

business books

FALL
2014

SMALL BUSINESS

ENTREPRENEURSHIP

LEADERSHIP

MARKETING

MANAGEMENT



MAVEN HOUSE
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Illuminating Paths to Greatness

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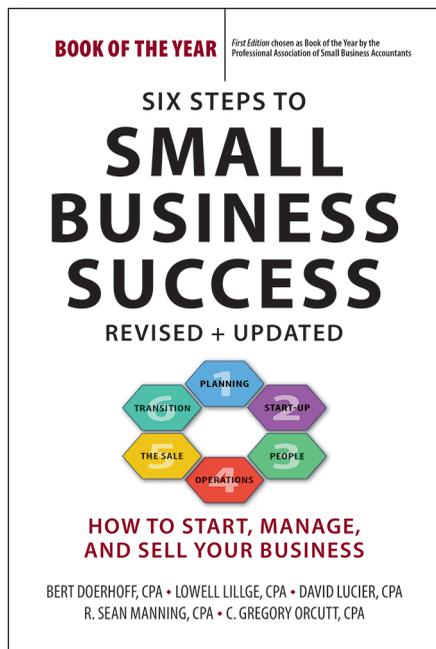


**MAVEN HOUSE
PRESS**

Illuminating Paths to Greatness

Maven House Press publishes books for business professionals
to help them lead their organizations to greatness in unpredictable and fast-moving times.
Our books are distributed to the trade through AtlasBooks/Bookmasters.

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Six Steps to Small Business Success

How to Start, Manage, and Sell Your Business

Bert Doerhoff, CPA • Jefferson City, MO

Lowell Lillge, CPA • Grafton, WI

David Lucier, CPA • Johnston, RI

R. Sean Manning, CPA • Littleton, CO

C. Gregory Orcutt, CPA • Cincinnati, OH

In Six Steps to Small Business Success, five seasoned CPAs combine over one hundred years of experience in order to provide practical advice, step-by-step guidance, and proven ideas for entrepreneurs ready to embark on the exciting journey of starting and managing a successful business. – Tim Nolan, President, Professional Association of Small Business Accountants

JULY 2014

SMALL BUSINESS/ ENTREPRENEURSHIP

978-1-938548-21-5

272 pages • 6×9

US \$24.95 • Paperback

978-1-938548-22-2 (ePub)

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US \$11.99 • ePub • ePDF • Kindle

World Rights

KEY POINTS

- Five CPAs bring their extensive experience to help entrepreneurs start and grow their businesses
- Offers step-by-step advice covering the complete small business life cycle
- First edition was the Professional Association of Small Business Accountants' 2011 Book of the Year

MARKETING CAMPAIGNS

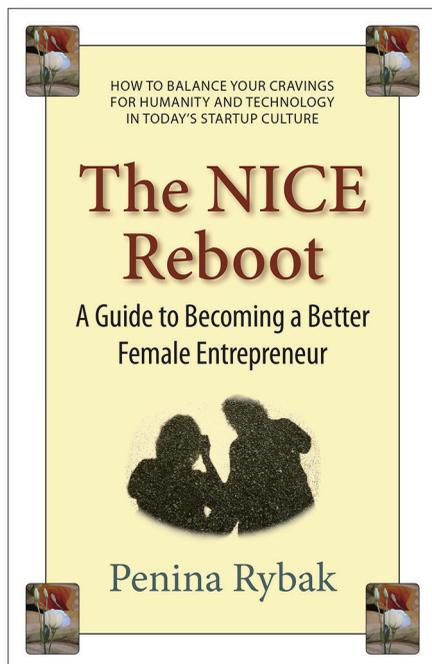
- Global publicity campaign
- Online and social media campaign
- Direct mail campaign
- Online advertising
- Leverage author networks/website

MANY ENTREPRENEURS FAIL, not because they have a bad idea, but because they don't have the knowledge and skills it takes to convert their ideas into success. *Six Steps to Small Business Success* offers a series of simple steps that business owners should take as they work to convert their dreams into reality. These steps are:

1. Pre-Business Planning. Learn from others who have succeeded how a little front end planning can ensure that your dream becomes a reality.
2. Start-Up: Finances, Budgets, and Numbers. Discover the key fundamentals that must be put in place to keep things on track for the business to grow.
3. Human Resources (People). Learn best practices in hiring, training, managing, and even terminating employees.
4. Operations: Work Flow, Customers, and Sales. Get answers to questions that will lead to good decisions about products and customers.
5. Building a Salable Business and the Sale. Successful entrepreneurs often sell their businesses and move on. Learn how to plan for that eventual sale.
6. Transitioning to Life after Business. Finally, learn how to plan for life after work—personal adjustments, wealth management, leaving a legacy.

The first edition of this book won the prestigious 2011 Book of the Year Award presented by the Professional Association of Small Business Accountants.

Bert Doerhoff, CPA, started his own CPA firm in 1978, which was later named one of the top fifty most innovative firms in the nation by *CPA Digest*. **David J. Lucier**, CPA, is an entrepreneur, real estate investor, and business adviser who has worked with hundreds of start-up and emerging companies over the past thirty years. **Lowell G. Lillge**, CPA, started his own accounting firm in 1983, specializing in bookkeeping, tax preparation, and accounting, and he has worked with hundreds of clients. **R. Sean Manning**, CPA, owns an accounting firm as well as several other businesses. In 2008 his firm was awarded Innovative Accounting Firm of the Year from the Professional Association of Small Business Accountants. **C. Gregory Orcutt**, CPA, has owned an accounting firm for over twenty-five years. He was recently awarded the Small Firm of the Year from the Professional Association of Small Business Accountants.



MARCH 2014

**ENTREPRENEURSHIP/
WOMEN IN BUSINESS**

978-1-938548-18-5
288 pages • 5½×8½
US \$19.95 • Paperback

978-1-938548-19-2 (ePub)
978-1-938548-20-8 (ePDF)
US \$9.99 • ePub • ePDF • Kindle

World Rights

KEY POINTS

- Inspires women to be successful entrepreneurs
- Offers practical strategies to increase the reader's business and technology IQs
- Links to more than 500 resources guide the readers to unexpected wisdom

MARKETING CAMPAIGNS

- Global publicity campaign
- Direct marketing campaign
- Online and social media campaign
- Leverage author's significant social media networks, website, and speaking engagements

The NICE Reboot

A Guide to Becoming a Better Female Entrepreneur

Penina Rybak • New York City region

THE NICE REBOOT is for female entrepreneurs who are looking for practical help, who need to stay current, and who want to be more tech-savvy.

Entrepreneurs who are also trying to juggle work, family, personal growth, and satisfaction with their lives. NICE stands for Nice, Informed, Competent, and Entrepreneurial and represents the spirit of reinventing oneself.

This inspirational as well as practical book is written for millennial generation entrepreneurs who need to learn about the economic trends affecting today's start-up culture and for seasoned entrepreneurs who need to learn about current technological trends and how these trends affect marketing, productivity, and their success.

The book is filled with practical strategies to increase the reader's business IQ and technology IQ, hyperlinks to 500 resources, and philosophical questions for entrepreneurs to consider.

• *Rybak's personality shines through The NICE Reboot. Her prose is informative and entertaining. She deftly balances the worlds of business and technology with kindness and values. Rybak peppers the book with "Penina's Pointers," highlighted text that never fails to enlighten. Whether it is "Ten Mistakes to Avoid When Creating a Digital Footprint" or "Ten Qualities to Look for in a Mentor," readers will find these wisdom-filled segments of value.*

— Barry Silverstein, *ForeWord Reviews*

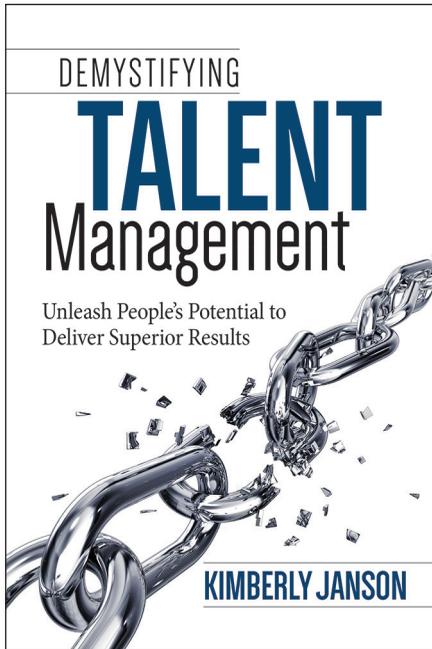
• *Whether you're driven by necessity or opportunity, The NICE Reboot offers the perfect combination of information and inspiration to put you on the path to entrepreneurial success. Penina Rybak takes the mystery out of business startup. Follow her simple formula: Creativity + Passion + Timing = Entrepreneurial Success and you'll unlock the secrets of achieving your dreams of business ownership.*

— Rieva Lesonsky, Founder/CEO of GrowBiz Media

• *Penina Rybak is a passionate, thoughtful advocate for women's entrepreneurship. She has a deep understanding of the tools, resources and models which will help women to launch viable businesses, which is critical to the future success of our economy.*

— Pamela Slim, business coach and bestselling author of *Escape from Cubicle Nation*

Penina Rybak is the CEO of Socially Speaking™ LLC, a boutique educational technology consulting firm. In addition to being a startup entrepreneur, Penina is a licensed and practicing pediatric speech-language pathologist specializing in the treatment of autism and an Apple technology expert and iPad evangelist. She lectures nationally and internationally about customizing social communication strategies, integrating iOS apps into best practices in the workplace and in special education settings, and, most recently, on the topic of female entrepreneurship. Penina has earned an MA from New York University, a Certificate of Clinical Competence for Speech-Language Pathologists from ASHA and is a licensed and certified Teacher of the Speech and Hearing Handicapped. She is also the director of The NICE Initiative for Female Entrepreneurship, whose mission is to promote women founders and startup endeavors and bridge the gap between readiness to learn and actual performance. Over the past three years, Penina has deployed her Socially Speaking™ Social Skills Curriculum, Seminars, and iPad App, as well as her NICE Initiative Seminars.



Demystifying Talent Management

Unleash People's Potential to Deliver Superior Results

Kimberly Janson • Berkley, MA

The idea of unleashing people's potential by giving them good input and stretching them to new levels can be very heady stuff. When you experience, as I have, the collective impact of everyone in an organization performing at the highest level and truly working TOGETHER, you are amazed at what can happen when the constraints that organizations put on their own people are removed. The results are extraordinary. — Kim Janson

Demystifying Talent Management offers practical advice for all managers, HR professionals, senior leaders, and other employees on how to work together to build a talented and motivated workforce. The book addresses performance, development, coaching, feedback, compensation, and other elements of people management. By taking a 360-degree point of view, the book reveals how each stakeholder views the elements of people management, what they need from each element, and what confusion and conflicts arise among the stakeholders, limiting people's potential. Using simple, straightforward language, Kim Janson tells readers how you can avoid the confusion and conflicts. Readers will learn:

- What performance is needed and expected—how to focus on the right things and translate the company's strategy into individual performance
- What it means to measure and track progress, simply and clearly
- What can and should be done to help an individual's development
- How to narrow focus to improve a skill, knowledge, or experience
- How to take both an individual's profile and the direction of the organization into account in career development and succession planning
- How to make compensation a true driver of results in whatever currency that's used (cash, public accolades, feedback...)
- How to tap into what fuels people's fire to make things work better and faster
- How coaching and feedback are essential in bringing all the elements of people management together

This book will guide readers to a deeper understanding of the mechanics of talent management and development success so that all the stakeholders can come together in a win-win-win-win scenario.

Kim Janson is the CEO of Janson Associates, a firm dedicated to helping teams, individuals, leaders, executives and organizations be incredibly successful. Prior to establishing Janson Associates, Kim was the Chief Talent Management Officer at the H. J Heinz Company. At Heinz she was responsible for leadership development, organizational effectiveness, learning, diversity, change management, performance management, succession and executive coaching. She also has extensive people management experience as a Senior Vice President at Bank of America, and as a senior leader at Hasbro, BancBoston Mortgage Corporation, and Bank of Boston. While at Hasbro she won the Society for Human Resources Innovative Practice Award for her diversity work and she was featured in HR Magazine on the leadership development program she built in partnership with Tuck Business School.

JANUARY 2015

LEADERSHIP/HUMAN RESOURCES

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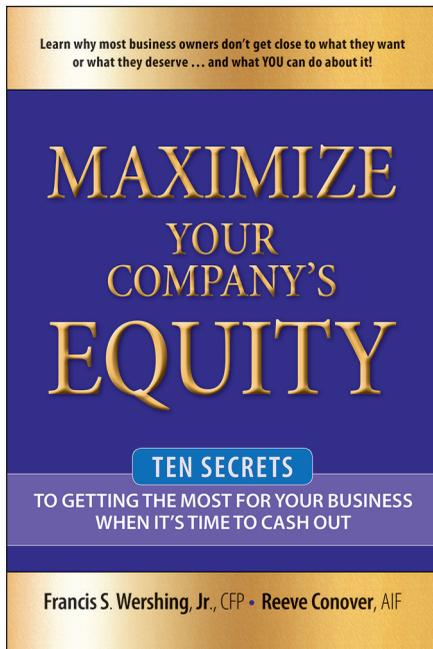
World Rights

KEY POINTS

- Aimed at managers hoping to unleash the potential of their people
- First book to take a 360° view of talent management to get managers, execs, HR, and employees to work together
- Written in clear, simple language—no human resource management jargon

MARKETING CAMPAIGNS

- Global publicity campaign
- Direct marketing campaign
- Online and social media campaign
- Extensive speaking engagements, seminars, and executive retreats
- Dedicated book website



Maximize Your Company's Equity

Ten Secrets to Getting the Most for Your Business When It's Time to Cash Out

Francis S. Wershing, Jr. • Pittsford, NY

Reeve Conover • Summerville, SC

Eighty percent of businesses that are listed for sale do not sell. And the ones that do typically net the owner less than they could get – a *lot* less. Business owners are probably making a couple mistakes in how they run their business that are compromising its enterprise value—or making the company totally unmarketable. There's a difference between running a successful, profitable business and managing a business that brings significant value when it's time to cash out.

But here is the good news: Business owners can easily identify the problems lurking within their business, calculate the value gap between what it's worth today and what it could be worth, and address those issues *before* they attempt to cash out. *Maximize Your Company's Equity* will show readers how. After reading this book they'll be able to:

- Understand the 18 value drivers that determine the enterprise value of any business
- Learn how to think like a buyer
- Identify the obstacles preventing them from getting top dollar for their company
- Know how to choose which exit option will best match their psychological and financial needs
- Determine the pros and cons of different exit options that are available to them
- Begin to take action on the One Big Thing that will increase their company's value the most

Even if business owners are not preparing to sell their business this book can help them. Understanding what influences the value of their business enables them to be prepared for opportunities or crises that may pop up along the way. Think of it as options planning—they're not committing to selling their business, but they're preparing for that option should the unexpected arise.

In short, this book offers readers essential information as well as clear action steps they need to take to maximize their enterprise's final transaction.

Francis S. Wershing, Jr., CFP, is Managing Director at Entreplanning. He has 26 years' experience as a financial advisor and small business executive. He has been President and Chief Operating Officer of several small businesses. A Certified Financial Planner, Steve has worked with dozens of other small business owners, assisting them with improving operations, marketing more effectively, and implementing succession plans. He is the author of *Stop Asking for Referrals!*

Reeve Conover, AIF, is Managing Director at Entreplanning. He has been providing guidance to business owners since 1986 on starting, growing, and selling their businesses. Over the last 27 years he has owned and successfully sold three businesses. With experience in both the corporate and nonprofit worlds, Reeve is a sought-after speaker on business development and entrepreneurship. Reeve is an Accredited Investment Fiduciary and a volunteer mentor for startup entrepreneurs.

OCTOBER 2014

SMALL BUSINESS/ ENTREPRENEURSHIP

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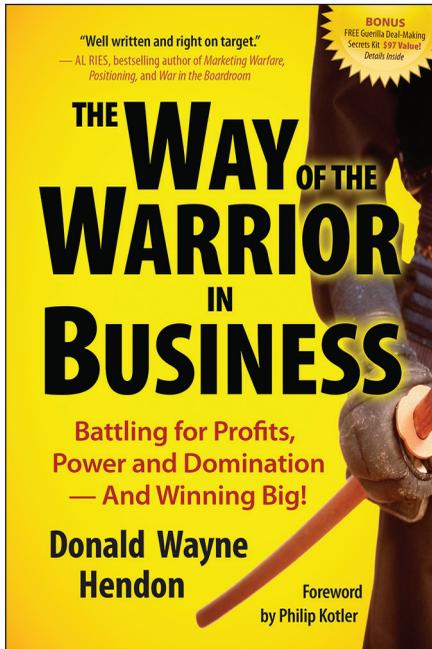
World Rights

KEY POINTS

- Learn how to create an effective exit plan
- Offers a step-by-step approach to make your business more marketable
- See how to avoid common mistakes that hurt a company's sales value

MARKETING CAMPAIGNS

- Global publicity campaign
- E-mail and direct marketing campaigns
- Online and social media campaigns
- Leverage author's significant social media networks, blogs, website, and extensive speaking engagements
- Dedicated book website and blog



The Way of the Warrior in Business

Battling for Profits, Power, and Domination—
And Winning Big!

Donald Wayne Hendon • Mesquite, NV

Foreword by Philip Kotler

THINKING AND ACTING LIKE A WARRIOR can turn business owners and marketers into big winners. *The Way of the Warrior in Business* shows them how. The book offers hundreds of powerful out-of-the-box tactics to help readers develop the killer instinct that turns them into powerful Business Warriors who win big and often.

Readers will learn how to apply the military strategies and tactics of Sun-Tzu, Mao Tse-Tung, the U.S. Army, and others to attack competitors, invade attractive markets, and defend market share to maximize sales and profits. *The Way of the Warrior in Business* provides assessment tools, checklists, action plans, and other marketing weapons that readers can use to make winning a habit.

PUBLISHED JULY 2013

MARKETING

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248 pages • 6×9

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US \$9.99 • ePub • ePDF • Kindle

U.S. and Canadian Rights

Other Rights: Author

KEY POINTS

- Features hundreds of proven marketing tactics
- Influential author has published 10 books, written 400 articles, and given several thousand seminars on the topic
- Tools, checklists, action plans help time-pressed business professionals apply strategies quickly, easily

MARKETING CAMPAIGNS

- National publicity campaign
- Print and online advertising
- Online and social media campaign
- E-mail marketing campaign
- Leverage author networks/website

- *Don Hendon's new book demonstrates how marketers need to use military thinking to achieve marketing objectives. Well written and right on target.*

— Al Ries, author of *Marketing Warfare*, *Positioning*, and *War in the Boardroom*

- *Donald Hendon proves he's a warrior with the quality of his information and proves he's a winner with the quality of his writing.*

— Jay Conrad Levinson, bestselling author of *Guerrilla Marketing*

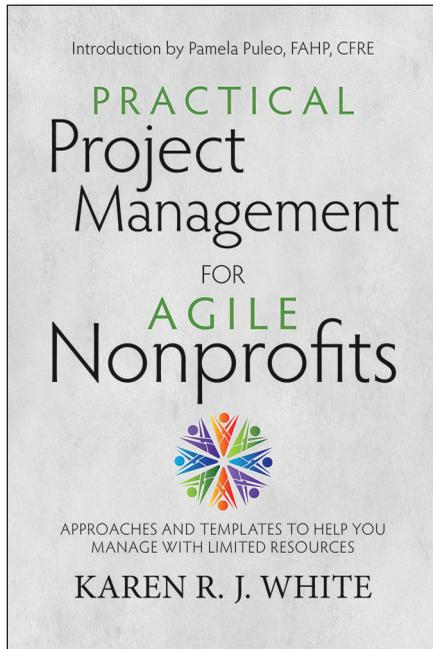
- *Don't just survive in the 21st century—discover how to thrive and explode your business. This book will give you the tools, strategies, and weapons you need to out-think and out-manuever your competition.*

— Kurt Mortensen, author of *Maximum Influence* and *Persuasion IQ*

- *A very fresh work on marketing. It's transformational—it will change how you lead your company. It goes far beyond any other book that's out there now in its practical and useful construct. Very well worth reading, not only for you but for everybody on your sales and marketing team.*

— Mitchell Goozé, author of *The Secret to Selling More* and *Value Acceleration*

Donald Wayne Hendon, PhD, is a best-selling author, speaker, consultant, coach, and trainer in the fields of marketing, management, negotiation, and international business and a lifetime member of the Vietnam Veterans of America. He is the author of more than 400 articles and 9 books, including *365 Powerful Ways to Influence* and *Guerrilla Deal-Making* (with Jay Conrad Levinson). He has given several thousand seminars and consulted for hundreds of companies in 36 nations on 6 continents. McDonald's, Coca-Cola, Colgate-Palmolive, Johnson & Johnson, Nissan, Kmart, Time Magazine, Texas Instruments, LG, and Philippine Airlines are just a few of his clients. Hendon has taught at universities throughout the world—in 14 states in the USA plus 7 other countries. He earned his PhD in Business from the University of Texas at Austin and his MBA in Marketing from the University of California at Berkeley.



Practical Project Management for Agile Nonprofits

Approaches and Templates to Help You Manage with Limited Resources

Karen R.J. White • Weare, NH

Introduction by Pamela Puleo, FAHP, CFRE

PUBLISHED JULY 2013

NONPROFIT ORGANIZATIONS/ PROJECT MANAGEMENT

978-1-938548-00-0

176 pages • 6 × 9

US \$24.95 • Paperback

978-1-938548-01-7 (ePub)

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US \$11.99 • ePub • ePDF • Kindle

World Rights

KEY POINTS

- First book published on project management for nonprofits
- Presents the basic essentials of project management for readers with little or no experience
- Templates to help readers implement quickly

MARKETING CAMPAIGNS

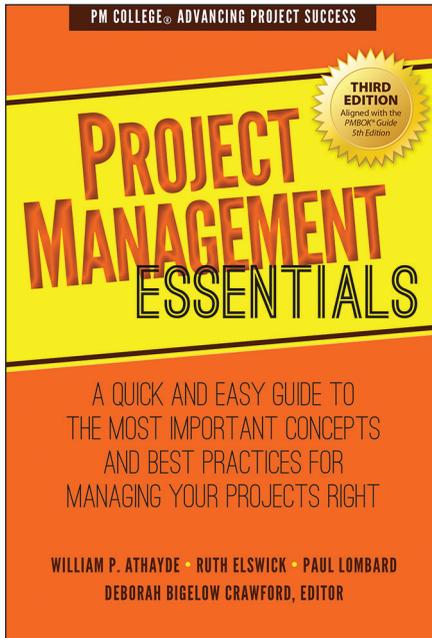
- Global publicity campaign
- Direct marketing campaign
- Online and social media campaign
- Outreach to nonprofit media
- Leverage author networks/website

PRACTICAL PROJECT MANAGEMENT FOR AGILE NONPROFITS introduces the reader to the basic concepts of project management. It provides approaches and templates to help nonprofit managers quickly implement practices to help them manage their limited resources, both financial and volunteer. The book also guides the project team in determining which practices are most appropriate for the project at hand, insuring that the practices are not burdensome but rather agile in their approach. In keeping with this theme, the book explores how social media and other technology tools can be used to assist in the management of time-sensitive projects. Case studies are used to demonstrate real-life successes.

The book also addresses nonprofit governance and shows how project portfolio management can be a tool to assist in communications with boards of directors and other governing entities when crucial resource decisions need to be made. The project portfolio is a tool that development office managers could easily implement and use to facilitate resource assignment, including the assignment of volunteers, and to visually portray to stakeholders the activities of the organization.

- *Karen White's knowledge of nonprofits combined with her expertise in project management comes together in this book, where she provides practical advice that anyone in a nonprofit will find valuable. Whether you're an executive, a development officer, or a volunteer, this book is a must read to ensure the successful planning of your next project.*
— Bethany V. Sullivan, former Community Executive, American Cancer Society—Florida and New England Divisions
- *In reading this wonderful resource I thought about all the time, energy, and headaches this book could have saved us over the years. The author applies project management basics to nonprofits in a practical and useful manner. This is a must read for anyone managing volunteers, events, or other projects, be they board members, internal staff, or key volunteers.*
— Kerstin L. Klebbe, Grants Administrator & Public Engagement Manager, regional nonprofit organization

Karen R.J. White, PMP, is the founder of Applied Agility, an organization focused on helping nonprofits achieve success with their strategic objectives. She has managed numerous projects for small and large nonprofits, ranging in diversity from the Girl Scouts to healthcare centers to international museums to universities. She was formerly a senior consultant with PM Solutions. Karen has served as a Board Director for the Project Management Institute as well as Chair of the PMI Educational Foundation. In 2009 she was named a PMI Fellow. Karen is the author of *Agile Project Management: A Mandate for the 21st Century* (Center for Business Practices, 2009) and contributed to *The AMA Handbook of Project Management* (AMACOM, 2010) and *Project Management Maturity Model* (Auerbach Publications, 2006). Karen holds an MS in Information Systems from Northeastern University.



Project Management Essentials

A Quick and Easy Guide to the Most Important Concepts and Best Practices for Managing Your Projects Right

William P. Athayde • Norfolk, VA

Ruth Elswick • Miami, FL

Paul Lombard • Norfolk, VA

Deborah Bigelow Crawford, Editor • Media, PA

FOR READERS NEW TO PROJECT MANAGEMENT or those who need to refresh their knowledge, *Project Management Essentials, Third Edition* is the quickest and easiest way to learn how to manage projects successfully. The concepts presented are not rocket science. They're just common sense. The simple techniques and templates in this book provide readers with the essential tools they'll need to be effective project managers. It's as simple as that. Readers will learn:

- How to plan well—to decide on the right things to do and do them right
- The key skills and knowledge they'll need to be effective project managers
- How to create an effective charter to start projects off right
- Guidelines for building a usable project plan
- Tips for breaking project work into manageable pieces
- Techniques for accurately estimating project cost and schedule
- How to build a team and about the different leadership styles they might apply to manage it
- Strategies to deal with conflict, change, uncertainty, and risk
- How to report on the progress of the project and keep everyone concerned happy

Project Management Essentials is written in short, clear chapters to make project management more easily understood. The authors, all valued senior faculty of PM College, use both their business experience and their academic backgrounds to make these chapters come alive.

This updated edition offers even more templates and content than the widely used earlier editions, and it complies with the latest project management standard, the *PMBOK® Guide 5th Edition*.

Deborah Bigelow Crawford, PMP, is President of PM College and the former Executive Director of the Project Management Institute. **William P. Athayde**, JD, PMP, **Ruth Elswick**, PMP, and **Paul Lombard**, PMP, CQM, are Senior Instructors with PM College. They work directly with heads of organizations, business units, and project management offices to identify organizational learning objectives, deliver relevant training content, and achieve measurable behavior changes that lead to improved performance. A division of project management consultancy PM Solutions, PM College is recognized as a Charter Global Registered Education Provider (REP®) by the Project Management Institute (PMI®).

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PROJECT MANAGEMENT

978-1-938548-09-3

240 pages • 6×9

US \$24.95 • Paperback

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US \$11.99 • ePub • ePDF • Kindle

World Rights

KEY POINTS

- Presents the essentials of project management for readers with little or no experience
- Templates to help readers implement quickly
- Concepts based on material taught by senior project management training instructors in courses worldwide

MARKETING CAMPAIGNS

- Global publicity campaign
- Direct marketing campaign
- Online and social media campaign
- Leverage author networks/website



Create a Healthy Workplace— Achieve a Healthy Bottom Line

Jeannette Cabanis-Brewin • Tuckasegee, NC

AS ORGANIZATIONS HAVE FLATTENED and software has driven decision-making down to the customer-facing employee, we rely more heavily on flexibility, quick thinking, creative responses, and good ideas from these employees. In *Create a Healthy Workplace*, author Jeannette Cabanis-Brewin uses Abraham Maslow's hierarchy of needs as a guide to design and manage creative, innovative, productive workplaces that nurture these workers who drive our economy.

Beginning with how to secure the foundation – the physical requirements of a healthy workplace – the book addresses the hidden barriers to high performance inherent in today's work environments in the areas of safety, community, and psychological well-being. The book provides techniques for creating workplaces that better enable employees to be creative, solve problems, innovate, act ethically, and be open to change. Readers will discover:

- The benefits of a healthy workplace and the costs of doing nothing
- Symptoms and signs of biological stress and what can be done to reduce it
- How to deal with violence or aggression at work
- The bottom-line value of a collegial workplace
- How to build trust between employees and the company
- What we can learn from highly creative enterprises
- Tips for HR, the C-level, architects, office space designers, and facilities maintenance professionals to improve workplace environments
- Tips for workers to improve their personal environment at work

To help readers with their healthy workplace initiatives, the book offers extended appendices featuring sources for alternative products covering all aspects of the workplace, sources of information and support on psychological stress issues, and The World Health Organization Healthy Workplace Framework.

Jeannette Cabanis-Brewin, a business/technology writer and editor, writes for a variety of print and online publications on management and organizational development topics and has collaborated on several books on project management, including two that won the prestigious Project Management Institute Literature Award. In 1996, after experiencing an array of puzzling symptoms, she was diagnosed with neurotoxic syndrome, triggered by multiple common chemicals in her workplace. Since then she has worked from a home office and amassed an encyclopedic knowledge of research on the health effects of everyday products and construction materials. *Create a Healthy Workplace* is the result of over a decade of research and experimentation in productivity, engagement, and well-being at work. Cabanis-Brewin holds a BA in professional writing from Western Carolina University and has done graduate work in Organizational Change at WCU and Nonprofit Management at Duke University. She is the editor-in-chief of the research division of the management consulting firm PM Solutions.

SPRING 2015

GREEN BUSINESS/ HUMAN RESOURCES

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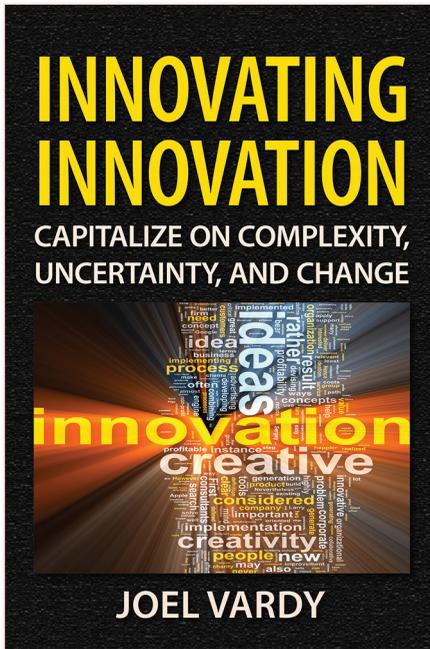
World Rights

KEY POINTS

- Research-based information shows bottom-line impact of having a healthy work environment
- Helps readers recognize unhealthy practices they may be overlooking
- Provides techniques and resources to help organizations implement healthy workplace initiatives

MARKETING CAMPAIGNS

- Global publicity campaign
- Direct marketing campaign
- Online and social media campaign
- Outreach to HR media
- Leverage author networks/website



Innovating Innovation

Capitalize on Complexity, Uncertainty, and Change

Joel Vardy • North Wales, PA

INNOVATION HAS BEEN STUDIED in academia and business for some time. It's clear that we have reached a point where record levels of complexity, uncertainty, and change require us to take a fresh look at the topic and essentially innovate innovation.

Innovating Innovation takes a fresh view of the topic by exploring the four pillars of innovation. First readers will see how to reinvent the foundation of their organizations through business model innovation. Next they'll learn to redesign their collaborative decision-making through process innovation. Then they'll learn how to create a new class of products and services that are balanced and differentiated through product and service innovations. Finally they'll be taken to the holy grail of a sustainable innovation culture, where business models, processes, products, and services are continually changing to meet and exceed market demands, spoken and hidden. As they explore the four pillars of innovation readers will learn:

- How the best innovators rose to the top
- The leadership skills they'll need to become effective innovators
- How good design lies at the heart of innovation
- How they can use technology to innovate innovation
- What metrics will help them build an innovation culture
- How governments, businesses, and universities can work together to achieve regional innovative growth

Innovating Innovation shows that as innovative enterprises proliferate in a given region they reach another holy grail, the innovative regional culture. It describes the last piece of the puzzle, which requires additional government collaboration in a dance that has business, academia, and government leveraging each other for both selfish gain and a broader economic health that feeds on itself. The author argues that this has become the challenge of the global economy, where boundaries have blurred and only the innovative will survive.

Joel Vardy is president of Vardy & Associates, where he has helped numerous organizations transform themselves by innovating their business models, transforming their decision processes, and ultimately creating a sustainable innovation culture. He has had a diverse business career in engineering operations, market development, strategy and change management, and innovation management with Fortune 500 firms including PPG Industries, Texas Instruments, Rockwell Automation, IBM, Capgemini Consulting, and Siemens. He has served as a mentor to the next generation throughout his career, most recently as part of the Villanova University Engineering Entrepreneurship program, and he is Chairman of the Innovation Leadership Forum for the Greater Philadelphia Senior Executive Group. He holds a degree in chemical engineering from Carnegie-Mellon University and an MBA from the University of Wisconsin-Milwaukee.

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Deborah Bigelow Crawford et al. • Glen Mills, PA

A GREAT PROJECT MANAGER is no longer “just a project manager” but a consultant, a trusted advisor, and a change agent. Great project managers exhibit strong business acumen, and they’re strategically focused. *Analytical*, *conceptual*, and *visionary* have become key attributes of a great project manager.

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- What does it mean to possess strong business acumen?
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To help readers become great project managers or to help their project managers become great, the book includes a skills assessment tool to determine where to focus improvement efforts.

Deborah Bigelow Crawford is Executive Vice President of the management consulting firm PM Solutions and the President of PM College, PM Solutions’ training division. She has more than 20 years experience in business management. Prior to joining PM Solutions, she served as the Executive Director of the Project Management Institute, and was instrumental in providing the foundation and infrastructure for the exponential growth of the Institute. In addition, she served as the Executive Director of the PMI Educational Foundation. Over the last decade, she has authored numerous articles in *PM Network*, *Chief Project Officer*, and *Optimize* magazines. She is also co-author of the book *Project Management Essentials*. She has presented a variety of papers as a speaker at international symposia and conferences, and is a member of the National Association of Female Executives and the Project Management Institute.

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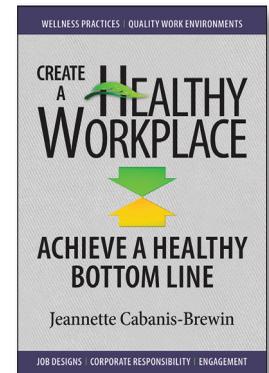
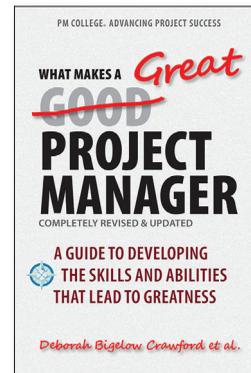
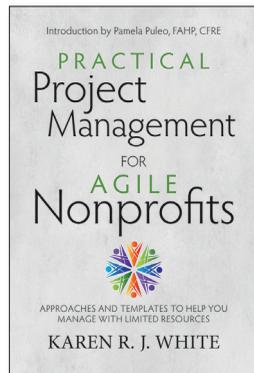
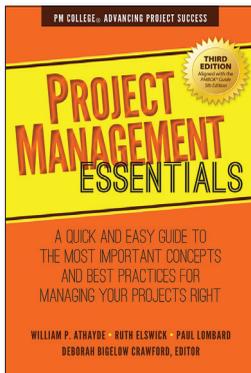
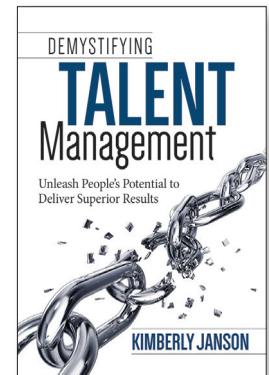
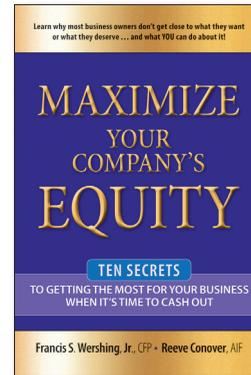
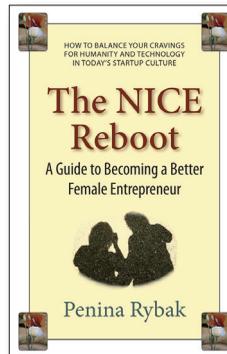
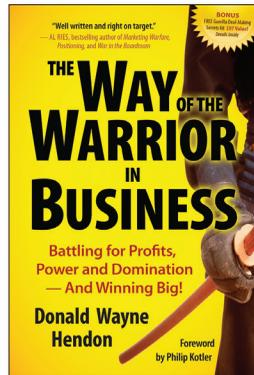
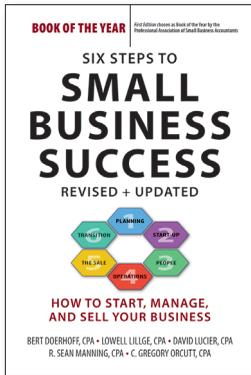
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