

business books

2015

LEADERSHIP

MANAGEMENT

HUMAN RESOURCES

ENTREPRENEURSHIP

MARKETING



MAVEN HOUSE
PRESS™

Business Books Illuminating Paths to Greatness

CONTENTS

NEW TITLES

- Demystifying Talent Management 3
- Otherwise Engaged 4
- Turning Waste Into Wealth 5
- The Speaker’s Edge. 6
- Flair 7
- Create a Healthy Workplace — Achieve a Healthy Bottom Line 8
- Innovating Innovation. 9

BACKLIST

- Six Steps to Small Business Success 10
- The NICE Reboot: A Guide to Becoming a Better Female Entrepreneur 10
- Project Management Essentials. 11
- The Way of the Warrior in Business 11
- Practical Project Management for Agile Nonprofits 12

MISCELLANEOUS

- Sales Representatives, U.S. and International Distributors,
and Subsidiary Rights/Translations Representative 13
- Book Trade Order Form 14
- Ordering Information 15

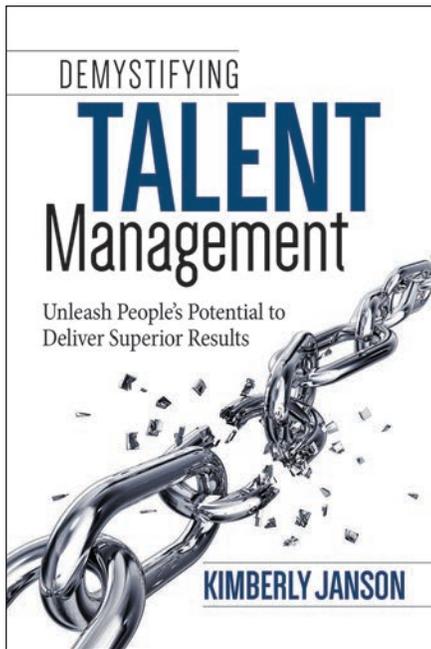


**MAVEN HOUSE
PRESS**

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 AtlasBooks/Bookmasters.

EDITORIAL ADDRESS: 4 Snead Ct., Palmyra, VA 22963 • 610.883.7988 • info@mavenhousepress.com



FEBRUARY 2015

LEADERSHIP/HUMAN RESOURCES

978-1-938548-30-7

248 pages • 6×9

US \$24.95 • Paperback

978-1-938548-31-4 (ePub)

978-1-938548-32-1 (ePDF)

US \$11.99 • ePub • ePDF • Kindle

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

Demystifying Talent Management

Unleash People's Potential to Deliver Superior Results

Kimberly Janson • Berkley, MA

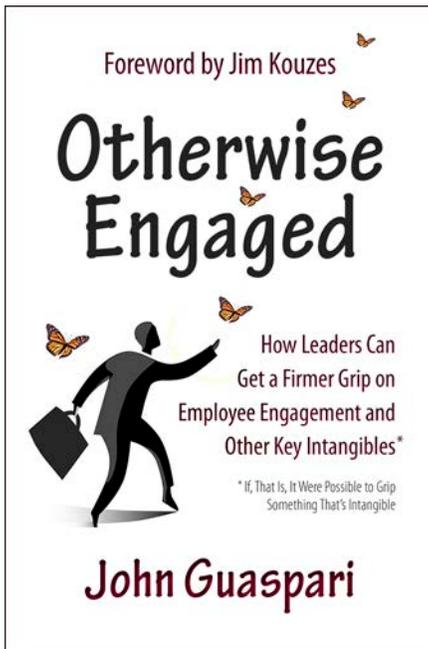
The idea of unleashing people's potential by giving them good input and stretching them to new levels can be very heady stuff. When you experience, as I have, the collective impact of everyone in an organization performing at the highest level and truly working TOGETHER, you are amazed at what can happen 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.



Otherwise Engaged

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

John Guaspari • North Attleboro, MA

Foreword by 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*." And for years, honorable, intelligent leaders have been making good-faith, well-funded efforts to address this challenge. But they invariably come up short. And when they do, they try again. And then again. And yet again.

Otherwise Engaged shines a bright light on the cause of this challenge: a fundamental misunderstanding of the true nature of the intangibles. It's a how-to book in that it 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. No need to master new knowledge or techniques. No need for the excess baggage that comes with big, organization-wide programs or initiatives.

Otherwise Engaged shows leaders how to get a grip on the intangibles.

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. Readers will discover:

- How to recognize and embrace the fact that the Intangibles are ... intangible
- Why employee engagement can be a trap and how to avoid it
- How to create a culture where employees feel empowered
- Why leaders so often do the wrong things to elicit trust and respect
- Why good faith efforts to promulgate values throughout an organization can be ineffectual and, in some cases, even damaging

The book offers specific, prescriptive steps to more effectively deal with the intangibles, showing readers how to become *Otherwise Engaged*: by adopting an approach to engagement that's *other* than the traditional one, and by insuring that this approach has a laser-sharp focus on how what's done (and not done) and said (and not said) affects the *other* person.

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.

MARCH 2015

LEADERSHIP/WORKPLACE CULTURE

978-1-938548-33-8

168 pages • 6 × 9

US \$24.95 • Hardcover

978-1-938548-34-5 (ePub)

978-1-938548-35-2 (ePDF)

US \$11.99 • ePub • ePDF • Kindle

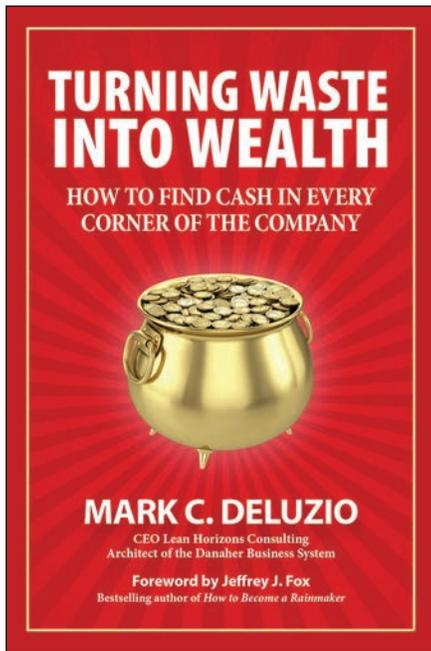
World Rights

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

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, bylined articles, and extensive speaking engagements
- Dedicated book website and blog



JULY 2015

BUSINESS/MANAGEMENT

978-1-938548-45-1

168 pages • 5½ × 8½

US \$24.95 • Hardcover

978-1-938548-46-8 (ePub)

978-1-938548-47-5 (ePDF)

US \$11.99 • ePub • ePDF • Kindle

World Rights

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

MARKETING CAMPAIGNS

- Global publicity campaign
- E-mail and direct marketing campaigns
- Online and social media campaigns
- Leverage author's position in the market, extensive speaking engagements, and backed by his corporate marketing department

Turning Waste Into Wealth

How to Find Cash in Every Corner of the Company

Mark C. DeLuzio • South Glastonbury, CT

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, bestselling author of *How to Become a Rainmaker*

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. It sits in business’s lobbies waiting for sales calls to start.

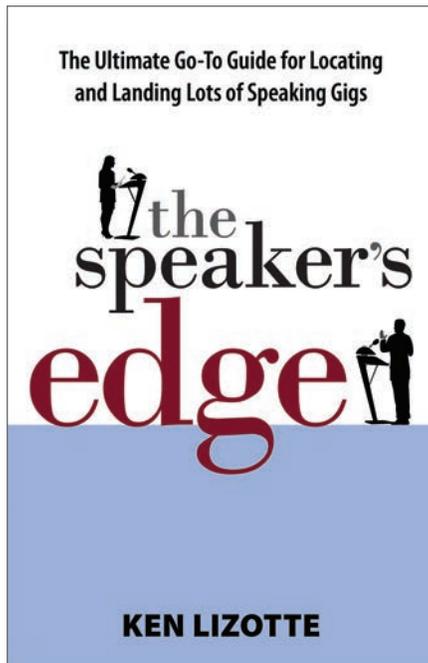
All that cash is retrievable, gettable, bankable – available for re-investment and dividends. *Turning Waste into Wealth* will help you get that cash by becoming a Lean Company.

Mark DeLuzio, principle architect of the vaunted Danaher Business System that has led companies to world-class performance, presents hard-hitting tips and numerous case histories that will help you make your company lean. You’ll learn:

- Why Lean is the modern way to run any organization
- Eleven steps to transform your organization to a Lean Culture
- What leaders must do to insure a successful Lean Transformation
- Lean accounting practices that promote Lean behaviors
- The Lean rules for capital expenditure decision making
- How to identify and deal with Lean naysayers
- What and why to benchmark
- The Kaizen rules for success
- The Lean formula for setting prices
- How to deploy strategy in a Lean environment

Great companies continuously, relentlessly improve everything they do to increase shareholder returns. Whether you’re new to Lean or already using Lean practices, *Turning Waste into Wealth* will help you make your company great.

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 such as MIT’s Sloan Business School, Northwestern University’s Kellogg School of Management, and the Rensselaer Polytechnic Institute.



SEPTEMBER 2015

BUSINESS/CONSULTING

978-1-938548-36-9
240 pages • 5½ × 8½
US \$19.95 • Paperback

978-1-938548-37-6 (ePub)
978-1-938548-38-3 (ePDF)
US \$9.99 • ePub • ePDF • Kindle

World Rights

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 seeking speaking engagements

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, bylined articles, and extensive speaking engagements
- Dedicated book website and blog

The Speaker's Edge

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

Ken Lizotte • Concord, MA

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 readers 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. Readers will learn how to:

- Position themselves as go-to thought leaders in their speaking field of expertise
- Use valuable tools to highlight their speaker value, including social media videos, websites, speaker sheets, speaker bureaus, speaker business cards
- Consider a variety of speaking opportunities, such as serving on or moderating a panel, introducing another speaker, MCing or hosting an event, conducting a breakout session, and participating in webinars, podcasts, TV, teleseminars, Skype events
- Carefully craft a high-impact message – a 20-second elevator speech
- Locate attractive speaking venues, and successfully use the formal proposal systems such venues require
- Consider what freebies and volunteering for pro bono gigs offer as venues for practice and visibility
- Hire someone to be a speaking placement manager
- Negotiate great deals, including setting fees, expenses to request, and give meeting planners options
- Maximize the speaking experience, including selling products, following-up with thank-you e-mails, building an e-list from the audience, arranging follow-up gigs, soliciting testimonials, referrals, and evaluations, and getting videos or other recordings made of the presentation

By employing many or all of the recommendations in this book, readers will elevate their speaking careers and businesses 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.

The benefits of flair for your company are increased sales and selling at a premium price. For you personally, flair enables you to stand out and advance your career.

FLAIR

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



JIM POAGE
JENNIFER POAGE

DECEMBER 2015

BUSINESS/MARKETING

978-1-938548-39-0

240 pages • 6×9

US \$24.95 • Paperback

978-1-938548-40-6 (ePub)

978-1-938548-41-3 (ePDF)

US \$11.99 • ePub • ePDF • Kindle

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 add flair

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, bylined articles, and extensive speaking engagements
- Dedicated book website and blog

Flair

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

Jim Poage • Lexington, MA

Jennifer Poage • Cambridge, MA

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. By flair, we mean charm, panache, taste, élan, dash, spirit, liveliness, energy, joy.

Flair shows readers 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 readers how to put flair into their own daily work – in their analyses, reports, briefings, etc.

The benefits of flair for the company are increased sales and premium prices. For individuals, flair increases management's appreciation of their work results. Having more energizing interactions with colleagues and customers will enable them to stand out and advance their careers.

This book helps readers use flair to make an emotional connection with customers and colleagues by offering:

- A comprehensive understanding of the meaningful and joyful essence of a product, service, or everyday work result, which drives effective flair
- A guide to creating the essential aspects of flair — telling a story, entertaining and energizing the user and audience, creating an experience, being sincere, and embracing excellence
- Specific techniques that anyone can learn to add great flair

Once readers fully understand flair, creating it will be fun.

Jim Poage, Ph.D., is Founder/CEO of JLP Performance Consulting. His practice focuses on improving organization performance and productivity, particularly where technology is involved. He has authored several articles for business and technical journals and has spoken at conferences at New York University's Stern Business School, IBM's Institute for Knowledge Management, APQC, and other business and technical venues. Jim received 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 on trend observation and analysis. She was employed for several years as a Technical Designer for Reebok and Adidas, working closely with apparel design to create pro-athlete uniforms, performance wear, fan gear, and lifestyle garments for the NFL, NHL, NBA, and NCAA. Jennifer 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.



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.

SUMMER 2016

GREEN BUSINESS/ HUMAN RESOURCES

978-1-938548-12-3

240 pages • 6×9

US \$24.95 • Paperback

978-1-938548-13-0 (ePub)

978-1-938548-14-7 (ePDF)

US \$11.99 • ePub • ePDF • Kindle

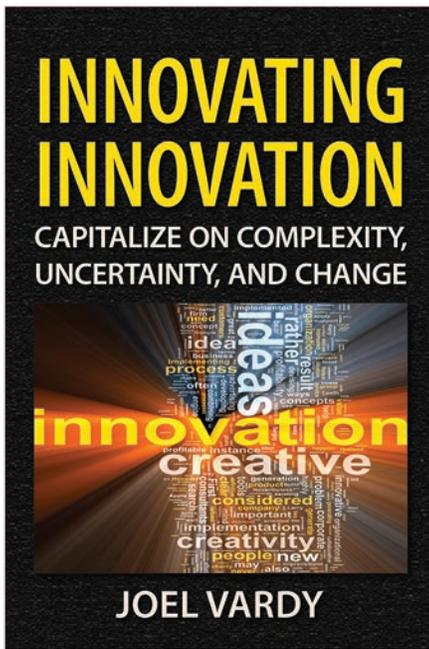
World Rights

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.

FALL 2016

BUSINESS/MANAGEMENT

978-1-938548-02-4

240 pages • 6×9

US \$24.95 • Paperback

978-1-938548-03-1 (ePub)

978-1-938548-05-5 (ePDF)

US \$11.99 • ePub • ePDF • Kindle

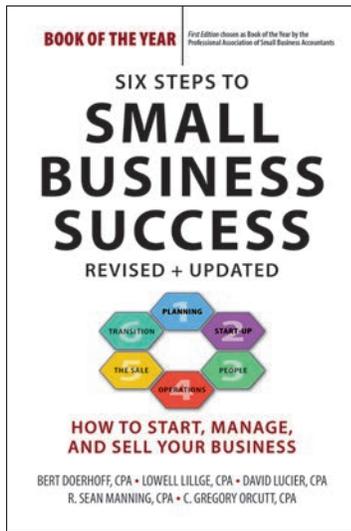
World Rights

KEY POINTS

- Covers the whole innovation landscape — culture, process, product, and business models — unlike other books on innovation
- Shows how to develop a regional business culture based on innovation
- Author an innovation leader in the greater Philadelphia region

MARKETING CAMPAIGNS

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



PUBLISHED JULY 2014

**SMALL BUSINESS/
ENTREPRENEURSHIP**

978-1-938548-21-5

272 pages • 6 × 9

US \$21.95 • Paperback

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

978-1-938548-23-9 (ePDF)

US \$9.99 • ePub • ePDF • Kindle

World Rights

Six Steps to Small Business Success

How to Start, Manage, and Sell Your Business

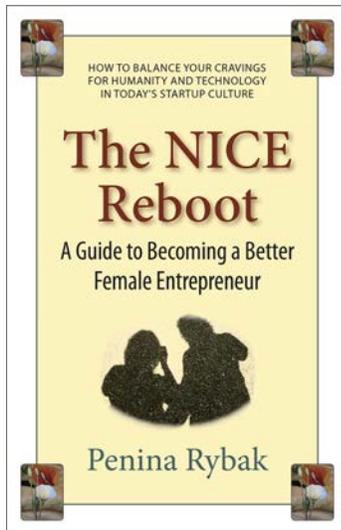
**Bert Doerhoff, CPA • Lowell Lillge, CPA • David Lucier, CPA
• R. Sean Manning, CPA • C. Gregory Orcutt, CPA**

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.
2. Start-Up: Finances, Budgets, and Numbers.
3. Human Resources (People).
4. Operations: Work Flow, Customers, and Sales.
5. Building a Salable Business and the Sale.
6. 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, David J. Lucier, Lowell G. Lillge, R. Sean Manning, and C. Gregory Orcutt, are all seasoned CPAs with more than one hundred years of experience combined. They each run their own accounting businesses and advise entrepreneurs and small business owners.



PUBLISHED 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

The NICE Reboot

A Guide to Becoming a Better Female Entrepreneur

Penina Rybak • New York City region

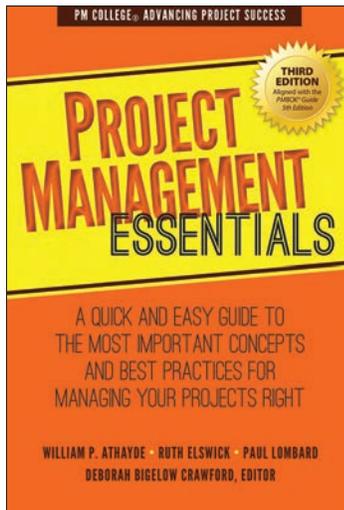
THE NICE REBOOT is for female entrepreneurs who are looking for practical help, who need to stay current, and who want to be more tech-savvy.

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 and technology IQs, hyperlinks to 500 resources, and philosophical questions for entrepreneurs to consider.

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 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.



PUBLISHED AUGUST 2013

PROJECT MANAGEMENT

978-1-938548-09-3

240 pages • 6×9

US \$24.95 • Paperback

978-1-938548-10-9 (ePub)

978-1-938548-11-6 (ePDF)

US \$11.99 • ePub • ePDF • Kindle

World Rights

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

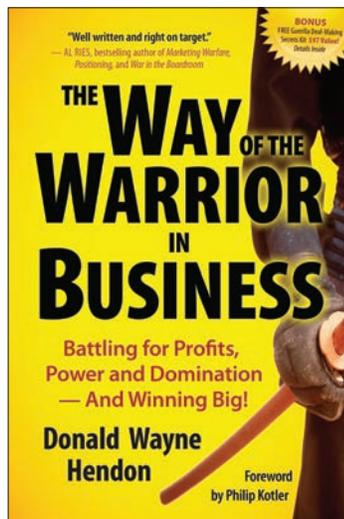
Paul Lombard • Norfolk, VA

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. The book 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.



PUBLISHED JULY 2013

MARKETING

978-1-938548-06-2

248 pages • 6×9

US \$19.95 • Paperback

978-1-938548-07-9 (ePub)

978-1-938548-08-6 (ePDF)

US \$9.99 • ePub • ePDF • Kindle

U.S. and Canadian Rights
Other Rights: Author

The Way of the Warrior in Business

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

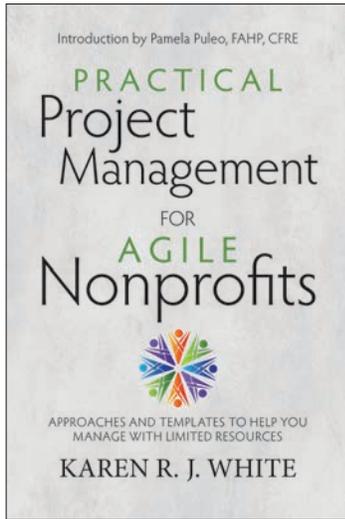
Donald Wayne Hendon • Mesquite, NV

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.

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). Hendon earned his PhD in Business from the University of Texas at Austin and his MBA in Marketing from the University of California at Berkeley.



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)

978-1-938548-04-8 (ePDF)

US \$11.99 • ePub • ePDF • Kindle

World Rights

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

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.

Karen R.J. White, PMP, PMI Fellow, is the founder of Applied Agility, a firm focused on helping nonprofits achieve success with their strategic objectives. She was formerly a senior consultant with PM Solutions. Karen holds an MS in Information Systems from Northeastern University.

SALES REPS/SUB RIGHTS

U.S. ACCOUNTS MANAGERS

Jocelyn Kepko

Tel 631.926.8961

Fax 631.821.6557

jkepko@bookmasters.com

Robert Troast

Tel 973.897.2685

rtroast@bookmasters.com

NEW ENGLAND & MID-ATLANTIC

Ray Chateaufneuf

Tel 413.533.3255

Fax 413.533.2729

rchateau@comcast.net

Bill Palizzolo

Tel 866.408.0639

Fax 866.408.0639

billp@nepubreps.com

Lisa Sirak

Tel 973.299.0085

Fax 973.263.2363

lisas@nepubreps.com

Bob Weeks

Tel 484.432.4598

bobw@nepubreps.com

SOUTHEAST

Jim Barkley

Tel 770.827.0488

Fax 770.234.5715

jbarkley@mindspring.com

Stewart Koontz

Tel 256.483.7969

Fax 770.804.2013

skoontz@hotmail.com

Chip Mercer

Tel 205.682.8570

Fax 770.804.2013

chipmercer@bellsouth.net

Rich Thompson

Tel 205.910.2687

Fax 770.804.2013

richthompson@charter.net

SOUTHWEST

Larry Hollern

Tel 806.351.0566

Fax 806.351.2741

lhollern@aol.com

Sal McLemore

Tel 281.360.5204

Fax 281.360.5215

salmclemor@aol.com

Karen Winters

Tel 512.733.6218

Fax 512.733.6218

karenwinters@aol.com

MIDWEST

Jack Eichkorn

Tel 636.695.4300

Fax 636.695.4301

jweichbooks@aol.com

Matt Eichkorn

Tel 636.695.4300

Fax 636.695.4301

matteich21@aol.com

Michelle Moline

Tel 815.485.2803

Fax 815.485.2841

michellemoline@att.net

WEST

Alan Read

Tel 626.590.6950

Fax 877.872.9157

alanread@earthlink.com

David Terry

Tel 510.813.9854

Fax 866.214.4762

dmterry@aol.com

Ted Terry

Tel 425.747.3411

Fax 425.747.0366

teddyhugh@aol.com

CANADIAN SALES REPRESENTATIVES

TORONTO (SELECTED)

LPA Group

8 Ridgeway Rd.

Toronto, ON M91 3Z4

Tel 416.704.1305

lpagroup@rogers.com

THE ATLANTIC PROVINCES

Genevieve Loughlin

Tel 902.423.9714

Fax 901.422.2869

loughlin@hornblowerbooks.com

QUEBEC

Karen Stacey

Tel 514.704.3636

Fax 1.800.596.8496

kstacey@hornblowerbooks.com

Roberta Samec

Tel 416.461.7973

Fax 416.461.0365

rsamec@hornblowerbooks.com

SASKATCHEWAN/MANITOBA

Lisa Pearce

Tel 204.489.4409

Fax 204.487.4036

lpearce@mts.net

BRITISH COLUMBIA/ALBERTA

Rick Brown

TEL/FAX 403.931.3388

UNITED KINGDOM REPRESENTATION

Gazelle Book Service

White Cross Mills, Hightown

Lancaster, LA14XS England

Tel +44.0.1524.68765

Fax +44.0.1524.63232

Mark Trotter

Distribution & Sales Director

Mark@gazellebooks.co.uk

Andrew Jones

Academic Sales & Marketing

Melanie Warner

Sales & Marketing Manager

SOUTHERN ENGLAND

Andrew Wallace

msllp@awallace.f2s.com

MIDLANDS, THE NORTH, AND SCOTLAND

Charlotte Kelly

fourcorners@bookweaver.co.uk

AUSTRALIA & NEW ZEALAND REPRESENTATION

John Reed Book Distribution

PO Box 257

Tea Gardens NSW 2324

Australia

Tel 612.4997.2936

Fax 612.4997.2937

sales@johnreedbooks.com.au

FOR ALL OTHER TERRITORIES

Tone Proe

Senior VP of Sales

Tel 315.679.3627

tproe@bookmasters.com

FOR SUBSIDIARY RIGHTS AND TRANSLATION INQUIRIES

Email us at: rights@mavenhousepress.com

BOOK TRADE ORDER FORM

MAVEN HOUSE PRESS

c/o AtlasBooks/Bookmasters
30 Amberwood Parkway
Ashland, OH 44805

ORDERS AND CUSTOMER SERVICE

Phone: 1.800.266.5564 Fax: 419.989.4047
Telephone Hours: 24/7
E-mail: order@atlasbooks.com

BILL TO

NAME _____
ADDRESS _____
CITY/STATE/ZIP _____
P.O. NUMBER _____
SALESPERSON _____
SHIPPING INSTRUCTIONS _____

SHIP TO

NAME _____
ATTN _____
ADDRESS _____
CITY/STATE/ZIP _____
CUSTOMER ACCOUNT No. _____
BUYER PHONE _____

TITLES (in alphabetical order)

ORDER NUMBER	TITLE	LIST PRICE	QUANTITY
978-1-938548-12-3	Create a Healthy Workplace — Achieve a Healthy Bottom Line (Summer 2016)	US \$24.95	_____
978-1-938548-30-7	Demystifying Talent Management (February 2015)	US \$24.95	_____
978-1-938548-39-0	Flair (December 2015)	US \$24.95	_____
978-1-938548-02-4	Innovating Innovation (Fall 2016)	US \$24.95	_____
978-1-938548-18-5	The NICE Reboot: A Guide to Becoming a Better Female Entrepreneur (available)	US \$19.95	_____
978-1-938548-33-8	Otherwise Engaged (March 2015)	US \$24.95	_____
978-1-938548-00-0	Practical Project Management for Agile Nonprofits (available)	US \$24.95	_____
978-1-938548-09-3	Project Management Essentials (available)	US \$24.95	_____
978-1-938548-21-5	Six Steps to Small Business Success (available)	US \$21.95	_____
978-1-938548-36-9	The Speaker's Edge (September 2015)	US \$19.95	_____
978-1-938548-06-2	The Way of the Warrior in Business (available)	US \$19.95	_____
978-1-938548-45-1	Turning Waste Into Wealth (July 2015)	US \$24.95	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Please feel free to photocopy this order form.

ORDERING INFORMATION

FOR BOOKSELLERS & LIBRARIES

Thank you for your interest in our books. Please order through your wholesaler or directly from our distributor, AtlasBooks/Bookmasters.

TO ORDER FROM ATLASBOOKS/BOOKMASTERS

- Prices/specifications are subject to change without notice
- Contact your sales representative (see page 9)
- Phone: 1.800.266.5564 (within the United States) or +1.419.281.5100 (outside the United States)
- Fax: 1.419.989.4047
- E-mail: order@atlasbooks.com
- Mail:
Maven House Press
c/o AtlasBooks/Bookmasters
PO Box 388
30 Amberwood Parkway
Ashland, OH 44805

School/Institution Discount Policy

All books are shipped at a 20% discount off list price, FOB AtlasBooks/Bookmasters Warehouse.

Retailer/Library Discount Policy

- Short Discount – 25%
- 1 to 10 copies – 40%
- 11 to 19 copies – 44%
- 20+ copies – 47%

Calendar – 55% returnable, 60% nonreturnable

Discount applied to retail list prices, which are subject to change without notice. Discounts apply to total quantity of books per order.

Terms

Net 30

Returns Policy

Active titles are returnable 180 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. Returns must be in clean, saleable condition (no stickers, tears, bent jackets, scuffs, discolorations, etc.). Returns must include a packing list with full title and ISBN for each shipment. All returns should be sent to the distribution warehouse, Attn: Maven House Press Returns.

New AtlasBooks/Bookmasters Accounts

AtlasBooks/Bookmasters welcomes new trade accounts. Your first order will initiate new account setup. All prices are retail list and are subject to change without notice.

FOR INDIVIDUAL BOOK BUYERS

Maven House Press titles are available at local bookstores and specialty outlets. If a book is not in stock, they can order it for you. Please patronize your local bookseller. If you cannot find a book in your area, you may order directly from AtlasBooks/Bookmasters or from most online bookstores.

TO ORDER FROM ATLASBOOKS/BOOKMASTERS (24/7)

We accept VISA, MasterCard, Discover, or American Express.

- Phone: 1.800.266.5564 (within the United States) or +1.419.281.5100 (outside the United States)

Orders shipped to Ohio or Virginia will include applicable sales tax.

EXAM AND DESK COPIES

Exam copies are issued to educators wanting to review a title for possible course adoption. Prepayment at a 50% discount (plus \$7.50 shipping/handling) is required. If a book is adopted for a class of 10 or more students, the prepayment will be refunded. If, within 90 days, you decide not to adopt the text, you may return it in saleable condition for a refund.

Desk copies are complimentary books sent to educators who have already adopted the book for a course. One desk copy may be requested at no charge for every 15 books ordered by your college bookstore of those titles adopted for a specific course (limit of 10 desk copies).

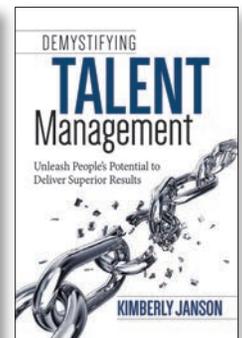
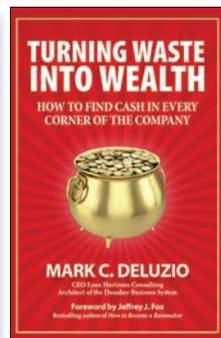
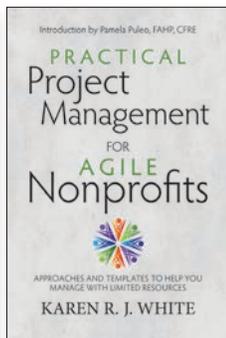
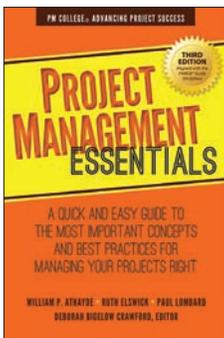
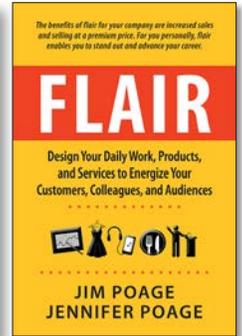
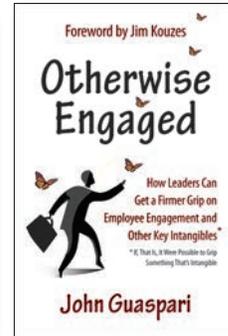
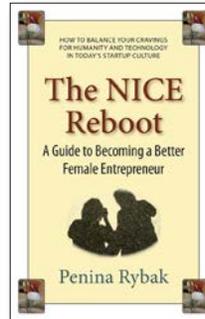
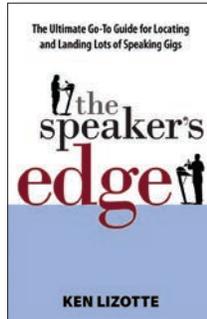
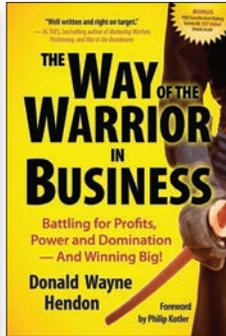
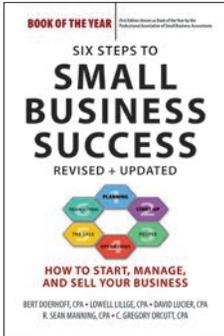
Requests for exam or desk copies must be submitted in writing on departmental letterhead and must include course title, start date, enrollment, and the name and phone number of the bookstore where the course books will be or were sold.

Send request, Attn: Maven House Press Exam/Desk Copy, to the distribution warehouse or fax to 1.419.989.4047.

DISTRIBUTION WAREHOUSE

AtlasBooks/Bookmasters
30 Amberwood Parkway
Ashland, OH 44805

TITLES FROM MAVEN HOUSE



MAVEN HOUSE PRESS

4 Snead Ct.
Palmyra, VA 22963

mavenhousepress.com