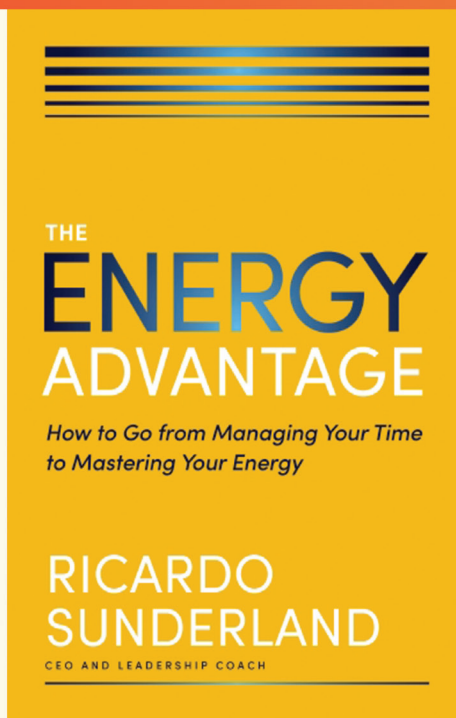
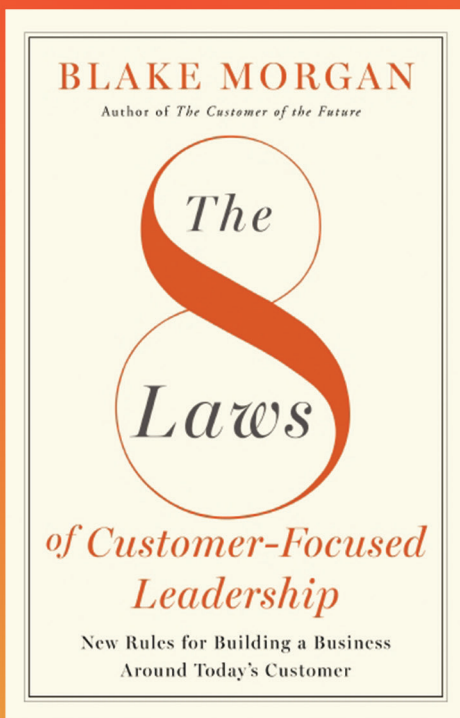


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Tel: +886-2-8771-4611 Ext. 302
Email: wendy-king@bigapple1-china.com

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MO Literary
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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
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Tel: 7495 959 0878
Email: pravaru@gmail.com

Spanish & Portuguese

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

Turkish

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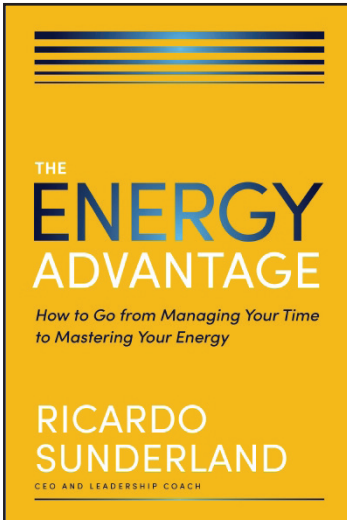
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Upcoming Releases for Summer 2024

Feeding your inner drive to grow as a leader



June 4, 2024

\$29.99

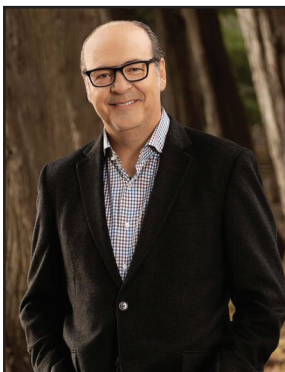
Jacketed Hardcover

256 pages

9781400248919

BUSINESS & ECONOMICS /

Personal Success



THE ENERGY ADVANTAGE

How to Go from Managing Your Time to Mastering Your Energy

Ricardo Sunderland

How do you maximize your success and impact as a leader while maintaining your stamina and sanity? The answer doesn't lie in simple "efficiency." It's not about making better use of your time and resources. It's about understanding *how energy works and how to tap into its power.*

Many people live lives of intense, and false, emotional compartmentalization. For example, they strive to be one person in the corner office (invincible warrior) and another person at the dinner table (sensitive spouse), and they struggle to keep those two lives from bleeding into and contradicting each other. But as it turns out, this takes a tremendous amount of energy and is almost always impossible. One person can't be two different people.

So how do you live an integrated life of fulfillment, purpose, and success? How do you create an alignment between head, heart, and the creative power that is in coherence with your true self? The answer is both simple and complex: You need to move from *managing your time to mastering your energy.*

For more than a decade and a half, Ricardo Sunderland has worked with the leaders of some of the largest and most recognizable companies in the world. He has learned firsthand that for today's leaders—at all levels in their organizations—mental and physical energy are no longer all you need for success. Today's leaders must bring *emotional* and *spiritual* energy to their roles and create a space in which both they and their team members feel safe to challenge each other, grow together, and thrive.

Given this major leadership challenge, leaders must gain the *energy advantage.*

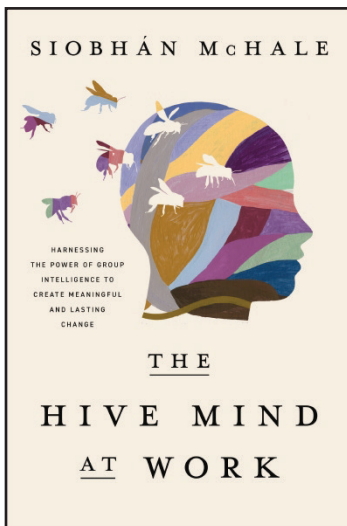
You will learn:

- What gives you energy.
- How to identify the energy blockers that are holding you back.
- That every situation presents a choice for you to unlock the transformational source of energy within you.
- The path to gaining the energy advantage on seven distinct levels.

Ricardo Sunderland is a Transformational Coach with Egon Zehnder, a global leadership advisory firm. His life's purpose is to help leaders connect to and manage their energy to become humane leaders. He shows senior leaders how to bring coherence to their leadership, unlock their full potential, and become a better version of themselves. He also collaborates with the Chair and Nominating Committee responsible for CEO and C-suite successions and supports newly appointed CEOs in their processes of transition and integration.

KEY SELLING POINTS

- For over fifteen years, Ricardo Sunderland has been working with leaders at some of the largest and most recognizable companies in the world, representing a wide variety of sectors and industries—companies like Citigroup, Heineken, Grupo Santander, Hong Kong Stock Exchange, FEMSA, and many others.
- The author is an accomplished keynote speaker, traveling an average of 40 weeks annually. His global consulting firm Egon Zehnder (EZ) will set up several worldwide "road shows" in support of the book.
- 3 out of 5 U.S. adults say they feel more tired now than they've ever been (One-Poll, 2022).



September 3, 2024
\$29.99
Jacketed Hardcover
256 pages
9781400246229
BUSINESS & ECONOMICS /
Workplace Culture



THE HIVE MIND AT WORK

Harnessing the Power of Group Intelligence to Create Meaningful and Lasting Change

Siobhan McHale

Learn a new model for understanding how organizations really operate and implement changes that get real results.

With so many forces of change buffeting the business world today, a scary state of flux has replaced any sense of certainty, stability, and familiarity, delivering a wake-up call to make crucial changes happen, make them happen quickly, and make them stick. Traditional approaches to change management fall into one of two categories: Organizations function like machines, where managers pull change levers to “fix” problems with an engineer’s mindset (IQ). Or People form social networks wherein individual “influencers” make change happen by developing effective interpersonal relationships (EQ). Neither of these models offer a full picture to what really happens in an organization.

In this groundbreaking new book, change expert Siobhan McHale offers a third option: organizations are complex ecosystems that require a Hive Mind or Group Intelligence (GQ) to bring about meaningful and lasting change. We can learn a lot of lessons from how bees operate:

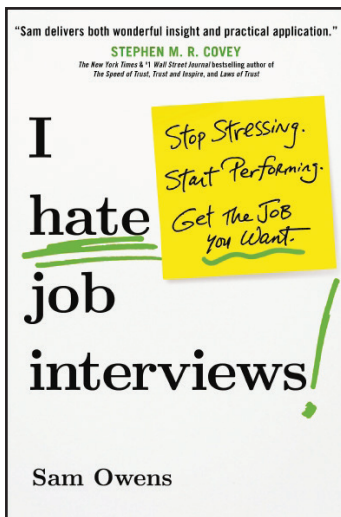
- **Hard work:** An individual bee spends its entire 40-day life span gathering food for the hive.
- **Teamwork:** Inside each teeming beehive an entire community works collectively to achieve shared goals.
- **Role clarity:** Every bee has a specific job, with the queen, drones, and worker bees faithfully playing their part.
- **Resilience:** Bees can overcome daunting challenges, including all the parasites, pathogens, pesticides, and climate fluctuations from Maine to Miami and beyond.

See how a hive mindset solves many of the common problems all businesses struggle with today!

Siobhan McHale has worked across four continents, helping thousands of leaders to create more agile and productive workplaces. She also has been on the “inside” as the executive in charge of culture change in a series of large, multinational organizations. One of these inside jobs was a radical seven-year change initiative at Australia and New Zealand Banking Group Limited (ANZ) Bank that transformed it from the lowest-performing bank in the country into one of the highest-performing and most admired banks in the world. Professor John Kotter used her work with ANZ as a Harvard Business School case study designed to teach MBA students about managing change.

KEY SELLING POINTS

- 70% of culture change initiatives fail to deliver expected benefits. Leaders who want to change their company’s culture need new and better guidance if they want to succeed.
- 87% of employees worldwide are not engaged at work, and only 32% of employees feel motivated to go the extra mile in the workplace. Employers are desperately searching for new ways to improve company culture and re-engage employees.
- The author is a highly credentialed and networked influencer in the Global Fortune 5000 corporate world, especially within the HR discipline, and will promote extensively to her network and through her large LinkedIn platform (56k followers).



June 4, 2024

\$19.99

Softcover

256 pages

9781400245895

BUSINESS & ECONOMICS /
Careers / Interviewing



I HATE JOB INTERVIEWS

Stop Stressing. Start Performing. Get the Job You Want.

Sam Owens

Go into your next job interview with confidence, ready to knock any question they throw at you out of the park!

The key to landing that dream job or big promotion often comes down to how you perform in the job interview. After bombing some interviews early in his career, Sam Owens vowed that would never happen to him again and began work on a system to ensure he was ready for even the most oddball questions in future interviews. The system he developed proved so successful, Sam built a career coaching business around teaching it to others and has now coached thousands of people on how to prepare for interviews.

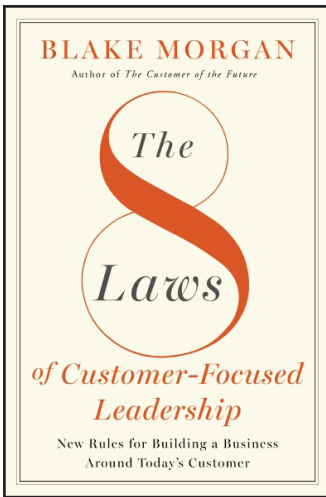
In *I Hate Job Interviews*, Sam shares his proven methodology and provides simple frameworks and demonstrations on how to answer any type of job interview question. Using this proven system, job candidates will gain confidence in answering introductory, behavioral, hypothetical, opinion, personal, think-on-your-feet, salary, and self-awareness questions. You will learn:

- How to craft “power” examples to show how your skills align perfectly with the job you are applying for.
- To conduct practice interviews so you are ready when the big day arrives.
- To make a big first impression with that first question.
- To tell compelling stories that clearly demonstrate your abilities.
- Simple strategies and frameworks to nail hypothetical and scenario questions.
- Salary negotiation skills to maximize your job offer.

Sam Owens is the founder of Sam’s Career Talk where he provides career coaching services and helps people land their dream jobs and thrive in them. He is also a chief marketing officer who has worked for three multi-billion-dollar companies in the consumer-packaged goods (CPG) industry, and now runs marketing for Freezing Point, the makers of Frazil.

KEY SELLING POINTS

- 15 million people are looking for a job every year, including young working professionals, graduating college students, and seasoned managers and executives.
- While other job interview books offer sound advice, only *I Hate Job Interviews* is the clear standard on how to answer any type of job interview question.
- Sam Owens has a LinkedIn following of more than 26K. His videos and articles on average 75K-100K viewers per week and have garnered nearly 3 million viewers over the last twelve months.



July 2, 2024

\$29.99

Jacketed Hardcover

256 pages

9781400245956

**BUSINESS & ECONOMICS /
Leadership**



THE 8 LAWS OF CUSTOMER-FOCUSED LEADERSHIP

New Rules for Building a Business Around Today's Customer

Blake Morgan

A leadership playbook for making customer experience a core aspect of your business.

In a rapidly changing world filled with uncertainties, one thing remains crystal clear: customers are increasingly fickle and no longer care about loyalty to any particular company. In addition, many well-intentioned companies are falling short of customer expectations, despite every organization's potential for excellence. The truth is customer experience is not what it used to be. New technologies, values, generational expectations, economic instability, - and the rapid pace of change all must be considered as you forge ahead. How do you put the customer first in the face of all these emerging trends?

Using cutting-edge research and interviewing top leaders across industries, customer experience futurist Blake Morgan has pulled together eight new laws that the best companies follow in terms of building and maintaining a focus on the customer. Customer experience is a decision leaders must make every day, and this book shows you how:

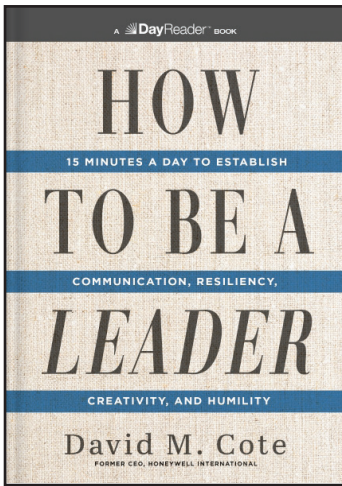
1. C.reate a customer experience mindset.
2. eX.ceed longterm profit expectations by giving up short term profits.
3. L.ay out your customer experience strategy creation and stick to it.
4. E.mbarK on your 90 day get started plan.
5. A.nticipate the future by being a customer experience futurist.
6. D.on't forget that employees are customers too.
7. E.valuate success and measure what can be measured.
8. R.eaffirm the priority - keep CX front and center.

Learn the laws, see how the best companies apply them, and build them into your organization to become a transformational customer experience leader!

Blake Morgan is a leader in customer experience. As a keynote speaker and customer experience futurist, she has worked with Accor Hotels, Accenture, Adobe, Parker Hannifin, Ericsson, Omron, Verizon, and many other organizations. She is also an adjunct faculty member of the executive MBA program at Rutgers Business School and a guest lecturer at Columbia University. Her first book is *More is More: How the Best Companies Work Harder and Go Farther to Create Knock-Your-Socks-Off Customer Experiences*. Blake contributes to *Forbes*, *Harvard Business Review*, and *Hemispheres* magazine. Additionally, she hosts *The Modern Customer Podcast* and a weekly customer experience video series on YouTube.

KEY SELLING POINTS

- Blake Morgan is a popular keynote speaker and customer experience futurist, named one of the top 40 female keynote speakers by *Real Leaders Magazine*.
- She has worked with major companies like Comcast, Allstate, Accenture, Adobe, Cisco, Verizon, and more.
- The author is a contributor to *Forbes* and *Harvard Business Review* and is the host of the *Modern Customer Podcast*.



June 4, 2024

\$15.99

Softcover

144 pages

9781400343850

**BUSINESS & ECONOMICS /
Leadership**



HOW TO BE A LEADER

15 Minutes a Day to Establish Communication, Resiliency, Creativity, and Humility

David M. Cote

What qualities come to mind when you think about a good leader? Good listener, empathetic, good communication skills, humble, and clear expectations. Whether you're leading a small or large team, *How to Be a Leader* by former Honeywell CEO David Cote is a resource that will help you become the leader everyone respects and follows.

Sixty entries each focus on a leadership topic, highlight Cote's advice, and end with a prompt to help you build your leadership skills. *How to Be a Leader* will teach you how to:

- pursue long- and short- term goals.
- commit to change and the best ways to implement change.
- inspire others and push yourself at the same time.
- create alignment around company strategy.
- improve productivity and manage different opinions.
- create a diverse and connected culture.

Leadership isn't about having all the answers or having control of everything. Leadership means bringing out the best in your employees, creating paths that work for your business, and building a presence that exists in small and big moments.

As Chairman and CEO of the industrial giant Honeywell over 16 years, **David Cote** grew the company's market capitalization from around \$20 billion to nearly \$120 billion, delivering returns of 800 percent and beating the S&P by nearly two and a half times. Currently, David is Executive Chairman of Vertiv Holdings Co., a global data center products and services provider. Since joining as Chairman, the Vertiv stock has risen 250 percent since its launch in February 2020. He is a member of the Aspen Economic Strategy Group and former board member of the Council on Foreign Relations and the Conference of Montreal. David holds a number of awards, including the Horatio Alger Award, CEO of the Year from *Chief Executive Magazine* for 2013, and Barron's Top 30 CEO's globally for five consecutive years.

KEY SELLING POINTS

- David Cote is a highly respected CEO with a proven track record of success and a large network of influential business colleagues.
- The author has received extensive media coverage in the past, and his reputation will help generate coverage for the book.
- This book broadens the audience amongst professionals and creates a more affordable, easier to consume daily reader.



September 10, 2024

\$15.99

Softcover

288 pages

9781400331864

BUSINESS & ECONOMICS /

Leadership



GLOBALISMO (GLOBALISM) - SPANISH ORIGINAL

Social Engineering and Total Control in the 21st Century

Agustín Laje

In *Globalism: Social Engineering and Total Control in the 21st Century*, best-selling author Agustín Laje challenges conventional narratives and provides readers with a deeper understanding of the new mechanisms of global domination designed to control human beings.

Power is a beast that changes its forms and mechanisms over time. Each era records crushing modalities of power of different kinds. In the 18th century, for example, the power that crushed was called “despotism.” In the 19th century, people warned about the danger of the “tyranny of the majority”, inwards, and “imperialism” outwards. In the 20th century, the excess of power took the name “totalitarianism”, and came to awaken the darkest imagination of dystopian writers, such as George Orwell, Aldous Huxley or Ray Bradbury.

Today, our 21st century faces a new overwhelming modality of power with its own name: Globalism. Its special power to control and subdue lies in an unprecedented conjunction of an iron will for universal dominion that is channeled through international organizations and corporations without a democratic basis; surveillance and behavioral technologies so advanced they could soon end freedom; sophisticated devices of indoctrination and social uniformization that prop up alienating ideologies in the name of “diversity” and “inclusion.”

Agustín Laje invites us to reflect and delve into the hidden aspects, possible consequences, and true intentions behind the globalist agenda.

With a degree in Political Science from the Catholic University of Córdoba and a Master in Philosophy from the University of Navarra, famed writer, political scientist, intellectual and lecturer **Agustín Laje** has participated as author and co-author of several books, including the bestsellers *The Culture Battle* (2022) and *Idiot Generation* (2023). He has seen his columns published in local, national, and international media. Laje is currently a columnist for Americano Media, and has lectured in different countries, such as Uruguay, Argentina, Chile, Peru, Paraguay, Bolivia, Mexico, El Salvador, Colombia, Puerto Rico, Costa Rica, Guatemala, the United States and Spain. Laje is currently pursuing a PhD in Philosophy at the University of Navarra.

KEY SELLING POINTS

- Agustín Laje is a renowned lecturer on socio-political issues, having participated in countries such as Uruguay, Argentina, Chile, Peru, Paraguay, Ecuador, Bolivia, Mexico, El Salvador, Colombia, Costa Rica, Dominican Republic, Guatemala, Puerto Rico, United States and Spain.
- The author holds a degree in Political Science from the Catholic University of Córdoba and studied counterterrorism and combating organized crime at the Center of Hemispheric Defense Studies, National Defense University in Washington D.C.
- The author has over 4 million followers on his social accounts combined between FB, IG, TW, YouTube & TikTok.

Frontlist Releases from Fall 2023 to Spring 2024



March 12, 2024

\$29.99

Jacketed Hardcover

256 pages

9781400226962

BUSINESS & ECONOMICS /

Business Communication

Rights Sold for: Bengali,

Japanese, Spanish, Summary,

Vietnamese

COACH BUILDER

How to Build a Profitable Career as a Small-Business Coach

Donald Miller

If you have experience growing a small business and want to leverage that experience to build a six, seven, or even an eight-figure coaching business, *Coach Builder* will give you a step-by-step playbook to make it happen.

If you want to either pivot your career to become a small-business coach or if you're already a small-business coach and are looking to grow your existing coaching business, the steps in *Coach Builder* will help you make your dream a reality.

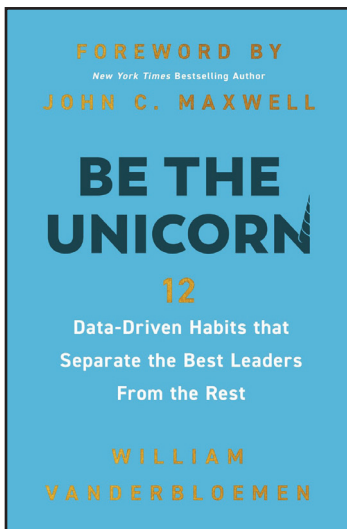
This is not a book about the philosophy of coaching, instead, *Coach Builder* provides instructions and templates to build a menu of coaching products, curate a list of clients, create a marketing plan that works and deliver coaching that gets results.

If you are looking for practical, step-by-step solutions to increase your client base and charge more for your coaching, *Coach Builder* will show you how.

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.

KEY SELLING POINTS

- The business coaching market size has grown substantially in recent years, with the US market size estimated at \$15.2 billion as of 2023 (IBISworld).
- *Coach Builder* will appeal to the large number of consultants in the U.S.: 1.9 million people as of 2023 (IBISworld).
- Donald Miller is a *New York Times* and *Wall Street Journal* bestselling author. The book builds on his previous titles *How to Grow Your Small Business* and *Business Made Simple*.
- The author has an active email list of 500k small business owners and coaches.



November 14, 2023
\$29.99
Jacketed Hardcover
272 pages
9781400247103
BUSINESS & ECONOMICS /
Personal Success
Rights Sold for: Chinese
(Traditional), Korean,
Portuguese, Russian,
Summary

BE THE UNICORN

12 Data-Driven Habits that Separate the Best Leaders from the Rest
William Vanderbloemen

Want to stand out from the crowd? We have studied 30,000 top leaders and have discovered the 12 habits they share that make them as rare as a unicorn. Learn these habits, and you'll be one of the best at whatever you do!

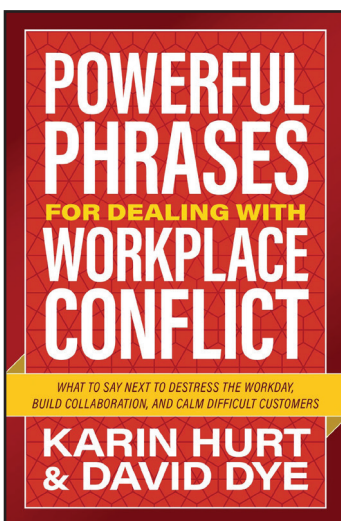
How do I stand out? How do I become irreplaceable? With a crowded workforce, an unstable job landscape, and the rise of AI, these questions are the ones that everyone either is or should be asking.

William Vanderbloemen has asked these questions over the past 15 years while running one of the world's top executive search firms. Through extensive research of over 30,000 top leaders and proprietary data, Vanderbloemen has identified the 12 habits that the best of the best have in common. Traits such as authenticity, responsiveness, agility, and the ability to problem solve, among others.

Each habit includes information on What We Know (the hard data behind why the habit is so transformative), What We've Seen (first-hand accounts by high-achieving professionals on how they live the habit), and What We Do (simple ways to build this habit into your daily routine). *Be the Unicorn* will help you:

- Discover the top twelve soft skills the most successful leaders, the top 1%, have.
- Understand how to develop these soft skills in your own life for better job success.
- Learn how to apply soft skills to interpersonal relationships outside of work.
- Understand how these soft skills can be applied in different work environments and job fields, especially with the rise of AI technology.

William Vanderbloemen, founder and CEO of Vanderbloemen Search Group, has become an unlikely business expert over his long and continuing career. Combining over fifteen years of ministry experience as a Senior Pastor with the best practices of executive search, William created a brand-new industry: executive search for faith-based organizations. Prior to founding his own search company, William was a Manager in Human Resources in a Fortune 200 company, working on integration of corporate culture and succession planning.



May 14, 2024
\$19.99
Softcover
240 pages
9781400246274
BUSINESS & ECONOMICS /
Conflict Resolution &
Mediation
Rights Sold for: eDisplay,
Russian

POWERFUL PHRASES FOR DEALING WITH WORKPLACE CONFLICT

What to Say Next to Destress the Workday, Build Collaboration, and Calm Difficult Customers
Karin Hurt and David Dye

A must-have resource for building collaboration and trust when the wrong word or phrase can set someone off.

In many workplaces today, workplace conflict is an escalating issue. The shift to remote work and hybrid teams has left many people longing for deeper human connection. On top of this, add a younger generation clamoring for more feedback and impatient for change, steady advances in technology that can feel threatening to job security, or people reexamining priorities and quietly quitting. Take the increase in anxiety, stress, and depression, mix in the loss of human relationships, and you get less tolerance and understanding leading, ultimately, to more unresolved workplace conflict.

Powerful Phrases for Dealing with Workplace Conflict is an essential resource for all employees (and their managers) who are looking for help on how to navigate frequent workplace conflicts, including with their boss and other difficult people, so they can rebuild trust, collaboration, and ultimately enjoy more influence at work.

Leadership and workplace culture experts Karin Hurt and David Dye share practical and easy-to-follow tactics such as:

- Over 50 actual phrases you can use to deescalate common workplace conflict situations and build trust.
- Sample dialogs to demonstrate how phrasing improves interactions.
- Critical communication tools to ensure workplace issues are addressed before they fester and become more difficult to manage.
- Findings and cases from a workplace conflict survey conducted by the authors.

Karin Hurt is founder of Let's Grow Leaders, an international training firm which helps leaders achieve breakthrough results, without losing their soul. She was recently named on *Inc's* list of 100 Great Leadership Speakers. Other books include *Winning Well*.

David Dye is President of Let's Grow Leaders, an International training firm that works with leaders to achieve breakthrough results without losing their soul. Other books include *Winning Well* and *The Seven Things Your Team Needs to Hear You Say*.



May 7, 2024

\$22.99

Softcover

256 pages

9781400246090

BUSINESS & ECONOMICS /

Leadership

Rights Sold for: eDisplay

THE FIRST-TIME MANAGER: DEI

Alida Miranda-Wolff

The essential resource for new managers who want to foster a safe, inclusive, and productive space for their teams.

Being an inclusive manager boils down to finding ways to balance power and love day-to-day. When do we prioritize the needs of an individual employee over that of the whole team? When do we hold firm that what the team needs is more important than what the individual wants? How do we ensure that we uphold one person's boundaries without compromising another's? How do we live up to the promises we make to ourselves and to each other, all while driving results and hitting our earnings targets?

Alida Miranda-Wolff has worked with hundreds of organizations to help them create cultures of belonging and successful DEI initiatives, which means she knows the common pitfalls to avoid and action items required to make DEI work. In this practical guide, she shares both the mindset and actions required for new managers to build inclusive teams.

This one-of-a-kind guide will:

- Help you define your inclusive management style.
- Provide practical guidance on how to create a healthy culture on your teams through equitable practices.
- Teach you the basics of inclusive language.
- Offer guidance on how to give and receive feedback.
- Help you manage identity-based conflict.

Alida Miranda-Wolff is a strategist, communicator, and people-person. She refines company cultures through a dogged commitment to continuous learning and a disciplined pursuit of more. As the founder of Ethos, a talent strategy firm for tech, Alida grows the teams that fuel rocket ship companies. By shaping culture and developing talent, she helps strengthen every company's biggest asset: its people. With a focus on diversity, hiring practices, vision and values, and career pathing, she partners with tech leaders to make possibilities and aspirations concrete realities.



May 21, 2024

\$22.99

Softcover

188 pages

9781400242337

BUSINESS & ECONOMICS /

Human Resources & Personnel

Management

Rights Sold for: eDisplay

THE FIRST-TIME MANAGER: HR

Paul Falcone

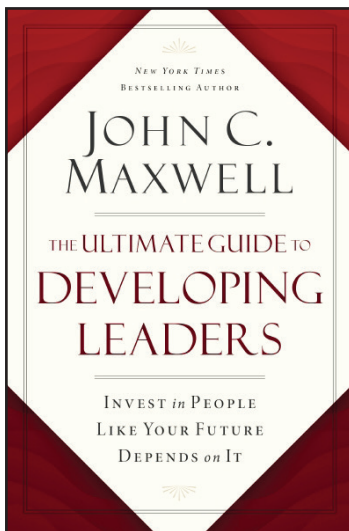
The must-have resource for HR managers who want to lessen the learning curve, succeed in their role, and set themselves up for future growth.

The world of work continues to grow more complex with hybrid work, a shortage of talent, and a mandate for more inclusive environments with a true DEI perspective. These changes have created many exciting opportunities but also carry big risks for HR managers on the front lines in organizations in transition.

Bestselling author and Human Resources expert Paul Falcone breaks down the landscape for new managers to quickly get up to speed covering recruitment, employee relations, compensation and benefits, "HR Defense" legal and compliance strategies to keep your organization safe, as well as "HR Offense" strategies to help drive organizational strategy and performance. This one-of-a-kind guide will:

- Round out your exposure to the full gamut of disciplines within the HR suite of services.
- Share deeper-dive knowledge and insights into particular areas of the HR world to shortcut the natural learning curve.
- Maximize certain features of HR programs and service offerings to help you attract, develop, and retain top talent
- Raise red flags in areas that could potentially expose you or your organization to unwanted legal liability
- Help you master the levers of HR so that you can perform agilely and skillfully across the full HR spectrum
- Provide a tool for your own personal and professional development as you progress within your own HR career

Paul Falcone (www.PaulFalconeHR.com) is principal of Paul Falcone Workplace Leadership Consulting, LLC, specializing in management & leadership training, executive coaching, international keynote speaking, and facilitating corporate offsite retreats. He is the former CHRO of Nickelodeon and has held senior-level HR positions with Paramount Pictures, Time Warner, and City of Hope. He has extensive experience in entertainment, healthcare/biotech, and financial services, including in international, nonprofit, and union environments.



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BUSINESS & ECONOMICS /

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Summary

THE ULTIMATE GUIDE TO DEVELOPING LEADERS

Invest in People Like Your Future Depends on It

John C. Maxwell

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.

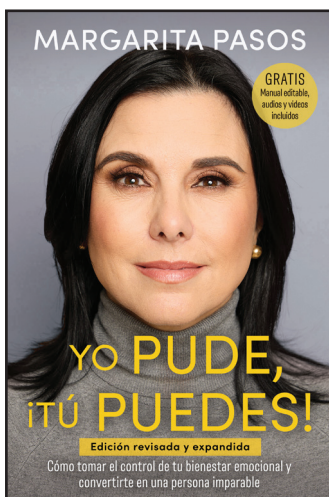
Few people know more about developing leaders than John C. Maxwell, the bestselling leadership author in history. In the last twenty-five years, he has grown from equipping a handful of leaders in one organization to developing millions of business, government, and non-profit leaders in every country 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, Dr. Maxwell influences *Fortune* 500 CEOs, the presidents of nations, and entrepreneurs worldwide.



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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

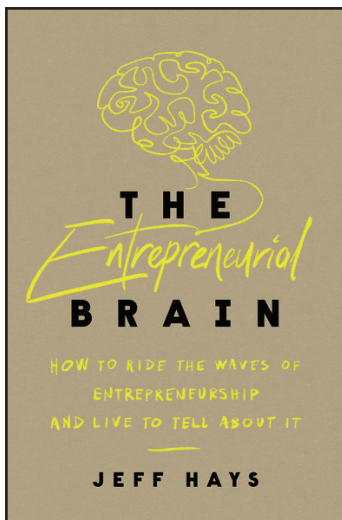
Margarita Pasos, *Fortune* 500 thought leader, entrepreneur, speaker, and corporate trainer, reveals how she went from panic, anxiety, and severe depression to a life of happiness, peace, and fulfillment. *I Could; And You Can, Too!* is a tool and guide for people who have been looking for a solution 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, are interested in raising your emotional intelligence, need to improve your relationships and communication with your close ones, or 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, 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 — that she learned from her greatest mentor and current business partner, Brian Tracy. Through her online university, Ted Talks, and live lectures, she teaches millions of people how to increase their emotional intelligence and self-regulate their emotions.



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THE ENTREPRENEURIAL BRAIN

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

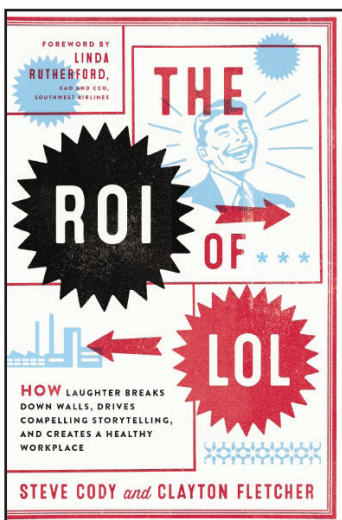
Jeff Hays

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.** 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.
- **Learn specific business tools to enjoy even more success than you've imagined.** Hays shares hard won experience that isn't taught in any theoretical school.
- **Increase your perspective on the common pitfalls you need to avoid.** Failure has been one of Hays' 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.** Hays shares the transformational wisdom he learned from his own mentor along with insights and perspectives from 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 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 20 companies. The companies he's founded have collectively raised over \$100 million in capital through both private investors and VCs. He holds eight patents in the tech industry.



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 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

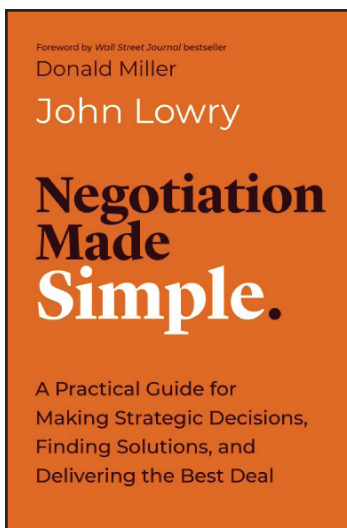
Laughter is a powerful remedy to what ails today's teams and organizations. There are a host of neuroscientific explanations for why laughter makes us feel so great. Laughter triggers "feel good" chemicals in the brain which activate opiate receptors throughout your body and mind. Creating a workplace culture in which laughter is not only allowed but expected is an important step in building the trust, openness, authenticity, storytelling, and teamwork 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. 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.

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. 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.



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 springboard 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, and negotiation coach. 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. 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.

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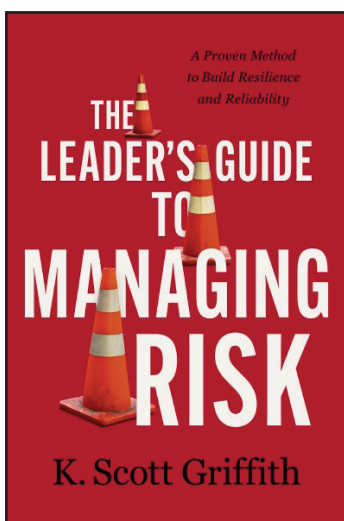
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Negotiating

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Summary, Vietnamese



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, 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.
- 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. 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.

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