

Creative Directions

Mastering the Transition from Talent to Leader

Jason Sperling

Key Selling Points

- *Harvard Business Review* has called this the present time the "age of creatives" because so many jobs are being created that require creative talent. This book appeals to a wide swath of industries, including television and film, marketing, architecture, graphic design, product design, fashion design, interior design, industrial design, the culinary arts, technology, creative entrepreneurs, and any organization with an internal creative group or creative approach to management.
- The high-profile contributors (see partial list in content summary at end of this proposal) make up an extensive influencer network to help successfully launch the book.
- Sterling is a frequent speaker on this topic and will leverage the book at keynotes and trainings.

Welcome to the Age of Creatives, where more and more makers, designers, writers, and artists are in demand. Learn how to succeed at managing other creatives ... once you understand the new strategies and mindset that are required.

Summary

Welcome to the Age of Creatives, where more and more makers, designers, writers, and artists are in demand. Learn how to succeed at managing other creatives ... once you understand the new strategies and mindset that are required.

For creators, getting that promotion to management is exciting but can also be scary. The skills that made them so successful may not translate to the skill required to be a great manager, and this gets even more complicated when managing other creatives who often don't thrive under traditional management procedures.

Creative Direction is a management masterclass in which readers attend lectures and seminars as they learn from some of the best in the business, including directors Ava DuVernay (*When They See Us*) and Joe Russo (*Avengers: Endgame*); two-time Academy Award-winning editor Angus Wall (*The Social Network*); executive producers from hit TV shows like *The Simpsons* and *GLOW*; and creative directors and leaders at businesses like Amazon, Apple, Disney, TikTok, and more. All of these lessons are provided in an attractive, easily accessible format so that readers can open the book to any page and find some actionable or inspirational insight or strategy.

Readers will:

- Receive essential guidance on how to master the delicate balance required to successfully lead a creative team, like how to relinquish control while keeping the focus where it needs to be.
- Learn from star creative leaders in the entertainment industry on essential lessons they learned on their path to success.
- Gain insights on how to balance mastering the new skills you need as a leader with finding the time and energy to focus on the creative work you love.

Enjoy the snackable, easy-reference format that makes the lessons easy to implement and apply.

Contributor Bio

Jason Sperling serves as SVP, Chief, Creative Development at RPA Advertising in Los Angeles. He spearheads marketing efforts for Honda North America, Amazon, TikTok, UNICEF Worldwide, the Pediatric Brain Tumor Foundation, and the LGBT Center in Los

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Angeles. He oversees a department of nearly 150 copywriters, art directors, designers, creative directors, web developers, UX designers, and producers. During his time at Apple, his "Get a Mac" campaign was declared Campaign of the Decade by *Adweek* and was one of *Ad Age's* Top Campaigns of the Century. In 2015, *Adweek* selected Jason as one of the Top 30 Creative Directors in the country. Most recently, Campaign US selected Jason for their 40 Over 40 List.

Marketing Plans

- A targeted content marketing and inbound marketing campaign designed to attract creative professionals and managers will be launched to build awareness and engagement with key audiences.
- A companion video e-course and pdf workbook will be offered as part of a pre-order incentive campaign.
- The author will embark on an extensive podcast and business media tour.
- Marketing and Publicity Contact: Becky.Powell@HarperCollins.com

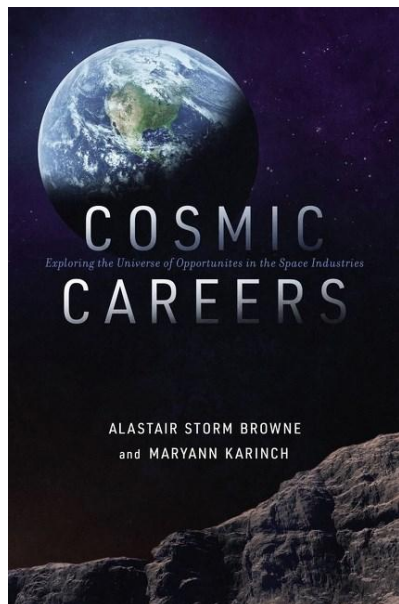
Comp Titles

Creativity, Inc.	Catmull, Ed	Random House	4/8/2014	9780812993011 0812993012	\$28.00 USD	Hardcover	Business & Economics
The Making of a Manager	Zhuo, Julie	Portfolio	3/19/2019	9780735219564 0735219567	\$26.00 USD	Hardcover	Business & Economics
Turn the Ship Around!	Marquet, L. David	Portfolio	5/16/2013	9781591846406 1591846404	\$28.00 USD	Hardcover	Business & Economics
The Art of Work	Goins, Jeff	HarperCollins Leadership	3/24/2015	9780718022075 0718022076	\$16.99 USD	Paperback	Business & Economics

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Related Products

Ebooks

Cosmic Careers 9781400220854
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Audio

Cosmic Careers 9781400220908
\$20.99

Cosmic Careers

Exploring the Universe of Opportunities in the Space Industries

Alastair Storm Browne, Maryann Karinch

Key Selling Points

- Alastair Browne has a large and engaged Facebook following that he will promote the book to. His page dedicated to space exploration- <https://www.facebook.com/alastairbrowneinspacedevelopment/>-is perfectly aligned with the book.
- Today's youth have an interest in space development like never before, from readers of science fiction to members of space organizations like the National Space Society (50+ chapters around the world) and the Space Frontier Foundation.
- There is tremendous excitement in the business world around space exploration, with companies like SpaceX making headlines every week. This book will show readers what the big companies are doing right now to prepare for space exploration.

For space enthusiasts, as well as anyone else looking for next generation business opportunities, the careers, companies, and opportunities outlined in this book will help make your cosmic dreams a down-to-earth reality.

Summary

We are starting to see the first real progress in space exploration in the private sector, and there are many jobs becoming available, right now, in this fascinating new field. Now that companies are set to take both professional astronauts and well-trained passengers into space as early as summer of 2021, this book will prepare you to take your place, whether as an investor, owner, employee, or enthusiast, in the exciting world of space exploration.

Readers will:

- Receive a comprehensive listing of the careers and skillsets that are in demand and will be in demand over the coming years in space exploration.
- Access stories, company profiles, and even the technical descriptions spotlighting information that is relevant today and over the next few decades.
- Gain insights into the world of space exploration, its characters, and the real opportunities that are within anyone's grasp if they want it badly enough.

Sierra Nevada, Northrup Grumman, Boeing, and Bigelow Aerospace built prototypes of deep-space habitats that NASA began testing in March 2019, so the physical evidence exists that human beings are committed to living in space for purposes of research, as well as industrial pursuits such as mining.

There will also be opportunities in harnessing huge amounts of energy from the sun using Earth orbiting solar power satellites; designing new forms of space transportation; and construction of facilities for refueling stations for rockets, processing minerals from near Earth asteroids, and building new spaceships and space habitats.

The new space race is on!

Contributor Bio

Alastair Browne is a lifetime space advocate and member of national space society. His popular space development blog has over 475,000 followers on Facebook. He is true space junkie who has devoted his life and career to space development.

Maryann Karinch has co-written many business, tech, and future-looking books, and she has a lifelong interest in space exploration.

Marketing Plans

- Keyword, social media, and paid digital campaigns targeting space enthusiasts.
- Extensive freemium tools will be offered that engage space enthusiasts and create awareness with those curious about opportunities related to careers related to space development.
- Frequent social media content on the author's 475K+ follower Facebook page.
- The author will support the book with content, speaking, and media appearances.
- Marketing and Publicity Contact: Becky.Powell@HarperCollins.com

Comp Titles

The Future of Humanity	Kaku, Michio	Doubleday	2/20/2018	9780385542760 0385542763	\$29.95 USD	Hardcover	Science
Mission to Mars	David, Leonard	National Geographic	5/7/2013	9781426210174 1426210175	\$26.00 USD	Hardcover	Science
The Space Barons	Davenport, Christian	PublicAffairs	3/20/2018	9781610398299 1610398297	\$28.00 USD	Hardcover	Business & Economics

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"This book will do to our view of marketing what Copernicus' book did to our view of the world—it will change it forever."
—Ivan Pollard, CMO, General Mills



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Quantum Marketing

Mastering the New Marketing Mindset for Tomorrow's Consumers

Raja Rajamannar

Key Selling Points

- Rajamannar is an award-winning, high profile global CMO who is well-known and respected by marketing and financial industry peers who will help support the book with influencer social media and early orders.
- Several business, financial services, and marketing media outlets (TV, print, and digital) and podcasts are eager to secure Rajamannar as a guest.
- Major marketing conferences will be featuring Rajamannar as a keynote speaker during book launch and beyond.
- Rajamannar teaches regularly at the Harvard Business School, Yale School of Management, Wharton Business School, Columbia Business School, Cornell, NYU, Northwestern, and Singapore Management University, which will help in demand generation.
- Rajamannar is on the board and executive committee of ANA, which is the preeminent association in the US for all marketers, and also on the board of the Ad Council, which has the membership of both marketers and ad agencies. Both will serve as platforms to garner support and publicity for the book.

Raja Rajamannar, Chief Marketing Officer of Mastercard, shares breakthrough, frontier strategies to navigate the challenges marketers face to thrive in a modern business world that is changing with unprecedented speed and disruption.

Summary

Raja Rajamannar, Chief Marketing Officer of Mastercard, shares breakthrough, frontier strategies to navigate the challenges marketers face to thrive in a modern business world that is changing with unprecedented speed and disruption.

As technology has continually evolved in the last several decades, marketing has had to change with it, evolving through four significant stages that build on the strategies and tools of the previous era. What happens next in the fifth stage, or Fifth Paradigm, will not be an evolution, but a revolution. Almost everything about how marketing is done today, including the very notion of a brand itself, will require a complete re-imagination.

As Chief Marketing Officer of Mastercard—one of the world's most recognizable and decorated brands—Raja Rajamannar shares the forward-thinking ways all businesses must rethink their entire marketing landscape to remain relevant and be successful.

Readers will:

- Understand the evolution of marketing and how to be at the forefront of future change.
- Get clarity on the right marketing strategies and tactics to pursue amidst an ever-evolving industry.
- Achieve breakthroughs in innovative thinking in order to compete in modern business.
- Gain perspective from top marketers across industries.

Quantum Marketing is for all business people who seek to understand how rapidly marketing is evolving, what some of the smartest people in the discipline are doing to get ready for this dramatic shift, and what the new world will look like for companies, consumers, and society at large as the race to develop revolutionary marketing strategies reaches a whole new level.

Contributor Bio

Raja Rajamannar is a globally recognized marketer, an innovative thinker, a transformational business leader, and a highly successful brand builder. Starting as a marketing trainee, he worked his way up through different companies, industries, and geographies around the world to become the global Chief Marketing and Communications Officer of Mastercard, which he has built into an iconic brand that is now rated amongst the top twelve brands globally. He was named Global Marketer of the Year by the World Federation of Advertisers, as *Forbes* Top 5 World's Most Influential CMOs, *Business Insider's* 25 Most Innovative CMOs in the World, *Ad Week's* Top 10 Most Tech Savvy CMOs in the World, *Billboard's* 2018 Top Branding Power Player, and Campaign Power 100, and he is an inductee into The CMO Club Hall of Fame. He was elected as the President of the World Federation of Advertisers and is also on the board of directors of PPL Corporation (a Fortune 500 company).

Quotes

'Raja offers an innovative view of the new Quantum Marketer mindset, which is both daunting and exhilarating. A must-read for anyone willing to compete for and succeed in a top marketing job today.'

'Raja offers not only a fascinating view into the fifth paradigm of marketing, but also how to play deftly in it and win. This is an outstanding book and it will prove to be a landmark in the world of marketing!'

'Raja offers a very different, fresh, and audacious look into the future of marketing. This must-read book makes you realize that it is indeed time to reset the button and take the quantum leap forward.'

'Raja thoughtfully took a hard and objective look at our industry and our work, and he did so with honesty and macro self-awareness. He effectively brings marketing of the past into the future.'

'Raja not only presents the critical facets of marketing in the most elegant, eloquent, and clarifying language, but he also helps the reader to truly understand how to harness the powerful force of marketing and its impact for brands and society.'

'For any marketer or business leader, Raja does a great job at preparing us for the future of marketing. A must-read for anyone who wants to be a contemporary leader.'

'Raja connects the dots for today's quantum marketers looking to unlock brand impact and outcomes in the fifth paradigm because, simply put, what got you here won't get you there.'

'Quantum Marketing is a book full of optimism and hope, with practical examples of how to integrate critical elements of brand building with the data and analytic rigor necessary to drive business growth.'

'Quantum Marketing brilliantly describes the tremendous challenges facing future CMOs and how to fundamentally rethink marketing principles and frameworks. A must-read for marketers and business leaders who want to drive growth and thrive in the future.'

'Raja provides a clear roadmap for marketers to leapfrog into the future. He peels back the hype and gives pragmatic guidance. An excellent read!'

Marketing Plans

- Social media campaign with an emphasis on LinkedIn will leverage the author's thought leadership in the marketing space to engage executive leaders and build awareness around key concepts from the book.
- Preorder incentive will include bonus video series will feature prominent CMO's and their thoughts on the concept of Quantum Marketing and the future of marketing, branding, customer experience, and business.
- The author will support the book with content, speaking, and media appearances.
- Marketing and Publicity Contact: Becky.Powell@HarperCollins.com

Comp Titles

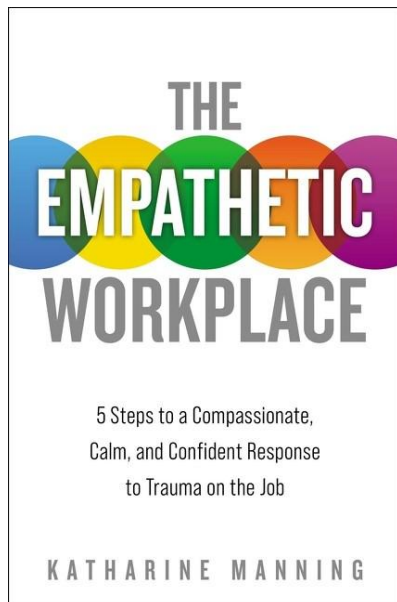
Purple Cow	Godin, Seth	Portfolio	5/12/2003	9781591840213 159184021X	\$20.95 USD	Hardcover	Business & Economics
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influence	Cialdini, Robert B.	Harper Business	12/26/2006	9780061241895	\$18.99	Paperback	Self-Help
				006124189X	USD		
Contagious	Berger, Jonah	Simon & Schuster	3/5/2013	9781451686579	\$28.00	Hardcover	Business & Economics
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The Empathetic Workplace

5 Steps to a Compassionate, Calm, and Confident Response to Trauma On the Job

Katharine Manning

Key Selling Points

- The author is a highly respected, well-known, and expert advisor with a national network of colleagues and advocates.
- Improving how to deal with workplace trauma is a critical need among organizations of all types and sizes. According to a national survey by Workplace Options, 53 percent of employees have experienced a traumatic event while on the job, yet only 46 percent said their employer offered any type of support to help them recover.

This critical resource gives managers, HR, and anyone who may come into contact with someone in trauma—including workplace violence, harassment, assault, illness, addiction, fraud, bankruptcy, and more—the tools they need to be prepared for what lies ahead.

Summary

This critical resource gives managers, HR, and anyone who may come into contact with someone in trauma—including workplace violence, harassment, assault, illness, addiction, fraud, bankruptcy, and more—the tools they need to be prepared for what lies ahead.

This book is crucial for every manager or HR representative who shouldn't just prepare to one day be faced with a report of a traumatic experience at work, but plan on it. This five-step method will help managers make survivors feel supported and understood. *The Empathetic Workplace* guides supervisors of any level through an understanding of how stories of trauma impact the brain of both the survivor and the listener, as well as the tools to handle the interaction appropriately, to help the listener, the organization, and most importantly, the survivor.

The easy-to-follow LASER method outlined in these pages includes the following elements that all managers should know and understand:

- Listen-Controlling your own reaction, managing your body language, asking open-ended questions, hearing what is not being said, and winding down the speaker when the conversation becomes unproductive are essential elements in being a good listener.
- Acknowledge-Once someone shares a difficult personal story with you, it is important to acknowledge that gift.
- Share-You can help the speaker regain some measure of control by sharing information with him or her about what happened or what happens next, your personal or organizational values, and what you don't yet know but hope to learn.
- Empower-You can help the traumatized person by providing him or her with resources that are available to them through the company or outside groups.
- Return-The final step is to ensure that the traumatized person has a way to come back later when he or she cannot remember all that you said, thinks of more questions, or wishes for updates.

The LASER technique can benefit all who are responsible for others, from top-tier managers at Fortune 500 companies to Residence Advisors in college dormitories.

Contributor Bio

For fifteen years, Katharine Manning advised the Justice Department on victim issues in its most challenging cases, from terrorism to child exploitation to large-scale financial fraud. As President of Blackbird DC, Manning now uses her expertise to help

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government, educational, and corporate institutions prepare for and respond to the challenges they face involving employees and members of the public who may be in trauma, from claims of sexual harassment or assault to large-scale impacts like data theft and workplace violence. A member of the California bar, Manning also served as an attorney with the law firm Pillsbury Winthrop in San Francisco, where she represented Fortune 500 companies in class actions, insurance, and media cases. She is a graduate of Smith College and the University of Virginia School of Law.

Marketing Plans

- A content marketing and inbound marketing campaign targeting HR professionals and managers will be launched to build an early group of potential customers.
- A pre-order campaign targeting the author's clients will generate bulk buys and early momentum.
- A video e-course will be offered as part of a large-scale pre-order campaign.
- The author will embark on an extensive podcast and business media tour.
- Marketing and Publicity Contact: Becky.Powell@HarperCollins.com

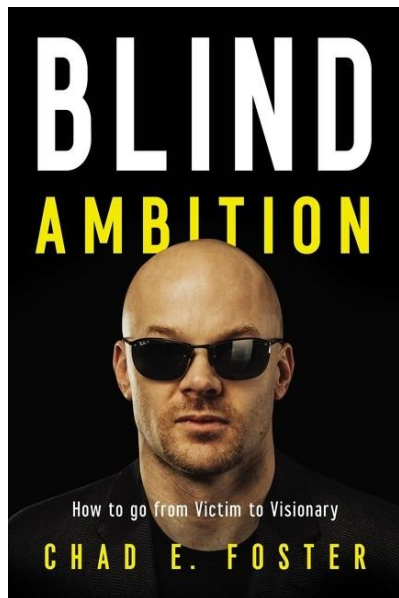
Comp Titles

Difficult Conversations	Stone, Douglas	Penguin Books	11/2/2010	9780143118442 0143118447	\$18.00 USD	Trade Paperback	Psychology
The Fearless Organization	Edmondson, Amy C.	Wiley	11/20/2018	9781119477242 1119477247	\$30.00 USD	Hardcover	Business & Economics
101 Tough Conversations to Have with Employees	Falcone, Paul	HarperCollins Leadership	6/25/2019	9781400212019 1400212014	\$24.99 USD	Paperback	Business & Economics

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Blind Ambition 9781400222667
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9781400222674

Blind Ambition

How to Go from Victim to Visionary

Chad E. Foster

Key Selling Points

- Chad's speaking platform is strong and growing, currently he speaks at over 40 events per year.
- Chad is working with Challenge Aspan, whose mission is to inspire people with disabilities to push their limits, to arrange a mountaineering expedition to climb Mount Kilimanjaro.
- Chad has strong connections to the following institutions that he believes will want to support both his story and the book, arrange for speaking engagements, and help with event planning: Foundation Fighting Blindness, National Federation for the Blind, American Foundation for the Blind, The University of Tennessee, Harvard Business School, The Wounded Warrior Project, and The Lion's Club.

For anyone seeking to live life to its fullest potential, *Blind Ambition* is an eye-opening account of a tech industry star executive who overcame fear and hopelessness to turn his disadvantage of blindness into a powerful competitive strength.

Summary

For anyone seeking to live life to its fullest potential, *Blind Ambition* is an eye-opening account of a tech industry star executive who overcame fear and hopelessness to turn his disadvantage of blindness into a powerful competitive strength.

While most people were preparing for the adventure of adult life, Chad E. Foster was watching the world he grew up with fade to black. But that didn't stop him from becoming the first blind person to graduate from the Harvard Business School leadership program and climbing the corporate ladder as a successful Finance/Sales executive. With determination, ambition, and drive, Chad created what Oracle said would be impossible. He gave millions of people the ability to earn a living by becoming the first to create customer relationship software for the visually impaired.

In these pages, readers will:

- Be inspired by Chad's story of how he transformed the loss of his vision into a gift that provided him with unique strengths and abilities he did not have when he could see.
- See how we choose the stories we tell ourselves about our circumstances and how this either limits us or propels us towards our goals.
- Gain new perspective on what is possible when you shift your mindset, give up making excuses, and decide that you are in charge of who you want to be.
- Learn the mental model that Chad uses to quickly overcome frustrations and stressors.

Chad is happier and more successful today than when he could see. Overcoming the challenges of blindness has improved his perspective, making him more resilient and grateful for the life that he has. Ultimately, Chad's unforgettable lessons and outlook will inspire readers to overcome their perceived limitations and explore new possibilities where they once may have only seen obstacles.

Contributor Bio

Chad E. Foster is a husband, a father, and an avid snow skier (that is not a joke) who is not just competing with his condition, he is competing with the world's most successful people. Chad wants to make blind look good and believes he is not successful in spite of being blind but because he's blind. He embraced his problem and turned it into a solution. He works at Red Hat, one of the most innovative Tech

companies and the world's largest open source software company (recently purchased by IBM for \$34 billion). With determination, ambition, and drive, he created what Oracle said would be impossible. He gave millions of people the ability to earn a living by becoming the first to create customer relationship software for the visually impaired. With speaking invites from London to Beijing, and the Atlanta Opera commissioning an opera inspired by his life story, Chad inspires people to overcome their own blind spots.

Quotes

'In *Blind Ambition*, Chad Foster demonstrates how we can transform our misfortunes into growth opportunities. Chad is a courageous authentic leader who went from victim to visionary, turning his blindness from a disability into an ability to help others overcome their blind spots. Inspiring and deeply personal, this book can transform your life.' -- Bill George, Senior Fellow at Harvard Business School, Former Chair and amp; CEO, Medtronic, Author of *Discover Your True North*

'Chad's story is about persistence, strength, and tenacity. For every challenge put in his way, he has found an ingenious and liberating way to overcome it. I witnessed his winning capability firsthand at Red Hat and I'm so glad he is now sharing the lessons he has learned with the world. This is a must read for anyone looking for the motivation to persist in business and life.' -- Jim Whitehurst, President, IBM and former CEO, Red Hat

'People with disabilities want the privilege to succeed or fail based on their merits, and Chad's powerful story demonstrates that success is indeed possible, even when faced with a significant disability--offering employers a way to tap into an underutilized talent pool.' -- The Honorable Tony Coelho, Former U.S. Congressman, chief-sponsor and author of the Americans with Disabilities Act (ADA)

'*Blind Ambition* shows us how to build resilience, adapt, and even thrive in the face of adversity. Attitude is everything and Chad's ability to believe that significant life obstacles can propel us to a better version of ourselves is a powerful lesson to us all. I worked closely with Chad for several years and he inspires, excites, and empowers people to embark on their own adventures.' -- Joe Readyhough, President and CEO, Qbase

Marketing Plans

- Inspirational social media content and hashtag campaign will create awareness around Chad E. Foster's story and engage followers in the book's message of resilience.
- Bonus coaching videos and resources will be offered as part of a preorder incentive campaign.
- The author will engage with key business and leadership podcasts and media outlets.
- Marketing and Publicity Contact: Sicily.Axton@harpercollins.com

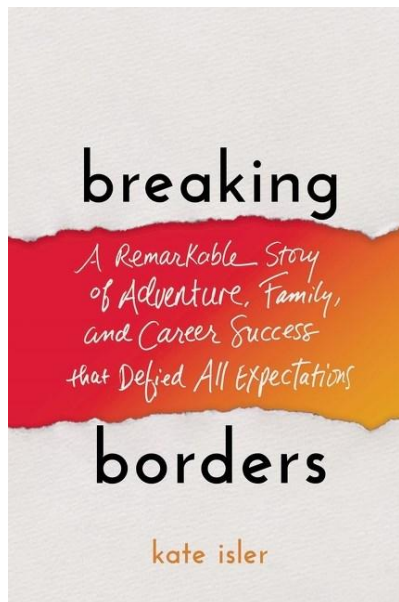
Comp Titles

Educated	Westover, Tara	Random House	2/20/2018	9780399590504 0399590501	\$28.00 USD	Hardcover	Biography & Autobiography
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Breaking Borders

A Remarkable Story of Adventure, Family, and Career Success That Defied All Expectations

Kate Isler

Key Selling Points

- *Breaking Borders* is supported by the Microsoft Alumni Network, the official 60,000-member alumni group which will promote her title heavily to over 200,000 former Microsoft employees.
- Kate's amazing story rides the wave of business and leadership empowerment titles that inspire millions of women to pursue their dreams as entrepreneurs or corporate leaders.

Kate Isler's incredible story of blazing global business trails in the early days of Microsoft demonstrates how women can stop self-selecting out of opportunities and make the leap of faith to pursue their dreams.

Summary

Kate Isler's incredible story of blazing global business trails in the early days of Microsoft demonstrates how women can stop self-selecting out of opportunities and make the leap of faith to pursue their dreams.

Kate Isler navigated the male-dominated culture of the technology industry, breaking new global markets for Microsoft in their fast-paced, hyper-growth startup years in some of the most challenging regions in the world – all without a college degree or resources that many believe are necessary for success.

Taking readers on a fascinating adventure from Kate's years as a naïve young adult through her unexpected global career, which included six international moves, *Breaking Borders* candidly shares:

- Kate's moments of success, failure, and very public mistakes to help readers become more fearless in their own pursuits of greatness.
- The author's struggle to pivot her career in a completely new direction as a result of being disillusioned with a big corporate environment.
- How she overcame the disappointment of a failed startup by channeling her passion for supporting women to build Be Bold, a women's advocacy non-profit, from the ground up.
- Kate's mission to inspire other women to challenge the limits society has placed on them as they chase their dreams.

Kate's story is a guide for women who want to stop self-selecting out of opportunities because they "assume" they don't have the right education, connections, or skills to take a chance—including those that believe that having a family disqualifies them from pursuing a dream.

As entertaining as it is enlightening, *Breaking Borders* provides insights, inspiration, and practical lessons that are relatable and easy to apply each step of the way.

Contributor Bio

While working at Microsoft, Kate Isler started her international career in Dubai in 1993 by talking her husband into quitting his job to become a "house husband" for what she promised would be a two-year adventure. Twenty years, three children, and six international moves later, Kate left Microsoft to try her luck at running a digital health startup.

While that venture ultimately did not bear fruit, she learned vital lessons that she has taken into her new organization, Be Bold Now, a conscious consulting practice whose mission is to build an intersectional community of women and men, who strive to

inspire, empower and support each other to take bold pragmatic action to accelerate gender parity.

Kate is a change agent and thought leader. Her experience in high tech as a CEO of a digital health startup and as an Executive at Microsoft, provides a powerful platform of real-world expertise and examples to draw from when addressing gender equity and balanced management practices.

Kate has successfully navigated the complexity of a global company and tested her agility and ability to innovate as an entrepreneur. Her journey of leadership, challenging the status quo, overcoming adversity, and breaking gender stereotypes motivates and inspires audiences.

Marketing Plans

- The Microsoft Alumni Network will proactively and consistently promote the book to its 60,000 paid members and 200,000+ overall alumni during pre-order to build momentum.
- An extensive content marketing, social media, and keyword campaign will engage target executive-level and HR audiences.
- Business and women's media outlets, including magazines, shows, and podcasts, will be engaged with a comprehensive campaign.
- Marketing and Publicity Contact : BeckyPowell@harpercollins.com

Comp Titles

You Are a Mogul	Pham, Tiffany	Simon & Schuster	9/4/2018	9781501191855 1501191853	\$27.00 USD	Hardcover	Business & Economics
Swell	Clark, Liz	Patagonia	4/3/2018	9781938340543 193834054X	\$35.00 USD	Hardcover	Biography & Autobiography
I Am, I Am, I Am	O'Farrell, Maggie	Knopf	2/6/2018	9780525520221 0525520228	\$25.95 USD	Hardcover	Biography & Autobiography

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TAKING CHARGE OF CHANGE

HOW REBUILDERS SOLVE HARD PROBLEMS

PAUL SHOEMAKER



HarperCollins Leadership
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Pub Date: 3/16/2021
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240 Pages
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Business & Economics
/ Leadership
BUS071000
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Jacketed

9 in H | 6 in W
Status: **FORTHCOMING**

Related Products

Ebooks

Taking Charge of Change
9781400221707 \$16.99

Audio

Taking Charge of Change
9781400221714 \$20.99

Other Formats

9781400221738

Taking Charge of Change

How Rebuilders Solve Hard Problems

Paul Shoemaker

Key Selling Points

- This book is supported by the Microsoft Alumni Network, who will promote it to their 60K paid members and 200K+ alumni around the world.
- There is pent-up interest in identifying real solutions for a world stretched to the extreme by income inequality, under-funded government institutions, and shifting global demographics. The author's experience and credibility are a key draw.

The social challenges facing us in the 2020's are radically different than those we faced even one generation ago. Meet the new leaders who are moving us forward and learn how to apply their same effectiveness, qualities, and attributes to you own leadership.

Summary

The model to meet the unprecedented challenges unique to the decade ahead and make a remarkable impact on people's lives—led by the success stories of 38 change leaders whose paths of action give you the blueprint.

To meet the radically different challenges of inequity, division, and scarcity of resources that will only increase over the next ten years, the most successful and valuable leaders are those with the traits to be rebuilders.

Thought leader Paul Shoemaker profiles 38 rock star rebuilders so you have a model to follow, including Peter Drucker Award winner Rosanne Haggerty, whose goal is to end chronic homelessness; Trish Millines, who has changed lives for kids of color in high tech; and David Risher, whose cross-sector approach is helping solve global illiteracy.

Page by page, the common elements rebuilders utilize to make a remarkable impact on some or our most complex problems are highlighted as you:

- Learn the 5 vital traits change leaders use to solve big problems.
- Gain new perspective from relevant research, data, leadership lessons, and 3 case studies that illuminate the path ahead.
- Meet the leaders setting the standard for social change impact, all shared in Shoemaker's signature storytelling style.

Taking Charge of Change is written for anyone seeking to be the driver of real change and an integral part of rebuilding the structures and foundations of American communities and companies throughout the decade ahead.

Contributor Bio

If you're out to change the world, Paul Shoemaker is there to connect you to the people, ideas, and organizations that matter. Shoemaker is the Founding President of Social Venture Partners International—a global network of thousands of social innovators, entrepreneurs, philanthropists, and business and community leaders that support social change agents in over 40 cities and 8 countries. Over the last 5 years, he has consulted major institutions like the Ballmer Group, UW Medicine, and The Fred Hutch Cancer Research Center on strategy, leadership, and business models. With insights from over 17 years at this unique vantage point, as well as a decade prior at Microsoft and Nestlé, he is a global thought leader and consultant on activating social change agents and increasing impact.

Marketing Plans

- Extensive freemium tools aimed to attract leaders looking for resources that will help them develop solutions to social and community issues.
- A bonus video series featuring the author and other leaders of change will be offered as part of a pre-order campaign.
- Keyword, social media, and paid digital campaigns.
- The author will support the book with content, speaking, and media appearances.
- Marketing and Publicity Contact: Becky.Powell@HarperCollins.com

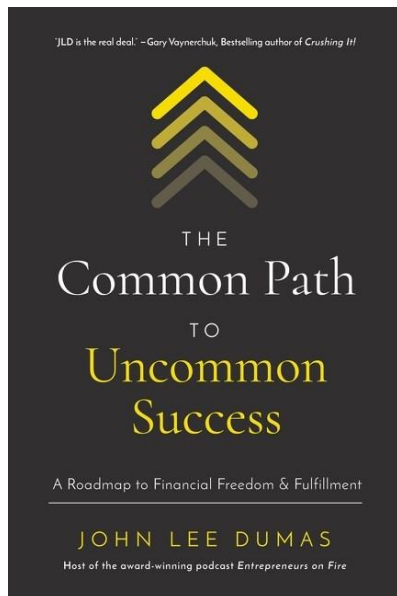
Comp Titles

Can't Not Do Shoemaker, Paul Wiley 8/3/2015 9781119131595 \$26.00 USD Hardcover Business & Economics
1119131596

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The Common Path to Uncommon Success

A Roadmap to Financial Freedom and Fulfillment

John Lee Dumas

Key Selling Points

- John Lee Dumas has a proven track record of success, launching a Kickstarter campaign for a journal to help his followers set and achieve their own goals. The campaign raised \$453,000 in 33 days and went on to become the 6th most funded publishing campaign in Kickstarter history. The journal sold over 100K copies.
- John speaks at 4-5 big events per year, such as Youpreneur Summit and Podcast Movement, and he is asked to speak at many more events. He will increase his speaking to help launch the book.
- John appears on 20+ podcasts per month outside of this own and will use the relationships he has built to promote his book across all of them.
- Through his podcast, John is connected to all of the top thought leaders in the entrepreneur space and has their full support for the book.

Popular Entrepreneurs on Fire podcast host John Lee Dumas has interviewed over 2,000 people who have reached the summit of business success, compiling in these pages the common elements of their path to guide you on your journey to financial freedom.

Summary

Say hello to YOUR version of uncommon success with a revolutionary 17-step roadmap to guide your journey to financial, location, and lifestyle freedom!

Based on thousands of interviews from John Lee Dumas' highly acclaimed podcast, *Entrepreneurs on Fire*, this revolutionary 17-step roadmap provides a proven path for entrepreneurs like you to achieve the financial, location, and lifestyle freedom you are capable of. Let *The Common Path to Uncommon Success* show you how.

The Common Path to Uncommon Success will:

- Reveal the critical steps successful entrepreneurs take to achieve uncommon success.
- Dispel the doubts and fear you're currently facing while providing a clear path to financial freedom and fulfillment.
- Ensure you avoid the pitfalls that have tripped up countless entrepreneurs.
- Provide a "Well of Knowledge" section for you to tap into anytime you're in need of inspiration or motivation!

JLD's 17-step roadmap will help you accomplish your #1 goal in life, as it has for so many others, by showing you how to properly focus on your vision of success until it becomes your reality.

Contributor Bio

John Lee Dumas (JLD) is the founder and host of the award-winning podcast, *Entrepreneurs on Fire*. Past guests include Tony Robbins, Barbara Corcoran, and Gary Vaynerchuk. With over 1 million monthly listens and over 100 million total listens of his 3000+ episodes, JLD is spreading entrepreneurial FIRE on a global scale.

Quotes

'I featured John Lee Dumas in my book *Crushing It* because he's the real deal and he puts in the work. Read this book and you'll have the tools to crush it, too!'

'For entrepreneurs who are serious about leveling up, Dumas arrives with a roadmap that's clear, actionable, and proven. Here are powerful ideas to get you moving.'

'We all want uncommon success, and John Lee Dumas shows you how to attain it. Drawing on lessons he learned building a multimillion-dollar business from scratch,

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Business & Economics

/ Entrepreneurship

BUS025000

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Status: **FORTHCOMING**

Related Products

Ebooks

The Common Path to Uncommon Success 9781400221103 \$16.99

Audio

The Common Path to Uncommon Success 9781400221110 \$20.99

Other Formats

9781400221127

you'll learn the simple, smart moves you can make to get exponential results.'
'John Lee Dumas has never been afraid to pull back the curtain and let you in on what it really takes to stand out and reach your goals. This book is no different. He provides a proven framework with specific examples that will have you excited to get to work finding YOUR path to uncommon success.'

'John Lee Dumas' framework is what you need to achieve your version of uncommon success. Hard work and persistence are only two of the ingredients. This book is the third. It would be a huge mistake to not read this book.'

Marketing Plans

- Audio first listens featured on the *Entrepreneurs on Fire* podcast of 1 million recurring listeners and on the author's social platforms of nearly 200k followers.
- Leverage extensive network of fellow entrepreneur influencers to be advocates of the book and feature Dumas on their podcasts and social media.
- Outreach to entrepreneur media opportunities with major outlets such as *Inc.*, *Entrepreneur*, *Fast Company*, and more.
- Business media outreach including *MSNBC*, *Business Insider*, *Wall Street Journal*, and more.
- Marketing and Publicity Contact: Sicily.Axton@HarperCollins.com

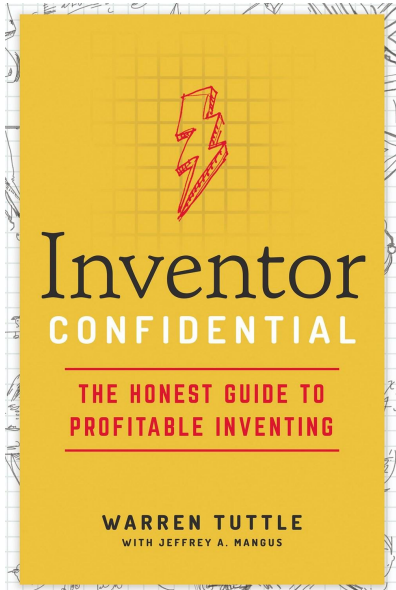
Comp Titles

The Automatic Millionaire, Expanded and Updated	Bach, David	Currency	12/27/2016	9780451499080 0451499085	\$17.00 USD	Trade Paperback	Business & Economics
The \$100 Startup	Guillebeau, Chris	Currency	5/8/2012	9780307951526 0307951529	\$27.00 USD	Hardcover	Business & Economics
Zero to One	Thiel, Peter	Currency	9/16/2014	9780804139298 0804139296	\$28.00 USD	Hardcover	Business & Economics

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9781400219612 \$20.99

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Inventor Confidential

The Honest Guide to Profitable Inventing

Warren Tuttle, Jeffrey A. Mangus

Key Selling Points

- Warren Tuttle has lived the innovation life and is determined to set the record straight and pave a path for any innovator, entrepreneur, maker, designer, developer, and patent holder who wants to find the road to success without wasting money on unnecessary pursuits.
- The inventor market is sizable -this audience represents well over 750,000 inventors across the United States with over 600,000 registered with the United States Patent and Trademark Office® (USPTO). There are also 300,000 independent product developers and designers and over 1.2 million makers who visited Maker Fairs around the world last year.
- Warren speaks regularly around the country to innovation experts, designers, inventors, patent holders, makers and entrepreneurs.

The President of the United Inventors Association shows inventors, innovators, and makers a savvy, safer path towards monetizing your better mouse trap and how to avoid the get-rich-quick scammers.

Summary

The President of the United Inventors Association shows inventors, innovators, and makers a savvy, safer path towards monetizing your better mouse trap and how to avoid the get-rich-quick scammers.

The road to licensing a profitable, innovative product or technology is riddled with curves, holes, and rocky cliffs. Every year, hundreds of thousands of eager inventors around the globe spend millions of dollars seeking assistance from inventor service companies and individuals claiming to be experts in the innovation and licensing fields, though their actual success rates are poor in relation to the dollar amounts they charge.

The reality is, according to *Inventors' Digest*™, while 78% of new inventors believe they will make over a million dollars with their inventions, less than 1% actually do. Marketers prey on this scenario for their own financial gain.

Inventor Confidential tips the odds back in the investor's favor, helping them:

- Gain a much broader picture of the many current challenges that inventors face these days.
- Understand the red flags to watch out for when individuals or companies charge up front for their coaching or help-to-market services.
- See how inventors can improve their odds of licensing success by following a thorough product development protocol, creating working prototypes, and filing U.S. patents.
- Get the insider perspective on how companies determine the quality of a product submission and if they want to work with the inventor.
- Learn the 30 steps to market if you want to go it alone.

For anyone who has a great idea or invention and wants to monetize it but are not sure who to trust, *Inventor Confidential* will show them where to best spend their hard-earned money to maximize their odds for success.

Marketing Plans

- Keyword, social media, and paid digital campaigns targeting aspiring inventors, patent holders, and product developers.
- Assessment tool that will help users identify their "inventor" personality style.

- The author will support the book with media appearances, including the author's own podcast where he shares his extensive knowledge and expertise to help educate inventors.
- Marketing and Publicity Contact: Becky.Powell@HarperCollins.com

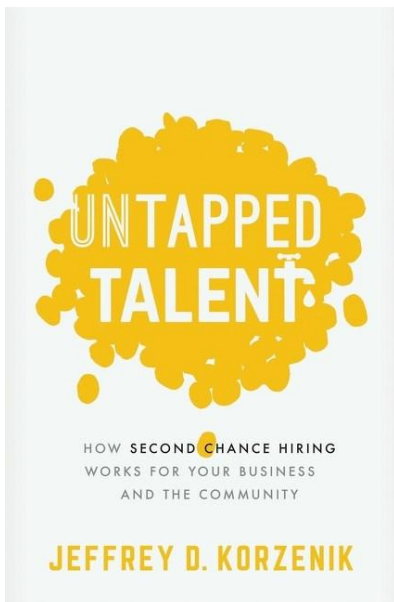
Comp Titles

Invent It, Sell It, Bank It!	Greiner, Lori	Ballantine Books	3/11/2014	9780804176446 0804176442		E-Book	Business & Economics
One Simple Idea, Revised and Expanded Edition: Turn Your Dreams into a Licensing Goldmine While Letting Others Do the Work	Key, Stephen	McGraw-Hill Education	10/6/2015	9781259589676 1259589676	\$25.00 USD	Hardcover	Business & Economics
The Inventor's Bible, Fourth Edition	Docie, Ronald Louis	Ten Speed Press	9/1/2015	9781607749271 1607749270	\$24.99 USD	Trade Paperback	Business & Economics

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Resources & Personnel
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BUS030000
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Related Products

Ebooks

Untapped Talent 9781400223107
\$11.99

Audio

Untapped Talent 9781400223138
\$23.99

Untapped Talent

How Second Chance Hiring Works for Your Business and the Community

Jeffrey D. Korzenik

Key Selling Points

- In his role with the bank and as a nationally-recognized expert on this topic, Jeff speaks frequently, generally multiple times per week to audiences across the country to groups averaging 100 attendees. Attendees are generally a mix of business owners who employ anywhere from several dozen to several thousand workers, C-suite executives including of Fortune 500 companies, professional advisors to the business community, and, in the case of workforce events, also may include community and government leaders.
- Jeff appears regularly in the business media discussing second chance hiring with regular appearances on Fox Business News, Bloomberg, and CNBC.
- Jeff also has appeared in podcasts like *The Roth Effect*, *Becker Group Business Strategy Podcast*, and others to discuss second chance hiring. Appearing in business podcasts will be a key element to his launch strategy for this book.

Hiring people who have served time in prison is not only a good cause, it should be a crucial part of your hiring strategy if you want to stay competitive.

Summary

It's time for businesses everywhere to open their minds to second chance hiring practices. With tens of millions of people in the U.S. with criminal records, companies that successfully implement second chance hiring practices will have a massive competitive advantage over those that do not.

Untapped Talent makes the business case for second chance hiring. From a credible source—the chief investment strategist of one of the country's leading business banks—this book speaks directly to business leaders to explain the economic case for considering alternative sources of employees. It also shows why companies utilizing second chance hiring enjoy a competitive advantage. Throughout, it will include dozens of examples of businesses (from factories to restaurants to retail) which have successfully implemented this strategy.

Readers will:

- Understand what goes into a successful second chance hire, from the support that will be needed internally to the resources that are available from outside agencies.
- Learn how businesses from a variety of industries have instituted successful second chance hiring programs and how this has positively impacted their culture and bottom line.
- Gain practical onboarding and coaching strategies that will help ensure a smooth transition and a productive, happy new employee.

Contributor Bio

Jeff Korzenik is Chief Investment Strategist of one of the country's largest commercial banks. He appears frequently on Fox Business, CNBC, and Bloomberg, as well as in leading print media to discuss economic trends, including the intersection of the labor market and criminal justice. A newly elected member to the Council of Criminal Justice, Korzenik is one of the business community's leading voices advocating for second-chance hiring.

Marketing Plans

- A content marketing and inbound marketing campaign targeting HR professionals and managers will be launched to build awareness and engagement.

- A bonus PDF workbook and video series of step-by-step processes for how to implement hiring strategies will be offered as part of a large-scale pre-order campaign.
- The author will embark on an extensive podcast and business media tour.
- Marketing and Publicity Contact: Becky.Powell@HarperCollins.com

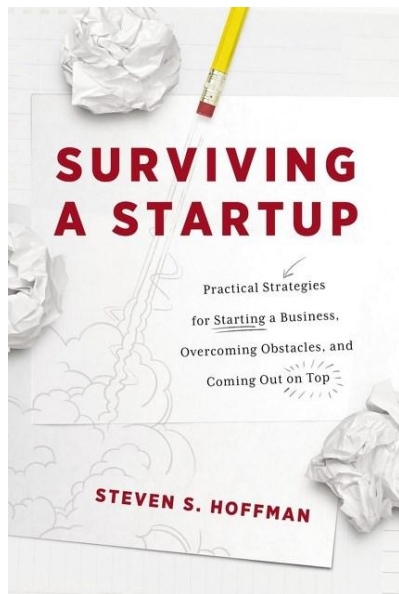
Comp Titles

Rethinking Incarceration	Gilliard, Dominique DuBois	IVP Books	2/6/2018	9780830845293 0830845291	\$18.00 USD	Paperback	Social Science
Beyond Bars	Ross, Jeffrey Ian	Alpha	7/7/2009	9781592578511 1592578519	\$14.95 USD	Trade Paperback	Social Science
Predictably Irrational, Revised and Expanded Edition	Ariely, Dan	Harper	5/19/2009	9780061854545 0061854549	\$27.99 USD	Hardcover	Business & Economics
Mastering the Hire	Booker, Chaka	HarperCollins Leadership	3/24/2020	9781400216406 1400216400	\$19.99 USD	Paperback	Business & Economics
The New Jim Crow	Alexander, Michelle	The New Press	1/7/2020	9781620975459 1620975459	\$27.99 USD	Hardcover	Law

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Related Products

Ebooks

Surviving a Startup
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Surviving a Startup

Practical Strategies for Starting a Business, Overcoming Obstacles, and Coming Out on Top

Steven S. Hoffman

Key Selling Points

- Scott will leverage his growing personal platform to promote the book, including over 100K email subscribers that he has grown organically and over 45K social media followers.
- This book will have special potential for international sales since Scott's previous book, *Make Elephant's Fly*, was a top seller in China and Founders Space has over 50 partners globally that Scott will leverage for book sales.
- Scott frequently speaks at entrepreneurial events in Silicon Valley, as well as at universities and colleges globally, and he has strong relationships with key media such as *Entrepreneur Magazine, Inc.*, and others.

The CEO of Founders Space, one of the world's leading startup incubators and accelerators, prepares entrepreneurs to avoid disastrous mistakes, surmount sizable obstacles, and master the skills necessary to make the right choices along their path to success.

Summary

The CEO of Founders Space, one of the world's leading startup incubators and accelerators, prepares entrepreneurs to avoid disastrous mistakes, surmount sizable obstacles, and master the skills necessary to make the right choices along their path to success.

The fact is, over 90 percent of all new startups fail. Every entrepreneur must face this harsh reality and learn to master it if they hope to survive and wind up on top.

In *Surviving a Startup*, Steve Hoffman, the CEO of Founders Space, brings readers on a wild ride, sharing with them the tumultuous journey of launching a venture-funded startup and revealing what it takes to make it.

This one-of-a-kind guide:

- Provides deep analysis and insights into the major challenges every entrepreneur faces when launching a business.
- Prepares entrepreneurs to make the best possible decisions and deal with crisis situations.
- Illuminates strategies for raising capital and growing a business, even when it seems impossible.
- Divulges secrets on how to manage difficult employees, demonstrate leadership, and overcome disasters.
- Describes the essential traits that enable startup founders to survive and succeed.
- Reveals the best way to develop innovative products, conduct guerilla marketing campaigns, obtain PR, and outmaneuver competitors.
- Shows how to recruit the best talent, even with no money, manage highly efficient teams, and motivate employees to go above and beyond their assigned responsibilities.
- Lays out the steps necessary to take a fledgling idea and transform it into a robust, rapidly growing business that has the potential to become the next multimillion-dollar acquisition or IPO.

As the captain of one of the world's leading startup incubators and accelerators, Steve knows what it's like to be on the front lines, how tough it can get when the battle turns against the entrepreneur, and what it takes to taste victory and overcome seemingly impossible odds.

Contributor Bio

Steven S. Hoffman, or Captain Hoff as he's called in Silicon Valley, is the CEO of Founders Space, one of the world's leading incubators and accelerators. He's also an angel investor, limited partner at August Capital, and a serial entrepreneur.

Marketing Plans

- Keyword, social media, and paid digital campaigns.
- A digital startup "toolkit" including checklists and cheat sheets will be offered as a pre-order bonus incentive.
- The author will support the book with video content, speaking, and media appearances.
- Marketing and Publicity Contact: Becky.Powell@HarperCollins.com

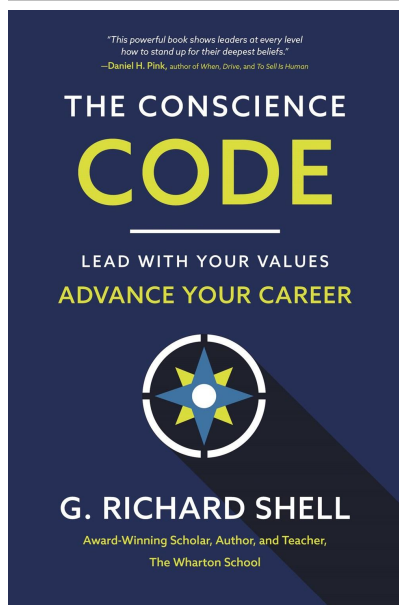
Comp Titles

The Lean Startup	Ries, Eric	Currency	9/13/2011	9780307887894 0307887898	\$28.00 USD	Hardcover	Business & Economics
Shut Up and Listen!	Fertitta, Tilman	HarperCollins Leadership	9/17/2019	9781400213733 1400213738	\$24.99 USD	Hardcover with dust jacket	Business & Economics
Start Your Own Business, Sixth Edition	The Staff of Entrepreneur Media	Entrepreneur Press	1/13/2015	9781599185569 1599185563	\$24.95 USD	Trade Paperback	Business & Economics

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<p>Related Products</p> <p>Ebooks The Conscience Code 9781400221141 \$11.99</p> <p>Audio The Conscience Code 9781400221158 \$20.99</p> <p>Other Formats 9781400221165</p>
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The Conscience Code

Lead with Your Values. Advance Your Career.

G. Richard Shell

Key Selling Points

- Richard Shell is the author of the bestselling title *Negotiation Strategies for Reasonable People* and is a very popular and highly rated professor at Wharton School of Business, one of the top-rated business schools in the world. His books on negotiation, interpersonal influence, and success have sold nearly half a million copies in seventeen languages, and his online course on success has reached tens of thousands of people worldwide.
- The author will leverage the Wharton social media and email platform to market the book.

The young professionals' real-world guide to achieving success at work without compromising integrity, based on Wharton Business School professor Richard Shell's countless interactions with MBA students who continue to bring him shocking stories about the workplace corruption they are pressured to engage in.

Summary

The essential guide to standing up for your values at work. Protect your integrity by committing to *The Conscience Code*.

A fast-track colleague elbowing their way up the corporate ladder in your organization is faking their sales reports. Your entrepreneur boss asks you to lie to would-be investors. The team leader is a serial sexual harasser. What should you do? Nobody prepared you for this part of professional life. You face a gut-wrenching choice: "go along to get along" or risk your job by speaking up for what you know is right.

At the Wharton School of Business, MBA students have shared all these stories, and many more, with award-winning Professor G. Richard Shell. They want to stay true to themselves but fear the consequences of speaking up—for their families, office relationships and, ultimately, their careers. They are not alone. Surveys show that more than 40% of employees report seeing ethical misconduct at work, and most fail to report it—killing office morale and allowing the wrong people to set the example.

Shell created *The Conscience Code* to point to a better path: recognize that these conflicts are coming, learn to spot them, then follow a research-based, step-by-step approach for resolving them skillfully. By committing to the Code, you can replace regret with long-term career success as a leader of conscience.

The Conscience Code:

- Solves a crucial problem faced by professionals everywhere: What should they do when they are asked to compromise their core values to achieve organizational goals?
- Teaches readers to recognize and overcome the five organizational forces that push people toward actions they later regret.
- Lays out a systematic, values-to-action process that people at all levels can follow to maintain their integrity while achieving true success in their lives and careers.

Driven by dramatic, real-world examples from Shell's classroom, today's headlines, and classic cases of corporate wrongdoing, *The Conscience Code* shows how to create value-based workplaces where everyone can thrive.

Contributor Bio

G. Richard Shell is Chair of the Wharton School's Legal Studies and Business Ethics Department. His books on negotiation, influence, and success have sold over half a

million copies in seventeen languages, and his online course on "Success" has reached tens of thousands of people around the world. An award-winning teacher and scholar, Richard led the most recent redesign of the Wharton School's MBA curriculum and helped create its required Responsibility in Business course. He directs week-long workshops on negotiation and strategic persuasion for senior executives.

Marketing Plans

- Extensive content and social media marketing will generate awareness and interest among target young professionals.
- A companion mini-course and workbook pre-order offer will generate early momentum.
- The author will engage with several key business and leadership podcasts and media outlets.
- Marketing and Publicity Contact: Becky.Powell@HarperCollins.com

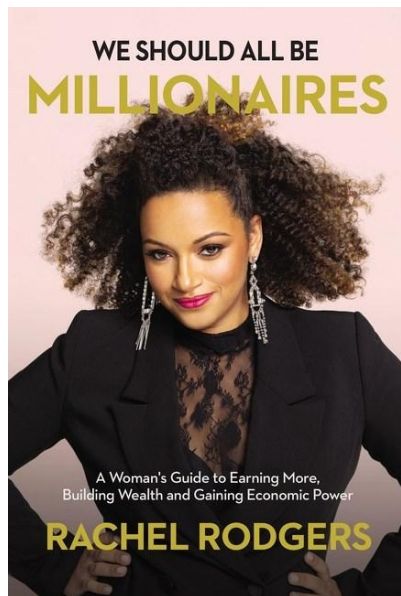
Comp Titles

Bargaining for Advantage	Shell, G. Richard	Viking Adult	5/24/1999	9780670881338 0670881333	\$24.95 USD	Hardcover	Business & Economics
The Art of Woo	Shell, G. Richard	Portfolio	10/18/2007	9781591841760 1591841763	\$24.95 USD	Hardcover	Business & Economics
Springboard	Shell, G. Richard	Portfolio	8/15/2013	9781591845478 1591845475	\$26.95 USD	Hardcover	Business & Economics

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We Should All Be Millionaires

A Woman's Guide to Earning More, Building Wealth, and Gaining Economic Power

Rachel Rodgers

Key Selling Points

- Rachel Rodgers is an experienced entrepreneur who practices what she preaches. In the past two years, she's helped over a thousand female entrepreneurs significantly increase their income with her company coaching company Hello Seven.
- Rachel's advice has been shared in *Fast Company*, *Forbes*, *Entrepreneur*, *The Washington Post*, and *Time*. She's explained to NBC why it's hard to be a feminist if you're broke. And, because she has a lot to say that's controversial, she's popular when it comes to booking media.

Dedicated to a reality in which every woman has at least seven zeros in her bank account, author and experienced entrepreneur Rachel Rodgers offers this pull-no-punches guide for women to wield economic power---how real change is created.

Summary

While ninety percent of the world's millionaires are men, only ten percent are women, making it difficult for women to wield the economic power that will create lasting equality. Rachel Rodgers, founder of Hello Seven, a company that coaches women in scaling their businesses and their lives to seven figures, says it's time for a change.

Women deserve the economic power and equality that comes with wealth, and we all have it in us to be millionaires. *We Should All Be Millionaires* details a realistic, achievable, step-by-step path to become a millionaire within the next three years.

Whatever is currently stopping you from having seven figures in the bank—whether it is doubt, feeling overwhelmed, imposter syndrome, trying too many things, or simply not knowing where to begin—this book shows you how to clear every obstacle in your way.

We Should All Be Millionaires will forever change the way you think about money and your ability to earn it.

In this book, Rachel Rodgers—mother of four, attorney, business owner, and self-made Black millionaire— shares the lessons she's learned both in her own journey to wealth and in coaching hundreds of women through their own journeys to seven figures.

Inside, you'll learn:

- Why earning more money is not "selfish" or "greedy" but in fact, a revolutionary act that brings the economy into balance and creates a better world for all.
- Why most of the financial advice you've heard in the past (like "skip your daily latte to save money") is absolute nonsense.
- An eye-opening history lesson on how women and people of color have been shut out of the ability to build wealth for centuries—and how we can fix this.
- How to stop making broke-ass decisions that leave you feeling emotionally and financially depleted, and start making million dollar decisions instead.
- Why aiming to earn \$100K per year is not enough, and why you need to be setting your goals much higher.
- The crucial ingredients you need if you are serious about becoming a millionaire: including your million-dollar vision, million-dollar squad, and more.
- Strategies to bring more money in the door and fatten your bank account immediately. (Including Rodgers' *\$10K in 10 Days Challenge* which hundreds of women have completed—with incredible results.)

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Business & Economics / Women

In Business

BUS109000

Format Description: Hardcover,

Jacketed

9 in H | 6 in W

Status: **FORTHCOMING**

Related Products

Ebooks

We Should All Be Millionaires

9781400221639 \$14.99

Audio

We Should All Be Millionaires

9781400221646 \$20.99

Other Formats

9781400221684

It's time to construct an entirely new attitude about money, claim your power, and build the financial security that you need and deserve.

Contributor Bio

Rachel Rodgers' first digital product, [Small Business Bodyguard](#), has produced more than one million dollars in revenue and served over 3,500 customers. In the past two years, she's helped over a thousand female entrepreneurs significantly increase their income with her company coaching company [Hello Seven](#). Her mission with this book is to use the platform I've established to share the belief - no, the reality - that all women should be millionaires.

Rachel's advice has been shared in [Fast Company](#), [Forbes](#), [Entrepreneur](#), [The Washington Post](#), and [Time](#). She's explained to [NBC](#) why it's hard to be a feminist if you're broke. And, because she has a lot to say that's controversial, she's pretty popular when it comes to booking media.

Marketing Plans

- Extensive social media advertising targeting professional women, female-centric entrepreneur groups, and millennial professionals.
- A video e-course will be offered as part of a large-scale pre-order campaign.
- Leverage author's extensive experience as a guest or commentator for outlets such as *Fast Company*, *Forbes*, *Entrepreneur*, *The Washington Post*, *Time*, and more.
- Marketing and Publicity Contact: Becky.Powell@HarperCollins.com

Comp Titles

Secrets of Six-Figure Women	Stanny, Barbara	Harper Business	8/6/2002	9780060185480 0060185481	\$23.95 USD	Hardcover	Business & Economics
The Confidence Code	Kay, Katty	Harper Business	4/15/2014	9780062230621 006223062X	\$28.99 USD	Hardcover	Business & Economics
#GIRLBOSS	Amoruso, Sophia	Portfolio	5/6/2014	9780399169274 039916927X	\$27.00 USD	Hardcover	Business & Economics

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Get Over 'I Got It'

How to Stop Playing Superwoman, Get Support, and Remember That Having It All Doesn't Mean Doing It All Alone

Elayne Fluker

Key Selling Points

- As opportunities for women have grown, so has pressure to succeed. This is a timely topic that corresponds to the large growth in female entrepreneurship and managerial leadership.
- Fluker's popular and inspirational five-day-a-week podcast, [Support is Sexy](#), has more than 700,000 downloads and reaches listeners in 130 countries.

Too many ambitious women strive to accomplish all their goals alone, leading to dangerous levels of stress and anxiety. Learn how a strong support network and meaningful connections are crucial not only to your long-term success, but to your peace of mind.

Summary

Too many ambitious women strive to accomplish all their goals alone, leading to dangerous levels of stress and anxiety. Learn how a strong support network and meaningful connections are crucial not only to your long-term success, but to your peace of mind.

Today's women are ambitious and excelling in every way. But many still believe that asking for help along the journey is a sign of weakness, ignorance, or incompetence, so they go it alone.

Author and podcaster Elayne Fluker believes this mindset is partially responsible for the increase in suicide rates for girls and women and the reason so many women end up depressed, overwhelmed, isolated and unfulfilled. To combat this alarming trend, Fluker helps women learn how to build their own networks, make meaningful connections, and understand how even some of the most successful women in the world, like Oprah Winfrey and Spanx founder Sara Blakely, had tremendous support networks that helped them achieve their dreams.

Get Over "I Got It":

- Shares the lessons Fluker learned throughout her own struggles with learning how to ask for and accept support.
- Provides anecdotes from women professionals, interviews with health professionals, and current research demonstrating the tangible ways women can ditch the dangerous go-it-alone philosophy.
- Offers proven, real-world ways for women to embrace the proven health and career benefits of a stronger-together approach.

Ultimately, this book helps women overcome their psychological hurdles to asking for help, giving them a surefire strategy—and the confidence—to seek support. They'll then be positioned to join other women's support networks, uplifting them in a way that will transform both individual lives and communities.

Contributor Bio

Elayne Fluker is host of the *Support is Sexy* podcast, which has more than 800,000 downloads and counting, and features her interviews with more than 500 diverse and inspiring women entrepreneurs. Elayne is also the Founder of SiS.Academy—an online learning platform educating and empowering Black Women entrepreneurs. In 2020, she was named a "Founder of Change" for SiS.Academy as part of the American Express "100 for 100" program, featuring 100 innovative Black women entrepreneurs. As a trusted coach and consultant who unleashes the high potential in women around the world, Elayne helps her clients shift their mindset around support so they can

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BUS007000

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Related Products

Ebooks

Get Over 'I Got It'

9781400213801 \$9.99

Audio

Get Over 'I Got It'

9781400214303 \$23.99

move to their next level. She has led more than 200 workshops globally in Spain, Morocco, South Africa, and the U.S. She has shared her expertise at Hewlett-Packard, New York University, Columbia University, Howard University, Spelman College, and the United Nations, and she has appeared on CNN, the *Today* show, *Nightline*, *Inside Edition*, *Extra*, BET, HLN, and Satellite XM Radio, as well as numerous podcasts sharing her message of support for women.

Marketing Plans

- Heavy promotion on author's *Support is Sexy* podcast, which averages 20k downloads per month.
- "Women That Inspire" Campaign. Have people nominate women in their community who are examples of support/strength. Winner(s) chosen will be featured on Elayne's podcast to be honored and tell their story.
- Influencer campaign to extensive network of business leaders.
- Presale gift to drive preorders.
- Leverage national and international speaking events-twenty to thirty per year.
- Marketing Contact: Hiram.Centeno@HarperCollins.com
- Leverage author connections as a former editorial executive with *Condé Nast*, *Essence*, *Huffington Post*, and other magazines.
- Outreach to leadership and management podcasts and blogs, such as *The Chief Happiness Officer*, *The Management Blog* by *BusinessWeek*, and *The Engaging Leader*.
- Outreach to broad business publications such as *Inc.*, *Fast Company*, *Business Insider*, *Entrepreneur*, and *Thrive Global*.
- Engage broad media outlets such as *TODAY*, *The View*, *Good Morning America*, *NBC News*, and *CNN*.
- Target women's lifestyle and wellness media: *O*, *The Oprah Magazine*, *Women's Health*, *Working Mother*, etc.
- Extensive podcast campaign: *RISE* with Rachel Hollis, *Her Story of Success*, *The Goal Digger*, *The Influencer*, *The School of Greatness*, *The Tim Ferriss Show*, *How to Be Awesome at Your Job*, *Hacking Your Leadership*.
- Publicity Contact: Sicily.Axton@HarperCollins.com

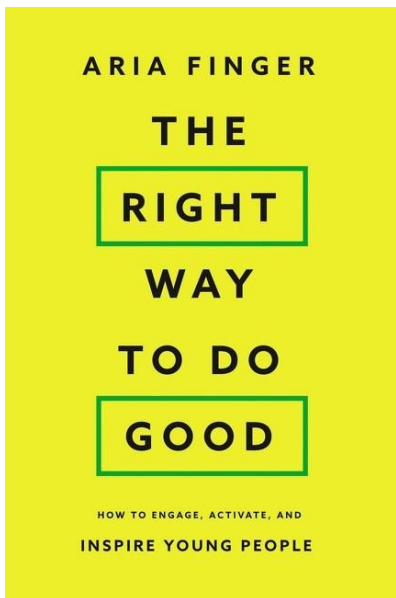
Comp Titles

The Art of Asking	Palmer, Amanda	Grand Central Publishing	10/20/2015	9781455581092 1455581097	\$17.99 USD	Paperback	Self-Help
The Art of Asking	Palmer, Amanda	Grand Central Publishing	11/11/2014	9781455581085 1455581089	\$27.00 USD	Hardcover	Biography & Autobiography
Ask More, Get More	Alden, Michael	Emerald Book Company	2/18/2014	9781937110604 1937110605	\$14.95 USD	Paperback	Self-Help
The Confidence Effect	Killelea, Grace	AMACOM	1/6/2016	9780814436417 0814436412	\$23.00 USD	Hardcover	Business & Economics

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The Right Way to Do Good

How to Engage, Activate, and Inspire Young People

Aria Finger

Key Selling Points

- This book is especially relevant for the growing number of corporations feeling pressure to get it right when it comes to doing the right thing, especially in the "return to normalcy" aftermath of COVID-19.
- A 2019 study by Engage for Good found that nearly 75% of Americans feel it's important they buy from companies that reflect their values, and brands with a purpose set on improving our quality of life outperform the stock market by 120%.
- Book purchases will be incorporated into the author's regular speaking events, such as TedX, UN Social Good Summit, Accelerate Good Global, and more.
- DoSomething.org has over 5 million members (over 2.5 million via text message and over 2.5 million via email), as well as over 3 million social followers that will support the book.

Aria Finger, CEO of the world's largest digital platform focused exclusively on young people and activism, teaches you how to connect with the coveted younger audience who choose to buy from brands that make a positive impact on their employees and the planet.

Summary

Aria Finger, CEO of the world's largest digital platform focused exclusively on young people and activism, teaches you how to connect with the coveted younger audience who choose to buy from brands that make a positive impact on their employees and the planet.

Young people have more buying power than any generation that has come before them, and these young people want to know that the brands they give their money stand for something that they believe in. In fact, in just the first month of the COVID crisis in the US, over 2/3 of young people said that they wanted brands to tell them exactly how they were taking care of their employees, not to mention how they were positively contributing to crisis relief.

Harnessing her own expertise, her organization DoSomething's 25+ years of proprietary data, and her interviews with numerous CEOs and CMOs of Fortune 500 companies and unicorn tech start-ups, Aria Finger has developed **five rules** for engaging, inspiring, and activating young people in the market, workplace, school, and wherever else you're trying to reach them.

In *The Right Way to Do Good*, Aria:

- Shows how each rule works in real-life situations.
- Gives readers the tools they need to implement the five rules in their own companies and non-profit organizations.
- Maps a path for leaders and their organizations to better understand young people, succeed in connecting with them, and converting them into advocates for your brand.

By following the five rules outlined in these pages, marketers will have the tools they need to implement successful brand campaigns and avoid the pitfalls many companies have faced when combining activism and marketing.

Contributor Bio

Aria Finger is CEO and Chief Old Person at DoSomething.org, the world's largest digital platform focused on young people and activism. Aria uses her expertise on all things young people and technology to lead a diverse, impact-driven team. She has

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Related Products

Ebooks

The Right Way to Do Good
9781400224029 \$14.99

Audio

The Right Way to Do Good
9781400224074 \$20.99

Other Formats

9781400224104
9781400224173

been an instrumental part of scaling DoSomething.org from fewer than 100,000 members to more than 5 million members in 131 countries today. Starting at DoSomething.org as an associate 15 years ago, Aria created their Teens for Jeans campaign, which clothed half of all homeless youth in just four weeks.

In 2013, Aria founded and became President of DoSomething Strategic, a strategic consultancy that uses DoSomething.org's 25+ years of experience and proprietary data to help clients build relationships with young people and fuel positive impact in the world. With her cause-related marketing experience, Aria has spearheaded partnerships with top brands, including Johnson & Johnson, General Motors, Microsoft, and CVS Health.

Marketing Plans

- Leverage DoSomething.org's large social media platform of over 3 million followers with an online summit featuring Finger teaching lessons from the book.
- Email campaign to organization's 3 million subscriber list, including audio first listens, book previews, video from the author, interviews with corporations who are succeeding with social good initiatives, and more.
- Partnerships with other social movement organizations with large platforms to create causes for good that also highlight the companies that are doing it the right way.
- Outreach to general business and leadership outlets, including Forbes, Bloomberg Businessweek, Entrepreneur, Fortune, and Strategy in Business.
- Focus on business and leadership podcasts, including The Nice Guys on Business, Leaders Create Leaders, On Leadership, Build Your Network, and The Tim Ferris Show.
- Appearances focused on media outlets such as NBC News, CNBC, Fox Business, Good Morning America, and more.
- Marketing and Publicity Contact: Becky.Powell@HarperCollins.com

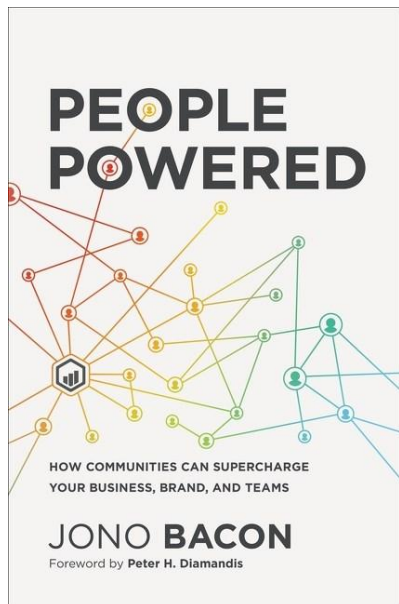
Comp Titles

Give and Take	Grant, Adam	Viking	4/9/2013	9780670026555 0670026557	\$28.00 USD	Hardcover	Business & Economics
New Power	Heimans, Jeremy	Doubleday	4/3/2018	9780385541114 0385541112	\$27.95 USD	Hardcover	Business & Economics
Contagious	Berger, Jonah	Simon & Schuster	3/5/2013	9781451686579 1451686579	\$28.00 USD	Hardcover	Business & Economics

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People Powered

How Communities Can Supercharge Your Business, Brand, and Teams

Jono Bacon

Key Selling Points

- Shows the different ways that businesses of all sizes benefit by building communities around their products, both outside and inside of an organization.
- Offers practical guidance on how to build and scale communities and maximize their impact on the bottom line.
- Author has an impressive track record of building communities for some of the world's largest organizations, such as Ubuntu (operating system helping power the cloud), XPRIZE (leader in multimillion-dollar incentives competitions around space, medicine, literacy, and more), and GitHub (largest technology platform in the world).
- Jono Bacon has a solid, growing marketing platform, including close to 30k social media followers, and his *Bad Voltage* podcast, with approximately 15k monthly listeners.

Harness the power of communities, both inside and outside of your organization, to drive value and revenue, activate your employees' and customers' talents, and create a highly engaged, loyal customer base.

Summary

Harness the power of communities, both inside and outside of your organization, to drive value and revenue, activate your employees' and customers' talents, and create a highly engaged, loyal customer base.

What if you discovered a blueprint that could grow your brand's reputation and loyalty, dramatically reduce customer service issues, produce content and technology, and cement a powerful, lasting relationship between you and your customers?

Communities have been a popular topic since the rise of the Internet and social media, but few companies have consistently harnessed their power, driven tangible value, and effectively measured their return on investment (ROI) like:

- Salesforce.com has seen tremendous results with their community network of over 2 million members advocating for, supporting, and integrating Salesforce.com products
- Star Citizen used Kickstarter to raise over \$150 million to build their new video game and a community of over 2 million players.
- Red Hat collaborated with their community to build industry-leading technology, which led to a \$34 billion acquisition by IBM

Companies such as PayPal, Facebook, Bosch, Microsoft, CapitalOne, and Google, have also built communities *inside* their organizations, which have fostered innovation, broken down silos, and helped their organizations to operate more efficiently and collaboratively.

People Powered helps C-suite leaders, founders, marketers, customer advocates, and community leaders gain a competitive advantage by answering the following questions:

- What is the key value proposition of building a community?
- What kind of community do we need and how do we build and integrate it into our organization?
- How do we incentivize and encourage people to get involved, build reliable growth, and keep community members engaged?
- How do we develop authentic, productive relationships with community members both online and in person?

- How do we get departmental buy-in, hire effectively, and create consistent, reliable community engagement skills in our organization?
- What are the strategic and tactical pitfalls and roadblocks we need to avoid?
- How do we make sure that our community continues to grow with us—and more importantly, how do we make sure that we continue to grow with them?

People Powered pulls together over 20 years of pragmatic experience into a clear, simple methodology and blueprint to not just answer these questions, but deliver results. It also includes contributions from industry leaders including Joseph Gordon-Levitt (Emmy-award winning actor), Peter H. Diamandis (Founder of XPRIZE, Singularity University), Jim Zemlin (Executive Director, The Linux Foundation), Mike Shinoda (Co-Founder, Linkin Park), Jim Whitehurst (CEO, Red Hat), and more.

Don't get left behind—become an industry trailblazer and ensure your company's longevity by tapping into the most dynamic force both outside and inside your organization: the people.

A small selection of endorsements for *People Powered*:

"Jono is an expert at integrating the potential of communities with businesses. *People Powered* provides a clear and thoughtful blueprint for others looking to tap into this potential and unlock benefits for their own organizations." -- Jim Whitehurst, president and CEO, Red Hat and author of "The Open Organization"

"If you want to unlock the power of collaboration in communities, companies, and teams, Jono Bacon should be your tour guide, and *People Powered* should be your map." -- Jamie Smith, former deputy press secretary to President Barack Obama.

"If you want to tap into the power that communities can bring to businesses and teams, there is no greater expert than Jono Bacon." -- Nat Friedman, CEO, GitHub

"*People Powered* equips businesses with a powerful community building formula. It is clear, consistent and thus a genuinely effective tool for integrating community into the day to day operations of a business. Highly recommended." -- Paul Salnikow, CEO, The Executive Centre

"If you don't like herding cats but need to build a community, you need to read *People Powered*" - Jamie Hyneman, Co-Host and Co-Creator of Mythbusters

"Whether you are a start-up or a corporation, if you are not building a community, you are missing an enormous opportunity. *People Powered* needs to be on every executive's bookshelf." -- Maxx Bricklin, Co-Founder, BOLD Capital Partners

Contributor Bio

Jono Bacon is a global leader in community strategy, management, and leadership. He has served as Director Of Community for some of the largest communities in the world, including Ubuntu, the major operating system platform that powers the bulk of the cloud; XPRIZE, the leader in multimillion-dollar incentive competitions; and GitHub, the largest technology production platform in the world. Bacon is a leading consultant and advisor for a wide range of companies focused on building public and internal communities across consumer products, networking, software development, professional services, entertainment, financial services, and other areas.

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Marketing Plans

- Leverage global speaking events, about thirty per year, with mobile freemium download call to action.
- Promotion on author's *Bad Voltage* podcast (approximately 15k monthly listeners), including audio first listens.
- Influencer mailing to author's extensive network of business and technology professionals.

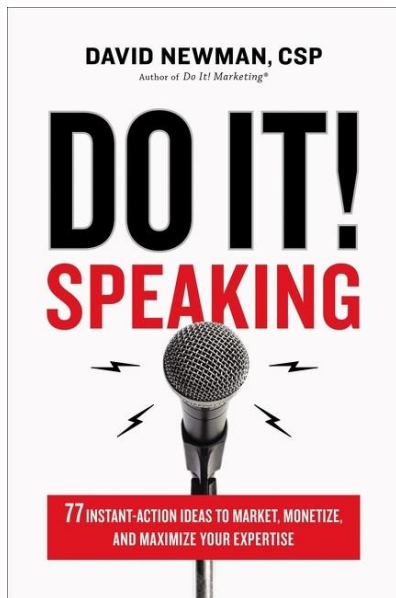
- Pre- and postlaunch webinar series.
- Access to private consulting sessions for preorder customers.
- Marketing Contact: Hiram.Centeno@HarperCollins.com
- Top-level business PR firm with extended publicity campaign.
- Business media outreach: *Fast Company, Entrepreneur, Mic, Bustle, The Wall Street Journal, Business Insider, Harvard Business Review, Forbes.*
- Sales and marketing publications and blogs: *Selling Power, Top Sales World, Sales & Marketing Management, HubSpot blog, Seth Godin's blog, Marketing Week, Digital Marketing News.*
- Business and marketing podcasts: *Building a StoryBrand* with Donald Miller, *Copyblogger FM, The Goal Digger, The Influencer Podcast, Online Marketing Made Easy, McKinsey Podcast, How to Be Awesome at Your Job, Hacking Your Leadership.*
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Comp Titles

No comparable titles have been specified.

Subrights

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Do It! Speaking

77 Instant-Action Ideas to Market, Monetize, and Maximize Your Expertise

David Newman

Key Selling Points

- Topic is of growing interest as more people enter the "gig economy," with consultants and freelancers seeking exposure to new clients.
- David Newman has a solid marketing platform, including a website (10k+ views/month), seminars and trainings (over 12k attendees/year), social media (over 75k total), and strong connections to consulting and training organizations that he will leverage to promote the book.
- Author has held leadership positions with the National Speakers Association (NSA) and the American Society of Training and Development (ATSD) and speaks at 30-60 events per year on marketing-related topics.

Discover the principles, practices, and insider secrets of paid professional speaking success in 77 instant-access "microchapters" that will help you market your smarts, monetize your message, and dramatically expand your reach and revenue.

Summary

Discover the principles, practices, and insider secrets of paid professional speaking success in 77 instant-access "microchapters" that will help you market your smarts, monetize your message, and dramatically expand your reach and revenue.

For thought-leading CEOs, executives, consultants, and entrepreneurs, the true test of your personal brand comes down to one simple question: When you open your mouth, do people listen?

Regardless of the speaking venue: in person, via livestream, in broadcast media, on podcasts, or at national conferences and industry events, the powerful articulation of your value, relevance, and impact is what makes experts stand out. But where do you start when you're trying to build your speaking platform?

Do It! Speaking shows you the inside track on marketing, positioning, packaging, prospecting, outreach, sales, and how to get more and better speaking gigs on behalf of your company, your brand, and yourself. This book is the definitive guide on

- How to develop your speaking-driven revenue streams
- How to quickly commercialize your knowledge in today's economy
- How to bolster your visibility, credibility, and bank account
- How to become a better messenger of your company's message and dominate your marketplace

Contributor Bio

David Newman is a Certified Speaking Professional (CSP), marketing expert, speaker, and founder of *Do It! Marketing*, a strategy and done-for-you services firm that specializes in working with executives and entrepreneurs who want to speak more profitably. He's also the creator of the Speaker Profit Formula[®] seminar and mentoring program. David has worked with over six hundred executives and entrepreneurs to monetize their message; his clients and audiences include forty-four of the *Fortune* 500, such as IBM, Microsoft, Oracle, QVC, Merrill Lynch, and American Express. David hosts *The Speaking Show*, the #1 podcast for experts who want to speak more profitably. David's previous book, *Do It! Marketing*, is an international bestseller and was translated into six languages.

Quotes

'Do It! Speaking should be 'WHAT THE HECK ARE YOU WAITING FOR?!' If you are serious about professional speaking, then David Newman is the pro's pro!' -- Jeffrey

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Status: **POSTPONED INDEFINITELY**

Hayzlett, Primetime TV and amp; Podcast Host, Hall of Fame Speaker, Author and Part-Time Cowboy

'David Newman has created an invaluable step-by-step guide for every CEO, executive, and entrepreneur who wants higher visibility, greater influence and more business. Reading this book will help you build your personal brand, your company brand, and your bank account.' -- Dorie Clark, author of *Entrepreneurial You* and *Stand Out* and adjunct professor, Duke University's Fuqua School of Business

'This is the expert book the experts are reading! Few people have their pulse on the speaking industry better than David Newman and he shares it all in *Do It! Speaking*. It's money-making idea after money-making idea in every single chapter.' -- Mark Hunter, CSP, author of *High Profit Selling* and *High Profit Prospecting*

'*Do It! Speaking* is the CEO's handbook to speaking success. Nothing is left out, and nothing is assumed. This is the A-to-Z reference for how to dominate as a CEO who speaks.' -- Scott Jordan, CEO of SCOTTeVEST, keynote speaker, and author of 'Pocket Man'

'David Newman's *Do It! Speaking*, is a miracle. In brief compelling chapters, without any fat, he walks you step-by-step through the creation of a speaking business that's smart and lucrative. Whether you're a beginner, seasoned CEO, or a Hall of Fame speaker, this book is a must.' -- Mark Levy, Founder of Levy Innovation LLC and creator of Your Big Sexy Idea and reg;

Marketing Plans

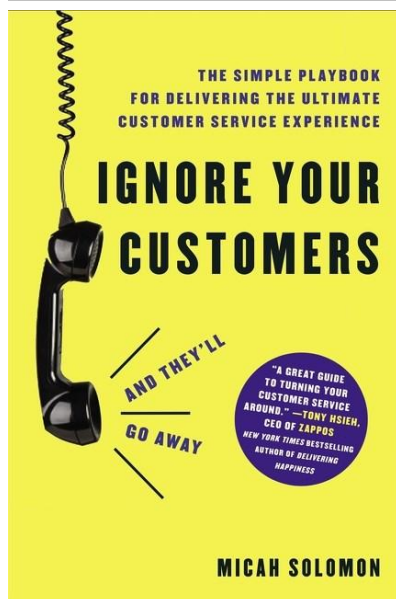
- Business media outreach: *Inc.*, *Fast Company*, *Entrepreneur*, MSNBC, *Business Insider*, *Mic*, *Bustle*, and *The Wall Street Journal*.
- Podcast tour targeting *The Presentation Podcast*, *The Toastmasters Podcast*, *Presentation Scientists*, and more.
- Outreach to general leadership and business podcasts: *McKinsey Podcast*, *The Goal Digger Podcast*, *How to Be Awesome at Your Job*, *Hacking Your Leadership*, *RISE* with Rachel Hollis, *EntreLeadership*, and *The Tim Ferris Show*.
- Publicity Contact: Sicily.Axton@HarperCollins.com
- Partner with freelancer communities such as Upwork, Freelancer.com, Toptal, iFreelance, and others for book giveaways and content marketing opportunities.
- Drip video email series sharing tips on "landing the conference gig" and presentation tips from the author.
- Webinar targeting freelancers and consultants.
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Ignore Your Customers (and They'll Go Away)

The Simple Playbook for Delivering the Ultimate Customer Service Experience

Micah Solomon

Key Selling Points

- Micah Solomon's books have been translated into multiple languages and endorsed by the leadership of The Ritz-Carlton Hotel Company, Zappos, and others, and he's a frequent contributor to *Forbes*.
- Solomon is an in-demand global keynote speaker at dozens of events each year on the topic of customer service excellence as a growth strategy.
- Customer growth through improved customer experience and service is an evergreen concern among business leaders of all types.

Discover how to create exceptional customer service and a superior customer experience, learning from the greatest companies of our time.

Summary

Discover how to create exceptional customer service and a superior customer experience, learning from the greatest companies of our time.

When it comes to delivering great customer service and customer experience, many companies miss the mark. But there's no reason this should include you and your company. *Ignore Your Customers (and They'll Go Away)* spells out, step by step, how to craft a customer service culture and customer experience so powerful that they'll transform your organization and boost your company's bottom line.

You'll enjoy inspirational, often hilarious, tales from the trenches as author Micah Solomon, one of the world's best-known customer service consultants, relates hands-on adventures about assessing and improving customer service in various industries.

You'll spend time behind the scenes with Zappos CEO Tony Hsieh and discover how the company delivers "wow" customer service. From Richard Branson, you'll learn how Virgin brands deliver authentic customer service (avoiding what Branson calls "Stepford Customer Service") and Branson's secrets for turning social media attackers into brand promoters.

Drawing on a wealth of stories personally assembled from today's most innovative and successful companies, including Amazon, Cleveland Clinic, Drybar, USAA Insurance, and The Ritz-Carlton Hotel Company, Solomon reveals what it takes to turn a ho-hum customer interaction into one that drives customer engagement and lifelong loyalty.

Contributor Bio

Micah Solomon is one of the world's leading authorities on customer service, company culture, and the customer experience. He's a bestselling author, customer service consultant, and popular keynote speaker. Additionally, he's a frequent contributor to *Forbes* and has been featured in *The Washington Post*, *The New York Times*, *Harvard Business Review*, as well as on ABC and CBS.

Solomon is a business leader and entrepreneur, and he was an early investor in the technology behind Apple's Siri. His broad expertise includes the hospitality industry, healthcare (patient experience), AI (artificial intelligence), retail, automotive, manufacturing, technology, banking, finance, nonprofit, and government.

Marketing Plans

- Original author articles on topics from book published through *Forbes* and *Inc.*, where author is a contributor.

- Business media outreach to include *Inc.*, *Fast Company*, *Entrepreneur*, *Mic*, *Bustle*, *The Wall Street Journal*, *Business Insider*, *Harvard Business Review*, and *Forbes*.
- Sales and marketing publications and blogs outreach, including *Selling Power*, *Top Sales World*, *Sales & Marketing Management*, *HubSpot*, Seth Godin's blog, *Marketing Week*, *Digital Marketing News*, *HBR IdeaCast*, *Future Squared*, and NPR's *How I Built This*.
- Business and marketing podcasts outreach, including *Building a StoryBrand* with Donald Miller, *Copyblogger FM*, *The Goal Digger Podcast*, *The Influencer Podcast*, and *Online Marketing Made Easy*.
- Outreach to general leadership and business podcasts: *McKinsey Podcast*, *How to Be Awesome at Your Job*, *Hacking Your Leadership*, *Rise* with Rachel Hollis, and *EntreLeadership*.
- Publicity Contact: Sicily.Axton@HarperCollins.com
- Support numerous speaking events with mobile freemium download call-to-action to capture email addresses and drive preorders.
- Social media paid advertising driving potential readers to a drip email campaign.
- ARC mailing to key influencers such as Steve Wozniak, cofounder, Apple; Daniel H. Pink, author of *A Whole New Mind*, *Drive*, and *To Sell is Human*; and Herve Humler, President and COO, The Ritz-Carlton Hotel Company (Humler wrote the foreword for one of Solomon's previous books).
- Partnerships with Customer Service Institute of America (CSIA), International Business Innovation Association (InBIA), International Association of Innovation Professionals (IAOIP), American Marketing Association, National Customer Service Association, Association for Customer Care Professionals, and the International Customer Service Association.
- Marketing Contact: Hiram.Centeno@HarperCollins.com

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JOEL PETERSON
Chairman of JetBlue

ENTREPRENEURIAL LEADERSHIP



The Art of Launching New Ventures,
Inspiring Others,
and Running Stuff



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Entrepreneurial Leadership

The Art of Launching New Ventures, Inspiring Others, and Running Stuff

Joel Peterson

Make a lasting impact by launching new initiatives, inspiring others, and championing innovative approaches with this from-the-trenches guide by trusted executive mentor, entrepreneur, and leadership expert Joel Peterson.

Summary

Make a lasting impact by launching new initiatives, inspiring others, and championing innovative approaches with this from-the-trenches guide by trusted executive mentor, entrepreneur, and leadership expert Joel Peterson.

Many leaders see their roles as presidors/managers, with a primary focus on keeping results consistent with past performance and on budget. These kinds of leaders make important contributions but rarely leave a mark on the businesses they serve. For those wanting to make a lasting impact, new skills are required. They need to learn to launch new initiatives, inspire others, and champion innovative approaches. Joel Peterson calls these higher-level leaders "entrepreneurial leaders," and they create durable enterprises that deliver on their promise.

After three careers, four decades of marriage and seven kids, and demanding roles as CFO, CEO, chairman, lead director, adjunct professor, founder, author, entrepreneur and investor, Joel Peterson is often sought as a mentor and coach by leaders and aspiring leaders. He has worked with all types of leaders and considers the entrepreneurial leader to be the highest level of influence.

Peterson lays out a path to achieving this summit, with a series of leadership maps organized around the four essential basecamps on the path to *Entrepreneurial Leadership*:

1. Establishing Trust
2. Creating a Sense of Mission
3. Building a Cohesive Team
4. Executing and Delivering Results

These core philosophies, while easy to summarize, can be extremely difficult to implement. As Peterson says:

"This book of maps and mindsets is aimed at those who hope to lead others, help them achieve their best, break new barriers, change the status quo, create a legacy, develop a brand, and enjoy a life-altering experience."

Let *Entrepreneurial Leadership* guide you on your journey.

Contributor Bio

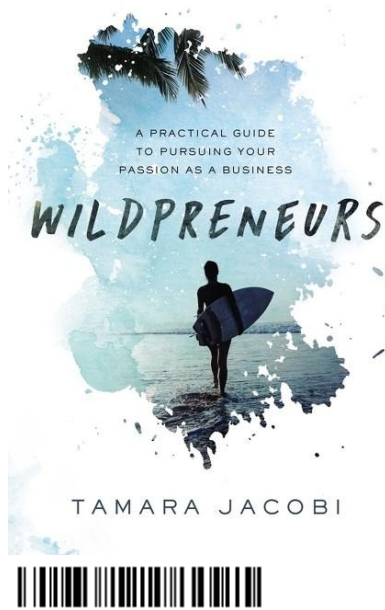
Joel Peterson is the chairman of JetBlue Airways and the founding partner of Peterson Partners, a Salt Lake City-based investment management firm. Joel is on the faculty at the Graduate School of Business at Stanford University and has been since 1992. After three careers, four decades of marriage and seven kids, and demanding roles as CFO, CEO, chairman, lead director, adjunct professor, founder, author, entrepreneur and investor, Joel is often sought as a mentor and coach by leaders and aspiring leaders.

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Wildpreneurs

A Practical Guide to Pursuing Your Passion as a Business

Tamara Jacobi

For the rising number of free spirits seeking inspiration and a road map to leave their safe but soul-crushing day jobs and chase their dreams, real-life Wildpreneur Tamara Jacobi shares her insights on what it takes to successfully make the leap.

Summary

For the rising number of free spirits seeking inspiration and a road map to leave their safe but soul-crushing day jobs and chase their dreams, real-life Wildpreneur Tamara Jacobi shares her insights on what it takes to successfully make the leap.

Wildpreneurs illuminates how surf guides, ski builders, yoga and wellness instructors, environmental activists, nature lovers, food trucks, podcasters, artisans, and other creatives achieve an adventurous lifestyle and financial viability. Whether you're stuck in the nine-to-five grind, are an enterprising college grad, a dynamic retiree, a family of daydreamers, or are just an out-of-the-box thinker, it's time to embrace your free spirit and become a Wildpreneur! The possibilities are infinite . . .

Tamara Jacobi understands the challenge and reward of turning your passion into a business. Over ten years ago, she and her family started the Tailwind Jungle Lodge, a treehouse style eco-lodge in the jungle on the Mexican Pacific coastline. Jacobi shares the lessons she has learned, alongside stories and wisdom from other Wildpreneurs, revealing the joys and realities of making their business dreams come true. In this wild guide you'll

- Access a practical blueprint for starting and managing an unconventional business.
- Receive the support needed to stay on track with what can be a difficult path filled with unexpected challenges and is absolutely worth it in the end.
- Gain insights into the world of Wildpreneurship, its characters, and the lifestyle that is within anyone's grasp, if they want it badly enough.
- Discover an alternative to living on autopilot, an opportunity to move beyond fear, come alive, and tune into inspiration while also making a living.

Let *Wildpreneurs* help you blaze the path to your own journey of meaning, purposefulness, and adventure—and start living the life of your dreams.

Contributor Bio

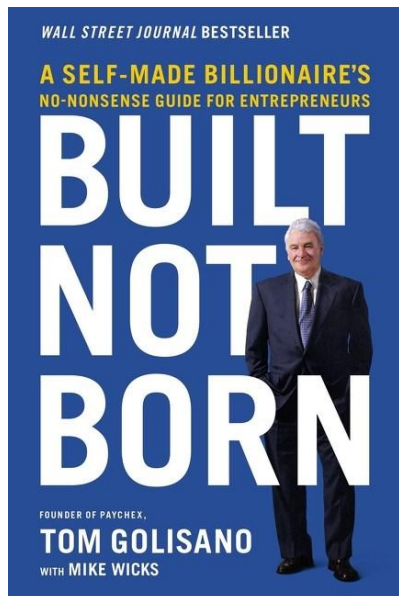
Tamara Jacobi was raised on a lake in rural Quebec and homeschooled for several years while traveling throughout Mexico and Central America, where her parents instilled the blueprint for wildpreneurship within her. She graduated from Middlebury College (VT), where she studied environmental economics and wrote up the business plan for the Tailwind Jungle Lodge, while attending a class called Entrepreneurs 101. She has been CEO and manager of the Tailwind Jungle Lodge for over ten years. Tamara is an avid writer, reader, surfer, yogi, skier, adventurer, traveler, and former holistic nutrition coach (Jungle Girl Health), certified by the Institute for Integrative Nutrition.

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Built, Not Born

A Self-Made Billionaire's No-Nonsense Guide for Entrepreneurs

Tom Golisano, Mike Wicks

A no-nonsense guide to every aspect of starting and running a business, with life lessons thrown in for good measure.

Summary

Tested and proven, no-nonsense advice on how to navigate risk and succeed in all phases of business ownership—written by Tom Golisano, self-made billionaire and founder of Paychex

Tom Golisano understands the fears, risks, and challenges small-business owners face every day—he's lived it. He has launched and grown his own highly successful businesses and mentored dozens of entrepreneurs, helping them build their own successful companies.

Built, Not Born shows readers:

- How going against the grain can be a great strategy for finding business opportunities and why it pays to question conventional wisdom.
- Why the pregnant pause can be an effective weapon in negotiations and when interviewing potential employees.
- Why a prenuptial or even a postnuptial agreement is critical to any business owner.
- What potential buyers and funding sources look for, and the best way to present a business plan.
- And finally, the key growth and leadership strategies that have helped Paychex sustain its incredible level of growth and profitability.

Contributor Bio

Tom Golisano—entrepreneur, philanthropist, civic leader, and former owner of the Buffalo Sabres NHL team—is the founder and chairman of the Board of Paychex, Inc., headquartered in Rochester, New York, with more than 15,500 employees and 100 office locations nationwide. Still active in business and philanthropy, he currently mentors the entrepreneurs who run the businesses in which he has invested, and he also oversees his family's charitable foundation. To date he has donated over \$250 million to a wide range of charitable causes, including educational institutions, children's hospitals, and especially organizations working with people who have developmental and intellectual disabilities.

Mike Wicks is an award-winning author, collaborator, and senior writer at Kevin Anderson & Associates. He has managed several multimillion-dollar government programs, rebranded towns and regions, written economic development and tourism strategies, and created sponsorship programs for major not-for-profits. Wicks is also a well-regarded trainer, facilitator, and speaker whose clients have included national banks and multinational insurance corporations. Wicks has written and collaborated on over twenty books, e-books, and training manuals. *Fire from the Sky: A Diary Over Japan* won a silver medal for best military memoir of 2005, awarded by the Military Writers Society of America. He's a foodie, so when he's not writing he can be found in his kitchen preparing a gourmet meal.

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