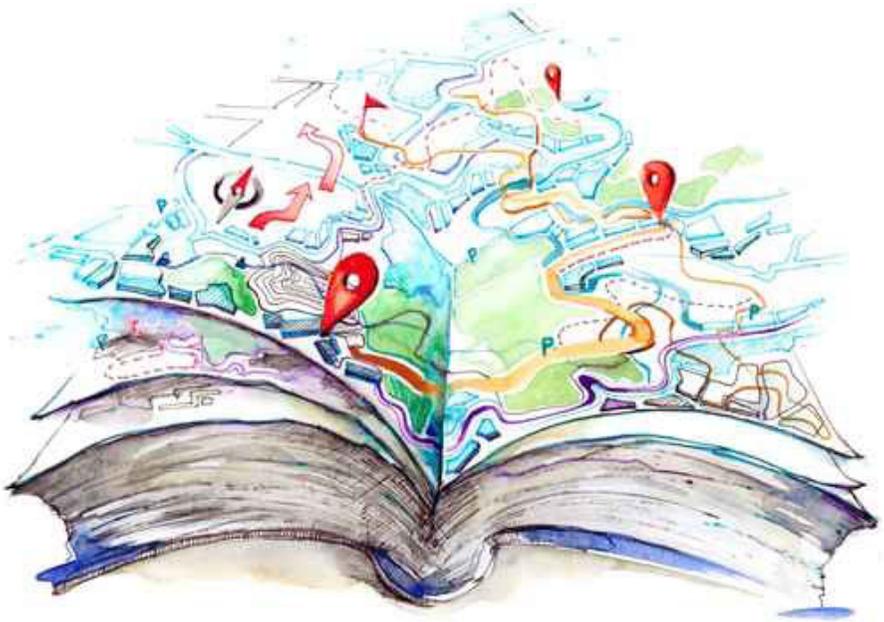


BUSINESS BOOKS  
**ILLUMINATING  
PATHS TO  
GREATNESS**

FALL 2016  
AND BACKLIST TITLES



**MAVEN HOUSE**



---

# CONTENTS

---

## NEW TITLES

- Against All Odds . . . . .3
- How to Be a Financial Grownup. . . . .4
- Not Just Numbers. . . . .5

## BACKLIST

- The Speaker’s Edge. . . . .6
- Turn Waste Into Wealth . . . . .3
- The Ultimate Boomer’s Guide to Social Media Marketing. . . . .4
- Flair. . . . .5
- Demystifying Talent Management . . . . .7
- Otherwise Engaged . . . . .8
- Six Steps to Small Business Success . . . . .9
- The NICE Reboot . . . . .10
- Project Management Essentials. . . . .11
- The Way of the Warrior in Business . . . . .12
- Practical Project Management for Agile Nonprofits . . . . .13

## MISCELLANEOUS

- Sales Representatives / Rights . . . . .14
- Ordering Information . . . . .15



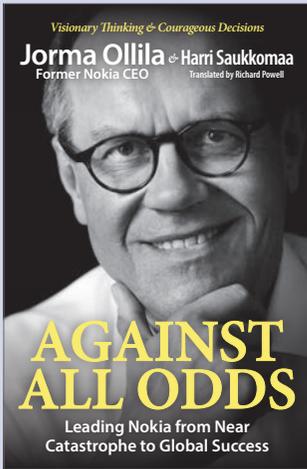
## MAVEN HOUSE

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 Legato/Perseus.

EDITORIAL ADDRESS: 4 Snead Ct., Palmyra, VA 22963 • 610.883.7988 • [info@mavenhousepress.com](mailto:info@mavenhousepress.com)



#### KEY POINTS

- Author is Europe's preeminent business leader
- Delivers one of the best "insider" accounts of a Global 2000 firm ever written
- Sold more than 40,000 copies in Finland
- The cellphone brand Nokia is now a popular American brand (owned by Microsoft) that gets lots of media attention

SEPTEMBER 2016

BUSINESS  
AUTOBIOGRAPHY/  
LEADERSHIP

Hardcover \$29.95

978-1-938548-70-3

400 pages • 6 × 9

e-book \$21.99

U.S. Rights

JORMA OLLILA • HARRI SAUKKOMAA

## Against All Odds

Leading Nokia from Near Catastrophe to Global Success

In this compelling memoir, Nokia's legendary CEO Jorma Ollila presents a riveting story of the company that created the global mobile revolution. CEO from 1992 to 2006, Ollila led Nokia from near catastrophe to become the world's leading mobile phone manufacturer.

Readers will follow Ollila's personal and professional journey, learning about the fine line between stratospheric success and disastrous failure. His stories are filled with lessons about the nature of leadership, the importance of shared values, and the need for strategic thinking.

Ollila offers a clear picture of life as a CEO, with many insights into how business is conducted at the highest levels. He offers poignant and illuminating stories of hair-raising risks and huge successes, but also of poor judgment and bad decision-making.

*Against All Odds*, translated into English for the first time, includes a new Epilogue to bring the reader up-to-date on Ollila's thoughts about more recent events regarding the company.

**Jorma Ollila** was Nokia's CEO from 1992 to 2006 and Chairman from 1999 to 2012. He was Chairman of Royal Dutch Shell from 2006 to 2015 and Chairman of the European Round Table of Industrialists from 2005 to 2009. He is currently an Advisory Partner at investment bank Perella Weinberg Partners. He is an Honorary Fellow of the London School of Economics and holds honorary doctorates from the University of Helsinki, the Helsinki University of Technology, and the University of Vaasa.

**Harri Saukkomaa** is a distinguished journalist, entrepreneur, and author of several nonfiction books.

**BOBBI REBELL**

## How to Be a Financial Grownup

Proven Advice from High Achievers on How to Live Your Dreams and Have Financial Freedom

“Who knew a personal finance book would have stories that included a sex scandal, repeated battles with cancer, tales of living out of a car, not to mention the heart-wrenching story of a childhood so poor even food was uncertain.”

— *From the Preface*

Bobbi Rebell taps into her exclusive network of business leaders to share stories of financial lessons they learned early in their lives that helped them become successful. She then uses these stories as jumping off points to give readers specific, actionable advice on how they can be financial grownups, too.

Financial role models such as Author Tony Robbins, Entrepreneur Ivanka Trump, Shark Tank’s Kevin O’Leary, Mad Money’s Jim Cramer, Designer Cynthia Rowley, Macy’s CEO Terry Lundgren, Zillow’s CEO Spencer Rascoff, PwC’s CEO Bob Moritz, and others share their stories.

Readers will get invaluable financial advice on real estate, investing, debt management, careers, friends and money, family finances, and even health and wellness. The book will appeal to young people, but also to anyone interested in new ideas to better manage their finances.

**Bobbi Rebell** is an award-winning TV anchor and personal finance columnist at Thomson Reuters, the largest news organization in the world. Her business videos are seen on hundreds of broadcast and online channels around the world, and her Reuters column on personal finance is syndicated to hundreds of newspapers and websites worldwide. She was formerly a reporter at PBS (Nightly Business Report) and held various producer positions at CNN and CNBC.

### HOW TO BE A **FINANCIAL GROWNUP**

Proven Advice from High Achievers on  
How to Live Your Dreams and  
Have Financial Freedom

Featuring candid stories from  
28 financial role models  
including:  
Jim Cramer  
Kevin O’Leary  
Tony Robbins  
Heather Thomson  
Ivanka Trump



**BOBBI  
REBELL**

Award-Winning Reuters’  
Columnist and TV Anchor

#### KEY POINTS

- Features some of the biggest names in business, including Tony Robbins, Ivanka Trump, Kevin O’Leary, Jim Cramer, Cynthia Rowley, and others
- Author, an award-winning TV anchor and personal finance columnist at Thomson Reuters, is seen and read by millions
- Dozens of examples guide readers in making important financial decisions

OCTOBER 2016

PERSONAL FINANCE

Hardcover \$24.95  
978-1-938548-66-6  
220 pages • 6 × 9  
e-book \$17.99

*World Rights*

"Helps marketers solve their problems, realize their opportunities, and increase their profit potential!"  
— Chuck Chakrapani, Ph.D.  
Past President, Professional Marketing Research Society

# Not Just Numbers

REDISCOVERING THE  
PROMISE AND POWER OF  
MARKETING RESEARCH

Lawrence D. Gibson  
Former Director of Corporate Marketing Research  
General Mills, Inc.

## KEY POINTS

- Author, former Director of Corporate Marketing Research at General Mills, is a pre-eminent thought leader in marketing research
- Provocative book challenges marketers to change the way they do marketing research to be successful
- Features proven case studies and offers a clear, step-by-step approach to doing marketing research the right way

OCTOBER 2016

MARKETING/  
MARKETING RESEARCH

Hardcover \$29.95

978-1-938548-62-8

240 pages • 6 × 9

e-book \$19.99

*World Rights*

LAWRENCE D. GIBSON

## Not Just Numbers

Rediscovering the Promise and Power of Marketing Research

"Should be required reading for all marketing managers and marketing researchers."

— *Michael J Etzel,*  
*Emeritus Professor of Marketing,*  
*University of Notre Dame*

In this provocative and insightful book, highly regarded marketing research expert Lawrence Gibson argues that the multibillion-dollar marketing research industry has largely failed. The book shows exactly why it's failed and how it must change. Gibson asserts that businesses need a different way of looking at marketing research, both more scientific and more practical, to help solve marketing problems and capitalize on marketing opportunities.

The logical steps required to do marketing research right are simply and clearly described in the book. Cases from the author's experience show how his problem-solving approach has worked in real-world situations and demonstrate the dramatic sales and financial gains produced when marketing research is properly designed and used.

The book also provides practical guidance for researchers to enhance their problem-solving and political skills to help corporate leaders identify more profitable actions and make more profitable decisions.

**Lawrence Gibson** was Director of Corporate Marketing Research at General Mills for 20 years, a consultant to major corporations such as General Motors, Amoco, and Motorola, and a board member of the American Marketing Association. He is currently a consultant and frequent speaker. Gibson is a Trustee of the Marketing Science Institute. He's chaired The Conference Board's Marketing Research Council and the Association of National Advertisers' Research Committee. He also served on the Business Research Advisory Council of the Bureau of Labor Statistics.

KEN LIZOTTE

## The Speaker's Edge

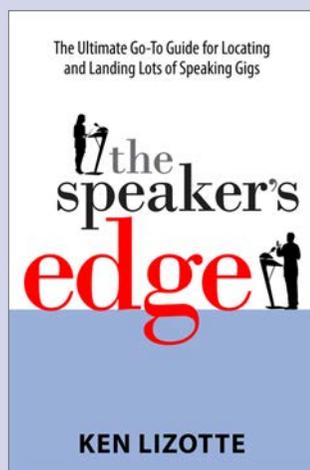
The Ultimate Go-To Guide for Locating and Landing Lots of Speaking Gigs

Speakers for business and nonprofit events are sought every day by meeting planners and program directors. The Speaker's Edge shows readers how to land these engagements, especially ones that pay. This comprehensive book covers all the conventional means for locating and winning speaking engagements as well as innovative tactics practiced by successful veteran speakers. Readers will learn how to:

- Position themselves as go-to leaders in their field
- Use effective tools to highlight their speaker value – videos, speaker sheets, speaker bureaus
- Consider various speaking opportunities – serving on panels, hosting events, participating in webinars
- Locate attractive speaking venues, and successfully use the formal proposal systems such venues require
- Consider what pro bono gigs offer as venues for practice and visibility
- Negotiate great deals, including setting fees
- Maximize their speaking experience – selling products, arranging follow-up gigs, and soliciting referrals

By employing the book's recommendations, readers will elevate their speaking careers and businesses to new heights.

**Ken Lizotte** is Chief Imaginative Officer of Emerson Consulting Group. A Certified Management Consultant, he speaks regularly to organizations on thoughtleading, publishing, creativity, and business success. He is the author of *The Expert's Edge* and four other books. He's published hundreds of articles and has led success seminars at Harvard University.



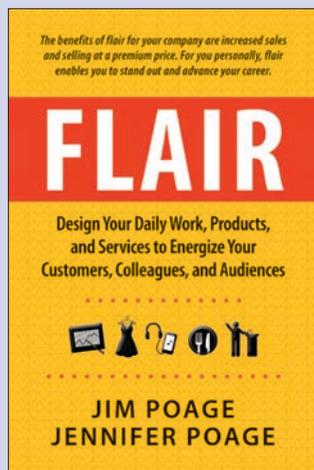
### KEY POINTS

- Offers readers hundreds of tactics 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, authors, business professionals, and other speakers

MARKETING/  
PUBLIC SPEAKING/  
PERSONAL SUCCESS

May 2016  
Paperback \$19.95  
978-1-938548-36-9  
240 pages • 6 × 9  
e-book \$9.99

*World Rights*



### 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

BUSINESS SKILLS/  
MARKETING/  
INDUSTRIAL DESIGN

March 2016

Paperback \$24.95

978-1-938548-39-0

248 pages • 6 × 9

e-book \$11.99

*World Rights*

JIM POAGE • JENNIFER POAGE

## Flair

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

Flair shows readers how to add meaning and joy to their products, services, and everyday work that draws in customers, colleagues, and audiences and creates a positive and lasting impression. The authors show that anyone can create inspiring flair in their work. The techniques outlined in this book apply to businesses of all sizes, to teams, and to individuals. What really differentiates this book from similar books is the additional focus on incorporating flair into daily work – into analyses, reports, presentations, and meetings.

The benefits of flair for companies are exceptional reputations, increased sales, and premium prices. For the readers, themselves, flair increases the appreciation of their work results. Having more energizing interactions with colleagues and customers will enable them to stand out and advance their careers. And readers also learn that creating flair can be fun.

**Jim Poage**, Ph.D., 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 Ph.D. in applied mathematics from Harvard University and an M.S. and B.S. in electrical engineering from Stanford University.

**Jennifer Poage** is a fashion designer working on her M.A. at the London College of Fashion. Formerly she was an apparel technical designer for Reebok and adidas. She has a B.A. in Art History from Drew University, an A.A.S. in Fashion Studies from Parsons School of Design, and a Business Essentials Certificate from the University of North Carolina's Kenan Flagler Business School.

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.”

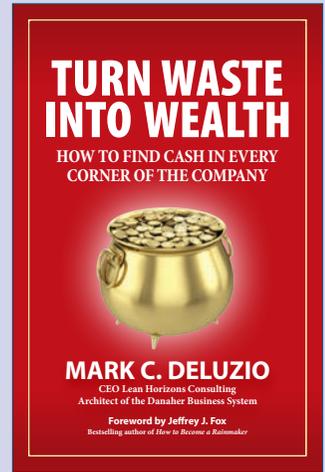
— Jeffrey J. Fox

Cash is lying around everywhere in companies. It’s piled to 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.



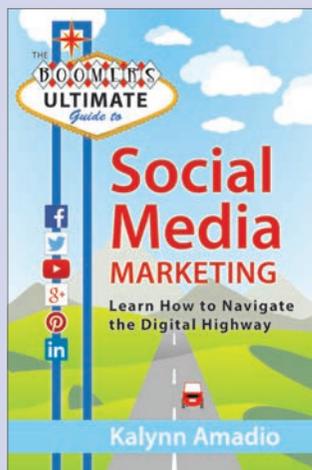
### KEY POINTS

- 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 advice to leaders on how to improve every facet of their organizations

LEADERSHIP/  
WORKPLACE CULTURE/  
TOTAL QUALITY  
MANAGEMENT

March 2016  
Hardcover \$24.95  
978-1-938548-45-1  
150 pages • 5 × 7½  
e-book \$11.99

*World Rights*



#### KEY POINTS

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

#### MARKETING/ SMALL BUSINESS

March 2016

Paperback \$19.95

978-1-938548-48-2

224 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

Baby boomer entrepreneurs and small business owners will discover how to use social media to help them build a thriving business. They'll learn how to get in front of ideal prospects and increase customer retention and loyalty. They'll discover that it can be fun to use social media to grow their business when they have the right guide showing them the way. Everything they need to know to start social media marketing is here – leading to the creation of a personalized Marketing Action Plan to follow.

Written like a travel guide, the book gives readers an overview of six social media destinations they should visit, important insider tips to make their stay more enjoyable, and suggested itineraries to make travel easier as they become acclimated to the new environment. Step-by-step instructions on how to set up accounts, profiles, pages, images, and other information will start them on their 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.

KIMBERLY JANSON

## Demystifying Talent Management

Unleash People's Potential to Deliver Superior Results

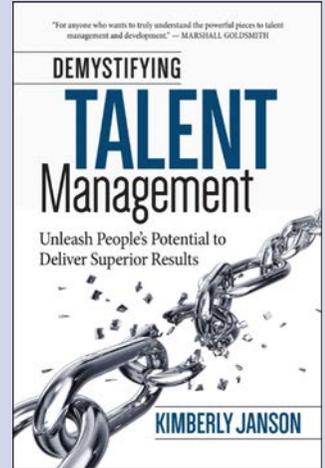
*"Demystifying Talent Management is for anyone who wants to truly understand the powerful pieces to talent management and development. DTM will help you 'unleash' and get the most from your people and, in turn, drive hard for your business' success. This is worth your time for sure."*

— 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 readers how to avoid the confusion and conflicts. They'll get a deeper understanding of the mechanics of talent management and development success so that all 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. Kim is also an executive coach in the Harvard Business School Advanced Management Program.



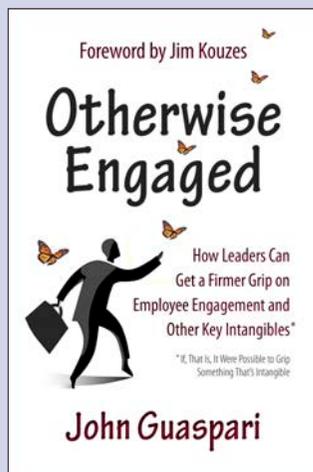
### KEY POINTS

- Author a highly experienced Chief Talent Management Officer
- 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

LEADERSHIP/  
MANAGEMENT/  
HUMAN RESOURCES

January 2015  
Paperback \$24.95  
978-1-938548-30-7  
233 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

LEADERSHIP/  
MANAGEMENT/  
WORKPLACE CULTURE

January 2015

Hardcover \$24.95

978-1-938548-33-8

143 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 readers discover what the problem is. In the process, they'll develop a felt need to challenge the assumptions under which they'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.

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

## 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.”

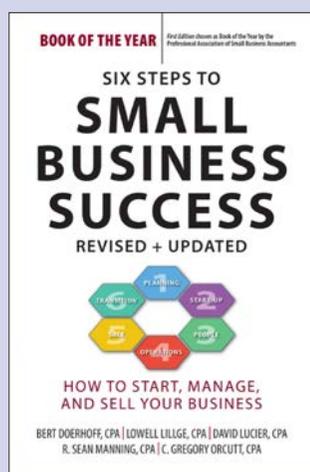
— *Tim Nolan, President, Professional Association of Small Business Accountants*

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 practical advice, step-by-step guidance, and proven ideas to help entrepreneurs and small business owners dream big, think realistically, and plan and manage carefully, ultimately achieving more than they ever imagined.

The authors present a series of simple steps that business owners should take as they work to convert their dreams into reality.

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's** firm was named one of the top fifty most innovative firms in the nation by *CPA Digest*. **Lowell G. Lillge's** firm specializes in bookkeeping, tax preparation, and accounting. **David J. Lucier** is an entrepreneur, real estate investor, and business adviser who has worked with hundreds of start-up and emerging companies. **R. Sean Manning's** firm was awarded the Innovative Accounting Firm of the Year from the Professional Association of Small Business Accountants in 2008. **C. Gregory Orcutt's** firm 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

July 2014

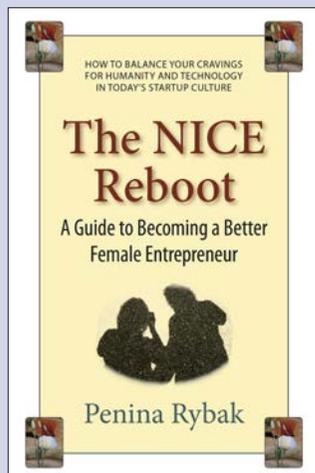
Paperback \$21.95

978-1-938548-21-5

249 pages • 6 × 9

e-book \$9.99

*World Rights*



## KEY POINTS

- One of the few books written to inspire and help women to become entrepreneurs
- Offers hundreds of tactics and links to more than 500 resources to help women be successful
- Shows entrepreneurs how to use technology to grow their businesses

ENTREPRENEURSHIP/  
WOMEN IN BUSINESS/  
SMALL BUSINESS

January 2014

Paperback \$19.95

978-1-938548-18-5

258 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 M.A. 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

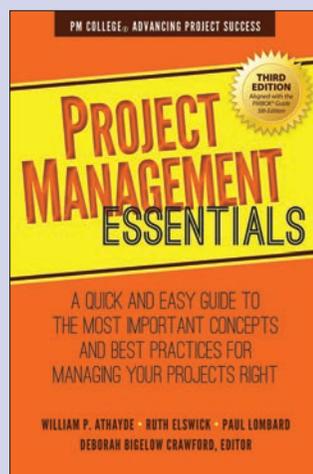
For readers new to project management or those who need to refresh their knowledge, *Project Management Essentials, Third Edition* is the quickest and easiest way to learn how to manage projects successfully. The simple techniques and templates in this book provide readers with the essential tools they'll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

Readers will learn how to plan well, the skills and knowledge they'll need to be effective, how to create an effective charter to start projects off right, how to break 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, and much more.

*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®).



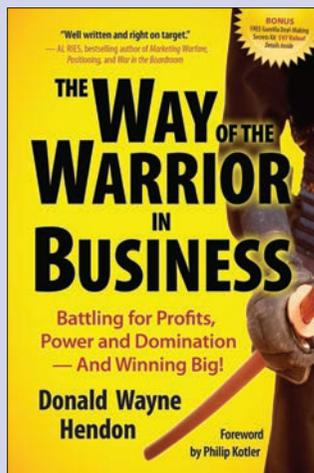
### KEY POINTS

- 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/ MANAGEMENT

August 2013  
Paperback \$24.95  
978-1-938548-09-3  
226 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/  
ENTREPRENEURSHIP/  
SALES & SELLING

July 2013

Paperback \$19.95

978-1-938548-06-2

216 pages • 6 × 9

e-book \$9.99

*U.S. and Canadian Rights*

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 readers into big winners in business. *The Way of the Warrior in Business* shows how. The book offers hundreds of powerful out-of-the-box tactics to help readers develop the killer instinct that turns them into a 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 book provides assessment tools, checklists, action plans, and other marketing weapons that readers can use to make winning a habit.

**Donald Wayne Hendon**, Ph.D., 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 nine books, including *365 Powerful Ways to Influence* and *Guerrilla Deal-Making* (with Jay Conrad Levinson). Hendon has taught at universities throughout the world. He earned his Ph.D. in Business from the University of Texas at Austin and his M.B.A. 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*

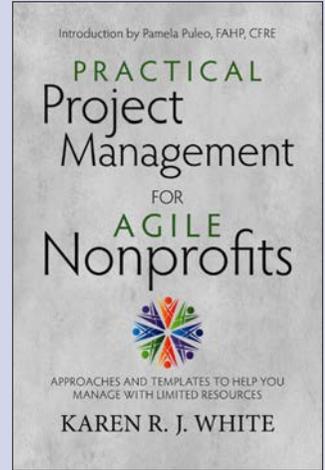
*Practical Project Management for Agile Nonprofits* provides approaches and templates to help nonprofit managers quickly implement practices to help them manage their limited resources, both financial and volunteer. The book also guides the project team in determining which practices are most appropriate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

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 degree chair at Marlboro College Graduate and Professional Studies. She was formerly founder of the nonprofit consultancy Applied Agility and 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*.



BRONZE AWARD  
WINNER



## 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

June 2013

Paperback \$24.95

978-1-938548-00-0

162 pages • 6 × 9

e-book \$11.99

*World Rights*

# SALES REPRESENTATIVES / RIGHTS



Maven House Press is distributed by Legato Publishers Group,  
a division of the Perseus Books Group.

For questions, or to order, contact the appropriate  
sales representative listed on this page.

## UNITED STATES

Legato Publishers Group  
210 American Drive  
Jackson, TN 38301  
Hours: Monday–Friday, 7:30am–  
4:00pm CST

### Orders

Tel: 800-343-4499  
Fax: 800-351-5073  
orderentry@perseusbooks.com

### Customer Service

Tel: 800-371-1669

### Special Sales

Tel: 800-255-1514  
special.markets@perseusbooks.com

## CANADA

Canadian Manda Group  
Tel: 1.855.626.3222  
Fax: 1.888.563.8327  
info@mandagroup.com

## UNITED KINGDOM, IRELAND & EUROPE

Perseus Books Group UK  
Tel: +44 (0)207 353 7771  
Fax: +44 (0)207 353 7786  
enquiries@perseusbooks.co.uk

### Ordering Information

Grantham Book Services  
Tel: +44 (0)147 654 1080  
Fax: +44 (0)147 654 1061  
orders@gbs.tbs-ltd.co.uk (U.K.)  
export@gbs.tbs-ltd.co.uk (Export)

## AUSTRALIA & NEW ZEALAND

NewSouth Books  
Orders and Distribution  
Tel: +61 (2) 8778 9999  
Fax: +61 (2) 8778 9944  
orders@tldistribution.com.au

## SOUTH AFRICA

Book Promotions, Nicky Stubbs  
Tel: 27 21 469 8932  
Fax: 27 (0) 86 270 0825  
enquiries@bookpro.co.za

## CHINA, HONG KONG & TAIWAN

Wei Zhao  
Tel: 13683018054  
Fax: 011 86 10 5130 1051  
wzbooks@aol.com

## INDIA, NEPAL, SRI LANKA, BANGLADESH, MALDIVES & PAKASTAN

Sharad Mohan  
Tel: 91-98107-90604,  
91-11-42182212  
sharad.pgw@gmail.com

## JAPAN & KOREA

Gilles Fauveau  
Tel: (81) 3 32640144  
Fax: (81) 3 32640440  
gillesfauveau@yahoo.com

## THE PHILIPPINES

Jaime Gregorio  
Tel: 632.822.1108  
Fax: 632.824.0835  
jaimecarogregorio@gmail.com

## THAILAND, INDONESIA, VIETNAM, CAMBODIA & LAOS

Tel: 08-96603397, 02-5388318  
june.p@live.com

## MIDDLE EAST

Perseus International, Edison  
Garcia  
Tel: 212-340-8170  
edison.garcia@perseusbooks.com

## LATIN AMERICA & THE CARIBBEAN

Perseus International, Edison  
Garcia  
Tel: 212-340-8170  
edison.garcia@perseusbooks.com

## FOR ALL OTHER INTERNATIONAL MARKETS

Perseus International  
250 West 57th Street, 15th Floor  
New York, NY 10107  
Tel: 212-581-7839  
elizabeth.radin@perseusbooks.com

### Orders

intlorders@perseusbooks.com

## SUBSIDIARY RIGHTS

For information about  
subsidiary rights, including  
inquiries about audio and  
translation rights, e-mail us at:  
rights@mavenhousepress.com

---

# ORDERING INFORMATION

---

## INDIVIDUAL BOOK BUYERS

Maven House Press books are available at local bookstores and specialty outlets. If a book isn't in stock, it can be ordered. Please patronize your local bookseller. If you can't find a book in your area, you may order it from most online bookstores.

## BOOKSELLERS & LIBRARIES

Please order through your wholesaler or directly from our distributor, Legato/Perseus.

### How to Order

Legato Publishers Group  
210 American Drive  
Jackson, TN 38301  
Hours: Monday–Friday, 7:30am–4:00pm CST  
Tel: 800-343-4499  
Fax: 800-351-5073  
orderentry@perseusbooks.com

### General Trade Discount

Retail accounts in good credit standing earn a base discount for hardcover and trade paperbacks on annual net purchases. Contact your sales rep for information on the variety of discounts available.

### EDI Ordering

Legato/Perseus supports EDI ordering and is a PUBNET partner. Contact your sales rep for more information about EDI ordering.

### Payment Terms

To obtain information on terms and conditions, please contact your sales rep or call 800-788-3123.

### Returns Policy

All returns should be sent to: Legato/Perseus, 193 Edwards Drive, Jackson, TN 38301. Returns must include a packing list with full title and ISBN for each shipment. Returns must be in clean, saleable condition (no stickers, tears, bent jackets, scuffs, discolorations, etc.). Active titles are returnable 90 days after publication date, or 90 days after the invoice date. Once titles are declared out of print by public notice, accounts have 180 days to return. Returns past that date will not be accepted.

## COLLEGES & UNIVERSITIES

Please order through your wholesaler or directly from our distributor, Legato/Perseus.

### How to Order

Legato Publishers Group  
210 American Drive  
Jackson, TN 38301  
Hours: Monday–Friday, 7:30am–4:00pm CST  
Tel: 800-343-4499  
Fax: 800-351-5073  
orderentry@perseusbooks.com

### Payment Terms

To obtain information on terms and conditions, please contact your sales rep or call 800-788-3123.

### Exam & Desk Copies

We are pleased to offer exam copies of our books through the academic division of our distributor, Perseus Academic, to qualified instructors who are considering one of our books for course adoption. We also offer desk copies to those who have already adopted a book.

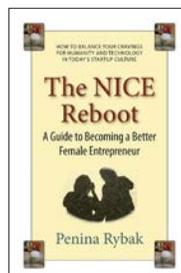
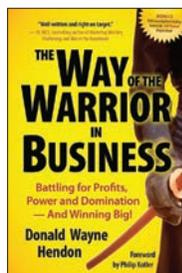
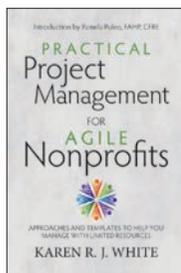
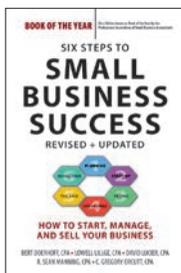
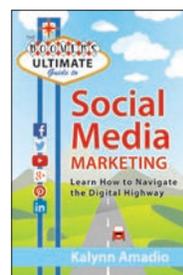
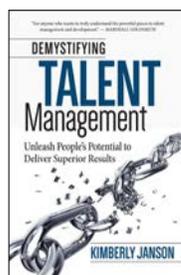
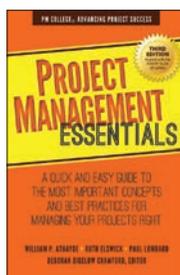
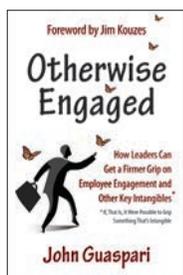
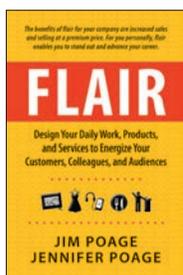
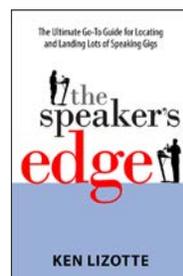
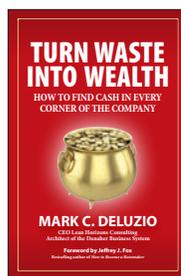
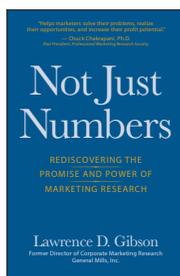
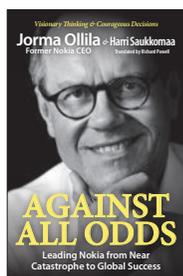
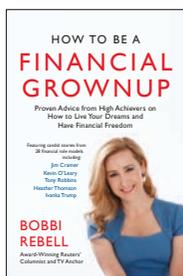
For more information, or to request an exam copy, visit the Perseus Academic Exam and Desk Copy Policy web page at [www.perseusacademic.com/exam-desk-copy-policy](http://www.perseusacademic.com/exam-desk-copy-policy).

## MEDIA REVIEW COPIES

Complimentary review copies can be requested for any of our titles. Your request should include your name, position, type and name of media, and title of the book requested. Print books are available only for U.S. addresses. Send your request to:

[jim@mavenhousepress.com](mailto:jim@mavenhousepress.com)

# TITLES FROM MAVEN HOUSE PRESS



MAVEN HOUSE