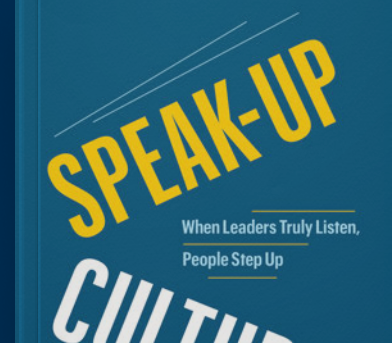
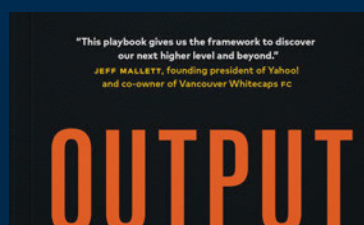
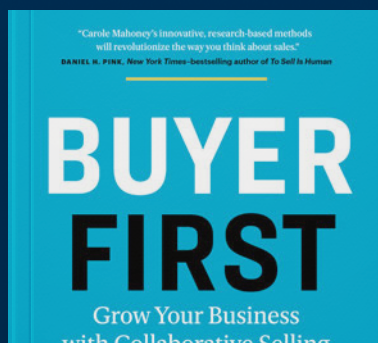
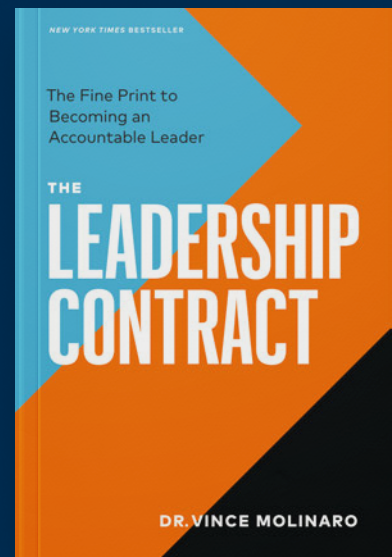
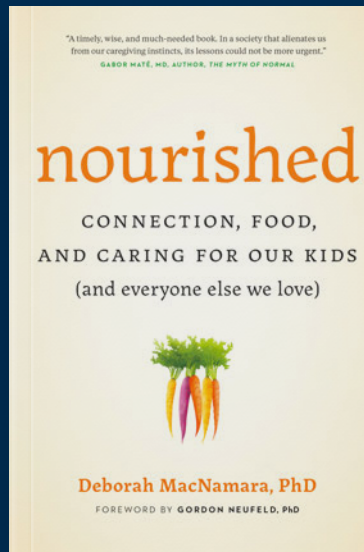


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# PAGE TWO CATALOGUE

FRANKFURT  
2023



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"A timely, wise, and much-needed book. In a society that alienates us from our caregiving instincts, its lessons could not be more urgent."  
GABOR MATÉ, MD, AUTHOR, THE MYTH OF NORMAL

# nourished

CONNECTION, FOOD,  
AND CARING FOR OUR KIDS  
(and everyone else we love)



Deborah MacNamara, PhD

FOREWORD BY GORDON NEUFELD, PhD

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Polish: Szum Lasu

Ukrainian: Smaki

# Nourished

## Connection, Food, and Caring for Our Kids (And Everyone Else We Love)

Deborah MacNamara, PhD

**A must-own guidebook to providing for our kids, reframing our approach to care and nourishment, and resetting our relationship with food once and for all, from the bestselling author of *Rest, Play, Grow* and *The Sorry Plane*.**

Nothing could be more basic than food. But food is only one part of the concept of nourishment—and it has consumed our focus and eclipsed something far more critical for thriving: connection. We have lost sight of the fact that feeding our families is about human relationship and emotional well-being. As relational and emotional creatures, our deepest hunger is one that food by itself cannot fill.

Informed by attachment science, developmental psychology, neuroscience, and research on human emotion, NOURISHED gives us the keys to transform the everyday act of feeding our children (and other loved ones) into a most fulfilling and nourishing dance of attachment. After reading this seminal work it will be impossible to ever view food as just plain food again. Based on qualitative research with families, counselling parents, and her own experience as a mother, in NOURISHED, developmental and relational clinical counsellor Dr. Deborah MacNamara combines storytelling with science and puts food in its rightful place.

*Deborah MacNamara, PhD, is a popular speaker and bestselling author renowned for her expertise on childhood development, adolescence, parenting, and educating kids. She is the author of the bestselling book *Rest, Play, Grow: Making Sense of Preschoolers (Or Anyone Who Acts Like One)* and children's picture book *The Sorry Plane*. Dr. MacNamara has more than 25 years' experience as a clinical counsellor, educator, and researcher, working with parents, childcare providers, teachers, and mental health professionals, as well as on radio and television. She is the director of Kid's Best Bet Counselling and on faculty at the Neufeld Institute, where she works with Gordon Neufeld and colleagues to make sense of kids to the adults who are responsible for them.*

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**Contact:** [evan@transatlanticagency.com](mailto:evan@transatlanticagency.com)

"TIMELY, WISE, AND MUCH-NEEDED... DR. DEBORAH MACNAMARA BRINGS HOME THE MESSAGE THAT OUR RESPONSIBILITY AS PARENTS IS NOT SIMPLY TO FEED OUR KIDS, BUT TO NOURISH THEM.... IN A SOCIETY THAT ALIENATES US FROM OUR INNATE CAREGIVING INSTINCTS, ITS LESSONS COULD NOT BE MORE URGENT."

—GABOR MATÉ, MD, AUTHOR OF THE MYTH OF NORMAL

"STUNNINGLY BEAUTIFUL—AN ODE TO LOVE, RELATIONSHIPS, AND FOOD.... [A]N UPLIFTING ROAD MAP FOR HOW NOURISHMENT IS MUCH MORE THAN FEEDING; IT'S ABOUT INTENTIONALITY AND CARING WHILE RESPECTING CULTURE, NEURODIVERGENT STATUS, AND FAMILY TRADITIONS."

—MONA DELAHOOKE, PHD, PSYCHOLOGIST; AUTHOR OF BEYOND BEHAVIORS AND BRAIN-BODY PARENTING

"NOURISHED IS NOT ONLY A BOOK ON PARENTING, BUT ALSO ARGUABLY A FOUNDATIONAL BOOK ON BECOMING A PROVIDER IN THE DEEPEST SENSE OF THAT CONSTRUCT.... I CAN'T THINK OF A BETTER PORTAL INTO THE ARENA OF PARENTING THAN THROUGH THE TOPIC OF FOOD, OR A BETTER WAY TO MASTER THE BASIC DANCE STEPS OF PARENTING THAN THROUGH THE ACT OF FEEDING."

—GORDON NEUFELD, PHD, PSYCHOLOGIST; FOUNDER OF THE NEUFELD INSTITUTE; CO-AUTHOR OF HOLD ON TO YOUR KIDS



# HOPE FOR THE BEST PLAN FOR THE REST

7 Keys for Navigating a  
Life-Changing Diagnosis

DR. SAMMY WINEMAKER  
DR. HSIEN SEOW

## Health & Wellness

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# Hope for the Best, Plan for the Rest

## 7 Keys for Navigating a Life-Changing Diagnosis

Dr. Sammy Winemaker & Dr. Hsien Seow

**The essential patient guide to empower you and your family at every stage of your illness journey.**

Being diagnosed with a life-changing illness can be overwhelming. While your diagnosis cannot be changed, the way you experience your illness can. HOPE FOR THE BEST, PLAN FOR THE REST is about how to live well, be fully informed, and be activated; how to feel more like a person, not a patient; and most of all, how to be hopeful in the face of uncertainty, and prepared at every step along the way.

In this transformative guide, Dr. Seow and Dr. Winemaker combine decades of palliative care research and experience caring for seriously ill patients, and harness the advice of thousands of patients, to create a road map that every patient and family will benefit from. Discover the seven keys to unlock a better illness experience, with stories, tips, and exercises to improve your journey right from diagnosis. Let these compassionate experts empower you with practical tools to take charge of your life-changing diagnosis and navigate the health care system with confidence, knowledge, and calm.

*Samantha Winemaker, MD, is a palliative care physician who cares for patients with serious illness and their families. She is an Associate Clinical Professor at McMaster University in the Department of Family Medicine, and has won numerous awards for her leadership and palliative care education for health care professionals.*

*Hsien Seow, PhD, is the Canada Research Chair in Palliative Care and Health System Innovation and an Associate Professor in the Department of Oncology, McMaster University. He publishes health care research focused on improving the patient and family experience for those facing serious illness, and is the co-author of The Tao of Innovation.*

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"[A] MUCH-NEEDED BOOK. THE AUTHORS OFFER AN ENGAGING, POSITIVE, AND HELPFUL SET OF PRINCIPLES TO PEOPLE WHO ARE SICK, THEIR CLOSE SUPPORTERS, AND THOSE WHO WANT TO HELP THEM NAVIGATE THE CHALLENGE OF SERIOUS ILLNESS—INCLUDING DYING—THEIR WAY.... HOPE FOR THE BEST, PLAN FOR THE REST IS KIND, CLEAR, AND SYSTEM-CHANGING: A CLARION CALL FOR A PATIENT-LED REVOLUTION IN HEALTH CARE."

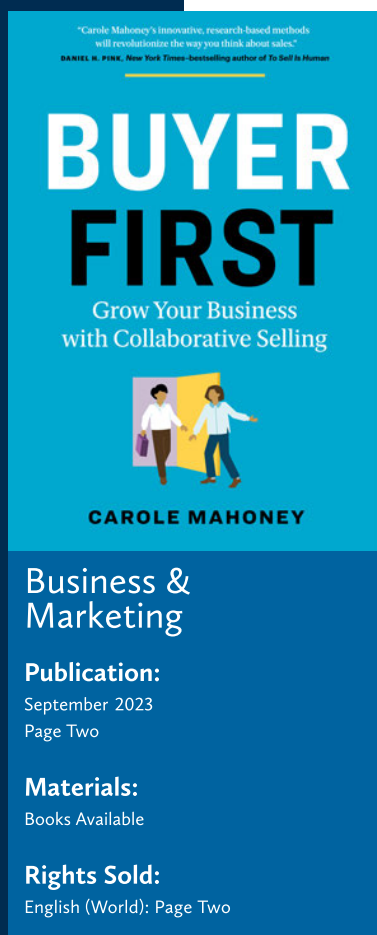
—KATHRYN MANNIX, MD, PALLIATIVE CARE PHYSICIAN; SUNDAY TIMES BESTSELLING AUTHOR OF WITH THE END IN MIND AND LISTEN

"A LIGHTNING BOLT OF HOPE!... HOPE FOR THE BEST, PLAN FOR THE REST IS A PALLIATIVE CARE TOUR DE FORCE AND ESSENTIAL READING FOR ALL WHO FEEL OVERWHELMED AND ALONE IN THE HEALTH CARE SYSTEM, ALONG WITH THE CLINICIANS WHO CARE FOR THEM."

—THERESA BROWN, RN, NEW YORK TIMES BESTSELLING AUTHOR OF HEALING AND THE SHIFT

"DRS. SAMMY WINEMAKER AND HSIEN SEOW ARE LEADING A REVOLUTION—ONE WE ALL NEED TO BE A PART OF!... THEIR DECADES OF RESEARCH, AS WELL AS CLINICAL AND LIVED EXPERIENCE, ARE COMPILED HERE TO PROVIDE READERS WITH ESSENTIAL KEYS TO NAVIGATING ILLNESS. DO YOURSELF A FAVOR: READ THIS BOOK AND MAKE SURE YOUR FAMILY AND FRIENDS DO TOO!"

—KATHY KORTES-MILLER, PHD, AUTHOR OF TALKING ABOUT DEATH WON'T KILL YOU



# Buyer First

## Grow Your Business with Collaborative Selling

Carole Mahoney

**Transform your sales approach with the tactics of a collaborative selling framework. Change your behaviors, get consistent results, and feel fantastic about every transaction.**

Winning new customers is the number one challenge faced by 80% of entrepreneurs, and a big reason half of small businesses fail within five years. The reason so many of us are bad at selling? We think selling is bad.

In BUYER FIRST, top sales coach and influencer Carole Mahoney shares her revolutionary sales-success formula, drawing on data from 2.2 million professional sellers, plus solid research on the psychology of decision-making and behavior change, to show you that sales isn't something we do *to* others, it's something we do *with* them.

Approachable and honest, and complete with worksheets and exercises, in BUYER FIRST Mahoney is like your personal sales coach, guiding you to tailor your current strategy in a way that's consistent with your values and strengths, so you can align how you sell with how customers buy.

*Carole Mahoney has been called "the Sales Therapist" by a professor at Harvard Business School, where she coaches for the Entrepreneurial MBA program. She has been named a top sales influencer by LinkedIn, a top sales coach by Ambition, and a sales leader to watch by Sales Hacker, and she currently sits as president of the American Association of Inside Sales Professionals, Boston Chapter. As the founder of Unbound Growth, Mahoney draws on cutting-edge science, statistics, and data from 2.2 million sales professionals to coach others on what makes a great seller.*

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"CAROLE MAHONEY'S INNOVATIVE, RESEARCH-BASED METHODS WILL REVOLUTIONIZE THE WAY YOU THINK ABOUT SALES, CONNECT WITH CLIENTS, AND GROW YOUR BUSINESS. SAY GOODBYE TO OUTDATED TACTICS AND READ THIS BOOK INSTEAD."  
—**DANIEL H. PINK**, #1 NEW YORK TIMES BESTSELLING AUTHOR OF TO SELL IS HUMAN, DRIVE, AND WHEN

"FINALLY, A SALES BOOK FOR BUSINESS OWNERS AND SALESPEOPLE THAT DIGS INTO THE HIDDEN WEAKNESSES IN SALES EXECUTION THAT NO ONE IS TALKING ABOUT. THIS BOOK IS A PARADIGM SHIFT ON HOW TO THINK ABOUT SELLING, THE BUYING PROCESS, AND HUMAN CONNECTION."  
—**MELINDA F. EMERSON**, AUTHOR OF BECOME YOUR OWN BOSS IN 12 MONTHS

"CAROLE MAHONEY HAS DONE THE IMPOSSIBLE: WRITTEN THE SALES BOOK THAT HAS NEVER BEEN WRITTEN BEFORE, AND ONE THAT IS LONG OVERDUE. BUYER FIRST IS PACKED WITH POWERFUL RESEARCH, ENGAGING STORIES, AND REAL-LIFE TACTICS ON WHAT IT TAKES TO EXCEL IN SALES TODAY—CONFIDENCE, ACTION, RESULTS! IF YOU'RE IN SALES, READ IT; IF YOU LEAD A SALES TEAM, SHARE IT; AND IF YOU WANT TO HELP ANYONE TAKE THEIR SALES GAME TO THE NEXT LEVEL, BUY IT!"  
—**MERIDITH ELLIOTT POWELL**, AUTHOR OF THRIVE

"A necessary read for any entrepreneur trying to raise money.  
The Big Raise artfully distills critical knowledge and concepts for success."  
JOHN RUFFOLO, founder and managing partner of Maverix Private Equity



## Business & Marketing

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# The Big Raise

## The Four Stages of Raising Capital for Start-Up Owners and Entrepreneurs

Michael Miller & Alexander Baker

**Raising money is hard. You can make it easier with THE BIG RAISE, the new entrepreneur's guide to financing your start-up.**

Every successful entrepreneur needs at least two things: a great idea, and the funds to bring that idea to life. But the grueling process of pitching investors for capital can be emotionally and physically exhausting, and still leave you without the funds you require.

In THE BIG RAISE, Michael Miller and Alexander Baker take the guesswork out of raising money for your start-up and demystify the venture capital landscape. Drawing on their vast experience in business, law, and finance, Miller and Baker break down the process into four stages (ideation, preparation, the raise, and after the raise), define key terms, and explore attainable concepts, all to help prepare you for investor expectations and avoid some of the common pitfalls that plague many start-ups seeking funding.

You may already have the good idea. With the fundraising skills and knowledge of THE BIG RAISE to give you confidence, you are more likely to hear investors say Yes.

*Michael Miller is a financial professional specializing in valuation, transaction structuring, and equity analysis, and co-author of the world's first accounting business case about the cannabis industry, "High" Profits from Accounting for Cannabis Plant Industry. Miller has been featured by BNN Bloomberg, Business Insider, MarketWatch, Vice, the Financial Post, and others, and guest-lectures at colleges including the University of Cambridge, York University, Toronto Metropolitan, and George Brown.*

*Alexander Baker is a corporate attorney at an international law firm where he maintains an M&A, private equity, and venture capital practice, working on a wide array of transactional and governance matters for public and private companies, and private equity and venture capital funds.*

**Represented by:** Evan Brown

**Contact:** [evan@transatlanticagency.com](mailto:evan@transatlanticagency.com)

"A NECESSARY READ FOR ANY ENTREPRENEUR TRYING TO RAISE MONEY. THE BIG RAISE ARTFULLY DISTILLS CRITICAL KNOWLEDGE AND CONCEPTS FOR SUCCESS."

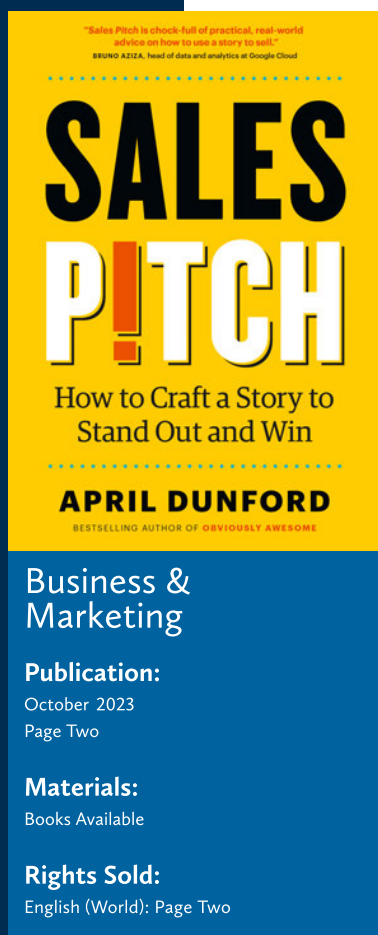
—JOHN RUFFOLO, FOUNDER AND MANAGING PARTNER, MAVERIX PRIVATE EQUITY

"THIS BOOK GIVES ENTREPRENEURS A VERSATILE MODEL FOR UNDERSTANDING THE CAPITAL RAISING PROCESS, ILLUMINATING THE FUNDRAISING JOURNEY AHEAD."

—CLAUDIO ROJAS, CEO, NATIONAL ANGEL CAPITAL ORGANIZATION

"FOR EARLY-STAGE FOUNDERS FACING THE DAUNTING LEARNING CURVE OF FUNDRAISING, THIS BOOK IS A GAME-CHANGER."

—DANIELLE GRAHAM, CO-FOUNDER, THE FIREHOOD



# Sales Pitch

## How to Craft a Story to Stand Out and Win

April Dunford

**Build a narrative that clearly communicates how your product is different and better than anything else on the market, with expert guidance from the acclaimed author of bestselling product positioning guide *Obviously Awesome*.**

A successful sales pitch is more than a simple product walkthrough, a canned set of discovery questions, or a pushy sales monologue. In this must-own handbook for entrepreneurs, salespeople, marketers, and business leaders, world-renowned product positioning and marketing expert and speaker April Dunford will help you create a winning pitch that gets you better customers—and more of them.

Discover the eight components of a solid sales pitch, plus: why you need to be your prospect's guide in the buying process; why a sales pitch is a unique style of story designed to help your customer say "yes" with confidence; how your positioning is reflected in a great sales narrative; and so much more.

With a simple method and compelling case stories, Dunford guides you step-by-step through a solid sales pitch structure that will help customers make confident buying decisions—all while positioning you to clearly win in the market.

*April Dunford is the world's leading expert on product positioning. She has worked with hundreds of fast-growing technology companies to accelerate their growth through clear, compelling positioning. Previously, April has run marketing and product teams at a series of successful technology startups. She is also a board member, investor, and advisor to dozens of high-growth businesses and is the author of the bestselling book Obviously Awesome: How to Nail Product Positioning so Customers Get it, Buy it, Love it.*

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**Contact:** [evan@transatlanticagency.com](mailto:evan@transatlanticagency.com)

"[C]HOCK-FULL OF PRACTICAL, REAL-WORLD ADVICE ON HOW TO USE A STORY TO SELL. A MUST-READ FOR TEAMS WHO WANT TO SCALE AND OUTPERFORM!"

—BRUNO AZIZA, HEAD OF DATA AND ANALYTICS, GOOGLE CLOUD

"IF YOU'RE GOING TO READ A SALES BOOK, READ THIS ONE. AND IF YOU'RE GOING TO READ A STRATEGY BOOK, READ THIS ONE."

—LINDSEY PADRINO, SVP OF STRATEGY AND BUSINESS OPERATIONS, SKILLSOFT

"IN OBVIOUSLY AWESOME, APRIL DUNFORD OFFERED A NEW WAY TO THINK ABOUT POSITIONING AND THE TOOLS TO DO IT YOURSELF. IN SALES PITCH, SHE HAS DONE IT AGAIN—THIS TIME CHALLENGING HOW YOU THINK ABOUT PITCHING AND MAKING SURE YOU'RE EQUIPPED TO CREATE YOUR OWN COMPELLING PRODUCT PROPOSITION."

—PAUL DOYLE, HEAD OF CORPORATE STRATEGY, EPIC GAMES

"IF YOU'RE A B2B MARKETER AND YOU HAVEN'T READ APRIL DUNFORD'S BOOKS, WHERE HAVE YOU BEEN? AFTER HER OBVIOUSLY AWESOME TOUR DE FORCE, APRIL GOES STRAIGHT TO WHERE POSITIONING GETS REALLY REAL: THE SALES PITCH.... SALES PITCH IS A HIGH-ROI BUY."

—BRYAN SISE, VP OF PRODUCT AND CUSTOMER MARKETING, CHECKR

# THEY BUY YOUR BECAUSE

CLOSING THE SALE  
IN A CROWDED MARKET



GERRY O'BRION

## Business & Marketing

### Publication:

October 2023  
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# They Buy Your Because

## Closing the Sale in a Crowded Market

Gerry O'Brion

**There is a missing link to creating influential marketing and sales messages that most companies don't know about and almost none are using. Succeed in crowded, competitive markets by creating your Because.**

Many companies struggle to stand out in the sea of sameness and close sales. The Because Framework reveals why customers buy—and how to influence them to buy from you.

The Framework is the intersection of age-old advertising strategies and the science of decision-making, applied to today's toughest marketing and sales challenges. It draws from billion-dollar brand strategies, Harvard research, and Nobel laureate work on influence, and results in practical application.

Combining his years as a corporate executive with over a decade of real-world experience implementing the Framework in companies around the globe, in Gerry O'Brion's THEY BUY YOUR BECAUSE, the former Brand Manager of Coors Light shares how they made over \$1 Billion turning the mountains blue, and reveals how you can use the same strategies in your business to focus your messages, drive innovation, increase trust, generate more referrals, and close more sales.

*Gerry O'Brion is a former executive who grew billion-dollar brands at P&G, Coors, and Red Robin. He is known for launching the Coors Light packaging with the color-changing blue mountains. As a keynote speaker he has delivered his Because Framework to tens of thousands of CEOs, businesses owners, executives, sales professionals, franchisees, and marketers every year. The Framework has resonated with audiences for three simple reasons: it is easy to understand, every company can use it, and it generates real results—it works.*

**Represented by:** Evan Brown

**Contact:** [evan@transatlanticagency.com](mailto:evan@transatlanticagency.com)

"FROM HIS FOUNDATIONS AT P&G TO ROLLING OUT THE BLUE MOUNTAINS ON COORS LIGHT, GERRY HAS INFLUENCED MILLIONS OF CUSTOMERS TO BUY. THEY BUY YOUR BECAUSE MAKES HIS STRATEGIES ACCESSIBLE TO EVERYONE. IF YOU OWN A BUSINESS, YOU OWE IT TO YOURSELF TO READ THIS BOOK."

—JIM TAYLOR, PRESIDENT, AMERICA'S DRIVE-IN

"THE BECAUSE FRAMEWORK WILL HELP YOU TRANSFORM INSIGHTS INTO WHAT CUSTOMERS VALUE AND IDENTIFY INNOVATIONS YOU CAN CREATE THAT YOUR COMPETITORS SIMPLY CAN'T OR WON'T. A TERRIFIC READ WITH NUMEROUS EXAMPLES ILLUSTRATING KEY CONCEPTS. I COULDN'T PUT IT DOWN."

—KEN GRAY, FORMER DIRECTOR OF INNOVATION, CATERPILLAR

"THEY BUY YOUR BECAUSE PROVIDES PRACTICAL, ACTIONABLE INSIGHTS THAT WILL HELP YOU UNDERSTAND YOUR CUSTOMERS, PROVIDE MORE VALUE, AND GROW YOUR BUSINESS. AN INDISPENSABLE GUIDE FOR LEADERS SEEKING TO LEVERAGE GERRY'S WEALTH OF EXPERIENCE BUILDING BIG BRANDS."

—ROB GOGGINS, PRESIDENT, GREAT CLIPS



# STRATEGY TO ACTION

Run Your Business  
Without It Running You

KEITA DEMMING, PhD

## Business & Marketing

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# Strategy to Action

Run Your Business Without It Running You

Keita Demming, PhD

**An accessible and engaging new tool that will help you become a better businessperson—and a better person in business. Start making choices now that serve your desired future.**

Today's fast-paced and radically shifting business world means that many leaders are simply navigating urgent tasks with little to no strategy. In *STRATEGY TO ACTION*, award-winning educator and coach Keita Demming presents an innovative and deceptively simple method to help business professionals unite their short-term tactics with their long-term goals.

Drawing from his work as an academic turned educator and coach, as well as feedback from clients, Demming takes you through a series of simple questions, guidelines, and principles that will help you to: invest in the changes that will help you realize your business vision; align your short-term activity with your long-term objectives; identify and build the systems, processes, and people you need to help you focus; find the pack that can execute your vision; respond more effectively to the dynamic opportunities and challenges of the business environment; and finally learn to run your business without it running you!

*Keita Demming is an award-winning educator and coach with a PhD in Adult Education and Workplace Learning who works to transform companies into places that are idea-driven and people-centered. At The Covenant Group, he designs training programs and coaches clients to meet their strategic goals and build their businesses. He is passionate about fostering community, and one of his proudest personal achievements is the community he helped grow around TEDxPortofSpain, one of the most successful TEDx events in the world.*

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**Contact:** [evan@transatlanticagency.com](mailto:evan@transatlanticagency.com)

"STRATEGY TO ACTION IS EXACTLY THAT: A PRACTICAL METHODOLOGY THAT WILL TURN YOUR BIGGEST IDEAS INTO REAL OFFERINGS IN YOUR BUSINESS AND LIFE."

—TENDAYI VIKI, AUTHOR OF *PIRATES IN THE NAVY*; ASSOCIATE PARTNER, STRATEGYZER

"[A] MUST-READ FOR ENTREPRENEURS, CEOS, AND TEAM LEADERS.... KEITA DEMMING'S STRATEGY QUADRANT FRAMEWORK HELPS TEAMS IDENTIFY THE TACTICS NEEDED TO START SMALL AND INTENTIONALLY BUILD TO REACH THE LONG-TERM GOAL.... TAKING RISKS REQUIRES CAREFUL PLANNING, AND HOW TO DO IT IS LAID OUT CLEARLY IN THIS BOOK."

—HUGH MASSIE, EXECUTIVE CHAIRMAN AND FOUNDER, DNA BEHAVIOR INTERNATIONAL

"KEITA DEMMING HAS WRITTEN A WONDERFULLY THOUGHTFUL AND ACCESSIBLE BOOK FOR ALL OF US WHO ARE TRYING TO MAKE A REAL DIFFERENCE IN THE WORLD."

—ADAM KAHANE, DIRECTOR, REOS PARTNERS; AUTHOR OF *FACILITATING BREAKTHROUGH*

"[A] CONCISE AND COMPELLING MANIFESTO FOR CLOSING THE GAP BETWEEN IDEAS AND BUSINESS RESULTS. THIS BOOK PROVIDES TOOLS AND INSPIRATION TO HELP ENTREPRENEURS AND PROFESSIONALS CLARIFY THEIR BUSINESS DREAMS AND BRING THEM TO LIFE!"

—GENA COX, PHD, AWARD-WINNING AUTHOR OF *LEADING INCLUSION*

"KEITA DEMMING INTEGRATES PERSONAL, STRATEGIC, AND OPERATIONAL PERSPECTIVES WELL. HE PROVIDES US WITH THOUGHTFUL GUIDANCE SO WE CAN MOVE BEYOND IDEATION TO IMPLEMENTATION. THE BOOK IS FOCUSED, WELL-WRITTEN, AND USES EXAMPLES THAT ARE VIVID AND POWERFUL."

—ANN ARMSTRONG, PHD, DIRECTOR OF ICUBE, IMI AT UNIVERSITY OF TORONTO MISSISSAUGA

"ARE YOU READY TO BRIDGE THE GAP BETWEEN STRATEGY AND TACTICS, SHAPE YOUR FUTURE, AND MAKE YOUR BUSINESS DREAMS A REALITY? IF SO, THIS BOOK IS YOUR ULTIMATE GUIDE."

—DAVID BURKUS, AUTHOR OF *BEST TEAM EVER*



"Full of wisdom, practical advice, and storytelling. A must-read for every nonprofit."  
—SCOTT HARRISON, CEO of charity: water  
and New York Times bestselling author of Thirst

# STORYFIND

The Handbook for Finding  
and Telling Your Nonprofit's  
Most Impactful Stories



KRISTIN SUKRAW

## Business & Marketing

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# StoryFind

## The Handbook for Finding and Telling Your Nonprofit's Most Impactful Stories

Kristin Sukraw

**Learn the skills you need to craft your most compelling narratives, engage donors, raise awareness, and drive support for your important work, by telling story after story of impact and hope.**

Drawing on her years of experience as a therapist and executive producer at StoryFind Films, in STORYFIND, author Kristin Sukraw shares the exact method her award-winning team uses to help organizations find and tell stories that connect deeply with audiences—and inspire donors to act. Whether you're telling a story through video, audio, or print, this book is for you.

In STORYFIND you will discover the five-step StoryFind Process, plus a template for creating a Master Plan, a roadmap for finding storytellers, tools for organizing a story, masterful interview techniques, and basic editing methodology, all guiding you to share the experiences that can change lives.

Time and time again, Sukraw has witnessed the power of storytelling when it comes to raising awareness for nonprofits and purpose-driven for-profit organizations. A purposefully told story, no matter the format, can create real human connection, with the power to communicate your mission in a memorable and meaningful way.

*Kristin Sukraw is a professional storyteller, executive producer at StoryFind Films, licensed mental health practitioner, and national speaker. She has worked with large international nonprofits, small shops, and everything in between to bring their stories to life and help them accomplish their fundraising goals. Through her work at StoryFind Films, Kristin has worked with hundreds of individuals to give voice to their stories, all while helping nonprofit organizations raise millions of dollars through storytelling. Kristin's greatest passion is helping people find their voice and sharing their stories with the world.*

**Represented by:** Evan Brown

**Contact:** [evan@transatlanticagency.com](mailto:evan@transatlanticagency.com)

"A MUST-READ FOR THOSE SEEKING TO TOUCH HEARTS, STIR MINDS, AND CHANGE LIVES."

—CHRIS DAVENPORT, FOUNDER,  
NONPROFIT STORYTELLING  
CONFERENCE

"A MUST-READ FOR ANY NONPROFIT  
LOOKING TO ELEVATE THEIR  
STORYTELLING THROUGH VIDEO."

—KATHLEEN KENNEY DEVITO,  
DIRECTOR OF MARKETING AND  
COMMUNITY ENGAGEMENT, HOMES  
FOR OUR TROOPS

"STORYFIND IS AMAZING. NOT ONLY  
DOES IT SHOW YOU HOW TO FIND THE  
RIGHT STORIES IN YOUR ORGANIZATION;  
IT SHOWS YOU HOW TO CAPTURE THEM  
EQUITABLY. GET A COPY FOR EVERY  
STAFF MEMBER. AND GET A COPY FOR  
EACH OF YOUR BOARD MEMBERS."

—MARC A. PITMAN, CEO, CONCORD  
LEADERSHIP GROUP; AUTHOR OF THE  
SURPRISING GIFT OF DOUBT

"FULL OF WISDOM, PRACTICAL ADVICE,  
AND STORYTELLING. A MUST-READ FOR  
EVERY NONPROFIT."

—SCOTT HARRISON, FOUNDER AND  
CEO, CHARITY: WATER; NEW YORK  
TIMES BESTSELLING AUTHOR OF  
THIRST

"KRISTIN BRILLIANTLY BREAKS DOWN  
THE ART OF STORYTELLING, PROVIDING  
CLEAR GUIDANCE FOR ALL NONPROFITS  
TO TELL STORIES THAT GET RESULTS."

—ANAT GERSTEIN, FOUNDER, ANAT  
GERSTEIN, INC.

"I strongly recommend *The Innovation Mindset* to anyone who wants to learn how to do the more challenging part of innovation—the transformation by human teams of inventions into innovations."  
—**DR. GILL PRATT**, Chief Scientist, Toyota Motor Corporation  
and CEO, Toyota Research Institute

# THE INNOVATION MINDSET

A Proven Method to Fuel Performance and Results

JENNIFER KENNY

## Coaching & Leadership

### Publication:

February 2023  
Page Two

### Materials:

Books Available

### Rights Sold:

English (World): Page Two

# The Innovation Mindset

## A Proven Method to Fuel Performance and Results

Jennifer Kenny

**A comprehensive guide to developing your Innovation Capacity and mastering the practices that will ignite a passion for successful innovation within your teams.**

All humans have an innate drive to make great things. In *THE INNOVATION MINDSET*, Jennifer Kenny shows you exactly how to implement practices that will drive greater innovation, differentiate your products and solutions through better innovation, and maximize the innovation capacity of your team.

With her 25 years of experience in innovation practices that have driven measurable and sustainable results for customers, Kenny can prove that even the most complex technical industries—from robotics to medical research to international finance—can maximize success through empathetic innovation interventions.

First discover the innovative drive within yourself and then harness it to build a cooperative ecosystem designed to celebrate unplanned discoveries. Understand how innovation not only upscales the impact of your team but also the caliber and reach of your products and services. And finally, develop the language and the road map to steer your business towards a buzzing, thriving future where “Eureka!” moments are the norm.

*Jennifer Kenny is a master of innovation practices with 25 years of experience mentoring industry leaders towards high performance and optimization. Kenny has spearheaded transformational systems and design programs for a diverse portfolio of technical clients, such as Cisco, IBM, Wells Fargo, Intel, and Capital One. With a background in science and engineering, Kenny was formerly CIO at Stanford Research Institute International and a robotics research leader at Toyota Research Institute. Kenny travels internationally as a speaker, writer, workshop leader, and mentor on the topics of human innovation, design thinking, and regenerative leadership.*

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“THE HUMAN ASPECT OF INNOVATION IS A PERPETUAL CHALLENGE FOR RESEARCHERS WORKING AT THE LEADING EDGE OF ROBOTICS AND AI. THE INNOVATION MINDSET PROVIDES A UNIQUE VIEW INTO HOW TO IMPROVE HUMAN COLLABORATION IN SUPPORT OF GREATER INNOVATION.”

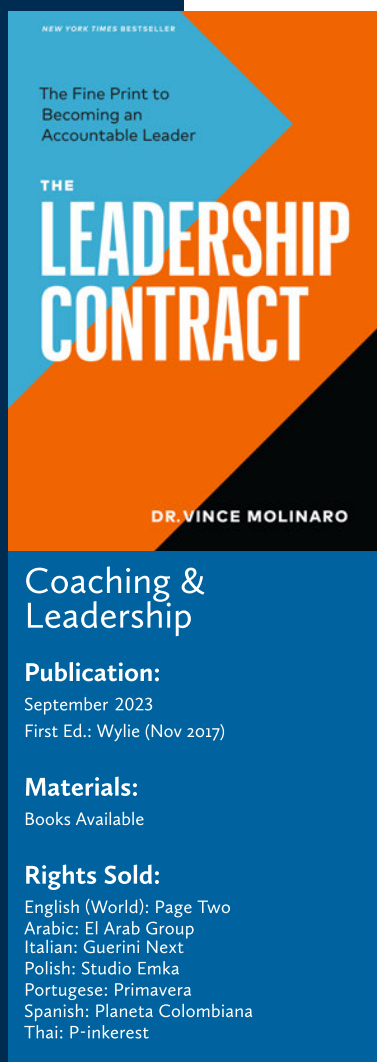
—**DR. WOLFRAM BURGARD**, PROFESSOR FOR ROBOTICS AND ARTIFICIAL INTELLIGENCE, UNIVERSITY OF TECHNOLOGY NUREMBERG; CO-AUTHOR OF *PROBABILISTIC ROBOTICS*

“ONE OF THE MOST CRITICAL LESSONS FOR R&D ORGANIZATIONS IS THAT INVENTION IS THE EASIEST PART OF INNOVATION. I STRONGLY RECOMMEND THE INNOVATION MINDSET TO ANYONE WHO WANTS TO LEARN HOW TO DO THE MORE CHALLENGING PART—THE TRANSFORMATION BY HUMAN TEAMS OF INVENTIONS INTO INNOVATIONS.”

—**DR. GILL PRATT**, CHIEF SCIENTIST, TOYOTA MOTOR CORPORATION; CEO, TOYOTA RESEARCH INSTITUTE

“THE INNOVATION MINDSET OFFERS AN EFFECTIVE, WELL-RESEARCHED, AND FOCUSED PERSPECTIVE ON THE BIGGEST CHALLENGE FACING INNOVATORS: HOW TO CONSISTENTLY DRIVE AMBITIOUS PERFORMANCE THROUGH THE DEVELOPMENT OF HUMAN-CENTERED INNOVATION PRACTICES.”

—**BOB DUNHAM**, CO-AUTHOR OF *THE INNOVATOR’S WAY*; FOUNDER, INSTITUTE FOR GENERATIVE LEADERSHIP



# The Leadership Contract

The Fine Print to Becoming an Accountable Leader

Dr. Vince Molinaro

**Commit to your decision to lead, with a proven and practical framework used by companies and leaders around the world. Join them and take your leadership to the next level.**

With only 7% of employees reporting feeling confident in senior leadership, the problem is evident: disappointing, and often disgraceful leaders. Employees deserve better; organizations need better. But great leadership doesn't happen by accident. It is the only differentiator between an organization's success and failure, and it has been entrusted to you. Put your name on the line—literally—by drawing up a contract for leadership accountability.

THE LEADERSHIP CONTRACT provides a robust framework for stepping up and making the decision to lead. In this inspiring book, Dr. Vince Molinaro—bestselling author, dynamic speaker, strategic advisor, and global executive—shows you how you can implement strategy while inspiring peak performance, nurturing top talent, managing complexity, creating value, conquering uncertainty, and yes, developing new leaders.

This edition has been updated, featuring new insights to help you chart your own path to build strong leadership accountability at a personal and organizational level.

*Venanzio “Vince” Molinaro, PhD, is a global leadership adviser, speaker, and researcher on leadership accountability, and a New York Times bestselling author. As the founder and CEO of Leadership Contract Inc., Dr. Molinaro travels the world helping organizations build vibrant leadership cultures with truly accountable leaders. His research and writing on leadership accountability are featured in some of the world's leading business publications. He also shares his insights in his Gut Check for Leaders blog and through the Accountable Leaders App available from the Apple and Google App Stores.*

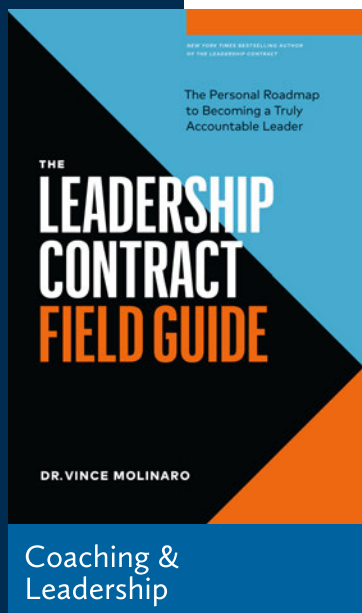
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**Contact:** [evan@transatlanticagency.com](mailto:evan@transatlanticagency.com)

“THE LEADERSHIP CONTRACT CALLS OUT THE LEADERSHIP CRISIS IN TODAY’S WORLD AND THOUGHTFULLY LAYS OUT THE INGREDIENTS TO ADDRESS THIS IN EACH OF US.... MOLINARO IS BOTH PRACTICAL AND INSPIRATIONAL IN HIS BOOK AND IS CLEAR IF YOU ARE NOT READY TO MAKE A CONSCIOUS CHOICE TO LEAD THEN STAND ASIDE FOR THOSE WHO WILL.”  
—MICHELLE DIEMANUELE, PRESIDENT AND CEO, TRILLIUM HEALTH PARTNERS

“VINCE MOLINARO... THROWS THE GAUNTLET DOWN FOR LEADERS TODAY. HE ASKS THEM TO MAKE THE COMMITMENT TO PRINCIPLED LEADERSHIP, AND TO STEP UP AND BE TRULY ACCOUNTABLE. THIS IS A TIMELY AND IMPORTANT BOOK!”  
—CHESTER ELTON, MOTIVATION EXPERT; BESTSELLING AUTHOR OF LEADING WITH GRATITUDE, ALL IN, THE CARROT PRINCIPLE, AND WHAT MOTIVATES ME

“[A] POWERFUL BOOK. WE HAVE HAD THE GOOD FORTUNE OF IMPLEMENTING THE PRINCIPLES AND IDEAS WITH OUR LEADERS. WE HAVE SEEN THEM ELEVATE THEIR GAME, STRENGTHEN THEIR CHARACTER, AND COME TOGETHER TO DRIVE THE GROWTH OF OUR FIRM. IF YOU NEED YOUR LEADERS TO STEP UP, THIS BOOK PROVIDES THE FORMULA FOR SUCCESS.”  
—BARB BAHRY, VICE PRESIDENT, DIRECTOR OF ORGANIZATIONAL DEVELOPMENT, ODLUM BROWN LIMITED



## The Leadership Contract Field Guide

The Personal Roadmap to Becoming a Truly Accountable Leader

Dr. Vince Molinaro

**Commit to great leadership and implement it today, with a practical blueprint for implementing the Leadership Contract.**

New ideas cannot be useful until they are put into practice—so now it is time to commit. Leadership is a privilege and a responsibility, and this book shows you how to move from conceptualizing “great leadership” into practicing great leadership—starting today—with a systematic blueprint for unleashing your very best and achieving so much more.

This vital guide summarizes the lessons in Dr. Vince Molinaro’s *The Leadership Contract* and integrates that knowledge into real-world actions that make you more effective. Plus, new discussion on accountability drawn from research and case studies add fresh perspective and valuable insight. The result is a clear roadmap to high performance, and you’re standing on the starting line—are you ready to go?

*“[A] perfect companion to The Leadership Contract.... The practical approach lays out a fail-proof blueprint on how to become an effective and accountable leader, as well as how to maintain that critical edge. This is a must-read.”*

—Adri Maisonet-Morales, Vice President, Enterprise Learning & Development/Blue University, Blue Cross North Carolina

### Publication:

October 2023

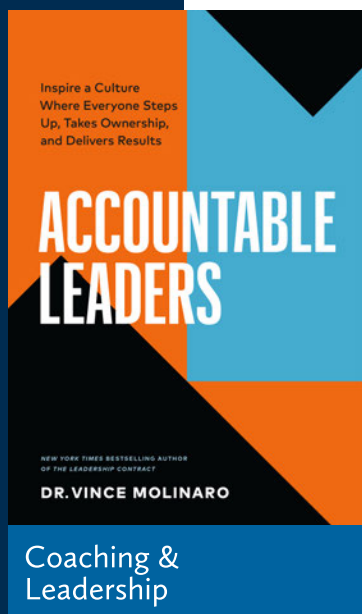
First Ed.: Wylie (Jan 2018)

### Materials:

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## Accountable Leaders

Inspire a Culture Where Everyone Steps Up, Takes Ownership, and Delivers Results

Dr. Vince Molinaro

**The real-world guide to propelling your business to extraordinary levels of performance and achievement through responsible leadership.**

Effective teams need responsible and accountable leaders. Yet, research has shown that teams and individual employees around the globe are overwhelmingly dissatisfied. In *ACCOUNTABLE LEADERS*, bestselling author Dr. Vince Molinaro shares his proven methods of optimal leadership accountability, providing a step-by-step blueprint applicable in any organization.

Developed from years of experience helping Fortune 500 companies build strong leaders and effective teams, this book will enable you to: build accountability to leverage competitive advantage and increase performance; recognize accountability issues in your own organization and close the leadership gap; instill a culture of accountability and responsibility in your business; and implement practices that encourage accountable leadership throughout your management structure.

*ACCOUNTABLE LEADERS* is a vital guide for anyone who leads a team: from managers and supervisors to CEOs and CHROs, providing practical and no-nonsense strategies to transform any organization into a cohesive, highly motivated culture of accountable leaders and fully committed teams.

*“[A] simple, profound, and practical masterpiece to guide the mobilization of leadership accountability. The examples and tools... are clear, user-friendly, and resonate well regardless of the industry you work in or size of your organization.”*

—Giulia Cirillo, Senior Vice President and Chief Human Resources Officer, PSP Investments

### Publication:

October 2023

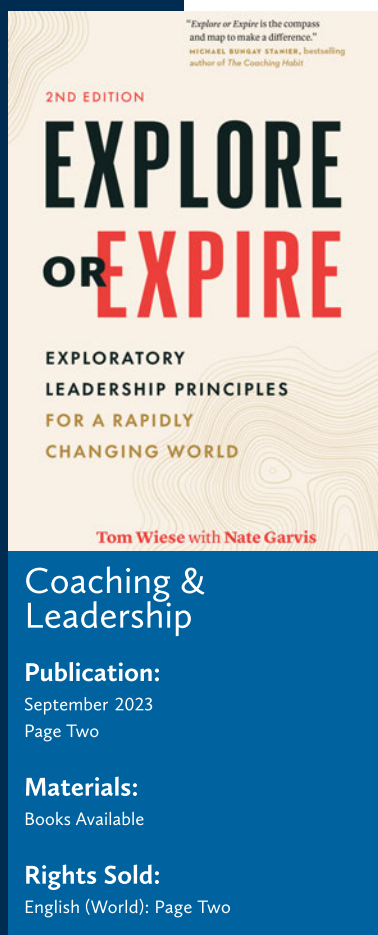
First Ed.: Wylie (Jun 2020)

### Materials:

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# Explore or Expire

## Exploratory Leadership Principles for a Rapidly Changing World

Tom Wiese with Nate Garvis

**A guidebook for leaders who dare to journey further.**

Just like legendary explorers, entrepreneurs and intrapreneurs must navigate through unknown territories, pivot around unforeseen obstacles, and iterate toward their desired destination. Through the concept of Exploratory Leadership, Studio/E founders Tom Wiese and Nate Garvis help you discover more possibility in your life—and with more possibility, you can create the future you desire.

Exploratory Leadership is the art of motivating people, including yourself, to effectively travel into the unknown with clarity and confidence to discover more possibility. EXPLORE OR EXPIRE will outfit you with the principles—and their supporting lessons, questions, and practices—that you need to tackle the unknown. You will emerge equipped to take real actions so that you can successfully explore, launch, and navigate through the perpetual change of leadership and life.

*Tom Wiese is an advisor and legal counsel to business leaders, a content and tool designer, a senior fellow at Babson College's Institute for Social Innovation and Social Innovation Lab, and an avid skier.*

*Nate Garvis is a civic designer and serves as strategic counsel to leaders across many sectors. He is a senior fellow at Babson College's Institute for Social Innovation and Social Innovation Lab, a former Fortune 50 public affairs executive, a musician, and an experienced global traveler.*

**Represented by:** Evan Brown

**Contact:** [evan@transatlanticagency.com](mailto:evan@transatlanticagency.com)

"LEADERSHIP STARTS WITH RESTLESSNESS: SOMETHING NEEDS TO BE BETTER. THIS BOOK PROVIDES THE COMPASS AND MAP TO TAKE THE FIRST STEPS AND DISCOVER WHO YOU NEED TO BE TO MAKE THAT DIFFERENCE."  
—MICHAEL BUNGAY STANIER, AUTHOR OF WALL STREET JOURNAL BESTSELLER THE COACHING HABIT

"STUDIO/E HAS A GIFT FOR HELPING HIGH-INTEGRITY LEADERS DISCOVER NEW WAYS FORWARD, EVEN IN THE FACE OF CHAOS AND UNCERTAINTY. EXPLORATORY LEADERSHIP PROVIDES NOT JUST NEW LEVELS OF AWARENESS ABOUT WHAT'S POSSIBLE IN TODAY'S FAST-SHIFTING BUSINESS REALMS, BUT ALSO GRATIFYING NEW PATHWAYS FOR GETTING THERE INTACT."  
—PILAR GERASIMO, FOUNDING EDITOR, EXPERIENCE LIFE MAGAZINE; CO-HOST OF THE LIVING EXPERIENCE PODCAST; AUTHOR OF THE HEALTHY DEVIANT

"THE ART OF EXPLORATION IS THE MOST EFFECTIVE APPROACH TO THRIVING IN THIS RAPIDLY CHANGING WORLD. EXPLORATORY LEADERSHIP PUSHES INDIVIDUALS AND TEAMS TO ENTER THE UNKNOWN AND EMERGE AS MORE COMPETENT, CREATIVE, AND GENERATIVE HUMANS."  
—CHERYL YAFFE KISER, EXECUTIVE DIRECTOR, THE LEWIS INSTITUTE & BABSON SOCIAL INNOVATION LAB; CO-AUTHOR OF CREATING SOCIAL VALUE



# SPEAK-UP CULTURE

When Leaders Truly Listen,  
People Step Up

STEPHEN SHEDLETZKY

## Coaching & Leadership

### Publication:

October 2023  
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# Speak-Up Culture

When Leaders Truly Listen, People Step Up

Stephen Shedletzky

**Organizations with speak-up cultures are safer, more innovative, more engaged, and better-performing than their peers. Discover the impact of a speak-up culture and unlock a better way to lead.**

SPEAK-UP CULTURE is for every leader—from senior executives who believe in putting people and purpose first, to mid-level supervisors who wish to lead better and nurture the voice of their people, to aspiring leaders who want to uncover their strengths and better support those in their span of care. All these leaders share a common desire to know a better way to behave as leaders; to operate in a team and culture where people are engaged and speak up—for the success of the whole organization.

Stephen Shedletzky has focused his career on helping leaders listen to and nurture the voices of others, to foster an environment where people feel heard and that they, their opinion, and their contributions matter. SPEAK-UP CULTURE shows you how creating such an environment is the responsibility and the advantage of every leader who wants to be great at leading, and who wants to create a better version of humanity while they do.

***Stephen Shedletzky**—“Shed” to his friends—helps leaders make it safe and worth it for people to speak up. A sought-after speaker, coach, and advisor, Shed has led hundreds of keynote presentations, workshops, and leadership development programs around the world. As a thought-leader on psychological safety in the workplace, he works with leaders in all industries where human beings work. For more than a decade, Shed contributed as Chief of Staff and Head of Brand Experience, Training, and Product Development for Simon Sinek, where he led a global team of speakers and facilitators. Shed graduated from the Richard Ivey School of Business with a focus on leadership, communication, and strategy. He received his coaching certification from The Co-Active Training Institute.*

**Represented by:** Evan Brown

**Contact:** [evan@transatlanticagency.com](mailto:evan@transatlanticagency.com)

“IMPORTANT TOPIC, THOUGHTFULLY DEVELOPED. BEAUTIFULLY WRITTEN. SPEAK-UP CULTURE IS PRACTICAL, ENGAGING, AND WISE. A MUST-READ FOR ANY LEADER WHO WANTS TO CULTIVATE THE PSYCHOLOGICAL SAFETY REQUIRED FOR PEOPLE TO SPEAK UP.”

—**AMY C. EDMONDSON**, NOVARTIS PROFESSOR OF LEADERSHIP, HARVARD BUSINESS SCHOOL; AUTHOR OF RIGHT KIND OF WRONG: THE SCIENCE OF FAILING WELL

“[A] SPEAK-UP CULTURE IS A CRITICAL ELEMENT FOR ANY HIGH-PERFORMING TEAM, ESPECIALLY WHEN THE STAKES ARE HIGH. STEPHEN SHEDLETZKY NOT ONLY HIGHLIGHTS THE IMPORTANCE OF A SPEAK-UP CULTURE, BUT HE ALSO LAYS OUT THE ELEMENTS, BUILDING BLOCKS, AND BEHAVIORS LEADERS NEED TO BUILD ONE.”

—**RICH DIVINEY**, RET. NAVY SEAL COMMANDER; BESTSELLING AUTHOR OF THE ATTRIBUTES

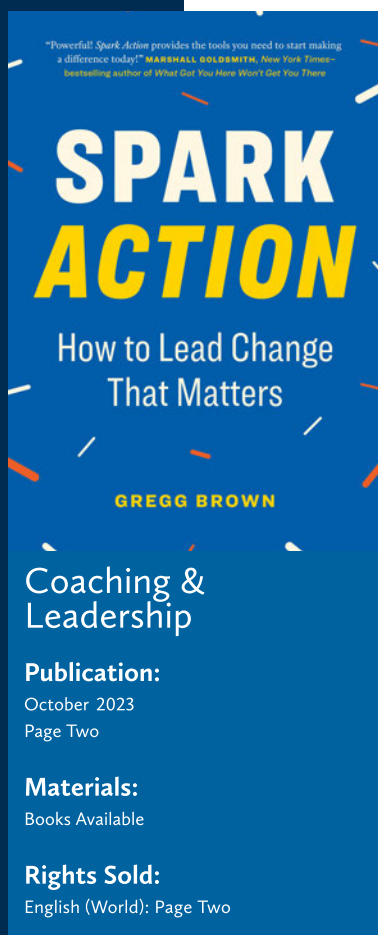
“[A] SPEAK-UP CULTURE EXISTS ONLY WHEN ALL VOICES ARE INCLUDED, VALUED, AND HEARD. THIS IS AN IMPORTANT READ FOR ANYONE COMMITTED TO BEING A MORE INCLUSIVE LEADER.”

—**MITA MALLICK**, BESTSELLING AUTHOR OF REIMAGINE INCLUSION

“WITH HIS ENGAGING, FUNNY, AND COMPELLING STYLE, STEPHEN SHEDLETZKY GUIDES US ON HOW TO MAKE IT SAFE AND WORTH IT FOR PEOPLE TO SPEAK UP.”

—**SUSAN DAVID**, AUTHOR OF WALL STREET JOURNAL BESTSELLER EMOTIONAL AGILITY





# Spark Action

## How to Lead Change That Matters

Gregg Brown

**The pace of change has picked up and will continue to do so. The future is requiring us to get ourselves and others engaged in change rapidly.**

In SPARK ACTION, internationally acclaimed speaker, entrepreneur, and advisor Gregg Brown unlocks why people aren't motivated to act on our ideas, and shares insights and strategies to spark positive change in our organizations and communities.

With a thirty-year career that spans the healthcare, education, non-profit, and private sectors, Brown has learned what makes people tick and how to help them take action, often in difficult circumstances. Through interactive self-reflection activities and story-building frameworks, SPARK ACTION outlines a clear pathway to lead change that begins on the inside and bridges outward to impact the people, organizations, and communities around us.

Brown shares customized strategies and inspirational success stories that he has nurtured in his diverse clients—from Fortune 500s to governments to humanitarian organizations. This easy-to-follow advice, paired with his signature enthusiasm and candor, will ignite your change-making mastery before you've even finished the book!

*Gregg Brown is an entrepreneur, international speaker, and consultant on change leadership and building future-ready organizations. Over his 30-year career, he has advised Fortune 500 companies, governments, humanitarian organizations, and engaged thousands of people from the UN, NATO, the CDC, and many others. His ideas have been featured in Forbes, Newsweek, Rolling Stone, and Entrepreneur, and is the author of Ready... Set... Change Again! and The Top 10 Change Hacks.*

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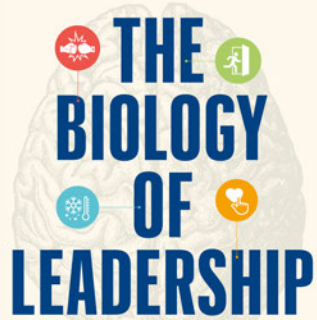
"POWERFUL! LEARNING TO SPARK ACTION FOR OUR BUSINESSES AND COMMUNITIES HAS NEVER BEEN MORE IMPORTANT. PACKED WITH ACTIONABLE PRACTICES AND RELEVANT RESEARCH, GREGG BROWN'S COMPELLING NEW BOOK PROVIDES THE TOOLS YOU NEED TO START MAKING A DIFFERENCE TODAY!"  
—MARSHALL GOLDSMITH, THINKERS50 #1 EXECUTIVE COACH; NEW YORK TIMES BESTSELLING AUTHOR OF WHAT GOT YOU HERE WON'T GET YOU THERE

"FILLED WITH ACTIONABLE TOOLS AND ENGAGING STORIES, SPARK ACTION INSPIRES POSITIVE CHANGE IN YOU AND IN THE PEOPLE YOU LEAD.... READ THIS BOOK NOW!"  
—ADAM KREEK, EXECUTIVE BUSINESS COACH; OLYMPIC GOLD MEDALIST; AUTHOR OF THE RESPONSIBILITY ETHIC

"BRILLIANT WRITER AND SPEAKER GREGG BROWN FINALLY ANSWERS THE DEEP CALLING WE ALL FEEL INSIDE: HOW WE CAN ENACT REAL AND LASTING CHANGE IN THE WORLD."  
—ROBYN YOKILIS, WELLNESS EXPERT; AUTHOR OF GO WITH YOUR GUT AND THIN FROM WITHIN

"GREGG BROWN IS A NATURAL STORYTELLER, AND THROUGH HIS RELATABLE EXAMPLES, RELEVANT RESEARCH, AND PRACTICAL ADVICE, SPARK ACTION WILL SHOW YOU HOW TO BE THE KIND OF CHANGEMAKER THAT HELPS PEOPLE EXCEL."  
—MARK TEWKSBURY, CC, MSM, OLYMPIC GOLD MEDALIST, LEADER, ADVOCATE

"SPARK ACTION IS THE PRACTICAL WISDOM THAT CAN ONLY COME FROM SOMEONE WHO'S HELPED A LOT OF PEOPLE SHIFT INTO HIGHER GEAR—FOR REAL."  
—DANIELLE LAPORTE, CREATOR OF THE DESIRE MAP AND THE HEART CENTERED LEADERSHIP PROGRAM



# THE BIOLOGY OF LEADERSHIP

Embrace Your Human Nature  
and Become a Better Leader

CARL OXHOLM

## Coaching & Leadership

### Publication:

February 2024  
Page Two

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Manuscript Available

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# The Biology of Leadership

Embrace Your Human Nature and Become a Better Leader

Carl Oxholm

**Learn to lead with the power of enhanced emotional intelligence. Increase your ability—and the capacity of those around you—to cope and thrive amidst growing demands and expectations.**

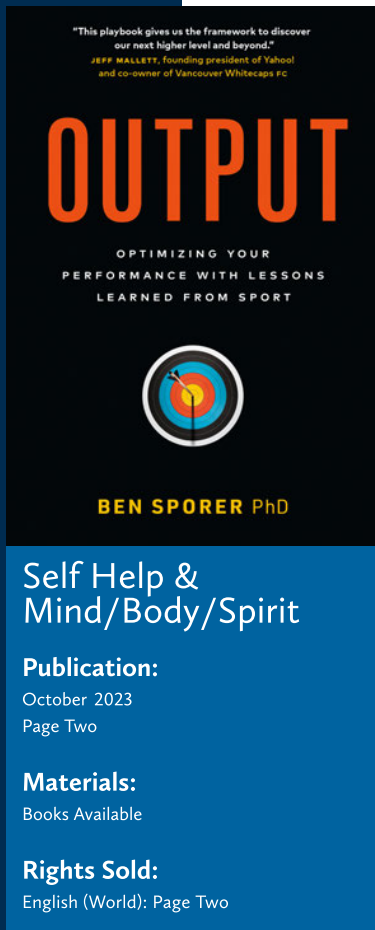
The business community has long held that rational thought should govern what we say and do. This makes sense, but only as long as we can access the very best of our intellect, consistently. And since, biologically speaking, we *feel* before we *think*, we can only be guided by steady, rational thought if we are aware of our emotions and can manage them accordingly.

Too many leaders incapacitate the very people they need to have performing at their best, precisely when they need them most—proving just how important leadership is to the energy in the room. Drawing on his many years of executive experience, and the unique roles he has enjoyed within the professional services industry helping global companies, not-for-profit organizations, and professional associations, in THE BIOLOGY OF LEADERSHIP, speaker and certified Optimize coach Carl Oxholm provides practical tools and insights to optimize performance and maximize results through a deeper understanding of the emotional impulses that both distract and propel us.

*Carl Oxholm is a keynote speaker and certified Optimize coach. He has been Founder and CEO of Virtue Compass Inc. (VCI) since 2020, helping individuals and organizations optimize their energy and manifest their intention to maximize performance. Prior to creating VCI, Oxholm spent almost 30 years with PwC Canada in a variety of executive leadership roles: as a senior equity partner, leading service teams with an exceptional track record spanning multiple industries; and as national leader of Culture & Leadership. As PwC Canada's national partner coaching leader, Carl led a faculty of professional external coaches, sat on several of PwC's global steering committees, and was a founding member of both the PwC Canada Charitable Foundation and its Women in Leadership programs.*

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## Self Help & Mind/Body/Spirit

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October 2023  
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# Output

## Optimizing Your Performance with Lessons Learned from Sport

**Ben Sporer, PhD**

**You don't need to be an elite athlete to be at the top of your game. Perform at the highest level in your profession—consistently, on demand, when it counts—by understanding the dynamic relationship between your objectives and the actions required to achieve them.**

In **OUTPUT**, Olympic physiologist and performance consultant Ben Sporer combines his scientific expertise with decades of experience in sport and business to simplify the strategies of high-performing athletes and demonstrate how they can apply to anyone, in any field. By explaining the mechanics of the Core 4 performance factors and reframing the link between preparation, action, and purpose, Sporer reveals a performance solution that empowers you to prize output over outcome.

Whether you're an executive, an entrepreneur, an artist, or an athlete—if you're ready to see what you can achieve when working at your best, **OUTPUT** will help you get there. This accessible and integrated approach to high-level human performance is a must-read resource that will help you prioritize and strategize your efforts toward your highest level of productivity and success.

***Ben Sporer, PhD**, found his passion for competitive sport in early adulthood and has since spent 25 years working in elite sport and human performance. He has held multiple roles with the Canadian Sports Institute and, as an accomplished physiologist, has led support teams at summer and winter Olympic games, as well as at World Cup and World Championship events. In addition to his role as founder of Resync, a boutique consultancy firm for sports organizations, athletes, and corporate clients, Ben is an adjunct professor at the University of British Columbia and the vice president of performance strategy for the Vancouver Whitecaps FC of MLS.*

**Represented by:** Evan Brown

**Contact:** [evan@transatlanticagency.com](mailto:evan@transatlanticagency.com)

"BEN'S ABILITY TO GUIDE INDIVIDUALS, GROUPS, TEAMS, AND ORGANIZATIONS TO LOOK WITHIN THEMSELVES TO FIND AND DEVELOP THEIR HIGH-PERFORMANCE PLAN IS PROVEN AND IMPRESSIVE. WHETHER WE'RE ON THE FIELD, IN THE OFFICE, OR OUT HELPING OUR COMMUNITIES, THIS PLAYBOOK GIVES US THE FRAMEWORK TO DISCOVER OUR NEXT HIGHER LEVEL AND BEYOND."

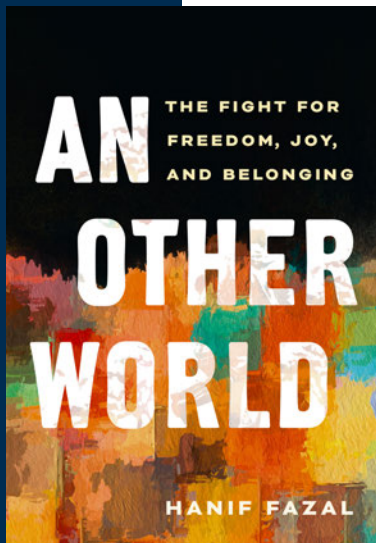
—**JEFF MALLET**, FOUNDING PRESIDENT, YAHOO!; CO-OWNER OF VANCOUVER WHITECAPS FC

"WORKING WITH BEN SPORER THESE PAST FIFTEEN YEARS HAS OPTIMIZED MY PERFORMANCE BOTH ON THE BIKE AND IN THE BOARDROOM. BEN HAS BEEN ABLE TO MAXIMIZE MY OUTPUT AND, IN TURN, MY RESULTS."

—**BRIAN HILL**, FOUNDER AND EXECUTIVE CHAIR, ARITZIA

"I HAVE WORKED WITH OVER FIFTY OLYMPIC MEDALISTS. THIS BOOK WILL NOT ONLY GIVE YOU THEIR WINNING RECIPE, BUT IT WILL ALSO SHOW YOU HOW TO APPLY IT TO YOUR CAREER AND EVERYDAY LIFE. BEN SPORER IS ONE OF THE BEST IN HIS DOMAIN BECAUSE HE IS A MASTER AT SIMPLIFYING AND CUSTOMIZING HIS APPROACH.... AS A LEADER, YOU WILL ACQUIRE TOOLS TO HELP OTHERS REACH THEIRS."

—**DOMINICK GAUTHIER**, CO-FOUNDER AND COO, B2TEN; OLYMPIAN, OLYMPIC COACH, AND MEDIA PERSONALITY



## Self Help & Mind/Body/Spirit

### Publication:

October 2023  
Page Two

### Materials:

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# An Other World

## The Fight for Freedom, Joy, and Belonging

Hanif Fazal

**A timely and moving blend of social commentary and memoir with a call to action that offers a clear path toward Brown and Black joy, freedom, and inclusion, from the co-founder of the Center for Equity and Inclusion.**

Addressing the leaders of today and tomorrow, AN OTHER WORLD alternates between heart-wrenching but hopeful letters to Hanif Fazal's daughter Amina, reflections on Fazal's formative life experiences, and lessons on identity, Black and Brown relationships, and a unique type of freedom that could be available to all of us.

Fazal's youth involved a constant experience as the other in an all-white school system, breakdowns in family, and feeling split between his Mexican and Indian heritages. He went on to create programs that offered healing and belonging to BIPOC youth in schools and to BIPOC adults in the workplace.

In AN OTHER WORLD, Fazal pinpoints how educational and professional diversity frameworks often perform surface-level inclusion but refuse to invest fully in the complex realities of their BIPOC learners and employees. He also stares down the myth of "making it" and invites BIPOC communities to reflect and redefine success on their own terms.

*Hanif Fazal is a co-founder and managing partner of the Center for Equity and Inclusion, a specialized consultancy that provides support to organizations and leaders interested in building capacity to advance equity and inclusion throughout their operations, culture, and services or programming. For over 20 years, Fazal has developed and delivered innovative equity and inclusion programs across the corporate, education, philanthropic, public, and non-profit sectors. Fazal spends most of his professional time speaking, training DEI professionals, and coaching executives and executive teams.*

**Represented by:** Evan Brown

**Contact:** [evan@transatlanticagency.com](mailto:evan@transatlanticagency.com)

"TENDER AND WISE, HANIF FAZAL TAKES US ON A JOURNEY INSIDE THE EXPERIENCE OF NAVIGATING A WORLD OF WHITENESS IN A BLACK AND BROWN BODY. PASSIONATE ABOUT OUR FREEDOM, HE HOLDS OUR HANDS AND WALKS US TOWARD SELF-AGENCY AND LOVE. THROUGH HIS EXAMPLE, HE INVITES US BACK HOME. A MUST READ!"  
—RUTH KING, AUTHOR OF MINDFUL OF RACE; FOUNDER AND CEO, THE MINDFUL OF RACE INSTITUTE

"HANIF FAZAL'S AUTHENTICITY, PASSION, AND COMMITMENT TO BUILDING A WORLD WHERE NOT ONLY HIS DAUGHTER BUT ALL OF US CAN TRULY BELONG IS COMPELLING. IN THIS BOOK HE HAS MANAGED TO USE HIS OWN STORY TO PROVIDE THE READER WITH ACTIONABLE TOOLS THAT, IF USED, CLEAR THE PATHWAY TO 'AN OTHER' WORLD."  
—CLAIRE BABINEAUX-FONTENOT, CEO, FEEDING AMERICA

# THE MIRRORED DOOR

Break Through the  
Hidden Barrier that Locks  
Successful Women in Place

ELLEN CONNELLY TAAFFE  
KELLOGG SCHOOL OF MANAGEMENT

## Self Help & Mind/Body/Spirit

### Publication:

October 2023  
Page Two

### Materials:

Books Available

### Rights Sold:

English (World): Page Two

# The Mirrored Door

Break Through the Hidden Barrier That Locks  
Successful Women in Place

Ellen Connelly Taaffe

**Kellogg School of Management professor and former Fortune 50 executive Ellen Connelly Taaffe teaches about the realities of the workplace, how it influences perceptions of women, and what you can do to overcome the distorted self-reflections that may be holding you back.**

At some point in their careers, many women encounter the mirrored door—the place where we reflect inward, hesitate, and deem we're not ready or worthy enough to move forward. But there is a way to break through; to overcome the gendered expectations that girls and women internalize over our lifetimes that create a hidden barrier keeping us from reaching our full potential.

Drawing on research, stories from her own career, and those of her students and the mid-late career women she has coached, Professor Taaffe explains why the five perils of success—being prepared to perfection, eager to please, trying to fit the mold, pushing too hard, and patiently performing and expecting rewards to follow—may prevent our taking the next step in our careers as expectations rise. She offers a new, empowering framework for navigating the challenges of the workplace with more awareness and expertise, so that we can take charge of our career success and take the lead in our lives.

*Ellen Connelly Taaffe is an expert in women's corporate leadership strategies. With 25 years in Fortune 500 brand management and now on the Clinical Faculty and as Director of the Women's Leadership Program at the Kellogg School of Management of Northwestern University, Taaffe uses her vast experience to show you how to burst through to become the best in the business of business.*

**Represented by:** Evan Brown

**Contact:** [evan@transatlanticagency.com](mailto:evan@transatlanticagency.com)

"THIS INCISIVE, INVITING GUIDEBOOK SURVEYS THE CHALLENGES HIGH-ACHIEVING WOMEN FACE IN THE WORKPLACE AND SHARES FRESH ADVICE FOR NAVIGATING OBSTACLES BOTH INNER AND OUTER.... ELLEN CONNELLY TAAFFE LAYS OUT TECHNIQUES FOR WOMEN TO KNOCK AT [THE MIRRORED] DOOR RATHER THAN WAIT TO BE INVITED IN.... THROUGHOUT, TAAFFE BLENDS STRIKING INSIGHTS... WITH INSPIRATION, PRACTICAL TAKEAWAYS, AND ENGAGING STORYTELLING."

—PUBLISHERS WEEKLY

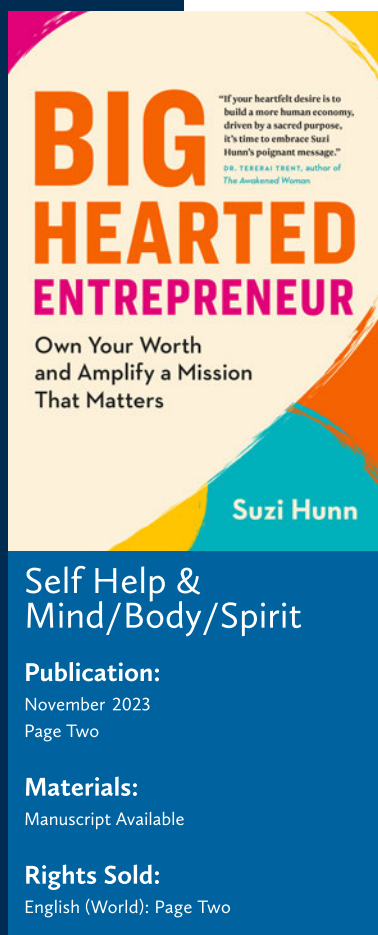
"ELLEN CONNELLY TAAFFE'S IMAGE OF THE 'MIRRORED DOOR' BRILLIANTLY AND ACCURATELY DESCRIBES WOMEN'S TENDENCY TO SECOND-GUESS THEMSELVES WHEN THEY BUMP UP AGAINST BARRIERS AT WORK.... ELLEN'S WORK IS A POWERFUL CORRECTIVE TO THE ENDLESS FOCUS ON 'IMPOSTER SYNDROME,' WHICH PATHOLOGIZES SELF-DOUBT RATHER THAN OFFERING A PATH FORWARD. IN THIS WISE AND HUMANE BOOK, SHE SHOWS HOW WOMEN CAN ADDRESS THE INTERNAL BARRIERS MOST LIKELY TO HOLD THEM BACK. HIGHLY RECOMMENDED!"

—SALLY HELGESEN, BESTSELLING AUTHOR OF HOW WOMEN RISE, RISING TOGETHER, AND THE FEMALE ADVANTAGE

"[A] MUST-READ FOR CAREER-MINDED WOMEN WHO ASPIRE TO MORE. ELLEN CONNELLY TAAFFE CONNECTS INSIGHTFUL RESEARCH, SHARES ENGAGING STORIES, AND THOUGHTFULLY REVEALS WHAT MIGHT HAVE ONCE WORKED BUT COULD NOW BE IN THE WAY. THIS BOOK INFORMS AND INSPIRES WOMEN TO TAKE CHARGE OF THEIR CAREERS."

—DORIE CLARK, WALL STREET JOURNAL BESTSELLING AUTHOR OF THE LONG GAME





# Big-Hearted Entrepreneur

## Own Your Worth and Amplify a Mission That Matters

Suzi Hunn

In a world that tells us we must be callous to get ahead in business, big-hearted entrepreneurs are finding new ways to challenge the status quo. Suzi Hunn shows you *can* run a business without sacrificing your soul.

Too often, our thinking is guided by old rules of success: work should feel hard, business is extractive, it's mission or money. But these old rules are meant to be broken. In BIG-HEARTED ENTREPRENEUR, education designer and consultant Suzi Hunn charts out a new path for mission-driven leaders—one in which self-worth, uniqueness, and community well-being take center stage.

Through reflection questions, journal prompts, and action items, you will explore simple steps for identifying and strengthening your unique mission; learn how to invest your time, energy, and talent with love; discover the mindset you need to embrace your power; and acquire practical tactics to amplify your mission through meaningful dialogue.

Featuring stories from Hunn's experiences as an employee at a large cultural institution and as a big-hearted changemaker, along with wisdom from other entrepreneurs making a difference in the world, BIG-HEARTED ENTREPRENEUR is a practical guide and an essential read for anyone who wants to do good and live well.

*Suzi Hunn is the founder of Teach Your Thing, a company that helps purpose-driven businesses amplify their impact. Her specialty is helping changemakers package their methodology into transformative education content and experiences. For more than 20 years, Hunn has developed learning tools for social enterprises, cultural institutions, and corporate groups. As an educator at the Minnesota Historical Society, her largest project was coordinating the second edition of Northern Lights, a history curriculum used by 70,000 sixth graders in every county of the state.*

**Represented by:** Evan Brown

**Contact:** [evan@transatlanticagency.com](mailto:evan@transatlanticagency.com)

"MISSION-CENTERED ENTREPRENEURS DON'T HAVE TO MAKE A CHOICE BETWEEN BEING KIND PAUPERS OR COLD-BLOODED MERCENARIES. BIG-HEARTED ENTREPRENEUR SHOWS THE WAY TO PURPOSE PLUS PROFIT.... [A] REFRESHING, PRACTICAL GUIDE FOR NEWBIES AND VETERANS ALIKE."

—JEFFREY DAVIS, SPEAKER, AUTHOR; CEO, TRACKING WONDER

"[E]SSENTIAL READING FOR THOSE OF US WHO ARE INTERESTED IN CHANGING THE WORLD... THE RADICAL CHANGEMAKERS, THE PASSIONATE DISRUPTERS, THOSE COMMITTED TO MAKING A JOYFUL RUCKUS.... SUZI HUNN'S BOOK IS A REMINDER THAT WE ARE NEVER IN THIS WORK ALONE, AND WITH HER GUIDANCE AND WISDOM WE CAN FIND OUR WAY TO A MORE SUCCESSFUL, WHOLE, AND CONNECTED VERSION OF OURSELVES AND WORK."

—ERINN FARRELL, CO-FOUNDER, THE COVEN COWORKING COMMUNITY

"FOR THOSE TRANSITIONING FROM CAREERS TO ENTREPRENEURSHIP, THIS BOOK IS A MUST-HAVE. SUZI HUNN'S INSIGHTS GO BEYOND STORIES AS SHE INTRODUCES REFLECTIONS, APPLICATION IDEAS, AND ACTIONABLE PROMPTS, MOTIVATING READERS TO INNOVATE AND ACTUALIZE THEIR VISIONS."

—SYBIL HALL, FOUNDER, THE WELL-BEING & WEALTH FOR EDUCATORS



# WHERE TENDERNESS LIVES



ON HEALING, LIBERATION,  
AND HOLDING SPACE FOR ONESELF

heather plett

## Self Help & Mind/Body/Spirit

### Publication:

January 2024  
Page Two

### Materials:

Manuscript Available

### Rights Sold:

English (World): Page Two

# Where Tenderness Lives

## On Healing, Liberation, and Holding Space for Oneself

Heather Plett

**With vulnerability, honesty, and self-compassion, acclaimed author, speaker, and coach Heather Plett takes readers on a journey of self-exploration, forgiveness, and individual and collective healing.**

In this illuminating new book, acclaimed author Heather Plett reveals how trauma—from the earliest patterns of our upbringing to devastating events—can shape our lives and our personalities; how treating ourselves with radical tenderness can be the balm of healing for our wounded selves and can invite others into their own healing; and how learning to hold space for ourselves—our hopes, our aspirations, and our desires—is one of the most worthwhile pursuits of a life well-lived.

Each chapter contains a revelation about how to move from shades of fear and doubt to freedom and joy. Through stories that range from what it meant to grow up Mennonite to surviving a horrific assault; from leaving a marriage that no longer worked to the poignant moment her grown daughters leave home, Plett provides a vocabulary of understanding how we grew into the people we are and how to move on from what no longer serves us.

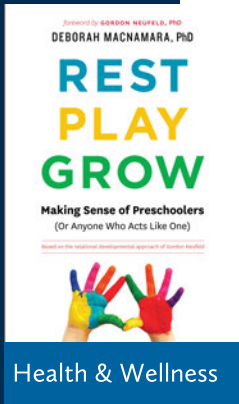
*Heather Plett is an international speaker, facilitator, and author of the acclaimed book The Art of Holding Space. She is also the co-founder of the Centre for Holding Space and has trained people from all over the world in her Holding Space Practitioner Program. Her writing has appeared in publications such as Harvard Business Review and the Globe and Mail, and has been referenced in curriculum for nurses, hospice care workers, yoga teachers, and military chaplains.*

**Represented by:** Evan Brown

**Contact:** [evan@transatlanticagency.com](mailto:evan@transatlanticagency.com)

"I COULD NOT RECOMMEND THIS MORE STRONGLY THAN TO SAY THAT FOR ALL THE STUDY THAT I HAVE DONE WITH HEATHER OVER THE YEARS (AND IT'S BEEN QUITE A LOT!), THIS WORK PROVIDED THE GREATEST OPPORTUNITY FOR ME TO GO DEEP AND LEAN INTO WHAT IT MEANS TO BE ME. AND, TO LOVE AND BE MORE TENDER WITH ME IN THE PROCESS."

—LUCY KARNANI, CO-AUTHOR OF  
CONNECTING: CONSCIOUS  
COMMUNICATION FOR YOGA  
TEACHERS AND THERAPISTS



## Rest, Play, Grow

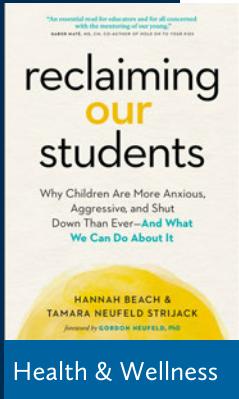
Deborah MacNamara, PhD

**A roadmap to making sense of young children, based on the work of one of the world's foremost child development experts.**

Baffling and beloved, with the capacity to go from joy to frustration in seconds, young children are some of the most misunderstood people on the planet. The key to understanding them lies in realizing that their challenging behavior is not a disorder or deficit. This book will forever change the way you think of the preschoolers in your life.

**Publication:**  
**April 2016**

English (World): Page Two  
English (Audio): Audible  
Arabic: Jarir Bookstore  
Chinese (Simplified): Dipper  
Danish: Blue Pearl  
Dutch: Standaard  
Estonian: Ersen  
French: Au Carré  
German: Genius  
Italian: Il Leone Verde  
Korean: Hanmunhwa  
Polish: Szum Lasu  
Romanian: Univers  
Russian: Resource  
Slovenian: Primus  
Spanish: Hará  
Turkish: Erdem  
Ukrainian: Smaki



## Reclaiming Our Students

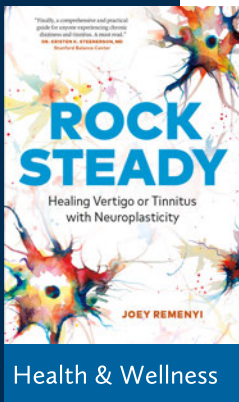
Hannah Beach & Tamara Neufeld Strijack

**An invaluable emotional health resource for teachers in the classroom and parents everywhere.**

In this thoughtful guide, discover how to build, feed, and protect the student-teacher relationship; learn why children are anxious, bossy, aggressive, or checked out, and what you can do; find out how you can help children shift their negative identities; and benefit from experiential activities for students of all ages that preserve and restore emotional health and well-being.

**Publication:**  
**April 2020**

English (World): Page Two  
Chinese (Simplified): Zhengqing  
French: Au Carré  
Korean: Hanmunhwa  
Polish: Szum Lasu  
Russian: Resource  
Ukrainian: Smaki



## Rock Steady

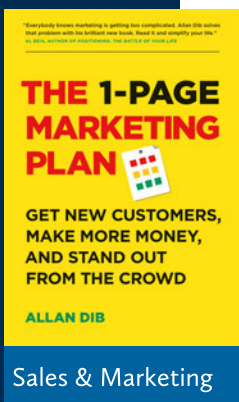
Joey Remenyi

**The pioneering approach to healing chronic symptoms through the science of neuroplasticity.**

For those experiencing chronic vertigo, dizziness, and tinnitus, ROCK STEADY explains why holistic neuroplasticity is often overlooked; why nobody else can prescribe it; and why ignoring, denying, distracting, and avoiding symptoms may not work. Vestibular audiologist and neuroplasticity therapist Joey Remenyi guides readers to gently feel their way through healing—physically, mentally, emotionally, and spiritually.

**Publication:**  
**November 2020**

English (World): Page Two  
German: Narayana  
Hungarian: Jaffa  
Polish: Vital  
Russian: Eksmo



## The 1-Page Marketing Plan

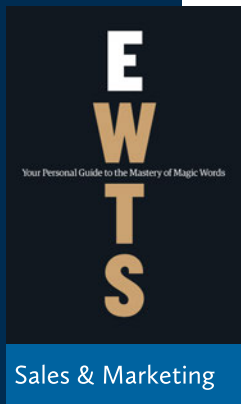
Allan Dib

**The international sensation that has revolutionized millions of businesses worldwide!**

To build a successful business, you need to stop doing random acts of marketing and start following a reliable plan for rapid business growth. Serial entrepreneur, rebellious marketer, and #1 bestselling author Allan Dib reveals a marketing implementation breakthrough that makes creating a marketing plan simple and fast. It's literally a single page, divided up into nine squares.

**Publication:**  
**May 2018**

English (World): Page Two  
Arabic: Jabal Amman  
Bulgarian: Anhira  
Chinese (Simplified): Grand China  
Czech: Grada  
Dutch: Nubiz  
Estonian: AS Aripäev  
French: Pearson  
German: MVG  
Hebrew: Oram  
Hindi/Telugu: Most Loving Grp.  
Italian: Hoepli  
Japanese: Direct  
Korean: Alpha Media  
Mongolian: Datacom  
Polish: Helion  
Portuguese (Brazil): Intrínseca  
Portuguese (Portugal): Self  
Romanian: Business Tech Int.  
Russian: Byblos  
Spanish: Successwise  
Slovak: Motyl  
Turkish: Ithaki  
Uzbek: Asaxiybooks  
Vietnamese: Alpha



## Exactly What to Say (Premium Workbook Edition)

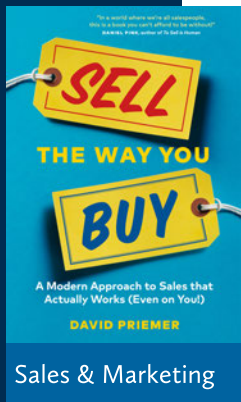
Phil M. Jones

**An expanded and enhanced edition of the global bestseller! Learn exactly what to say, when to say it—and how to make it count.**

This beautifully designed hardcover contains twenty-two simple and indispensable phrases that can be easily woven into your everyday exchanges, as well as three brand new sequences of Magic Words, and even more examples to demonstrate how to use them. Discover the tools you need to start changing your *words* so that you can change your *world*!

**Publication:**  
**June 2022**

English (World): Page Two  
Arabic: Jarir Bookstore  
Chinese (Complex): Domain  
Chinese (Simplified): China Youth  
French: Eyrolles  
Greek: Klidarithmos  
Hindi: Sanage  
Japanese: Pan Rolling  
Korean: The Wings of Thinking  
Polish: MT Biznes  
Portuguese: Self  
Romanian: California Fitness  
Russian: Eksmo  
Spanish: Urano  
Turkish: Sola



## Sell the Way You Buy

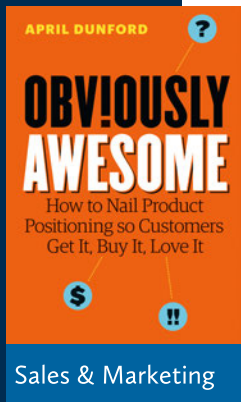
David Priemer

**A guidebook to asking the right questions—and listening to the answers.**

Discover scientifically supported methods for learning how to ask questions, how to listen, how to tell a compelling brand story, and how to talk to people. Learn to understand the customer, identify their needs, and move them toward the right solution—without becoming the kind of salesperson most people hate. In short, learn to sell the way you buy.

**Publication:**  
**April 2020**

English (World): Page Two  
Arabic: Kalamat  
Chinese (Simplified): Xiron  
Italian: Roi Edizioni  
Japanese: Direct  
Korean: Feelec



## Obviously Awesome

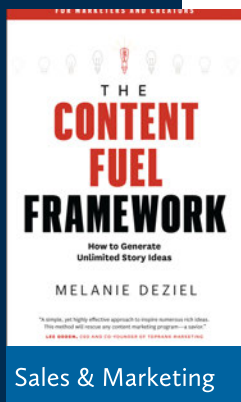
April Dunford

**Positioning expert and bestselling author April Dunford shows you how to find your product's "awesome" so that you can help your customers see it too.**

Discover the components of effective positioning and learn how to instantly connect with the right audience. Find out how to choose the best market for your products; how to use positioning to your advantage; and how to leverage market trends to help buyers understand why making a purchase is important right now.

**Publication:**  
**May 2019**

English (World): Page Two  
English (India): Sanage  
Arabic: Jabal Amman  
Chinese (Simplified): Jie Teng  
Japanese: Direct



## The Content Fuel Framework

Melanie Deziel

**Creators, marketers, business owners: generate limitless authentic content ideas to build an audience and promote a brand.**

Award-winning content marketer Melanie Deziel shows you how to maximize your creativity by systematizing it. This simple framework catalyzes the brainstorming process, making idea generation effortless and nearly automatic. Produce fresh story ideas on demand. This book will challenge you—and enable you—to tell stories in entirely new ways. It's an adaptable and evergreen guide you'll come back to repeatedly.

**Publication:**  
**February 2020**

English (World): Page Two  
Chinese (Simplified): Huazhang  
Japanese: Direct  
Russian: Eksmo  
Vietnamese: Saigon



Sales & Marketing

## Find Your Red Thread

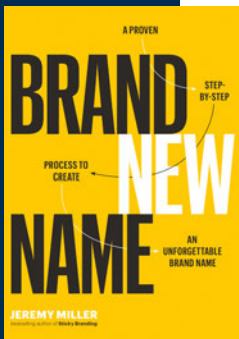
Tamsen Webster

**To make your idea irresistible, build the story people will tell themselves about it.**

You have a terrific idea, product, service, or business. You know it could change a life, a market, even the world. There's just one problem: others can't, or don't, see it... yet. If you truly value the possibility of your idea, then you're ready to find your Red Thread—the key to make your idea make sense to other people.

**Publication:**  
**May 2021**

English (World): Page Two  
English (India): Most Loving Grp.  
English (Audio): Tantor Media  
Chinese (Simplified): Cheers  
Czech: Grada  
Italian: Roi Edizioni  
Japanese: Direct  
Korean: Hyundae Jisung  
Russian: MIF  
Turkish: Nobel



Sales & Marketing

## Brand New Name

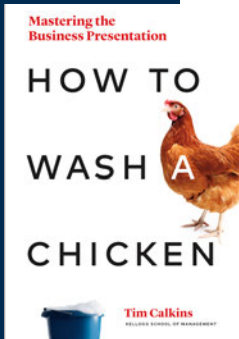
Jeremy Miller

**A brilliant name defines your brand, and it can shape the future of your business. Learn how to name, or rename, anything.**

Whether you are naming a company, product, service, or even an idea—choosing a brand name is one of the most important business decisions you will make. Discover the origin stories of iconic brands and learn how names persuade people and get stuck in their minds. A practical how-to guide with loads of examples and inspirational stories.

**Publication:**  
**October 2019**

English (World): Page Two  
Japanese: Direct  
Korean: UX Review  
Russian: Eksmo  
Vietnamese: MZBook



Communication

## How to Wash a Chicken

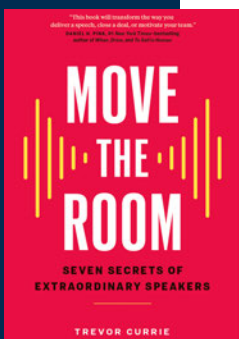
Tim Calkins

**A comprehensive playbook for business leaders and people on their way up to give the best presentations, and embark on a circle of presentation success.**

With concrete suggestions, helpful tricks, and step-by-step guidance applicable to all industries, brand strategist, professor, and author Tim Calkins sets out to propel his readers to create and deliver effective business presentations and pitches. With HOW TO WASH A CHICKEN, readers will be empowered throughout the preparation and presentation process. They will be able to present with more confidence and conviction than they ever had before, setting them on a path of professional growth.

**Publication:**  
**September 2018**

English (World): Page Two  
Chinese (Complex): Heliopolis  
Japanese: CCC Media House  
Turkish: Sola



Communication

## Move the Room

Trevor Currie

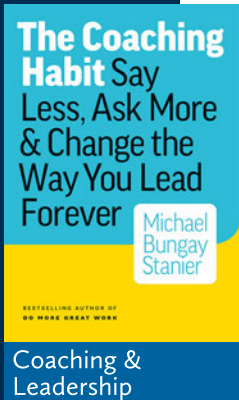
**A must-have playbook for preparing, framing, and delivering engaging and compelling presentations to any audience.**

Powerful speaking will lift your leadership and help you put your dent in the universe. This book will teach you how. Based on academic research and analysis of the top 100 TED talks, and with examples from Trevor's 23 years of experience, gain the confidence to make better choices, improve your presentation skills, and move the room.

**Publication:**  
**October 2021**

English (World): Page Two  
Chinese (Complex): Heliopolis  
Chinese (Simplified): Beijing  
United Creadion  
French: Pearson  
Hebrew: Steimatzky-Tchelet





## The Coaching Habit

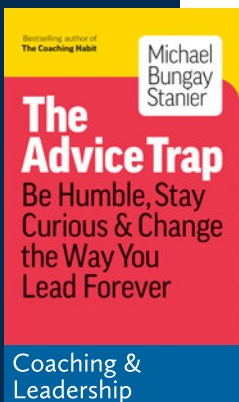
Michael Bungay Stanier

The new coaching classic, a *Wall Street Journal* bestseller with 500,000+ copies sold in English worldwide!

Coaching can become a regular, informal part of your day so managers and their teams can work less hard and have more impact. Drawing on years of experience training more than 10,000 busy managers from around the globe in practical, everyday coaching skills, Michael Bungay Stanier reveals how to unlock your peoples' potential.

**Publication:**  
**February 2016**

English (World): Page Two  
Arabic: Dar Al-Fikr  
Chinese (Complex): Go Books  
Chinese (Simplified): Grand China  
Dutch: Nubiz  
Estonian: AS Äripäev  
French: Diateino  
German: Vahlen  
Greek: Papasotiriou  
Hindi: Wow Publishing  
Hungarian: HVG Kiado  
Italian: LSWR  
Korean: EHAK  
Lithuanian: Bigbooktalk  
Mongolian: Education  
Development Center for Youth  
Portuguese (Brazil): Sextante  
Portuguese (Portugal): LeYa  
Romanian: Publica  
Russian: Eksmo  
Spanish: Arpa & Alfíl  
Thai: Nokhook  
Turkish: Sola Unitas



## The Advice Trap

Michael Bungay Stanier

Get to grips with how to actually change your behavior, so you stay curious a little bit longer.

It sounds like it should be easy, but it's not: learning to tame your Advice Monster, that part of you that jumps in to offer up ideas, opinions, and advice. But taming your Advice Monster is crucial to good leadership. Michael Bungay Stanier has the coaching strategies, conversational tools, and resources to show you how.

**Publication:**  
**February 2020**

English (World): Page Two  
Arabic: Jarir Bookstore  
Chinese (Simplified): Grand China  
French: Diateino  
German: Vahlen  
Hungarian: HVG Kiado  
Korean: Hong C  
Communication  
Mongolian: Education  
Development Center for Youth  
Romanian: Publica  
Russian: Eksmo  
Turkish: Sola Unitas



## How to Begin

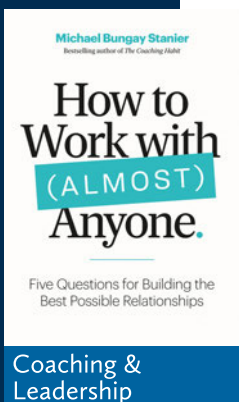
Michael Bungay Stanier

Coaching expert and bestselling author Michael Bungay Stanier is on a mission to help people achieve their most ambitious, worthy projects.

You *can* pursue your dreams! Be unabashedly ambitious. Commit to the work and begin your hero's journey. Instead of doubting yourself, start showing up for yourself so you can show up for the world. It's hard work, but it's important. Let Michael Bungay Stanier show you how to get confident and start anything that matters.

**Publication:**  
**January 2022**

English (World): Page Two  
Arabic: Jarir Bookstore  
Chinese (Simplified): Grand China  
French: Diateino  
German: Vahlen  
Marathi: Goel Prakashan  
Portuguese (Portugal): ASA  
Romanian: Publica  
Russian: Eksmo Bombora  
Spanish: Empresa Activa  
Turkish: Sola Unitas  
Vietnamese: Bloom Books



## How to Work with (Almost) Anyone

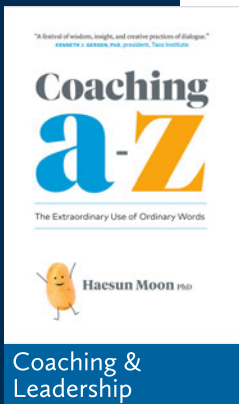
Michael Bungay Stanier

A powerful new toolkit to improve your workplace relationships, from a top thought-leader in coaching and celebrated internationally bestselling author of *The Coaching Habit*.

We can all do a better job amplifying the best in each other, navigating the dark spots, and staying resilient and generous. Discover a tried-and-tested process to set up your working relationships—even the most challenging ones—for the best possible success. Learn how to communicate about who you are and what brings out the best and worst in you; acquire the tools you need to talk with your colleagues and set a social contract for working together; and find out how to keep your relationships strong and healthy, clear, and clean.

**Publication:**  
**June 2023**

English (World): Page Two  
Chinese (Complex): Go Books  
Hindi: Manjul  
Malayalam: Manjul  
Polish: Studio Emka  
Romanian: Publica



## Coaching A - Z

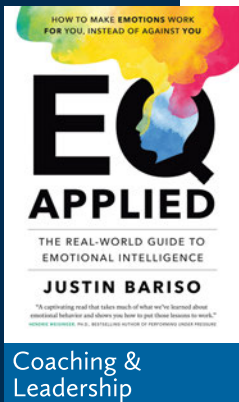
Haesun Moon, PhD

**Language is a powerful tool that can unite, engage, and move people to action. It's all in what you choose to say and how you say it.**

In this practical, accessible guide to having more powerful conversations, based on her extensive research with the University of Toronto and Harvard Medical School, leading expert Haesun Moon gives you the tools you need to help move others toward greater purpose and accomplishment—with one powerful word or phrase for every letter of the alphabet.

**Publication:**  
**March 2022**

English (World): Page Two  
Chinese (Complex): China  
Productivity Center  
Hungarian: Solutionsurfs  
Japanese: Discover 21  
Korean: Pymate



## EQ Applied

Justin Bariso

**In this age of social media attacks, broken commitments, and rampant corruption, emotional intelligence is crucial.**

EQ APPLIED teaches you how to channel your strongest feelings in a way that helps, not harms you—or others—enabling you to break down barriers and improve the quality of your relationships. You'll learn how thoughts and habits affect emotions, and how to replace bad habits with healthier ones. You'll see why even negative feedback is a gift, and when being empathetic can actually get you in trouble.

**Publication:**  
**May 2018**

English (World): Page Two  
English (Audio): Tantor Media  
Arabic: Jarir Bookstore  
Bulgarian: Hermes  
Chinese (Complex): China Times  
Chinese (Simplified): Beijing  
United Creadion  
Czech: Metafora  
German: Vahlen  
Italian: Unicomunicazione  
Korean: Kyohakdoseo  
Polish: Rebis  
Portuguese: Porto  
Russian: Bombora  
Slovak: Ultimo  
Spanish: Sirio  
Thai: Wara  
Turkish: Sola  
Vietnamese: 1980 Books



## I Love It Here

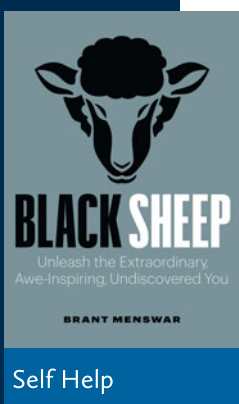
Clint Pulver

**Give your employees something good to talk about.**

Emmy Award-winning speaker Clint Pulver—the Undercover Millennial—shares insight from more than 10,000 undercover interviews with employees around the world, revealing the best methods for identifying talent, building a sense of ownership, and developing a successful workplace culture. Learn how your company can be a place where people don't just survive, but thrive!

**Publication:**  
**April 2021**

English (World): Page Two  
Chinese (Simplified): Grand China  
Czech: Grada  
Spanish: V&R Editoras



## Black Sheep

Brant Menswar

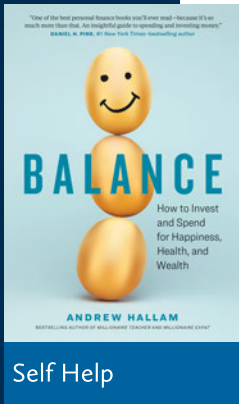
**A practical guide to realizing your core values and making strides toward success in life—however you define success.**

A black sheep is 100%, authentically original. In this high-octane, entertaining how-to guide filled with sage storytelling, words of wisdom, and rock-and-roll humour, Brant Menswar shows you how to unleash your own black sheep and empower your life. Discover what makes you an extraordinary original, be uniquely yourself, and live the amazing life you were always meant to lead.

**Publication:**  
**September 2020**

English (World): Page Two  
Arabic: Jarir Bookstore  
Bulgarian: Locus  
Greek: Esoptron  
Korean: Feelmbook





Self Help

## Balance

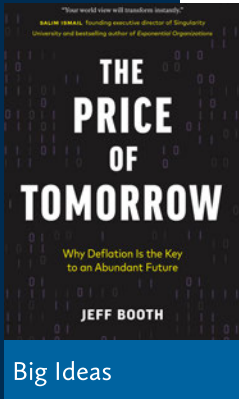
Andrew Hallam

**An illuminating guide to living a financially healthier and happier life, from the bestselling author of *Millionaire Teacher* and *Millionaire Expat*.**

Optimize your income for maximum happiness by investing responsibly and living according to your values. Drawing on behavioral science, evidence-based investing, and environmental science, *BALANCE* shows you how to start framing success in a way that actually brings happiness, not stress, into your life—by balancing your money, connection, health, and purpose.

**Publication:**  
**January 2022**

English (World): Page Two  
Arabic: Jarir Bookstore  
Chinese (Complex): Come Together  
Chinese (Simplified): Grand China  
Korean: Hanall M&C



Big Ideas

## The Price of Tomorrow

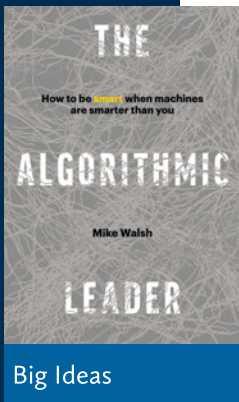
Jeff Booth

**Technological advances are happening faster than our ability to understand them. We cannot afford to stand still.**

In this extraordinary contrarian book, Jeff Booth, a leading mind and CEO in ecommerce and technology for twenty years, details the technological and economic realities shaping our present and our future, and the choices we face as we go forward—a potentially alarming, but deeply hopeful situation.

**Publication:**  
**January 2020**

English (World): Page Two  
Bulgarian: CryptoPRO  
Chinese (Complex): Good Publishing  
Dutch: Konsensus Network  
Finnish: Konsensus Network  
French: Konsensus Network  
German: Aprycot Media  
Hungarian: Scolar  
Japanese: Business Kyoiku Shuppansha  
Korean: KPI Publishing  
Portuguese (Brazil): The Sovereign Individual  
Russian: Popuri  
Turkish: Liberus  
Vietnamese: Skybooks



Big Ideas

## The Algorithmic Leader

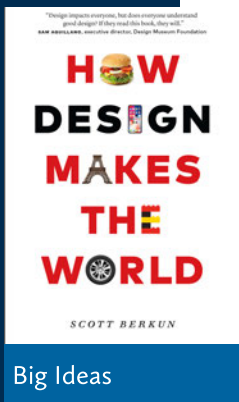
Mike Walsh

**The greatest threat we face is not robots replacing us, but our reluctance to reinvent ourselves.**

Automation, algorithms, and AI will transform every facet of daily life, but are we prepared for what that means for the future of work, leadership, and creativity? While many already fear that robots will take their jobs, rapid advancements in machine intelligence raise a far more important question: what is the true potential of human intelligence?

**Publication:**  
**March 2019**

English (World): Page Two  
Arabic: Jarir Bookstore  
Chinese (Simplified): China Machine  
German: Vahlen  
Japanese: Nikkei  
Korean: Alpha Media  
Polish: Poznanski  
Russian: Eksmo



Big Ideas

## How Design Makes the World

Scott Berkun

**Everything, from your home to your phone, was designed by someone. What can we learn that can help us improve our lives?**

Bestselling author and designer Scott Berkun reveals how designers, from software engineers to city planners, have succeeded and failed us. From the airplane armrest to the Facebook "like" button, and everything in between, Berkun shows how design helps or hinders everyone, and offers a new way to think about the world around you.

**Publication:**  
**May 2020**

English (World): Page Two  
Chinese (Simplified): Liaoning ST  
Italian: Tecniche Nuove  
Japanese: Filmart-sha  
Korean: Turning Point  
Russian: Alpina  
Turkish: Yakamoz  
Vietnamese: Asbooks

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