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FINANCIAL TIMES

Wharton School Publishing

2009



Business



Life

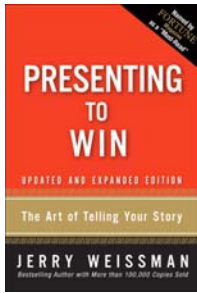


Science

Contents



Business



## Presenting to Win: The Art of Telling Your Story (Updated and Expanded Edition)

Jerry Weissman • 9780137144174 • November 2008 • \$24.99

- Master the techniques that have helped CEOs succeed in the toughest presentations of their careers!
- New edition: fully updated and redesigned, with up-to-the-minute coverage of presenting with today's latest technologies.
- By Jerry Weissman, the world's #1 corporate presentation consultant.



## So What?: How to Communicate What Really Matters to Your Audience

Mark Magnacca • 9780137158263 • May 2009 • \$16.99

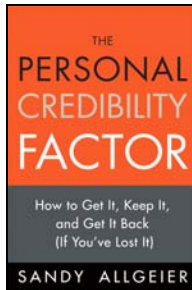
- Answer the only question that matters and win your audience over every time.
- Hone your message to speak directly to your audience of any size for greater impact.
- Written by successful presentation consultant Mark Magnacca, with assistance from *NY Times* columnist Paul Brown.



## The Truth About Business Writing that Works

Natalie Canavor / Claire Meierowitz • 9780137153152 • December 2009 • \$18.99

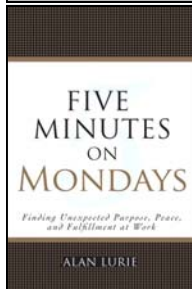
- Helps readers taught to retool their writing for the new world of business writing.
- Unlike other books that teach readers how to perfect their sentences and write reports, this book focuses on improving your impact in 99% of your written professional communications.



### The Personal Credibility Factor: How to Get It, Keep It, and Get It Back (If You've Lost It)

Sandy Allgeier • 9780132082792 • February 2009 • \$18.99

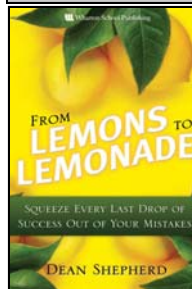
- Discover the elements of personal credibility and learn what you can do right now to earn more of it.
- Bring more authenticity and transparency to your personal interactions.
- Start rebuilding the personal credibility and trust you might have already lost.



### Five Minutes on Monday: Finding Unexpected Purpose, Peace, and Fulfillment at Work

Alan Lurie • 9780137007783 • March 2009 • \$21.99

- "Five Minutes on Monday": the weekly talks of a Rabbi who's also VP of a top real estate firm.
- Life-changing insights: find unity and peace by treating work as your "spiritual gymnasium."
- Meditations on teamwork, success, honesty, gratitude, and balance: a wonderfully original voice, grounded in the highest human traditions.



### From Lemons to Lemonade: Squeeze Every Last Drop of Success Out of Your Mistakes

Dean Shepherd • 9780131362734 • May 2009 • \$22.99

- The first practical guide to managing the negative emotions associated with failure and learning powerfully usable lessons from every setback.
- Based on extensive research by a leading expert in how entrepreneurs handle failure.
- In today's deeply troubled economy, no book arrives with more perfect timing.



### Persuasion: The Art of Influencing People

James Borg • 9780137005079 • December 2008 • 19.99

- Sharpen your natural persuasion skills to gain the ultimate competitive advantage.
- A step-by-step, practical and proven formula: master the seven essential skills to winning hearts and minds!



### Focus: Your Key to More Productivity at Work

Jurgen Wolff • 9780137002566 • July 2009 • \$19.99

- Shows you how to identify what's most important, and how to direct all your energy, without distractions, on the tasks that propel you toward success.
- All the techniques can be applied immediately, regardless of whether you are a right-brain or left-brain type of person.



### Confidence: The Key to Achieving Your Professional Best

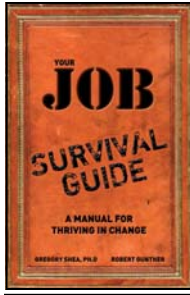
Rob Yeung • 9780137002597 • December 2009 • \$19.99

- Presents key information you need to build your confidence and make immediate changes to both your personal and professional life.
- The book covers a range of topics and several different situations, providing guidance on how to overcome your self-doubt at every opportunity.

## Body Language: 7 Easy Lessons to Master the Silent Language

James Borg • 9780137002603 • December 2009 • 19.99

- Your body language is on display all of the time, so isn't it important you know the signals you're sending?
  - Discover how to use your body language to your advantage and at the same time learn how to decipher other people's signals.
-



### Your Job Survival Guide: A Manual for Thriving in Change

Gregory Shea & Robert E. Gunther • 9780137127023 • August 2008 • \$24.99

- Practical, personal, "water-level" techniques to help you navigate the rapids of change and have more fun doing it!
- How to protect your career, improve your resilience, set your own course, and lead.
- Based on the experiences of hundreds of leaders in industries ranging from telecommunications to energy to health care.



### Rebound: A Proven Plan for Starting Over After Job Loss

Martha Finney • 9780137021147 • January 2009 • \$16.99

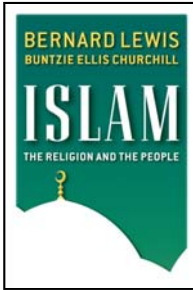
- Protect yourself and your family with information and advice from over 30 experts.
- Discover over 25 first, best, and worst things to do after a layoff or firing.
- Learn how to get back on your feet, find you next great job, and learn to love life again.



### Top Jobs: How They Are Different and What You Need to Succeed

Kevin Kelly • 9780137127818 • January 2009 • \$22.99

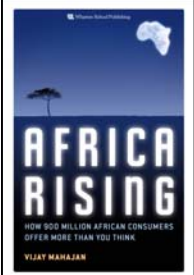
- What it really takes to get to the top, stay there, and thrive!
- Inside the life of the top-level leader: a candid view from the CEO of the world's largest executive search firm.
- Trials, tribulations, and triumphs: what top executives do, how they do it, and how to keep improving.



### Islam: The Religion and the People

Bernard Lewis & Buntzie Ellis Churchill • 9780132230858 • August 2008 • \$21.99

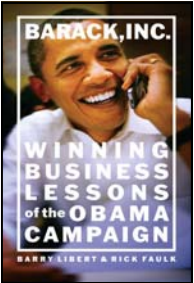
- The definitive introduction to Islam, its culture, and peoples, from the world's #1 foremost authority: Bernard Lewis.
- What Islam really teaches about God, jihad, women, democracy, economics, terrorism, and more.
- By the legendary author of two *The New York Times* best-sellers on Islam and the clash of civilizations: *The Crisis of Islam* and *What Went Wrong?*.



### Africa Rising: How 900 Million African Consumers Offer More Than You Think

Vijay Mahajan • 9780132339421 • August 2009 • \$29.99

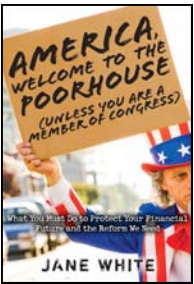
- The first book to explain how to profit from the world's largest untapped market: Africa's 900,000,000 consumers!
- Discover how global entrepreneurs are succeeding and learn lessons you can use to profit, too.
- Understand the continent's diverse markets, and identify your company's best opportunities there.



### Barack, Inc.: Winning Business Lessons of the Obama Campaign

Barry Libert & Rick Faulk • 9780137022076 • January 2009 • \$19.99

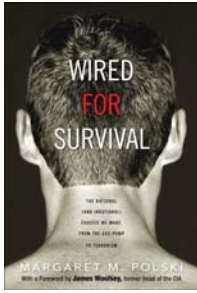
- Winning Obama campaign strategies, tactics, and innovations you can apply in areas ranging from branding to leadership style and employee engagement.
- How Obama used social networking to mobilize millions around a powerful message and how your business can use it, too!



### America, Welcome to the Poorhouse (Unless You are a Member of Congress): What You Must Do to Protect Your Financial Future and the Reform We Need

Jane White • 9780137020171 • July 2009 • \$22.99

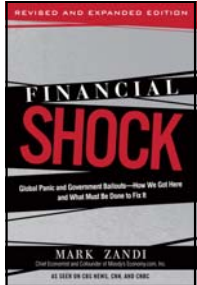
- Concrete solutions for reforming retirement programs and policies in the age of Obama, from one of the nation's leading experts.
- How you can make the most of a bad situation: practical guidance for protecting your own retirement whether Congress and the President act or not.



### Wired for Survival: The Rational (and Irrational) Choices We Make, from the Gas Pump to Terrorism

Margaret Polski • 9780132420280 • September 2008 • \$24.99

- Remapping our brains to thrive in the new global economy: lessons from cutting-edge neuroeconomics.
- Leverages the biology of human decision-making to illuminate today's toughest global challenges, from the rise of China to the threats of terrorism and worldwide pandemic.



### Financial Shock (Revised and Expanded Edition): Global Panic and Government Bailouts -- How We Got Here and What Must Be Done to Fix It

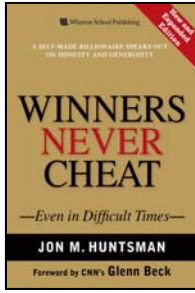
Mark Zandi • 9780137016631 • April 2009 • \$19.99

- Now with complete coverage of the government bailouts, the future of the economy and financial markets and how the average household will be affected.
- Lessons for homeowners and investors, including a preview of the future of American finance.

### The Global Food Crisis

Patrick Westoff • 9780137006106 • November 2009 • \$25.99

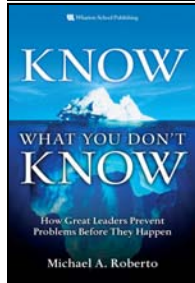
- Provides insight into and perspective on the world food situation and the causes of global food riots in the last two years.
- Policy prescriptions and actions that need to be taken to mitigate this potential crisis are presented.



### Winners Never Cheat: Even in Difficult Times, New and Expanded Edition

Jon M. Huntsman • 9780137009039 • October 2008 • \$21.99

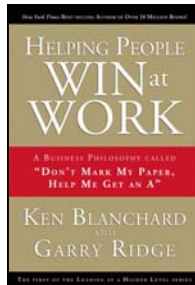
- By self-made billionaire Jon M. Huntsman: an entrepreneur who won a fortune on honest principles.
- Features an all-new foreword by commentator and best-selling author Glenn Beck.
- Contains new chapters on keeping your moral grounding in times of relentless frustration and financial stress.



### Know What You Don't Know: How Great Leaders Prevent Problems Before They Happen

Michael A. Roberto • 9780131568150 • February 2009 • \$27.99

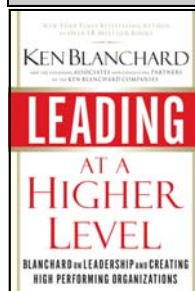
- Connect the dots: Your organization is trying to tell you something. What is it?
- Master the key elements of healthy organizations, from circumventing the gatekeepers to watching game film.
- Written by the successful author of *Why Great Leaders Don't Take Yes For an Answer*.



### Helping People Win at Work: A Business Philosophy called "Don't Mark My Paper, Help Me Get an A"

Ken Blanchard & Garry Ridge • 9780137011711 • May 2009 • \$21.99

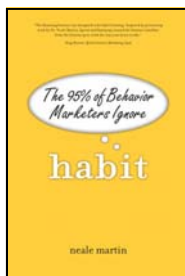
- Announcing new series from Ken Blanchard: *Achieving at a Higher Level*.
- Written with the CEO of WD-40, Garry Ridge.
- Don't manage and go away: partner with your employees for performance success every day.



### Leading at a Higher Level: Revised and Expanded Edition

Ken Blanchard • 9780137011704 • October 2009 • \$24.99

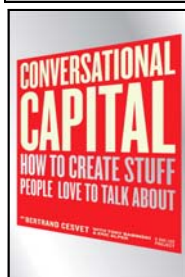
- By the author of *The One Minute Manager*® -- the leadership book that's sold 13,000,000 copies and stayed on best-seller lists for 25 years!
- Situational Leadership® from start to finish: transform yourself, and unleash the power of those around you!



## Habit: The 95% of Behavior Marketers Ignore

Neale Martin • 9780131357952 • June 2008 • \$24.99

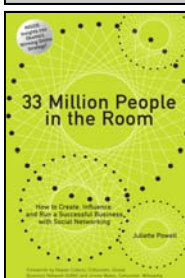
- Discover the new cognitive science that makes 50 years of marketing dogma obsolete.
- Learn why customer satisfaction doesn't work and what you can do about it.
- Reach your customer's unconscious mind: the part that controls 95% of customer behavior!



## Conversational Capital: How to Create Stuff People Love to Talk About

Bertrand Cesvet • 9780137145508 • August 2008 • \$22.99

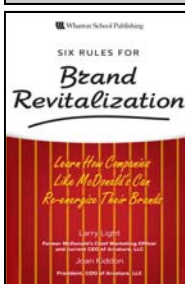
- Embed "remarkableness" into all your products and services...so that customers are compelled to purchase!
- Discover the 8 ways of embedding interest, choose the best methods for any product or service, then reap the rewards.



## 33 Million People in the Room: How to Create, Influence, and Run a Successful Business with Social Networking

Juliette Powell • 9780137154357 • December 2008 • \$21.99

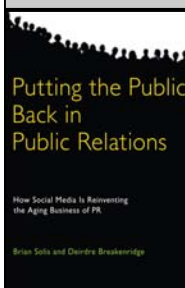
- Capitalize on the sustained power of social networks to drive your product, services, and brands.
- By Juliette Powell, top social networking consultant to organizations ranging from Wikipedia to MTV!
- Includes coverage on Barack Obama's successful online strategy in his bid for the presidency.



## Six Rules for Brand Revitalization: Learn How Companies Like McDonald's Can Re-Energize Their Brands

Larry Light & Joan Kiddon • 9780136043317 • February 2009 • \$24.99

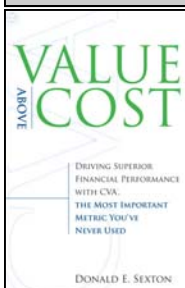
- Powerful rules for strengthening your brand's promise, relevance, and value and all the insights and techniques you need to execute on them.
- Specific do's and don'ts for recreating your brand experiences around the needs of your customers.



## Putting the Public Back in Public Relations: How Social Media Is Reinventing the Aging Business of PR

Brian Solis & Deirdre Breakenridge • 9780137150694 • March 2009 • \$22.99

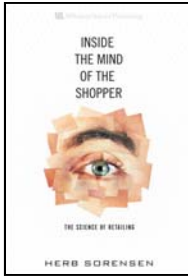
- Integrate PR 2.0 strategies into traditional outreach to create best practices for communication.
- Use the new tools of networking for building relationships, breaking news, and shaping brands.



## Value Above Cost: Driving Superior Financial Performance with CVA, the Most Important Metric You've Never Used

Donald E. Sexton • 9780136043324 • April 2009 • \$39.99

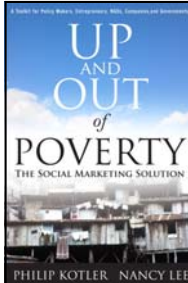
- Measure CVA and its components and use that information to steer your company.
- How to develop winning strategies based on CVA and structure your organization to manage it.
- Includes practical tools and worksheets for successfully understanding, implementing, and managing CVA in your business.



### Inside the Mind of the Shopper: The Science of Retailing

Herb Sorensen • 9780137126859 • May 2009 • \$25.99

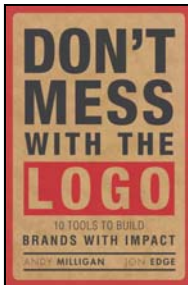
- Learn to use all the tools available to you to stay on top and grow your business.
- Discover strategies the best retailers are using to transform their businesses and how you can apply them to your business.
- Written by the world's most sought-after retailing consultant, Herb Sorensen.



### Up and Out of Poverty: The Social Marketing Solution

Philip Kotler & Nancy R. Lee • 9780137141005 • June 2009 • \$25.99

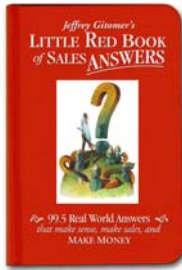
- Legendary marketing expert Philip Kotler shows how marketing techniques can be applied to the largest social challenge of all: global poverty.
- Through case studies, you'll learn how these marketing techniques can help promote health, education, community building, personal motivation, and more.



### Don't Mess with the Logo: The 10 Laws of Better Branding

Andy Milligan & Jon Edge • 9780137017089 • December 2009 • \$24.99

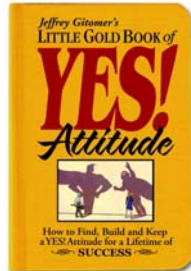
- Cleverly written to describe the critical rules people need to know about effective branding and brand management.
- Designed as a Branding Primer, this book gives readers a firm foundation from which to base branding decisions upon.



### Jeffrey Gitomer's Little Red Book of Sales Answers: 99.5 Real World Answers That Make Sense, Make Sales, and Make Money

Jeffrey Gitomer • 9780131735361 • February 2006 • \$19.99

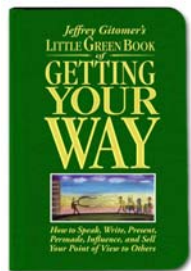
- Start-to-finish plan for developing what you need most in business (and in life)... a YES! Attitude.
- Specific, step-by-step techniques for gaining focus, intensity, and drive... overcoming "attitude busters"... maintaining your YES! Attitude forever!



### Jeffrey Gitomer's Little Gold Book of YES! Attitude: How to Find, Build and Keep a YES! Attitude for a Lifetime of SUCCESS

Jeffrey Gitomer • 9780131986473 • December 2006 • 19.99

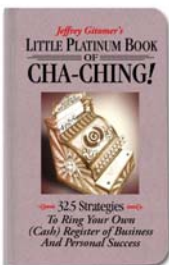
- Start-to-finish plan for developing what you need most in business (and in life)... a YES! Attitude.
- Specific, step-by-step techniques for gaining focus, intensity, and drive... overcoming "attitude busters"... maintaining your YES! Attitude forever!



### Jeffrey Gitomer's Little Green Book of Getting Your Way: How to Speak, Write, Present, Persuade, Influence, and Sell Your Point of View to Others

Jeffrey Gitomer • 9780131576070 • April 2007 • \$19.99

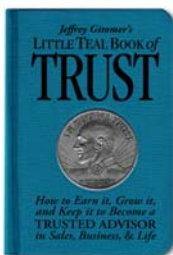
- Everybody wants to get their way. Learn to master the elements of persuasion and presentation so that everyone wins.
- Unlock the power of mental readiness so that getting your way is possible.



### Jeffrey Gitomer's Little Platinum Book of Cha-Ching: 32.5 Strategies to Ring Your Own (Cash) Register in Business and Personal Success

Jeffrey Gitomer • 9780132362740 • October 2007 • 19.99

- Proven approaches to success building that apply in business, in relationships, and in life.
- Learn to identify the potential in every aspect of life, whether it be an opportunity for a sale, networking, or personal improvement.



### Jeffrey Gitomer's Little Teal Book of Trust: How to Earn It, Grow It, and Keep It to Become a Trusted Advisor in Sales, Business and Life

Jeffrey Gitomer • 9780137154104 • December 2008 • 19.99

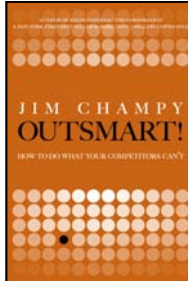
- Earn trust at every level and become a trusted advisor in the mind of the your business associates.
- Trust is a designation that will lead to more success and more fulfillment in every aspect of your business life.



## BIG Ideas to BIG Results: Remake and Recharge Your Company, Fast

Michael T. Kanazawa & Robert H. Miles • 9780132344784 • February 2008 • \$27.95

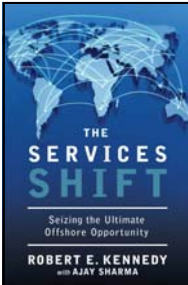
- Simple, powerful ideas developed by leaders, for leaders, to drive breakthrough results.
- Not just a collection of ideas and tips, but a step-by-step guide on how to really get things done.
- Explains how to transform companies from the inside out, focusing on the whole organization.



## Outsmart!: How to Do What Your Competitors Can't

Jim Champy • 9780132357777 • February 2008 • \$22.99

- Renew your business! Find your highest-growth opportunities and best new business models.
- Learn from the companies that thrive on the leading edge, and consistently outsmart their competitors.



## The Services Shift: Seizing the Ultimate Offshore Opportunity

Robert E. Kennedy • 9780137133505 • January 2009 • \$39.99

- Understanding the next, huge revolution in offshoring: services.
- What's happening in services offshoring, where it's happening, and how to make the most of it.
- Defining the right services offshoring strategies and finding the right offshore partners.



## How To Manage in a Flat World: 10 Strategies to Get Connected to Your Team Wherever They Are

Susan Bloch & Philip Whitley • 9780137126033 • March 2009 • \$24.99

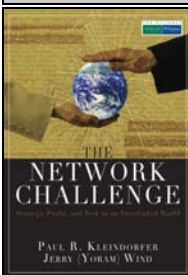
- Motivate your team by creating a culture of trust that will lead to higher performance.
- Make the best use of your web, both the internet as well as your human connections around the world.



## Inspire: Why Customers Come Back

Jim Champy • 9780131361881 • April 2009 • \$22.99

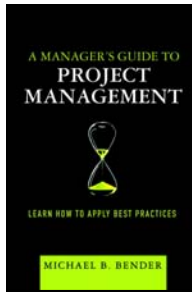
- Inspire a new generation of customers that demands openness, transparency, and authenticity.
- Define a unique value proposition to transform your business or build a great new business.
- By the co-author of *Reengineering the Corporation*, the 3-million-copy bestseller!



## The Network Challenge: Strategy, Profit, and Risk in an Interlinked World

Yoram (Jerry) Wind & Paul Kleindorfer • 9780137011919 • June 2009 • \$59.99

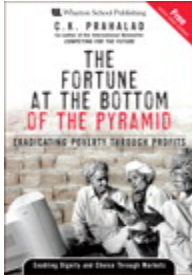
- Breakthrough thinking and actionable strategies for managing the networks that are today's #1 source of business value.
- 28 new essays by today's most important business thinkers: everything executives need to build, use, and profit from networks.



## A Manager's Guide to Project Management: Learn How to Apply Best Practices

Michael Bender • 9780137136902 • July 2009 • \$34.99

- The first and only executive's guide to driving greater business value through project management!
- Everything executives need to know to align project management with business strategy, choose the right projects, and oversee them effectively.
- Learn how to define organizational structures that promote effective project communication.



## The Fortune at the Bottom of the Pyramid: Fifth Anniversary Edition

CK Prahalad • 9780137009275 • July 2009 • \$29.99

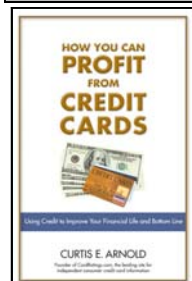
- This international bestseller has sold more than 200,000 copies.
- Explore the transformation of the concept from an idea to a full-fledged movement.
- Shows how companies featured have helped to create markets for those at the bottom of the pyramid, with vignettes from Bill Gates and the CEO of Unilever.



## The College Solution: A Guide for Everyone Looking for the Right School at the Right Price

Lynn O'Shaughnessy • 9780132365703 • June 2008 • \$19.99

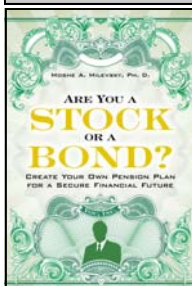
- First college guide for the 99% of American students who aren't headed for the Ivy League.
- Learn how you can go to a private college for the cost of public and surprising discounts on great public colleges and universities!



## How You Can Profit from Credit Cards: Using Credit to Improve Your Financial Life and Bottom Line

Curtis E. Arnold • 9780132353779 • June 2008 • \$19.99

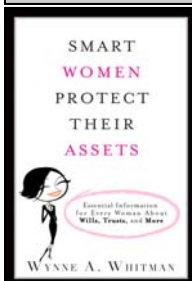
- Control, cut, and eliminate your credit card debts, and systematically reduce what you pay for credit.
- By the creator of the nation's #1 independent consumer credit card comparison and information site, CardRatings.com!



## Are You a Stock or a Bond?: Create Your Own Pension Plan for a Secure Financial Future

Moshe A. Milevsky • 9780137127375 • August 2008 • \$25.99

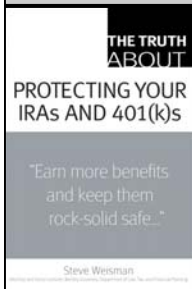
- A new and effective way of thinking about financial planning that helps people more feel more secure and effective in their financial decision making.
- People need to take a much broader look at their "personal balance sheet", and start managing all financial risks in their lives accordingly.



## Smart Women Protect Their Assets: Essential Information for Every Woman About Wills, Trusts, and More

Wynne A. Whitman • 9780132360401 • November 2008 • \$16.99

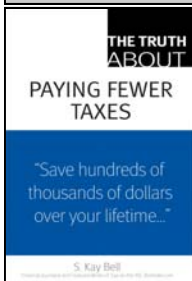
- Expert advice specifically targeted to women, from one of the nation's leading estate planners.
- Quick, user-friendly, and packed with easy-to-use features: checklists, examples, and summaries.



## The Truth About Protecting Your IRAs and 401Ks

Steve Weisman • 9780132333849 • November 2008 • \$18.99

- 50 bite-size, fast-paced insights and realistic solutions for choosing the right IRAs and/or 401ks and getting the greatest benefits at the lowest cost!
- Guidance on self-directed, stretch, SIMPLE, SEP, and spousal IRAs, 401ks, HSAs, and more.



## The Truth About Paying Fewer Taxes

S. Kay Bell • 9780137153862 • January 2009 • \$18.99

- Key tax laws, tax breaks and tax planning strategies for life's major events and stages.
- Everything that matters, from itemized deductions to self-employment, even audits and tax scams!
- Covers what you need to know about taxes so you can easily make it a part of your financial plan.



## The Retirement Challenge: Will You Sink or Swim?: A Complete, Do-It-Yourself Toolkit to Navigate Your Financial Future

Frank Armstrong & Jason R. Doss • 9780132361323 • January 2009 • \$21.99

- Written by one of the most highly regarded financial advisors in the country (as ranked by *Barron's*).
- Reduce investment costs, manage risks, handle job changes, plan early or late retirements, make smarter decisions quickly and painlessly!
- Also features a companion website keyed to the book that provides a wealth of information.



## Your Credit Score, Your Money & What's at Stake (Updated Edition): How to Improve the 3-Digit Number that Shapes Your Financial Future

Liz Pulliam Weston • 9780137016617 • February 2009 • \$18.99

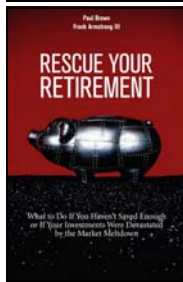
- This #1 bestselling guide to credit scores is revised for the new lending standards.
- Introduces FICO 08, the biggest retooling of the FICO credit scoring formula in years, and explains how to use the changes to increase your score and save money in the process.



## The 1-2-3 Money Plan: The Three Most Important Steps to Saving and Spending Smart

Gregory Karp • 9780137141739 • May 2009 • \$17.99

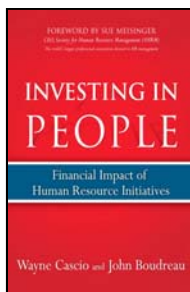
- Offers simple and specific advice on a wide range of personal finance topics.
- From your credit to coupons to college, this book shows you how make the best financial decisions.
- Advice backed by thorough research, completed by veteran journalist, Greg Karp.



## Rescue Your Retirement: What to Do If You Haven't Saved Enough or If Your Investments Were Devastated by the Market Meltdown

Frank Armstrong & Paul Brown • 9780137029006 • May 2009 • \$22.99

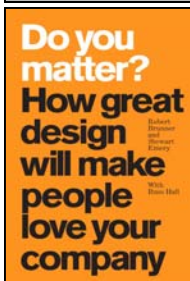
- Focused look at immediate steps you can take to begin a more effective, and workable plan to protect your financial future.
- Frank Armstrong has been named twice by *Barron's* as one of the top 100 financial advisors in the country.



## Investing in People: Financial Impact of Human Resource Initiatives

Wayne F. Cascio & John W. Boudreau • 9780132394116 • February 2008 • \$39.99

- How to choose HR investments that deliver optimal strategic value and eliminate investments that do not.
- Specific, proven measurement and analysis techniques for hiring, training, retention, engagement, wellness, and other key HR initiatives.



## Do You Matter?: How Great Design Will Make People Love Your Company

Robert Brunner • 9780137142446 • August 2008 • \$24.99

- Leverage the full power of design to make stronger emotional connections, deepen your customer relationships, and strengthen your brands.
- Co-authored by Robert Brunner, the legendary industrial designer who helped create Apple's extraordinary competitive advantage in design!



## From Concept to Consumer: How to Turn Ideas into Money

Phil Baker • 9780137137473 • October 2008 • \$24.99

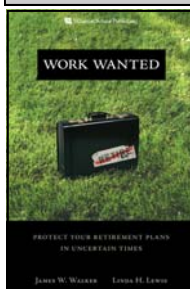
- The world's most practical guide to product development, by Phil Baker, legendary creator of the Apple PowerBook!
- Create tomorrow's breakthrough products: innovations that deliver real value customers actually want!



## Wired to Care: How Companies Prosper When They Create Widespread Empathy

Dev Patnaik • 9780137142347 • January 2009 • \$24.99

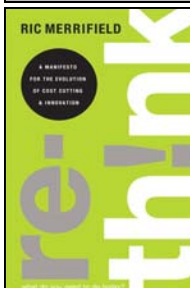
- Create more actionable understanding of your customers as real human beings, and create high-profit innovations in both current and new markets.
- Featured in the book are companies such as American Girl, Harley Davidson, Microsoft, and Target.



## Work Wanted: Protect Your Retirement Plans in Uncertain Times

James W. Walker & Linda H. Lewis • 9780132354646 • February 2009 • \$22.99

- Action plan for every boomer professional who wants to keep working, keep thriving, and improve their coming decades!
- How to take advantage of the coming workforce crisis to keep your career, and your lifestyle, on your terms!



## Rethink: A Business Manifesto for Cutting Costs and Boosting Innovation

Ric Merrifield • 9780137031658 • April 2009 • \$24.99

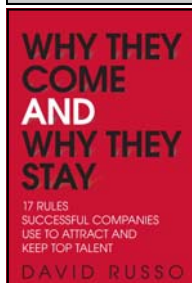
- Efficiently rethink your operating model to boost performance of what is most valuable to you and your customers!
- Quickly unmask what does, and does not, contribute to your success so you can set a clear course for outsourcing, cost cutting, and innovation.



### Thank God It's Monday!: How to Create a Workplace You and Your Customers Love

Roxanne Emmerich • 9780138158057 • April 2009 • \$19.99

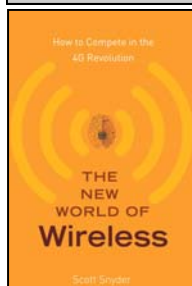
- Complete system for driving breakthrough performance by making your workplace, and your customer's experience, more fun!
- By the nationally-known transformation agent, Roxanne Emmerich.



### Why They Come and Why They Stay: 17 Rules Successful Companies Use to Attract and Keep Top Talent

David Russo • 9780137146703 • June 2009 • \$22.99

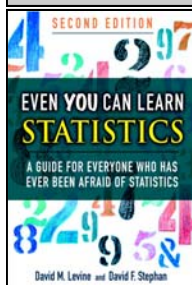
- Follow these techniques to achieve sustainable competitive advantage, lower operating costs, retain gifted employees, and increase productivity.
- Executive guide that presents 17 rules to follow for engaging employees



### The New World of Wireless: How to Compete in the 4G Revolution

Scott Snyder • 9780137003792 • August 2009 • \$34.99

- Offers a framework for measuring your organization's wireless readiness and assessing the potential business impact of the wireless future.
- Challenges your business models and illuminate unprecedented new paths to value creation.



### Even You Can Learn Statistics: A Guide for Everyone Who Has Ever Been Afraid of Statistics, 2nd Ed.

David M. Levine & David F. Stephan • 9780137010592 • August 2008 • \$19.95

- New edition of a bestselling book by David Levine, one of the most popular and successful authors of basic statistics books for both education and the general public.
- The new edition will feature a new chapter on Multiple Regression, new problems at the end of each chapter, more Excel material in the spreadsheet solutions, and new examples throughout.

### Doing Green Business Right: Developing and Running Your Business as an Environmental Steward

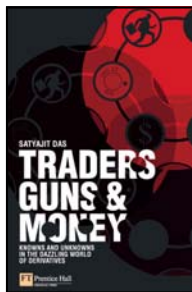
Eric Olson • 9780137010172 • November 2009 • \$24.99

- Shows how businesses can transform their processes from conventional models to green ones.
- This book goes beyond books like *Green to Gold* and shows readers the steps and process through a Green Six Sigma model for green transformation.

### Financial Innovations: Overcoming the Challenge of Growth Throughout the World

Franklin Allen & Glenn Yago • 9780137011278 • November 2009 • \$29.99

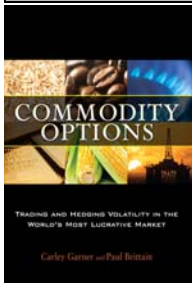
- First book in a new series of books that addresses the potential role and importance of financial innovation in solving some of the most pressing problems of the day, such as health care, energy, and housing.
- This series is the result of a collaboration between Wharton School Publishing and the Milken Institute.



## Traders, Guns, & Money: Knowns and Unknowns in the Dazzling World of Derivatives

Satyajit Das • 9780273704744 • August 2006 • \$29.99

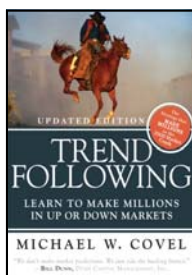
- The real derivatives industry: genius quants, actual trading rooms, high-stakes games, shocking deceptions.
- Inside the deal: uncovering the astonishing perils buried in one real-world derivatives contract.



## Commodity Options: Trading and Hedging Volatility in the World's Most Lucrative Market

Carley Garner & Paul Brittain • 9780137142866 • January 2009 • \$39.99

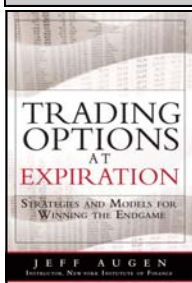
- Master strategies designed to reflect the unique characteristics of commodity options.
- Easy to understand charts and visuals help you understand the true risks and rewards associated with each strategy, and customize your approach to your risk tolerance.



## Trend Following (Updated Edition): Learn to Make Millions in Up or Down Markets

Michael W. Covel • 9780137020188 • February 2009 • \$19.99

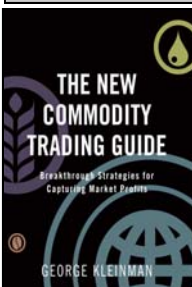
- The only Trend Following book to include powerful new results from Fall 2008: learn how Trend Followers delivered fantastic returns while everyone else was losing their shirts!
- Simple charts and instructions help you use Trend Following no matter where the market goes next.



## Trading Options at Expiration: Strategies and Models for Winning the Endgame

Jeff Augen • 9780135058725 • March 2009 • \$34.99

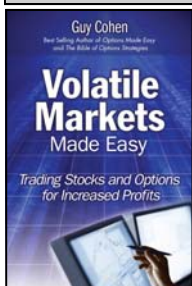
- Breakthrough trading strategies for taking advantage of the subtle, little-known price distortions that accompany every options contract expiration.
- Techniques for reducing your risk, limiting your market exposure, and gaining exceptionally high returns.



## The New Commodity Trading Guide: Breakthrough Strategies for Capturing Market Profits

George Kleinman • 9780137145294 • March 2009 • \$34.99

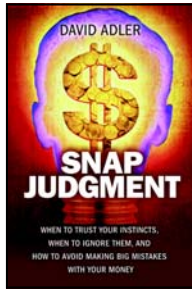
- Introduces an exciting new trading technique that the author calls the "natural number method".
- Written for traders by one of the most successful commodities traders in the world, George Kleinman.
- Proven ways to profit from news, trends, market psychology, and more.



## Volatile Markets Made Easy: Protect Your Retirement Plans in Uncertain Times

Guy Cohen • 9780135138410 • May 2009 • \$29.99

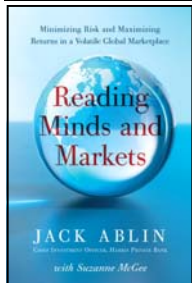
- The techniques taught help option traders greatly improve their profits by introducing specific new chart patterns and then linking them to options strategies for volatile markets.
- Options traders will learn how to make windfall profits from up and down markets using stocks or options.



## Snap Judgment: When to Trust Your Instincts, When to Ignore Them, and How to Avoid Making Big Mistakes with Your Money

David Adler • 9780137147786 • June 2009 • \$25.99

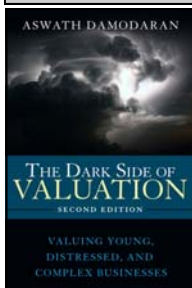
- This book explores the groundbreaking field of behavioral finance and investigates the human biases and irrational behavior involved in investing and personal finance.
- Important life decisions, from retirement to healthcare to structuring a retirement income, are covered.



## Reading Minds and Markets: Minimizing Risk and Maximizing Returns in a Volatile Global Marketplace

Jack Ablin with Suzanne McGee • 9780132354974 • June 2009 • \$24.99

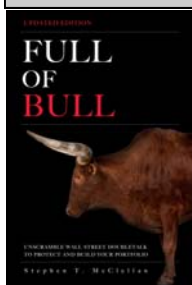
- Helps readers cut through the confusion and get straight to the decisions most likely to achieve success: how and when to shift their money from one asset class to another.
- Presents an easy 5 step plan simple enough for any investor to implement.



## The Dark Side of Valuation: Valuing Young, Distressed and Complex Businesses, 2nd Ed.

Aswath Damodaran • 9780137126897 • June 2009 • \$64.99

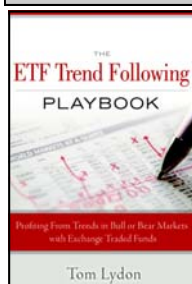
- The first edition of this book was published toward the end of the Dot-com boom and bust, necessitated by the inability of traditional valuation models to explain stratospheric stock prices.
- As markets have evolved and changed, the focus has shifted. The bubble and the rationalizations using new paradigms and models has shifted to new groups of stocks and into new classes of as-



## Full of Bull (Updated Edition): Unscramble Wall Street Doubletalk to Protect and Build Your Portfolio

Stephen T. McClellan • 9780137023127 • August 2009 • \$16.99

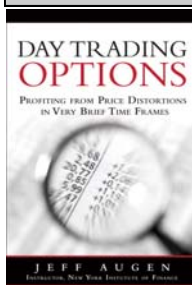
- Completely updated to reflect the financial and economic crisis beginning in 2008.
- This new edition will feature a new chapter on investing in a bear market, as well as many new examples of misleading



## The ETF Trend Following Playbook: Proven Strategies for Profiting in Bull or Bear Markets

Tom Lydon • 9780137029013 • August 2009 • \$25.99

- Provides specific trend following investing strategies for any investor whether the market is going up or down, and that protect your investments in today's volatile markets.
- Author Tom Lydon is the leading expert in the U.S. on ETF investing for individuals.



## Day Trading Options: Profiting from Price Distortions in Very Brief Time Frames

Jeff Augen • 9780137029037 • August 2009 • \$34.99

- Shows investors how to reduce their market exposure in today's highly volatile and risky markets by trading in very brief time frames rather than "buying and holding".
- Option traders who structure day trades that take advantage of pricing anomalies and distortions can generate more profit in one day than most experienced investors realize in a month.

## The Options Trading Body of Knowledge: The Definitive Source for Information About the Options Industry

Michael C. Thomsett • 9780137142934 • August 2009 • \$39.99

- Authoritative source for everything you need to know about the exciting ,but complex world, of options trading.
- Whether you are an experienced or novice options trader, a broker, or analyst in the options market, educator, or student of the markets, the wealth of information this book makes your task easy.

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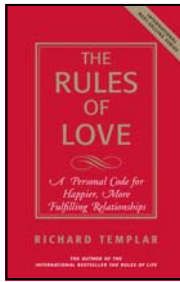
### Higher Returns for Safe Investments

Marvin Appel • 9780137003358 • November 2009 • \$24.99

- Explains how a diversified portfolio with high yield bonds can generate significantly higher returns than conventional bond investments without excessive risk.
  - Includes specific recommendations for a master portfolio that provides good appreciation with maximum safety that anyone can implement.
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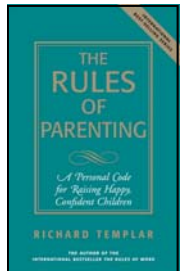
Life



## The Rules of Love: A Personal Code for Happier, More Fulfilling Relationships

Richard Templar • 9780137149964 • December 2008 • \$17.99

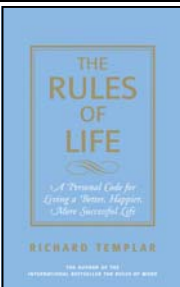
- Nobody has a happy, fulfilled life in a vacuum. Relationships are a fundamental part of life, and they're not always easy. That's why we need The Rules of Love.
- Part of bestselling Rules series, which has over a million copies in print.
- Written in Richard Templar's wise and witty style that readers have grown to know and love.



## The Rules of Parenting: A Personal Code for Raising Happy, Confident Children

Richard Templar • 9780137132591 • February 2008 • \$16.99

- While nothing can prepare you for everything parenting brings your way, this book gives you the most important rules.
- Present the key rules of parenting, including "Parents Are People, Too," "Carrots Beat Sticks" and the most important rule: "Any Rule Can Be Broken Occasionally."



## The Rules of Life: A Personal Code for Living a Better, Happier, More Successful Life

Richard Templar • 9780131743960 • December 2006 • 19.99

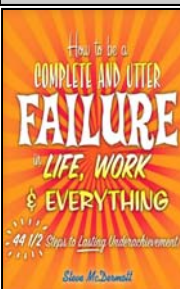
- Personal, practical rules for planning and living your life... and overcoming even life's toughest adversities.
- One step at a time: becoming a better friend.. partner... parent... human being.
- By Richard Templar, author of the global best-seller The Rules of Work



## The Life Guide: 10 Things You Need to Know About Everything That Matters

Robert Ashton • 9780137135554 • March 2008 • \$14.99

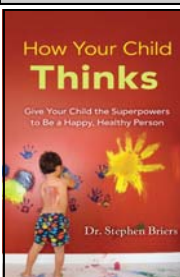
- Figure out what success and happiness mean to you--and go get them, one small, easy step at a time!
- Creative, practical tips for improving your health, your worklife, your relationships, and much more.
- Stay on track, overcome the pitfalls and doubts, and make it happen!



## How to be a Complete and Utter Failure in Life, Work & Everything: 44 1/2 Steps to Lasting Underachievement

Steve McDermott • 9780138138103 • January 2008 • \$14.99

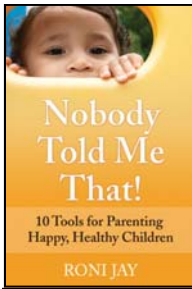
- What it takes to flop at everything from leading organizations to achieving your personal goals.
- 44 ½ tested strategies, proven by thousands of real people in every walk of life!
- Updated with five brand-new techniques, new actions not to take, and new exercises not to try!



## How Your Child Thinks: Give Your Child the Superpowers to Be a Happy, Healthy Person

Stephen Briers • 9780138156749 • February 2009 • \$18.99

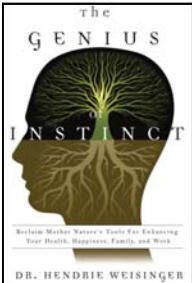
- Teach your children the most important skill they need: how to manage their own lives.
- Inoculate your children against today's epidemic of depression: help them develop the social confidence and personal competence they need to succeed.
- Draws on today's most powerful, exciting new research into positive psychology.



## Nobody Told Me That!: 10 Tools for Parenting Happy, Healthy Children

Roni Jay • 9780138156732 • March 2009 • \$18.99

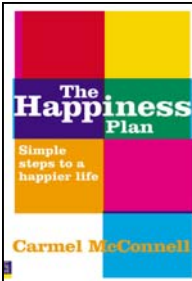
- The ten things you really need to do for your kids... from age 2 to college, and beyond!
- Great advice from a mom who really gets it: everything from building kids' self-confidence to getting them to clean their rooms!
- Not just what to do... how to be yourself, and make it happen, easily, comfortably, happily!



## The Genius of Instinct: Reclaim Mother Nature's Tools for Enhancing Your Health, Happiness, Family, and Work

Dr. Hendrie Weisinger • 9780132357029 • April 2009 • \$24.99

- Everything you thought you knew about instincts is wrong: new lessons from evolutionary biology.
- Rediscover your deepest, most important instincts and use them to thrive in every part of your life.
- By renowned psychologist and author of *The New York Times* bestseller *Nobody's Perfect*.



## The Happiness Plan: Simple Steps to a Happier Life

Carmel McConnell • 9780137002559 • May 2009 • \$14.99

- Happiness doesn't just happen: people need a plan.
- Written for hard working, time-poor people, helping them to make some real life changes with the right ideas.

## It All Happens Before It Happens: The Secrets to Making Your Vision a Reality

Kevin Elko • 9780137019601 • August 2009 • \$22.99

- Want success in your life? Change your mind, then change your actions for positive results.
- Author Kevin Elko speaks 180 days per year, offering his motivational coaching to a variety of audiences, including teams such as University of Alabama, Pitt, Rutgers, UNC, the Dallas Cowboys, Philadelphia Eagles, and others.

## Five Minute Zen

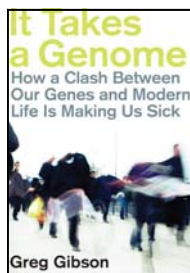
Dennis Merzel • 9780137003402 • November 2009 • \$22.99

- Zen, no waiting.
- From a zen master comes 2500 years of zen tradition, written for us in the "impatient West" looking to achieve a zen-like experience quickly.



Science

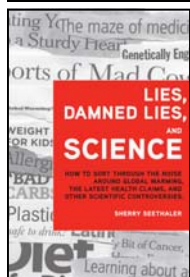
The life sciences revolution is transforming our world as profoundly as the industrial and information revolutions did in the last two centuries. FT Press Science will capture the excitement and promise of the new life sciences, bringing breakthrough knowledge to every professional and interested citizen. We will publish tomorrow's indispensable work in genetics, evolution, neuroscience, medicine, biotech, environmental science, and whatever new fields emerge next. We hope to help you make sense of the future, so you can *live* it, *profit* from it, and *lead* it.



**It Takes a Genome: How a Clash Between Our Genes and Modern Life is Making Us Sick**

Greg Gibson • 9780137137466 • December 2008 • \$24.99

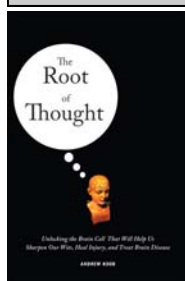
- Discover the genetic "mismatches" that are driving increases in major diseases, including AIDS, Alzheimer's, cancer, and diabetes.
- Get "inside" the human genome, and learn the surprising and subtle ways in which it really works.
- By Greg Gibson, a pioneer in the rapidly emerging science of evolutionary quantitative genomics.



**Lies, Damned Lies, and Science: How to Sort Through the Noise around Global Warming, the Latest Health Claims, and Other Scientific Controversies**

Sherry Seethaler • 9780137155224 • February 2009 • \$24.99

- Objective, balanced techniques for thinking about everything from diet and drugs to climate change.
- Identifying and getting past the biases of politicians, lobbyists, marketers...and even some scientific and medical professionals.
- By scientist Dr. Sherry Seethaler, one of the world's most innovative science educators.



**The Root of Thought: Unlocking the Brain Cell That Will Help Us Sharpen Our Wits, Heal Injury, and Treat Brain Disease**

Andrew Koob • 9780137151714 • June 2009 • \$24.99

- For the past 100 years, scientists have studied neurons and ignored the glia, which make up 90% of the brain.
- The discovery of the importance of the glia changes our entire understanding of how the brain works.
- Reveals astonishing new information about how our brains function and how we can heal them.

**Chips, Clones, and Living Beyond 100: The Health Revolution That Will Change Our Lives in the 21st Century**

Paul Schoemaker & Joyce Schoemaker • 9780137153855 • September 2009 • \$29.99

- The key scientific discoveries of the twenty-first century will emerge from the bioscience fields and they will impact all of our lives in ways that we can only now imagine.
- This book will assess the state of the biosciences now, offer a non-technical overview of developments that are currently taking place, and how that will affect the way we live our lives.

**Grey Matter: An Owner's Manual for Your Brain**

Daniel Drubach • 9780137016709 • October 2009 • \$24.99

- Your brain is more than just neurons and lobes: find out everything you never knew about this complex, integrated system responsible for an extraordinarily wide scope of functions.
- Author Daniel A. Drubach is a neurologist, as well as a psychiatrist, and currently works at the Mayo Clinic.

## Shrimp: The Small Crustacean That Changed the World

Jack Rudloe & Anne Rudloe • 9780137009725 • December 2009 • \$24.99

- This book seeks to describe the astounding history and importance of shrimp, the tiny creature which is the foundation of the food chain for marine life.
- This book is modeled after other books, such as *Cod*, which have captured readers' attention by providing scientific and social histories of common things, the widespread importance of which readers hadn't previously grasped.

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## Pictures of the Mind: What the New Neuroscience Tells Us About Who We Are

Miriam Boleyn-Fitzgerald • 9780137155163 • December 2009 • \$25.99

- New discoveries in neuroscience have revealed the mind's remarkable power to heal, grow, and transform itself in ways long thought impossible.
  - This book looks at results of brain imaging and what they tell us about the brain's capacity to heal after illness and injury, to adapt to new challenges, and to retrain itself in ways that can make us healthier and happier people.
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