A NOTE FROM THE PUBLISHER

Dear Bookseller:

Tom Golisano, the billionaire founder of Paychex, a small business accounting and payroll services provider, believes that entrepreneurs and leaders are “built, not born.” In fact, he loves to say that so much that he used it as the title of his new book, *Built, Not Born: A Self-Made Billionaire’s No-Nonsense Guide for Entrepreneurs*.

Tom reminds me of why we do what we do at HarperCollins Leadership. We also believe that anyone can learn the skills and glean the wisdom necessary to become a great leader or entrepreneur, as long as they have the motivation.

Our job is to share incredible insights from successful role models such as Tom Golisano and other great role models such as:

- Tilman Fertitta, hospitality entrepreneur and owner of the Houston Rockets and author of our recent *Wall Street Journal* bestseller *Shut Up and Listen!: Hard Business Truths that Will Help You Succeed*.

- Marc Morial, former Mayor of New Orleans and author of the forthcoming *The Gumbo Coalition: 8 Leadership Lessons That Help You Inspire, Unite, and Achieve*.

- Tamara Jacobi, owner of the Tailwind Jungle Lodge and author of the forthcoming *Wildpreneurs: A Practical Guide to Pursuing Your Passion as a Business*.

Please visit us at harpercollinsleadership.com to help your customers activate the leadership potential that exists in them!

With appreciation,

Jeff James, Vice President and Publisher
HarperCollins Leadership
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HarperCollins Leadership feeds your inner drive to grow as a leader, with integrated content and development experiences that give you the inspiration and insights you need to thrive in your current role—and your next.

Experience the legendary John C. Maxwell, and new voices such as Rachel Hollis and Donald Miller, as they inspire and inform your path to new heights in leadership, business, and life!
NEW TITLES

**DO IT! SPEAKING**

**DAVID NEWMAN**

Discover the principles, practices, and insider secrets of paid professional speaking success. You’ll get 77 instant-access “micro chapters” to help you market your smarts, monetize your message, and dramatically expand your reach and revenue as an expert speaker.

For thought-leading CEOs, executives, consultants, and entrepreneurs, the true test of your personal brand comes down to one simple question: When you open your mouth, do people listen?

Regardless of the speaking venue—in person, via livestream, in broadcast media, on podcasts, or at national conferences and industry events—the powerful articulation of your value, relevance, and impact is what makes experts stand out. But where do you start when you’re trying to build your speaking platform?

**ALSO AVAILABLE:**

**EBOOK, ISBN: 9781400214853, ON SALE 1/7/2020, USD: $19.99**

**DIGITAL AUDIO, ISBN: 9781400214860, ON SALE 1/7/2020, USD: $18.99**

**IGNORE YOUR CUSTOMERS**

**MICAH SOLOMON**

Discover how to create exceptional customer service and a superior customer experience, learning from the greatest companies of our time.

When it comes to delivering great customer service and customer experience, many companies miss the mark. But there’s no reason this should include you and your company. *Ignore Your Customers (and They’ll Go Away)* spells out, step by step, how to craft a customer service culture and customer experience so powerful that they’ll transform your organization and boost your company’s bottom line.

**ALSO AVAILABLE:**

**EBOOK, ISBN: 9781400214938, ON SALE 1/14/2020, USD: $19.99**

**DIGITAL AUDIO, ISBN: 9781400214945, ON SALE 1/14/2020, USD: $15.99**
Employers who refuse to adapt to the expectations of younger generations are losing out on top talent, as they leave for positions at companies with more modern practices. Learn what companies need to do to fit into the new normal in the workplace.

Generation Y sees the world differently than any other generation in modern memory. And nowhere is this more evident than in the workplace. The astronomical shifts that this generation has seen in the economy, technology, and the world have changed what they want from life and work--which is not a 9-5 existence for forty-plus years, leading to a typical retirement at sixty-five. What older generations call a poor work ethic from a spoiled generation, Gen Y sees as a different way of doing things. Companies that don’t get on board risk losing the diverse, young talent that is critical for them to be able to compete.
THE INSIDER’S GUIDE TO CULTURE CHANGE
SIOBHAN MCHALE

From disengaged employees to underserved customers, business failures invariably stem from a culture problem. In The Insider’s Guide to Culture Change, acclaimed culture transformation expert and global executive Siobhan McHale shares her proven four-step process to demystifying culture transformation and starting down the path to positive change.

Many leaders and managers struggle to get a handle on exactly what culture is and how pervasive its impact is throughout an organization. Some try to change the culture by publishing a statement of core values but soon find that, aside from some short-term lip service, no meaningful change happens. Others try to unify the culture around a set of shared goals that satisfy shareholders but find their efforts backfire as stressed employees throw their hands up because “leadership just doesn’t get it.”

ALSO AVAILABLE:

BUILT, NOT BORN
TOM GOLISANO

Built, Not Born is for current or aspiring business owners who feel nervous about the risks of entrepreneurship. Tom Golisano, self-made billionaire and founder of Paychex, believes starting a business isn’t as risky as you might think and provides no-nonsense, often humorous advice on how to succeed in all phases of business ownership.

Starting a business can often feel like performing a high-wire act for the first time, without a safety net. After taking that first brave step, the early phases of business ownership can still feel fraught with risk; every decision seems to have the power to sink your entrepreneurial dreams.

ALSO AVAILABLE:
THE AGE OF INFLUENCE
NEAL SCHÄFFER

If today’s brands want to succeed, they have to be in the conversation, and influencers make that happen. *The Age of Influence* is an essential guide for marketing professionals and business owners who want to create and implement a highly effective and sustainable influencer marketing plan.

We are in the midst of an unprecedented digital transformation and tapping into this change is vital to any brand in today’s climate. Social media has democratized authority and influence, and information is created and consumed in ways that are constantly evolving.

ALSO AVAILABLE:

WILDPRENEURS
TAMARA JACOBI

For the rising number of free spirits seeking inspiration to leave their safe but soul-crushing day jobs and chase their dreams, real-life wildpreneur Tamara Jacobi shares her insights to inspire and prepare them to successfully take the leap.

Are you a would-be entrepreneur seeking to pursue your inspiration in an unorthodox setting, yet hesitant and uncertain of how to create your dream business? *Wildpreneurs* illuminates how surf guides, ski builders, yoga and wellness instructors, environmental activists, nature lovers, food trucks, podcasters, artisans, and other creatives achieve an adventurous lifestyle and financial viability. Whether you’re stuck in the 9-5 grind, are an enterprising college grad, a dynamic retiree, a family of daydreamers, or are just an out-of-the-box thinker, it’s time to embrace your free spirit and become a wildpreneur!

ALSO AVAILABLE:

ON SALE 3/17/2020
USD: $19.99
ISBN: 9781400216369
PAPERBACK
MARKETING
LOOKING UP
MICHELLE SULLIVAN

We’ve all had moments of feeling like we didn’t belong, but imagine being born into a world where fitting in was never an option. Michele Sullivan, who has a rare form of dwarfism, shares how her physical posture taught her the most effective relational posture with others, which helped her become one of the most powerful women in philanthropy.

Born with a rare form of dwarfism, Michele has spent her life looking up. As the first female president of the Caterpillar Foundation, she has used her unique point of view to impact countless lives around the world.

ALSO AVAILABLE:

WINNING HER BUSINESS
BRIDGET BRENNAN

Bridget Brennan, CEO of Female Factor, shows readers how to beat competitors and grow overall market share by applying the fundamentals of creating a customer experience that appeals to the most powerful consumer decision makers: women.

When people think about the world’s growth markets, they often envision countries like China and India. Yet they miss the largest one right here at home: women. With women driving 70 to 80 percent of consumer purchasing, it would seem an obvious strategy to learn how best to appeal to this continually expanding market. Common sense? Yes. Common practice? No.

ALSO AVAILABLE:
PAPERBACK, ISBN: 9781400212934, ON SALE 03/05/2019, USD: $17.99
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DIGITAL AUDIO, ISBN: 9781400209996, ON SALE 03/05/2019, USD: $18.99
EBOOK, ISBN: 9781400209989, ON SALE 03/05/2019, USD: $21.02

* Also available in Spanish  ☀ International rights only—not available in USA
GET OUT OF YOUR OWN WAY
DAVE HOLLIS

Dave Hollis, CEO of the Hollis Co. and husband of #1 New York Times bestselling author Rachel Hollis, refutes the lies many men believe but don’t talk about, topples the phony ideas about what “real men” do, and points the way for men to finally start living the best versions of their lives.

When Rachel Hollis began writing the #1 New York Times bestseller Girl, Wash Your Face, her husband Dave bristled at her transparency about her self-deceptions. Then he had a revelation: women aren’t the only ones who believe lies. Men also buy into a host of lies that keep them from reaching their potential—and do so against ingrained ideas about how “real men” should or shouldn’t act, reach for help, or show up.

ALSO AVAILABLE:

MARKETING MADE SIMPLE
DONALD MILLER

Based on Building a StoryBrand by New York Times bestselling author Don Miller, this checklist is a strategic and actionable guide to applying the StoryBrand framework to any brand and an essential part of any marketing professional’s tool kit.

Every day, brands lose millions of dollars simply because they do not have a clear message that tells consumers who they are and what value they will add to their customers’ lives. To solve this dilemma, Don Miller wrote Building a StoryBrand, which has become the quintessential guide for anyone looking to craft or strengthen their brand’s message.

ALSO AVAILABLE:
MASTERING THE HIRE
CHAKA BOOKER

Making the wrong hiring decision can cost companies over $40,000 per hire and countless lost hours, yet statistics show that half of the time, the hire proves to be the wrong fit. Chaka Booker has developed a system that will increase the odds of hiring the right person for the right job from 50% to over 90%.

No one knows with 100% certainty that the person in front of them is the right person for the job, but with the right strategies and preparation, the odds of successfully making that determination go up exponentially.

ALSO AVAILABLE:

A MIND FOR SALES
MARK HUNTER

For salespeople tired of feeling stressed out, burned out, and bummed out that their customers don’t want to hear from them, A Mind for Sales is the guide they need to develop a success mindset and the habits required to breakthrough to a whole new level of sales performance.

Everybody knows the world of sales can be tough, and it’s easy to get discouraged when the rejections start piling up, and your customers stop picking up the phone. The wrong thought patterns can start to set in, and pretty soon you aren’t making your quota and are looking through job listings on your lunch break, waiting for the axe to fall.

ALSO AVAILABLE:
DRIVE
KELLEY EARNHARDT MILLER

Just like a racecar as it takes to the track, each of us needs a certain amount of fine-tuning for our journey through life. In Drive, Kelley Earnhardt Miller, daughter of Dale Earnhardt Sr. and sister to Dale Jr., opens up about growing up in the world of NASCAR, sharing the lessons she learned about being a successful business leader and what she discovered, often the hard way, about winning in life.

Kelley never felt she was winning at anything until she began to deal with the thoughts and feelings that were driving her decisions and taking her in the wrong direction. Her journey of transformation is what empowered her to run the family business in an entirely different way than she had previously and to lead people not only with her head but also with her heart.

ALSO AVAILABLE:

THE MONEY HACKERS
DAN SIMON

Every day, businesses, investors, and consumers are grappling with the seismic changes technology has brought to the banking and finance industry. The Finsurgents is the dramatic story of fintech's major players and explores how these disruptions are transforming even money itself.

Whether you’ve heard of fintech or not, it’s already changing your life. Have you ever “Venmoed” someone? Do you think of investing in Bitcoin—even though you can’t quite explain what it is? If you’ve deposited a check using your iPhone, that’s fintech. And if you’ve gone to a bank branch and discovered it has been closed and shuttered for good, odds are that’s because of fintech too.

ALSO AVAILABLE:
ENTREPRENEURIAL LEADERSHIP
JOEL PETERSON

Make a lasting impact by launching new initiatives, inspiring others, and championing innovative approaches with this from-the-trenches guide by trusted executive mentor, entrepreneur, and leadership expert Joel Peterson.

Many leaders see their roles as presiders/managers, with a primary focus on keeping results consistent with past performance and on budget. These kinds of leaders make important contributions but rarely leave a mark on the businesses they serve. For those wanting to make a lasting impact, new skills are required. They need to learn to launch new initiatives, inspire others, and champion innovative approaches. Joel Peterson calls these higher-level leaders “entrepreneurial leaders,” and they create durable enterprises that deliver on their promise.

ALSO AVAILABLE:

NO, YOU CANT
DAVE DUNSEATH

Think “The Office” and “Parks & Recreation” are the greatest television shows ever? Worship at the feet of Jon Stewart and Tina Fey? Want to read a self-help book that is actually funny? If so, No, You Can’t is for you.

Author Dave Dunseath says No, You Can’t is for those who were invited to life’s big banquet and ended up working at the drive-thru. An excellent gift book and a first-rate humor book, No, You Can’t also offers such crumbs of wisdom as: Hope is a crutch. Crutches are only good for getting two things: awesome parking at the mall and sympathy dates. Otherwise, they will just slow you down.

ALSO AVAILABLE:
THE GUMBO COALITION
MARC MORIAL

To be a great leader, you must be able to unite people from all backgrounds with seemingly competing agendas to come together under a common cause. Marc Morial, former mayor of New Orleans and current president and CEO of the National Urban League, has been such a leader and shares the lessons he learned along a legendary journey of achievement.

Morial knew his calling from a young age—he was meant to be a leader in the fight for meaningful change. Growing up in the segregated South and helping his father realize an incredible victory as the first African American mayor of New Orleans, Morial was shown that, with the right tools, significant change is possible.

ALSO AVAILABLE:

THE MARVEL STUDIOS STORY
CHARLIE & STEPHANIE WETZEL

What can you learn from the world’s most successful companies? The Marvel Studios Story will help you understand and adopt the competitive strategies, workplace culture, and daily business practices that enabled a struggling comic book publisher to parlay the power of myth and storytelling to become one of history’s most successful movie studios.

Marvel characters have been shaping pop culture for decades and when comic books were no longer keeping the company afloat, Marvel Studios was born.

Marvel Studios is the multibillion-dollar home to iconic franchises. They are known for creating brilliant multilayered worlds and storylines that allow their audiences to escape into a fantasy and inspire the creative side of every viewer.

ALSO AVAILABLE:
THE NETFLIX STORY
CHARLIE & STEPHANIE WETZEL

What can you learn from the most successful companies in the world? The Netflix Story will help you understand and adopt the competitive strategies, workplace culture, and daily business practices that turned a mail-order DVD startup into a streaming media and studio disruptor that revolutionized the entertainment industry.

Just twenty years ago, if you wanted to watch an in-home movie, you had two choices: buy the VHS or DVD, or rent it from the local video store. Today, you don’t even need to leave the sofa . . . unless the remote is across the room, and you don’t have voice control set up yet.

A lot has happened in that short period of time.

ALSO AVAILABLE:

THE SEPHORA STORY
AMANDA ANDERSON

CONTENT NEEDED

ALSO AVAILABLE:
THE SPANX STORY
CHARLIE & STEPHANIE WETZEL

What can you learn from the most successful companies in the world? The Spanx Story will help you understand and adopt the competitive strategies, workplace culture, and daily business practices that enabled entrepreneur Sara Blakely to dominate the shapewear industry and become a billionaire.

Sara Blakely had a problem. She had a beautiful pair of white designer pants hanging in her closet just calling out to her to wear them, even though they accented her least favorite feature: cellulite. After searching high and low for a solution and coming up empty, an idea was born: Spanx.

The Spanx Story chronicles Sara’s journey from long nights researching patent and trademark law, to years of cold shoulders she received from the titans of the pantyhose industry, to the cold call that led to the shelves of Nieman Marcus.

ALSO AVAILABLE:

YOUR HIDDEN SUPERPOWER
ADRIENNE BANKERT

Kindness isn’t merely about getting along with people and being nice. It’s a game changer in business, the door opener to fulfillment, and the key to authenticity and confidence. It’s also a superpower that can be honed through developing a daily practice of kindness as a lifestyle and is especially important in these divisive times.

Whether it’s the current political climate, family matters, or workplace dynamics, everything in our world appears to be more intense lately. Social media is a forum for debates and name-calling. Many feel frustrated and powerless. The person next to you might be on the verge of quitting or cracking under pressure.

Is something as simple as kindness really the answer?

ALSO AVAILABLE:
EMOTIONAL INTELLIGENCE FOR SALES LEADERSHIP

COLLEEN STANLEY

Serial complainers, no accountability finger-pointers, or learning-resistant laggards—these culture killers can cost a sales team more than being weak in the hard skills of selling. Learn how emotional intelligence and the developing critical soft skills required for relationship-building outperform yet more sales technology and fad techniques.

Sales managers need a fresh approach to improve sales results. Research from CSO Insights shows that only slightly more than half of sales representatives (53%) are meeting or exceeding their quotas. This is despite salespeople and managers having access to more sales technology tools, information, and education than ever.

The missing link is in hiring for and developing emotional intelligence skills, such as emotion management, self-awareness, empathy, assertiveness, and delayed gratification, to name a few.

ALSO AVAILABLE:

THE VIRTUOUS CIRCLE

GABY NATALE

The Virtuous Circle is based on a provocative premise: talent and connections do not guarantee a path to success. What is it, then, that sets top achievers apart from everybody else? Gaby Natale, host of the award-winning talk show SuperLatina, has created a system of 7 immanent archetypes that, once activated, create a clear path to achievement.

From growing up in a small town in Argentina to winning three Emmys for her nationally syndicated talk show, Gaby Natale has proven that success isn’t something you are born into—it’s a skill. Success is attainable for anyone who is willing to put in the work to develop the ability to achieve their dreams. These dreamers see beyond their surroundings to transcend the limits of their own particular circumstances.

ALSO AVAILABLE:
WINNING NOW, WINNING LATER
DAVID COTE

Business leaders often take actions that prop up earnings in the short term, but compromise their companies’ long-term health. David Cote, the much-respected former leader of Honeywell International and one of the most successful CEOs of his generation, shares a simple, paradigm-shifting method of achieving both short- and long-term goals.

Short-termism is rampant among executives and managers today, causing many companies to underperform and even go out of business. With competition intense and investors demanding strong quarterly gains now, leaders all too often feel obliged to sacrifice the investments so necessary for long-term growth.

Dave Cote is intimately familiar with this problem. Upon becoming Honeywell’s CEO in 2002, he encountered an organization on the verge of failure, thanks to years of untrammeled short-termism.

ALSO AVAILABLE:

ALL IN
ROBERT BRUCE SHAW

What makes great leaders like Jeff Bezos, Elon Musk, Howard Schultz, and Steve Jobs extraordinary? All In shows leaders and aspiring leaders how obsession can fuel the most incredible successes, but also how it can take a serious toll on company culture, families, and support networks.

As a psychologist once noted, “When people with creative energy succeed in putting their obsessional personality traits to good use, everyone benefits.” What personality trait is found in all extraordinary leaders? A passionate commitment to achieving their vision that borders, and sometimes crosses the line into, obsession. All In shows leaders and aspiring leaders how obsession, if properly focused and managed, is necessary and productive. Advances in any field almost always depend on a small group of individuals who are completely consumed by the goal they’re pursuing.

ALSO AVAILABLE:
Everybody negotiates at various points every day, be it in life or business, and it’s important to get it right. *Finding the Sweet Spot* walks people of all skill and experience levels through simple and proven techniques that are sure to result in better outcomes for all parties and that uncover the hidden value that exists in any negotiation.

On average, people leave about 20% of potential mutual gains untapped in any negotiation. This is akin to taking 20% of the value in any deal and dumping it into a garbage canister. Finding that hidden 20%, the “sweet spot,” is a skill that takes practice but is also one that anybody can learn. In *Finding the Sweet Spot*, Leigh Thompson offers surefire best practices and tools to use in daily negotiations and conflict situations. She calls these strategies “hacks” because they work but don’t require a lot of investment, training, expense, and time.

**ALSO AVAILABLE:**

**EBOOK, ISBN: 9781400217441, ON SALE 7/14/2020, USD: $22.99**


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**THE MOST POWERFUL YOU**

**KATHY CAPRINO**

Women continue to encounter challenges that keep them from reaching their highest potential. Kathy Caprino guides readers to take the reins on their careers by accessing new levels of internal and external power.

The business world has been forever changed by the progress and contributions that women have made, but with only 38% of manager roles and 22% of C-suite positions being held by women, they continue to struggle for respect and equality. While changing the way women are perceived is a Herculean task, there are key steps women can take today to access greater power, become the true authors of their lives, and reach their highest and most rewarding goals.

**ALSO AVAILABLE:**


COURAGEOUS CULTURES
KARIN HURT & DAVID DYE

From executives complaining that their teams don’t contribute ideas to employees throwing up their hands because their input isn’t sought--company culture is the culprit. Courageous Cultures provides a road map to build a high-performance, high-engagement culture around sharing ideas, solving problems, and rewarding contributions from all levels.

Many leaders are convinced they have an open environment that encourages employees to speak up and are shocked when they learn that employees are holding back. Employees have ideas and want to be heard. Leadership wants to hear them. Too often, however, employees and leaders both feel that no one cares about making things better. The disconnect typically only widens over time, with both sides becoming more firmly entrenched in their viewpoints.

ALSO AVAILABLE:

HOW NOT TO GET PROMOTED
EMILY KUMLER

You work hard and turn in flawless reports, you stay late and kiss up to all the right people, and you still aren’t getting promoted. What gives? Well, you’re clearly screwing something up, and it’s time you find out what it is.

It’s frustrating. You’re the first one in and the last one out. You’re working your butt off. But still, you have to watch other coworkers get promoted into shiny new titles, while you’re stuck in the same position you’ve been in for the last five years. Chances are it’s not about what you’re doing right--it’s about what you’re doing wrong.

How Not to Get Promoted is filled with interviews and stories of people who were being held back by the things they didn’t realize were working against them. The workplace is a minefield filled with politics and unspoken rules.

ALSO AVAILABLE:
HOW NOT TO HIRE

EMILY KUMLER

It’s frustrating. You’re up to date on all the newest interview techniques. You know what to look for on candidates’ résumés. You inspect social media profiles for red flags and put them through an in-depth panel interview. They pass with flying colors.

But still, a week or two into the job, it’s clearly not working out. They turn out to be less motivated than they claimed. They didn’t reveal their tendencies in the interview, and they don’t have the skills necessary to do the job. Chances are it’s not about what you’re doing right in the hiring process—it’s about what you’re doing wrong.

How Not to Hire is filled with interviews and stories of people who were being held back by the things they didn’t realize were working against them. The workplace is a minefield filled with politics and unspoken rules.

ALSO AVAILABLE:

HOW NOT TO SELL

MIKE WICKS

It’s frustrating. Day in and day out, you are putting in the work with twelve-hour days and trips across town to meet clients. You study up on your competitors and rehearse your pitches every chance you get.

But still, you aren’t anywhere near your sales targets, and your bottom line hasn’t budged since your started. Chances are it’s not about what you’re doing right—it’s about what you’re doing wrong.

How Not to Sell is filled with interviews and stories of people who were being held back by the things they didn’t realize were working against them. The workplace is a minefield filled with politics and unspoken rules.

ALSO AVAILABLE:
HOW NOT TO WIN MANAGER OF THE YEAR
MIKE WICKS

It’s frustrating. You’ve put in the work and finally made it to the management team, and you haven’t stopped there. You show up first and leave last. You’re there every time one of your employees needs something. To any outsider looking in, you’re killing this management thing.

But still, your employees want nothing to do with you. They scoff when you tell them what to do and suddenly get quiet when you walk into the room. You know you have to get your team behind you if you’re going to stay on the management team. Chances are it’s not about what you’re doing right--it’s about what you’re doing wrong.

_How Not to Win Manager of the Year_ is filled with interviews and stories of people who were being held back by the things they didn’t realize were working against them.

**ALSO AVAILABLE:**


THE BUSINESS OF FRIENDSHIP
SHASTA NELSON

By not encouraging workplace friendships, companies and managers are missing out on a crucial opportunity to foster an inclusive and engaging environment where employees are more likely to want to spend the majority of their time. Rather than losing productivity, workplaces where friendships are encouraged create more opportunities for collaboration and teamwork.

Employees are also losing out. Not only are they passing up the opportunity to foster friendships that will follow them long after the job is over, but they are missing out on collaborative experiences and networking opportunities that could lead to landing better and high-profile projects that are more likely to result in promotions and better career opportunities.

But it doesn’t have to be this way. Friendship expert Shasta Nelson inspires readers to see why friendship is crucial to their health and their careers, and teaches them how to develop the healthy and appropriate friendships that can benefit them and their organizations.

**ALSO AVAILABLE:**


THE UNSTOPPABLE STARTUP
URI ADONI

In the cutthroat, ultracompetitive world of entrepreneurship, business owners are looking for any edge they can get that will increase their odds of success. Veteran venture capitalist Uri Adoni shares the secrets to Israel’s incredible track record of success in this new guide that will help make any startup unstoppable.

As more and more people take the leap to starting their own business in the hopes of creating the next gazelle (an industry term for a high-growth startup), the sad fact is that over half of them will fail. The majority of these failures occur during those crucial early stages of development, where funding is limited and businesses need to prove their viability, with little or no budget to work with.

ALSO AVAILABLE:

GAME CHANGER
MICHAEL SOLOMON & RISHON BLUMBERG

Whether you’re an employer, employee, freelancer, or part of a management team, you must understand how highly skilled “10x” talent is radically shifting the dynamics of the employment marketplace. Learn how to identify, attract, vet, employ, and retain—or become—the game-changing talent that will make a difference in the work world of tomorrow.

Individuals, companies, and governments around the globe need to understand what tactics are required to employ, attract, and retain the kind of game-changing talent required to survive and thrive in an increasingly global, automated, and distributed economy.

The term “10x” is borrowed from the tech world to describe an extremely talented coder that brings at least ten times the value to whatever business he or she engages with. In Silicon Valley, the big tech companies compete for the services of 10xers by offering outrageous compensation packages and a plethora of perks.

ALSO AVAILABLE:
THE LEMONADE LIFE
ZACK FRIEDMAN

No matter who you are, where you come from, what you do for a living, or how much money you have, everyone has a shot at greatness.

Zack Friedman has inspired millions through the power of his advice, including more than twelve million who have read his Forbes column.

In his groundbreaking new book, The Lemonade Life, Friedman starts with a fundamental question: What drives success? The most successful people have one thing in common, the power to flip five internal “switches.” We all have these five switches, and when activated, they are the secret to maximize potential, fuel success, and lead a happier life.

ALSO AVAILABLE:

SALES TRUTH
MIKE WEINBERG

A blunt wake-up call to salespeople and sales leaders that debunks the myths of the latest miracle solutions and refocuses your sales strategy on a proven approach that will drive the results you want.

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By the late 80s and early 90s, a new, visionary voice entered the scene, reminding everyone of Peter Drucker’s famous quote: “Management is doing things right; leadership is doing the right things.”

That voice is John C. Maxwell, and he has built a legendary publishing, speaking, and training career helping millions understand the power of leadership, which he defines as “influence; nothing less, nothing more.”

With over 30 million units in book sales, Maxwell has influenced more people to lead others in pursuing the “right things” in business and life than anyone else in the modern era of publishing. HarperCollins Leadership is proud to house the majority of his most influential and bestselling titles, including the recent Wall Street Journal bestseller *Leadershift*, which still sets the standard in leadership development.
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THE LEADER'S GREATEST RETURN
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If today’s brands want to succeed, they have to be in the conversation, and influencers make that happen. The Age of Influence is an essential guide for marketing professionals and business owners who want to create and implement a highly effective and sustainable influencer marketing plan.

We are in the midst of an unprecedented digital transformation and tapping into this change is vital to any brand in today’s climate. Social media has democratized authority and influence, and information is created and consumed in ways that are constantly evolving.

ALSO AVAILABLE:

THE LEADER'S GREATEST RETURN WORKBOOK
JOHN C. MAXWELL

What is the greatest return on a leader’s time? Once leaders have begun investing in their own leadership growth, what is the best way to accomplish their vision and grow their organizations or team? Develop leaders! The more leaders an organization has and the better equipped they are to lead, the more successful the organization and all its leaders.

In this new workbook, based on the title of the same name, New York Times bestselling author John C. Maxwell takes the process of developing leaders to the next level by relating some of the key principles he has learned over the last quarter century.

ALSO AVAILABLE:

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21 LAWS OF LEADERSHIP IN THE BIBLE
JOHN C. MAXWELL

Where do most people today turn for leadership? Some examine the world of politics. Some look for models in the entertainment industry. Many look to the world of business—to the successful stories of CEOs, management consultants, and theoreticians with PhDs. However, the truth is that the best source of leadership teaching today comes not from any of these sources but from the one true source: the Word of God. The Bible is the greatest source on leadership that has ever been written.

John Maxwell has spent decades researching and equipping others for leadership, and his primary source of leadership principles has always been the Word of God. In this study, he draws on the stories of the men and women in Scripture to show how they demonstrated what he calls “the 21 irrefutable laws of leadership.”

ALSO AVAILABLE:

LEADERSHIFT WORKBOOK
JOHN C. MAXWELL

Change is so rapid today that leaders must do much more than stay the course to be successful. If they aren’t nimble and ready to adapt, they won’t survive. The key is to learn how to leadershift.

In the Leadershift Workbook, which accompanies the book of the same name, bestselling author John C. Maxwell will help leaders gain the ability and willingness to make leadership changes that will positively enhance their organizational and personal growth. He begins by explaining seven principles they need to implement into their daily lives so they will be ready to face every situation with flexibility and confidence.

ALSO AVAILABLE:
21 LEADERSHIP ISSUES IN THE BIBLE
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Where do most people today turn for leadership? Some examine the world of politics. Some look for models in the entertainment industry. Many look to the world of business—to the successful stories of CEOs, management consultants, and theoreticians with PhDs. However, the truth is that the best source of leadership teaching today comes not from any of these sources but from the one true source: the Word of God. The Bible is the greatest source on leadership that has ever been written.

John Maxwell has spent decades researching and equipping others for leadership, and his primary source of leadership principles has always been the Word of God. In this workbook, he explores 21 of the most illuminating issues faced by the men and women in Scripture. He also shows how some of the characters in the Bible failed to confront these issues in a godly way, and how that affected them and, in some cases, entire populations of people groups.

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John Maxwell has spent decades researching and equipping others for leadership, and his primary source of leadership principles has always been the Word of God. In this workbook, he draws on the stories of the men and women in Scripture to show how they modeled what he calls “the 21 indispensable qualities of a leader.” He also shows how many of the people in the Bible failed to embody these leadership qualities, and how that affected them and, in some cases, entire populations of people.

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With so many financial responsibilities, it can be challenging to know how to follow God’s principles for managing our money. Yet stewarding finances is a significant part of seeking His will in every area of our lives.

*The God Who Provides: 100 Bible Verses for Financial Wisdom* gives readers priceless biblical understanding of finance management - including saving, budgeting, giving, debt, investing, and planning for the future. Every Scripture verse is paired with a brief devotion and a prayer to help readers apply God’s money practices to their lives today. This is a thoughtful gift for the holidays, high school and college graduations, engagements, weddings, first homes, and for those who may have gone through a financial overhaul or are starting fresh.

**ALSO AVAILABLE:**


HOW TO LEAD IN A WORLD OF DISTRACTION STUDY GUIDE
CLAY SCROGGINS

In this six-session video study (DVD/digital downloads sold separately), pastor Clay Scroggins builds on the principles he established in his bestselling *How to Lead When You’re Not in Charge* and shows participants how to take the next step in their leadership growth by developing emotional awareness. As Clay notes, we are all surrounded by “white noise”-a soul-masking tool that keeps us from hearing the voices in our lives that we really need to hear. Our busy lives, the numbing nature of entertainment, and the urgency of ministry all work together to create a toxic cocktail of emotional distraction. And while many leaders have learned to tune out this “white noise,” in the process they have become “deaf” to the inner issues to which they need to attend.

Emotional healing begins with emotional awareness-our ability to identify and understand our feelings.

**ALSO AVAILABLE:**

KNOW WHAT YOU’RE FOR STUDY GUIDE

JEFF HENDERSON

What do you want to be known FOR? This is a great question for any leader of an organization to ask, whether it is a church, a business, or a nonprofit. After all, when an organization is able to close the gap between what they are known for and what they want to be known for, it results in unprecedented growth.

However, as Jeff Henderson reveals in the Know What You’re FOR small-group study (DVD/video downloads sold separately), this is also a great question for believers in Christ to ask themselves. All too often today, people in the world know more about what those in the church are AGAINST than what they are FOR. Instead of perceiving believers as being people of grace, love, and acceptance, they see them as angry, pessimistic, and intolerant. Certainly, as believers in Christ, we are called to state the truth about the condition of the world and its problem with sin . . . but the Bible is clear we are also to love others, extend grace, and get along as much as possible.

ALSO AVAILABLE:

SUCCESS FROM THE INSIDE OUT

NONA JONES

Success isn’t good success unless it’s success from the inside out. Many of us aspire to achieve position, wealth, and notability in the hopes that those things will erase the pain of the past. But as Nona Jones discovered, for people like her who have experienced trauma, success requires more than a changed mindset - it requires repairing a broken spirit.

Nona was appointed to an executive role with a Fortune 100 company at only 23 years old. Since then, she has led award-winning initiatives in public affairs, brokered multi-million dollars business deals, addressed the United Nations, and championed juvenile justice and education policy reform in the halls of Congress - all under the age of 35.

ALSO AVAILABLE:
RELATIONAL INTELLIGENCE
DHARIUS DANIELS

Years of ministry leadership experience and personal experience have convinced Pastor Dharius Daniels: there’s no such thing as a casual relationship. All relationships are catalytic--either pushing us forward into our God-given purposes, or holding us back. Our spiritual, physical, financial, emotional, and professional progress is tethered to who we allow to be a part of our lives and what part we allow them to play. With our destiny on the line, relationships are too consequential to nonchalantly roll the dice in managing them.

Relational Intelligence is your action plan for getting smart about your purpose partners. Relationships were God’s idea, writes Daniels, and when we understand and apply what God has to say about them we end up avoiding unnecessary relational turmoil, advancing in all areas of our life, and accomplishing our God-given purpose.

ALSO AVAILABLE:

THE MULTIPLICATION EFFECT
MAC LAKE

Most pastors say that the need to identify and develop leaders is critical to the health and growth of their church. Yet, most churches do not have an intentional plan for doing this. In this book, Mac Lake reveals a practical strategy for addressing this problem.

How do you develop leaders in a church setting-good leaders, qualified leaders, leaders who are committed, who possess the DNA of the church, and leaders who produce results? The majority of churches have tried everything, but is what they are doing working? Unfortunately, in most cases, no. The Multiplication Effect is a proven, tested program, designed using unique training modules to help identify potential leaders, equip and disciple them at every level of their leadership journey, and empower them to multiply themselves by developing other leaders. Churches who use this plan will become “cultures” of leader development built into the structure and mission statement of the church and thus solve their leadership shortage.

ALSO AVAILABLE:
INTENTIONAL CHURCHES
DOUG PARKS/BART RENDEL

In spite of many church leaders and Christian researchers doubt about the local church’s relevancy and ability to grow, there are many churches growing and making disciples.

Pastors and church leaders are frequently frustrated and overworked, not knowing how to create systems and structures to support church growth and the making of more and better disciples. Just as laptops and smart phones have an operating system, the church needs a biblically-based operating system which its various programs and activities can effectively plug in to. In Intentional Churches, church growth leaders Doug Parks and Bart Rendel unveil a proven and practical operational system that will help leaders clarify their unique vision, filter trends and new idea through their mission, improve implementation abilities, and maintain unity and alignment to what matters most. It is a repeatable and transferable process any church can learn!

ALSO AVAILABLE:

HOW TO BE PRESENT IN AN ABSENT WORLD
DANIEL MONTGOMERY WITH EBI ONI WEBB AND KENNY SILVA

Decreased passive or “stuck” behavior. Increased emotional regulation. Improved connection to here-and-now experiences. Higher levels of life satisfaction.

These are just a few of the ways Daniel Montgomery helps improve reader’s lives by guiding them through a series of five questions that uncover the five realities of life and leadership: Time, Place, Body, Social System, and Story.

“When we better understand ourselves,” says Montgomery, “we are able to untangle the knotted strands of human personality and move from reflection to a clear call to action.”

ALSO AVAILABLE:
HOW TO MAKE BIG DECISIONS WISELY
ALAN EHLER

In How to Make Big Decisions Wisely, author Alan Ehler lays out a clear approach to making decisions based on the Bible and recent discoveries in neuroscience and decision science. His simple, four-step process can be followed to make any kind of decision, whether personal, professional, or relational.

“Making big decisions can rewrite lives, careers, families, churches, and businesses,” Ehler writes. “A lot is at stake. Learn how to choose well.”

Alongside the accompanying video study (sold separately), How to Make Big Decisions Wisely is a valuable resource for all those trying to make godly, wise, biblically informed decisions for their lives.

ALSO AVAILABLE:

THE STARFISH AND THE SPIRIT
ORI BRAFMAN, LANCE FORD, AND ROB WEGNER

Today’s leaders know that prevailing models of organizational leadership with top-down, centralized structures can impose crushing burdens on individuals and teams. Drawing from the revolutionary insights first presented in his New York Times bestselling book, The Starfish and the Spider, Ori Brafman highlights the power of leaderless organizations by looking in a surprising place—the Christian church.

Brafman, along with pastors Lance Ford and Rob Wegner, shows that the church was designed in its core DNA to grow as a decentralized, starfish movement, not a centralized, hierarchical institution. And that decentralized structure is one reason why the church has been so effective in spreading across cultures and crossing geographic and social boundaries—and why it continues to thrive and grow today.

ALSO AVAILABLE:
HEAD IN THE CLOUDS, FEET ON THE GROUND
RYAN ROMEO

When it comes to pursuing our dreams, Ryan Romeo is convinced of two things. First, God knows where you come from. He knows about your past. He knows about the seemingly impossible situation you may find yourself in. And yet, he is even more committed to seeing your dream come to life than you are.

The other thing Ryan has learned is this: Your daily habits bring about the reality of your calling. What you do today matters even when it doesn’t feel like it. Especially when it doesn’t feel like it. How you treat your current job, your current boss, and those around you matters. How you serve your leader’s vision or your church’s vision? That matters too.

ALSO AVAILABLE:

LOVE WORKS
JOEL MANBY

A highly successful corporate executive, Joel Manby is unlike most other CEOs. As the 18 million viewers of Undercover Boss witnessed, Manby has a unique style of leadership—servant leadership—which has a profound impact on his employees.

In this updated and expanded edition of Love Works, Manby demonstrates that leading with love is effective, even in a business environment. With an all-new introduction and two additional chapters, Manby shares more of his own leadership and personal stories, giving insight that will help you become a more effective leader.

ALSO AVAILABLE:
CONFIDENT LEADER!
DAN REILAND

In the face of a rapidly changing culture, consistent leadership confidence is not easy to possess or practice. New practical disciplines are needed that if embraced and followed produce far more genuine confidence that matures with experience and results in greater success.

All leaders struggle with confidence at some level. However, they can’t avoid the need to become more confident if they are to live up to their leadership potential. In Confident Leader! pastor, author, and leadership expert Dan Reiland shares proven strategies that lead to a transformational process in a person’s ability to become a more confident leader. It begins with heart level decisions, moves to character devilment, and concludes with practical leadership disciplines. Together these essentials present a step-by-step plan to greater confidence, increased influence, less uncertainty, and more significant accomplishments.

**ALSO AVAILABLE:**

FEAR IS NOT THE BOSS OF YOU
JENNIFER ALLWOOD

Successful entrepreneur, digital marketer, and influencer Jennifer Allwood is that friend who calls you out on your stuff, loves you anyway, and refuses to let you stay stuck because she knows excuses and fear don’t let you off the hook. The bold and beautiful truth is that there is a way to accomplish your dreams, even when you’re scared.

Whether you’re thinking of launching a new business, expanding an existing one, adopting a child, or competing in a triathlon, Jennifer will coach you through moving from fear to courageous obedience.

**ALSO AVAILABLE:**
A BETTER LIFE
REBECCA SMITH

Let love stretch you. As the founder of one of the most popular custom handbag companies in the country, Rebecca Smith knows a thing or two about business. A highly successful entrepreneur in a world where the focus is on scalability, brand strategy, and global marketing, Rebecca Smith also knows the truth: that every success she’s experienced at Better Life Bags has been the result of very small, very ordinary, very obedient steps of faith.

Moving from Savannah, Georgia, to Hamtramck, Michigan, was culture shock enough for Rebecca. But trying to feel at home in a city where twenty-six different languages were spoken and most of the inhabitants were immigrants seemed downright impossible. It was only when Rebecca recognized that God had called her to this specific neighborhood at this particular moment in time that his plans began to unfold for her.

ALSO AVAILABLE:
YOU CAN’T DO IT!
MARCUS JOHNS

At some point in our lives, we all hear some version of “You can’t do it.” When that influential voice (whether outside or inside you) tells you why you can’t--maybe that’s the perfect reason why you can. At 27, actor, viral YouTuber, and one of the top former Vine stars Marcus Johns wants to shift our perspective on the resistance and obstacles that discourage our most powerful contributions.

Whether it’s conducting outrageous experiments or creating content we love to share, some unusual people use the voices of doubt--including their own--as motivation to press on and prove them all wrong.

ALSO AVAILABLE:

LOVE OR WORK
ANDRE AND JEFF SHINABARGER

We know the harm that comes from prioritizing work or family at the cost of the other, so what is the secret to living a fully engaged and balanced life in both work and family? Hosts of the Love or Work podcast, Jeff and André Shinabarger posed this question to 100 working couples--from professional athletes and artists, entrepreneurs and CEOs, to fashion icons and church leaders. They partnered with the Barna Group for a year-long nationwide research project to find the answer and now, along with their own unique story of juggling demanding careers and a growing family, Jeff and André offer their findings: a new vision for the modern family and a path forward for the socially-conscious, working partnership.

In this one-of-a-kind book, they address head-on the complex tensions in career fulfillment, working parent guilt, timing, and marital and spiritual health.

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DANEIL HABIF

In *Inquebrantables* (The Unbreakable) brings together and expands on the inspirational messages that have had most impact and that best represent Daniel Habif as a motivational speaker, in order inspire the reader to look beyond their current situation and create the life they want to live.

“This is a book that does not lend itself to abstracts or summaries. It’s not one of those books that you check off as read and then move on to something else. It is not a trophy, nor a manual of procedures; it is not a thesis or academic text. If your intention is to go through it without letting it go through you, it will do you no good. You can recover the money spent, but I warn you—your time will be gone forever. Its beauty is not in the words that I wrote, but in the words that you create with it.

ALSO AVAILABLE:

THE LEADER’S GREATEST RETURN
JOHN C. MAXWELL

In *The Leader’s Greatest Return*, Maxwell shares the most important lessons he’s learned about the leadership development process over the last quarter century, from identifying high-potential leaders to coaching leaders to develop others.

What is the greatest return on a leader’s time? After leaders have invested in their own leadership growth, what is the best way to accomplish their vision and grow their organizations? Develop leaders! The more leaders an organization has and the better equipped they are to lead, the more successful the organization and all of its leaders.

ALSO AVAILABLE:
DICHOTOMY OF LEADERSHIP
JOCKO WILLINK AND LEIF BABIN

From the #1 New York Times bestselling authors of Extreme Ownership comes a new and revolutionary approach to help leaders recognize and attain the leadership balance crucial to victory.

With their first book, Extreme Ownership, Jocko Willink and Leif Babin set a new standard for leadership, challenging readers to become better leaders, better followers, and better people, in both their professional and personal lives. Now, in this Spanish edition, La dicotomía del liderazgo, Jocko and Leif dive even deeper into the unchartered and complex waters of a concept first introduced in Extreme Ownership: finding balance between the opposing forces that pull every leader in different directions. Here, Willink and Babin get granular into the nuances that every successful leader must navigate.

ALSO AVAILABLE:

HOW TO LEAD IN A WORLD OF DISTRACTION
CLAY SCROGGINS

“In this follow up to his bestselling How to Lead When You’re Not in Charge, pastor Clay Scroggins helps leaders take the next step in leadership growth by developing emotional awareness. We are surrounded by “white noise,” says Scroggins, a soul-masking tool that keeps us from hearing the voices we really need to hear. And while many leaders have learned how to tune-out distractions that keep them from being productive, they remain deaf to the inner desires and emotions churning beneath the surface.”

“Emotional health involves being able to identify and understand our emotions, and it requires some counter-cultural practices. Turning to the spiritual disciplines of fasting, meditation, Sabbath keeping, prayer, and hospitality, Scroggins helps leaders create space for emotional evaluation and exploration.”

ALSO AVAILABLE:
INTROVERT’S EDGE
MATTHEW POLLARD

An introverted salesperson? Isn’t that an oxymoron? Not at all. Sales is a skill just like any other, which anyone can learn and master—including the introvert who is more comfortable alone than in the sales field. As with finding any type of success, it’s all about learning how to leverage one’s own natural strengths.

Extroverts are rarely short on words, and their conversations and sales pitches never feel sales-y to them. The world of sales just comes natural to the extrovert. But introverts aren’t comfortable with traditional tactics like aggressively pushing a product or talking over a customer’s objections. What makes The Introvert’s Edge so powerful and practical is that it explains how the introvert can feel equally comfortable and sincere in the sales world as well—without changing who they are!

ALSO AVAILABLE:

DEVELOPING FEMALE LEADERS
KADI COLE

What would your church look like in the future if it were to maximize the dormant gifts of the women God has brought there? In Developing Female Leaders, Kadi Cole, twenty-year veteran in leadership and people development, offers a practical strategy to help church and organizational leaders craft cultures that facilitate the development of women as volunteer and staff leaders.

Using interviews and surveys of more than one thousand women in key church and organizational roles, combined with current research, the author has created eight easy-to-implement “best practices” that help accelerate a woman’s organizational contribution.

ALSO AVAILABLE:
BIBLICAL FINANCES
HÉCTOR SALCEDO

Your financial management reflects who you are
It demonstrates the relationship between my inward state—that is, moral and spiritual—and my financial management. The chapter concludes with the idea that “repairing” one’s finances implies changing one’s character.

Two key principles in financial management
It is a discourse about two principles that must support the financial management of a Christian. Stewardship and material things must not be an end. When both principles are understood and, most importantly, lived out, they change the way we relate to material things and, therefore, our management of them.

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The US Business Leadership Book Market is estimated to be $600,000,000

Over 20 million Business & Economics units were shipped in 2019 in the U.S. representing 6.4% of all print adult non-fiction units in 2019, the third largest category

Business & Money are the sixth-largest ebook genre in the U.S., by units sold (update not readily available)

Leadership, is by far the most popular genre followed by personal success, management, motivational, and entrepreneurship

75% of business book buyers work for a for-profit business, company, or other enterprise

30% work for businesses with 251 employees or more

28% are informal leaders, 28% are frontline managers, 56% are women, and 56% have a four-year college degree or higher

56% of business book buyers work in small organizations with <250 employees, including 29% who are part of a startup business

Business book buyers purchase 4 business titles per year, on average

20% are Senior leaders, managing an entire organization

Operations or general management is the primary function role for 35%

Business readers most want to learn from a founder of a successful company

Business readers buy books primarily to become more effective in their current jobs

57% of small businesses do not provide educational/development opportunities to employees; books are an excellent solution (update not available)

47% annual household income is less than $75K

Leadership (65%), communication (64%), collaboration (55%), role-specific (42%)

76% of business book buyers listen to podcasts, 27% listen to podcast 5 hours or more per week

51% listen to books on via digital download or streaming

THE US BUSINESS LEADERSHIP BOOK MARKET IS ESTIMATED TO BE $600,000,000 PLUS

Topics Purchased in the Last 12 Months

<table>
<thead>
<tr>
<th>Topic</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Leadership</td>
<td>42%</td>
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<tr>
<td>Motivation</td>
<td>32%</td>
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<tr>
<td>People Management</td>
<td>31%</td>
</tr>
<tr>
<td>Success Self-Help</td>
<td>26%</td>
</tr>
<tr>
<td>Human Resources, Talent Development</td>
<td>20%</td>
</tr>
<tr>
<td>Personal Finance</td>
<td>19%</td>
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<tr>
<td>Investing</td>
<td>19%</td>
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<tr>
<td>Small Business Management</td>
<td>18%</td>
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<tr>
<td>Interpersonal Relationship Development</td>
<td>18%</td>
</tr>
<tr>
<td>Marketing</td>
<td>18%</td>
</tr>
<tr>
<td>Sales</td>
<td>18%</td>
</tr>
<tr>
<td>Industry-Specific Topics (Banking, Manufacturing, Retail and Media)</td>
<td>16%</td>
</tr>
<tr>
<td>Ethics</td>
<td>15%</td>
</tr>
<tr>
<td>Entrepreneurship, Business Startup</td>
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<tr>
<td>Economics</td>
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<tr>
<td>Accounting and Finance</td>
<td>14%</td>
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<tr>
<td>Innovation</td>
<td>14%</td>
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<tr>
<td>Personal Business Memoir / Biography</td>
<td>11%</td>
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<tr>
<td>Job Hunting, Career Development</td>
<td>11%</td>
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<tr>
<td>Social Entrepreneurship, Nonprofit startup</td>
<td>9%</td>
</tr>
<tr>
<td>Corporate History / Biography of a Company</td>
<td>5%</td>
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<tr>
<td>Other</td>
<td>1%</td>
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