

Spring 2026 titles

RIGHTS GUIDE

Connecting People and Ideas to
Create a World That Works For All

Berrett-Koehler
— PUBLISHERS

OUR STORY.

Berrett-Koehler (BK) was founded by Steve Piersanti in 1992 with “a deep sense of responsibility to administer the publishing company for the benefit of all of our ‘stakeholder’ groups—authors, customers, employees, suppliers and sub-contractors, owners, and the societal and environmental communities in which we live and work”

BK proudly holds the status of a B-Corp and ownership of the company is distributed among stakeholders.

BK’s books are focused on "changing the underlying beliefs, mindsets, institutions, and structures that keep generating the same cycles of problems, no matter who our leaders are or what improvement programs we adopt."

Over the company’s 30+ year history, BK has published more than 1,000 distinct titles on subjects ranging from systems change to body positivity. Berrett-Koehler books have been translated into over 63 languages.

It is a testament to BK’s principles and publishing expertise that many titles from the company’s early days continue to sell well today. These publications have influenced tens of millions of readers around the world.

BERRETT-KOEHLER'S UNIQUE APPROACH FOR CREATING CHANGE

OUR BELIEF

We believe that to create a world that works for all – which is the heart of BK's mission – change is needed at all levels: individual, organizational, and societal.

OUR PUBLISHING AGENDAS

BK publishes books in three major areas:

- Individual change (such as personal growth and living our values for a more inclusive and sustainable world)
- Organizational change (such as socially responsible business, humane leadership, and participative management)
- Societal change (such as community development, environmental sustainability, and economic justice)

BERRETT-KOEHLER'S UNIQUE COMPETITIVE ADVANTAGE

An author-centric publishing model that focuses on finding thought leaders with compelling insights, ideas, and experiences and helping them shape their message and amplify their voice

KEY PLANKS OF AUTHOR-CENTRICITY

- Author Bill of Rights that guides the publisher-author relationship
- Author Days to enhance collaboration between staff and author
- No/ low advances, but higher royalties
- Authors get unique exit clause in their agreements: Right to terminate the agreement after publication and after a 10-month notice and remedy period if the author is dissatisfied with the publishing relationship



BENEFITS FOR BERRETT-KOEHLER

1. Authors work as active collaborators and perform proactive marketing and outreach to promote their books
2. Very high author retention rate
3. More than 150 BK authors have already published multiple books with BK. These multiple-BK-book authors include 9 of our 10 bestselling authors
4. Authors provide strong referrals for BK by encouraging their colleagues to publish with BK

BERRETT-KOEHLER'S EXTRAORDINARY SOCIAL IMPACT

Berrett-Koehler has led the world by promoting systemic change:

APPROACH

Collaborating with thought leaders to develop new change methodologies that are inclusive, participatory, and engage the whole-system of stakeholders



Hundreds of BK authors have grown their speaking, training, consulting, and coaching businesses and networks



These authors, their readers and organizations have trained hundreds of thousands of changemakers and leaders in collaborative change

EXAMPLES

Future Search Network

- Has trained thousands of change agents and consultants
- Methodology has fans and followers ranging from war-torn communities in Africa to Fortune 500 companies

Arbinger Institute

- *Leadership and Self-Deception* has sold over 2.5 Million copies in 33 languages
- Built a successful 120 person training and consulting organization and partners in 26 countries

Art of Hosting

- Toke Paludan Moeller, Monica Nissen, and their colleagues aggregated methods from several BK books
- Trained thousands of people including 700 leaders and staff of European Commission

Berrett Koehler Publishers - Spring 2026 titles

To inquire about rights availability and request sample copies, please contact us!



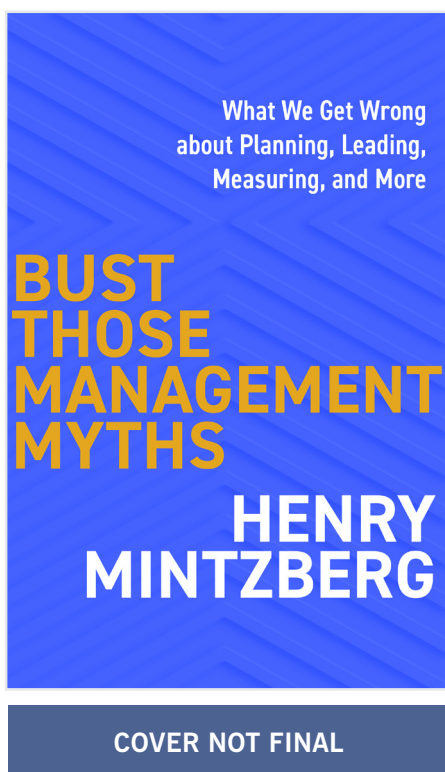
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ON SALE 5/19/2026
Announced 1st Print: 10,000

BERRETT-KOEHLER PUBLISHERS
HC: 9798890571724 / \$26.95/\$35.95

BISAC 1: Business & Economics - Management
BISAC 2: Business & Economics - Leadership
BISAC 3: Business & Economics - Organizational Behavior

Page Count: 160 **Trim Size:** 6 x 9
Carton Count: 12

Publicity and Marketing

- National publicity tour focused on leadership and management podcasts. Mintzberg has been featured in outlets such as Harvard Business Review, Forbes, and Stanford Social Innovation review.
- Social media promotion through x (21K followers) and LinkedIn (26K)
- Promotion in conjunction with author speaking, including at the Academy of Management Conference
- BK will launch a textbook campaign to get classroom adoption
- Promotion through McGill University, where the author has been teaching for over 50 years
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Instagram, and Blue Sky
- Promotion to Berrett-Koehler's email list, including to previous buyers of Mintzberg's books

Bust Those Management Myths

Subtitle: What We Get Wrong about Planning, Leading, Measuring, and More
Henry Mintzberg

TARGET CONSUMER:

- For readers of Henry Mintzberg's previous titles and books like *Orbiting the Giant Hairball* and *You Can't Fire Everyone*
- Leaders, managers, and executives
- Business schools and MBA programs, particularly organizational behavior classes
- Organizational development and executive education departments

Management icon Henry Mintzberg dismantles 20 dangerous business myths in this essential guide for thoughtful leaders.

Henry Mintzberg, legendary management thinker and recipient of the Thinkers50 Lifetime Achievement Award, has spent decades challenging conventional wisdom about how organizations work. In this powerful distillation of his life's work, Mintzberg tackles the most persistent and damaging myths in business—from "if you can't measure it, you can't manage it" to the blind worship of "strategic planning."

With characteristic wit and clarity, Mintzberg offers refreshing alternatives that will transform how you think about leadership, structure, and organizational effectiveness. He replaces tired maxims like "managing is controlling" with more nuanced approaches that embrace "controlled disorder," and suggests that "ordinary creativity" often matters more than exceptional genius.

Drawing from his extensive body of work across 60 years, Mintzberg provides a masterclass in critical thinking for anyone who leads teams or organizations. His irreverent style makes complex ideas accessible without sacrificing depth, making this book as intellectually stimulating as it is practically valuable.

Whether you're a seasoned executive, an aspiring manager, or a student of organizational behavior, this concise volume will challenge your assumptions and provide a clear-eyed framework for more effective, humane management.

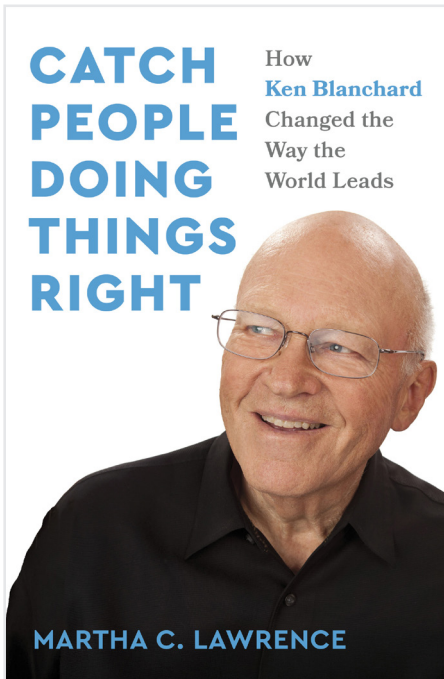
- **ENGAGED MANAGEMENT THINKERS:** For corporate and nonprofit managers, students, professors, and anyone seeking to manage more effectively. Specifically appeals to curious, critical thinkers who have enjoyed Mintzberg's thought-provoking books.
- **ACCESSIBLE WISDOM:** Combines scholarly insight with Mintzberg's trademark tongue-in-cheek writing style, making complex organizational concepts digestible through pithy, memorable examples and crisp prose.
- **MYTH-BUSTING APPROACH:** Systematically dismantles 20 pervasive management myths while offering practical, tested alternatives based on Mintzberg's groundbreaking research and decades of observation.
- **CAREER-SPANNING COLLECTION:** Represents the definitive summary of Mintzberg's revolutionary ideas that have consistently challenged orthodoxy since his first book, "The Nature of Managerial Work," making this his intellectual legacy in compact form.
- **AWARD-WINNING AUTHOR:** Mintzberg received the Thinkers50 Lifetime Achievement award and numerous prominent honors including the McKinsey Prize, the George R. Terry Award, and The CK Prahalad Award, establishing him as one of management's most respected voices.

"Henry Mintzberg is crazy. I agree with him almost 100% of the time."

—**Tom Peters**

Author Bio: Henry Mintzberg, OC, OQ, FRSC is the Cleghorn Professor of Management Studies at the Desautels Faculty of Management of McGill University in Montreal, Quebec, Canada, where he has been teaching since 1968. He received his PhD in Management from Sloan School, M.I.T. His iconoclastic approach to management theory has earned him 21 honorary degrees from institutions worldwide and the Thinkers50 Lifetime Achievement Award. Mintzberg's prolific writing career spans five decades, during which he has consistently challenged conventional wisdom about organizations, strategy, and leadership with refreshing clarity and wit.

Residence: Montreal, Quebec **Hometown:** Montreal, Quebec



ON SALE 10/21/2025
Announced 1st Print: 20,000

BERRETT-KOEHLER PUBLISHERS
HC: 9798890571335 / \$32.95/\$43.95

BISAC 1: Business & Economics - Motivational
BISAC 2: Business & Economics - Leadership
BISAC 3: Biography & Autobiography - Business
Page Count: 288 **Trim Size:** 6 x 9
Carton Count: 12

Publicity and Marketing

- National media campaign targeting *WSJ*, *Financial Times*, *Bloomberg*, *Forbes* and other outlets
- Exclusive launch events and webinars with special guests
- Digital campaign leveraging Ken's 136,000+ LinkedIn followers
- Content marketing through Blanchard channels reaching 200,000+ subscribers
- Bulk sales campaign to Blanchard's global client base
- Course adoption campaign targeting business schools
- Internal launch events and programs for Blanchard employees
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Instagram, and Blue Sky
- Promotion to Berrett-Koehler's email list
- Promotion via organizational book clubs and reading groups: discussion guide available

Catch People Doing Things Right

Subtitle: How Ken Blanchard Changed the Way the World Leads

Reading Line: The Authorized Biography of One of the Worlds Most Influential Business Leaders, Authors, and Speakers
 Martha C. Lawrence

TARGET CONSUMER:

- Fans and readers of Ken Blanchard's books
- Readers of business leader biographies
- Business and MBA students studying leadership
- Executives, managers and leaders seeking inspiration and insight
- Aspiring writers, speakers and faith-based leaders

This candid business biography reveals how bestselling author, speaker, and business consultant Ken Blanchard revolutionized management by leading with love and service.

Ken Blanchard transformed modern leadership theory through unlikely means—by catching people doing things right. Written like a novel with warmth and humor, this authorized biography reveals how a mediocre student who was told he "couldn't write" became a bestselling author and a globally renowned management expert.

Through extensive access to personal papers, letters, and interviews spanning six decades, Martha Lawrence paints an intimate portrait of the man behind *The One Minute Manager* and dozens of other influential books. From his early days coaching Cub Scouts to building a worldwide training organization, Blanchard demonstrated that nice guys can finish first by focusing on serving rather than being served.

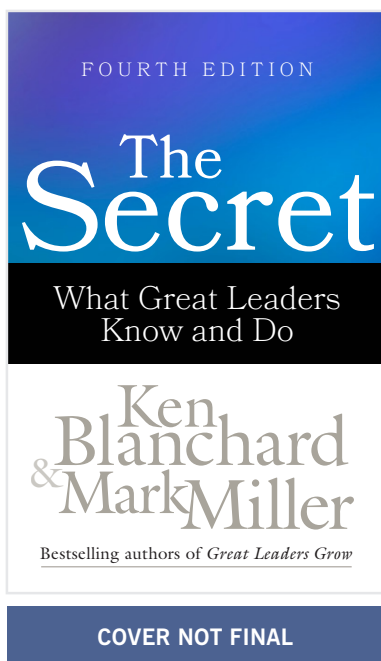
During pivotal moments—his sister's tragic death, losing his home to wildfire, economic downturns threatening his company—Blanchard's optimistic leadership philosophy was tested. Yet his unwavering commitment to bringing out the best in others while leading with love created a lasting legacy that continues to influence organizations globally.

More than just a business biography, this book shows an American success story of someone who achieved greatness not through ruthless ambition but by genuinely caring about people and helping them reach their full potential. Blanchard's story offers an inspiring road map for anyone seeking to lead with both results and relationships in mind.

- **FOR READERS OF *PRINCIPLES* BY RAY DALIO:** Fans of business leader biographies looking to grow at work and in their personal lives will benefit from applying this book's core message of leading with love and service.
- **UNPRECEDENTED ACCESS:** Drawing from over six decades of personal papers, journals, and intimate interviews, this authorized biography provides unique insight into the life and leadership philosophy of Ken Blanchard.
- **COMPELLING NARRATIVE:** Written like a novel with colorful characters, emotional depth, and even a love story, the book brings to life pivotal moments that shaped modern leadership theory.
- **MASSIVE PLATFORM:** Leveraging Ken Blanchard's 136,000+ LinkedIn followers, extensive speaking schedule, and Blanchard company marketing resources reaching hundreds of thousands.
- **PROVEN TRACK RECORD:** Author Martha Lawrence has worked closely with Ken Blanchard for 20+ years and previously coauthored an award-winning book with him.

Author Bio: Martha Lawrence, a former editor for Simon & Schuster and Harcourt Publishers, is an executive editor at Blanchard and has worked closely with Ken Blanchard for more than twenty years. Over the course of her career, she has edited hundreds of books, including the multimillion-copy bestseller *Feel the Fear and Do It Anyway* and *The One Minute Entrepreneur*, a #1 *New York Times* bestseller. She coauthored, with Ken Blanchard and Cynthia Olmstead, *Trust Works! Four Keys to Building Lasting Relationships*, winner of the 2014 San Diego Book Award. She is also the author of five Edgar, Anthony, Agatha, and Shamus award-nominated mystery novels featuring private investigator Elizabeth Chase.

Residence: Escondido, CA **Hometown:** Waukegan, IL



ON SALE 4/14/2026

Announced 1st Print: 25,000BERRETT-KOEHLER PUBLISHERS
HC: 9798890571816 / \$27.95/\$36.95BISAC 1: Business & Economics - Leadership
BISAC 2: Business & Economics - Management
BISAC 3: Business & Economics - Mentoring & CoachingPage Count: 192 Trim Size: 5-1/2 x 8-1/2
Carton Count: 12

Publicity and Marketing

Ken Blanchard Marketing Support:

- Social media promotion across 136,000+ LinkedIn followers plus Facebook, X, Instagram, and YouTube
- Features in Blanchard's *Ignite* newsletter reaching 25,000+ readers
- Content sharing through Ken's *How We Lead* and *LeaderChat* blogs
- Blanchard Community global leadership events and *LeaderChat* podcast appearances
- Social media giveaways with signed copies and influencer endorsements

Mark Miller Marketing Support:

- Comprehensive campaign including podcast appearances, targeted social advertising, and airport promotions
- Promotion through *Lead Every Day* podcast (listeners in 150+ countries)
- Features in weekly newsletter with 25,000 subscribers and 65%+ open rate
- Launch team coordination and extensive social media outreach
- Speaking and coaching engagement integration

Additional Promotional Activities:

- National media outreach targeting business, leadership, and management publications
- Corporate training integration conference and workshop facilitation through both authors' consulting organizations
- Berrett-Koehler will promote across our social media platforms and to our email lists

The Secret, Fourth Edition

Subtitle: What Great Leaders Know and Do
Ken Blanchard & Mark Miller

TARGET CONSUMER:

- Readers and fans of Ken Blanchard's and Mark Miller's previous books on transforming leadership in business
- Managers, supervisors, and team leaders across all industries who are seeking practical, proven leadership guidance
- Executive coaches, HR professionals, leadership development specialists, business school students, and organizational leaders who are implementing servant leadership principles in corporate, nonprofit, government, healthcare, and educational settings

In a world where 82 percent of managers struggle to lead effectively, this international bestseller reveals the one secret that separates great leaders from the rest.

"What do I need to do to be a great leader?" It's the question everyone in authority wonders sooner or later. Ken Blanchard, whose books have sold over 25 million copies, and Mark Miller, who rose from line worker to Chick-fil-A vice president, uncover the secret great leaders already know in this international bestseller.

Using a classic business fable, newly promoted executive Debbie Brewster asks her mentor the crucial question: "What is the secret of great leaders?" His reply—"great leaders serve"—confuses her, but he reveals five fundamental ways leaders succeed through service. Debbie discovers why great leaders focus on the future, how teams determine success or failure, what three arenas need continuous improvement, why leadership success has two essential components, and how to strengthen—or destroy—credibility.

This fourth edition includes the proven SERVE model plus breakthrough content on leadership's most critical element—a leader's heart. Discover these new features:

- Revised chapters
- New chapter with five HEART habits that form leadership's foundation
- Comprehensive facilitator's guide for groups and teams
- Expanded resources for teams and organizations

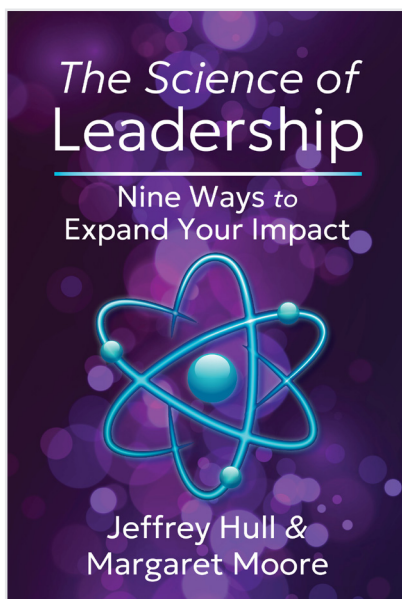
Translated into twenty-nine languages with over 700,000 copies sold, *The Secret* delivers proven wisdom in an unforgettable story that anyone can understand and apply immediately.

- **MASSIVE LEADERSHIP AUDIENCE:** Perfect for beginning and experienced leaders across all sectors—business, education, healthcare, government, nonprofits, and churches—addressing the global leadership crisis where 82 percent of managers struggle to lead effectively.
- **ACCESSIBLE BUSINESS FABLE FORMAT:** Written in Ken Blanchard's signature simple parable style featuring relatable characters and practical scenarios, making complex leadership concepts immediately understandable and applicable.
- **SUBSTANTIAL NEW CONTENT:** This fourth edition includes revised chapters, a new HEART habits chapter covering the character foundation of leadership, a facilitator's guide for group applications, and expanded resources for teams and organizations.
- **PROVEN GLOBAL BESTSELLER:** This classic leadership guide has sold over 700,000 copies across three previous editions and been translated into twenty-nine languages, with steady sales for over twenty years proving its timeless relevance.
- **POWERHOUSE AUTHOR COLLABORATION:** Ken Blanchard's 65+ books have sold over 25 million copies with Amazon Hall of Fame recognition, while Mark Miller's leadership expertise from Chick-fil-A and 12 published books brings real-world corporate experience.

Author Bio: Ken Blanchard is cofounder of The Ken Blanchard Companies, a leading international training and consulting firm. Author of over sixty-five books with combined sales exceeding 25 million copies, he was inducted into Amazon's Hall of Fame in 2005 as one of the top twenty-five bestselling authors of all time. His leadership expertise has influenced millions worldwide.

Mark Miller is cofounder of Lead Every Day and former vice president of high performance leadership at Chick-fil-A. Author of twelve books, including two coauthored with Ken Blanchard, his works have sold millions of copies. His real-world corporate leadership experience brings practical insights to leadership development.

Residence: Blanchard: Escondido, CA; Miller: Marietta, GA **Hometown:** Blanchard: Orange, NJ; Miller: Atlanta, GA



ON SALE 7/15/2025
Announced 1st Print: 7,000

BERRETT-KOEHLER PUBLISHERS
TR: 9798890570765 / \$27.95/\$36.95

BISAC 1: Business & Economics - Leadership
BISAC 2: Business & Economics - Mentoring & Coaching
BISAC 3: Self-Help - Personal Growth - Success
Page Count: 288 **Trim Size:** 6 x 9
Carton Count: 36

Publicity and Marketing

- The authors are hiring a PR firm to develop a pre-launch campaign ensuring that pre-order sales are on pace with current best-sellers.
- The authors through the IOC have an email list of more than 30,000 and through partnerships with organizations such as the International Coach Federation they will have access to more than 100,000 coaches. They plan an email campaign to promote the book in pre-sale and post-launch.
- The authors will promote their book for individual and bulk sales through their extensive speaking engagements including at companies such as Goldman Sachs, the American College of Lifestyle Medicine, plus in media outlets such as the Nike podcast.
- Hull and Moore both do extensive teaching and will introduce the book as part of their curricula at NYU, Harvard Medical School, the Harvard Extension School and in their course at Mindvalley/Evercoach.
- The IOC podcast, Coaching Revealed, is hosted by Moore and Hull, and will be leveraged to showcase the book.
- The authors will promote the book through their social media platforms with more than 25,000 combined followers.
- BK will promote the book to our email list and social platforms.

The Science of Leadership

Subtitle: Nine Ways to Expand Your Impact
Jeffrey Hull & Margaret Moore

TARGET CONSUMER:

- Leaders who work at all levels of organizational life, up to and including the C-Suite.
- Coaches who are employed to work with individual leaders and teams within organizations
- Coaches-in-training and those thinking about launching a coaching study.
- University-level leadership development course instructors and students.

At last, everyday leaders can put the science of leadership into action every day to model, inspire, and empower others to perform at their best.

The Science of Leadership: Nine Ways to Expand Your Impact presents a game-changing synthesis of 50 years of leadership research as a comprehensive guide for seasoned and aspiring leaders, and anyone who wants to help their boss become a better leader.

Authors Jeffrey Hull and Margaret Moore, leadership coaches and leaders of the Institute of Coaching, translate academic research and their extensive experience in leading and coaching into a practical, self-coaching roadmap for your own growth in these times of exponential change and disruption.

This book organizes the science of leadership (15,000+ studies and articles showing what improves individual, team, and organizational performance) into nine capacities which build upon each other. Each capacity is brought to life by real-life stories, a science overview, practices, and ways to deal with overuse. These capacities are organized into three levels with increasing complexity:

Self-Oriented

1. Conscious - See clearly, including myself
2. Authentic - Care
3. Agile - Flex

Other-Oriented

4. Relational - Help
5. Positive - Strengthen
6. Compassionate - Resonate

System-Oriented (team and organization)

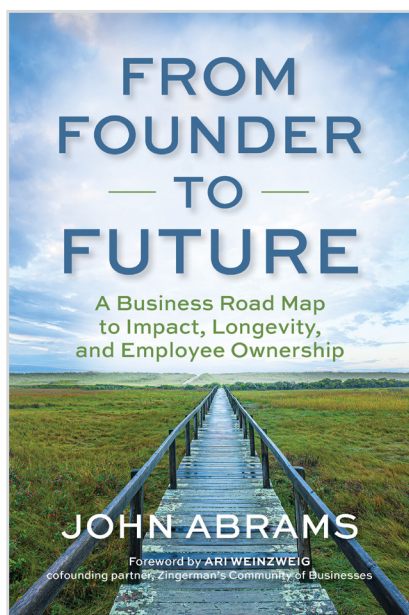
7. Shared - Share
8. Servant - Serve
9. Transformational - Transform

Whether you're a C-suite executive, an emerging leader, or a professional coach or consultant, *The Science of Leadership* delivers the fundamentals you need to know. You will quiet your ego and feel more fulfilled as a leader as your impact grows. Leading will feel more like flying than trudging uphill, with more ease, less strain, and more pleasure.

- **TARGETS A GROWING AUDIENCE SEGMENT:** According to the Institute of Coaching (IOC), the number of certified coaches has grown 55% since 2019 and explosive growth is expected to continue. This book, coming from IOC founders, will be a critical text for current and emerging executive coaches.
- **BIG AUDIENCES:** This book is for leaders at all levels in all types of organizations and for the coaches who train and assist leaders.
- **FLAGSHIP BOOK:** This is the flagship publication of the IOC, which brings science and coaching together and offers courses, seminars, and other resources to its 5,000 members and 30,000 additional email subscribers, many in conjunction with Harvard University.
- **LARGE SALES BASE:** The 5,000 members of the IOC and the 30,000 additional subscribers to its bi-weekly email campaigns will be the core audience of the book, and they will pass it along to tens of thousands of additional leaders and coaches.
- **TOP AUTHORS:** Hull and Moore serve as executive director and board chair of the IOC, which they cofounded in 2009. Their previous books have sold more than 130,000 copies.

Author Bio: **Jeffrey Hull** is executive director and **Margaret Moore** is board chair of the Institute of Coaching, which they cofounded in 2009. Moore is also founder of Wellcoaches Corporation, which has trained more than 15,000 coaches. Hull and Moore each speak to many thousands of leaders and coaches each year in the US and around the world. Previous books by Hull and by Moore have sold more than 130,000 copies combined, including *Flex; Shift; Coaching Psychology Manual; Organize Your Mind, Organize Your Life; and Organize Your Emotions, Optimize Your Life*.

Residence: Amsterdam, Netherlands and Wellesley, MA **Hometown:** Amsterdam, Netherlands and Wellesley, MA



ON SALE 6/3/2025
Announced 1st Print: 10,000

BERRETT-KOEHLER PUBLISHERS
TR: 9781523006816 / \$24.95/\$33.95

BISAC 1: Business & Economics - Leadership
BISAC 2: Business & Economics - Development - Sustainable Development
BISAC 3: Business & Economics - Small Business
Page Count: 240 **Trim Size:** 6 x 9
Carton Count: 24

Publicity and Marketing

- Author is planning a major grassroots marketing campaign to get the book into people's hands who will help promote the book, including organizations, associations, and corporations
- Author has hired Weaving Influence, a respected book marketing agency, to help with the book distribution, to build his platform, and drive media coverage.
- Targeted outreach to B-Corps, worker cooperatives, and sustainable business networks.
- Excerpts to be published in business and sustainability-focused magazines.
- Author to engage in conference speaking and podcast appearances.
- Continued writing of "Companies We Keep Next Chapter" blog which has a substantial readership among small business owners.
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Instagram
- Promotion to contacts on Berrett-Koehler's email lists
- Promotion via organizational book clubs and reading groups: discussion guide available

From Founder to Future

Subtitle: A Business Roadmap to Impact, Longevity, and Employee Ownership

Reading Line: Foreword by Ari Weinzwieg, Co-owner & Founding Partner, Zingermans Community of Businesses
John Abrams

TARGET CONSUMER:

- Readers of books on sustainable business and employee ownership
- Three million U.S. small business owners over 55 with employees
- Mid-career Gen X and millennial entrepreneurs preparing for future succession
- Leaders and employees of B Corps and mission-driven companies
- Business school students and faculty focused on sustainable business models

Learn how to transition leadership, implement shared ownership, and preserve your organization's core values—setting the stage for your business to thrive for generations to come.

This visionary but practical handbook offers mission-driven business owners a roadmap for ensuring their company's lasting impact, building leadership internally, and fostering participatory management.

Through inspiring real-world stories of B-Corps, worker co-ops, ESOPs, and employee ownership trusts, this book demonstrates how to create resilient organizations that benefit workers and communities.

Drawing on his 50-year journey with South Mountain Company and extensive research, Abrams outlines five critical transitions for mission-driven businesses to become what he calls a CommonWealth company:

- From founder to next-generation leadership
- From sole ownership to widely shared
- From hierarchical control to democratic management
- From unprotected mission to preserved purpose
- From business-as-usual to B Corp force for good

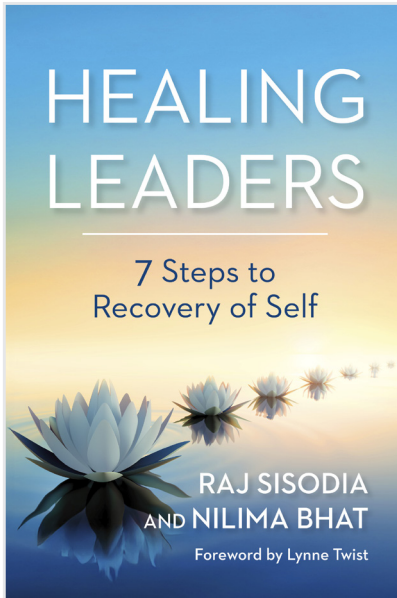
From Founder to Future is an essential guide for mission-driven leaders seeking to reshape their businesses for inclusivity, longevity, and positive impact. Whether you're a retiring owner planning your exit, a young entrepreneur building for the future, or an employee working in a purpose-driven business, this book offers a blueprint for creating enduring, values-driven enterprises in the emerging regenerative economy.

As 3,000,000 U.S. small business founders over 55 prepare to retire, \$10 trillion in assets will change hands over the next two decades. This timely guide shows how to preserve your company's mission and legacy while empowering the next generation.

- **GROWING AUDIENCE:** For three million U.S. small business owners over 55, their employees, and younger entrepreneurs seeking purposeful business models.
- **TIMELY TOPIC:** Addresses the \$10 trillion "Silver Tsunami" of small business successions expected over the next two decades.
- **COMPREHENSIVE GUIDE:** First book to cover four critical business transitions: leadership, ownership, management, and purpose preservation.
- **REAL-WORLD EXAMPLES:** Features stories of successful transitions from B-Corps, worker co-ops, ESOPs, and perpetual purpose trusts.
- **ACTIONABLE INSIGHTS:** Provides practical strategies and appendices with step-by-step guides for implementing various ownership and management models.
- **POWERFUL MARKETING:** Author commits to purchasing 5,000 copies pre-publication to seed the market through strategic distribution to CEOs, conference attendees, and networks.
- **EXPERIENCED AUTHOR:** Abrams successfully led South Mountain Company through all four transitions, achieving B Corp certification with the highest score globally.

Author Bio: John Abrams co-founded South Mountain Company in 1973 and served as its president and CEO until 2022. Under his leadership, the company became a pioneer in integrated architecture, building, and solar services, as well as a leader in worker ownership, leadership transition, and social mission innovation. Abrams is deeply connected to organizations promoting sustainable business practices, is a long-time affordable housing activist, and recently co-founded Abrams+Angell, a consultancy which guides employee ownership conversions. He is the author of *Companies We Keep*, which has sold over 10,000 copies, and a co-founder of Building Energy Bottom Lines, a peer group network of 70+ triple bottom line businesses.

Residence: Martha's Vineyard, MA **Hometown:** New York City, NY



ON SALE 1/20/2026
Announced 1st Print: 7,000

BERRETT-KOEHLER PUBLISHERS
HC: 9798890571496 / \$32.95/\$43.95

BISAC 1: Business & Economics - Leadership
BISAC 2: Self-Help - Personal Growth - Success
BISAC 3: Business & Economics - Motivational
Page Count: 256 **Trim Size:** 6 x 9
Carton Count: 12

Publicity and Marketing

- Storytelling-focused PR campaign with dedicated publicist highlighting real leadership transformation stories in major business media.
- Intimate workshop-style book tour events where leaders can experience the healing framework firsthand.
- Conscious Capitalism network activation reaching 200,000+ purpose-driven companies.
- Leadership transformation programs built around the book's framework, targeted for business school adoption.
- Authentic social media presence sharing healing leadership insights (20K+ LinkedIn followers)
- Personal outreach through authors' networks
- Course adoption campaign targeting business schools
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Instagram, and Blue Sky
- Promotion to Berrett-Koehler's email list
- Promotion via organizational book clubs and reading groups: discussion guide available

Healing Leaders

Subtitle: 7 Steps to Recovery of Self
 Raj Sisodia and Nilima Bhat

TARGET CONSUMER:

- **Successful but spiritually depleted leaders who've achieved everything on paper but still feel something's missing in their leadership journey**
- **Purpose-driven executives and entrepreneurs who believe business can be a force for good, resonating with works like "Conscious Capitalism" and "Theory U"**
- **Forward-thinking HR leaders and organizational development professionals who see the need for a more human-centered approach to leadership**
- **Leadership coaches and mentors working with executives who are ready to move beyond traditional "command and control" models**

In a world where businesses often create more harm than healing, this transformative guide shows leaders how to heal themselves first—because only whole leaders can build truly healthy organizations.

Leadership shouldn't cost us our souls, yet too many leaders find themselves spiritually and emotionally exhausted, leading organizations that drain rather than nurture human potential. This book offers a different path—one where personal transformation becomes the foundation for positive organizational change.

Written by conscious business pioneer Raj Sisodia and transformational expert Nilima Bhat, this book guides readers through seven essential steps of inner healing that ripple out to create healthier organizations:

- **Know your self**—Strip away the masks you wear as a leader to discover who you truly are.
- **Love your self**—Learn to embrace all parts of yourself, even the shadows you try to hide.
- **Be your self**—Find the courage to lead authentically, not just effectively.
- **Choose your self**—Take back authorship of your leadership story.
- **Express your self**—Channel your unique gifts into meaningful impact.
- **Complete your self**—Bring together all parts of yourself into wholeness.
- **Heal your self**—Transform your wounds into wisdom that serves others.

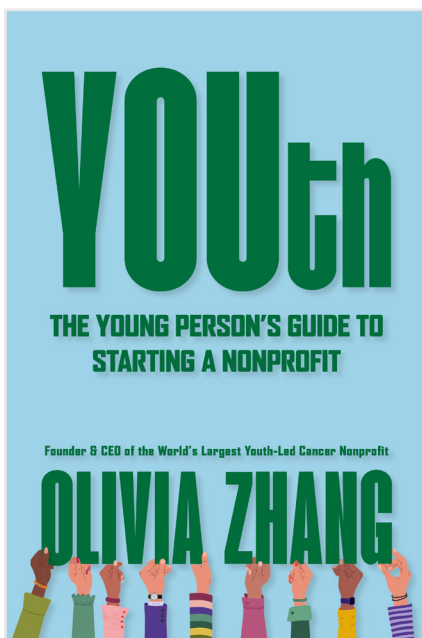
Through vulnerable personal stories, practical exercises, and real-world applications, this book provides a road map for leaders who are ready to begin their healing journey—not just for their own sake but also for the healing of the organizations and communities they serve.

- **MUST-READ FOR CONSCIOUS CAPITALISM LEADERS:** Raj Sisodia co-founded Conscious Capitalism (200,000+ member companies). This book will be a must-read for leaders of CC member companies.
- **HEALING-CENTERED APPROACH:** At a time when burnout and disconnection plague leadership ranks, this book offers a proven pathway to both personal wholeness and organizational health, tested through workshops with companies like Microsoft, Whole Foods Market, and Tata.
- **AUTHENTIC VOICE AND EXPERIENCE:** Both authors share their raw, honest journeys from traditional corporate success to discovering a more meaningful way of leading. Their vulnerability creates a safe space for readers to explore their transformation.
- **PRACTICAL AND SPIRITUAL INTEGRATION:** Unlike purely spiritual or purely practical leadership books, this work bridges both worlds, offering concrete tools for applying timeless wisdom to modern business challenges.
- **TRANSFORMATIONAL FRAMEWORK:** Goes beyond quick fixes to offer a comprehensive system for lasting change, already adopted in corporate training programs and academic settings including Tecnológico de Monterrey.

Author Bio: Raj Sisodia is a founder and chairman emeritus of Conscious Capitalism, president of Awaken Inc., and professor and chairman of the Conscious Enterprise Center at Tecnológico de Monterrey in Mexico. He earned a PhD in marketing and business policy from Columbia University. He is the author of sixteen books, including the *New York Times* bestseller *Conscious Capitalism*. He resides in Lexington, Massachusetts.

Nilima Bhat is a former distinguished professor, faculty of excellence at Tecnológico de Monterrey, as well as a former executive with senior roles at ESPN, ITC Hotels, and Philips. She currently divides her time between her consultancy Roots and Wings (clients include Etsy, Tata, Microsoft, and YPO), her wellness center set in the Indian highlands, and her advocacy of Shakti Leadership through her international course. She resides in Pondicherry, India.

Residence: Boston, MA; Pondicherry, India **Hometown:** Indore, India; Pondicherry, India



ON SALE 2/3/2026

Announced 1st Print: 10,000

BERRETT-KOEHLER PUBLISHERS
TR: 9798890571533 / \$22.95/\$29.95

BISAC 1: Business & Economics - Careers - Career Advancement & Professional Development
BISAC 2: Business & Economics - Nonprofit Organization Charities - General
BISAC 3: Self-Help - Personal Growth - Success
Page Count: 168 **Trim Size:** 6 x 9
Carton Count: 24

Publicity and Marketing

- Author will leverage her substantial social media platform of 123,000+ TikTok followers and 8,000+ Instagram followers to promote the book
- Cancer Kids First's 70 chapters and 50+ leadership team members will promote the book globally through their networks
- Author will coordinate media coverage with her existing media relationships at *People*, CBS News, Business Insider, and FOX
- The book will be marketed to the organization's extensive mailing list of 25,000-30,000 volunteers and 1,134 patients/parents
- 10 youth nonprofit founders featured in the book will promote through their personal platforms and media contacts
- Author plans to hire a dedicated publicist to maximize exposure
- Author regularly speaks to groups of 30-50 students 3-4 times monthly and will incorporate book promotion Guest speaking planned for Harvard leadership courses with 200+ students
- Author is applying to speak at TEDx events to increase visibility
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Instagram, and Blue Sky
- Promotion to Berrett-Koehler's email list

YOUth

Subtitle: The Young Person's Guide to Starting a Nonprofit

Reading Line: Founder & CEO of the Worlds Largest Youth-Led Cancer Nonprofit

Olivia Zhang

TARGET CONSUMER:

- **SOCIALLY CONSCIOUS YOUNG CHANGEMAKERS:** Passionate teenagers and young adults ages 10-25 driven to create meaningful social impact through nonprofit organizations but lacking resources and mentorship.
- **CANCER KIDS FIRST SUPPORTERS** and the author's large social media following of 120,000+ TikTok followers and 8,000+ Instagram followers who have specifically requested guidance on nonprofit development.
- **STUDENTS AND YOUNG ACTIVISTS** inspired by movements like Black Lives Matter and Stop Asian Hate who want to translate their passion into structured organizations with lasting impact.
- **PARENTS AND GRANDPARENTS OF YOUNG CHANGEMAKERS:** Parents and family members of kids driven to make the world better will find this book a great resource and gift for their driven child.

The essential guidebook young changemakers need to build successful nonprofits from scratch from the teenage founder of Cancer Kids First, the world's largest youth-led cancer nonprofit.

Featuring step-by-step worksheets, checklists, and actionable exercises.

Young people are driving social change like never before, but many passionate activists lack the roadmap to turn their ideas into sustainable organizations. Olivia Zhang, who founded Cancer Kids First at age 14 after losing two loved ones to cancer, delivers the comprehensive nonprofit guide she wishes she'd had when first starting out.

Now a Harvard student and recipient of the Diana Legacy Award, Zhang shares her journey of growing Cancer Kids First to reach 10,000+ patients across 22 countries.

What you'll get:

- Step-by-step instructions on lbranding, team-building, and fundraising Practical worksheets, checklists, and actionable exercises
- Gen Z-friendly format with emojis and approachable language Proven
- strategies from Zhang's journey scaling Cancer Kids First to 22 countries

Drawing from her viral Google Doc guide that garnered 400,000+ views, Zhang transforms trial-and-error lessons into an actionable blueprint, covering startup essentials, growth strategies, and authentic leadership challenges unique to young founders. For every passionate young person who believes they CAN and SHOULD change the world, *YOUth* is the ultimate resource to make it happen.

YOUNG, UNDERSERVED AUDIENCE: Designed specifically for socially conscious young adults and teenagers who want to create positive change but need practical guidance on establishing and growing nonprofit organizations.

PROVEN DEMAND: Based on Zhang's viral Google Doc "How to Start a Nonprofit," which received over 400,000 views, demonstrating enormous interest in youth-focused nonprofit guidance.

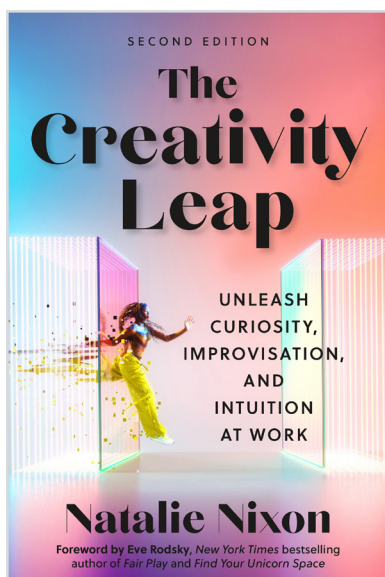
UNIQUE CONTENT: Features real stories, practical exercises, and exclusive interviews with 10 successful youth-led nonprofit founders, providing inspiration and actionable strategies.

AUTHOR CREDIBILITY: Written by Olivia Zhang, founder and CEO of Cancer Kids First, the world's largest youth-led cancer nonprofit with 40,000+ volunteers in 80 countries, who has been recognized by the Diana Legacy Award and featured in *People*, *Business Insider*, and CBS News.

MASSIVE PLATFORM: Zhang's combined personal and organizational reach exceeds 150,000 followers across social media platforms, with her nonprofit managing 70 chapters globally and a mailing list of over 25,000 volunteers.

Author Bio: Olivia Zhang founded Cancer Kids First (CKF) in 2019 at age 14 after losing two loved ones to cancer. As CEO, she's grown CKF into the world's largest youth-led nonprofit in its field, with 40,000+ volunteers across 80 countries. The organization has initiated 200+ events, donated 60,500+ resources, and partnered with 72 hospitals, aiding 10,000 patients in 22 countries. Zhang received the 2023 Diana Legacy Award and Harvard First-Year Emerging Global Leader Award. She has been featured in *People*, Yahoo News, Business Insider, CBS News and more.

Residence: McLean, VA **Hometown:** McLean, VA



COVER NOT FINAL

ON SALE 5/19/2026
Announced 1st Print: 8,000

BERRETT-KOEHLER PUBLISHERS
TR: 9798890571625 / \$24.95/\$33.95

BISAC 1: Business & Economics - Decision-Making & Problem Solving

BISAC 2: Business & Economics - Skills

BISAC 3: Self-Help - Creativity

Page Count: 240 **Trim Size:** 5-1/2 x 8-1/2

Carton Count: 24

Publicity and Marketing

- Figure 8 Thinking email subscription list (14,500+ subscribers as of February 2025). Monthly newsletter promotion, including new premium subscription version launched in 2025
- Author's substantial social media presence (21,842+ LinkedIn followers; 3,750+ Instagram followers). Expanded YouTube presence with dedicated content about the book
- Media contributions to *Fast Company*, *INC*, Katie Couric Media, and SheMedia
- Strategic partnership with Eve Rodsky (75k Instagram followers and Hello Sunshine affiliation)
- Promotion through 20-25 annual keynote speaking engagements
- Free sample chapter distribution at speaking events with major clients (Association for Financial Professionals, International Food Manufacturers Association, Kraft Heinz, PayCor) Feature
- placement at Fast Company Innovation Festival
- Dedicated book page on Figure 8 Thinking website with supplemental resources
- Tie-in micro-course offering to expand learning experience. Promotion via organizational book clubs and reading groups: discussion guide available
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Instagram and Blue-Sky.

The Creativity Leap, Second Edition

Subtitle: Unleash Curiosity, Improvisation, and Intuition at Work

Reading Line: Foreword by TBA

Natalie Nixon

TARGET CONSUMER:

- For readers of Adam Grant's *Think Again* and Nir Eyal's *Indistractable* who want practical frameworks for creative leadership
- Business leaders and executives seeking to build more creative, resilient organizations in the AI era
- Product managers, designers, and innovation teams responsible for developing new solutions
- Mid-to-senior level professionals navigating the intersection of human creativity and emerging technologies
- Organizational development specialists and HR professionals responsible for workplace culture

Master creative thinking in the AI age with practical tools that blend imagination and discipline for better innovation in this updated, award-winning business bestseller.

Now updated with 20% new content, the Porchlight Business Book of the Year returns with all-new case studies and a groundbreaking chapter on creative partnerships with AI and emerging technologies. Natalie Nixon demonstrates that humans are hardwired for creativity—a competency anyone can develop by balancing wonder (awe, audacity, and curiosity) with rigor (discipline, skill-building, and attention to detail).

Drawing on interviews with professionals across diverse industries—from farming to medicine to technology—Nixon reveals how inquiry, improvisation, and intuition enhance creative capacity in every kind of work. This second edition features fresh success stories from innovative businesses that have mastered the delicate dance between human imagination and artificial intelligence in a rapidly changing world.

Combining practical creativity tools with illuminating stories of innovative people and organizations, this book serves as a provocation, an inspiration, and an invitation to unleash the innate creativity within each of us. Nixon offers a dynamic approach to adaptation and innovation that allows the freedom to access our full human potential—even as technology continues to reshape how we work. This essential guide helps anyone cultivate the creative thinking needed to thrive in today's complex business landscape.

- **REACHES BUSINESS & CREATIVITY AUDIENCES:** For business leaders, product managers, designers, and innovation teams seeking to harness human creativity in the AI era. Perfect for readers of Adam Grant's *Think Again* and Nir Eyal's *Indistractable* who need practical frameworks for creative leadership.
- **NEW TECHNOLOGY CHAPTER:** This edition features a new chapter exploring the human-AI creative partnership, with case studies of organizations successfully navigating this intersection.
- **MIX OF ART AND SCIENCE:** Using examples from painting, jazz, and dance, Nixon demonstrates how artistic principles can transform organizational culture and work processes in surprising ways.
- **PRACTICAL AND WONDERFUL:** Nixon's core methodology balances wonder—the joy of creation—with rigor, the "rules" that make innovations matter.
- **AWARD WINNER:** Nixon received the National Association of Women Business Owners' 2024 Architecture of Innovation Award and was on the Thinkers50 Radar. Her book received awards from Fast Company, Porchlight, and Soundview.

Author Bio: Natalie Nixon is a creativity strategist and president of Figure 8 Thinking. She advises and emboldens leaders to transform their businesses through creativity and foresight. She is a regular contributor to *Inc.*, *Fast Company*, Katie Couric Media, and SheMedia, and the editor of *Strategic Design Thinking*. Nixon's global speaking roster includes TEDxPhiladelphia, Fast Company Innovation Festival, the Mayo Clinic's Transform conference, and corporate clients like Kraft Heinz and PayCor. She holds a PhD in design management, an MS in global textile marketing, and a BA (cum laude) in anthropology and Africana studies. In 2024, she received the "Architecture of Innovation" award and was named to the Thinkers50 Radar.

Residence: Philadelphia, PA **Hometown:** Philadelphia, PA



ON SALE 10/28/2025
Announced 1st Print: 8,000

BERRETT-KOEHLER PUBLISHERS
TR: 9798890571137 / \$22.95/\$29.95

BISAC 1: Business & Economics - Decision-Making & Problem Solving

BISAC 2: Business & Economics - Organizational Development

BISAC 3: Business & Economics - Business Communication - General

Page Count: 192 **Trim Size:** 5-1/2 x 8-1/2
Carton Count: 24

Publicity and Marketing

- Content marketing strategy via author's platforms (27,000 LinkedIn followers, 6,800 newsletter subscribers). 21-day challenge campaign with social media content and live engagement.
- 2-4 monthly paid speaking engagements reaching 50,000+ annually
- National media campaign leveraging author's connections at MSNBC, *Fast Company*, and major outlets. Extensive podcast tour and broadcast media appearances.
- Corporate bulk sales through Edelman and university networks (500+ committed)
- Extensive podcast tour and broadcast media appearances
- Strategic partnerships with independent bookstores
- Endorsement campaign targeting prominent business and DEI leaders
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Instagram, and Blue Sky
- Promotion to Berrett-Koehler's email list
- Promotion via organizational book clubs and reading groups: discussion guide available

The Price of Nice

Subtitle: Why Comfort Keeps Us Stuck and 4 Actions for Real Change

Amira Barger

TARGET CONSUMER:

- Communications and PR professionals managing organizational change
- DEI practitioners and consultants seeking effective frameworks
- Corporate leaders and managers struggling to implement meaningful change
- HR professionals responsible for workplace culture initiatives
- Change advocates tired of performative actions and seeking real solutions

"What's wrong with nice?!" A simple and powerful question. It demands we interrogate the unspoken rules that shape our lives, often without our realizing it.

"It costs nothing to be nice!" What a travesty of logic. Niceness is not free—it comes at a steep price. It's a velvet glove over an iron fist, stifling dissent, prioritizing comfort over progress, and conditioning us to accept the status quo. Niceness is one of the most insidious social constructs, keeping us compliant, silent, and complicit in inequity. If we don't question it, we stay exactly where power wants us—agreeable, easy to manage, and stuck.

The Price of Nice is about breaking free. Amira Barger deconstructs our cultural obsession with niceness, exposes its hidden costs, and offers a practical framework for real change. With sharp analysis and personal insight, she helps readers disrupt the narratives that keep them stuck and reclaim their power.

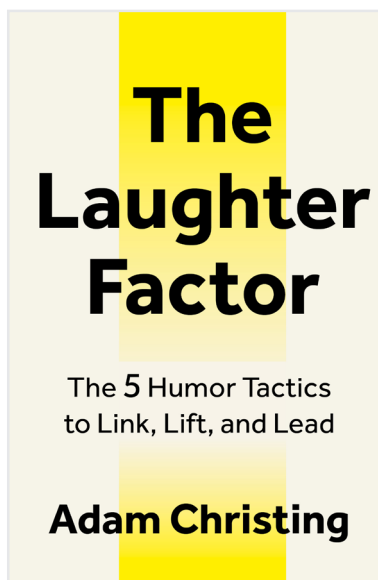
Guided by four dimensions rooted in social psychology—*think, feel, do, revisit*—this book offers immediate, adaptable practices for creating change. Because breaking free isn't only what you know—it's what you do next.

If you're tired of "good enough," this book will challenge you, change you, and call you to more.

- **FOR READERS OF JENNIFER BROWN'S *HOW TO BE AN INCLUSIVE LEADER*:** Leaders and PR and HR professionals looking to create healthier workplace cultures will find value in this book.
- **TRANSFORMATIVE APPROACH:** Challenges conventional wisdom that "being nice" leads to positive change, offering a revolutionary framework for authentic organizational transformation.
- **PRACTICAL FRAMEWORK:** The ACTIVE model provides clear, actionable steps to move organizations from performative talk to meaningful change, with specific strategies for overcoming resistance.
- **TIMELY TOPIC:** Addresses growing frustration with ineffective DEI initiatives and "performative allyship" in workplaces, offering fresh approach to drive real transformation.
- **COMPELLING NEW VOICE AND PROMINENT EXPERT AUTHOR:** At only 38, the author brings fresh perspectives as an award-winning EVP at Edelman (world's largest PR firm), professor, and regular contributor to *Fast Company* and MSNBC, with extensive speaking platform reaching 50,000+ annually.

Author Bio: Amira Barger is the award-winning executive vice president of communications and head of DEI advisory at Edelman, one of the largest communications and public relations firms in the world. She is also a professor at California State University, East Bay, teaching marketing, communications, and change management. She holds a BA in marketing from Vanguard University and an MBA from LeTourneau University, and she has received DEI certifications from Cornell University, University of South Florida, and SDS Global Enterprises Inc. She currently resides in Benicia, California.

Residence: Benicia, CA **Hometown:** San Diego, CA



ON SALE 9/16/2025
Announced 1st Print: 8,000

BERRETT-KOEHLER PUBLISHERS
TR: 9798890570802 / \$24.95/\$33.95

BISAC 1: Business & Economics - Motivational
BISAC 2: Self-Help - Communication & Social Skills
BISAC 3: Humor - Topic - Business & Professional
Page Count: 192 **Trim Size:** 6 x 9
Carton Count: 24

Publicity and Marketing

- Author tour with bookstore events in Colorado Springs (CO), Jackson Hole (WY), Scottsdale (AZ), Tyler (TX), Dana Point (CA), Henderson/Las Vegas (NV), Costa Mesa (CA), Waco (TX), Naples (FL)
- National publicity campaign to 100 podcasts and TV producers in business, leadership, management, entrepreneurship, sales, and self-help
- Social media promotion through the author's followers on LinkedIn (6,400) and a strategic social media campaign with an outside agency Promote on author's LinkedIn which has over 6,400 followers
- Author will promote through his 5000-person email list
- Promotion through the author's website: <https://adamchristing.com/> and the entertainment speakers bureau the author manages <https://cleancomedians.com/> (which represents 100 comedians)
- Author will promote in conjunction with his speaking (2-4 times per week) reaching 50-100K audience members every year
- Author will promote through his 5000-person email list
- Corporate and organizational sales through nonprofits, corporations, associations, and speakers bureaus
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Twitter, Instagram.

The Laughter Factor

Subtitle: The 5 Humor Tactics to Link, Lift, and Lead
 Adam Christing

TARGET CONSUMER:

- Leaders, managers, and salespeople looking to better connect with colleagues and clients through humor
- Pastors, teachers, and anyone who engages an audience
- Teams that frequently have meetings

Transform your connections and leadership with five research-backed humor tactics to master authentic workplace comedy, boost team engagement, and lead with laughter.

Discover the secret weapon that transforms relationships, boosts creativity, and enhances leadership: humor. *The Laughter Factor* reveals how laughter isn't just a source of joy but also a powerful tool for connection and success. Whether you're a leader, teacher, salesperson, or simply someone seeking stronger relationships, this book equips you with five humor tactics to captivate, connect, and inspire.

With decades of experience as a comedian and keynote speaker, author Adam Christing shares his proven methods to make humor work for anyone, anywhere. Here are his five *fundamental* humor strategies:

- *Surprise*—Use the power of the unexpected to delight and captivate.
- *Poke*—Master the art of self-deprecating humor and gentle teasing.
- *In-jokes*—Foster bonds through shared laughter and unique moments.
- *Wordplay*—Enhance your wit with clever banter and sharp language.
- *Amplify*—Turn ordinary stories into extraordinary, memorable moments.

Humor is the ticket to breaking barriers, fostering trust, and standing out in personal and professional settings. From boosting leadership presence to lightening tense situations, *The Laughter Factor* is the ultimate guide to wielding humor as a force for good.

- **FOR READERS OF HUMOR SERIOUSLY BY JENNIFER AAKER:** Christing provides practical guidance on bringing humor to professional settings in order to enact positive change.
- **MUST-READ TOOLBOX FOR LEADERS:** Tailored for leaders, professionals, and anyone looking to strengthen their relationships through laughter, this book makes workplace humor easy.
- **PRACTICAL AND FUN:** Each chapter includes real-life examples, humor exercises, and "homework" to help readers practice and personalize their humor style, ensuring tangible, laugh-inducing results.
- **AMBITIOUS LAUNCH PLAN:** Christing will invest in a 3-4 month media campaign, social media platform, and bookstore tour.
- **ACTIVE SPEAKER:** Adam Christing speaks 3-5 times every month and is considered the emcee of choice for corporations, nonprofits, and public events.

Author Bio: Adam Christing is one of America's best-known professional speakers and masters of ceremonies, having hosted gatherings for organizations as diverse as Stanford University and the Green Bay Packers. He was ranked the best event emcee by the Best of Los Angeles in 2021 and is CEO of the speaker's bureau Clean Comedians. He speaks more than 100 days each year to audiences from 150 to 3,000 people. He holds a degree in public speaking from Biola University.

Residence: Brevard, NC **Hometown:** Los Angeles, CA



COVER NOT FINAL

ON SALE 4/21/2026
Announced 1st Print: 25,000

BERRETT-KOEHLER PUBLISHERS
TR: 9798890571694 / \$24.95/\$33.95

BISAC 1: Self-Help - Personal Growth - Success
BISAC 2: Self-Help - Motivational & Inspirational
BISAC 3: Business & Economics - Workplace Culture
Page Count: 256 Trim Size: 5-1/2 x 8-1/2
Carton Count: 24

Publicity and Marketing

- Author will conduct an extensive speaking tour focused on leadership conferences, coaching organizations, and corporate events where Question Thinking principles can be introduced to new audiences.
- Targeted PR campaign introducing Dr. Adams as a guest expert on leadership, mindset, and workplace transformation shows, leveraging her experience from previous appearances on 15+ industry podcasts. Marilee has also been featured in Forbes, Fast Company, and more traditional media. Strategic placement of articles and excerpts in business publications and leadership blogs that highlight the new content focused on Question Thinking in the digital age.
- Comprehensive social media strategy across LinkedIn (14,500+ followers) and Facebook (1,600+ followers) with regular content sharing Question Thinking principles applied to current workplace and leadership challenges.
- Email marketing to Inquiry Institute's database of 16,000+ subscribers, with specialized content for coaches, leaders, and personal growth audiences.
- Partnerships with international organizations including Rotary Clubs and YPO (Young Presidents Organization) to distribute content and internal champions for the dology.

Change Your Questions, Change Your Life, Fifth Edition

Subtitle: 12 Powerful Tools for Leadership, Coaching, and Results

Reading Line: 5th Edition, Revised and Expanded
Marilee Adams, PhD

TARGET CONSUMER:

- **PERSONAL GROWTH ENTHUSIASTS AND READERS** who enjoy transformative books like Adam Grant's *Think Again* and John Maxwell's *Developing the Leader Within You*.
- **LEADERS AND PROFESSIONALS** seeking to improve decision-making, communication, and team dynamics.
- **EDUCATORS, COACHES, AND FACILITATORS** guiding personal and professional development.
- **READERS FACING CHALLENGING TRANSITIONS** needing a structured approach to reframe problems and overcome limiting beliefs.
- **INDIVIDUALS AND FAMILIES** using question theory to deepen relationships and communication skills.

The international bestseller that's transformed more than half a million lives returns with new tools for thriving in the digital age through the power of better questions.

Discover how the proven Choice Map framework and Question Thinking methodology drive breakthrough results in business leadership, workplace culture transformation, and team performance across all organizational levels.

In this updated fifth edition, Dr. Marilee Adams shares powerful Question Thinking™ tools that help shift from a limiting "Judger" mindset to an expansive "Learner" perspective.

Through an engaging business fable following manager Ben Knight's workplace transformation journey, readers learn to recognize when they're trapped in the "Judger Pit" of blame, stress, and limitation—and how to escape using the revolutionary Choice Map visual framework. This proven decision-making tool illustrates exactly how different questions lead to dramatically different leadership outcomes and workplace results.

This expanded edition includes:

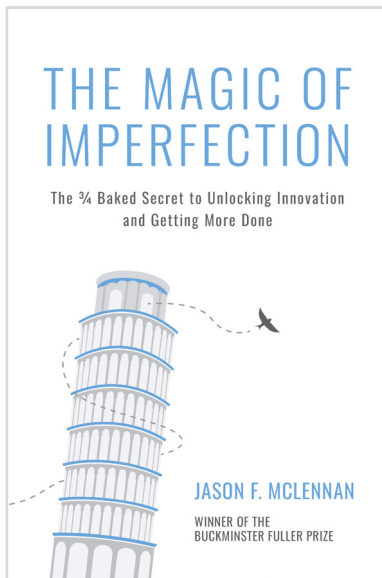
- **A new chapter on how to use AI with Question Thinking** ethically and for the common good
- **All new practical tools** based on the latest emotional intelligence research
- **Fresh insights for applying these principles** in a technology-driven world

Whether you're a leader building collaborative teams, a coach helping others reach their potential, or someone navigating personal challenges, this book offers a proven path to better decisions, stronger relationships, and breakthrough results in your life and in your work.

- **DEDICATED AUDIENCE:** Marilee has developed a devoted following among leaders, coaches, and personal growth enthusiasts who want practical tools to improve decision-making, communication, and relationships by shifting from limiting to expansive mindsets.
- **COMPLETELY UPDATED EDITION:** A brand-new chapter on Question Thinking in the digital age, addresses how to apply these principles in an AI-driven, technology-focused world, plus two new practical tools for readers.
- **PROVEN BESTSELLER:** International phenomenon with over 500,000 copies sold in 22 languages, demonstrating the timeless appeal and effectiveness of Marilee's Question Thinking methodology.
- **SCIENCE-BACKED APPROACH:** Incorporates latest neuroscience research on managing stress and fear through mindset shifts, adding credibility and effectiveness to the Question Thinking methods.
- **HIGHLY VISUAL LEARNING TOOL:** Centers on the Choice Map, a powerful visual framework that helps readers quickly identify when they're in limiting "Judger" versus expansive "Learner" mindsets.

Author Bio: Marilee Adams, PhD, award-winning author, is a pioneer in inquiry-based coaching, leadership, and organizational culture. The originator of the Question Thinking methodologies, she is CEO and founder of the Inquiry Institute and a consultant for organizations large and small. Dr. Adams is an affiliate instructor for Weatherhead's Executive Education Program at Case Western Reserve University and for ten years was an adjunct professor in the Key Executive Leadership Program at American University.

Residence: Lambertville NJ **Hometown:** Lambertville, NJ



ON SALE 9/9/2025
Announced 1st Print: 8,000

BERRETT-KOEHLER PUBLISHERS
TR: 9798890571014 / \$24.95/\$33.95

BISAC 1: Self-Help - Creativity
BISAC 2: Business & Economics - Time Management
BISAC 3: Business & Economics - Leadership
Page Count: 192 **Trim Size:** 6 x 9
Carton Count: 52

Publicity and Marketing

- Comprehensive launch through Perkins & Will's global network (3,000+ architects)
- Featured in Perkins & Will's Currents magazine and Insights publications which reach an estimated 35,000 readers
- Promotion through International Living Future Institute to 40,000+ practitioners
- Monthly newsletter reaching 4,000+ clients and contacts
- Speaking tour at major conferences and industry events
- PR campaign with Parson's PR targeting business and sustainability press
- Dedicated book website with supporting video content
- Social media campaign across author's platforms targeting approximately 5,000 followers
- Direct outreach to architectural firms and educational institutions
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Instagram, and Blue Sky
- Promotion to Berrett-Koehler's email list
- Promotion via organizational book clubs and reading groups: discussion guide available

The Magic of Imperfection

Subtitle: The ¾ Baked Secret to Unlocking Innovation and Getting More Done

Reading Line: Winner of the Buckminster Fuller Prize
 Jason F. McLennan

TARGET CONSUMER:

- Business leaders and entrepreneurs seeking innovation strategies
- Architects, designers, and creative professionals
- Project managers and team leaders
- Perfectionists struggling with productivity
- Recent graduates entering professional careers
- Sustainability and green building professionals
- Readers of business innovation and productivity books

Break free from perfectionism and finish your creative projects. This unconventional guide shows you how to overcome creative blocks and finally complete your work through strategic imperfection.

The world is full of creative people. So why do some get their ideas out in the world while others don't? Why are some incredibly prolific while others struggle with deadlines or can't complete projects? In this book, Jason F. McLennan—a master in “getting stuff done”—shares secrets to boosting productivity, innovation, and personal success. By adopting his “¾ baked” philosophy and the key lessons that surround it, readers will be able to dramatically increase their output while also keeping their creative juices flowing.

McLennan's recipe for creative success includes the following ideas:

- Look forward to failure
- Discover the power of feedback
- Learn to become a “trim tab”
- Harness the power of momentum to drive creativity

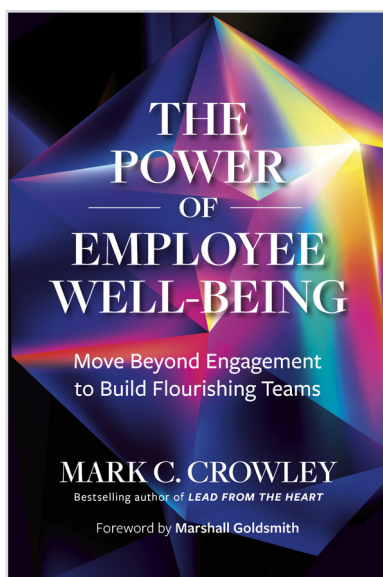
We've all heard the phrase “the perfect is the enemy of the good.” Perfection is often what holds so many people back. Trying to reach it means that nothing much can get completed, and inspiration itself is often blocked as people either procrastinate or endlessly self-edit. By chasing perfection, it remains elusively further away.

The world is full of half-baked ideas—but almost no perfect ones. With *The Magic of Imperfection*, readers will learn how to seriously amp up what they do, how fast they do it, and simultaneously how well it gets done.

- **FOR READERS OF RICK RUBIN'S *THE CREATIVE ACT*:** Readers looking to better understand ideas and creativity while overcoming perfectionism will benefit from this book.
- **ENGAGED CORE AUDIENCE:** McLennan is well-known and highly influential in multiple fields—green building, architecture, environmentalism, and areas of engineering and interior design—that encompass hundreds of thousands of people.
- **FRESH PERSPECTIVE:** Challenges conventional productivity wisdom with a counterintuitive yet proven approach that embraces strategic imperfection.
- **STRONG PLATFORM:** Author reaches 40,000+ practitioners through International Living Future Institute, speaks 8-12 times annually, and maintains strong presence in architecture/sustainability sectors.
- **EXPERT AUTHOR:** Winner of the Buckminster Fuller Prize and ENR Award of Excellence, McLennan is Chief Sustainability Officer at Perkins & Will (world's second-largest architecture firm) and creator of the Living Building Challenge.

Author Bio: Jason F. McLennan is considered one of the world's most influential individuals in architecture and sustainability. Chief sustainability officer at Perkins&Will, he founded the Living Building Challenge and International Living Future Institute. McLennan has won numerous awards, including the Buckminster Fuller Prize and ENR Award of Excellence. His work spans Fortune 500 companies, leading educational institutions, and major sports venues, including Climate Pledge Arena.

Residence: Bainbridge Island, WA **Hometown:** Sudbury, Ontario, Canada



ON SALE 9/30/2025
Announced 1st Print: 5,000

BERRETT-KOEHLER PUBLISHERS
HC: 9798890571298 / \$26.95/\$35.95

BISAC 1: Business & Economics - Workplace Culture

BISAC 2: Business & Economics - Leadership

BISAC 3: Business & Economics - Human Resources & Personnel Management

Page Count: 176

Trim Size: 6 x 9

Carton Count: 12

Publicity and Marketing

- National media campaign targeting *WSJ*, *Financial Times*, *Bloomberg* in partnership with Smith Publicity (author regularly writes for *Forbes* and *Fast Company* and will leverage those articles to promote the book)
- Author will leverage his highly- popular podcast, *Lead From the Heart* to launch the book. The podcast is in the top 1.5% of global podcasts based on listenership.
- He has a substantial social media following and will launch a promotion campaign across LinkedIn and X where he has a combined following of more than 20,000
- He has an active speaking roster that includes events at companies such as AE Wealth Advisers, Vice Media, Pixel United, and more
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Instagram, and Blue Sky
- Promotion to Berrett-Koehler's email list
- Promotion via organizational book clubs and reading groups: discussion guide available

The Power of Employee Well-Being

Subtitle: Move Beyond Engagement to Build Flourishing Teams

Reading Line: Bestselling author of *Lead from the Heart*
Mark C. Crowley

TARGET CONSUMER:

- Senior HR leaders and C-suite executives seeking research-backed approaches to workplace culture
- People managers and team leaders looking for alternatives to conventional engagement tactics
- Business school students and organizational behavior researchers
- Leadership trainers and executive coaches
- Human resources professionals implementing culture initiatives

The billion-dollar employee engagement industry has failed workers. This guide shows the data-driven alternative: measuring and improving employee well-being for lasting results.

For years, companies have trumpeted employee engagement as the lifeblood of success, weaving grand promises of thriving workplaces and soaring performance. Yet, Gallup's data shatters this façade: a mere 21 percent of global workers are engaged today, dismal figures essentially unchanged for over a decade. This rather damning reality exposes a commitment not just half-hearted but utterly disingenuous. The fallout is a workforce drowning in disillusionment. In *The Power of Employee Well-Being*, Mark C. Crowley unveils a revolutionary vision, proving well-being ignites fierce commitment, unleashes boundless productivity, and forges workplaces where people and profits thrive.

Why Well-Being Matters

Drawing on a University of Oxford study of 17 million workers, Crowley urges leaders to abandon flawed engagement metrics and champion well-being. Far from a soft idea, it drives results. Gallup, Harvard, and London School of Economics studies show organizations prioritizing well-being gain 27 percent higher profitability, lower turnover, and better customer satisfaction. Yet, with 74 percent surge in mental health-related leave (2023–2024), the crisis is urgent. Crowley highlights - belonging, feeling valued, respected, and connected—as well-being's core, yet 94 percent of leaders overlook this vital driver.

A Practical Roadmap

Building on his trailblazing book *Lead from the Heart*, Crowley delivers a concise, actionable guide for busy managers to cultivate well-being and unlock team potential. Through practical strategies, he equips leaders to meet workers' core needs: caring leadership, manageable workloads, emotional support, growth opportunities, and fair treatment. Crowley's insights, forged over decades as a leader and researcher, are anchored by formidable data, including a British Telecom study linking well-being to higher sales and customer satisfaction.

A Leadership Revolution

With a foreword by Dr. Marshall Goldsmith, a four-time *New York Times* bestselling author, *The Power of Employee Well-Being* is a clarion call to reject superficial fixes and ignite a leadership revolution. Crowley brilliantly distills complex ideas into a vital guide for busy managers. With 52 percent of workers willing to take a 20 percent pay cut for better well-being, stakes are high. This is the essential playbook for leaders to build thriving workplaces where retention soars and teams excel.

FOR READERS OF QUIET AND DEEP WORK: Those books have started the conversation but this book is the first to provide seekers with data and tactics to revolutionize employee care.

ACTIONABLE FRAMEWORK: Features clear tools and metrics for measuring and improving employee well-being that can be implemented immediately.

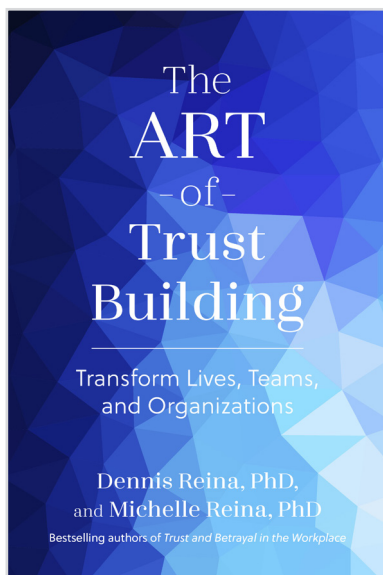
CONTRARIAN TAKE: First book to definitively challenge the engagement industry with research showing why traditional programs fail and offering superior well-being-focused alternatives

PROVEN EXPERTISE: Author's research and insights are regularly featured in Harvard Business Review, *WSJ*, and *Fast Company*

SIGNIFICANT PLATFORM: Global thought leader with top-ranked leadership podcast reaching 175 countries and 150K+ social media following.

Author Bio: Mark C. Crowley, a pioneering leader and bestselling author, is leading a revolution in workplace leadership. With 25 years in the competitive financial services industry, he rose to national roles, earning Leader of the Year Award for his heart-centered approach that drove exceptional performance in employee growth. His book *Lead from the Heart* (2011, 2nd. Ed. 2023) disrupted conventional management, and now taught in 11 universities, it ignited a global movement for humane leadership. A sought-after speaker, podcaster, *Fast Company* contributor, and organizational culture consultant, he shapes modern workplaces. His *Lead from the Heart* podcast, ranked in the top 1.5 % globally, with listeners in more than 175 countries.

Residence: La Jolla, CA **Hometown:** Garden City, N



ON SALE 1/13/2026
Announced 1st Print: 8,000

BERRETT-KOEHLER PUBLISHERS
TR: 9798890571458 / \$24.95/\$33.95

BISAC 1: Business & Economics - Workplace Culture

BISAC 2: Business & Economics - Business Ethics

BISAC 3: Psychology - Industrial & Organizational Psychology

Page Count: 240

Trim Size: 6 x 9

Carton Count: 24

Publicity and Marketing

- \$75,000 dedicated marketing budget for launch campaign
- Comprehensive social media strategy targeting leaders and managers
- Launch of Individual Trust Scale Assessment as lead generation tool
- Bulk sales through corporate training programs (4,000 copies committed ahead)
- Extensive speaking and consulting platform
- Regular webinars addressing trust-building solutions
- Community building through LinkedIn Live events and exclusive content

The Art of Trust Building

Subtitle: Transform Lives, Teams, and Organizations

Reading Line: Bestselling authors of Trust and

Betrayal in the Workplace

Dennis Reina, PhD, and Michelle Reina, PhD

TARGET CONSUMER:

- For readers of self-help books on trust, such as the works of David Horsager and previous Reina titles
- Leaders, managers, and supervisors with decision-making authority
- Reina partner firms licensed to use Reina's content and their existing clients
- Coaches, consultants, HR professionals, facilitators, and OD practitioners
- Individuals seeking to foster trust in their personal relationships

Master the essential actions that create lasting trust in any relationship, from the world's leading experts in workplace trust.

Trust is essential to all relationships, but knowing how to build and maintain it remains elusive. Drawing from three decades of research and consulting, trust experts Dennis and Michelle Reina provide a comprehensive roadmap for creating lasting trust in any relationship.

Through actionable frameworks, tools, and stories, readers will learn:

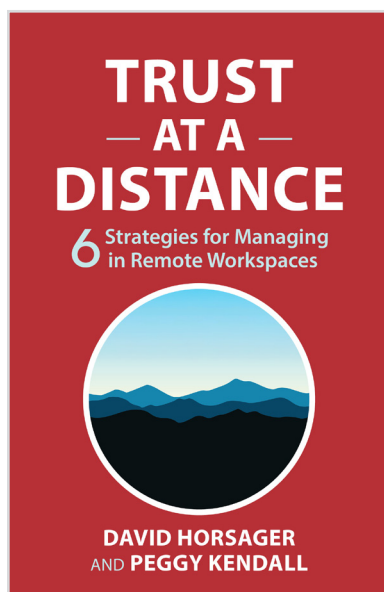
- Essential behaviors that build trust in character, communication, and capability
- How to foster an environment of openness where people feel heard and valued
- Ways to rebuild trust after breaches or betrayals
- Techniques for strengthening self-trust as the foundation for trusting others
- The role of gratitude in nurturing reciprocal trust

With the groundbreaking Reina Individual Trust Scale Assessment and concrete strategies for implementation, this essential guide equips readers to forge powerful bonds of trust that endure through uncertainty and change.

- **FOR READERS OF DAVID HORSAGER'S TRUSTED LEADER:** Appeals to leaders, managers, and individuals seeking to build deeper trust in both professional relationships and personal connections in an era of increasing workplace change and social division.
- **STRONG NEW CONTENT:** This book focuses on the daily actions and behaviors needed to build trust in all relationships. It includes extensive new practical content, including the Reina Individual Trust Self-Assessment, which builds on decades of research but is published for the first time in this book.
- **PROVEN RESULTS:** Previous books have sold over 50,000 copies. Authors have already secured 4,000 bulk copy commitments, with demonstrated ability to drive organizational change.
- **STRONG PLATFORM:** Authors have extensive consulting relationships with major companies, a robust speaking schedule, and are committing \$75,000 to marketing support.
- **PIONEERING EXPERTS:** Authors have spent 30+ years researching and implementing trust-building programs with over 300 major organizations globally. Their firm is a leader in workplace trust consulting.

Author Bio: Dennis and Michelle Reina are the cofounders of Reina, a trust-building consultancy. Considered pioneers in the field of workplace trust, they are change-management consultants, executive coaches, and sought-after keynote speakers who each have a PhD in human organizational systems. They are also the authors of the bestselling business books *Trust and Betrayal in the Workplace: Building Effective Relationships in Your Organization* and *Rebuilding Trust in the Workplace: Seven Steps to Renew Confidence, Commitment, and Energy*.

Residence: Stowe, Vermont **Hometown:** Brooklyn, NY and Toms River, NJ; Ethiopia, Belmont, MA



ON SALE 11/18/2025
Announced 1st Print: 15,000

BERRETT-KOEHLER PUBLISHERS
HC: 9798890571083 / \$24.95/\$33.95

BISAC 1: Business & Economics - Human Resources & Personnel Management

BISAC 2: Business & Economics - Leadership

BISAC 3: Business & Economics - Organizational Behavior

Page Count: 168 **Trim Size:** 5-1/2 x 8-1/2
Carton Count: 12

Publicity and Marketing

- Author's 100+ annual speaking engagements reaching 15,000+ contacts
- National media campaign targeting major outlets (WSJ, Forbes, Fast Company)
- Radio and podcast tour
- Corporate bulk sales through Trust Edge Leadership Institute
- Comprehensive social media campaign across all platforms where he has more than 15,000 followers
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Instagram, and Blue Sky
- Promotion to Berrett-Koehler's email list
- Promotion via organizational book clubs and reading groups: discussion guide available

Trust at a Distance

Subtitle: 6 Strategies for Managing in Remote Workspaces

David Horsager and Peggy Kendall

TARGET CONSUMER:

- **Readers of Horsager's previous books, plus readers of Patrick Lencioni and Ken Blanchard**
- **Participants in author's speaking events and training programs interested in putting his principles to work in their hybrid workplaces**
- **Leaders managing remote or hybrid teams and struggling to manage equitably**
- **HR and organizational development professionals seeking to create better productivity and cohesion in the new workplaces**
- **Business consultants and coaches working with executives and managers to grow their competencies in a hybrid world**

Build real trust in the remote workplace by mastering proven strategies for leading employees who work from home, the corner coffee shop, or the downtown office.

The shift to remote work has fundamentally changed how we build and maintain trust in organizations. Drawing on extensive research and experience, trusted leadership expert David Horsager and communication scholar Dr. Peggy Kendall present essential strategies that create strong virtual and hybrid workplace relationships.

Readers will learn to do the following:

- Amplify communication
- Clarify direction
- Build predictability
- Redefine accountability
- Create connections
- Leverage in-person experiences

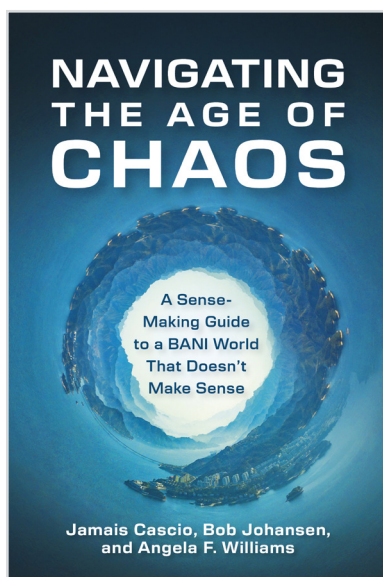
Trust at a Distance addresses common remote-work challenges, such as unclear communication, lack of information, and weakened relationships. This guide is perfect for leaders navigating hybrid and remote teams. By the time readers are finished reading, they will be inspired and confident that trust really can be built at a distance!

- **FOR READERS OF TIKAKO HIRATA'S *THE VIRTUAL LEADER*:** Appeals to the millions of leaders and managers adapting to remote/hybrid work environments who need guidance on building trust without in-person interaction.
- **TIMELY TOPIC:** Remote and hybrid work have skyrocketed in prevalence, but as many workers get recalled to the office, managers are struggling to juggle workers in multiple workplaces. They need guidance on building and maintaining trust as they navigate this new-to-many working style.
- **PRACTICAL FRAMEWORK:** Six clear, actionable tenets that address the biggest remote work trust challenges, with specific tools for implementation.
- **BESTSELLING AUTHOR:** Previous books—*Trusted Leader*, *The Daily Edge*, and *The Trust Edge*—have sold nearly 100,000 copies combined, with none selling under 20,000.
- **PROVEN EXPERTISE:** Author's trust-building methodology is used by major organizations like FedEx, Toyota, and the New York Yankees.

Author Bio: David Horsager, MA, CSP, CPAE, is CEO of Trust Edge Leadership Institute, bestselling author of *The Trust Edge*, inventor of the Enterprise Trust Index, and director of one of the nation's foremost trust studies, the Trust Outlook. His work has been featured in prominent publications such as *Fast Company*, *Forbes*, *the Huffington Post*, and the *Wall Street Journal*. Horsager has advised leaders and delivered presentations on six continents, with audiences ranging everywhere from FedEx, Toyota, and the New York Yankees to global governments and the Department of Homeland Security.

Peggy Kendall is a PhD researcher and Professor of Communication Studies. She has been researching, writing, and speaking about the impact of technology on communication ever since MySpace logged its way onto the scene. She also consults with executives and organizations across the country that have been struggling with remote work.

Residence: Minneapolis-St. Paul, MN **Hometown:** Stillwater, MN



ON SALE 10/28/2025
Announced 1st Print: 7,000

BERRETT-KOEHLER PUBLISHERS
HC: 9798890571212 / \$34.95/\$45.95

BISAC 1: Social Science - Future Studies
BISAC 2: Business & Economics - Leadership
BISAC 3: Business & Economics - Forecasting
Page Count: 240 **Trim Size:** 6 x 9
Carton Count: 12

Publicity and Marketing

- National publicity campaign to business, management, and leadership outlets (author has been featured in Entrepreneur, Bloomberg Business, Fast Company, CEOMagazine, Thrive Global, Strategy Driven and Leadership Now)
- Promotion in conjunction with author speaking at least two to three times per week, including to clients like Deloitte, Blue Diamond Growers, LinkedIn, Microsoft, Army War College, Harvard Business School, and United Way, plus at major events, including Global Nonprofit Leaders Summit, United Way conferences, and Milken Global Conference
- Promotion through the Institute for the Future's website: <https://www.iftf.org/> and social media on Twitter (41.4K followers), Facebook (22K friends), LinkedIn (24K followers), YouTube (22K subscribers) and Instagram (5800 followers)
- Promotion through Institute for the Future's two newsletters, News from the Future (30,203 subscribers) and IFTF Foresight (10,702 subscribers) Promotion to Berrett-Koehler's New Releases email list, leadership vertical list, and past buyers of Bob Johansen's books.
- Promotion via organizational book clubs and reading groups: discussion guide available.
- Promotion on the BK website: bkconnection.com and social media

Navigating the Age of Chaos

Subtitle: A Sense-Making Guide to a BANI World That Doesn't Make Sense

Jamais Cascio, Bob Johansen, and Angela F. Williams

TARGET CONSUMER:

- Business leaders and executives seeking future growth opportunities
- Business school professors and students looking to prepare for the future
- Non-Profit and NGO Leaders
- Risk management and business strategy consultants
- Futurists

The future is uncertain, and yet we must act. This groundbreaking framework helps leaders transform chaos into clarity, build organizational resilience, and create positive change in turbulent times.

The world we once described as volatile and uncertain has shifted into something far more chaotic: BANI, or brittle, anxious, nonlinear, and incomprehensible. In *Navigating the Age of Chaos*, Jamais Cascio, the originator of the visionary BANI framework, unpacks the tools and perspectives needed to navigate our increasingly turbulent era.

Joined by coauthors Bob Johansen and Angela F. Williams, Cascio provides real-world examples, practical strategies, and rich insights to help leaders, organizations, and individuals not just survive but thrive in the chaos. This book will help readers recognize, adapt to, and excel in a world changing with unprecedented speed and intensity.

Breaking down the BANI framework, readers will discover how to tackle each aspect of a BANI world:

- **Brittle**—Recognize fragility in systems and strategies to build resilience.
- **Anxious**—Address widespread anxiety with empathy and attentiveness.
- **Nonlinear**—Navigate unpredictable scenarios with adaptive, improvisational thinking.
- **Incomprehensible**—Find clarity in overwhelming complexity through webs of connection.
- **Positive BANI**—Reframe chaos into actionable opportunities for growth.

As a definitive guide to understanding and harnessing the power of the BANI framework, this book equips readers with the knowledge to reshape challenges into pathways for innovation and success.

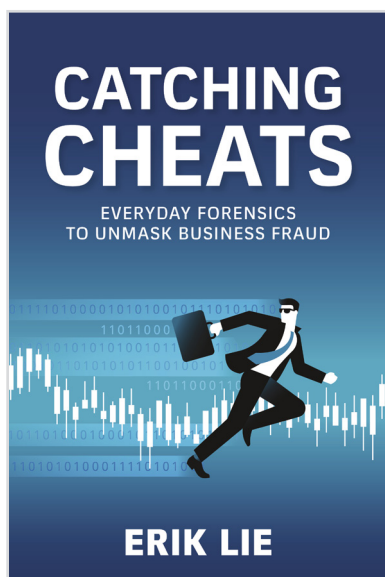
- **FOR READERS OF LEADERS MAKE THE FUTURE BY BOB JOHANSEN:** All current and emerging leaders in corporations, nonprofits, and government agencies will learn important skills and perspectives through the BANI framework.
- **ACTIONABLE TOOLKIT FOR OUR UNCERTAIN FUTURE:** Since it was introduced in 2018, the BANI framework—describing a world that is “brittle, anxious, nonlinear, and incomprehensible”—has gained widespread use all over the world.
- **REFRAMING CHAOS INTO POSITIVE CHANGE:** This book introduces “Positive BANI,” offering constructive responses to disruption by turning anxiety and complexity into opportunities for growth and innovation.
- **STRONG SALES TRACK RECORD:** This will be the seventh book by Bob Johansen drawing on and supported by his work at Institute for the Future. All have been successful and have sold more than 140,000 copies collectively.
- **ACTIVE MARKETING PLATFORM:** The authors collectively reach tens of thousands of people through social media followers, news media connections, email lists, and more than 100 speaking events a year.

Author Bio: Jamais Cascio, the originator and developer of the BANI framework, is a highly regarded futurist and keynote speaker who has spent the majority of his life exploring the connections between human culture, technological transformation, environmental change, and political disruption. *Foreign Policy* has listed him in its Top 100 Global Thinkers.

Bob Johansen has had a fifty-year career as a professional futurist at the Institute for the Future and is an author of over a dozen books, including *Leaders Make the Future* and *Full-Spectrum Thinking*.

Angela Williams is president and CEO of United Way Worldwide, with more than thirty years of leadership experience in the nonprofit and corporate sectors.

Residence: Concord, CA; Bainbridge IS, WA; Chicago, IL
Hometown: Manhattan Beach, CA; Palo Alto, CA; Anderson, SC



ON SALE 10/7/2025

Announced 1st Print: 8,000

BERRETT-KOEHLER PUBLISHERS
TR: 9798890571373 / \$24.95/\$33.95

BISAC 1: Business & Economics - Statistics

BISAC 2: Business & Economics - Economics - Social & Behavioral

BISAC 3: True Crime - White Collar Crime

Page Count: 240 **Trim Size:** 6 x 9

Carton Count: 24

Publicity and Marketing

- Academic outreach through the author's extensive network at universities across the country
- Media campaign leveraging Wall Street Journal and NYT connections
- Conference appearances at major finance industry events
- Author-funded promotion budget of \$10,000 for targeted marketing
- Featured coverage in University of Iowa publications (323,000 circulation)
- Corporate/academic bulk sales potential for course adoption
- Internal Berrett-Koehler publicity campaign, plus promotion through our social media and email marketing efforts

Catching Cheats

Subtitle: Everyday Forensics to Unmask Business Fraud
 Erik Lie

TARGET CONSUMER:

- Readers of business scandals and financial true crime books
- Fans of investigative documentaries about corporate fraud
- Business and finance professionals wanting to spot red flags
- Journalists and researchers interested in forensic methods
- Business students and professors seeking real-world case studies

A renowned researcher takes readers inside the hunt for Wall Street's biggest frauds, revealing the forensic techniques that catch corporate criminals in the act.

The world of business runs on trust, but that trust is routinely broken. From stock market manipulation to accounting fraud, corporate executives and Wall Street insiders find endless, creative ways to cheat the system. With engaging stories and compelling data analysis, Erik Lie reveals how these schemes work and how to catch them.

Through real cases such as Martha Stewart's insider trading, Bernie Madoff's Ponzi scheme, and the LIBOR rate-fixing scandal, readers will learn the following:

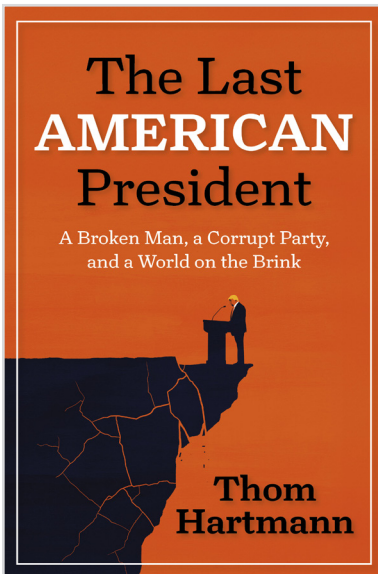
- Two powerful methods for detecting systematic fraud using data
- How cheaters leave behind telltale statistical patterns
- Why some of Wall Street's biggest frauds persisted for years despite red flags
- The role of whistleblowers, journalists, and researchers in exposing deception

Packed with intriguing examples and whimsical illustrations, this eye-opening guide shows how anyone can help expose corporate misconduct hiding in plain sight.

- **MASSIVE AUDIENCE:** Appeals to readers fascinated by corporate scandals and financial true crime, from fans of *Catch Me If You Can* to *The Wizard of Lies: The Bernie Madoff Story to Bad Blood: Secrets and Lies in a Silicon Valley Start-up* there is an insatiable interest in the stories of corporate cheats. This book builds on this interest and goes a step further—demonstrating how these cheats can be caught by anyone paying attention.
- **UNIQUELY ACCESSIBLE:** Written for a general audience with engaging stories and clever illustrations that make complex financial fraud easy to understand. No prior knowledge needed.
- **HIGHLY TIMELY:** As fraud evolves with technology, this book provides essential tools for corporate watchdogs, journalists, and concerned citizens to detect deception.
- **EXTENSIVE PLATFORM:** Author regularly speaks at major universities and financial conferences, with deep connections to Wall Street Journal, academic community, and regulatory agencies.
- **ACCLAIMED AUTHORITY:** Author's groundbreaking research helped crack the SEC backdating scandal, leading to congressional hearings, executive firings, and a Pulitzer Prize for the Wall Street Journal. Named one of TIME's 100 most influential people.

Author Bio: Erik Lie is a professor of finance at the University of Iowa and has been teaching for twenty-five years. In 2002, he began researching executive compensation, and using large databases, he documented strong patterns of manipulation of stock option grants. He brought them to the attention of the SEC and *Wall Street Journal*, which resulted in a massive SEC investigation, numerous lawsuits, congressional hearings, the firings of at least seventy corporate executives, and a Pulitzer Prize for Public Service for the *Wall Street Journal*. In 2007, *Time* magazine included him in its list of the 100 most influential people in the world.

Residence: Iowa City, Iowa **Hometown:** Norway



ON SALE 9/23/2025

Announced 1st Print: 25,000

BERRETT-KOEHLER PUBLISHERS
TR: 9798890571847 / \$24.95/\$33.95

BISAC 1: Political Science - Political Ideologies - Democracy
BISAC 2: History - United States - General
BISAC 3: Political Science - Corruption & Misconduct
Page Count: 240 **Trim Size:** 6 x 9
Carton Count: 24

Publicity and Marketing

- Author tour: Portland, Seattle, and cities TBD
- BK is hiring a publicity firm to launch a major media push including *Democracy Now!*, *The Nation*, *Mother Jones*, *New York Times*, *Fresh Air*, *Morning Joe*, and more
- National radio tour leveraging Hartmann's daily show platform reaching millions
- Author op-eds in major progressive outlets: *The Guardian*, *The Nation*, *Salon*
- Political bookstore outreach with Politics and Prose, Powell's, Seminary Co-op
- Progressive organization bulk sales: ACLU, People for the American Way
- College course adoptions in political science and current affairs
- Social media campaign targeting politically engaged progressives
- Promotion on Thom's radio & TV show broadcast to 60 million households, including on Free Speech TV
- Promotion on Thom's social media (187K Likes on Facebook, 140K Twitter followers, 282K YouTube subscribers)
- Promotion on the BK website bkconnection.com and social media platforms, including LinkedIn, Facebook, Bluesky, and Instagram

The Last American President

Subtitle: A Broken Man, a Corrupt Party, and a World on the Brink

Thom Hartmann

TARGET CONSUMER:

- Readers of Hartmann's Hidden History series and progressive political analysis
- Everyday Americans alarmed by democracy's erosion seeking systemic explanations
- Liberal activists and organizers looking for historical context
- Political science students and educators
- History enthusiasts interested in authoritarian movements
- Progressive talk radio listeners and MSNBC viewers

From bestselling progressive talk show host Thom Hartmann comes an urgent autopsy of American democracy, showing how plutocrats, political cowardice, and systemic rot built the perfect runway for Trump's authoritarian ascent.

The Last American President rips open America's wounded democracy to expose a terrifying truth: Donald Trump isn't an anomaly—he's the inevitable product of a system engineered to fail. This searing investigation reveals how a man forged by childhood trauma, pathological narcissism, and calculated cruelty didn't hijack democracy—he was handed the keys by those who should have been its guardians.

Hartmann uncovers the unholy alliance between Trump's damaged psyche and America's rotted institutions. From Fred Trump's brutal parenting to Roy Cohn's lessons in shamelessness, from a Republican Party that traded principles for power to billionaire donors who treated democracy as a profit center, this book exposes the assembly line that manufactured an authoritarian.

But this is about more than Trump's past—it's about America's future. As climate catastrophe accelerates and fascism spreads globally, Hartmann reveals the nightmare scenario: a second Trump term that doesn't just end American democracy but also triggers irreversible planetary damage. Through meticulous research and unflinching analysis, he shows how political cowardice and corporate greed created the perfect storm that could extinguish humanity's last chance at survival.

This isn't just political commentary—it's a last-minute alarm sounding before the point of no return.

- **DEDICATED AUDIENCE OF THOM HARTMANN READERS AND LISTENERS:** For fans of Hartmann's bestselling Hidden History books, political analysis, and radio show, plus everyday Americans concerned about democracy's collapse who want to understand the systemic forces behind our current crisis, this book will provide deeper understanding and guidance through this challenging moment in American life.
- **SYSTEMIC AUTOPSY, NOT JUST BIOGRAPHY:** Goes beyond Trump's personality to reveal how institutional decay, plutocratic power, and Republican complicity created the perfect conditions for authoritarianism to flourish.
- **FROM CHILDHOOD TO CATASTROPHE:** Traces Trump's psychological formation through Fred Trump's cruelty and Roy Cohn's mentorship, showing how a damaged man exploited a damaged system.
- **GLOBAL STAKES:** Connects domestic democratic erosion to international alliances with autocrats and climate collapse, demonstrating how American failure threatens planetary survival.
- **THE NIGHTMARE SCENARIO:** Provides a chilling forecast of what happens if Trump holds onto power, from democratic institutions' final collapse to irreversible climate tipping points.

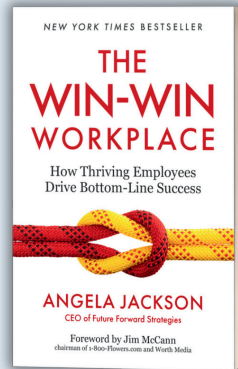
Author Bio: Thom Hartmann is a four-time winner of the Project Censored Award, a *New York Times* bestselling author of over thirty books, and America's #1 progressive talk radio show host for more than a decade. His show is carried on SiriusXM and radio stations nationwide and simulcast as television on Free Speech TV.

Residence: Portland, OR **Hometown:** Grand Rapids, MI

Berrett-Koehler Highlights

The Win-Win Workplace By Angela Jackson

This groundbreaking guide reveals how empowering workers as strategic leaders—backed by research from over 1,200 companies—can drive justice, equity, and profitability, transforming workplaces into thriving, mutually-beneficial ecosystems where everyone wins.



Published in March 2025 • Available in 4 languages • 12,700 copies sold

Targeting Turnover By Richard P. Finnegan

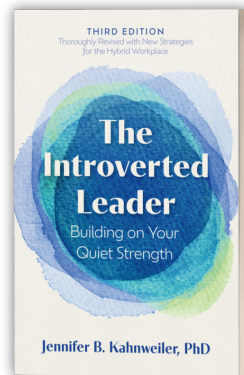
In *Targeting Turnover*, Dick Finnegan reveals that with a shrinking workforce, the key to sustainability lies in building trust between employees and their managers, offering proven strategies to reduce turnover and boost retention through effective leadership and accountability.



Published in September 2025

The Introverted Leader 3rd Edition By Jennifer B. Kahnweiler, PhD

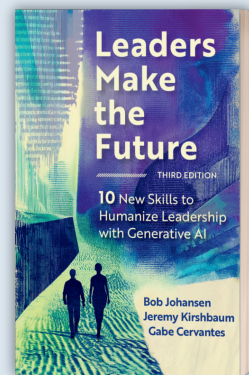
Jennifer Kahnweiler's expanded third edition of *The Introverted Leader* provides introverted leaders with practical strategies and tools to thrive in a predominantly extroverted business world, especially in remote and hybrid work environments, by leveraging their natural strengths.



First published in April 2013 • Available in 10 languages • 120,000+ copies sold

Leaders Make the Future, 3rd Edition By Bob Johansen, Jeremy Kirshbaum, and Gabe Cervantes

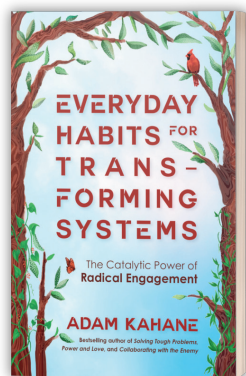
This third edition of this leadership bestseller provides ten critical new skills for navigating disruptive change, such as turning problems into opportunities (dilemma flipping), applying lessons from nature (bio-empathy), and learning from unfamiliar environments (immersive learning), while also incorporating the responsible use of generative AI.



First published in May 2009 • 3rd edition published in March 2025 • Available in 4 languages • 55,000+ copies sold

Everyday Habits for Transforming Systems By Adam Kahane

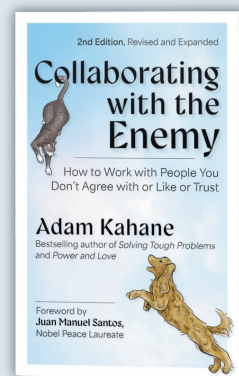
Adam Kahane's *Everyday Habits for Transforming Systems* offers practical, actionable steps for individuals to create positive change within larger social systems by focusing on daily habits that foster collaboration and address systemic issues.



Published in April 2025 • Available in 5 languages • 4,500+ copies sold

Collaborating with the Enemy, 2nd Edition By Adam Kahane

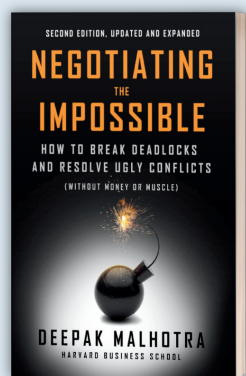
Adam Kahane proposes "stretch collaboration," a new approach to working with people you may disagree with, dislike, or distrust, moving beyond conventional collaboration to embrace conflict, experimentation, and genuine co-creation through three key stretches: embracing conflict and connection, experimenting and learning, and stepping into the game.



First published in June 2017 • 2nd edition in November 2025 • Available in 17 languages • 80,000+ copies sold

Negotiating the Impossible, 2nd Edition By Deepak Malhotra

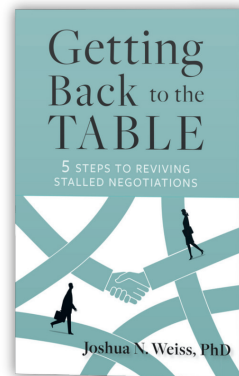
In *Negotiating the Impossible*, Harvard professor Deepak Malhotra provides a practical guide to resolving even the most intractable conflicts, offering actionable strategies based on real-life examples like the drafting of the US Constitution, to navigate challenging situations and find success when things seem impossible, particularly in today's increasingly polarized world with virtual negotiations and AI integration.



First published in June 2018 • 2nd edition in June 2025 • Available in 10 languages • 95,000+ copies sold

Getting Back to the Table By Joshua N. Weiss

In his book *Getting Back to the Table*, Joshua N. Weiss introduces the five-step LATER model (Loss acceptance, Autopsy, Transferring lessons, Educate from weaknesses/unlearn, Return with confidence) as a framework for analyzing and learning from negotiation failures to improve future outcomes.

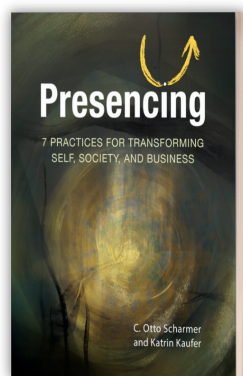


Published in February 2025 • Available in 4 languages • 1,000+ copies sold

Presencing

By C. Otto Scharmer and Katrin Kaeufer

C. Otto Scharmer and Katrin Kaeufer's *Presencing* offers a systems-based framework that integrates personal transformation with societal change by exploring how individuals and groups can shift from an "ego-system" focus (individual well-being) to an "eco-system" awareness (well-being of the whole). It emphasizes cultivating deeper listening, open dialogue, and a connection to an "emerging future" to facilitate this shift, highlighting the importance of "islands of intentional coherence" – local pockets of change-makers – in driving a global movement towards a more just, inclusive, and regenerative world.

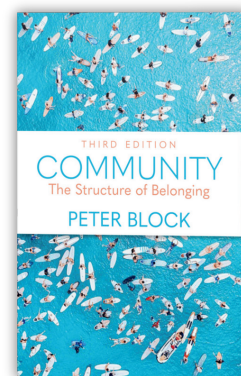


Published in April 2025 • Available in 11 languages • 2,500+ copies sold

Community, 3rd Edition

By Peter Block

Community by Peter Block, an updated bestseller, equips leaders with strategies to transform fragmented groups into authentic communities, addressing modern challenges like violence and inequality through practical approaches and new applications for workplaces and virtual environments.



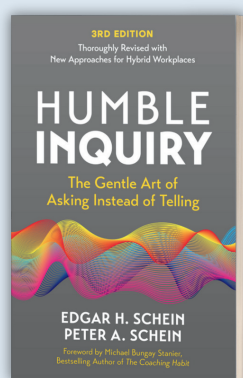
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First published in September 2009 • 3rd Edition will be published in March 2026 • Available in 5 languages • 125,000+ copies sold

Humble Inquiry, 3rd Edition

By Edgar H. Schein and Peter A. Schein

In *Humble Inquiry* the authors promote here a shift from assertive, directive communication to humble inquiry, emphasizing asking instead of telling to build stronger relationships, foster trust, and enhance collaboration in the workplace, particularly within remote and hybrid environments. With 30% new content the 3rd edition of this bestseller delves into the fresh challenges inherent in today's workplace.

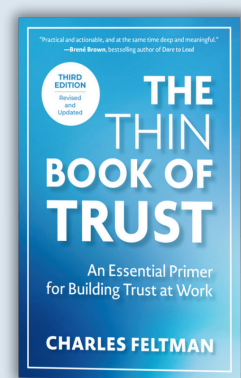


First published in September 2013 • 3rd Edition published in July 2025 • Available in 18 languages • 303,000+ copies sold

The Thin Book of Trust, 3rd Edition

By Charles Feltman

This title presents a framework for building trust as a learnable skill, emphasizing that by actively developing these skills, individuals can improve their ability to establish and maintain trust within their workplace, contributing to a high-trust culture.

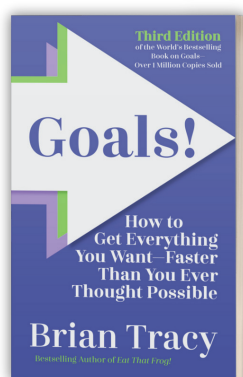


Published in September 2024 • Available in 3 languages • 16,000+ copies sold

Goals, 3rd Edition

By Brian Tracy

Brian Tracy's title provides 22 actionable strategies for setting and achieving goals in all aspects of life, fostering a growth mindset for long-term success.

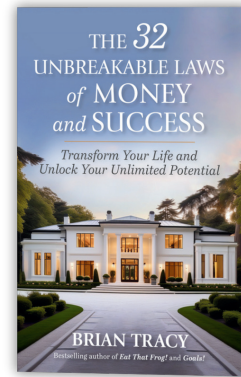


First published in October 2004 • 2nd edition published in December 2024 • Available in 40 languages • 900,000+ copies sold

The 32 Unbreakable Laws of Money and Success

By Brian Tracy

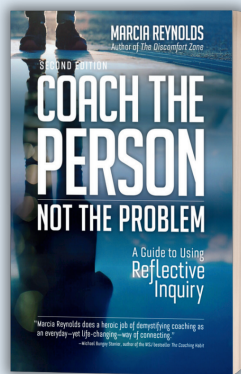
In this book, motivational speaker Brian Tracy presents 32 'immutable laws' to guide readers towards financial success, offering practical techniques and strategies to overcome self-limiting beliefs and achieve their financial goals, based on his own experiences and those of other self-made millionaires.



Published in June 2024 • Available in 14 languages • 8,000 copies sold

Coach the Person, Not the Problem, 2nd Edition By Marcia Reynolds

ICF global past president Marcia Reynolds' updated bestselling guide, *Coach the Person, Not the Problem*, emphasizes that reflective inquiry, which involves reflecting clients' thoughts rather than just asking questions, creates breakthroughs that AI cannot replicate by allowing clients to critically examine their own thinking and achieve lasting change.

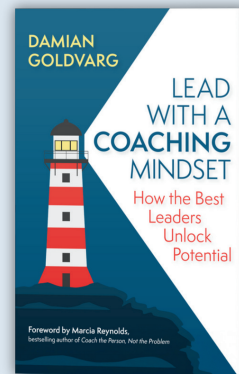


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First published in June 2020 • 2nd edition will be published in March 2026 •
Available in 9 languages • 40,000+ copies sold

Lead with a Coaching Mindset By Damian Goldvarg

Based on three decades of global executive coaching experience, Damian Goldvarg's approach to leadership focuses on creating trust, engagement, and results by equipping leaders with essential coaching competencies like building psychological safety, active listening, powerful questioning, conflict transformation, leading virtual teams, and strategic thinking, enabling them to evolve from managers to coach-leaders in today's rapidly changing workplace.

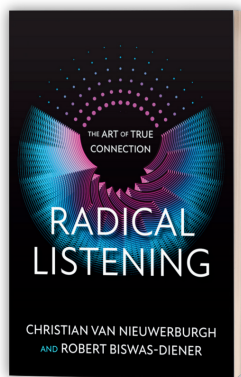


Published in September 2025

Radical Listening

By Christian van Nieuwerburgh and Robert-Biswas Diener

Christian van Nieuwerburgh and Robert Biswas-Diener's book, *Radical Listening*, provides a framework for cultivating deeper connections in a distracted world by moving beyond simply hearing words to actively co-create meaning through six core competencies: noticing, quieting, accepting, acknowledging, questioning, and interjecting.

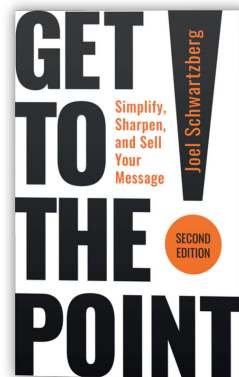


Published in March 2025 • Available in 3 languages • 4,000+ copies sold

Get To the Point 2nd Edition

By Joel Schwartzberg

The book *Get to the Point!* emphasizes the importance of clearly identifying and articulating a strong 'point' in communication, providing actionable strategies to develop impactful messages that effectively influence your audience, from crafting impactful presentations to managing public speaking anxiety.

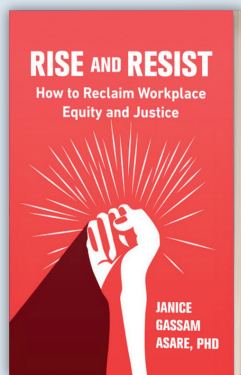


First published in October 2017 • 2nd edition published in June 2025 •
Available in 8 languages • 60,000+ copies sold

Rise and Resist

By Janice Gassam Asare, PhD

This handbook uses strategies from Black resistance movements, like the Civil Rights tactics of Ida B. Wells, Ella Baker, and Fred Hampton, to combat the current backlash against DEI initiatives and build sustainable workplace equity by leveraging modern technology, even in hostile environments, to create lasting change.



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Will be published in February 2026

Fixing Fairness

By Lily Zheng

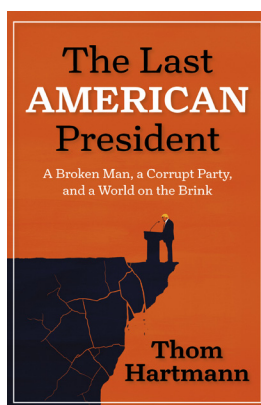
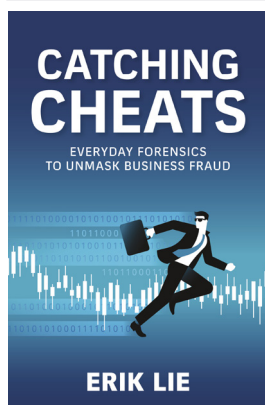
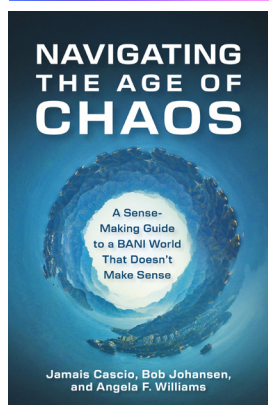
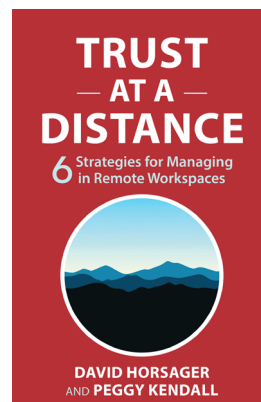
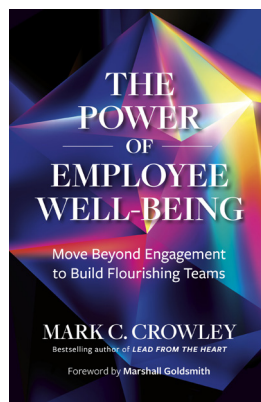
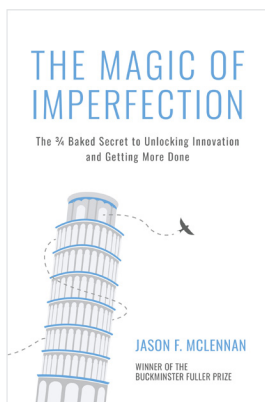
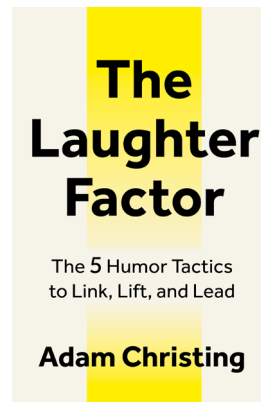
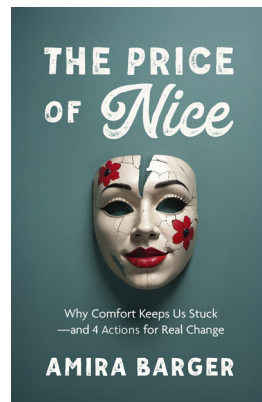
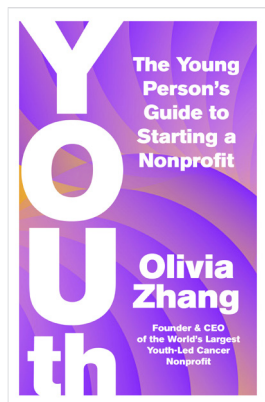
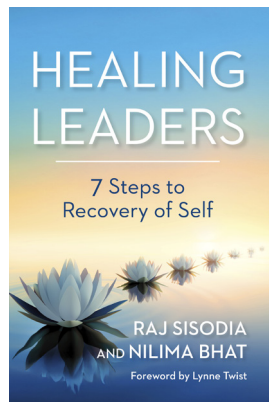
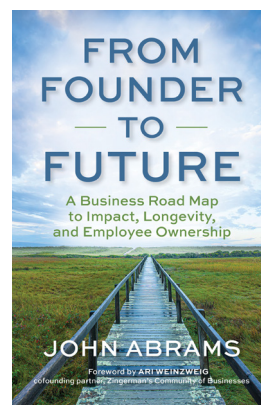
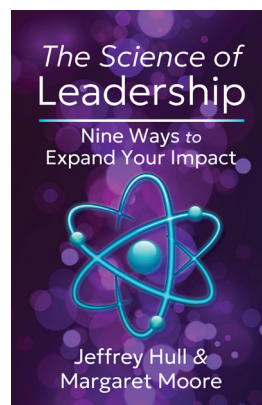
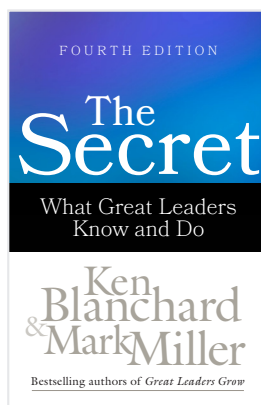
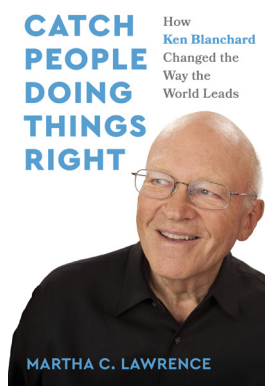
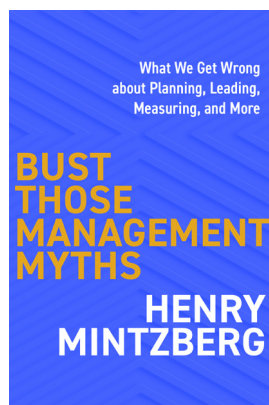
Fixing Fairness, proposes that the widely used Diversity, Equity, and Inclusion (DEI) initiatives have faltered and have been subject to backlash and stagnation. The book advocates for a new approach based on the FAIR framework (Fairness, Access, Inclusion, and Representation) to achieve genuine and lasting social change in the workplace.



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Will be published in January 2026

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