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## Own It. Love It. Make It Work.: How to Make Any Job Your Dream Job. Workbook

CARSON TATE

### Key Selling Points

- **Growing client base:** Carson Tate's company, Working Simply, Inc., has connected with more than 750,000 people in 2017 and 2018 and is on track to serve more than one million clients.
- **Substantial platform:** Tate currently has more than 815,000 followers on LinkedIn, and she was named LinkedIn's Top Voice in Management and Leadership for the third time in 2018. Her email list includes 39,000 subscribers, and she has 66,000 YouTube video views.
- **Renowned author:** Tate's acclaimed book, *Work Simply*, has substantially helped grow her platform and business.
- **Targeted marketing campaign:** Tate and her team will leverage their engaged community of followers through a multi-channel campaign that will include promotion at Working Simply events, robust social media promotion, pre-order incentives, a video series on LinkedIn and Facebook, and Facebook ads.
- **Launch week events:** The book launch will be accompanied by email blasts, podcasts, social media mentions, a release party, reader contests, and various media appearances.

### Summary

#### A step-by-step workbook to turn any job into your dream job

In *Own It. Love It. Make It Work.*, renowned productivity consultant Carson Tate revealed why many of us are not engaged in our jobs—and offered a new strategy to take ownership of our careers, lives, and happiness. Now, she shows you exactly how to put her ideas into practice with a companion workbook that clearly guides you through the process.

Designed to work hand-in-hand with *Own It. Love It Make It Work.*, the *Workbook* supplements each chapter with exercises, guidance, and tools to execute Tate's strategy seamlessly. You'll navigate through each concept based on your own situation and personal career goals.

In addition to complementary material, the workbook also features entirely new content, including:

- Questions to help you clarify your career goals and what you need to be engaged and fulfilled
- Concepts that you and your colleagues can explore together
- A revealing quiz that will show you which action step to take first, second, third, until you have your dream job
- Hands-on practices to cultivate happiness and well being
- How trust and purpose can become the bedrock of your professional life

A practical tool kit to leverage your unique strengths, skills and talents and custom-build your career, this all-new workbook offers you a refreshing opportunity for a radical realignment of your work, your goals, and your entire life.

### Table Of Contents

#### Introduction: The New Engagement Equation

#### Part I: The Engagement Problem

#### Chapter 1-The Way We're Working Isn't Working

Where people once spent their careers working for one company, climbing the

corporate ladder, and then retiring on a company pension, today, people have multiple careers, and job tenure is measured in months, not years. Career progression isn't up a corporate ladder, but both laterally and vertically. Compensation includes tangible and intangible benefits such as paid time off and wellness programs, not to mention ping pong tables, beer on tap, and nap rooms.

However, flex-time policies, upfitted workspaces, and benefits aren't moving the needle on engagement for most of us. How many Sundays do you experience the "Sunday night scaries," that feeling of dread you feel as Monday morning approaches and you face another week of work? Or how often are you bored, uninspired, counting down the days to the weekend, wondering if this is all there is to work and life?

In this chapter, you'll explore the current approach to employee engagement, why it's not working, the impact it's having on our sense of fulfillment, and the power we have to change the way we work. You'll be introduced to the Five Fundamentals of Engagement: admit, align, connect, develop and declare, and how these are the roadmap for finding engagement and fulfillment at work.

## **Chapter 2-Lavender Farming in France: Escaping Isn't Your Only Option**

Escaping the nine to five to go eat, pray, love or become an organic lavender farmer in the South of France (or whatever your dream escape hatch looks like) is not your only option. Nor is a four-hour work week, which is not a reality for most of us grounded in the life of electric bills and mortgages. And, why would you completely abandon your training, education and experiences, all of which are incredibly valuable, to go find your joy and fulfillment elsewhere? In this chapter, you'll learn how to rewrite the mental stories that keep you stuck in unfulfilling work and how to embrace the power of choice.

## **Part II: Practicing the 5 Fundamentals of Engagement**

### **Chapter 3-Admit: Acknowledge and Ask for Recognition**

Your name on a plaque, an email announcing your accomplishment, or the verbal acknowledgement of a job well done all can make you feel proud. In this chapter, you'll explore your recognition needs and the value of your contributions to the team and broader organization. You'll explore what you need to feel recognized and rewarded for your knowledge, skills, and contributions at work and what you need to feel a sense of pride and accomplishment in your work. You'll also explore how compensation is an aspect of recognition. **Admit** is about your self-esteem needs, an essential component of being engaged and fulfilled work.

### **Chapter 4-Align: Align Your Strengths and Skills with Your Goals**

Strengths are magnifiers, and when you work from your strengths you're more creative, engaged and fulfilled by your work. In this step, you'll align your strengths and skills with your professional and personal goals. You'll explore your superpowers, or your unique strengths and abilities, and through tools and reflection exercises how these enable you to achieve your goals and support the achievement of your company's goals and objectives. At the end of the chapter you'll evaluate your time needs in terms of your work schedule, evaluate where you work and how you execute on your tasks to ensure alignment with your strengths, skills and goals.

### **Chapter 5-Connect: Connect and Collaborate to Build Relationships**

Human beings are social animals. Research has shown that humans have a fundamental need to belong and are incredibly sensitive to their social context. In this chapter, you'll identify your connection and relationship needs with people. You'll evaluate your needs regarding the size of team you want to work on, the types of people you want to work with, and your values alignment with your team members. You'll also explore what you need so that you feel like you belong in an organization. A lack of connection will lead to dissatisfaction, so ensuring that you know what your connection needs are in your relationship with your employer is critical.

### **Chapter 6-Develop: Develop Skills and Knowledge that Advance Your Career**

Doing the same tasks and projects over and over again and not learning, stretching or growing can lead to disengagement at work. Which is why it is important to

evaluate your needs regarding challenge. In this chapter, you'll explore your needs regarding developing new skills and knowledge that not only advance your career, but also your organization. You'll identify what drives and motivates you and how to translate these needs to your work. Neuroscience has shown that doing things for the pure joy of doing them, intrinsic motivation, activates the reward centers in the brain. That means identifying your challenge needs is imperative if you want to be fulfilled at work.

### **Chapter 7-Declare: Declare Your Values and Who You Are**

Your unique skills, experiences and knowledge enable you to contribute to your organization in a meaningful and impactful way. In this chapter, you'll explore how you can continue to add value to your organization while deriving meaning and purpose from your work. You'll declare your values and through reflection exercises you'll discover the meaning in your work and how to align it with your values and life's purpose.

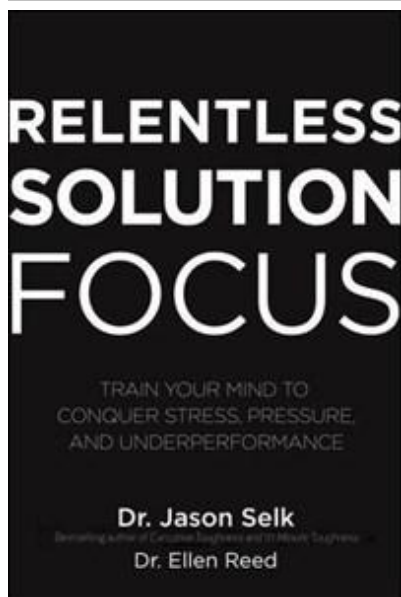
### **Part III: Disengagement is No Longer an Option**

#### **Chapter 8-When Your Boss Won't Budge**

What happens when your boss won't budge, you can't have more autonomy and control over your work, or you've tried all of the strategies in the book and nothing works? In this chapter, you'll explore alternative strategies to overcome the challenges you might face as you implement the six fundamentals of engagement. Using client stories to illustrate the challenges and scenarios you might experience, you'll have another set of potential solutions to implement so you can be fulfilled, engaged and happy at work.

#### **Chapter 9-Your New Life**

This chapter is a summary of the concepts and techniques in the book, using stories and examples from Tate's own work and life to illustrate that you can make a living and a life.



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Executive Toughness: The Mental-Training Program to Increase Your Leadership Performance 9780071786782 \$34.95

10-Minute Toughness 9780071600637 \$26.95

## Relentless Solution Focus: Train Your Mind to Conquer Stress, Pressure, and Underperformance

Jason Selk, Ellen Reed

### Key Selling Points

- **Go-to expert on this subject:** Jason Selk is the go-to expert on how to develop mental toughness for succeeding in business and in life.
- **A bestselling author with a strong track:** The author's previous books have sold more than 100,000 copies.
- **A timely solution to a growing problem:** The increasing complexity and growing challenges in business-and life in general-make this proven framework even more necessary to sustainable success. This book addresses a worsening pain point.
- **A busy speaker with premier clients:** Selk gives over 50 keynote speeches per year. His clients include UBS Financial, Edward Jones, The Capital Group, Ernst and Young, Northwestern Mutual, Enterprise Holdings, Humana, and Miller Brewing Company, as well as athletes in the NFL, NHL, NBA, PGA, LPGA, MLB, and NASCAR.
- **A regular contributor to national media outlets:** The author is a contributor to Forbes, Inc., Success, Shape, and Self Magazine;, as well as ABC, CBS, ESPN, and NBC radio and television. He has been featured in USA Today, CNBC, and Men's Health.

### Summary

**From bestselling author and mental toughness expert Jason Selk comes a mind-training regimen for reframing every problem into an opportunity for positive, productive action.**

Humans are hardwired to focus on problems. Over millennia, our very survival relied on our ability to be alert to any potential dangers that could threaten our existence. But today this negativity bias significantly limits our potential and increases stress, pressure, and underperformance.

The one characteristic all phenomenally successful people share is mental toughness. Mentally tough people are better at making decisions more quickly and with better results. They possess the uncanny ability to control what goes on between their ears. Instead of allowing their minds to focus on their problems when adversity strikes, the most successful people have learned to direct their thoughts in a systematic manner that produces positive emotions and productive actions: they have a Relentless Solution Focus.

In this book, top performance coach Jason Selk provides the insight, tools, and proven step-by-step framework for you to do the same. When you master this practice, weakness shrinks and strength grows, creating confidence and momentum, taking you and your team to higher levels of performance and achievement.

### Table Of Contents

Preface: Fighting Normal

Introduction

PART I: RECOGNIZE: Don't Start a Fight Wearing a Blindfold

Chapter 1: PCT: The Greatest Obstacle to Mental Toughness

Chapter 2: Expectancy Theory: That Which You Focus On Expands

Chapter 3: Relentless Solution Focus: There Is Always a Solution. Always

PART II: REPLACE: If It's Broken, Fix It

Chapter 4: Solving the "Real" Problem

Chapter 5: Relentlessness: Failure Fades When Quitting Isn't an Option

Chapter 6: The Plus 1 Concept: Improvement Over Perfection

PART III: RETRAIN: When You Train, You Strengthen

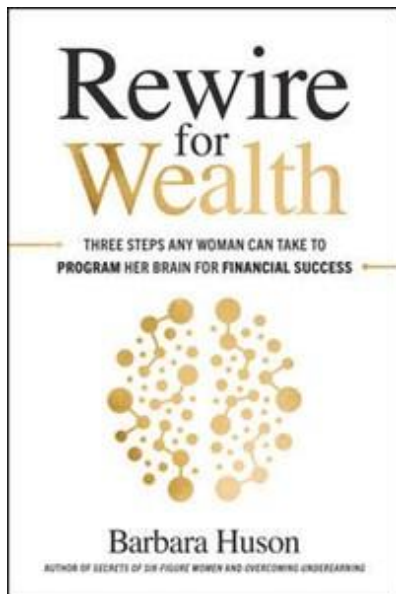
Chapter 7: The Framework of Achievement: Vision + Integrity = Happiness

Chapter 8: Perfection to Performance: Stop the Self-Inflicted Beatings

Chapter 9: Train Yourself to Become Unstoppable

Epilogue: It All Boils Down to This

Acknowledgments



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Winning the Loser's Game, Seventh Edition: Timeless Strategies for Successful Investing 9781259838040 \$43.95

## Rewire for Wealth: Three Steps Any Woman Can Take to Program Her Brain for Financial Success

Barbara Huson

### Key Selling Points

- **Unique hook:** Combines expert financial advice with cutting-edge research on neuroscience, psychology, and mind training techniques.
- **Bestselling author:** Huson has written six acclaimed books on personal finance including *Sacred Success*, *Overcoming Underearning*, and *Secrets of Six-Figure Women*.
- **Expert credentials:** Huson is the leading authority on women, wealth, and power with a Masters in Counseling Psychology and two decades of experience in career counseling.
- **Powerful network:** Huson's popular lectures, speaking engagements, retreats, and webinars have amassed hundreds of thousands of fans and subscribers.
- **Media connections:** Huson has appeared on *Good Morning America*, *The View*, *Extra*, *The Tavis Smiley Show* and many times on CNN, MSNBC, CNBC, Fox News, PBS, NPR, and WSJ TV, as well as the *New York Times*, *Fortune*, *ForbesWoman*, *Time* and *USA Today*.

### Summary

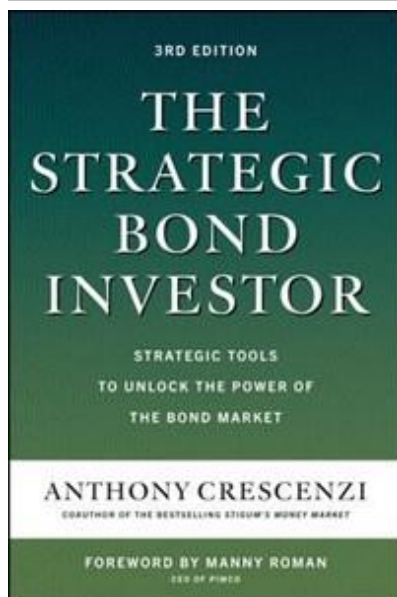
**A groundbreaking program to help women create a habit of building wealth—from renowned financial therapist Barbara Huson (formerly Barbara Stanny)**

The men in her life had always handled Barbara Huson's money: First her father (the "R" of H&R Block), and then her husband, a stockbroker who turned out to be a compulsive gambler. When tax bills arrived for over \$1m for his illegal deals, her ex left the country, her father refused to help, and Huson—who'd always been "scared and intimidated by money"—realized she had to grow up financially, fast.

Since that dramatic financial wake-up call, Huson has devoted herself to learning everything there is to know about women and money, and in *Rewire for Wealth* she goes to the very core of the disconnect between the two: According to multiple studies, women's and men's brains process information differently—and that has a profound effect when it comes to money. (Men, for example, view investing as a challenge; women see it as a threat.) Fortunately, you can "un-learn" previous bad lessons—and train your brain to process differently.

In *Rewire for Wealth*, Huson offers a proven and integrative approach to re-wiring your brain. Using the latest neuroscience, psychology, and mind-training techniques with original research that includes more than 20 years of hard-won financial expertise, she shows you how to quickly but methodically eliminate maladaptive financial behaviors, and expand your ability to build wealth.

By repeatedly applying a practical three-step formula—recognize, reframe, and respond differently—old brain circuits become weaker and new ones grow stronger, paving the way to a more confident approach to wealth building. You may never get a financial wake-up call as dramatic as Huson's, but the real, positive, and life-changing power to take charge, now, is at your fingertips.



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Stigum's Money Market, 4E 9780071448451 \$176.95

## The Strategic Bond Investor, Third Edition: Strategies and Tools to Unlock the Power of the Bond Market<sup>(3rd Edition)</sup>

Anthony Crescenzi, Manny Roman

### Key Selling Points

- With tens of millions of Baby Boomers poised to make history's largest transfer of wealth to their heirs, a reassessment of the bond market—the largest segment of the financial market and a relatively stable one—is in order. This new edition of the bestselling classic is exactly what investors are looking for to understand how to deploy their money in the bond market.
- Crescenzi draws on his personal conversations with Alan Greenspan, Ben Bernanke, Janet Yellen, and other top figures to explain the critical role central banks play in bond investing.
- The author also provides a unique inside look at bond investing drawn from his experience in PIMCO's esteemed investment process, along with numerous types of investment strategies to meet the varied objectives investors might have.
- All data have been fully updated to accurately reflect the context of today's climate including the market turmoil and policy response to the 2020 coronavirus crisis.
- All major segments of the bond market are discussed, including the burgeoning market for sustainable investing

### Summary

**The bestselling bond investing classic—updated to help you profit today and position yourself for the post-COVID era and decade ahead**

Since the 2008 global financial crisis, the investing world has changed radically. Credit is more difficult to access, populations across the world are aging, and economic growth has been tepid. And now, the global pandemic has shaken the global financial system to its core. Investors are facing a future where structural—rather than cyclical—change will have greater impact on financial markets.

In this new edition of *The Strategic Bond Investor*, you'll find everything you need to generate profits while mitigating risk in the "new normal." PIMCO Executive Vice President and lead investing strategist Anthony Crescenzi explains how deeply the bond market impacts the global economy, the best ways to invest in bonds, and how to "read" this market to inform your overall strategy.

Along the way, Crescenzi provides unique and invaluable insights into the role of the bond market in recent economic crises (both 2008 and 2020), in an era of the rise of socially responsible investing, and at a time when we may well be witnessing a seismic shift in economic and financial power from the United States to China.

Crescenzi draws on his vast experience, as well as personal conversations with Alan Greenspan, Ben Bernanke, Janet Yellen, and other influential figures in finance, politics, and academia. He provides a glimpse at PIMCO's storied investment process, along with numerous types of investment strategies to meet various investing goals.

*The Strategic Bond Investor* has guided investors through the capital markets for nearly two decades. Use this updated edition to achieve investing success in the next decade.

### Table Of Contents



## **Chapter 1: The Importance of the Bond Market**

This chapter is the foundation for the book and describes how the bond market is far more important than most realize. The financial crisis made clear that the bond market, which was at the root of the crisis, can be the source of major problems yet can also be the means by which problems can be fixed. For individuals, the bond market has substantial influence, chiefly through its impact on the overall economy, as well as for personal finances, whether it be via a home purchase or the performance of their investment portfolios. The bond market has also had a surprising amount of influence on politics.

## **Chapter 2: Why Low Interest Rates Will Likely Persist into the 2030s**

The primary reasons why interest rates have been low during the past decade and will likely stay low into the 2030s.

## **Chapter 3: Negative Interest Rates: How U.S. Treasury Yields Could Turn Negative in the 2020s**

This chapter discusses the causes of negative interest rates globally and whether U.S. Treasury yields could become negative yielding in the 2020s. How investors can navigate this climate.

## **Chapter 4: The Composition and Characteristics of the Bond Market**

A comprehensive description is provided of what the bond market is, including the dollar amounts outstanding in the major categories, and the importance of each type of bond to the economy and the financial markets. The critical role that the bond market plays in supporting capitalism.

## **Chapter 5: Bond Basics: Building Blocks and Warning Labels**

Bond investing can be complex, so this chapter is devoted to providing investors with tools to understand the much tangled and confusing jargon.

## **Chapter 6: Factor-Based Investing and Risks Facing Today's Bond Investors**

Why it is important to focus on "risk factors" when investing in the bond market, highlighting what the risk factors are so that investors can be better prepared to mitigate these risks. Also illuminates new risks for investors in today's risk-seeking, yield hungry climate.

## **Chapter 7: Don't Fight the Fed (Nor Any Central Bank!): The Powerful Role of Global Central Banks**

If the past decade has shown anything, it is the power of central banks to influence economies and markets. The author will provide a plethora of thoughts and analyses on the topic, drawing from the author's conversations with central bankers and his deep experience in the area. QE will of course be covered.

## **Chapter 8: The Yield Curve: The Bond Market's Crystal Ball\***

In late 2018 and early 2019, global investors were in a panic over the inversion over the U.S. yield curve, given its past sign of impending economic recession. What changed (which is why there is an asterisk in the title)? How can investors use the yield curve to understand the outlook for economies and markets?

## **Chapter 9: Real Yields: Where Have They Gone and Why They Are Important**

This chapter provides added insights into the importance of real yields as well as their disappearance, since investors these days receive almost no compensation against



inflation.

### **Chapter 10: The Five Tenets of Successful Interest-Rate Forecasting**

Predicting the direction of interest rates is both art and science, and it can play a significant role in the achievement of better (or worse) returns in both the bond market and in other parts of the financial markets. Tools are provided for investors to better understand the interest rate outlook.

### **Chapter 11: From Tulips to Treasuries: Tracking Market Sentiment to Forecast Market Behavior**

("Utilizing the Futures Market to Gather Market Intelligence" chapter from 2/e deleted; sections of that chapter integrated here)

This chapter demonstrates the importance of incorporating human behavior into an investment process, drawing on the author's recent experience working with PIMCO advisor Richard Thaler, a Nobel Prize winner in behavioral economics. Specific tools are provided for measuring market-moving levels of extreme market sentiment.

### **Chapter 12: Credit Ratings: An Essential Tool for Bond Investors**

An essential tool, this chapter describes the different credit ratings and the how and why investors should utilize ratings when making decisions about bond investing. Also highlights the risks in overreliance on rating agencies.

### **Chapter 13: Bond Strategies and a Glimpse at PIMCO's Esteemed Investment Process**

For the first time the author takes readers inside PIMCO's investment process, providing his perspective as one of just nine permanent members of the firm's elite Investment Committee. The author also provides numerous types of investment strategies to meet the varied objectives investors might have.

### **Chapter 14: The Keynesian Endpoint: Reaching the Limits of National Indebtedness**

Countries can borrow in the fixed income market to finance ongoing operations. This borrowing coordinates with the country's fiscal policy (i.e., Keynesian policy). Sometimes, a country cannot borrow in the fixed income market because their debt obligations have become unsustainable (the Keynesian Endpoint), leaving monetary policy as the only tool to manage government debt. The author outlines what tools and strategies are available to countries once they reach the Keynesian Endpoint.

### **Chapter 15: Utilizing Economic Data to Improve Your Investment Performance**

This chapter discusses how to incorporate the monthly economic calendar, changes in focal points, and economic trends in an investment process.

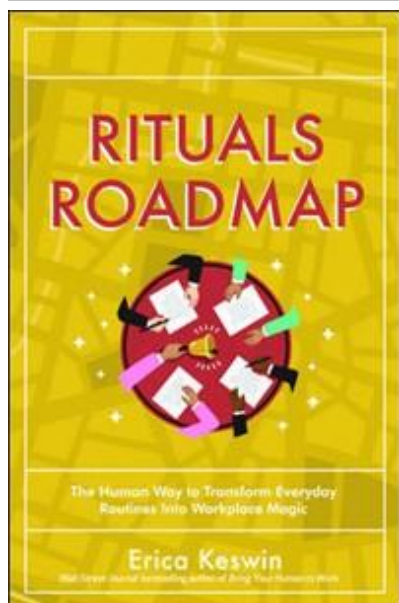
### **Chapter 16: ESG (Environmental, Social, Governance) Investing: This Changes Everything, Including the World**

This chapter will discuss the significant ramifications of the worldwide trend toward ESG investing, where roughly \$30 trillion of investments have been designated as ESG investments. The author describes how investors can excel in ESG investing, demonstrating that ESG investing can actually reduce risks in an investment portfolio. This chapter will be particularly relevant to Millennials, which have shown significant interest in the realm.

### **Chapter 17: How Interest Rates Have Shaped the Political Landscape and the Outlook in Today's Populist Era**

Readers will be surprised to see the substantial influence that the bond market has had on political outcomes, specifically elections for the U.S. presidency. The twist: Can

this continue in today's populist era?



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The Future Workplace Experience: 10 Rules For Mastering Disruption in Recruiting and Engaging Employees 9781259589386 \$38.95

## Rituals Roadmap: The Human Way to Transform Everyday Routines into Workplace Magic

Erica Keswin

### Key Selling Points

- **Tremendously successful debut:** Keswin's first book became an instant bestseller, debuting on the *Wall Street Journal* bestseller list at number 6. To date, *Bring Your Human to Work* has sold 16,840 copies across all formats since publication in September 2018.
- **Well-connected author:** Throughout her career, Erica has forged relationships with leaders at many well-known corporations, including Arianna Huffington; Randi Zuckerberg, CEO of Zuckerberg Media; Marissa Andrada, Chief People Officer at Chipotle; and Michelle Burns, SVP Coffee at Starbucks. These connections can be leveraged for endorsements and can help promote her new book through influencer campaigns.
- **Author with an impressive platform:** Since the publication of *Bring Your Human to Work*, Keswin's platform has grown extensively. She writes regularly for *Business Insider*, *Harvard Business Review*, *Forbes, Inc.*, *Fast Company*, Thrive Global and *Quartz at Work* and is a member of the Work Human LinkedIn community, Ted Women, Mom2.0, YPO Leaning In, and the Li.st (exclusive group of women in technology)-all powerful networking (and book-buying) sources.

### Summary

From the *Wall Street Journal* bestselling author of *Bring Your Human to Work* comes an indispensable guide to taking your employee engagement to the next level.

In *Bring Your Human to Work*, Erica Keswin laid down the rules and protocols of a human workplace. Now, in *Rituals Roadmap*, she shows us how to further employee engagement, explaining that workplace rituals foster a sense of belonging and help workers connect with one another and their work.

From our morning cup of coffee to the standing Wednesday morning meeting with our team, our lives are steeped in rituals. *Rituals Roadmap* combines cutting-edge scientific research with examples from the most human companies, like Starbucks, Microsoft, Chipotle and LinkedIn, showing how they establish rituals during meetings, employee onboarding procedures, and daily interactions among coworkers.

Whether you choose to pass around a stuffed penguin at your weekly meeting to express gratitude like Aria Finger of DoSomething, or decide to make lunchtime a daily ritual with your team in the same way one top performing team at Douglas Elliman does, rituals create community and change us in a way that conjures lifelong commitments. If you're serious about employee engagement, *Rituals Roadmap* is your blueprint for creating a workplace full of engaged, connected employees who drive revenue and stay at their jobs long term.

### Quotes

#### Praise for *Rituals Roadmap*

"Erica's done it again! She's now paired her knack for human engagement with healthy workplace rituals to make everyone's days that much brighter! *Rituals*

*Roadmap* is brimming with important science and inspiring stories of real people's rituals at work. Teaching us how to turn ordinary routines into workplace magic, this is the perfect book for these extraordinary times."

-Katie Couric, journalist and bestselling author

"Erica Keswin knows a lot about how to make routines and relationships more meaningful. In this book, she shows that rituals aren't just for family holiday gatherings-they can be useful at work too."

-Adam Grant, *New York Times* bestselling author of *Originals* and *Give and Take*, and host of the TED podcast WorkLife

"Erica Keswin's latest book *Rituals Roadmap* couldn't have come at a better time. Filled with first-hand stories from some of the biggest companies in the world, fascinating science, and her very human voice, Keswin makes a convincing business case for rituals as the tools of the human workplace. Whether you're an entrepreneur, a leader, or looking for your next breakthrough idea, harnessing the power of rituals is something we can all do, all the time. This is an important book."

-Dorie Clark, author of *Reinventing You* and executive education faculty, Duke University Fuqua School of Business

Erica Keswin's first book, *Bring Your Human to Work*, changed the way we think about workplace culture. The Female Quotient has been fortunate to partner with Erica many times (and bond over lots of spaghetti dinners in the Equality Lounge!), and I am constantly impressed by her depth as a speaker, dot-connector, and advocate for diversity and inclusion. Her second book, *Rituals Roadmap*, is delightful and insightful. Blending science and firsthand stories, it's a masterclass in deepening employee engagement and drawing power from everyday routines. Highly recommended reading, even - or especially - for the most seasoned leaders!

-Shelley Zallis, Founder and CEO Female Quotient

In *Rituals Roadmap* AP Erica Keswin shows how rituals boost productivity by creating psychological safety and connecting us to a purpose. It's a message we all need now more than ever, and for anyone looking to bring their workforce together during tough times, *Rituals Roadmap* is an essential guide.

-Charles Duhigg, author of bestsellers *The Power of Habit* and *Smarter Faster Better*

"Chalk full of easy to implement and creative examples, *Rituals Roadmap* is an enlightening guide for managers and individuals about how to make work more special."

-Liz Fosslien and Mollie West Duffy, Co-Authors of *No Hard Feelings: The Secret Power of Embracing Emotions at Work*.

So, it's not just me who loves Taco Tuesday & Wine Wednesday? Erica Keswin's *Rituals Roadmap* showcases how important rituals are-at work and in our daily lives. I loved reading the case studies and diving into the science behind why repeat practices are so important in workplaces and communities. Kudos to Erica on another great book -practical, enjoyable, and will help you sweat the small stuff...but in the best way possible.

-Randi Zuckerberg, *New York Times* Best Selling Author of *Pick Three* and *Dot Complicated*

In unsettling and changing times, humans search for meaningful connection and a sense of belonging. In *Rituals Roadmap*, Erica Keswin advises leaders to be attentive to those yearnings and offers the perfect leadership response-the magic of rituals. And magic it is. Erica highlights a simple but profound truth: intentional practices and traditions can have astounding impacts on the engagement, productivity, retention and performance of your teams. As leaders, we need to become fluent in creating and

facilitating touchpoint experiences to amplify important moments, highlight key transitions, remind us who we are, who we aspire to be, and where we can return for comfort when times get tough. If you're interested in living your organizational values OUT LOUD, then *Rituals Roadmap* is a great addition to your modern leadership philosophy.

- Cy Wakeman, New York Times Bestselling Author, *No Ego*

*Praise for Bring Your Human to Work:*

"... heart-felt, accessible, well-researched, [this book] is what we've all been waiting for."

-Katie Couric, journalist and bestselling author

"Erica Keswin shares the science and the stories of companies that get it right. If you want to build a thriving workforce, this book is for you."

-Arianna Huffington, Founder of *Huffington Post* and Founder & CEO of Thrive Global

"If you care about people as much as profits, this book is full of useful ideas for making work life better."

-Adam Grant, *New York Times* bestselling author of *Give and Take*, *Originals*, and *Option B* with Sheryl Sandberg

"One of the best employee habits is honoring relationships-with colleagues, clients, and ourselves. Erica Keswin shares the science and stories from companies about how great relationships happen."

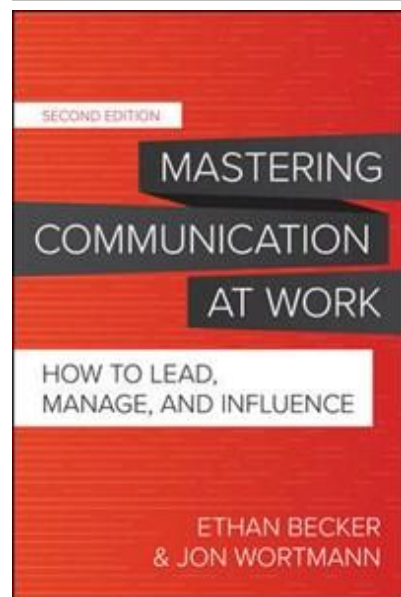
-Charles Duhigg, bestselling author of *The Power of Habit* and *Smarter Faster Better*

"Hugely insightful and stunningly practical...."

-Ron Friedman, Ph.D., author of *The Best Place to Work*

"In an age of disruption and rapid technological change, there's a growing desire for meaning and authenticity at work. Erica Keswin's incisive new book shows us how to find it. Whether you're an entrepreneur, a leader, or anyone looking for a more purpose-driven job, this book answers your big questions."

-Dorie Clark, author of *Entrepreneurial You* and *Stand Out*, and adjunct professor at Duke University Fuqua School of Business



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Book

Business & Economics / Business  
Communication  
BUS007000  
22.9 cm H | 15.2 cm W

## **Mastering Communication at Work, Second Edition: How to Lead, Manage, and Influence***(2nd Edition)*

Ethan F. Becker, Jon Wortmann

### **Key Selling Points**

- **Timely topic:** This new edition addresses advancements in technology that have enabled professionals to work remotely as well as changing views on race, gender, and age in the workplace.
- **Strong seller:** The first edition sold more than 17,000 print copies and nearly 7,000 ebooks.
- **Practical applications:** The authors will use the new edition for all their coaching, training, and speaking engagements.
- **In-demand speakers:** With a dynamic roster of speaking engagements, from Harvard University to Kronos to Primex, the authors have a devoted audience of followers.
- **Active client list:** The authors are currently serving a wide client base, including State Farm, American Heart Association, Skillsoft, Investco, Apple, Boston Scientific, Bain Capital, BNY Mellon, LogMeIn and Shark Ninja.

### **Summary**

#### **Learn to navigate today's changing workplace with the second edition of the classic playbook of communication strategies**

Today's rapidly shifting professional environment has made effective communication even more vital. Master communicators, in the virtual and real world, are the key to their organization's success. The second edition of this renowned guide offers the powerful techniques for communicating in ways that empower teams and develop stronger relationships.

The second edition offers the skills need to address radical changes that have reshaped the professional landscape. The growing recognition of inequality regarding race, gender, and age has become a bedrock of creating a safe, inclusive environment. Advances in technology such as video conferencing have changed our paradigm for communicating through new media . More people than ever are working from home. The moments that need leadership—presenting, giving feedback, running meetings—require a new consciousness of how teams receive messages and how to express empowering communication through multiple channels.

You'll discover a wealth of tools and techniques to get you on track. Actionable steps you can put to use right away include communication tendencies you need to identify and execute, simple drills to practice during meetings and one-on-one conversations, and case studies, success stories, and research demonstrating the impact of the authors' techniques.

Complete with all the fundamentals from the original edition—plus a new chapter on virtual work and remote team-building—here is an all-in-one toolkit for navigating communication in fast-changing times.

## So You Want to Start a Side Hustle

Carrie Bohlig, Craig Clickner

### Key Selling Points

- An urgent need: With the economic fallout in the wake of the Covid-19 pandemic, the side hustle has become an essential component for generating much-needed income.
- Written by expert side hustlers: Carrie Bohlig and Craig Clickner have created several successful businesses and other sources of income allowing them to replace their corporate careers and align their life with what they value most: time with their young children
- Proven Coaching Success: Craig and Carrie have successfully helped other individuals build multi-million-dollar businesses from a variety of backgrounds, including engineers, doctors, IT professionals, administrative staff, and more!
- Star speakers: The authors have spoken to total audiences of 25-30K annually across the globe.
- High profile: Authors been interviewed and quoted on both CNBC and *USA Today* about running a successful home-based business.
- Social media presence: The authors have 40K+ LinkedIn followers (and growing) and a new podcast set to launch in August.

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Business & Economics  
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Unlearn: Let Go of Past Success to Achieve Extraordinary Results  
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### Summary

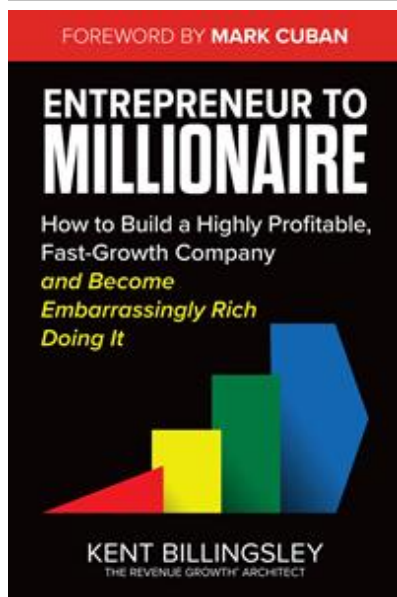
**Create a successful side hustle that pays off in a life changing way with this definitive guide from two expert side hustlers.**

Have you ever dreamed of a way to earn extra money, cover unexpected expenses, or step away from a corporate job and create a life that's more in line with what you truly value? If so, the idea of the "side hustle" could be more relevant to you than ever. In this hard-hitting guide, a husband-and-wife team who have built multiple million-dollar side hustles lets you in on the secrets of how they finally said goodbye to their corporate life to become full-time parents and part-time entrepreneurs.

Many people get stuck in the thinking or planning stages of starting a side hustle instead of actually generating revenue. Carrie Bohlig and Craig Clickner stop this from being your reality and take the process to the next level with actionable steps that will help you establish a clear vision—the *why*; find the right associations and mentorship—the *who*; implement the proper systems—the *how*; and develop the right foundation for ongoing success—the *Lifaset*.

By applying these foundational components, you'll immediately begin to build something that can radically change your life. Filled with a wealth of real-life stories, personal wins and losses, and anecdotes about the authors' experiences traveling the globe to speak in front of 25,000 people annually, you will be inspired and ready to believe in your ideas and put them into action.





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## Entrepreneur to Millionaire: How to Build a Highly Profitable, Fast-Growth Company and Become Embarrassingly Rich Doing It

Kent Billingsley, Mark Cuban

### Key Selling Points

- There are 27 million entrepreneurs in the US, employing roughly 58 million people. *Entrepreneur to Millionaire* taps into this massive market by providing a proven, easy-to-understand, sequential approach to unlocking the treasure chest of new sales, revenue, and profits inside every business.
- Billingsley's principle-based approach has helped thousands of startups in his Revenue Growth® programs generate over \$1 billion in new sales and revenue.
- *Entrepreneur to Millionaire* includes dozens of case studies that walk readers through Billingsley's transformational work with clients on a weekly basis—providing an in-depth, granular look at how his methods work in all types of companies.
- The book will be supplemented by videos, templates, and tools on the website [revenuegrowthcompany.com](http://revenuegrowthcompany.com) to enhance the learning process.

### Summary

**From the entrepreneurial business transformation expert known as America's Revenue Growth® Architect comes a proven explosive growth road map that has driven more than \$1 billion in sales and revenue for small companies and tens of billions of dollars for corporations.**

If you are among the 27 million U.S. entrepreneurs, *Entrepreneur to Millionaire* was written for you. The book reveals Kent Billingsley's proven formula for transforming good businesses into fast growth, highly profitable companies. This methodology is repeatable, predictable, and scalable—and guaranteed to improve results in any type and size business, if faithfully applied. For nearly three decades, Billingsley has been turning entrepreneurs, who are hungry for success, into millionaires using his framework, often, without spending additional dollars on marketing or hiring more salespeople. His business-changing, four-phase approach—Revenue Ready, Market Ready, Go to Market, and Own the Market—has been rigorously tested in startups and billion-dollar firms alike.

Are you ready to get embarrassingly rich?

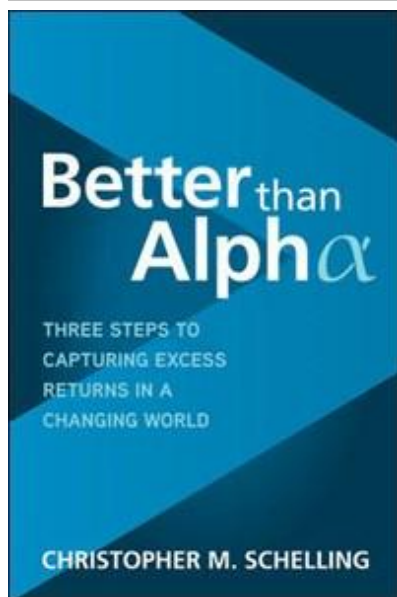
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Winning the Loser's Game, Seventh Edition: Timeless Strategies for Successful Investing 9781259838040 \$43.95

## Better than Alpha: Three Steps to Capturing Excess Returns in a Changing World

Christopher Schelling

### Key Selling Points

- Successful investors, Schelling argues, don't find "alpha"; they find value. *Better Than Alpha* gives institutional investors the perspective, insights, and tools they need to retrain their focus away from beating the markets and toward actions that produce superior investment outcomes, whatever they may be.
- Schelling provides a simple but profoundly impactful three-part investing framework—Behavior (smart thinking), Process (smart habits), and Organization (smart governance)—that readers can rely on as they rethink and implement their new investing approach.
- Readers will gain a deeper understanding of what drives investment returns, how superstar investment managers generated excess returns in the past, why behavioral finance drives investors to make poor decisions, and why strategies that worked in the past don't necessarily make sense today.
- Incorporating insights from behavioral psychology, *Better Than Alpha* helps readers minimize the impacts of behavioral biases and make the best investment decisions.

### Summary

#### A powerful new approach for giving up the ghost of alpha and building the portfolio of that meets your objectives

The concept of beating markets is nothing more than hype. Successful investors don't find "alpha"; they find value—and that's what this book helps you do.

*Better Than Alpha* provides the perspective, insights, and tools you need to retrain your focus away from searching for alpha and toward actions that produce superior investment outcomes. It explains why strategies based on "beating the markets" are doomed to failure and provides a simple three-step framework—Behavior (smart thinking), Process (smart habits), and Organization (smart governance)—for making better investment decisions. You'll gain a deeper understanding of what drives investment returns, how superstar investment managers generated excess returns in the past, why behavioral finance drives investors to make poor decisions, and why strategies that worked in the past don't necessarily make sense today.

Whether you're funding a state retirement fund, creating a steady income stream for an endowment, or generating return to cover insurance payouts, *Better Than Alpha* walks you through the process of minimizing the impacts of behavioral biases and making decisions that create a higher probability of meeting your objectives—whatever they may be.

### Table Of Contents

#### Introduction: What is Alpha?

#### PART I: CHRONICLING ALPHA

##### Chapter 1: Public Markets: Figuring Out Factors

- a. Equities
- b. Bonds
- c. Currencies and Commodities

## **Chapter 2: Hedge Funds: The Incredible Shrinking Alpha**

- a. History of Hedge Funds
- b. Rise of the Institutional Investor
- c. Disappearance of Alpha

## **Chapter 3: Private Equity: Taming the Barbarians at the Gate**

- a. History of PE
- b. Growth
- c. Shifting Alpha

## **PART II: DECIPHERING ALPHA**

### **Chapter 4: The Hierarchy of Alpha**

### **Chapter 5: Alpha and Omega**

## **PART III: MASTERING ALPHA, OR HOW NOT TO LET IT MASTER YOU**

### **Chapter 6: Behavioral Biases: Negative Alpha**

### **Chapter 7: Behavioral Alpha: Smart Thinking**

- a. Policy Setting
- b. Strategic Allocation

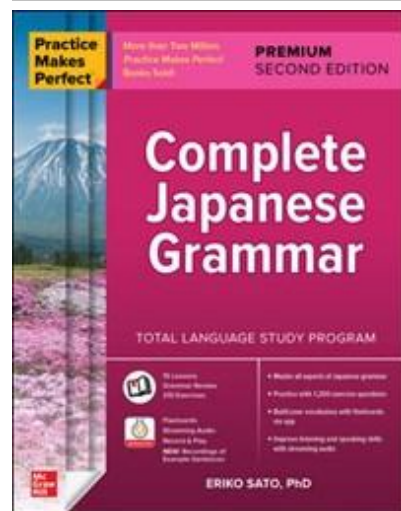
### **Chapter 8: Process Alpha: Smart Habits**

- a. Manager Selection
- b. Tactical Allocation

### **Chapter 9: Organizational Alpha: Smart Governance**

- a. Types of Authority
- b. Oversight and Attribution
- c. Delegation

### **Chapter 10: The Future of Alpha**



## Practice Makes Perfect Complete Japanese Grammar, 2nd Edition<sup>(2nd Edition)</sup>

Eriko Sato

### Key Selling Points

- Experienced author: Eriko Sato's extensive experience as an educator and curriculum developer has led to second edition sales of more than 12,000 copies to date
- Successful series: "Practice Makes Perfect" has sales of 2,000,000 copies
- Author's instructive style: clear explanations and thorough exercises
- All example sentences are written in Japanese script, with Romanization alongside to help pronunciation
- New to this edition: recordings of answers to many exercises throughout book
- Ideal for both classroom use and individual study

### 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 hands-on, practical workbook for learning to read, write and speak Japanese flawlessly

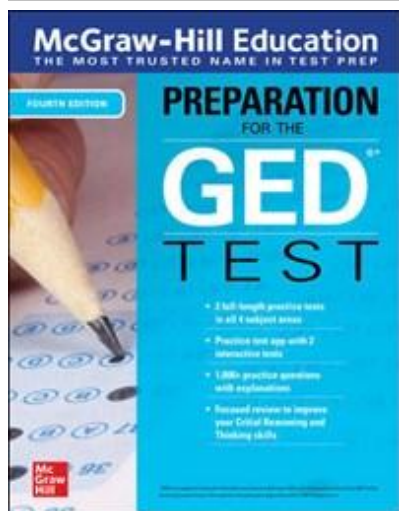
Practice, practice, practice—and improve your ability to read, write and speak Japanese as it's really used. *Practice Makes Perfect: Complete Japanese Grammar, Premium Second Edition* has everything you need to progress from beginning to advanced fluency, from clear explanations and practical examples to all the practice required for language mastery.

This updated, new edition boasts audio support online and via mobile app, ensuring you'll speak the language as well as you write and speak it. The answers to more than 100 exercises in the book have been recorded and are available via the McGraw-Hill Language Lab app, and you can also (depending on your mobile device's capabilities) record your own answers to compare with native speakers.

- 200 exercises in 15 units covering all aspects of Japanese grammar, with explanations that include useful/helpful comparisons with English grammar—including hiragana, katakana, and kanji script
- Author has a proven teaching record, with extensive experience as an educator and curriculum developer
- All example sentences are written in Japanese script, with Romanization alongside to help pronunciation
- Exercises for use either in the classroom use or for individual study
- New to this edition: recordings of answers to many exercises throughout book

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Foreign Language Study  
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## McGraw-Hill Education Preparation for the GED Test, Fourth Edition<sup>(4th Edition)</sup>

McGraw Hill Editors

### Key Selling Points

- Built-in audience: 800,000 people take the GED exam each year. GED Testing Service coordinates with local partners to administer the test
- New: Review questions on critical thinking and reasoning match latest test
- New: Micro-lessons section provides unique test-taking strategies
- New: Appendix covers the most important vocabulary for each section of the test
- 2 full-length practice tests in the book and two more on the app
- Learning objectives based on the Common Core State Standards

### Summary

#### Essential review and practice for all subject areas of the GED test

This book covers all four subjects on the test—Reasoning Through Language Arts (RLA), Social Studies, Science, and Mathematical Reasoning—and provides intensive review and practice. Pretests for each subject area will help you identify your strengths and weaknesses before starting your studies. Learning objectives are based on the Common Core State Standards, just like the real exam. Extensive review questions are supplemented by two full-length sample tests, two in the book and two more on the app. This new edition will show you how to master the test's new questions involving critical thinking and reasoning.

#### Features

- New: Review questions on critical thinking and reasoning match latest test
- New: Micro-lessons section provides unique test-taking strategies
- New: Appendix covers the most important vocabulary for each section of the test
- 2 full-length practice tests
- Step-by-step review of each of the test's main sections: Reasoning Through Language Arts, Mathematical Reasoning, Science, and Social Studies
- Top 25 lists that cover the most important concepts for each test subject
- Learning objectives based on the Common Core State Standards, allowing you to use the book for all high school equivalency exams
- 2 Score-Raising Apps:
  - The Practice Test App provides two additional sample GED tests
  - The Flashcard App includes 100 flashcards to help you review all four test sections

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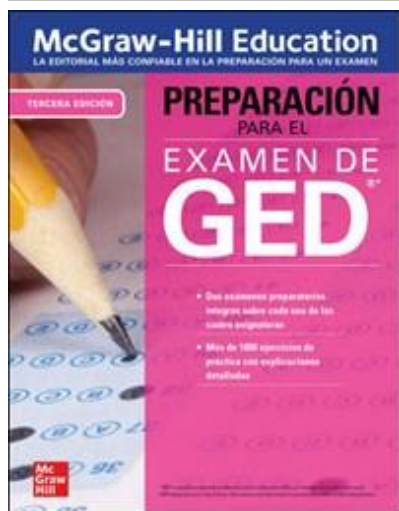
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## Preparacion para el Examen de GED, Tercera edicion<sup>(3rd Edition)</sup>

McGraw Hill Editors

### Key Selling Points

- New: Review questions on critical thinking and reasoning match latest test
- New: Micro-lessons section provides unique test-taking strategies
- New: Appendix covers the most important vocabulary for each section of the test
- Specifically geared toward meeting the needs of students taking the Spanish-language version of the GED test
- 2 full-length practice tests
- Learning objectives based on the Common Core State Standards

### Summary

#### ¡Obtenga la guía para el examen de GED en la que confían más estudiantes!

Para tener éxito en el examen de GED, usted necesita la mejor orientación de educadores y capacitadores especializados.

Esa es la razón por la que más estudiantes eligen Preparación para el Examen de GED, de McGraw-Hill, la guía para el examen preferida en los Estados Unidos de América. Este libro lo ayudará en el aprendizaje, paso a paso, de las cuatro asignaturas del examen—Razonamiento a través de las artes del lenguaje, Razonamiento matemático, Ciencias y Estudios sociales. Usted encontrará en él todo el material de repaso y de práctica necesarios para obtener las mejores calificaciones y conseguir su certificado de educación secundaria.

Con Preparación para el Examen de GED, de McGraw-Hill, usted:

- Aprenderá todo lo que necesita saber sobre el examen y cómo dominarlo.
- Dispondrá de exámenes completos de práctica modelados sobre el verdadero examen de GED.
- Podrá descubrir sus puntos fuertes y sus debilidades con los exámenes preliminares, y focalizar así sus estudios.
- Podrá prepararse para cada asignatura del examen con textos instructivos, cuestionarios y ejercicios de práctica sobre cada uno de los temas.
- Podrá comprobar el grado de preparación que ha alcanzado con exámenes de práctica sobre todas las asignaturas del examen.
- Podrá familiarizarse con el nuevo formato electrónico del examen, un desafío adicional.

Preparación para el Examen de GED, de McGraw-Hill, lo ayudará a perfeccionar sus habilidades, aumentar su confianza, disminuir el estrés y obtener los mejores resultados el día del examen.

### America's most trusted guide to the GED test--in Spanish!

Preparación para el Examen de GED gives Spanish-speaking students intensive review and practice in all subject areas of the exam. It provides the ideal in-depth preparation for the Spanish-language version of the GED test.

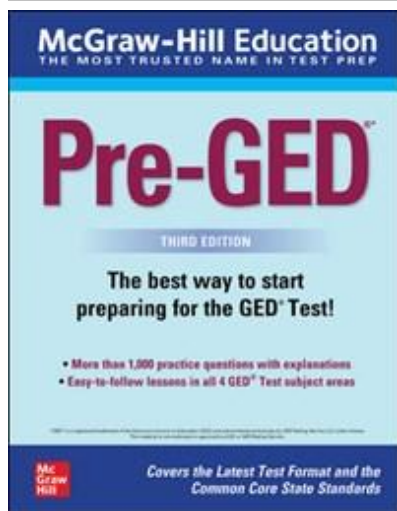
For the thousands of students who take the Spanish-language GED test each year, this new version of McGraw-Hill classic guide provides a complete preparation course for the latest test format.

This book covers all four test subject areas—reasoning through language arts, social studies, science, and mathematical reasoning.

## **Preparación para el Examen de GED:**

- **Walks readers step-by-step through all topics covered on the test**
- **Includes a pretest for every section that helps readers identify strengths and weaknesses before study.**
- **Offers hundreds of exercises that reinforce new skills**
- **Offers full-length posttests in every test subject, with complete explanations for every question.**





## McGraw-Hill Education Pre-GED, Third Edition<sup>(3rd Edition)</sup>

McGraw Hill Editors

### Key Selling Points

- New: Micro-lessons section provides unique test-taking strategies
- New: Review questions on critical thinking and reasoning match latest test
- New: App featuring hundreds of practice questions
- New: Appendix covers the most important vocabulary for each section of the test
- Easy-to-follow lessons specifically written for Pre-GED students

### Summary

**Get the essential skills you need to succeed on the GED!**

Pre-GED gives you a solid foundation in the basic skills you need to succeed on each of the four subjects of the GED test: Reasoning Through Language Arts (RLA), Social Studies, Science, and Mathematical Reasoning. This new edition features micro-lessons on test-taking strategies, review questions involving critical thinking, and a brand-new app featuring hundreds of practice questions.

#### Features:

- New: Micro-lessons section provides unique test-taking strategies
- New: Review questions on critical thinking and reasoning match latest test
- New: App featuring hundreds of practice questions
- New: Appendix covers the most important vocabulary for each section of the test
- More than 1,000 practice questions with explanations
- Easy-to-follow lessons specifically written for Pre-GED students and covering all 4 subject areas: Reasoning Through Language Arts, Mathematical Reasoning, Science, and Social Studies
- Top 25 lists that cover the most important concepts you need to know for each test section
- Flashcard App includes 100 flashcards to help you review all four test sections

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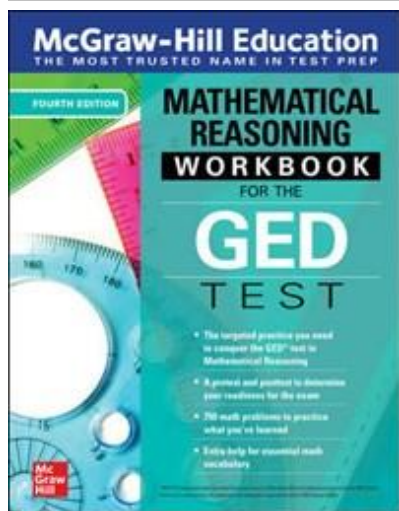
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## McGraw-Hill Education Mathematical Reasoning Workbook for the GED Test, Fourth Edition<sup>(4th Edition)</sup>

McGraw Hill Editors

### Key Selling Points

- New: Revised to match the latest test format
- New: Appendix covers the most important vocabulary for the Mathematical Reasoning section of the test
- 600 math problems in a variety of formats provide extensive practice

### Summary

**Get the targeted practice you need to excel on the Mathematical Reasoning section of the GED test!**

To achieve a high score on the GED test, you must excel on the Mathematical Reasoning section of the exam. Packed with drills and skill-building exercises, this up-to-date workbook provides you with comprehensive practice for every Mathematical Reasoning topic covered on the test. A pretest allows you to assess their strengths and weaknesses, and a posttest closely modeled on the real exam shows you what to expect on test day.

Features:

- New: Revised to match the latest test format
- New: Appendix covers the most important vocabulary for the Mathematical Reasoning section of the test
- 600 math problems in a variety of formats provide extensive practice
- Pretest helps you discover your math strengths and weaknesses
- Posttest presents a realistic test-day experience
- The Flashcard App includes 100 flashcards to help you review all four test sections
- Learning objectives based on the Common Core State Standards, allowing you to use the book for all high school equivalency exams

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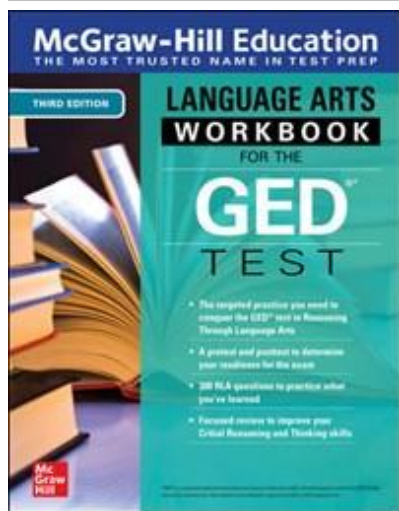
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McGraw Hill Editors

### Key Selling Points

- New: Review questions on critical thinking and reasoning match latest test
- New: Appendix covers the most important vocabulary for the RLA section of the test
- 300 RLA questions in a variety of formats to provide extensive practice

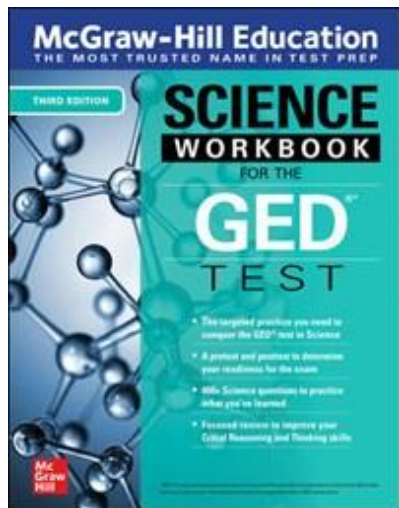
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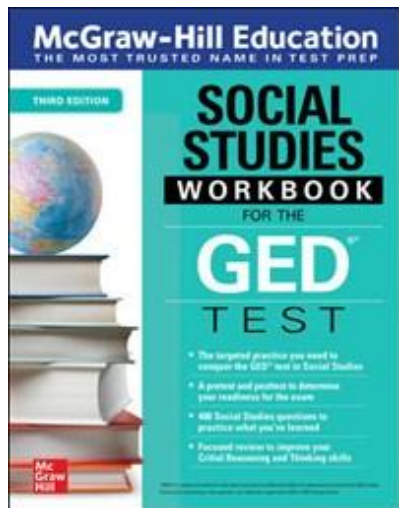
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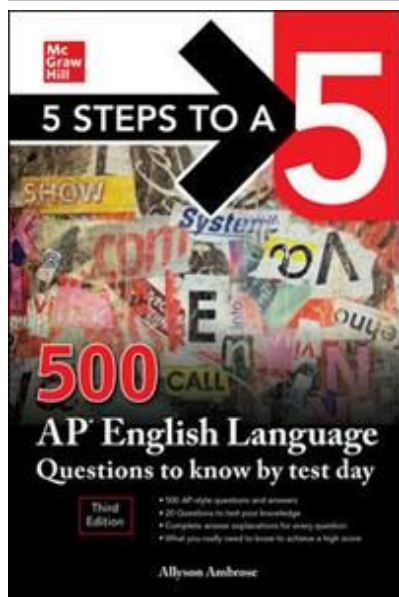
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## 5 Steps to a 5: 500 AP English Language Questions to Know by Test Day, Third Edition<sup>(3rd Edition)</sup>

Allyson Ambrose

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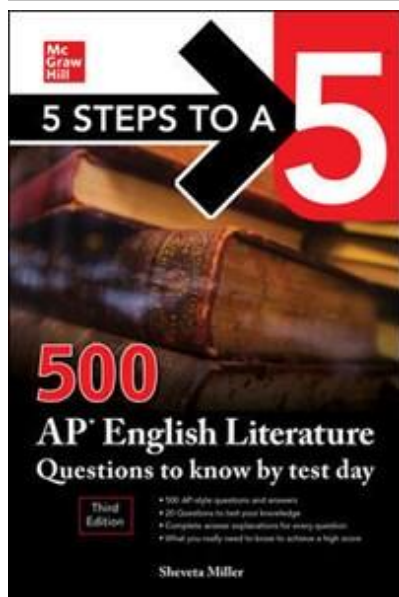
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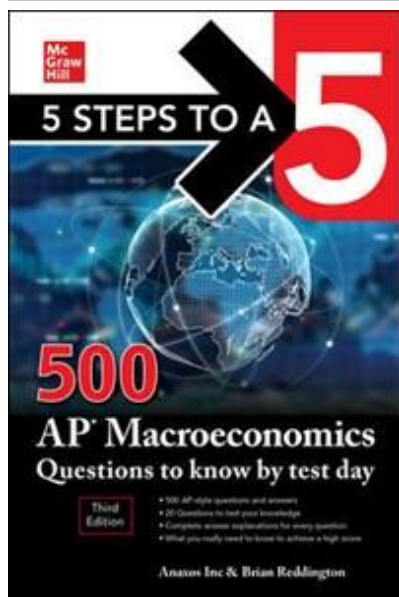
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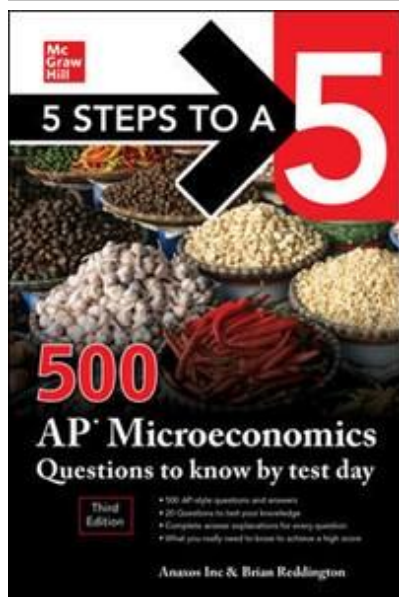
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- Offers an effective last-minute practice to help students build skills in a minimal amount of time
- Eye-catching covers and an attractive interior text design create a package with proven student appeal

### Summary

**500 AP style questions with detailed answer explanations to prepare students for what they'll see on test day**

*McGraw-Hill's 5 Steps to a 5: 500 AP Macroeconomics Questions to Know by Test Day, Third Edition* was designed to meet the needs of a wide range of students, including those who put off preparing until the last minute, as well as those who have been preparing for the exam for months. All students will benefit from going over the questions written to parallel the topic, format, and degree of difficulty of the questions contained in the exam.

#### Features:

- 500 AP-style questions and answers referenced to core AP materials
- **New: 20 Question Diagnostic Quiz to test student's knowledge**
- Review explanations for right and wrong answers
- Close simulations of the real AP exams
- Updated material reflects the latest tests

**Anaxos, Inc. (Austin, TX)** has been creating education and reference materials for over twenty years. Based in Austin, Texas, the company uses writers from across the globe who offer expertise on an array of subjects just as expansive.

**Brian Reddington** earned his bachelor's degree in history from Stony Brook University in Stony Brook, New York before pursuing a master's degree in special education at Queens College in New York City. A dedicated educator, he has been teaching economics since 2008.

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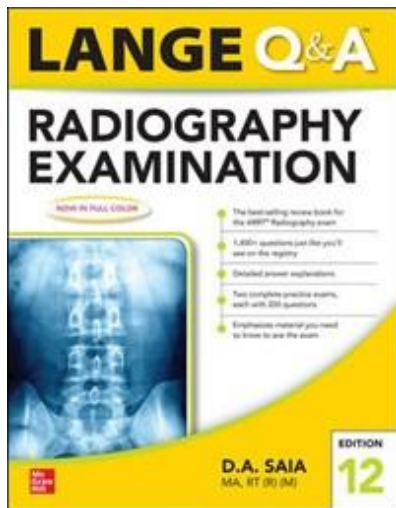
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**The most trusted ARRT® Radiography Exam resource—with 1,400 practice questions and fully updated content**

*Lange Q&A Radiography Examination* provides everything you need to fully prepare for and pass the ARRT® Radiography Exam. The questions have long been praised as being the closest to those found on the actual exam and they include detailed explanations for both correct and incorrect answers. This edition has been thoroughly updated to reflect changes to the American Registry of Radiologic Technologists (ARRT) Content Specifications. Here's everything you need to test your knowledge and prepare for the exam.

- A comprehensive review for the ARRT® certification exam, with more than 1,400 questions and answers
- Includes two practice exams, each with 200 questions, plus an additional practice test online
- Informative introduction helps you get the most out of the book and provides score-boosting tips to maximize your performance on test day
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Rose Hamm

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Perfect for studying for exams/boards or working in a clinical setting, *Wound Diagnosis Made Easy* provides key information in quick, bulleted text, so you can find the answers you need quickly and easily.

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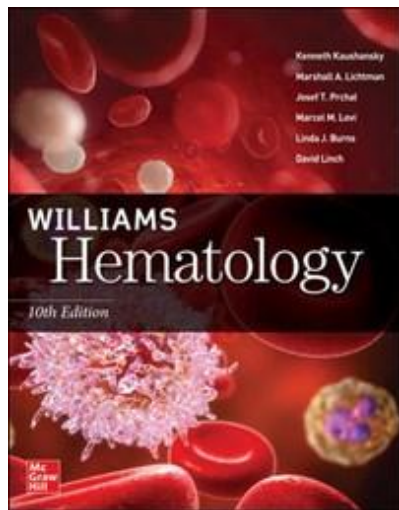
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Kenneth Kaushansky, Marshall A. Lichtman, Josef T....

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Long revered for its comprehensiveness and extraordinary depth of detail, *Williams Hematology* delivers virtually every answer you're looking for, provides clear and thorough rationales for each one, and contains a wealth of basic science and translational pathophysiology for optimal, lifelong learning. The cream of the crop of research and clinical hematology, the editors—three of whom are former Presidents of the American Society of Hematology—are known worldwide for their contributions to the field.

This new edition contains everything that has made Williams the go-to resource for decades and has been updated with critical new research into the molecular mechanisms responsible for hematological disorders and the impact on diagnosis and treatment.

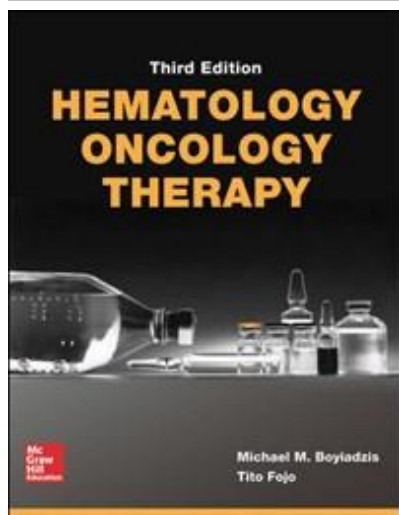
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## **Hematology-Oncology Therapy, 3rd Edition***(3rd Edition)*

Michael M. Boyiadzis, Tito Fojo, David R. Kohler

### **Summary**

**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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Curtis D. Klaassen, John B. Watkins

### **Summary**

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**The definitive toxicology text for students and early-career practitioners  
—updated and revised to address new research and methods**

For more than 45 years, *Casarett and Doull's Toxicology* has set the standard for providing thorough, academic, and authoritative information in clear and engaging ways. Focusing only on what readers need to know and written on a level appropriate for the target audience, it provides a concise yet comprehensive look at the science and clinical field of medical toxicology. This new edition builds on the wide success of previous editions, with extensive updates that make the book even more appealing to students and beginners in toxicology, pharmacology, pharmacy, and environmental sciences.

- Market: Undergraduate and graduate pharmacology/toxicology (5,000), pharmacy students (12,000), public health students (3,000), environmental science undergraduates (3,000), poison control centers (100), occupational medicine staff (10,000)
- 185 photos and illustrations
- Chapter-ending self-assessment Q&As and other features make the learning process more effective and efficient

**Curtis Klaassen, PhD, (Kansas City, KS)** was distinguished Professor and Chair, Department of Pharmacology, Toxicology and Therapeutics, University of Kansas Medical Center. (Retired)

**John Watkins, III, PhD, (Bloomington, IN)** is Professor Emeritus of Pharmacology and Toxicology, Director of the Medical Sciences Program, Indiana University School of Medicine.

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# Pharmacy Practice Research Handbook

Rajender Aparasu, John Bentley, Adam Pate

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While there are numerous resources covering basics of drug literature evaluation and evidence-based pharmacy, few books focus on practice-based pharmacy research. This practical guide fills the gap in the available literature. *Handbook for Pharmacy Practice Research* provides a practical and systematic framework for conducting practice-based research by students and residents in pharmacy settings. The book is designed for pharmacy students and residents who undertake a capstone or standalone research project as part of their professional training.

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- Pharmacoepidemiology
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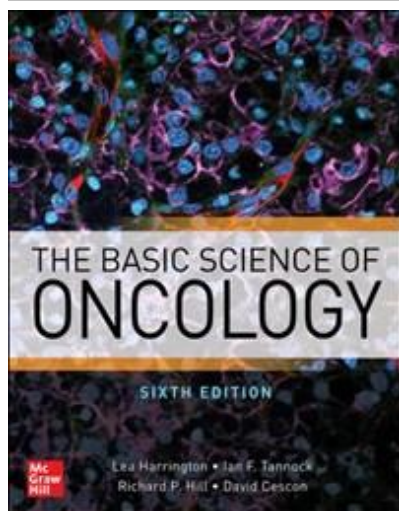
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Lea Harrington, Ian F. Tannock, Richard Hill, Dave...

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- **Market:** Oncology fellows (3,000), oncologists (20,000), oncology nurses (40,000), medical students (18,500/year)
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**Lea Harrington, PhD (Montreal, Canada)** is Professor, Department of Medicine, Institute for Research in Immunology and Cancer, Pavillon Marcelle-Coutu, University of Montreal. Visiting Professor, School of Biological Sciences, University of Edinburgh.

**Ian F Tannock MD, PhD (Toronto, Canada)** is Professor Emeritus of Medical Oncology, Princess Margaret Cancer Centre, University of Toronto and was the Daniel Bergsagel Professor of Medical Oncology at Princess Margaret Hospital and the University of Toronto. He is one of Canada’s best-known oncologists and a major international leader in cancer research. He currently chairs the Ethics Committee that guides the development and assures compliance of Code of Ethics for members of American Society of Clinical Oncology, the world largest oncology society.

**Richard P. Hill, PhD (Ontario, Canada)** is Senior Scientist, Ontario Cancer Institute, Princess Margaret Cancer Centre, Professor, Department of Medical Biophysics, University of Toronto.

**David Cescon, MD, PhD, FRCPC (Toronto, Canada)**, Cancer Clinical Research Unit, Medical Oncology and Hematology, Princess Margaret Cancer Centre, University of Toronto.

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# The Essential MD-PhD Guide

Mark J. Eisenberg, Andrea L. Cox

## Summary

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**The complete guide to MD-PhD success—with practical tips and insights from MD-PhD students, recent graduates, and practicing physician-scientists**

Whether you're a prospective or current MD-PhD student, *The Essential MD-PhD Guide* provides everything you need to choose the right program or succeed in your current program—and build a solid career in medicine. This unmatched resource guides you through the process of choosing a program, navigating the early years of medical school, selecting a research laboratory and PhD project, and making the transition between medical and graduate studies. It also provides invaluable guidance on choosing clinical rotations, residency programs, and fellowships that open doors to various career options. Co-written by current and past students and professors on the MD-PhD program advisory committee, it's filled with first-hand experiences and practical advice into what the program entails, its advantages and disadvantages, and considerations for selecting a program.

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1. Is the MD-PhD path right for you?
2. What are your options?
3. Getting in: putting together a competitive application
4. Applying to MD-PhD programs and choosing the right one

#### 5. The interview process

#### Early Days in Medical School

6. Beginning medical school and balancing medical school with research
7. Research rotations and choosing a laboratory, supervisor, and project

#### Transitioning to Graduate School

8. Tips for making the most of your (sometimes) shorter-than-average PhD

#### 9. Applying for external funding

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11. Networking as an MD-PhD student
12. Biostatistics: sample size and power calculations
13. Grant writing
14. Teaching
15. Mentorship
16. Peer-review

#### 17. Presentations (poster, oral)

#### 18. Knowledge Translation and Exchange

#### Transitioning Back to Medical School

19. Brushing up on your medical knowledge and preparing for the USMLE

#### 20. Choosing your rotations and electives strategically

21. Fitting in with a new class and preparing for residency

#### Residency, Fellowships, and Career

22. Conducting research during residency

23. Fellowships and post-doctoral training for MD-PhD graduates

24. Finding the right job and enjoying a successful career as an MD-PhD graduate

Parting Advice

25. Work-life balance in the MD-PhD career path

26. Mentors

27. Conclusions

## Sickle Cell Disease

Mark T. Gladwin, Gregory Kato, Enrico Novelli

### Summary

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**The first text to provide comprehensive coverage of sickle cell disease with both a research and clinical focus**

Covering the genetic basis of the disease along with the most current work in gene editing, *Sickle Cell Disease* provides clinical features and diagnosis, as well as standards of therapy and future treatment options in children and adults. It explores rare and common cases, includes both domestic and internationally relevant topics, and covers psychosocial and supportive care. Free online updates available

Providing the latest guidelines for patient care, *Sickle Cell Disease* covers cardiopulmonary complications, new gene editing/gene therapy, and information for investigators in life sciences and in pharmaceutical drug development space. With chapters written by a "who's who" in the world of sickle cell disease research and treatment, this unparalleled resource combines state-of-the-art clinical diagnosis, quality care, management, and the evolution of science in one volume for the first time ever.

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1. Overview: Carlo Brugnara, Betty Pace
2. Genetic basis of SCD: Martin Steinberg, SweeLay Thein
3. Hemoglobin S polymerization: Daniel Kim-Shapiro, Alan Schechter, and Constance Noguchi
4. Adhesion and vaso-occlusion - the role of leukocytes: Paul Frenette,
5. Hemolysis and endothelial dysfunction: Mark Gladwin, Gregory Kato
6. Sterile inflammation and the inflammasome: Prithu Sundd, Solomon Ofori-Acquah
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10. Stroke and cognitive dysfunction: Fenella Kirkham, Michael DeBaun, Robert Adams
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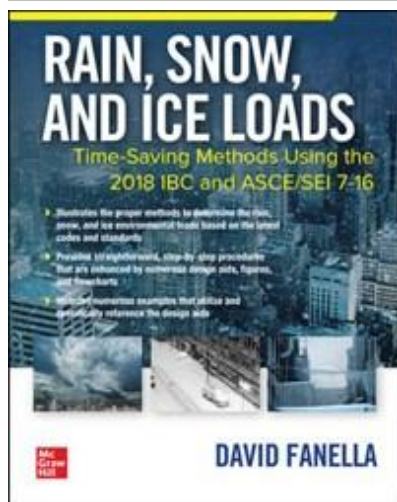
### **III. Emerging Therapeutics:**

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## Rain, Snow, and Ice Loads: Time-Saving Methods Using the 2018 IBC and ASCE/SEI 7-16

David A. Fanella

### Summary

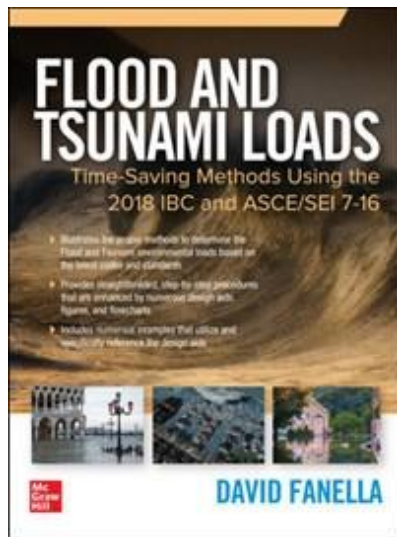
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**Concise, visual explanations of code provisions that apply to rain, snow, and ice loads**

This practical guide provides engineers with a visual overview of the code provisions pertinent to rain, snow, and ice loads. *Rain, Snow, and Ice Loads: Time-Saving Methods Using the 2018 IBC and ASCE/SEI 7-16* contains simplified, step-by-step procedures that can be applied to determine each load. Included are design aids, figures, flowcharts, and examples that clearly demonstrate each procedure. Companion online Excel spreadsheets can be used in practice to calculate loads accurately and efficiently.

Contains step-by-step procedures for:

- Design rain loads
- Ponding instability and ponding loads
- Flat roof snow loads
- Sloped roof snow loads
- Partial snow loads
- Unbalanced roof snow loads
- Drift loads on lower roofs and adjacent structures
- Drift loads adjacent to roof projections and parapets
- Sliding snow loads
- Rain-on-snow surcharge loads
- Snow loads on open-frame equipment structures
- Ice loads due to freezing rain



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## Flood and Tsunami Loads: Time-Saving Methods Using the 2018 IBC and ASCE/SEI 7-16

David A. Fanella

### Summary

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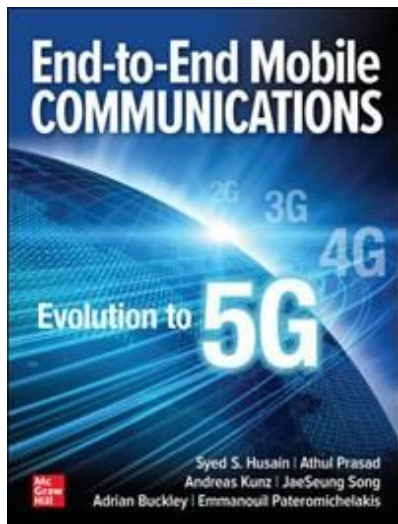
**Concise, visual explanations of code provisions that apply to flood and tsunami loads**

This practical guide provides engineers with a visual overview of the code provisions to be used when designing structures to withstand floods and tsunamis. Free of complex and confusing explanations, *Flood and Tsunami Loads: Time-Saving Methods Using the 2018 IBC and ASCE/SEI 7-16* utilizes helpful design aids, figures, and flowcharts to provide straightforward, start-to-finish instructions.

Real-world examples are included to illustrate the application of each code provision, and companion online Excel spreadsheets can be used to accurately calculate loads.

Contains step-by-step procedures for:

- Hydrostatic flood loads
- Hydrodynamic flood loads
- Wave loads due to flooding
- Debris impact loads due to flooding
- Flood load combinations
- Tsunami analysis procedures
- Hydrodynamic tsunami loads
- Debris impact loads due to tsunamis
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## End-to-End Mobile Communications: Evolution to 5G

Syed S. Husain, Athul Prasad, Andreas Kunz, JaeSeu...

### Summary

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**Explore mobile communications and discover how the technology has evolved to 5G**

This hands-on textbook lays out the foundations of mobile communications—from architecture to function—with a special focus on 5G services, networks, and applications. Written by a stellar team of academics and mobile networking practitioners, *End-to-End Mobile Communications: Evolution to 5G* clearly explains the latest capabilities, standards, and practices along with background and examples. The book contains a primer on the vast topic of mobile technology security and offers a look toward future trends and emerging technologies.

Coverage includes:

- An introduction to mobile communications
- Background on mobile network services
- Evolution of mobile technologies
- 5G services and applications
- 5G radio access network architecture
- 5G core network architecture
- Security
- Future evolution of mobile systems

# Electric Vehicle Engineering

Per Enge, Nick Enge, Stephen Zoepf

## Summary

### Master the principles and practices of electric vehicle design and operation

This hands-on textbook thoroughly explains the technologies and techniques involved in designing and operating electric vehicles. Written by a trio of experts and recognized educators, the book covers a broad range of technical topics and lays out the policy measures that have been used to regulate electric vehicles.

Designed for one of the author’s courses at Stanford University, *Electric Vehicle Engineering* discusses the basic physics upon which electric motors are designed, the chemistry of batteries, energy conversion, and the strategies used to build battery and motor controllers. You will explore well-to-wheel energy analysis and take a look toward the future of electric vehicle development.

- Presents a blueprint for electric automotive engineering courses
- Includes highly technical information as well as history and policy navigation
- Written by a team of highly credentialed authors

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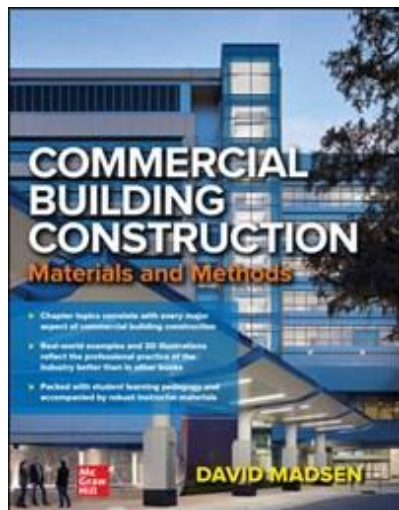
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## Commercial Building Construction: Materials and Methods

David Madsen

### Summary

**Explore the latest commercial building components, materials and techniques**

This hands-on textbook introduces readers to the commercial building construction methods and materials currently used in the United States and Canada. The book is logically organized to reflect real-world practices by flowing from preliminary concept to completion for each construction element. Student activities and practice problems round out each chapter, while an online suite of supplemental material is offered for instructors and students.

*Commercial Building Construction: Materials and Methods* includes real-world examples along with hundreds of 3D illustrations that accurately reflect the style of construction drawings and practices being used in the industry today. Key topics covered include site excavation, erosion control, survey basics and foundation systems; roof, window, door, and stair construction; insulation and air quality; mechanical, plumbing, and electrical systems; building information modeling and sustainable technologies.

- Chapter topics directly correlate to every major aspect of commercial building construction materials and practices including concrete, masonry, steel, wood, mass timber, doors and windows, insulation and barriers, mechanical, and finish
- Real-world examples and 3D illustrations accurately represent professional practices
- A complete set of commercial drawings are used throughout to correlate related construction practices
- Each chapter has a correlated comprehensive test, creative thinking problems, and print reading problems
- Commercial construction applications provide chapter-related actual projects that demonstrate current materials and technologies
- Written by an academic and experienced author

**David A. Madsen (Portland, Oregon)** is Faculty Emeritus and former Department Chair at Clackamas Community College in Oregon. He is the president of Madsen Design, Inc. and the author of several drafting and construction books.



## Standard Aircraft Handbook for Mechanics and Technicians, Eighth Edition *(8th Edition)*

Ron Sterkenburg

### Summary

**The definitive on-the-job aircraft manual—now with updated content and brand new chapters**

For more than 60 years, the *Standard Aircraft Handbook for Mechanics and Technicians* has been the trusted guide for building, maintaining, overhauling, and repairing aircraft. It is an ideal resource for airframe mechanics, as well as those enrolled in A&P certification courses and aviation maintenance programs. The richly illustrated text details the nature of aircraft materials and fixation devices, and covers all relevant processes such as riveting, drilling, aircraft plumbing, cabling, electrical wiring, corrosion detection, and more.

This eighth edition includes updated content on aircraft wood construction, synthetic fabrics systems, and aircraft welding, and brand new chapters on aircraft weight and balance and FAA regulations and aircraft inspections.

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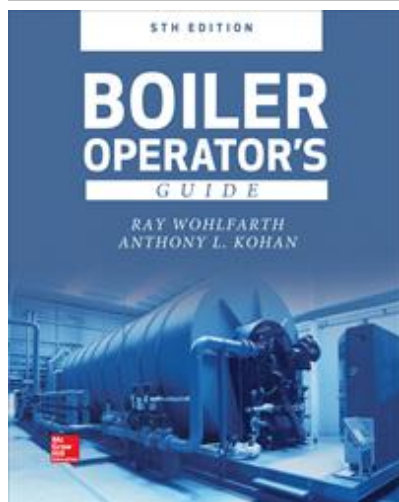
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## **Boiler Operator's Guide, 5E***(5th Edition)*

Ray Wohlfarth, Anthony L. Kohan

### **Summary**

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**The classic guide to boiler operation and maintenance—revised to cover the latest technology and standards**

Quickly and easily solve any boiler problem using the hands-on information contained in this fully updated, industry standard resource. The book clearly explains the many different types of boilers, , operation, maintenance, inspection, and testing procedures and points out potential problems. This new edition has been thoroughly overhauled to align with all current regulations, including the latest version of the ASME BPV Code, and NB Inspection Code. You will get practice questions and answers to reinforce salient points and help you prepare for the Boiler Operator's or Stationary Engineer exam.

*Boiler Operator's Guide, Fifth Edition* covers:

- Firetube and watertube boilers
- Electric and special application boilers
- Boilers with new technology
- Nuclear power steam generators
- Fabrication by welding and NDT
- Material testing, code strength, and stresses
- Boiler connections and appurtenances
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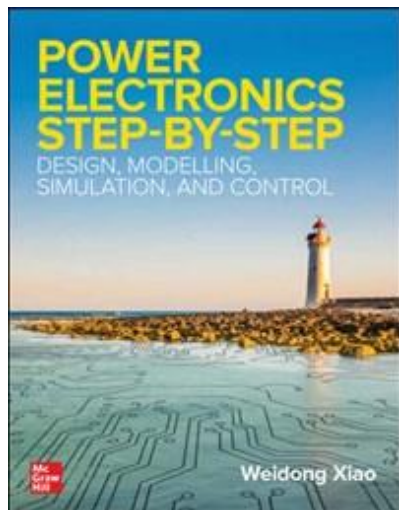
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## Power Electronics Step-by-Step: Design, Modeling, Simulation, and Control

Weidong Xiao

### Summary

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**Get a solid grounding in the latest power electronics technologies and applications**

This upper-level undergraduate electrical engineering textbook contains a thorough overview of power electronics, presented in a comprehensive but accessible style. You will get comprehensive coverage of design, modeling, simulation, and control for power electronics. The book allows readers to fully understand the fundamentals of power electronics, while not being limited by commercial simulation tools.

*Power Electronics Step-by-Step: Design, Modeling, Simulation, and Control* focuses on the latest technologies, such as DC-based systems, and emphasizes the averaging technique for both simulation and modeling. The book demonstrates an effective integration between power electronics and linear control theory, which is different from other books in the area. Written by a seasoned electrical engineering educator, the book lays out real-world applications for power electronics technology and features case studies worked out in both Matlab and Simulink.

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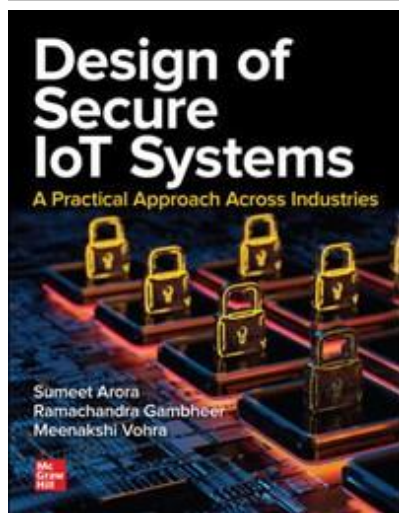
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## Design of Secure IoT Systems: A Practical Approach Across Industries

Sumeet Arora, Ramachandra Gambheer, Meenakshi Vohr...

### Summary

**This hands-on book fully explains the technology behind the Internet of Things, machine-to-machine communication, and automation.**

This hands-on book fully explains the technology behind the Internet of Things, machine-to-machine communication, and automation. Authored by a team of industry-recognized experts, the book covers all aspects of systems architecture, protocols, systems requirements, and design. You will discover how to engineer and deploy IoT devices and networks with trust and security.

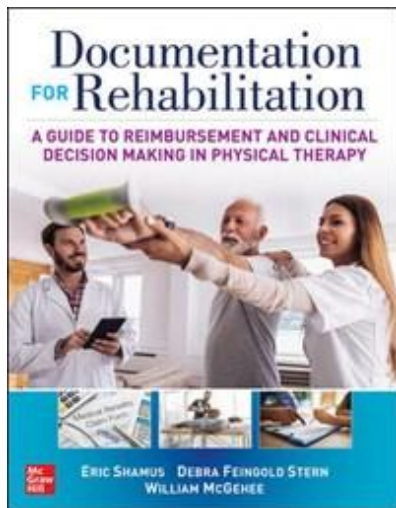
*Design of Secure IoT Systems* contains crucial security and design information. The book features industrial automation case studies and simulation examples across a wide range of fields, including manufacturing and supply chain, automotive, sea ports, airports, homes, medical drones, and healthcare.

- Covers Internet of Things technology with a focus on machine learning and automation
- Presents crucial requirements for network security
- Written by a team of IoT experts from the leading companies in the field

### Related Products

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Machine Learning  
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## Communicating Clinical Decision Making Through Documentation: Coding, Payment, and Patient Categorization

Eric Shamus, Debra F. Stern, William McGhee

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**An innovative new case-based approach to teaching and learning documentation in rehabilitation**

Written by experienced physical therapists with real-world as well as teaching experience, *Documentation in Rehabilitation: A Guide to Reimbursement and Clinical Decision Making* offers a refreshing new and student-friendly approach to learning this important topic. For the most engaging learning experience possible, readers will find cases, videos that vividly portray the cases in real-life scenarios, and role playing opportunities, along with a workbook filled with activities that can be used as student assignments.

The book's content has been carefully edited to assure inclusion of everything instructors and students must know, including: how to write patient/client care notes; steps and framework for documentation that incorporate the document guidelines; how to document clinical decision making (includes evidence-based practice), and reimbursement and coding.

McGraw-Hill Education / Medical

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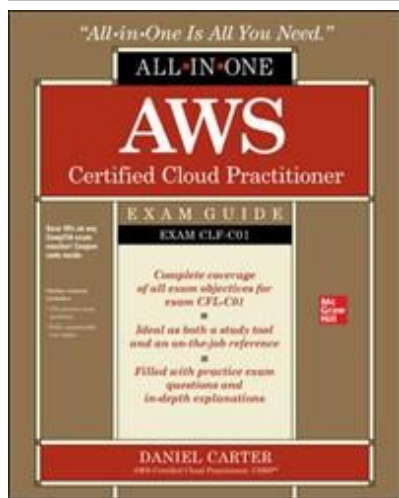
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Medical / Physical Medicine &

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## AWS Certified Cloud Practitioner All-in-One Exam Guide (Exam CLF-C01)

Daniel Carter

### Summary

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**This effective study guide offers 100% coverage of every objective for the AWS Certified Cloud Practitioner exam**

Take the challenging AWS Certified Cloud Practitioner exam with confidence using the comprehensive information contained in this self-study resource. Written by a recognized AWS expert, the book clearly explains core AWS services and shows how to leverage them—all while showing you how to pass the test. Beyond exam preparation, the guide also serves as a valuable on-the-job reference.

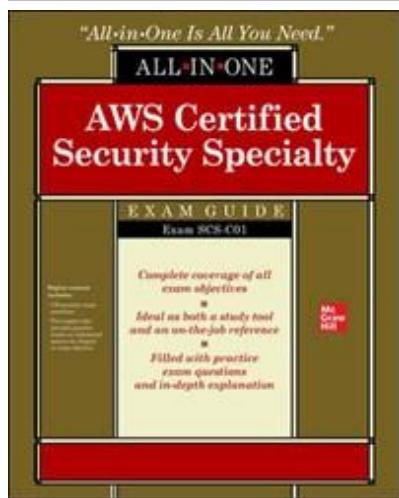
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## AWS Certified Security Specialty All-in-One Exam Guide (Exam SCS-C01)

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- Includes online access to 130 practice exam questions in the Total Tester exam engine
- Written by an Amazon Web Services professionals and security experts

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