



2024 Summer & Fall

RIGHTS GUIDE

Connecting People and Ideas to
Create a World That Works For All



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Publishers

Berrett Koehler Publishers - Summer & Fall 2024 Titles

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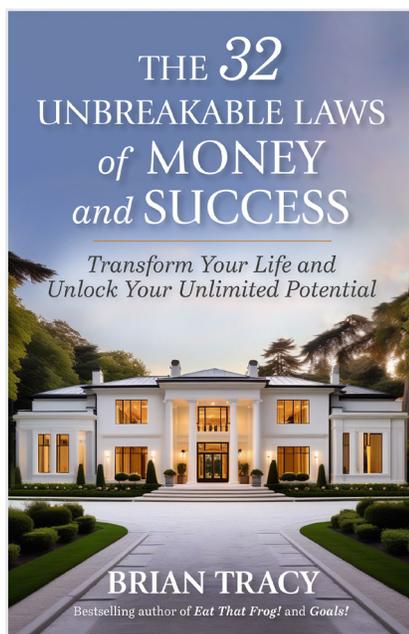
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ON SALE 6/4/2024
Announced 1st Print: 20,000

BERRETT-KOEHLER PUBLISHERS
TR: 9781523007004 / \$22.95/\$29.95

BISAC 1: Business & Economics - Personal Success
BISAC 2: Business & Economics - Personal Finance - Money Management

BISAC 3: Self-Help - Motivational & Inspirational
Page Count: 192 **Trim Size:** 5-1/2 x 8-1/2

Publicity and Marketing

- Major launch event with Brian Tracy promoted to author's email list of 450K and Berrett-Koehler's list of 20K
- Social media promotion through author's channels including Facebook (2.7 million followers), YouTube (1.5 million subscribers), Instagram (1 million followers), X (405K followers), LinkedIn (77K followers)
- Website promotion through author website: briantracy.com
- National publicity campaign targeting business and finance media
- Promotion in conjunction with author speaking
- Corporate and organizational sales
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Twitter, Instagram
- Promotion to 22,000 contacts on Berrett-Koehler's email list
- Promotion via organizational book clubs and reading groups: discussion guide available

The 32 Unbreakable Laws of Money and Success

Subtitle: Transform Your Life and Unlock Your Unlimited Potential

Reading Line: Bestselling author of Eat That Frog! and Goals!
Brian Tracy

TARGET CONSUMER:

- For readers of other Brian Tracy titles
- Fans of financial advice books by authors like Robert Kiyosaki
- Readers of self-development books, particularly on success mindsets and financial freedom
- Entrepreneurs

How to develop a growth mindset, with practical tools to reach your financial goals from the self-development expert and bestselling author of *Eat that Frog!*

Discover the 32 laws that have helped self-made millionaires with successful goal setting, time management, money saving, and financial investments.

Legendary author and motivational speaker Brian Tracy returns with a series of 32 immutable laws, each one key to developing a mindset necessary for success—while also delivering practical, proven methods and techniques to double and even triple your income.

Spread across a structured two-part framework, this book supplies readers the laws that helped Tracy and other self-made millionaires achieve their success. Inside, you'll learn:

- 32 foundational laws necessary for a growth mindset
- Step-by-step processes for putting the laws into practice
- How to move past self-limiting beliefs
- A time-tested system for setting and attaining goals
- Strategies for saving money and investing in your future
- And more

Achieving financial freedom can seem daunting. But by using the lessons and exercises contained in this book, you too can harness the laws of money and success to reach your full potential.

HUGE, SELF-DEVELOPMENT AUDIENCE: For readers of self-development books, particularly on success mindsets and financial freedom, including Robert T. Kiyosaki's *Rich Dad, Poor Dad*

UNIVERSAL TOPICS: This book covers 32 topics of universal relevance, including goal-setting, time management, compensation, saving, investing, and financial independence.

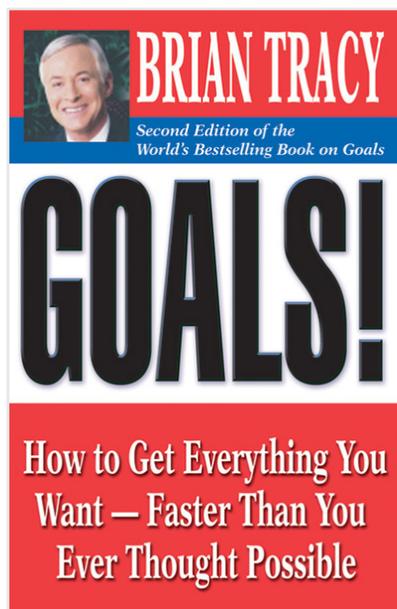
PRACTICAL AND ACCESSIBLE: Each topic is covered in a concise, actionable way that will help readers change the ways they think about major dimensions of their life and work.

STRONG PLATFORM: As one of the most popular and successful motivational speakers, Brian Tracy has a wide-reaching social media presence with millions of follows and a 450K email list.

BESTSELLING AUTHOR: Brian Tracy's previous Berrett-Koehler books have sold over 5 million copies and been translated into over 50 languages.

Author Bio: 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 and is one of America's leading authorities on the development of human potential and personal effectiveness. He has worked with the executives and staff of such firms as IBM, Arthur Andersen, McDonnell Douglas, and the Million Dollar Round Table. He is the author of over seventy books and more than 300 audio and video learning programs.

Residence: Solana Beach, California **Hometown:** Charlottetown, Prince Edward Island, Canada



COVER NOT FINAL

ON SALE 12/3/2024
Announced 1st Print: 20,000

BERRETT-KOEHLER PUBLISHERS
TR: 9798890570437 / \$24.95/\$33.95

BISAC 1: Self-Help - Personal Growth - Success
BISAC 2: Business & Economics - Time Management
BISAC 3: Self-Help - Personal Growth - Self-Esteem
Page Count: 288 **Trim Size:** 5-1/2 x 8-1/2

Publicity and Marketing

- Social media promotion through author's channels including Facebook (2.7 million followers), YouTube (1.5 million subscribers), Instagram (1 million followers), X (405K followers), LinkedIn (77K followers)
- Website promotion through author website: briantracy.com
- Promotion in conjunction with author speaking
- Corporate and organizational sales
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Instagram
- Promotion to contacts on Berrett-Koehler's email list
- Promotion via organizational book clubs and reading groups: discussion guide available

Goals! Third Edition

Subtitle: How to Get Everything You Want Faster Than You Ever Thought Possible

Reading Line: Bestselling Author of Eat That Frog!

Brian Tracy

TARGET CONSUMER:

- Personal-development readers
- Personal coaches
- Athletes and others in high-performance arenas

Almost a million copies sold since first published in 2003, this updated edition of Brian Tracy's self-help classic offers a step-by-step guide to setting and achieving your goals.

Featuring 20% more content, including a new chapter, unlock your true potential with this tried-and-true productivity bestseller.

Legendary time management and personal development expert Brian Tracy presents his simple, powerful, and effective system for setting and achieving goals. Each chapter introduces a principle key in reaching your goals, along with a toolkit full of both comprehensive insights and actionable steps.

Using the twenty-two strategies Tracy outlines, you'll be able to accomplish any goal you set for yourself—no matter how big. You'll discover goal-setting strategies in various aspects of your life including:

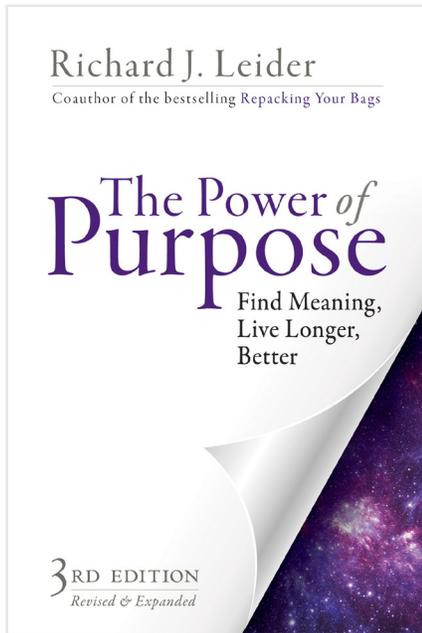
- How to identify, clarify, and apply personal values in everyday actions
- How to take charge of your money to achieve financial freedom
- What it takes to overcome obstacles in your personal relationships
- How to make better choices in your health and wellbeing
- Responding to challenges in your career
- How to stop holding yourself back with self-doubt and procrastination

Your time is important, so why not make the most of it? By following this time-tested and proven process you will not only reach your current goals, but also develop a life-long growth mindset that will guide you towards a more successful future.

- **FOR READERS OF PRODUCTIVITY CLASSICS:** Fans of books such as *Atomic Habits* who are looking to optimize and take charge of their lives.
- **UNIVERSAL BESTSELLER:** The first two editions of this book have sold over 900,000 copies. It has been translated into 38 languages and is a big seller around the world.
- **GOALS EVERY STEP OF THE WAY:** This book offers a clear roadmap with actionable steps at the end of each chapter for finding success in various aspects of your life.
- **STRONG PLATFORM:** As one of the most popular and successful motivational speakers, Brian Tracy has a wide-reaching social media presence with millions of follows and a 450K email list.
- **BESTSELLING AUTHOR:** Brian Tracy's previous Berrett-Koehler books have sold over 5 million copies and been translated into over 50 languages.

Author Bio: 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 and is one of America's leading authorities on the development of human potential and personal effectiveness. He has worked with the executives and staff of such firms as IBM, Arthur Andersen, McDonnell Douglas, and the Million Dollar Round Table. He is the author of over seventy books and more than 300 audio and video learning programs.

Residence: Solana Beach, California **Hometown:** Charlottetown, Prince Edward Island, Canada



COVER NOT FINAL

ON SALE 1/21/2025
Announced 1st Print: 8,000

BERRETT-KOEHLER PUBLISHERS
TR: 9781523006960 / \$21.95/\$28.95

BISAC 1: Self-Help - Personal Growth - Happiness
BISAC 2: Business & Economics - Careers - General
BISAC 3: Self-Help - Motivational & Inspirational
Page Count: 216 **Trim Size:** 5-1/2 x 8-1/2

Publicity and Marketing

- Leider will leverage his deep organizational connections to market the book to individuals and organizations. He has strong working relationships with the University of Minnesota, AARP, United Healthcare, and others.
- The author is the purpose ambassador for the worldwide Blue Zones Project and has a platform to announce the new edition in 75+ cities. He is also seeking an endorsement for the new edition from Dan Buettner.
- Leider is an in-demand speaker around the world and will leverage his speaking events to promote bulk sales. He has an average of 60 speaking/training events a year. This strategy has helped propel sales of his prior titles.
- The author's blog has a readership in the hundreds of thousands, and regularly goes viral. He will write and publish new content to support the book launch: <https://richardleider.com/>
- BK will promote on our social media platforms and to our email list of more than 22,000 leaders.

The Power of Purpose, 4th Edition

Subtitle: To Grow and to Give for Life

Richard J. Leider and David A. Shapiro

TARGET CONSUMER:

- Readers and fans of Richard Leider's previous books and work
- Gen Zers seeking more purpose and meaning in their lives
- Spiritual seekers looking for a secular book about finding purpose
- Gen Xers who are approaching retirement age an seeking ways to connect with purpose and give back

Legendary personal coach Richard Leider, creator of the "purpose movement" teams, with David Shapiro to bring new stories, new lessons, and an all-new purpose manifesto to a new generation of readers.

Purpose is an active expression of our values and our compassion for others—it makes us want to get up in the morning and add value to the world. *The Power of Purpose* details a graceful, practical, and ultimately spiritual process for making it central to your life. This revitalized guide will help you integrate it into everything you do.

This fourth edition has been completely revised and updated. With a new co-author, new stories and examples and resources, it taps into the broader need for purpose in our post-pandemic world. With more than 40% new content, readers will discover new insights on purpose, a new chapter on Becoming a Purposeful Leader, and The Purpose Formula which includes mind-opening questions to help you unlock your purpose and to live a life of meaning and fulfillment.

- **FOR READERS OF THE PURPOSE DRIVEN LIFE:** Leider is the pioneer of purpose at work. Readers who have explored *The Purpose Driven Life* and other Warren titles will find Leider's work brings secular insight on how to live and work with purpose.
- **CLASSIC BOOK THAT LAUNCHED A MOVEMENT:** The original edition launched the purpose movement, ignited a national discussion about purpose, and sold hundreds of thousands of books.
- **40% NEW CONTENT:** The new edition has new stories, examples, a manifesto and more to position it for a new generation of readers.
- **HEAVY MARKETING TIE-INS:** to United Healthcare, Blue Zones, University of Michigan, and more will help generate publicity and sales.
- **PROVEN AUTHOR TEAM:** Bestseller Richard Leider teams with David Shapiro to bring the book up to date and refreshed for a new generation of readers. Leider's titles have sold more than 100,000 copies worldwide.
- **IN-DEMAND SPEAKER:** Richard Leider is an in-demand speaker around the world and leverages his speaking events to promote bulk sales.

"Dynamic and useful."

—**Publishers Weekly**

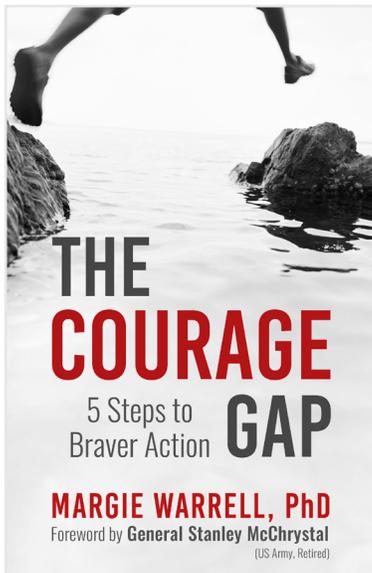
"Leider draws a road map for a life of service and improving the lives of others."

—**Walter F. Mondale, former United States Vice President**

Author Bio: Richard Leider is founder and chairman of The Inventure Group, a coaching and consulting firm with offices in Minneapolis, MN. He is an Executive Fellow at the University of Minnesota Carlson School of Management and is a guest lecturer in the Harvard Business School and Duke Corporate Education. Richard holds a Master's Degree in Counseling and is a Nationally Certified Master Career Counselor. He is a Senior Fellow at the University of Minnesota's Center for Spirituality and Healing where he is a founder of The Purpose Project.

David Shapiro is Education Director of the Northwest Center for Philosophy for Children, an organization that brings philosophy and philosophers into schools and community centers throughout the Puget Sound Area. His scholarly interests include applied ethics, philosophy of human rights, and philosophy with children. Shapiro holds a Master's Degree in Philosophy from the University of Washington.

Residence: Minneapolis, MN; Puget Sound, WA **Hometown:** Minneapolis, MN; Puget Sound, WA



ON SALE 1/28/2025
Announced 1st Print: 8,000

BERRETT-KOEHLER PUBLISHERS
TR: 9781523007240 / \$19.95/\$25.95

BISAC 1: Self-Help - Personal Growth - Success
BISAC 2: Business & Economics - Decision-Making & Problem Solving
BISAC 3: Psychology - Social Psychology
Page Count: 168 **Trim Size:** 5-1/2 x 8-1/2

Publicity and Marketing

- Author is engaging Smith Publicity, whom she used for *You've Got This!*, for publicity – press, television, podcasts.
- The author will leverage her 'Courage Works' column on Forbes and will publish a series of articles to support the book.
- She will market to her email list of 18,000+ through a monthly newsletter.
- The author has more than 100,000 social media followers and will market heavily via her social accounts.
- Berrett Koehler will promote on our social media and to our email list of 22,000+ subscribers.

The Courage Gap

Subtitle: 5 Steps to Braver Action

Margie Warrell, PhD

TARGET CONSUMER:

- Readers of Brené Brown and Ryan Holliday who are looking for a practical guide after exploring the theory beyond courage.
- Team leaders and people managers who want to encourage their team members to be bolder.
- People who are aspiring to make a change in their careers and lives.
- CEOs and Senior leaders who want to foster a 'culture of courage' across their business or organization.
- Readers of personal and professional development books.

Close the gap between who you are and who you want to be with this guide from the bestselling author of *You've Got This!* and *Brave*.

Through 5 simple but profound steps, you'll develop more courage, reclaim the power you've unwittingly surrendered to fear, and prepare to live your best and bravest life!

Building the ability to take risks, make decisions amid ambiguity, make hard calls, and have tough conversations is critical to unlock your courageous capabilities, at work and at home. Margie Warrell harnesses her experience as a leadership and executive coach to deliver an actionable guide to a powerful way of thinking she calls a courage mindset.

Introducing a 5 step guide to achieve courageous thinking:

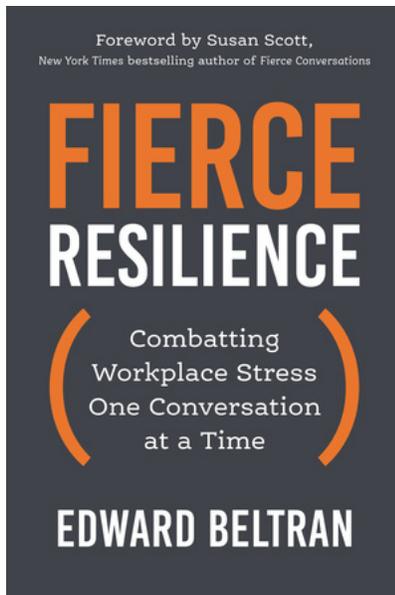
- Be Before Do
- Own Your Fear
- Reframe Risk
- Embrace Your Vulnerability
- Choose Courage

The Courage Gap is not just for individuals, it's a guidebook for teams and organizations, too. As readers build stronger, more authentic relationships with others, develop their skill set for coupling candor and kindness in their relationships, grow their currency of trust and influence, they can then 'scale the courage mindset' to foster a 'culture of courage' in their teams, workplace and beyond.

With stories, anecdotes, and research, *The Courage Gap* helps us shift our thinking and bring courage to the forefront of our lives for personal and professional growth and fulfillment. *The Courage Gap* provides a practical framework that connects the why of developing courage to the how—something often missing in literature on bravery.

- **FOR READERS OF BRENÉ BROWN'S WORK:** Brené Brown has built the foundation for discussions about courage, and her readers will find Warrell's work a powerful resource for those daring to lead with courage.
- **A BALANCE OF CREDIBILITY AND QUALIFICATIONS:** In addition to having extensive leadership experience in the corporate sector, Margie also has professional qualifications (including a doctorate in human development) to balance out theory and observation with real science to deliver a work that is not based entirely on experience but actually established principles.
- **A QUICK, ACTIONABLE READ:** While most books on this topic tend to be lengthy examinations on the nature and practice of courage, Margie's very short book is focused simply and squarely on the most important aspect of courage: what to do and assess before taking action.
- **POWERFUL AUTHOR PLATFORM:** The author is part of the executive leadership and advisory team at Korn Ferry and a global speaker on the subject of courage. The author is known for her regular Forbes column; media appearances on major outlets including *Bloomberg*, *CNN*, *The Today Show*, *Fox*, and others; and has a robust social media following.
- **EXPERIENCED AUTHOR:** The author has dedicated her professional career to the exploration and development of courage, including writing 5 previous books on the topic.

Author Bio: Margie Warrell, PhD, is a leadership authority with extensive international experience supporting leaders and businesses in transformative change agendas. A Senior Partner in Korn Ferry's Board, CEO and Leadership practice, Margie draws on her international background in Fortune 500 business, psychology, and coaching to help leaders accelerate change, incubate innovation, and cultivate more forward-leaning cultures.



ON SALE 8/20/2024

Announced 1st Print: 8,000

BERRETT-KOEHLER PUBLISHERS
TR: 9781523007141 / \$22.95/\$29.95

BISAC 1: Business & Economics - Workplace Culture

BISAC 2: Self-Help - Self-Management - Stress Management

BISAC 3: Business & Economics - Conflict Resolution & Mediation

Page Count: 240 **Trim Size:** 6 x 9

Publicity and Marketing

- The author and associated company has 40,000+ social media followers and will plan a robust promotion campaign.
- The author plans to market the book directly to Fierce Inc.'s clients and fans, including a feature position on the company website.
- Fierce Inc's PR firm will position and promote the book and authors before, during, and post-launch.
- The book will be featured in the Fierce Inc. newsletter and there will be a pre-order email campaign to support the title.
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Twitter, Instagram.
- Promotion to 22,000 contacts on Berrett-Koehler's email list.

Fierce Resilience

Subtitle: Combatting Workplace Stress One Conversation at a Time

Reading Line: Foreword by Susan Scott, New York Times bestselling author of Fierce Conversations

Edward Beltran

TARGET CONSUMER:

- Readers of *Fierce Conversations*
- Businesses and organizations that want to improve company culture and provide the tools, resources and training to help employees reduce stress and increase resilience.
- Managers and business leaders who want to provide employees with authentic leadership, training, resources and tools to develop resilience and reduce stress.
- The general self-help audience who wants to reduce stress, increase resilience and improve work-life balance (secondary market of 126 million Americans who annually spend \$8 billion on self-help books and products).

Discover the science-based secrets to reducing workplace stress, building unwavering resilience, and achieving success through the power of conversation.

Technology, isolation, and increasing demands for productivity are making the workplace a hotbed for stress—it's no surprise employees are abandoning traumatic workplaces in unprecedented numbers.

Ed Beltran, the CEO of a powerhouse leadership communication company, believes the antidote to stressed-out workplaces starts with conversation.

Beltran has developed a science-based model to reduce stress and help people build what he calls *fierce resilience*. By leveraging the power of conversations, individuals discover:

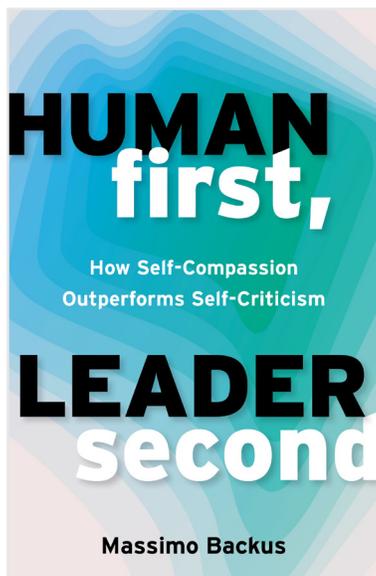
- their unique stressors
- master skills to neutralize stressors
- build unwavering resilience that elevates their emotional well-being.

This is no ordinary self-help book. The transformative process of *fierce resilience* goes well beyond developing mere coping skills. It helps people take control of their emotional health, become more resilient, and build organizations with resilience as a core part of their DNA.

- **FOR READERS OF SUSAN SCOTT'S FIERCE CONVERSATIONS:** The team that contributed to that best-selling book and movement now oversee Fierce and continue to build on the original thought leadership around workplace stress.
- **ADDRESSES HUGE NEED IN THE WORKPLACE:** Workplace stress is at an all-time high and there are few effective programs to support workers.
- **LARGE SPEAKING PLATFORM:** Fierce and CEO Ed Beltran have built a strong media and speaking platform.
- **DEDICATED PR AND SOCIAL MEDIA CAMPAIGN:** Through its current PR, article writing, and social media efforts Fierce reaches and engages 60% of the Fortune 500.
- **LEADING EXPERTS:** Ed Beltran is the CEO of Fierce and a respected leader. He brings a research-backed model to handling workplace stress which focuses on the unique aspect of workplace conversations.

Author Bio: Ed Beltran is the CEO of Fierce, Inc. A CPA and MBA by training, he held senior positions at Agilent, PwC, and Arthur Andersen. Under his leadership, Fierce has worked with over 60% of the Fortune 500 and has been featured on CNBC, Fortune, WSJ, and Fast Company. He is a contributor to Forbes and Fast Company.

Residence: Seattle, Washington **Hometown:** San Jose, California



COVER NOT FINAL

ON SALE 9/10/2024
Announced 1st Print: 7,000

BERRETT-KOEHLER PUBLISHERS
TR: 9781523007059 / \$22.95/\$28.95

BISAC 1: Business & Economics - Leadership
BISAC 2: Self-Help - Self-Management - Stress Management
BISAC 3: Self-Help - Personal Growth - Self-Esteem
Page Count: 216 **Trim Size:** 5-1/2 x 8-1/2

Publicity and Marketing

- Working with Weaving Influence for book launch strategy and publicity
- Promotion through author's numerous speaking engagements including engagements with Amazon, Nintendo, and Fortimize, among others.
- Promotion through International Coaching Federation, the American Society for Training and Development, the Professional and Organizational Development Network, and the Coaches Training Institute, all of which the author is a member.
- Promotion through the author's podcast which has weekly episodes
- Promotion through podcast interviews where the author was a guest
- Promotion through the author's LinkedIn, where he has over 4,000 followers.
- The author will host an "early reader" team of his most engaged members to promote and launch the book
- Influencer outreach to prominent bloggers and reviewers in the space
- Promotion through the author's newsletter
- Berrett-Koehler will promote the book through our social media channels, email list, and website

Human First, Leader Second

Subtitle: How Self-Compassion Outperforms Self-Criticism

Massimo Backus

TARGET CONSUMER:

- Executives and senior leaders who are constantly on the verge of burnout and pressured by feelings of not doing enough
- Those who are experts in the technical parts of their role but ruin relationships in their path
- Leaders trapped in the myth of perfectionism
- Leaders who are invested in creating a compassionate workforce
- Those up-and-coming leaders who want to bring a lens of self-compassion to how they show up

A self-compassion blueprint for leaders who are closed-off, constantly on the verge of burnout, and/or trapped in the myth of perfectionism.

Through this 6-step framework, leaders will learn that self-compassion is for the strong, to separate their title from their person, and how to care for themselves in order to care for others.

So many leadership and compassion books seek to remind leaders to "behave human" and treat those around them with care. But the truth is that leaders are human. They're not playing at being human or calling forth their humanity on demand. Their struggle in marrying leadership and compassion stems from leaders ignoring self-care—the lack of compassion toward their subordinates is just a symptom.

Human First, Leader Second introduces leaders to the practice of self-compassion through a 6-step framework designed to ease even the most hard-headed and hard-assed leaders into thoughtful, and productive, introspection.

- **Backward:** Biography, Biology, Backstory
- **Forward:** Purpose, Values, Priorities
- **Inward:** Intentions, Feelings, Thoughts
- **Outward:** Intent, Actions, Behaviors
- **Leeward:** Self-care and Personal Accountability
- **Wayward:** Regret and Self-forgiveness

Offering strategies for a personalized exploration of self-compassion—and what works best for the individual—this book will help leaders grow awareness to the importance of self-care while debunking the myth that compassion equals weakness. Regardless of our title or influence, we are all humans first, who need compassion.

FOR THE BURNED OUT LEADER: And those struggling with perfectionism, isolation, and trouble showing empathy and compassion to their team and themselves.

INTRIGUING AND ENGAGING FRAMEWORK: This 6-part framework is designed using a unique Backward, Forward, Inward, Outward, Leeward, and Wayward mindset that is engaging, surprisingly simple, and easily adoptable.

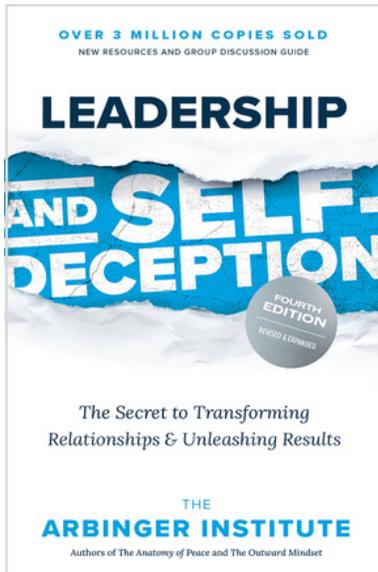
UNIQUE ANGLE: This book recognizes that lack of compassion toward employees is a symptom, not the cause. And aims to teach leaders how self-compassion leads to shared compassion.

WELL NETWORKED AUTHOR: Massimo has prominent connections that will support this book including Kristen Neff, Simon Sinek, Michael Bungay Stanier, Nate Regier, Adam Grant, and Susan David.

LARGE PLATFORM: Massimo has over 4000 engaged LinkedIn followers, has a newsletter, and a weekly podcast called The Leadership Mind. He speaks to audiences with an average of 300 attendees on a regular basis, and had coached corporations such as Amazon, Nintendo, and Salesforce.

Author Bio: Massimo Backus is a master facilitator, speaker, leadership coach, and the host of *The Leadership Mind* podcast. He has coached and consulted companies such as Amazon, Nintendo, Salesforce, Fox Entertainment, and Cisco. He holds a bachelor's degree in Psychology and a master's degree in Organizational Behavioral Psychology along with certifications and credentials in DISC, MBTI, Hogan Assessment, Korn Ferry Architect, Co-Active Coaching Certification, ORSC (Organization and Relationship Systems Coaching) Certification and is a Hoffman Process Graduate.

Residence: Seattle, WA **Hometown:** Seattle, WA



ON SALE 8/27/2024
Announced 1st Print: 30,000

BERRETT-KOEHLER PUBLISHERS
TR: 9781523006564 / \$19.95/\$25.95

BISAC 1: Business & Economics - Leadership
BISAC 2: Self-Help - Communication & Social Skills
BISAC 3: Business & Economics - Conflict Resolution & Mediation
Page Count: 240 **Trim Size:** 5-1/2 x 8-1/2

Publicity and Marketing

- National publicity campaign targeting business media and leadership podcasts
- Promotion in conjunction with author speaking and exhibiting at leadership conferences like Association for Talent Development
- Arbinger Institute social media promotion to 24K contacts on LinkedIn and 15K on Facebook
- Email promotion via Arbinger newsletter promotion and email blasts to 50K
- Blog promotion with new edition details
- Website promotion through author website: Arbinger.com
- Major virtual launch party event
- Corporate and organizational sales
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Twitter, Instagram
- Promotion to 22,000 contacts on Berrett-Koehler's email list
- Promotion via organizational book clubs and reading groups: discussion guide available

Leadership and Self-Deception, Fourth Edition

Subtitle: The Secret to Transforming Relationships and Unleashing Results

Reading Line: Authors of *The Anatomy of Peace* and *The Outward Mindset*
The Arbinger Institute

TARGET CONSUMER:

- The millions of worldwide readers of Arbinger books
- Leaders and managers in any organization
- Personal growth readers seeking to improve their relationships

With almost 3 million copies sold worldwide, this new edition of a leadership classic brings a refreshing perspective on healing our professional and personal relationships.

Updated throughout with 25% new material including an additional female protagonist, updated stories, and new content.

Over two decades since first being published, *Leadership and Self-Deception* continues to inspire readers with its central insight—that the key to leadership lies not in what we do but in who we are.

This engaging story reveals how as leaders we all too often blame others to justify our own self-worth. We fall into this trap of self-deception and self-betrayal which makes us see others as barriers to our own success. The vicious cycle of in-the-box thinking then spreads to those in both our professional and personal lives. So how do we get out? The answer lies in thinking outside the box and not resisting the humanity in the people around us.

With over 25% new material, the fourth edition is the biggest revamp yet and features:

- A second younger, female protagonist relevant for a **broader and more diverse audience**
- **Updated stories and perspectives** with the removal of outdated examples
- Individual and group study guides with guided discussion questions
- And **practical advice** for applying these lessons on a personal, team, and organization-wide level

Learn how this time-tested story has helped millions of people and thousands of organizations achieve less objectifying and more compassionate results.

TIMELESS RESOURCE FOR PERSONAL OR PROFESSIONAL DEVELOPMENT: Thousands of organizations use this book in leadership training and development. But online reader reviews make it clear that people find this book equally powerful for their own personal growth and transforming their family relationships, such as changing their lives and saving their marriages.

NEW CONTENT: Changes throughout the book make the messages clearer, refresh the stories, and update the dialogue and examples.

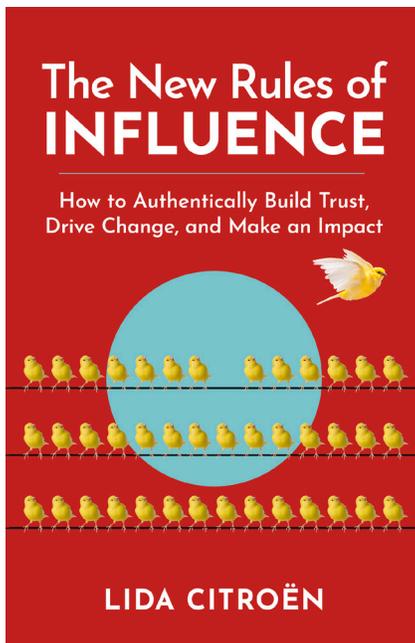
INTERNATIONAL BESTSELLER: Over 2 million copies have been sold in English, and nearly 1 million more have been sold in 34 foreign-language editions.

CLASSIC BOOK: *Leadership and Self-Deception* continues to sell over 100,000 copies each year, 23 years after it was first published.

GLOBAL IMPACT: Arbinger works with global partners in 23 countries around the world that use this book in transforming organizations and leadership—benefiting millions of people.

Author Bio: **The Arbinger Institute** is an international training, consulting, and coaching firm that specializes in conflict resolution and peacemaking—whether in families, in organizations, or between communities or nations. Arbinger's clients range from individuals who are seeking help in their lives to families who are trying to strengthen and rebuild relationships to many of the largest companies and governmental institutions in the world, where Arbinger helps to establish new levels of teamwork and cooperation.

Residence: Provo, Utah **Hometown:** Provo, Utah



ON SALE 8/27/2024
Announced 1st Print: 7,000

BERRETT-KOEHLER PUBLISHERS
TR: 9781523006663 / \$22.95/\$29.95

BISAC 1: Business & Economics - Leadership
BISAC 2: Business & Economics - Personal Success
BISAC 3: Business & Economics - Skills
Page Count: 240 **Trim Size:** 5-1/2 x 8-1/2

Publicity and Marketing

- LinkedIn Newsletter: The author will promote through her bi-monthly newsletter on LinkedIn with 7,507 subscribers.
- LIDA360 Insiders' Circle newsletter: this seasonal newsletter goes to an active and engaged list of 942 subscribers.
- LIDA360 Vets email list newsletter: this seasonal email goes to a curated audience of military veterans entering the civilian workforce- a target audience for the book.
- The author plans to promote bulk buy options to her Fortune 500 clients and through her speaking engagements.
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Twitter, Instagram.
- Promotion to 22,000 contacts on Berrett-Koehler's email list.

The New Rules of Influence

Subtitle: How to Authentically Build Trust, Drive Change, and Make an Impact

Lida Citroën

TARGET CONSUMER:

- Professionals working in the tech sector who focus mostly on hard skills and lack the ability to influence through soft skills.
- Security professionals who are in the “trust” business – also need to learn to build influence
- Human resources professionals who care about their own influence levels, but who also need tools to nurture the leadership potential in their employees.
- Managers who, post Covid, are working differently today – navigating hybrid work environments, spending more time on video meetings, and managing a more multi-dimensional workforce. These managers need confidence-building tools to drive their influence within their teams and executive leadership within the company.
- MBA graduates who have learned an old paradigm in school and need to develop new skills to build successful careers.
- Seasoned leaders and managers who are flummoxed about how to lead in the new post-Covid work world.

Leave the power tie at home. The old rules of influence don't work anymore.

It's time to throw out the old rules of influence and become the leader you've always wanted to be.

A new type of leader is emerging—one with a bold mission who empowers others through transparency and unwavering passion. Modern-day executive presence mandates levels of authenticity and honesty never before seen in the C-suite.

Personal branding and reputation management expert, Lida Citroën guides leaders through this new paradigm of executive presence and influence. Through inspiring examples, compelling stories, and practical exercises, Citroën helps leaders tap into their passion, connect authentically with others, and create space for inclusivity and community.

Greta Thunberg is a powerful example of a new paradigm leader. The Swedish teenager 's influence arguably exceeds that of most CEOs or political leaders. The youngest person to be named Time's Person of the Year, she radically upended Swedish politics and world climate policy. Nothing about her conforms to the typical expectations of a leader's executive presence—her power comes from her absolute honesty and genuine passion to make the world a better place.

TOOLKIT FOR MODERN LEADERS: successful leaders in today's work world need to develop new skills and competencies and this book provides a strategic approach to developing those skills.

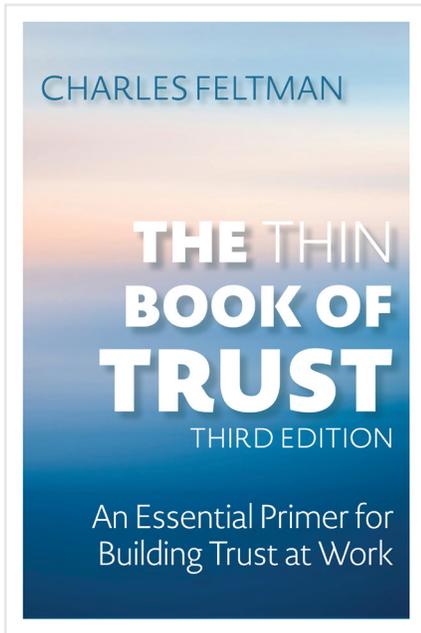
PERFECT FOR GRADS: they've been taught in school or in MBA programs what executive presence is, but the post-pandemic world and remote and hybrid work options require different types of presence.

DYNAMIC AUTHOR: Lida Citroën speaks and coaches across the world on personal branding and executive presence. She is one of the top-selling LinkedIn Learning instructors. Her TEDX talk has more than 53,000 views.

ONLINE CAMPAIGN: Lida will have a robust online presence and social support for the book. She has one of the top-selling LinkedIn Learning courses and nearly 28,000 LinkedIn followers.

MILITARY AUDIENCE: Lida is a contributor to military.com and spent 20+ years coaching military veterans.

Author Bio: Lida Citroën is a personal branding and reputation management expert. She is a keynote speaker, trainer, LinkedIn learning instructor, TEDx speaker and executive coach. She helps global influencers, CEOs, executives, entrepreneurs and military veterans amplify their presence, manage the impression they make with target audiences



COVER NOT FINAL

ON SALE 9/10/2024
Announced 1st Print: 5,000

BERRETT-KOEHLER PUBLISHERS
TR: 9798890570390 / \$18.95/\$24.95

BISAC 1: Business & Economics - Organizational Behavior
BISAC 2: Business & Economics - Workplace Culture
BISAC 3: Business & Economics - Conflict Resolution & Mediation
Page Count: 120 **Trim Size:** 6 x 9

Publicity and Marketing

- The author cohosts the *Trust on Purpose* podcast with Ila Edgar, with over 15K downloads to date, and he does guest spots on 4-5 podcasts per year. He'll leverage the podcast and guest appearances to market the new edition.
- He speaks 5 to 6 times per year to small to mid-sized companies (80-300 people) which he will leverage to drive bulk orders.
- The author also had a guest spot on Brené Brown's Dare to Lead podcast two years ago. Brown uses the author's definition of trust in all of her books and many of the talks she gives, with attribution. While she is taking a break from podcasting, she is expected to resume podcasting soon, and Charles can secure a guest spot to promote the book.
- The author has approximately 1,000 names of coaches, consultants, facilitators, and HR and OD professionals in his personal email list. He'll market to the new edition to this engaged list. This is one of the strongest sales channels for his previous editions.
- The author has 1,500 connections and 2,508 followers on LinkedIn and he will market the ebook to his LI followers with a significant and dedicated campaign on this platform.

The Thin Book of Trust, Third Edition

Subtitle: An Essential Primer for Building Trust at Work

Charles Feltman

TARGET CONSUMER:

- Readers of the first two editions of *The Thin Book of Trust* will be eager for the updated content about building trust post-pandemic.
- Leaders who are interested in improving trust in their organizations.
- Coaches, consultants, and facilitators who need to build trust to create professional success for themselves and their clients.
- HR and OD professionals whose work requires trust for optimum outcomes.

Best-selling author Charles Feltman updates his business classic, *The Thin Book of Trust*, with new resources and tools to build trust in the post-pandemic world.

Feltman's phenomenal bestseller with almost 100,000 copies sold across two editions outlines in a very simple and quick way the art of building trust between people in organizations as a core essential workplace competency.

The updated *Thin Book of Trust* offers a framework that supports trust building as a workplace competency. It is based on the idea that building trust is a competency, a set of skills that can be learned, improved, and practiced. It will help you continuously improve your ability to build and maintain trust with others. It can also help you create and contribute to a high-trust culture at work.

The third edition includes a new study guide and a new resource download page.

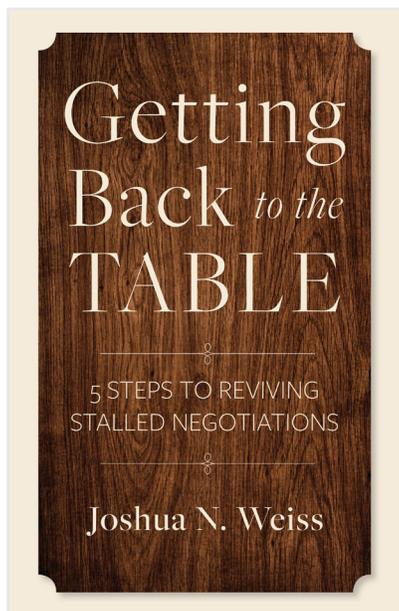
Charles Feltman says: "Whether you lead others, contribute individually, or serve as a coach, consultant, facilitator, HR or OD professional, your ability to generate and sustain strong trust is critical to the success and well-being of your enterprise. It is my hope this new edition serves you well in becoming an exceptional trust-builder."

- **FOR READERS OF THE THIN BOOK OF TRUST:** Feltman's earlier editions have sold more than 100,000 copies and are used in classrooms and trainings worldwide. His dedicated audience will be eager for an updated edition with new material and ideas.
- **RECOMMENDED AND REFERENCED BY BRENE BROWN:** Brene Brown uses the author's definition of trust in all of her books and regularly credits him. Her recognition of the author with her audience lifts the title to new audiences.
- **ESTABLISHED SELLER:** With almost 100,000 copies sold since its release in 2008, the work continues to be a bestseller with a growing following and impact nationwide despite previously being sold only on Amazon but now having the benefit of countless outlets and channels through which it will be distributed and sold.
- **COMPELLING CORE PREMISE:** Trust is not something that happens naturally but is a skill that must be developed and practiced to be effective. But unlike the many skills that are merely nice to have, the ability to operate and move with trust is the most important of all, as no leader or organization can move forward without trust at the heart of its operational processes.
- **PORTABLE AND PRACTICAL:** At under 100 pages, the work remains the most easily absorbed and practical guide on the subject in the marketplace.

Author Bio: Charles Feltman works with people who seek to grow themselves into the leaders those they serve need them to be. Charles has been coaching leaders and teams, and delivering leadership development programs worldwide, for over 25 years. This work has often included supporting individuals, teams, and entire organizations in becoming exceptional at building and maintaining strong trust as a foundation for success.

In addition to coaching and consulting, Charles has served as a community mediator and facilitator for over 50 years, helping people confront and deal with issues of conflict, trust, betrayal, and reconciliation in their work, community, and personal lives.

Residence: San Luis Obispo, CA **Hometown:** San Luis Obispo, CA



COVER NOT FINAL

ON SALE 1/21/2025
Announced 1st Print: 7,000

BERRETT-KOEHLER PUBLISHERS
TR: 9798890570468 / \$22.95/\$29.95

BISAC 1: Business & Economics - Negotiating

BISAC 2: Business & Economics - Conflict Resolution & Mediation

BISAC 3: Self-Help - Communication & Social Skills

Page Count: 192 **Trim Size:** 5-1/2 x 8-1/2

Publicity and Marketing

- Book promotion during authors regular speaking at 35-50 conferences
- The author consults and trains major clients year-round who the book will be promoted to
- The book will be featured highly through the Negotiation Initiative which the author co-founded
- He is a regular contributor to HBR and will continue to promote his ideas on the platform
- Will have a forward by William Ury, author of *Getting to Yes*
- The author will promote the book to his LinkedIn audience of 6,000
- BK will promote the book to our social media followers and email list

Getting Back to the Table

Subtitle: 5 Steps to Reviving Stalled Negotiations

Joshua N. Weiss

TARGET CONSUMER:

- Negotiation professionals
- Teachers of negotiation primarily in business and legal programs
- Students
- People who get trained in shorter negotiation programs (i.e. executive education)
- The broader public who are interested in business communication

The co-founder of Harvard's Global Negotiation Initiative and a renowned global guru in negotiations, presents a dynamic strategy for overcoming stalled or failed negotiations that empowers individuals to return to the table with increased strength and resilience, leveraging the setbacks they encountered.

When negotiations fail it can be hard to start over. Some people give up, others forget and move on, but the truly successful negotiator learns. Celebrated negotiation thought-leader and member of the UN Negotiations team, Joshua N. Weiss, introduces a 5-step LATER model for when negotiations stall or fail:

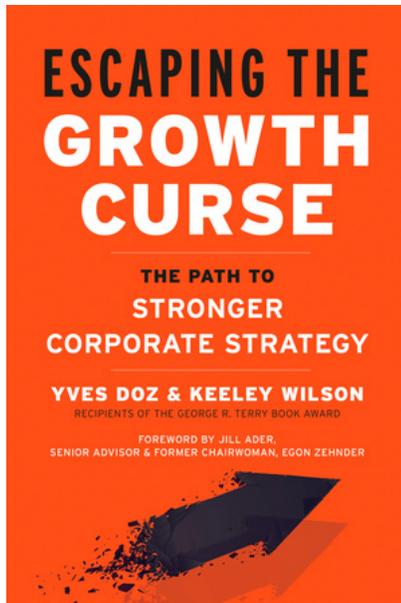
- (L) Loss acceptance
- (A) Autopsy of your negotiation to learn
- (T) Transferring lessons (the right ones!)
- (E) Educate from your weaknesses and actively unlearn
- (R) Return to the table with confidence by building on your strengths

Getting Back to the Table explores the reality of failure in negotiation. It lays out the types of failure that can happen, how to cope with it when it does, and how we can be resilient in the face of it. Using Weiss's easy-to-use framework, readers can successfully get back to the negotiation table. Failing in negotiations is inevitable, but learning and growing from failure is not.

- **FOR READERS OF NEVER SPLIT THE DIFFERENCE:** Negotiation professionals, business negotiation professors and students, and leaders who negotiate in their every day.
- **FILLS A GAP:** There are 1,001 books on negotiation but no titles on what specifically to do when negotiations stall or fail and how to learn from such setbacks and get back to the table effectively.
- **EXTENSIVE MARKETING REACH:** The author has extensive marketing reach through the global initiative he is a cofounder of, he is a regular HBR contributor and presents and keynotes at conferences between 35 and 50 times a year domestically and internationally.
- **GLOBAL INTEREST:** Not only does the author have a global platform, but negotiation (and negotiation failure) are subjects that play every day across the world.
- **HIGHLY QUALIFIED AUTHOR:** Founder of the Global Negotiation Initiative, a Top Thirty Global Guru in negotiations, a member of the UN Negotiations team, teacher and faculty at some of the top universities in the world with an extensive private practice.

Author Bio: Joshua N. Weiss is co-founder of the Global Negotiation Initiative at Harvard, where he also teaches. He is a Senior Fellow of the Harvard Negotiation Project and a senior trainer with William Ury Associates, and he heads his own consultancy, Negotiation Works. He is also on faculty at Bay Path University and has held adjunct faculty positions at ten different universities, including MIT, Harvard, UMass, UC Denver, and American University of Beirut. He is listed as one of the Top 30 Global Gurus for negotiation, and he serves on the United Nations Mediation Team.

Residence: Longmeadow, MA **Hometown:** Natick, MA



ON SALE 6/11/2024
Announced 1st Print: 3,000

BERRETT-KOEHLER PUBLISHERS
HC: 9781523087259 / \$39.95/\$53.95

BISAC 1: Business & Economics - Strategic Planning

BISAC 2: Business & Economics - Corporate Governance

BISAC 3: Business & Economics - Management

Page Count: 280 **Trim Size:** 6 x 9

Publicity and Marketing

- Promotion through INSEAD's Corporate Governance Center
- Promotion through related articles on INSEAD's knowledge portal
- Confirmed HBR article Spring 2024
- Promotion through author speaking engagements
- New website centered around the book
- Out reach to directors associations for promotion
- Book promotion through BK's social channels
- Book promotion to BK's email list

Escaping the Growth Curse

Subtitle: The Path to Stronger Corporate Strategy

Reading Line: Recipients of the George R. Terry Book Award

Yves Doz and Keeley Wilson

TARGET CONSUMER: • Active or future board members
 • C-suite executives
 • Business leaders and stakeholders

Sustainable company growth isn't just a pipedream. This 3-part blueprint is your guide to avoiding the traps that cause growth to stall.

As companies mature, their underlying growth naturally slows—this is called the 'growth curse'. It's a pervasive problem that plagues companies, CEOs, and board members alike. In order to safeguard a company's future, a strategic form of governance in which the board plays a more active role on behalf of all stakeholders, must be activated.

This book is comprised of 3 parts. First it shows companies how to identify the traditional traps that hinder growth. The second part provides companies with a blueprint for building their board, defining long-term strategy, and adjustments necessary to serve continued growth. The final part delves into the specific ways that the board and executives must collaborate in relation to strategic renewal.

Reimagining the limits of growth and how companies are run as a consequence provides an escape from the 'growth curse' at last.

FOR READERS OF BUSINESS STRATEGY: Corporate leaders and board members who read books like *The Business Playbook*, *Systemology*, and *Smart Growth* will buy this book.

CELEBRATED AUTHORS: Doz won the very prestigious Edgar Wherry award by Academy of Management in 2018. He is also one of only four business scholars to be declared a fellow of the three main management scholarship societies: Academy of Management, Academy of International Business, and World Economic Forum.

NOT YOUR AVERAGE GROWTH BOOK: No other growth-strategy book by such a highly regarded scholar has questioned capitalism's unthinking obsession with growth. With research and facts, Doz shows that growth is a house of cards for most mature companies.

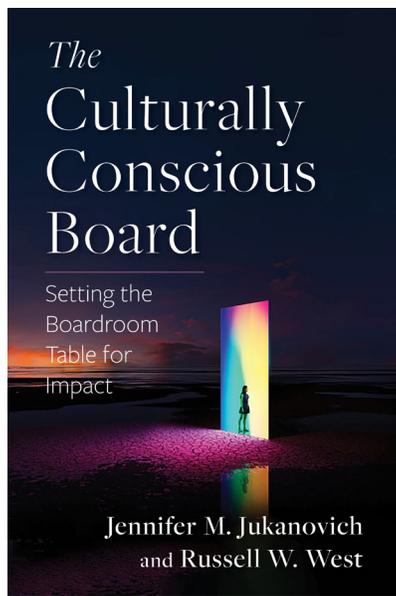
STRONG CORPORATE CONNECTIONS: Doz has been engaged by mature companies like 3M, IBM, Nokia, SAP, and Ford, and is actively involved with the board of Airbus—there is potential for many high-level corporate sales for this title.

RESEARCH BASED FRAMEWORK: Doz and Wilson are both academic business strategy researchers at INSEAD. The framework in this book is backed by research and casestudies.

Author Bio: Yves Doz is the INSEAD Solvay Chaired Professor in the management of technological innovation and the Academic Committee at CEDEP. He has worked with many global corporations such as Airbus, Avery Dennison, GSK, IBM, Intel, Microsoft, Nokia, P&G, Teva, Timken, Toyota and Xerox. His work with the public sector recently included advising Finnish Parliament institute, SITRA, on developing strategically agile national governments and he teaches in a leadership development program for senior civil servants in Finland.

Keeley Wilson is Senior Researcher at INSEAD. Her work for the past 20 years in both research and consulting has focused on global innovation strategies, management processes, strategic alliances, and leadership challenges at a wide range of companies including HP, Novartis, Shell, Siemens, Reuters, Schneider, and Xerox.

Residence: Fontainebleau, France; **Italy Hometown:** Fontainebleau, France; Italy



COVER NOT FINAL

The Culturally Conscious Board

Subtitle: Setting the Boardroom Table for Impact

Jennifer M. Jukanovich and Russell W. West

TARGET CONSUMER:

- New and seasoned board members
- CEOs, managers, and investors
- Members of the non-profit and social-impact business community
- DEI practitioners

The definitive introduction for changemakers new to the world of nonprofit and small business boards of directors.

Bust the status quo of board room administrative tedium and passive participation to contribute to meaningful social transformation and impact in your organization. Authors Jukanovich and West offer changemakers new to the boardroom the mindset and strategies necessary to make a difference in the organizations they lead.

Mission-based, socially responsible, and transformational organizations are needed more today than ever. And the boards that lead them must be in tune with their stakeholder's culture. But so often they are held back by ineffective decision making and a lack of interpersonal trust.

This book breaks down the key elements of a successful boardroom and how to achieve them. From onboarding diverse talent to establishing trust through accountability, you will have the tools and actionable techniques needed to effectively make a difference in the world with healthier boardroom practices.

- **CHANGEMAKER AUDIENCE:** This title is for those new to the nonprofit and small business boardroom scene and minimizes the use of technical jargon found in other boardroom books.
- **HUGE NEED:** Board members at small nonprofits or new businesses number in the millions, yet there is a lack of training or support for these folks seeking to make a difference.
- **SOLID MODEL:** The authors have trained over 3000 board members using the principles in this book and conduct an additional 1000 trainings each year. This approach is tested, simple to understand, and it works. This approach is unique in bringing the advances of DEI to board governance.
- **INSTITUTIONAL SUPPORT:** The \$1.3 Billion M.J. Murdock Charitable Trust is sponsoring this book and authors and will help market to its broad network, including workshops, events, and continuing education.
- **HIGHER EDUCATION:** Authors are former deans and leaders in Higher Ed and teach the topic at business and nonprofit admin programs. Huge potential textbook adoption for this easy to teach model.

ON SALE 9/3/2024

Announced 1st Print: 5,000

BERRETT-KOEHLER PUBLISHERS
TR: 9798890570154 / \$22.95/\$29.95

BISAC 1: Business & Economics - Corporate Governance

BISAC 2: Business & Economics - Nonprofit Organizations & Charities - Management & Leadership

BISAC 3: Business & Economics - Diversity & Inclusion

Page Count: 192

Trim Size: 6 x 9

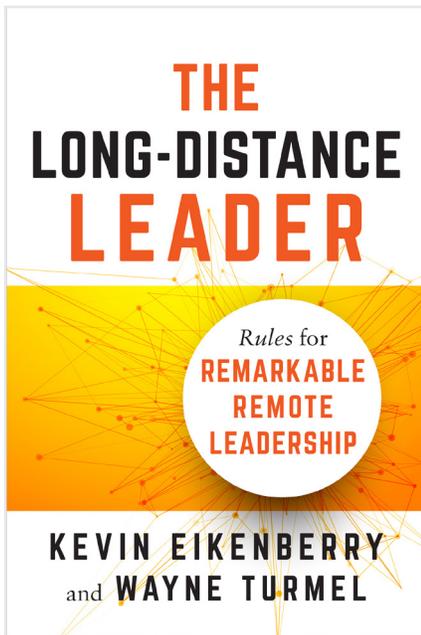
Publicity and Marketing

- Authors are organizing a Kickstarter campaign for early adopters of the book.
- There has been a committed purchase (2,000) and email/blog outreach (3,000+ people) from The M.J. Murdock Trust
- Jennifer has been invited to present the book's ideas to the Association of Board Effectiveness
- There will be a website built for the book with tools and resources
- The book will be promoted through the authors extensive speaking and coaching engagements
- Outreach to relevant groups and influencers
- The authors will promote the book through their social media platforms
- Promotion in conjunction with author speaking
- Corporate and organizational sales
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Twitter, Instagram
- Promotion to 22,000 contacts on Berrett-Koehler's email list

Author Bio: Jennifer Jukanovich is a faculty member and nonprofit-board coach at the M.J. Murdock Charitable Trust. She was previously Vice President for Student Life at Gordon College in Wenham Mass. In addition to her service on boards, she serves as a co-investigator for the internationally celebrated 2020 GLOBE (Global Leadership and Organizational Behavior Effectiveness) project and actively works with a diverse range of nonprofits, particularly in Rwanda where she helped co found Karisimbi Business Partners.

Russell W. West is a certified executive coach and CEO of The Emergence Group, which has worked broadly with nonprofits, universities, and businesses. His clients have included Advent Health, the Salvation Army and Habitat for Humanity. He was most recently visiting professor of leadership at H. Dayton Graduate School of Business, where his course "Leadership in a Multicultural Society" helped broaden the University's DEI program. His most recent nonprofit experience was as Strategy Impact Officer at the Trash Mountain Project.

Residence: Wenham, MA and Nashville, TN **Hometown:** Northern New Jersey, NJ and Virginia Beach, VA



COVER NOT FINAL

ON SALE 9/17/2024
Announced 1st Print: 7,000

BERRETT-KOEHLER PUBLISHERS
TR: 9798890570222 / \$24.95/\$33.95

BISAC 1: Business & Economics - Leadership

BISAC 2: Business & Economics - Human Resources & Personnel Management

BISAC 3: Business & Economics - Mentoring & Coaching

Page Count: 240

Trim Size: 6 x 9

Publicity and Marketing

- National publicity campaign to business, leadership, and management media (the author have previously been featured in Forbes, Fast Company, Globe and Mail, HR.com, and Soundview Executive Book Summaries)
- Promotion through leadership and business podcast interviews
- Email marketing outreach, social promotion, and blog promotion to over 300,000 contacts
- Promotion in September 2024 at Virtual Leader Con, their online leadership conference
- Promotion and speaking at national and international conferences, including Association for Talent Development (ATD)
- Promotion through Kevin's Remarkable Leadership Podcast which has an average of 9,000 monthly downloads and Wayne's Long-Distance Worklife Podcast
- BK will support the book through our new releases email list, promotion to past buyers, and social media

The Long-Distance Leader, Second Edition

Subtitle: Revised Rules for Remarkable Remote and Hybrid Leadership

Reading Line: Updated for the Hybrid Workplace

Kevin Eikenberry and Wayne Turmel

TARGET CONSUMER:

- Leaders of all industries who manage remote or hybrid teams
- Leaders who plan on or or interested in moving their team to remote/hybrid workforces
- Those who read the first edition of the book

The second edition of this international bestseller and go-to resource in remote management is updated and expanded for the post-covid workplace with new rules and timeless insights for leading others at a distance.

When *The Long-Distance Leader* was first published, it was pre-pandemic and remote work was in its infancy with 30% of managers leading at a distance—now that number is well over 50%.

As more organizations adopt a remote workforce, the challenges of leading at a distance become more urgent than ever. The cofounders of the Remote Leadership Institute, Kevin Eikenberry and Wayne Turmel, show leaders how to guide their teams by recalling the foundational principles of leadership whether their teams are remote, hybrid, co-working, or something entirely new!

The authors' "Three-O" Model refocuses leaders to think about outcomes, others, and ourselves—elements of leadership that remain unchanged, whether employees are down the hall or halfway around the world. By pairing it with the Remote Leadership Model, which emphasizes using technology as a tool and not a distraction, leaders can navigate the terrain of managing teams wherever they are.

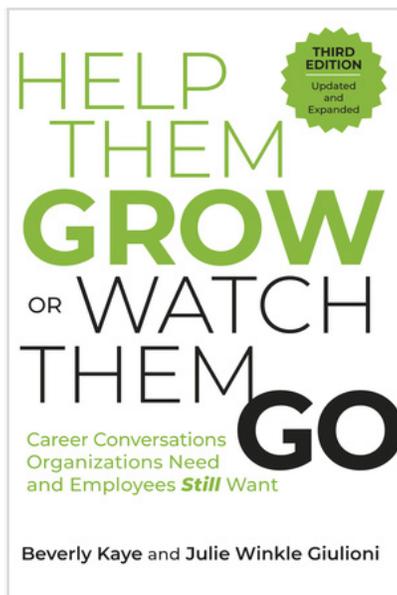
This second edition features updated exercises that ensure projects stay on track, keep productivity and morale high, and build lasting relationships, along with a new chapter on hybrid workplaces.

- **PRE-COVID CLASSIC:** When the first edition was written, 30% of managers led remotely. That number is now well over 50% now.
- **POST-COVID UPDATE:** The book is updated throughout and now features a new chapter on hybrid workplaces.
- **INTERNATIONAL BESTSELLER:** 40,000 copies sold worldwide, this book is the go-to reference for remote workplaces.
- **TIMELESS ADVICE:** Based on Eikenberry's Three O model, this book marries his wisdom with the tested practices of Wayne Turmel, founder of the Remote Leadership Institute.
- **PROVEN MARKETING PLAN:** Kevin and Wayne are going to put the same marketing gusto behind the second edition that they did the first, only now they have even more fans.

"Wayne and Kevin's book offers the reader a solid foundation in leadership in any circumstance and layers it with virtual leadership or leadership at a distance. It is full of nuance and nudges that will help you navigate through the labyrinths of leading at a distance. I especially appreciated the snippets where Wayne and Kevin reveal their ways of working together; this added a very real and personal touch. I encourage you to purchase the book, study the rules, reflect on their questions, put the book into practice, and become a leader who can 'go the distance.'"

—David Zinger, founder and host of the Employee Engagement Network

Author Bio: Kevin Eikenberry founded The Kevin Eikenberry Group in 1993. He has developed a variety of leadership products and services, including the membership-based leadership learning product, the Remarkable Leadership Learning System. Eikenberry was recently named one of Inc.'s Top 100 Leadership and Management Experts in the World. He has led hundreds of teleseminars and webinars, and he is the author of three Amazon best-sellers: Remarkable Leadership, From Bud to Boss, and The Long-Distance Leader. He is a co-founder of The Remote Leadership Institute.



ON SALE 9/24/2024
Announced 1st Print: 10,000

BERRETT-KOEHLER PUBLISHERS
TR: 9798890570253 / \$22.95/\$29.95

BISAC 1: Business & Economics - Human Resources & Personnel Management

BISAC 2: Business & Economics - Mentoring & Coaching

BISAC 3: Business & Economics - Workplace Culture
Page Count: 168 **Trim Size:** 6 x 9

Publicity and Marketing

- Publicity to business, human resources, training media outlets-Julie is routinely featured in The Conference Board's Human Capital Exchange, SmartBrief, TD, the Talent Economy, and she has a regular column in The Economist Online, Training Industry, and Halogen's Talent Space and Bev is regularly featured in Forbes, Chief Learning Officer, Investor's Business Daily, and Training, and T&D.
- Online promotion through Julie Winkle Giulioni's presence on X, LinkedIn and Facebook, award-winning blog, and through Bev Kaye's social media (X and LinkedIn) and blog reaching over 40K contacts.
- Email promotion to over 25K contacts combined.
- Promotion in conjunction with authors speaking at major industry conferences like ATD and Training, and through custom training programs with Fortune 500 companies.
- Corporate and organizational sales in conjunction with corporate trainings.
- Co-hosted webinar series.
- Outreach to former launch teams to energize sales and reviews.
- Berrett-Koehler social media promotion on LinkedIn, Facebook, and Instagram and email promotion to our new releases email list and leadership segment.

Help Them Grow or Watch Them Go, Third Edition

Subtitle: Career Conversations Organizations Need and Employees Still Want

Reading Line: Updated and Expanded

Beverly Kaye and Julie Winkle Giulioni

TARGET CONSUMER:

- Managers at all levels interested in developing their teams
- Career coaches who coach for talent development
- HR professionals
- Career development programs
- Authors' extensive client list

Bigger and even more helpful than before, this new edition of the bestselling employee development classic includes advice on engagement and retention in today's more flexible employment environment, a new chapter on remote and hybrid work, and a deeper discussion of career development in your organization.

Study after study confirms that career development is the single most powerful tool managers have for driving retention, engagement, productivity, and results. But most managers feel they just don't have time for it. This book offers a better way: frequent, short conversations with employees about themselves, their goals, and the business that can be integrated seamlessly into the normal course of business.

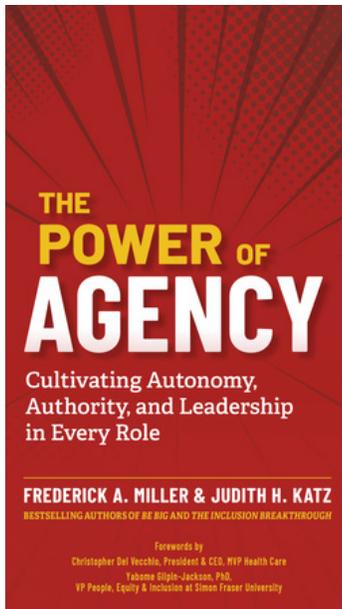
Beverly Kaye and Julie Winkle Giulioni identify three broad types of conversations that will increase employees' awareness of their strengths, weaknesses, and interests; and point out where their organization and their industry are headed. The authors provide new assessments, worksheets, and a discussion guide to help employees and managers pull all of that together to create forward momentum.

- **FOR MANAGERS STRUGGLING TO KEEP EMPLOYEES:** Industries such as retail, food service and more saw workers flee during the Great Resignation and they continue struggling to hire. This book provides the tools they need to attract and keep talent.
- **INTERACTIVE, MULTIMEDIA CONTENT:** The authors have added interactive multimedia content to teach the concepts in the book with video content and they've added new assessments, worksheets, and a discussion guide.
- **PRACTICAL SOLUTIONS FOR AN ENDURING ISSUE:** The Bersin Trend Report continues to report that talent development has become more critical to business success in recent years, ranking as the second-most important business issue today.
- **UPDATED TO ADDRESS HYBRID WORK:** The authors have added a new chapter to explore strategies for developing others in remote and hybrid work environments.--
- **MARKETING DYNAMOS:** Both authors are marketing dynamos who drive sales through extensive corporate and public speaking, media appearances, and promotional outreach.
- **BEST SELLING AUTHORS:** Previous editions have sold more than 100,000 copies, and the lead author's books have sales totaling well over 900,000 copies.

Author Bio: Beverly Kaye is the founder and CEO of her own consulting company, BevKaye&Co. She was honored with the Lifetime Achievement Award from the Association for Talent Development for her groundbreaking and continual contributions to workplace learning. She is the coauthor of several books, including six editions of *Love 'Em or Lose 'Em*.

Julie Winkle Giulioni works with organizations worldwide to improve performance through leadership and learning through her company, DesignArounds. Named one of Inc. Magazine's top 100 leadership speakers, she consults, teaches, speaks, and writes about career development and a variety of workplace topics.

Residence: Sherman Oaks, CA; South Pasadena, CA **Hometown:** Sherman Oaks, CA; South Pasadena, CA



ON SALE 11/19/2024
Announced 1st Print: 5,000

BERRETT-KOEHLER PUBLISHERS
TR: 9798890570352 / \$24.95/\$33.95

BISAC 1: Business & Economics - Organizational Development

BISAC 2: Business & Economics - Diversity & Inclusion

BISAC 3: Business & Economics - Management
Page Count: 168 **Trim Size:** 5-1/4 x 9-1/4

Publicity and Marketing

- Authors will present book topic at professional conferences, including ATD
- Authors organizing a preorder campaign utilizing 3,500+ email list and podcast and webinar participation
- Promotion in conjunction with author speaking
- Corporate and organizational sales
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Twitter, Instagram
- Promotion to 22,000 contacts on Berrett-Koehler's email list

The Power of Agency Frederick A. Miller and Judith H. Katz

TARGET CONSUMER:

- Readers of prior Miller and Katz titles
- Leaders, managers, and supervisors who want to better support an organizational culture of agency and autonomy
- Readers of workplace self-help books who want more agency and autonomy at work

Take ownership of your work and unleash the power of agency in your organization!

To help give employees the power, influence, and voice necessary to truly excel in their workplace, organizational development experts Miller and Katz reveal the importance of agency and offer practical advice on how to achieve it.

With more knowledge workers entering the workplace, many are being stifled by traditional employee-manager relationships that hamper their ability to fully contribute and feel engaged at work. And in a constantly changing and competitive world of work, organizations must evolve to keep up with worker satisfaction or else face a decrease in performance and loss in talent.

The solution? Enabling your employees to exercise their individual agency in the workplace. Through an actionable roadmap that highlights common pitfalls and practical steps necessary for establishing a culture of greater agency, this book will provide individuals, teams, managers, and leaders with concrete ways to clarify their current level of agency and identifies specific actions they can take to exercise greater agency.

KNOWLEDGE WORKER AUDIENCE: This book is written for (a) individuals who want to claim greater agency in their everyday work, (b) managers and supervisors who want to increase their own agency and the agency of those who report to them, and (c) leaders, consultants, OD professionals, and others who want to create greater agency in organizations.

NEEDED TOPIC FOR MODERN WORK CULTURE: In our more competitive business world, people have more personal agency in how they find work. This book allows organizations to tap into that agency to retain and better connect with employees.

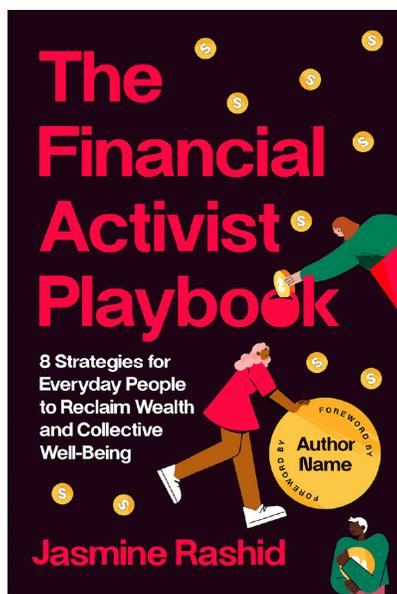
ACCESSIBLE AND UNIQUE: Competing titles are more academic or discuss personal agency outside of the workplace. This book is uniquely positioned to target more general audiences through how agency applies in organizations.

EXPERIENCED AND BESTSELLING AUTHORS: Miller and Katz each bring over 50 years of thought leader experience in the field of organizational development with their previous four Berrett-Koehler books having sold a combined total of more than 100,000 copies.

ACTIVE MARKETERS: The authors will market this book through their training and workshops, conference presentations, webinars, blogs, an email campaign, social media, their website, and a pre-order campaign.

Author Bio: Fred Miller and Judith Katz have been pioneers and leading experts in the diversity, equity, and inclusion field for more than 30 years. They are also senior experts in the organization development and training and development fields. Fred has received over a dozen awards, including the Winds of Change Award (the top award of the Forum on Workplace Inclusion) and the OD Network Lifetime Achievement Award. Judith has also received many awards, including the OD Network Lifetime Achievement Award. They are coauthors of four BK books: *The Inclusion Breakthrough*, *Be BIG*, *Opening Doors to Teamwork and Collaboration*, and *Safe Enough to Soar*.

Residence: Troy, NY; Washington, DC **Hometown:** Philadelphia, PA; Queens, NY



COVER NOT FINAL

ON SALE 9/10/2024
Announced 1st Print: 10,000

BERRETT-KOEHLER PUBLISHERS
TR: 9781523006366 / \$26.95/\$35.95

BISAC 1: Business & Economics - Personal Finance - Investing

BISAC 2: Social Science - Activism & Social Justice

BISAC 3: Business & Economics - Corporate Finance - Venture Capital

Page Count: 288 **Trim Size:** 6 x 9

Publicity and Marketing

List of book tour cities:

- Hollister, CA — Paicines Ranch (LAUNCH, September 6, 2024)
- Hollister, CA — San Benito Community Center
- Oakland, CA — TBD
- Berkeley, CA — UC Berkeley
- San Ramon, CA — Church of the Valley
- San Diego, CA — Institute for Contemporary Art
- Chicago, IL — TBD
- Portland, OR — TBD
- Dallas, TX — Southern Methodist University
- Washington, DC — TBD
- Swarthmore, PA — Swarthmore College
- Philadelphia, PA — Kensington Corridor Trust
- New York (or Long Island), NY — TBD
- Promotion during trainings, workshops, and speaking engagements
- Promotion on The Bloom blog/newsletter
- Promotion through regular media engagements (articles, medium, etc)
- Promotion through podcasts
- Already secured support from a large number of institutions, thought leaders, and influencers in the space who have committed to announcements and social media support, including Teen Vogue
- Social media promotion (3.2k followers across social), possible TikTok
- Author is creating a new landing page for the book
- BK will support the book through social media and email marketing campaigns

The Financial Activist Playbook

Subtitle: 8 Strategies for Everyday People to Reclaim Wealth and Collective Well-Being

Jasmine Rashid

TARGET CONSUMER:

- For readers of introductions to financial advice for everyday people, especially from a social-change perspective
- The target consumer has an average to lower income and has interest in investing in social justice, community care, and self-improvement
- Full-time activists and organizers

The first and only comprehensive resource designed to empower everyday people with insider knowledge on moving money for a more equitable economy.

If you've been taught that the world of finance is too complex for your feeble mind to grasp, you're not alone. And honestly, it's been constructed to be intentionally exclusionary and mysterious. *The Financial Activist Playbook* is a one-of-a-kind book written to demystify the financial system and pull back the curtain on the wizards behind the scenes.

Financial activism is described as shifting the flow of money and power to solve social and environmental problems.

Jasmine says it's "the antidote to a financial system that's inaccessible, convoluted, and inequality-producing by design. For many of us, discussion of the financial system evokes confusion, frustration, anxiety, and, in the *best-case* scenario, straight-up boredom."

This book is an easy-to-understand, digestible, and often funny resource for the average person to learn money-moving strategies such as:

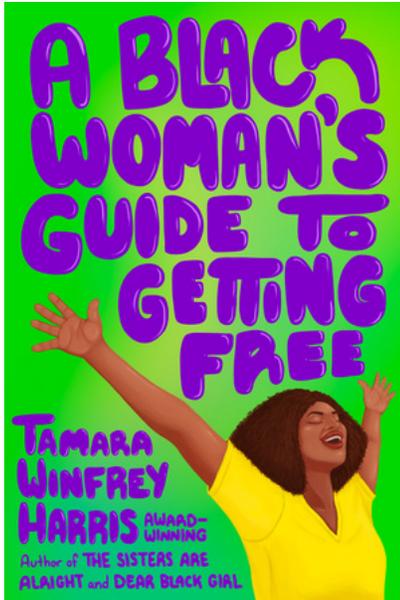
- How to leverage endowments, retirement, and pension funds to sustainably invest in Black and Brown communities
- How to build economic people power through structures like worker-owned cooperatives
- How to vote with your dollars and create "people budgets"
- And more

If I lost you at the start of that list, don't worry. *The Financial Activist Playbook* breaks down all of these strategies so that even the most financially inept person can use them with confidence.

- **APPEALS TO AN UNTAPPED AUDIENCE:** This provides easy-to-understand, easy-to-use strategies that people from all ages, ethnic groups, economic levels, and degrees of financial knowledge can use to support systemic social and economic changes that matter to them.
- **FIRST COMPREHENSIVE RESOURCE ON TOPIC:** This book is one-of-a-kind. There are no other books on the market designed for the average young person.
- **BIG ORGANIZATIONAL SUPPORT:** Over 20 organizations with broad reach—including the Alliance for Community Development, Humanity in Action Network, New Economy Coalition, and The Just Economy Institute—have already committed to support marketing of this book through bulk purchases, hosting book events, publicizing the book, and/or other means.
- **EXTENSIVE MARKETING CAMPAIGN:** The author's 47-page marketing support document provides explicit details on hundreds of specific actions that the author and others supporting the book will take to publicize, promote, and sell the book.
- **AUTHOR IS YOUNG RISING STAR:** Jasmine is only 27 years old yet has already served for five years as director of impact for the Candide Group in helping it direct over \$200 million in client capital into 110 impact companies, funds, and projects. And Jasmine was one of three winners of a Teen Vogue magazine contest to find young people redefining economic success in our society.

Author Bio: Jasmine Rashid, who is a young woman of color, has served for five years as director of impact for the Candide Group, which is a leading investment advisor group that "works with families, foundations, and other investors who believe that finance can serve as a tool of empowerment rather than a weapon of extraction." Previously, Jasmine served as a national organizer with the #FamiliesBelongTogether Coalition, constructed a comprehensive financial activist campaign strategy for the national nonprofit Hip Hop Caucus, and organized the largest non-violent protest in support of racial justice in the history of Farmingdale, NY. Jasmine is also a fellow of The Just Economy Institute.

Residence: NYC **Hometown:** Farmingdale, NY



ON SALE 7/9/2024
Announced 1st Print: 10,000

BERRETT-KOEHLER PUBLISHERS
TR: 9781523006915 / \$21.95/\$28.95

BISAC 1: Self-Help - Personal Growth - Self-Esteem
BISAC 2: Social Science - Cultural & Ethnic Studies - American - African American & Black Studies
BISAC 3: Social Science - Feminism & Feminist Theory
Page Count: 176 Trim Size: 6 x 9

Publicity and Marketing

- There will be a 10-city book tour for major US markets and two launch events
- Unique guerilla marketing campaigns such as Black Women's Freedom Summer Camps (already being arranged with universities such as Bennett College)
- There will be a new dedicated website for the book along with author interactions and swag
- Author will personally reach out to a list of 50 high-value Black women's groups for pre-sales
- Author will run an influencer campaign
- There will be a dedicated social media coordinator for the book's promotion
- The book will be promoted through key media such as *The New York Times* and *The Atlantic*
- Berrett-Koehler will promote the book through our social media channels, email list, and website

A Black Woman's Guide to Getting Free

Reading Line: Award-Winning author of *The Sisters Are Alright* and *Dear Black Girl*

Tamara Winfrey Harris

TARGET CONSUMER:

- Readers of books like *The Sisters Are Alright*, *Black Girls Rock!*, *Well-Read Black Girl*, and *The Body Is Not an Apology*
- Intersectional/feminist/anti-racist scholars and activists (author's previous book has been used in various academic syllabi)
- Black women and Black girls who will be affirmed and validated by this book
- Non-black people who want to learn more about racism and anti-racism
- Intersectional/feminist/anti-racist scholars and activists (author's previous book has been used in various academic syllabi)
- Buyers of *Dear Black Girl* & fans of Tamara Winfrey Harris's work
- Fans of Ijeoma Oluo, Sonya Renee Taylor, Crystal Fleming, & Morgan

Empowering, feminist guidance for Black women on living unapologetically and authentically—from the bestselling author of *The Sisters Are Alright*.

Unshackle your authentic self from the expectations and stereotypes of American culture through the 6 pillars of living free as a Black woman.

Tamara Winfrey Harris harnesses her knowledge as a two-time author and storyteller of the Black femme experience and nationally known expert on the intersections of race and gender to deliver a sharp feminist analysis that is illustrated by real-life stories and examples plucked from popular culture and intimate Black woman-to-Black woman truth-telling.

This book is separated into two parts. First, the meaning of liberation is explored and Black women will be guided in creating sustaining practice to mature their well-being along the freedom journey.

In part two, readers are introduced to the 6 pillars of living free as a Black woman:

- Spot the distortions
- Know your truth
- Celebrate the real you
- Understand the cost of liberation
- Practice freedom
- SEE free Black women everywhere

With the bold, astute writing that you have come to expect from Winfrey-Harris, *A Black Woman's Guide to Getting Free* urges Black women everywhere to choose themselves, and choose freedom, in a world that would have you chained.

FOR READERS OF SONYA RENEE TAYLOR: Black women everywhere who are ready to live unapologetically will hold this book as a resource for women everywhere. Fans of the authors previous books and those interested in intersectional identities.

BESTSELLING TRACK-RECORD: This book is meant to work alongside Harris' previous bestsellers book, including *The Sisters Are Alright*, which has sold over 27,000 copies since its original publication in 2015, and *Dear Black Girl*, which has sold over 10,000 copies since its publication in March 2021.

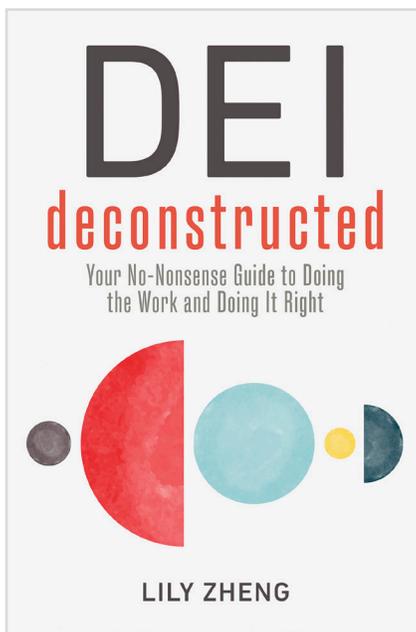
MARKETING POWERHOUSE: Author is an expert at self-promotion with a record of creative strategies for community-oriented marketing techniques that have bolstered sales of her previous titles. Has appeared in countless outlets such as *The New York Times*, *Bitch Magazine*, *Ms. Media*, and *The Washington Post*.

A CALL TO FREEDOM FOR BLACK WOMEN: A unique how-to guide for Black women who wants to live as their authentic selves. No other book offers step-by-step practical applications for women who are ready to embark on a journey that is often perilous.

EXPERIENCED AUTHOR: Author has dedicated her life's work to advocating for black women in actionable ways and defying destructive social narratives that limit their potential.

Author Bio: Tamara Winfrey Harris is a writer who specializes in race and gender and their intersection with politics, popular culture, and current events. She is the author of *Dear Black Girl: Letters from Your Sisters on Stepping into Your Power*, and she has been called to share her analyses in media outlets such as NPR's Weekend Edition and Janet Mock's So POPular! on MSNBC.com. Winfrey Harris is vice president of community leadership and effective philanthropy at the Central Indiana Community Foundation, and she speaks at university campuses nationwide.

Residence: Gary, IN Hometown: Gary, IN



ON SALE 9/3/2024
Announced 1st Print: 15,000

BERRETT-KOEHLER PUBLISHERS
TR: 9798890570505 / \$26.95/\$35.95

BISAC 1: Business & Economics - Diversity & Inclusion

BISAC 2: Business & Economics - Human Resources & Personnel Management

BISAC 3: Business & Economics - Workplace Harassment & Discrimination

Page Count: 360 **Trim Size:** 6 x 9

Publicity and Marketing

- Drive pre-orders and sales via Lily's 159K LinkedIn followers
- Author hiring publicist on retainer
- Tap into Lily's large and growing network of corporate leaders, DEI practitioners, and other individuals strongly interested in DEI from a programmatic standpoint
- Promotion in conjunction with author speaking
- Textbook marketing campaign
- Corporate and organizational sales
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Instagram
- Promotion to contacts on Berrett-Koehler's email list
- Promotion via DEI book clubs and reading groups: new discussion guide available

DEI Deconstructed

Subtitle: Your No-Nonsense Guide to Doing the Work and Doing It Right

Lily Zheng

TARGET CONSUMER:

- Senior leaders, HR leaders, executives, and people managers with some degree of formal power/autonomy in their role
- DEI practitioners at every level including full-time advocates to volunteers looking for actionable advice

The comprehensive and foundational text for critically analyzing and applying actionable DEI techniques and strategies, written by one of LinkedIn's most popular experts on DEI.

With updated resources and a new discussion guide, discover the definitive version of this bestselling DEI title.

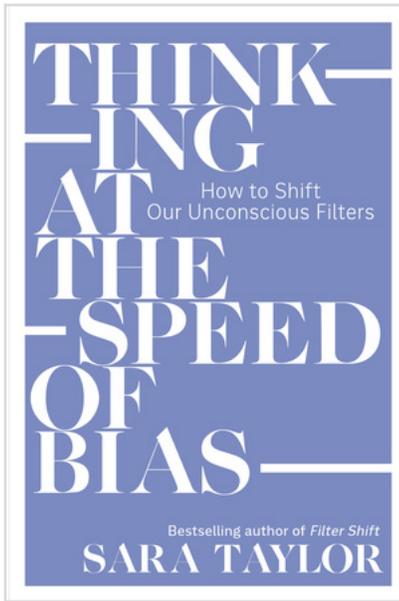
The importance of diversity, equity, and inclusion in the workplace cannot be understated. But when half-baked and under-developed strategies are implemented, they often do more harm than good, leading the very constituents they aim to support to dismiss DEI entirely.

DEI Deconstructed analyzes how current methods and "best practices" leave marginalized people feeling frustrated and unconvinced of their leaders' sincerity, and offers a roadmap that bridges the neatness of theory with the messiness of practice. Through embracing a pragmatic DEI approach drawing from cutting-edge research on organizational change, evidence-based practices, and incisive insights from a DEI strategist with experience working from the top-down and bottom-up alike, stakeholders at every level of an organization can become effective DEI changemakers. Nothing less than this is required to scale DEI from interpersonal teeth-pulling to true systemic change.

By utilizing an outcome-oriented understanding of DEI, along with a comprehensive foundation of actionable techniques, this no-nonsense guide will lay out the path for anyone with any background to becoming a more effective DEI practitioner, ally, and leader.

- **FOR INCLUSIVE READERS:** From DEI consultants to allies and advocates, this book will help all who want to make workplaces more inclusive.
- **DEI AT ALL LEVELS:** Readers looking to understand DEI on a more comprehensive level, from the history, theory, and actionable applications, will find value in this book.
- **TRUE OUTCOMES, NOT JUST GOOD INTENTIONS:** Even well-meaning DEI practitioners fall short of realizing long-lasting changes. This book encourages adopting a new pragmatic model centering measuring outcomes that could very well save the future of the DEI industry.
- **DECONSTRUCTED AND REEXAMINED:** Approaches DEI through an interdisciplinary lens backed up by research while staying foundational and accessible for anyone at any level of their DEI journey.
- **NOW IN PAPERBACK:** With a newly added discussion guide, this DEI bestseller will reach a wider audience in its more accessible format.
- **TRUSTED AND FAMILIAR VOICE:** Lily Zheng's direct and conversational voice shines through the text and builds upon their dedicated 159K following on LinkedIn and as a contributor to various publications including Harvard Business Review and CNBC.

Author Bio: Lily Zheng (they/them) is a sought-after Diversity, Equity, and Inclusion speaker, strategist, and organizational consultant who specializes in hands-on systemic change to turn positive intentions into positive outcomes for workplaces and everyone in them. A dedicated change-maker and advocate named a Forbes D&I Trailblazer, 2021 DEI Influencer, and LinkedIn Top Voice on Racial Equity, Lily's work has been featured in the Harvard Business Review, New York Times, and NPR. They are the author of *Gender Ambiguity in the Workplace* (2017), *The Ethical Sellout* (2019), and most recently, *DEI Deconstructed* (2022).



ON SALE 7/9/2024
Announced 1st Print: 7,000

BERRETT-KOEHLER PUBLISHERS
TR: 9781523006762 / \$22.95/\$29.95

BISAC 1: Business & Economics - Diversity & Inclusion

BISAC 2: Business & Economics - Human Resources & Personnel Management

BISAC 3: Social Science - Discrimination

Page Count: 192 **Trim Size:** 6 x 9

Publicity and Marketing

- Her company plans to hire a publicist to support promotion.
- The book will be used in the author's training programs provided by Sara's company, deepSEE Consulting, for corporate, academic and government clients. This approach helped her earlier title, *Filter Shift*, sell 14,000+ copies.
- The author speaks more than 100 times per year and will leverage those engagements to promote and sell the book.
- She is active in the Forum on Workplace Inclusion and other DEI forums. She is also very active in the Society for Human Resource Management (SHRM) and speaks regularly in both national and regional SHRM conferences. She'll leverage these relationships to market the book.
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Twitter, Instagram.
- Promotion to 22,000 contacts on Berrett-Koehler's email list.

Thinking at the Speed of Bias

Subtitle: How to Shift Our Unconscious Filters

Sara Taylor

TARGET CONSUMER:

- Corporate and institutional leaders, working from the top-down to develop cultural competence
- Attendees of the author's Filter Shift Learn/Act series and trainings
- DEI professionals
- Academics and others interested in DEI topics

A practical guide to tackling unconscious bias in a polarized world.

Learn to recognize your unconscious bias and create positive change.

Respected DEI expert Sara Taylor presents a down-to-earth guide on how to tackle unconscious biases and foster true equity in our rapidly changing world. Through relatable examples and practical strategies, readers learn to deliberately slow down their thought processes and become aware of their filters in various situations. Taylor encourages readers to question their own assumptions by asking, "Do I know that what I'm thinking is actually true?" and "Why might I be reacting this way?"

The book demonstrates the importance of a clear set of competencies, skills, and strategies for addressing unconscious bias. By developing a culturally competent mindset and using a shared, holistic language to discuss these issues, readers gain the tools to understand, discuss, and implement change both at home and in the workplace. This approach avoids blame or shame, making it accessible and empowering for everyone.

The book's insights extend beyond individuals; it demonstrates how organizations can scale up cultural competence to transform their structures and systems. With a strong sense of hope, readers are empowered to make a difference, creating a more just and equitable world for all.

BIG TOPIC RELEVANT FOR LEADERS AND MANAGERS: Leaders and managers interact with a multitude of different individuals on a daily basis and are more likely to impact those around them through unconscious bias. This book helps readers recognize and change those ingrained ideas.

BROAD AUDIENCE: This book will be a practical tool to give to all groups of employees and managers in diversity, equity, and inclusion (DEI) programs and in culture-change programs in all types of organizations.

EXPERIENCED AUTHOR: Sara Taylor has been a DEI professional for 35 years, and for the past 21 years, she has led deepSEE Consulting, which is a substantial DEI training firm she founded. She is particularly known for connecting the theory and practice of cultural competence to the effects and consequences of unconscious bias, which is the central focus of this book.

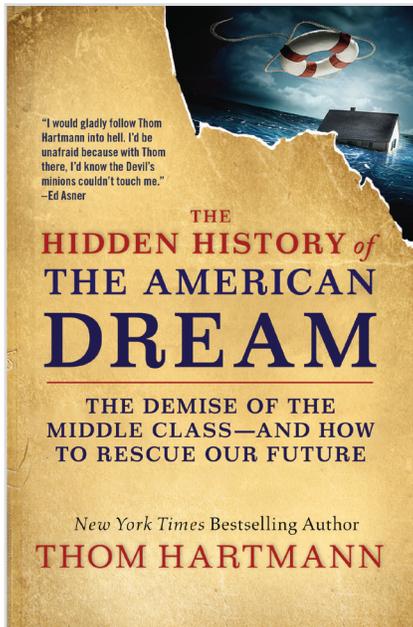
EXTENSIVE MARKETING: Sara Taylor speaks and trains more than 100 times per year on the topic of this book, and this book will be her central resource after it is published. She will also hire a professional publicity firm to support promotion of the book.

ORGANIZATIONAL SUPPORT: Many organizations, including dozens of clients of deepSEE Consulting, will purchase bulk quantities of this book for use in their training and organizational-change programs, as has been the case for the author's previous book, *Filter Shift*.

Author Bio: Sara Taylor is a nationally recognized speaker and consultant specializing in Leadership and Diversity. Sought after as a thought leader in her field of Cultural Competence, Sara holds a master's degree in Diversity and Organizational Development from the University of Minnesota and, prior to founding her firm, deepSEE Consulting was the Director of Diversity for Ramsey County, Minnesota, as well as a Leadership and Diversity Specialist for the University of Minnesota. She and her husband Miguel have four kids and live outside of St. Paul, MN.

Residence: She split her time between Cabarete on the north coast of the Dominican Republic and Minneapolis, Minnesota.

Hometown: Adrian, Minnesota



COVER NOT FINAL

ON SALE 10/8/2024
Announced 1st Print: 15,000

BERRETT-KOEHLER PUBLISHERS
TR: 9781523007288 / \$19.95/\$25.95

BISAC 1: Political Science - Political Ideologies - Capitalism
BISAC 2: Social Science - Social Classes & Economic Disparity
BISAC 3: History - United States - General
Page Count: 192 **Trim Size:** 5 x 7

Publicity and Marketing

- Bookstore tour in Seattle and Portland
- National publicity campaign through hired publicist, FSB, targeting progressive media including *The Nation*, *The Progressive*, *American Prospect*, *The New York Times*, and more
- Promotion on Thom's radio & TV show that is broadcast to 60 million households
- Social media promotion on Thom Hartmann's channels (225K Facebook followers, 196K Twitter/X followers, 330K YouTube subscribers)
- Promotion on BK social media platforms, including LinkedIn, Facebook, Twitter, Instagram
- Promotion to 22,000 contacts on Berrett-Koehler's email list
- Targeted email promotion to past buyers of Hidden History titles

The Hidden History of the American Dream

Subtitle: The Demise of the Middle Class—and How to Rescue Our Future

Series/Series #: The Thom Hartmann Hidden History Series
 Thom Hartmann

TARGET CONSUMER:

- Followers of Hartmann who want to learn more about the rise and fall of the American Dream
- The over 6 million weekly listeners of Hartmann's show
- History buffs with a strong interest in American history
- Progressive readers eager to stay informed on American politics

America's most popular progressive radio host and *New York Times* bestselling author explores the fall of the American Dream and the steps we can take to bring it back.

The widening wealth gap is all too familiar to many Millennials and GenZers, especially when home ownership and the lack of debt seem like faraway fantasies. And it's no surprise when they only hold about 4.6% of the country's wealth while Boomers held 22% at around the same age. So what happened to the promise of the American Dream?

In this new, final entry of his celebrated Hidden History Series, Thom Hartmann uncovers the rise of the American middle class through the progressive policies of FDR, through to its downfall with the increasing privatization and economic deregulations of the Reagan era.

He also explores potential solutions including:

- Wealth and inheritance taxes to lessen economic inequality
- Supporting unions through increasing labor rights
- Renationalizing public spaces and transportation

The American Dream often remains just a dream for many, but this book highlights what needs to be done to take it back and help make it a reality for us all.

- **FOR PROGRESSIVE READERS AND FANS OF THOM HARTMANN:** This book will appeal to progressive readers, including Millennials and members of GenZ who are economically disenfranchised, as well as Hartmann's dedicated fanbase.
- **TIMELY POLITICAL TOPIC:** With the upcoming election cycle putting many public policies at risk, Americans will need the knowledge to fight for their rights.
- **COMPREHENSIVE YET ACCESSABLE:** Hartmann concisely offers both the historical context and actionable roadmap necessary to rebuild the American middle class.
- **WIDE AND TRUSTED REACH:** The author is a *New York Times* bestselling author with a TV and radio audience of over 60 million, with over 330K YouTube subscribers, 196K Twitter/X followers, and 225K Facebook followers.
- **CLOSING OUT THE HIDDEN HISTORY SERIES:** This is the 10th and final entry in Hartmann's Hidden History series, which sold almost 72K copies and helped readers discover often overlooked aspects of American history in relation to current issues.

Series Overview: The Thom Hartmann Hidden History Series breaks down the biggest issues in America today, places them in historic context, and provides real, tangible calls to action for individuals and society.

Author Bio: Thom Hartmann is a four-time winner of the Project Censored Award, a *New York Times* bestselling author of over thirty books, and America's #1 progressive talk radio show host for more than a decade. His show is carried on SiriusXM and radio stations nationwide and simulcast as television on Free Speech TV.

Residence: Portland, OR **Hometown:** Grand Rapids, MI

311 Berrett-Koehler Bestsellers

Berrett-Koehler Publishers has an impressive track record of sales of our publications. Already 311 Berrett-Koehler books—approximately one-third of our total booklist—have sold over 20,000 copies, which is our definition of a bestseller. And 71 of these books have sold more than 100,000 copies. These figures include sales of all US and foreign editions in all formats.

This is a remarkable track record at a time when the average new book published in the US sells less than 2,000 copies over its lifetime. The number one bestselling BK title is *Eat That Frog!* by Brian Tracy, which has sold over 3.4 million copies. And *Eat That Frog!* is published in 54 different languages!

Listed below are total sales of each bestseller and the number of languages in which each title is published. As you can see, most of these BK titles are published in multiple languages—often in 10 or more languages.

NUMBER OF BOOKS SOLD AND NUMBER OF LANGUAGES IN WHICH EACH TITLE IS AVAILABLE

BK CURRENTS

1.7 million	38	Confessions of an Economic Hit Man and The New Confessions of an Economic Hit Man
300,000+	10	The Body Is Not an Apology
170,000+	10	Affluenza
150,000+	22	When Corporations Rule the World
90,000+	12	One from Many
65,000+	2	Screwed
65,000+	1	Decolonizing Wealth
60,000+	11	A Game As Old As Empire
55,000+	9	Solving Tough Problems
45,000+	5	How the Poor Can Save Capitalism
40,000+	11	Power and Love
40,000+	11	The Post-Corporate World
40,000+	11	Agenda for a New Economy
40,000+	6	The Great Turning
40,000+	1	Best Care Anywhere
40,000+	2	Black Fatigue
35,000+	10	Alternatives to Economic Globalization
35,000+	4	Out of Poverty
35,000+	2	Unequal Protection
30,000+	3	Global Mind Change
30,000+	9	The Fourth Wave
25,000+	5	This Changes Everything
25,000+	5	Gangs of America
25,000+	5	Ten Years to Midnight
25,000+	5	Infinite Vision
25,000+	4	The Shareholder Value Myth
20,000+	8	Macroshift
20,000+	5	Making Sustainability Work
20,000+	4	The Divine Right of Capital
20,000+	4	Capitalism 3.0

20,000+	3	The Small-Mart Revolution
20,000+	2	Walk Out Walk On
20,000+	1	Corporations Are Not People
20,000+	6	Transformative Scenario Planning

BK LIFE

3.4 million	54	Eat That Frog!
880,000+	39	Goals!
710,000+	19	The Anatomy of Peace
580,000+	20	Repacking Your Bags
450,000+	24	Change Your Questions, Change Your Life
390,000+	25	A Peacock in the Land of Penguins
350,000+	22	The Five Secrets You Must Discover Before You Die
300,000+	6	Trauma Stewardship
290,000+	28	The 21 Success Secrets of Self-Made Millionaires
260,000+	18	The Laws of Lifetime Growth
220,000+	26	I Moved Your Cheese
220,000+	23	How to Get Ideas
200,000+	18	The Power of Purpose
200,000+	25	Prisoners of Our Thoughts
185,000+	10	No More Regrets!
180,000+	30	Kiss That Frog!
175,000+	12	The Referral of a Lifetime
170,000+	24	Be a Sales Superstar
165,000+	28	Flight Plan
160,000+	12	The Hamster Revolution
140,000+	18	Singletasking
130,000+	15	Networking for People Who Hate Networking

NUMBER OF BOOKS SOLD AND NUMBER OF LANGUAGES IN WHICH EACH TITLE IS AVAILABLE

BK LIFE, continued

130,000+	15	Getting Things Done When You Are Not in Charge
130,000+	11	Turning to One Another
130,000+	6	Shifting Sands
110,000+	18	Love It, Don't Leave It
110,000+	5	On the Brink of Everything
105,000+	16	PeopleSmart
100,000+	15	Catch!
100,000+	13	The Nonverbal Advantage
100,000+	13	Stepping Up
100,000+	6	It's the Way You Say It
95,000+	11	The Resiliency Advantage
90,000+	11	Be Your Own Brand
90,000+	9	Creating Personal Presence
85,000+	11	Accidental Genius
80,000+	9	Be the Hero
75,000+	15	Get Paid More and Promoted Faster
75,000+	13	What to Do When There's Too Much to Do
75,000+	11	Whistle While You Work
75,000+	13	Quiet Influence
70,000+	11	The Answer to How Is Yes
70,000+	10	The Highest Goal
60,000+	12	The Power of Failure
60,000+	15	Eat That Frog! for Students
60,000+	10	Prosper
55,000+	5	Life Reimagined
50,000+	12	What Would Buddha Do at Work?
50,000+	5	Be BIG
50,000+	7	Eat That Frog! Action Workbook
50,000+	5	The Age of Overwhelm
50,000+	2	Calling Cards
50,000+	7	Get to the Point
45,000+	4	Embrace the Chaos
40,000+	18	Find Your Balance Point
40,000+	3	Perseverance
40,000+	9	The Mood Elevator
35,000+	3	Who Do We Choose to Be?
35,000+	10	The Five Thieves of Happiness
35,000+	3	Your Body Is Not an Apology Workbook
35,000+	7	Aligned Thinking
35,000+	7	The Pause Principle
35,000+	5	Whale Done Parenting
30,000+	12	Being Buddha at Work
30,000+	9	Refire! Don't Retire

30,000+	8	Fear Your Strengths
30,000+	5	Living in More Than One World
30,000+	4	We Are All Self-Employed
30,000+	4	Why Wait to Be Great
30,000+	2	I'm Stuck, You're Stuck
30,000+	2	The Memo
30,000+	7	The Serious Business of Small Talk
30,000+	2	Subtle Acts of Exclusion
25,000+	12	Sprout
25,000+	11	Downshifting
25,000+	10	Flux
25,000+	8	Three Deep Breaths
25,000+	8	You Are What You Believe
25,000+	7	The Serious Business of Small Talk
25,000+	5	Be the Best Bad Presenter Ever
25,000+	5	50 Jobs in 50 States
25,000+	5	The Discomfort Zone
25,000+	2	Communicate Like a Leader
25,000+	2	Claiming Your Place at the Fire
25,000+	8	The Genius of Opposites
20,000+	12	Reawakening the Spirit in Work
20,000+	9	Zenobia
20,000+	8	The Connect Effect
20,000+	8	Emotional Discipline
20,000+	5	Second Innocence
20,000+	5	The 3 Gaps
20,000+	5	How You Learn Is How You Live
20,000+	4	Ask Outrageously
20,000+	4	Teaching That Changes Lives
20,000+	3	The Seven Paths
20,000+	3	Overcoming Bias
20,000+	3	The Greater Goal
20,000+	3	The She Spot
20,000+	3	So You're New Again
20,000+	1	Zip Tips
20,000+	1	The Sisters Are Alright

BK BUSINESS

2.8 million	35	Leadership and Self-Deception
780,000+	26	Love 'Em or Lose 'Em
675,000+	30	The Secret
450,000+	21	Empowerment Takes More Than a Minute
420,000+	22	Leadership and the New Science
390,000+	22	The Outward Mindset
320,000+	23	Full Steam Ahead!
290,000+	19	Humble Inquiry
255,000+	23	A Complaint Is a Gift
250,000+	22	Managing By Values

NUMBER OF BOOKS SOLD AND NUMBER OF LANGUAGES IN WHICH EACH TITLE IS AVAILABLE

BK BUSINESS, continued

250,000+	29	The 100 Absolutely Unbreakable Laws of Business Success	60,000+	4	Be the Boss Everyone Wants to Work for
220,000+	6	Leadership from the Inside Out	60,000+	12	Open Space Technology
210,000+	17	Synchronicity	60,000+	11	The Daily Edge
190,000+	8	Stewardship	60,000+	11	Corporate Creativity
190,000+	17	Know Can Do!	60,000+	9	How to Change Minds
175,000+	10	The Serving Leader	60,000+	8	Ideas Are Free
170,000+	5	Breaking through Gridlock	55,000+	6	Humble Consulting
160,000+	10	Change Is Everybody's Business	55,000+	15	The One Minute Negotiator
150,000+	14	Go Team!	55,000+	6	Trust and Betrayal in the Workplace
150,000+	12	Managers As Mentors	55,000+	6	Customers As Partners
150,000+	17	Theory U	55,000+	4	Leaders Make the Future
150,000+	7	Help Them Grow or Watch Them Go	50,000+	7	The Power of Appreciative Inquiry
135,000+	18	Managing	50,000+	7	Cultural Intelligence
130,000+	7	On-the-Level	50,000+	2	We Can't Talk about That at Work
125,000+	13	Got Your Attention?	50,000+	8	The 4 Stages of Psychological Safety
125,000+	15	Great Leaders Grow	50,000+	11	Fun Works
125,000+	5	Community	50,000+	9	Your Leadership Legacy
120,000+	7	The Heart of Leadership	50,000+	8	Attracting Perfect Customers
110,000+	7	Performance Consulting	50,000+	3	Customer at the Crossroads
110,000+	18	Helping	50,000+	2	The 4-Dimensional Manager
110,000+	9	The Introverted Leader	50,000+	2	Seeing Systems
100,000+	17	Managers Not MBAs	45,000+	3	The Art of Community
100,000+	14	The World Café	45,000+	10	Simply Managing
100,000+	11	301 Ways to Have Fun at Work	45,000+	2	The Power of Servant Leadership
100,000+	7	The Secret of Teams	45,000+	11	Hot Spots
90,000+	10	The Leadership Wisdom of Jesus	45,000+	6	The Path of Least Resistance for Managers
90,000+	10	Negotiating the Impossible	45,000+	6	Intrinsic Motivation at Work
85,000+	17	The 3 Keys to Empowerment	45,000+	5	Dare to Serve
80,000+	14	Why Motivating People Doesn't Work . . . and What Does	45,000+	3	Speaking Up
80,000+	9	Servant Leadership in Action	40,000+	7	The Long-Distance Leader
80,000+	10	The Courageous Follower	40,000+	7	Coach the Person, Not the Problem
80,000+	9	I'm Sorry I Broke Your Company	40,000+	5	The Critical Few
80,000+	7	Evaluating Training Programs	40,000+	16	Bedtime Stories for Managers
80,000+	6	The 8 Dimensions of Leadership	40,000+	5	The Change Handbook
75,000+	4	A Simpler Way	40,000+	5	Future Search
75,000+	13	Leading from the Emerging Future	40,000+	4	Make Their Day!
75,000+	13	Chess Not Checkers	35,000+	8	Simple Truths of Leadership
75,000+	15	Collaborating with the Enemy	35,000+	8	The Driver in the Driverless Car
70,000+	18	The Essentials of Theory U	35,000+	1	Salsa, Soul, and Spirit
70,000+	11	Humble Leadership	35,000+	3	Co-Active Leadership
70,000+	13	A Higher Standard of Leadership	35,000+	10	Branded Customer Service
70,000+	8	Appreciative Inquiry	35,000+	8	The Intelligent Organization
65,000+	17	Hire and Keep the Best People	35,000+	8	Mother Teresa, CEO
65,000+	6	Finding Our Way	35,000+	6	Seeing Red Cars
65,000+	3	How to Be an Inclusive Leader	35,000+	5	Abolishing Performance Appraisals
60,000+	10	The B Corp Handbook	35,000+	4	Leaders Made Here
60,000+	8	Positive Leadership	35,000+	4	How to Make Collaboration Work
			35,000+	4	Managers As Facilitators

NUMBER OF BOOKS SOLD AND NUMBER OF LANGUAGES IN WHICH EACH TITLE IS AVAILABLE

BK BUSINESS, continued

35,000+ 2 The Disciplined Leader
 30,000+ 3 Conversations Worth Having
 30,000+ 5 Talent Magnet
 30,000+ 9 The New Organizational Wealth
 30,000+ 6 Lead More, Control Less
 30,000+ 5 Putting Total Quality Management to Work
 30,000+ 4 Analysis for Improving Performance
 30,000+ 4 Action Inquiry
 30,000+ 3 Selling with Integrity
 30,000+ 1 Cultural Diversity in Organizations
 30,000+ 1 Hello, My Name Is Awesome
 30,000+ 3 The New Leadership Literacies
 25,000+ 2 Imaginization
 25,000+ 9 The New Organizational Wealth
 25,000+ 7 Magnetic Service
 25,000+ 7 Managing for People Who Hate Managing
 25,000+ 5 A Great Place to Work for All
 25,000+ 5 Get There Early
 25,000+ 5 Fusion Leadership
 25,000+ 5 Driving Growth Through Innovation
 25,000+ 5 The Change Cycle
 25,000+ 4 Bootstrap Leadership
 25,000+ 4 Getting to Resolution
 25,000+ 4 You Don't Have to Do It Alone
 25,000+ 4 Leadership and the Art of the Struggle
 25,000+ 3 Strategic Business Partner
 25,000+ 3 The Appreciative Inquiry Handbook
 25,000+ 3 Terms of Engagement
 25,000+ 3 Humility Is the New Smart
 25,000+ 2 DEI Deconstructed
 25,000+ 2 The Influence Edge
 25,000+ 2 Trusted Leader
 25,000+ 1 Images of Organization Executive Edition
 25,000+ 7 Why Digital Transformations Fail
 25,000+ 4 Hello Stay Interviews Goodbye Talent Loss
 20,000+ 12 Ideaship
 20,000+ 8 Show Me the Money
 20,000+ 7 Practicing Positive Leadership
 20,000+ 7 Emotional Value
 20,000+ 6 Working at Warp Speed
 20,000+ 6 Structured On-the-Job Training
 20,000+ 6 Supply Chain Optimization
 20,000+ 5 Execution IS the Strategy
 20,000+ 5 The Idea-Driven Organization
 20,000+ 5 301 More Ways to Have Fun at Work
 20,000+ 5 Accountability
 20,000+ 6 Real Leadership
 20,000+ 4 Collaboration Begins with You

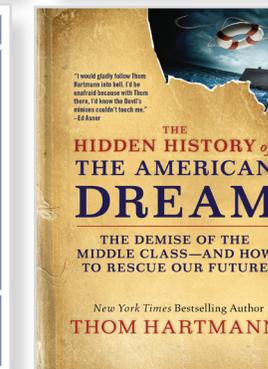
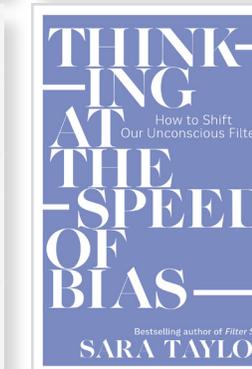
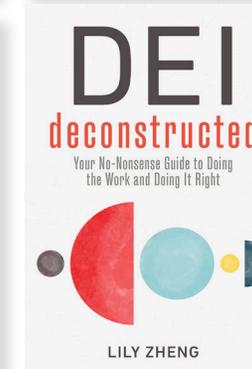
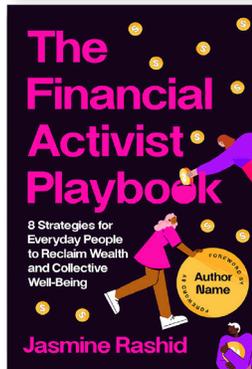
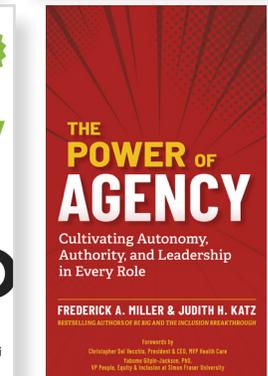
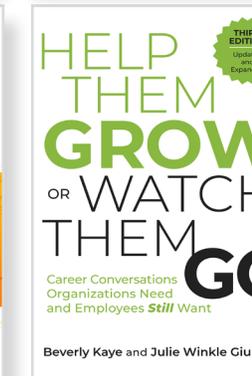
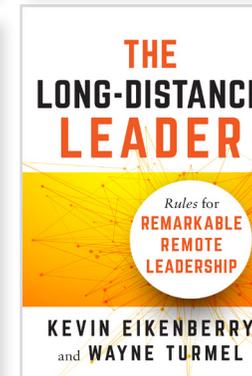
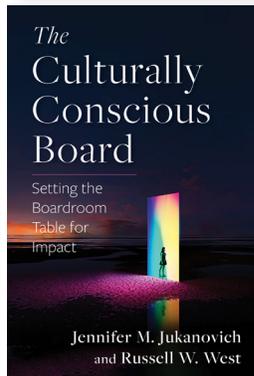
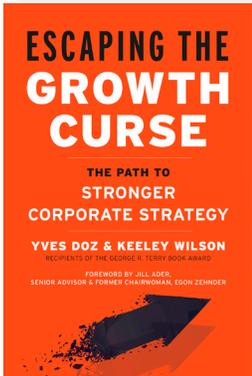
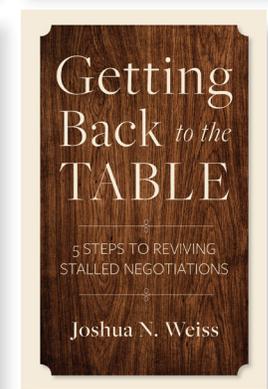
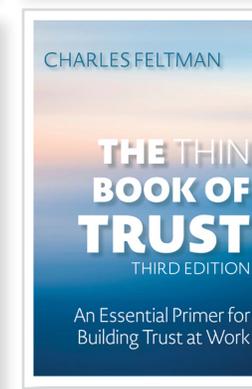
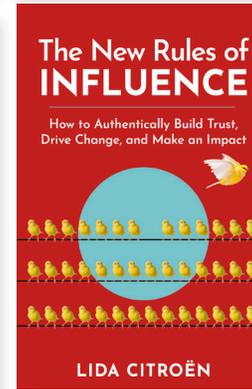
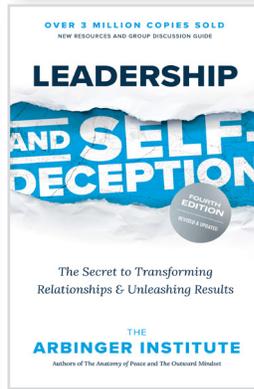
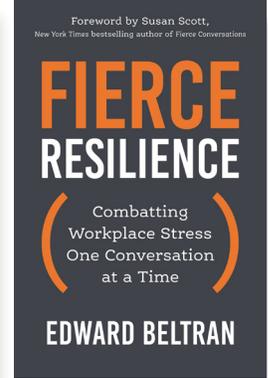
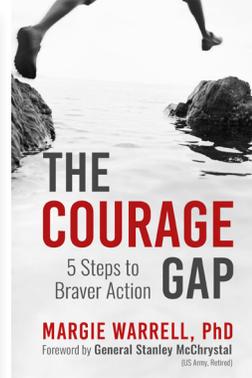
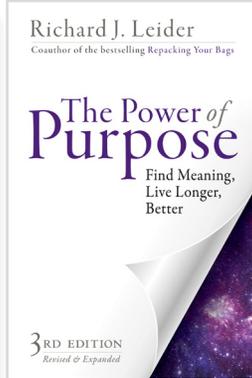
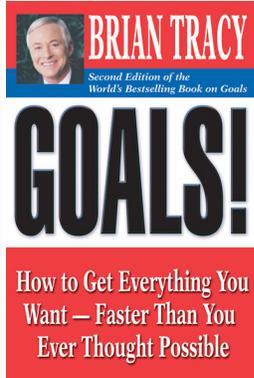
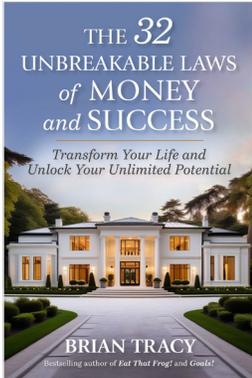
20,000+ 6 Foundations of Human Resource Development
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 20,000+ 4 Real Time Strategic Change
 20,000+ 4 The Circle Way
 20,000+ 3 True North Groups
 20,000+ 3 The Healing Manager
 20,000+ 3 Intrapreneuring in Action
 20,000+ 3 The Four Conversations
 20,000+ 2 Your Leadership Story
 20,000+ 1 Opening Doors to Teamwork and Collaboration
 20,000+ 2 Do What Matters Most
 20,000+ 2 Inclusive Conversations
 20,000+ 3 The Innovation Code
 20,000+ 6 Leading with Character and Competence
 20,000+ 4 Leapfrogging
 20,000+ 1 The Power of Latino Leadership
 20,000+ 5 Stop Guessing
 20,000+ 2 Win the Heart



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