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## Million Dollar Consulting, Sixth Edition: The Professional's Guide to Growing a Practice (6th Edition)

Alan Weiss

### Key Selling Points

- Alan Weiss appears at high-powered speaking engagements at two-dozen venues a year in over 50 countries.
- Weiss's last three books ranked in the top five amazon.com subcategories *prior to release*.
- With over 2 million LinkedIn connections, 8,500 Twitter followers, 2,500 Facebook followers, and two YouTube channels, Weiss is prepared to launch an aggressive and targeted social media campaign to sell *Million Dollar Consulting*.
- *The author is one of two people in history to both be elected into the Professional Speaker Hall of Fame® and made a Fellow of the Institute of Management Consultants.*
- *Weiss hosts an annual Thought Leadership conference where his guests have included James Carville, Marshall Goldsmith, Dan Pink, and Robert Cialdini.*
- *Success magazine cited Weiss as "a worldwide expert in executive education," and the New York Post called him "one of the most highly regarded independent consultants in America."*

### Summary

#### Build a thriving 21st-century consultancy with an all-new edition of the classic bestseller

In a world of rapidly evolving technologies and business paradigms, your consulting business needs to radically adapt its techniques and models. Taking full measure of these changes, Alan Weiss, the "Rock Star of Consulting," will guide you through the process with a revised and completely updated sixth edition of his authoritative guide to consulting success.

Weiss updates his time-tested model for creating a flourishing consulting business, while showing you the many dynamic changes in solo and boutique consulting, coaching, and entrepreneurship. In addition, he offers you invaluable guidance on raising capital, attracting clients, and creating an airtight marketing strategy.

This new edition is packed with step-by-step advice on how to:

- Use volatility and disruption as offensive weapons
- Maximize fees by adopting a "value mindset"
- Build a successful model for marketing remotely
- Master cutting-edge technology to reach the broadest audience
- Form powerful alliances to increase reach and impact
- Think branding—and think global
- Generate six-figure projects, six-figure retainers, and seven-figure incomes

*Million Dollar Consulting* has been the go-to classic for consultants for nearly 25 years. With cutting-edge new content, Alan Weiss will show you how to grow your business into a seven-figure firm *today*.

# Exponential: Transform Your Brand by Empowering Instead of Interrupting

Jeff Rosenblum



## Key Selling Points

- Prominent speaking engagements: Jeff Rosenblum's team will reach out to major advertising and marketing conferences about speaking appearances in 2021.
- Bulk purchases: The author is working with long-term associates-from companies including Amazon, Capital One, ESPN, Fannie Mae, MasterCard, and Visa-to purchase the book for their teams and invite him to speak.
- Two major public relations firms, including the prominent firm LK Connects, will be on board to strategically link consumers, key influencers, and the media.

## Summary

**Build a brand that customers love with a proven strategy from one of today's top advertising executives**

Your brand can no longer succeed through targeted advertising and clever messaging. You need to see customers as people rather than just sources of income. This begins with you not only understanding their needs but also sympathizing with their values—and actually doing something about it. In this eye-opening guide, leading advertising executive and industry disruptor Jeff Rosenblum draws on his 25+ years of experience to deliver a plan for building a breakthrough brand by empowering instead of interrupting.

*Exponential* reveals:

- The neuroscience and behavioral psychology behind building brands through emotional and functional storytelling
  - Hands-on tactics that can strengthen your brand through empathy and empowerment
  - How to use culture and collaboration to understand your customer base and how to reach out to it
- Filled with data-driven stories of brands that got it right—and those that didn't—*Exponential* looks beyond targeted advertising and clever messaging with a powerful prescriptive for turning your prospects into customers and your customers into evangelists.

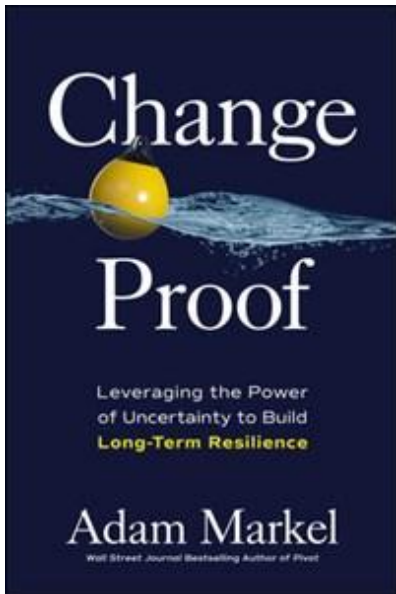
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## Change Proof: Leveraging the Power of Uncertainty to Build Long-term Resilience

Adam Markel

### Key Selling Points

- Best-selling author (PIVOT) is an expert on resiliency and the integration of business and personal development
- Shows how to create a mind shift, from "handling" or "managing" uncertainty to actively embracing and thriving in it
- Explains three concrete actions that need to be taken in order to become "change proof"

### Summary

**Learn how to thrive on uncertainty instead of merely managing it—from the resiliency expert and author of PIVOT**

When we think of resilience, we think of being able to “roll with the punches” and “bounce back” after uncertainty or change. But resiliency expert and bestselling author Adam Markel encourages you to aim higher. In *Change Proof*, he shows you how to truly, actually embrace change—to find the creative opportunity in uncertainty, as opposed to simply riding it out or reacting to it.

In *Change Proof*, Markel demonstrates that this kind of resilience—thriving versus surviving—is a skill you can cultivate, both personally and professionally. Using case studies, current research, and real-life anecdotes from his work as an executive mentor, Markel clearly lays out the fundamentals of the required mind shift—how to change your relationship with change. He then describes three concrete actions you can take in order to become “change proof”—able to turn uncertainty and chaos to your own clear advantage, every time.

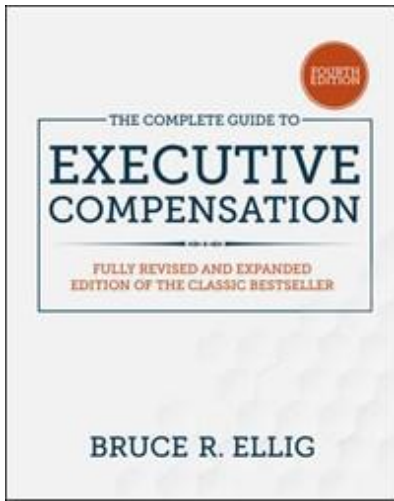
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## The Complete Guide to Executive Compensation, Fourth Edition *(4th Edition)*

Bruce R. Ellig

### Summary

**Get your compensation right with the go-to classic, updated with the latest changes in laws, practices, and more**

Executive pay is one of the most fluid, flexible, and important aspects of today's corporate landscape, and an integral part of your own professional strategy. In the completely revised edition of this acclaimed guide, renowned authority Bruce R. Ellig guides you through the changes that have occurred from 2013 to 2019 in designing and administering compensation packages to help you get the most out of your own pay plan.

Ellig examines each element of executive pay: salary, benefits and incentives, the role of boards of directors, and the influence of major stakeholders. Along the way, he offers a wealth of updates on:

- Changes in healthcare and pension requirements
- Additional requirements and considerations for boards of directors
- The role of the SEC in shaping executive compensation
- New rulings and laws, such as the 2018 Tax Act and recent changes in proxy statements

Whether you're an executive or a designer, approver, or administrator of executive pay plans, this welcome 4th edition of the classic guide thoroughly re-frames the picture of executive compensation today—and reveals what it means for you.

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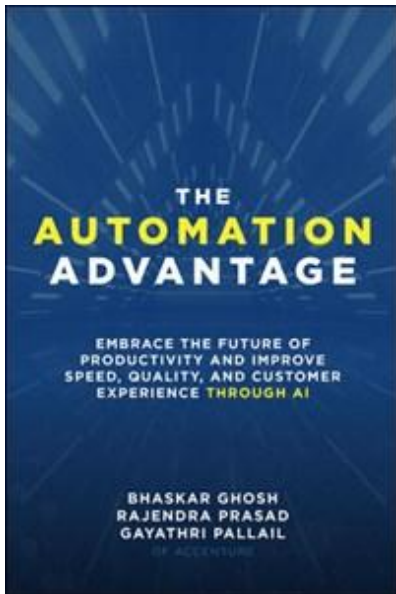
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# The Automation Advantage: Embrace the Future of Productivity and Improve Speed, Quality, and Customer Experience Through AI

Bhaskar Ghosh, Rajendra Prasad, Gayathri Pallail

## Key Selling Points

- At a time when every executive is struggling to understand the interplay between people and machines in business, *The Automation Advantage* presents a flexible model that they can use right now. Both insightful and actionable, this book demystifies leading-edge automation for a general management audience.
- Offers an elegant, staged implementation approach to guide executives to create and sustain an enterprise-wide intelligent automation strategy.
- Provides comprehensive frameworks and assessment tools to measure automation maturity and opportunity, as well as metrics showing ROI and other benefits of automation.
- Features illustrative case studies of successful implementation of intelligent automation.
- Advocates for a human-centric approach to AI and automation that leads to sustainable transformation and measurable business results.

## Summary

**From the global automation leaders at Accenture—the first-ever comprehensive blueprint for how to use and scale AI-powered intelligent automation in the enterprise to gain competitive advantage through faster speed to market, improved product quality, higher efficiency, and an elevated customer experience.**

Many companies were already implementing limited levels of automation when the pandemic hit. But the need to rapidly change business processes and how organizations work resulted in the compression of a decade’s worth of digital transformation into a matter of months. Technology suddenly became the essential element for rapid organizational change and the creation of 360-degree value benefiting all stakeholders. Businesses are faced with the imperative to embrace that change or risk being left behind.

In *The Automation Advantage*, global enterprise technology and automation veterans Bhaskar Ghosh, Rajendra Prasad, and Gayathri Pallail give business leaders and managers the action plan they need to execute a strategic agenda that enables them to quickly and confidently scale their automation and AI initiatives. This practical and highly accessible implementation guide answers leaders’ burning questions, such as:

- How do I identify and prioritize automation opportunities?
- How do I assess my legacy systems and data issues?
- How do I derive full value out of my technology investments and automation efforts?
- How can I inspire my employees to embrace change and the new opportunities presented by automation?

*The Automation Advantage* goes beyond optimizing process to using AI to transform almost any business activity in any industry to make it faster, more streamlined, cost efficient, and customer-focused—vastly improving overall productivity and performance. Featuring case studies of successful automation solutions, this indispensable road map includes guiding principles for technology, governance, culture, and leadership change. It offers a human-centric approach to AI and automation that leads to sustainable transformation and measurable business results.

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# Startup Program Design: A Practical Guide for Creating Corporate Accelerators and Incubators at Any Organization

Paolo Lombardi, Adam Berk

## Key Selling Points

- Two renowned experts:** Paolo Lombardi and Adam Berk are widely renowned in their field. Between them, they have hands-on experience in a combined total of more than 50 startup accelerators or incubators and over 100 hackathons.
- Popular speakers:** The authors have appeared at a wide range of conferences and events, including SWSX, TechCrunch, RISE, The Next Web, and Lean Startup Summit.
- Powerful real-world methodology:** Building the book around "user stories" highlighting specific problems or decisions, the authors have created an agile and innovative approach to designing and creating startups collaboration programs.
- Institutional support and global reach:** The authors have an extensive network in the startup/innovation space in both the U.S. and abroad.
- Stellar endorsements:** The authors will obtain endorsements from key leaders in the startup and innovation management communities, including Eric Reis (or Heather Mcgough our cofounder) (The Lean Startup), Ash Maurya (Running Lean), Diana Kander (All in Startup), and Henry Chesbrough (UC Berkeley professor and father of "Open Innovation"). Possibly Sunny Madra from FORDX and someone high up at American Family Insurance.

## Summary

### A practical manual for designing startup collaboration and acceleration programs that deliver results for any organization

Startup accelerators. Business incubators. Hackathons. These are the hallmarks of the innovation ecosystem development practices used to discover, launch, and scale the most forward-looking startups of the last decade. If you want to adopt these approaches to your own business but aren't sure how to implement them, now is the time to master the practices of today's most successful early-stage investors. In *Startup Program Design*, two seasoned veterans deeply versed in startup engagement programs provide you with the tools to introduce open innovation practices to your organization.

While other books on innovation management tend to be conceptual at the expense of hands-on experience, *Startup Program Design* is a practical manual vertically focused on preparing the organization, identifying the right strategy, and designing an attractive and effective offer. Filled with real-world examples, interviews with program managers, lessons learned, and diagrams and canvases that outline a step-by-step logical sequence, it points you toward results that are scalable and repeatable.

Whether you're an innovation manager, executive, consultant, service designer, business owner, or startup community activist, this first-of-its-kind guide offers a radical new framework for true innovation.

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- Chapter 02 A Common Framework
- Chapter 03 Design Dimensions

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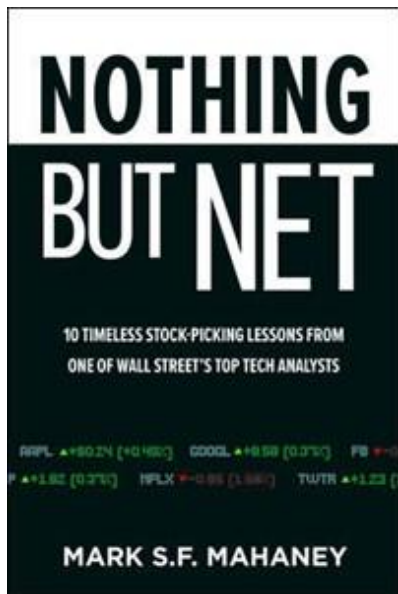
## Part 2

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Chapter 12 Objectives  
Chapter 13 Targets and deal flow  
Chapter 14 Capturing Value  
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## Nothing But Net: 10 Timeless Stock-Picking Lessons from One of Wall Street's Top Tech Analysts

Mark Mahaney

### Key Selling Points

- Despite a year of COVID and unprecedented social and political unrest, the stock market soared in 2020. The tech industry is the market's hottest and most profitable sector, but it's a roller coaster ride if you don't know what you're doing.
- Ranked one of today's leading tech analysts by several leading publications, Mark S. F. Mahaney provides the knowledge and insights readers need to invest in tech like pros.
- *Nothing But 'Net* doesn't tell the reader what stock to buy; rather, it outlines a tech/growth update, along with a focus on the consumer tech stocks that have become household names, like Amazon, Facebook, Google, Netflix, Twitter, and Uber.
- The book provides common-sense advice similar to that of classics like *One Up On Wall Street* and *A Random Walk Down Wall Street*.

### Summary

**From one of the world's leading tech stock investors—proven lessons on finding winners, avoiding losers, and building a durable tech portfolio for the long run.**

The tech industry is the stock market's hottest, most profitable sector, but it can be a roller coaster ride for investors. Companies with great ideas end up going nowhere, and some that dominate today will be sold at fire-sale prices in five years. *Nothing But 'Net* provides the knowledge and insights you need to understand what's really hot, know what's not, and outperform other tech investors on a consistent basis.

Famous for his solid, proven approach to tech stock investing, Mark S. F. Mahaney doesn't emphasize picking the next best stock—he shows how to succeed as a tech stock investor. Mahaney explains the ins and outs of tech stock investing, including:

- Why dividends and strong profits—manna for value investors—can sometimes be the kiss of death for tech investors
- Why revenue growth and customer metrics—not earnings—are what matter most to tech investors
- How to invest—not *trade*—in the great growth opportunities that lie ahead.

*Nothing But 'Net* provides common-sense advice, providing a tech/growth update along with a focus on the consumer tech stocks that have become household names, like Amazon, Apple, Facebook, Google, Netflix, Twitter, and Uber.

*Nothing But Net* provides powerful advice for the next two decades—lessons you can start applying today and put to use for years to come.

### Quotes

"People always ask me what investment books can help them understand how to value technology stocks. I gave up suggesting them a long time ago; nobody knew enough or had enough history with the most important sector in the market. And then along comes Mark Mahaney with *Nothing But Net*. The problem's solved; I have the answer. Read this book. It's the most comprehensive, self-deprecating, and insightful book I have come across that explains how tech stocks really work: which ones go up, which ones go down, from the only person who has opined for the entire era. I thought I

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knew these stocks cold; I learned a ton. You will too."  
-Jim Cramer, Host of Mad Money and Co-Founder of TheStreet.com

Timeless insights into stocks, management, and what makes a company worth investing in. Required reading for the next generation of investors.  
-Scott Galloway, Professor of Marketing at NYU Stern School of Business, co-host of the *Pivot* podcast, and author of *The Four*

"Mark's book will help all investors - from novice individual investors to seasoned institutional investors - gather the confidence to invest in the future today. *Nothing But Net* offers important investment lessons that I have not forgotten and, thanks to his analysis, will never forget."  
-Cathie Wood, Founder, CEO & CIO of Ark Invest

"Mark has been one of the sharpest, smartest and most reliable analysts on my show for the last 10 years. He takes it to the next level in *Nothing But Net* a remarkably personal, witty, engaging, yet informative read. You'll laugh and learn, not just about picking tech stocks, but also the meteoric rise of the world's most dynamic and valuable companies, and where they're going next."  
- Emily Chang, Host and Executive Producer of Bloomberg Technology, author of *Brotopia*

"This fun, informative book is Peter Lynch meets Michael Lewis. I've long known that Mark Mahaney is a top player, thinker, analyst, investor, and human being, and now I've learned, he's also an amazing writer. His *10 Lessons About Tech Investing* are really insightful and useful. Read this book."  
-Ed Hyman, Chairman of Evercore ISI and the #1 Ranked Analyst for Economics for 40 years by Institutional Investor

Wall Street analyst Mark Mahaney has been watching internet stocks rise, fall and confound investors since the start of the Web era. In this personable, compelling book, Mahaney reflects on both the hits and misses from his storied career while dishing out critical tips on how to appraise tech companies, when to invest, and how to stay sane through it all.  
-Brad Stone, author of *The Everything Store* and *Amazon Unbound*

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Lesson 3: Don't Play Quarters

Lesson 4: Revenue Matters More Than Anything

Lesson 5: It Don't Mean A Thing, If It Ain't Got That Product Swing

Lesson 6: TAMs - The Bigger the Better

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Lesson 10: Hunting for DHQ (Dislocated High Quality) Companies

### The 10 Lesson Lineup

### Extra Credit



# Self-Made Boss: Advice, Hacks, and Lessons from Small Business Owners

Jackie Reses, Lauren Weinberg

## Summary

**Proven, first-hand advice to help entrepreneurs launch, manage, and grow their businesses—from executives at Square who understand what it takes to be successful small business owners**

Leaders of large businesses rely on boards and their managers for guidance, but entrepreneurs and small business owners have few, if any, experienced advisors to count on.

Now, *Self-Made Boss* rectifies this situation. Drawn directly from real-life stories of successful small businesses, *Self-Made Boss* shows readers exactly what works and what doesn't. Serving as a "community of advisors," this book of hard lessons learned in the small-business trenches covers all the topics and answers all the questions that are important to entrepreneurs. This includes joining a family business, turning personal passion into a business, balancing business and personal-life needs, and the ABCs of fulfillment, operations, culture, credit, banking, and technology tools.

- Reses was the head of Square Capital and Square Financial Services, helping to open access to the financial system for millions of small businesses. Prior to that, she was the chief development officer for Yahoo and served on Alibaba's board of directors; she was named one of *Fast Company's* Most Creative People in Business, one of *Crain's* New York Business's Most Influential Women, and one of *Business Insider's* Most Powerful People in Enterprise Technology.
- Weinberg is the head of Square Marketing and Communications, driving new customer revenue growth for the company. Previously, she founded a strategic advisory firm assisting startups and established businesses alike in marketing strategy and execution. She also served as Yahoo's Vice President of Marketing Strategy.
- Both executives have connections within Square's merchant community, but also many other companies in the space (all mentioned in the book). They'll tap into these communities to activate the network of entrepreneurs. Additionally, they'll leverage connections with SBA and the Local Chambers of Commerce, the most popular resource for budding entrepreneurs. The authors will reach thousands of entrepreneurs through upcoming trade shows like the National Retail Show, National Restaurant Show, and more.

**Jackie Reses** (Woodside, CA) is the CEO of Post House Capital, a venture firm focused on building financial technology businesses. She also is the chair of the Economic Advisory Council for the San Francisco Federal Reserve and on the boards of Wish, Affirm, and Boom Supersonic Jets. Previously, she was the executive chairman and capital lead of Square Financial Services, where she oversaw the team that facilitated \$8 billion in loans to small businesses. Reses has spoken with many luminaries about enabling access to the financial system for women and under-represented minorities.

**Lauren Weinberg** (San Francisco, CA) is the global head of marketing and communications at Square, driving go-to-market strategy globally. She is responsible for generating revenue growth through new customer acquisition. Her role includes oversight of Square's entire marketing budget, creative strategy, marketing execution and the brand reputation. Weinberg and her team select the small business owners that are featured in Square's ads, website and podcasts.

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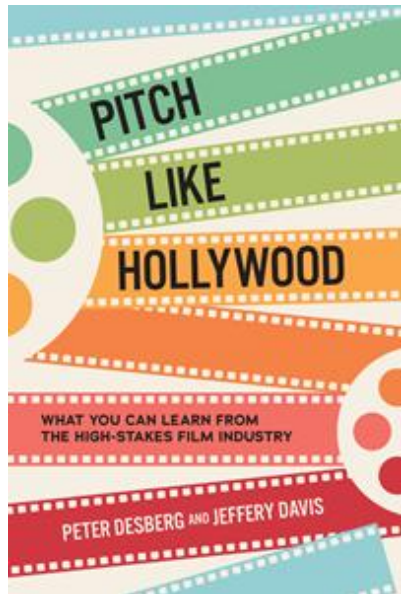
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# Pitch Like Hollywood: What You Can Learn from the High-Stakes Film Industry

Peter Desberg, Jeffrey Davis

## Key Selling Points

- Business readers will discover the psychological and performance secrets behind a successful Hollywood pitch-and learn how to adapt those strategies for presentations of all kinds
- Arranged in four parts, the book covers pitch making from every angle- assembling the elements of the pitch, the psychology of persuasion, the roots of stage fright (pitch panic), strategies for managing panic and more
- Authors are authoritative voices on the topic, with both academic/scholarly credits and real-life work experience in the field

## Summary

**A clinical psychologist and writer/producer share secrets to overcoming presentation anxiety and crafting the perfect "award-winning" pitch—no matter what industry you work in!**

From impromptu elevator pitches to full-board presentations, sales and marketing professionals face an "audience" daily—often with make-or-break consequences. No matter what business you're in, you can up your game substantially by incorporating elements of a classic Hollywood pitch: driving emotion, piquing curiosity, and ultimately winning over decision makers with top-notch persuasion and performance.

*Pitch Like Hollywood*, clinical psychologist Peter Desberg and writer/producer Jeffrey Davis take you on an insiders' tour of the entire process, from defining the fundamentals to smart strategies for overcoming stage fright (pitch panic). They also include a step-by-step guide so that you can adapt the Hollywood Pitch for your next board meeting or sales call. With chapters that include Persuasion Boot Camp, The Pitch Panic Cycle, and Creating the Pitch II (The Sequel), you'll have a front-row seat in a master class on giving great performances for any audience, every time.

## Quotes

"*Pitch Like Hollywood* is a fantastic read and an even better resource. It turns the necessary evil of pitching into a much more calculable opponent. Sorry Hollywood, but in today's entrepreneurial climate, pitching is now truly industry-agnostic, as tech startup "Demo Days" slide into the common vernacular, Kickstarter campaigns flood our social media feeds and *Shark Tank* is the new *American Idol*. Desberg and Davis have done a phenomenal job demystifying The art and science of the pitch by not only breaking down the emotions leading up to and during the act, but also unveiling the many paths to success - across a diverse set of industries and personality types. If you plan on needing to convince anyone of anything in your lifetime, I'd highly suggest picking up this book!"

**Kourtney Lyons**  
**Content Strategy Manager**  
**Herschend Entertainment Studios**  
**(Co-owners of Dollywood)**

"This gem of a book is the most amazingly comprehensive guide to pitching I've seen. If it's success you're after, you could read thirty other books and hope to glean helpful tidbits...or you could read this one, and be assured you have a solid strategy."

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#### Also Available

Pitch Like Hollywood: What You Can Learn from the High-Stakes Film Industry 9781264268573  
 Follow Up and Close the Sale: Make Easy (and Effective) Follow-Up Your Winning Habit 9781260462661 \$33.95  
 Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal 9780071752855 \$29.95



**(Personal coach of Amy Adams, Ryan Reynolds and Kyra Sedgwick)**

This book has more than a collection of "How I did it" anecdotes. The research and industry stories are wide ranging, and more important, they are useful.

**Karin Argano**

**Yamaha Motorcycles**

"Lively and thoughtful. Desberg and Davis deliver read-worthy strategies for improving business as well as personal communication. The format is entertaining and the skills are immediately applicable to daily business challenges. This book helps you visualize successful and interesting presentations by demonstrating options for 'telling' your story, not 'selling' your story."

**Susan Blifeld**

**Honda**

"Above and beyond everything else about this remarkable book, I'm impressed by the authors' refusal to take the usual, "Here's how I do it," approach. They gather various opinions and the latest research about the aspects of pitching. I constantly encourage my staff to use their own intuition and gather as many points as view as possible."

**David Beck**

**General Manager of Premium Financing AIG.**

"With their combined experience in screenwriting and psychology - and decades of practice coaching writers, executives and industry insiders - Peter Desberg and Jeffrey Davis bring a unique wealth of knowledge to their subject. Far more than a "how to," *Pitch Like Hollywood* is an in-depth exploration of everything about this maddening art form, from body language to brain functioning. There's no better place to understand the complex interaction of message and messenger than here."

**Stephen Galloway**

**Dean, Chapman University Dodge College of Film and Media Arts**

"The authors have probably been dining out on some of these disarmingly insightful stories for years, so it's good to have them here in such a practicable context. We deal with aspects of pitching and persuasion every day, whether we're talking to a friend, colleague or significant other. Especially when we're just watching or reading the news and trying to untangle what narrative we're being sold. I laughed and learned from these guys. Who knew that the Hollywood pitch isn't that much different than trying to pitch anywhere else? *Pitch Like Hollywood* gives fresh meaning to the verity that we tell stories in order to live, and it shows us how to tell those stories more powerfully."

**Rick Schultz**

**Music Critic, L.A. Times**

"Buy this book if you ever have to convince anyone, of anything, in any industry. Seamlessly interweaving witty and essential truths about the power of persuasion, Desberg and Davis tap into their respective expertise as a clinical psychologist and a successful screenwriter and educator to show us the way to success. An insightful and practical guide, the authors add their unique perspective to the field, focusing on three areas that haven't yet been given their due in other works - Persuasion, Stage Fright, and The Hollywood Pitch - teaching us why they matter, and providing simple-to-understand, yet easy-to-engage exercises to finely hone our pitching skills."

**Paul Gertz**

**NETWORK Entertainment, Canada**

"A psychological approach to pitching makes so much sense. I found the information about persuasion something I'm going to use in every pitch. It's also nice to see that a pitch doesn't have to be boring."

**Samantha Ring**  
**Content Manager**  
**Apple Streaming**

Desberg and Davis have astutely observed that, in politics, it's not enough to be smart, you have to be effective in the art of persuasion. Whether winning votes, advancing policy initiatives or distinguishing your platform of ideas from that of your opponents, strategic engagement is the name of the game for candidates, elected officials and even government employees who must win the support of politicians. This book provides valuable tools and strategies to improve the effectiveness of a political pitch, and that's a "winning" formula.

**Beth Krom**  
**Council Member and Mayor of Irvine, CA (2000-2016)**

"Having done countless pitching throughout my career as a filmmaker, and also having heard many of my film students' talk about their projects, I've read Peter Desberg's and Jeffrey Davis' book about pitching with great interest.

Success in show business, same as in any other business, greatly depends on the persuasive power of the person who is trying to convince others about his or her idea, or product. I was glad to see that the authors put special emphasis on enthusiasm and positive attitude which are very crucial. Without practicing and improving these "skills" your pitch will most likely not be successful.

One of the most important differences between this book and other books on pitching is that the authors clearly understand that while you are pitching your project, you are also selling yourself. The interested party is buying your personality first and then the idea that you are pitching. This book is rich in detail and it offers a comprehensive view from both sides; the one who is pitching and the other who is listening and has the power to make the crucial decision to buy your product, or not.

After reading the book I found several practical suggestions on how one can significantly improve and develop his or her pitching style. The authors also cover important topics such as intuition, anxiety, effectiveness, credibility, foreseeing potential problems and successfully closing the deal. They offer practical advice and strategies to readers who want to master the art of persuasion. While they list a lot of useful exercises, my personal favorite is the one that says that it all starts with practice, and as we all know, practice makes the master..."

**Jeno Hodi**  
**Multiple award-winning director, writer and producer**  
**Founder and Managing Director of the Budapest Film Academy**

"A joy to read. Not only amazingly informative and deeply researched, but laugh out loud funny. It seamlessly integrates the personal experiences of successful industry professionals with the profound insights into human psychology of Daniel Kahneman's brilliant *Thinking Fast and Slow*. Who would have guessed that a deep dive into his concepts of Cognitive Ease and Cognitive Strain would provide the key to any successful pitch? This book belongs at the head of the class."

**Stephen Ujlaki**  
**Producer and Dean of the School of Film and Television (LMU) 2010-2018**

"When I was working abroad developing corporate campaigns for Olympus Cameras, I was always pitching across cultures. Had Desberg and Davis' enlightening book been around, it would have been a valuable tool of the trade."

**Gregg Fox**  
**Former Creative Director**

**Table Of Contents**

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Preface

Part I - Introduction

Chapter 1 - Introduction

Presents the different sections of the book and lays out the rationale for our approach to pitching.

Chapter 2 - Defining The Pitch

Defines pitching and introduces goal setting. Introduces key concepts used throughout the book.

Chapter 3 - The Hollywood Pitch

Presents the model of Hollywood pitching with examples and demonstrations of how it can be applied to business settings.

Part II - Persuasion

Chapter 4 - Persuasion: At the Heart of Decision-Making

Introduces key principles of the psychology of persuasion.

Chapter 5 - Persuasion Boot Camp

Presents specific principles of influence and compliance gaining with strategies for inclusion in a pitch.

Chapter 6 - Persuasion: Personological Variables

Identifies the effects of demographic and individual factors on persuasion and pitching.

Part III - Pitch Panic

Chapter 7 - THE ROOTS OF STAGE FRIGHT

Introduces the principles of Pitch Panic (stage fright), identifying the causes and strategies for managing them.

Chapter 8 - The Pitch Panic Cycle

An interactive breakdown of the mechanics of Pitch Panic that enables readers to experience its cognitive effects through interactive exercises.

Chapter 9 - Dealing With Pitch Panic Emotionally

Strategies for managing the emotional symptoms of Pitch Panic to minimize their effects on performance.

Chapter 10 - Changing Your Thoughts

Strategies for managing cognitive processes leading to Pitch Panic. Includes exercises enabling readers to improve managing them.

Part IV - The Pitch

Chapter 11 - Doing Your Homework

Presents strategies for conducting preparatory research prior to creating the pitch.

Chapter 12 - Post Prep: Making Decisions Based on Your Preparation

Strategies for using the results found in preparatory research.

Chapter 13 - Creating the Pitch(1) - The Setup

Assembling the elements of the pitch and structuring them employing the Hollywood pitching format.

Chapter 14 - Creating The Pitch(2) - (The Sequel)



## Structuring The Pitch

Provides techniques and exercises for creating and structuring the pitch.

## Chapter 15 - Practice Strategies

Presents strategies for how to practice the pitch after it has been crafted and refined.

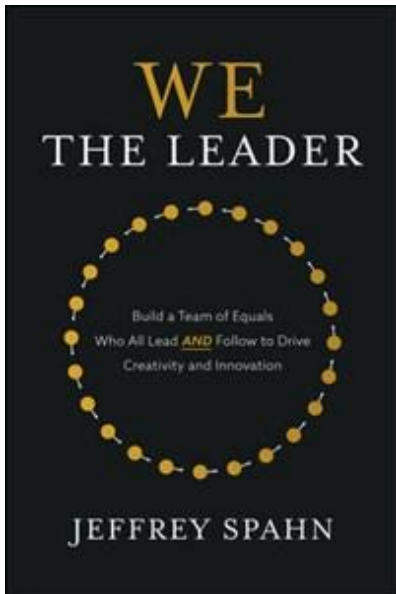
## Chapter 16 - Displaying Creativity

Presents Impression Management strategies to be used when presenting the pitch to maximize impact when presenting yourself.

## Chapter 17 - In The Room

Strategies for entering the room and presenting the pitch.

## Acknowledgements



# We the Leader: Build a Team of Equals Who All Lead AND Follow to Drive Creativity and Innovation

Jeffrey Spahn

## Key Selling Points

- The future of leadership: Traditional "top-down" leadership is becoming a thing of the past, and Jeffrey Spahn offers a clear path to a new model.
- Online presence: The author is building a robust audience through such podcasts as "Your Best Financial Life" and "The Erica Glessing Show."
- Dynamic promotion: The renowned Beacon Communications team will promote the book and Spahn's speaking engagements, reaching an audience of 3 million active members.

## Summary

***We the Leader* represents a seismic shift in the evolution of leadership theory and practice.**

By implementing this innovative practice built on diversity, equity, inclusion, any organization can drive consistent winning results with ingenuity and speed.

Leadership is collective art. That's the guiding principle behind Jeffrey Spahn's approach to creating sustained innovation within organizations. Spahn has guided myriad companies toward a more solid leadership foundation, and in this eye-opening guide, he shares his most powerful wisdom and shows you how to apply it to your own business.

Moving beyond the traditional model of top-down leadership, Spahn has created a foundation for an organizational culture that benefits from collective energy, curious conviction, and solid, actionable goals.

You'll find enlightening guidance on such principles as:

- Collective flow—being driven by an energy beyond the limits of individuals
- Panarchy—navigating the emerging terrain of collective leadership
- Simultaneity—accessing collective flow by leading and following in the same action
- Consilience—embracing opposing viewpoints as an opportunity to make a difference through differences

Filled with case studies of Spahn's work with industry-leading companies and an effective decision-making process rooted in these principles, *We the Leader* represents the next step in the evolution of leadership—a fresh-eyed new way forward for your organization.

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Introduction

Part I: The Foundation

Chapter 1: The Disruption of Leadership

Chapter 2: Panarchical Leadership

Chapter 3: Collective Flow

Chapter 4: The Innovator: Consilience

Part II: The Diversifier: Me the Leader

Chapter 5: Only You Can Lead You

Chapter 6: Leading the Leader That Is You

Chapter 7: BOSS Yourself

Chapter 8: How to BOSS Yourself

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Part III: The Diversifier: Common Purpose

Chapter 9: The Equalizer

Part IV: The Unifier: We the Leader

Chapter 10: We the Leader

Chapter 11: Simultaneity Innovates Innovation

Chapter 12: Simultaneity Practice

Chapter 13: Curious Conviction

Chapter 14: The Accelerator: Decision-Making

Part V: The Interviews

Chapter 15: A Hierarchy-Panarchy Hybrid

Chapter 16: DEI Creating Bridges

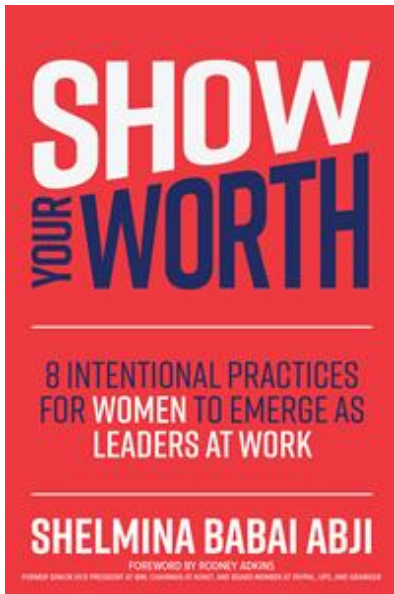
Chapter 17: Provocation

Chapter 18: Leading without Leading

Chapter 19: A Career of Leading Leaders

A New Disorder

Playbook: How to Apply We the Leader to Organizations, Movements, Teams, and Projects



## Show Your Worth: 8 Intentional Practices for Women to Emerge as Leaders at Work

Shelmina Babai Abji

### Key Selling Points

- Professional women in underrepresented communities often feel alone as they progress up the corporate ladder; this guide shows how honing a skill set centered on intention can help
- A strategy that includes "Eight Intentional Practices" guides women towards valuing themselves (rather than waiting for others to value them)
- These practices, essential for the career advancement, are also helpful in creating fulfillment and awareness of personal value—in the workplace and beyond

### Summary

#### Smart strategies for succeeding at work—tailor-made for female professionals in underrepresented communities

For female professionals in underrepresented communities, scaling the corporate ladder comes with a unique set of challenges and obstacles. In *Show Your Worth*, Shelmina Abji shows you how the power of intention—developing and executing a clear aim and plan—can help you steer your way through the headwinds to achieve your goals.

Abji writes from experience. As a child in East Africa who had never heard the term “senior corporate executive,” she went from being the first college graduate in her family to one of the highest-ranking women of color at IBM. She attributes her success to the eight intentional practices she lays out in *Show Your Worth*, providing wisdom tailored to your experience—from how to value yourself and your own perspective to how to overcome fear and contribute at your maximum level. Smart, ambitious women who are underrepresented in their fields tend to rely solely on hard work and skills, Abji notes, so you’ll also find wise counsel on how to nurture self-awareness, self-approval and self-trust, so you can succeed at the top without compromising your values.

You’ll discover how these Eight Intentional Practices can help you achieve success:

- **Introspection:** Define what career success means to you
- **Attention:** Develop your personal strategic plan
- **Branding:** The ins and outs of building and preserving your reputation
- **Value:** Overcome fear, find your voice, and contribute at your maximum level
- **Relationships:** Connect meaningfully with first-line managers, mentors and sponsors
- **Positioning:** How to be strategic about earning a promotion
- **Choice:** Achieve work-life balance in our disrupted world
- **Growth:** Expand your competence and confidence in everything you give and receive

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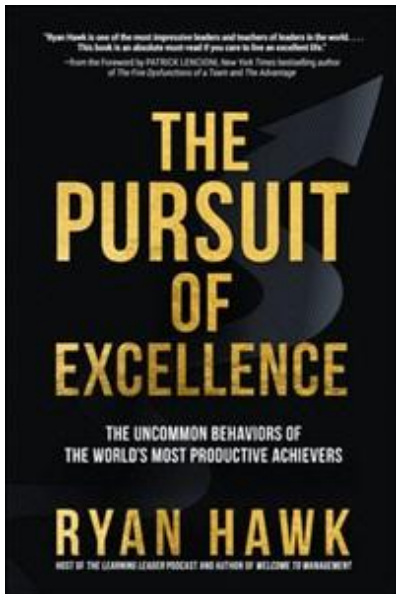
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Mastering Your Inner Critic and 7 Other High Hurdles to Advancement: How the Best Women Leaders Practice Self-Awareness to Change What Really Matters  
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## The Pursuit of Excellence: The Uncommon Behaviors of the World's Most Productive Achievers

Ryan Hawk, Patrick Lencioni

### Key Selling Points

- **With a foreword by Patrick Lencioni:** The *New York Times* bestselling author writes, "Ryan Hawk is one of the most impressive leaders and teachers of leaders in the world. . . . This book is an absolute must-read if you care to live an excellent life."
- **A natural follow-up to Hawk's *Welcome to Management*:** This book takes the principles of his acclaimed management primer to the next level with insights into how to pursue and sustain excellence.
- **Proven best practices from more than 450 top achievers in business and sports:** Drawn from hundreds of interviews with leaders in diverse fields, the author's own experiences, as well as his decades-long research on the subject of leadership.
- **A highly practical guide:** This study of consistently productive achievers provides concrete, actionable strategies for readers to put these mindsets into action and turn these behaviors into habits.

### Summary

"An absolute must-read if you care to live an excellent life." —Patrick Lencioni

**A master class in achieving and sustaining excellence—even in the most challenging times—from the host of *The Learning Leader Show* and author of *Welcome to Management*.**

There has never been a more challenging time to be a leader. But truly great leaders have always found a way to adapt, and even thrive, under pressure. How do they do it? Leadership expert Ryan Hawk interviewed hundreds of the most productive achievers in the world on his acclaimed podcast, *The Learning Leader Show*, to discover the best practices for pursuing and sustaining excellence. He found a pattern of uncommon behaviors that set these stellar individuals apart. By following their examples, you will learn how:

- Commit to yourself and the process—and build purpose, focus, and discipline every day
- Develop resilience to face new challenges—and find inspiration for the long haul
- Seek guidance—and lead others to new heights
- Meet the moment—and take every opportunity to excel
- Create a trusted group of advisors—and become a lifelong learner

Packed with specific actions to take, experiments to run, and tools to analyze what works best for you, this uncompromisingly practical guide will inspire, challenge, support, and empower you to become your very best. Put mindsets into action and turn behaviors into habits with *The Pursuit of Excellence*.

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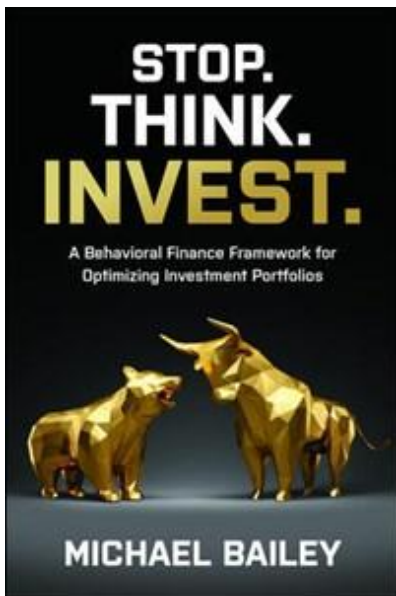
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# Stop. Think. Invest.: Using Behavioral Finance to Find New Opportunities and Avoid Mistakes

Mike Bailey

## Key Selling Points

- Research shows that emotional mistakes related to behavioral finance concepts decrease annual portfolio performance by professional and sophisticated individual investors by 1.5 percent by annually.
- Written in a plain English, *Stop. Think. Invest.* fills a gap in existing investment literature by offering a more organized and practical approach to applying behavioral finance to everyday investing.
- *Stop. Think. Invest.* is ideal for a wide range of investing professionals, including those who work for mutual fund companies, hedge funds, insurance companies, bank trust departments, family offices, endowments, foundations, sovereign wealth funds, pension funds, wealth managers, and registered investment advisors (RIAs).
- The author walks readers through 12 steps of successful investing, which include research, timing your trade, making the purchase, reviewing the trade, executing the trade, evaluating the sale—all through the lens of behavioral investing.

## Summary

**In an economy that's more unpredictable than ever—the proven method for avoiding emotional mistakes that can wreak havoc on your portfolio returns**

Applying powerful behavioral finance concepts, *Stop. Think. Invest.* provides a framework for identifying personal biases and avoiding mistakes that can cost them big profits.

Based on the author's extensive research and 100 key behavioral finance concepts, this guide provides a winning 12-step process you can use to successfully manage your trading and investing for long-term success, including:

- Begin the Initial Research into a New Stock
  - Create an Investment Thesis: Why Are You Buying the Stock?
- Trade Timing and Size: When Are You Buying and How Much?
- Make the Initial Purchase
- Review of Trade: Round Up or Round Down
- Test Your Original Investment Thesis

*Stop. Think. Invest.* reveals important information about behavioral finance flaws, such as anchoring, confirmation bias, recency bias, and loss aversion.

Unlike other such investing guides, *Stop. Think. Invest.* offers a fully organized and practical approach to applying behavioral finance to everyday investing.

## Quotes

"*Stop. Think. Invest.* helps reduce the emotional cost of investing by coupling years of professional stock picking with behavioral finance theory from Nobel laureates. Stop. Think. Read this book."

-Michael P. Krensavage, Founder, Krensavage Asset Management

"*Stop. Think. Invest.* is a must-read for serious equity investors. Mike Bailey's insights cogently bridge investing with psychology. And the durable concepts he shares, use of apt examples, and key takeaways are delivered to the reader with Mike's distinctive

talents for critical thinking and characteristically upbeat messaging. A marvelous read - enjoy this book and the returns it will bring you!"

-Joseph F. Healy, CFA, Managing Director and Senior Equity Strategies Manager, Beacon Investment Advisory Services

"This is a great read for all investment analysts, portfolio managers, and anyone who is interested in investing. Fantastic and practical behavioral tips are well written from a seasoned investment professional who has had decades of experience following various industries and leading investment teams."

-Xuying Chang, CFA, Senior Equity Analyst, Adams Funds

"Mike Bailey has pushed the field of behavioral finance in exactly the direction it needed: practical application in pursuit of better investment results. *Stop. Think. Invest.* is a compelling read for anyone wanting to be a smarter investor."

-Brian Portnoy, Ph.D., CFA, Founder, Shaping Wealth

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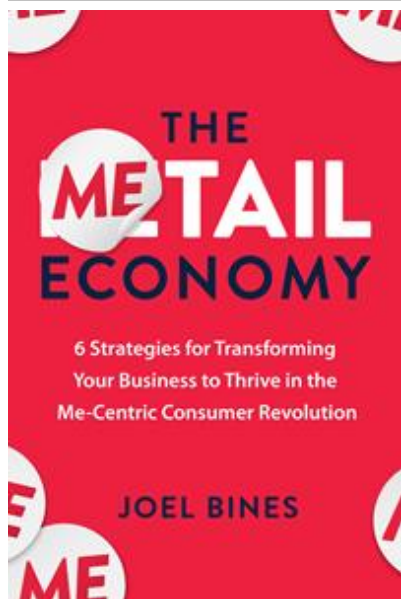
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12. Frequent practice and immediate feedback





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## The Metail Economy: 6 Ways to Transform Your Business to Leverage Evolving Me-Centric Consumer Behavior

Joel Bines

### Key Selling Points

- Armed with computers, tablets, and smartphones, consumers have revolted against the marketplace status quo, taking control of product narratives-leaving companies at a loss. This game-changing book delivers the knowledge, insights, and tools readers need to connect with and remain relevant to consumers.
- A consumer and retail thought leader, the author presents six proven models that businesses can use to cultivate and serve highly empowered customers; they're based on curation, customization, category-expertise, cost, convenience, and community.
- *Metail* also provides an invaluable Executive Action Plan, a five-phase framework guiding company leaders through the process of evolving their current business for the *Metail* economy.

### Summary

#### The consumer power dynamic has changed forever. Are you ready?

Armed with computers, tablets, smartphones, and connected globally to each other, today's consumers have revolted against the marketplace status quo. Demanding a voice, and sometimes a hand, in the products they buy, these digitally empowered consumers—"Me's"—have changed the traditional market dynamics of retail into *Metail*. Through what Bines calls "The Quantum Consumer Revolution," companies are no longer in charge, the consumer is. Your customers now create their own stories. Your very survival depends on recognizing this and adapting to the new *Metail* economy.

From Joel Bines, one of today's top retail brand thought leaders, *Metail* provides innovative methods for connecting with the Me-centric consumer and shows organizations how to survive this consumer revolution. Bines provides examples of companies that have failed to address the *Metail* paradigm, along with those that are on the right path, clearly illustrating how the traditional power dynamic has inverted and why it matters for business survival. Bines offers six proven models you can use to cultivate and serve highly informed and empowered customers in the *Metail* marketplace:

- Curation
- Customization
- Category Expertise
- Cost
- Convenience
- Community

*Metail* explains why companies shouldn't pigeonhole themselves into one model, but rather develop a deep self-awareness about how they're viewed and valued by their customers—and focus their investment, resources, and energies accordingly. An Executive Action Plan is included.

Whether you are the CEO of a global organization or starting your own clothing boutique in order to succeed from here out, you must become a *Metailer*—and this groundbreaking book will show you how.

### Quotes

"The evolving needs of the retail customer is creating a new set of rules for companies everywhere. *The Metail Economy* does a brilliant job of highlighting what consumers expect, using powerful case studies of companies who have successfully addressed the heightened needs and wants of the most empowered generation of consumers yet. Joel

Bines gives retailers big and small key tools to succeed in this new environment."  
--Hubert Joly, senior lecturer at Harvard Business School, former chairman and CEO of Best Buy, and author *The Heart of Business*

"What Bines identifies in *The Metail Economy* transcends commerce. The Me-centric mindset spills over into every aspect of business, from hiring and retaining talent to establishing authentic connections with all stakeholders."  
--Gena Smith, SVP, HR & Head of Executive & Creative Recruitment LVMH

"The consumer revolution is upon us. *The Metail Economy's* prescription is just what the doctor ordered."  
--Wanda Gierhart, Global Chief Marketing & Content Officer, Cinemark

"*The Metail Economy* identifies a critical paradigm shift that marketers ignore at their peril."  
--Miguel Leal, Global Consumer Marketing Leader and Board Member: Frito Lay, Dannon, Diamond Foods/Kettle Chips, KIND Bars, Cholula, Nom Nom

"If you know Joel, you know he's a no-nonsense expert with broad and deep understanding of retail and the consumer. His 'voice' is loud and clear throughout this book that should be required reading for anyone interested in understanding today's consumer landscape. If you don't know Joel, after reading this book you will want to."  
--Marc Cooper, Chief Executive Officer, PJ Solomon

"As an expert in leadership, CEO succession and executive success, I recognize how important it is for a leader to be able to look beyond the horizon. In this book, Joel Bines provides a map to do just that, identifying a critical and largely overlooked change in the relationship between consumers and companies who hope to serve them, explaining the change in a direct and digestible way and providing a set of ideas to help adapt legacy thinking. This book is essential reading for any executive who aspires to the C-Suite and hopes to remain relevant to today's demanding consumer."  
-- James M. Citrin, Leader, Spencer Stuart CEO Practice and Author, *Leading at a Distance: Practical Lessons for Virtual Success*

"As an executive and Board member, I have benefitted from Joel's direct and to-the-point personality. His 'voice' comes through loud and clear in this book. A must read for every executive to understand the implications of what customer-centric truly means. He leverages his no nonsense style to help make clear what companies must do to change their strategies before it is too late. A great action-oriented read!"  
--Karen Katz, Former CEO, Neiman Marcus Group

"As a designer, it is imperative that I stay ahead of my customers. *The Metail Economy* is by far the best articulation of today's dynamic consumer and the challenges facing every company who serves them. This the most intuitive and relevant book I've ever read on the challenges and, more importantly, the opportunities in retail today. A must read!"  
--Joseph Abboud, Award Winning Fashion Designer

"*The Metail Economy* identifies an important paradigm shift affecting all companies that hope to develop long-term, profitable relationships with customers."  
--Alex Gourlay, EVP Walgreens Boots Alliance

"Every strategic or operational decision must start with your customer so understanding consumers is critical to business success. Bines lays out a clear and compelling case for a new consumer dynamic and therefore the need for a new operating model. His prescriptions are fresh and direct and If you hope to stay ahead of the competition, *The Metail Economy* is required reading."  
--Chuck Rubin, F500, Chairman and CEO of Michaels, CEO of Ulta, President of ODP, Partner at Accenture

"The power inversion Bines identifies is real. Brands that do not understand the lessons in *The MeTail Economy* risk falling short with their customers and behind their competition."

--Michael Nicholson, President & Chief Operating Officer J.Crew Group

"I dedicated my professional career to understanding and serving the consumer and can say with certainty that the paradigm shift Bines identifies in *The Metail Economy* is real, urgent and misunderstood. For those reasons it is essential reading, whether you are just starting your career or leading global firms. The lessons are clear and direct and will absolutely change your thinking."

--Stephen Sadove, Retail and Consumer Executive including senior roles at Kraft and Bristol-Myers Squibb and Chair and CEO of Saks. Former Chair of National Retail Federation

"As consumers, we each experience the shift in consumer power at retail, and Joel outlines clearly what retailers MUST do to get ahead of the curve...Not an option anymore"

--Sergio Zyman, Best Selling Author and Former Chief Marketing Officer, Coca-Cola Company

"Joel Bines is inspired and inspiring with his book *The Metail Economy*. Joel and his book are helping us to reinvent the world our world needs. Based on his vast experience and pertinent intuitions Joel Bines helps us Intelligently to upgrade significantly our offers and services"

--Stanislas de Quercize, Board Member Christian Louboutin, Messika , Barnes International, Founder & Président SAVIH family office, Previously President & CEO Cartier / Président & CEO Van Cleef & Arpels

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Chapter Four: Cost - *Give Me a Steal*

Chapter Five: Convenience - *Make It Easy for Me*

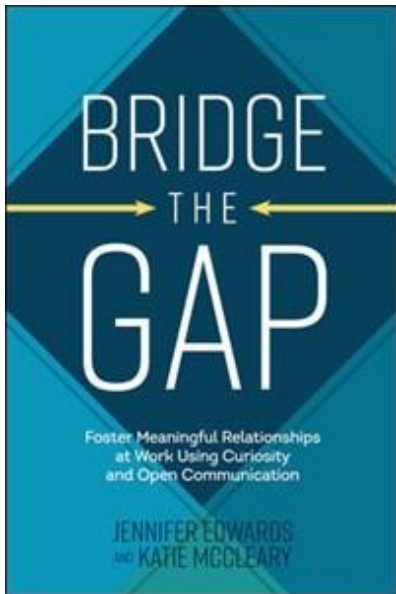
Chapter Six: Category Expert - *Show Me What You Know*

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Chapter Nine: Community - *Make Me Feel at Home*

Chapter Ten: What to Do on Monday Morning?



## Bridge the Gap: Foster Meaningful Relationships at Work Using Curiosity and Open Communication

Jennifer Edwards, Katie McCleary

### Key Selling Points

- Divisiveness is the way of life right now. People are succumbing to their cognitive biases and refusing to listen to one another—and that's bad for everyone. Bridge the Gap helps business professionals of all levels take control of their mind and engage in meaningful conversations and connections with others in any situation.
- From entry level staff to C-Suite executives, readers will learn how to communicate clearly with a broad spectrum of people and navigate/manage a wide range of emotions in virtually any situation.
- Rather than focus solely on the mechanics of having "tough" or "difficult" conversations, the authors illustrate how intention, curiosity, and choice engages others and fosters better interactions.
- Filled with practical skill-building exercises and "Dear Reader" letters from C-suite leaders, educators, entrepreneurs, and change-makers who have used the teachings of this book to enrich their work lives

### Summary

**Two coaches to Fortune 500 companies and in the social sector show how to use the social-psychology of human connection to drive meaningful workplace communication**

In today's increasingly polarized world, we're getting more and more stuck in our cognitive biases. As a result, we're forgetting how to build personal connections and often refusing to listen to each other—and that's bad for business.

*Bridge the Gap* explores the intersection of how your biology and biography define, refine, and contribute to your presence and behavior. Focusing on three gifts every human being possesses—curiosity, meta-cognition, and narrative communication—the authors provide a reliable, replicable framework and step-by-step processes that increase open communication and foster better relationships at work. They illuminate the raw power of the human brain and mind and how they impact the way we behave, and they provide a deep dive into *how* (rather than *why*) we should seek to be with people in the workplace and beyond. Bridge the Gap helps you:

- Master your biological reactions when pressure, stress, and anxiety hit
- Understand how we create our perceptions of reality and way of being in the world
- Focus on clean listening, curious language, empathy, and caring choices
- Become "WayFinders" in collegial relationships and create long-lasting adult friendships
- Feel more comfortable, authentic, and more natural when it comes to being with people

Whether you're entry level staff or C-Suite executive, you'll learn how to communicate clearly with a broad spectrum of people and navigate/manage a wide range of emotions in virtually any situation. Rather than focus solely on the mechanics of having "tough" or "difficult" conversations, the authors illustrate how intention, curiosity, and choice engages others and fosters better interactions.

Filled with practical skill-building exercises and "Dear Reader" letters from C-suite leaders, educators, entrepreneurs, and change-makers who have used the teachings of this book to enrich their work lives, *Bridge the Gap* provides everything you need to build solid connections with people in every situation.

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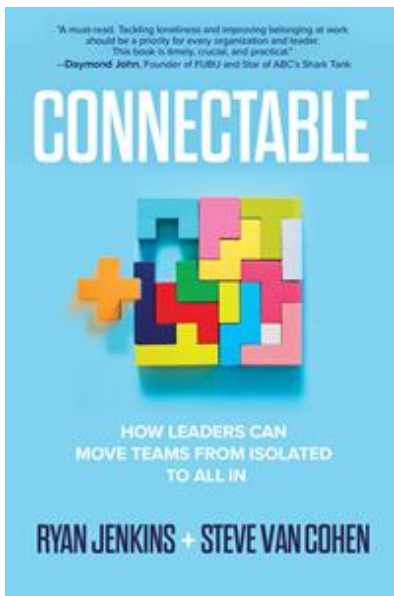
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# Connectable: How Leaders Can Move Teams From Isolated to All-In

Ryan Jenkins, Steven Van Cohen

## Key Selling Points

- A modern, updated look at what psychologically ails us at work today, with illuminating statistics and analysis
- Timely, relevant and valuable resource
- Specific, hands-on advice on how to address isolation in the workforce, including a helpful "Loneliness Audit"
- Help with necessary concepts, including developing emotional intelligence, learning to identify depressed employees, and create psychological safety for all
- Gain a step-by-step guide to lessen loneliness among a team

## Summary

### Expert advice on how to connect a lonely workforce—and improve employee engagement and productivity

When Covid-19 forced a sudden shift to remote work in 2020, it only exacerbated what had been a long-simmering issue in the workplace: Feelings of isolation and loneliness among employees are on the rise, and contribute to a real and growing mental health problem that affects both individuals and organizations. In *Connectable*, you'll learn how addressing the issues—and finding practical, effective solutions—can transform an isolated workforce to one that's happier, more engaged, and more productive in their efforts.

With more than a decade spent helping companies lessen worker loneliness, Ryan Jenkins and Steve Cohen distill their methodology in these pages, showing you what's causing today's loneliness, the role inclusion plays in solving it, and how you can decrease loneliness and increase belonging, engagement, and performance with employees at every level—including yourself. You'll learn:

- How to develop emotional intelligence to show up for others
- How to identify lonely or depressed employees
- How to create psychological safety for employees
- How to create environments of belonging and inclusion.
  - \* How to create and cultivate connections across teams (in person or remote)
- How to create connected, driven, and high-performing teams using the 4-step Less Loneliness Framework™, and more

## Quotes

"A must-read. Tackling loneliness and improving belonging at work should be a priority for every organization and leader. This book is timely, crucial, and practical."

~**Daymond John**, Founder of FUBU and Star of ABC's Shark Tank

"*Connectable* is fascinating, compelling, and extremely readable. But its greatest quality is that it is so darn important. Even though I've spent much of my career working to help people find dignity in their work, after reading the book I found myself with a newfound desire to reach out to the people I work with and have a greater impact on their lives. Every leader and manager needs to read this."

~**Patrick Lencioni**, New York Times Bestselling Author of *The Five Dysfunctions of a Team*, *The Advantage*, and *The Six Types of Working Genius*

"Loneliness is an epidemic and it's one of those things that tends to build on itself. When you find yourself feeling lonely, you think, 'I should spend some time alone trying to figure out this loneliness.' instead of reaching out to community. I'm so glad that Ryan and Steven have provided a fresh approach to address an issue every business leader needs to be ready to solve."

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~**Jon Acuff** - New York Times Bestselling Author of *Soundtracks*, *The Surprising Solution to Overthinking*

"We are in the midst of a seismic shift toward hybrid work. Creating the propensity of an even more socially detached workforce. As a result, the topic of belonging has never been more essential. In this book, Ryan Jenkins and Steven Van Cohen provide us with an engaging, yet practical perspective on how to nurture these social connections. It is a must read for any leader."

~**Michael Arena**, Author of *Adaptive Space* and former Chief Talent Officer for General Motors

"A fascinating, accessible, and hopeful approach to addressing loneliness at work. Since loneliness lives at the cross-section of inclusion and wellness, *Connectable* couldn't be more relevant and essential. Required reading for any people-focused organization."

~**Claude Silver**, Chief Heart Officer at VaynerMedia

"With workplace loneliness on the rise, *Connectable* is a timely, valuable book. It does a great job of normalizing a difficult, undiscussed topic and has practical tools that will help leaders reconnect with a disconnected workforce."

~**Carter Cast**, Clinical Professor, Kellogg School of Management and author of *The Right (and Wrong) Stuff*

"This book not only describes the loneliness trend in our organizations, it calls on leaders to do something about it-to create connectedness. With powerful stories and practical approaches for the workplace, the authors sparked insights and ideas that I can apply in my team and across our company."

~**Donna Kimmel**, EVP and Chief People Officer at Citrix

"*Connectable* is an essential book for our modern world. A breakthrough guide to combating loneliness and fostering belonging, it's a must-read for leaders of startups to Fortune 500 companies.

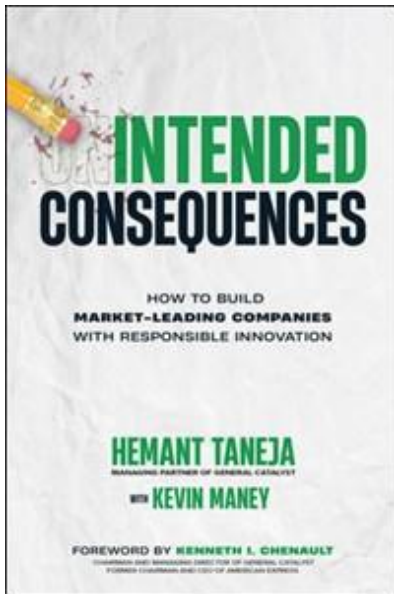
-**Erica Dhawan**, *Wall Street Journal* Bestselling Author of *Digital Body Language*

"*Connectable* provides leaders with the tools they need to drive today's global workforce success by helping lessen employees' loneliness and improving their sense of belonging. It helps leaders create connected, driven, and high-performing teams."

-**Mariana Fagnilli**, VP, Global Office of Diversity, Equity & Inclusion at Liberty Mutual Insurance

"Loneliness is an epidemic with real consequences to our physical, mental, and emotional health. Considering that most of us spend significant time at work, the workplace is key to tackling the isolation that many are experiencing. *Connectable* provides the strategies that managers need to create strong team cultures that encourage connection and belonging. The result is happier, healthier, and more engaged teams!"

-Jen Fisher, Chief Well-being Officer at Deloitte and author of *Work Better Together*



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## Intended Consequences: How to Build Market-Leading Companies with Responsible Innovation

Hemant Taneja, Kevin Maney, Kenneth I. Chenault

### Summary

**A pioneering venture capitalist lays out an actionable framework for founders and executives on how to create innovative companies built for growth and for societal good that withstand the test of time.**

The Milton Friedman philosophy that companies exist only to increase shareholder value is dead and buried. The old Silicon Valley tenets of “move fast and break things,” minimum viable products, and hyper engagement at any cost must be replaced with new principles for an era of responsible innovation. We can no longer manage businesses solely for growth. With innovation comes responsibility: to generate returns beyond profits and to recenter technology as a force for good in the world. This requires a shift in the way organizations approach and value work.

A company’s mindset—its intent to do good, avoid harmful consequences, and innovate responsibly—is not enough. That mindset must be supported by a business model, a mechanism that leaders must intentionally and proactively build along with the company from the ground up, one that incentivizes and rewards the organization for fulfilling its intentions. Companies need a new set of KCIs, or key consequence indicators, that measure factors such as its impact on customers’ energy consumption, whether its product is being used equally across socioeconomic groups, or if it is actually solving the social problem it is addressing. Not only is this the right thing to do—increasingly, it is what customers, employees, and shareholders demand of business.

In this inspiring, practical, and actionable guide, Hemant Taneja:

- lays out the argument for why a new model of company building and leadership is necessary—and how it can lead to better performance
- explores why social-good businesses are some of the greatest opportunities today, detailing examples of billion-dollar startups that are addressing inequality, climate change, systemic societal problems, and chronic disease—all while generating profit and positive shareholder returns
- provides a topic-by-topic road map that addresses business models, artificial intelligence, ethical growth, culture, governance, and good citizenship

*Intended Consequences* is designed as the ultimate playbook for founders, entrepreneurs, leadership teams, and investors on how to build and maintain a responsible innovation company.

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Foreword by Kenneth I. Chenault

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Chapter 3: Innovate for Systemic Change

Chapter 4: Innovate for Individual Impact

Chapter 5: Fight Inequality

Chapter 6: Take Responsibility for Climate Change

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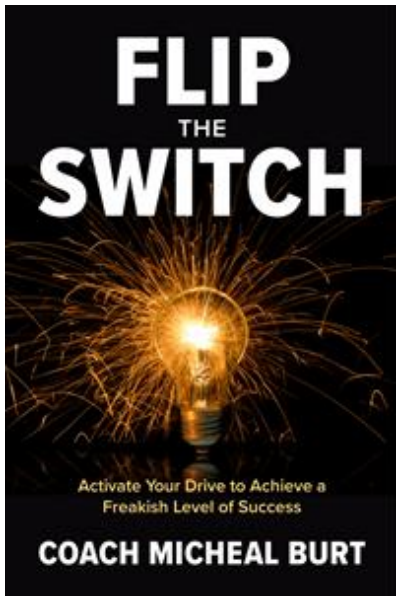
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Chapter 11: Stewardship and antitrust

Chapter 12: Policy Partnerships

**Epilogue: Questions for Companies**

Acknowledgments



## Flip the Switch: Activate Your Drive to Achieve a Freakish Level of Success

Michael Burt

### Summary

**Learn now to unlock your “prey drive”—the instinctual ability that allows you to “flip the switch” to achieve massive success**

Getting to the next level of success requires more than hard work and perseverance. In *Flip the Switch*, championship basketball turned business coach Micheal Burt shows you how the world’s greatest achievers have learned to access their inner switch—an instinctive “prey drive” that allows them to passionately pursue a target or goal. We all have this switch, but it’s impossible to access without knowing what drives us.

In *Flip the Switch*, Coach Burt guides you through the five primary drivers that fuel motivation—fear, competition, exposure, environment, and embarrassment—and leads you through soul-searching questions to discover your own prey drive: What am I deeply passionate about? Where is there a need in the world that I can fulfill? What am I naturally talented at? What am I curious about? Armed with self-knowledge and self-directed motivation, you’ll reach a higher plane of success than what hard work and perseverance brings; you’ll discover what you’re wired to do, naturally.

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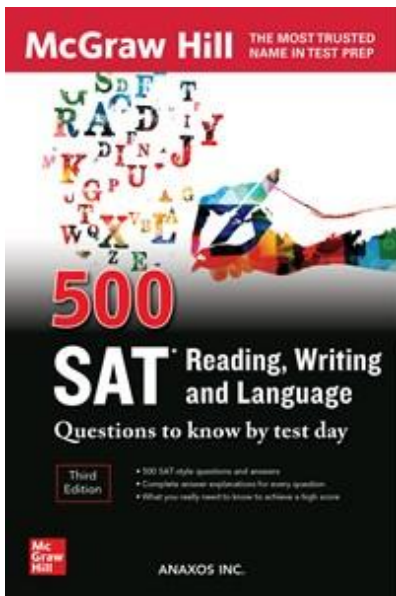
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## 500 SAT Reading, Writing and Language Questions to Know by Test Day, Third Edition<sup>(3rd Edition)</sup>

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### Key Selling Points

- Built-in audience: Approximately 2 million students take the SAT test each year for admission into colleges across the country
- 500 SAT reading, writing and language questions, organized by subject and updated to reflect the current test
- Written to parallel the topics and format of the reading, writing and language section of the SAT
- Answers with comprehensive explanations help the independent student understand the material
- Ideal and effective practice to help students build the skills they need, whether studying all year or at the last-minute

### Summary

#### All the SAT reading, writing and language practice you'll need!

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- Written to parallel the topics and format of the latest SAT questions
- Answers accompanied by comprehensive explanations
- Ideal and effective practice to help you build the skills you need
- Small bits of practice make review simple, allowing you to go at your own pace and track your progress accordingly

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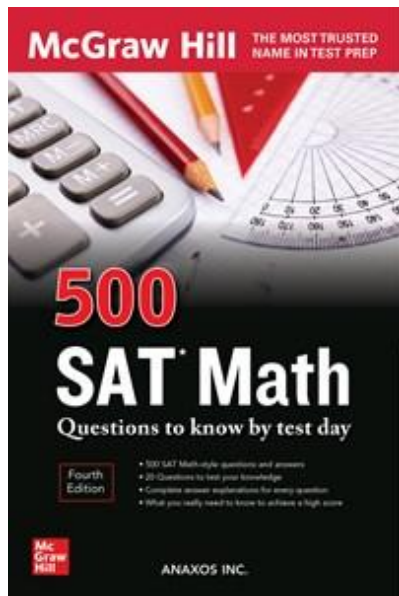
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- Built-in audience: Approximately 2 million students take the SAT test each year for admission into colleges across the country
- 20-question diagnostic quiz engages students and tests their knowledge up front on different math topics
- 500 SAT math questions, organized by subject and updated to reflect the current test
- Written to parallel the topics and format of the math section of the SAT
- Answer explanations that help the independent student understand the material
- Ideal and effective practice to help students build the skills they need, whether studying all year or at the last-minute

### Summary

#### All the SAT math problem-solving practice you'll need!

Achieve your highest score with *500 SAT Math Questions to Know by Test Day, Third Edition*. This book is packed with the latest SAT style questions covering all the essential math topics you'll see on the exam, accompanied by answers and detailed explanations for clarity. It's the perfect way to sharpen your skills and build your confidence for test day.

Organized by subject for easy reference, *500 Math Questions to Know by Test Day* provides excellent practice to help you make the most of your review time. With small bits of information presented for quick and easy review, this essential study guide is helpful for all types of students, whether you're looking for a thorough refresh of topics or need extra help understanding specific question types.

#### Features:

- 500 SAT math questions and answers organized by subject
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- Written to parallel the topics and format of the latest SAT math questions
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- Information on test design includes test categories and question-types
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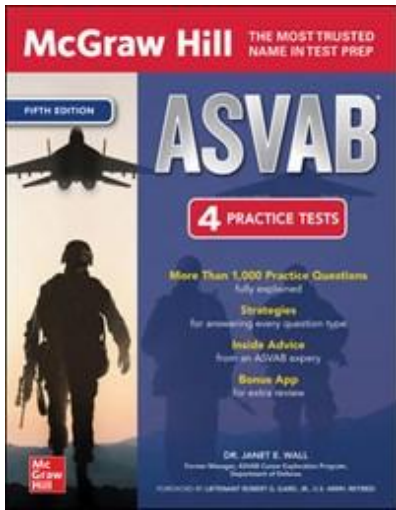
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## McGraw Hill ASVAB, Fifth Edition(5th Edition)

Janet E. Wall

### Key Selling Points

- Built-in audience: the ASVAB exam is taken by nearly one million people annually
- 4 full-length ASVAB practice tests
- NEW: Updated information on changes to the CAT-ASVAB, the computer adaptive test, and information about the PiCAT (not proctored) version of the test
- NEW: Updated service information and information about the new Space Program
- In-depth review of all test subjects, plus strategies for the AFQT, the important ASVAB subtests that determine enlistment eligibility and job training programs
- The latest military enlistment and jobs information
- App with additional practice tests for each ASVAB subject area

### Summary

#### The essential guide for preparing for the ASVAB – updated with the latest test changes and service information

The Armed Services Vocational Aptitude Battery (ASVAB) is the required entrance exam for all branches of the U.S. Armed Forces. Sponsored by the Department of Defense and administered year-round, if you're one of the nearly one million people who take it each year, you know it's an important test. The scores are used to measure aptitude for a variety of careers in the military. They are also used to determine whether or not potential military recruits qualify for enlistment, and which military jobs are best for each recruit.

*ASVAB, Fifth Edition* is the best guide to help you achieve complete exam readiness. Written by Janet Wall, a former key member of the Defense Department's ASVAB team and Commander's Award winner (USMEPCOM), this book includes reviews of all subjects tested and tips and strategies for answering specific question types. Four full-length sample exams modeled on the exam give you real test-taking experience, while additional support includes an answer key with explanations for every question, and the latest information about military careers, ASVAB testing, and the services.

#### Features:

- 4 full-length ASVAB practice tests
- The latest information on changes to the CAT-ASVAB, the computer adaptive test and information about the PiCAT (not proctored) version of the test
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- Updated service information, including information about the new Space Program
- Updated military enlistment and jobs information
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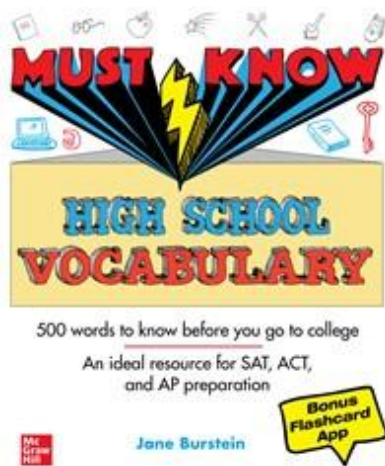
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## Must Know High School Vocabulary

Jane Burstein

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- Bonus app includes 100 flashcards to reinforce what you've learned
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### Summary

#### A practical guide to the 500 words you must know before college

Effective and easy to use, *Must Know High School Vocabulary* provides a fresh approach to learning. As part of our Must Know series, this book makes sure what you really need to know is clear up-front. Rather than starting with goals to be met like other study guides, chapters begin with the must know ideas, or concepts. The chapter then shows you how these important concepts will help you succeed in your studies. Plenty of examples and practical exercises at the end of each chapter help boost your confidence that you've mastered the essential topics.

*Must Know High-School Vocabulary* is more than just a vocabulary workbook. It gives you the edge you'll need now—from improving your reading comprehension for high school and future college course work to scoring higher on college entrance exams. Its user-friendly approach presents challenging aspects of the topics, exceptions to any rules, and clear answer explanations that will all help you build vocabulary quickly and easily. It's like a lightning bolt to the brain!

#### Features:

- 500 words you should know before college, including important academic vocabulary
- Vocabulary entries that include part of speech, pronunciation, definitions, and example sentences showing the word in context, in addition to related words, relevant notes or cautions about usage, and ways to remember the definitions
- Chapters that focus on literary, historical, social science and science passages, in addition to teaching the way words are tested—as meaningful content in the context of a reading passage
- Preparation for important college entrance tests, with words taken from past SAT, ACT and AP tests
- Nearly 250 real-life practice questions to test knowledge and boost your confidence
- Conversational writing style and informative IRL (In Real Life) and BTW (By the Way) sidebars
- Bonus app includes 100 flashcards to reinforce what you've learned



## McGraw Hill ASVAB Basic Training for the AFQT, Fourth Edition (4th Edition)

Janet E. Wall

### Key Selling Points

- 8 full-length AFQT subtests: 2 Arithmetic Reasoning, 2 Word Knowledge, 2 Paragraph Comprehension, and 2 Mathematics Knowledge
- Answer keys with thorough explanations for every question
- Updated and comprehensive review of AFQT math and verbal topics, with skill-sharpening activities for plenty of practice
- Insider tips and test prep advice from an AFQT expert
- Strategies for answering every question type and scoring your best
- Updated test information and the latest on military careers
- An introduction to the ASVAB exam, including the CAT-ASVAB (computer adaptive) and the PiCAT (not proctored)

### Summary

#### The essential guide for mastering the AFQT, the four most important subtests of the ASVAB

The Armed Services Vocational Aptitude Battery (ASVAB) is the required entrance exam for all branches of the U.S. Armed Forces. Sponsored by the Department of Defense and administered year-round, if you're one of the nearly one million people who take it each year, you know it's an important test. The scores are used to measure aptitude for a variety of careers in the military. *ASVAB Basic Training for the AFQT, Fourth Edition* puts a laser focus on the four most important sections of the ASVAB, which you must pass in order to enlist in the military and qualify for many military jobs.

*ASVAB Basic Training for the AFQT* is an essential guide to help you achieve exam readiness for these four sections. Written by Janet Wall, a former key member of the Defense Department's ASVAB team and Commander's Award winner (USMEPCOM), this book includes 8 full-length sample AFQT subtests—2 Arithmetic Reasoning, 2 Word Knowledge, 2 Paragraph Comprehension, and 2 Mathematics Knowledge—to give you real test-taking experience. Additional support includes answer keys with thorough explanations to help understand the material, expert tips for scoring higher, the latest information on careers in today's military, and much more.

#### Features:

- 8 full-length AFQT subtests: 2 Arithmetic Reasoning, 2 Word Knowledge, 2 Paragraph Comprehension, and 2 Mathematics Knowledge
- Updated and thorough review of AFQT math and verbal topics
- Answer keys with comprehensive explanations
- Skill-sharpening activities give the practice you need
- Insider tips and test prep advice from an AFQT expert
- Strategies for answering every question type and scoring your best
- Updated test information and the latest on military careers
- An introduction to the ASVAB exam, including the CAT-ASVAB (computer adaptive) and the PiCAT (not proctored)

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- Created by the ETS, the makers of the TOEFL

### Summary

**Save money and get official TOEFL® test practice with this two-book bundle from ETS, the maker of the TOEFL® test!**

In this *Official TOEFL iBT® Tests Savings Bundle* you get the in-depth practice you need to do your best on the TOEFL® test—direct from the test maker! For less than you would pay separately, the bundle packages two uniquely authoritative test guides specially created for TOEFL® test takers by Educational Testing Service.

Fully updated to reflect the latest exam, this two-book bundle provides plenty of TOEFL® test-taking practice. Both *Official TOEFL iBT® Tests Volume 1, Third Edition* and *Official TOEFL iBT® Tests, Volume 2* offer you intensive practice with five real TOEFL® tests in print and online.

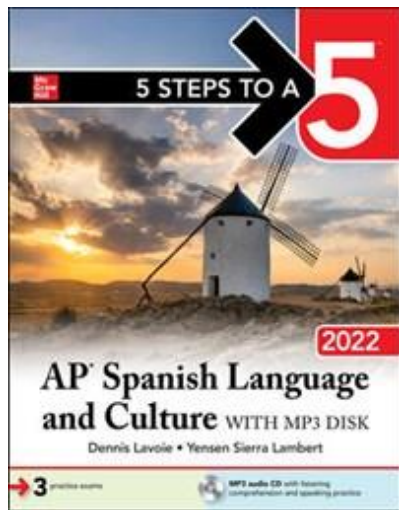
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## 5 Steps to a 5: AP Spanish Language and Culture 2022

Dennis Lavoie, Yensen Lambert

### Key Selling Points

- The *5 Steps to a 5* series is a popular, consistent seller that has prepared millions of students for the AP exams
- The majority of U.S. high schools now offer AP courses
- Includes AP-style questions and answers referenced to core AP materials
- Content matches the latest AP exam

### Summary

**Let us supplement your AP classroom experience with this easy-to-follow study guide.**

The immensely popular *5 Steps to a 5: AP Spanish Language and Culture* guide has been updated for the 2021-22 school year and now contains:

- 3 full-length practice exams
- Comprehensive overview of the AP Spanish Language and Culture exam format
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- Hundreds of reliable tips and in-the-know strategies

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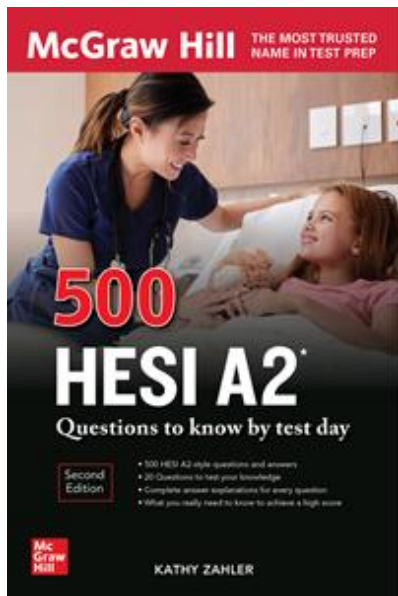
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## 500 HESI A2 QUESTIONS TO KNOW BY TEST DAY, Second Edition (2nd Edition)

Kathy A. Zahler

### Key Selling Points

- Built-in audience: More than 250,000 students apply to nursing school each year
- NEW! 20 Question Diagnostic Quiz to test student's knowledge
- 500 questions that closely resemble questions they'll see on the exam, organized by subject
- Written to parallel the format of the test, accompanied by answers with comprehensive explanations
- Rigorous practice to help students build the skills they need

### Summary

**Tons of HESI A2 practice in an easy-to-use format—now featuring a 20-question Diagnostic Quiz**

Practice makes perfect, and with *500 HESI A2 Questions to Know by Test Day, Second Edition*, you'll get a ton of practice—with hundreds of questions, a comprehensive answer key, and a 20-question Diagnostic Quiz to help you track your progress. It's the perfect way to sharpen your skills and build your confidence for test day.

Organized by subject with detailed answers to every question, *500 HESI A2 Questions to Know by Test Day, Second Edition* provides excellent practice to help you make the most of your review time. With small bits of information presented for quick and easy reference and smart strategies for test day, this essential study guide is helpful for all types of students, whether you're looking for a thorough refresh of topics or need extra help understanding specific topics or question types.

Features:

- 500 HESI A2 questions and answers organized by subject
- NEW! 20 Question Diagnostic Quiz to test your knowledge
- Written to parallel the topic and format of the exam, accompanied by answers with comprehensive explanations
- Rigorous practice to help build the skills you need

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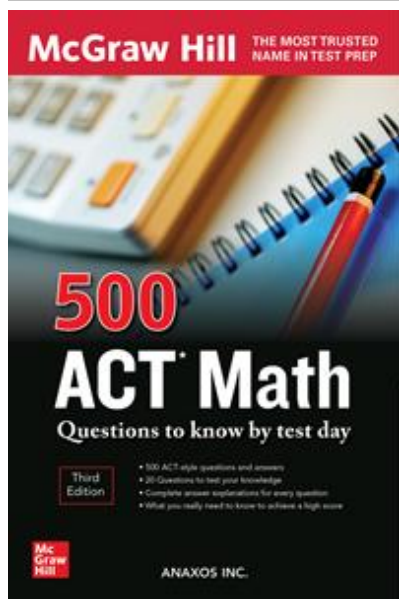
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## 500 ACT Math Questions to Know by Test Day, Third Edition *(3rd Edition)*

Inc. Anaxos

### Key Selling Points

- Built-in audience: More than 2 million ACT tests are administered each year, with scores required or preferred by most colleges
- 500 ACT Math questions, organized by subject and updated to reflect the current test
- Written to parallel the topic and format of the math section of the ACT, accompanied by answers with comprehensive explanations
- NEW! 20 Question Diagnostic Quiz to test student's knowledge
- Ideal and effective problem-solving practice to help students build the skills they need
- Includes strategies for answering multiple-choice and constructed response question types

### Summary

**Tons of ACT Math practice in an easy-to-use format—updated to match the latest exam requirements, and now featuring a 20-question Diagnostic Quiz**

Practice makes perfect, and with *500 ACT Math Questions to Know by Test Day, Third Edition*, you'll get a ton of practice—with hundreds of questions, smart test-taking tips, and a 20-question Diagnostic Quiz to help you track your progress. It's the perfect way to sharpen your skills and build your confidence for test day.

Organized by subject with fully worked-out, step-by-step solutions, *500 ACT Math Questions to Know by Test Day, Third Edition* provides excellent problem-solving practice to help you make the most of your review time. With small bits of information presented for quick and easy reference and smart strategies for answering all multiple-choice and constructed response question types, this essential study guide is helpful for all types of students, whether you're looking for a thorough refresh of topics or need extra help understanding specific question types.

Features:

- 500 ACT Math questions and answers organized by subject, refreshed to match the latest exam requirements
- NEW! 20 Question Diagnostic Quiz to test your knowledge
- Written to parallel the topic and format of the math section of the ACT, accompanied by answers with comprehensive explanations
- Ideal and effective problem-solving practice to help build the skills you need
- Includes strategies for answering multiple-choice and constructed response question types

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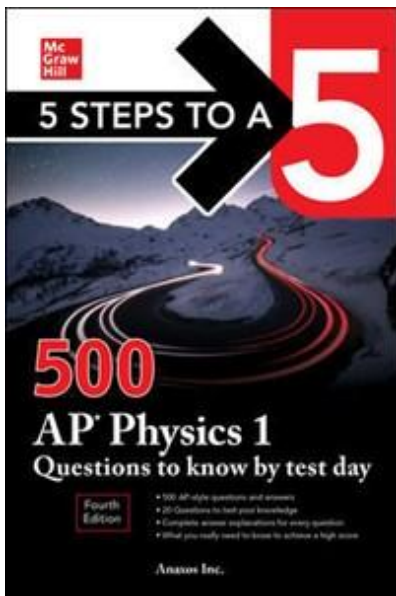
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## 5 Steps to a 5: 500 AP Physics 1 Questions to Know by Test Day, Fourth Edition (4th Edition)

Inc. Anaxos

### Key Selling Points

- Ideal for the nearly 150,000 test-takers who will be looking for a smart, efficient way to study for their AP Physics 1 test
- 500 AP-style questions and answers referenced to core AP materials
- NEW! 20 Question Diagnostic Quiz to test student's knowledge
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- Questions parallel the topic, format, and degree of difficulty of those in the AP exam, followed by answers with comprehensive, easy-to-understand explanations
- Ideal and effective last-minute practice to help students build the skills they need in a minimal amount of time

### Summary

**The only study guide you'll need for the AP Physics 1 test—revised and updated, now with a 20-question Diagnostic Quiz**

Confidence is key when taking any exam, and it will come easier if you spend your test prep time wisely—even if you've been so busy that you've put off preparing until the last weeks before the exam. You'll find the smartest, most effective test prep in *5 Steps to a 5: 500 AP Physics 1 Questions to Know by Test Day, Fourth Edition*. Written by expert AP teachers who know the exam inside and out, the questions closely resemble those you'll face on exam day, and include detailed review explanations for both right and wrong answers.

*5 Steps to a 5: 500 AP Physics 1 Questions to Know by Test Day, Fourth Edition* is updated for the latest exam, featuring only the types of questions you'll see on this year's exam, plus a super-helpful 20-question Diagnostic Quiz to test your knowledge. No matter how busy you are, this 5 Steps to a 5 guide will help you make the most of your last-minute study to build the skills you need in a minimal amount of time.

Features:

- 500 AP-style questions and answers referenced to core AP materials
- NEW! 20 Question Diagnostic Quiz to test your knowledge
- Updated for the latest exam: 150 NEW questions throughout the book that match the latest exam requirements
- Questions parallel the topic, format, and degree of difficulty of those in the AP exam, followed by answers with comprehensive, easy-to-understand explanations
- Detailed review explanations for right and wrong answers
- Ideal and effective last-minute practice to help build the skills you need in a minimal amount of time

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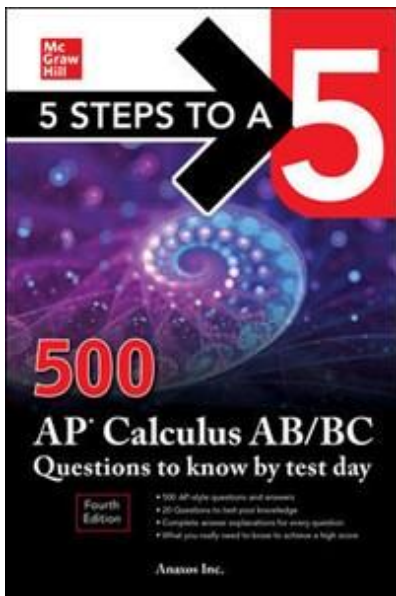
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## 5 Steps to a 5: 500 AP Calculus AB/BC Questions to Know by Test Day, Fourth Edition *(4th Edition)*

Inc. Anaxos

### Key Selling Points

- 500 AP-style questions and answers referenced to core AP materials
- NEW! 20 Question Diagnostic Quiz to test student's knowledge
- Questions parallel the topic, format, and degree of difficulty of those in the AP exam, followed by answers with comprehensive, easy-to-understand explanations
- Ideal and effective last-minute practice to help students build the skills they need in a minimal amount of time

### Summary

**The only study guide you'll need for the AP Calculus AB/BC test—revised and updated, now with a 20-question Diagnostic Quiz**

Confidence is key when taking any exam, and it will come easier if you spend your test prep time wisely—even if you've been so busy that you've put off preparing until the last weeks before the exam. You'll find the smartest, most effective test prep in *5 Steps to a 5: 500 AP Calculus AB/BC Questions to Know by Test Day, Fourth Edition*. Written by expert AP teachers who know the exam inside and out, the questions closely resemble those you'll face on exam day, and include detailed review explanations for both right and wrong answers.

*5 Steps to a 5: 500 AP Calculus AB/BC Questions to Know by Test Day, Fourth Edition* is updated for the latest exam, featuring only the type of questions you'll see on this year's exam, plus a super-helpful 20 Question Diagnostic quiz to test your knowledge. No matter how busy you are, this 5 Steps to a 5 guide will help you make the most of your last-minute study to build the skills you need in a minimal amount of time.

#### Features:

- 500 AP-style questions and answers referenced to core AP materials
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- Questions parallel the topic, format, and degree of difficulty of those in the AP exam, followed by answers with comprehensive, easy-to-understand explanations
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- Ideal and effective last-minute practice to help build the skills you need in a minimal amount of time

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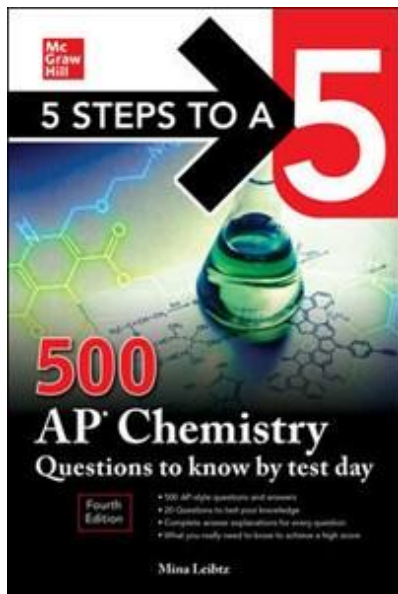
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- Ideal and effective last-minute practice to help students build the skills they need in a minimal amount of time

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*5 Steps to a 5: 500 AP Chemistry Questions to Know by Test Day, Fourth Edition* is updated for the latest exam, featuring only those type of questions you'll see on this year's exam, plus a super-helpful 20 Question Diagnostic quiz to test your knowledge. No matter how busy you are, this 5 Steps to a 5 guide will help you make the most of your last-minute study to build the skills you need in a minimal amount of time.

#### Features:

- 500 AP-style questions and answers referenced to core AP materials
- NEW! 20 Question Diagnostic Quiz to test your knowledge
- Questions parallel the topic, format, and degree of difficulty of those in the AP exam, followed by answers with comprehensive, easy-to-understand explanations
- Detailed review explanations for right and wrong answers
- Ideal and effective last-minute practice to help build the skills you need in a minimal amount of time

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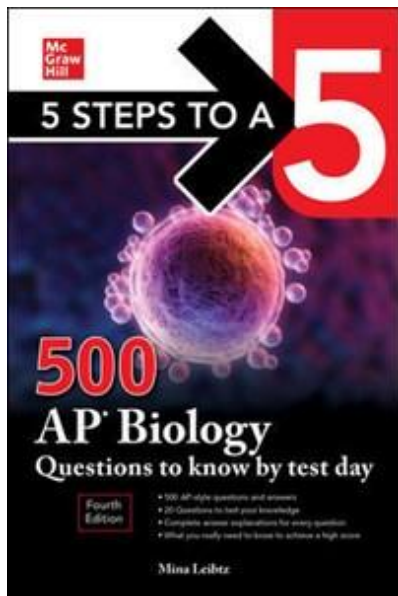
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Mina Lebitz

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Confidence is key when taking any exam, and it will come easier if you spend your test prep time wisely—even if you've been so busy that you've put off preparing until the last weeks before the exam. You'll find the smartest, most effective test prep in *5 Steps to a 5: 500 AP Biology Questions to Know by Test Day, Fourth Edition*. Written by an expert in the field who knows the exam inside and out, the questions closely resemble those you'll face on exam day, and include detailed review explanations for both right and wrong answers.

*5 Steps to a 5: 500 AP Biology Questions to Know by Test Day, Fourth Edition* is updated for the latest exam, featuring only those types of questions you'll see on this year's exam, plus a super-helpful 20 Question Diagnostic quiz to test your knowledge. No matter how busy you are, this 5 Steps to a 5 guide will help you make the most of your last-minute study to build the skills you need in a minimal amount of time.

#### Features:

- 500 AP-style questions and answers referenced to core AP materials
- NEW! 20 Question Diagnostic Quiz to test your knowledge
- Questions parallel the topic, format, and degree of difficulty of those in the AP exam, followed by answers with comprehensive, easy-to-understand explanations
- Grid-in questions have been removed to reflect the latest exam format
- Detailed review explanations for right and wrong answers
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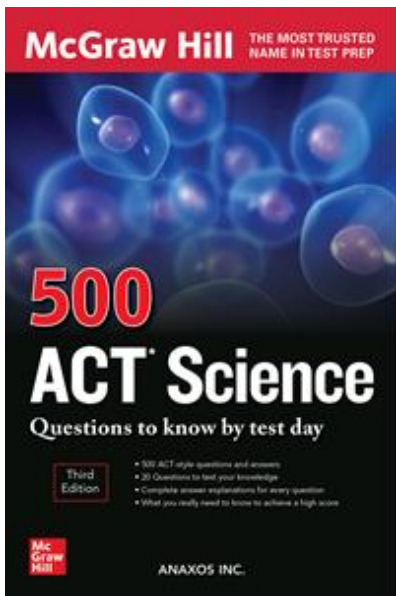
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## 500 ACT Science Questions to Know by Test Day, Third Edition (3rd Edition)

Inc. Anaxos

### Key Selling Points

- Built-in audience: More than 2 million ACT tests are administered each year, with scores required or preferred by most colleges
- 500 ACT Science questions, organized by subject and updated to reflect the current test
- NEW! 20 Question Diagnostic Quiz to test student's knowledge
- Written to parallel the topic and format of the science section of the ACT, accompanied by answers with comprehensive explanations
- Ideal and effective practice to help students build the skills they need

### Summary

**Tons of ACT Science practice in an easy-to-use format—updated to match the latest exam requirements, and now featuring a 20-question Diagnostic Quiz**

Practice makes perfect, and with *500 ACT Science Questions to Know by Test Day, Third Edition*, you'll get a ton of practice—with hundreds of questions, smart test-taking tips, and a 20-question Diagnostic Quiz to help you track your progress. It's the perfect way to sharpen your skills and build your confidence for test day.

Organized by subject with detailed answers to every question, *500 ACT Science Questions to Know by Test Day, Third Edition* provides excellent practice to help you make the most of your review time. With small bits of information presented for quick and easy reference and smart strategies for test day, this essential study guide is helpful for all types of students, whether you're looking for a thorough refresh of topics or need extra help understanding specific question types.

#### Features:

- 500 ACT Science questions and answers organized by subject, refreshed to match the latest exam requirements
- NEW! 20 Question Diagnostic Quiz to test your knowledge
- Written to parallel the topic and format of the science section of the ACT, accompanied by answers with comprehensive explanations
- Ideal and effective practice to help build the skills you need

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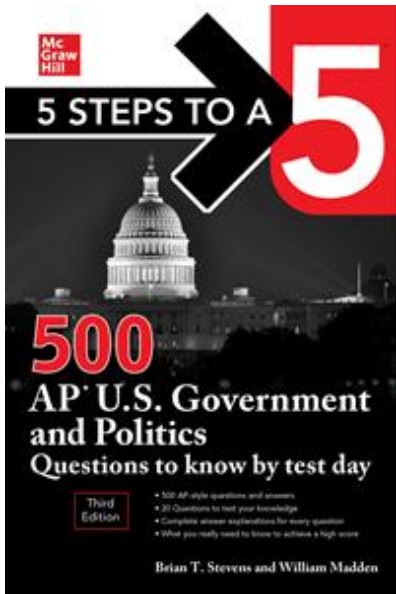
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William Madden, Brian T. Stevens

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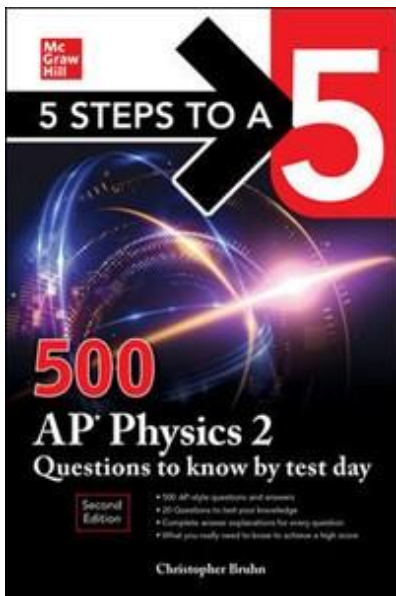
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Christopher Bruhn

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- Questions parallel the topic, format, and degree of difficulty of those in the AP exam, followed by answers with comprehensive, easy-to-understand explanations
- Ideal and effective last-minute practice to help students build the skills they need in a minimal amount of time

### Summary

**The only study guide you'll need for the AP Physics 2 test—updated to address all changes to the latest exam**

Confidence is key when taking any exam, and it will come easier if you spend your test prep time wisely—even if you've been so busy that you've put off preparing until the last weeks before the exam. You'll find the smartest, most effective test prep available in *5 Steps to a 5: 500 AP Physics 2 Questions to Know by Test Day, Second Edition*. Written by an expert AP teacher and consultant for the College Board, the questions closely resemble those you'll face on exam day, and include detailed review explanations for both right and wrong answers.

*5 Steps to a 5: 500 AP Physics 2 Questions to Know by Test Day, Second Edition* fills the gaps where the College Board's Physics course split into 3 courses (Physics 1, 2, and C), and addresses all the changes to match the latest AP Physics 2 exam. This edition also features a new, 20-question Diagnostic Quiz to test your knowledge, so you'll get the effective last-minute practice you need to help build your skills in a minimal amount of time.

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- Fills the gaps where the College Board's Physics course split into 3 courses, addressing all changes to match the latest AP Physics 2 exam
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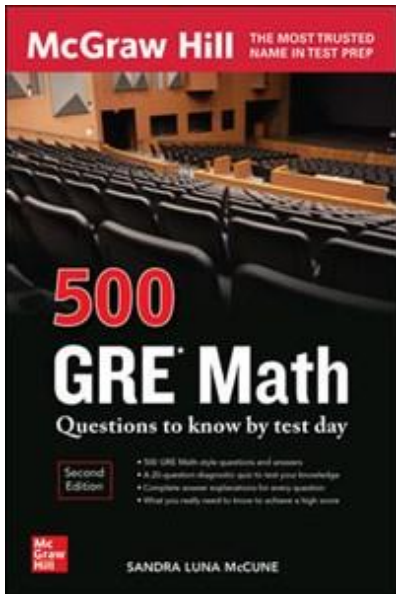
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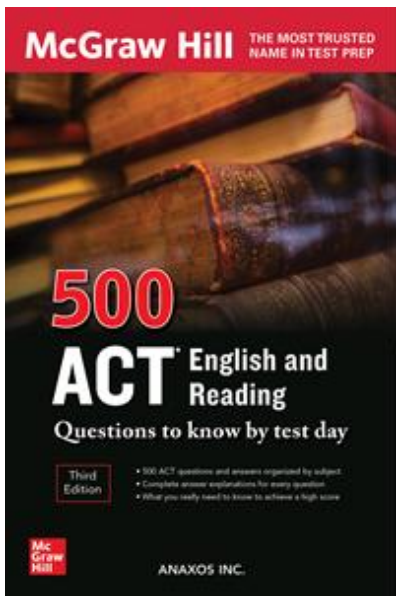
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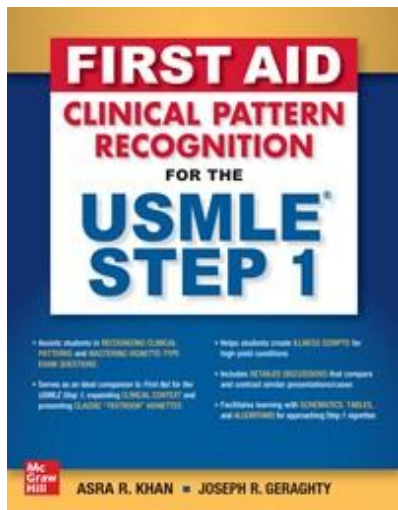
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## First Aid Clinical Pattern Recognition for the USMLE Step 1

Asra R. Khan, Joseph R. Geraghty

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**This groundbreaking new guide helps you logically associate and link symptoms to likely diagnoses/conditions—a critical skill for passing the USMLE Step 1**

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Organized by symptom to reflect exactly what you'll see on test day, *First Aid Clinical Pattern Recognition for the USMLE Step 1* provides overviews for more than 50 symptoms, discussing differential diagnosis and the principles that should inform your thinking about each symptom. Overviews are followed by Step 1-style vignettes for every potential diagnosis that may be included in the Step 1 exam. Then, each vignette is followed by the diagnosis—and competing diagnoses—along with explanations of why the patterns fit for the correct diagnosis.

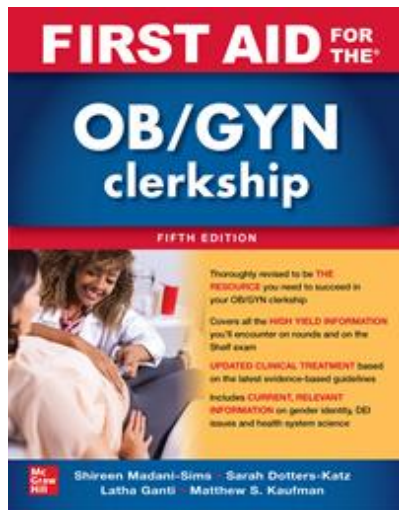
Guiding principles provide important information (such as which diagnoses are common, which are rare, which are acute, which are chronic, etc.) to enhance the way you think about each symptom. Each vignette contains classic history/physical exam and lab/test findings that would be observed in a typical presentation of the disease.

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## First Aid for the OB/GYN Clerkship, Fifth Edition (5th Edition)

Shireen Madani Sims, Sarah K. Dotters-Katz, Latha Ganti, Matthew S. Kaufman

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Excel on your rotation, impress on the wards, and score your highest on the shelf exams with this best-selling reference. This new edition of *First Aid for the Obstetrics and Gynecology Clerkship* has been updated with the latest clinical perspectives and research. Ask just about any student who has been through their OB/GYN rotation and they will tell you that THIS was the resource they turned to. It not only aligns with national clerkship curricula, but also follows the shelf exam blueprint and is full of helpful mnemonics, ward tips, exam tips, and integrated mini-cases.

The text highlights all of the important topics, presenting a clear, concise review based on the clerkship's core competencies. Thoroughly revised, this new edition will help you prepare for the clerkship and also guide you in the clinical diagnosis and treatment of the many conditions you will see during your rotation.

*First Aid for the Obstetrics and Gynecology* features:

- The latest clinical research and perspectives
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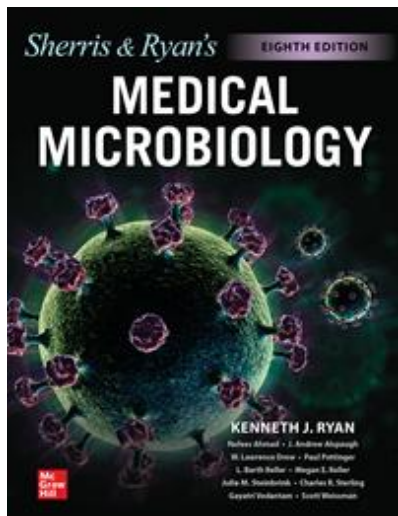
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- Chapters that simply and clearly describe the strains of viruses, bacteria, fungi, and parasites that can bring about infectious diseases
- Explanations of host-parasite relationship, dynamics of infection, and host response
- A clinical case with USMLE-style questions concludes each chapter on the major viral, bacterial, fungal, and parasitic diseases
- All tables, photographs, and illustrations are in full color
- Clinical Capsules cover the essence of the disease(s) caused by major pathogens
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- In addition to the chapter-ending case questions, a collection of 100 practice questions is also included

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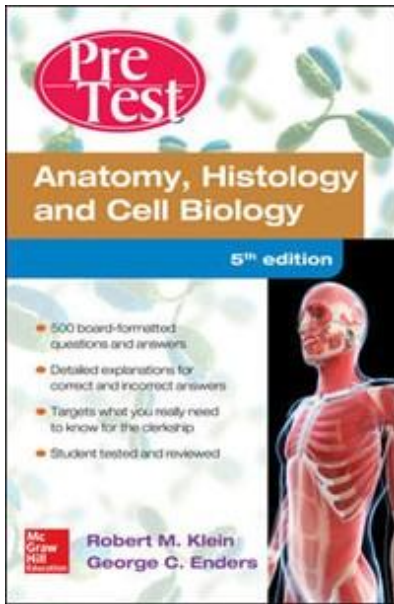
Study aids are the product of a **Student Advisory** Group

- Boxed narrative **OVERVIEW** opening each disease-oriented chapter or major section,
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- Bulleted lists of **KEY CONCLUSIONS** at the end of major sections.
- A **THINK → APPLY** feature randomly inserts thought-provoking questions into the body of the text, which are answered at the bottom of the page. These new features are explained in detail and illustrated on pages iv and v.
- The back of the book includes two more review tools:
  - o **Infectious Diseases: Syndromes and Etiologies** is a set of tables that brings together the infectious agents (viruses, bacteria, fungi, parasites) discussed separately in Parts II through V as probable causes of the major infection syndromes (pneumonia, arthritis, diarrhea, etc).
  - o **100 Practice Questions** are in USMLE format and in addition to the ones at the end of earlier chapters.

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## Anatomy Histology and Cell Biology PreTest Self-Assessment and Review 5/E (5th Edition)

Robert Klein, George C. Enders

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**The closest you can get to seeing the USMLE® Step 1 without actually taking it!**

Essential for course review and the USMLE® Step 1, *Anatomy, Histology, & Cell Biology: PreTest®* asks the right questions so you will know the right answers. It delivers 500 clinical-vignette style questions and answers, along with detailed explanations of correct and incorrect answers. The content has been reviewed by students who recently passed their exams to ensure the most relevant, up-to-date material possible. No other study guide targets what students really need to know like titles in the *PreTest®* series.

- Content covers the core competencies of anatomy, histology, and cell biology
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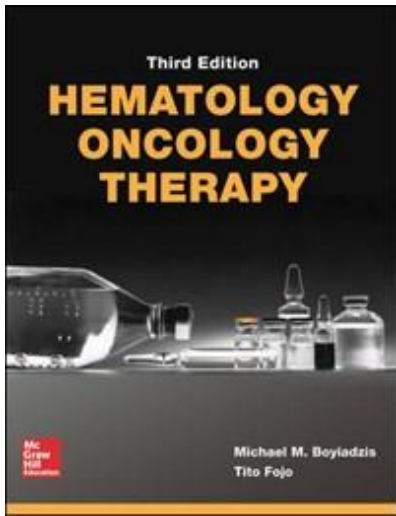
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## **Hematology-Oncology Therapy, Third Edition** *(3rd Edition)*

Michael M. Boyiadzis, Tito Fojo

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**The Essential Therapy Guide to Cancer, Hematologic Disorders, and Supportive Care--Updated with the Latest Treatment Regimens**

*Hematology-Oncology Therapy, Third Edition* is an up-to-date, comprehensive therapy guide that delivers more than 500 treatment regimens in a succinct, uniform manner. The unique tabular design allows you to instantly locate and implement the proper treatment regimen. Supported by the latest practice guidelines, peer-reviewed literature, and the opinion of experts, *Hematology-Oncology Therapy* integrates extensive information that is critical to both office- and hospital-based practice of hematology and oncology.

- Conveniently divided into three sections: Oncology; Supportive Care, Drug Preparation, Complications, and Screening; Selected Hematologic Diseases
- Updated to include the latest regimens

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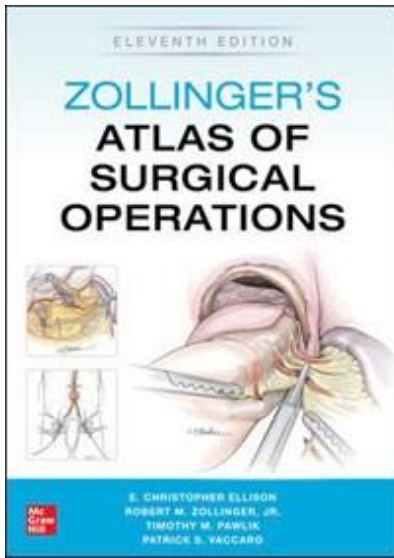
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Robert M. Zollinger, E. Christopher Ellison, Timothy M. Pawlik, Gerard M. Doherty

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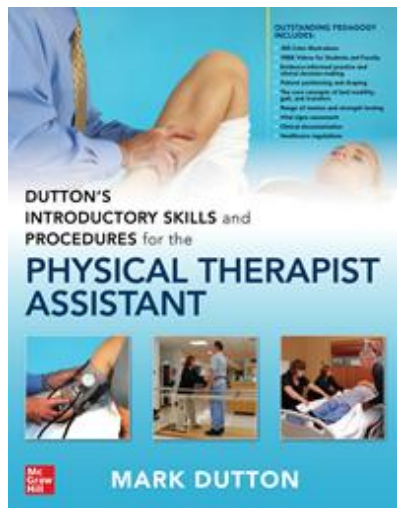
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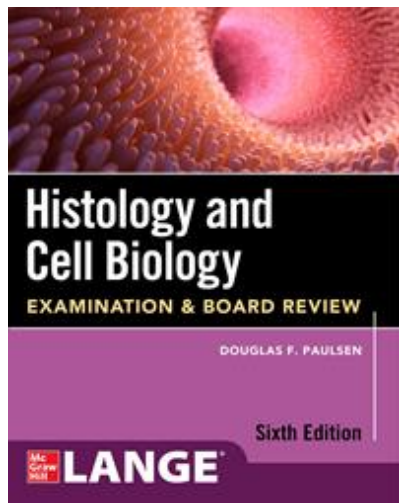
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## **Histology and Cell Biology: USMLE Step 1 and Board Review, Sixth Edition***(6th Edition)*

Douglas F. Paulsen

### **Summary**

**Ace your courses and the USMLE with the go-to review guide—complete with critical concepts and fully updated practice questions**

*Histology and Cell Biology* is designed and formatted in a way that helps you make the most of your time, whether you're studying this topic for the first time or reviewing for the USMLE. With this focused review you'll be able to pinpoint your weak areas, then improve your comprehension with learning aids designed to help you understand and retain even the most difficult material.

This popular LANGE guide provides everything you need to know about the four basic tissues types, and organs and organ systems. Each chapter is devoted to a specific topic and includes learning aids, such as objectives highlighting significant facts and concepts; study questions directing students to facts commonly covered on exams; synopsis presented in outline form that reviews all the basic histology and related cell biology covered on exams; and multiple-choice practice questions written in USMLE format. This authoritative resource concludes with a diagnostic final exam, updated with longer, case-related stems that mimic the USMLE Step 1 exam.

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## COVID-19 and The Heart: A Case-Based Pocket Guide

Muhammad Saad, Timothy J Vittorio

### Summary

**From frontline experts on the topic—everything you need to know about COVID-19 and how it affects the heart**

COVID-19's effect on the cardiovascular system continues to drive increases in morbidity and mortality. Building a solid understanding of the disease spectrum is critical for accurately diagnosing, treating, and managing patients with heart issues in the time of COVID.

Written by a team of experts who worked on the frontlines in New York City throughout the worst of the pandemic, *COVID-19 and the Heart: A Case-Based Pocket Guide* is a one-of-a-kind resource for providing safe, effective care for COVID-19-related heart conditions. Designed for quick and easy learning and on-the-spot clinical decision making, this practical guide is organized into chapters based on genuine clinical cases and provides the best approach for each one. The authors highlight key points throughout the clinical content for easy review, and provide up-to-date information on clinical trials/vaccines, diagnostic and treatment algorithms, therapeutics, monitoring, and patient education.

Ideal for healthcare workers actively engaged in the ongoing pandemic and students seeking to build their expertise, *COVID-19 and the Heart* is the go-to guide to making the right clinical judgments with respect to the cardiac manifestations of COVID-19.

*COVID-19 and the Heart* starts with the physiology of COVID-related heart disease, and walks you through COVID's effect on:

- ACS
- Valvular heart disease
- Arrhythmia
- Pericardial disease
- Heart failure
- Shock
- Thromboembolism
- Hypertension

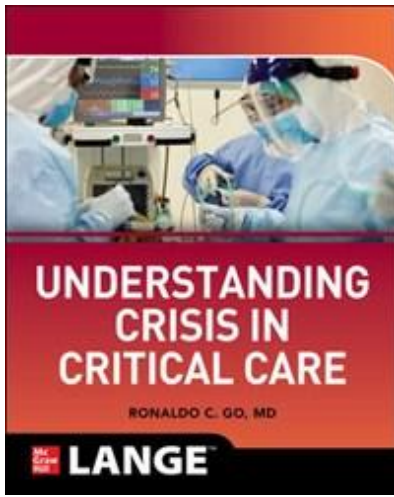
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2. COVID and ACS
3. COVID and valvular heart disease
4. COVID and arrhythmia
5. COVID and pericardial disease
6. COVID and heart failure
7. COVID and shock
8. COVID and thromboembolism
9. COVID and hypertension
10. **Clinical Trials/Vaccines**

TO BE INCLUDED IN EACH CHAPTER:

- 1. Diagnostic and treatment algorithms**
- 2. Therapeutics**
- 3. Monitoring**
- 4. Patient Education**



## Understanding Crisis in Critical Care

Ronaldo Collo Go

### Summary

**From a team of global experts comes the first detailed retrospective of the spread and management of COVID-19—and a blueprint for better management of the next major healthcare crisis**

From a team of global experts comes the first detailed retrospective of the spread and management of COVID-19—and a blueprint for better management of the next major healthcare crisis

*Understanding the Standard of Critical Crisis Care* describes the global spread of COVID-19 and analyzes how it was managed compared to other deadly epidemics, such as SARS and MERS. The editor has gathered contributors from across the world who dealt first-hand with COVID-19, making this a truly global retrospective on new global pandemics.

*Understanding the Standard of Critical Crisis Care* is organized into four sections, covering critical care changes associated with crisis standard of care; health and management issues of specific populations; infectious agents WHO has identified as those that can cause pandemics; and trauma and warfare. You'll learn how hospitals are transformed to accommodate surges in patients, while dealing with shortages in staffing, medications, mechanical ventilators, and personal protective equipment and get an invaluable look at how real-time critical decision were made during the height of the pandemic.

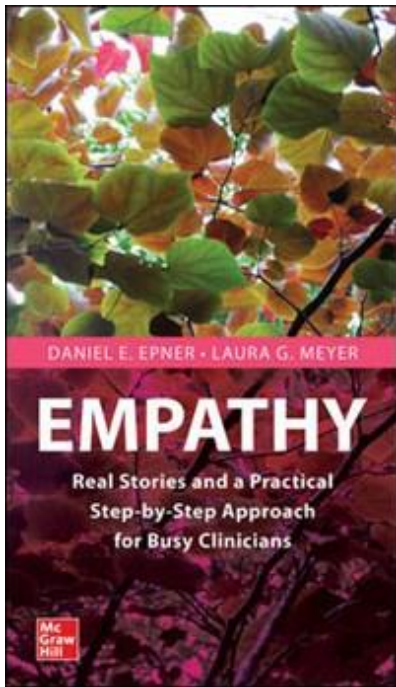
This one-of-a-kind guide covers:

- Working the Frontlines
- Research and the Clinical Trials
- Anti-microbials versus Immunomodulators
- Respiratory Failure and Mechanical Ventilation
- Ultrasound
- Endocrinologic and cardiovascular Issues
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# The Clinician's Guide to Empathy: A Step-by-Step Approach to Patient Interactions

Daniel E Epner

## Summary

**The complete guide to handling emotionally charged patient conversations with the empathy vulnerable people deserve**

*The Clinician's Guide to Empathy* helps you approach tough conversations with patients in a new, more effective way—by understanding and recognizing their emotion and perspective, and then communicating that recognition clearly and without fear. The authors define empathy on an operational level—rather than a theoretical, scientific, or conceptual level—and provide the actionable advice you need to make empathy the central focus when faced with denial, questions about prognosis, existential concerns, difficult family dynamics, anger, and nonmedical opiate use. Each chapter, authored by an experienced expert in their field, is anchored by a story that clearly illustrated how empathy can unfold in the clinical setting. Vignettes throughout provide sample dialogue and specific examples of actual words to use in specific situations.

Trained to solve problems, clinicians often have difficulty expressing empathy to their patients. This guide provides a new way of approaching that problem—not as a technician but as a fellow human being. Much more than a guide to breaking bad news or a brief overview of all communication skills, *The Clinician's Guide to Empathy* is a must-read for almost anyone connected to the healthcare industry.

## Table Of Contents

### Contents

#### **Introduction: A Case for Empathy**

*The introduction begins with a story of a young mother whose cancer has become resistant to treatment. The story leads to her impossible question to her physicians, "I can't die, who will take care of my children?" This narrative stimulates the reader to reflect on the benefits of responding with empathy and the hazards of instead offering a factual response in an attempt to fix the unfixable.*

#### **Section 1: Weaving Empathy into the Fabric of Every Clinic Encounter**

*Section 1 outlines the philosophy of the text: empathy is not just something you do when things go wrong, but rather something we do every day no matter the circumstances.*

#### **Chapter 1: A history of empathy in patient care.**

*Chapter 1 considers the changes that have occurred in medicine after the Flexner Report was published in 1910. Prior to the Flexner Report, empathy was the most powerful tool available to the clinician. Similarly, in the modern world when we reach a point when focusing on a specific disease, like end-stage cancer or cystic*

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End-of-Life-Care: A Practical  
Guide, Second Edition  
9780071545273 \$101.95

*fibrosis, is no longer helpful, empathy is the most powerful medicine. Unfortunately, under such circumstances we all too often continue to focus on disease to the detriment of the patient.*

## **Chapter 2: Learning any skill takes practice, like playing tennis**

*It's easy to grasp what empathy is on a conceptual level: standing in the other person's shoes or imagining how another person is feeling or thinking. However, practicing empathy in the clinic takes much more than conceptual understanding. Just as winning the Wimbledon tennis tournament takes much more than viewing an instructional video about forehands, backhands, and overhead serves, empathy requires coaching and practice. Mirroring the coaches' modelling of an effective forehand, all the way from backswing to follow-through, the extensive dialogue in the Clinician's Guide to Empathy provides a model of empathy that every student can embrace and refine.*

## **Chapter 3: Speaking to people like people rather than as patients: How empathy looks and sounds.**

*Chapter 3 illustrates that empathy is not only a concept meant to be understood on the conceptual, physiological, or neuroanatomic level, but should also be embraced on the practical and operational level. Empathy is something that great clinicians weave into every conversation, not just classically difficult ones. We present an assortment of case vignettes written by expert clinicians depicting "typical" patient encounters that would not ordinarily be considered challenging, and demonstrate how to weave empathy into such conversations by speaking to patients like people rather than as patients. People enjoy knitting, bull riding, painting, and riding pontoon boats with friends and family. Brief discussions about human topics like these builds strong bonds between clinicians and their patients.*

## **Chapter 4: Empathy as Collaboration**

*Daniel Epner, M.D., Laura Meyer, and others TBD*

*Chapter 4 addresses the Parallel process of empathy: treating coworkers with empathy involves the same skills as empathy during clinical encounters. The chapter illustrates how team members can utilize empathy to collaborate to the betterment of their patients and themselves.*

## **Chapter 5: Difficult Conversations in Cancer Care**

*Previous chapters offered a real-life, operational definition of clinical empathy. Beginning with section 2, The Guide discusses how to apply the same empathic skills to emotionally charged and challenging conversations that commonly arise in clinical practice.*

## **Section2: Common Challenging Conversations: What to say and not to say when the patient or family throws a curve ball.**

*In section 2, each chapter will begin with a narrative that epitomizes the role of empathy in responding to a particular conversational challenge in medical practice. The text will then offer specific responses and strategies that facilitate connection between providers and patients under such circumstances. These same responses are summarized in the pocket empathy-reference booklet.*

**Chapter 6: “Denial:”** what we see on the surface that covers strong negative emotions, such as fear, sadness, and grief. Under such circumstances, patients and family members often cling desperately to unrealistic expectations.

*Daniel Epner, M.D., and co-author TBD.*

- *"We want mother to be alert and talk to us like she did just the other day."*
- *"You're just going to let me die?"*
- *"I know he is brain dead and there's nothing more you can do for him. Stop telling me that."*
- *"I have faith God has a plan for me. I am sure I will be completely healed."*

### **Chapter 7: Prognosis**

*Daniel Epner M.D., andco-author TBD.*

- *"How long do I have?"*
- *"Why can't you cure him?"*
- *"Will I ever be normal again?"*
- *"I can't believe that I have cancer. I take good care of myself."*

### **Chapter 8: Existential Concerns: "What comes later, and can you help me get there sooner?"**

*Marcia Brennan, PhD, Medical Humanities Professor at Rice University, and*

*Daniel Epner M.D.*

- *"Where am I going after this?"*
- *"I'm not sure what there is to look forward to. What's the point of trying anymore?"*
- *"Doc, I'm ready for this to be over. Help me end this now. I want you to help me die."*
- *"Why are you taking away my hope?"*

## **Chapter 9: Family Impact: “But my family needs me...”**

*Authors TBD*

- *"What if I'm not there for my daughter's sixth birthday?"*
- *"I don't want to talk to my kids about this. I need to be strong for them"*
- *"Who will raise my family if I die?"*
- *"Will my children remember me?"*

## **Chapter 10: Empathy and Pediatric Care**

*Kevin Madden, M.D., pediatric palliative specialist and Professor at M.D. Anderson.*

*This chapter addresses the lopsided triangle of pediatric care: supporting ill children and their parents with great finesse.*

- *"I can't stop life support. This is my daughter. I can't give up on her."*

## **Chapter 11: Difficult Family Dynamics**

*Authors TBD*

- *"Please don't tell my mother she has cancer or any other bad news."*
- *"Oh, it doesn't matter what he thinks. He may be the sick one, but we make his decisions for him."*
- *"I know my daughter is suffering greatly, but she said, 'Never give up on me.' I have to honor her wishes, so I can't make her DNR."*

## **Chapter 12: Dealing with Anger and Blame**

*Laura Meyer and co-author TBD*

- *"Of course, I'm depressed! Wouldn't you be if you were told you are going to die?"*
- *"This place has failed me miserably."*
- *"You can't possibly understand how I feel. I'm dying, and I'm only 36! You are*

*perfectly healthy. Don't try to convince me to feel better with your psychological mumbo jumbo."*

### **Chapter 13: The question of opiates and uncontrolled pain.**

*Joseph Arthur M.D., Assistant Professor at M.D. Anderson and Daniel Epner, M.D.*

- *"Doc, I know where you're going with this. I hate to be asked all these questions all the time. You're talking to me like I'm a criminal and you think I'm taking these meds and trying to sell them."*
- *"I've been giving my son some of my pain medication."*
- *"I've been coming to this clinic for 2 years, and every doctor has given me the meds I need. You are the first doctor who has denied me."*
- *"You don't know how I feel. I may not look like I'm hurting, but I have a high pain tolerance. I need meds."*

### **Chapter 14: Empathy and Culture**

*Laura Meyer and Daniel Epner, M.D.*

*Using a case to exemplify person-centered care, the authors demonstrate how to engage with and respect patients of all cultures and backgrounds. This chapter outlines universal truths about empathic practice with patients and coworkers from all over the world: we all want the same things, and we are all deserving of empathy.*

### **Chapter 15: Empathy and Spirituality**

*Marvin Delgado, M.D., Associate Professor at M.D. Anderson and*

*Alejandro Chaoul PhD, Assistant Professor at M.D. Anderson*

*In chapter 15, the authors demonstrate how a clinician can hold respectful space for the patient's spiritual needs or practices. The authors reflect on how empathy can be expressed effectively in encounters where spirituality (or a lack there of) emerges.*

- *"Do you believe in miracles?"*
- *"I can't believe God would abandon me like this."*

## **Chapter 16: Empathy and Technology**

*Ali Haider, M.D., Assistant Professor at M.D. Anderson and*

*Kimberson Tanco, M.D., Assistant Professor at M.D. Anderson*

*Chapter 16 illustrates how empathy is adapted to overcome the modern realities where there are computers in every exam room and the electronic medical record sometimes pulls the clinician's attention away from the patient.*

## **Chapter 17: Focus on process rather than rainbows**

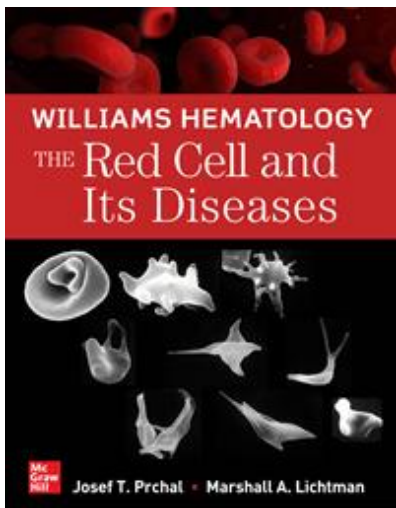
*Author TBD & Laura Meyer*

*Describes unresolved predicaments, such as those involving patients with personality disorders, who sometimes do not respond to empathy, or those who have no spiritual foundation in their lives and therefore are never able to process the various stages of grief. Sometimes it is impossible to connect with patients or families despite our best efforts. This chapter reinforces the premise that learners should continue to shape and refine their own "art of medicine" through all encounters, positive or negative.*

## **Section 3: Compact Empathic Responding Summary**

*An abbreviated version of Chapters 6-17.*





## Williams Hematology: The Red Cell and Its Diseases

Josef T. Prchal, Marshall A. Lichtman

### Summary

**Everything you need to know about red cell disorders, from basic science to clinical application**

When red blood cells do not have enough hemoglobin, oxygen cannot reach all parts of the body—as a result, organs start to malfunction and may lead to a host of issues including deformities, enlarged spleen, heart problems and other diseases. There are myriad red cell disorders, such as iron deficiency anemia, pernicious anemia, aplastic anemia, autoimmune hemolytic anemia, sickle cell, thalassemia and other hemoglobinopathies.

*Williams Hematology: The Red Cells and its Diseases* provides clinicians with a practical diagnostic and treatment framework for identifying and successfully managing acute, congenital, and chronic red blood cell disorders. Presented in an accessible template format, the book includes classifications, etiology and pathogenesis, clinical and laboratory features, differential diagnosis, treatment, management, and supportive care.

This comprehensive, yet concise resource covers:

- Structure and physiology of the red cell
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- Diseases of red cell production
- Anemias resulting principally from inherited disorders
- Anemia as a result of exogenous factors
- Polyclonal erythrocytosis
- Red cell transfusion

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Williams Manual of Hematology,  
 Ninth Edition 9781259642470  
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<b>Part 1. Structure and Physiology of the Red Cell</b>
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Chap 7. Erythropoietic effects of endocrine disorders
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Chap 15. Erythrocyte membrane disorders
Chap 16. Erythrocyte Enzyme disorders
Chap 17. The thalassemias

Chap 18. Disorders of hemoglobin structure: Sickle cell anemia and related abnormalities
Chap 19. Methemoglobinemia and other dyhemoglobinemias
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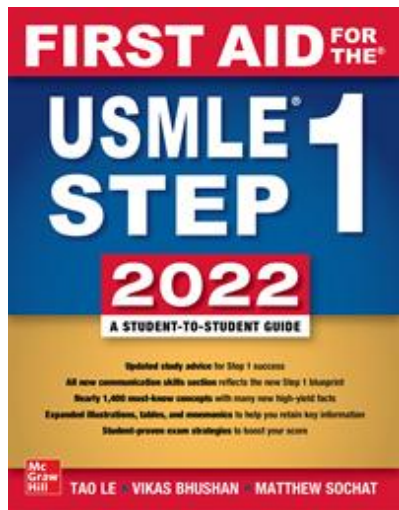
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## First Aid for the USMLE Step 1 2022, 32E *(32nd Edition)*

Tao Le, Vikas Bhushan, Matthew Sochat

### Summary

**First Aid™ remains the most trusted name in USMLE® review—just ask any medical student!**

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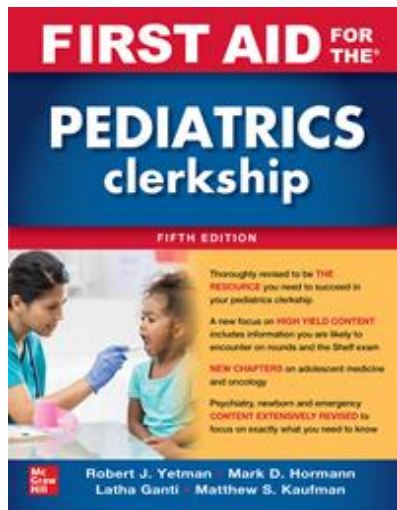
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## First Aid for the Pediatrics Clerkship 5e (5th Edition)

Robert J. Yetman, Mark D. Hormann, Latha Ganti, Matthew S. Kaufman

### Summary

**Master all the high-yield information required to pass the pediatrics clerkship and the shelf exam**

*First Aid for the Pediatrics Clerkship* is the all-in-one content resource for acing the pediatrics rotation and shelf exam. This popular guide has been heavily revised with a new and updated focus on the most salient high-yield facts, along with clear background information where needed. Content has been streamlined to include only the most important facts to help you focus on—and learn—critical information.

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## **Case Files Emergency Medicine 5th edition** (5th Edition)

Eugene C. Toy, Barry Simon, Adam J. Rosh, Katrin Y Takenaka, Ciara Barclay-Buchanan

### **Summary**

#### **Real-life cases for success on the emergency medicine clerkship and shelf-exam**

Experience with clinical cases is key to mastering the art and science of medicine and ultimately to providing patients with competent medical care. *Case Files®: Emergency Medicine, Fifth Edition* delivers 60 true-to-life cases that illustrate essential concepts in emergency medicine. Each case includes a complete discussion, clinical pearls, references, high-yield presentation of key diagnostic and treatment information, USMLE-style review question to enhance your learning.

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Eugene C. Toy, Pedro Mancias, Erin Furr Stimming, Doris H. Kung

### **Summary**

#### **Real-life cases for success on the neurology clerkship and shelf-exam**

*Case Files: Neurology* presents 50+ real-life cases that illustrate essential concepts in neurology. Each case includes a complete discussion, clinical pearls, references, high-yield presentation of key diagnostic and treatment information, USMLE-style review questions. With this system, students learn in the context of real patients, rather than merely memorize facts. This fourth edition has been thoroughly updated with the most current medical information and therapy and includes new cases on acquired ataxias, status epilepticus, optic neuritis, radiculopathy, and sleep disorders.

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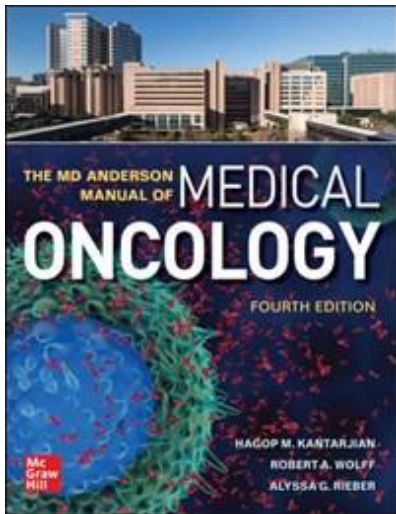
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Hagop M. Kantarjian, Robert A. Wolff, Alyssa G. Rieber

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**Expert, hands-on guidance for managing and treating all major cancers—from the world-renowned physicians at The MD Anderson Cancer Center**

Comprehensive and authoritative, *The MD Anderson Manual of Medical Oncology* delivers everything you need to accurately diagnose and effectively treat a wide range of cancers—including leukemia, lymphoma, myeloma, lung and breast cancer, genitourinary carcinoma, melanoma, and sarcoma.

This unmatched resource emphasizes practical, actionable steps to cancer treatment, providing "to the point" recommendations, chapter summary boxes, tables, charts, expert opinion and patient education boxes, practice tips, cases, and prescriptive advice. And the new format of this updated edition quickly guides you to the topic, the affiliated relevant chapter, new findings affecting clinical practice, and reference/evidence.

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Small Cell Carcinoma of the Lung

Non-small Cell Lung Cancer (sent in 3/6)

### **Part V: Head and Neck Cancer**

#### **Section Editor:**

Head and Neck Cancer

### **Part VI: Gastrointestinal Carcinomas**

#### **Section Editor: Bob Wolff**

Gastric and Esophageal Cancer

Pancreatic Cancer

Hepatobiliary Malignancies

Small Bowel Cancer and Appendiceal Tumors

Colorectal Cancer

Anal Cancer

### **Part VII: Breast Cancer**

#### **Section Editor:**

Metastatic Breast Cancer

Special Situations in Breast Cancer

### **Part VIII: Gynecologic Malignancies**

#### **Section Editor:**

Ovarian Cancer

Tumors of the Uterine Corpus

Tumors of the Uterine Cervix

Gestational Trophoblastic Tumors

### **Part IX: Genitourinary Carcinoma**

#### **Section Editor:**

Renal Cell Carcinoma

Bladder Cancer

Prostate Cancer

Penile Cancer

Germ Cell Tumors

## **Part X. Neurologic Tumors**

### **Section Editor:**

TBD

## **Part XI. Malignant Melanoma and Sarcomas**

### **Section Editor:**

Malignant Melanoma

Soft Tissue and Bone Sarcomas

## **Part XII. Other Tumors**

### **Section Editor:**

43. Endocrine Malignancies

The AIDS-related Cancers

## **Part XIII – Novel and Other Cancer Topics of Interest**

### **Section Editors –**

Carcinoma of Unknown Primary

Pediatric Cancers

Molecular Biomarkers and Cancer

Immuno-Oncology **(Jim Allison)**

Targeted Therapies in Cancer

Applied Biostatistics

## **Part XIV. Supportive Care**

### **Section Editor: Dimitrios Kontoyiannis**

Fungal and Viral Infections in the Cancer Patient

Endocrine and Metabolic Complications of Cancer Therapy

Oncologic Emergencies

Onco-Cardiology

Pulmonary Complications of Cancer Therapy

## **Part XV Palliative Care and Symptom Management**

### **Section Editor:**

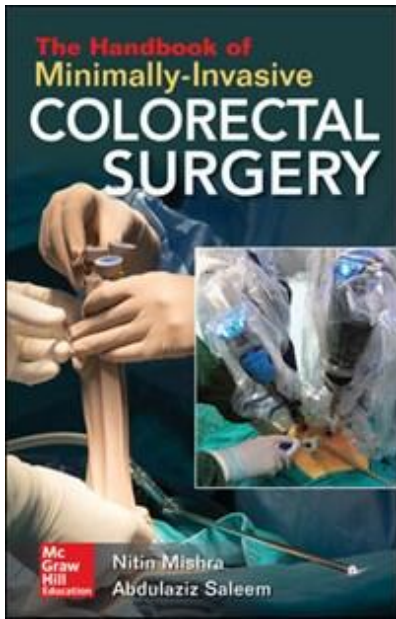
Palliative and Supportive Care

Pain Management and Symptom Control

Rehabilitation

Long-term Survivorship in Adult and Pediatric Cancer





# The Handbook of Minimally Invasive Colorectal Surgery

Nitin Mishra, Abdulaziz M. Saleem

## Summary

**Publisher's Note: Products purchased from Third Party sellers are not guaranteed by the publisher for quality, authenticity, or access to any online entitlements included with the product.**

### A concise, full-color, step-by-step guide to performing colorectal surgery

This well-illustrated new book delivers succinct guidance on performing minimally invasive (laparoscopic and robotic) colon and rectal surgery, written primarily for an audience of general surgery residents and fellows in colorectal surgery and surgical oncology. The *Handbook of Minimally Invasive Colorectal Surgery* takes a high-yield, bulleted approach to describe how to get started with a procedure; how to perform common surgeries of the intestine, colon, and rectum; and how to manage common intraoperative problems in colorectal surgery. Alternatives to each step are discussed, along with common pitfalls and how to avoid them.

Full-color illustrations and intraoperative images alongside narrated videos take readers step-by-step through the operations most often performed by general surgeons, colorectal surgeons, and surgical oncologists. This edition includes the latest innovations and procedures in minimally invasive and robotic colorectal surgery.

## Table Of Contents

### Part 1: Getting Started

1. Planning Your Case
2. OR Setup and Patient Positioning
3. Getting the Patient Ready
4. Stoma Marking
5. Laparoscopic Instruments

### Part 2: Abdominal Operations

6. Right Hemicolectomy
7. Left Hemicolectomy
8. Sigmoidectomy
9. Low Anterior Resection
10. Abdominoperineal Resection
11. Stoma Creation
12. Rectopexy

### Part 3: Managing Complications in Colorectal Surgery

13. Presacral Bleeding
14. Problems with Reach
15. The Morbidly Obese Patient

McGraw-Hill Education / Medical  
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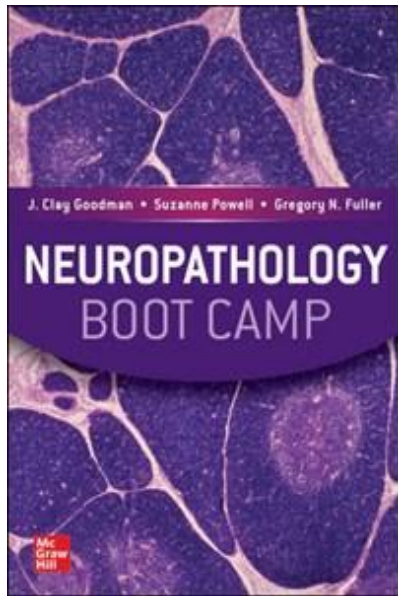
Maingot's Abdominal Operations,  
 12th Edition 9780071633888  
 McGraw-Hill Manual Colorectal  
 Surgery 9780071590709

16. The Stuck Circular Stapler: Now What?

17. Crohn's Mesentery

18. Septic Patients

19. Stoma Related Issues: Stenosis, Ischemia, and Obstruction



## Neuropathology Boot Camp

J. Clay Goodman, Suzanne Powell, Gregory N. Fuller

### Summary

**Publisher's Note: Products purchased from Third Party sellers are not guaranteed by the publisher for quality, authenticity, or access to any online entitlements included with the product.**

**A concise, high-yield review for building your expertise on the mechanisms of neurological disease**

Packed with 600 photos and illustrations, *Neuropathology Boot Camp* explains the pathologic basis of neurologic disease, clinical manifestations, and potential mechanisms of treatment. It delivers the information and insights you need to make accurate diagnoses on the pathology of the brain, spinal cord, meninges, peripheral nerves, and muscles, typically through biopsies for brain tumors, infectious/inflammatory diseases, nerve/muscle diseases, dementias, and cerebrovascular disease.

You'll come away with a solid understanding of gross anatomy and histology of the nervous system; the correlation between neuropathological lesions and neuroradiological imaging; the correlation between neuropathological lesions and clinical signs and symptoms; indications for (and limitations of) tissue biopsies of the brain, muscle, and nerve; and the relevance of autopsy in patient care.

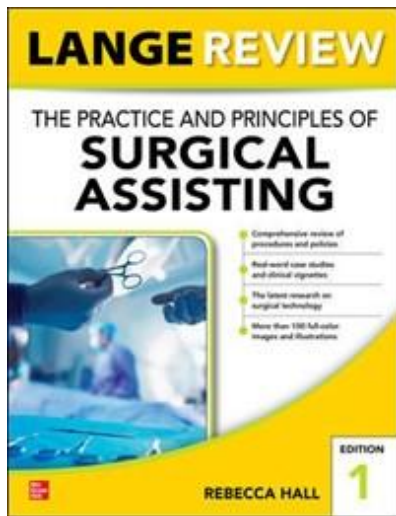
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Book

208 Pages  
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##### Also Available

Neurology Examination and  
Board Review, Third Edition  
9780071825481 \$124.95



# The Principles and Practice of Surgical Assisting

Association of Surgical Assistants .

## Summary

**This definitive guide provides the insights surgical assistants need to excel in their field and the information students need to ace the CSFA**

Created by the Association of Surgical Assistants, *The Practice and Principles of Surgical Assisting* is based on feedback from educational program directors and on the approved core curriculum. Packed with 400 photos and illustrations, it delivers the information and insights you need as you work your way through the surgical assisting programs and study for the Certified Surgical First Assistant (CSFA).

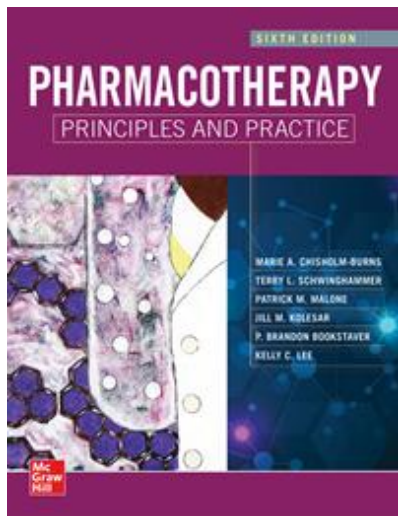
This authoritative guide covers all the topics you need to know, including legal, moral, and ethical considerations; perioperative infection control and patient management; pharmacology and anesthesia principles; preoperative patient preparation; tissue handling; wound closure modalities and techniques; and surgical specialties including but not limited to obstetric, gynecologic, genitourinary, ophthalmic, and cardiothoracic surgeries.

## Table Of Contents

1. Introduction to surgical assisting
2. Legal, Moral, and Ethical Considerations
3. Introduction to Business Organization and Management
4. Infection Control in the Perioperative Setting
5. Perioperative Patient Management
6. Perioperative Patient Management
7. Pharmacology & Anesthesia Principles
8. Preoperative Patient Preparation
9. Tissue Handling and Intraoperative Skills
10. Wound Closure Modalities
11. Wound Closure Techniques
12. Wound Drainage Systems
13. Wound Dressings
14. Managing Perioperative Emergencies
15. General Surgery
16. Obstetric & Gynecologic Surgery
17. Genitourinary Surgery
18. Ophthalmic Surgery
19. Otorhinolaryngology
20. Orthopedic surgery
21. Plastic & Reconstructive Surgery
22. Neurosurgery
23. Cardiothoracic Surgery
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McGraw-Hill Education / Medical  
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 Book

Medical / Public Health  
 MED078000  
 27.6 cm H | 21.6 cm W



## Pharmacotherapy Principles and Practice, Sixth Edition (6th Edition)

Marie A. Chisholm-Burns, Terry L. Schwinghammer, Patrick M. Malone, Jill M. Kolesar, Kelly C Lee, P. Brandon Bookstaver

### Summary

**Publisher's Note: Products purchased from Third Party sellers are not guaranteed by the publisher for quality, authenticity, or access to any online entitlements included with the product.**

All the main concepts from the landmark *Pharmacotherapy: A Pathophysiologic Approach*—distilled down to a concise, clinically focused, full-color resource

Providing a solid evidence-based approach, *Pharmacotherapy Principles & Practice, Sixth Edition* explains how to design, implement, monitor, and evaluate medication therapy. You'll gain an in-depth understanding of the underlying principles of the pharmacotherapy of disease—and their practical application.

*Pharmacotherapy Principles & Practice* includes chapters on geriatrics, pediatrics, and palliative care. Each of the subsequent disease-based chapters covers disease epidemiology, etiology, pathophysiology, clinical presentation and diagnosis, nonpharmacologic therapy, followed by therapeutic recommendations for medication selection, desired outcomes, dosing, and patient monitoring.

### Features

- Chapters are written/reviewed by pharmacists, NPs, PAs, and physicians considered authorities in their fields
- Learning objectives with associated content identified with a margin rule
- Disorder-based organization makes finding answers quick and easy
- Surveys the full range of organ system disorders treated in pharmacy practice
- Knowledge-building boxed features within chapters cover Clinical Presentation & Diagnosis, Patient Encounters, and Patient Care and Monitoring Guidelines
- Standardized chapter format
- Laboratory values are presented in conventional and Systemé International units
- Key concepts are indicated in text with numbered icons
- Content on cultural competency
- Glossary
- Online Learning Center

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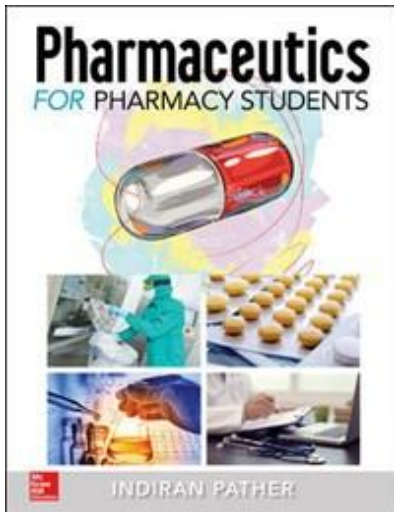
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#### Related Products

##### Also Available

Pharmacotherapy: A Pathophysiologic Approach, Eleventh Edition 9781260116816 \$188.95

Pharmacotherapy Principles and Practice, Fifth Edition 9781260019445 \$283.95



## Pharmaceutics

Indiran Pather

### Summary

**Publisher's Note: Products purchased from Third Party sellers are not guaranteed by the publisher for quality, authenticity, or access to any online entitlements included with the product.**

**An innovative new text for the pharmacy student that shows the relevance of pharmaceutics to clinical practice**

Written for pharmacy students who want to gain a better understanding of pharmaceutics, this full-color resource shows the relevance of pharmaceutics to clinical practice. The text provides students with an understanding of industrial pharmacy practices, which will assist them in correlating dosage form considerations with specific patient situations in real-world practice. While written on a level suitable for those with a pharmacy background, the book distinguishes itself from the competition by its more explanatory, conversational tone.

- Outstanding pedagogy includes chapter summaries, line drawings, self-test questions, key concepts, and active learning exercises
- Case studies and “what if” scenarios prepare students for real-world practice
- Rich full-color presentation

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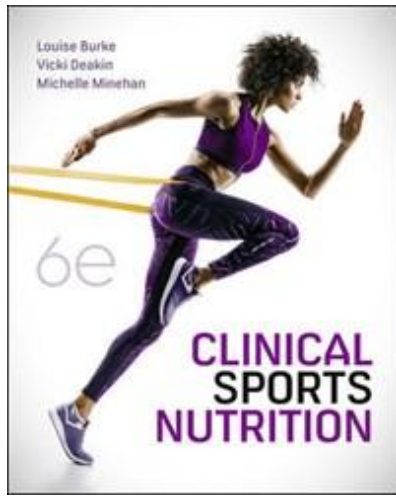
400 Pages  
Medical / Pharmacy  
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### Related Products

#### Also Available

Pharmaceutics 9780071818360  
Pharmacotherapy Principles and  
Practice, Fourth Edition  
9780071835022





## **Clinical Sports Nutrition 6th Edition** (6th Edition)

Louise Burke, Vicki Deakin, Michelle Minehan

### **Summary**

Clinical Sports Nutrition, now in its sixth edition, is a cornerstone of the Sports Medicine series offered by McGraw Hill. It is an invaluable asset for all professionals and students who are either working in or seeking a career in sports science, coaching science, sports medicine or sports dietetics.

All chapters have been substantially revised and updated, with contributions from leading international researchers and practitioners in sports nutrition, sports science and sports medicine. Contributors are experts in their field, with extensive practical experience working with elite and recreational athletes at different ages, abilities and levels.

Clinical Sports Nutrition is an essential resource for all students and instructors in the discipline of sports nutrition, and a must-read for elite athletes, sports professionals and trainers who need to keep their knowledge current.

McGraw-Hill Education / Australia  
9781760425647  
1760425648  
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Paperback

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MED084000

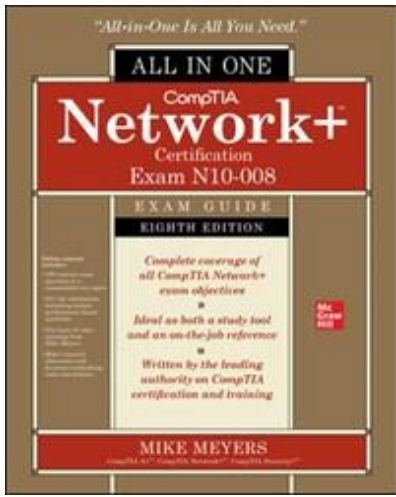
26 cm H | 21.1 cm W | 2.5 cm T |  
1.4 kg Wt

### Features:

- Practice tips to enable health professionals to translate research into practical nutrition advice.
- New and comprehensively updated chapters on making weight, low energy availability with measurement protocols, medical and nutrition issues for athletes when travelling, and the athlete with diabetes.
- A new commentary on sustainable eating for athletes.
- Instructor resources that include evidence-based real-life case studies with accompanying questions and quizzes to test or consolidate students' understanding.

### **Table Of Contents**

- Chapter 1: Physiology of sports
- Chapter 2: Nutritional assessment of athletes: research & clinical perspectives
- Chapter 3: Physique assessment of the athlete
- Chapter 4: Protein needs for the athlete
- Chapter 5: Energy requirements and measurement of energy expenditure
- Chapter 6: Low energy availability: challenges and approaches to measurement and treatment
- Chapter 7: Weight loss and the athlete
- Chapter 8: Making weight
- Chapter 9: Eating disorders and disordered eating in athletes
- Chapter 10: Bone, calcium, vitamin D and exercise
- Chapter 11: Iron and the athlete
- Chapter 12: Micronutrients: vitamins, minerals and antioxidants
- Chapter 13: Preparation for competition
- Chapter 14: Competition fluid and fuel
- Chapter 15: Nutrition for recovery after training and competition
- Chapter 16: Nutritional strategies to enhance fat oxidation during aerobic exercise
- Chapter 17: Supplements and sports foods in sport
- Chapter 18: Nutritional issues for young athletes: children and adolescents
- Chapter 19: Nutrition issues for the masters athletes
- Chapter 20: Special needs: athletes with diabetes
- Chapter 21: Exercise-induced gastrointestinal syndrome, gastrointestinal disorders, food intolerance and allergies
- Chapter 22: Special needs: the Paralympic athlete
- Chapter 23: Immunity, infective illness and injury
- Chapter 24: Medical and nutrition issues for the travelling athlete
- Chapter 25: Altitude, cold and heat
- Chapter 26: Catering for athletes



## CompTIA Network+ Certification All-in-One Exam Guide, Eighth Edition (Exam N10-008) *(8th Edition)*

Mike Meyers

### Summary

**This up-to-date Mike Meyers exam guide delivers complete coverage of every topic on the N10-008 version of the CompTIA Network+ Certification exam**

Take the latest version of the CompTIA Network+ Certification exam with complete confidence using the hands-on information contained in this fully updated self-study system. You will get clear instruction and real-world examples from training expert and bestselling author Mike Meyers along with hundreds of accurate practice questions.

*CompTIA Network+ Certification All-in-One Exam Guide, Eighth Edition (Exam N10-008)* features a sample of interactive hands-on labs and simulations and video training from Mike Meyers. A valuable pre-assessment test enables you to gauge your familiarity with the test's objectives and tailor an effective course for study. Fulfilling the promise of the All-in-One series, this comprehensive reference serves both as a study tool and a valuable on-the-job reference that will serve you well beyond the exam.

- 100% coverage of every objective for the CompTIA Network+ Certification exam
- Written by CompTIA training and certification guru Mike Meyers
- Online content includes 100 practice questions in the Total Tester exam engine, 22 interactive labs and simulations, more than an hour of training videos selected from Mike's full video training course, and a collection of Mike's favorite freeware and shareware utilities

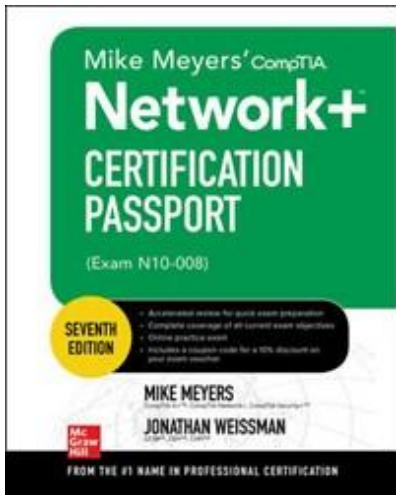
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 9781260128505 \$109.95
- CompTIA Network+ Certification All-in-One Exam Guide, Seventh Edition (Exam N10-007)  
 9781260122381 \$76.95



## Mike Meyers' CompTIA Network+ Certification Passport, Seventh Edition (Exam N10-008) (7th Edition)

Mike Meyers, Jonathan S. Weissman

### Summary

**Fully updated coverage of every topic on the latest version of the CompTIA Network+ exam**

This quick review, cram-style test preparation guide offers 100% coverage of all objectives for the current version of the challenging CompTIA Network+ exam. Written in the proven Passport format developed by training guru Mike Meyers, the book enables you to focus on specific topics, determine areas of need, and tailor an effective course for study.

*Mike Meyers' CompTIA Network+ Certification Passport, Seventh Edition (Exam N10-008)* contains contains expert guidance from networking experts who provide insightful tips and sound advice with an intensive focus on only what you need to know to pass the CompTIA Network+ Exam N10-008. The book provides practice questions and content review after each objective to help readers with exam mastery and exam Tips identify critical content to prepare for. Practice questions provide an accurate simulation of what to expect on the real test and provide in-depth answer explanations.

- Includes a 10% discount voucher coupon for any CompTIA exam, a \$33 value
- Online content includes 200+ practice questions in the Total Tester exam engine, a new collection of Mike's favorite shareware and freeware networking utilities, and training videos

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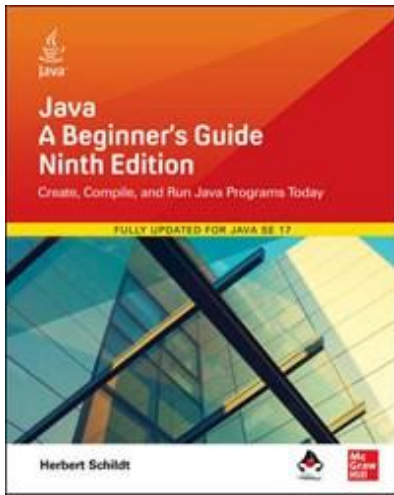
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## Java: A Beginner's Guide, Ninth Edition *(9th Edition)*

Herbert Schildt

### Summary

**A practical introduction to Java programming—fully revised for the latest version, Java SE 17**

Thoroughly updated for Java Platform Standard Edition 17, this hands-on resource shows, step by step, how to get started programming in Java from the very first chapter. Written by Java guru Herbert Schildt, the book starts with the basics, such as how to create, compile, and run a Java program. From there, you will learn essential Java keywords, syntax, and commands.

*Java: A Beginner's Guide, Eighth Edition* covers the basics and touches on advanced features, including multithreaded programming, generics, Lambda expressions, and Swing. Enumeration, modules, and interface methods are also clearly explained. This Oracle Press guide delivers the appropriate mix of theory and practical coding necessary to get you up and running developing Java applications in no time!

- Clearly explains all of the new Java SE 17 features
- Features self-tests, exercises, and downloadable code samples
- Written by bestselling author and leading Java authority Herbert Schildt

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##### Also Available

Java: A Beginner's Guide, Ninth Edition 9781260463569

Java: The Complete Reference, Eleventh Edition 9781260440232  
\$76.95

Java: A Beginner's Guide, Eighth Edition 9781260440218 \$51.95



## 2021 International Building Code® Illustrated Handbook

International Code Council, Douglas W. Thornburg, Chris Kimball

### Summary

**Publisher's Note: Products purchased from Third Party sellers are not guaranteed by the publisher for quality, authenticity, or access to any online entitlements included with the product.**

**The most comprehensive visual guide to the International Building Code—fully updated for 2021 provisions**

Thoroughly revised to reflect the latest changes in the ICC's 2021 International Building Code, this fully illustrated guide makes it easy to interpret and apply complex requirements and achieve compliance. Designed to save you time and money, this reference transforms difficult language into simple lists and converts complicated equations into easily understood tables and pictures. User-friendly diagrams and explanations throughout help clarify frequently misunderstood code provisions.

*2021 International Building Code Illustrated Handbook* concisely explains the application and intent of the latest provisions, with an emphasis on structural and fire- and life-safety provisions. Real-world examples and case studies throughout illuminate the details and highlight key code revisions. This practical resource provides all the information you need to get construction jobs done correctly, on time, and up to every requirement of the 2021 IBC.

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976 Pages  
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2018 International Building Code Illustrated Handbook  
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\$235.95

- Fully aligns with the 2021 IBC, covering all key changes and new code provisions
- More than 600 full-color illustrations and easy-to-interpret tables
- Special emphasis is placed on frequently misunderstood provisions

# **Welding Licensing Exam Study Guide, Second Edition***(2nd Edition)*

Rex Miller, Mark R. Miller

## **Summary**

**Publisher's Note: Products purchased from Third Party sellers are not guaranteed by the publisher for quality, authenticity, or access to any online entitlements included with the product.**

**Everything you need to pass the welding certification exams—fully updated for the latest advances!**

This thoroughly revised study guide helps you pass your licensing certification exams—including the AWS certification exam—and obtain your professional license. The book reviews the material that is most likely to appear on welding certification exams—from basic safety and cutting practices to different types of welding, including plasma arc, shielded-arc-metal, oxyacetylene, flux cored, gas metal, gas tungsten, brazing, soldering, and more.

Written by a pair of industrial technology experts and experienced trainers, *Welding Licensing Exam Study Guide, Second Edition* covers key background topics such as metal identification, joints and positions, and blueprints. This up-to-date edition contains new coverage of plastic pipes and tubing as well as new methods of welding repair and maintenance. You will get over 800 accurate practice questions to help prepare for the exams.

- Contains over 800 updated multiple choice and true/false practice exam questions
- Clearly explains the material that appears on the AWS certification exams
- Written by two industrial technology experts and experienced educators

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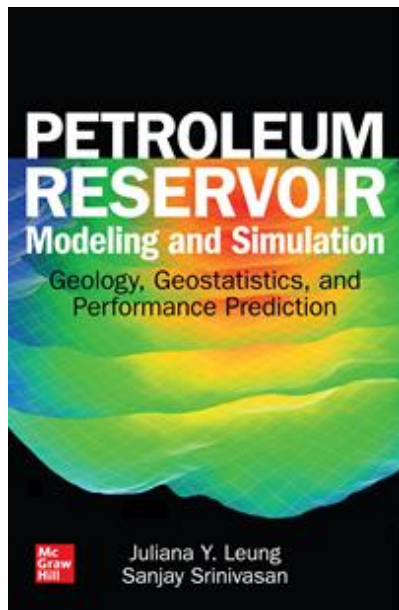
368 Pages  
Technology & Engineering / Civil  
TEC009020  
27.6 cm H | 21.6 cm W

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## **Petroleum Reservoir Modeling and Simulation: Geology, Geostatistics, and Performance Prediction**

Sanjay Srinivasan, Morteza Elahi Naraghi, Juliana Y. Leung

### **Summary**

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**Detailed reservoir engineering fundamentals and real-world applications along with well testing procedures**

This practical resource provides you with the tools and techniques you need to successfully construct petroleum reservoir models of all types and sizes. You will learn how to improve reserve estimations and make development decisions that will optimize well performance. Each chapter features detailed explanations and applications as well as examples and exercise questions that reinforce salient points.

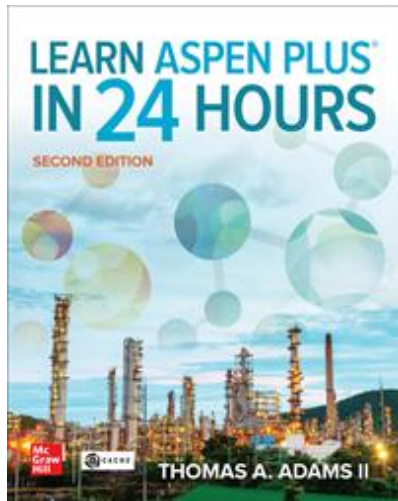
*Petroleum Reservoir Simulation and Modeling: Geology, Geostatistics, and Performance Prediction* describes the process of applying reservoir modeling techniques and flow analysis methods to specific geologic systems encountered in all subsurface exploration and development. Special attention is given to shale, carbonate, and subsea formations. You will get comprehensive coverage of geologic descriptions, quantitative modeling, geostatistics, well testing principles, upscaled models, and history matching.

- Contains worked-out numerical examples and cases studies
- Provides software simulation modules that demonstrate modeling and analysis
- Written by a team of experienced engineers and academics

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1259834298  
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304 Pages  
Technology & Engineering  
/ Mechanical  
TEC009070

22.9 cm H | 15.2 cm W



## Learn Aspen Plus in 24 Hours, 2e (2nd Edition)

Thomas A. Adams

### Summary

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**This fully updated guide shows how to quickly start using the current version of Aspen Plus to solve chemical engineering problems**

Discover how to solve challenging chemical engineering problems with Aspen Plus in just 24 hours, with no prior experience. Thoroughly revised for the latest distribution, the book features detailed mathematical models for a wide range of chemical process equipment, including heat exchangers, pumps, compressors, turbines, distillation columns, absorbers, strippers, and chemical reactors.

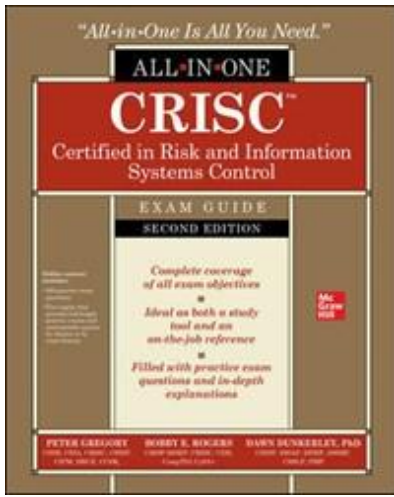
*Learn Aspen Plus in 24 Hours, Second Edition* shows, step-by-step, how to configure and use Aspen Plus version 12 and apply its powerful features to the design, operation, and optimization of safe, profitable manufacturing facilities. You will learn, step-by-step, how to build process models and accurately simulate those models without performing tedious calculations. Divided into 12 two-hour lessons, the guide offers downloadable Aspen Plus simulation files and helpful quick starter templates.

- Contains 12 self-guided two-hour learning tutorials
- Features helpful and time-saving links to technical help
- Written by an Aspen Plus power user and leading researcher

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## **CRISC Certified in Risk and Information Systems Control All-in-One Exam Guide, Second Edition***(2nd Edition)*

Peter H. Gregory, Bobby E. Rogers, Dawn Dunkerley

### **Summary**

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**A fully updated self-study guide for the industry-standard information technology risk certification, CRISC**

Prepare for the 2021 version of the Certified in Risk and Information Systems Control (CRISC) certification exam with this up-to-date exam guide. Written by a team of experts, *CRISC Certified in Risk and Information Systems Control All-in-One Exam Guide, Second Edition* covers all four exam domains and contains hundreds of realistic practice exam questions.

Fulfilling the promise of the All-in-One series, the book serves as a test preparation tool AND an on-the-job reference for risk and compliance professionals. To aid in self-study, each chapter includes Exam Tips that highlight key information about the exam, chapter summaries that reinforce the chapter's salient points, and end-of-chapter questions that are accurate to the content and question format of the real exam.

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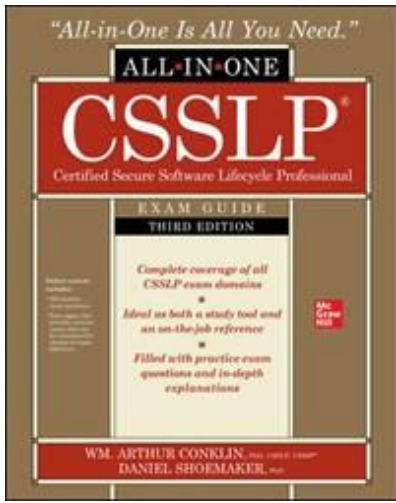
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#### **Related Products**

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CISM Certified Information Security Manager All-in-One Exam Guide 9781260027037 \$76.95  
CRISC Certified in Risk and Information Systems Control All-in-One Exam Guide 9780071847117 \$89.95

- 100% coverage of every topic on the 2021 CRISC certification exam
- Includes hands-on exercises and special elements that both teach and aid in retention
- Online content includes 300 practice exam questions in the Total Tester exam engine



## CSSLP Certification All-in-One Exam Guide, Third Edition (3rd Edition)

Wm. Arthur Conklin, Daniel Paul Shoemaker

### Key Selling Points

- A relatively new credential, the CSSLP is becoming a more and more important credential for IT workers, and we expect the demand for exam prep material to continue to increase.
- According to CyberSeek.org, April 2020 saw 500,000+ cybersecurity job openings-34% of the total U.S. cybersecurity workforce.
- The U.S. Department of Defense requires certification for all of its security-related employees and contractors; CSSLP is a requirement for Information Assistance System Architect & Engineer Level II.
- Benefits for test-takers: Critical content/background for the test, along with 350 simulated practice questions
- Benefits for IT professionals: Hands-on exercises, plus Notes, Tips, and Cautions that provide real-world insight and call out potentially harmful situations

### Summary

**Providing 100% coverage of the latest CSSLP exam, this self-study guide offers everything you need to ace the exam**

*CSSLP Certification All-in-One Exam Guide, Third Edition* covers all eight exam domains of the challenging CSSLP exam, developed by the International Information Systems Security Certification Consortium (ISC)<sup>2</sup>®. Thoroughly revised and updated for the latest exam release, this guide includes real-world examples and comprehensive coverage on all aspects of application security within the entire software development lifecycle. It also includes hands-on exercises, chapter review summaries and notes, tips, and cautions that provide real-world insight and call out potentially harmful situations.

With access to 350 exam questions online, you can practice either with full-length, timed mock exams or by creating your own custom quizzes by chapter or exam objective.

*CSSLP Certification All-in-One Exam Guide, Third Edition* provides thorough coverage of all eight exam domains:

- Secure Software Concepts
- Secure Software Requirements
- Secure Software Design
- Secure Software Implementation Programming
- Secure Software Testing
- Secure Lifecycle Management
- Software Deployment, Operations, and Maintenance
- Supply Chain and Software Acquisition

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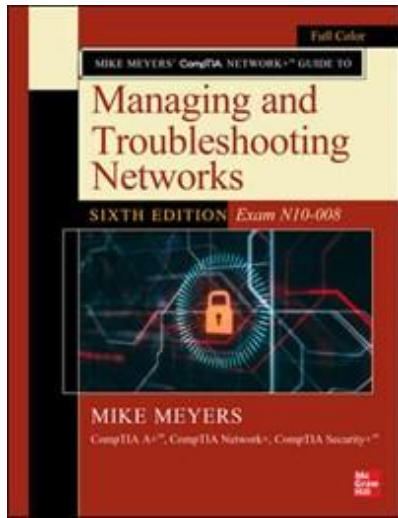
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## **Mike Meyers CompTIA Network+ Guide to Managing and Troubleshooting Networks Sixth Edition (Exam N10-008) (6th Edition)**

Mike Meyers

### **Summary**

**This fully updated four-color textbook is designed for classroom use and covers every topic on the latest version of the challenging CompTIA Network+ exam**

Written by Mike Meyers, the leading CompTIA certification and training expert, this full-color resource prepares students for the CompTIA Network+ exam and puts you on the path to becoming an expert networking professional. Thoroughly revised for the current version of the CompTIA Network+ exam, the book contains helpful on-the-job advice, hands-on examples, chapter summaries, key terms quizzes, review questions, lab projects, and hundreds of photographs and illustrations.

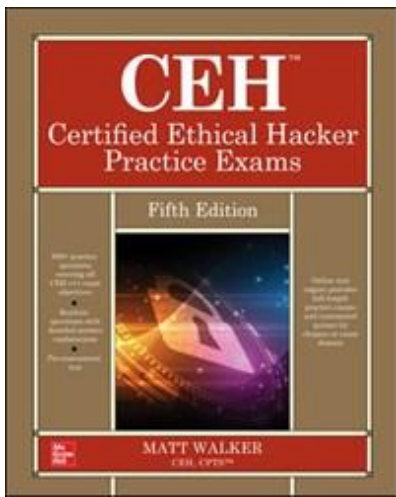
*Mike Meyers' CompTIA Network+ Guide to Managing and Troubleshooting Networks, Sixth Edition (Exam N10-008)* covers the latest concepts and technologies, including basic datacenter, cloud, and virtual networking concepts. Students will learn networking fundamentals and best practices, and networking fundamentals while following the path to becoming an effective networking professional. Special design elements throughout reinforce salient points while preparing you for exam day.

- Contains 100% coverage of every objective for CompTIA Network+ exam N10-008
- Online content includes 100 accurate practice questions, a self-assessment practice exam engine, videos and lab simulations from Mike Meyers, and on-the-job tools and utilities
- Written by CompTIA certification and training guru Mike Meyers
- Instructor materials and answer keys are available to adopting instructors through your McGraw Hill sales representative (answers are not printed in the book)

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27.6 cm H | 21.3 cm W



## CEH Certified Ethical Hacker Practice Exams, Fifth Edition (5th Edition)

Matt Walker

### Summary

***Hundreds of accurate practice questions—fully updated for the current version of the CEH exam***

Thoroughly revised for CEH v11 exam objectives, this self-study guide contains more than 350 practice questions to prepare candidates for the EC-Council's Certified Ethical Hacker exam. All questions match the actual exam in content, format, and feel. To aid in understanding the material, in-depth explanations of both the correct and incorrect answers are provided for every question. A valuable pre-assessment test evaluates readiness and identifies areas requiring further study.

*CEH Certified Ethical Hacker Practice Exams, Fifth Edition* offers practice test items from each domain of the latest edition of the exam—including knowledge, performance, and scenario-based questions. The book features up-to-date coverage of all phases of ethical hacking, including reconnaissance, gaining access, enumeration, maintaining access, and covering tracks. Designed to help readers pass the exam with ease, this is the perfect companion to the *All-in-One Exam Guide*.

- Contains more than 350 realistic questions with detailed answer explanations
- Online content includes access to the TotalTester customizable practice exam engine with an additional 300 practice questions
- Written by an experienced trainer with more than 30 years of cybersecurity experience

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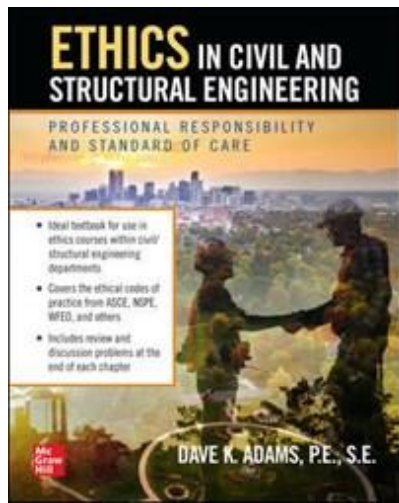
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CEH Certified Ethical Hacker All-in-One Exam Guide, Fourth Edition  
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## Ethics in Civil and Structural Engineering: Professional Responsibility and Standard of Care

Dave K. Adams

### Summary

#### Learn the principles and practices of ethics as applied to civil and structural engineering

This comprehensive textbook covers engineering ethics specifically through the lens of civil and structural engineering. *Ethics in Civil and Structural Engineering: Professional Responsibility & Standard of Care* uses known standards of professional care, ethical codes of conduct, published court opinions, and case studies specifically from the civil and structural engineering disciplines to connect core concepts to real-world professional practices.

The book draws on examples of structural design, engineering of land and infrastructure development, and surveying to highlight ethical lessons, define professional competence, illustrate the expected standard of care, and summarize the future of best practices. Readers will get strategies that they can use to construct a morally based professional foundation and take an ethical approach to issues such as environmental sustainability, resilient design and construction, professional responsibility, design and decision justification, business and interpersonal relationships, and dispute resolution.

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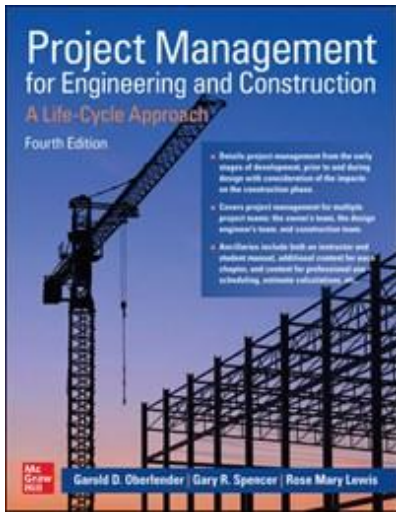
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- Covers numerous ethical codes of conduct published in the United States and internationally
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- Written by a practicing engineer and experienced author



# Project Management for Engineering and Construction: A Life-Cycle Approach, Fourth Edition (4th Edition)

Garold D. Oberlender, Gary Spencer, Rose Mary Lewis

## Summary

**A completely updated guide to engineering and construction project management strategies**

This up-to-date guide presents the principles and techniques of managing engineering and construction projects—from the initial conceptual stage, to design and construction, all the way to completion. The book emphasizes project management during the beginning stages of project development to influence the quality, cost, and schedule of a project as early in the process as possible.

This new edition has been reorganized to mirror the chronology of a real project. *Project Management for Engineering and Construction: A Life-Cycle Approach, Fourth Edition* addresses all project lifecycle phases and drills down to risk assessment and project document control at each phase. You will get complete coverage of early estimate classifications, budgeting specifications, work packaging, scheduling, contract administration, progress measurement systems, and much more.

- Details the entirety of the lifecycle of a construction project from inception to completion
- Discusses the owner's team, the design engineer's team, and the construction team
- Written by a team of engineering and construction experts

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