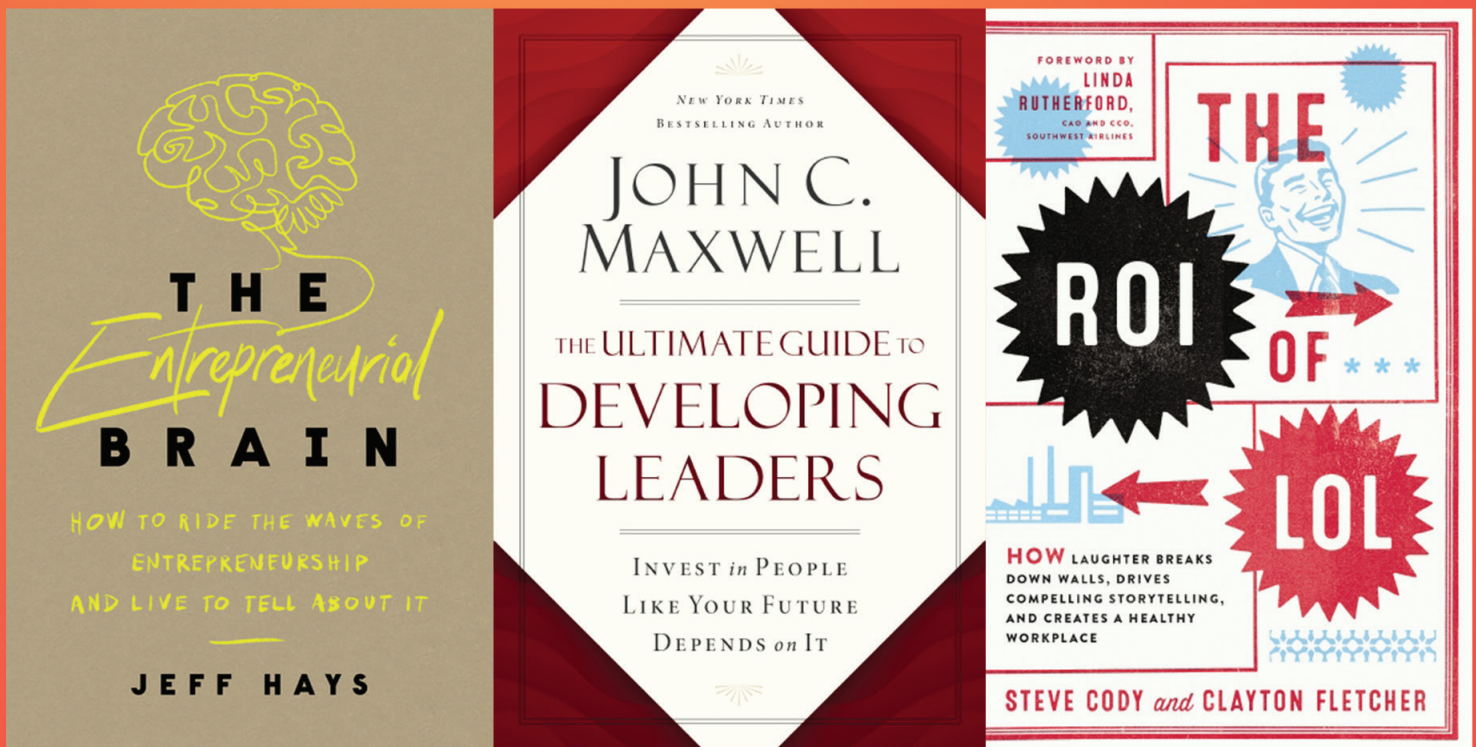


Fall 2023 HarperCollins Leadership Rights Guide



HARPERCOLLINS
LEADERSHIP

HarperCollins Leadership Fall 2023 Rights Guide

*** *All Rights Being Confirmed* ***

International Co-Agents:

Arabic

Kalemat Agency
Fahad Al'Odah
Said Bin Zaid, Building No. 6113
Secondary No. 2678 Qurtubah Dist.
Riyadh 12348, Saudi Arabia
Email: rights@kalemat-agency.com

Chinese

Big Apple Agency Inc.
Wendy King
Shanghai Office 3F, No. 838, Zhong Shan Bei Road
Zha-Bei District
Shanghai 200070 PR China
Tel: +886-2-8771-4611 Ext. 302
Email: wendy-king@bigapple1-china.com

Danish, Dutch, Finnish, Norwegian & Swedish

MO Literary
Monique Oosterhof
Zwaluwtong 41
1141 KN Monnickendam The Netherlands
Tel: 31 020 6325810
Email: mo@moliterary.nl

French, German, Polish & Other Eastern European Languages

Graal Sp. z o.o.
Lukasz Wrobel
Pruszkowska 29/252
02-119 Warszawa Poland
Tel: 48 (22) 895 20 00
Email: lukasz.wrobel@graal.com.pl

Indonesian, Thai & Vietnamese

Maxima Creative Agency
Santo Manurung
Beryl Timur No.41
Gading Serpong –Tangerang 15810 Indonesia
Tel: 62-21-5421 7768
Email: santo@maximacreativeliterary.com

Italian

Berla & Griffini Rights Agency
Chiara Fumagalli
via Gian Giacomo Mora 7
20123 Milano Italy
Tel. 0039.02.80504179
Email: fumagalli@bgagency.it

Japanese

Tuttle-Mori Agency
Fumika Ogihara
Kanda Jimbocho Bldg., 4F, 2-17 Kanda Jimbocho
Chiyoda-ku, Tokyo Japan 101-0051
Tel: 81.3.3230.4081
Email: fumika-ogihara@tuttlemori.com

Korean

Imprima Korea Agency
Terry Kim
352-11 Seogyo-dong, Mapo-gu
Seoul 04030 Republic of Korea
Tel: 82.2.325.9155
Email: terrykim@imprima.co.kr

Russian

Nova Littera Ltd.
Sergei Cheredov
Serafimovicha Street, 2, P.O. Box 11
119072 Moscow Russia
Tel: 7495 959 0878
Email: pravaru@gmail.com

Spanish & Portuguese

Silvia Bastos, S.L. Agencia literaria
Pau Centellas
c/o Bailén 86, 3º 2ª
08009 Barcelona Spain
Tel: 011 932 65 41 65
Email: paucentellas@silviabastos.com

Turkish

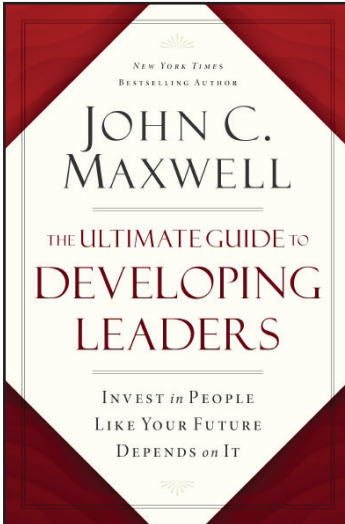
Akcali Agency
Atilla Turgut
Bahariye Cad. 8/9-10, 34714
Kadikoy – Istanbul Turkey
Tel: +90 216 338 87 71
Email: atilla@akcalicopyright.com

All Other Languages

Rob Downs, Sr. Director, Licensing
Email: robert.downs@harpercollins.com
Margo Bradley, Sr. Manager, Subsidiary Rights
Email: margo.bradley@harpercollins.com
Charlie Robinson, Subsidiary Rights Manager
Email: charlie.robinson@harpercollins.com
Alison McEmber, Subsidiary Rights Manager
Email: alison.mcember@harpercollins.com
P.O. Box 141000
Nashville, TN 37214
Fax: 615.883.9376

Upcoming Releases for Fall 2023

Feeding your inner drive to grow as a leader



October 10, 2023

\$27.99

Jacketed Hardcover

272 pages

9781400246212

BUSINESS & ECONOMICS /
Leadership

THE ULTIMATE GUIDE TO DEVELOPING LEADERS

Invest in People Like Your Future Depends on It

John C. Maxwell

What is the secret sauce for every kind of organization?

What is the secret to organizational success? Whether the goal is developing a new product, establishing a new location, launching a new initiative, starting a new team, or improving your existing one, what will determine its success? The leaders! For any team, small business, large corporation, non-profit organization, or government entity, the key to accomplishing today's goals and achieving tomorrow's success depends on its present and future leaders.

Few people know more about developing leaders than John C. Maxwell, the bestselling leadership author in history. In the last twenty-five years, he has grown from equipping a handful of leaders in one organization to developing millions of business, government, and non-profit leaders in every country around the world.

In *The Ultimate Guide to Developing Leaders*, Maxwell teaches everything leaders need to know about how to develop leaders in their team or organization. Readers will learn how to:

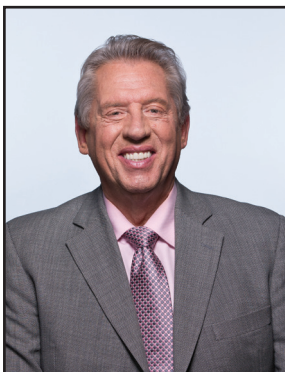
- Become developers of people.
- Identify people with leadership potential.
- Recruit, train, and motivate emerging leaders.
- Empower new leaders to lead.
- Coach new and existing leaders to higher levels of achievement.
- Teach their leaders how to develop other leaders.

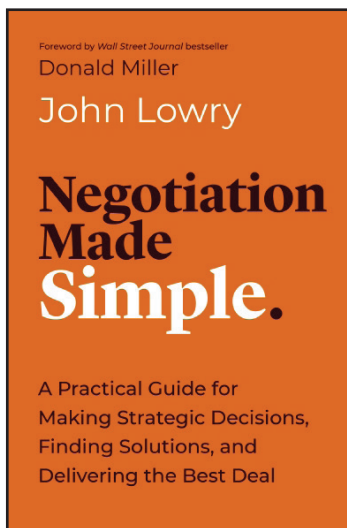
Anyone frustrated by leadership limitations in their organization needs to read *The Ultimate Guide to Developing Leaders*. If they follow the practical steps it offers, they will create a leadership pipeline that will never run dry.

John C. Maxwell is a #1 *New York Times* bestselling author, coach, and speaker who has sold more than 33 million books in fifty languages. He has been identified as the #1 leader in business and the most influential leadership expert in the world. His organizations - the John Maxwell Company, The John Maxwell Team, EQUIP, and the John Maxwell Leadership Foundation - have translated his teachings into seventy languages and used them to train millions of leaders from every country of the world. A recipient of the Horatio Alger Award, as well as the Mother Teresa Prize for Global Peace and Leadership from the Luminary Leadership Network, Dr. Maxwell influences *Fortune* 500 CEOs, the presidents of nations, and entrepreneurs worldwide. For more information about him visit JohnMaxwell.com.

KEY SELLING POINTS

- On average, employees begin supervising others at age 30, but most don't receive formal leadership training until their 40s.
- According to a study by CNBC, 91% of workers who have a mentor are satisfied with their jobs. 79% of millennials see mentoring as crucial to their career success (HuffPost).
- John C. Maxwell is the most recognizable name in leadership and has sold more than 26 million books in 50 languages. He has one million Instagram followers and over one million email subscribers.





October 31, 2023

\$24.99

Jacketed Hardcover

224 pages

9781400336326

BUSINESS & ECONOMICS /

Negotiating



NEGOTIATION MADE SIMPLE

A Practical Guide for Making Strategic Decisions, Finding Solutions, and Delivering the Best Deal

John Lowry

Negotiators might be born, but great negotiators are made.

This book offers a useful and comprehensive approach to negotiation that can spring-board a career or a company, one deal at a time.

Business and organizational leaders spend well over half of their professional time engaged in this process. It is the way they do deals, lead employees, and manage relationships. Most leaders learn to negotiate on the job through a long process of trial and error. In today's competitive marketplace, there is no time for experimentation, nor room to make mistakes.

The good news is by mastering negotiation, the next level of success is actually closer than it appears. The actionable advice and practical guidance offered in this book give a roadmap for every type of negotiation. Through case studies, illustrations, exercises, and personal stories, Lowry shows how to:

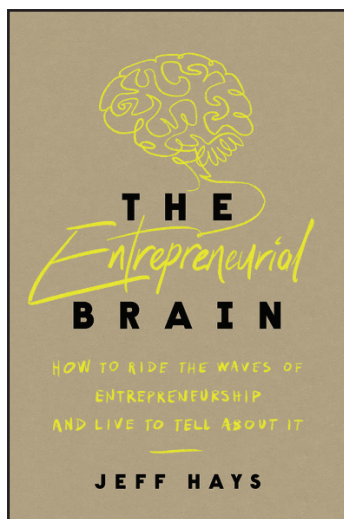
- Make strategic decisions – move from doing what is comfortable to doing what is most strategic.
- Manage the process – carefully balance the urge to compete with the need to collaborate.
- Deliver the deal – fine-tune the negotiation process to achieve the desired outcome.

This book makes it easy to join the ranks of leaders who have experienced unprecedented success by making negotiation simple.

Dr. John Lowry is a recognized authority on negotiation through his experience as a lawyer, business consultant, entrepreneur, negotiation coach, and university administrator. His results-focused, systematic approach to negotiation has been successfully implemented by thousands of professionals across the United States. Dr. Lowry teaches negotiation at the top-ranked Straus Institute for Dispute Resolution at Pepperdine University School of Law and in Vanderbilt University's Master's in Management in Health Care program. Dr. Lowry also serves as president of The Lowry Group, LLC ("TLG"). At TLG, he provides negotiation training and coaching for governmental entities, major insurance companies, health care organizations, and other businesses.

KEY SELLING POINTS

- *Negotiation Made Simple* is a collaboration between John Lowry and Donald Miller, and the book will join the successful *Business Made Simple* series, which has sold 58,000 copies of *Business Made Simple* and 49,000 copies of *Marketing Made Simple*.
- More than 40 percent of U.S. employees don't feel confident in their negotiation skills, according to a survey by LinkedIn.
- Every month, tens of thousands of people seek to improve their negotiation skills (22.2k Google searches for "how to negotiate salary," 1.9k for "how to negotiate," 1.9k for "negotiation skills").
- Dr. John Lowry is a respected recognized authority on negotiation through his experience as a lawyer, business consultant, entrepreneur, negotiation coach, and university administrator. In 2016, he was selected by Harvard Business School to participate in its Young American Leaders Program. Locally, in 2018, he was selected for the class of Leadership Tennessee, and is an inductee of the Williamson County (TN) Business Hall of Fame.



October 3, 2023

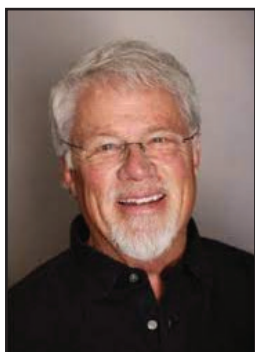
\$22.99

Softcover

288 pages

9781400243198

BUSINESS & ECONOMICS /
Management



THE ENTREPRENEURIAL BRAIN

How to Ride the Waves of Entrepreneurship and Live to Tell About It

Jeff Hays

Finally, a user's guide for people with entrepreneurial brains and those that work with or have family members with them.

When your biggest superpower is also your most critical weakness, it helps to have a manual on how to control it. Entrepreneurs are creative, bold thinkers and risk-takers capable of great accomplishments. At the same time, for every success story, there is a counter story of an epic collapse caused by a lack of a moral compass, values, or proper guidance.

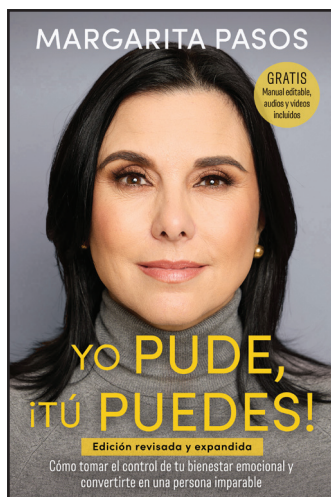
Jeff Hays knows the highs and the lows having ridden that rollercoaster many times in his life and career and provides a much-needed user's manual for entrepreneurs everywhere and the people in their work and personal lives.

- **Gain insights into the mindset entrepreneurs need to develop in order to survive.** And when Hays says survive, he means it: Your money, your relationships, your sanity, and even your life are at stake if you don't come to understand why you are the way you are, and how to manage it.
- **Learn specific business tools to enjoy even more success than you've imagined.** From real-world step by step instruction in how to raise money for your venture, to how to build an email list and market to that list, Hays shares hard won experience that isn't taught in any theoretical school.
- **Increase your perspective on the common pitfalls you need to avoid.** Hays has learned the pitfalls the hard way, letting his entrepreneurial brain drive him off a cliff over and over again. Failure has been one of his greatest teachers, showing him how to work with his brain and how to work with others.
- **Access the wisdom and insights of mentors and other leaders.** Throughout this groundbreaking book, Hays shares the transformational wisdom he learned from his own mentor along with insights and perspectives from a variety of industry leaders and influencers to help you experience all of the ups, and more, while protecting yourself against some of the downs.

Jeff Hays is a serial entrepreneur and filmmaker with a long colorful history of visionary projects. In the mid-nineties he started Capstone Entertainment, a film and television production and distribution company. Within its first year the company generated over \$10 million in revenue and received numerous awards in the children's programming category. Since then, he has started over twenty companies including DealthatMatter.com, NextFitness, Podfitness, Zingback, MyCompanyRecords.com and Talk 2 Technologies. The companies he's founded have collectively raised over \$100 million in capital through both private investors and VCs. Recently he's also launched several wildly successful crowd-funding campaigns, in addition to personally funding several ventures. He holds eight patents in the tech industry.

KEY SELLING POINTS

- According to Census.gov, nearly 5.4 million new businesses were started in 2021, which is a 23% year-over-year increase and the highest number of establishments in over 15 years.
- Jeff Hays has an email list of over 1.2 million engaged readers who look to him for advice on entrepreneurship and will be receptive to buying the book.
- The author has two documentaries coming out about entrepreneurship, which will feature the book in the films as well as the marketing and promotion.
- Jeff has close connections with top podcast hosts such as Adam Carolla, Dave Asprey, and Ben Greenfield, among others, and is likely to be a guest on their shows to promote the book.



October 10, 2023

\$17.99

Softcover

256 pages

9781404119420

**BUSINESS & ECONOMICS /
Leadership**

YO PUDE, ¡TÚ PUEDES! (I COULD; AND YOU CAN, TOO) - SPANISH ORIGINAL

Taking control of your emotional well being and become an unstoppable person

Margarita Pasos

Margarita Pasos, *Fortune* 500 thought leader, entrepreneur, speaker, and corporate trainer, reveals how she went from panic, anxiety, and severe depression to a life of happiness, peace, and fulfillment.

I Could; And You Can, Too! is a tool and guide for people who have been looking for a solution to their emotional disorders but have struggled to find peace and wellbeing.

This book is for you if you:

- feel overwhelmed or anxious
- want to reduce your stress or manage your anger
- have survived unimaginable things that today affect your entire emotional state and relationships
- are unmotivated
- are interested in raising your emotional intelligence
- need to improve your relationships and communication with your close ones
- would like to raise the level of your self-esteem and believe in yourself
- have trouble forgiving or forgiving yourself
- yearn to be happier and enjoy better emotional well-being

The concepts exposed throughout the book are more like a guide, a map that helped Margarita to go from living a life full of anguish to finding the peace and happiness she longed for.

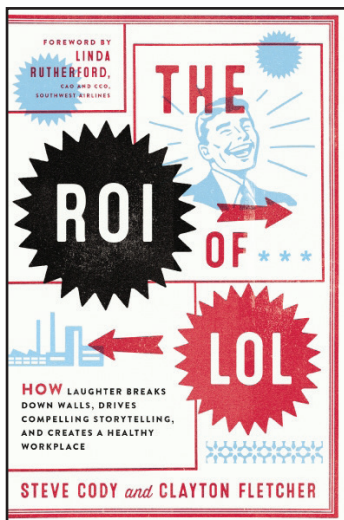
This revised and updated version of the best seller contains 25% new content as well as audios and videos for meditation and affirmations for the reader to put into practice her process of mental reprogramming towards happiness.

Taking control of your emotions is the first and most fundamental step to a happy and fulfilled life. At the end of the book, Margarita will explain how you can move forward to become unstoppable by reprogramming your mind.

Margarita Pasos is a *Fortune* 500 corporate trainer, motivational coach, mentor and speaker focused on personal development. With more than 25 years of experience, she has helped thousands of people to achieve their maximum potential in different areas such as sales, emotional intelligence, productivity, leadership and mental reprogramming — all based on *The Psychology of Success* that she learned from her greatest mentor and current business partner, Brian Tracy. Through her online university, Ted Talks, social media, and live lectures, she teaches millions of people how to increase their emotional intelligence and self-regulate their emotions. Margarita has provided mental reprogramming and high-performance coaching to professional athletes, world-class actors, performers, and leaders in the entertainment industry, to improve their performance whether on the courts or on stage.

KEY SELLING POINTS

- Author's core message about emotional intelligence and personal development has resonated with millions through her executive coaching, online courses, corporate trainings, conferences, podcasts, and social media
- Self-published version of this book, released in May of 2021, sold thousands of copies despite limited availability
- Author's social media reach is extensive, with more than 3 million followers on TikTok, Instagram, Facebook, YouTube, and Twitter



October 17, 2023

\$22.99

Softcover

288 pages

9781400243709

BUSINESS & ECONOMICS /
Workplace Culture



THE ROI OF LOL

How Laughter Breaks Down Walls, Drives Compelling Storytelling, and Creates a Healthy Workplace

Steve Cody and Clayton Fletcher

Laughter is a powerful remedy to what ails today's teams and organizations.

There are a host of neuroscientific explanations for why laughter makes us feel so great. Laughter triggers "feel good" chemicals in the brain which activate opiate receptors throughout your body and mind. Creating a workplace culture in which laughter is not only allowed but expected is an important step in building the trust, openness, authenticity, storytelling, and teamwork (TOAST) that are essential to any healthy collaborative environment.

What all this means for your business is that by harnessing the prodigious power of your own unique individual sense of humor (and empowering your employees to do the same), you can increase morale, collaboration, communication, and productivity. You can find new and unexpected ways to connect with your external stakeholders. And you can have fun doing it.

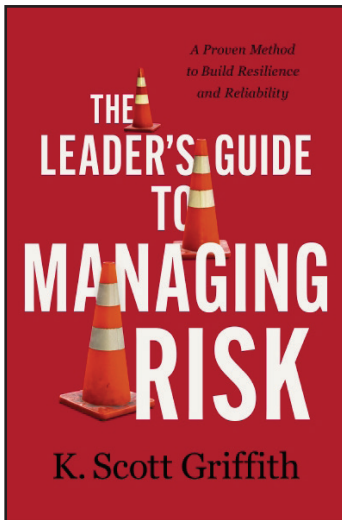
- Learn the role laughter plays in the five critical elements of a strong corporate culture: Trust, Openness, Authenticity, Storytelling, and Teamwork.
- Understand how the skills learned by stand-up comics like reading a room, being vulnerable or self-deprecating, listening, and overcoming objections are critical to leaders in today's business climate.
- See how improv fosters teamwork and can be a unifying force in any organization.
- Gain insights into how other kinds of comedy like sketch comedy and creative collaboration can be applied in a business setting to build critical skill sets.

Steven Cody is the founder and CEO of Peppercomm, a Ruder Finn Company and a fully integrated strategic communications firm headquartered in NYC, with offices located in San Francisco and London. In that role he is responsible for everything from implementing strategy and counseling clients to leading business development and bringing new products and services to market. In short, he does everything but clean windows.

Clayton Fletcher is a NYC-based stand-up comedian, actor and writer who has been featured on Hulu, Sirius/XM, MSNBC, and ESPN. His smart, clean, provocative comedy is geared towards audiences hungry for laughs without the crude shock value that is prevalent in stand-up today. Clayton has taught thousands of aspiring comedians (and thousands of brave businesspeople) how to unlock the prodigious power of truth in comedy. He has served as Chief Comedy Officer at Peppercomm for 13 years.

KEY SELLING POINTS

- In this time of Quiet Quitting, the Great Resignation, and 85% employees feeling either unengaged or actively disengaged (according to Gallup's 2022 *State of the Workplace* report), employers and managers are looking for new ways to retain their employees and keep their Millennial and Gen Z workers engaged.
- Microsoft's *Workplace Trends Report* found that people who have closer workplace interactions report higher productivity, better wellbeing, and stronger work relationships. Additionally, a Hewitt & Associates study found that organizations where humor is part of the culture showed increased shareholder returns of 19%.
- The authors and their company, Peppercomm, are respected authorities in the business world, with clients such as BMW, Amazon Web Services, Cisco, Pizza Hut, and other national and international organizations.



November 7, 2023

\$29.99

Jacketed Hardcover

272 pages

9781400243785

BUSINESS & ECONOMICS /

Production & Operations

Management

*German Rights Not Available



THE LEADER'S GUIDE TO MANAGING RISK

A Proven Method to Build Resilience and Reliability

K. Scott Griffith

Be prepared for the dangerous and largely unknown risks that threaten your business and learn how to survive and thrive when uncertainty hits.

Leaders today must navigate their teams and organizations through unprecedented levels of uncertainty. It feels like every year there is some-game changing technology or catastrophe that gives rise to a "new normal" and sends businesses scrambling for how to rethink themselves to operate under these new conditions.

In *The Leader's Guide to Managing Risk*, K. Scott Griffith, a former airline pilot, socio-technical physicist, and author of the first independently-audited high reliability and just culture model offers practical and proven methods to build processes that will withstand the winds of uncertainty while driving success. By understanding that organizations are people operating within systems, leaders of all kinds will build reliability and resiliency into their culture and set up their business to withstand the next big changes that come their way.

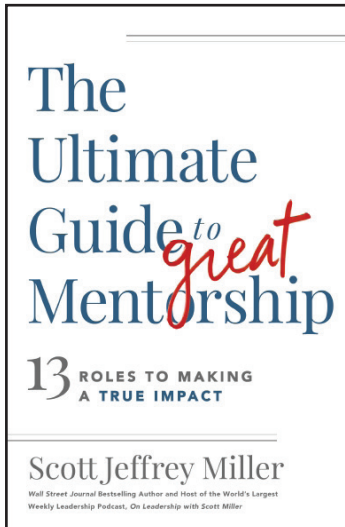
- Learn a new way of seeing, understanding, and managing risk.
- Understand how people and systems interact in organizations and how to build processes that increase resilience and performance.
- Collaborate with all stakeholders, including employees, to help you foresee dangers and achieve sustainable reliability.
- Implement proven methods from Scott's award-winning model that is being used in some of the most prestigious healthcare, EMS, and transportation companies in the world.
- Achieve independent validation of success through certification.

K. Scott Griffith is the founder and managing partner of SG Collaborative Solutions, LLC. He is the author of the world's first organizational high reliability and just culture model independently audited and certified by DNV, a world-leading international accreditation organization. He works extensively and with a broad reach into high-consequence industries in the US and abroad. DNV accredits roughly 1,000 US hospitals, each with potential workforce book sales in the healthcare industry alone. In addition to healthcare, DNV's business assurance sectors include: maritime, oil and gas, power and renewables, cybersecurity, automotive and aerospace, and food and beverage.

KEY SELLING POINTS

- As an industry, risk management will experience high growth in the coming decade. The Global Enterprise Risk Management Market was valued at \$4,328 million in 2021 and is expected to reach \$6,591.92 million (>50% growth) by 2029, according to a recent study report released by Data Bridge Market Research.
- Risk management and reliability are increasingly important amid increasing geopolitical instability, ongoing supply chain difficulties, the United States' health care crisis, and advancing climate change.
- Griffith and his work are widely recognized across the field of reliability and organizational accountability. Griffith is the author of the world's first—and widely used—Collaborative High Reliability® and Collaborative Just Culture® improvement programs.

Frontlist Releases from Spring to Summer 2023



July 11, 2023

\$19.99

Softcover

224 pages

9781400242184

BUSINESS & ECONOMICS /

Leadership

Rights Sold for: Chinese
(Simplified), eDisplay

THE ULTIMATE GUIDE TO GREAT MENTORSHIP

13 Roles to Making a True Impact

Scott Jeffrey Miller

Easy, practical guidance on how to make the most out of your mentorship journey.

Being a great mentor leads to thriving, engaged employees on both sides of the mentor-mentee relationship and helps drive renewed purpose. There are growing expectations and interest in business today that leaders will make themselves available as mentors to provide future leaders growth opportunities and help them grow in their roles. There is also plenty of evidence that shows how impactful mentorship can be for the mentors when approached with the right mindset.

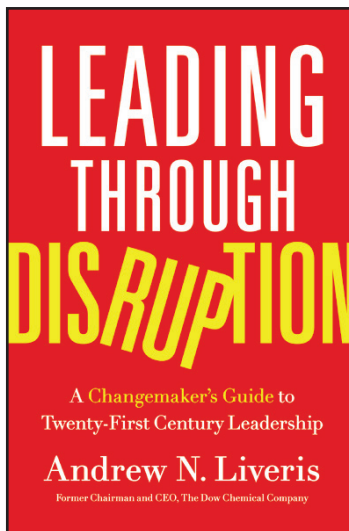
The Ultimate Guide to Great Mentorship walks mentors through the mentorship journey, from setting initial expectations and goals, to tracking progress, to identifying when it is time to find new opportunities. Filled with practical sample plans and forms to make the experience much more impactful for all parties, this timely guide takes the ambiguity out of how to be a great mentor.

- Learn how mentor-mentee relationships work best for both parties.
- See how other top leaders approach mentorship and what works and what doesn't.
- Keep your mentorship journey on track with practical forms and timelines to work on with your mentee.
- See how being a great mentor leads to personal and professional growth and renewal for you as well as your mentee!

Capping a twenty-five-year career in which he served as chief marketing officer and executive vice president, **Scott Jeffrey Miller** is currently FranklinCovey's senior advisor on thought leadership, spearheading the strategy, development, and publication of the firm's bestselling books on this topic. Miller hosts the FranklinCovey-sponsored *On Leadership with Scott Miller*, the world's largest and fastest-growing weekly leadership podcast. Miller also authors a leadership column for Inc.com, and hosted the weekly iHeart Radio show *Great Life, Great Career*. In addition to supporting FranklinCovey's global thought leadership efforts, Miller has developed the Ignite Your Genius™ coaching series to help leaders take their careers from accidental to deliberate. Miller and his wife live in Salt Lake City, Utah, with their three sons.

KEY SELLING POINTS

- The author will leverage FranklinCovey's resources to sell books through social, email marketing, sales force engagement, and training events.
- Scott is closely connected to an extensive influencer network of highly regarded gurus who have committed to being featured in his earlier books and promoting sales.
- This book is the follow up to successful launches of *Master Mentors Volumes 1 and 2*.



June 13, 2023

\$27.99

Jacketed Hardcover

240 pages

9781400233830

BUSINESS & ECONOMICS /

Entrepreneurship

Rights Sold for: eDisplay,
English in India, Summary

LEADING THROUGH DISRUPTION

A Changemaker's Guide to Twenty-First Century Leadership

Andrew Liveris

The traditional corporate leadership playbook your grandparents wrote no longer works. This book from one of the world's top executives is a new leadership paradigm for resilience and agility in a rapidly changing world.

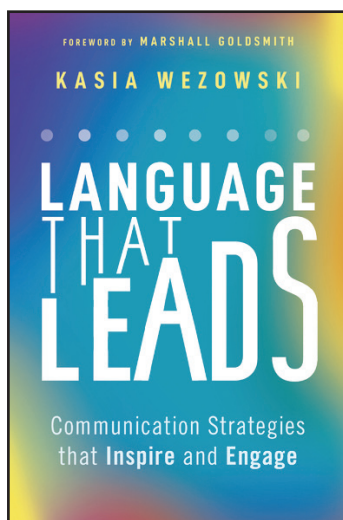
In the last twenty years, the world has faced dramatic changes: climate change, economic downturns, a worldwide pandemic, geopolitical upheaval, terrorism, and the collapse of various industries. It will now require an overhaul in order to handle these global tectonic shifts.

This book is a must-read guide for aspiring leaders in various sectors, who are keen on not only ensuring current success, but protecting the planet's future for everyone. Andrew Liveris, former Chairman and CEO of The Dow Chemical Company, presents a variety of powerful tools that will enable you to tackle any problem quickly and responsively, with an eye to creating a more equitable, sustainable future.

In these pages, you will learn how to create and use metrics that quantify the positive impact on all members of society; collaborate with scientists, politicians, regulators, corporate boards, and other stakeholders to create effective policies that work; broaden your company's focus to include both long-term sustainability and short-term profitability without sacrificing the former to gain the latter; strengthen local communities via corporate investment and advocacy for the improvement of amenities and services for all; hire team members who fully and proactively support strategies to improve the world and its future; become a sought-after advisor on how to respond quickly and decisively to uncertainties.

Andrew Liveris has four decades of global leadership experience in business, government, academia, and civic society. His book is a powerful tool for any aspiring leader.

Andrew Liveris AO is the former Chairman and Chief Executive Officer of The Dow Chemical Company and former Executive Chairman of DowDuPont. A recognized global business leader with more than 42 years at Dow and experience in manufacturing, engineering, sales, marketing, and business and general management. He is the author of *Make It in America: The Case for Reinventing the Economy* (Wiley, 2011) and was tapped by the Trump Administration to help identify new ways to spur innovation, revitalize the US manufacturing sector and drive economic growth and prosperity as chair of the manufacturing council and a member of the apprenticeship of the future task force.



July 25, 2023

\$19.99

Softcover

256 pages

9781400236596

BUSINESS & ECONOMICS /

Business Communication

Rights Sold for: Bengali,
eDisplay, Vietnamese

LANGUAGE THAT LEADS

Communication Strategies that Inspire and Engage

Kasia Wezowski

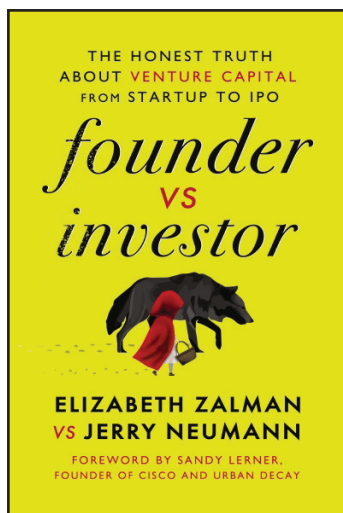
Inspire and motivate your team using powerful verbal and nonverbal communication strategies. Today's leaders need to use effective, empathetic communication to bring out the best in their team members and let each individual shine.

Kasia Wezowski, a leading researcher on body language and communication skills, combines her cutting-edge research with Marshall Goldsmith's leadership development methodology in this practical and timely resource for leaders. Goldsmith believes that a leader's job is to bring out the best in each team member and *Language That Leads* breaks down the ten core qualities of leadership, providing easy-to-follow implementation steps to express, observe, and project these qualities effectively through verbal and nonverbal communication.

In these pages, readers will learn:

- How to integrate adaptability, empathy, engagement, and transparency in interpersonal communication.
- How to cultivate courage, discipline, and integrity in order to build self-trust and garner trust from others.
- How to develop humility, positivity, and purpose in order to be a quietly powerful role model to team members.
- How to transform oneself internally to embody these ten qualities and empower others to do the same.

Kasia Wezowski and Patryk Wezowski are founders of the Center for Body Language, the world's #1 body language training company for business people, with licensed representatives in over twenty countries. They have been featured on ABC, BBC, CBS, Fox News; they publish articles in Harvard Business Review and Forbes; spoke at TEDx and Harvard University, and their educational videos on micro expressions and body language on Youtube have more than 3 million views.



September 12, 2023

\$22.99

Softcover

288 pages

9781400242764

BUSINESS & ECONOMICS /
Entrepreneurship

FOUNDER VS INVESTOR

The Honest Truth About Venture Capital from Startup to IPO

Elizabeth Joy Zalman and Jerry Neumann

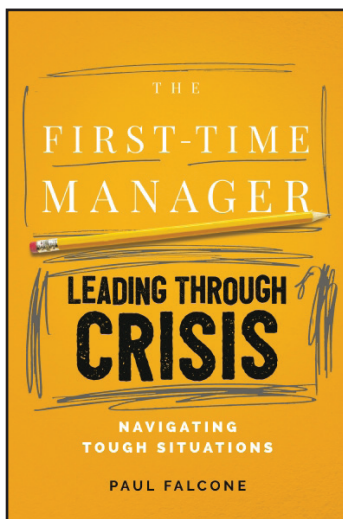
A no-holds-barred look into the minds, motivations, and machinations of how investors and founders team up to build a successful startup, debated in a brazenly honest way by two of the best in the business. People imagine that the best way for founders to build billion-dollar startups is to team up with venture capitalists. The founder brings the vision and drive, the investor brings the money and years of experience, and both benefit from each other's expertise.

This is a mirage, and one that both founders and investors unconsciously create to avoid some hard truths. It starts from a good place—the desire for success is the same—and yet the journey is long, and motivations are wildly different. So different, in fact, that even their respective definitions of success wildly diverge. The result is that they often find themselves at odds while simultaneously believing the other just doesn't get it. Misunderstanding, mistrust, boardroom drama, fired founders, and failed companies are the result. For the partnership to work as smoothly as possible (which may not be so smoothly), they need to understand what is going on in the other's head. Why does the founder respond so badly when the investor pushes to grow faster? Why doesn't the investor want to sell the company for a seemingly great return? What are the motivations behind their behavior?

Founder Elizabeth Zalman and investor Jerry Neumann lay bare these insider motivations, based on decades of experience, inhabiting their roles in this one-of-a-kind book. Zalman and Neumann square off, providing a brazenly honest debate on how startups are built, broken, and fought over throughout a company's lifecycle.

Elizabeth Zalman is an infrastructure and information security expert. She is a two-time founder and CEO of venture-backed companies, building the first to a successful exit and the second to a multi-hundred-million-dollar business. Elizabeth has raised more than \$100 million in venture capital from the most renowned investors in the world.

Jerry Neumann is a twenty-five-year veteran of venture capital. He has invested in some of the most successful venture-funded companies of the past three decades, including Datadog and Trade Desk, and has worked alongside dozens of entrepreneurs as investor, board member, and advisor.



September 5, 2023

\$22.99

Softcover

240 pages

9781400242306

BUSINESS & ECONOMICS /
Human Resources & Personnel
Management
Rights Sold for: eDisplay

THE FIRST-TIME MANAGER: LEADING THROUGH CRISIS

Navigating Tough Situations

Paul Falcone

Every manager must be prepared to face tough situations that management training never warned them about. This is the go-to resource for handling everything from a disruption in workflow to managing a hostile workplace, and even handling an international pandemic. As a manager, you are prepared to face any challenge when it comes to the work at hand, but you may not be ready to overcome a hostile work environment, a catastrophic disruption in workflow, or any other of a multitude to challenges that can arise, seemingly from nowhere.

Paul Falcone, author of *101 Tough Conversations to Have with Employees* and HR and leadership expert will help you master unforeseen challenges in the workplace, including:

- Individual Crises: Whether issuing disciplinary actions, losing a key member of the team, delivering bad news to your boss, or even being set up for retaliation, there are steps you can take to overcome these challenges.
- Departmental or Team Crises: Inheriting a new team can be tough and, even worse, handling internal disputes can cause a serious disruption in workflow and impact a team's energy.
- Company Crises: When the company faces challenges, they often pass that stress to managers. As a manager, you must maintain a positive environment and it's not as difficult as you think.
- Social and Global Crises: You must master the skills of listening, stress management, and knowing how to navigate your own emotions during any global crisis.

This timely follow-up to the go-to manual for management training, *The First-Time Manager*, will teach you how to face tough situations you never expected to face.

Paul Falcone is CHRO of the Motion Picture & Television Fund in Woodland Hills, CA, and he's held senior-level HR positions with Nickelodeon, Paramount Pictures, and City of Hope. He has extensive experience in entertainment, healthcare/biotech, and financial services, including in international, nonprofit, and union environments. Paul is the author of a number of bestselling HarperCollins, AMACOM, and SHRM books.



September 5, 2023
\$22.99
Softcover
240 pages
9781400241514
BUSINESS & ECONOMICS /
Management
Rights Sold for: eDisplay

THE FIRST-TIME MANAGER: SALES

Mike Weinberg

The First-Time Manager Series has sold over 500,000 copies and is a go-to guide for new and aspiring sales managers on what to expect and how to succeed.

The jump from sales superstar to sales manager has made or broken many a sales career.

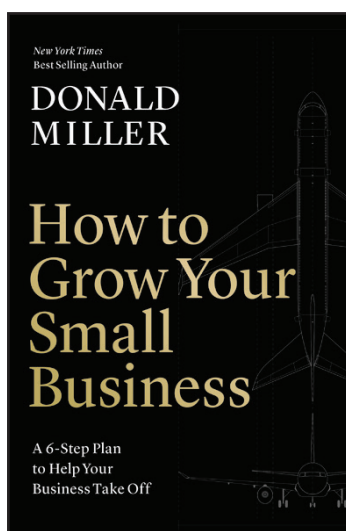
As a top-performing sales professional, you know how to own your calendar, focus your energy, create opportunities, navigate the sales process, negotiate, and close deals. Yet, if you are like most new sales managers, there is still so much you don't know and that can trip you up if you aren't careful.

Luckily, Mike Weinberg knows the pitfalls to avoid and mindset changes needed to successfully make the leap. This powerful new resource contains candid guidance on how to master your expanded responsibilities like a pro:

- Know Your Role: You have been entrusted with the most critical job in your business.
- Cultivating the Manager Mindset: Your new role is very different from your old role, and it requires an all-new mindset.
- Pivoting from Winning on Your Own to Winning through Your People: Master the major transition from individual contributor to manager.
- Lead Your Team: Bad things happen when you attempt to do your people's jobs. It's a habit many new sales managers fall into but it's a lose-lose proposition. Learn how to lead, coach, and hold your salespeople accountable, instead of the unsustainable and unscalable approach of trying to do their jobs for them!
- Be a Leader: Learn proven strategies to influence and engage. (Hint: this cannot be accomplished via email on your computer.)

Don't let your promotion become a trial by fire. Turn to this book to hit the ground running.

Mike Weinberg loves sales! He is a consultant, coach, speaker, and bestselling author. His specialties are new business development and sales management, and he's on a mission to simplify sales and create high-performance salespeople and sales teams. Mike is known for his practical approach and for calling it like he sees it. He works with companies in all industries, ranging in size from a few million to many billions of dollars, and has spoken and consulted on five continents.



March 14, 2023
\$26.99
Jacketed Hardcover
224 pages
9781400226955
BUSINESS & ECONOMICS /
Business Communication
Rights Sold for: Bengali,
eDisplay, Indonesian,
Japanese, Korean, Portuguese,
Russian, Summary, Thai,
Vietnamese

HOW TO GROW YOUR SMALL BUSINESS

A 6-Step Plan to Help Your Business Take Off

Donald Miller

New York Times bestselling author, Donald Miller, makes growing a small business accessible to anyone.

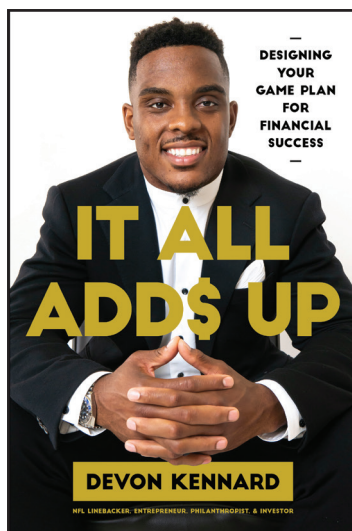
Running a small business is no easy feat. As a small business owner, it's easy to get overwhelmed by the number of hats you have to wear to be successful. You started the business so you could share the product you love with the world, but logistics are getting in the way.

Donald Miller knows this frustration all too well. He faced the same challenge when starting his company. While he knew his time was best spent creating content for small-business owners, he was constantly being torn away to focus on things he didn't understand. After several years of figuring it out, Donald has decided it's time to share what he learned. In this book, you will learn:

- An easy-to-understand framework that can be applied to any business.
- How to navigate the ins and outs of finding and hiring the best candidates available to you.
- The best way to organize your company structure to maximize your skills and allow you to identify areas best handled by someone else.
- How to identify your and reach your key customers.
- Areas where you can increase capacity to better serve your customer.
- And much more.

Growing a successful business is not easy, but it's not impossible. With the right guidance, anyone can expand their company and reach new customers.

Donald Miller is the CEO of Business Made Simple, an online platform that teaches business professionals everything they need to know to grow a business and enhance their personal value on the open market. He is the host of the *Business Made Simple* podcast and is the author of several books, including the bestseller *Building a StoryBrand*. He lives and works in Nashville, Tennessee with his wife, Elizabeth.



April 18, 2023

\$19.99

Softcover

208 pages

9781400233762

BUSINESS & ECONOMICS /

Personal Finance

Rights Sold for: Bengali,

eDisplay

IT ALL ADDS UP

Designing Your Game Plan for Financial Success

Devon Kennard

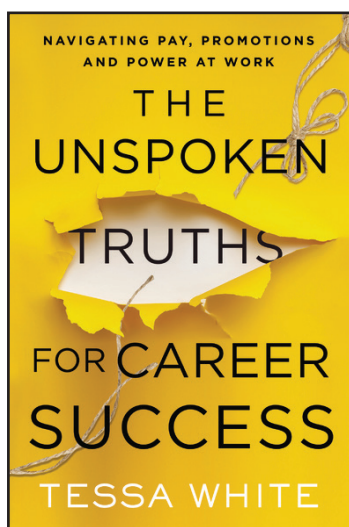
It All Adds Up is the digestible guide to outsmarting the limitations of tradition and blazing your own trail to freedom. Devon Kennard grants access to his master plan for financial freedom to encourage the Black community to build wealth for today and future generations.

The median and mean wealth of Black families is a whopping 15% less than that of white families, and the participation of Black Americans in the stock market is the lowest it's been in 20 years. More troubling, during the pandemic, we saw unemployment rates of nearly 11% among Black Americans compared to 6% among white people, indicating a widening of the racial wealth gap.

From the distinguished NFL linebacker turned philanthropist and businessman comes a refreshing guide to creating your own American Dream—Devon Kennard shares his tips for beating an outdated system that's no longer designed for our success. He knows firsthand the difficulties in growing lasting wealth in the Black community and how to get past them. In this book, readers will learn the rules to the investment game; a healthy money mentality; how to create a team for financial success; how to set up Mailbox Money (passive income); the value of real estate investment vs. the stock market; and how to leave wealth to future generations.

This book will provide guidance and tools readers can use in their financial lives including basic bookkeeping, checking/savings accounts, assets vs. liabilities, and much more.

It didn't take long for Arizona Cardinals linebacker **Devon Kennard** to realize football wasn't going to last forever. Over the last decade, Kennard, who recently turned 29, has developed into a savvy real estate investor, amassing a multimillion-dollar portfolio. By funneling his time, effort and money into ensuring he never becomes another statistic, Kennard has obtained the financial security and independence he so adamantly sought and has effectively taken control of his family's financial future. He's already succeeded in a way many other players have not, securing his future and preserving the generational wealth he accumulated during his playing days. Football isn't going to last forever, and when it does come to an end, Kennard will be ready.



February 28, 2023

\$19.99

Softcover

240 pages

9781400236008

BUSINESS & ECONOMICS /

Business Etiquette

Rights Sold for: Begali,

Russian, Summary

THE UNSPOKEN TRUTHS FOR CAREER SUCCESS

What You Never Learned About Navigating Pay, Promotions and Politics in the Workplace

Tess White

People are competing for jobs at a rate not seen since World War II. In this book, Tessa White teaches readers, specifically digital native millennials, how to recognize what is holding them back from getting a job and climbing the ladder.

People are competing for jobs in a country that hit a high of 14.8% unemployment in April, a rate not seen in the post-World War II era. Of that population during the height of the pandemic, 57% of those who lost their jobs were unable to work because they closed or lost business. With many of these companies and industries collapsing or shutting their doors forever, it necessitated full career pivots for many individuals. It was not just about finding another job; it was about finding a whole new profession.

Adding to the shakeup are the quickly shifting workforce demographics as the Millennials and Generation Z (137,000,000 combined) take over the workforce. These digital natives are squarely in their career-building years, with younger members just getting started on a long career journey. And yet despite their numbers, they have unique work challenges, including being the most overlooked generational group for promotion and the slowest to advance.

This book acts as a workplace "bible" on how to address the most common work problems that get in the way of a person's success including work burnout; lack of work/life balance; pay inequities; difficult work politics; a lack of influence or power; and the lack of clarity around role or performance

The Unspoken Truths for Career Success shows how these common problems often play out and the mistakes individuals often make as they try to navigate them. The book also offers solutions that don't jeopardize a person's job or hurt their career, instead getting people back on a successful and satisfying career track. Where many people look to the company to provide the right setting, the right culture, or the right rules and processes, this book gives practical strategies and methods to change the way one interacts with the workplace altogether and get a different result. It requires the reader to be their own greatest advocate, highlighting a path for any individual to own a better workplace and career experience.



HARPER COLLINS
LEADERSHIP