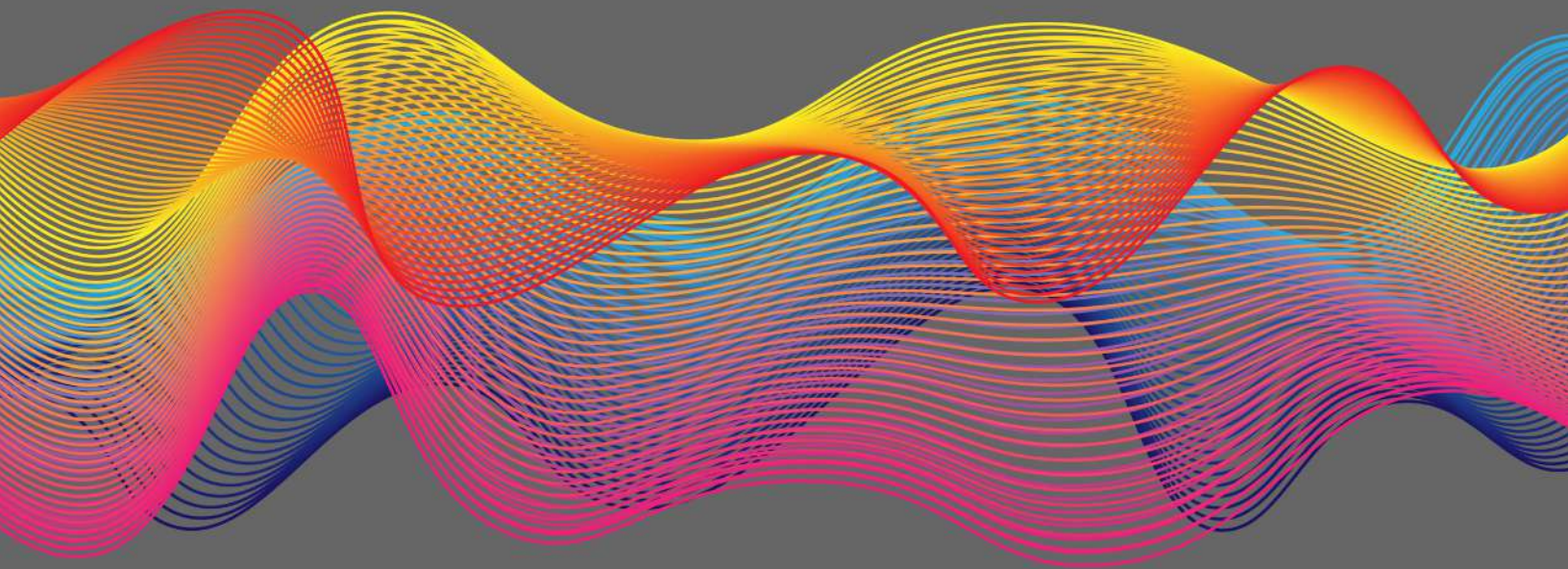


SUMMER & FALL 2025 TITLES

# RIGHTS GUIDE

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



**Berrett-Koehler**  
Publishers

# OUR STORY.

Berrett-Koehler (BK) was founded by Steve Piersanti in 1992 with “a deep sense of responsibility to administer the publishing company for the benefit of all of our ‘stakeholder’ groups—authors, customers, employees, suppliers and sub-contractors, owners, and the societal and environmental communities in which we live and work”

BK proudly holds the status of a B-Corp and ownership of the company is distributed among stakeholders.

BK’s books are focused on "changing the underlying beliefs, mindsets, institutions, and structures that keep generating the same cycles of problems, no matter who our leaders are or what improvement programs we adopt."

Over the company’s 30+ year history, BK has published more than 1,000 distinct titles on subjects ranging from systems change to body positivity. Berrett-Koehler books have been translated into over 63 languages.

It is a testament to BK’s principles and publishing expertise that many titles from the company’s early days continue to sell well today. These publications have influenced tens of millions of readers around the world.

# Berrett Koehler Publishers -Summer & Fall 2025 titles

To inquire about rights availability and request sample copies, please contact us!



**Catherine Lengronne**  
Subsidiary Rights Director  
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**Kristen Frantz**  
COO and SVP of Sales & Marketing  
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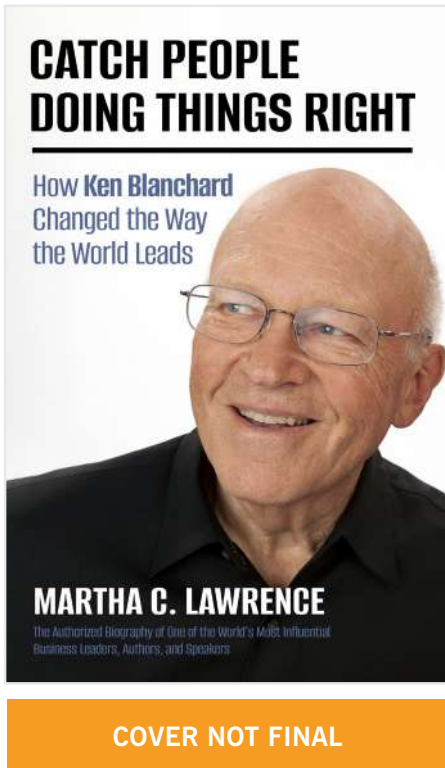
## Contents

<i>Catching People Doing Something Right</i> , Martha Lawrence	1
<i>The Science of Leadership</i> , Jeffrey Hull & Margaret Moore	2
<i>Healing Leaders</i> , Raj Sisodia and Nilima Bhat	3
<i>The Power of Employee Well-Being</i> , Mark C. Crowley	4
<i>Lead with a Coaching Mindset</i> , Damian Goldvarg	5
<i>The Introverted Leader 3rd Edition</i> , Jennifer B. Kahnweiler, PhD	6
<i>The Laughter Factor</i> , Adam Christing	7
<i>The Magic of Imperfection</i> , Jason F. McLennan	8
<i>Get to the Point 2nd Edition</i> , Joel Schwartzberg	9
<i>Collaborating with the Enemy 2nd Edition</i> , Adam Kahane	10
<i>The Price of Nice</i> , Amira Barger	11
<i>Humble Inquiry 3rd Edition</i> , Edgar H. Schein and Peter A. Schein	12
<i>Negotiating the Impossible 2nd Edition</i> , Deepak Malhotra	13
<i>Trust at a Distance</i> , David Horsager and Peggy Kendall	14
<i>The Art of Trust Building</i> , Dennis Reina, PhD, and Michelle Reina, PhD	15
<i>From Founder to Future</i> , John Abrams	16
<i>Targeting Turnover</i> , Richard P. Finnegan	17
<i>Fixing Fairness</i> , Lily Zheng	18
<i>Navigating the Age of Chaos</i> , Jamais Cascio, Bob Johansen, and Angela F. Williams	19
<i>Catching Cheats</i> , Erik Lie	20



**Berrett-Koehler**  
Publishers

Connecting people and ideas  
to create a world that works for all



## Catch People Doing Things Right

Subtitle: How Ken Blanchard Changed the Way the World Leads

Martha C. Lawrence

### TARGET CONSUMER:

- Fans and readers of Ken Blanchard's books
- Readers of business leader biographies
- Business and MBA students studying leadership
- Executives, managers and leaders seeking inspiration and insight
- Aspiring writers, speakers and faith-based leaders

**A candid business biography book that reveals how bestselling author, speaker, and business consultant Ken Blanchard revolutionized management by leading with love and service.**

Ken Blanchard transformed modern leadership theory through unlikely means—by catching people doing things right. Written like a novel with warmth and humor, this authorized biography reveals how a mediocre student who was told he "couldn't write" became a bestselling author and a globally renowned management expert.

Through extensive access to personal papers, letters and interviews spanning six decades, Lawrence paints an intimate portrait of the man behind *The One Minute Manager* and dozens of other influential books. From his early days coaching Cub Scouts to building a worldwide training organization, Blanchard demonstrated that nice guys can finish first by focusing on serving rather than being served.

During pivotal moments—his sister's tragic death, losing his home to wildfire, economic downturns threatening his company—Blanchard's optimistic leadership philosophy was tested. Yet his unwavering commitment to bringing out the best in others while leading with love created a lasting legacy that continues to influence organizations globally.

More than just a business biography, this is an American success story of someone who achieved greatness not through ruthless ambition, but by genuinely caring about people and helping them reach their full potential. An inspiring roadmap for anyone seeking to lead with both results and relationships in mind.

- **FOR READERS OF *PRINCIPLES* BY RAY DALIO:** Fans of business leader biographies looking to grow at work and in their personal lives will benefit from applying this book's core message of leading with love and service.
- **UNPRECEDENTED ACCESS:** Drawing from over six decades of personal papers, journals, and intimate interviews, this authorized biography provides unique insight into the life and leadership philosophy of Ken Blanchard.
- **COMPELLING NARRATIVE:** Written like a novel with colorful characters, emotional depth, and even a love story, the book brings to life pivotal moments that shaped modern leadership theory.
- **MASSIVE PLATFORM:** Leveraging Ken Blanchard's 136,000+ LinkedIn followers, extensive speaking schedule, and Blanchard company marketing resources reaching hundreds of thousands.
- **PROVEN TRACK RECORD:** Author Martha Lawrence has worked closely with Ken Blanchard for 20+ years and previously coauthored an award-winning book with him.

**Author Bio:** A former editor for Simon & Schuster and Harcourt Publishers, **Martha Lawrence** is an executive editor at Blanchard® and has worked closely with Ken Blanchard for more than twenty years. Over the course of her career, she has edited hundreds of books, including the multimillion-copy bestseller *Feel the Fear and Do It Anyway* and *The One Minute Entrepreneur*, a #1 *New York Times* bestseller. She co-authored, with Ken Blanchard and Cynthia Olmstead, *Trust Works! Four Keys to Building Lasting Relationships*, winner of the 2014 San Diego Book Award. She is also the author of five award-nominated mystery novels.

**Residence:** Escondido, CA **Hometown:** Waukegan, IL

ON SALE 10/21/2025

Announced 1<sup>st</sup> Print: 20,000

BERRETT-KOEHLER PUBLISHERS

HC: 9798890571335 / \$32.95/\$43.95

BISAC 1: Business & Economics - Motivational

BISAC 2: Business & Economics - Leadership

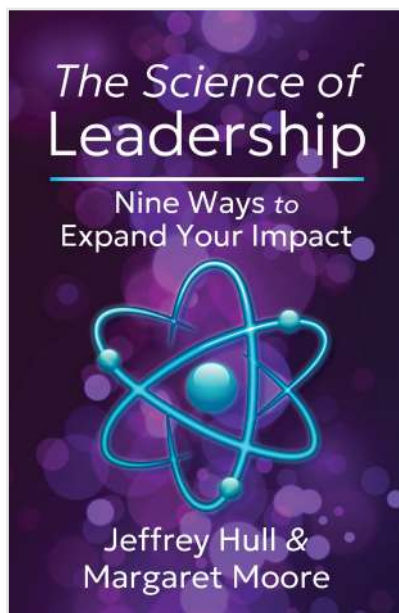
BISAC 3: Biography & Autobiography - Business

Page Count: 288 Trim Size: 6 x 9

## Publicity and Marketing

- National media campaign targeting *WSJ*, *Financial Times*, *Bloomberg*, *Forbes* and other outlets
- Exclusive launch events and webinars with special guests
- Digital campaign leveraging Ken's 136,000+ LinkedIn followers
- Content marketing through Blanchard channels reaching 200,000+ subscribers
- Bulk sales campaign to Blanchard's global client base
- Course adoption campaign targeting business schools
- Internal launch events and programs for Blanchard employees
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Instagram, and Blue Sky
- Promotion to Berrett-Koehler's email list
- Promotion via organizational book clubs and reading groups: discussion guide available





**ON SALE 7/15/2025**  
**Announced 1<sup>st</sup> Print: 7,000**

**BERRETT-KOEHLER PUBLISHERS**  
**TR: 9798890570765 / \$27.95/\$36.95**

**BISAC 1:** Business & Economics - Leadership

**BISAC 2:** Business & Economics - Mentoring & Coaching

**BISAC 3:** Self-Help - Personal Growth - Success

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

**Carton Count:** 24

## Publicity and Marketing

- The authors are hiring a PR firm to develop a pre-launch campaign ensuring that pre-order sales are on pace with current best-sellers.
- The authors through the IOC have an email list of more than 30,000 and through partnerships with organizations such as the International Coach Federation they will have access to more than 100,000 coaches. They plan an email campaign to promote the book in pre-sale and post-launch.
- The authors will promote their book for individual and bulk sales through their extensive speaking engagements including at companies such as Goldman Sachs, the American College of Lifestyle Medicine, plus in media outlets such as the Nike podcast.
- Hull and Moore both do extensive teaching and will introduce the book as part of their curricula at NYU, Harvard Medical School, the Harvard Extension School and in their course at Mindvalley/Evercoach.
- The IOC podcast, Coaching Revealed, is hosted by Moore and Hull, and will be leveraged to showcase the book.
- The authors will promote the book through their social media platforms with more than 25,000 combined followers.
- BK will promote the book to our email list and social platforms.

## The Science of Leadership

Subtitle: Nine Ways to Expand Your Impact

Jeffrey Hull & Margaret Moore

### TARGET CONSUMER:

- Leaders who work at all levels of organizational life, up to and including the C-Suite.
- Coaches who are employed to work with individual leaders and teams within organizations
- Coaches-in-training and those thinking about launching a coaching study.
- University-level leadership development course instructors and students.

**Unlock the science of exceptional leadership: Master nine powerful frameworks to inspire, innovate, and thrive in today's complex business world. Your roadmap to human-centered success!**

*The Science of Leadership: Nine Ways to Grow and Expand as a Leader* presents a groundbreaking synthesis of research-backed leadership frameworks, offering a comprehensive guide for both seasoned and aspiring leaders. Authors Jeffrey Hull and Margaret Moore, co-founders of the Institute of Coaching, draw from their extensive experience and academic research to provide a practical, accessible roadmap for leadership development in today's complex business landscape.

This book introduces a unique "tree of good leadership" model, integrating nine essential approaches:

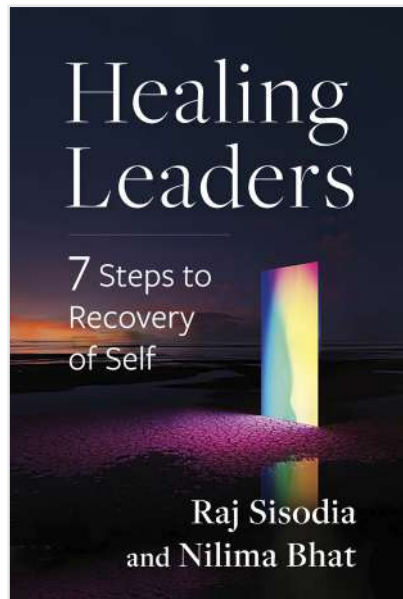
- Conscious
- Authentic
- Positive
- Compassionate
- Transformational
- Servant
- Relational
- Distributed
- and Agile Leadership

Each framework is explored through real-world case studies, actionable steps, and coaching tips, bridging the gap between cutting-edge leadership theory and everyday application. Hull and Moore address the critical need for human-centered leadership that prioritizes well-being, fosters resilience, and inspires peak performance in an era of rapid change and uncertainty. By distilling years of academic research into practical wisdom, the book equips readers with the tools to lead authentically, compassionately, and effectively. Whether you're a C-suite executive, an emerging leader, or a professional coach, *The Science of Leadership* provides invaluable insights to help you grow, adapt, and thrive as a leader in today's dynamic business environment.

- **TARGETS A GROWING AUDIENCE SEGMENT:** According to the Institute of Coaching (IOC), the number of certified coaches has grown 55% since 2019 and explosive growth is expected to continue. This book, coming from IOC founders, will be a critical text for current and emerging executive coaches.
- **BIG AUDIENCES:** This book is for leaders at all levels in all types of organizations and for the coaches who train and assist leaders.
- **FLAGSHIP BOOK:** This is the flagship publication of the IOC, which brings science and coaching together and offers courses, seminars, and other resources to its 5,000 members and 30,000 additional email subscribers, many in conjunction with Harvard University.
- **LARGE SALES BASE:** The 5,000 members of the IOC and the 30,000 additional subscribers to its bi-weekly email campaigns will be the core audience of the book, and they will pass it along to tens of thousands of additional leaders and coaches.
- **TOP AUTHORS:** Hull and Moore serve as executive director and board chair of the IOC, which they cofounded in 2009. Their previous books have sold more than 130,000 copies.

**Author Bio:** **Jeffrey Hull** is executive director and **Margaret Moore** is board chair of the Institute of Coaching, which they cofounded in 2009. Moore is also founder of Wellcoaches Corporation, which has trained more than 15,000 coaches. Hull and Moore each speak to many thousands of leaders and coaches each year in the US and around the world. Previous books by Hull and by Moore have sold more than 130,000 copies combined, including *Flex*; *Shift*; *Coaching Psychology Manual*; *Organize Your Mind*, *Organize Your Life*; and *Organize Your Emotions, Optimize Your Life*.

**Residence:** Amsterdam, Netherlands and Wellesley, MA **Hometown:** Amsterdam, Netherlands and Wellesley, MA



COVER NOT FINAL

**ON SALE 11/4/2025**  
**Announced 1<sup>st</sup> Print: 5,000**

**BERRETT-KOEHLER PUBLISHERS**  
**HC: 9798890571496 / \$32.95/\$43.95**

**BISAC 1:** Business & Economics - Leadership  
**BISAC 2:** Self-Help - Personal Growth - Success  
**BISAC 3:** Business & Economics - Motivational  
**Page Count:** 256      **Trim Size:** 6 x 9

## Publicity and Marketing

- Storytelling-focused PR campaign by Mark Fortier PR highlighting real leadership transformation stories in major business media.
- Intimate workshop-style book tour events where leaders can experience the healing framework firsthand.
- Conscious Capitalism network activation reaching 200,000+ purpose-driven companies.
- Leadership transformation programs built around the book's framework, targeted for business school adoption.
- Authentic social media presence sharing healing leadership insights (20K+ LinkedIn followers)
- Personal outreach through authors' networks

## Healing Leaders

Subtitle: 7 Steps to Recovery of Self  
 Raj Sisodia and Nilima Bhat

### TARGET CONSUMER:

- Successful but spiritually depleted leaders who've achieved everything on paper but still feel something's missing in their leadership journey
- Purpose-driven executives and entrepreneurs who believe business can be a force for good, resonating with works like "Conscious Capitalism" and "Theory U"
- Forward-thinking HR leaders and organizational development professionals who see the need for a more human-centered approach to leadership
- Leadership coaches and mentors working with executives who are ready to move beyond traditional "command and control" models

**In a world where businesses often create more harm than healing, this transformative guide shows leaders how to heal themselves first—because only whole leaders can build truly healthy organizations.**

Leadership shouldn't cost us our souls, yet too many leaders find themselves spiritually and emotionally exhausted, leading organizations that drain rather than nurture human potential. This book offers a different path—where personal transformation becomes the foundation for positive organizational change.

Written by conscious business pioneer Raj Sisodia and transformational expert Nilima Bhat, this book guides readers through seven essential steps of inner healing that ripple out to create healthier organizations:

- **Know Your Self:** Strip away the masks we wear as leaders to discover who we truly are
- **Love Your Self:** Learn to embrace all parts of ourselves, even the shadows we try to hide
- **Be Your Self:** Find the courage to lead authentically, not just effectively
- **Choose Your Self:** Take back authorship of your leadership story
- **Express Your Self:** Channel your unique gifts into meaningful impact
- **Complete Your Self:** Bring together all parts of yourself into wholeness
- **Heal Your Self:** Transform your wounds into wisdom that serves others

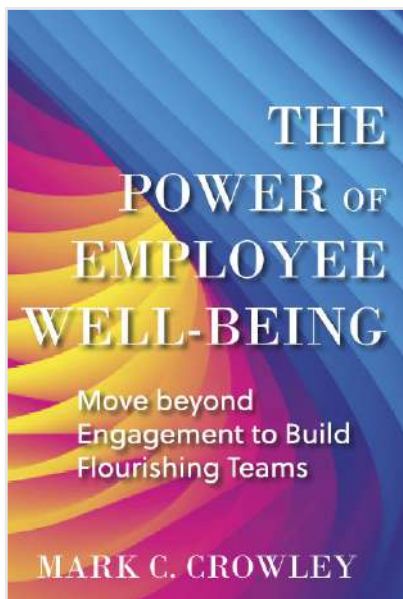
Through vulnerable personal stories, practical exercises, and real-world applications, this book provides a roadmap for leaders who are ready to begin their healing journey—not just for their own sake, but for the healing of the organizations and communities they serve.

- **MUST-READ FOR CONSCIOUS CAPITALISM LEADERS:** Raj Sisodia co-founded Conscious Capitalism (200,000+ member companies). This book will be a must-read for leaders of CC member companies.
- **HEALING-CENTERED APPROACH:** At a time when burnout and disconnection plague leadership ranks, this book offers a proven pathway to both personal wholeness and organizational health, tested through workshops with companies like Microsoft, Whole Foods Market, and Tata.
- **AUTHENTIC VOICE AND EXPERIENCE:** Both authors share their raw, honest journeys from traditional corporate success to discovering a more meaningful way of leading. Their vulnerability creates a safe space for readers to explore their transformation.
- **PRACTICAL AND SPIRITUAL INTEGRATION:** Unlike purely spiritual or purely practical leadership books, this work bridges both worlds, offering concrete tools for applying timeless wisdom to modern business challenges.
- **TRANSFORMATIONAL FRAMEWORK:** Goes beyond quick fixes to offer a comprehensive system for lasting change, already adopted in corporate training programs and academic settings including Tecnológico de Monterrey.

**Author Bio: Raj Sisodia** is a founder and Chairman Emeritus of Conscious Capitalism, president of Awaken, Inc., and professor and Chairman of the Conscious Enterprise Center at Tecnológico de Monterrey in Mexico. He earned a Ph.D. in Marketing and Business Policy from Columbia University. He is the author of 16 books, including the NYT bestseller Conscious Capitalism. He resides in Lexington, MA.

**Nilima Bhat** is former Distinguished Professor, Faculty of Excellence, Tecnológico de Monterrey, as well as a former executive with senior roles at ESPN, ITC Hotels, and Philips. She currently divides her time between her consultancy Roots and Wings (clients include Etsy, Tata, Microsoft, and YPO), her wellness center set in the Indian highlands, and her advocacy of Shakti Leadership through her international course. She resides in Pondicherry, India.

**Residence:** Boston, MA; Pondicherry, India **Hometown:** Boston, MA; Pondicherry, India



COVER NOT FINAL

**ON SALE 9/30/2025**  
**Announced 1<sup>st</sup> Print: 5,000**

**BERRETT-KOEHLER PUBLISHERS**  
**HC: 9798890571298 / \$26.95/\$35.95**

**BISAC 1:** Business & Economics - Workplace Culture  
**BISAC 2:** Business & Economics - Leadership  
**BISAC 3:** Business & Economics - Human Resources & Personnel Management  
**Page Count:** 176      **Trim Size:** 6 x 9

## Publicity and Marketing

- National media campaign targeting *WSJ*, *Financial Times*, *Bloomberg* in partnership with Smith Publicity (author regularly writes for *Forbes* and *Fast Company* and will leverage those articles to promote the book)
- Author will leverage his highly-popular podcast, *Lead From the Heart* to launch the book. The podcast is in the top 1.5% of global podcasts based on listenership.
- He has a substantial social media following and will launch a promotion campaign across LinkedIn and X where he has a combined following of more than 20,000
- He has an active speaking roster that includes events at companies such as AE Wealth Advisers, Vice Media, Pixel United, and more
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Instagram, and Blue Sky
- Promotion to Berrett-Koehler's email list
- Promotion via organizational book clubs and reading groups: discussion guide available

## The Power of Employee Well-Being

Subtitle: Move beyond Engagement to Build Flourishing Teams

Reading Line: Bestselling author of *Lead from the Heart*  
**Mark C. Crowley**

### TARGET CONSUMER:

- Senior HR leaders and C-suite executives seeking research-backed approaches to workplace culture
- People managers and team leaders looking for alternatives to conventional engagement tactics
- Business school students and organizational behavior researchers
- Leadership trainers and executive coaches
- Human resources professionals implementing culture initiatives

**The billion-dollar employee engagement industry has failed workers. This guide shows the data-driven alternative: measuring and improving employee well-being for lasting results.**

This book demonstrates how companies can replace ineffective engagement metrics with simple, regular pulse-checks on employee well-being. This radical shift allows organizations to identify problem areas quickly, hold managers accountable, and create workplaces where people genuinely thrive.

Groundbreaking research reveals that employee well-being—not engagement—is the true driver of workplace performance. While companies spend billions on engagement surveys that yield diminishing returns, studies show these traditional approaches actually increase turnover and reduce productivity.

Written for busy leaders, this concise guide arrives at a crucial moment as organizations grapple with unprecedented burnout rates and post-pandemic workplace dynamics. Readers will discover:

- Why engagement programs have failed to improve workplace conditions
- How to implement effective well-being measurements
- Evidence-based practices that boost both performance and satisfaction
- Strategies for building authentic workplace relationships
- Tools for transforming management mindsets and behaviors

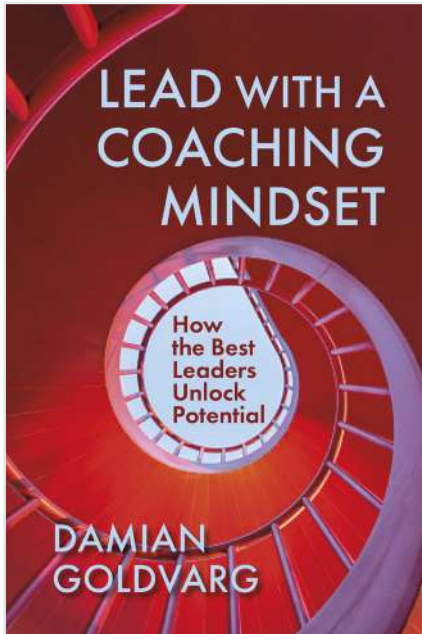
This timely manifesto offers a revolutionary framework for creating workplaces that foster both exceptional performance and sustainable employee flourishing.

- **FOR READERS OF QUIET AND DEEP WORK:** Those books have started the conversation but this book is the first to provide seekers with data and tactics to revolutionize employee care.
- **ACTIONABLE FRAMEWORK:** Features clear tools and metrics for measuring and improving employee well-being that can be implemented immediately.
- **CONTRARIAN TAKE:** First book to definitively challenge the engagement industry with research showing why traditional programs fail and offering superior well-being-focused alternatives
- **PROVEN EXPERTISE:** Author's research and insights are regularly featured in *Harvard Business Review*, *WSJ*, and *Fast Company*
- **SIGNIFICANT PLATFORM:** Global thought leader with top-ranked leadership podcast reaching 175 countries and 150K+ social media following.

**Author Bio:** After a 20-year high-level leadership career in the financial services industry, **Mark Crowley's** second career has been as a writer, speaker, podcaster, social media influencer, and consultant. He has written dozens of widely read articles for *Fast Company* magazine as well as articles for *USA Today*, *Reuters*, *Gallop*, and many other publications. He has 141,000 Twitter/X followers and 18,000 LinkedIn followers—and some of his posts have received hundreds of thousands of views. He also hosts one of the most popular leadership podcasts with listeners in 175 countries. He is the author of *Lead from the Heart*, which has sold over 13,000 copies.

**Residence:** La Jolla, CA **Hometown:** Garden City, NY





COVER NOT FINAL

**ON SALE 9/2/2025**  
**Announced 1<sup>st</sup> Print: 5,000**

**BERRETT-KOEHLER PUBLISHERS**  
**TR: 9798890570727 / \$28.95/\$38.95**

**BISAC 1:** Business & Economics - Mentoring & Coachir  
**BISAC 2:** Business & Economics - Leadership  
**BISAC 3:** Business & Economics - Human Resources & Personnel Management  
**Page Count:**240 **Trim Size:** 6 x 9

## Publicity and Marketing

- The author plans to engage a book PR firm support his launch.
- He has an active speaking career which will support book launch and bulk buys includin presentations at USC Coaching Conference ICF, European Mentor and Coaching Count
- Email campaign to 4,500+ former clients an students
- Social media campaign on LinkedIn and Instagram where he has a combined 23,000 followers.
- A monthly newsletter to 1,800 English and 2,700 Spanish subscribers.
- Berrett Koehler will promote on our social media and to our email list of 22,000+ subscribers.
- Berrett Koehler will also conduct an internal publicity campaign for this title.

## Lead with a Coaching Mindset

### Subtitle: How the Best Leaders Unlock Potential

#### Damian Goldvarg

#### TARGET CONSUMER:

- Leaders and executives adapting to post-pandemic workplace challenges
- HR and L&D professionals implementing leadership development programs
- Readers of current business bestsellers seeking practical coaching frameworks
- Global business leaders managing hybrid and virtual teams
- Executive coaches developing leaders' coaching capabilities
- Team leaders wanting to build psychological safety and trust

**This practical guide teaches essential coaching mindsets and skills, helping transform traditional management approaches into an empowering leadership style that builds trust, engagement, and results.**

Drawing from 30 years of global executive coaching experience, Damian Goldvarg delivers an actionable framework to help leaders develop coaching skills crucial for today's workplace. The book provides practical tools for building trust, improving communication, managing virtual teams, and fostering innovation through coaching conversations.

*Lead with a Coaching Mindset* breaks down key coaching competencies into digestible chapters:

- Leading with a coaching mindset
- Building trust and psychological safety
- Active listening and powerful questioning
- Team coaching and conflict resolution
- Strategic thinking for future readiness

With examples from global organizations like Google, Microsoft, and the United Nations, plus practical exercises in each chapter, this book helps leaders develop the skills needed to create collaborative, high-performing teams in our complex post-pandemic world.

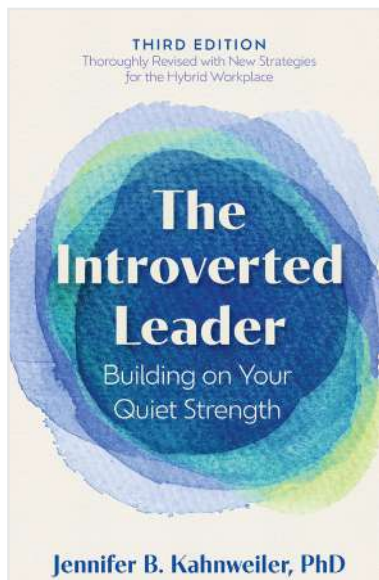
- **FOR READERS OF THE COACHING HABIT:** Damian's book takes readers of this best-selling coaching guide a step further by positioning coaching skills as leadership skills and providing readers with guidance for implementation.
- **FRESH APPROACH:** Adapts professional coaching competencies specifically for organizational leaders dealing with post-pandemic realities like remote work, employee wellbeing, and trust-building.
- **GLOBAL REACH:** Known worldwide, Goldvarg's coaching programs have trained thousands of leaders across 50+ countries.
- **STRONG PLATFORM:** Strong built-in network and support from 35,000 certified ICF coaches, and thousands more leadership coaches seeking a new framework to bring to their leadership clients.
- **RENOWNED EXPERT:** Former ICF Global President with over 30 years of experience coaching leaders at Fortune 500 companies. Winner of ICF's Circle of Distinction Award and EMCC Supervision Award.

**Author Bio: Damian Goldvarg, PhD, MCC,** is a Master Certified Coach and leadership authority with over 30 years of global experience. As former President of the International Coaching Federation (2013-2014), he has trained thousands of coaches worldwide. Based in Los Angeles but originally from Argentina, Goldvarg brings a cross-cultural lens to leadership development.

He holds a doctorate in Organizational Psychology and has worked with Fortune 500 companies, the UN, and major institutions across 50+ countries.

**Residence:** Los Angeles, CA **Hometown:** Buenos Aires, Argentina





**ON SALE 6/24/2025**  
**Announced 1<sup>st</sup> Print: 7,000**

**BERRETT-KOEHLER PUBLISHERS**  
**TR: 9798890570895 / \$26.95/\$35.95**

**BISAC 1:** Business & Economics - Leadership  
**BISAC 2:** Business & Economics - Management  
**BISAC 3:** Business & Economics - Motivational  
**Page Count:** 240 **Trim Size:** 5-1/2 x 8-1/2  
**Carton Count:** 24

## Publicity and Marketing

- BK will launch a publicity campaign in support of the title with an emphasis on podcast media.
- Jennifer will relaunch her podcast with a series dedicated to the new edition. Her podcast has 1500 downloads per month.
- The author plans a series of webinars and LinkedIn Live events to promote the book.
- She has a well-established social media following with more than 17,000 combined followers including 7600 followers on LinkedIn. She will leverage social media to promote the book.
- She plans an email marketing series to her list of more than 5,000 subscribers.
- BK will promote the book to our email list and on our social platforms, plus launch an email campaign targeting buyers of her previous titles.

## The Introverted Leader, 3rd Edition

Subtitle: Building on Your Quiet Strength  
 Jennifer B. Kahnweiler, PhD

### TARGET CONSUMER:

- Readers of Jennifer's previous titles
- Leaders, managers, HR professionals, and coaches
- Introverts in the workplace

**The bestselling guide on empowering introverted leaders to thrive in an extroverted world.**

**Now updated with 20% new content, including strategies for remote and hybrid workplaces.**

In this expanded third edition of the bestselling *The Introverted Leader*, Jennifer Kahnweiler equips introverted leaders with essential tools for success in an extrovert-centric business world. With over 120,000 copies sold across multiple languages, this timely update addresses the evolving needs of introverted leaders, including in navigating remote and hybrid work environments such as:

- Navigating the challenges of Zoom calls
- Getting noticed when working remotely
- Applying innovative meeting techniques for engaging introverts

Kahnweiler's proven four-step strategy based on lessons from thousands of introverted leaders—Prepare, Presence, Push, and Practice—provides a concrete framework for introverts to leverage their natural strengths and overcome challenges in key areas such as public speaking, project management, and networking. The book includes:

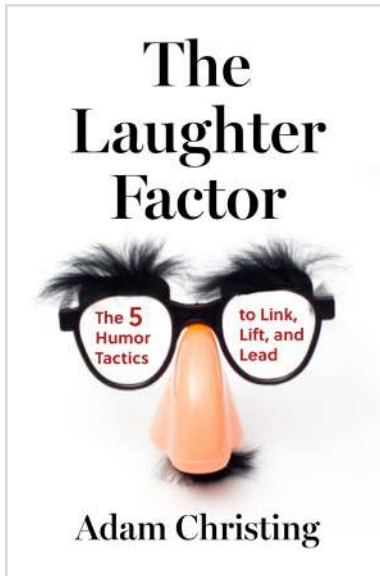
- Practical applications of the 4 Ps approach in six crucial workplace scenarios
- A new chapter on leading effectively in remote and hybrid spaces
- The "Quiet Wrap-Up Journal" An action-oriented study guide for ongoing development
- Customized hiring and coaching strategies for introverts

Drawing from extensive research and over 100 interviews, Kahnweiler demonstrates how introversion can be a leadership asset, particularly in listening and written communication. This essential guide empowers introverted leaders to embrace their authentic selves while advancing their careers and making meaningful contributions to their organizations.

- **FOR READERS OF KAHNWEILER'S PREVIOUS TITLES:** The author's books have sold more than 120,000 copies worldwide. Her readers will line up for this update.
- **EVERGREEN TOPIC:** As awareness of neurodiversity in the workplace grows, this book remains a vital resource for understanding and leveraging introvert strengths.
- **TIMELY UPDATE:** 20% new material addresses introversion in hybrid/remote workplaces, a critical topic in today's evolving work environment. Includes the Introverted Leader Quiz and new "Introverted" study guide for ongoing development and application.
- **PROVEN STRATEGY:** The 4 Ps approach (Prepare, Presence, Push, Practice) offers a concrete, actionable framework for success.
- **EXPERT AUTHOR:** Jennifer Kahnweiler, PhD, is a globally recognized thought leader on introverted leadership with an established platform.

**Author Bio: Jennifer B. Kahnweiler, PhD, CSP,** is a global speaker and executive coach specializing in introverted leadership. Her pioneering work has transformed how organizations harness introvert talent. Kahnweiler has shared her expertise worldwide, including in Vietnam, Australia, Germany, and Paraguay. Her impressive client list includes GE, NASA, Freddie Mac, and Boeing. Featured in the Wall Street Journal, Forbes, and Fortune, Kahnweiler is also the author of *Quiet Influence* and *The Genius of Opposites*. With *The Introverted Leader* now in its third edition, Kahnweiler continues to be at the forefront of helping introverts thrive in leadership roles across various industries.

**Residence:** Atlanta, Georgia **Hometown:** New York, New York



COVER NOT FINAL

ON SALE 9/16/2025  
Announced 1<sup>st</sup> Print: 7,000

BERRETT-KOEHLER PUBLISHERS  
TR: 9798890570802 / \$24.95/\$33.95

BISAC 1: Humor - Topic - Business & Professional  
BISAC 2: Business & Economics - Motivational  
BISAC 3: Business & Economics - Leadership  
Page Count: 192 Trim Size: 6 x 9

## Publicity and Marketing

- Author tour with bookstore events in Los Angeles and other cities TBA
- National publicity campaign to 100 podcasts and TV producers in business, leadership, management, entrepreneurship, sales, and self-help
- Social media promotion through the author's followers on LinkedIn (6,400) and a strategic social media campaign with an outside agency Promote on author's LinkedIn which has over 6,400 followers
- Author will promote through his 5000-person email list
- Promotion through the author's website: <https://adamchristing.com/> and the entertainment speakers bureau the author manages <https://cleancomedians.com/> (which represents 100 comedians)
- Author will promote in conjunction with his speaking (2-4 times per week) reaching 50-100K audience members every year
- Author will promote through his 5000-person email list
- National publicity campaign to 100 podcasts and TV producers in business, leadership, management, entrepreneurship, sales, and self-help

## The Laughter Factor

Subtitle: The 5 Humor Tactics to Link, Lift, and Lead

Adam Christing

### TARGET CONSUMER:

- Leaders, managers, and salespeople looking to better connect with colleagues and clients through humor
- Pastors, teachers, and anyone who engages an audience
- Teams that frequently have meetings

**Transform your connections and leadership with five research-backed humor tactics - master authentic workplace comedy, boost team engagement, and lead with laughter.**

Discover the secret weapon that transforms relationships, boosts creativity, and enhances leadership: humor. *The Laughter Factor* reveals how laughter isn't just a source of joy—it's a powerful tool for connection and success. Whether you're a leader, teacher, salesperson, or simply someone seeking stronger relationships, this book equips you with five humor tactics to captivate, connect, and inspire.

With decades of experience as a comedian and keynote speaker, author Adam Christing shares his proven methods to make humor work for anyone, anywhere. These five *fundamental* humor strategies include:

- **Surprise:** Use the power of the unexpected to delight and captivate.
- **Poke:** Master the art of self-deprecating humor and gentle teasing.
- **In-Jokes:** Foster bonds through shared laughter and unique moments.
- **Wordplay:** Enhance your wit with clever banter and sharp language.
- **Amplify:** Turn ordinary stories into extraordinary, memorable moments.

**Humor is your ticket to breaking barriers, fostering trust, and standing out in personal and professional settings. From boosting your leadership presence to lightening tense situations, *The Laughter Factor* is your ultimate guide to wielding humor as a force for good.**

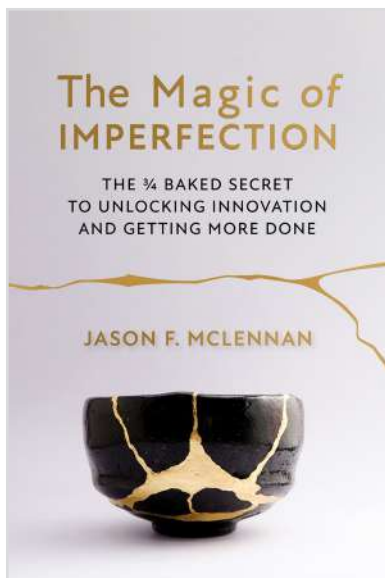
- **FOR READERS OF *HUMOR SERIOUSLY* BY JENNIFER AAKER:** Christing provides practical guidance on bringing humor to professional settings in order to enact positive change.
- **MUST-READ TOOLBOX FOR LEADERS:** Tailored for leaders, professionals, and anyone looking to strengthen their relationships through laughter, this book makes workplace humor easy.
- **PRACTICAL AND FUN:** Each chapter includes real-life examples, humor exercises, and "homework" to help readers practice and personalize their humor style, ensuring tangible, laugh-inducing results.
- **AMBITIOUS LAUNCH PLAN:** Christing will invest in a 3-4 month media campaign, social media platform, and bookstore tour.
- **ACTIVE SPEAKER:** Adam Christing speaks 3-5 times every month and is considered the emcee of choice for corporations, nonprofits, and public events.

**Author Bio: Adam Christing** is one of America's best-known professional speakers and masters of ceremonies, having hosted gatherings for organizations as diverse as Stanford University and the Green Bay Packers. He was ranked #1 event Emcee by Best of Los Angeles in 2021 and is CEO of the following speaker's bureau [www.CleanComedians.com](http://www.CleanComedians.com). He speaks more than 100 days each year to audiences from 150 to 3,000 people. He holds a degree in public speaking from Biola University.

**Residence:** Brevard, NC **Hometown:** Los Angeles, CA

### Publicity and Marketing continued:

- Author tour with bookstore events in Los Angeles and other cities TBA
- Corporate and organizational sales through nonprofits, corporations, associations, and speakers bureaus
- Promotion on the BK website: [bkconnection.com](http://bkconnection.com) and social media platforms, including LinkedIn, Facebook, Twitter, Instagram.
- Promotion to 22,000 contacts on Berrett-Koehler's email list.



COVER NOT FINAL

ON SALE 9/9/2025  
Announced 1<sup>st</sup> Print: 7,000

BERRETT-KOEHLER PUBLISHERS  
TR: 9798890571014 / \$24.95/\$33.95

BISAC 1: Self-Help - Creativity  
BISAC 2: Business & Economics - Time Management  
BISAC 3: Business & Economics - Leadership  
Page Count: 192 Trim Size: 6 x 9

## Publicity and Marketing

- Comprehensive launch through Perkins & Will's global network (3,000+ architects)
- Featured in Perkins & Will's Currents magazine and Insights publications which reach an estimated 35,000 readers
- Promotion through International Living Future Institute to 40,000+ practitioners
- Monthly newsletter reaching 4,000+ clients and contacts
- Speaking tour at major conferences and industry events
- PR campaign with Parson's PR targeting business and sustainability press
- Dedicated book website with supporting video content
- Social media campaign across author's platforms targeting approximately 5,000 followers
- Direct outreach to architectural firms and educational institutions
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Instagram, and Blue Sky
- Promotion to Berrett-Koehler's email list
- Promotion via organizational book clubs and reading groups: discussion guide available

## The Magic of Imperfection

Subtitle: The  $\frac{3}{4}$  Baked Secret to Unlocking Innovation and Getting More Done

Reading Line: Winner of the Buckminster Fuller Prize

Jason F. McLennan

### TARGET CONSUMER:

- Business leaders and entrepreneurs seeking innovation strategies
- Architects, designers, and creative professionals
- Project managers and team leaders
- Perfectionists struggling with productivity
- Recent graduates entering professional careers
- Sustainability and green building professionals
- Readers of business innovation and productivity books

**Break free from perfectionism and finish your creative projects: A unconventional guide to overcoming creative blocks and finally completing your work through strategic imperfection.**

The world is full of creative people—why do some get their ideas out in the world while others don't? Why are some incredibly prolific while others struggle with deadlines or can't complete projects? In this book, Jason F. McLennan—a master in “getting stuff done”—shares secrets to boosting productivity, innovation, and personal success. By adopting his “ $\frac{3}{4}$  baked” philosophy and the key lessons that surround it, it is possible to dramatically increase output, while helping creative juices flow.

McLennan's recipe for creative success includes ideas to help you:

- look forward to failure
- discover the power of feedback
- learn to become a 'trim tab'
- the harness the power of momentum to drive creativity

We've all heard the phrase “the perfect is the enemy of the good”—perfection is often what holds so many people back. Trying to reach it means that nothing much can get completed, and inspiration itself is often blocked as people either procrastinate or endlessly self-edit. By chasing perfection, it remains elusively further away.

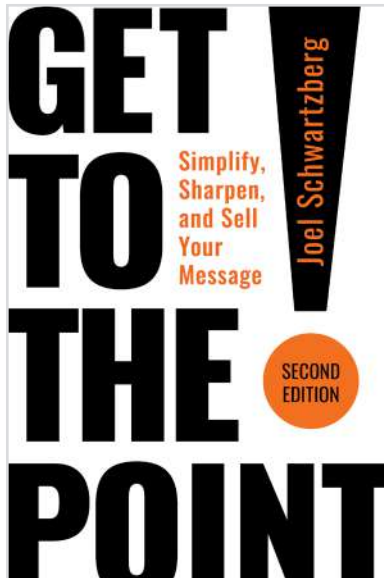
The world is full of half-baked ideas—but almost no perfect ones. With *The Magic of Imperfection*, learn how you—and your team—can seriously amp up what you do, how fast you do it, and simultaneously how well it gets done.

- **FOR READERS OF RICK RUBIN'S THE CREATIVE ACT:** Readers looking to better understand ideas and creativity while overcoming perfectionism will benefit from this book.
- **ENGAGED CORE AUDIENCE:** McLennan is well-known and highly influential in multiple fields—green building, architecture, environmentalism, and areas of engineering and interior design—that encompass hundreds of thousands of people.
- **FRESH PERSPECTIVE:** Challenges conventional productivity wisdom with a counterintuitive yet proven approach that embraces strategic imperfection.
- **STRONG PLATFORM:** Author reaches 40,000+ practitioners through International Living Future Institute, speaks 8-12 times annually, and maintains strong presence in architecture/sustainability sectors.
- **EXPERT AUTHOR:** Winner of the Buckminster Fuller Prize and ENR Award of Excellence, McLennan is Chief Sustainability Officer at Perkins & Will (world's second-largest architecture firm) and creator of the Living Building Challenge.

**Author Bio: Jason F. McLennan** is considered one of the world's most influential individuals in architecture and sustainability. Chief Sustainability Officer at Perkins & Will, he founded the Living Building Challenge and International Living Future Institute. McLennan has won numerous awards including the Buckminster Fuller Prize and ENR Award of Excellence. His work spans Fortune 500 companies, leading educational institutions, and major sports venues including Climate Pledge Arena.

Residence: Bainbridge Island, WA Hometown: Sudbury, Ontario, Canada





ON SALE 6/17/2025  
Announced 1<sup>st</sup> Print: 6,000

BERRETT-KOEHLER PUBLISHERS  
TR: 9798890571052 / \$21.95/\$28.95

**BISAC 1:** Business & Economics - Business Communication - Meetings & Presentations  
**BISAC 2:** Self-Help - Communication & Social Skills  
**BISAC 3:** Language Arts & Disciplines - Public Speaking & Speech Writing  
Page Count: 144 Trim Size: 5-1/2 x 8-1/2  
Carton Count: 24

## Publicity and Marketing

- Continued corporate speaking engagements with high-profile clients will help promote the book and drive bulk sales.
- Leveraging author's expanded social media presence (4,500+ Twitter followers, 6,500+ LinkedIn followers.)
- Podcast tour targeting top-tier business communication shows.
- Frequent contributions to major business publications (Fast Company, CNBC, Newsweek, Harvard Business Review) will continue and focus on book content.
- Promotion through Throughline Group, where author is Senior Presentation and Media Coach.
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Instagram

## Get to the Point! Second Edition

Subtitle: Simplify, Sharpen, and Sell Your Message

Reading Line: Foreword by Chris Fenning, bestselling author of *The First Minute*

Joel Schwartzberg

### TARGET CONSUMER:

- Readers of the first edition of *Get to the Point*, *Smart Brevity*, and *The First Minute*
- Business communicators in sales, marketing, and leadership roles
- Students and instructors in business and public speaking courses
- Professionals seeking to improve their presentation and writing skills
- Anyone looking to communicate more effectively in both personal and professional settings

**Deliver razor-sharp points in all of your work communications! This updated classic enables you to captivate any audience, create meaningful impact, and make your words matter.**

Every time you communicate, you're trying to move someone to feel, think, and act. You're trying to make a point. But very few communicators—regardless of their purpose or position—know their points, have true points, or even understand what a point is, rendering themselves pointless.

In this expanded second edition of the bestselling *Get to the Point!*, Joel Schwartzberg draws on his decades of experience as a strategic communications executive and public speaking coach to deliver a masterclass in high-impact communications for the digital age.

The new edition features a substantial amount of new content, including surprising research, real-world insight, and actionable tips that meet the modern needs of professionals up and down the organizational chart.

Using his trademark encouraging and often humorous voice, Schwartzberg helps you:

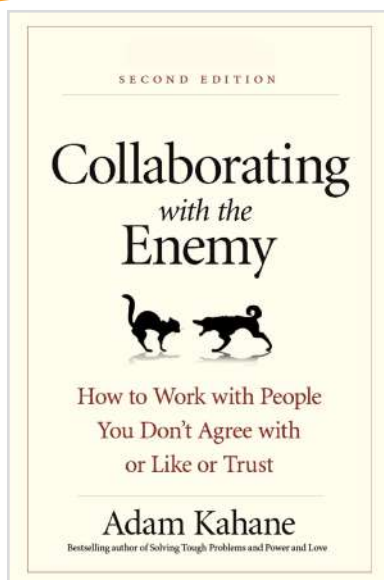
- **Understand the Power of Points:** Learn how points outperform topics, themes, and observations.
- **Identify and Elevate Your Key Points:** Create impactful speeches and slide presentations, emails and work chats, and Zoom and in-person meeting communications
- **Distill Complex Ideas:** Transform complicated concepts into crystal-clear messages.
- **Boost Leadership Perceptions:** Enhance impressions of competence and confidence.
- **Hook Audiences:** Start and finish with compelling openings and closings.
- **Tell Impactful Stories:** Use stories, examples, and data in a way that highlights your points, not distract from them.
- **Conquer Public Speaking Jitters:** Use proven techniques to stay calm and in control
- **Leverage AI Tools:** Use artificial intelligence to support—not replace—effective communication
- **Avoid Common Pitfalls:** Sidestep the landmines that derail most communicators.

Whether you're a C-suite executive, salesperson, scientist, or student, *Get to the Point!* is a blueprint for evolving your written and spoken communications from informing to inspiring and pointless to powerful.

**Don't just share ideas and make an impression. Champion your points and make a difference!**

- **FOR READERS LOOKING TO IMPROVE COMMUNICATION SKILLS:** Readers of the first edition will find valuable new insights and advice. Additionally, speakers, presenters, writers, and anyone who needs to communicate effectively in work and life will find the book indispensable.
- **PROVEN TRACK RECORD:** Over 20,000 copies sold of the first edition, with consistent Amazon bestseller status in multiple categories.
- **FULLY UPDATED CONTENT:** New chapters, two new assessments and updated examples and research address modern communication challenges, including virtual presentations, digital messaging, and generative AI. The updated edition is 30% new content.
- **PRACTICAL EXERCISES:** Easy-to-use lessons show readers how to find, build, and deliver their points with confidence and clarity.
- **EXPERT AUTHOR:** Joel Schwartzberg is a seasoned communications trainer whose articles appear in Harvard Business Review, Fast Company, and CNBC.

**Author Bio: Joel Schwartzberg** is a presenter, communications trainer, and writer who works across a wide range of industries. He was most recently Senior Director of Strategic and Executive Communications for the ASPCA and previously held senior roles at Nickelodeon and PBS. Joel's articles appear frequently in Harvard Business Review, Fast Company, CNBC, and Inc.com. He is a frequent keynote speaker. He is a resident of the New York metro area.



COVER NOT FINAL

ON SALE 11/25/2025  
Announced 1<sup>st</sup> Print: 10,000

BERRETT-KOEHLER PUBLISHERS  
TR: 9798890571175 / \$22.95/\$29.95

BISAC 1: Business & Economics - Negotiating  
BISAC 2: Business & Economics - Conflict Resolution & Mediation  
BISAC 3: Self-Help - Communication & Social Skills  
Page Count: 192 Trim Size: 5-1/2 x 8-1/2

## Publicity and Marketing

- Robust pre-launch campaign engaging 7,500+ LinkedIn followers and 950+ Book Club members
- Author to secure 50+ podcast appearances and media placements (prior coverage in *Fast Company*, *SSIR*)
- Multiple launch events leveraging author's extensive professional network
- Academic outreach to promote classroom adoption
- Video content creation for TikTok/Instagram
- Author's training programs will require the book
- Updated author website as content hub
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Instagram, and Blue Sky
- Promotion to Berrett-Koehler's email list
- Promotion via organizational book clubs and reading groups: discussion guide available

## Collaborating with the Enemy, Second Edition Adam Kahane

### TARGET CONSUMER:

- Previous readers of Kahane's works including the first edition of *Collaborating with the Enemy* and *Facilitating Breakthrough*
- Fans of business collaboration books like *Getting Along* and *How to Work with Anyone*
- Leaders and professionals in organizations navigating complex stakeholder relationships
- Mediators, negotiators, lawyers, activists, and consultants working across divides
- Readers seeking practical tools for handling difficult workplace, family and community relationships

**This bestselling conflict resolution book has helped thousands of people effectively collaborate across deep divides. Now it's updated with 50% new material for an increasingly polarized world.**

**"Offers practical guidance for how to work with diverse others, which is a precondition for confronting many of the complex challenges we face." —Morris Rosenberg, President, Pierre Elliott Trudeau Foundation**

In today's fractured world, collaboration is increasingly difficult yet more crucial than ever. Often, to get something done that really matters, we need to work with people we don't agree with, like, or trust. Drawing from 30+ years of experience working with leaders in over 50 countries, Adam Kahane shows why conventional collaboration—requiring harmony and agreement—is obsolete. Instead, he provides a groundbreaking approach that embraces discord, experimentation, and genuine co-creation.

Kahane introduces three key stretches to navigate difficult collaborations:

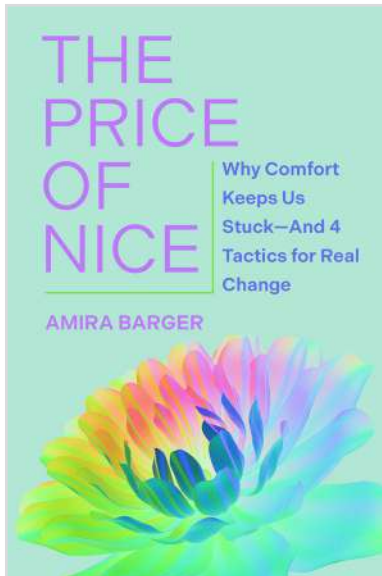
- Stretch to embrace conflict and connection
- Stretch to experiment and learn
- Stretch to step into the game

This substantially revised second edition adds multiple new chapters exploring how to work across deepening divides and with those we may never agree with. With new case studies, a discussion guide, and frameworks for navigating permanent plurality in our polarized times, Kahane offers essential tools for transforming conflict into positive change.

- **FOR READERS OF AMY GALLO'S GETTING ALONG:** Appeals to leaders in all sectors, mediators, negotiators, social justice advocates, and anyone struggling with workplace, family, or community divides in our increasingly polarized world.
- **EXTENSIVE NEW CONTENT:** Nearly 50% new/revised content including multiple chapters, discussion guide, and contemporary case studies on working with "dangerous enemies" in today's climate.
- **TIMELY TOPIC:** As divisions deepen globally, provides actionable frameworks for working across differences while acknowledging real conflicts. Essential for current social and political climate.
- **PROVEN SALES TRACK:** First edition sold over 100,000 copies across 14 languages, demonstrating strong global demand for these vital collaboration skills.
- **AUTHORITATIVE VOICE:** Author brings 30+ years of facilitating breakthrough collaborations in 50+ countries on critical issues like racial oppression, violent conflict, climate change, and social unrest.

**Author Bio: Adam Kahane** has more than 30 years of experience in more than 50 countries working with thousands of leaders to transform social systems at all scales (organization, city, country, globe). His work has addressed many of the most important challenges of our time, including racial oppression, violent conflict among warring groups in countries, insecurity and inequity, drug problems, social unrest, unsustainable food systems, and climate change. Kahane is a bestselling author whose six books have sold nearly a quarter million copies collectively: *Solving Tough Problems*, *Power and Love*, *Transformative Scenario Planning*, *Collaborating with the Enemy*, *Facilitating Breakthrough*, and *Everyday Habits for Transforming Systems*.

**Residence:** Montreal, Quebec, Canada and Cape Town, South Africa **Hometown:** Montreal, Quebec, Canada



COVER NOT FINAL

**ON SALE 10/28/2025**  
**Announced 1<sup>st</sup> Print: 7,000**

**BERRETT-KOEHLER PUBLISHERS**  
**TR: 9798890571137 / \$22.95/\$29.95**

**BISAC 1:** Business & Economics - Decision-Making & Problem Solving

**BISAC 2:** Business & Economics - Organizational Development

**BISAC 3:** Business & Economics - Business Communication - General

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

## Publicity and Marketing

- Content marketing strategy via author's platforms (27,000 LinkedIn followers, 6,800 newsletter subscribers). 21-day challenge campaign with social media content and live engagement.
- 2-4 monthly paid speaking engagements reaching 50,000+ annually
- National media campaign leveraging author's connections at MSNBC, *Fast Company*, and major outlets. Extensive podcast tour and broadcast media appearances.
- Corporate bulk sales through Edelman and university networks (500+ committed)
- Extensive podcast tour and broadcast media appearances
- Strategic partnerships with independent bookstores
- Endorsement campaign targeting prominent business and DEI leaders
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Instagram, and Blue Sky
- Promotion to Berrett-Koehler's email list

## The Price of Nice

**Subtitle: Why Comfort Keeps Us Stuck—And 4 Tactics for Real Change**

**Amira Barger**

### TARGET CONSUMER:

- Communications and PR professionals managing organizational change
- DEI practitioners and consultants seeking effective frameworks
- Corporate leaders and managers struggling to implement meaningful change
- HR professionals responsible for workplace culture initiatives
- Change advocates tired of performative actions and seeking real solutions

**A practical guide showing how to move past superficial workplace "niceness" to create real change through a proven four-step approach - transform toxic positivity into authentic feedback, drive measurable performance improvements, and build psychologically safe teams that deliver results.**

Many of us follow the quote: "If you can't say anything nice, don't say anything at all". But that advice isn't always helpful.

In the workplace, people often choose niceness over honesty in order to avoid hurt feelings or conflict. The truth is, there are hidden costs of "niceness" that allow inequities to endure, projects to fail, and organizations to stagnate. Growth comes from courageous conversations and genuine, authentic action.

*The Price of Nice* introduces an innovative, proven 4-step framework that allows readers to:

- Spot problem areas that are often masked by artificial niceness
- Facilitate difficult conversations and navigate conflict
- Empower genuine action, over endless discussions
- And build accountability systems for sustainable progress

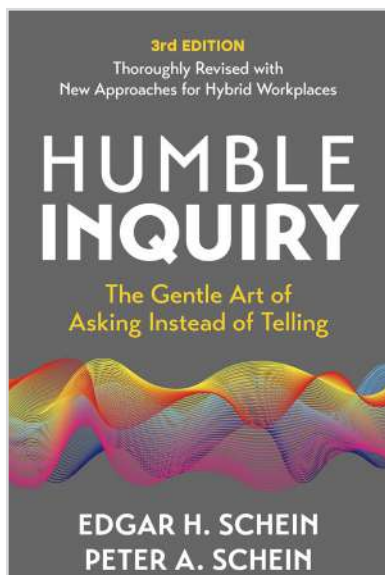
**This guide helps team members and leaders break through superficial politeness to address real workplace problems, create solutions, and ultimately build a healthy environment for everyone to do their best work.**

- **FOR READERS OF JENNIFER BROWN'S HOW TO BE AN INCLUSIVE LEADER:** Leaders and PR and HR professionals looking to create healthier workplace cultures will find value in this book.
- **TRANSFORMATIVE APPROACH:** Challenges conventional wisdom that "being nice" leads to positive change, offering a revolutionary framework for authentic organizational transformation.
- **PRACTICAL FRAMEWORK:** The ACTIVE model provides clear, actionable steps to move organizations from performative talk to meaningful change, with specific strategies for overcoming resistance.
- **TIMELY TOPIC:** Addresses growing frustration with ineffective DEI initiatives and "performative allyship" in workplaces, offering fresh approach to drive real transformation.
- **COMPELLING NEW VOICE AND PROMINENT EXPERT AUTHOR:** At only 38, the author brings fresh perspectives as an award-winning EVP at Edelman (world's largest PR firm), professor, and regular contributor to *Fast Company* and MSNBC, with extensive speaking platform reaching 50,000+ annually.

**Author Bio: Amira Barger** is the award-winning executive VP of communications and head of DEI advisory at Edelman, the largest communications and public relations firm in the world. She is also a professor at California State University East Bay, teaching marketing, communications, and change management. She holds a BA in Marketing from Vanguard University and an MBA from Letourneau University, and she has received DEI certifications from Cornell University, University of South Florida, and SDS Global Enterprises Inc. She currently resides in Benicia, CA.

**Residence:** Benicia, CA **Hometown:** San Diego, CA





COVER NOT FINAL

ON SALE 7/1/2025  
Announced 1<sup>st</sup> Print: 10,000

BERRETT-KOEHLER PUBLISHERS  
TR: 9798890570956 / \$24.95/\$33.95

BISAC 1: Business & Economics - Organizational Behavior

BISAC 2: Business & Economics - Business Communication - General

BISAC 3: Business & Economics - Conflict Resolution & Mediation

Page Count: 192 Trim Size: 5-1/2 x 8-1/2  
Carton Count: 24

## Publicity and Marketing

- National publicity campaign to podcasts in business, management, OD, and organizational psychology fields (author has previously been interviewed by Aoife O'Brian's Happier at Work, MBS The Great Work, and Connect the Dots)
- Textbook email marketing to leadership and business professors
- Promotion in conjunction with the author speaking
- Promotion at the Academy of Management Conference
- Cross-promotion with the Humble Leadership Series titles, Humble Consulting, Humble Leadership, and Helping
- Website promotion through the author's website: <https://www.scheincli.org/>
- Corporate and organizational sales through clients of the Organizational Culture and Leadership Institute, particularly in healthcare
- Promotion on the BK website: [bkconnection.com](http://bkconnection.com) and social media platforms, including LinkedIn, Facebook, Instagram
- Promotion to Berrett-Koehler's email list and past buyers of Schein's books
- Promotion via organizational book clubs and reading groups: discussion guide available

## Humble Inquiry, 3rd edition

Subtitle: The Gentle Art of Asking Instead of Telling

Edgar H. Schein and Peter A. Schein

### TARGET CONSUMER:

- For readers of Edgar Schein's previous work—many of his books are standard texts in college courses all over the world
- Professors and students in business schools
- Managers and leaders
- Professionals in interaction-intensive fields such as education, healthcare, psychology, coaching, and social work
- Training, organization development, and human resources professionals

The global bestseller with over 300,000 copies sold returns in its 3rd edition to continue teaching people how to effectively ask and obtain accurate answers to questions across all mediums.

With 30% new material, including how to apply humble inquiry while working remotely, this updated edition is the definitive book on bringing humility back into your life.

In an increasingly divisive era where communication is often dominated by assertiveness and directive leadership, this bestselling guide offers a refreshing and essential perspective on the power of asking instead of telling. This updated 3rd edition offers practical advice for how to build relationships based on curiosity and foster collaboration and trust between team members.

### Lessons in this book will help you:

- Build healthy relationships with people from different occupational, professional, and national cultures
- Create psychologically safe work climates that allow people to feel safe to share what they know
- Foster teamwork and bust hyper-competitiveness through open communication, trust, and coordination

In this new edition, updates have been made to 30% of the book that delves into the fresh challenges inherent in today's workplace, including new stories and case examples as well as an entire additional chapter with a focus on humble inquiry in the context of remote and hybrid work.

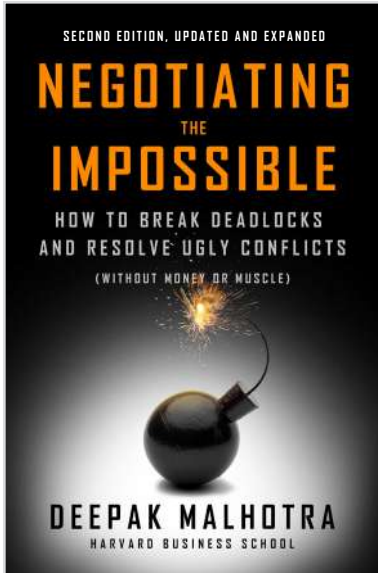
- **FOR READERS OF THE HUMBLE LEADERSHIP SERIES:** Hundreds of thousands of people across the world, from academics to managers, have found the Schein's work instrumental in bringing humility to the workplace.
- **PROVEN BESTSELLER:** With over 300,000 copies sold across two editions, this work continues to be the authoritative guide to effectively obtaining information from others through proper techniques for questioning.
- **30% UPDATED TO SERVE TODAY'S WORKPLACE:** Revised throughout with a new chapter on effective inquiry methods in remote and hybrid work environments.
- **RELEVANT AND UNIVERSAL TOPIC:** The subject continues to be a relevant and important practice in all circles—social, scientific, and professional—serving everyone from researchers to businesspeople to sociologists to friends and family members.
- **LEGENDARY LEAD AUTHOR:** Edgar Schein was one of the most celebrated business scholars and a winner of the Academy of Management's Distinguished Practitioner Scholar Award. His son, Peter, continues to build upon his father's legacy.

**Series Overview:** The Humble Leadership Series seeks to reimagine hierarchical power structures and strengthen relationships in organizations through humility and respect.

**Author Bio:** Edgar H. Schein was chairman and cofounder of the Organizational Culture and Leadership Institute (OCLI). He was the Society of Sloan Fellows Professor of Management Emeritus at the MIT Sloan School of Management and has received multiple lifetime achievement awards from associations such as the American Society of Training Directors, the Academy of Management, and the International Leadership Association.

**Peter A. Schein** is the cofounder and COO of the OCLI. He has thirty years of industry experience in marketing, strategy, and corporate development at technology pioneers such as Apple and Sun Microsystems Inc. (Oracle).

**Residence:** Menlo Park, CA **Hometown:** Cambridge, MA



**ON SALE 6/10/2025**  
**Announced 1<sup>st</sup> Print: 7,000**

**BERRETT-KOEHLER PUBLISHERS**  
**TR: 9798890570987 / \$23.95/\$31.95**

**BISAC 1:** Business & Economics - Negotiating  
**BISAC 2:** Business & Economics - Decision-Making & Problem Solving  
**BISAC 3:** Business & Economics - Skills  
**Page Count:** 240 **Trim Size:** 6 x 9  
**Carton Count:** 24

## Publicity and Marketing

- National publicity campaign to media in business, negotiation, deal-making, and conflict resolution
- Textbook email marketing to negotiation and business professors for textbook adoptions, including through the author's courses at Harvard Business School
- Promotion in conjunction with the author's keynote speaking and workshops
- Promotion at the Academy of Management Conference
- Corporate and organizational sales through several thousand business owners who were former students of the author
- Social media promotion through the author's LinkedIn (22K), YouTube (26K) and X (24K)
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Instagram
- Promotion to Berrett-Koehler's email list and past buyers of the author's books
- Promotion via organizational book clubs and reading groups: discussion guide available

## Negotiating the Impossible, Second Edition

Subtitle: How to Break Deadlocks and Resolve Ugly Conflicts (without Money or Muscle)

Deepak Malhotra

### TARGET CONSUMER:

- Perfect for readers of *Crucial Conversations* and *Difficult Conversations*
- C-suite executives, managers, and salespeople who are in positions of negotiating with others
- Lawyers and law students who need to learn negotiation skills
- MBA programs and their participants who are trained on negotiation skills

**Award-winning professor from Harvard Business School offers a new and improved edition of his guide to navigating negotiation deadlock, while offering practical advice and stories of success.**

**Updated with 20% new material, including a brand-new chapter and discussion guide.**

Harvard professor and negotiation adviser Deepak Malhotra shows how to defuse even the most potentially explosive situations and to find success when things seem impossible in this fully expanded upon second edition.

Some negotiations are easy. Others are more difficult. And then there are situations that seem completely hopeless. Malhotra identifies three broad approaches for breaking deadlocks and resolving conflicts, and draws out scores of actionable lessons using behind-the-scenes stories of fascinating real-life negotiations, including:

- drafting of the US Constitution
- ending bitter disputes in the NFL and NHL
- and beating the odds in complex business situations.

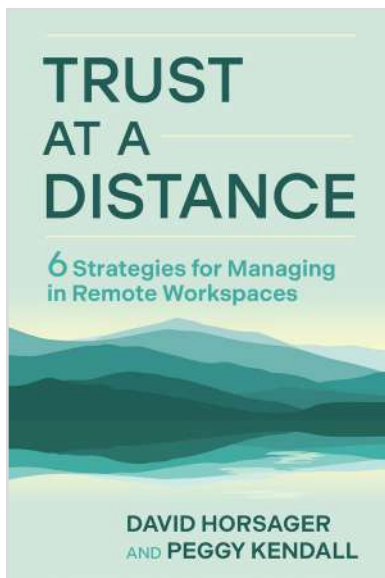
He also shows how these same principles and tactics can be applied in everyday life, whether in a job interview or even negotiating with children. Brand new to this edition is a chapter on challenges facing today's world including how to effectively negotiate in virtual spaces, incorporate AI in your toolkit, and tackle increased polarization.

With conflict escalating and no one willing to back down, Malhotra reminds us that negotiation is always, fundamentally, about human interaction. No matter how high the stakes the object of negotiation is to engage with other human beings in a way that leads to better understandings and agreements. The principles and strategies in this book will help you do this more effectively in every situation.

- **FOR READERS OF CRUCIAL CONVERSATIONS:** Fans of this communication classic will find value in the human-first approach used by Malhotra in helping everyone deal with tough negotiations, whether negotiating business disputes, job offers, personal relationships.
- **BESTSELLING BOOK AND AUTHOR:** The first edition of *Negotiating the Impossible* has sold over 100,000 copies, as have Malhotra's two previous books, *I Moved Your Cheese* and *Negotiation Genius*.
- **UPDATED AND ACTIONABLE FOR TODAY'S WORLD:** This second edition includes a new chapter about how negotiation is changing in a time of increased world polarization, more virtual/online/social media interactions, and AI. It also includes a discussion guide for use in classrooms, training programs, and reading groups.
- **ENGAGING CONTENT:** This well-searched book is filled with vivid stories and examples of gridlocked negotiations in politics, business, sports, and everyday life and how they were resolved.
- **AUTHORITATIVE AUTHOR:** Deepak Malhotra is a distinguished and honored professor at the Harvard Business School, where his work is focused on negotiation and conflict resolution.

**Author Bio: Deepak Malhotra** is the Eli Goldston Professor of Business Administration at Harvard Business School. His teaching, research, and advisory work is focused on negotiation, deal-making, and conflict resolution. In 2020, Deepak was named MBA Professor of the Year by *Poets & Quants*. He has won numerous awards for his teaching and research, including the HBS Faculty Award, and has been twice selected by Harvard MBA students to give the end-of-year speech to the graduating class. In 2014, Deepak was listed as one of the "world's best business school professors" under the age of 40. He currently serves as faculty chair for the Owner/President Management Program for business owners and entrepreneurs.

**Residence:** Newton Centre, MA **Hometown:** West Bloomfield, MI



COVER NOT FINAL

ON SALE 11/18/2025  
Announced 1<sup>st</sup> Print: 15,000

BERRETT-KOEHLER PUBLISHERS  
HC: 9798890571083 / \$24.95/\$33.95

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

BISAC 2: Business & Economics - Leadership

BISAC 3: Business & Economics - Organizational Behavior

Page Count:168 Trim Size: 5-1/2 x 8-1/2

## Publicity and Marketing

- Author's 100+ annual speaking engagements reaching 15,000+ contacts
- National media campaign targeting major outlets (WSJ, Forbes, Fast Company)
- Radio and podcast tour
- Corporate bulk sales through Trust Edge Leadership Institute
- Comprehensive social media campaign across all platforms where he has more than 15,000 followers
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Instagram, and Blue Sky
- Promotion to Berrett-Koehler's email list
- Promotion via organizational book clubs and reading groups: discussion guide available

## Trust at a Distance

Subtitle: 6 Strategies for Managing in Remote Workspaces

David Horsager and Peggy Kendall

### TARGET CONSUMER:

- Readers of Horsager's previous books, plus readers of Patrick Lencioni and Ken Blanchard
- Participants in author's speaking events and training programs interested in putting his principles to work in their hybrid workplaces
- Leaders managing remote or hybrid teams and struggling to manage equitably
- HR and organizational development professionals seeking to create better productivity and cohesion in the new workplaces
- Business consultants and coaches working with executives and managers to grow their competencies in a hybrid world

**Build real trust across dispersed teams: Master proven strategies for leading mixed virtual, hybrid, and in-office employees and overcome common challenges to create a high-performance blended workplace.**

The shift to remote work has fundamentally changed how we build and maintain trust in organizations. Now, as many businesses are ordering workers back to the office, the landscape is more confusing than ever. Drawing on extensive research and experience, trusted leadership expert David Horsager reveals the 6 essential tenets that create strong virtual, hybrid, and in-office workplace relationships.

### Readers will learn how to:

- Get clear about the challenges of the new workforce
- Create predictability for all team members
- Redefine accountability in mixed worksites
- Make connections with all staff members
- Equip your workforce to perform in hybrid systems
- Solve the delimita of defaulting to in-person staff

The book addresses common remote work challenges like unclear communication, weakened relationships, and inconsistent feedback loops. Perfect for leaders navigating hybrid and remote teams.

- **FOR READERS OF TIKAKO HIRATA'S *THE VIRTUAL LEADER*:** Appeals to the millions of leaders and managers adapting to remote/hybrid work environments who need guidance on building trust without in-person interaction.
- **TIMELY TOPIC:** Remote and hybrid work have skyrocketed in prevalence, but as many workers get recalled to the office, managers are struggling to juggle workers in multiple workplaces. They need guidance on building and maintaining trust as they navigate this new-to-many working style.
- **PRACTICAL FRAMEWORK:** Six clear, actionable tenets that address the biggest remote work trust challenges, with specific tools for implementation.
- **BESTSELLING AUTHOR:** Previous books—*Trusted Leader*, *The Daily Edge*, and *The Trust Edge*—have sold nearly 100,000 copies combined, with none selling under 20,000.
- **PROVEN EXPERTISE:** Author's trust-building methodology is used by major organizations like FedEx, Toyota, and the New York Yankees.

**Author Bio: David Horsager, MA, CSP, CPAE**, is CEO of Trust Edge Leadership Institute, bestselling author of *The Trust Edge*, inventor of the Enterprise Trust Index, and director of one of the nation's foremost trust studies, the Trust Outlook. His work has been featured in prominent publications such as *Fast Company*, *Forbes*, the *Huffington Post*, and the *Wall Street Journal*. Horsager has advised leaders and delivered presentations on six continents, with audiences ranging everywhere from FedEx, Toyota, and the New York Yankees to global governments and the Department of Homeland Security.

Residence: Minneapolis- St. Paul, MN Hometown: Stillwater, MN





COVER NOT FINAL

**ON SALE 1/13/2026**  
**Announced 1<sup>st</sup> Print: 8,000**

**BERRETT-KOEHLER PUBLISHERS**  
**TR: 9798890571458 / \$24.95/\$33.95**

**BISAC 1:** Business & Economics - Workplace Culture  
**BISAC 2:** Business & Economics - Business Ethics  
**BISAC 3:** Psychology - Industrial & Organizational Psychology  
**Page Count:**240      **Trim Size:** 6 x 9

## Publicity and Marketing

- \$75,000 dedicated marketing budget for launch campaign
- Comprehensive social media strategy targeting leaders and managers
- Launch of Individual Trust Scale Assessment as lead generation tool
- Bulk sales through corporate training programs (4,000 copies committed already)
- Extensive speaking and consulting platform
- Regular webinars addressing trust-building solutions
- Community building through LinkedIn Live events and exclusive content

## The Art of Trust Building

**Subtitle: Transform Lives, Teams, and Organizations**  
**Reading Line: Bestselling authors of Trust and Betrayal in the Workplace**  
**Dennis Reina, PhD, and Michelle Reina, PhD**

### TARGET CONSUMER:

- For readers of self-help books on trust, such as the works of David Horsager and previous Reina titles
- Leaders, managers, and supervisors with decision-making authority
- Reina partner firms licensed to use Reina's content and their existing clients
- Coaches, consultants, HR professionals, facilitators, and OD practitioners
- Individuals seeking to foster trust in their personal relationships

**Master the essential actions that create lasting trust in any relationship, from the world's leading experts in workplace trust.**

Trust is essential to all relationships—but knowing how to build and maintain it remains elusive. Drawing from three decades of research and consulting, trust experts Dennis and Michelle Reina provide a comprehensive roadmap for creating lasting trust in any relationship.

Through actionable frameworks, tools, and stories, readers will learn:

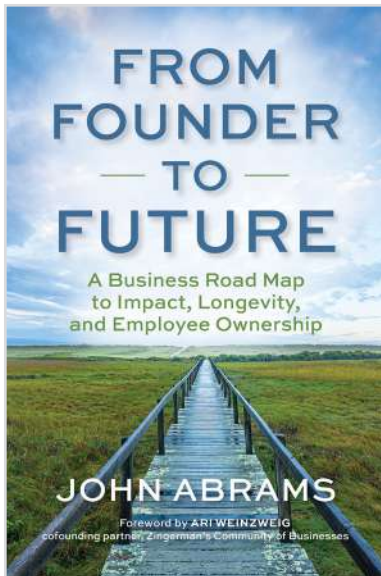
- Essential behaviors that build trust in character, communication, and capability
- How to foster an environment of openness where people feel heard and valued
- Ways to rebuild trust after breaches or betrayals
- Techniques for strengthening self-trust as the foundation for trusting others
- The role of gratitude in nurturing reciprocal trust

**With the groundbreaking Reina Individual Trust Scale Assessment and concrete strategies for implementation, this essential guide equips readers to forge powerful bonds of trust that endure through uncertainty and change.**

- **FOR READERS OF DAVID HORSAGER'S TRUSTED LEADER:** Appeals to leaders, managers, and individuals seeking to build deeper trust in both professional relationships and personal connections in an era of increasing workplace change and social division.
- **STRONG NEW CONTENT:** This book focuses on the daily actions and behaviors needed to build trust in all relationships. It includes extensive new practical content, including the Reina Individual Trust Self-Assessment, which builds on decades of research but is published for the first time in this book.
- **PROVEN RESULTS:** Previous books have sold over 50,000 copies. Authors have already secured 4,000 bulk copy commitments, with demonstrated ability to drive organizational change.
- **STRONG PLATFORM:** Authors have extensive consulting relationships with major companies, a robust speaking schedule, and are committing \$75,000 to marketing support.
- **PIONEERING EXPERTS:** Authors have spent 30+ years researching and implementing trust-building programs with over 300 major organizations globally. Their firm is a leader in workplace trust consulting.

**Author Bio: Dennis and Michelle Reina** are the cofounders of Reina, a trust-building consultancy. Considered pioneers in the field of workplace trust, they are change-management consultants, executive coaches, and sought-after keynote speakers who each have a PhD in human organizational systems. They are also the authors of the bestselling business books *Trust and Betrayal in the Workplace: Building Effective Relationships in Your Organization* and *Rebuilding Trust in the Workplace: Seven Steps to Renew Confidence, Commitment, and Energy*.

**Residence:** Stowe, Vermont **Hometown:** Brooklyn, NY and Toms River, NJ; Ethiopia, Belmont, MA



ON SALE 6/3/2025  
Announced 1<sup>st</sup> Print: 10,000

BERRETT-KOEHLER PUBLISHERS  
TR: 9781523006816 / \$24.95/\$33.95

BISAC 1: Business & Economics - Leadership  
BISAC 2: Business & Economics - Development - Sustainable Development  
BISAC 3: Business & Economics - Small Business  
Page Count: 264 Trim Size: 6 x 9  
Carton Count: 24

## Publicity and Marketing

- Author is planning a major grassroots marketing campaign to get the book into people's hands who will help promote the book, including organizations, associations, and corporations
- Author has hired Weaving Influence, a respected book marketing agency, to help with the book distribution, to build his platform, and drive media coverage.
- Targeted outreach to B-Corps, worker cooperatives, and sustainable business networks.
- Excerpts to be published in business and sustainability-focused magazines.
- Author to engage in conference speaking and podcast appearances.
- Continued writing of "Companies We Keep Next Chapter" blog which has a substantial readership among small business owners.
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Instagram
- Promotion to contacts on Berrett-Koehler's email lists
- Promotion via organizational book clubs and reading groups: discussion guide available

## From Founder to Future

Subtitle: A Business Roadmap to Impact, Longevity, and Employee Ownership

Reading Line: Foreword by Ari Weinzweig, Co-owner & Founding Partner, Zingermans Community of Businesses

John Abrams

### TARGET CONSUMER:

- Readers of books on sustainable business and employee ownership
- Three million U.S. small business owners over 55 with employees
- Mid-career Gen X and millennial entrepreneurs preparing for future succession
- Leaders and employees of B Corps and mission-driven companies
- Business school students and faculty focused on sustainable business models

**Learn how to transition leadership, implement shared ownership, and preserve your organization's core values—setting the stage for your business to thrive for generations to come.**

**This visionary but practical handbook offers mission-driven business owners a roadmap for ensuring their company's lasting impact, building leadership internally, and fostering participatory management.**

Through inspiring real-world stories of B-Corps, worker co-ops, ESOPs, and employee ownership trusts, this book demonstrates how to create resilient organizations that benefit workers and communities.

Drawing on his 50-year journey with South Mountain Company and extensive research, Abrams outlines five critical transitions for mission-driven businesses to become what he calls a CommonWealth company:

- From founder to next-generation leadership
- From sole ownership to widely shared
- From hierarchical control to democratic management
- From unprotected mission to preserved purpose
- From business-as-usual to B Corp force for good

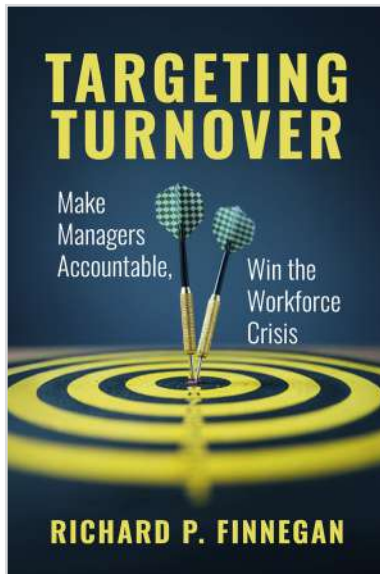
*From Founder to Future* is an essential guide for mission-driven leaders seeking to reshape their businesses for inclusivity, longevity, and positive impact. Whether you're a retiring owner planning your exit, a young entrepreneur building for the future, or an employee working in a purpose-driven business, this book offers a blueprint for creating enduring, values-driven enterprises in the emerging regenerative economy.

As 3,000,000 U.S. small business founders over 55 prepare to retire, \$10 trillion in assets will change hands over the next two decades. This timely guide shows how to preserve your company's mission and legacy while empowering the next generation.

- **GROWING AUDIENCE:** For three million U.S. small business owners over 55, their employees, and younger entrepreneurs seeking purposeful business models.
- **TIMELY TOPIC:** Addresses the \$10 trillion "Silver Tsunami" of small business successions expected over the next two decades.
- **COMPREHENSIVE GUIDE:** First book to cover four critical business transitions: leadership, ownership, management, and purpose preservation.
- **REAL-WORLD EXAMPLES:** Features stories of successful transitions from B-Corps, worker co-ops, ESOPs, and perpetual purpose trusts.
- **ACTIONABLE INSIGHTS:** Provides practical strategies and appendices with step-by-step guides for implementing various ownership and management models.
- **POWERFUL MARKETING:** Author commits to purchasing 5,000 copies pre-publication to seed the market through strategic distribution to CEOs, conference attendees, and networks.
- **EXPERIENCED AUTHOR:** Abrams successfully led South Mountain Company through all four transitions, achieving B Corp certification with the highest score globally.

**Author Bio: John Abrams** co-founded South Mountain Company in 1973 and served as its president and CEO until 2022. Under his leadership, the company became a pioneer in integrated architecture, building, and solar services, as well as a leader in worker ownership, leadership transition, and social mission innovation. Abrams is deeply connected to organizations promoting sustainable business practices, is a long-time affordable housing activist, and recently co-founded Abrams+Angell, a consultancy which guides employee ownership conversions. He is the author of *Companies We Keep*, which has sold over 10,000 copies, and a co-founder of Building Energy Bottom Lines, a peer group network of 70+ triple bottom line businesses.

Residence: Martha's Vineyard, MA Hometown: New York City, NY



COVER NOT FINAL

**ON SALE 9/9/2025**  
**Announced 1<sup>st</sup> Print: 5,000**

**BERRETT-KOEHLER PUBLISHERS**  
**TR: 9798890570840 / \$24.95/\$33.95**

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

**BISAC 2:** Business & Economics - Workplace Culture

**BISAC 3:** Business & Economics - Management

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

## Publicity and Marketing

- National publicity campaign to podcasts in business, management, and HR
- Promotion in conjunction with the author speaking 12 times a year with clients and organizations
- like SHRM, the largest HR association
- Website promotion through the author's website: <https://c-suiteanalytics.com/>
- Corporate and organizational sales through clients, including QuestDiagnostics, Sysco, AdventHealth, Smuckers, and FedEx
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Twitter, Instagram.
- Promotion to 22,000 contacts on Berrett-Koehler's email list.

## Targeting Turnover

**Subtitle: Make Managers Accountable, Win the Workforce Crisis**

**Richard P. Finnegan**

### TARGET CONSUMER:

- Business leaders and HR professionals looking to tackle employee turnover
- C-Suite executives seeking top-down solutions for employee engagement and retention
- Front-line managers who can directly build trust with their teams

**End quiet quitting and improve employee retention through a proven, research-backed framework that empowers both leaders and employees by fostering trust.**

Employee turnover has reached crisis levels, impacting businesses across industries. Drawing from decades of experience and proven results across industries, this book challenges outdated HR practices and offers a groundbreaking, research-backed approach to solving the retention puzzle.

With a focus on building trust between employees and their immediate supervisors, the book provides actionable strategies to make employee retention an executive-driven priority and will help you:

- Discover why trust in immediate supervisors is the #1 factor in employee retention.
- Implement Stay Interviews and other practical techniques to improve engagement and reduce attrition.
- Understand the real costs of turnover and how reducing it can significantly boost profitability.
- Apply metrics and forecasting to make retention an executive-driven business priority.

Cultures of overwork and lack of training have pushed employee satisfaction to the bottom in many organizations, with nearly 50% of American workers leaving their jobs each year and employers spending up to 4x their salaries to replace them. But by providing a clear financial case for reducing turnover and practical methods to implement change, this book equips leaders with the tools they need to create a stable, engaged, and high-performing workforce.

- **FOR READERS OF LOVE 'EM OR LOSE 'EM:** This book is for leaders looking to keep employees engaged at work by building trust utilizing a business-driven approach.
- **APPLICABLE ACROSS INDUSTRIES:** This book includes case studies from Dick Finnegan's work where he has helped clients such as QuestDiagnostics, Sysco, AdventHealth, Smuckers, and FedEx reduce turnover by up to 70%.
- **RESEARCH BASED:** Not based on opinions or advice, but hard statistics on what works and what doesn't, especially in industries like health care and retail where "churn" is well above 50%.
- **TRUSTED THOUGHT LEADER:** Dick Finnegan has decades of experience in reducing employee turnover and was the originator of the Stay Interview.
- **DYNAMIC, ENGAGING AUTHOR:** The author speaks at 10-12 keynotes a year and is a featured speaker at this year's SHRM conference, one of the largest human resources industry groups in the world.

**Author Bio: Richard "Dick" Finnegan** is CEO of C-Suite Analytics and the Finnegan Institute. A specialist in cutting turnover, his clients from Quest Diagnostics to Sysco to Covenant Health have reported reductions in turnover of a minimum of 20%—often much more—using his research-based model to improve employee engagement and supervisor connection. A lifelong member of SHRM, he is the highest rated SHRM speaker based on audience surveys, and wrote the highest-selling SHRM title, *The Stay Interview*. He holds a master's in education from Penn State and resides near Orlando.

**Residence:** Longwood, FL **Hometown:** Longwood, FL





COVER NOT FINAL

ON SALE 1/13/2026  
Announced 1<sup>st</sup> Print: 15,000

BERRETT-KOEHLER PUBLISHERS  
HC: 9798890571410 / \$32.95/\$43.95

BISAC 1: Business & Economics - Diversity & Inclusion

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

BISAC 3: Business & Economics - Workplace Harassment & Discrimination

Page Count: 240 Trim Size: 6 x 9

## Publicity and Marketing

- Promote on author's LinkedIn which has over 170K followers and averages 400K impressions monthly.
- The author will post about topics from the book bi-weekly on LinkedIn.
- The author has secured a feature series with HBR to present the main themes of the book beginning in January 2025.
- The author will work with other DEI professionals in a series of LinkedIn Live events to draw attention to the FAIR model and drive adoption.
- The author will change all of their branding online to FAIR practitioner and replace most references to DEI with FAIR.
- They are hiring HGPR to secure media placements in support of the book launch including,
  - articles, podcasts and television appearances.
- Author will promote in conjunction with their speaking (10-15 times per year) to drive bulk sales
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Twitter, Instagram.
- Promotion to 22,000 contacts on Berrett-Koehler's email list.

## Fixing Fairness

Subtitle: 4 Tenets to Transform Diversity Backlash into Progress for All

Lily Zheng

### TARGET CONSUMER:

- For readers of how-to books on workplace improvement and DEI
- Workplace leaders tired of both pro and anti-DEI rhetoric, seeking to build a healthy organization free from ideology
- People who feel left out by mainstream DEI work and pedagogy but do believe in fairness
- Specialist practitioners including designers, HR professionals, people managers, engineers, and marketers
- Strategic changemakers open to new frameworks to help them weather anti-DEI hostility
- Anxious new DEI practitioners

### DEI needs a reset.

Discover how to achieve real social change in the workplace that puts everyone ahead through the groundbreaking FAIR framework.

The demand for inclusive workplaces is stronger than ever, with most employees seeking a sense of belonging and fairness at work. Yet, traditional diversity, equity, and inclusion (DEI) strategies have faced backlash and stagnation, leaving organizations at a crossroads.

Where common DEI initiatives have failed, this book instead offers a results-based, systems-focused, all inclusive, and universally beneficial framework to help bring about real social change in your organization. This can be achieved through:

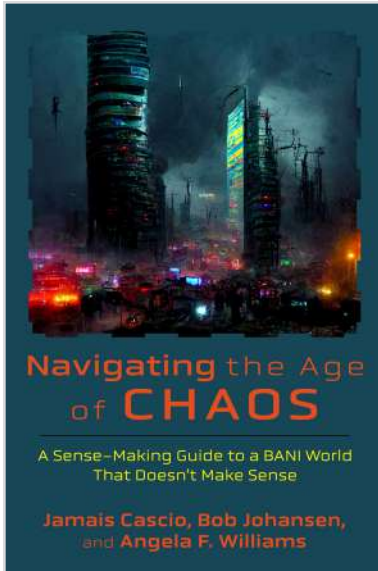
- **Fairness:** Promote equitable treatment by addressing systemic barriers and ensuring transparent, just practices for all.
- **Access:** Expand opportunities by removing obstacles and creating pathways for underserved and underrepresented groups.
- **Inclusion:** Foster a sense of belonging where diverse voices are valued, heard, and integrated into decision-making.
- **Representation:** Reflect the diversity of society at all levels, ensuring visibility and participation across demographics.

This book isn't about the next acronym or rebranding; it's a call to action for a more effective and resilient approach to social progress. The DEI industrial complex failed to make real change through unchecked growth and performative practices, and far-right antagonists only offer regressive "solutions." With clarity, urgency, and practicality, *Fixing Fairness* offers a third option and charts a path forward for those committed to creating better outcomes for all.

- **FOR READERS OF HOW TO BE AN ANTI-RACIST AND WHITE FRAGILITY:** This book seeks to pivot away from the dogmatic approach to DEI established by these books and instead establish actionable methods free from guilt and shame.
- **A REVOLUTIONARY AND NEEDED BOOK:** Proper representation and recognition of all people remains a priority for the majority of the population, but it's a matter of doing it right—this book explores why DEI failed and offers a path forward through FAIR.
- **ACTIONABLE AND ACCESSABLE TOOLBOX:** Other books, including Lily's previous titles on DEI, target current and future DEI practitioners. This book casts a wider net with its strategies while maintaining Lily's trademark direct and no-nonsense voice.
- **ACTIVE SPEAKER AND CONTRIBUTOR:** Lily speaks regularly to audiences on DEI and has been featured on outlets including *Harvard Business Review*, the *New York Times*, and *CNBC*.
- **BESTSELLING AUTHORITY:** Lily Zheng is the bestselling author of two of the biggest books on DEI and maintains a robust media presence and reach (over 170,000 followers on LinkedIn).

**Author Bio: Lily Zheng (they/them)** is a sought-after speaker, strategist, and organizational consultant who specializes in hands-on systemic change to turn positive intentions into positive outcomes for workplaces and everyone in them. A dedicated changemaker and advocate, Lily's work has been featured in the *Harvard Business Review*, *New York Times*, and NPR. They are the author of *The Ethical Sellout*, *DEI Deconstructed*, and *Reconstructing DEI*. Lily holds an MA in Sociology and BA in Psychology from Stanford University. They live with their wife in the San Francisco Bay Area and can frequently be found putting together yet another all-black outfit and enjoying good Chinese food.

Residence: San Jose, CA Hometown: Redwood City, CA



COVER NOT FINAL

ON SALE 10/28/2025  
Announced 1<sup>st</sup> Print: 7,000

BERRETT-KOEHLER PUBLISHERS  
HC: 9798890571212 / \$34.95/\$45.95

BISAC 1: Social Science - Future Studies  
BISAC 2: Business & Economics - Leadership  
BISAC 3: Business & Economics - Forecasting  
Page Count:240 Trim Size: 6 x 9

## Publicity and Marketing

- National publicity campaign to business, management, and leadership outlets (author has been featured in Entrepreneur, Bloomberg Business, Fast Company, CEOMagazine, Thrive Global, Strategy Driven and Leadership Now)
- Promotion in conjunction with author speaking at least two to three times per week, including to clients like Deloitte, Blue Diamond Growers, LinkedIn, Microsoft, Army War College, Harvard Business School, and United Way, plus at major events, including Global Nonprofit Leaders Summit, United Way conferences, and Milken Global Conference
- Corporate and organizational sales through the Institute for the Future clients, conferences, and contacts
- Promotion through the Institute for the Future's website: <https://www.iftf.org/> and social media on Twitter (41.4K followers), Facebook (22K friends), LinkedIn (24K followers), YouTube (22K subscribers) and Instagram (5800 followers)
- Promotion through Institute for the Future's two newsletters, News from the Future (30,203 subscribers) and IFTF Foresight (10,702 subscribers)

## Navigating the Age of Chaos

Subtitle: A Sense-Making Guide to a BANI World That Doesn't Make Sense

Jamais Cascio, Bob Johansen, and Angela F. Williams

### TARGET CONSUMER:

- Business leaders and executives seeking future growth opportunities
- Business school professors and students looking to prepare for the future
- Non-Profit and NGO Leaders
- Risk management and business strategy consultants
- Futurists

**Transform chaos into opportunity: A groundbreaking framework to help leaders navigate uncertainty, build organizational resilience, and create positive change in turbulent times.**

The world we once described as volatile and uncertain has shifted into something far more chaotic or BANI: brittle, anxious, nonlinear, and incomprehensible. In *Navigating the Age of Chaos*, Jamais Cascio, the originator of the groundbreaking BANI framework, unpacks the tools and perspectives needed to navigate our increasingly turbulent era.

Joined by co-authors Bob Johansen and Angela Williams, Cascio provides real-world examples, practical strategies, and visionary insights to help leaders, organizations, and individuals not just survive but thrive in the chaos.

Breaking down the BANI framework, you'll discover:

- **Brittle:** Recognize fragility in systems and strategies to build resilience.
- **Anxious:** Address widespread anxiety with empathy and attentiveness.
- **Nonlinear:** Navigate unpredictable scenarios with adaptive thinking.
- **Incomprehensible:** Find clarity in overwhelming complexity.
- **Positive BANI:** Reframe chaos into actionable opportunities for growth.

As a definitive guide to understanding and harnessing the power of the BANI framework, this book equips you with the knowledge to reshape challenges into pathways for innovation and success.

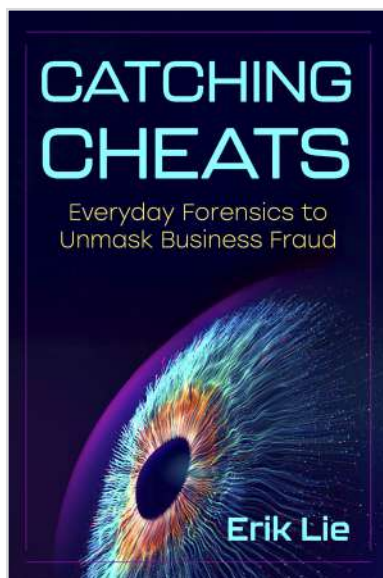
- **FOR READERS OF LEADERS MAKE THE FUTURE BY BOB JOHANSEN:** All current and emerging leaders in corporations, nonprofits, and government agencies will learn important skills and perspectives through the BANI framework.
- **ACTIONABLE TOOLKIT FOR OUR UNCERTAIN FUTURE:** Since it was introduced in 2018, the BANI framework—describing a world that is “brittle, anxious, nonlinear, and incomprehensible”—has gained widespread use all over the world.
- **REFRAMING CHAOS INTO POSITIVE CHANGE:** This book introduces “Positive BANI,” offering constructive responses to disruption by turning anxiety and complexity into opportunities for growth and innovation.
- **STRONG SALES TRACK RECORD:** This will be the seventh book by Bob Johansen drawing on and supported by his work at Institute for the Future. All have been successful and have sold more than 140,000 copies collectively.
- **ACTIVE MARKETING PLATFORM:** The authors collectively reach tens of thousands of people through social media followers, news media connections, email lists, and more than 100 speaking events a year.

**Author Bio: Jamais Cascio**, the originator and developer of the BANI framework, is a highly regarded futurist and keynote speaker who has spent the majority of his life exploring the connections between human culture, technological transformation, environmental change, and political disruption. Foreign Policy has listed him in their Top 100 Global Thinkers.

**Bob Johansen** has had a 50-year career as a professional futurist at the Institute for the Future and is an author of over a dozen books, including *Leaders Make the Future* and *Full-Spectrum Thinking*.

**Angela Williams** is President and CEO of United Way Worldwide, with more than 30 years of leadership experience in the nonprofit and corporate sectors.

**Residence:** Concord, CA; Bainbridge IS, WA; Chicago, IL  
**Hometown:** Manhattan Beach, CA; Palo Alto, CA; Anderson, SC



COVER NOT FINAL

ON SALE 10/7/2025  
Announced 1<sup>st</sup> Print: 5,000

BERRETT-KOEHLER PUBLISHERS  
TR: 9798890571373 / \$24.95/\$33.95

BISAC 1: Business & Economics - Statistics  
BISAC 2: Business & Economics - Economics - Social & Behavioral  
BISAC 3: True Crime - White Collar Crime  
Page Count: 240 Trim Size: 6 x 9

## Publicity and Marketing

- Academic outreach through the author's extensive network at universities across the country
- Media campaign leveraging Wall Street Journal and NYT connections
- Conference appearances at major finance industry events
- Author-funded promotion budget of \$10,000 for targeted marketing
- Featured coverage in University of Iowa publications (323,000 circulation)
- Corporate/academic bulk sales potential for course adoption
- Internal Berrett-Koehler publicity campaign, plus promotion through our social media and email marketing efforts.

## Catching Cheats

Subtitle: Everyday Forensics to Unmask Business Fraud

Erik Lie

### TARGET CONSUMER:

- Readers of business scandals and financial true crime books
- Fans of investigative documentaries about corporate fraud
- Business and finance professionals wanting to spot red flags
- Journalists and researchers interested in forensic methods
- Business students and professors seeking real-world case studies

**A renowned researcher takes readers inside the hunt for Wall Street's biggest frauds, revealing the forensic techniques that catch corporate criminals in the act.**

The world of business runs on trust, but that trust is routinely broken. From stock market manipulation to accounting fraud, corporate executives and Wall Street insiders find endless, creative ways to cheat the system. With engaging stories and compelling data analysis, Erik Lie reveals how these schemes work and how to catch them.

Through real cases like Martha Stewart's insider trading, Bernie Madoff's Ponzi scheme, and the LIBOR rate-fixing scandal, readers will learn:

- Two powerful methods for detecting systematic fraud using data
- How cheaters leave behind telltale statistical patterns
- Why some of Wall Street's biggest frauds persisted for years despite red flags
- The role of whistleblowers, journalists, and researchers in exposing deception

Packed with intriguing examples and whimsical illustrations, this eye-opening guide shows how anyone can help expose corporate misconduct hiding in plain sight.

- **MASSIVE AUDIENCE:** Appeals to readers fascinated by corporate scandals and financial true crime, from fans of *Catch Me If You Can* to *The Wizard of Lies: The Bernie Madoff Story* to *Bad Blood: Secrets and Lies in a Silicon Valley Start-up* there is an insatiable interest in the stories of corporate cheats. This book builds on this interest and goes a step further— demonstrating how these cheats can be caught by anyone paying attention.
- **UNIQUELY ACCESSIBLE:** Written for a general audience with engaging stories and clever illustrations that make complex financial fraud easy to understand. No prior knowledge needed.
- **HIGHLY TIMELY:** As fraud evolves with technology, this book provides essential tools for corporate watchdogs, journalists, and concerned citizens to detect deception.
- **EXTENSIVE PLATFORM:** Author regularly speaks at major universities and financial conferences, with deep connections to Wall Street Journal, academic community, and regulatory agencies.
- **ACCLAIMED AUTHORITY:** Author's groundbreaking research helped crack the SEC backdating scandal, leading to congressional hearings, executive firings, and a Pulitzer Prize for the Wall Street Journal. Named one of TIME's 100 most influential people.

**Author Bio:** Erik Lie is a professor of finance at the University of Iowa and has been teaching for 25 years. In 2002, he began researching executive compensation and using large databases, he documented strong patterns of manipulation of stock option grants. He brought them to the attention of the SEC and Wall Street Journal, which resulted in a massive SEC investigation, numerous lawsuits, congressional hearings, the firings of at least 70 corporate executives, and a Pulitzer Prize for Public Service for the Wall Street Journal. In 2007, Time Magazine included him in its list of the 100 most influential people in the world.

Residence: Iowa City, Iowa Hometown: Norway



# Berrett-Koehler Bestsellers

Berrett-Koehler Publishers has an impressive track record of sales of our publications. Already 308 Berrett-Koehler books—approximately one-third of our total booklist—have sold over 20,000 copies, which is our definition of a bestseller. And 73 of these books have sold more than 100,000 copies. These figures include sales of all US and foreign editions in all formats.

This is a remarkable track record at a time when the average new book published in the US sells less than 2,000 copies over its lifetime. The number one bestselling BK title is *Eat That Frog!* by Brian Tracy, which has sold over 3.5 million copies. And *Eat That Frog!* is published in 55 different languages!

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

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

### BK CURRENTS

1.8 million	38	Confessions of an Economic Hit Man and The New Confessions of an Economic Hit Man
310,000+	10	The Body Is Not an Apology
170,000+	10	Affluenza
150,000+	22	When Corporations Rule the World
90,000+	12	One from Many
65,000+	2	Screwed
65,000+	1	Decolonizing Wealth
60,000+	11	A Game As Old As Empire
55,000+	9	Solving Tough Problems
45,000+	5	How the Poor Can Save Capitalism
40,000+	11	Power and Love
40,000+	11	The Post-Corporate World
40,000+	11	Agenda for a New Economy
40,000+	6	The Great Turning
40,000+	1	Best Care Anywhere
40,000+	2	Black Fatigue
35,000+	10	Alternatives to Economic Globalization
35,000+	4	Out of Poverty
35,000+	2	Unequal Protection
30,000+	3	Global Mind Change
30,000+	9	The Fourth Wave
25,000+	5	Making Sustainability Work
25,000+	5	This Changes Everything
25,000+	5	Gangs of America
25,000+	5	Ten Years to Midnight
25,000+	5	Infinite Vision
25,000+	4	The Shareholder Value Myth
20,000+	8	Macroshift
20,000+	4	The Divine Right of Capital
20,000+	4	Capitalism 3.0

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

### BK LIFE

3.5 million	55	Eat That Frog!
900,000+	40	Goals!
760,000+	20	The Anatomy of Peace
580,000+	20	Repacking Your Bags
460,000+	24	Change Your Questions, Change Your Life
400,000+	25	A Peacock in the Land of Penguins
350,000+	22	The Five Secrets You Must Discover Before You Die
310,000+	6	Trauma Stewardship
300,000+	28	The 21 Success Secrets of Self-Made Millionaires
260,000+	18	The Laws of Lifetime Growth
220,000+	26	I Moved Your Cheese
220,000+	23	How to Get Ideas
200,000+	18	The Power of Purpose
200,000+	25	Prisoners of Our Thoughts
200,000+	10	No More Regrets!
200,000+	30	Kiss That Frog!
180,000+	12	The Referral of a Lifetime
175,000+	24	Be a Sales Superstar
165,000+	28	Flight Plan
160,000+	12	The Hamster Revolution
140,000+	18	Singletasking

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

### BK LIFE, continued

130,000+	15	Getting Things Done When You Are Not in Charge
130,000+	15	Networking for People Who Hate Networking
130,000+	11	Turning to One Another
130,000+	6	Shifting Sands
110,000+	18	Love It, Don't Leave It
110,000+	5	On the Brink of Everything
105,000+	16	PeopleSmart
100,000+	15	Catch!
100,000+	13	The Nonverbal Advantage
100,000+	13	Stepping Up
100,000+	6	It's the Way You Say It
100,000+	11	The Resiliency Advantage
100,000+	15	Eat That Frog! for Students
90,000+	11	Be Your Own Brand
90,000+	9	Creating Personal Presence
85,000+	11	Accidental Genius
80,000+	9	Be the Hero
80,000+	13	What to Do When There's Too Much to Do
75,000+	15	Get Paid More and Promoted Faster
75,000+	11	Whistle While You Work
75,000+	13	Quiet Influence
70,000+	11	The Answer to How Is Yes
70,000+	10	The Highest Goal
60,000+	12	The Power of Failure
60,000+	10	Prosper
60,000+	5	Life Reimagined
60,000+	8	Get to the Point
50,000+	12	What Would Buddha Do at Work?
50,000+	5	Be BIG
50,000+	7	Eat That Frog! Action Workbook
50,000+	5	The Age of Overwhelm
50,000+	2	Calling Cards
45,000+	4	Embrace the Chaos
40,000+	18	Find Your Balance Point
40,000+	3	Perseverance
40,000+	9	The Mood Elevator
40,000+	2	Subtle Acts of Exclusion
35,000+	3	Who Do We Choose to Be?
35,000+	10	The Five Thieves of Happiness
35,000+	3	Your Body Is Not an Apology Workbook
35,000+	7	Aligned Thinking
35,000+	7	The Pause Principle

35,000+	5	Whale Done Parenting
35,000+	2	The Memo
30,000+	12	Being Buddha at Work
30,000+	9	Refire! Don't Retire
30,000+	8	Fear Your Strengths
30,000+	5	Living in More Than One World
30,000+	4	We Are All Self-Employed
30,000+	4	Why Wait to Be Great
30,000+	2	I'm Stuck, You're Stuck
30,000+	8	The Serious Business of Small Talk
25,000+	12	Sprout
25,000+	11	Downshifting
25,000+	10	Flux
25,000+	8	Three Deep Breaths
25,000+	8	You Are What You Believe
25,000+	5	Be the Best Bad Presenter Ever
25,000+	5	50 Jobs in 50 States
25,000+	5	The Discomfort Zone
25,000+	2	Communicate Like a Leader
25,000+	2	Claiming Your Place at the Fire
25,000+	2	Shift into a Higher Gear
25,000+	9	The Genius of Opposites
20,000+	12	Reawakening the Spirit in Work
20,000+	9	Zenobia
20,000+	8	The Connect Effect
20,000+	8	Emotional Discipline
20,000+	5	Second Innocence
20,000+	5	The 3 Gaps
20,000+	5	How You Learn Is How You Live
20,000+	4	Ask Outrageously
20,000+	4	Teaching That Changes Lives
20,000+	3	The Seven Paths
20,000+	3	Overcoming Bias
20,000+	3	The Greater Goal
20,000+	3	The She Spot
20,000+	3	So You're New Again
20,000+	1	Zip Tips
20,000+	1	The Sisters Are Alright
20,000+	1	Journal of Radical Permission

### BK BUSINESS

2.8 million	35	Leadership and Self-Deception
780,000+	26	Love 'Em or Lose 'Em
675,000+	30	The Secret
460,000+	21	Empowerment Takes More Than a Minute
420,000+	22	Leadership and the New Science
390,000+	22	The Outward Mindset
320,000+	23	Full Steam Ahead!

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

**BK BUSINESS, continued**

300,000+	19	Humble Inquiry	65,000+	6	Finding Our Way
255,000+	23	A Complaint Is a Gift	65,000+	3	How to Be an Inclusive Leader
250,000+	29	The 100 Absolutely Unbreakable Laws of Business Success	60,000+	11	The B Corp Handbook
250,000+	22	Managing By Values	60,000+	8	Positive Leadership
220,000+	6	Leadership from the Inside Out	60,000+	4	Be the Boss Everyone Wants to Work for
210,000+	17	Synchronicity	60,000+	12	Open Space Technology
190,000+	8	Stewardship	60,000+	11	The Daily Edge
190,000+	17	Know Can Do!	60,000+	11	Corporate Creativity
175,000+	10	The Serving Leader	60,000+	9	How to Change Minds
170,000+	5	Breaking through Gridlock	60,000+	8	Ideas Are Free
160,000+	10	Change Is Everybody's Business	60,000+	6	Humble Consulting
150,000+	14	Go Team!	55,000+	15	The One Minute Negotiator
150,000+	12	Managers As Mentors	55,000+	6	Trust and Betrayal in the Workplace
150,000+	17	Theory U	55,000+	6	Customers As Partners
150,000+	7	Help Them Grow or Watch Them Go	55,000+	4	Leaders Make the Future
140,000+	18	Managing	55,000+	8	The 4 Stages of Psychological Safety
130,000+	7	On-the-Level	50,000+	7	The Power of Appreciative Inquiry
125,000+	13	Got Your Attention?	50,000+	7	Cultural Intelligence
125,000+	15	Great Leaders Grow	50,000+	2	We Can't Talk about That at Work
125,000+	5	Community	50,000+	11	Fun Works
125,000+	7	The Heart of Leadership	50,000+	9	Your Leadership Legacy
120,000+	9	The Introverted Leader	50,000+	8	Attracting Perfect Customers
110,000+	7	Performance Consulting	50,000+	8	Bedtime Stories for Managers
110,000+	18	Helping	50,000+	3	Customer at the Crossroads
105,000+	17	Managers Not MBAs	50,000+	5	Dare to Serve
105,000+	14	The World Café	50,000+	2	The 4-Dimensional Manager
100,000+	11	301 Ways to Have Fun at Work	50,000+	2	Seeing Systems
100,000+	7	The Secret of Teams	45,000+	3	The Art of Community
95,000+	10	Negotiating the Impossible	45,000+	10	Simply Managing
90,000+	10	The Leadership Wisdom of Jesus	45,000+	2	The Power of Servant Leadership
90,000+	17	The 3 Keys to Empowerment	45,000+	11	Hot Spots
90,000+	9	I'm Sorry I Broke Your Company	45,000+	6	The Path of Least Resistance for Managers
90,000+	6	The 8 Dimensions of Leadership	45,000+	6	Intrinsic Motivation at Work
85,000+	10	The Courageous Follower	45,000+	3	Speaking Up
80,000+	14	Why Motivating People Doesn't Work . . . and What Does	40,000+	7	The Long-Distance Leader
80,000+	9	Servant Leadership in Action	40,000+	7	Coach the Person, Not the Problem
80,000+	7	Evaluating Training Programs	40,000+	5	The Critical Few
80,000+	4	A Simpler Way	40,000+	5	The Change Handbook
80,000+	6	Chess Not Checkers	40,000+	5	Future Search
80,000+	15	Collaborating with the Enemy	40,000+	4	Make Their Day!
75,000+	13	Leading from the Emerging Future	40,000+	4	Leaders Made Here
75,000+	12	Humble Leadership	40,000+	1	Salsa, Soul, and Spirit
70,000+	18	The Essentials of Theory U	35,000+	8	Simple Truths of Leadership
70,000+	13	A Higher Standard of Leadership	35,000+	8	The Driver in the Driverless Car
70,000+	8	Appreciative Inquiry	35,000+	3	Co-Active Leadership
65,000+	17	Hire and Keep the Best People	35,000+	10	Branded Customer Service
			35,000+	8	The Intelligent Organization
			35,000+	8	Mother Teresa, CEO



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

**BK BUSINESS, continued**

35,000+ 6 Seeing Red Cars  
 35,000+ 5 Abolishing Performance Appraisals  
 35,000+ 4 How to Make Collaboration Work  
 35,000+ 4 Managers As Facilitators  
 35,000+ 2 The Disciplined Leader  
 35,000+ 3 Conversations Worth Having  
 30,000+ 11 The Blind Man and the Elephant  
 30,000+ 5 Talent Magnet  
 30,000+ 9 The New Organizational Wealth  
 30,000+ 6 Lead More, Control Less  
 30,000+ 5 Putting Total Quality Management to Work  
 30,000+ 5 A Great Place to Work for All  
 30,000+ 4 Analysis for Improving Performance  
 30,000+ 4 Action Inquiry  
 30,000+ 3 Selling with Integrity  
 30,000+ 1 Cultural Diversity in Organizations  
 30,000+ 1 Hello, My Name Is Awesome  
 30,000+ 3 The New Leadership Literacies  
 25,000+ 2 Imaginization  
 25,000+ 9 The New Organizational Wealth  
 25,000+ 7 Magnetic Service  
 25,000+ 7 Managing for People Who Hate Managing  
 25,000+ 5 Get There Early  
 25,000+ 5 Fusion Leadership  
 25,000+ 5 Driving Growth Through Innovation  
 25,000+ 5 The Change Cycle  
 25,000+ 4 Bootstrap Leadership  
 25,000+ 4 Getting to Resolution  
 25,000+ 4 You Don't Have to Do It Alone  
 25,000+ 4 Leadership and the Art of the Struggle  
 25,000+ 3 Strategic Business Partner  
 25,000+ 3 The Appreciative Inquiry Handbook  
 25,000+ 3 Terms of Engagement  
 25,000+ 3 Humility Is the New Smart  
 25,000+ 2 DEI Deconstructed  
 25,000+ 2 The Influence Edge  
 25,000+ 2 Trusted Leader  
 25,000+ 1 Images of Organization Executive Edition  
 25,000+ 7 Practicing Positive Leadership  
 25,000+ 7 Why Digital Transformations Fail  
 25,000+ 5 The Idea-Driven Organization  
 25,000+ 4 Hello Stay Interviews Goodbye Talent Loss  
 25,000+ 2 Inclusive Conversations  
 20,000+ 12 Ideaship  
 20,000+ 8 Show Me the Money  
 20,000+ 7 Emotional Value  
 20,000+ 6 Working at Warp Speed  
 20,000+ 6 Structured On-the-Job Training  
 20,000+ 6 Supply Chain Optimization

20,000+ 5 Execution IS the Strategy  
 20,000+ 5 301 More Ways to Have Fun at Work  
 20,000+ 5 Accountability  
 20,000+ 6 Real Leadership  
 20,000+ 4 Collaboration Begins with You  
 20,000+ 6 Foundations of Human Resource Development  
 20,000+ 4 Running Training Like a Business  
 20,000+ 4 Real Time Strategic Change  
 20,000+ 4 The Circle Way  
 20,000+ 3 True North Groups  
 20,000+ 3 The Healing Manager  
 20,000+ 3 Intrapreneuring in Action  
 20,000+ 3 The Four Conversations  
 20,000+ 2 Your Leadership Story  
 20,000+ 1 Opening Doors to Teamwork and Collaboration  
 20,000+ 2 Do What Matters Most  
 20,000+ 3 The Innovation Code  
 20,000+ 6 Leading with Character and Competence  
 20,000+ 4 Leapfrogging  
 20,000+ 1 The Power of Latino Leadership  
 20,000+ 5 Stop Guessing  
 20,000+ 2 Win the Heart

# BERRETT-KOEHLER'S UNIQUE APPROACH FOR CREATING CHANGE

## OUR BELIEF

We believe that to create a world that works for all – which is the heart of BK's mission – change is needed at all levels: individual, organizational, and societal.

## OUR PUBLISHING AGENDAS

BK publishes books in three major areas:

- Individual change (such as personal growth and living our values for a more inclusive and sustainable world)
- Organizational change (such as socially responsible business, humane leadership, and participative management)
- Societal change (such as community development, environmental sustainability, and economic justice)

# BERRETT-KOEHLER'S UNIQUE COMPETITIVE ADVANTAGE

An author-centric publishing model that focuses on finding thought leaders with compelling insights, ideas, and experiences and helping them shape their message and amplify their voice

## KEY PLANKS OF AUTHOR-CENTRICITY

- Author Bill of Rights that guides the publisher-author relationship
- Author Days to enhance collaboration between staff and author
- No/ low advances, but higher royalties
- Authors get unique exit clause in their agreements: Right to terminate the agreement after publication and after a 10-month notice and remedy period if the author is dissatisfied with the publishing relationship



## BENEFITS FOR BERRETT-KOEHLER

1. Authors work as active collaborators and perform proactive marketing and outreach to promote their books
2. Very high author retention rate
3. More than 150 BK authors have already published multiple books with BK. These multiple-BK-book authors include 9 of our 10 bestselling authors
4. Authors provide strong referrals for BK by encouraging their colleagues to publish with BK

# BERRETT-KOEHLER'S EXTRAORDINARY SOCIAL IMPACT

Berrett-Koehler has led the world by promoting systemic change:

## APPROACH

Collaborating with thought leaders to develop new change methodologies that are inclusive, participatory, and engage the whole-system of stakeholders



Hundreds of BK authors have grown their speaking, training, consulting, and coaching businesses and networks



These authors, their readers and organizations have trained hundreds of thousands of changemakers and leaders in collaborative change

## EXAMPLES

### Future Search Network

- Has trained thousands of change agents and consultants
- Methodology has fans and followers ranging from war-torn communities in Africa to Fortune 500 companies

### Arbinger Institute

- *Leadership and Self-Deception* has sold over 2.5 Million copies in 33 languages
- Built a successful 120 person training and consulting organization and partners in 26 countries

### Art of Hosting

- Toke Paludan Moeller, Monica Nissen, and their colleagues aggregated methods from several BK books
- Trained thousands of people including 700 leaders and staff of European Commission





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