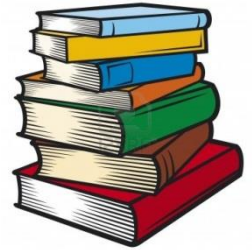




DISCOVER BUSINESS CLASSICS

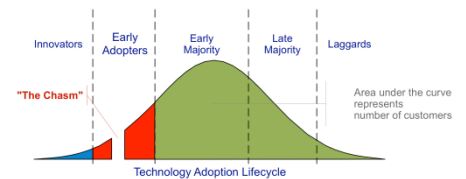
From Simon & Schuster



BUSINESS



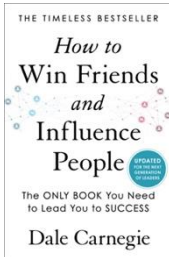
Chief Executive



Dale Carnegie

Dale Carnegie

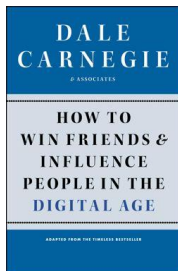
How to Win Friends and Influence People



Since its release in 1936, *How to Win Friends and Influence People* has sold more than 15 million copies. Dale Carnegie's first book is a timeless bestseller, packed with rock-solid advice that has carried thousands of now famous people up the ladder of success in their business and personal lives. This title has been sold in 59 languages, with over 3 million copies in print.

Dale Carnegie & Associates

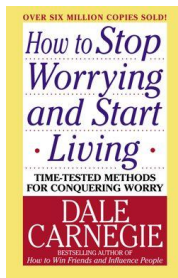
How to Win Friends and Influence People in the Digital Age



The first and best book of its kind has been rebooted to tame the complexities of modern times and will teach you how to communicate with diplomacy and tact, capitalize on a solid network, make people like you, project your message widely and clearly, be a more effective leader, increase your ability to get things done, and optimize the power of digital tools. This title has been translated into 30 languages and is into its 31st printing.

Dale Carnegie

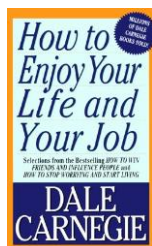
How to Stop Worrying and Start Living



Learn how to break the worry habit -- Now and forever!

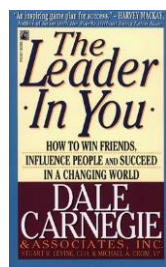
With Dale Carnegie's timeless advice in hand, more than six million people have learned how to eliminate debilitating fear and worry from their lives and to embrace a worry-free future. In this classic work, *How to Stop Worrying and Start Living*, Carnegie offers a set of practical formulas that you can put to work today. This title has been translated into 52 languages and is in its 38th printing.

Dale Carnegie
How to Enjoy Your Life and Your Job



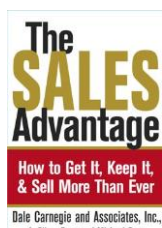
Uncover your hidden assets and fill each day with excitement and a sense of satisfaction with this time-tested set of strategies from Dale Carnegie Associates. The book will help you create a new approach to life and people and discover talents you never knew you had. Dale Carnegie can help you get the most out of yourself -- all the time. Start developing your innate strengths and abilities -- start enriching your life TODAY! This title has been sold in 32 languages and is in its 37th printing.

Stuart R. Levine and Michael A. Crom (Dale Carnegie Associates)
The Leader in You: How to Win Friends, Influence People and Succeed in a Changing World



The Leader In You applies the famed Dale Carnegie organization's time-tested human relations principles to demonstrate how anyone, regardless of his or her job, can harness creativity and enthusiasm to work more productively. Published in 1995, this title is in its 28th printing, with over 672,000 copies in print, and has been sold in 35 languages.

Dale Carnegie Associates
The Sales Advantage

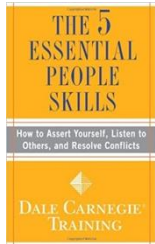


The proven techniques perfected by the world-famous Dale Carnegie sales training program are now available for everyone who wants to learn how to reduce objections and close more sales. The cutting-edge sales techniques in this book are based on a large data base accumulated from the sales experiences of personnel in the United States, Europe, the Middle East and Asia. Containing more than one hundred examples from successful salespeople representing a wide variety of products and services from around the world, each chapter provides practical advice to turn real world challenges into new opportunities. This book is in its 33rd printing and has been sold in 19 languages.

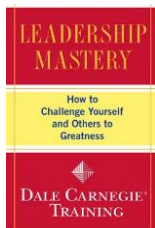
Dale Carnegie Training

Dale Carnegie Training *Leadership Mastery*

Leadership Mastery tells readers how to identify their leadership strengths, build trusting relationships, gain the respect they deserve, solve problems more creatively, and motivate themselves and others. In a world quickly becoming more virtual, human relations skills are being lost -- along with the skill of leadership. What's needed is a new type of leader -- one who can inspire and motivate others in the new virtual world while never losing sight of the timeless leadership principles, such as flexibility, adaptability, trustworthiness, and distribution of power. This book provides the tools every leader needs to achieve success.



Dale Carnegie Training *The 5 Essential People Skills*

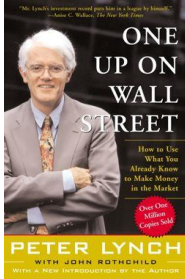


From one of the most trusted and bestselling brands in business training and throughout the world, *The 5 Essential People Skills* shows how to deliver a message to others with power and clarity, how to build loyalty and inspire creativity by demonstrating assertiveness, and how to be assertive. Through the use of real-life examples from interviews with top leaders in business, entertainment, sports, and academia, the book brings human relations principles to life in today's unpredictable business environment. Once you master these powerful skills, you will be well on your way to a new level of professional and personal achievement.

Peter Lynch

Peter Lynch

One Up on Wall Street



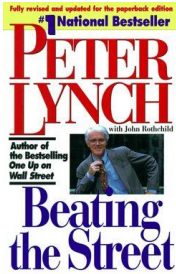
More than one million copies have been sold of this seminal book on investing in which legendary mutual-fund manager Peter Lynch explains the advantages that average investors have over professionals and how they can use these advantages to achieve financial success.

Lynch offers easy-to-follow advice for sorting out the long shots from the no-shots by reviewing a company's financial statements and knowing which numbers *really* count. He offers guidelines for investing in cyclical, turnaround, and fast-growing companies.

Rights sold:

- Arabic: Jarir Bookstore
- Chinese (CC): Wealth Publishing
- Chinese (SI): Beijing Huazhang Graphics & Information Co.
- French: Valor Editions
- German: Borsenmedien
- Gujarati: RR Sheth & Co
- Hindi/Marathi: Manjul Publishing
- Italian: Hoepli Editore
- Korean: Kugil
- Portuguese (B): Saraiva Educacao
- Romanian: SC Act SI Politon
- Spanish (W): Extrico AB
- Thai: Fidelity Publishing
- Turkish: Scala Kitapcilik

Peter Lynch
Beating the Street



Legendary money manager Peter Lynch explains his own strategies for investing and offers advice for how to pick stocks and mutual funds to assemble a successful investment portfolio.

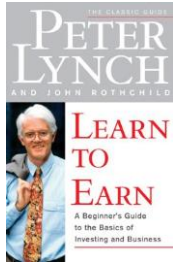
An important key to investing, Lynch says, is to remember that stocks are not lottery tickets. There's a company behind every stock and a reason companies—and their stocks—perform the way they do. In this book, Peter Lynch shows you how you can become an expert in a company and how you can build a profitable investment portfolio, based on your own experience and insights and on straightforward do-it-yourself research.

In *Beating the Street*, Lynch for the first time explains how to devise a mutual fund strategy, shows his step-by-step strategies for picking stock, and describes how the individual investor can improve his or her investment performance to rival that of the experts.

Rights sold:

- Chinese (CC): Wealth Publishing
- Chinese (SI): Beijing Huazhang Graphics & Information Co
- French: Valor Editions
- German: Borsenmedien
- Korean: Nextwave Publishing
- Portuguese (B): Edipro Edicoes Professionals
- Russian: Alpina
- Spanish (W): Deusto/Planeta
- Thai: Fidelity Publishing
- Turkish: Scala Kitapcilik

Peter Lynch and John Rothchild
Learn To Earn



Mutual fund superstar Peter Lynch and author John Rothchild explain the basic principles of the stock market and business in an investing guide that will enlighten and entertain anyone who is high school age or older.

In *Learn to Earn*, Lynch and Rothchild explain in a style accessible to anyone who is high school age or older how to read a stock table in the daily newspaper, how to understand a company annual report, and why everyone should pay attention to the stock market. They explain not only how to invest, but also how to think like an investor.

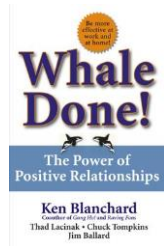
Rights sold:

- Chinese (CC): Wealth Publishing
- Chinese (SI): Beijing Huazhang Graphics & Information Co
- German: Borsenmedien
- Korean: Nextwave Publishing
- Marathi: Manovikas Prakashan
- Russian: Alpina
- Spanish (W): Farogue
- Thai: Fidelity Publishing
- Turkish: Scala Kitapcilik

Kenneth Blanchard

Kenneth Blanchard, Thad Lacinak, Chuck Tompkins, and Jim Ballard

Whale Done!: The Power of Positive Relationships



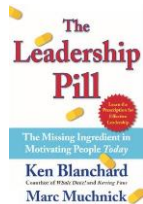
A compendium of straightforward techniques on how to accentuate the positive and redirect the negative, increasing productivity at work and at home. Published in 2002, this smash hit is in its 36th printing, with over 464,000 copies in print, and has been sold in 24 languages.

Rights sold:

- British: Nicholas Brealey
- Dutch: Business Contact
- Portuguese (B): Alta Books
- Thai: Snapx
- Vietnamese: Business Contact

Kenneth Blanchard with Marc Muchnick

The Leadership Pill:



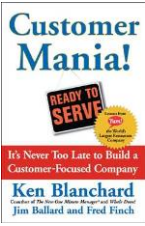
In the bestselling tradition of *Whale Done!* and *The One Minute Manager*, this entertaining and inspiring book is a parable about the competition between two leaders with totally different management styles—a story that reveals the ingredients of truly effective leadership. The book shows business managers at any level how to apply the right techniques for getting both results and the commitment of their people, even when the pressure to perform is high. Published in 2003, the book has over 152,000 copies in 15 printings. Sold in 21 languages.

Rights sold:

- British: Simon & Schuster UK

Kenneth Blanchard with Jim Ballard and Fred Finch

Customer Mania!: It's Never Too Late to Build a Customer-Focused Company Relationships



From one of America's biggest best-selling author and inspiring business speakers comes the key to creating a people-oriented, performance-driven, customer-first organization. Blanchard's new book does for customer service in practical nonfiction what his million copy bestseller, *Raving Fans* did as a fictional parable. Published in 2004, this bestseller has over 80,000 copies in print and has sold in 12 languages.

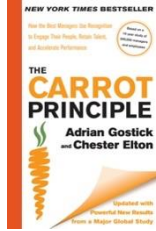
Rights sold:

- British: Harper Collins UK
- Portuguese (B): Editora Vida

Gostick & Chester

Adrian Gostick and Elton Chester

The Carrot Principle: How the Best Managers Use Recognition to Engage Their People, Retain Talent, and Accelerate Performance



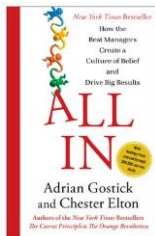
The Carrot Principle offers proven strategies to help recognize and motivate your valued employees. Combining the time-tested strategies of the original with groundbreaking new research, this updated edition of *The Carrot Principle* is in its 25th printing. An international bestseller, sold in 21 languages and counting.

Rights sold:

- British: Simon & Schuster UK

Adrian Gostick and Chester Elton

All In: How the Best Managers Create a Culture of Belief and Drive Big Results

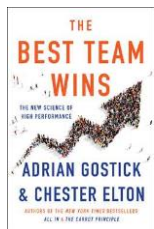


All In presents groundbreaking new findings: In the highest-performing teams and companies, managers create a “culture of belief,” following seven essential steps of leadership. This vital resource will empower managers everywhere to inspire a new level of commitment and performance. Published in 2012, this book has over 112,000 copies in print and is in its 16th printing.

15 countries sold, no active licenses

Adrian Gostick and Elton Chester

The Best Team Wins: The New Science of High Performance



The New York Times bestselling authors deliver a breakthrough, groundbreaking guide for building today’s most collaborative teams—so any organization can operate at peak performance. In *The Best Team Wins*, Gostick and Elton studied more than 850,000 employee engagement surveys to develop their “Five Disciplines of Team Leaders,” explaining how to recognize and motivate different generations to enhance individual engagement; ways to promote healthy discord and spark innovation; and techniques to unify customer focus and build bridges across functions, cultures, and distance.

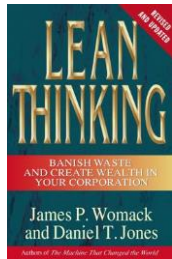
Rights sold:

- Chinese (Simplified): Citic Press
- Italian: Franco Angeli Libri
- Portuguese (Brazil): Editora Best Seller
- Vietnamese: MCBook

Womack and Jones

James P. Womack and Daniel T. Jones

Lean Thinking: Banish Waste and Create Wealth in Your Corporation, Revised and Updated



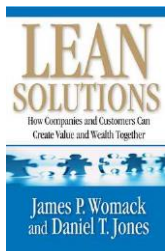
Expanded, updated, and more relevant than ever, this bestselling business classic by two internationally renowned management analysts describes a business system for the twenty-first century. First published in 1996, the original edition went to 32 printings, with 260,000 copies in print; the updated edition, published in 2003, has 35th printings, and has over 287,200 copies in print. This title has sold in 24 languages.

Rights sold:

- British: Simon & Schuster UK
- Chinese (Complex Character): Ecotrend
- Dutch: Lean Management Instituut
- French: Pearson Education France
- German: Campus Verlag
- Georgian: Nota Bene
- Italian: Edizioni Guerini
- Spanish (World): Gestion 2000
- Turkish: Optimist Yayim Dagitim San
- Uzbek: Zukko Kitobxon
- Vietnamese: Alpha

James P. Womack and Daniel T. Jones

Lean Solutions: How Companies and Customers Can Create Value and Wealth Together



In this landmark book, James Womack and Daniel Jones deconstruct today's broken producer-consumer model and show businesses how to repair it. First published in 2005, this title has sold in 15 languages.

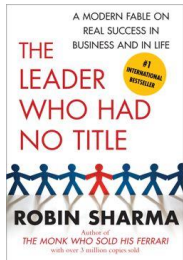
Rights sold:

- British: Simon & Schuster UK
- Chinese (Complex Character): Ecotrend
- Chinese (Chinese Simplified): China Machine Press
- Russian: Alpina
- Turkish: Optimist Yayin

Perennial Bestsellers

Robin Sharma

The Leader Who Had No Title: A Modern Fable on Real Success in Business and in Life

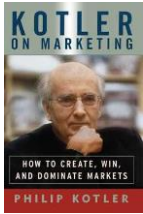


For more than fifteen years, Robin Sharma has been quietly sharing with Fortune 500 companies and many of the super-rich a success formula that has made him one of the most sought-after leadership advisers in the world. Now, for the first time, Sharma makes his proprietary process available to you, so that you can get to your absolute best while helping your organization break through to a dramatically new level of winning in these wildly uncertain times. First published in 2010, this title has over 147,000 copies in print, is in its 24th printing, and has sold in 36 languages.

Rights sold:

- British: Simon & Schuster UK
- English (India): Jaico Publishing House
- Arabic: Jarir
- Armenian: Bookinist
- Croatian: Koncept
- Bulgarian: Ex Libris
- French: Les Editions Un Monde Differe
- German: Verlagsgruppe Droemer
- Hindi: Jaico Publishing House
- Hungarian: Trivium
- Indonesian: PT Bentang
- Kazakh: Mazmundama Public Fund
- Macedonian: Pablesher Publishing House
- Polish: Kompania Mediowa
- Portuguese (Brazil): Verus Editora
- Portuguese (Portugal): Grupo Leya
- Serbian: Vulkan
- Spanish (World): Penguin Random House South America
- Turkish: Pegasus Yanyiliri
- Uzbek: Zukko Kitobxon
- Vietnamese: Tre Publishing

Philip Kotler
Kotler on Marketing



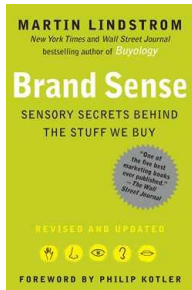
Philip Kotler's name is synonymous with marketing. His books have sold more than 3 million copies in **20 languages** and are read as the marketing gospel in **58 countries**.

Kotler on Marketing offers his long-awaited, essential guide to marketing for managers, freshly written based on his phenomenally successful worldwide lectures on marketing for the new millennium.

Kotler's treasury of revelations offers hundreds of ideas for revitalizing it. Spend a few hours today with the world's best-known marketer and improve your marketing performance tomorrow.

British: Simon & Schuster UK
Arabic: Jarir
Portuguese (B): Alta
Spanish (W): Paidos Iberica
Turkish: Agora Kitapligi

Martin Lindstrom
Brand Sense: Sensory Secrets Behind the Stuff We Buy

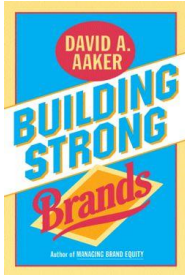


The definitive book on sensory branding shows how companies appeal to consumers' five senses to sell products. First published in 2005, this title has been translated into 23 languages.

Rights sold:

- British: Kogan Page
- Portuguese (B): Artmed Editora

David Aaker
Building Strong Brands



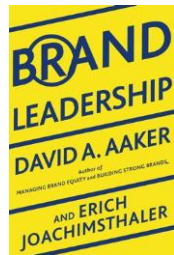
In this compelling work, Aaker uses real brand-building cases from Saturn, General Electric, Kodak, Healthy Choice, McDonald's, and others to demonstrate how strong brands have been created and managed. Aaker addresses practical management issues, introducing a set of brand equity measures, termed the brand equity ten, to help those who measure and track brand equity across products and markets. He presents and analyzes brand-nurturing organizational forms that are responsive to the challenges of coordinated brands across markets, products, roles, and contexts. Potentially destructive organizational pressures to change a brand's identity and position are also discussed.

Published in 1995, this book has 25 printings, with over 111,000 copies in print, and has been sold in 12 languages.

Rights sold:

- British: Simon & Schuster UK
- Chinese (Simplified): Beijing Huazhang Graphics
- Korean: Business Books Publishing
- Turkish: Kapital Medya

David Aaker
Brand Leadership: Building Assets in an Information Economy

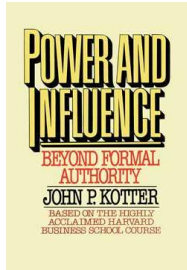


A dozen management fads have come and gone in the past decade, but brand equity, first explored by David Aaker in the late 1980s, has exploded in importance. Recognized by Brandweek as "the dean of the brand-equity movement," Aaker now prepares managers for the next level of the brand revolution -- brand leadership. First published in 2000, this title is in its 27th printing. Sold in 11 languages.

Rights sold:

- British: Simon & Schuster UK
- Chinese (Simplified): Beijing Huazhang Graphics

John P. Kotter
Power and Influence

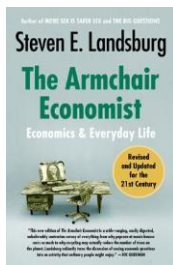


Power and Influence is essential for top managers who need to overcome the infighting, foot-dragging, and politicking that can destroy both morale and profits; for middle managers who don't want their careers sidetracked by unproductive power struggles; for professionals hindered by bureaucratic obstacles and deadline delays; and for staff workers who have to "manage the boss." The book demonstrates how to create smooth, responsive working relationships and increase your personal effectiveness on the job -- and make the dynamics of power work for you instead of against you.

Rights Sold:

- Chinese (SI): Beijing Huazhang Graphics & Information

Steven E. Landsburg
The Armchair Economist: Economics and Everyday Life



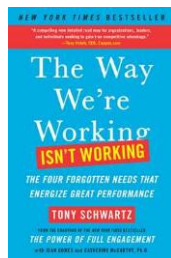
The extensively revised and updated edition of Steven Landsburg's hugely popular book, *The Armchair Economist* is a book of surprises: Reducing urban pollution need not make city dwellers any happier. Sex scandals are not bad for politicians. High player salaries don't give an advantage to wealthy baseball teams. Laws against polygamy can work to the detriment of women. Here we have a guided tour of the familiar, filtered through a decidedly unfamiliar lens. This is economics for the sheer intellectual joy of it. First published in 1993, the original edition of this title had 25 printings and over 109,000 copies in print; the 2012 revised and updated edition is in its 15th printing. Sold in 11 languages.

Rights sold:

- British: Simon & Schuster UK
- Chinese (SI): Hangzhou Blue Lion

Tony Schwartz

The Way We're Working Isn't Working



The Way We're Working Isn't Working offers individuals, leaders, and organizations a highly practical, proven set of strategies to better manage the relentlessly rising demands we all face in an increasingly complex world.

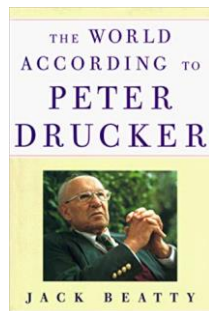
First published in 2010, this title is in its 17th printing with over 100,000 copies in print. It has sold in 12 languages and counting.

Rights sold:

- British: Simon & Schuster UK
- Italian: Rizzoli
- Polish: MT Biznes
- Russian: Alpina
- Vietnamese: MCBooks

Jack Beatty

The World According to Peter Drucker

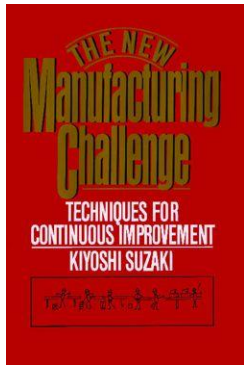


The World According to Peter Drucker is the first biography and concise intellectual portrait of one of the twentieth century's great minds -- "the greatest thinker management theory has produced" in the words of *The Economist*. Written with Drucker's full cooperation, the book ranges over six decades of Drucker's work from his early antifascist writings to his very latest books, and watches over Drucker's shoulder as he virtually invents management and management theory.

Peter Drucker's influence is global: his twenty-nine books have sold over five million copies, and they have been translated into nearly every language in the world. His views on management industrial organization, business strategy, leadership development and employee motivation have tutored not just companies but countries -- Drucker served as a guru to the postwar Japanese economic miracle -- and he has an earned reputation for forecasting future social and economic trends.

9 countries sold, no active licenses.

Kiyoshi Suzaki
The New Manufacturing Challenge

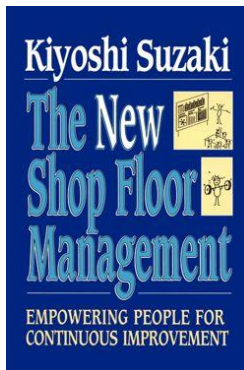


As a consultant, Kiyoshi Suzaki has helped scores of Fortune 500 clients improve manufacturing operations and get the job done faster, cheaper, better, and safer. Now, in this detailed "operating manual" -- full of step-by-step applications, Suzaki spells out new options in production and employee resources that can help industries regain the cutting edge in price, quality, and delivery of products.

A well-known expert in the field, Suzaki begins with the premise that "if it doesn't add value, it's waste" -- a concept devised by Henry Ford and later used by Toyota. He recaps what Toyota identifies as the seven most prominent forms of waste in factories. Most importantly, he meticulously details steps individuals can take to "simplify, combine, and eliminate operations" -- thereby reducing waste, improving quality, and saving money. Describing in detail the basic techniques culled from Japanese industrial philosophy and procedure, Suzaki shows how small, family-run businesses and billion-dollar corporations from a wide range of industries -- automotive, electronics, cosmetics, and even defense contractors -- are meeting the manufacturing challenge today. In addition, he links his methodology with several successful production systems, from Just-In-Time Production, Total Quality Control, Total Productive Maintenance to Computer Integrated Manufacturing. Throughout this practical handbook, he places emphasis squarely on the shop floor and grounds his approach in easy, yet powerful techniques everybody can understand and implement *today*.

Portuguese (P): Leanop
Turkish: Optimish Yayin

Kiyoshi Suzaki
The New Shop Floor Management



This groundbreaking book offers a framework for successfully conducting business at its most crucial point: the shop floor. Drawing on the principles of holistic management, where organizational boundaries are smashed, Suzaki demonstrates how modern shop floor management techniques -- focusing maximum energy on the front line -- can lead to dramatic improvements in productivity and value-added-to-services.

The role of management today, Suzaki argues, is to eliminate its own responsibilities by thinking of the organization from the *genba*, or shop floor, point of view. In this challenge, Suzaki claims, organizations need to collect the wisdom of people by practicing "Glass Wall Management," where organizations become transparent, enabling employees to contribute maximum creativity as opposed to blocking their potential with what he calls "Brick Wall Management." Further, to empower individuals to self-manage their work and satisfy their customers, Suzaki asserts that they all should learn to manage their own "mini-company," where everybody is considered president of his or her area of responsibility.

Kiyoshi Suzaki is president of The Eucalyptus Group in Pacific Palisades, California and an internationally recognized consultant on manufacturing competitiveness in various industries in the United States, Europe, and the Far East. Besides consulting, he lectures in major universities, serves on the board of directors of several U.S. companies and as an advisor to Japan Technology Transfer Association. Mr. Suzaki is author and co-author of two books on manufacturing published in Japan and France.

Portuguese (P): Leanop