FALL-WINTER 2014
CATALOG of BOOKS

New Titles .................................................. 2
Backlist .................................................. 20
Title Index ................................................... 31
Author Index ............................................... 33
Sales Representatives, International Distributors,
and Amacom Sales Office Contacts ............... 35
Order Form ............................................... 36
Ordering Information .................. inside back cover

AMACOM, a division of American Management Association,
publishes books on business, management, career growth,
current events, technology, personal finance, real estate,
and self-help. AMACOM books help readers enhance their
personal and professional growth and reach into the future
to understand emerging trends and cutting-edge thinking.
What sets the very best teams apart . . .

Primal Teams
Harnessing the Power of Emotions to Fuel Extraordinary Performance
Jackie Barretta

Emotion, more than anything else, spells the difference between stellar and mediocre team performance. Fear, anger, frustration, and other negative feelings, can endanger a group’s dynamic. But positive emotions have the power to transform it into a high-performance engine, where everyone operates at their peak. Their minds sharpen. They find creative solutions. They get great results.

Thanks to discoveries in neuroscience and psychology, we now know that emotions operate independently from our logical minds. They can’t be reasoned away. They must be dealt with directly. Drawing on the latest research, Primal Teams shows how anyone can control potentially damaging emotions, while triggering the kind of passion and energy that supercharge performance. Illustrated with compelling examples, this groundbreaking guide reveals how to:

- Transform fear and negativity
- Energize primal emotional systems
- Activate insight and intuition
- Foster emotional bonds and team spirit
- Connect the team to a deeper purpose
- And more

Emotions determine whether a group works with energy and enthusiasm or just goes through the motions. With the array of insights and practical tools in this book, anyone can inspire an unprecedented level of performance.

JACKIE BARRETTA (Portland, OR) is a Founding Partner of Nura Group, a consulting firm dedicated to enhancing team innovation and performance. Her work with primal emotions in teams has won her widespread recognition and dozens of prestigious awards.

Don’t run from criticism. Own it!

The Truth Doesn’t Have to Hurt
How to Use Criticism to Strengthen Relationships, Improve Performance, and Promote Change
Deb Bright, Ph.D.

Nobody likes criticism. Handled poorly, it too often stings and breeds resentment—and most of us try to avoid it at all costs.

But criticism—crafted carefully and communicated skillfully—promotes trust and respect, motivates individuals, and serves as a catalyst for change. It has the ability to turbocharge workplaces and careers. If that sounds far-fetched, it’s because few understand how to properly give and receive the kind of critical feedback that brings positive results. The Truth Doesn’t Have to Hurt rejuvenates this powerful but neglected art form. Executives, managers, team leaders—anyone who needs to temper praise with a dose of reality—will learn to:

- Deliver the truth and have it taken as helpful
- Create an atmosphere of acceptance
- Avoid mistakes that sabotage an exchange
- Control how they receive criticism so they benefit—even if it’s badly presented

Ignoring problems or always saying nice things will only maintain the status quo. This research-backed book delivers proven techniques and tools for motivating people and triggering improvement—swiftly and painlessly.

DEB BRIGHT, PH.D., (Tucson, AZ) is founder and president of Bright Enterprises, Inc., a consulting firm devoted to enhancing performance. Her impressive roster of clients includes Raytheon, Marriott, Disney, GE, Chase, Morgan Stanley, and other premier organizations.
Lead with Humility
12 Leadership Lessons from Pope Francis
Jeffrey A. Krames

When Fortune announced its list of the World’s Greatest Leaders, the top spot was awarded—not to a captain of industry—but to the new pontiff.

In the year since his election, Pope Francis earned that accolade…and more. He has achieved the remarkable: breathed life into an aging institution, reinvigorated a global base, and created real hope for the future.

How did a man who spent his life laboring in slums far from the Vatican manage to do this and so quickly? The answer lies in his humility—and the simple principles that spring from it.

Lead with Humility explores 12 of these principles and shows how leaders and managers can adapt them for the workplace with equally impressive results. They include:

- Don’t stand over your employees—sit down with them
- Avoid insularity
- Don’t judge—assess
- Take care of people, not lobbies
- Go where you are needed
- Temper ideology with pragmatism
- Don’t change—reinvent!
- The boldest course can be the most prudent
- And more

Pope Francis’s ability to inspire the world is unprecedented in modern times. Lead with Humility reveals the power of his methods, and helps anyone lead with grace and greater authenticity.


Inspiring ideas for a world in need of true leaders.

LEAD with Humility
12 LEADERSHIP LESSONS FROM POPE FRANCIS
Jeffrey A. Krames

- National print campaign
- Dual-market campaign to business and religious media
- National radio campaign
- Online campaign
- Coop advertising available

SEPTEMBER 2014 • Leadership
Hardcover • 5½ x 8½ • 144 pages
978-0-8144-4911-0
U.S. $14.00
Successful entrepreneurs are able to shift gears at a moment’s notice.

**Think Agile**

*How Smart Entrepreneurs Adapt in Order to Succeed*

Taffy Williams

Funding falls apart. A similar product is unveiled by a more established company. A key employee jumps ship to work for a competitor. These are the unexpected obstacles that derail even the most promising new ventures. Entrepreneurs determined to keep up with today’s constantly changing business environment need to stay nimble enough to shift their strategies, products, and services on a dime. Yet many fail to master this essential new mindset: agility.

Featuring real-life case studies and invaluable tools, *Think Agile* helps entrepreneurs assess their level of flexibility—and learn to be open-minded and option-oriented in key areas including:

- Funding sources
- Launch timetables
- Planning
- Repurposing everything from products to people to names
- And more

When entrepreneurs lock themselves into one strategy, one product, one distribution method—and one way of thinking about their business—they limit their potential, and lower their chances of capitalizing on economic, industry, or market changes. *Think Agile* is an indispensable guide to an undeniably essential new skill.

**TAFFY WILLIAMS** (Concord, NC) has been a successful entrepreneur and advisor to entrepreneurs for over 30 years. The founder and president of Colonial Technology Development Company, which assists start-ups in technology commercialization, he writes the popular “Startup Blog,” as well as articles for Examiner.com.

Use data to make a real difference in your organization.

**Behind Every Good Decision**

*How Anyone Can Use Business Analytics to Turn Data into Profitable Insight*

Piyanka Jain and Puneet Sharma

There is a costly misconception in business today—that the only data that matters is BIG data, and that complex tools and data scientists are required to extract any practical information. Nothing could be further from the truth.

In *Behind Every Good Decision*, authors and analytics experts Piyanka Jain and Puneet Sharma demonstrate how professionals at any level can take the information at their disposal and leverage it to make better decisions. The authors’ streamlined framework demystifies the process of business analytics and helps anyone move from data to decisions in just five steps…using only Excel as a tool. Readers will learn how to:

- Clarify the business question
- Lay out a hypothesis-driven plan
- Pull relevant data
- Convert it to insights
- Make decisions that make an impact

Packed with examples and exercises, this refreshingly accessible book explains the four fundamental analytic techniques that can help solve a surprising 80% of all business problems. Business analytics isn’t rocket science—it’s a simple problem-solving tool that can help companies increase revenue, decrease costs, improve products, and delight customers. And who doesn’t want to do that?

**PIYANKA JAIN** (Sunnyvale, CA) is President and CEO of Aryng, a management consulting company focused on analytics for business impact. **PUNEET SHARMA** (Sunnyvale, CA) is VP of Analytics, Growth Hacking, and User Research at Move Inc.
Business schools, leadership gurus, and strategy guides agree—leaders must have a vision. But the sad truth is that most don’t . . . or at least not one that compels, inspires, and energizes their people. How can something so essential be practiced so little in real life?

Vision may sound like a rare quality, unattainable by all except a select few—but nothing could be further from the truth. Anyone can expand their visionary capacity. You just need to learn how. In Anticipate, strategy and leadership expert Rob-Jan de Jong explains that to develop vision you must sharpen two key skills. The first is the ability to see things early—spotting the first hints of change on the horizon. The second is the power to connect the dots—turning those clues into a gripping story about the future of your organization and industry.

Packed with stories and practices, Anticipate provides proven techniques for looking ahead and exploring many plausible futures—including the author’s trademarked FuturePriming process, which helps distinguish signal from noise. You will discover how to:

- Tap into your imagination and open yourself to the unconventional • Become better at seeing things early • Frame the big-picture view that provides direction for the future • Communicate your vision in a way that engages others and provokes action • And more

When you anticipate change before your competitors, you create enormous strategic advantage. That’s what visionaries do . . . and now so can you.

ROB-JAN DE JONG (Amsterdam, The Netherlands) is one of five faculty members in Wharton’s flagship executive program “Global Strategic Leadership.” A sought-after international consultant, he helps leaders and companies anticipate the future and arrive at winning strategies. His clients include Philips, ING, HCL, Dannon, and other top organizations.
Parenting with a Story
Real-Life Lessons in Character for Parents and Children to Share
Paul Smith

Tell a young person what to do—play fair, be yourself, stick to the task at hand—and most will tune you out. But show them how choices and consequences play out in the real world, with real people, and the impact will be far more profound. Parenting with a Story gathers 101 narratives from people around the world and from all walks of life, reflecting unexpected moments of clarity about who they are and how they should treat others. The lessons illuminate the power of character—integrity, curiosity, creativity, grit, kindness, patience, gratitude, and more—to prepare us for anything.

Sometimes heart-wrenching, sometimes funny, always compelling, these stories impart wisdom and help steer choices about:

- Resisting peer pressure
- Remaining open-minded
- Being humble
- Making courageous decisions
- Standing by their word
- Bouncing back from failure
- Showing compassion
- Picking friends wisely
- And more

Stories help shape who we are and who we aspire to become. Share these, discuss them, and watch your child grow into the adult you’ll be proud of.

Paul Smith (Mason, OH) is a dedicated father of two and an expert trainer in leadership and storytelling techniques. As the author of the popular Lead with a Story (978-0-8144-2030-0), he has seen his work featured in The Wall Street Journal, Time, Forbes, The Washington Post, Success, and Investor’s Business Daily, among others.

Time for a parent-teacher conference. The topic: teenagers.

Teenagers 101
What a Top Teacher Wishes You Knew About Helping Your Kid Succeed
Rebecca Deurlein, Ed.D.

As a parent, you want to see your teen succeed in school and in life—and you do your best to help. But how do you know what will make a difference? Maybe it’s time to listen to a teacher.

Day in and day out, teachers watch kids interact with peers, make decisions, deal with difficulty, accept or deflect responsibility... Teachers are our eyes and ears—and there’s a lot they wish we knew.

In Teenagers 101, veteran high school teacher Rebecca Deurlein examines how we can support our teens as they cope with the challenges of the modern world. In an age of instant gratification, how do they learn to work hard? How do they become self-reliant when Mom and Dad are quick to step in? How do they make the transition from kids to adults? Speaking as an educator and a parent herself, Deurlein offers practical strategies for getting teens to:

- Be self-motivated
- Take responsibility for learning
- Puzzle through problems
- Become their own advocate
- Present themselves well
- And more

Packed with engaging anecdotes and backed by years of experience, Teenagers 101 is a crash course on the skills teenagers everywhere need to thrive in college and beyond.

Rebecca Deurlin, Ed.D. (Houston, TX) has taught in school systems around the country. She has a doctoral degree in educational leadership and has raised two children of her own.
Home for Dinner

Mixing Food, Fun, and Conversation for a Happier Family and Healthier Kids

Anne K. Fishel, Ph.D., cofounder of The Family Dinner Project
Foreword by Michael Thompson, Ph.D., author of Raising Cain

Sports, activities, long hours, and commutes—with so much to do, dinner has been bumped to the back burner.

But research shows that family dinners offer more than just nutrition. Studies have tied shared meals to increased resiliency and self-esteem in children, higher academic achievement, a healthier relationship to food, and even reduced risk of substance abuse and eating disorders.

Written by a Harvard Medical School professor and mother, Home for Dinner makes a passionate and informed plea to put mealtime back at the center of family life and supplies compelling evidence and realistic tips for getting even the busiest of families back to the table. Chock full of stories, new research, recipes, and friendly advice, the book explains how to:

- Whip up quick, healthy, and tasty dinners
- Get kids to lend a hand (without any grief)
- Adapt meals to the needs of everyone—from toddlers to teens
- Inspire picky eaters to explore new foods
- Keep dinnertime conversation stimulating
- Add an element of fun
- Reduce tension at the table
- Explore other cultures and spark curiosity about the world
- And more

Mealtime is a place to unwind and reconnect, far from the pressures of school and work. As the author notes, family therapy can be helpful, but regular dinner is transformative.

ANNE K. FISHEL, PH.D., (Boston, MA) is the director of the Family and Couples Therapy Program at Massachusetts General Hospital and an associate clinical professor of psychology at the Harvard Medical School. As cofounder of The Family Dinner Project, she has been interviewed by ABC News, NPR, The Washington Post, The New York Times, The Christian Science Monitor, and other major media. She writes the popular blog Digital Family for Psychology Today.
Evergreen
Cultivate the Enduring Customer Loyalty That Keeps Your Business Thriving
Noah Fleming • Foreword by Alan Weiss, author of Million Dollar Consulting

Loyal customers are the beating heart of every great business. So why do so many companies act like adrenalin junkies, chasing after new customers at the expense of creating deeper, more profitable relationships with the ones they already have? Evergreen exposes the mad pursuit for what it is: a brief spike in metrics and an ongoing revenue drain, as one-time customers fail to return. A better solution is to shift resources from attracting new customers to engaging the base—the path to stable growth, season after season. The book’s entertaining stories and action steps reveal how anyone can:

- Cultivate the 3 Cs of evergreen companies: character, community, and content
- Build loyalty programs that turn satisfied customers into enthusiastic advocates
- Nurture profitable customers while pruning those who sap time and money
- Inject authenticity into social media communications
- Invert the expectations gap that can drive customers away

From Internet startups and mom-and-pop businesses to multinational giants, strong companies are rooted in customer retention. Evergreen helps anyone merge high-tech tools with the personal touch to forge lasting bonds and steady profits.

NOAH FLEMING (Kingsville, ON) is a strategic marketing expert and CEO of Fleming Consulting & Co. He has provided coaching and consulting services for thousands of business owners, executives, and individuals, and is an expert blogger for FastCompany and guest blogger for The Globe and Mail’s “Report on Business.”

Leadership truths that stand the test of time.

The Ten Golden Rules of Leadership
Classical Wisdom for Modern Leaders
M. A. Soupios and Panos Mourdoukoutas.

Skills and experience might land you a leadership position, but they don’t make you a true leader.

Leadership comes from inside—and the greatest leaders first question themselves before they tackle the world around them. To aid in this critical interrogation, The Ten Golden Rules of Leadership explores ideas from Aristotle, Heraclitus, Sophocles, Hesiod, and other great thinkers, including:

- Know thyself
- Do not waste energy on things you cannot change
- Nurture community
- Always embrace the truth
- Let competition reveal talent
- Live life by a higher code
- Understand that character is destiny

Then it shows you how to take each idea—along with what you’ve learned about yourself—and apply it to the challenges of the modern workplace. As Aristotle tutored Alexander the Great, you too will learn what it takes to conquer all.

M. A. SOUPIOS, PH.D., (East Northport, NY) is professor of political philosophy at Long Island University, where he has taught for more than 30 years. He holds eight graduate degrees including four earned doctorates. PANOS MOURDOUKOUTASS, PH.D., (Plainview, NY) is professor of economics at Long Island University. A regular contributor to Forbes.com, he has been published in Barron’s, The New York Times, The Japan Times, Newsday, and other publications. Together, they are authors of The Ten Golden Rules: Ancient Wisdom from the Greek Philosophers on Living the Good Life.
Entrepreneurs have long been taught that to be successful, they need to spend months perfecting a business plan and finding investors before they can finally launch their business. But with the marketplace changing at lightning speed, this notion is not only outdated—it's costly.

There's no point to building a business in a bubble. Today's entrepreneurs must embrace the idea of “failing fast.” They need to connect with real customers and determine quickly whether their idea is worth pursuing, needs new direction, or should be abandoned altogether. *Fail Fast or Win Big* shows entrepreneurs how to:

- Create a rapid prototype of their product or service
- Develop a business model instead of a business plan
- Test it repeatedly with customers so they can spot failure early
- Continue to refine the model based on customer interactions
- Leverage their network and resources in order to run lean

The longer it takes to launch a company, the more changes there will have been in the marketplace. Featuring real-life examples of entrepreneurs who set out to fail fast and ended up winning big, this groundbreaking guide reveals how the right kind of risk can really pay off.

**BERNHARD SCHROEDER** (Del Mar, CA) is a director at the prestigious Lavin Entrepreneurship Center at San Diego State University. Previously a senior partner at CKS Partners, the world's largest integrated marketing communications agency, he has served as a marketing and brand expert for successful start-ups such as Amazon and Yahoo as well as Fortune 100 firms such as Apple, Nike, Kellogg’s, GM, and American Express.

Don’t fear failure. Fear the missed opportunity.
Creativity & Problem Solving
Brian Tracy

The crucial element separating an exceptional career from a lackluster one is the ability to devise innovative solutions to work challenges. With research showing the direct relationship between ideas and profitability, creative thinking skills are vital to professional advancement.

As one of the world’s premiere success experts, Brian Tracy knows that creativity can be developed with practice and a few helpful tools. This concise book reveals 21 proven, practical techniques readers can use to immediately begin generating a stream of productive ideas, including how to:

- Stimulate the three primary triggers to creativity
- Inspire a creative mindset in staff through recognition, rewards, and environment
- Use methods such as Brainstorming, Zero-Based Thinking, Nominal Group Technique, and Lateral Thinking to solve problems, improve systems, devise new products, and come up with fresh, exciting marketing angles
- Ask focused questions to generate elegant solutions
- Understand the difference between mechanical and adaptive thinking
- Rigorously evaluate new ideas...without shutting down the creative impulse

Containing mind-stimulating exercises and down-to-earth strategies, this career-changing book helps anyone tap into the root source of their own intuitive genius.

October 2014 • Business Self-Help • HC • 4 1/2 x 6 1/2 • 112 pages
978-0-8144-3316-4 • U.S. $9.95

Sales Success
Brian Tracy

Eighty percent of all sales are made by just twenty percent of salespeople. What's surprising to discover is that those top professionals perform only a bit better than their peers in certain critical areas. By excelling in these capabilities, you can earn money faster, have more success, and gain greater career satisfaction than you ever thought possible.

In this compact and convenient guide, sales trainer extraordinaire Brian Tracy reveals how anyone can get that winning edge. He shares 21 tried-and-true techniques to:

- Set clear goals—and achieve them
- Develop a sense of urgency and make every minute count
- Stay motivated
- Know your products inside and out
- Analyze your competition
- Identify competitive advantage
- Develop your sales strategy
- Find and quickly qualify prospects
- Create rapport early and build trust
- Understand the three keys to persuasion
- Master the elements of an effective presentation
- Use the power of suggestion
- Establish “megacredibility”
- Overcome the six major objections
- Ask for action
- Advance your career by following up

Packed with proven strategies and priceless insights, this handy little book will help you take your sales game to unprecedented new heights.

January 2015 • Sales • HC • 4 1/2 x 6 1/2 • 112 pages
978-0-8144-4919-6 • U.S. $9.95
BRIAN TRACY (Solana Beach, CA) is the Chairman and CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations. One of the top business speakers and authorities in the world today, he has consulted for more than 1,000 companies and addressed more than 5,000,000 people in 5,000 talks and seminars throughout the United States and more than 60 countries worldwide. He has written 55 books and produced more than 500 audio and video learning programs on management, motivation, and personal success.
Why do so many business owners dread looking at the numbers? They make excuses...They don’t have time...That’s what the accountant is for....But the simple truth is that no one else will ever be as invested in their company as they are—and they need to take control.

As a small-business owner, financial statements are your most important tools—and if you don’t know how to read them and understand their implications, you cannot possibly steer your business successfully. *Accounting for the Numberphobic* demystifies your company’s financial dashboard: the Net Income Statement, Cash Flow Statement, and Balance Sheet. The book explains in plain English how each measurement reflects the overall health of your business—and impacts your decisions. You will discover:

How your Net Income Statement is the key to growing your profits • How to identify the break-even point that means your business is self-sustaining • Real-world advice on measuring and increasing cash flow • What the Balance Sheet reveals about your company’s worth • And more

Illustrated with case studies and packed with practical action steps, this indispensable guide will put your business on the path to profitability in no time.

**DAWN FOTOPULOS** (New York, NY), is founder of Best Small Biz Help.com, an award-winning blog and resource site for small-businesspeople. A former banker, she is currently an Associate Professor of Business at The King’s College in Manhattan.

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**Why settle for a good offer...when you can get a great one?**

**Sell Your Business for an Outrageous Price**  
*An Insider’s Guide to Getting More Than You Ever Thought Possible*  
Kevin Short

Too many businesses sell for far less than they should! After pouring time, energy, and money into their company, owners deserve to squeeze every last dollar they can from that hard-earned investment. *Sell Your Business for an Outrageous Price* is the playbook they need to win big at the closing table. Readers will discover how to:

Prepare their companies and themselves for sale • Recognize the best time to go to market • Minimize their risk • Identify, attract, and motivate deep-pocketed buyers • Determine their company’s competitive advantage and leverage it for the best offer • Find a transaction advisor with the skills and experience to guide them through the M&A jungle • Ascertain whether the advisor has what it takes to get top dollar • Maintain confidentiality • Foil buyers’ attempts to undermine sale price • And much more

Featuring real-life case studies and an appendix of indispensable tools—including due diligence lists, sample nondisclosure agreements, a sales readiness assessment, and a sample engagement letter—this insightful guide reveals how anyone can get a positively outrageous price for their company.

**KEVIN SHORT** (St. Louis, MO) is the Managing Partner and CEO of Clayton Capital Partners, a leading middle market M&A advisory firm. Over the past 25 years, he has orchestrated over 150 purchase/sale transactions of mid-sized businesses with an aggregate value of more than $1 billion.
Securities crowdfunding got the green light — now go!

The Crowdfunding Handbook
Using Equity Funding Portals to Raise Money for Your Small Business or Start-Up
Cliff Ennico

Ever wish your company could raise capital the Kickstarter® way? Equity crowdfunding is finally here, opening new funding avenues for small businesses and start-ups.

In April 2012, President Obama signed the Jumpstart Our Business Startups—or JOBS—Act into law. This groundbreaking legislation empowers privately-owned companies to raise capital from investors without going through the rigorous IPO and private placement processes. When the SEC hands down the last regulations, the floodgates will open and companies will be free to compete for funding.

Small business and legal expert Cliff Ennico has followed the equity crowdfunding story since its inception. Now, in The Crowdfunding Handbook, he explains the JOBS Act and translates the regulations into a clear set of do’s and don’ts for entrepreneurs and small-business owners looking to get in early—and do things right.

Need help pricing your securities? Pitching a project to the public? Choosing between funding platforms? Figuring out disclosure documents and reporting requirements?

This book delivers targeted answers—whether crowdfunding is your best bet, picking the right legal entity, selecting types of securities to offer, reaching the most promising investors, keeping crowds under control, and more.

IPOs are expensive, and venture capital nearly impossible to attract. Crowdfunding is changing the game for private companies . . . and this book will lead the way.

CLIFF ENNICO (Fairfield, CT), a former Wall Street lawyer, is a leading expert on the legal and financial issues of entrepreneurial companies. Previously the host of PBS’s MoneyHunt, he now writes the nationally syndicated “Succeeding in Your Business” column as well as a legal Q&A column for Entrepreneur.
Stress Less. Achieve More.
Simple Ways to Turn Pressure into a Positive Force in Your Life
Aimee Bernstein

With greater workplace demands comes greater stress—and it’s taking a toll on our productivity and well-being.

The standard recommendations are to exercise, meditate, eat better. But who has time for yoga poses amid nonstop meetings and pressing deadlines? Stress reduction becomes one more thing to do!

Executive coach and psychotherapist Aimee Bernstein offers a more effective and realistic approach: embrace the pressure. See it as an energy source. Tap into its flow to accomplish more while feeling calm and centered. It’s a counterintuitive message that frenzied professionals can actually use.

Stress Less. Achieve More. delivers relief for the overwhelmed. Part training manual, part spiritual guide, the book uncovers a total mental/physical/emotional formula to:

- Stop reacting defensively
- Retrain natural responses to stress triggers
- Resolve conflicts harmoniously
- Energize fatigued teammates
- Relax in difficult situations

In today’s overbooked world, pressure is almost impossible to avoid. But with the tips, techniques, and exercises in Stress Less. Achieve More., you can turn it into your ally—and thrive under even the most demanding circumstances.

AIMEE BERNSTEIN (Miami, FL), president of Open Mind Adventures, is a change accelerator and coach focused on leadership and personal development. Her clients have included executives from Dolce & Gabbana, The Ritz Carlton, Microsoft, NASA, Intel, and others.

Required reading for EVERY job seeker.

The Elements of Résumé Style
SECOND EDITION
Essential Rules for Writing Résumés and Cover Letters That Work
Scott Bennett

It’s amazing the misinformation found in most résumé books! Scott Bennett has hired hundreds of people in a variety of industries, and he knows firsthand what kind of résumé sparks an employer’s interest—and which ones fail. In The Elements of Résumé Style, he warns against popular “tricks” that tend to backfire—and instead shows readers how to craft clear, compelling, targeted résumés and cover letters that actually work.

In this new edition, readers see that whether it’s on paper or online, the rules are the same: use clear, dynamic language—and keep it short and focused. Now covering social media, the online application process, and more, this indispensable guide provides:

- More than 1,400 action words, statements, and position descriptions that help sell your skills and experience
- Hundreds of words, phrases, and vague claims to avoid
- Advice for handling employment gaps, job-hopping, and requests for salary history and requirements
- Sample résumés, response letter, inquiry letter, informational interview request letter, references, and more
- Surprising tips for acing the interview

Competition is intense no matter what your field, but this candid book’s time-tested tools will make you stand out—and help get you the job you deserve!

SCOTT BENNETT (New Haven, CT) has reviewed more than 100,000 résumés, conducted thousands of interviews, and hired hundreds of employees in organizations both large and small.
Take networking to the next level.

Strategic Connections
The New Face of Networking in a Collaborative World
Anne Baber, Lynne Wymon, André Alphonso, and Jim Wylde

Today’s organizations are collaborative. With old command-and-control methods replaced by openness and transparency, networking has become an essential professional skill—expected of everyone, at every level.

Unveiling eight indispensable competencies for the new Network-Oriented Workforce, Strategic Connections provides practical advice for building better, more productive business relationships. Readers will discover how to:

- Commit to a positive, proactive networking mindset
- Align networking activities with individual and organizational objectives
- Leverage their contacts by organizing them into strategic groups
- Earn trust—a prerequisite for collaboration
- Boost their social acumen and increase their likeability
- Master conversational skills and deepen interactions
- Employ storytelling to make communications memorable
- Use networking to deliver value to the company

Thanks to technology, new contacts are only a click away. But the level of connection and collaboration required for real success demands advanced face-to-face relationship-building skills. This book gives you the tools you need to meet goals, execute strategies, foster innovation, and make yourself invaluable to your organization.

ANNE BABER and LYNNE WYMON cofounded Contacts Count, an international training firm, 24 years ago. They are the authors of Make Your Contacts Count (978-0-8144-7402-0).

ANDRÉ ALPHONSO manages Contacts Count in Australia and India. JIM WYLDE is a Principal Consultant and Certified Trainer with the firm.

Identify the unsung heroes that can take your business to new heights

The Hidden Leader
Discover and Develop Greatness within Your Company
Scott K. Edinger and Laurie Sain
Foreword by James M. Kouzes and Barry Z. Posner

Think you can spot the leaders in your company? Don’t assume that you can identify them by their positions. What about those employees who consistently step up: the field agent who solves a previously intractable problem; the service rep who thinks outside the box and creates unshakeable customer loyalty. These are more than “good employees”…these are “hidden leaders”…and they are critical to an organization’s long-term success.

Managers today need to make the most of all their resources—and The Hidden Leader shows them how to recognize and cultivate these talented but underutilized employees, who:

- Demonstrate integrity
- Lead through authentic relationships
- Focus on results
- Work from clear customer purpose
- Fulfill the value promise of the company

Supported by real-world examples of hidden leaders in action—and QR codes readers can scan for instant access to online assessments—the book helps managers discover these secret saviors and enable them to deliver even greater value to customers.

SCOTT K. EDINGER (Tampa, FL), founder of Edinger Consulting Group, is recognized as an expert in helping organizations achieve measurable business results. Coauthor of The Inspiring Leader, he blogs for Harvard Business Review and Forbes. LAURIE SAIN (Lander, WY) helps businesses develop strategic goals and maximize their innovation, productivity, and creativity.
Accelerate the buying process—and gain customers for life.

**Amp Up Your Sales**
*Powerful Strategies That Move Customers to Make Fast, Favorable Decisions*
Andy Paul

Salespeople today face a fast-paced and increasingly crowded marketplace where meaningful product differentiation has all but disappeared. To compete successfully, sellers must set themselves apart in the eyes of buyers. **Amp Up Your Sales** shows anyone how to become the trusted sales professional who consistently wins new business.

Customers are overloaded with information, overwhelmed by options, and short on time—so the salesperson who is always responsive and completely focused on value, is the one who will stand out from the crowd and get the sale. Combining leading-edge research with field experience, the book shows readers how to:

- Maximize the value of their selling
- Accelerate responsiveness to build trust and credibility
- Earn valuable selling time with customers
- Shape the buyer’s vision
- Integrate persuasive stories into their sales process
- Build lasting relationships through follow-up and customer service

Insightful and practical, the book arms salespeople with a powerful set of strategies they can use to spur buyers to say yes!

**ANDY PAUL** (San Diego, CA) is the CEO and founder of Zero-Time Selling, Inc., and a leading expert on selling with speed. He has more than 30 years of sales experience in companies ranging from raw startups to Fortune 1000s.

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Sell all the decision-makers . . . and seal the deal.

**Selling Above and Below the Line**
*Convince the C-Suite. Win Over Management. Secure the Sale.*
William “Skip” Miller

Cost, service, functionality—good salespeople know the value propositions that speak to frontline managers. But there’s another crucial player in the buying decision, with an entirely different set of criteria.

Top-level executives evaluate proposals from an “above the line” perspective: ROI, time saved, risk lowered, productivity improved. Sales professionals that appeal to both achieve spectacular results.

In **Selling Above and Below the Line**, master sales trainer Skip Miller shows how to simultaneously sell the technical and financial fit of any product or service—a strategy used by Google, Apple, Cisco WebEx, and other powerhouses. Readers learn to:

- Create energy by including executives early in the sales process
- Ask the right questions and pinpoint big-picture financial needs
- Keep “below the line” managers from feeling bypassed
- Uncover value propositions that target each set of decision-makers

Too often, sales that seemed locked in will stall or go dark. Learn to sell above and below the line, and keep the process moving swiftly toward successful, lucrative deals.

**WILLIAM “SKIP” MILLER** (Los Gatos, CA) is president of M3 Learning, a leading sales development firm whose clients include Apple, Google, Cisco, Oracle, Teva, Tableau, UGG, and other top companies. He is the author of ProActive Selling (978-0-8144-3192-4), and ProActive Sales Management (978-0-8144-1456-9).
Targeted
How Technology Is Revolutionizing Advertising and the Way Companies Reach Consumers
Mike Smith

Far from the catchy television spots and sleek magazine spreads are the comparatively modest ads that pop up on websites and in Internet searches. But don’t be fooled—online advertising is exploding. Growing at a compound annual rate near 20%, it is now the second-largest advertising channel in the United States.

Part history, part guidebook, part prediction for the future, Targeted tells the story of the companies, individuals, and innovations driving this revolution. It takes readers behind the scenes—examining the growth of digital advertising, its enormous potential, and the technologies that are changing the game forever. Leading the way is real-time bidding, which offers advertisers unprecedented precision in targeting ads and measuring their effectiveness.

From keyword micro-märkets and ad serving systems to aggregated virtual audiences and new business models, Targeted is sweeping in scope and stripped of technical complexity. It is an essential resource for anyone interested in finding and connecting with customers in the vast and shifting Internet universe.

MIKE SMITH (Scotch Plains, NJ) is a vice president at Hearst Magazines Digital Media, responsible for the platforms that support the creation and delivery of online advertising. Previously president of Forbes.com, he is a recognized thought leader in digital publishing.

A split second is all it takes to reach the right consumers.

Brand Aid
SECOND EDITION
Brad VanAuken

Branding is more than a great logo. A brand is the essence of an organization—its DNA—impacting its continual success. It is absolutely essential to get it right.

Brand managers, marketers, and executives have long turned to this trusted guide to troubleshoot their branding problems. Written by an acknowledged expert with 30 years of experience building world-class brands, Brand Aid covers topics ranging from research and positioning to brand equity management and architecture strategy.

Bringing together illuminating case studies, best practices, and the latest research, this edition offers invaluable advice on every aspect of brand management including:

- The 6 most powerful sources of brand differentiation
- 5 elements that trigger brand insistence
- Turning brand strategy into advertising
- Online branding
- Private label brands
- Creating “category of one” brands
- Social responsibility, sustainability, and storytelling
- 60 nontraditional marketing techniques
- Metrics
- And more

A treasure trove of techniques, templates, and rules of thumb, Brand Aid is the ideal resource for anyone responsible for building their organization’s brand.

BRAD VANAUKEN (Honeoye Falls, NY) is the president and founder of BrandForward, Inc., and former director of brand management and marketing for Hallmark Cards.

“If you want your company to become the next Nike, Disney, or Absolut, this is the one book you want to read. And then read again!”—Bookviews

DECEMBER 2014 • Marketing
Hardcover • 6 ¼ x 9 ¼ • 352 pages
978-0-8144-3473-4
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Because you can’t fix what you can’t see.

The Scorecard Solution
Measure What Matters and Drive Sustainable Growth
Dan E. King

Simply “making the numbers” is no longer enough to remain competitive. In today’s high-pressure environment, organizations need to overachieve. That level of success requires a clear and objective view of the business—because even the most courageous leader can’t steer a ship in the dark.

Is the enterprise Agile? Resilient? Vulnerable? Or Lagging? The Scorecard Solution provides the answer. The book introduces a data-centric tool—the Organizational Prowess Scorecard™—that precisely measures the capabilities needed for sustainable growth. Analyzing the dimensions of talent, strategy, and execution produces a baseline score, and shines a light on the performance gaps that hold a business back.

With the facts in hand, readers then learn how to:

• Position the organization to meet ambitious goals
• Bring strategies to life through an execution framework
• Design a dashboard to track progress and flag problems
• Foster a winning culture
• And more

 Organizations that maintain the status quo will be left in the dust. The Scorecard Solution helps companies chart a course for rapid change—and outperform the competition every time.

DAN E. KING (Atlanta, GA) is Founding Principal of CloseReach Consulting. Using his proprietary Organizational Prowess model, he helps senior management teams create strategic clarity and execute with speed and precision.

Engaging learners online...in “real time.”

The Successful Virtual Classroom
How to Design and Facilitate Interactive and Engaging Live Online Learning
Darlene Christopher

Virtual training gives learning professionals unprecedented flexibility, making it possible to reach participants globally and unite physically dispersed teams. But designers and facilitators must adapt their programs and delivery styles in order to be effective in this new medium. The Successful Virtual Classroom goes beyond introducing the technology, to offer trainers proven techniques tailored specifically to engage live online audiences.

Packed with easy-to-use tools, checklists, and worksheets—as well as case studies from Oracle, UPS, and more—the book introduces the PREP model for planning, rehearsing, executing, and then conducting a post mortem following the training event. Readers will learn how to:

• Make the most of virtual classroom features such as content and screen sharing, annotation tools, polls, and breakout rooms
• Weave chat responses into the discussion
• Compensate for the absence of body language
• Monitor feedback
• Engage individuals with different learning styles
• Encourage audience contribution
• Meet the unique needs of global participants
• And more

Featuring icebreakers and interactive exercises designed for an online environment, this book helps readers create programs that truly drive learner engagement.

DARLENE CHRISTOPHER (Washington, DC) is a Regional Knowledge & Learning Officer at the World Bank. She has been designing and delivering virtual training programs for global audiences for over ten years.
Any business is risky. This book shows you how to keep those risks under control.

Fundamentals of Enterprise Risk Management
SECOND EDITION
How Top Companies Assess Risk, Manage Exposure, and Seize Opportunity
John J. Hampton

One thing that will never change about the business world is the presence of risk. But risk management has changed dramatically since the 2008 financial crisis—and new developments in technology and communications demand up-to-the-minute approaches for defending against threats—and seizing opportunities.

Extensively updated, the second edition of Fundamentals of Enterprise Risk Management examines the latest technologies such as Riskkonnect and High Tech Electronic Platform (HTEP), and helps readers recognize both internal and external exposures, understand crucial concepts such as risk mapping and risk identification, and align risk opportunities with their organization’s business model.

Packed with practical exercises and fresh case studies from organizations such as IBM, Microsoft, Apple, JPMorgan Chase, and Sony—as well as new material on topics including the new role of Risk Owner, cutting-edge collaboration methods, and the upside of risk—this critical guide provides readers with the tools and information they need to keep their organizations as blissfully risk-free as possible.

JOHN J. HAMPTON (Litchfield, CT) is a professor of business at St. Peter’s University, and former Executive Director of the Risk and Insurance Management Society (RIMS). A respected speaker, he regularly addresses professional audiences on technologies that comprise the cutting edge of risk management.

The go-to guide for export/import professionals—now extensively updated!

Export/Import Procedures and Documentation
FIFTH EDITION
Donna L. Bade

The details of international business are growing more complex by the day—and even the most seasoned professionals can find themselves in need of guidance. This comprehensive answer book supplies readers with a clear view of the entire export/import process, explaining the ins and outs of shipping and insurance; payment mechanisms; distributors vs. agents; customs and export control requirements; and transportation issues.

Featuring dozens of sample contracts, procedures, checklists, and ready-to-use forms—Export/Import Procedures and Documentation is an authoritative voice in the ever-changing, often confusing world of international laws and regulations. The revised fifth edition contains new and expanded information on topics including:

- Corporate oversight and compliance
- Valuation
- The Export Control Reform Act
- Licensing requirements and exceptions
- International Commerce Trade Terminology
- The shifting definition of “Country of Origin”
- Specialized exporting and importing
- And more

Thorough and accessible, this trusted resource provides readers with the tools they need to manage supply chain dynamics around the world, and keep everything organized, up-to-date, and above board each step of the way.

DONNA L. BADE is a managing partner of the Chicago office of the international trade law firm, Sandler, Travis & Rosenberg, P.A. She is past President of the Chicago Brokers & Freight Forwarders Association, and of the Customs Committee of the Chicago Bar Association.
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Geri McArdle  
978-0-8144-1566-5 / PB / $34.95
Lead Your Boss .......................... 24
Leader’s Pocket Guide, The ........................................... 24
Leadership (The Brian Tracy Success Library) .................................... 24
Leadership 2030 ......................................................... 24
Leadership Activity Book, The ............................................ 30
Leading at The Edge ..................................................... 24
Leading at The Edge ..................................................... 24
Leading the Learning Revolution .......................................... 30
Leading with Cultural Intelligence .......................................... 24
Leading with Kindness ................................................... 24
Lean but Agile .......................................................... 23
Learning to Succeed ..................................................... 30
Life in Balance, A ......................................................... 30
Little Book of Leadership Development, The .................................. 24
Live From Jordan ........................................................ 27
Looks ................................................................. 21
Lost Art of the Great Speech, The ........................................... 21
Make Your Contacts Count .................................................. 21
Management (The Brian Tracy Success Library) .................................. 25
Management 500, The .................................................... 25
Management Training Tool Kit, The ........................................... 30
Management! It’s Not What You Think! ......................................... 25
Manager 3.0 ............................................................. 25
Manager’s Guide to Coaching, A .............................................. 25
Manager’s Guide to HR, The ................................................ 25
Manager’s Guide to Virtual Teams, A ........................................ 26
Managing Brand You ..................................................... 20
Managing Government Employees ............................................ 26
Managing Knock Your Socks Off Service ...................................... 22
Managing Your Government Career ........................................... 21
Market-Driven Supply Chain, The ............................................. 28
Marketing (The Brian Tracy Success Library) .................................... 26
Marketing Plan, The ......................................................... 26
Marketing to Millennials ..................................................... 26
Mastering Import & Export Management ..................................... 24
Maximizing Project Value ................................................... 28
Maximum Influence ........................................................ 27
Mergers and Acquisitions from A to Z .......................................... 22
Million-Dollar Financial Advisor, The ....................................... 22
Million-Dollar Financial Services Practice, The .............................. 22
More Quick Team-Building Activities for Busy Managers .............. 30
Mortgage Confidential ...................................................... 28
Motivation (The Brian Tracy Success Library) .................................... 26
Negotiation (The Brian Tracy Success Library) .................................... 27
Negotiation at Work ......................................................... 30
New Corporate Facts of Life, The ............................................ 23
New HR Analytics ........................................................ 23
New Korea, The ........................................................... 24
New Manager’s Tool Kit, The ................................................ 26
New Rules of Lead Generation, The .......................................... 26
New Sales, Simplified ....................................................... 29
New Supervisor’s Survival Manual, The ....................................... 26
Nice Teams Finish Last .................................................... 30
No More Pointless Meetings .................................................. 26
Nonprofit Fundraising Solution, The ......................................... 22
Nonstop Sales Boom ....................................................... 29
Now, Build a Great Business! ................................................ 23
Operation Excellence ....................................................... 20
OtherWise .............................................................. 23
Own Your Future ........................................................ 21
Parenting an Adult with Disabilities or Special Needs ...................... 27
Parenting Beyond Belief .................................................... 27
Parenting with a Story ..................................................... 6
People Styles at Work…And Beyond ......................................... 20
Perfectly Able .............................................................. 23
Performance Appraisal Tool Kit, The .......................................... 23
Performance-Based Project Management .................................... 28
Personality Power .......................................................... 21
Persuasion IQ .............................................................. 27
Persuasive Business Proposals ................................................ 21
Portable Mentor, The ....................................................... 21
Positioned ................................................................. 23
Power of a Positive Attitude, The ............................................. 20
Power of Business Process Improvement, The ................................ 28
Power of Charm, The ...................................................... 30
Power of Convergence, The ................................................ 26
Power of Presence, The .................................................... 20
Power of Reputation ........................................................ 23
Powerful Phrases for Dealing with Difficult People ............................ 20
Powerful Phrases for Effective Customer Service ............................. 22
Powerful Phrases for Successful Interviews .................................... 21
Powerful Proposals ........................................................ 21
Practical Drucker, The ...................................................... 26
Preparing for Leadership ..................................................... 24
Primal Teams .............................................................. 2
ProActive Sales Management ............................................... 29
ProActive Selling .......................................................... 29
Productive Performance Appraisals ............................................. 26
Program Management Office Advantage, The ............................... 28
Project Management for Non-Project Managers .............................. 28
Project Management for Small Business ..................................... 28
Project Management Question and Answer Book, The ...................... 28
Project Management That Works ............................................ 28
Project Management Tool Kit, The ............................................. 28
Property Management Tool Kit, The ........................................... 28
Punctuation at Work ......................................................... 21
Questions That Sell ........................................................ 29
Quick Brainstorming Activities for Busy Managers .......................... 26
Quick Emotional Intelligence Activities for Busy Managers ................. 26
Quick Meeting Openers for Busy Managers .................................. 26
Quick Team-Building Activities for Busy Managers ......................... 30
Rainmaker’s Toolkit, The .................................................... 26
Raising Capital ............................................................ 22
Raising Freethinkers ........................................................ 27
Real Estate Investor’s Guide to Financing, The ................................ 28
Real Estate Presentations That Make Millions ................................ 28
Real Influence ............................................................ 21
Reclaiming the Sky ........................................................ 21
Recruiting, Interviewing, Selecting & Orientation New Employees ........ 23
Redefining Operational Excellence ........................................... 26
Reinvention ............................................................... 20
Rescue the Problem Project .................................................. 28
Results Without Authority .................................................... 23
Roadmap to Strategic HR .................................................... 23
ROI of Human Capital, The ................................................ 23
Sales Scripts That Sell ...................................................... 29
Sales Success (The Brian Tracy Success Library) .............................. 10
Scorecard Solution, The .................................................... 18
Secret Language of Influence, The .......................................... 29
Secret Service .............................................................. 22
Secret to Peak Productivity, The ............................................. 20
Secrets of the Marketing Masters .............................................. 26
Secrets of Word-of-Mouth Marketing, The .................................... 27
Sell Your Business for an Outrageous Price .................................... 12
Selling Above and Below the Line ............................................ 16
Selling to Anyone Over the Phone ............................................ 29
Seven Secrets for Negotiating with Government ............................. 23
Service Failure ............................................................ 22
Slow Down, Sell Faster! ..................................................... 29
Smart Selling on the Phone and Online ...................................... 29
Soldier of Finance .......................................................... 27
Speak to Win .............................................................. 21
Standout Business Plan, The ............................................... 30
Star Factor, The ........................................................... 26
Stiletto Network ........................................................... 21
Strategic Connections ....................................................... 15
Strategic Customer Service .................................................. 22
Stress Less. Achieve More. .................................................. 14
Stress-Free Potty Training .................................................... 27
Stress-Free Pregnancy Guide, The ............................................. 27
Strong Kids, Healthy Kids .................................................. 27
Succeeding in the Project Management Jungle ................................ 28
Success Under Stress ....................................................... 20
Successful Acquisition ...................................................... 22
Successful Business Process Management .................................... 28
Successful Cold Call Selling .................................................. 29
Successful Virtual Classroom, The .......................................... 18
Supercommunicator .......................................................... 21
Supply Chain Excellence ..................................................... 28
Supply Chain Management Guide to Business Continuity, A ............. 28
Supply-Based Advantage, The ................................................. 28
Survival Guide to Parenting Teens, A ........................................ 27
Surviving the Cancer System .................................................. 23
Talent Leadership .......................................................... 23
Targeting ................................................................. 17
Team of Leaders, A ......................................................... 30
Team-Building Tool Kit, The .................................................. 30
Teenagers 101 ............................................................. 6
Ten Golden Rules of Leadership, The ........................................ 8
Think Agile ............................................................... 4
Think Bigger .............................................................. 21
This Is How to Get Your Next Job .............................................. 21
Time Management (The Brian Tracy Success Library) ....................... 20
Time Power ............................................................... 20
Time Trap, The ............................................................ 20
Trainer’s Handbook, The .................................................... 30
Trainer’s Tool Kit, The ....................................................... 30
Training on Trial ........................................................... 30
Training That Delivers Results .................................................. 30
Trajectory ................................................................. 21
Transforming Performance Measurement ....................................... 23
True Alignment ........................................................... 26
Truth ................................................................. 27
Truth Doesn’t Have to Hurt, The .............................................. 2
Unbeatable Resumes ........................................................ 21
Unlimited Sales Success ........................................................ 29
Web Copy That Sells ....................................................... 27
Weil Said! ................................................................. 21
What Keeps Leaders Up at Night .............................................. 26
What Your CEO Needs to Know About Sales Compensation .............. 29
Who Says It’s a Man’s World ................................................. 21
Whoever Tells the Best Story Wins ............................................ 21
Why Boys Fail ............................................................ 22
Wiki Management ........................................................... 26
Winning Factor, The ........................................................ 26
Working Longer ............................................................ 30
World Gone Social, A ....................................................... 23
Writing Effective Policies and Procedures ..................................... 23
Your Successful Career as a Mortgage Broker ................................ 29
Your Successful Real Estate Career ............................................ 29
# Author Index

<table>
<thead>
<tr>
<th>Author</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agnew, Tom</td>
<td>25</td>
</tr>
<tr>
<td>Ahlstrand, Bruce</td>
<td>25</td>
</tr>
<tr>
<td>Alleman, Glen B.</td>
<td>28</td>
</tr>
<tr>
<td>Allen, Lawrence L.</td>
<td>24</td>
</tr>
<tr>
<td>Allen, Scott J.</td>
<td>24</td>
</tr>
<tr>
<td>Alphonso, Andre</td>
<td>15</td>
</tr>
<tr>
<td>Albion, Rennie</td>
<td>24</td>
</tr>
<tr>
<td>Applegate, Jill</td>
<td>22</td>
</tr>
<tr>
<td>Arden, Ron</td>
<td>30</td>
</tr>
<tr>
<td>Arthur, Diane</td>
<td>23</td>
</tr>
<tr>
<td>Asherman, Ira G.</td>
<td>30</td>
</tr>
<tr>
<td>Aubuchon, Norbert</td>
<td>23</td>
</tr>
<tr>
<td>Baber, Anne</td>
<td>15, 21, 23</td>
</tr>
<tr>
<td>Bacon, Terry R.</td>
<td>21, 27</td>
</tr>
<tr>
<td>Bade, Donna L.</td>
<td>19</td>
</tr>
<tr>
<td>Baker, William F.</td>
<td>24</td>
</tr>
<tr>
<td>Baldoni, John</td>
<td>24</td>
</tr>
<tr>
<td>Barner, Robert W.</td>
<td>25</td>
</tr>
<tr>
<td>Barrett, Jackie</td>
<td>2</td>
</tr>
<tr>
<td>Barton Rabe, Cynthia</td>
<td>25</td>
</tr>
<tr>
<td>Beirne, Mike</td>
<td>28</td>
</tr>
<tr>
<td>Belew, Shannon</td>
<td>29</td>
</tr>
<tr>
<td>Belker, Loren B.</td>
<td>25</td>
</tr>
<tr>
<td>Bell, Chip R.</td>
<td>22</td>
</tr>
<tr>
<td>Bender, Mark</td>
<td>20</td>
</tr>
<tr>
<td>Bennett, Scott</td>
<td>14</td>
</tr>
<tr>
<td>Bennington, Emily</td>
<td>21</td>
</tr>
<tr>
<td>Berges, Steve</td>
<td>28</td>
</tr>
<tr>
<td>Berman, Jeff</td>
<td>28</td>
</tr>
<tr>
<td>Berman, Paula K.</td>
<td>28</td>
</tr>
<tr>
<td>Bernstein, Aimee</td>
<td>14</td>
</tr>
<tr>
<td>Beshara, Tony</td>
<td>20, 21</td>
</tr>
<tr>
<td>Bidou, Ann</td>
<td>20</td>
</tr>
<tr>
<td>Birkel, Damian</td>
<td>21</td>
</tr>
<tr>
<td>Bleeker, Nancy</td>
<td>29</td>
</tr>
<tr>
<td>Blumenthal, Ira</td>
<td>20</td>
</tr>
<tr>
<td>Bolstorff, Peter</td>
<td>28</td>
</tr>
<tr>
<td>Bolton, Dorothy Grover</td>
<td>20</td>
</tr>
<tr>
<td>Bolton, Robert</td>
<td>20</td>
</tr>
<tr>
<td>Borchard, David C.</td>
<td>20</td>
</tr>
<tr>
<td>Boyan, Lee</td>
<td>29</td>
</tr>
<tr>
<td>Bradberry, John</td>
<td>30</td>
</tr>
<tr>
<td>Branham, Leigh</td>
<td>24, 25</td>
</tr>
<tr>
<td>Braun, David</td>
<td>22</td>
</tr>
<tr>
<td>Bright, Deb</td>
<td>2</td>
</tr>
<tr>
<td>Brown, Paul B.</td>
<td>21</td>
</tr>
<tr>
<td>Brynie, Faith Hickman</td>
<td>29</td>
</tr>
<tr>
<td>Brynteson, Richard</td>
<td>30</td>
</tr>
<tr>
<td>Burrows III, Robert P.</td>
<td>28</td>
</tr>
<tr>
<td>Cabanis-Brewin, Jeannette</td>
<td>27</td>
</tr>
<tr>
<td>Carabelli, Nancy J.</td>
<td>23</td>
</tr>
<tr>
<td>Caroselli, Marlene</td>
<td>25</td>
</tr>
<tr>
<td>Charney, Cy</td>
<td>21, 30</td>
</tr>
<tr>
<td>Cherry, Paul</td>
<td>29</td>
</tr>
<tr>
<td>Chorba, Tierah</td>
<td>29</td>
</tr>
<tr>
<td>Christensen, Mary</td>
<td>26</td>
</tr>
<tr>
<td>Christensen, Ralph</td>
<td>23</td>
</tr>
<tr>
<td>Christensen, Wayne</td>
<td>26</td>
</tr>
<tr>
<td>Christopher, Darlene</td>
<td>18</td>
</tr>
<tr>
<td>Clardy, Alan</td>
<td>30</td>
</tr>
<tr>
<td>Cobb, Jeff</td>
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