

**Lynn Stout** is the Marc and Beth Goldberg Distinguished Visiting Professor of Law at Cornell Law School and the Paul Hastings Distinguished Professor of Corporate and Securities Law at the UCLA School of Law. She has taught at Georgetown University Law Center, Harvard Law School, New York University School of Law, and George Washington University Law School and has been a guest scholar at the Brookings Institution. Her work on corporate theory was cited in Justice Stevens’s dissent in *Citizens United*. She is also the author of *Cultivating Conscience*.



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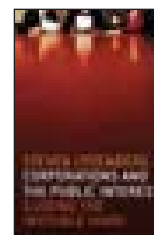
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- Includes exercises and assessments for developing and applying these skills
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We are in a time of disruptive change—traditional leadership skills won't be enough, noted futurist Bob Johansen argues. Drawing on the latest ten-year forecast from the Institute for the Future—the only futures think tank ever to outlive its forecasts—this powerful book explores the external forces that are shaking the foundations of leadership and unveils ten critical new skills that will be required in the future, skills that you can learn.

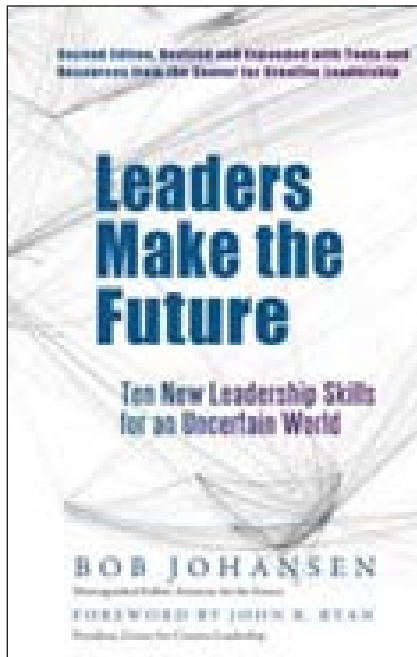
In this second edition, Johansen is joined by the prestigious Center for Creative Leadership. CCL's contributions help readers understand the new leadership skills by linking them to existing skills, and they provide analytics and exercises so readers can develop these new skills.

This edition has been updated throughout, with a new ten-year forecast and new examples, and incorporates the lessons Johansen has learned about applying the new leadership skills in the three years since the first edition appeared. In addition, Johansen deals with two new forces that are shaping the future. The first is the "digital natives"—people fifteen years and younger who have grown up in a completely digital world. The second is cloud-based supercomputing, which will enable new forms of connection, collaboration, and commerce and will greatly facilitate reciprocity-based innovation—giving away to get more—which Johansen sees as the biggest innovation opportunity in history.

"Whether you're a seasoned leader or a first-time manager, *Leaders Make the Future* will help bring clarity to a VUCA [volatile, uncertain, complex, and ambiguous] world. It has become a cornerstone to our leadership training efforts and has proven to be very insightful and useful."

—Donald J. Hall Jr., President and CEO, Hallmark Cards, Inc.

**Bob Johansen** consults with top executives across a wide range of industries. He was president and CEO of the Institute for the Future from 1996 to 2004 and remains on its board and leadership team. He is the author or coauthor of seven previous books, including *Get There Early* and *GlobalWork*. **The Center for Creative Leadership** is a top-ranked global provider of executive education that annually serves more than 20,000 individuals and 2,000 organizations, including more than 80 of the Fortune 100 companies.



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Marjorie Kelly

Foreword by David Korten

# Owning Our Future

## The Emerging Ownership Revolution

- Offers a bold solution to our recurring economic crises: innovative new forms of institutional ownership
- Takes the reader on a global journey to meet the people and organizations that are pioneering new forms of life-sustaining ownership
- By the author of the classic *The Divine Right of Capital*

Looking around at the wreckage left in the wake of the world economy's latest crisis, veteran business journalist Marjorie Kelly noticed that some institutions were left relatively unscathed. What did they have in common? The key, Kelly realized, is seemingly obscure: ownership. Prominent among the survivors were organizations that combined the flexibility of traditional private ownership with a focus on the common good.

As long as businesses are set up to focus exclusively on maximizing quarterly returns for a limited group of individuals, the economy will be plagued by destructive boom-bust cycles. But now people are experimenting with new forms of ownership. We are in the midst of the most creative period of economic innovation since the dawn of the Industrial Revolution. Kelly calls these new forms *generative*: aimed at creating the conditions for life for many generations to come. They are in contrast to the dominant ownership designs of today, which can be called *extractive*: aimed at extracting short-term financial wealth.

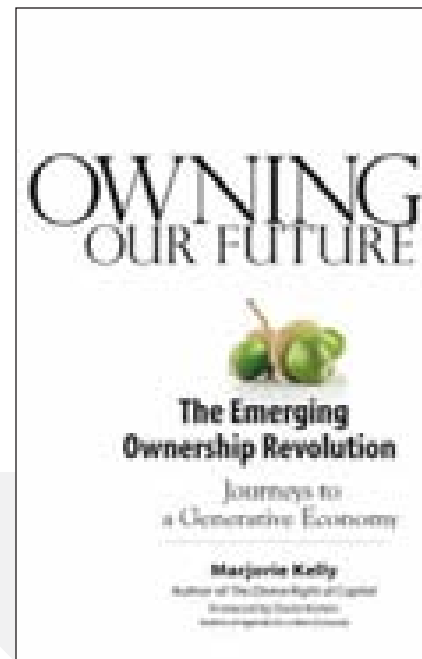
To understand these emerging ownership alternatives, Kelly reports from all over the world, visiting a community-owned wind facility in Massachusetts, a lobster cooperative in Maine, a multibillion-dollar employee-owned department-store chain in London, a foundation-owned pharmaceutical in Denmark, a farmer-owned dairy in Wisconsin, and other places where an economy that works for all is being built.

This is not a moment for old solutions and tired approaches. As we enter a new era of limits, alternative ownership designs can help it become an era of fairness, sustainability, and community.

"Of all the important elements lacking from progressive thought, ownership design is perhaps the most foundational. Marjorie Kelly nails it in a way that can drive it home to everyone—the most thorough and properly nuanced treatment of the subject I've seen anywhere. As Kelly is a brilliant writer, the book is also an engaging travelogue."

—David Korten, author of *Agenda for a New Economy*, *The Great Turning*, and *When Corporations Rule the World*

**Marjorie Kelly** is cofounder of Corporation 20/20, an initiative to chart the future of responsible enterprise, and is on the senior staff of the Tellus Institute, a Boston think tank. She is the author of *The Divine Right of Capital* and was cofounder and editor of *Business Ethics* magazine.



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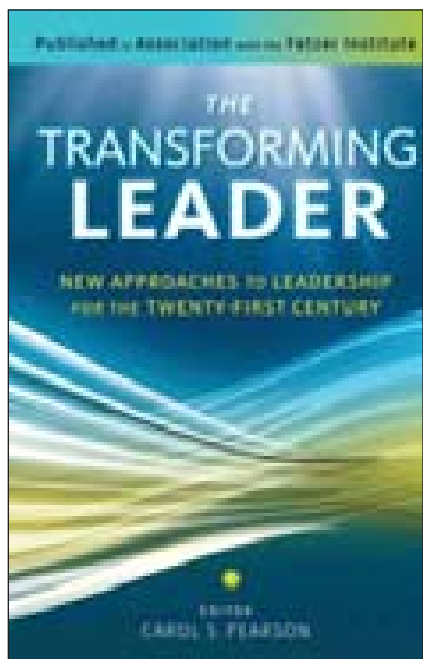
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Carol S. Pearson, Editor

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## The Transforming Leader

New Approaches to Leadership for the Twenty-First Century



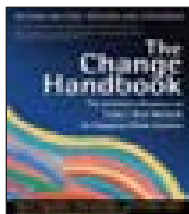
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- Outlines a new leadership approach tailored to the realities of the twenty-first century
- Features chapters by such leading authors as Matthew Fox, Diana Whitney, and Alan Briskin
- Edited and annotated by the author of the bestselling *The Hero Within*

The traditional model of the heroic leader single-handedly piloting the organization was always something of a myth, but it is especially unrealistic now. We live in a complex, fast-evolving, highly connected world. There is simply too much for a single person to keep track of or to address successfully. Leaders today must not only optimize all their own faculties—mind, body, and spirit—they must harvest the full capacities of those around them.

To discover what leadership models are working now, the prestigious Fetzer Institute, along with the University of Maryland's School of Public Policy and the International Leadership Association, brought together an impressive, interdisciplinary group of scholars and practitioners. The group drew on psychology, sociology, neuroscience, organizational change theory, myths and wisdom traditions, social networking theory, and the actual experiences of successful leaders to discover how leaders today achieve transformational results.

The first part of the book offers an overview of what transformational leadership is, how it works, and how it is evolving. The second part shows readers how to increase cognitive complexity, link up their conscious and unconscious minds, and lead in ways that connect mind, heart, and spirit. The third part describes ways of leading groups to harvest collective wisdom and promote coordinated performance in the service of transformational ends. The conclusion explores how transformational communication can anchor new learnings so that they become habitual.

Overall, *The Transforming Leader* reframes the challenge of leading in today's interdependent, unpredictable world. Its message is that if we update our thinking, enhance the quality of our being, deepen our sense of relatedness with the ecology of our natural and social worlds, and practice transformational communication, things no longer have to be so hard.

**Carol S. Pearson** is president of Pacifica Graduate Institute, the world's premier institute of depth psychology. She is the author of *The Hero Within* and *Awakening the Heroes Within* and is the author or coauthor of numerous other books, including works on organizational assessment, organizational development, and brand strategy.

**The Fetzer Institute** supports bringing the power of love and forgiveness to the center of individual, organizational, and community life.

Laura Stack

# What to Do When There's Too Much to Do

**Reduce Tasks, Increase Results, and Save 90 Minutes a Day**

- Presents a straightforward, comprehensive system that allows you to do less and achieve more
- Offers an approach tailored to the realities of today's wired, 24/7 workplace
- Features links to complimentary online bonus material that will make applying the system simple and easy

Look at your to-do list. It's ridiculous. You can't get all that done. You're already at capacity. And it probably doesn't even list every single thing you need to do. The last thing you want to do is *more*. As a skeptical audience member once told author Laura Stack before a presentation, "I don't want to hear a productivity consultant telling me to do more with less. I want to do less and achieve more."

This is exactly what Stack offers. You're never going to save time and increase efficiency by adding more to your bloated list. You need a *system*: a comprehensive approach that will enable you to organize your life around the tasks that really matter and let go of the ones that don't. Stack's innovative, step-by-step Productivity Workflow Formula allows you to spend less time and achieve greater results than you ever thought possible. By following her logical and intuitive process, you can wrestle your schedule into submission. Ultimately, you can recover as much as ninety minutes of your day (or even more) to use as you see fit.

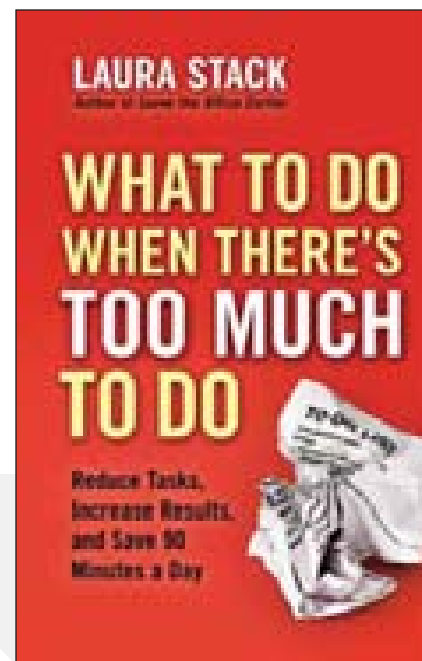
Stack shows how to separate the productive wheat from the nonproductive chaff—to home in on the high-value tasks, protect the time to do them, and focus on their execution. Throughout this book, you'll learn how to scale back; *reduce, reduce, reduce* is Stack's mantra. You'll find dozens of ways to shrink your to-do list, calendar commitments, distractions, interruptions, information overload, inefficiencies, and energy expenditures. Each reduction will increase your results and save you time.

You know you can't work any harder—if you want to accomplish more, you have to work differently. Let Laura Stack show you how you can keep your sanity, advance your career, and spend more time with your family and friends.

"With the world spinning faster every day, Laura Stack's advice is especially timely. Her easy-to-implement system will get busy workers off the treadmill and on the right track."

—Harvey Mackay, author of the #1 *New York Times* bestseller *Swim with the Sharks Without Being Eaten Alive*

**Laura Stack** is president of the Productivity Pro, Inc., and president of the National Speakers Association. Her client list includes Starbucks, Wal-Mart, IBM, GM, MillerCoors, Lockheed Martin, Wells Fargo, and Time Warner. For twenty years, she has presented keynotes and seminars on improving output, lowering stress, and saving time in today's workplaces. Stack is the author of four other books, including *Leave the Office Earlier*.



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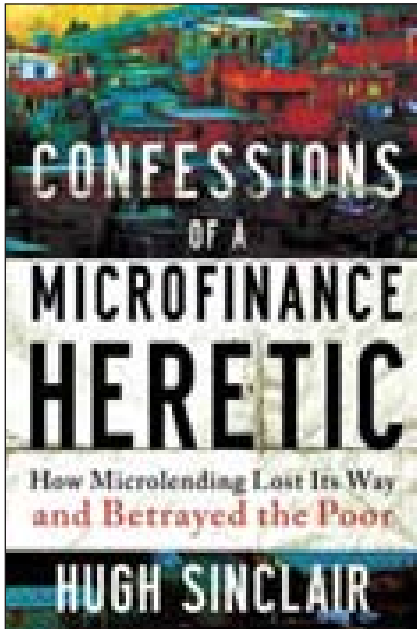


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Hugh Sinclair

# Confessions of a Microfinance Heretic

## How Microlending Lost Its Way and Betrayed the Poor



- A deeply personal story written by a microfinance insider who was once tapped as an anonymous source for a *New York Times* exposé
- Reveals the shocking truth of the industry once hailed as the miraculous solution to world poverty
- Profiles the few shining exceptions to industry-wide corruption and offers solutions to clean up the rest

Offering inspiring success stories, the microfinance industry depends on the faith of investors that small loans can transform the lives of the poor. But as Hugh Sinclair points out, very little solid evidence exists that microloans make a dent in long-term poverty. Evidence *does* exist for negligence, corruption, and methods that border on extortion. Part exposé, part memoir, and part financial detective story, this is the account of a one-time true believer whose decade in the industry turned him into a heretic.

Sinclair worked with several microfinance institutions and funds as he traveled from Mexico to Mongolia, with Nigeria, Holland, and Mozambique in between. He couldn't help but notice that even with a booming \$70 billion industry on their side, the poor didn't seem any better off in practice. Exorbitant interest rates led borrowers into never-ending debt spirals, and aggressive collection practices resulted in cases of forced prostitution, child labor, suicide, and nationwide revolts against the microfinance community.

With characteristic intelligence and biting wit, Sinclair weaves a shocking tale of a system increasingly focused on maximizing profits. The situation worsened when large banks, attracted by the high repayment rates of overpriced loans, hijacked the sector and created a microfinance bubble. Sinclair details his discovery of several scandals, one of the most disturbing involving a large African microfinance institution of questionable legality that charged interest rates in excess of 100 percent per year and whose investors and supporters included some of the most celebrated leaders of the microfinance sector. Sinclair's objections were first met with silence, then threats, attempted bribery, and a court case, and eventually led him to become a principle whistleblower in a sector that had lost its soul.

Microfinance *can* work—Sinclair describes moving experiences with several ethical and effective organizations and analyzes what made them different. But without the fundamental reforms that Sinclair recommends here, microfinance will remain an “investment opportunity” that will leave the poor with hollow promises and empty pockets.

**Hugh Sinclair** holds a master's degree in finance and an MBA. An economist and former investment banker, he has worked in dozens of countries with many of the most significant players in the microfinance sector.

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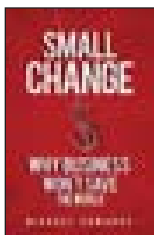
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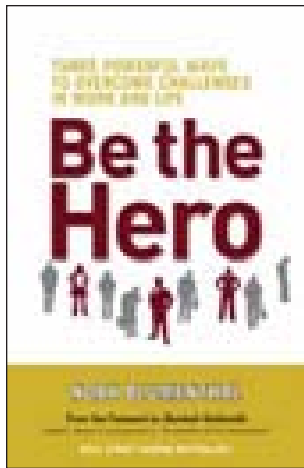
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Foreword by Marshall Goldsmith

## Be the Hero

**Three Powerful Ways to Overcome Challenges in Work and Life**

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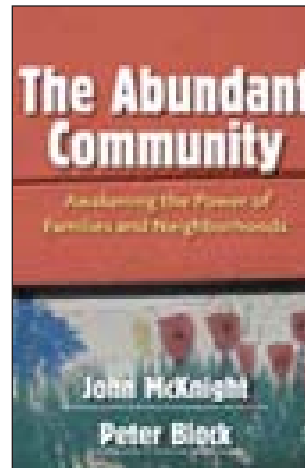
At times we all feel frustrated, stressed, or out of control. What if you could be at your best when your challenges are on the rise? Well, you can. *Be the Hero* introduces us to the way of the “Everyday Hero” and shows how to turn self-defeating thoughts and behaviors into heroic actions. The trick is in the stories we tell ourselves.

All day long, without even realizing it, we tell ourselves dozens of stories—about other people, our situations, and ourselves—stories that shape our emotions and behavior. These stories are so powerful, they make us think and act like either a hero or a victim. *Be the Hero* explains how to choose the stories that lead to personal and professional success.

Appropriately enough, Noah Blumenthal uses a story—a tale of a young professional’s journey from victim to hero, one that is both captivating and profound—to show this process in action. The powerful resources at the end of the book, including a hero tip of the week, smart cards, manager tip sheets, and more, will help you make your hero stories stick.

“Noah Blumenthal’s uplifting book will teach you to think like a hero. This book will change your outlook on life!”

—Ken Blanchard, coauthor of *The One Minute Manager*<sup>®</sup> and *Leading at a Higher Level*



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John McKnight and Peter Block

## The Abundant Community

**Awakening the Power of Families and Neighborhoods**

We need our neighbors and a community to be healthy, produce jobs, protect the land, and care for the elderly and those on the margin. But our consumer society constantly tells us that we must purchase what we need from specialists and systems outside the community. We are trained to become consumers and clients, not citizens and neighbors. John McKnight and Peter Block take a thoughtful look at how this situation came about, what maintains it, and the crippling effect it has had on our families, our communities, and our environment.

Each neighborhood has people with the gifts and talents needed to provide for our prosperity and peace of mind—this book suggests how to nurture voluntary, self-organizing structures that will reveal these gifts and allow them to be shared to the greatest mutual benefit. Block and McKnight recommend roles we can assume and actions we can take to reweave the social fabric that has been unraveled by consumerism and its belief that however much we have, it is not enough.

“‘What we need is here.’ That line from a Wendell Berry poem sums up the theme that runs through this vital and timely book. No one is better equipped to help us test this truth than John McKnight and Peter Block.”

—Parker J. Palmer, founder of the Center for Courage and Renewal and author of *Healing the Heart of Democracy*

# Help Us Celebrate Our 20th Anniversary!

Berrett-Koehler Publishers is turning 20 in 2012! We're celebrating, and we hope you can celebrate with us. We're planning three different events—you are welcome to attend any or all of them. Go to [www.bkconnection.com/20thanniversary](http://www.bkconnection.com/20thanniversary) for more details and to register.

## 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. That may not sound exciting, but the BK Shareholders Meeting is famous for being one of the most informative events of the year, not just about BK but about the publishing industry in general. As Bill Upton, president of Malloy Inc. and a longtime shareholder put it, "Every year, I learn more about the publishing industry on the day of your annual meeting than I do during the other 364 days combined."

## 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, 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.

## Berrett-Koehler then and now

A lot has changed since the early days. "In sales and marketing, we used to have only one computer that three employees would share," remembers Kristen Frantz, Vice President of Sales and Marketing and the third employee hired at BK.

Now we're a digital leader—we're on Facebook and Twitter, and all of our books are published simultaneously in print and several digital formats, and digital revenues have risen to more than 12 percent of total revenues. But unlike most other trade publishers, BK's print revenues were up in 2011 as well. We've been profitable for nine years in a row.

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](mailto:kfrazier@bkpub.com).

## Party at our 20th Anniversary Celebration!

The 1:00 pm Shareholders Meeting on July 19 will be followed by our 20th Anniversary Celebration from 4:30 to 8:30, which will include a program honoring our top ten best-selling authors/author teams. You'll get a chance to hear from:

- **Margaret Wheatley**  
*Leadership and the New Science, A Simpler Way, Finding Our Way, Turning to One Another, Perseverance, and Walk Out Walk On*
- **Peter Block**  
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- **Jim Ferrell** of the Arbing Institute  
*Leadership and Self-Deception and The Anatomy of Peace*



Pat Anderson, BK's first Director of Marketing and first employee, and President Steve Piersanti at our 5th Anniversary Celebration in 1997.



# Digital Leadership

In a May 2011 article, *Publishers Weekly* said, “The publisher putting the most concerted focus on digital developments in the business book category is the independent, California-based Berrett-Koehler.” But it’s not just business books, *PW*. BK is leading the digital revolution across all our agendas and on three fronts: marketing, new product development, and distribution.

## Buy the book, get the e-book too!

A lot of people like the feel of a print book but enjoy the portability and features of an e-book. So we’ve added a new option to our website: customers who buy a print book will be offered the opportunity to buy the PDF e-book version for half price. We’re already seeing some good early results from this initiative.

## Our latest enhanced e-books

Of course, e-books can be more than just electronic versions of print books. We continue to add to our list of enhanced e-books, which feature embedded audio and video. *The Power of Purpose* by Richard Leider was our first. We just added two more. *Walk Out Walk On* by Margaret Wheatley and Deborah Frieze features videos from Brazil, South Africa, and India, an animation, and a song. *Full Voice* by Barbara McAfee features audios and videos—including two songs—that demonstrate the five qualities of voice described in the book.

## A new approach to digital audiobooks

And speaking of books and audio, we’re now working with ACX.com, a new website that matches up publishers

and potential audiobook readers. Publishers post the titles they’d like read. Would-be narrators post a fifteen-minute audition for books they’re interested in reading. If we find a narrator we like, we contact the person and work things out, and the finished book goes up on Audible.com, the world’s largest purveyor of audiobooks.

## Expanding e-book distribution

We’re continuing our efforts to make our e-books available all over the world. Safari Books Online, the leading on-demand digital library for technology, digital media, and business professionals, has expanded its BK offerings from 50 to more than 250. Baker and Taylor, one of the oldest and largest print book distributors in the United States, will now be distributing our entire digital portfolio. Sony will be distributing our e-books in Europe. And we have digital distribution deals with two UK-based wholesalers: Gardners Books, which has 15,000 customers in virtually every country around the world, and Dawson Books, which is said to be Europe’s largest supplier of academic books, e-books, shelf-ready services, and information systems.

## BK e-books are e-textbooks

The Dawson deal highlights the growing demand for electronic textbooks. So in the second half of 2011 we established partnerships to make digital versions of our books available to students through Kno, Chegg, and Follett, all of which both sell and rent digital books. Chegg has 4 million student customers on 7,100 campuses, and Follett runs 900 university and college bookstores in the United

States and Canada—both are longtime sellers of BK print titles. In addition to renting and selling, Kno works with publishers to enhance their content with audio, video, and ancillary tools, something we’re eager to explore.

For instructors, we’ve expanded our existing partnership with AcademicPub, whose SharedBook platform allows professors to combine portions from various books by various publishers to create virtual course packs, with copyright and royalties all taken care of. We established a similar partnership with University Readers in 2010 and are continuing to expand that one too.

## Check out BK e-books at your local library

Libraries are also, unsurprisingly, a growing market for e-books. We recently established a partnership with 3M to make our books available on multiple devices via the 3M Cloud Library—for example, patrons can check out a book on an iPad, take notes while reading on a PC, and finish the book on an Android phone. We’ve also expanded our existing relationship with the library e-wholesaler OverDrive to increase access to BK titles. And we have a brand-new relationship with Wheelers, which will be offering our entire e-book portfolio to libraries in Australia and New Zealand.



# Bestsellers

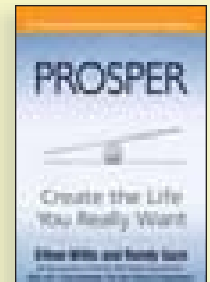
Berrett-Koehler books keep selling year after year, testifying to their enduring value. Forty of our books have sold more than 100,000 copies (including sales of all U.S. and foreign editions in all formats) and two have sold more than a million copies.

| <i>Title</i>  | <i>Copies sold</i> | <i>Foreign language translations</i> |
|---|--------------------|--------------------------------------|
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## International recognition

*The Corporate Whistleblower's Survival Guide* won the prestigious getAbstract International Book Award, which was given out at the October 2011 Frankfurt International Book Fair. Each year getAbstract selects more than 10,000 nonfiction books to abstract from hundreds of thousands published, and then just two books from these 10,000 receive the award. We congratulate authors Tom Devine and Tarek F. Maassarani. Get more information here: <http://www.getabstract.com/pages/0/web/BookAward.jsp>



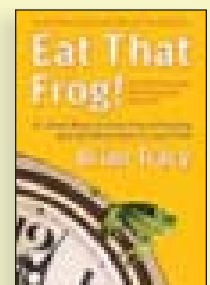
## Bestseller lists

*Prosper* by Randy Garn and Ethan Willis hit the number 3 spot on the *New York Times* Advice, How-To, and Miscellaneous Bestsellers Lists and was number 2 on the *USA Today* Money Bestsellers List. *Never in My Wildest Dreams* by Belva Davis made number 2 on the *Seattle Times* Bestsellers List.



## Another million-copy seller!

And a special shout-out to Brian Tracy's *Eat That Frog!*, which has become BK's second million-copy-seller, joining John Perkin's *Confessions of an Economic Hit Man*.



# A Corporation That Works for All

We are excited to announce that in October 2011, Berrett-Koehler qualified to become a Certified B Corporation, joining over 450 other Certified B Corporations in the United States. B Corporations meet rigorous standards of



social and environmental performance. They also expand their corporate legal responsibilities to include consideration of stakeholder interests and build a collective voice for corporate social and environmental responsibility

through the power of the unifying B Corp brand.

"We are thrilled that Berrett-Koehler qualifies for this certification," BK president Steve Piersanti said when he got the news. "This is in keeping with our mission of 'Creating a World That Works for All' and our commitment to manage BK for the benefit of all our stakeholder groups, including readers, authors, employees, suppliers, service providers, sales partners, and the societal and environmental communities in which we live and work."

The B Corporation certification process is administered by B Lab ([www.bcorporation.net](http://www.bcorporation.net)), which is a nonprofit organization dedicated to using the power of business to solve social and environmental problems. Over the past several years, B Lab has certified corporations in sixty different industries as B Corporations, with combined revenues of over \$2 billion.

"The certification process turned out to be quite rigorous, which I am very happy about," Steve said. "The first step was our completing a 230-question

Impact Assessment that examined BK's performance on measures of corporate accountability, transparency, compensation, benefits, employee training, worker environment, worker ownership, social benefit, community service, local involvement, diversity, job creation, and environmental practices." The next step was B Lab's question-by-question review of BK's assessment responses and correction of some responses to comply with B Lab's standards. "Then we submitted documentation in about a dozen areas to support and further detail our answers, and B Lab scored our assessment," explained Steve.

"We were pleased to pass the assessment with a score of 106.8 out of a possible 200, which is well above the score of 80 that is needed to receive B Corp certification," said Steve. According to the B Lab website, "across the more than 1,500 companies that have already completed the assessment, an average company scores between 60 and 100 points." Steve added, "Most of these 1,500 companies were already very socially and environmentally conscious when they completed the assessment, so it is not easy to score over 100 on the assessment."

In a spirit of transparency, we are making available the filled-out Impact Assessment, which can be downloaded at <http://www.bkpextranet.com/bcorpssmt.pdf>, as well as our assessment scorecard, which can be downloaded at <http://www.bkpextranet.com/bcorp.pdf>.

"Despite our overall good score, we fell short and have room for improvement in many areas," Steve conceded. "We will work on these areas over the coming months, and we hope to have made substantial progress when we complete our next impact assessment with B Lab two years from now."

Other qualifications for B Corporation certification, in addition to passing the comprehensive Impact Assessment, include committing to manage the corporation for the benefit of all stakeholders (not just shareholders), committing to corporate social and environmental responsibility, and agreeing to incorporate these commitments within a two-year period into the governing documents of the corporation. "These requirements are consistent with what Berrett-Koehler has long stood for, so we were happy to make these commitments," says Steve.



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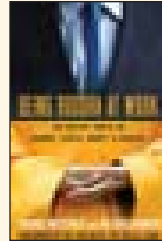
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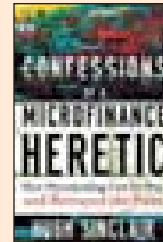
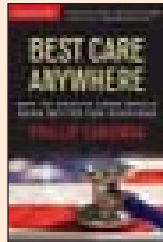
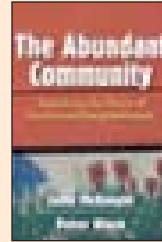
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