NEW
John Kotter and Holger Rathgeber
THAT’S NOT HOW WE DO IT HERE!
A Story about How Organizations Rise and Fall—and Can Rise Again

Ten years after the publication of their iconic book Our Iceberg Is Melting, Harvard professor emeritus John Kotter and business executive Holger Rathgeber return with another story that will help teams cope with their biggest challenges and turn them into exciting opportunities. In this new tale, Nadia, a member of a clan of meerkats, must develop a solution to a severe drought and threats from vultures by combining her group’s tried and true methods and the innovative, new ideas of a neighboring clan. Distilling Kotter’s decades of experience and award-winning research, That’s Not How We Do It Here! reveals why organizations rise and fall, and how they can rise again in the face of adversity.

“This unique parable shows us how we’re safer in changing times when we innovate!”—Spencer Johnson, MD, author of Who Moved My Cheese?

“This simple parable of furry mammals facing the challenge of adapting to threat[s] offers real insights into the journey so many of us make. Brilliant!”—General Stanley McChrystal (Ret.), author of Team of Teams and cofounder of the McChrystal Group

Portfolio • 176 pages • 978-0-399-56394-2 • $25.00

OUR ICEBERG IS MELTING
Changing and Succeeding Under Any Conditions
In this classic business parable, an emperor penguin colony in Antarctica lives as it has for many years. Then one curious bird discovers a potentially devastating problem threatening their home—and pretty much no one listens to him.

Our Iceberg Is Melting is based on pioneering work that shows how Eight Steps produce needed change in any sort of group.

“Whether you work in a business or the business of life, everyone from CEOs to high school students can gain from what they take from this story.”—Spencer Johnson, author of Who Moved My Cheese? (from the foreword)

“Companies should buy a copy for everyone from the CEO to the stock clerk.”—Michelle Archer, USA Today

Portfolio • 160 pp. • 978-0-399-56391-1 • $23.00
GLOBAL TRENDS

Ian Bremmer
EVERY NATION FOR ITSELF
What Happens When No One Leads the World
For the first time in seven decades, there is no single power or alliance of powers ready to take on the challenges of global leadership. Acclaimed geopolitical analyst Ian Bremmer argues that this leadership vacuum is here to stay, as power is regionalized instead of globalized—and the need for international cooperation has never been greater.
Portfolio • 240 pp. • 978-0-14-303882-5 • $18.00
Also available: Superpower 978-0-14-310970-9

Joel Brenner
GLASS HOUSES
Privacy, Secrecy, and Cyber Insecurity in a Transparent World
“A compelling, readable narrative...Should be required reading on Capitol Hill and in the West Wing.”—The Christian Science Monitor.
Penguin • 320 pp. • 978-0-14-312211-1 • $17.00

James Canton
THE EXTREME FUTURE
The Top Trends That Will Reshape the Future in the Next 20 Years
Plume • 384 pp. • 978-0-452-28866-9 • $16.00

Tyler Cowen
AVERAGE IS OVER
Powering America Beyond the Age of the Great Stagnation
“A lively and worryingly prophetic read...Some of the most talked-about issues in present-day America...Observations that are genuinely enlightening, interesting, and underappreciated.”—The Daily Beast.
Plume • 304 pp. • 978-0-14-312131-2 • $17.00

William Easterly
THE WHITE MAN’S BURDEN
Why the West’s Efforts to Aid the Rest Have Done So Much Ill and So Little Good
Penguin • 448 pp. • 978-0-14-303882-5 • $18.00

Cynthia Enloe and Joni Seager
THE REAL STATE OF AMERICA ATLAS
Mapping the Myths and Truths of the United States
Cowritten by two esteemed scholars, this comprehensive work upends many long-held myths, drawing back the curtain to reveal the U.S. today, from its changing demographics to patterns of home ownership to the kinds of food we eat.
Penguin • 128 pp. • 978-0-14-313935-7 • $25.00

Leigh Gallagher
THE END OF THE SUBURBS
Where the American Dream Is Moving
“No one knows how American residential preferences will change in the 21st century. But Leigh Gallagher’s well-researched and provocative The End of the Suburbs makes a persuasive argument that is difficult to refute. Required reading for anyone interested in the future of the United States.”—Kenneth T. Jackson, Columbia University, author of Crabgrass Frontier: The Suburbanization of the United States.
Portfolio • 272 pp. • 978-1-59184-697-0 • $16.00

Edward Glaeser
TRIUMPH OF THE CITY
How Our Greatest Invention Makes Us Richer, Smarter, Greener, Healthier, and Happier
“Seamlessly combining economics and history, [Glaeser]...makes clear how cities have not only survived but thrived, even as modern technology has seemingly made one’s physical location less important.”—Steven D. Levitt, University of Chicago.
Penguin • 352 pp. • 978-0-14-312054-4 • $17.00

Tony Judt
ILL FARES THE LAND
“Poignant and arresting, both for who wrote it and for what it says...As an idealist, Mr. Judt hopes for a revived social democracy that will again speak its name. As a realist, he recognizes that it may be grievously, even terminally vulnerable.”—The Economist.
Penguin • 256 pp. • 978-0-14-311876-3 • $15.00
Also available: Reappraisals 978-0-14-31505-2

Dean Karlan and Jacob Appel
MORE THAN GOOD INTENTIONS
Improving the Ways the World’s Poor Borrow, Save, Farm, Learn, and Stay Healthy “[Karlan’s] work smashes old boundaries within economics to answer some of the most pressing issues facing poor countries today. Most of what we know today about how to make microfinance work for the poor flows from Dean’s research.”—Edward Miguel, UC Berkeley.
Plume • 320 pp. • 978-0-452-29756-2 • $16.00

Henry Kissinger
ON CHINA
“Fascinating, shrewd...[The book’s] portrait of China is informed by Mr. Kissinger’s intimate firsthand knowledge of several generations of Chinese leaders. The book deftly traces the rhythms and patterns in Chinese history...even as it explicates the philosophical differences that separate it from the United States.”—Michiko Kakutani, The New York Times.
Penguin • 512 pp. • 978-0-14-312131-2 • $20.00

Jonathan A. Knee, Bruce C. Greenwald, and Ava Seave
THE CURSE OF THE MOGUL
What’s Wrong with the World’s Leading Media Companies
Portfolio • 320 pp. • 978-1-59184-390-0 • $17.00

Lawrence Lessig
REMIX
Making Art and Commerce Thrive in the Hybrid Economy
A reigning authority on intellectual property highlights the opportunities of a “sharing economy.”
Penguin • 352 pp. • 978-0-14-311613-4 • $17.00
Shortlist, Financial Times/Goldman Sachs’ Business Book of the Year Award

FREE CULTURE
The Nature and Future of Creativity
Penguin • 368 pp. • 978-0-14-303465-0 • $17.00
A Choice Outstanding Academic Title; A BusinessWeek and Publishers Weekly Book of the Year
Daniel Yergin
THE QUEST
Energy, Security, and the Remaking of the Modern World
Yergin presents an overarching study of the highly complex global energy market. “This is one book you must read to understand the future of our economy and our way of life.”—Walter Isaacson.
Penguin • 832 pp. • 978-0-14-312194-7 • $21.00

Gregory Zuckerman
THE FRACKERS
The Outrageous Inside Story of the New Billionaire Wildcatters
Portfolio • 432 pp. • 978-1-59184-776-2 • $18.00

Mark Bauerlein, editor
THE DIGITAL DIVIDE
Arguments For and Against Facebook, Google, Texting, and the Age of Social Networking
With an Introduction by the Editor
Includes essays by Steven Johnson, Nicholas Carr, Don Tapscott, Clay Shirky, Todd Gilzin, and more.
TarcherPerigee • 368 pp. • 978-1-58542-886-1 • $17.95

Shlomo Benartzi
THE SMARTER SCREEN
Surprising Ways to Influence and Improve Online Behavior
“In this insightful book, Benartzi explores the human experience in the digital world and considers the many ways—social, psychological, ethical, and financial—we might make screens serve us better. A fun, important, and revelatory read!”—Eldar Shafir, Princeton University, coauthor of Scarcity.
Portfolio • 256 pages • 978-0-14-310875-7 • $17.00
Also available: Thinking Smarter, p. 37

Richard L. Brandt
THE GOOGLE GUYS
Inside the Brilliant Minds of Google Founders Larry Page and Sergey Brin
Portfolio • 272 pp. • 978-0-14-59184-412-9 • $14.00

ONE CLICK
Jeff Bezos and the Rise of Amazon.com
See page 8

NEW
David M. Ewalt
DEFYING REALITY
The Inside Story of the Virtual Reality Revolution
A fascinating exploration of the history, development, and future of virtual reality.
Blue Rider • 288 pages • 978-1-101-98371-3 • $26.00
Available September 2017

Jon Gertner
THE IDEA FACTORY
Bell Labs and the Great Age of American Innovation
See Technology & Business, page 9

Now you can make desk and examination copy requests online. Visit www.penguin.com/deskcopyorder or www.penguin.com/examcopyorder to order

Join Penguin Publishing Group’s College Faculty Information Service for personal assistance in selecting books for college courses. See pages 42-43 for more information or go to www.penguin.com/facinfo
Steven Johnson, editor
THE INNOVATOR’S COOKBOOK
Essentials for inventing What Is Next
Riverhead • 256 pp. • 978-1-59448-558-9 • $18.00
Also in Riverhead: How We Got to Now p. 9, Wonderland p. 9

NEW
Kevin Kelly
THE INEVITABLE
Understanding the 12 Technological Forces That Will Shape Our Future
“In this book, you’re swept along by [Kelly’s] clear prose and unassailable arguments until it finally hits you: The technological, cultural, and societal changes he’s foreseeing really are inevitable. It’s like having a crystal ball, only without the risk of shattering.”—David Pogue, Yahoo Tech.
Viking • 336 pages • 978-0-525-42808-4 • $36.00
Penguin • 336 pages • 978-0-14-311037-8 • $18.00

WHAT TECHNOLOGY WANTS
Kelly is one of the world’s best philosophers of technology, and he’s again ahead of the wave with this astonishingly brilliant book. He shows how technology is an outgrowth of human life, and thus it evolves based on its own inherent desires and instincts.”—Walter Isaacson.
Penguin • 416 pp. • 978-0-14-312017-9 • $17.00

Ray Kurzweil
THE SINGULARITY IS NEAR
When Humans Transcend Biology
A radical and optimistic view of the future course of human development by “the best person I know at predicting the future of artificial intelligence.” (Bill Gates). B/w illustrations.
Penguin • 672 pp. • 978-0-14-303788-0 • $23.00
Also available: The Age of Spiritual Machines 978-0-14-028202-3

NEW
Michael John Harris
THE END OF ABSENCE
Reclaiming What We’ve Lost in a World of Constant Connection
“In this thoughtful, well-written book, Michael Harris combines personal narrative with the views of experts to show us that the digital revolution that envelops us contains traps that can lead us to understand less even as we seem to know more.”—Barry Schwartz, author of The Paradox of Choice and Practical Wisdom.
Current • 256 pp. • 978-1-59184-792-2 • $16.00

NEW
John Havens
HACKING HAPPINESS
Why Your Personal Data Counts and How Tracking It Can Change the World
“Havens give us an illuminating examination of how emerging technology can be harnessed to promote individual, community, corporate, and global happiness. As one who studies intrinsic motivation, achievement and happiness, I enjoyed John’s rare emphasis on altruistically serving others as a path toward greater happiness and health.”—John Mark Froiland, Ph.D., truistically serving others as a path toward greater human development by “the best person I know at predicting the future of artificial intelligence.” (Bill Gates). B/w illustrations.
Penguin • 304 pp. • 978-1-59448-538-1 • $16.00

NEW
Steven Johnson
WHERE GOOD IDEAS COME FROM
The Natural History of Innovation
Riverhead • 352 pp. • 978-1-59448-538-1 • $16.00

NEW
Steve Levine
THE POWERHOUSE
America, China, and the Great Battery War
"With the pace...of a thriller, [LeVine]...reveals how the very human foibles of scientists and entrepreneurs, as well as fundamental physics and chemistry, stand in the way of...efforts, which, if successful, could result in a new global industry and attendant jobs.”—Scientific American.
Penguin • 320 pp. • 978-0-14-312832-8 • $17.00

NEW
Daniel J. Levitin
WEAPONIZED LIES
How to Think Critically in the Post-Truth Era
“The world is awash with data, but not always with accurate information. [Weaponized Lies] does a terrific job of illustrating the difference between the two with precision—and delightful good humor.”—Charles Wheelan, Dartmouth College, author of Naked Economics.
Dutton • 320 pages • 978-1-101-98382-9 • $16.00

Jane McGonigal
REALITY IS BROKEN
Why Games Make Us Better and How They Can Change the World
“McGonigal’s groundbreaking research offers a surprising solution to how we can build stronger communities and collaborate at extreme scales.”—Jimmy Wales, founder of Wikipedia.
Penguin • 416 pp. • 978-0-14-312061-2 • $18.00

Clifford Nass with Corina Yen
THE MAN WHO LIED TO HIS LAPTOP
What Machines Teach Us About Human Relationships
Current • 256 pp. • 978-1-61723-004-2 • $16.00

Eli Pariser
THE FILTER BUBBLE
What the Internet Is Hiding from You
An eye-opening account of how the hidden rise of personalization on the Internet is controlling—and limiting—the information we consume.
Penguin • 304 pp. • 978-0-14-312123-7 • $18.00

Steven Johnson
FUTURE PERFECT
The Case for Progress in a Networked Age
“A wide-ranging sketch of possibilities...Frequently astonishing.”—Ramona Pringle, Ryerson University, writer/director of Avatar Secrets.
TarcherPerigee • 304 pp. • 978-0-399-17171-0 • $16.95

NEW
HEARTIFICIAL INTELLIGENCE
Embracing Our Humanity to Maximize Machines
“Brings a uniquely human perspective to the quickly advancing world of artificial intelligence. [Havens] manages to ask critical questions while embracing the possibilities afforded by new technologies—avoiding sensationalism in favor of meaningful explorations of our relationship with AI.”—Ramona Pringle, Ryerson University, writer/director of Avatar Secrets.
TarcherPerigee • 304 pp. • 978-0-399-17319-6 • $16.95

NEW
Michael John Harris
THE AGE OF SPIRITUAL MACHINES
When Humans Transcend Biology
A radical and optimistic view of the future course of human development by “the best person I know at predicting the future of artificial intelligence.” (Bill Gates). B/w illustrations.
Penguin • 672 pp. • 978-0-14-303788-0 • $23.00
Also available: The Age of Spiritual Machines 978-0-14-028202-3
NEW
Alex Pentland
SOCIAL PHYSICS
How Social Networks Can Make Us Smarter
“This book will not only whisk you up to speed on cutting-edge research at the interface of technology, behavioral science, and the social world, but it will also give you a good sense of what could be next. Professor Pentland brilliantly analyzes how new ideas flow and how, with the emergence of the ‘data-driven society,’ they will increasingly influence every aspect of our lives.”—Stephen M. Kosslyn, Former Dean of Social Science, Harvard University; Former Director, Center for Advanced Study in the Behavioral Sciences, Stanford University; Founding Dean, Minerva Schools at KGI.
Penguin • 320 pp. • 978-0-14-312633-1 • $17.00

NEW
Douglas Rushkoff
THROWING ROCKS AT THE GOOGLE BUS: How Growth Became the Enemy of Prosperity
“Thoughtful, provocative, and essential reading for our economic moment.”—Jo Ito, director, MIT Media Lab.
Portfolio • 288 pages • 978-1-61723-017-2 • $28.00

NEW
Charles Seife
VIRTUAL UNREALITY
The New Era of Digital Deception
“Seife (a professor of journalism at New York University and the author of five books on science and math)... is a meticulous writer, and he quickly won me over... [H]is portrait is persuasive and thus disconcerting and frightening.”—Howard Schneider, The Wall Street Journal. “A cogent, balanced, quietly impassioned call for Internet skepticism.”—Nature.
Penguin • 256 pp. • 978-0-14-312767-3 • $16.00
Also available: Proofiness 978-0-14-312007-0

NEW
Aaron Shapiro
USERS, NOT CUSTOMERS
Who Really Determines the Success of Your Business
“A must read for anyone seeking to integrate digital experiences with their products and services. Shapiro presents a wonderful novel perspective on the evolving role of digital in business as a tool for interacting with the world.”—Ramco Casadesus-Masamell, Harvard Business School.
Portfolio • 256 pp. • 978-1-59184-631-4 • $16.00

NEW
Clay Shirky
COGNITIVE SURPLUS
How Technology Makes Consumers into Collaborators
“Shirky writes convincingly about the intersection of technological innovation and social change.”—The New York Observer.
Penguin • 256 pp. • 978-0-14-311494-9 • $16.00

NEW
Christopher Steiner
AUTOMATE THIS
“Algorithms are affecting every field of human endeavor, from markets to medicine, poker to pop music. Read this book if you want to understand the most powerful force shaping the world today and tomorrow.”—Andrew McAfee, MIT, coauthor of Race Against the Machine.
Portfolio • 256 pp. • 978-1-59184-652-9 • $16.00

NEW
Don Tapscott and Anthony D. Williams
BLOCKCHAIN REVOLUTION
How the Technology Behind Bitcoin Is Changing Money, Business, and the World
“What a spectacular book. Mind-blowing in its expansiveness and profundity. It makes me think we’re at one of those times in technological, economic, and social history where the sky is the limit.”—Steve Wozniak, cofounder, Apple Computer, chief scientist, Prime Data.
Portfolio • 368 pp. • 978-1-101-98013-2 • $30.00

NEW
Don Tapscott and Anthony D. Williams
WIKINOMICS
How Mass Collaboration Changes Everything Expanded Edition
Portfolio • 368 pp. • 978-1-59184-657-4 • $18.00
Also available: Macrowikinomics 978-1-59184-356-6

NEW
Clive Thompson
SMARTER THAN YOU THINK
How Technology Is Changing Our Minds for the Better
Penguin • 352 pp. • 978-0-14-312582-2 • $17.00

NEW
Patrick Tucker
THE NAKED FUTURE
What Happens in a World That Anticipates Your Every Move?
“A thorough yet thoroughly digestible book on the ubiquity of data gathering and the unraveling of personal privacy.”—Daniel Pink, author of Drive.
Current • 288 pp. • 978-1-59184-770-0 • $16.00

NEW
Lior Zoref
MINDSHARING
The Art of Crowdsourcing Everything
“Zoref offers us powerful insights into the nature of crowd wisdom and how this will change the way we make our decisions in every aspect of our lives.”—Peter H. Diamandis, CEO, X PRIZE Foundation.
Portfolio • 272 pp. • 978-1-59184-665-9 • $26.95

NEW
Michael Wolff
TELEVISION IS THE NEW TELEVISION
The Unexpected Triumph of Old Media in the Digital Age
Portfolio • 224 pages • 978-1-59184-666-6 • $26.95

BUSINESS HISTORY
Liaquat Ahamed
LORDS OF FINANCE
The Bankers Who Broke the World
Penguin • 576 pp. • 978-0-14-310892-4 • $20.00
Winner of the Pulitzer Prize
Ken Auletta

**GOOGL ED**
The End of the World As We Know It
Auletta presents a revealing examination of the outsized influence Google has had on the changing media landscape. “Functions as a fine primer for anyone looking to get a grip on the company’s history and its repercussions on the current media landscape.”—Los Angeles Times.
Penguin • 432 pp. • 978-0-14-311804-6 • $17.00

Charles V. Bagli

**OTHER PEOPLE’S MONEY**
Inside the Housing Crisis and the Demise of the Greatest Real Estate Deal Ever Made
Plume • 352 pages • 978-1-59184-800-4 • $17.00

John Battelle

**THE SEARCH**
How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture
Portfolio • 336 pp. • 978-1-59184-141-8 • $16.00

Alan Beattie

**FALSE ECONOMY**
A Surprising Economic History of the World
“How economic triumphs and disasters have shaped the world—and why it’s so hard to change the course of history once decisions have been made.”—Financial Times.
Riverhead • 368 pp. • 978-1-59448-444-5 • $17.00

**NEW**

Zac Bissonnette

**THE GREAT BEANIE BABY BUBBLE**
The Amazing Story of How America Lost Its Mind Over a Plush Toy—and the Eccentric Genius Behind It
“Enlightening...Most impressive of all, Mr. Bissonnette refuses to gratuitously trumpet his story as an emblematic critique of American culture, human folly or entrepreneurial greed—though of course it is all that and more.”—The Wall Street Journal.
Portfolio • 272 pages • 978-1-59184-800-4 • $17.00

Michael Blanding

**THE COKE MACHINE**
The Dirty Truth Behind the World’s Favorite Soft Drink
Gotham • 384 pp. • 978-1-583-33435-5 • $16.00

Richard L. Brandt

**ONE CLICK**
Jeff Bezos and the Rise of Amazon.com
Portfolio • 240 pp. • 978-1-59184-585-0 • $14.00

Philip Delves Broughton

**AHEAD OF THE CURVE**
Two Years at Harvard Business School
“An important exposé of life in the most famous educational institution in the world.”—Rory Stewart, author of The Prince of the Marshes.
Penguin • 304 pp. • 978-0-14-311543-4 • $16.00

Bryan Burrough

**THE BIG RICH**
The Rise and Fall of the Greatest Texas Oil Fortunes
Penguin • 480 pp. • 978-0-14-311682-0 • $18.00

Andrew Carnegie

**THE “GOSPEL OF WEALTH” ESSAYS AND OTHER WRITINGS**
Edited and Introduced with Notes by David Nasaw
Penguin Classics • 128 pp. • 978-0-14-303989-1 • $11.20

**THE AUTOBIOGRAPHY OF ANDREW CARNEGIE AND THE GOSPEL OF WEALTH**
Signet Classics • 352 pp. • 978-0-451-53038-7 • $7.95

Edward Chancellor

**DEVIL TAKE THE HINDMOST**
A History of Financial Speculation
Plume • 400 pp. • 978-0-452-28180-6 • $18.00

Peter Chapman

**THE LAST OF THE IMPERIOUS RICH**
Lehman Brothers, 1844-2008
“The full story of the once-great financial giant Lehman Brothers, from its modest start to its disastrous collapse.
Portfolio • 320 pp. • 978-1-59184-432-7 • $16.00

Dan Charnas

**THE BIG PAYBACK**
The History of the Business of Hip-Hop
NAL • 688 pp. • 978-0-451-23478-0 • $16.00

**NEW**

Peter B. Doran

**BREAKING ROCKER FELLER**
The Incredible Story of the Ambitious Rivals Who Toppled an Oil Empire
“A vivid reminder of the dangers of monopolies, and of the merits of no-holds barred competition and technological upheaval.”—The Economist.
Penguin • 352 pages • 978-0-14-313000-0 • $18.00

Charles D. Ellis

**THE PARTNERSHIP**
A History of Goldman Sachs
Penguin • 704 pp. • 978-0-14-311612-7 • $20.00

Niall Ferguson

**THE GREAT DEGENERATION**
How Institutions Decay and Economies Die
“A dazzling history of Western ideas...Epic.”—The Economist.
Penguin • 192 pp. • 978-0-14-312552-5 • $16.00

**THE ASCENT OF WEALTH**
A Financial History of the World
The Harvard professor explores the evolution of finance, from its origins in ancient Mesopotamia to the latest upheavals of the global economy.
Penguin • 648 pp. • 978-0-14-311617-2 • $18.00

Charles Fishman  
THE WAL-MART EFFECT  
How the World's Most Powerful Company  
Really Works—and How It's Transforming the American Economy  
Updated with a New Introduction  
Penguin • 352 pp. • 978-0-14-303878-8 • $18.00  
An Economist Best Book; a Choice Outstanding Academic Title  
Teacher's Guide available at www.penguin.com/tguides

Joshua Freeman  
AMERICAN EMPIRE  
The Rise of a Global Power, the Democratic Revolution at Home, 1945-2000  
"The best grand synthesis of postwar U.S. history we have."—Mike Wallace, Pulitzer-Prize winning coauthor of Gotham.  
Penguin • 544 pp. • 978-0-14-312349-1 • $20.00

John Kenneth Galbraith  
A SHORT HISTORY OF FINANCIAL EUPHORIA  
"Dourly irreverent analyses of financial debacle from the tulip craze of the seventeenth century to the recent plague of junk bonds."—The Atlantic.  
Penguin • 128 pp. • 978-0-14-023856-3 • $15.00

Jon Gertner  
THE IDEA FACTORY  
Bell Labs and the Great Age of American Innovation  
"Filled with colorful characters and inspiring lessons...The Idea Factory explores one of the most critical issues of our time: what causes innovation?"—Walter Isaacson, The New York Times Book Review.  
Penguin • 432 pp. • 978-0-14-312279-1 • $18.00

Tom Gjelten  
BACARDI AND THE LONG FIGHT FOR CUBA: The Biography of a Cause  
"A gripping saga that tells us just as much about human nature and the struggle between power and freedom as it does about Bacardi's transformation from a fledgling business into the world's top family-owned distiller."—BusinessWeek. Two 16-page b/w inserts.  
Penguin • 432 pp. • 978-0-14-311632-5 • $18.00

Alan Greenspan  
THE AGE OF TURBULENCE  
Adventures in a New World  
"Greenspan's well-informed musings offer much more food for thought than the usual Washington memoir."—BusinessWeek. "First rate...intelligent in a way that few popular books on economics manage or even try to be...An enjoyable read."—The Economist.  
Penguin • 576 pp. • 978-0-14-311416-1 • $17.00  
A Business Book of the Year Award Finalist; BusinessWeek, Portfolio.com, USA Today, Library Journal Best Business Book of the Year

THE MAP AND THE TERRITORY 2.0  
Risk, Human Nature, and the Future of Forecasting  
"A model of expositional clarity, with complex and condite matters made accessible to the lay reader. The book should be must reading for anyone interested in the way our financial markets work—and sometimes fail to do so."—The Wall Street Journal.  
Penguin • 432 pp. • 978-0-14-312591-4 • $20.00

Tim Harford  
FIFTY INVENTIONS THAT SHAPED THE MODERN ECONOMY  
From the plough to artificial intelligence, from Gillette's disposable razor to IKEA's Billy bookcase, Harford recounts the story of each of fifty inventions that profoundly affected the world.  
Riverhead • 304 pp. • 978-0-735-21613-6 • $28.00  
Available August 2017

Neil Irwin  
THE ALCHEMYST  
Three Central Bankers and a World on Fire  
"Irwin] has provided an accessible, engaging account...He has a nice touch for translating central banking's mysteries, opaque and forbidding, into understandable English. He is astute in describing the internal and external politics of institutions traditionally expected to remain above politics of the usual sort!"—The New York Times.  
Penguin • 448 pp. • 978-0-14-312499-3 • $18.00

NEW  
Steven Johnson  
WONDERLAND  
How Play Made the Modern World  
This lushly illustrated history of popular entertainment takes a long-zoom approach, contending that the pursuit of novelty and wonder is a powerful driver of world-shaping technological change. "An engaging survey full of unexpected connections that readers of a historical or sociological bent will find particularly riveting."—Library Journal.  
Riverhead • 204 pp. • 978-0-399-18448-2 • $30.00

NEW  
How We Got to Now  
Six Innovations That Made the Modern World  
"You're apt to find yourself exhilarated...Johnson is not composing an etiology of particular inventions, but doing something broader and more imaginative...I particularly like the cultural observations Johnson draws along the way...[he] has a deft and persuasive touch...[a] graceful and compelling book."—The New York Times Book Review.  
Riverhead • 320 pp. • 978-1-59463-393-5 • $18.00

Leander Kahney  
JONY IVE  
The Genius Behind Apple's Greatest Products  
"An adulating biography of Apple's left-brained wunderkind, whose work continues to revolutionize modern technology."—Kirkus Reviews.  
Portfolio • 320 pp. • 978-1-59448-401-8

INSIDE STEVE'S BRAIN  
"A rich, essential read...to get inside Jobs' head and discover what makes Apple insanely great."—USA Today.  
Portfolio • 320 pp. • 978-1-59184-659-8, 978-1-59448-558-9

Gina Keating  
NETFLIXED  
The Epic Battle for America's Eyeballs  
"Even if all you know about Netflix is that it has bright red mailers and comes out of your Roku box, Keating's reporting will make you want to sit down and learn more. It's a tale of corporate intrigue, gigantic success, and enormous failure."—Allan Parachini, California State University.  
Portfolio • 304 pp. • 978-1-59184-659-8 • $16.00
Kate Kelly
**STREET FIGHTERS**
The Last 72 Hours of Bear Stearns, the Toughest Firm on Wall Street
*Portfolio* • 256 pp. • 978-1-59184-318-2 • $16.00

**NEW**
John Maynard Keynes
**THE ESSENTIAL KEYNES**
Edited with an Introduction and Commentaries by Robert Skidelsky
This uniquely comprehensive selection of Keynes's work, edited by Keynes's award-winning biographer, aims to make his work more accessible to both students of economics and the general reader. All of Keynes's major economic work is included, along with his essential writings on philosophy, social theory and policy, and his futurist vision of a world without work. *Penguin Classics* • 592 pp. • 978-0-14-144192-4 • $13.00

**NEW**
Lawrence Kudlow and Brian Domitrovic
**JFK AND THE REAGAN REVOLUTION**
The fascinating, suppressed history of how JFK pioneered supply-side economics. *Penguin Classics* • 352 pp. • 978-1-84614-813-2 • $18.00

Roger Lowenstein
**THE END OF WALL STREET**
“Lowenstein, a highly accomplished financial journalist, lays out what may be the best explanation yet of the recent crash—and as good a prediction as any on what happens next.”—*Barron’s*. *Penguin* • 384 pp. • 978-0-14-311872-5 • $20.00

**NEW**
Sebastian Mallaby
**THE MAN WHO KNEW**
The Life and Times of Alan Greenspan
“A rich, subtle portrait of a complex and surprisingly vulnerable human being.”—Roger Lowenstein, author of *America’s Bank*. *Penguin Classics* • 368 pp. • 978-0-14-303467-4 • $18.00

**NEW**
Mark Mazower
**GOVERNING THE WORLD**
The History of an Idea, 1815 to the Present
From the rubble of the Napoleonic empire in the nineteenth century through the birth of the League of Nations and the United Nations in the twentieth century to the dominance of global finance at the turn of the millennium, Mazower masterfully explores the current era of international life as Western dominance wanes and a new global balance of powers emerges. “Impressive….A significant contribution to historical scholarship.”—Paul Kennedy, *Financial Times*. *Penguin* • 496 pp. • 978-0-14-312394-1 • $18.00

Bethany McLean and Peter Elkind
**THE SMARTEST GUYS IN THE ROOM**
The Amazing Rise and Scandalous Fall of Enron
Foreword by Joe Nocera

**NEW**
Lisa Napoli
**RAY & JOAN**
The Man Who Made the McDonald’s Fortune
and the Woman Who Gave It All Away
*Penguin* • 368 pp. • 978-1-134-03153-4 • $27.00
David Nasaw  
ANDREW CARNEGIE
“Never has this story been told so thoroughly or so well as Nasaw tells it in this massive and monumental biography.”—Jonathan Yardley, The Washington Post.  
Penguin • 896 pp. • 978-0-14-311244-0 • $23.00
A New York Times, Los Angeles Times, Boston Globe, and BusinessWeek Book of the Year

NEW  
Joe Nocera and Ben Strauss  
INDENTURED
The Inside Story of the Rebellion Against the NCAA
“A searing indictment of the power and exploitation at the heart of big-money college athletics.”—Senator Cory Booker.  
Portfolio • 384 pages • 978-1-59184-632-1 • $30.00
Portfolio • 400 pages • 978-0-14-313055-0 • $18.00
Paperback available September 2017

Daniel Okrent  
GREAT FORTUNE
The Epic of Rockefeller Center
“With characters worthy of a Dickens novel, a supremely gifted writer makes the greatest city on earth come elegantly alive.”—Ken Burns.  
Penguin • 560 pp. • 978-0-14-200177-6 • $18.00
A BusinessWeek Top Ten Business Book

Michael A. Perino  
THE HELLHOUND OF WALL STREET
How Ferdinand Pecora’s Investigation of the Great Crash Forever Changed American Finance
Penguin • 368 pp. • 978-0-14-312003-2 • $17.00

John Paul Rathbone  
THE SUGAR KING OF HAVANA
The Rise and Fall of Julio Lobo, Cuba’s Last Tycoon
“An entertaining biography that is also a portrait of Cuba between the island’s independence in the late nineteenth century and Fidel Castro’s march into Havana in January 1959.”—The Wall Street Journal.  
Penguin • 320 pp. • 978-0-14-311933-3 • $16.00
A Bloomberg Book of the Year

Jon Savage  
TEENAGE
The Prehistory of Youth Culture: 1875–1945
“Compulsive reading...A rich, rewarding book that makes an important contribution to cultural history.”—Camille Paglia, The New York Times Book Review.  
Penguin • 576 pp. • 978-0-14-025415-0 • $18.00

Robert Skidelsky  
JOHN MAYNARD KEYNES
1883-1946: Economist, Philosopher, Statesman
“Now in one volume, revised and abridged, “a masterpiece of biographical and historical analysis” (The New York Times Book Review).”  
Penguin • 1,056 pp. • 978-0-14-303615-9 • $35.00

Adam Smith  
The WEALTH OF NATIONS, BOOKS I-III
Edited with an Introduction and Notes by Andrew Skinner  
Penguin Classics • 544 pp. • 978-0-14-043208-4 • $16.00

Andrew Ross Sorkin  
TOO BIG TO FAIL
The Inside Story of How Wall Street and Washington Fought to Save the Financial System—and Themselves
“Sorkin’s prodigious reporting and lively writing put the reader in the room for some of the biggest-dollar conference calls in history....Sorkin skillfully captures the raucous enthusiasm and riotous greed that fueled this rational irrationality.”—The New York Times Book Review.  
Penguin • 640 pp. • 978-0-14-311824-4 • $20.00

Steve Stoute  
The TANNING OF AMERICA
How Hip-Hop Created a Culture that Rewrote the Rules of the New Economy
“Argues that hip-hop blurred ‘cultural and demographic lines so permanently that it laid the foundation for the transformation he calls ‘tanning,’ a process that would ‘alter the landscape of America—racially, socially, politically, and especially economically.”—Publishers Weekly.  
Avery • 304 pp. • 978-1-59240-738-5 • $17.00

Dana Thomas  
DELUXE: How Luxury Lost Its Luster
“A crisp, witty social history...[Thomas] traces the evolving face of the luxury goods business, from design through marketing to showroom sales.”—The New York Times.  
Penguin • 384 pp. • 978-0-14-311370-6 • $17.00

John B. Thompson  
MERCHANTS OF CULTURE
The Publishing Business in the Twenty-First Century
Sociology professor Thompson charts the publishing business’s transformation since the 1960s. “All you need to know about the industry at a time of momentous change”—Drake McFeely, chairman and president, W. W. Norton & Company.  
Plume • 464 pp. • 978-0-452-29772-2 • $18.00

Adam Tooze  
The WAGES OF DESTRUCTION
The Making and Breaking of the Nazi Economy
Penguin • 848 pp. • 978-0-14-311320-1 • $27.00
Also in Penguin: The Deluge 978-0-14-312797-0

www.prhspeakers.com
For all inquiries, including speakers’ fees and availability, call 212-366-2271 or email speakers@penguinrandomhouse.com
Mimi Goss
WHAT IS YOUR ONE SENTENCE?
How to Be Heard in the Age of Short Attention Spans
Master the one-sentence pitch.
Prentice Hall Press • 272 pp. • 978-0-7352-0463-8 • $15.00
Bruce Greenwald and Judd Kahn
COMPETITION DEMYSTIFIED
A Radically Simplified Approach to Business Strategy
“The best of the strategy books now or soon to be in the stores.”—The New York Times.
Portfolio • 416 pp. • 978-1-59184-180-7 • $18.00
NEW
David Hoffeld
THE SCIENCE OF SELLING
Proven Strategies to Make Your Pitch, Influence Decisions, and Close the Deal
“Offers some of the freshest thought-leadership on sales that I have heard in a long, long time. [Hoffeld’s] evidence-based sales strategies provide real solutions to the challenges that salespeople face.”—Dave Stein, Principle of ES Research, author of How Winners Sell.
TarcherPerigee • 272 pp. • 978-0-14-312932-5 • $25.00
Ryan Holiday
GROWTH HACKER MARKETING
A Primer on the Future of PR, Marketing, and Advertising
“Finally, a crystallization and explanation of growth hacking in easy-to-understand terms—and better, real strategies and tactics for application.”—Alex Korchinski, growth hacker at Scribd.
Portfolio • 144 pp. • 978-1-59184-738-0 • $14.00
TRUST ME, I’M LYING
Confessions of a Media Manipulator
“This is an astonishing book. Holiday has worked for several years as a self-proclaimed media manipulator, running campaigns for companies such as American Apparel. He is now intent on revealing the tricks that his kind use to influence us. Many of these stories are chilling.”—Gillian Tett, Financial Times.
Portfolio • 320 pp. • 978-1-59184-628-4 • $16.00
John Jantsch
DUCT TAPE SELLING
Think Like a Marketer—Sell Like a Superstar
“Jantsch brings the concept of inbound selling to life with practical, actionable advice that can help turn any sales rep into a sales superstar.”—Brian Halligan, HubSpot CEO and co-author, Inbound Marketing
Portfolio • 256 pp. • 978-1-59184-633-8 • $27.95
THE REFERRAL ENGINE
Teaching Your Business to Market Itself
Get your customers to do your best marketing for you.
Portfolio • 256 pp. • 978-1-59184-311-5 • $26.95
Josh Kaufman
THE PERSONAL MBA
Master the Art of Business
Portfolio • 416 pp. • 978-1-59184-352-8 • $27.95
Guy Kawasaki
ENCHANTMENT
The Art of Changing Hearts, Minds, and Actions
The author of the international bestseller The Art of the Start offers a new perspective on the art of influence.
Portfolio • 240 pp. • 978-1-59184-583-6 • $16.00
REALITY CHECK
The Irrelevant Guide to Outsmarting, Outmanaging, and Outmarketing Your Competition
Portfolio • 496 pp. • 978-1-59184-394-8 • $18.00
Also available: The Art of the Start 2.0 • 978-1-59184-784-7
Guy Kawasaki and Peg Fitzpatrick
THE ART OF SOCIAL MEDIA
Power Tips for Power Users
Portfolio • 208 pp. • 978-1-59184-807-3 • $25.95
Donald R. Keough
THE TEN COMMANDMENTS FOR BUSINESS FAILURE
With a Foreword by Warren Buffett
“A must-read for every leader.”—Jack Welch.
Portfolio • 208 pp. • 978-1-59184-807-3 • $25.95
Mahan Khalsa with Randy Ilig
LET’S GET REAL OR LET’S NOT PLAY
Transforming the Buyer/Seller Relationship
Foreword by Stephen R. Covey
Portfolio • 288 pp. • 978-1-59184-226-2 • $27.95
NEW
Jill Konrath
AGILE SELLING
Get Up to Speed Quickly in Today’s Ever-Changing Sales World
“Agile Selling is a must-read for sales professionals who want to be prepared to succeed in this new world, where learning how to learn becomes a competitive advantage. Konrath has provided the reader with countless practical tips and a call to action to embrace an agile mind-set.”—Mike Derezin, vice president, Sales Solutions, LinkedIn.
Portfolio • 272 pp. • 978-1-59184-791-5 • $16.00
NEW
Paul Kurnit and Steve Lance
THE LITTLE BLUE BOOK OF MARKETING
Build a Killer Plan in Less Than a Day
A step-by-step guide to creating an actionable marketing plan—fast.
Portfolio • 288 pp. • 978-1-59184-305-4 • $21.95
Michael LeBoeuf, Ph.D.
HOW TO WIN CUSTOMERS AND KEEP THEM FOR LIFE
Revised Edition
Berkley • 256 pp. • 978-0-425-17501-9 • $15.00
Harvey Mackay
THE MACKAY MBA OF SELLING IN THE REAL WORLD
Introduction by Lou Holtz
Portfolio • 416 pp. • 978-1-59184-623-9 • $17.00
Daniel H. Pink
TO SELL IS HUMAN
The Surprising Truth About Moving Others
Riverhead • 272 pp. • 978-1-59463-190-0 • $16.00
Also in Riverhead: Drive 978-1-59448-480-3, A Whole New Mind p. 35
Ron Willingham
AUTHENTICITY
The Head, Heart, and Soul of Selling
“Authenticity guides one to create a strong personal character, lovingly put into service to the larger whole of humanity, as a rich foundation for a satisfying and successful life in all fields of endeavor.”—William A. Tiller, Ph.D., Professor Emeritus, Stanford University, author of Science and Human Transformation.
Prentice Hall • 336 pp. • 978-0-735-20834-5 • $25.00

NEW
Tim Sanders
DEALSTORMING
The Secret Weapon That Can Solve Your Toughest Sales Challenges
“Sanders has created a way to combine the art of the deal with the science of a deal. And when art meets science it creates a storm. Not a rainstorm, a dealstorm. This book will change pennies from heaven to dollars from heaven.”—Jeffrey Gitomer, author of Blah Blah Blah
Portfolio • 256 pp. • 978-1-59184-821-9 • $28.00

NEW
Sophia Amoruso
#GIRLBOSS
“Rather than present a get-rich-quick manual or a list of business tips, Amoruso teaches the innovative and entrepreneurial among us to play to our strengths, learn from our mistakes, and know when to break a few of the traditional rules.”—Vanity Fair.
Portfolio • 256 pp. • 978-1-59184-793-9 • $16.00

NEW
Norm Brodsky and Bo Burlingham
STREET SMARTS
An All-Purpose Tool Kit for Entrepreneurs
“An excellent handbook for entrepreneurs, stressing the thinking necessary to deal with many different situations and to identify and capture opportunities as they arise...Required reading for those planning a new venture.”—Booklist.
Portfolio • 288 pp. • 978-1-59184-320-7 • $17.00

NEW
Beth Buelow
THE INTROVERT ENTREPRENEUR
An All-Purpose Tool Kit for Entrepreneurs
“A candid step-by-step guide to help smart, ambitious 20-somethings (and beyond) identify and use the skills they have to break free of the 9-to-5 slog, start a business they care about, and build a career and life they love.”—Jared Diamond, author of Collapse.
TarcherPerigee • 304 pages • 978-0-14-312938-7 • $24.00

NEW
John Doerr and Kris Duggan
MEASURE WHAT MATTERS MOST
The Simple Idea That Drives TOE Growth
“Once a legendary entrepreneur, John Doerr has revolutionized venture capital, and the simple idea that drives TOE growth is emerging from the Silicon Valley to the rest of corporate America and leading nonprofits. ”—Jared Diamond, author of Collapse.
Portfolio • 256 pages • 978-0-735-21187-2 • $27.00
Available October 2017

NEW
Randy Gage
MAD GENIUS
A Manifesto for Entrepreneurs
“Mad Genius is friggin’ mind-rocking. It’s a Vulcan mind meld between author and reader, where Gage exhibits what Mozart and Picasso did—artistry emerging from the rift within their own heads.”—Alan Weiss, Ph.D., author of Million Dollar Consulting.
TarcherPerigee • 240 pp. • 978-0-399-17556-5 • $24.00
NEW
Jeff Hoffman and David Finkel
SCALE
Seven Proven Principles to Grow Your Business and Get Your Life Back
"Scale is a must-read for anyone interested in founding and scaling firms."—Jonathan Ortmans, president, Global Entrepreneurship Week, senior fellow, Kauffman Foundation.
Portfolio • 288 pp. • 978-1-59184-724-3 • $27.95

NEW
Guy Kawasaki
THE ART OF THE START 2.0
The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything
Illustrated by Lindsey Filby
"The ultimate entrepreneurship handbook. Kawasaki's generous tips, advice and humor reflect his successes and failures. We can all benefit from his insights."—Arianna Huffington.
Portfolio • 336 pp. • 978-1-59184-784-7 • $29.95
Also available: Enchantment p. 13, Reality Check p. 13

Sanjay Khosla and Mohanbir Sawhney
FEWER, BIGGER, BOLDER
From Mindless Expansion to Focused Growth
Portfolio • 272 pp. • 978-1-59184-605-5 • $27.95

NEW
Randall Lane
YOU ONLY HAVE TO BE RIGHT ONCE
The Rise of the Instant Billionaires Behind Spotify, Airbnb, WhatsApp, and 13 Other Amazing Startups
Portfolio • 224 pp. • 978-1-59184-796-0 • $17.00

NEW
Adam Lashinsky
WILD RIDE
Inside Uber’s Quest for World Domination
Lashinsky, veteran Fortune writer, traces the story of Uber's rapid growth from its murky origins to its plans for expansion into radically different industries.
Portfolio • 288 pages • 978-0-735-21139-1 • $28.00

NEW
Ash Maurya
SCALING LEAN
Mastering the Key Metrics for Startup Growth
“We tend to teach entrepreneurship as if we are physicists only interested in the first femtosecond of The Big Bang... Scaling Lean is about what happens after your company’s Big Bang: how to perform the many customer experiments needed to win your startup the traction to escape its black holes.”—Bob Metcalfe, University of Texas, Austin, Ethernet inventor, 3Com founder.
Portfolio • 304 pp. • 978-1-101-98052-1 • $30.00

NEW
Patrick J. McGinnis
THE 10% ENTREPRENEUR
Live Your Startup Dream Without Quitting Your Day Job
Portfolio • 240 pages • 978-1-59184-809-7 • $28.00

NEW
Nilofer Merchant
THE POWER OF ONLYNESS
Make Your Wild Ideas Mighty Enough to Dent the World
Filled with accounts of ordinary people who have exploited the possibilities of this new era, The Power of Onlyness reveals how individual people’s unique contributions to the world can effect extraordinary change.
Viking • 256 pp. • 978-0-399-17564-0 • $15.00

NEW
Mary Spio
IT’S NOT ROCKET SCIENCE
7 Game-Changing Traits for Uncommon Success
Spio went from being a barefoot girl in Ghana to a rocket scientist with major patents with Boeing, and an internet entrepreneur who speaks throughout the world about how anyone with a dream and some tools can harness the digital world for success and prosperity. It’s Not Rocket Science presents advice and empowering stories that will inspire readers to move beyond their comfort zones into mastery and empowerment.
TarcherPerigee • 256 pp. • 978-0-399-16932-8 • $16.00

NEW
Mike Michalowicz
PROFIT FIRST
Transform Your Business from a Cash-Eating Monster to a Money-Making Machine
Portfolio • 224 pages • 978-0-735-21144-9 • $27.00

NEW
Mark Rampolla
HIGH-HANGING FRUIT
Build Something Great by Going Where No One Else Will
“Wise and refreshingly human. High-Hanging Fruit is...a call to action to start something that matters and use business to fuel social change.”—Blake Mycoskie, founder, TOMS, author of Start Something That Matters.
Portfolio • 240 pp. • 978-0-399-56212-9 • $28.00

NEW
William R. Seagraves
BE YOUR BEST BOSS
Reinvent Yourself from Employee to Entrepreneur
Foreword by Perry Marshall
Exploring the full range of questions and concerns voiced by mid-career entrepreneurs, including how to get started after a lifetime of having other bosses; risks and rewards of making the entrepreneurial leap; and the drawbacks to starting a business under the constraints of traditional start-up costs, this book helps entrepreneurially-minded professionals seize the opportunity offered by the current economic environment to begin a “second act” in their careers.
TarcherPerigee • 224 pp. • 978-0-399-16932-8 • $16.00

Randall Stross
THE LAUNCH PAD
Inside Y Combinator
“Y Combinator is a national treasure, a Silicon Valley seed fund that is mass-producing new startups. Randall Stross’s behind-the-scenes look at YC offers a rare glimpse into what it really takes to conceive an idea and get it to market as quickly as possible. The Launch Pad is a must-read for anyone interested in the realities of modern entrepreneurship.”—Eric Ries, author of The Lean Startup.
Portfolio • 304 pp. • 978-1-59184-658-1 • $16.00
Entrepreneurship / Financial Markets

John Sviokla and Mitch Cohen
THE SELF-MADE BILLIONAIRE EFFECT
How Extreme Producers Create Massive Value
“A fabulous profile of value creation that all organizations need to ponder as they build talent for the future.”—Thomas Colligan, former Vice Dean and Director, Aresty Institute of Executive Education, The Wharton School.
Portfolio • 256 pp. • 978-1-59184-763-2 • $27.95

Michael Treacy
DOUBLE-DIGIT GROWTH
How Great Companies Achieve It—No Matter What
Uses case studies from industry leaders such as Dell, Home Depot, and GE.
Portfolio • 240 pp. • 978-1-59184-066-4 • $16.00

NEW
James Watt
BUSINESS FOR PUNKS
Break All the Rules—the BrewDog Way
James Watt and Martin Dickie founded BrewDog with no business plan, just a mission to revolutionize beer drinking. Soon, BrewDog became one of the world’s best-known craft breweries and fastest-growing beverage brands. They’ve not only rewritten the record books—they’ve inadvertently forged a whole new approach to business. Business for Punks bottles the essence of James’s methods in an accessible, honest manifesto.
Portfolio • 256 pages • 978-1-101-97992-1 • $26.00

John Warrillow
BUILT TO SELL
Creating a Business That Can Thrive Without You
Foreword by Bo Burlingham
Portfolio • 176 pp. • 9781591845829 • $15.00

NEW
Sam Zell
AM I BEING TOO SUBTLE?
Straight Talk From a Business Rebel
Self-made real estate billionaire Sam Zell reveals the story behind his success and lays out a road map for entrepreneurs seeking to follow in his footsteps.
Portfolio • 240 pages • 978-1-59184-823-3 • $28.00

FINANCIAL MARKETS

Daniel Alpert
THE AGE OF OVERSUPPLY
Overcoming the Greatest Challenge to the Global Economy
“Alpert does a magnificent job of analyzing the deeper underlying causes of our economic troubles.”—Li-quat Ahamed, author of Lords of Finance.
Portfolio • 304 pp. • 978-1-59184-701-4 • $17.00

Alan S. Blinder
AFTER THE MUSIC STOPPED
The Financial Crisis, the Response, and the Work Ahead
“Blinder’s book deserves its likely place near the top of reading lists about the crisis. It is the best comprehen-sive history of the episode...A riveting tale.”—Financial Times.
Penguin • 528 pp. • 978-0-14-312448-1 • $18.00

NEW
Danielle DiMartino Booth
FED UP
An Insider’s Take on Why the Federal Reserve is Bad for America
“An outsider turned insider gives a gripping account of how false, but stubbornly held beliefs at the Fed helped create the global economic crisis as well as contribut-ing to rising inequality in the United States. Brutally honest and engagingly written...A must read.”—W. R. White, former Economic Adviser and Head of the Monetary and Economic Department at the Bank for International Settlements.
Portfolio • 336 pages • 978-0-735-21165-0 • $28.00

Ian Bremmer
THE END OF THE FREE MARKET
Who Wins the War Between States and Corporations?
“An essential guide to the future of the world economy”—David Smick, author of The World Is Curved. An expert on the intersection between economics and politics illustrates the rise of state capitalism and the threats it poses to the global economy.
Portfolio • 240 pp. • 978-1-59184-440-2 • $17.00

Todd G. Buchholz
NEW IDEAS FROM DEAD ECONOMISTS
An Introduction to Modern Economic Thought
Foreword by Martin Feldstein
“This wide-ranging survey of economic thought com-bines a witty and clear exposition with a high degree of accuracy.”—Milton Friedman.
Plume • 368 pp. • 978-0-452-28844-7 • $16.00
Also available: Rush 978-0-452-29795-1

NEW
Steven Clifford
THE CEO PAY MACHINE
How It Trashes America and How to Stop it
A former top CEO examines the scandalous and corrup-tent reasons behind obscene pay packages for corporate executives—and explains how this hurts all of us—and how we can stop it.
Blue Rider Press • 288 pages • 978-0-735-21239-8 • $23.00

NEW
Edward Conard
THE UPSIDE OF INEQUALITY
How Good Intentions Undermine the Middle Class
“A must-read for serious students of economic policy. Conard’s core thesis—that advancement in living standards is constrained by risk capital and properly trained talent—suggests an inequality borne of returns from innovation. His solutions are sensible and all the more compelling in the context of this paean to risk-taking.”—Glenn Hubbard, dean of Columbia Business School, former chairman of the Council of Economic Advisers.
Portfolio • 320 pp. • 978-1-59523-123-9 • $29.00

UNINTENDED CONSEQUENCES
Why Everything You’ve Been Told About the Economy Is Wrong
“Gives a good overview of the forces behind the fi-nancial crisis. It is far smarter and more thought-provoking than most economics written for the general public.”—Greg Mankiw, Harvard University, Former Chairman of the Council on Economic Advisers.
Portfolio • 320 pp. • 978-1-59184-630-7 • $16.00
**NEW**
Harry S. Dent, Jr.
**THE DEMOGRAPHIC CLIFF**
How to Survive and Prosper During the Great Deflation Ahead
Dent explores the implications of his controversial predictions as an economic forcaster and offers advice on retirement planning, health care, real estate, education, investing, and business strategies.
*Portfolio* • 368 pp. • 978-1-59184-788-5 • $17.00

Doug Fine
**TOO HIGH TO FAIL**
Cannabis and the New Green Economic Revolution
“Fine examines how the American people have borne the massive economic and social expenditures of the failed Drug War, which is ‘as unconscionably wrong for America as segregation and DDT. A captivating, solidly documented work rendered with wit and humor.’”—*Kirkus* (starred review).
*Avery* • 384 pp. • 978-1-59240-761-3 • $16.00

John Kenneth Galbraith
**A SHORT HISTORY OF FINANCIAL EUPHORIA**
See page 9

Dan Gardner
**FUTURE BABBLE**
Why Expert Predictions Are Next to Worthless, and You Can Do Better
*Plume* • 320 pp. • 978-0-452-29557-9 • $16.00
Also available, *The Science of Fear* 978-0-452-29546-9

**NEW**
Tim Harford
**THE UNDERCOVER ECONOMIST STRIKES BACK**
How to Run—or Ruin—an Economy
“Harford is a brave man to write a book about macro-economics for the lay person; luckily, he is also a funny man....His perky style and chatty asides keep us grinning...[and he] has a knack for posing questions the average reader will have wondered about.”—*The Wall Street Journal.*
*Riverhead* • 272 pp. • 978-1-59463-291-4 • $16.00
Available August 2017: *Fifty Inventions That Shaped the Modern Economy* 978-0-735-21613-6

Alexandra Harney
**THE CHINA PRICE**
The True Cost of Chinese Competitive Advantage
“The great business story of our time.”—Karl Taro Greenfield, author of *China Syndrome.*
*Penguin* • 352 pp. • 978-0-14-311486-4 • $16.00

**NEW**
Billee Howard
**WE-COMMERCE**
How to Create, Collaborate, and Succeed in the Sharing Economy
Instead of traditional business strategies, companies must now inspire belief and trust in their communities; collaborate with their customers; create business models that are socially and environmentally responsible; and find opportunities for creative collaboration with large, global markets. In *We-Commerce,* visionary marketing strategist Billee Howard lays out her plan for a new vision of success and long-term, purposeful profitability in the new global, sharing economy.
*TarcherPerigee* • 208 pp. • 978-0-399-17362-2 • $25.00

**NEW**
Kate Kelly
**THE SECRET CLUB THAT RUNS THE WORLD**
Inside the Fraternity of Commodities Traders
“There’s so much to like in this book—lively anecdotes, crisp pacing, and brevity....A highly accessible narrative for the general reader.”—*Bloomberg News.*
*Portfolio* • 288 pp. • 978-1-59184-713-7 • $17.00

**NEW**
Peter G. Peterson
**STEERING CLEAR**
How to Avoid a Debt Crisis and Secure Our Economic Future
“This timely and essential book presents a frank assessment of our country’s long-term fiscal picture, why it matters, and what we can do to put our nation on a path toward a brighter economic future....Steering Clear should be required reading for anyone who is concerned about the fiscal legacy and economic opportunities we will bequeath to future generations.”—*Alan Greenspan.*
*Portfolio* • 208 pp. • 978-1-59184-780-9 • $27.95

**NEW**
James Rickards
**THE DEATH OF MONEY**
The Coming Collapse of the International Monetary System
“A fast-paced and apocalyptic look at the financial future, taking in financiers’ greed, central banks’ incompetence and impending Armageddon for the dollar....Rickards may be right that ‘the system is going wobbly’”—*Financial Times.*
*Portfolio* • 385 pp. • 978-1-59184-771-7 • $17.00

**NEW**
**THE ROAD TO RUIN**
The Global Elite’s Secret Plan for the Next Financial Crisis
Rickards identifies how governments around the world are secretly preparing an alternative strategy for the next big crisis.
*Portfolio* • 368 pp. • 978-1-59184-808-0 • $29.00

**NEW**
**THE NEW CASE FOR GOLD**
Portfolio • 192 pages • 978-1-101-98076-7 • $26.00

**CURRENCY WARS**
The Making of the Next Global Crisis
An expert from the highest levels of finance and government provides an understanding of how currency wars threaten the economy, going behind closed doors to explain complex financial and political currents with absorbing first-hand anecdotes.
*Portfolio* • 320 pp. • 978-1-59184-449-5 • $17.00

Timothy Taylor
**THE INSTANT ECONOMIST**
Everything You Need to Know About How Money Works
A one-stop shop for understanding the key principles of economics—both macroeconomics and microeconomics.
*Plume* • 272 pp. • 978-0-452-29752-4 • $16.00

David M. Weiss
**DERIVATIVES**
A Guide to Alternative Investments
Financial expert David Weiss introduces readers to the basic concept of a derivative and offers a thorough examination of the many derivative products.
*Portfolio* • 320 pp. • 978-1-59184-572-0 • $65.00

**NEW**
Alexandra Harney
**THE CHINA PRICE**
The True Cost of Chinese Competitive Advantage
“The great business story of our time.”—Karl Taro Greenfield, author of *China Syndrome.*
*Penguin* • 352 pp. • 978-0-14-311486-4 • $16.00

**NEW**
Billee Howard
**WE-COMMERCE**
How to Create, Collaborate, and Succeed in the Sharing Economy
Instead of traditional business strategies, companies must now inspire belief and trust in their communities; collaborate with their customers; create business models that are socially and environmentally responsible; and find opportunities for creative collaboration with large, global markets. In *We-Commerce,* visionary marketing strategist Billee Howard lays out her plan for a new vision of success and long-term, purposeful profitability in the new global, sharing economy.
*TarcherPerigee* • 208 pp. • 978-0-399-17362-2 • $25.00

**NEW**
Kate Kelly
**THE SECRET CLUB THAT RUNS THE WORLD**
Inside the Fraternity of Commodities Traders
“There’s so much to like in this book—lively anecdotes, crisp pacing, and brevity....A highly accessible narrative for the general reader.”—*Bloomberg News.*
*Portfolio* • 288 pp. • 978-1-59184-713-7 • $17.00

**NEW**
Peter G. Peterson
**STEERING CLEAR**
How to Avoid a Debt Crisis and Secure Our Economic Future
“This timely and essential book presents a frank assessment of our country’s long-term fiscal picture, why it matters, and what we can do to put our nation on a path toward a brighter economic future....Steering Clear should be required reading for anyone who is concerned about the fiscal legacy and economic opportunities we will bequeath to future generations.”—*Alan Greenspan.*
*Portfolio* • 208 pp. • 978-1-59184-780-9 • $27.95

**NEW**
James Rickards
**THE DEATH OF MONEY**
The Coming Collapse of the International Monetary System
“A fast-paced and apocalyptic look at the financial future, taking in financiers’ greed, central banks’ incompetence and impending Armageddon for the dollar....Rickards may be right that ‘the system is going wobbly’”—*Financial Times.*
*Portfolio* • 385 pp. • 978-1-59184-771-7 • $17.00

**NEW**
**THE ROAD TO RUIN**
The Global Elite’s Secret Plan for the Next Financial Crisis
Rickards identifies how governments around the world are secretly preparing an alternative strategy for the next big crisis.
*Portfolio* • 368 pp. • 978-1-59184-808-0 • $29.00

**NEW**
**THE NEW CASE FOR GOLD**
Portfolio • 192 pages • 978-1-101-98076-7 • $26.00

**CURRENCY WARS**
The Making of the Next Global Crisis
An expert from the highest levels of finance and government provides an understanding of how currency wars threaten the economy, going behind closed doors to explain complex financial and political currents with absorbing first-hand anecdotes.
*Portfolio* • 320 pp. • 978-1-59184-449-5 • $17.00

Timothy Taylor
**THE INSTANT ECONOMIST**
Everything You Need to Know About How Money Works
A one-stop shop for understanding the key principles of economics—both macroeconomics and microeconomics.
*Plume* • 272 pp. • 978-0-452-29752-4 • $16.00

David M. Weiss
**DERIVATIVES**
A Guide to Alternative Investments
Financial expert David Weiss introduces readers to the basic concept of a derivative and offers a thorough examination of the many derivative products.
*Portfolio* • 320 pp. • 978-1-59184-572-0 • $65.00
David M. Weiss
AFTER THE TRADE IS MADE
Processing Securities Transactions Revised Third Edition
Portfolio • 544 pp. • 978-1-59184-127-2 • $55.00
Also available: Financial Instruments 978-1-59184-227-9

NEW
Martin Wolf
THE SHIFTS AND THE SHOCKS
What We’ve Learned—and Have Still to Learn—from the Financial Crisis
“Wolf provides an insightful and timely analysis of how global imbalances, international capital flows, and economic policies have helped create a financially fragile world.”—Ben Bernanke. “Extremely good at untangling the causes of the global financial crisis”—The New York Times.
Penguin • 528 pp. • 978-0-14-312763-5 • $18.00

NEGOTIATION & COMMUNICATION

Carl Alasko, Ph.D.
SAY THIS, NOT THAT
A Foolproof Guide to Effective Interpersonal Communication
TarcherPerigee • 240 pp. • 978-1-58542-932-5 • $15.95

NEW
Dianna Booher
WHAT MORE CAN I SAY?
Why Communication Fails and What to Do About It
Prentice Hall • 176 pp. • 978-0-7382-0533-8 • $15.00

NEW
Bob Burg
ADVERSARIES INTO ALLIES
Master the Art of Ultimate Influence
“Full of practical wisdom for becoming more persuasive while keeping your integrity intact, Bob Burg, a master of winning friends and influencing people, has written an immensely useful and thoroughly enjoyable book.”—Adam Grant, The Wharton School, author of Originals.
Portfolio • 272 pp. • 978-1-59184-816-5 • $16.00

Olivia Fox Cabane
THE CHARISMA MYTH
How Anyone Can Master the Art and Science of Personal Magnetism
“Cabane has done us a big favor. She’s woven solid science and engaging narrative into an instructive treatment of the role of charisma in leadership—a topic that (until now) we only poorly understood.”—Robert B. Cialdini, author of Influence.
Portfolio • 272 pp. • 978-1-59184-594-2 • $16.00

NEW
Evan Carmichael
YOUR ONE WORD
The Powerful Secret to Creating a Business and Life That Matter
With thought-provoking questions and inspiring, instructive examples, Your One Word will help readers nail down their personal mottos—the word that captures their purpose and passion.
TarcherPerigee • 272 pp. • 978-0-14-310909-9 • $26.00

NEW
Dana Caspersen
CHANGING THE CONVERSATION
The 17 Principles of Conflict Resolution Produced by Joost Elffers
“If your strategy for winning an argument is to yell louder than the other guy, Dana Caspersen’s Changing the Conversation is an innovative look at conflict resolution that will be an eye-opener. Take a deep breath and learn to listen carefully, resist the urge to attack and find ways to move forward.”—BookPage.
Penguin • 272 pp. • 978-0-14-312686-7 • $18.00

Sandra A. Crowe
SINCE STRANGLING ISN’T AN OPTION
Dealing with Difficult People: Common Problems and Uncommon Solutions
TarcherPerigee • 288 pp. • 978-0-399-52540-7 • $16.00

Tim David
MAGIC WORDS
The Science and Secrets Behind Seven Words That Motivate, Engage, and Influence
“Whereas most communication advice is concerned with what to say or even how to say it, Magic Words places the focus where it belongs: on the other person. Tim David offers keen insight into how to better connect with others in business and in life.”—Adam Grant, author of Originals and Give and Take.
Prentice Hall • 160 pp. • 978-0-7352-0359-0 • $20.00

Michael Doyle and David Straus
HOW TO MAKE MEETINGS WORK!
Berkley • 320 pp. • 978-0-425-13870-0 • $16.00

Roger Fisher and Daniel Shapiro
BEYOND REASON
Using Emotions as You Negotiate
Penguin • 256 pp. • 978-0-14-303778-1 • $17.00

NEW!
Roger Fisher, William Ury, and Bruce Patton
GETTING TO YES
Negotiating Agreement Without Giving In
Updated and Revised Edition
“By far the best thing I’ve ever read about negotiation.”—John Kenneth Galbraith.
Penguin • 240 pp. • 978-0-14-311875-6 • $17.00

Roger Fisher and Danny Ertel
GETTING READY TO NEGOTIATE
The Getting to Yes Workbook
Penguin • 208 pp. • 978-0-14-023531-9 • $17.00

NEW
Amy Cooper Hakim and Muriel Solomon
WORKING WITH DIFFICULT PEOPLE
Handling the Ten Types of Problem People Without Losing Your Mind
Second Revised Edition
A revised edition of the classic guide on how to best resolve conflict in today’s technologically advanced workplace.
TarcherPerigee • 336 pp. • 978-0-14-311187-0 • $16.00

NEW
Todd Henry
LOUDER THAN WORDS
Harness the Power of Your Authentic Voice
The key to standing apart from the noise is to find your unique voice. Those who identify and develop their voices will gain more attention and wield more influence. But first they have to identify what they truly stand for, develop a compelling vision, and become masters of expressing their ideas in whatever media they choose. Henry offers strategies, exercises, and true stories that illustrate the attributes of resonant work.
Portfolio • 224 pp. • 978-1-59184-752-6 • $27.95
Negotiation & Communication

27 POWERS OF PERSUASION
Simple Strategies to Seduce Audiences & Win Allies
NAL • 240 pp. • 978-0-7352-0459-1 • $15.00

NEW
Kelly Hoey
BUILD YOUR DREAM NETWORK
Forging Powerful Relationships in a Hyper-Connected World
TarcherPerigee • 256 pp. • 978-0-14-311148-1 • $23.00

Dorothy Leeds
THE 7 POWERS OF QUESTIONS
Secrets to Successful Communication in Life and at Work
TarcherPerigee • 320 pp. • 978-0-399-52614-5 • $14.95

NEW
Larry G. Linne and Patrick Sitkins
BRAND AID
Taking Control of Your Reputation—Before Everyone Else Does
“Brand Aid” uses examples from our everyday lives to help you to quickly develop a solid foundation of fundamentals that you can immediately apply to your personal and professional brand. It strikes the perfect balance between practical advice and knowledge that will allow you to adapt and evolve your brand for the rest of your life.—Steve Farnsworth, Executive Director, Silicon Valley Brand Forum.
Prentice Hall • 176 pp. • 978-0-7352-0541-3 • $15.95

NEW
Michael Maslansky with Scott West, Gary DeMoss, and David Saylor
THE LANGUAGE OF TRUST
Selling Ideas in a World of Skeptics
Prentice Hall Press • 288 pp. • 978-0-7352-0456-0 • $16.00

NEW
Ross McCammon
WORKS WELL WITH OTHERS
Shaking Hands, Shutting Up, and Other Crucial Skills in Business That No One Ever Teaches You
“McCammon has amassed an arsenal of tips on how to get ahead…the book’s sly wisecrack ratio is strong.”—The New York Times Book Review.
Dutton • 288 pp. • 978-1-101-98413-0 • $16.00

NEW
Don Peppers and Martha Rogers
EXTREME TRUST
Turning Proactive Honesty and Flawless Execution into Long-Term Profits
Revised Edition
Portfolio • 304 pages • 978-0-14-303697-5 • $17.00

NEW
Ronald M. Shapiro
PERFECTING YOUR PITCH
How to Succeed in Business and in Life by Finding Words That Work
“Filled with powerful insights about effective communication for leaders, parents, friends, spouses, managers, and consumers. Ron Shapiro, a world-renowned negotiation expert, sports agent, and lawyer, shares rich examples and practical wisdom accumulated through decades of experience.”—Adam Grant, The Wharton School, author of Originals.
Plume • 272 pp. • 978-0-14-218122-5 • $16.00

NEW
Michael Parker
IT’S NOT WHAT YOU SAY
How to Sell Your Message When It Matters Most
Capturing a lifetime’s work in the art of persuasive communication, this powerful book reveals the principles, tools and tricks for what it takes to be a courageous, memorable, stand-out speaker.
TarcherPerigee • 160 pp. • 978-0-399-17543-5 • $15.95

NEW
John Neffinger and Matthew Kohut
COMPELLING PEOPLE
The Hidden Qualities That Make Us Influential
“This is not just another pop-psych book: it’s the first book to capture and share the insights from all the recent groundbreaking research on how we judge and persuade each other. And it translates that into simple, practical terms anyone can use to build more effective relationships at the office or at home. I’m glad they wrote it so I didn’t have to.”—Amy Cuddy, Harvard Business School.
Plume • 304 pp. • 978-0-14-219677-9 • $16.00

NEW
Daniel Shapiro
NEGOTIATING THE NONNEGOTIABLE
How to Resolve Your Most Emotionally Charged Conflicts
“A must-read…Offers bold, practical, and uplifting advice to reduce the turmoil of conflict and foster reconciliation in your professional and personal life.”—Michael Wheeler, Harvard Business School.
Penguin • 352 pages • 978-0-14-311017-0 • $17.00

NEW
Andrew Newberg, M.D. and Mark Robert Waldman
WORDS CAN CHANGE YOUR BRAIN
12 Conversation Strategies to Build Trust, Resolve Conflict, and Increase Intimacy
Newman and Waldman reveal how Compassionate Communication, a strategy they developed based on brain scans and extensive data collected in studies, is an excellent tool for any type of communication including conflict resolution, presenting arguments, and delivering bad news.
Plume • 272 pp. • 978-0-14-219677-9 • $16.00

NEW
G. Richard Shell with Mario Moussa
THE ART OF WOO
Using Strategic Persuasion to Sell Your Ideas
Penguin • 320 pp. • 978-0-14-311404-8 • $18.00

NEW
Don Peppers and Martha Rogers
BARGAINING FOR ADVANTAGE
Negotiation Strategies for Reasonable People
Updated and Revised Edition
Penguin • 320 pp. • 978-0-14-303697-5 • $17.00

For instructions on requesting permission to copy Penguin Publishing Group titles for coursepacks or other uses please visit: permissions.penguinrandomhouse.com
8.

**THE PASSION TEST**
The Effortless Path to Discovering Your Life Purpose
Janet Bray Attwood and Chris Attwood
Plume • 320 pp. • 978-0-452-28985-7 • $16.00

**FAIL FAST, FAIL OFTEN**
How Losing Can Help You WIN
Ryan Blair
Portfolio • 272 pp. • 978-1-101-98055-2 • $28.00

**FOLLOW THE PATH**
How to Find Fulfillment in Your Work
Ryan Blair
Simon & Schuster • 224 pp. • 978-1-4767-3734-4 • $24.00

**THE GO-GIVER LEADER**
A Little Story About What Matters Most in Business
W. Steven Brown
Portfolio • 272 pp. • 978-0-399-56294-5 • $25.00

**PLAYERS FIRST**
Coaching from the Inside Out
John Calipari and Michael Sokolove
Penguin • 320 pp. • 978-0-14-312708-6 • $17.00

**DIE HARD**
A Christian Soldier’s Hope in an Unlikely World
Jen Hatmaker
Zondervan • 208 pp. • 978-0-310-34513-0 • $15.99

**YOU MAJORED IN WHAT?**
Mapping Your Path from Chaos to Career
Katharine Brooks, Ed.D.
Plume • 336 pp. • 978-0-452-29600-8 • $16.00

**THE STARFISH AND THE SPIDER**
The Unstoppable Power of Leaderless Organizations
Ori Brafman and Rod A. Beckstrom
Portfolio • 208 pp. • 978-0-399-16625-9 • $15.00

**NEW**
**THE VIRGIN WAY**
If It’s Not Fun, It’s Not Worth Doing
Richard Branson
Portfolio • 176 pp. • 978-0-399-56294-5 • $25.00
Also available: Go-Givers Sell More, see page 12

**THE GO-GIVER LEADER**
A Little Story About What Matters Most in Business
W. Steven Brown
Portfolio • 208 pp. • 978-0-399-16625-9 • $15.00

**GLYCE**
Coaching from the Inside Out
John Calipari and Michael Sokolove
Penguin • 320 pp. • 978-0-14-312708-6 • $17.00

**PLAYERS FIRST**
Coaching from the Inside Out
John Calipari and Michael Sokolove
Penguin • 320 pp. • 978-0-14-312708-6 • $17.00

**THE PASSION TEST**
The Effortless Path to Discovering Your Life Purpose
Janet Bray Attwood and Chris Attwood
Plume • 320 pp. • 978-0-452-28985-7 • $16.00

**FAIL FAST, FAIL OFTEN**
How Losing Can Help You WIN
Ryan Blair
Portfolio • 272 pp. • 978-1-101-98055-2 • $28.00

**FOLLOW THE PATH**
How to Find Fulfillment in Your Work
Ryan Blair
Simon & Schuster • 224 pp. • 978-1-4767-3734-4 • $24.00

**THE GO-GIVER LEADER**
A Little Story About What Matters Most in Business
W. Steven Brown
Portfolio • 272 pp. • 978-0-399-56294-5 • $25.00

**PLAYERS FIRST**
Coaching from the Inside Out
John Calipari and Michael Sokolove
Penguin • 320 pp. • 978-0-14-312708-6 • $17.00

**DIE HARD**
A Christian Soldier’s Hope in an Unlikely World
Jen Hatmaker
Zondervan • 208 pp. • 978-0-310-34513-0 • $15.99

**YOU MAJORED IN WHAT?**
Mapping Your Path from Chaos to Career
Katharine Brooks, Ed.D.
Plume • 336 pp. • 978-0-452-29600-8 • $16.00

**THE STARFISH AND THE SPIDER**
The Unstoppable Power of Leaderless Organizations
Ori Brafman and Rod A. Beckstrom
Portfolio • 208 pp. • 978-0-399-16625-9 • $15.00

**NEW**
**THE VIRGIN WAY**
If It’s Not Fun, It’s Not Worth Doing
Richard Branson
Portfolio • 176 pp. • 978-0-399-56294-5 • $25.00
Also available: Go-Givers Sell More, see page 12

**THE GO-GIVER LEADER**
A Little Story About What Matters Most in Business
W. Steven Brown
Portfolio • 208 pp. • 978-0-399-16625-9 • $15.00

**GLYCE**
Coaching from the Inside Out
John Calipari and Michael Sokolove
Penguin • 320 pp. • 978-0-14-312708-6 • $17.00

**PLAYERS FIRST**
Coaching from the Inside Out
John Calipari and Michael Sokolove
Penguin • 320 pp. • 978-0-14-312708-6 • $17.00
**NEW**

Grant Cardone

**BE OBSESSED OR BE AVERAGE**

In an age where people tend to do exactly what’s asked of them and nothing more, it’s easy to get complacent and seek a so-called balanced life. But Grant Cardone argues that professionals have to be hungry, hyper-focused, and insatiable. *Be Obsessed or Be Average* shows readers how to harness that obsession so that we can use it to your advantage.

Portfolio • 240 pp. • 978-1-101-98105-4 • $27.00

**NEW**

Dan Clark

**THE ART OF SIGNIFICANCE**

Achieving the Level Beyond Success

“Clark shows how success is but a stepping-stone to the real prize—making a difference that benefits others. He offers commonsense tools for character building and focusing on the greater purpose.”—Jon M. Huntsman, Sr., founder and executive chairman, Huntsman Corporation.

Portfolio • 256 pp. • 978-1-59184-574-4 • $25.95

**NEW**

Tim Clark and Bruce Hazen

**BUSINESS MODELS FOR TEAMS**

See How Your Organization Really Works and How Each Person Fits In

“Clark shows how success is but a stepping-stone to the real prize—making a difference that benefits others. He offers commonsense tools for character building and focusing on the greater purpose.”—Jon M. Huntsman, Sr., founder and executive chairman, Huntsman Corporation.

Portfolio • 227 pages • 978-0-375-21335-7 • $30.00

**NEW**

Geoff Colvin

**TALENT IS OVERRATED**

What Really Separates World-Class Performers from Everybody Else

Based on scientific research, Colvin shares the secrets of extraordinary performance and shows how to apply these principles.

Portfolio • 240 pp. • 978-1-59184-294-1 • $17.00

**NEW**

Roger Connors and Tom Smith

**CHANGE THE CULTURE, CHANGE THE GAME**

The Breakthrough Strategy for Energizing Your Organization and Creating Accountability for Results

Connors and Smith show how leaders can achieve record-breaking results by quickly and effectively shaping their organizational culture to capitalize on their greatest asset—their people.

Portfolio • 240 pp. • 978-1-59184-539-3 • $17.00

Also available: How Did That Happen? 978-1-59184-414-3

**NEW**

Roger Connors and Tom Smith

**THE WISDOM OF OZ**

Using Personal Accountability to Succeed in Everything You Do

Connors and Smith present the practical and powerful principles of personal accountability in simple, down-to-earth terms that you can apply in your homes, schools, communities, churches, and volunteer groups.

Portfolio • 160 pages • 978-0-14-310854-2 • $17.00

**NEW**

Roger Connors, Tom Smith, and Craig R. Hickman

**THE OZ PRINCIPLE**

Getting Results Through Individual and Organizational Accountability

Foreword by Michael Strahan

A top NFL coach offers leadership advice that applies from the field to the office. Tom Coughlin led the New York Giants to two Super Bowl victories with his unique system of relentless preparation and resilience.

Portfolio • 224 pp. • 978-1-59184-728-1 • $16.00

**NEW**

Tom Coughlin and David Fisher

**EARN THE RIGHT TO WIN**

How Success in Any Field Starts with Superior Preparation

Foreword by Michael Strahan

A top NFL coach offers leadership advice that applies from the field to the office. Tom Coughlin led the New York Giants to two Super Bowl victories with his unique system of relentless preparation and resilience.

Portfolio • 224 pp. • 978-1-59184-728-1 • $16.00

**NEW**

His Holiness the Dalai Lama and Howard C. Cutler, M.D.

**THE ART OF HAPPINESS AT WORK**

Drawing on extensive case studies and research, Fields offers a strategic program for overcoming procrastination and enjoying guilt-free play.

Portfolio • 336 pp. • 978-1-59184-045-9 • $17.00

**NEW**

Sydney Finkelstein

**WHY SMART EXECUTIVES FAIL**

A Strategic Program for Overcoming Procrastination and Enjoying Guilt-Free Play

“Finkelstein is a tremendous guide for anyone who wants to truly succeed in life.”—J.K. Simmons, Academy Award-winning actor.

TarcherPerigee • 224 pp. • 978-1-59448-054-6 • $15.00

Also available: *Ethics for the New Millennium* 978-1-57322-883-1

**NEW**

Neil Fiore, Ph.D.

**THE NOW HABIT**

A Strategic Program for Overcoming Procrastination and Enjoying Guilt-Free Play

“Fiore’s approach is refreshingly simple and practical.”—*Inc.*

TarcherPerigee • 224 pp. • 978-1-58542-552-5 • $14.99

**NEW**

Lolly Daskal

**THE LEADERSHIP GAP**

What Gets Between You and Your Greatness

Based on a mix of modern philosophy, science, and her own vast well of business experience, Daskal offers a breakthrough perspective on leadership.

Portfolio • 240 pages • 978-1-101-98016-3 • $32.00

**NEW**

Nancy Duarte and Patti Sanchez

**ILLUMINATE**

Ignite Change Through Speeches, Stories, Ceremonies, and Symbols

“Ductape is a tremendously resourceful book for anyone who must educate, motivate or inspire—and that’s just about all of us.”—General Stanley McChrystal.

Portfolio • 336 pages • 978-1-101-98135-1 • $30.00

**NEW**

Paul Downs

**BOSS LIFE**

Surviving My Own Small Business

“A memoir—not a manual—about life as a small business owner, complete with honest reflections on failures and shortcomings.”—*Forbes*

Blue Rider Press • 352 pp. • 978-0-399-16560-3 • $16.00

**NEW**

Ron Friedman, Ph.D.

**THE BEST PLACE TO WORK**

The Art and Science of Creating an Extraordinary Workplace

“Presents the latest scientific findings in a highly entertaining but rigorous way. An excellent example of great science writing for practical application in the real world.”—Dean Keith Simonton, Ph.D., University of California, Davis.

TarcherPerigee • 352 pp. • 978-0-399-16560-3 • $16.95
Michael J. Gelb and Sarah Miller Caldicott

INNOVATE LIKE EDISON
The Five-Step System for Breakthrough Business Success
*A must-have for anyone who wants to turn creative ideas into profitable reality.*—Dr. Vijay Govindarajan, author of Ten Rules for Strategic Innovators. B/w photos and illustrations.
Plume • 120 pp. • 978-0-452-28982-6 • $19.00

Seth Godin

LINCHPIN
Are You Indispensable?
Linchpins are the essential building blocks of great organizations. These people figure out what to do when there's no rule book. They delight and challenge their customers and peers. They love their work, pour their best selves into it, and turn each day into a kind of art. In today's world, they get the best jobs and the most freedom. "This is what the future of work (and the world) looks like. Actually, it's already happening around you."—Tony Hsieh, CEO, Zappos.com.
Portfolio • 256 pp. • 978-1-59184-409-9 • $16.00
For more on Seth Godin visit www.sethgodin.typepad.com

NEW

Adam Grant

ORIGINALS
How Non-Conformists Move the World
Foreword by Sheryl Sandberg
"A fascinating, eye-opening read that will help you not just recognize your own unique gifts, but find the strength to challenge conventional wisdom to bring them to life. Using surprising studies and riveting stories, Adam Grant brilliantly shows us how to champion new ideas, bust persistent myths that hold us back and change not only our lives, but our world."—Arianna Huffington.
Penguin • 336 pages • 978-0-14-312885-4 • $17.00

GIVE AND TAKE
Why Helping Others Drives Our Success
"Give and Take just might be the most important book of this young century...This book has profound implications for how we manage our careers, deal with our friends and relatives, raise our children, and design our institutions. This gem is a joy to read, and it shatters the myth that greed is the path to success."—Robert Sutton, author of The No "shole Rule and Good Boss, Bad Boss.
Penguin • 320 pp. • 978-0-14-312498-6 • $17.00

Robert Greene and Joost Elffers

THE 48 LAWS OF POWER
Penguin • 480 pp. • 978-0-14-028019-7 • $20.00
Also available: The 33 Strategies of War 978-0-14-311278-5, Mastery 978-0-14-312457-7

New from Penguin Random House
Sign up for Penguin Random House newsletters to get the latest information on new books for your courses.
www.randomhouseacademic.com/e-newsletters
Motivation, Management, & Leadership

Todd Henry

DIE EMPTY
Unleash Your Best Work Every Day

Die Empty is a tool for people who aren’t willing to put off their most important work for another day. Todd Henry explains the forces that lead to stagnation and introduces practices that will keep readers on a true and steady course.

Portoflio • 240 pp. • 978-1-59184-699-4 • $16.00

NEW

Ryan Holiday

EGO IS THE ENEMY

“We’re often told that to achieve success, we need confidence. With refreshing candor, Ryan Holiday challenges that assumption, highlighting how we can earn confidence by pursuing something bigger than our own success.”—Adam Grant, Wharton School, author of Originals and Give and Take.

Portfolio • 256 pp. • 978-1-59184-781-6 • $25.00

THE OBSTACLE IS THE WAY
The Timeless Art of Turning Trials into Triumph


Portfolio • 224 pp. • 978-1-59184-635-2 • $24.95

Also available: Growth Hacker Marketing p. 13

Charles S. Jacobs

MANAGEMENT REWIRED
Why Feedback Doesn’t Work and Other Surprising Lessons from the Latest Brain Science

“Turns prevalent management theory on its head and will have a lasting impact on how it is taught.”—Publishers Weekly, starred review.

Portfolio • 240 pp. • 978-1-59184-337-5 • $16.00

Nathan Jamail

THE LEADERSHIP PLAYBOOK
Creating a Coaching Culture to Build Winning Business Teams

Avery • 224 pp. • 978-1-59240-866-5 • $27.00

Julie Jansen

I DON’T KNOW WHAT I WANT, BUT I KNOW IT’S NOT THIS
A Step-by-Step Guide to Finding Gratifying Work Fully Revised and Updated

Penguin • 304 pp. • 978-0-14-312851-9 • $15.00

NEW

Jason Jennings

THE HIGH-SPEED COMPANY
Creating Urgency and Growth in a Nanosecond Culture


Portfolio • 240 pp. • 978-1-59184-736-6 • $27.95

Also available: Think Big. Act Small 978-1-59184-393-1

Spencer Johnson, M.D.

WHO MOVED MY CHEESE?
An Amazing Way to Deal With Change in Your Work and in Your Life

Foreword by Kenneth Blanchard, Ph.D.

Putnam • 96 pp. • 978-0-399-14446-2 • $19.95

NEW

Dacher Keltner

THE POWER PARADOX
How We Gain and Lose Influence

“With personal insight and the latest science, Dacher Keltner is both realistic and idealistic: The Power Paradox sheds light on human power’s dark side, as well as its redeeming qualities. Everyone can learn from this wise book.”—Susan T. Fiske, Princeton University.

Penguin • 208 pages • 978-0-14-311029-3 • $16.00

Donald R. Keough

THE TEN COMMANDMENTS FOR BUSINESS FAILURE
Foreword by Warren Buffett

See page 13

Donald G. Krause

THE ART OF WAR FOR EXECUTIVES
Ancient Knowledge for Today’s Business Professional

TarcherPerigee • 160 pp. • 978-0-399-53410-2 • $7.99

Bob Lutz

ICONS AND IDIOTS
Straight Talk on Leadership

Lutz, a former General Motors executive, reveals the leaders who made the strongest impression on him throughout his career and shows that we can learn just as much from the most stubborn, stupid, and corrupt leaders as we can from the inspiring geniuses.

Portfolio • 240 pp. • 978-1-59184-696-3 • $16.00

NEW

William MacAskill

DOING GOOD BETTER
How Effective Altruism Can Help You Make a Difference

“A superb achievement. This must-read book will lead people to change their careers, their lives, and the world, for the better.”—Peter Singer, Princeton University, author of Animal Liberation and The Most Good You Can Do.

Avery • 272 pp. • 978-1-59240-910-5 • $26.95

Gordon Mackenzie

ORBITING THE GIANT HAIRBALL
A Corporate Fool’s Guide to Surviving with Grace

Viking • 224 pp. • 978-0-670-87983-0 • $23.00

Named one of Management General’s Top Business Books of the Year

NEW

L. David Marquet

TURN YOUR SHIP AROUND!
A Workbook for Implementing Intent-Based Leadership in Your Organization

“The best how-to manual anywhere for managers on delegating, training and driving flawless execution.”—Fortune Magazine.

Portfolio • 192 pp. • 978-1-59184-753-3 • $15.00

General Stanley McChrystal

MY SHARE OF THE TASK
“McChrystal is a legendary warrior with a fine eye for enduring lessons about leadership, courage, and consequence.”—Tom Brokaw, author of The Greatest Generation.

Portfolio • 480 pp. • 978-1-59184-682-6 • $20.00
NEW
General Stanley McChrystal with Tantum Collins, David Silverman and Chris Fussell
TEAM OF TEAMS
New Rules of Engagement for a Complex World
“An instant classic. [Team of Teams is the] best leadership book I have read in many a decade, by one of our nation’s most gifted and iconic general officers”—Admiral James Stavridis, USN (Ret), Supreme Allied Commander at NATO 2009–2013; dean, The Fletcher School of Law and Diplomacy, Tufts University.
Portfolio • 304 pp. • 978-1-59184-748-9 • $29.95

Ari Meisel
LESS DOING, MORE LIVING
Make Everything in Life Easier
 “[Less Doing, More Living] is a hands-on guide that teaches you how to quickly implement the art of strategic laziness—doing only the most important stuff, and doing it well enough to get what you want... whether you’re an entrepreneur, a student, or anywhere in between.”—Dave Asprey, founder of Bulletproof Executive.
TarcherPerigee • 144 pp. • 978-0-399-16852-9 • $15.95

NEW
Urban Meyer with Wayne Coffey
ABOVE THE LINE
Lessons in Leadership and Life from a Championship Program
Contribution by Wayne Coffey
Remarkable lessons in leadership and teambuilding from one of the greatest college football coaches of our time.
Penguin Press • 272 pp. • 978-1-01-98070-5 • $27.95
Penguin • 272 pp. • 978-1-01-98072-9 • $17.00
Paperback available August 2017

NEW
John G. Miller
OUTSTANDING!
47 Ways to Make Your Organization Exceptional
Informed by his own commitment to the concept of personal accountability and enlivened by compelling true stories from exceptional organizations, John Miller identifies the principles and behaviors that distinguish outstanding organizations from the pack and provides readers with ways to integrate them into their own work.
TarcherPerigee • 224 pp. • 978-0-14-312992-9 • $15.00

John G. Miller
QBQ! THE QUESTION
BEHIND THE QUESTION
Practicing Personal Accountability at Work and in Life
Offers a method for putting personal accountability into daily action, with results: problems get solved, barriers come down, service improves, teamwork grows, and people adapt to change.
Putnam • 160 pp. • 978-0-399-15233-7 • $19.95
Also available: Flipping the Switch 978-0-399-15295-5

Geoffrey A. Moore
DEALING WITH DARWIN
How Great Companies Innovate at Every Phase of Their Evolution
“Moore has delivered an innovative and instructive treatise on innovation.”—The Boston Globe.
Portfolio • 304 pp. • 978-1-59184-214-9 • $17.00

Margot Morrell and Stephanie Capparell
SHACKLETON’S WAY
Leadership Lessons from the Great Antarctic Explorer
Penguin • 256 pp. • 978-0-14-200236-0 • $16.00

NEW
David Novak
TAKING PEOPLE WITH YOU
The Only Way to Make Big Things Happen
“Novak shares his deep understanding of leadership: including everyone, the importance of a compelling vision, comprehensive strategy and relentless implementation, the power of positive recognition and continuous improvement forever.”—Ian Mulally, CEO, Ford Motor Company.
Portfolio • 256 pp. • 978-1-59184-591-1 • $16.00

NEW
Rachael O’Meara
PAUSE
Harnessing the Life-Changing Power of Giving Yourself a Break
“With proven techniques backed by science, Rachael O’Meara shows us how to connect with ourselves and tap into what we really value.”—Arianna Huffington.
TarcherPerigee • 256 pages • 978-0-14-312924-0 • $15.00

NEW
Neil Pasricha
THE HAPPINESS EQUATION
Want Nothing + Do Anything=Have Everything
Makes happiness attainable by using scientifically proven habits that require low time investment and reap massive rewards!”—Shawn Achor, author of The Happiness Advantage.
Putnam • 320 pp. • 978-0-452-27798-0 • $16.00

NEW
Steve Peters
THE CHIMP PARADOX
The Mind Management Program to Help You Achieve Success, Confidence, and Happiness
TarcherPerigee • 368 pp. • 978-0-399-16359-3 • $16.95
Daniel H. Pink

DRIVE
The Surprising Truth About What Motivates Us

"Pink's ideas deserve a wide hearing. Corporate boards…could do well by kicking out their pay consultants for an hour and reading Pink's conclusions instead."—Forbes.

Riverhead • 288 pp. • 978-1-59448-480-3 • $16.00

THE ADVENTURES OF JOHNNY BUNKO
The Last Career Guide You'll Ever Need
Told in Manga—the popular Japanese comic book format—this story of a young man who lands his first job illustrates the six key core lessons of finding, keeping and flourishing in satisfying work. "Hard-hitting and informative yet bursting with optimism."—Forbes.

Riverhead • 160 pp. • 978-1-59448-291-5 • $16.00

A WHOLE NEW MIND
Why Right-Brainers Will Rule the Future
See page 35.
Also available: To Sell Is Human, see page 13

Jerry Porras, Stewart Emery, and Mark Thompson

SUCCESS BUILT TO LAST
Creating a Life that Matters
Plume • 304 pp. • 978-0-452-28870-6 • $16.00

NEW
Adam Smiley Poswolsky
THE QUARTER-LIFE BREAKTHROUGH
Invent Your Own Path, Find Meaningful Work, and Build a Life That Matters
Poswolsky provides honest, counterintuitive, and inspiring career advice for anyone stuck in a quarter-life crisis (or third-life crisis) figuring out what to do with their lives. "Humorous yet deeply moving, this ex-

www.prhspeakers.com
For all inquiries, including speakers’ fees and availability, call 212-366-2271 or email speakers@penguinrandomhouse.com

Ken Robinson, Ph.D., with Lou Aronica
THE ELEMENT
How Finding Your Passion Changes Everything
A world-renowned creativity thinker shows how to reach the element, the point at which natural talent meets personal passion. "The Element transcends traditional thought on how we think about and develop people in virtually any setting."—Suzanne J. Peterson, W.P. Carey School of Business at Arizona State University.
Penguin • 288 pp. • 978-0-14-311673-8 • $15.00

NEW
Raj Raghunathan
IF YOU'RE SO SMART, WHY AREN'T YOU HAPPY?
"This is an empirically-grounded, practical, and fun-to-read book that will help you get the most out of your life and find the happiness you really want. A must-read for anyone searching for the true meaning of success."—Kristin Neff, Ph.D., author of Self Compassion.
Portfolio • 352 pp. • 978-1-101-98073-6 • $28.00

NEW
Mike Rose
THE MIND AT WORK
Valuing the Intelligence of the American Worker
"An eloquent tribute to our working men and women" (Studs Terkel) that uncovers the intellectual demands of the most undervalued work. "[Rose has] a rare capacity to weave together elements of autobiography with the role of class."—Houston Chronicle.
Penguin • 304 pp. • 978-0-14-303557-2 • $17.00

NEW
Jeffrey Rothfeder
DRIVING HONDA
Inside the World’s Most Innovative Car Company
"Fascinating and insightful."—Financial Times.
Portfolio • 320 pp. • 978-1-59184-797-7 • $16.00

NEW
Ken Segall
THINK SIMPLE
How Smart Leaders Defeat Complexity
"Segall gathers the best advice from industries and leaders around the globe, and combines it with his own experience on a rocket ride with Apple from life support to world domination."—Steve Hayden, Vice Chairman, Ogilvy & Mather (retired).
Portfolio • 256 pp. • 978-1-59184-750-2 • $28.00

G. Richard Shell
SPRINGBOARD
Launching Your Personal Search for Success
Based on Wharton professor Richard Shell's Success course, designed to answer the questions "What, for me, is success?" and "How will I achieve it?" Shell shows readers how to tap into hidden influences of family, media, and culture on their beliefs about success in order to recognize their unique passions and capabilities.
Portfolio • 320 pp. • 978-1-59184-700-7 • $16.00
Also available: Bargaining for Advantage p. 19, The Art of Woo p. 19

NEW
Simon Sinek
TOGETHER IS BETTER
A Little Book of Inspiration
In this unique combination of inspiring quotes, storytelling, and commentary, Sinek shows us that we are more likely to overcome our struggles to find what we are looking for when we are willing to work and collaborate with others.
Portfolio • 144 page • 978-1-59184-785-4 • $22.00

NEW
LEADERS EAT LAST
Why Some Teams Pull Together and Others Don’t
While many of today's workplaces are full of cynicism and self-interest, the best organizations are those that foster trust and cooperation because their leaders build what Sinek calls a Circle of Safety, which separates the security inside the team from the challenges outside, and energies are devoted to facing the common enemy and seizing big opportunities. Now with a new chapter on leading millennials, based on Simon Sinek’s viral video, "The Millennial Question" (150+ million views).
Portfolio • 368 pp. • 978-1-59184-801-1 • $17.00
Also available: Start with Why 978-1-59184-644-4
NEW
Simon Sinek, David Mead, and Peter Docker
FIND YOUR WHY
A Practical Guide to Discovering Purpose for You and Your Team
Portfolio • 208 pp. • 978-0-14-311172-6 • $25.00
Available September 2017

NEW
Terri L. Sjodin
SCRAPPY
A Little Book About Choosing to Play Big
“If scrappiness isn’t taught in business school, embracing the mind-set can be the difference between success and failure. Reading [Sjodin’s] book is like taking a performance enhancing drug for your business career...with no bad side effects.”—Alexander S. Bhat, co-president, RAJ Swim & SwimSpot.
Portfolio • 256 pp. • 978-1-59184-835-6 • $27.00

NEW
Itay Talgam
THE IGNORANT MAESTRO
How Great Leaders Inspire Unpredictable Brilliance
“A enrthalling portrait of some of music’s most fascinating conductors that serves as a vehicle for a remarkably thoughtful study of leadership.”—General Stanley McChrystal, author of Team of Teams.
Portfolio • 240 pp. • 978-1-59184-723-6 • $26.95

NEW
Carson Tate
WORK SIMPLY
Embracing the Power of Your Personal Productivity Style
“Not only is Work Simply rich with solid, practical, grounded advice about reclaiming your time, it’s infused with heart, warmth, and humanity to boot.”—Sonia Choquette, author of The Answer Is Simple and Trust Your Vibes at Work.
Portfolio • 304 pp. • 978-1-59184-730-4 • $26.95

NEW
William C. Taylor
SIMPLY BRILLIANT
How Great Organizations Do Ordinary Things in Extraordinary Ways
“Taylor empowers us with a set of basic, first-order principles in action—on the virtues of kindness, humility, and empathy—that turbocharge, and often outdo, all of the more complex ideas we teach in business schools. A must read!”—Len Schlesinger, Harvard Business School, President Emeritus at Babson College.
Portfolio • 272 pp. • 978-1-59184-775-5 • $27.00

NEW
Noel Tichy
SUCCESSION
Mastering the Make-or-Break Process of Leadership Transition
Portfolio • 448 pages • 978-1-59184-498-3 • $29.95
Also available: Judgment on the Front Line 978-1-59184-388-7, Judgment 978-1-59184-293-4

NEW
Gordon Thomas
LEADER EFFECTIVENESS TRAINING: L.E.T.
Proven Skills for Leading Today’s Business into Tomorrow
Revised Edition
TarcherPerigee • 320 pp. • 978-0-399-52713-5 • $26.00

NEW
Anthony Tjan
GOOD PEOPLE
The Only Leadership Decision That Really Matters
Tjan argues that while competence is necessary, real goodness must also encompass values.
Portfolio • 304 pages • 978-0-399-56215-0 • $28.00

NEW
Brian Tracy
MASTER YOUR TIME, MASTER YOUR LIFE
The Breakthrough System to Get More Results, Faster, in Every Area of Your Life
Based on the most recent research in the field of productivity, as well as the author’s personal experiences and those of his clients, Tracy identifies the ten different “times” in which we operate, and reveals a unique approach required for each of these in order to perform at our very best.
TarcherPerigee • 240 pp. • 978-0-399-18381-2 • $22.00

NEW
Rory Vaden
PROCRASTINATE ON PURPOSE
5 Permissions to Multiply Your Time
“[Vaden] builds on what we’ve all heard about time management and adds the two things that have always been missing: emotion and significance.”—Dave Ramsey, nationally syndicated radio show host.
TarcherPerigee • 256 pp. • 978-0-399-18378-2 • $23.00

Stan Slap
BURY MY HEART AT CONFERENCES ROOM B
The Unbeatable Impact of Truly Committed Managers
Portfolio • 272 pp. • 978-1-59184-324-5 • $25.95

Perry M. Smith and Jeffrey W. Foley
RULES AND TOOLS FOR LEADERS
From Developing Your Own Skills to Running Organizations of Any Size, Practical Advice for Leaders at All Levels
TarcherPerigee • 320 pp. • 978-0-399-16351-7 • $15.95

Smart Steinberg
MAKE CHANGE WORK FOR YOU
10 Ways to Future-Proof Yourself, Fearlessly
Organizations of Any Size, Practical Advice for Leaders at All Levels
TarcherPerigee • 320 pp. • 978-0-399-16677-8 • $16.95

Sun-Tzu
THE ART OF WAR
The Essential Translation of the Classic Book of Life
Translated with an Introduction and Commentary by John Minford
Penguin Classics • 384 pp. • 978-0-14-043919-9 • $18.00

Jane Walmsley
BRIT-THINK, AMERI-THINK
A Transatlantic Survival Guide
Revised Edition
“A candid and humorous look at the way Americans and British view life from different perspectives.”—The Washington Post.
Penguin • 160 pp. • 978-0-14-200134-9 • $15.00
Bill Walsh with Steve Jamison and Craig Walsh

THE SCORE TAKES CARE OF ITSELF

My Philosophy of Leadership

Portfolio • 288 pp. • 978-1-59184-347-4 • $17.00

NEW

Shaa Wasmund

DO LESS, GET MORE

How to Work Smart and Live Life Your Way

“This book will teach you how to do the right thing at the right time rather than trying to do everything all the time. Invaluable advice for busy people and a potential life changer!”—Jason Jennings, author of The Reinventors and The High-Speed Company.

Portfolio • 224 pp. • 978-1-59184-716-8 • $27.95

NEW

Sam Weinman

WIN AT LOSING

How Our Biggest Setbacks Can Lead to Our Greatest Gains

A rousing guide to succeeding from setbacks, with lessons from famous figures who have survived and thrived after enduring legendary defeats.

TarcherPerigee • 272 pp. • 978-0-14-310958-7 • $26.00

NEW

David Whyte

THE THREE MARRIAGES

Reimagining Work, Self and Relationship

Riverhead • 384 pp. • 978-1-59448-435-3 • $17.00

CROSSING THE UNKNOWN SEA

Work as a Pilgrimage of Identity

Riverhead • 272 pp. • 978-1-57322-914-2 • $16.00

NEW

David Zweig

INVISIBLES

Celebrating the Unsung Heroes of the Workplace

“Invisibles explains why some of the world’s most talented, accomplished people choose to fly under the radar...It’s a clarion call for work as a craft: for generously sharing knowledge without hogging credit and prizing meaningful work above public recognition. An excellent book.”—Adam Grant, The Wharton School, author of Originals.

Portfolio • 272 pp. • 978-1-59184-790-8 • $16.00

WOMEN IN BUSINESS

Jessica Bacal

MISTAKES I MADE AT WORK

5 Influential Women Reflect on What They Got Out of Getting It Wrong

“This insightful book reminds us that even the women we most admire have dealt with failure.”—Arianna Huffington.

Plume • 272 pp. • 978-0-14-218057-0 • $16.00

NEW

Cheryl Casone

THE COMEBACK

How Today’s Moms Reenter the Workplace Successfully

Portfolio • 224 pages • 978-1-101-97982-2 • $26.00

Carla Harris

EXPECT TO WIN

10 Proven Strategies for Thriving in the Workplace

One of the most powerful and respected women in business today shares advice, tips, and strategies for surviving in any workplace environment.

Plume • 240 pp. • 978-0-452-29590-2 • $16.00

Margaret Heffernan

WOMEN ON TOP

“Heffernan blasts through the fog with her contention that women-owned companies are creating a ‘new norm’ for entrepreneurial business and management success. And she comes armed with hair-raising facts.”—Business Voice.

Penguin • 288 pp. • 978-0-14-311280-8 • $16.00

NEW

Pat Heim, Tammy Hughes, and Susan K. Golant

HARDBALL FOR WOMEN

Winning at the Game of Business

For nearly two decades, Hardball for Women has shown women how to get ahead in the business world. Whatever the arena, it decoder male business culture and shows women how to break patterns of behavior that put them at a disadvantage. The latest edition is fully updated for the post-Lean In era.

Plume • 432 pp. • 978-0-14-218177-5 • $17.00

Linda R. Hirshman

GET TO WORK

...And Get a Life, Before It’s Too Late

“One of the most outspoken voices in the...women’s movement...sits through the confusing spectrum of arguments over women’s roles with a clarity and conviction harking back to Betty Friedan.”—Los Angeles Times Book Review.

Penguin • 112 pp. • 978-0-14-303894-8 • $12.00

NEW

Arlie Russell Hochschild with Anne Machung

THE SECOND SHIFT

Working Families and the Revolution at Home

Updated Edition

Penguin • 352 pp. • 978-0-14-312033-9 • $17.00

NEW

Natalie MacNeil

THE CONQUER KIT

A Creative Business Planner for Women Entrepreneurs

“MacNeil’s interactive approach to navigating the business world...will strengthen readers’ savvy and confidence.”—BookPage.

TarcherPerigee • 224 pp. • 978-0-399-17577-0 • $16.95

www.prhspeakers.com

For all inquiries, including speakers’ fees and availability, call 212-366-2271 or email speakers@penguinrandomhouse.com
Women in Business / Innovation & Creativity

NEW
Tara Mohr
PLAYING BIG
Practical Wisdom for Women Who Want to Speak Up, Create, and Lead
“Mohr offers a new model of leadership, one that acknowledges and embraces the complex realities of women’s lives. She shows us how to take the leap, even when we don’t feel ready. Playing Big is the perfect catalyst for any woman who wants to go outside her comfort zone, find her voice, and embrace the biggest possibilities of her life.”—Kelly McGonigal, Ph.D., author of The Willpower Instinct.
Avery • 304 pp. • 978-1-59240-960-0 • $17.00

NEW
Susan Packard
NEW RULES OF THE GAME
10 Strategies for Women in the Workplace
“With style that’s observant, insightful and funny, Packard teaches the rules and the language of winners.”—The Washington Post.
TarcherPerigee • 256 pp. • 978-0-7352-0538-3 • $18.00

NEW
Caryl Rivers and Rosalind C. Barnett
THE NEW SOFT WAR ON WOMEN
How the Myth of Female Ascendance Is Hurting Women, Men—and Our Economy
“Myth-shattering, disturbing, persuasive, and hopeful all at once. The authors argue that discrimination isn’t gone, it’s gone underground, and they show what to do about it to ensure that women’s talent isn’t lost. Anyone who cares about a thriving economy—and her own career—should grab this powerful book.”—Rosabeth Moss Kanter, Harvard Business School, and author of Confidence and SuperCorp.
TarcherPerigee • 204 pp. • 978-0-399-17639-5 • $17.95

Hanna Rosin
THE END OF MEN
And the Rise of Women
“Pinpoints the precise trajectory and velocity of the culture....Rosin’s book, anchored by data and ruminated by anecdotes, concludes that women are gaining the upper hand.”—The Washington Post.
Riverhead • 336 pp. • 978-1-59463-183-2 • $17.00

Joni Seager
THE PENGUIN ATLAS OF WOMEN IN THE WORLD
Fourth Edition
Graphically presents global data on key issues facing women today: equality, motherhood, feminism, women at work, women in the global economy, and more. “A wealth of fascinating information.”—The Washington Post.
Penguin • 128 pp. • 978-0-14-311451-2 • $22.00

NEW
Farnoosh Torabi
WHEN SHE MAKES MORE
The Truth About Navigating Love and Life for a New Generation of Women
“Torabi unmasks the challenges female breadwinners face and provides solid solutions for protecting your finances and your relationship.”—Tory Johnson, author of The Shift.
Plume • 272 pp. • 978-0-14-218192-8 • $16.00

NEW
Laura Vanderkam
I KNOW HOW SHE DOES IT
How Successful Women Make the Most of Their Time
“[Vanderkam] shares how busy people build full, productive careers and happy homes as well. You’ll find lots of tools that can help you make time for everything that’s important and cut out what’s not.”—Angela Jia Kim, founder of Om Aroma & Co. and Savor.
Penguin • 240 pp. • 978-0-14-311403-1 • $18.00

INNOVATION & CREATIVITY
Scott Adams
HOW TO FAIL AT ALMOST EVERYTHING AND STILL WIN BIG
Kind of the Story of My Life
“Adams has drawn nearly 9,000 Dilbert cartoons since the strip began, in 1989, and his cynical take on management ideas, the effectiveness of bosses, and cubicle life has affected the worldview of millions. But he built his successful career mainly through trial and error—a whole lot of error, to be exact.”—Harvard Business Review.
Portfolio • 256 pp. • 978-1-59184-774-8 • $16.00

Ron Adner
THE WIDE LENS
What Successful Innovators See That Others Miss
“This is a path-breaking perspective on innovation. Adner’s tools guide you to ask the right questions to protect you from making mistakes that condemn so many innovations to failure.”—Clayton M. Christensen, Harvard Business School, author of The Innovator’s Dilemma.
Portfolio • 304 pp. • 978-1-59184-629-1 • $17.00

Warren Berger and Bruce Mau
CAD MONKEYS, DINOSAUR BABIES, AND T-SHAPED PEOPLE
Inside the World of Design Thinking and How It Can Spark Creativity and Innovation
“Berger utilizes anecdotal storytelling, one of the best teaching methods, and combines it with actual examples of creative solutions—among the most powerful tools any educator can use to elicit creative and innovative thinking from learners.”—John E. Martin-Rutherford, Harrington College of Design.
Penguin • 352 pp. • 978-0-14-311802-2 • $18.00

NEW
Sunni Brown
THE DOODLE REVOLUTION
Unlock the Power to Think Differently
“Sunni Brown opens our minds to the idea that we naturally possess a simple, overlooked skill of great value: the ability to doodle. It’s a rare gift to be taught such a rewarding truth in so joyful and light-hearted a manner. Sunni is a creative light and an inspiring mentor.”—Chris Anderson, TED Curator.
Portfolio • 272 pp. • 978-1-59184-703-8 • $20.00

Join Penguin Publishing Group’s College Faculty Information Service for personal assistance in selecting books for college courses. See pages 42-43 for more information or go to: www.penguin.com/facinfo
Innovation & Creativity

NEW
Dorie Clark
STAND OUT
How to Find Your Breakthrough Idea and Build a Following Around It

“It’s easy to admire a thought leader; it’s much harder to become one. Stand Out illuminates the path. With compelling advice from many of the world’s top influencers, as well as her own impressive journey, Dorie Clark has written a highly accessible book that’s both informative and motivating.”—Adam Grant, The Wharton School, author of Originals.

Portfolio • 224 pp. • 978-1-59184-740-3 • $26.95

Lee Crutchley
THE ART OF GETTING STARTED
Written by illustrator Lee Crutchley, this upbeat, interactive book is filled with inspiration, humor, wisdom, commiseration, and help whenever the reader needs it most.

TarcherPerigee • 160 pp. • 978-0-399-16407-1 • $15.00

Nir Eyal
HOOKED
How to Build Habit-Forming Products
Edited by Ryan Hoover

“Nir’s work is an essential crib sheet for any startup looking to understand user psychology.”—Dave McClure, Founder 500 Startups.

Portfolio • 256 pp. • 978-1-59184-778-6 • $25.95

NEW
Agustín Fuentes
THE CREATIVE SPARK
How Imagination Made Humans Exceptional

“A magisterial tour of what makes us human, and how we got that way. Large and complex controversies are judiciously evaluated in a clearly written, fascinating way, and coherently assembled into a persuasive alternative to the simplistic biologisms that dominate contemporary discourse.”—R. Brian Ferguson, Rutgers University-Newark.

Dutton • 352 pages • 978-1-01-98394-2 • $28.00

Seth Godin
V IS FOR VULNERABLE
Life Outside the Comfort Zone
Illustrated by Hugh MacLeod

This full-color ABC book for adults highlights twenty-six of Seth Godin’s principles about treating your work as a form of art, with illustrations by acclaimed cartoonist Hugh MacLeod.

Portfolio • 64 pp. • 978-1-59184-610-9 • $16.95
Also available: The Icarus Deception 978-1-59184-607-9, Poke the Box 978-1-59184-825-7, The Big Moo p. 23

NEW
Tim Harfard
MESSY
The Power of Disorder to Transform Our Lives

“Ranging expertly across business, politics and the arts, Tim Harford makes a compelling case for the creative benefits of disorganization, improvisation and confusion. His liberating message: you’ll be more successful if you stop struggling so hard to plan or control your success. Messy is a deeply researched, endlessly eye-opening adventure.”—Oliver Burkeman, author of The Antidote: Happiness for People Who Can’t Stand Positive Thinking.

Riverhead • 304 pp. • 978-1-59463-479-6 • $28.00

Todd Henry
THE ACCIDENTAL CREATIVE
How to Be Brilliant at a Moment’s Notice

“Henry’s prescription for maximizing productivity is sagacious, innovative, and sublimely practical. The Accidental Creative is high-octane fuel for creative productivity.”—Steven Pressfield, author of The War of Art.

Portfolio • 240 pp. • 978-1-59184-624-6 • $16.00

NEW
Peter Himmelman
LET ME OUT
Unlock Your Creative Mind and Bring Your Ideas to Life

“A scientifically solid, humanly inspiring, personally transformative approach to liberating innovative ideas and inspiring creative action. Himmelman’s humanity and humor make the journey both a pleasure and whole lot of fun”—Daniel J. Siegel, UCLA School of Medicine, Mindsight Institute, author of Brainstorm.

TarcherPerigee • 240 pp. • 978-0-399-17683-8 • $16.00

Josh Kaufman
THE FIRST 20 HOURS
How to Learn Anything...Fast!

Research suggests it takes 10,000 hours to master a new skill. Kaufman challenges this notion with systematic approach to rapid skill acquisition showing readers how to deconstruct complex skills, maximize productive practice, and remove common learning barriers in just 20 hours.

Portfolio • 256 pp. • 978-1-59184-694-9 • $16.00

NEW
Rod Judkins
THE ART OF CREATIVE THINKING
89 Ways to See Things Differently

In short and engaging entries, this deceptively simple volume presents examples of creative thinkers from the worlds of writing, music, architecture, painting, technology, and more, shedding light on their process, and showing how each of us can learn from them to improve our lives and our work.

TarcherPerigee • 208 pp. • 978-0-399-16783-8 • $16.00

Adam L. Penenberg
PLAY AT WORK
How Games Inspire Breakthrough Thinking

“Penenberg takes you well beyond Zynga and through the countless, inventive ways games can be designed to bring out our best thinking. This is a fascinating and entertaining exploration of that most basic of human proclivities: play.”—Daniel H. Pink, author of To Sell Is Human and Drive.

Portfolio • 256 pp. • 978-1-59184-710-6 • $17.00

NEW
Philippe Petit
CREATIVITY
The Perfect Crime

“Petit created one of the greatest works of art of the twentieth century. He is also a most intelligent and original thinker (not to mention terrific company). How lucky we are to have him as a guide into the elusive and all-important subject of creativity”—Jonathan Safran Foer.

Riverhead • 224 pp. • 978-1-59463-387-4 • $18.00

Join Penguin Publishing Group’s College Faculty Information Service for personal assistance in selecting books for college courses. See pages 42-43 for more information or go to: www.penguin.com/facinfo
Innovation & Creativity

NEW
John Pollack
SHORTCUT
How Analogies Reveal Connections, Spark Innovation, and Sell Our Greatest Ideas
“Once you lower your guard to Pollack’s clever forays, you will never undervalue the power of analogical reasoning again—or ignore the risks of using comparisons too sloppily.”—Jack Rakove, Stanford University, winner of the Pulitzer Prize.
Avery • 256 pp. • 978-1-59240-947-1 • $17.00

NEW
Bob Proctor and Greg S. Reid
THOUGHTS ARE THINGS
Turning Your Ideas Into Realities
“When you're ready to change everything about your life, you have to change your thoughts, which control your actions and your results. This book is where you begin.”—Jim Stovall, author of The Ultimate Gift.
TarcherPerigee • 224 pp. • 978-0-399-17497-1 • $16.95

NEW
Srinivas Rao
UNMISTAKABLE
Why Only Is Better Than Best
“If you're interested in short-term fame and fleeting status, you're better off with reality TV and the latest social network. But if you want to change the world, this book will inspire, encourage, and equip you. The stories are powerful and the advice is rock solid.”—Chris Guillebeau, author of Born for This and The $100 Startup.
Portfolio • 224 pp. • 978-1-101-98170-2 • $16.95

NEW
Dan Roam
SHOW AND TELL
How Everybody Can Make Extraordinary Presentations
"Whether you present on stage, in the boardroom, or in the classroom, this book is your bible for touching hearts and minds.”—Ekaterina Walter, author of Think Like Zuck and The Power of Visual Storytelling.
Portfolio • 272 pages • 978-1-59184-802-8 • $18.00

Pamela Slim
BODY OF WORK
Finding the Thread That Ties Your Story Together
“Slim has written THE modern career handbook. Her advice, spunk, and spirit make it a joy to read.”—Robert Sutton, Stanford University, author of The No Asshole Rule and Scaling Up Excellence.
Portfolio • 256 pp. • 978-1-59184-619-2 • $16.00

Keri Smith
EVERYTHING IS CONNECTED
Reimagining the World One Postcard at a Time
“Everything is Connected is not just a book of postcards. It's a series of experiments designed to shake us out of our ruts. Through the ingenious use of the common postcard, Keri Smith encourages us to embark on a quest to reanimate everyday life.”—Booktopia.
Penguin • 51 pp. • 978-0-399-16518-4 • $14.00
Also available: Mess 978-0-399-53600-7, How to Be an Explorer of the World 978-0-399-53460-7

Tom Sturgess
EVERY IDEA IS A GOOD IDEA
Be Creative Anytime, Anywhere
“One of the most revealing and insightful books on the creative process that I have ever read.”—Ritch Esra, publisher of The Music Business Registry.
TarcherPerigee • 288 pp. • 978-0-399-16603-7 • $16.95

Matthew Syed
BLACK BOX THINKING
Why Most People Never Learn from Their Mistakes—But Some Do
Using a cornucopia of interviews, gripping stories, and sharp-edged science, Syed explores the intimate relationship between failure and success. Moving from anthropology to psychology and from history to complexity theory, he explains why even when we think we have 20/20 hindsight, our vision is still fuzzy. He offers a radical new idea: that the most important determinant of success in any field is an acknowledgment of failure and a willingness to engage with it.
Portfolio • 336 pp. • 978-0-14-313030-7 • $17.00

Erik Wahl
THE SPARK AND THE GRIND
Ignite the Power of Disciplined Creativity
Synthesizing the wisdom of other artists, philosophers, scientists and business visionaries throughout history, along with his personal story of generating creative work as an artist, Wahl presents a guide to ensuring constant creativity.
Portfolio • 256 pages • 978-0-399-56420-8 • $26.00

www.prhspeakers.com
For all inquiries, including speakers’ fees and availability, call 212-366-2271 or email speakers@penguinrandomhouse.com

Now you can make desk and examination copy requests online. Visit www.penguin.com/deskcopyorder or www.penguin.com/examcopyorder to order
Rubin, author of The Happiness Project. greatly when we acknowledge our fear. “—Gretchen Brown draws upon extensive research and personal experience to explore the paradoxes of courage: we be-

DARING GREATLY
Brené Brown, Ph.D.
NEW
How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead “Brown draws upon extensive research and personal experience to explore the paradoxes of courage: we become strong by embracing vulnerability, we dare more greatly when we acknowledge our fear.”—Gretchen Rubin, author of The Happiness Project.}

NEW
Rosamund Stone Zander
PATHWAYS TO POSSIBILITY
Transforming Our Relationship with Ourselves, Each Other, and the World “An extraordinary, a unique, book. Zander helps us to see the connection between our inner selves and the nature of the natural world and the universe. By the end we have a new understanding of who we are and our individual human responsibilities.”—Jane Goodall.

NEW
Rosamund Stone Zander and Benjamin Zander
THE ART OF POSSIBILITY
Transforming Professional and Personal Life

STUDY & SELF-Help

Stuart Brown, M.D. with Christopher Vaughan
PLAY
How It Shapes the Brain, Opens the Imagination, and Invigorates the Soul “Builds a compelling case for the importance of recreation to success and creativity—and insists that grown-ups need it too.”—Discover.

NEW
Olivia Fox Cabane and Judah Pollack
THE NET AND THE BUTTERFLY
The Art and Practice of Breakthrough Thinking
Drawing on their extensive coaching and training practice with top Silicon Valley firms, Cabane and Pollack provide a step-by-step process for accessing the part of the brain that produces breakthroughs and systematically removing internal blocks to encourage new ways of thinking.

NEW
Amy Chua and Jed Rubenfeld
THE TRIPLE PACKAGE
How Three Unlikely Traits Explain the Rise and Fall of Cultural Groups in America “A sometimes funny, sometimes academic, and always interesting study of the cultural traits that make some groups outperform others in America...The book asks a very important question: why are some of us doing so much better (or worse) than others?”—National Review Online.

Join Penguin Publishing Group's College Faculty Information Service for personal assistance in selecting books for college courses. See pages 42-43 for more information or go to: www.penguin.com/facinfo

Sign up for Penguin Random House newsletters to get the latest information on new books for your courses.
www.randomhouseacademic.com/e-newsletters


Bob Deutsch, Ph.D., and Lou Aronica

THE 5 ESSENTIALS
Using Your Inborn Resources to Create a Fulfilling Life
“A book of rare insight on how to live your best life by tapping into your deep personal resources. Bob Deutsch is a wise, seasoned and compassionate companion on this essential journey to become your true self.”—Sir Ken Robinson, Ph.D., author of Creative Schools and Finding Your Element.
Penguin • 320 pp. • 978-0-14-310806-1 • $17.00

Nassir Ghaemi

A FIRST-RATE MADNESS
Uncovering the Links Between Leadership and Mental Illness
“Ghaemi is a remarkably disciplined writer, and he examines both psychiatry and history with impressive clarity and sensitivity. A First-Rate Madness will almost certainly be one of the most fascinating books of the year, not just because of the author’s lucid prose and undeniable intelligence, but because of his provocative thesis: ‘For abnormal challenges, abnormal leaders are needed.’”—NPR.org.
Penguin • 336 pp. • 978-0-14-312133-6 • $17.00

Heidi Grant Halvorson, Ph.D.

SUCCEED
How We Can Reach Our Goals
An eminent social psychologist shows us how we can finally win by revealing how goals really work—and by showing us how to avoid what typically goes wrong.
Plume • 304 pp. • 978-0-452-29771-5 • $16.00

Heidi Grant Halvorson, Ph.D. and E. Tory Higgins, Ph.D.

FOCUS
Use Different Ways of Seeing the World for Success and Influence
“Insightful, thought-provoking, and highly practical, Focus is an invaluable resource for anyone who wants more deeply to understand how to motivate others.”—Gretchen Rubin, author of The Happiness Project.
Plume • 272 pp. • 978-0-14-218073-0 • $16.00

Todd Kashdan and Robert Biswas-Diener

THE UPSIDE OF YOUR DARK SIDE
Why Being Your Whole Self—Not Just Your “Good” Self—Drives Success and Fulfillment
“With verve, humor, solid research, and lots of examples, the authors cut through prevailing myths about happiness to show what actually creates a fulfilling, contributing life. Brave, bold, and brilliant.”—Rick Hanson, Ph.D., author of Buddha’s Brain.
Penguin • 304 pp. • 978-0-14-751644-2 • $16.00

Dan Gardner

THE SCIENCE OF FEAR
Why We Fear the Things We Shouldn’t and Put Ourselves in Greater Danger
“Really enjoyable and informative. Covers much of what I teach my students, that they must take command of their own psychological machinery to be successful in any endeavor. I hope to incorporate many of the lessons in my lectures and recommend the book to my students.”—Ken Singer, UC Berkeley.
Tarcher/Penguin • 336 pages • 978-0-14-312935-6 • $26.00

Joshua Greene

MORAL TRIBES
Emotion, Reason, and the Gap Between Us and Them
“Greene is the rarest of birds—a brilliant scientist and equally brilliant philosopher who simultaneously takes on the deepest problems of both disciplines. More than a decade in the making, Moral Tribes is a masterpiece—a landmark work brimming with originality and insight that also happens to be wickedly fun to read. The only disappointing thing about this book is that it ends.”—Daniel Gilbert, Harvard University.
Penguin • 432 pp. • 978-0-14-312605-8 • $18.00

Maria Konnikova

THE CONFIDENCE GAME
Why We Fall for It...Every Time
“A fascinating look at the psychology behind every hustle, from Bernie Madoff’s Ponzi scheme to a three-card-monte game.”—The Economist “Konnikova...is an insightful analyst of the dark art of the scam.”—The New York Times Book Review.
Penguin • 352 pages • 978-0-14-310987-7 • $17.00

MASTERMIND
How to Think Like Sherlock Holmes
“The book is part literary analysis and part self-help guide, teaching readers how to sharpen the ways they observe the world, store and retrieve memories, and make decisions.”—Scientific American.
Penguin • 352 pp. • 978-0-14-312434-4 • $17.00
NEW
Roman Krznaric
Carpe Diem
Seizing the Day in a Distracted World
Drawing on everything from the neuropsychology of regret to the anthropology of play, from medieval carnival rites to religious conceptions of the afterlife and early Japanese cinema, Carpe Diem offers a wide range of solutions to the daunting challenge of leading a meaningful life.
TarcherPerigee • 288 pages • 978-0-399-17140-6 • $16.00

EMPATHY
Why It Matters, and How to Get It
"Having spent the past decade studying empathy, I can say without hesitation that [Krznaric's] work is exactly what we need to bring this powerful concept off the pages and into our lives. Empathy inspires us with a unique combination of teaching, storytelling, and a serious call to action." —Brené Brown, Ph.D., author of Daring Greatly and The Gifts of Imperfection.
Richard Layard
Happiness
Lessons from a New Science
"Layard, a leading British economist...draws on research in economics, history, medicine, philosophy, psychology, and public life to answer the question of what happiness is." —Library Journal.
Penguin • 320 pp. • 978-0-14-303701-9 • $16.00

NEW
Tania Luna and LeeAnn Renninger, Ph.D.
Surprise
Embrace the Unpredictable and Engineer the Unexpected
"Filled with both cutting-edge psychological science and delightfully-handly practical tips, Surprise will teach you how you can make the most of this curious human emotion." —Laurie Santos, Yale University.
TarcherPerigee • 272 pp. • 978-0-399-16982-3 • $26.95

Sonja Lyubomirsky
The Myths of Happiness
What Should Make You Happy, but Doesn't; What Shouldn't Make You Happy, but Does
"In this thought-provoking volume, Lyubomirsky...examines happiness and conventional notions about how it's nurtured in relationships, at work, and in one's own psyche....Lyubomirsky demonstrates that positively reframing life events can mine the best out of even the darkest situations. Provocative and fresh." —Publishers Weekly.
Penguin • 320 pp. • 978-0-14-312451-1 • $16.00

THE HOW OF HAPPINESS
A New Approach to Getting the Life You Want
Penguin • 384 pp. • 978-0-14-311495-6 • $18.00

NEW
Art Markman, Ph.D.
Smart Change
Five Tools to Create New and Sustainable Habits in Yourself and Others
"[Smart Change is] based on the science of motivation and designed to tap into our habit-forming circuits and use them to create a more satisfying life." —Daniel H. Pink, author of To Sell is Human and Drive.
TarcherPerigee • 288 pp. • 978-0-399-16412-5 • $16.00

SMART THINKING
Three Essential Keys to Solve Problems, Innovate, and Get Things Done
Introduction by Craig Wyett and Dr. Mehmet Oz
Markman demonstrates the difference between “smart thinking” and raw intelligence, showing readers how memory works, how to learn effectively, and how to use knowledge to get things done.
TarcherPerigee • 256 pp. • 978-0-399-53775-2 • $16.00

Hazel Rose Markus, Ph.D. and Alana Conner, Ph.D.
Clash!
How to Thrive in a Multicultural World
"Using one simple principle, Clash! explains some of the most bedeviling cultural divides in our workplaces and communities. It's mandatory reading for teachers, managers, and parents who want to raise their kids to succeed in a multicultural world." —Chip Heath, Ph.D., coauthor, Decide: How To Make Better Choices in Life and Work.
Plume • 320 pp. • 978-0-14-218093-8 • $17.00

Kelly McGonigal, Ph.D.
The Willpower Instinct
How Self-Control Works, Why It Matters, and What You Can Do to Get More of It
"This book has tremendous value for anyone interested in learning how to achieve their goals more effectively. McGonigal clearly breaks down a large body of relevant scientific research and its applications, and shows that awareness of the limits of willpower is crucial to our ability to exercise true self control." —Jefrey M. Schwartz, M.D., co-author of Brain Lock.
Avery • 288 pp. • 978-1-58333-508-6 • $17.00

NEW
The Upside of Stress
Why Stress Is Good for You, and How to Get Good at It
"A courageous, counterintuitive, and convincing case for a big idea: stress can be good for you. This enchanting, evidence-based book has already transformed how I think about stress, and I recommend it highly to anyone who lives in the 21st century." —Adam Grant, Ph.D., The Wharton School, author of Give and Take.
Avery • 304 pages • 978-1-01-98293-8 • $16.00

Geoffrey Miller
Spent
Sex, Evolution, and Consumer Behavior
Penguin • 384 pp. • 978-0-14-311723-0 • $17.00

Sign up for Penguin Random House newsletters to get the latest information on new books for your courses.
www.randomhouseacademic.com/e-newsletters
NEW Barbara Oakley
MINDSHIFT
Break Through Obstacles to Learning and Discover Your Hidden Potential

“The message of *Mindshift* is utterly convincing—you can learn, change, and grow, often far more than you can imagine. Read, learn, and enjoy!”—Francisco J. Ayala, University of California, Irvine.

TarcherPerigee • 304 pages • 978-1-101-98285-3 • $17.00

NEW Keith Payne
THE BROKEN LADDER
How Inequality Affects the Way We Think, Live, and Die

“An important, timely, and beautifully written account of how inequality affects us all...Payne marshals the cutting edge in psychology and neuroscience research to explain how inequality influences our political and religious beliefs, how we perform at work, and how we respond to stress and physical threats—and how we can combat its most insidious effects on our lives.”—Adam Alter, New York University’s Stern School of Business, author of *Irresistible* and *Drunk Tank Pink.*

Riverhead • 304 pp. • 978-0-399-18435-2 • $28.00

NEW Heidi Reeder, Ph.D.
COMMIT TO WIN
How to Harness the Four Elements of Commitment to Reach Your Goals

“[Reeder's] book is delightfully practical as well as informative, packed with intelligence and clarity of both thought and expression. Learned, yet eminently accessible, it is a rare pleasure.”—*The Economist.*

Plume • 256 pp. • 978-0-14-218181-2 • $16.00

NEW Russ Roberts
HOW ADAM SMITH CAN CHANGE YOUR LIFE
An Unexpected Guide to Human Nature and Happiness

“A remarkable book . . . Mr. Roberts's witty, candid take on Smith is filled with his own wisdom. Gurus, theologians, and economists alike might learn a thing or two from him and the first modern economist.”—Robert Litan, *The Wall Street Journal.*

Portfolio • 272 pp. • 978-1-59448-171-0 • $15.00

NEW Adam Kirk Smith
THE BRAVEST YOU
Five Steps to Fight Your Biggest Fears, Find Your Passion, and Unlock Your Extraordinary Life

“An exceptionally clear and well-reasoned book. “The world would be a better place if everyone read Elizabeth Svoboda’s fun, fascinating, and deeply researched book”—Joshua Foer, author of *Moonwalking with Einstein.* Using dozens of fascinating real-life examples, science journalist Elizabeth Svoboda explains how our genes compel us to do good for others, how going through suffering is linked to altruism, and how acting generously can greatly improve our mental health.”—The New York Times.

TarcherPerigee • 315 pages • 978-0-399-16885-7 • $15.95

NEW Norman E. Rosenthal, M.D.
THE GIFT OF ADVERSITY
The Unexpected Benefits of Life’s Difficulties, Setbacks, and Imperfections

“Insightful...Could help many of us cope with life's inevitable obstacles...The book's titular message—that adversity can be a gift—is especially relevant now.”—Jane Brody, *The New York Times.*

TarcherPerigee • 352 pp. • 978-0-399-16885-7 • $15.95

Winner of the 2014 Nautilus Award

NEW Marc Schoen, Ph.D.
YOUR SURVIVAL INSTINCT IS KILLING YOU
Retrain Your Brain to Conquer Fear and Build Resilience

“Offers a brilliant take on a largely misunderstood subject, shedding light on the type of popularity we crave versus the type that will improve our lives. Based on provocative psychological research, *Popular* will change how you think about your adolescence, your current relationships today, and ultimately help you become more truly happy in the future.”—Phil Zimbardo, Stanford University, principal investigator of the Stanford Prison Experiment.

Viking • 288 pages • 978-0-399-56373-7 • $27.00

Available June 2017
NEW
Theo Tsaousides, Ph.D.
BRAINBLOCKS
Overcoming the 7 Hidden Barriers to Success
Dr. Tsaousides offers strategies for overcoming brainblocks, mental obstacles that keep people from achieving success, and reveals how to harness the power of the brain to achieve success in any endeavor.
Prentice Hall • 272 pp. • 978-0-7352-0545-1 • $14.95

NEW
Vanessa Van Edwards
CAPTIVATE
The Science of Succeeding with People
As a human behavior investigator, Vanessa Van Edwards studies the hidden forces that drive our behavior patterns in her lab. Captivate is a comprehensive, science-backed, real-life manual on human behavior and a completely new approach to building connections.
Portillo • 320 pages • 978-0-399-56448-2 • $27.00
Available May 2017

Ruby Wax
SANE NEW WORLD
A User’s Guide to the Normal-Crazy Mind
“Wax offers a fresh and revealing insider’s view of how the potential torments of everyday life can be eased as we train our minds to enable our feelings, thoughts, and behaviors to become more stable and adaptive. As a spokesperson for the power of mindful awareness, our humorous and forthright guide offers up a unique blend of personal experience and academic education to inspire us to enhance the health of our bodies, our minds, and our relationships.”—Daniel J. Siegel, M.D., author of Brainstorm.
TarcherPerigee • 256 pp. • 978-0-399-17060-7 • $16.00

James Allen
AS A MAN THINKETH
Revised Edition
Introduction by Arthur R. Pell, Ph.D.
TarcherPerigee • 224 pp. • 978-1-58542-638-6 • $10.00

Claude Bristol
THE MAGIC OF BELIEVING
The Classic Guide to the Miracle Power of Your Mind
TarcherPerigee • 320 pages • 978-0-399-17322-6 • $15.95

Dale Carnegie
PUBLIC SPEAKING FOR SUCCESS
TarcherPerigee • 464 pp. • 978-1-58542-492-4 • $12.95

A.H.Z. Carr
HOW TO ATTRACT GOOD LUCK
And Make the Most of It in Your Daily Life
TarcherPerigee • 320 pp. • 978-0-399-16736-2 • $14.95

Robert Collier
THE SECRET OF THE AGES
TarcherPerigee • 416 pp. • 978-1-58542-629-4 • $10.00

Charles F. Haanel
THE MASTER KEY SYSTEM
TarcherPerigee • 304 pp. • 978-1-58542-627-0 • $10.00

Napoleon Hill
THINK YOUR WAY TO WEALTH
TarcherPerigee • 384 pp. • 978-1-58542-894-6 • $12.95

THE LAW OF SUCCESS
The Master Wealth-Builder’s Complete and Original Lesson Plan for Achieving Your Dreams
TarcherPerigee • 640 pp. • 978-1-58542-689-8 • $17.95

THE SCIENCE OF SUCCESS
Napoleon Hill’s Proven Program for Prosperity and Happiness
TarcherPerigee • 256 pages • 978-0-399-17059-9 • $16.95

THINK AND GROW RICH
Revised Edition
TarcherPerigee • 320 pp. • 978-1-58542-433-7 • $10.00

YOUR MAGIC POWER TO BE RICH
TarcherPerigee • 528 pp. • 978-1-58542-555-6 • $18.95

Napoleon Hill
YOUR RIGHT TO BE RICH
Napoleon Hill’s Proven Program for Prosperity and Happiness
TarcherPerigee • 432 pp. • 978-0-399-17321-9 • $16.95

Napoleon Hill, Joseph Murphy, Ph.D., Wallace D. Wattles, Robert Collier
HOW TO BE RICH
Compact Wisdom from the World’s Greatest Wealth-Builders
TarcherPerigee • 208 pp. • 978-1-58542-821-2 • $11.95

Christian D. Larson
THE OPTIMIST CREED
TarcherPerigee • 592 pages • 978-1-58542-993-6 • $15.95

Anthony Norvell
THE MILLION DOLLAR SECRET
HIDDEN IN YOUR MIND
TarcherPerigee • 304 pp. • 978-0-399-16197-1 • $11.95

Wallace D. Wattles
THE SCIENCE OF GETTING RICH
TarcherPerigee • 160 pp. • 978-1-58542-601-0 • $10.00

THE SCIENCE OF BEING GREAT
TarcherPerigee • 144 pp. • 978-1-58542-628-7 • $10.00
**NEW**

Daniel M. Wegner and Kurt Gray

**THE MIND CLUB**
Who Thinks, What Feels, and Why It Matters

“Uses thought-provoking examples, clever writing, and brilliant experiments. Essential reading for anyone who owns a mind and wants to know how to use it!” — Nicholas Epley, University of Chicago Booth School of Business, author of *Mindware.*

Penguin • 400 pages • 978-0-14-311002-6 • $18.00

---

**NEW**

Helaine Olen and Harold Pollack

**THE INDEX CARD**
Why Personal Finance Doesn’t Have to Be Complicated

“Offers engaging stories, persuasive explanations, and fascinating data. It’s realistic, honest, wise, and compassionate, as well as socially and politically astute.” — Joe Conason, editor in chief at *The National Memo.*

Portfolio • 256 pages • 978-0-14-313052-9 • $13.00

---

**NEW**

Carl Richards

**THE ONE-PAGE FINANCIAL PLAN**
A Simple Way to Be Smart About Your Money

“In a world where financial advice is (often purposely) complicated and filled with jargon, Carl distills what matters most into something that is easy and fun to read.” — Morgan Housel, columnist, *The Wall Street Journal.*

Portfolio • 224 pp. • 978-1-59184-755-7 • $24.96

---

**NEW**

Vicki Robin and Joe Dominguez

**PICTURE YOUR PROSPERITY**
Smart Money Moves to Turn Your Vision into Reality

“It’s rare to find a money book that’s both practical and inspiring. Picture Your Prosperity will expand your vision of what’s possible and give you the tools to get there.” — Marci Shimoff, author of *Happy for No Reason* and *Chicken Soup for the Woman’s Soul.*

Portfolio • 288 pp. • 978-1-59184-739-7 • $17.00

---

**NEW**

Ellen Rogen and Lisa Kueng

**THE COFFEEHOUSE INVESTOR**
How to Build Wealth, Ignore Wall Street, and Get On with Your Life

“Offers engaging stories, persuasive explanations, and fascinating data. It’s realistic, honest, wise, and compassionate, as well as socially and politically astute.” — Joe Conason, editor in chief at *The National Memo.*

Portfolio • 224 pp. • 978-1-59184-584-3 • $15.00

---

**NEW**

Bill Schultheis

**ALL THE MONEY IN THE WORLD**
What the Happiest People Know About Wealth

“In this engaging and thought-provoking book, Laura Vanderkam explains how we can get the most happiness bang for our buck, right here and now, in the way we live our ordinary lives.” — Gretchen Rubin, author of *The Happiness Project.*

Portfolio • 288 pp. • 978-1-59184-625-3 • $16.00

---

**NEW**

Daniel R. Solin

**THE SMARTEST MONEY BOOK YOU’LL EVER READ**
Everything You Need to Know About Growing, Spending, and Enjoying Your Money

“Uses thought-provoking examples, clever writing, and brilliant experiments. Essential reading for anyone who owns a mind and wants to know how to use it!” — Nicholas Epley, University of Chicago Booth School of Business, author of *Mindware.*

Portfolio • 400 pages • 978-0-399-53599-4 • $25.00

---

**NEW**

Laura Vanderkam

**EVERYTHING YOU NEED TO KNOW ABOUT GROWING, SPENDING, AND ENJOYING YOUR MONEY**


Harper One • 304 pp. • 978-0-06-231705-0 • $16.99

---

**NEW**

Stuart R. Veale

**THE INVESTOR’S GUIDEBOOK TO FIXED INCOME INVESTMENTS**
Bond Markets—A Handbook for Issuers and Investors

“Uses thought-provoking examples, clever writing, and brilliant experiments. Essential reading for anyone who owns a mind and wants to know how to use it!” — Nicholas Epley, University of Chicago Booth School of Business, author of *Mindware.*

Prentice Hall • 256 pp. • 978-0-735-20530-7 • $25.00

---

**NEW**

Daniel R. Solin

**THE SMARTEST RETIREMENT BOOK YOU’LL EVER READ**

“Uses thought-provoking examples, clever writing, and brilliant experiments. Essential reading for anyone who owns a mind and wants to know how to use it!” — Nicholas Epley, University of Chicago Booth School of Business, author of *Mindware.*

TarcherPerigee • 304 pp. • 978-0-399-53608-3 • $16.00

---

**NEW**

Bill Schultheis

**THE INVESTOR’S GUIDEBOOK TO ALTERNATIVE INVESTMENTS**

“Uses thought-provoking examples, clever writing, and brilliant experiments. Essential reading for anyone who owns a mind and wants to know how to use it!” — Nicholas Epley, University of Chicago Booth School of Business, author of *Mindware.*

TarcherPerigee • 304 pp. • 978-0-399-53778-3 • $16.00

---

**NEW**

Laura Vanderkam

**THE INVESTOR’S GUIDEBOOK TO EQUITIES**

“Uses thought-provoking examples, clever writing, and brilliant experiments. Essential reading for anyone who owns a mind and wants to know how to use it!” — Nicholas Epley, University of Chicago Booth School of Business, author of *Mindware.*

Prentice Hall • 208 pp. • 978-0-735-20532-1 • $25.00

---

**NEW**

Stuart R. Veale

**THE INVESTOR’S GUIDEBOOK TO EQUITIES**

“Uses thought-provoking examples, clever writing, and brilliant experiments. Essential reading for anyone who owns a mind and wants to know how to use it!” — Nicholas Epley, University of Chicago Booth School of Business, author of *Mindware.*

Prentice Hall • 208 pp. • 978-0-735-20531-4 • $25.00

---

**NEW**

Stuart R. Veale

**THE INVESTOR’S GUIDEBOOK TO PORTFOLIO DESIGN**

“Uses thought-provoking examples, clever writing, and brilliant experiments. Essential reading for anyone who owns a mind and wants to know how to use it!” — Nicholas Epley, University of Chicago Booth School of Business, author of *Mindware.*

Prentice Hall • 208 pp. • 978-0-735-20530-7 • $25.00

---

**NEW**

Laura Vanderkam

**THE MIND CLUB**
Who Thinks, What Feels, and Why It Matters

“Uses thought-provoking examples, clever writing, and brilliant experiments. Essential reading for anyone who owns a mind and wants to know how to use it!” — Nicholas Epley, University of Chicago Booth School of Business, author of *Mindware.*

Penguin • 400 pages • 978-0-14-311002-6 • $18.00

---

**NEW**

Jason Kelly

**THE 3% SIGNAL**

“Uses thought-provoking examples, clever writing, and brilliant experiments. Essential reading for anyone who owns a mind and wants to know how to use it!” — Nicholas Epley, University of Chicago Booth School of Business, author of *Mindware.*

Plume • 336 pp. • 978-0-452-29862-0 • $16.00

---

**NEW**

Shlomo Benartzi

**THINKING SMARTER**
Seven Steps to Your Fulfilling Retirement...and Life

“This is a most unusual retirement planning book, for it focuses squarely on the psychological barriers to good saving, investing, and life goals achievement, and from a scientific perspective.” — Robert Shiller, Nobel Laureate, Yale University, author of *Irrational Exuberance.*

Plume • 336 pp. • 978-0-452-29862-0 • $16.00

---

**NEW**

Ellen Rogen and Lisa Kueng

**POUND FOOLISH**
Exposing the Dark Side of the Personal Finance Industry

“It’s rare to come across a realistic and readable book about personal finance...Olen, a freelance journalist, offers an exception with *Pound Foolish...It’s a take-no-prisoners examination of the ways she says we have been scared, misled or bamboozled by those purporting to help us achieve financial security.”* — The *New York Times.*

Portfolio • 304 pp. • 978-1-59184-679-6 • $16.00

---

**NEW**

Vicki Robin and Joe Dominguez

**THE SMARTEST RENTAL INVESTMENT YOU’LL EVER MAKE**

“Uses thought-provoking examples, clever writing, and brilliant experiments. Essential reading for anyone who owns a mind and wants to know how to use it!” — Nicholas Epley, University of Chicago Booth School of Business, author of *Mindware.*

TarcherPerigee • 304 pp. • 978-0-399-53778-3 • $16.00

---

**NEW**

Bill Schultheis

**THE INVESTOR’S GUIDEBOOK TO PORTFOLIO DESIGN**

“Uses thought-provoking examples, clever writing, and brilliant experiments. Essential reading for anyone who owns a mind and wants to know how to use it!” — Nicholas Epley, University of Chicago Booth School of Business, author of *Mindware.*

Prentice Hall • 288 pp. • 978-0-14-311576-2 • $17.00

---

**NEW**

Bill Schultheis

**THE INVESTOR’S GUIDEBOOK TO APPLICATIONS**

“Uses thought-provoking examples, clever writing, and brilliant experiments. Essential reading for anyone who owns a mind and wants to know how to use it!” — Nicholas Epley, University of Chicago Booth School of Business, author of *Mindware.*

Prentice Hall • 208 pp. • 978-0-735-20530-7 • $25.00
BUSINESS & ENVIRONMENT

NEW

Patrick Allitt
A CLIMATE OF CRISIS
America in the Age of Environmentalism
“A book that deserves widespread readership and course adoption….Allitt’s wide-gauge historical approach is a valuable complement to the many scientific and policy critiques that have piled up over the years.”—The Weekly Standard.
Penguin • 400 pp. • 978-0-14-312701-7 • $18.00

Stewart Brand
WHOLE EARTH DISCIPLINE
Why Dense Cities, Nuclear Power, Transgenic Crops, Restored Wildlands, and Geoengineering Are Necessary
Penguin • 352 pp. • 978-0-14-311828-2 • $17.00

Jared Diamond
COLLAPSE
How Societies Choose to Fail or Succeed
Revised Edition
Also available: The World Until Yesterday 978-0-14-312440-5
Penguin • 608 pp. • 978-0-14-311700-1 • $20.00

NEW

McKenzie Funk
WINDFALL
The Booming Business of Global Warming
“This exposé of the powers and people that view global warming as an investment opportunity is darkly humorous and brilliantly researched.”—Nature.
Penguin • 320 pp. • 978-0-14-312659-1 • $18.00

Edward Glaeser
TRIUMPH OF THE CITY
How Our Greatest Invention Makes Us Richer, Smarter, Greener, Healthier, and Happier
See page 3

NEW

Paul Hawken, editor
DRAWDOWN
The Most Comprehensive Plan Ever Proposed to Reverse Global Warming
The 100 most substantive solutions to reverse global warming, based on meticulous research by leading scientists and policymakers around the world.
Penguin • 256 pp. • 978-0-14-313044-4 • $22.00
Also available: Blessed Unrest 978-0-14-311365-2

Edward Humes
GARBOLOGY
Our Dirty Love Affair with Trash
“Humes delves into the underbelly of a consumer society—its trash. What he finds is so startling and infuriating, you will never think about ‘waste’ in the same way again.”—Samuel Fromartz, author of Organic, Inc., editor-in-chief of the Food & Environment Reporting Network.
Avery • 336 pp. • 978-1-58333-525-9 • $16.00

Frances Moore Lappé and Anna Lappé
HOPE’S EDGE
The Next Diet for a Small Planet
TarcherPerigee • 464 pp. • 978-1-58452-237-1 • $15.95

Bill McKibben
THE GLOBAL WARMING READER
A Century of Writing About Climate Change
“Relevant, timely, and engaging….Among the many books available on global warming, this one is unique….One would be hard pressed to create a better list of documents”—Electronic Green Journal.
Penguin • 432 pp. • 978-0-14-312189-3 • $18.00

David Owen
THE CONUNDRUM
How Scientific Innovation, Increased Efficiency, and Good Intentions Can Make Our Energy and Climate Problems Worse
A common sense yet contrarian manifesto on the environmental issues of our time.
Riverhead • 272 pp. • 978-1-59448-561-9 • $14.00
Also available: Green Metropolis 978-1-59448-484-1

NEW

Anastasia Cole Plakias
THE FARM ON THE ROOF
What Brooklyn Grange Taught Us About Entrepreneurship, Community, and Growing a Sustainable Business
“Tells an unvarnished and gritty tale about what it takes to build a business with purpose and profit. This book is jammed with inspirational stories of overcoming entrepreneurial challenges and provides endless lessons that can be applied to any organization.”—Eric Ryan, co-founder of Method and Olly.
Avery • 288 pages • 978-1-59240-948-8 • $27.00

Laurence C. Smith
THE WORLD IN 2050
Four Forces Shaping Civilization’s Northern Future
Plume • 336 pp. • 978-0-452-29747-0 • $17.00

Daniel Yergin
THE QUEST
Energy, Security, and the Remaking of the Modern World
See page 4

BUSINESS OF FOOD

Joe Bastianich
RESTAURANT MAN
“Compulsory reading for anyone who dreams of someday opening an eatery….The lessons Bastianich has to offer are important and fundamental”—Russ Parsons, LATimes.com.
Plume • 288 pp. • 978-0-14-219684-7 • $16.00

Michael Blanding
THE COKE MACHINE
The Dirty Truth Behind the World’s Favorite Soft Drink
See page 8

Rachel Hofstetter
COOKING UP A BUSINESS
Lessons from Food Lovers Who Turned Their Passion into a Career—and How You Can, Too
TarcherPerigee • 240 pp. • 978-0-399-16231-2 • $16.00

Dan Koeppel
BANANA
The Fate of the Fruit That Changed the World
A history of the world’s largest fruit crop, and the political and business interests it has affected.
Plume • 304 pp. • 978-0-452-29008-7 • $17.00

Michael Pollan
THE OMNIVORE’S DILEMMA
A Natural History of Four Meals
“Thoughtful, engaging…You’re not likely to get a better explanation of exactly where your food comes from.”—The New York Times Book Review.
Penguin • 464 pp. • 978-0-14-303858-0 • $18.00
Also available: In Defense of Food 978-0-14-311496-3, Food Rules 978-0-14-311638-7, Cooked 978-0-14-312533-4
ILLUMINATING BUSINESS: CLASSIC FICTION

Martin Amis
MONEY
A Suicide Note

“A brilliant and frightening novel.”—Anthony Burgess. The story of John Self and his insatiable appetite for money, alcohol, drugs, porn and more. Ceaselessly inventive and thrillingly savage, it is a tale of life lived without restraint; of money and the disasters it can precipitate.

Penguin Classics • 368 pp. • 978-0-14-311695-0 • $17.00

Theodore Dreiser
THE FINANCIER
Introduction by Larzer Ziff

A master of gritty naturalism, Theodore Dreiser explores the corruption of the American dream as Frank Cooperwood, the very embodiment of greed, relentlessly seeks satisfaction in wealth, women, and power.

Penguin Classics • 528 pp. • 978-0-14-310554-1 • $18.00

William Dean Howells
THE RISE OF SILAS LAPHAM
Introduction by Kermit Vanderbilt

Howells’s richly humorous characterization of a self-made millionaire in Boston society provides a paradigm of American culture in the Gilded Age.

Penguin Classics • 400 pp. • 978-0-14-039030-8 • $17.00

Sinclair Lewis
BABBITT
Introduction and Notes by James M. Hutchisson

This satirical portrait of a town obsessed by capitalism and the “values” of the marketplace captures the flavor of 1920’s America during the economic boom years.

Penguin Classics • 400 pp. • 978-0-14-018902-5 • $12.00

Frank Norris
MCEAQUE
A Story of San Francisco
Introduction by Kevin Starr

This searing portrait of the downfall of a slow-witted dentist and his avaricious wife embodies Frank Norris’s powerful insights into conflicting forces of heredity and social conditioning.

Signet Classics • 384 pp. • 978-0-451-53197-1 • $7.95

Ruth L. Ozeki
MY YEAR OF MEATS

“A very funny, very ambitious first novel about a Japanese American documentary filmmaker who gleefully takes on the meat industry, the media, wife-battering, sexism and racism without ever losing sight of plot or character.”—San Francisco Chronicle.

Penguin Classics • 368 pp. • 978-0-14-144111-5 • $15.00

Upton Sinclair
OIL!

Sinclair’s 1927 novel, upon which the movie There Will Be Blood was based, on the early days of the California oil industry is a highly entertaining story featuring a cavalcade of characters including senators, oil magnates, Hollywood film starlets, and a crusading evangelist.

Penguin Classics • 384 pp. • 978-0-14-144111-5 • $15.00

H.G. Wells
TONO-BUNGAY
Edited by Patrick Parrinder

Introduction and Notes by Edward Mendelson

Presented as a miraculous cure-all, Tono-Bungay is in fact nothing other than a pleasant-tasting liquid with no positive effects. Nonetheless, when the young George Ponderevo is employed by his uncle Edward to help market this ineffective medicine, he finds his life overwhelmed by its sudden success.

Penguin Classics • 464 pp. • 978-0-14-028046-3 • $17.00

Emile Zola
AU BONHEUR DES DAMES
Translated and Edited by Robin Buss

Charting the beginnings of the capitalist economy and bourgeois society, Zola captures in lavish detail nineteenth-century French consumer society. Bibliography, chronology, notes.

Penguin Classics • 464 pp. • 978-0-14-044783-5 • $16.00

www.prhspeakers.com

For all inquiries, including speakers’ fees and availability, call 212-366-2271 or email speakers@penguinrandomhouse.com

Join Penguin Publishing Group’s College Faculty Information Service for personal assistance in selecting books for college courses. See pages 42-43 for more information or go to: www.penguin.com/facinfo
OTHER TITLES OF INTEREST

Samuel Arbesman
THE HALF-LIFE OF FACTS
Why Everything We Know Has an Expiration Date
“Fun and fascinating, filled with wide-ranging stories and subtle insights about how facts are born, dance their dance, and die. In today’s world, where knowledge often changes faster than we do, [The Half Life of Facts] is essential reading.”—Steven Strogatz, Cornell University, author of The Joy of X.
Current • 256 pp. • 978-1-59184-651-2 • $16.00

Gerald Chertavian
A YEAR UP
Helping Young Adults Move from Poverty to Professional Careers in a Single Year
“Chertavian is one of America’s leading pioneers for social change. Especially at a time of economic hardship, it is inspiring to read his story about Year Up, a dynamic social venture that is helping so many young people lift themselves up.”—David Gergen, Harvard University Kennedy School of Government.
Plume • 368 pp. • 978-0-14-312370-5 • $16.00

Elizabeth L. Cline
OVERDRESSED
The Shockingly High Cost of Cheap Fashion
“Cline is the Michael Pollan of fashion...Hysterical levels of sartorial consumption are terrible for the environment, for workers, and even, ironically, for the way we look”—Michelle Goldberg, Newsweek/The Daily Beast.
Portfolio • 272 pp. • 978-1-59184-654-3 • $16.00

Tanner Colby
SOME OF MY BEST FRIENDS ARE BLACK
The Strange Story of Integration in America
In a book that is part reportage, part history, part social commentary, Tanner Colby explores why the civil rights movement ultimately produced such little true integration in schools, neighborhoods, offices, and churches—the very places where social change needed to unfold.
Penguin • 320 pp. • 978-0-14-312363-7 • $17.00

NEW
Jordan Ellenberg
HOW NOT TO BE WRONG
The Power of Mathematical Thinking
“Brilliantly engaging...Ellenberg’s talent for finding real-life situations that enshrine mathematical principles would be the envy of any math teacher. He presents these in fluid succession, like courses in a fine restaurant, taking care to make each insight shine through, unencumbered by jargon or notation.”—The Washington Post.
Penguin • 480 pp. • 978-0-14-312753-6 • $17.00

REFERENCE

NEW
Jack Covert, Todd Sattersten and Sally Haldorson
THE 100 BEST BUSINESS BOOKS OF ALL TIME
What They Say, Why They Matter, and How They Can Help You
Portfolio • 368 pp. • 978-0-14-310973-0 • $19.00

Thomas S. Kane
THE OXFORD ESSENTIAL GUIDE TO CRITICAL WRITING
Berkley • 464 pp. • 978-0-425-17640-5 • $7.99

Richard Montauk, J.D.
HOW TO GET INTO THE TOP MBA PROGRAMS
Sixth Edition
Prentice Hall Press • 656 pp. • 978-0-7352-0466-9 • $30.00

Jae K. Shim, Ph.D., Joel G. Siegel, Ph.D., CPA, and Abraham J. Simon, Ph.D., CPA
THE VEST-POCKET MBA
Fourth Edition
Portfolio • 576 pp. • 978-1-59184-433-4 • $22.00

www.prhspeakers.com
For all inquiries, including speakers’ fees and availability, call 212-366-2271 or email speakers@penguinrandomhouse.com

For instructions on requesting permission to copy Penguin Publishing Group titles for coursepacks or other uses please visit: permissions.penguinrandomhouse.com

www.prhspeakers.com
For all inquiries, including speakers’ fees and availability, call 212-366-2271 or email speakers@penguinrandomhouse.com

Join Penguin Publishing Group’s College Faculty Information Service for personal assistance in selecting books for college courses. See pages 42-43 for more information or go to: www.penguin.com/facinfo

Now you can make desk and examination copy requests online. Visit www.penguin.com/deskcopyorder or www.penguin.com/examcopyorder to order

Sign up for Penguin Random House newsletters to get the latest information on new books for your courses.
www.randomhouseacademic.com/e-newsletters
EXAMINATION COPIES
www.penguin.com/examcopyorder
PROMO CODE: P1BUS

Examination copies are available to college professors or instructors who wish to consider them for adoption. A prepaid fee is required for all examination copy requests. Please note that the policies outlined below apply to U.S. institutions only.

Examination copy fees:
- Paperbacks (under $20.00) are $3.00 each
- Paperbacks (at or over $20.00) are 50% off
- All hardcovers are 50% off the retail price

To order:
Examination copies may be ordered online with a credit card using the form provided. This ensures that your request is processed as quickly as possible and makes your order easier to track.

www.penguin.com/examcopyorder

Please wait to order forthcoming titles until their month of publication.

Please note:
Penguin cannot ship examination copies to residences; exam copies must be mailed in care of your institution to valid U.S. addresses only.

DESK COPIES
www.penguin.com/deskcopyorder

The Penguin Publishing Group supplies one free desk copy for every 20 copies of an adopted text required by instructors at accredited colleges and universities. Penguin also honors desk copy requests for seminar and graduate courses with a minimum enrollment of 10 students. If you need more than 5 desk copies of a single title, please email your request directly to: academic@penguin.com.

Please note: Penguin cannot ship desk copies to residences; desk copies must be mailed in care of your institution to valid U.S. addresses only.

To order:
Desk copies may be ordered online using the form provided. This ensures that your request is processed as quickly as possible and makes your order easier to track.

www.penguin.com/deskcopyorder

CANADIAN EXAM & DESK COPIES
penguinrandomhouse.ca/content/academic-services

Canadian educators can visit Penguin Random House Canada’s academic services website for information on ordering examination and desk copies.

WWW.PENGUIN.COM/ACADEMIC

For catalogs and brochures in a wide range of academic subjects, visit www.penguin.com/subjectcatalogs
Penguin Publishing Group offers course adoption assistance as near as your phone or computer. Over the past few years, the College Faculty Information Service has grown to cover a wide range of fine titles from all Penguin Publishing Group imprints in a continuing effort to offer personalized service to college professors and enhance information provided by our college reps in the field.

HOW THE SERVICE WORKS

Any assistant, associate, adjunct, or full professor who teaches in the United States and regularly adopts paperbacks is invited to join the College Faculty Information Service. Simply complete and return the questionnaire on the next page, and we’ll send you catalogs relevant to your courses and ordering information. Thereafter, you can contact us anytime to discuss appropriate titles and free exam copy choices.

HOW THE PROGRAM WILL HELP YOU

Through CFIS, you’ll receive information on new and forthcoming books of interest to you and free exam copies for possible course adoption. Our representative will be glad to review Penguin’s extensive backlist—an invaluable aid in developing new courses, and answer any questions about our titles that you may have. We’re available to discuss not only current titles but your ideas on books that you’d like to see Penguin publish. We value your suggestions—they assist us in acquiring books that are most relevant to you as educators.

INTERESTED?

Look through this catalog and note the outstanding books and low prices that have made Penguin the first choice of educators. Then fill out the questionnaire and send it to us.

The questionnaire is also available on our website:

penguin.com/facinfo

It’s the first step to a collaborative process that will help you select the best books (at the best prices) for your courses.
PENGUIN PUBLISHING GROUP
College Faculty Information Service Questionnaire

Yes, I am an assistant, associate, adjunct, or full professor in a U.S. university or college and want to take part in PENGUIN PUBLISHING GROUP’s College Faculty Information Service. I participate in decision making and agree that the purpose of requesting examination copies is to consider them for adoption in the courses I teach.

(PLEASE PRINT)

NAME: ____________________________________________________________________________________________

DATE: ____________________________________________________________________________________________

ACADEMIC AND/OR ADMINISTRATIVE TITLE: ___________________________________________________________

DEPARTMENT: _____________________________________________________________________________________

COLLEGE/UNIVERSITY: ______________________________________________________________________________

STREET/BUILDING
(Required for UPS delivery):
____________________________________________________________________________

CITY ____________________________________________________________ STATE _______ ZIP__________________

PHONE NUMBER: _______________________________________________________

E-MAIL ADDRESS: ______________________________________________________

Would you like to receive occasional e-mail & e-catalog updates of titles in your field? ______

Please list, to the best of your knowledge, the courses for which you will be considering PENGUIN PUBLISHING GROUP books, and their estimated enrollments.

Course Title ___________________________________________________________________ Est. Enroll ___________

Course Title ___________________________________________________________________ Est. Enroll ___________

Course Title ___________________________________________________________________ Est. Enroll ___________

Course Title ___________________________________________________________________ Est. Enroll ___________

Course Title ___________________________________________________________________ Est. Enroll ___________

Please let us know which catalogs you’d like to receive by circling, underlining or highlighting the following:


Classics    Communication & Media Studies    Composition    Drama    Education & Guidance    Environment & Ecology

First Year Experience    Geography    German Studies    Irish Studies    Jewish Studies    Latin American Studies    Medieval Studies

Middle East Studies    Military History    Native American Studies    Philosophy & Religion    Poetry    Political Science

Psychology & Social Work    Science & Technology    Slavic Studies    Sociology    Urban Studies    Women’s Studies

Have you submitted a Penguin Publishing Group CFIS Questionnaire prior to this one?______

If yes, when?________

Please note that this questionnaire can also be found on the Penguin website at penguin.com/facinfo

If you have questions, please send them by e-mail to facultyinfo@penguinrandomhouse.com

SEND COMPLETED QUESTIONNAIRE TO:

College Faculty Information Service
Attn: Sara Clemens
PENGUIN PUBLISHING GROUP
375 Hudson Street
New York, NY 10014-3657
Fax: 212-366-2933