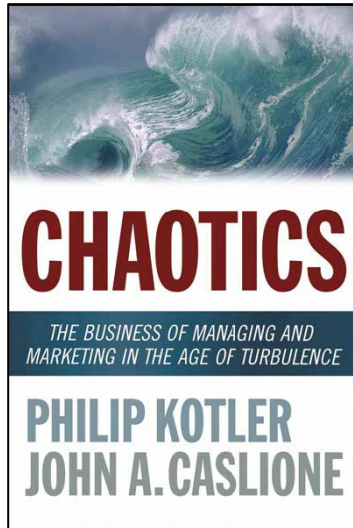


Chaotics: The Business of Managing and Marketing in the Age of Turbulence

Philip Kotler, John Caslione
Imprint: AMACOM



Pub Date: Jun-09
ISBN: 9780814415214
Format: Hardback
Subject Area: Marketing
Pages: 224
Trim size: 15.6cm x 10.8cm

Price: AUS \$39.95 NZ\$45.00

PUBLICITY HIGHLIGHTS:
**Media campaign to target all major
Business publications such as BOSS,
Qantas, Voyeur and BRW.**

Description

We have entered into an entirely new era, an age of increasingly frequent and intense periods of turbulence in the global economy. Unlike past recessions, today's crises have precipitated a need for businesses to develop a new mindset, one that takes into account intermittent periods of disturbance, allowing them to thrive while under the constant threat of chaos.

Complete with metrics and measurements, *Chaotics* outlines a powerful new system for managing waves of uncertainty affecting customers, employees, and other stakeholders. In this climate of increased turbulence, no organisation can survive with less.

Key Features

Chaotics presents a revolutionary set of guidelines designed to help businesses:

- detect sources of turbulence
- prepare scenarios
- predict resulting vulnerabilities and opportunities
- develop responses to ensure long-term resilience and success
- avoid risk while advancing the interests of the company
- build flexibility into the balance sheet
- price strategically
- adjust products to meet new customer values

Market

Sales and Marketing Managers and Executives.

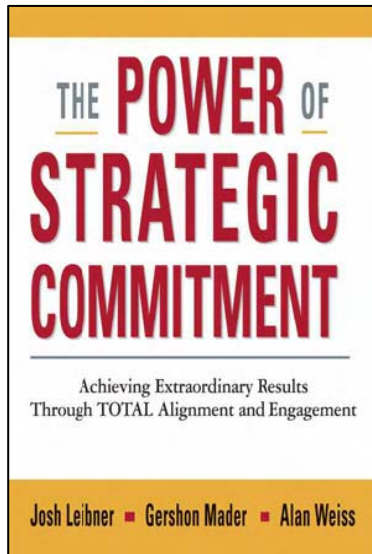
Author Biography

Philip Kotler is one of the world's foremost experts on the strategic practice of marketing, voted the first Leader in Marketing Thought by the American Marketing Association. He is the S. C. Johnson Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University, and the author of many influential books, including Marketing Management.

The Power of Strategic Commitment: Achieving Extraordinary Results Through Total Alignment and Engagement

Alan Weiss, Josh Leibner, Gershon Mader

Imprint: AMACOM



Pub Date: Jun-09

ISBN: 9780814413746

Format: Hardback

Subject Area: Leadership

Pages: 280

Trim size: 16.5cm × 23.5cm

Price: AUS \$50.00 NZ \$60.00

Description

Even the most well-thought-out initiatives will fail without true employee ownership, accountability, and engagement. Yet most managers and executives don't have a clear system for ensuring the support they need from those around them. *The Power of Strategic Commitment* helps readers improve their strategic processes by enlisting the support of managers, employees, boards, suppliers, investors, and others. The book outlines the key factors that determine commitment, providing powerful ways to build commitment that cost nothing.

This book provides practical methods for getting everyone behind the kind of important organisational actions that drive results.

Key Features

Readers will find out how to:

- continuously measure buy-in
- involve everyone in creating their own piece of a larger organisational future
- tailor commitment strategies for individual employees
- keep everyone on the road to achieving stated goals
- create a commitment-inspiring rewards system
- hire fully-engaged talent

Market

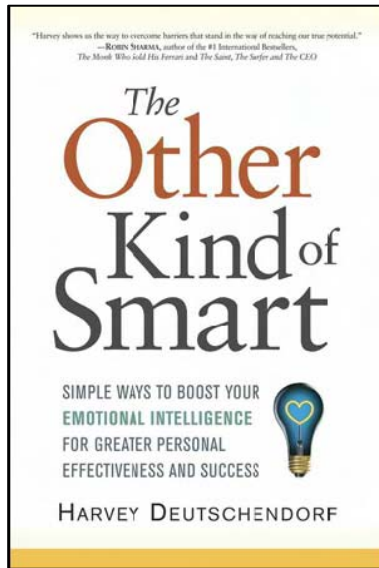
Leaders and Strategists in Business.

Author

Alan Weiss is a consultant, speaker, and author whose consulting firm, Summit Consulting Group, Inc., has attracted clients including Merck, Hewlett-Packard, and hundreds of other top organisations.

The Other Kind of Smart: Simple Ways to Boost Your Emotional Intelligence for Greater Personal Effectiveness and Success

Harvey Deutschendorf
Imprint: AMACOM



Pub Date: Jun-09
ISBN: 9780814414057
Format: Hardback
Subject Area: Business Personal Development
Pages: 224
Trim size: 15.2cm x 22.9cm
Price: AUS \$29.95 NZ \$35.00

Description

We have known for years that the difference between those who become successful in life and those who struggle is their degree of emotional intelligence (EI), or "people skills." Now, *The Other Kind of Smart* shows readers how they can increase their emotional intelligence and overcome the barriers that are preventing them from realising their true potential.

Emotional intelligence coach Harvey Deutschendorf has shown thousands of people how to relate emotional intelligence to everyday situations. Here, he uses the proven techniques of storytelling, combined with quotes and exercises, to show readers how to apply the principles of EI on the job. Filled with real-life scenarios and solutions, the book offers tools that will bring results in as little as five minutes a day and shows how to develop stress tolerance, cultivate empathy, increase flexibility with co-workers, boost

assertiveness, and resolve problems successfully. Complete with an EI quiz that will help readers measure their own level of emotional intelligence, this invaluable guide will enable everyone to improve their relationships and increase their effectiveness at work in a practical, accessible way.

Market

General Business Personal Development Readership.

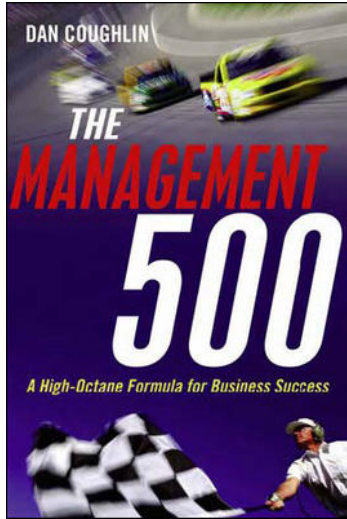
Author Biography

Harvey Deutschendorf is an emotional intelligence coach who has worked in the field of EI for more than 10 years, and a Certified Administrator of the BarOn EQI, the first scientifically valid test for emotional intelligence approved by the American Psychological Association.

The Management 500

Coughlin Dan

Imprint: AMACOM



Pub Date: Jun-09

ISBN: 9780814414231

Format: Hardback

Subject Area: Business/Management

Pages: 256

Trim size: 15.6cm x 23.5cm

Price: AUS \$34.95 NZ\$40.00

Description

The world of auto racing is thrilling, energizing, and runs at a break-neck speed. But it also requires incredible accuracy, nuance, and impeccable performance to ensure a win. These same qualities are essential for every manager who wants to build a sustainable, profitable business. Known as The Management 500, this is the real-world race that business managers compete in to generate significant growth each year for three consecutive years.

The Management 500 provides practical management lessons from the history of professional auto racing. With insights and stories from some of the most successful people in Formula 1, IndyCar Series, and NASCAR over the past 60 years, consultant Dan Coughlin helps busy managers who want to rev up their skills in areas like leadership, teamwork, strategy, branding, problem-solving, dealing with change and innovation. From Enzo Ferrari to Kyle Busch, and from the the Indianapolis 500 to the Daytona 500, this book has taken invaluable tips from the fast, furious world of racing and shows how every business manager can combine passion

with precision to compete and win in today's competitive business world.

Market

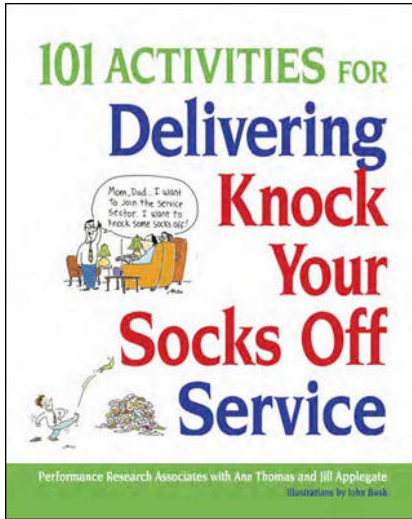
Managers and Leaders at all Levels

Author

Dan Coughlin is a management consultant and keynote speaker, whose clients include Toyota, McDonald's, Marriott, Coca-Cola, Boeing, St. Louis Cardinals, and more than 150 other organizations. His Free Resource Center on Business Acceleration is available at www.thecoughlincompany.com.

101 Activities for Delivering Knock Your Socks Off Service

Performance Research Associates
Imprint: AMACOM



Pub Date: Jun-09
ISBN: 9780814414446
Format: Paperback
Subject Area: Customer Service
Pages: 384
Trim size: 18.7cm x 23.5cm
Price: AUS \$55.00 NZ \$65.00

all readers improve their service and wow their customers.

Market

Customer Service Professionals

Author

Performance Research Associates, INC., was founded in 1972 by the late Ron Zemke, author of nearly 40 books on service quality and organizational effectiveness. The firm consults with large and medium sized corporations and non-profits.

Description

Today's customers want service that is faster, better, cheaper. But how can organizations ensure that they are prepared to meet that challenge? The perfect addition to best-selling author Ron Zemke's Knock Your Socks Off Service® book series, *101 Activities for Delivering Knock Your Socks Off Service* provides readers with practical tools to help meet their customers' needs. This set of powerful exercises teaches customer service managers and employees valuable ways to help their organisations provide world-class service and helps them create an action plan for improvement. Written in the same accessible and humorous style that made this series a classic.

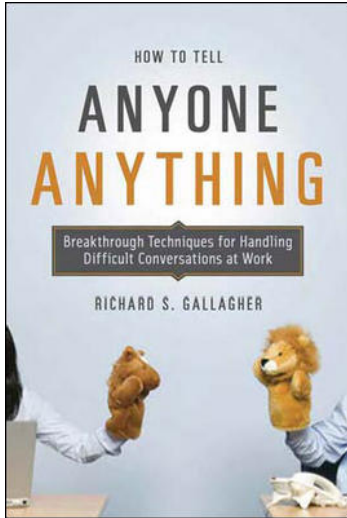
Divided into 20-30 minute activities, this invaluable guide will help

Backlist Titles

ISBN	AUTHOR	TITLE	AUS\$	NZ\$
9780814473658	ZEMKE	Delivering Knock Your Socks Off Service	\$36.00	\$41.00
9780814473689	BELL /ZEMKE	Managing Knock Your Socks Off Service 2E	\$36.00	\$41.00
9780814479353	ANDERSON	Coaching Knock Your Socks Off Service	\$49.95	\$54.00

How to Tell Anyone Anything

Gallagher Richard
Imprint: AMACOM



Pub Date: Jun-09
ISBN: 9780814410158
Format: Paperback
Subject Area: Business Self-Help
Pages: 224
Trim size: 15.2cm x 22.9cm

Price: AUS \$24.95 NZ \$30.00

Description

No one likes to be criticised. But when feedback is necessary whether it's with a boss, someone we manage, or another co-worker it takes great communication skills to successfully get the message across with feelings and relationships intact.

Drawing from the latest thinking in psychology on how best to connect with others, *How to Tell Anyone Anything* steers readers away from the common mistake of focusing on what's wrong, and shows them instead how to provide clear, constructive, positive messages. From telling a frequently late employee that we understand what happened (even as we negotiate for the problem to stop), to asking a rude co-worker what's bothering them (and by doing so, discovering the root of the problem), the book gives readers powerful insight into how we all react naturally to criticism and how to transform interactions that might become verbal tugs of war into collaborative, problem-solving sessions.

Market

Sales and Marketing Managers and Web Marketers.

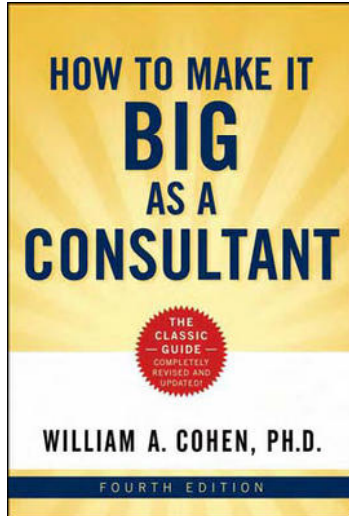
Author

Richard S. Gallagher is a former customer service executive who is now a popular corporate trainer and public speaker specializing in the mechanics of customer interaction. He is the author of several books including *Great Customer Connections* (978-0-8144-7308-5) and *What to Say to a Porcupine* (978-0-8144-1055-4).

How to Make It Big as a Consultant

Cohen William

Imprint: AMACOM



Pub Date: Jun-09

ISBN: 9780814410325

Format: Paperback

Subject Area: Business Consulting

Pages: 352

Trim size: 15.2cm x 22.9cm

Price: AUS \$29.95 NZ \$35.00

Market

Aspiring and Current Consultants.

Author

William A. Cohen, PH.D. is a business professor, speaker, and President of the Institute of Leader Arts, as well as the author of numerous books, including *A Class with Drucker* (978-08144-0919-0).

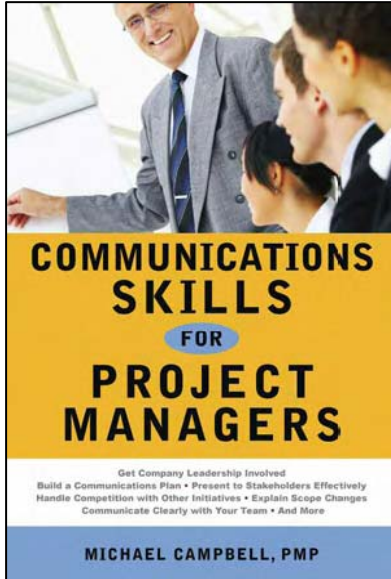
Description

Getting started in consulting can be a tricky prospect. How much should you charge? What type of language should exist in the contract? How can you find clients? Written by a veteran consultant with hundreds of consulting engagements to his credit, *How to Make it Big as a Consultant* is filled with highly-focused, detailed advice on every aspect of starting up and maintaining a highly lucrative consulting career.

Completely updated and revised throughout, the fourth edition features three new chapters on developing strategies for clients, how to lead consulting teams, and the consulting wisdom of Peter Drucker. This long-depended-upon guidebook will help any aspiring reader become the kind of outstanding consultant that clients will turn to again and again.

Communications Skills for Project Managers

Michael Campbell
Imprint: AMACOM



Pub Date: Jun-09
ISBN: 9780814410530
Format: Hardback
Subject Area: Communication
Pages: 224
Trim size: 15.2cm × 22.9cm

Price: AUS \$39.95 NZ \$45.00

Description

According to the Project Management Institute, over 80% of a project manager's job is communication yet most project management books hardly discuss it. *Communications Skills for Project Managers* provides practical advice and strategies for ensuring success, even in the face of shifting organisational priorities, constantly evolving expectations, and leadership turnover. This important guidebook gives readers the practical strategies they need to keep everyone including themselves in the loop.

Even a project that is brought in on time and on budget can be considered a failure if those outside a project team haven't been clearly communicated with throughout the project lifespan. This book provides readers with the skills they need for ensured project success, every time.

Key Features

Readers will find out how they can:

- keep those on the project team and upper management involved & informed
- establish a plan for communication
- effectively present to stakeholders
- compete with other initiatives within the organisation
- convey reasons for change

Market

Current Project Managers and aspiring Project Managers.

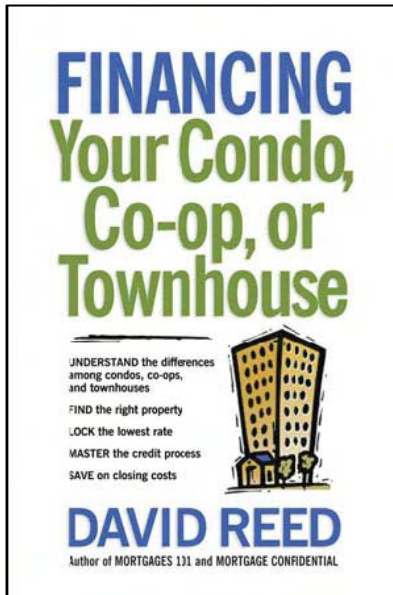
Author Biography

Michael Campbell, PMP is an experienced project manager and author of *The Complete Idiot's Guide to Project Management, 4th Ed.* (Alpha Books) and *Bulletproof Communications* (Career Press).

Financing Your Condo, Co-op, or Townhouse

David Reed

Imprint: AMACOM



Pub Date: Jun-09

ISBN: 9780814480625

Format: Paperback

Subject Area: Real Estate

Pages: 240

Trim size: 15.2cm x 22.9cm

Price: AUS \$29.95 NZ \$35.00

- Why the percentage of owner-occupied units is important
- What to consider when buying new construction or conversion properties
- The financial considerations unique to each type of home Whatever the property, whatever the question...this handy guide to financing has the answers.

Market

Those in or entering the real estate market.

Author Biography

DAVID REED (Austin, TX) is the author of several books including *Mortgages 101* (978-0-8144-0166-8), *Mortgage Confidential* (0-8144-7369-6), *The Real Estate Investor's Guide to Financing* (978-0-8144-8061-8), and *An Insider's Guide to Refinancing Your Mortgage* (978-0-8144-0935-0). As a senior loan officer, he has closed more than 2,000 mortgage loans. He is a columnist for *Realty Times* and a contributing editor and columnist for *Mortgage Originator* magazine.

Description

Finding a condo, co-op, or townhouse to call home is hard enough, but finding financing to buy this kind of property is even more challenging. As a veteran mortgage banker and author of *Mortgages 101*, David Reed has helped thousands of buyers through this complicated process. *Financing Your Condo, Co-op, or Townhouse* offers readers invaluable advice, including information on developer financing, specialty loans, government programs and refinance loans, streamlining the approval process, appraisals, closing costs, and more.

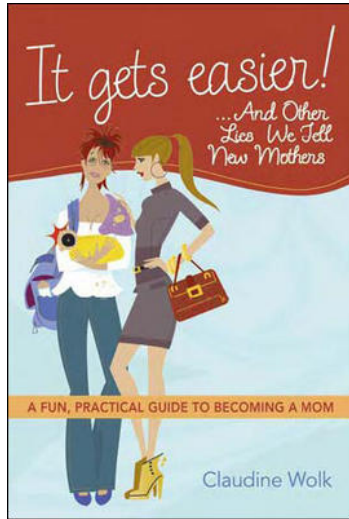
Key Features

Readers will find out how they can:

- The differences among condos, co-ops, and townhouses
- How to find the right type of property for them
- The rules governing loans for condos, co-ops and townhouses
- How to evaluate which loan type is best and lock in the lowest rate

It Gets Easier!...and Other Lies We Tell New Mothers

Wolk Claudine
Imprint: AMACOM



Pub Date: Jun-09
ISBN: 9780814415023
Format: Paperback
Subject Area: Parenting
Pages: 192
Trim size: 15.2cm x 22.9cm

Price: AUS 24.95 NZ \$30.00

PUBLICITY HIGHLIGHTS:
Media campaign to target all parenting publications such as Practical Parenting, My Child, Cosmopolitan Pregnancy and Australian Family Magazine.
Online parenting sites such as happychild.com.

Description

There is no question that being a mother is challenging, but this fun, frank, and prescriptive guide tries to do the impossible and make new motherhood easier. Featuring interviews with hundreds of moms and candid stories from author Claudine Wolk's own experiences as a mother, *It Gets Easier!...and Other Lies We Tell New Mothers* mixes humor, honesty, and insider strategies that will give new mums a 'leg-up.' This upbeat and entertaining book drives home the point that new moms are not alone and that there are things they can do to make motherhood a little more controllable and lot more enjoyable.

Complete with resources for further exploration and a helpful glossary, this funny, irreverent book will help ease every new mother's frustration.

Key Features

- 'The Talk' you need to have with your husband before you give birth

- what you really need to know about labour and delivery
- the importance of a baby schedule (no matter what anyone else says)
- the 6 Baby Commandments that can foster good eating and sleeping habits
- 5 new mum mantras that will help keep you sane
- body image after giving birth
- how to keep housework to a minimum

Market

New and Expecting Mothers

Author Biography

Claudine Wolk is a columnist, blogger, speaker, and mother of three. She writes humorously and speaks on all subjects regarding motherhood in the 21st Century.