Whew! What a ride, but what a hopeful and optimistic time ahead!

As people leaders and business managers emerge from what seems like a surreal hibernation, the heightened energy to navigate this ‘new landscape’ is palpable. Folks are looking for leadership inspiration, tools, practices, and sage advice, and HarperCollins Leadership is at the ready to provide that guiding hand.

Whether it’s to retool against an ever-changing landscape or working to deeply understand foundational building blocks of leadership, we have content geared to those very needs.

We’re excited to share this curation for Fall/Winter which includes new releases to help you craft your schedule for life fulfillment, personal stories that inspire you to take control of your future, and practical guides to truly effect change.

This latest assortment of high caliber learning and leading content includes great works of transformative messages that will deliver on the hungry, pent-up desire leaders have to become their best selves. HarperCollins Leadership is here to champion that tenacious spirit to be and do better.

Thanks so very much for being our partner in this journey to deliver messages that matter.

Jamie Lockard
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!
LEADERSHIP AND BUSINESS

THURSDAY IS THE NEW FRIDAY
JOE SANOK (HOMETOWN: TRAVERSE CITY, MI)

Create your own schedule, maximize your leisure time, and work less while making more by following the revolutionary—yet realistic—four-day work week outlined in this groundbreaking book.

In *Thursday is the New Friday*, author Joe Sanok offers the exercises, tools, and training that have helped thousands of professionals—from authors and scholars to business leaders and innovators—create the schedule they want, resulting in less work, greater income, and more time for what they most desire.

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BET ON YOURSELF
ANN HIATT (HOMETOWN: IBIZA, SPAIN)

Earn your place at the top of even the most crowded workplace by applying the crucial lessons in leadership and professional development outlined in these pages—based on the secrets author and Silicon Valley veteran Ann Hiatt learned working alongside three of the world’s most famous tech titans.

Working in the shadows of Amazon’s Jeff Bezos, Google’s Eric Schmidt, and Yahoo’s Marissa Meyer, Ann Hiatt learned to speak up and earn the recognition she worked so hard for. Now, she is here to help others shine in a crowded workplace and master their careers. After applying the crucial lessons in leadership and professional development outlined in these pages, you will have the confidence to cultivate your own professional identity, independent of your team or boss, that will help you get unstuck and lead you to exactly where you want to be in your career.

There is no better time than now to stifle the hesitation to voice your ideas out of fear you won’t be taken seriously and to step out of the shadows to cultivate your own professional identity. Get the recognition you deserve. Step into the career you’ve always dreamed of.

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UNRECEPTIVE
TOM STANFILL (HOMETOWN: ATLANTA, GA)

In sharp contrast to the traditional approach to selling, learn how shifting the focus from crafting the perfect message to creating receptivity to your message will not only help you convert the formerly unwinnable customer but also transform the relationships that matter most.

Any time we are trying to influence another person, there are two dimensions at play. The first is a person’s willingness to listen; the second is what we say. Unfortunately, most of us have been taught to focus on the second. Which is why sales is an industry with a 98% failure rate. The ability to convert the 80%+ of people who are unreceptive, requires a new mindset and skillset.

In unReceptive, Tom Stanfill shares his proven methodology that has been road-tested for decades by hundreds of thousands of sales professionals, workshop participants, and industry experts who have used the tools in this book to convert even the most disinterested of prospects and customers.

ALSO AVAILABLE:

DIVERSITY GAP
BETHANNEY WILKINSON (HOMETOWN: ATLANTA, GA)

A sweeping leadership framework to institute clear and intentional actions throughout your organization so that men and women of all racial backgrounds are empowered to lead, collaborate, and excel at work.

The Diversity Gap is a fearless, groundbreaking guide to help leaders at every level shatter the barriers that are causing diversity efforts to fail.

Combining real-world research with honest first-person experiences, racial justice facilitator Bethaney Wilkinson provides leaders a replicable structure to foster a diverse culture of belonging across your organization—a multi-cultural thinktank equipped to respond meaningfully and authentically to the racial injustices of our time.

Ultimately, The Diversity Gap is the quantum shift between well-intentioned corporate diversity programs that do little to move the needle and a lasting, equal-voice, equal opportunity culture of belonging that can transform your organization and outpace your industry.

ALSO AVAILABLE:
UNLEASHING YOUR HERO
KEVIN BROWN (HOMETOWN: ORLANDO, FL)

Develop, expand, and share your gifts as a leader to inspire others to use their own individual talents in extraordinary ways—from one of the county’s most sought-after motivational speakers with a 30+ year career in franchise development.

In *Unleashing Your Hero*, renowned speaker Kevin Brown shares how the heroes who transformed his life are people just like you. People who stepped up and used their talents to make a positive difference within the hectic moments of everyday life. The same person your employees are looking to and trusting in for guidance and support.

The unconventional yet probable path to business and personal success outlined in *Unleashing Your Hero* will help you and those you lead build extraordinary, fulfilling, impactful lives—at a time when your employees and your organization need the hero within you more than ever.

**ALSO AVAILABLE:**


PATH TO FOUND
JANE WURWAND (HOMETOWN: LOS ANGELES, CA)

A journey of discovery to uncover the unique combination of qualities within you that, when combined with the sage advice and proven practices of entrepreneurial visionary Jane Wurwand, will lead you to your true purpose: a meaningful career and a happy life. *I know I have a bigger purpose, but how can I find it?*

As Dermalogica founder Jane Wurwand helps you peel back the layers from each of your unique traits—including the ones you perceive to be your biggest disadvantages—you’ll finally have unblocked access to the complete range of talents and ideas within you to seize your potential and achieve your best life.

Jane herself did this very same thing. She used what she learned about herself to build a skincare empire, adopting a business model that was prevalent in the UK but unheard of in the US. She developed a line of skincare products and a system of teaching salon owners how to use them that has evolved into a multi-million-dollar international business.

**ALSO AVAILABLE:**

EIGHT PARADOXES OF GREAT LEADERSHIP
TIM ELMORE (HOMETOWN: ATLANTA, GA)

Become a next generation leader—rich in emotional and social intelligence and orchestrating outstanding collaborative results—by mastering these eight status quo-shattering paradoxes.

Eight Paradoxes of Uncommon Leaders unpacks the fresh strategies and new mindset required today from a next generation leader.

Author Dr. Tim Elmore helps leaders of all kinds navigate increasingly complex, rapidly changing environments, as well as manage teams who bring a range of new demands and expectations to the workplace that haven’t been seen even one generation prior.

After working alongside John C. Maxwell for twenty years, Tim offers counter-intuitive paradoxes that, when practiced, enable today’s leader to differentiate themselves and better connect with their team and customers. The book furnishes ideas that equip leaders to inspire team members in a way a paycheck never could.

ALSO AVAILABLE:
LEADERSHIP AND BUSINESS

JUMP

KIM PERELL (HOMETOWN: MIAMI, FL)

Learn the specific practices and mindset that separates those who overcome the number one hurdle to their success, fear of failure, from those who do not—led by a thought leader who has advised and invested in some of the most innovative executives, entrepreneurs, and leaders in the world.

*Jump* doesn’t sugarcoat any of its lessons about mustering the bravery to take huge leaps.

Instead, technology trailblazer Kim Perell—who was sued, served, and bankrupted before becoming an award-winning entrepreneur, CEO, and multi-millionaire angel investor—teaches readers how to get comfortable being uncomfortable, navigate their fears, and trust themselves to defy the odds and reach unmatched levels of success.

Based on the personal experiences she’s had with thousands of entrepreneurs, business professionals, and investors over the last two decades, Kim arms her readers with the knowledge, tactics, and mindset to defy the odds, move forward with confidence, and overcome fear, rejection, and failure on their way to phenomenal success.

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OVERCOMING YOUR VILLAINS

HEATHER MONAHAN (HOMETOWN: MIAMI, FL)

Whether you’re facing the glass ceiling, a toxic work environment, or anything in between, limit-breaking female founder Heather Monahan’s 3-Step BAK process will help you evaluate and eliminate any outside or self-defeating blockers between where you are now and where you deserve to be.

If you’ve ever felt alone, down, defeated, or discouraged—this book’s for you.

If you’ve ever been unsure of your next move or felt your confidence slip just when you needed it the most—this book is definitely for you.

Author and entrepreneur Heather Monahan will help you learn the easy but remarkable steps you can take to overcome the negative people and other challenges we all encounter at work and at home, find real and lasting happiness, and achieve the success you deserve in your career and in your personal life.

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LEADER’S MIND
JIM AFREMOW (HOMETOWN: PHOENIX, AZ)

Clear and concise steps to develop the confidence and mental edge that sets you apart as a trailblazing leader—the same approach thousands of professional athletes have used to become champions.

*The Leader’s Mind* taps into the same tips and techniques honed by top-tier athletes, such as how to get in a “zone,” thrive on a team, and stay humble, to become a champion at work and the ultimate team player at home.

Stop struggling with the expectations you face at work and at home by fundamentally changing the way you process what’s happening in your life. The mental edge that sets elite athletes apart outlined in this book will help you become the champion leader you want to be.

**ALSO AVAILABLE:**


MISS INDEPENDENT
NICOLE LAPIN (HOMETOWN: LOS ANGELES, CA)

The launching point for you—and for ambitious women like you—to build your wealth, cement your financial independence, and secure the net worth you need to create the life you want; all from famed financial correspondent and Millennial money whisperer Nicole Lapin.

Forget the pie-in-the-sky promises and pipedreams. This is a money-in-the-bank masterclass from one of the top voices in the women’s personal finance community.

From automating your savings; to easy, no-stress ways of investing; to taking smart risks with your money that compounds your wealth and keeps you out of debt; #1 *New York Times* bestselling author and renowned money expert Nicole Lapin is ready to start you on your journey toward your ultimate destination: being filthy friggin’ rich.

*Miss Independent* sweeps away all the fear and misconceptions about saving and investing and achieving financial independence, and then teaches you all the different ways and paths that you can take to become a millionaire.

**ALSO AVAILABLE:**

LEADERSHIP AND BUSINESS

HERO ON A MISSION
DONALD MILLER (HOMETOWN: NASHVILLE, TN)

There are four roles we play in life—Victim, Villain, Hero, and Guide. New York Times bestselling author Donald Miller teaches us how to recognize when we are playing the Victim or the Villain and how to shift to become the Hero or the Guide.

In his mid-20s, Donald Miller was lost. He was overweight and poor as a broken piggy bank. Lamenting the cards he was dealt, Donald was allowing himself to be a victim of circumstance. He knew something had to change. Standing in front of the mirror, he took responsibility for the choices he was making, beginning the transition from playing the victim to playing the hero in his life and finding the fulfillment he was searching for.

In this book, Donald shares the correlation between owning your life and finding more enjoyment in everything you do. He lays out the transformational, yet practical plan that took him from slowly losing sight of all his goals to rapidly gaining a new perspective of his own life’s beauty and meaning, igniting his motivation, passion, and productivity.

ALSO AVAILABLE:

BALANCING ACTS
DANIEL LAMARRE (HOMETOWN: MONTREAL, CANADA)

Are you prepared to take the risks necessary to drive innovation and champion an environment of over-the-top invention? Cirque du Soliel CEO Daniel Lamarre shares what it takes for anyone, regardless of position or industry, to embrace the value of creative leadership.

At the core of Cirque du Soliel’s lavish, multi-million-dollar productions is President and CEO Daniel Lamarre, who has mastered the ability to bring business and creativity together across multiple languages and cultures in a way that has never been seen before. The secrets he shares in Balancing Acts are rooted in tremendous faith in your own creative skills and those of the sharpest minds within your organization.

Whether you work for one of the most creative organizations on the planet like Cirque du Soleil; in a stuffy corporate job; or somewhere in between—Balancing Acts is filled with principles that can strengthen and accelerate any business on the planet.

ALSO AVAILABLE:
AHEAD OF THE GAME
KEVIN J. RYAN (HOMETOWN: NEW YORK, NY)

Be inspired to shatter your self-limiting beliefs and dare to pursue your life’s greatest achievements by the story of Delane Parnell, the unlikeliest of CEOs now leading a gaming empire at the center of the booming, multimillion-dollar Esports industry.

Delane Parnell is not your typical tech entrepreneur. The 27-year-old was raised in the gang-riddled Detroit neighborhood known as 7 Mile & Burgess.

This makes it all the more astonishing that Delane is founder and CEO of PlayVS, a 100-person company that is forever changing the gaming landscape in America. In April 2018, Esports (playing video games competitively) was added to the official list of sanctioned high school sports, and Parnell’s $400 million company is providing the infrastructure that hosts, compiles the statistics, and streams the matches, playoff tournaments, and state championships.

ALSO AVAILABLE:

CHOOSE YOUR STORY, CHANGE YOUR LIFE
KINDRA HALL (HOMETOWN: NEW YORK, NY)

Learn to identify and flip the script on the internal stories you tell yourself and unleash the incredible power these self-stories have over your life to become the kind of person you’ve always dreamed to be.

Most of the “self-stories” you tell yourself—the kind of person you say you are and the things you are capable of—are invisible to you because they have become such a part of your everyday mental routine you don’t even recognize they are there. Yet, these self-stories influence everything you do, everything you say, and everything you are.

Choose Your Story, Change Your Life will help you take complete control of your self-stories and create the life you’ve always dreamed you’d have. Kindra Hall offers up a new window into your psychology, one that travels the distance from the frontiers of neuroscience to the deep inner workings of your thoughts and feelings. This eye-opening but applicable journey will transform you from a passive listener of these limiting, unconscious thoughts to the definitive author of who you are and of everything you want to be.

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Gaby Natale is an Argentinian-Italian-American journalist, author, entrepreneur, and TV personality. She is one of the few women in the entertainment industry who owns not only the rights to her TV show but also a television studio. Gaby Natale has won three Daytime Emmy Awards for Outstanding Daytime Talent in a Spanish Language Program and Outstanding Host of a Daytime Talk Or Variety Show. As the president of AGANARmedia, Gaby is a triple Emmy-winning journalist who specializes in the business of entertainment.

Gaby has interviewed world-renowned superstars such as supermodel Naomi Campbell and rock legend Carlos Santana. She has also interviewed well-known businesspeople such as wellbeing guru Deepak Chopra, bestselling author Isabel Allende, and triple Emmy-winning journalist Gaby Natale. Through her work, Gaby has uncovered the secrets of an overlooked but powerful force: the Virtuous Circle.

The Virtuous Circle is a concept that Natale has developed through her interviews with pioneers and leaders from different disciplines. It is a powerful idea that can be applied to anyone's life, regardless of their circumstances. Here are some of the key concepts that Natale discusses in her book:

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The Virtuous Circle is a powerful idea that can be applied to anyone's life, regardless of their circumstances. It is a concept that can help you achieve your dreams and overcome adversity.

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Eligible returns policy: Regular-priced product is returnable from 90 days after invoice date and for as long as the item is in print. A restocking fee may be assessed. All items specifically sold as non-returnable are not returnable. We reserve the right to not issue credit for non-returnable items, which will be returned to you at your expense. Eligible returns MUST be shipped back by a traceable carrier (UPS, FedEx Ground, etc.) to HarperCollins Leadership, 2205 East Lincoln Way, La Porte, IN 46350. If proof of delivery cannot be provided, we cannot guarantee credit will be issued. Returned items should be resalable and free of all store labels and stickers. Always include a packing slip itemizing the return and make any pertinent notes about defects, overshipments, etc., so your return can be credited correctly.

PRICING AND AVAILABILITY
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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.

69% of business book buyers work for a for-profit business, company, or other enterprise.

55% work for businesses with 251 employees or more.

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

28% are frontline managers and 24% mid-level, 19% are Senior leaders, managing an entire organization.

43% have been in their current leadership role for more than 5 years.

53% have directly managed others for more than 5 years.

56% are women, and 62% have a four-year college degree or higher.

Operations or general management is the primary function role for 40%.

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.

44% annual household income is less than $75K.

66% participate in leadership development activities monthly.

71% of organizations place a high priority on providing leadership development resources to business book buyers.

76% of business book buyers listen to podcasts, 47% listen to podcasts 1 hour or more per day.

73% listen to books via digital download or streaming.

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

Topics Purchased in the Last 12 Months:

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