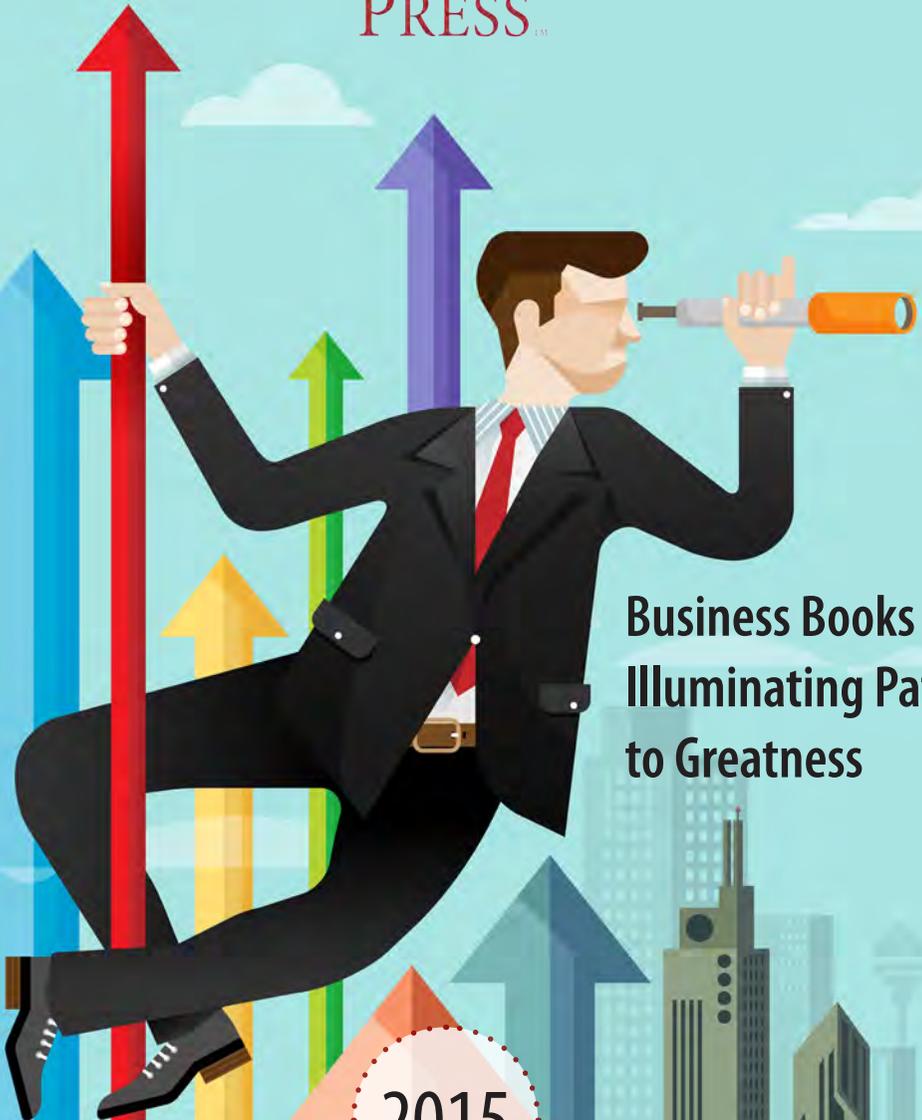




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**Business Books
Illuminating Paths
to Greatness**

2015

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MAVEN HOUSE
PRESS

Business Books 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 Bookmasters/AtlasBooks.

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KIMBERLY JANSON

Demystifying Talent Management

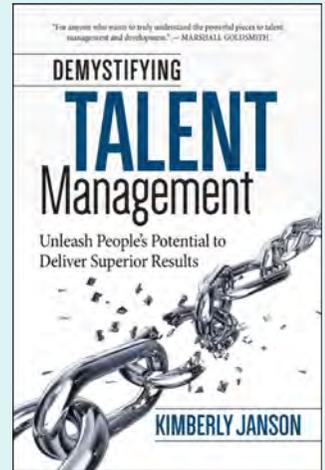
Unleash People's Potential to Deliver Superior Results

“Demystifying Talent Management is for anyone who wants to truly understand the powerful pieces to talent management and development. DTM will help you ‘unleash’ and get the most from your people and, in turn, drive hard for your business’ success. This is worth your time for sure.”

— Marshall Goldsmith

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 you how you can avoid the confusion and conflicts. You'll get a deeper understanding of the mechanics of talent management and development success so that all your 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. Kim was formerly the Chief Talent Management Officer at the H. J Heinz Company, a Senior Vice President at Bank of America, and 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. Kim is also an executive coach in the Harvard Business School Advanced Management Program.



KEY POINTS

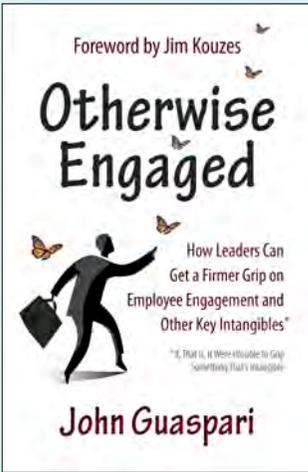
- Aimed at managers hoping to unleash the potential of their people
- First book to take a 360° view of talent management to get managers, execs, HR, and employees to work together
- Written in clear, simple language – no human resource management jargon

FEBRUARY 2015

LEADERSHIP/
HUMAN RESOURCES

Paperback \$24.95
978-1-938548-30-7
248 pages • 6 × 9
e-book \$11.99

World Rights



KEY POINTS

- Leaders will discover a new way to address their biggest challenge – employee engagement
- Low-key, humorous style offers clear, accessible insights
- Best-selling business book author offers lessons learned based on 30 years' experience

MARCH 2015

LEADERSHIP/
WORKPLACE CULTURE

Hardcover \$24.95
978-1-938548-33-8
168 pages • 6 × 9
e-book \$11.99

World Rights

JOHN GUASPARI

Otherwise Engaged

How Leaders Can Get a Firmer Grip on Employee Engagement and Other Key Intangibles

Foreword by Jim Kouzes

“An engagingly funny fable that John Guaspari uses to guide the reader to answer the profoundly serious question posed by the book – Why do employee engagement activities often fail? . . . Thought-provoking and charming.”

— *Jim Kouzes*

Ask leaders what their biggest challenge is, and they're likely to say: “It's the people part of the job . . . the soft stuff . . . the so-called intangibles.” *Otherwise Engaged* shines a bright light on the cause of this challenge: a fundamental misunderstanding of the true nature of intangibles, like engagement, empowerment, respect. The book focuses on the too-often overlooked first step in any such effort: How to stop doing the things that cause people to *dis-engage*. Once leaders gain a better, deeper understanding of the true nature of the intangibles, they'll discover that they already know what to do in order to be more effective in this domain.

Through a story told in a light, humorous style, the author helps you discover what the problem is. In the process, you'll develop a felt need to challenge the assumptions under which you've been working and to become more open to the possibility of considering a different way.

For the past 30 years, **John Guaspari** has helped leaders take on the challenge of being more effective at attending to the intangibles. He is the author of six previous books on the topic, including the best-selling *I Know It When I See It*, *The Customer Connection*, and *The Value Effect*, seven best-selling training videos, as well hundreds of articles and columns. He has worked with corporate clients in scores of industries and has delivered some 1,500 intangibles-related presentations, seminars, and workshops. Long before entering the world of consulting, he began his professional career as an aerospace engineer and then went on to hold corporate positions in such widely varying functions as marketing, customer support, quality, leadership development, and organizational effectiveness.

MARK C. DELUZIO

Turn Waste Into Wealth

How to Find Cash in Every Corner of the Company

Foreword by Jeffrey J. Fox

“Mark DeLuzio’s readable and mind-opening book on how to become a lean company is simple, understandable, and . . . actionable. He makes lean easy. Read any chapter – nearly any sentence – and get an instant idea on how to improve your organization.”

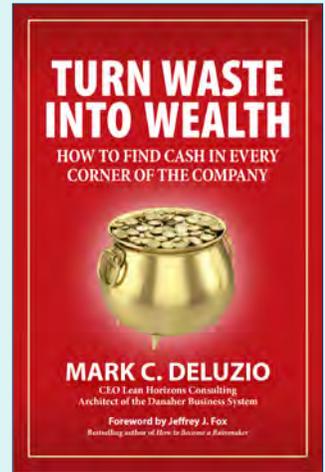
— Jeffrey J. Fox

Cash is lying around everywhere in companies. It’s piled on the ceilings in warehouses and on shelves, hiding in plain sight as inventory. It litters administrative offices, disguised as incorrect invoices, late billings, incomplete forms, input errors, sloppy requests from salespeople. It languishes in the countless places a customer’s order can hide as it crawls from order entry to production and shipment.

All that cash is retrievable, gettable, bankable – available for re-investment and dividends. *Turn Waste into Wealth* will help you get that cash by showing you why you should become a Lean company. The book offers hard-hitting tips and numerous case histories that will help guide you. You’ll learn:

- Why Lean is the modern way to run any organization
- Steps to transform your organization to a Lean culture
- Lean accounting practices that promote Lean behaviors
- How to identify and deal with Lean naysayers
- And much more

Mark DeLuzio is the CEO of Lean Horizons Consulting. Prior to founding Lean Horizons, he was Corporate Vice-President of the Danaher Corporation, where he was the principle architect of the vaunted Danaher Business System, the primary reason for that company’s decades-long, world-class performance. Mark is the pre-eminent thought leader in the Lean industry, noted for numerous Lean innovations. In 2007 he was inducted as a Life Member of the Shingo Prize Academy (the Lean Hall of Fame). He is a popular speaker sought by corporations, conferences, and noted higher-learning institutions.



KEY POINTS

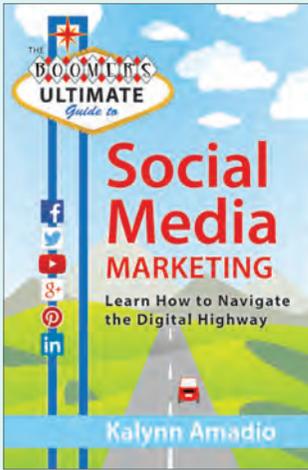
- Author is a pre-eminent thought leader in Lean management
- Engaging, easy-to-read introduction to Lean aimed at CEOs and senior leaders
- Presents hard-hitting tips to improve every facet of an organization

SEPTEMBER 2015

MANAGEMENT/
ORGANIZATIONAL
DEVELOPMENT

Hardcover \$24.95
978-1-938548-45-1
168 pages • 5 × 7½
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KEY POINTS

- Aimed specifically at baby boomer business professionals
- Travel guide metaphor makes it easy and enjoyable to follow
- Offers step-by-step instructions on how to set up on the most important social media venues

OCTOBER 2015

MARKETING/
SMALL BUSINESS

Paperback \$19.95

978-1-938548-48-2

240 pages • 6 × 9

e-book \$9.99

World Rights

KALYNN AMADIO

The Boomer's Ultimate Guide to Social Media Marketing

Learn How to Navigate the Digital Highway

Are you a baby boomer business professional struggling to make sense of the new digital era? This book is a travel guide designed to teach you how to build a successful social media marketing strategy. You'll learn that social media is a way to get in front of ideal prospects, to increase customer retention and loyalty, and to grow any business. It's fun to use social media to build your business when you have the right guide showing you the way. Everything you need to know is here, organized strategically so you end up with a personalized M.A.P. [Marketing Action Plan] to follow. You'll learn:

- Which six social media websites you should be using
- What to say and how to say it on social media sites to build a vibrant community that listens to your message
- How to identify your ideal prospects and how to find them on social media sites
- How to create and deliver content effectively
- How to develop a social media marketing strategy that fits your lifestyle and goals
- How to have fun on the journey while gaining mastery over the medium

Like a travel guide, the book gives you a good overview of the social media destination, important insider tips to make your stay more enjoyable, and suggested itineraries to make travel easier as you become acclimated to the new environment. Finally, the book includes step-by-step instructions on how to set up accounts, profiles, pages, images, and other detailed information relevant to each of the six destinations when you're ready to begin your journey.

Kalynn Amadio – author, speaker, engineer, and entrepreneur – helps business owners maximize online marketing efforts. She is the host of ACT LOCAL Marketing for Small Business podcast and Principal of Ikalynn, LLC, a digital marketing consulting, training, and coaching firm. Kalynn speaks regularly on various aspects of online marketing.

KEN LIZOTTE

The Speaker's Edge

The Ultimate Go-To Guide for Locating and Landing Lots of Speaking Gigs

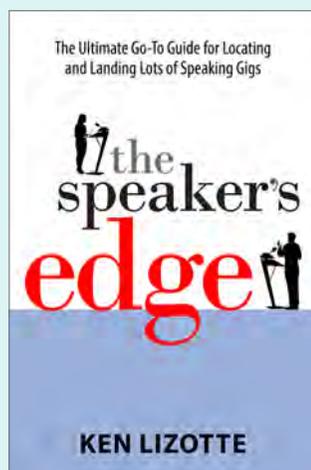
Speakers for business and nonprofit events are sought out each and every day by meeting planners and program directors. Those who get the call are typically those who will fill a specific need and can boast the correct credentials and experience. *The Speaker's Edge* will show you how to land these speaking engagements, especially ones that pay.

This comprehensive book covers all the conventional means for locating and winning speaking engagements as well as clever, innovative tactics practiced by the most successful veteran speakers. You'll learn how to:

- o Position yourself as go-to thought leader in your speaking field of expertise
- o Use effective tools to highlight your speaker value, including videos, speaker sheets, speaker bureaus, etc.
- o Consider a variety of speaking opportunities, such as serving on panels, hosting events, and participating in webinars
- o Locate attractive speaking venues, and successfully use the formal proposal systems such venues require
- o Consider what freebies and volunteering for pro bono gigs offer as venues for practice and visibility
- o Negotiate great deals, including setting fees, requesting expenses, and offering options to meeting planners
- o Maximize your speaking experience, including selling products, arranging follow-up gigs, and soliciting referrals

By employing the recommendations in this book, you'll elevate your speaking career and business to new heights.

Ken Lizotte is the Chief Imaginative Officer (CIO) of emerson consulting group, inc., in Concord, Massachusetts. A Certified Management Consultant, he speaks regularly to companies and professional associations on the subjects of thoughtleading, publishing, creativity, and business success. He is the author of *The Expert's Edge: Become the Go-To Authority that People Turn to Every Time* and four other books. He's published hundreds of articles and has led success seminars at Harvard University.



KEY POINTS

- First book dedicated to showing readers how to find and win speaking engagements, especially ones that pay
- Describes products and services speakers can offer as add-ons to their speaking engagements
- Aimed at consultants, thought leaders, and business professionals

DECEMBER 2015

CONSULTING/
COMMUNICATION

Paperback \$19.95
978-1-938548-36-9
240 pages • 6 × 9
e-book \$9.99

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JIM POAGE AND JENNIFER POAGE

Flair

Design Your Daily Work, Products, and Services to Energize Your Customers, Colleagues, and Audiences

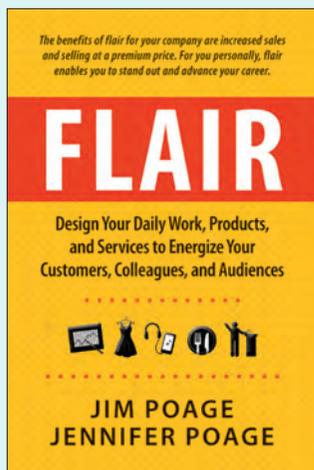
Add WOW! to your products, services, and everyday work. Pick up a smart phone that's elegant, practical, ergonomic, and intuitive. Shop in a store where the staff has something extra in their smiles. Hear a briefing at work that energizes you. What sets these experiences apart – their flair – their charm, panache, taste, élan, dash, spirit, liveliness, energy, joy.

Flair shows you how to add meaning and joy to products, services, and everyday work to draw in the audience, customer, or colleague, create a positive and lasting impression, and bring a smile or nod. The authors show that by employing the specific principles and tips found in the book, anyone can create great flair in their work. The techniques in this book are applicable to businesses of any size, to teams, or to individuals.

The book differs from other books on design in that it also focuses on the individual by showing you how to put flair into your own daily work – in your analyses, reports, briefings, etc.

The benefits of flair for the company are increased sales and premium prices. For you, flair increases management's appreciation of your work results. Having more energizing interactions with colleagues and customers will enable you to stand out and advance your career. You'll learn to use flair to make an emotional connection with customers and colleagues. Once you fully understand flair, creating it will be fun.

Jim Poage, PhD, is Founder/CEO of JLP Performance Consulting. His practice focuses on improving organization performance and productivity. He has authored articles for business and technical journals and has spoken at numerous conferences. Jim holds a PhD in applied mathematics from Harvard University and an MS and BS in electrical engineering from Stanford University. **Jennifer Poage** is a freelance fashion designer who provides creative input for JLP Performance Consulting, as well as writing a fashion design blog. She was formerly a technical designer for Reebok and Adidas. She has a BA in Art History from Drew University, an AAS in Fashion Studies from Parsons School of Design, and a certificate in Business Essentials from the Kenan Flagler Business School.



KEY POINTS

- Shows how to add flair to products, services, and everyday work to increase sales and advance careers
- Only book on design aimed at individuals to help them add flair to their daily work
- Presents specific techniques that anyone can use to create a lasting impression with customers and colleagues

DECEMBER 2015

MARKETING/
PERSONAL SUCCESS

Paperback \$24.95
978-1-938548-39-0
240 pages • 6 × 9
e-book \$11.99

World Rights

BERT DOERHOFF, LOWELL LILLGE, DAVID LUCIER,
R. SEAN MANNING, AND C. GREGORY ORCUTT

Six Steps to Small Business Success, Revised and Updated

How to Start, Manage, and Sell Your Business

“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.”

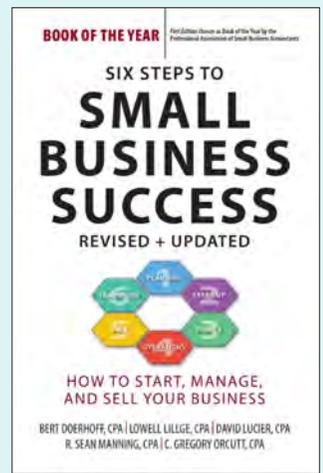
— *Tim Nolan, President, Professional Association of Small Business Accountants*

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. This book offers a series of simple steps that you should take as you work to convert your dreams into reality. These steps are:

- o Pre-Business Planning
- o Starting-Up: Finances, Budgets, and Numbers
- o Dealing with People (Human Resources)
- o Operating: Work Flow, Customers, and Sales
- o Building a Salable Business and Selling It
- o Transitioning to Life after Business

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. His firm, started in 1978, was named one of the top fifty most innovative firms in the nation by *CPA Digest*. **Lowell G. Lillge**, CPA. His firm, started in 1983, specializes in bookkeeping, tax preparation, and accounting. **David J. Lucier**, CPA, is an entrepreneur, real estate investor, and business adviser who has worked with hundreds of start-up and emerging companies. **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. His firm, over 25 years old, was recently awarded the Small Firm of the Year from the Professional Association of Small Business Accountants.



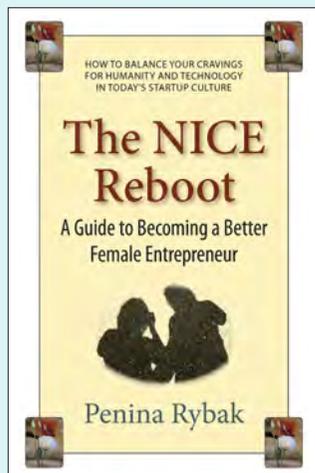
KEY POINTS

- 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

SMALL BUSINESS/ ENTREPRENEURSHIP

Paperback \$21.95
978-1-938548-21-5
272 pages • 6 × 9
e-book \$9.99

World Rights



KEY POINTS

- Inspires women to be successful entrepreneurs
- Offers practical strategies to increase the reader's business and technology IQs
- Shows how entrepreneurs can use Apple's iPad to help them succeed

SMALL BUSINESS/ ENTREPRENEURSHIP

Paperback \$19.95
978-1-938548-18-5
240 pages • 5½ × 8½
e-book \$9.99

World Rights

PENINA RYBAK

The NICE Reboot

A Guide to Becoming a Better Female Entrepreneur

“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.”

— *Rieva Lesonsky*

Penina Rybak is a passionate, thoughtful advocate for women’s entrepreneurship.”

— *Pamela Slim*

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.

The book is filled with practical strategies to increase your business IQ and technology IQ, hyperlinks to 500 resources, and philosophical questions for you to consider. It’s a blueprint of best practices for female entrepreneurs to create disruptive innovation and orchestrate change.

Penina Rybak is the CEO of Socially Speaking™ LLC, a boutique educational technology consulting firm. She holds 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.

WILLIAM P. ATHAYDE, RUTH ELSWICK, AND PAUL LOMBARD

Project Management Essentials, Third Edition

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

Deborah Bigelow Crawford, Editor

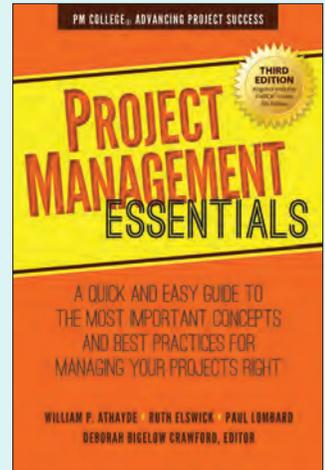
For readers new to project management or those who need to refresh their knowledge, *Project Management Essentials, Third Edition* is the quickest and easiest way to learn how to manage projects successfully. The simple techniques and templates in this book provide you with the essential tools you'll need to be an effective project manager. It's as simple as that. Learn:

- How to plan well — to decide on the right things to do
- The key skills and knowledge you'll need to be effective
- 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 estimating project cost and schedule
- How to build a team
- Strategies to deal with conflict, change, 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 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. PM College is recognized as a Charter Global Registered Education Provider (REP®) by the Project Management Institute (PMI®).



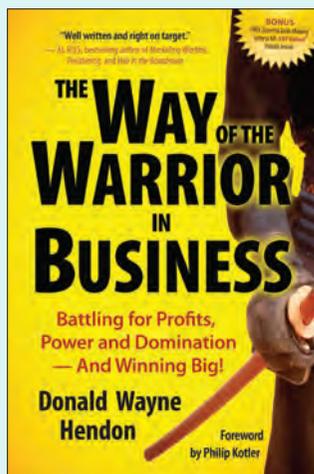
KEY POINTS

- 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

PROJECT MANAGEMENT

Paperback \$24.95
978-1-938548-09-3
240 pages • 6 × 9
e-book \$11.99

World Rights



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

Paperback \$19.95
978-1-938548-06-2
248 pages • 6 × 9
e-book \$9.99

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DONALD WAYNE HENDON

The Way of the Warrior in Business

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

Foreword by Philip Kotler

“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*

“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*

Thinking and acting like a warrior can turn you into a big winner in business. *The Way of the Warrior in Business* shows you how. The book offers hundreds of powerful out-of-the-box tactics to help you develop the killer instinct that turns you into a powerful Business Warrior who wins big and often.

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

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 nine 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 thirty-six nations on six continents. Hendon has taught at universities throughout the world. 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.

KAREN R.J. WHITE

Practical Project Management for Agile Nonprofits

Approaches and Templates to Help You Manage with Limited Resources

Introduction by Pamela Pulea, FAHP, CFRE

“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*

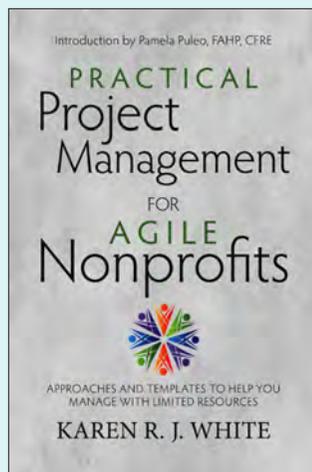
Practical Project Management for Agile Nonprofits provides approaches and templates to help nonprofit managers quickly implement practices to help them manage their limited resources, both financial and volunteer. The book also guides the project team in determining which practices are most appropriate 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.



BRONZE AWARD
WINNER

The book also addresses nonprofit governance and shows how project portfolio management can be used to assist in communicating with boards of directors and other governing entities when crucial resource decisions need to be made.

Karen R.J. White, PMP, is the founder of Applied Agility, an organization focused on helping nonprofits achieve success with their strategic objectives. 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). She holds an MS in Information Systems from Northeastern University.



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
- Winner of the Axiom Business Book Awards Bronze Medal for Philanthropy/Nonprofits

NONPROFITS/ PROJECT MANAGEMENT

Paperback \$24.95
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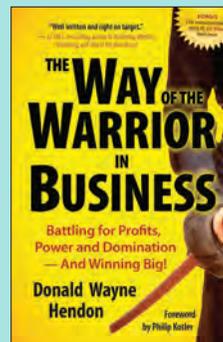
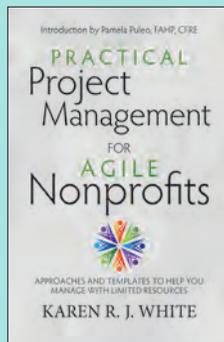
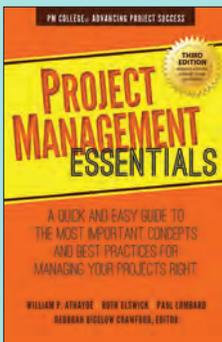
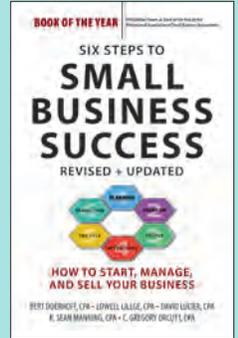
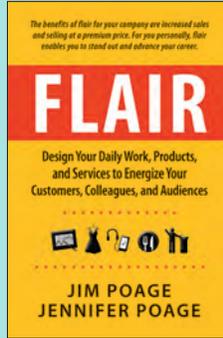
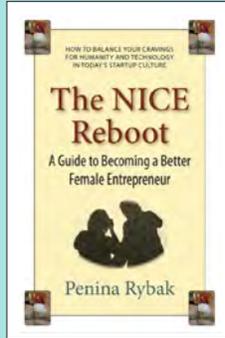
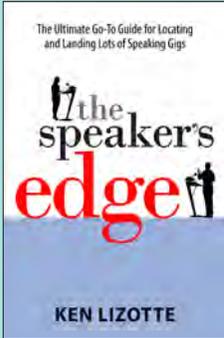
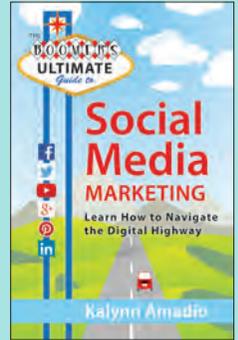
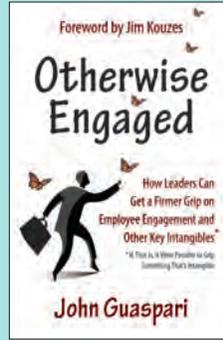
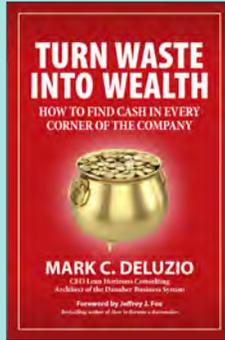
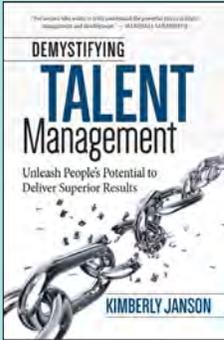
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