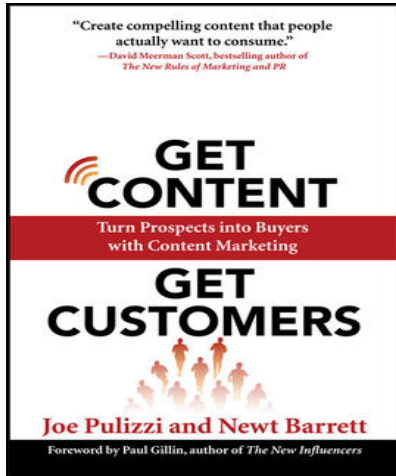


# Get Content Get Customers: Turn Prospects into Buyers with Content Marketing

Joe Pulizzi, Newt Barrett  
Imprint: McGraw-Hill



Pub Date: Jun-09  
ISBN: 9780071625746  
Format: Paperback  
Subject Area: Marketing  
Pages: 224  
Trim size: 22.9cm x 15.2cm

Price: AUS \$34.95 NZ \$40.00

**PUBLICITY HIGHLIGHTS:**  
Media Campaign to target all major business publications, particularly those with a marketing focus such as *Voyeur*, *NZ Marketing Magazine* and *Australian Marketing Institute Newsletter*.

## Description

*Cutting-edge strategies and advice for creating dynamic content marketing campaigns*

The rules of marketing have changed. Today, savvy businesses are using compelling, target-driven content to create marketing messages that attract new customers and hold onto existing ones. *Get Content Get Customers* shows marketing professionals step by step how to create and execute a content marketing strategy for virtually every company, regardless of size or industry. The authors explain how to choose the best medium for marketing the content; i.e. print, blogs, web, newsletters, white papers, and more.

## Key Features

- Content marketing is considered the future of marketing

- In a recent study by the Online Publishers Association, content marketing outperformed standard online advertising by 29%
- Joe Pulizzi and Newt Barrett are well known in the field; Pulizzi was voted "2008 Custom Media Innovator of the Year" by American Business Media
- Authors' websites receive a combined 20,000 visitors each month
- Includes an introduction by Paul Gillin, bestselling author of *The New Influencers*

## Market

Marketing Managers who are looking for specific tools to reach their customers directly in a meaningful way.

## Author

**Joe Pulizzi** is founder and chief content officer for Junta42, the leading online resource for content marketing.

**Newt Barrett** is president of Content Marketing Strategies, a firm that helps businesses market their products and services through relevant content.

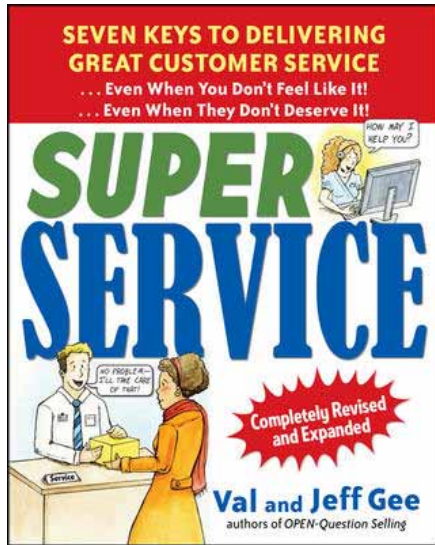
## Backlist Title

ISBN	AUTHOR	TITLE	AUS\$	NZ\$
9780071545211	BHARGAVA, ROHIT	Personality Not Included	\$34.95	\$40.00

## Super Service

Gee Jeff

Imprint: McGraw-Hill



Pub Date: Jun-09

ISBN: 9780071625791

Format: Paperback

Subject Area: Customer Relations

Pages: 240

Trim size: 23.5cm x 18.7cm

Price: AUS \$29.95 NZ \$35.00

### Key Features

- This is one of McGraw-Hill's top customer service books, with over 40,000 copies sold since 1999.
- The authors are known as leaders in the field of customer service. Their company, The McNeil & Johnson Learning Company, trains over 60,000 people a year.
- Motorola credits the authors with a 17% increase their customer retention rate
- The authors will promote the book to their global clients who include Motorola, Pepsi, Abbott Laboratories, Nike, Bally's and many more.

### Market

Frontline customer service representatives and their managers.

### Author

**Val and Jeff Gee** are founders of the McNeil & Johnson Learning Company, a million-dollar training firm with offices in the United States, Australia, and the United Kingdom.

### Description

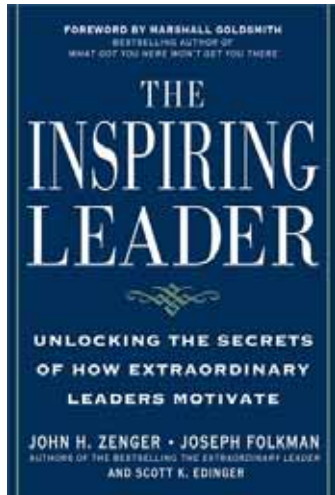
With over 40,000 copies sold since 1999, Super Service by Val and Jeff Gee has been the book customer service representatives and their managers have turned to when they need help dealing with angry customers, providing a positive solution, or turning a challenge into an opportunity. Its 7 keys which include adopting the right attitude, understanding customer needs, clear communication and taking action have helped the millions of frontline workers who service customers directly reach the highest level of success every day.

This completely revised and expanded edition includes the same motivational and practical techniques that customer service reps wanted in the previous edition but on top of that it includes tons of new material based on the most popular requests for information the authors have received in their seminars and through surveys to their major clients.

## The Inspiring Leader

Zenger John, Joseph Folkman

Imprint: McGraw-Hill



Pub Date: Jun-09

ISBN: 9780071621243

Format: Hardback

Subject Area: Leadership

Pages: 264

Trim size: 15.2cm x 22.9cm

Price: AUS \$50.00 NZ \$60.00

### Description

In *The Extraordinary Leader* John Zenger and Joseph Folkman revealed research based on a study of 20,000 managers that revealed the top 16 competencies that differentiate the top 10% of leaders from the rest of the crowd. While not all of the top managers possessed all 16 competencies, what they discovered is the leaders in the study who possessed the quality to “inspire and motivate others to high performance” outperformed all other leaders. In other words, the quality that made the most difference in someone's success as a leader was his or her ability to inspire.

To understand more about this quality, Zenger and Folkman conducted several studies and analysed hundreds of thousands of data points over the past four years to understand how the most effective leaders inspire. What they learned is that people also have strong misconceptions. They assume it means giving passionate public speeches, much like the coach's half-time locker room talk. But their research dispelled that myth. Instead, it revealed there are clear principles and behaviours top leaders use to build an emotional connection between the leader and those being influenced. *The Inspiring Leader* reveals the 7 behaviours Zenger and Folkman discovered, which include:

- Creating stretch goals for your staff
- Fostering accountability for your results
- Championing change

### Features

- McGraw-Hill has had tremendous success with *The Extraordinary Leader* with over 50,000 copies sold.
- *The Extraordinary Leader* revealed original research and empirical evidence on what it takes to be a top 10% leader. *The Inspiring Leader* builds on that revealing original data on the one competency - motivating and inspiring others - that consistently drives people to the top.

### Market / Audience

Leaders and managers at all levels

### Author

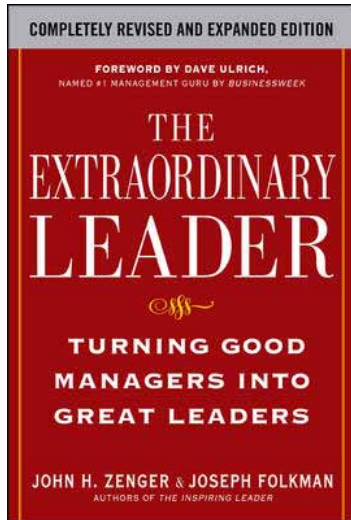
**John H. Zenger, D.B.A. (Midway, UT)**, is the CEO and co-founder of Zenger-Folkman. He was inducted into the Human Resources Development Hall of Fame in 1994 and received the Thought Leader Award from his industry colleagues in 2005. He is considered one of the most authoritative voices on improving organizational performance and developing leadership.

**Joseph Folkman, Ph.D.**, is president and co-founder of Zenger-Folkman. A popular speaker, he is a renowned expert on survey design and data analysis.

## The Extraordinary Leader

Zenger John

Imprint: McGraw-Hill



Pub Date: Jun-09

ISBN: 9780071628082

Format: Hardback

Subject Area: Leadership

Pages: 300

Trim size: 15.2cm x 22.9cm

Price: AUS \$55.00 NZ \$65.00

- McGraw-Hill has had tremendous success with The Extraordinary Leader, with over 50,000 copies sold worldwide
- Driving the success of the first edition is the authors' original and groundbreaking research of over 20,000 managers that revealed 16 key leadership competences
- This new edition reveals further data from the authors' most recent leadership studies
- Other new material includes global case studies and information on the core topic of strengths

### Market / Audience

Leaders and managers at all levels

### Author

**John H. Zenger, D.B.A. (Midway, UT)**, is the CEO and co-founder of Zenger-Folkman. He was inducted into the Human Resources Development Hall of Fame in 1994 and received the Thought Leader Award from his industry colleagues in 2005. He is considered one of the most authoritative voices on improving organisational performance and developing leadership.

### Description

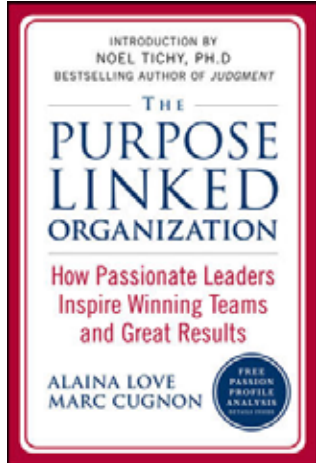
What does it take to reach the top of the leadership ladder? That's what performance management gurus John Zenger and Joseph Folkman sought to answer in their groundbreaking book The Extraordinary Leader. To discover it, they analysed over 200,000 assessments from 20,000 managers and uncovered amazing insights that demystify this complex subject. From the authors' research, a new model of leadership emerged that challenges long-held beliefs about leadership competencies. The Extraordinary Leader identifies the 16 competencies their research revealed that tower above all the others - the ones that separate great leaders from the average.

This revised edition of this classic book timed to release with the authors' new book The Inspiring Leader goes even deeper into the question, "What makes a great leader?" This new edition of The Extraordinary Leader provides more research-based strategies for strengthening leadership both in individuals and in organisations.

### Features

## The Purpose Linked Organization

Love, Alaina; Cugnon, Marc  
Imprint: McGraw-Hill



Pub Date: Jun-09  
ISBN: 9780071624701  
Format: Hardback  
Subject Area: Organisational Behavior  
Pages: 256  
Trim size: 15.2cm x 22.9cm  
Price: AUS \$44.95 NZ \$50.00

### Description

There is rising tension in the relationship between employees and corporations. Why? Because today's workers want more. They have a burning desire to identify their purpose and passions and find an outlet for them in the work environment. At the same time, their employers are feverishly searching for new ways to achieve outstanding results through their people, results that allow them to outdistance the competition. What far too few organisational leaders realise is that purpose combined with passion is the new competitive edge.

Based on the authors' proprietary research and in-depth interviews with a diverse group of high powered executives across 14 industry segments, The Purpose Linked Organization explores the concepts of purpose and passion as they relate to the individual, the organisation and the role of the leader and translate them into actionable business practices.

The book identifies a practical process that allows organisations to incorporate employee passion into key business practices such as talent management, employee development, recruiting and succession planning using methods that facilitate the application of those passions to growing the business.

### Backlist Title

ISBN	AUTHOR	TITLE	AUS\$	NZ\$
9780071490825	BRYAN/ JOYCE	Mobilising Minds	\$51.95	\$65.00

### Features

- Free with every book purchase: The Passion Profiler™, an online tool that allows readers to discover their own cluster of passions and provides insight about potential roles in which individuals with those passions will thrive as well as guidance about the application of those passions to the work environment
- Includes interviews with leaders and CEOs of global organisations such as Merck; Circuit City Stores; Liberty Bank, and many more.

### Market / Audience

CEOs, senior executives in managerial positions, human resource professionals, recruiters, team leaders, trainers, any professional who manages a staff (e.g., doctors, lawyers, and architects), career coaches, consultants, organisational behaviour students/teachers

### Author

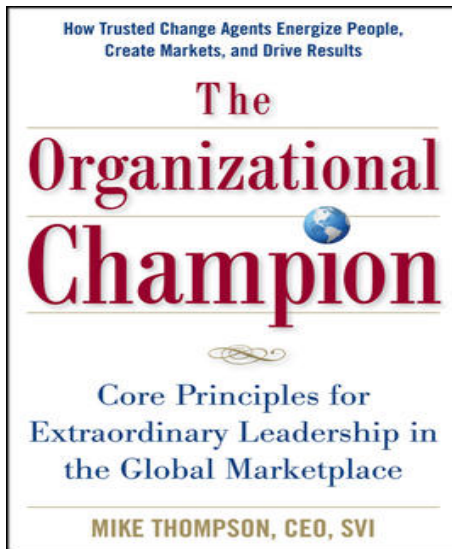
**Alaina Love (Flint Hill, VA)**, SPHR is a talented consultant in the field of leadership and organisation development and lead writer for the book.

**Marc Cugnon (Flint Hill, VA)**, is the CEO and co-founder of Purpose Linked Consulting.

## The Organizational Champion: Core Principles for Extraordinary Leadership in the Global Marketplace

Mike Thompson

Imprint: McGraw-Hill



Pub Date: Jun-09

ISBN: 9780071624862

Format: Hardback

Subject Area: Management

Pages: 272

Trim size: 15.2cm x 22.9cm

Price: AUS \$50.00 NZ \$60.00

### Key Features

- Based on Thompson's executive training programs for IBM, Wal-Mart, J&J, P&G, Energizer, and Coca-Cola
- Thompson will promote his book nationwide at Organisational Champion conferences and bi-monthly keynote speeches
- Thompson is the founder of leading marketing firm ThompsonMurray. In five years Mike helped lead ThompsonMurray from start-up to a multi-million dollar firm
- Essential reading for HR VPs and senior CEOs

### Market

Managers and Leaders at all Levels.

### Author Biography

**Mike Thompson** is the founder of SVI, the key provider to Wal-Mart's executive development. His previous experience includes three years as a National Sales Manager for J.B. Hunt Transport and six years in active duty and reserve duty for the U.S. Air Force and Air National Guard.

### Description

*The leadership training program used by Wal-Mart and IBM*

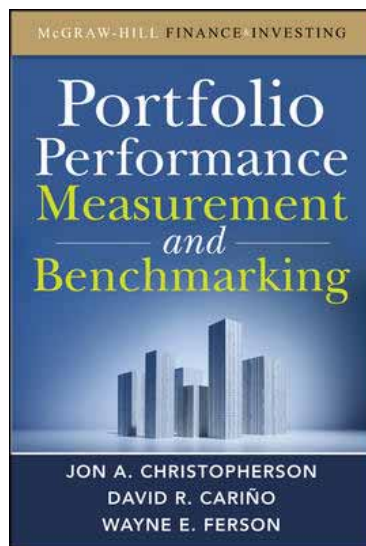
The worlds of business and finance are utterly changed, and the need for trusted change-makers has never been greater. In this book, consultant Mike Thompson uncovers the core principles behind this special breed of leader which he calls Organisational Champions and shows how they and their companies thrive.

By defining the essential character traits of "champions," Thompson shows companies how to cultivate their own mavericks, enact change and promote productivity both vertically and horizontally, communicate across the board and achieve bottom-line results. Filled with brilliant behavioural insights and value-based initiatives, it's a proven way to turn top executives into true champions.

## Portfolio Performance Measurement and Benchmarking

Christopherson, Jon A.

Imprint: McGraw-Hill



Pub Date: Jun-09

ISBN: 9780071496650

Format: Hardback

Subject Area: Investment & Securities

Pages: 600

Trim size: 15.2cm × 22.9cm

Price: AUS \$160.00 NZ \$170.00

### Description

It's impossible to manage what you can't measure. Benchmarking is the process that appropriately compares and measures investment performance. The creation of a portfolio benchmark comparison is crucial, whether it's for a high-net-worth or institutional investor. Choosing an inappropriate benchmark can lead to harmful inaction or decisions that can be detrimental to the portfolio. After a portfolio is designed, the benchmark comparison should be built to accurately measure success in terms of both return and risk.

In Portfolio Performance Measurement and Benchmarking, the authors provide a foundation for benchmark construction and discuss many specific benchmarks for asset classes and investment styles. The book covers a wide variety of performance measurement methodologies and evaluation techniques, starting with the basics, such as return calculations and methods of dealing with cash flows.

Drawing on their wide collective experience, the authors highlight the many mechanical problems involved in building benchmarks and

the implications of those problems, taking firm positions on the philosophy and construction of equity indexes. Enriched with practical examples of how to calculate performance statistics and how to interpret the results, Portfolio Performance Measurement and Benchmarking is a valuable addition to the literature of equity benchmark construction.

### Features

- The book is full of practical examples, promoting a thorough understanding of equity benchmark construction
- The authors are experts in benchmark construction and draw their conclusions both from state-of the-art academic research and from practice
- This is the first comprehensive volume entirely devoted to benchmark construction

### Market / Audience

Financial and investment analysts, portfolio managers, hedge fund professionals, asset allocation specialists, alternative investment managers.

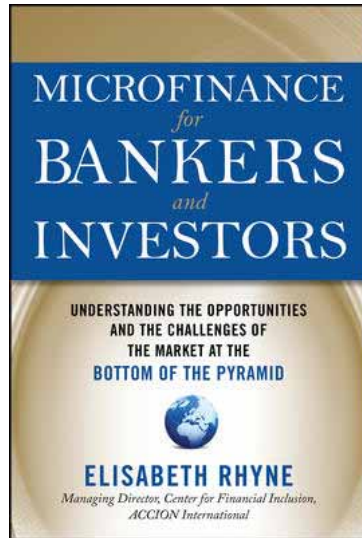
### Author

**Jon A. Christopherson, Ph.D.** (Tacoma, WA) is Russell Investment Group's first research fellow on the basis of his record of intellectual innovation at Russell and the significant impact this has had on Russell's businesses.

## Microfinance for Bankers and Investors

Rhyne, Elisabeth

Imprint: McGraw-Hill



Pub Date: Jun-09

ISBN: 9780071624060

Format: Hardback

Subject Area: Investment & Securities

Pages: 304

Trim size: 15.2cm x 22.9cm

Price: AUS \$70.00 NZ \$80.00

### Description

The outstanding performance of leading microfinance banks has rendered banking at the base of the pyramid an integral part of emerging-markets finance. The high interest paid on microloans makes the operations surprisingly profitable. Hedge funds, private equity firms - venture capital firms in particular - and other big investors are looking to get into the business. Over the last six years the microfinance sector has grown at an average rate of 30 per cent and 65 of the world's top MFIs had an average rate of return of about 2.5 per cent of total assets, comparing favourably with returns in the commercial banking sector. As Michael Chu, a senior lecturer at Harvard Business School put it: "if your objective is to roll back poverty and change the world, don't believe those that have been telling you that returns on your investment are the icing on the cake. It is the cake itself."

Microfinance for Bankers and Investors educates potential microfinance investors in three ways: first by demonstrating the investment opportunity with facts and figures from authoritative research, secondly, by illustrating the stories of success from around the world, and lastly, by educating with best practices and lessons

learned by experts. The book is written in a non-academic, direct style, and it is enhanced with detailed case studies that showcase innovative and entrepreneurial ventures into microfinance by some of the world's best-known corporations such as Citibank, Visa Inc. and Wal-Mart. The company-cases help bring microfinance to life, recounting the motivations that led these companies into inclusive finance, the opportunities, and the obstacles they saw and the results they have experienced so far.

### Features

- Timely topic: The topic of financial inclusion/microfinance has been covered extensively in the financial media in the last year with articles appearing in BusinessWeek, Forbes, and the business section of The New York Times.
- Good fit for our list: this augments our list in new areas for institutional and global investing.

### Market / Audience

Financial and investment analysts, portfolio managers, hedge fund professionals, asset allocation specialists, alternative investment managers.

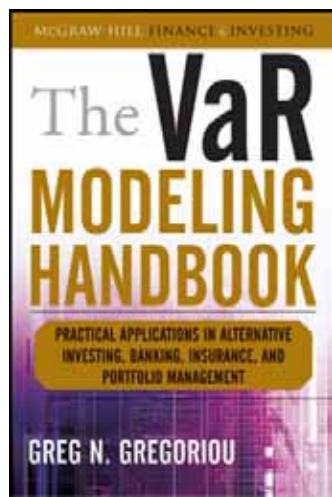
### Author

**Elisabeth Rhyne** is the Managing Director of the newly-formed Centre for Financial Inclusion at ACCION International. She has published numerous articles and four books on microfinance, including *Mainstreaming Microfinance: How Lending to the Poor Began, Grew and Came of Age in Bolivia* (Kumarian Press, 2001

## The VaR Modeling Handbook

Gregoriou, Greg N.

Imprint: McGraw-Hill



Pub Date: Jun-09

ISBN: 9780071625159

Format: Hardback

Subject Area: Finance

Pages: 504

Trim size: 15.2cm x 22.9cm

Price: AUS \$155.00 NZ \$170.00

features an international assembly of contributors from universities and financial institutions in the US and around the world.

### Key Features

- Dominant approach: VaR is a popular approach that has been called the "new science of risk management," and is emerging as the dominant risk management methodology.
- Comprehensive body of knowledge: This handbook greatly expands the current literature on VaR, featuring the perspectives of a wide range of practitioners, researchers, and academics giving the reader a comprehensive body of knowledge on the topic.

### Market

Institutional investors and traders, portfolio managers, asset managers, hedge fund managers, investment and commercial bank portfolio managers, risk managers

### Author Biography

**Greg N. Gregoriou** (Plattsburgh, NY) is Professor of Finance in the School of Business and Economics at State University of New York (Plattsburgh).

### Description

Value-at-Risk (VaR) is a powerful tool for assessing market risk while it happens - an important consideration when firms make trading or hedging decisions. Unlike market risk metrics such as the Greeks, or beta, which are applicable to only certain asset categories or certain sources of market risk, VaR is applicable to all liquid assets, encompassing all sources of market risk. Its benefits have made it the dominant method for estimating precisely how much money is at risk each day in the financial markets.

The VaR Modeling Handbook expands McGraw-Hill's coverage of the subject, and the reference will be an important companion to The VaR Implementation Handbook (007161513X, April 2009), which provides an initial introduction to VaR and its applications. The book delivers practical information on measuring and modeling risk specifically in alternative investments, banking, and the insurance sector. As with the previous handbook, The VaR Modeling Handbook

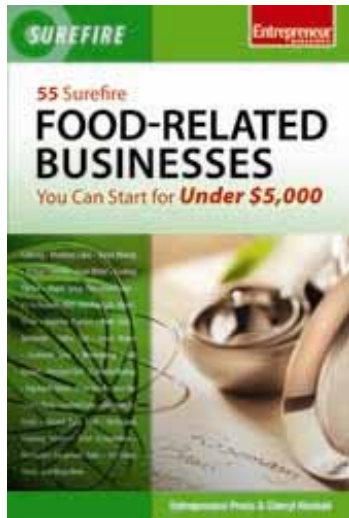
### Backlist/Related Titles

ISBN	AUTHOR	TITLE	AUS\$	NZ\$
9780071598347	GREGORIOU/ HOPPE	Handbook Of Credit Portfolio Management	\$ 155.00	\$ 170.00
9780071615136	GREGORIOU, GREG	VAR Implementation Handbook	\$ 155.00	\$ 170.00

## Title: 55 Surefire Food-Related Businesses You Can Start For Under \$5000

Kimball, Cheryl

Imprint: Entrepreneur Press



Pub Date: June 2009  
ISBN: 9781599182551  
Format: Paperback  
Subject Area: Business & Economics, Small Business  
Pages: 300  
Trim: 22.86 x 15.24cm

Price AUS \$32.95 NZ \$36.00

### Market

Serious food-lovers who dream of turning their passion for food into a business, but have held off for fear of risk, cost or lack of business ideas.

### Author

Cheryl Kimball (Middletown, NH) has been publishing director of two book-publishing companies and started a bookstore.

### Description

At more than a billion dollars, the food industry is evolving, creating new opportunities for eager entrepreneurs. Providing 55 different food-related ventures that cost under \$5,000 to start, the publishers at Entrepreneur give you the ideas, tools and essential business specifics you need to turn your culinary craft into an additional income. This book goes beyond catering and restaurants and explores new innovative ideas that cost little to start, providing a low-risk venture for food-lovers who want to take their talent or dream and turn it into success.

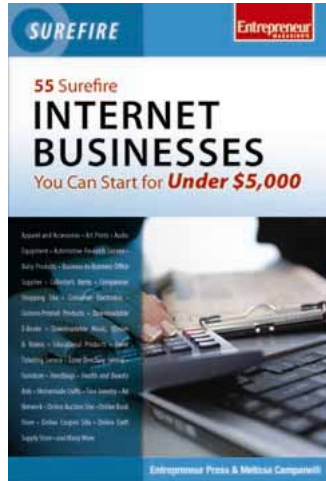
### Key Features

- Focuses on the emerging trends within a billion dollar industry
- Covers operation plans including home-based, retail location, mail order and more
- Provides potential offshoot and expansion opportunities for each business

## 55 Surefire Internet Businesses You Can Start for Under \$3000

Campanelli, Melissa

Imprint: Entrepreneur Press



Pub Date: May 2009

ISBN: 9781599182612

Format: Paperback

Subject Area: Business & Economics, Small Business

Pages: 300

Trim: 22.86 x 15.24cm

Price: AUS \$32.95/ NZ \$36.00

### Description

A fail-safe plan for new entrepreneurs, this book introduces 55 online business ideas, models and tools to help readers, technologically-savvy or not, build their own profitable Internet business-all for under \$3,000. Once they choose their new venture, online enthusiasts are taken step by step from how to choose a domain name to using Web 2.0 new media to market their business once it's up and running. Entrepreneur experts provide priceless insight into the hottest online trends and successful new online companies, and give ambitious web surfers everything they need to build a successful business online

### Key Features

- More than 70 percent of Americans are Internet users
- Unlike current competitive titles, this book goes beyond business basics, teaching social media and new-technology concepts, how to engage visitors with interactive and evolving content, new revenue models, and more

### Market

Online enthusiasts and web surfers (70% of Americans are Internet users) who dream of starting their own endeavor online but are hesitant because they don't know how or what business to start

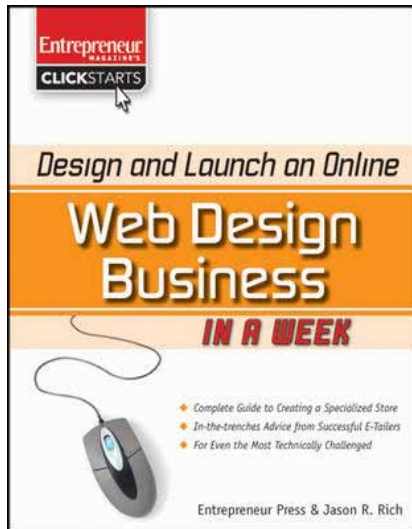
### Author

Melissa Campanelli (Brooklyn, NY) is a leading expert in small business e-tailing. She writes a monthly e-business column for Entrepreneur magazine, "Net Profits," is the author of Start Your Own e-Business, and is a senior editor at DM News

## Design and Launch an Online Web Design Business Under \$5000

Rich, Jason R

Imprint: Entrepreneur Press



Pub Date: June 2009

ISBN: 9781599182650

Format: Paperback

Subject Area: Small Business

Pages: 200

Trim size: 22.9cm x 17.8cm

Price AUS \$32.95 NZ \$36.00

- Offers an easy-to-understand, non-technical format
- Provides turn-key solutions from online sources such as Yahoo, Google to provide instant business functionality
- Programming skills not required
- Covers the latest technology solutions to keep readers on the cutting edge of internet business
- Features real-life stories, examples, tips and advice from online entrepreneurs and experts

### Market

- Freelance website designers, graphic artists and/or photographers who want to expand their client base and revenue using the Internet
- Web artists currently working in an established or traditional agency who looking to generate a second income
- Students planning to break into one of these fields

### Author

**Jason R. Rich (Foxboro, MA)** is the bestselling author of more than 37 books that cover a wide range of topics, including computers, eCommerce, personal finance, career-related topics, travel and entertainment. He also contributes regularly to major daily newspapers, including the New York Daily News, as well as national magazines and popular websites.

### Description

The expert advice in this guide allows web designers, programmers and graphic artists to turn their talent and skills into a full-fledged, online-based service business in just one week.

Web artists learn startup essentials, marketing, promotions and how to run their own virtual office, from industry experts. Successful web entrepreneurs share their stories and provide critical mistakes to avoid, important steps, examples, tips and tricks. Using this hands-on guide, web artists discover how to take their passion to the next level and turn it into a steady pay check.

### Key Features

- Offers a comprehensive overview of what it takes to utilise the Internet as a powerful tool for launching a business or expanding an existing business into cyberspace
- Provides comprehensive overview of online-based marketing and advertising, including Search Engine Marketing and Search Engine Optimisation
- Details how to generate additional revenue using the web