

Penguin
Random
House

BUSINESS TITLES

— 2015 —



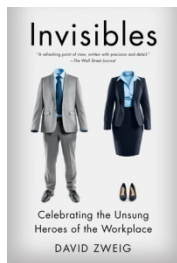
2015 Penguin Random House Business Books

Career Advice

Invisibles / David Zweig

978-1-59184-790-8 \$16.00 06-09-2015

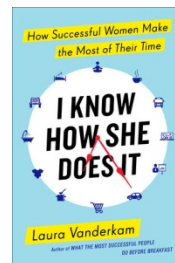
"It's a refreshing point of view, written with the precision and detail of the magazine fact checker Mr. Zweig used to be. The values he champions are those that could surely benefit our society (and economy) more than our current obsession with personal status."
--The Wall Street Journal



I Know How She Does It / Laura Vanderkam

978-1-59184-732-8 \$27.95

From the author of the bestselling ebook What the Most Successful People Do Before Breakfast, a data-driven look at how high-earning women actually spend their time at work and at home, with surprising findings.



13 Fatal Errors Managers Make and How You Can Avoid Them / W. Steven Brown

978-1-101-98894-7 \$15.00 12-01-2015

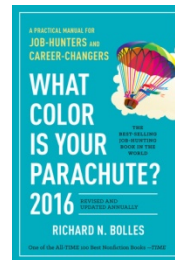
Now in trade paperback--renowned business trainer W. Steven Brown provides managers with essential leadership tools through straightforward, insightful advice.



What Color Is Your Parachute? 2016 / Richard N. Bolles

978-1-60774-662-1 \$19.99 08-11-2015

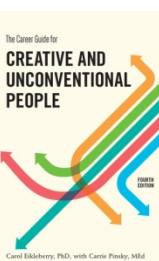
The world's most popular job-search book is updated for 2016 to tailor its long-trusted guidance with up-to-the-minute information and advice for today's job-hunters and career-changers.



The Career Guide for Creative and Unconventional People, Fourth Edition / Carol Eikleberry, PhD, with Carrie Pinsky, MEd

978-1-60774-783-3 \$14.99 09-08-2015

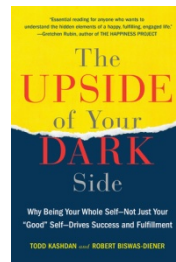
A practical career guide for creatively inclined job seekers of all ages, with tips and counsel on how to use their independent and innovative talents and passions to make money, express themselves, and find a job they love.



The Upside of Your Dark Side / Todd Kashdan, Robert Biswas-Diener

978-0-14-751644-2 \$16.00 09-01-2015

Two mavericks in the field of positive psychology deliver a timely message--"negative" emotions can be good for you.

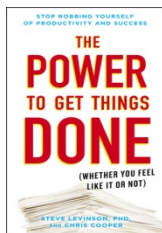


Corporate Culture

The Power to Get Things Done / Steve Levinson, PhD, and Chris Cooper

978-0-399-17584-8 \$16.95 12-29-2015

A psychologist and work coach collaborate on a "cheat sheet" of practical ways to turn good intentions into action.



Play at Work / Adam L. Penenberg; Foreword by Gabe Zichermann

978-1-59184-710-6 \$17.00 11-24-2015

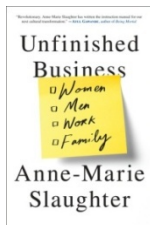
An acclaimed journalist examines how games can help us learn, create, and innovate in any kind of business.



Unfinished Business / Anne-Marie Slaughter

978-0-8129-9456-8 \$28.00 09-29-2015

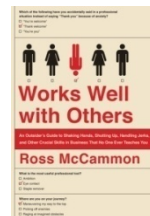
Anne-Marie Slaughter's hotly anticipated book on work-life balance and gender equality, the leap beyond Sheryl Sandberg's Lean in (sometimes "If you lean in too far, you will tip over"), and a path forward to the future of the American workplace and lifestyle.



Works Well with Others / Ross McCammon

978-0-525-95502-3 \$26.95 10-06-2015

Esquire editor and Entrepreneur's etiquette columnist Ross McCammon delivers a funny and authoritative guide that provides the advice you really need to be confident and authentic at work, even when you have no idea what's going on.



Read This Before Our Next Meeting / Al Pittampalli

978-1-59184-827-1 \$19.95 09-15-2015

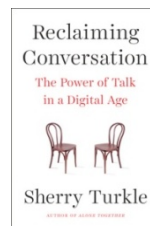
Finally available in bookstores, an accessible guide on making meetings more effective, efficient, and worthy of attending



Reclaiming Conversation / Sherry Turkle

978-1-59420-555-2 \$27.95 10-06-2015

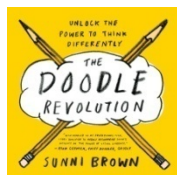
Renowned media scholar Sherry Turkle investigates how a flight from conversation undermines our relationships, creativity, and productivity --- and why reclaiming face-to-face conversation can help us regain lost ground.



Creative Thinking

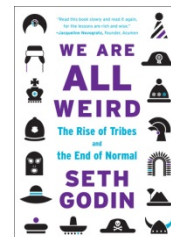
The Doodle Revolution / Sunni Brown
978-1-59184-703-8 \$20.00 05-26-2015

"Contrary to popular opinion, doodling is a serious endeavor. As Brown shows in this smart and accessible book, applying visual language allows you to see new dimensions of a problem--and at times, new aspects of yourself. So get out your writing sticks and prepare to doodle!" --Daniel H. Pink, author of *To Sell Is Human* and *Drive*



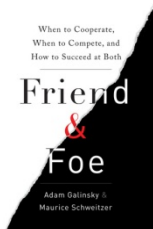
We Are All Weird / Seth Godin
978-1-59184-824-0 \$19.95 09-15-2015

Finally available in bookstores, Seth Godin's cult classic on the future of marketing



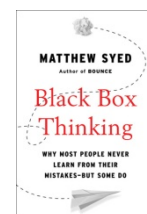
Friend and Foe / Adam Galinsky and Maurice Schweitzer
978-0-307-72021-4 \$27.00 09-29-2015

How to improve relationships and come out on top in any interaction or negotiation, at work and at home, by learning when to compete and when to cooperate--and how to do both better.



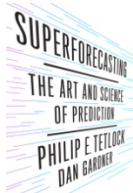
Black Box Thinking / Matthew Syed
978-1-59184-822-6 \$27.95 11-03-2015

An eye-opening, Gladwellian look at the power of a positive attitude toward failure and its profound impact on our success in any field.



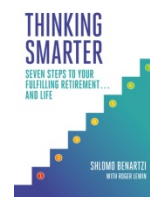
Superforecasting / Philip E. Tetlock and Dan Gardner
978-0-8041-3669-3 \$28.00 09-29-2015

From one of the world's most highly regarded social scientists comes a seminal book on forecasting that shows, for the first time, how we can all get better at making predictions.



Thinking Smarter / Shlomo Benartzi
978-1-59184-805-9 \$24.95 05-12-2015

From the acclaimed behavioral economist Shlomo Benartzi, a powerful new approach to thinking smarter when making important life decisions.



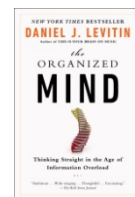
Our Robots, Ourselves / David A. Mindell
978-0-525-42697-4 \$27.95 10-13-2015

A provocative argument for the crucial role of people in a changing technological landscape, from an MIT professor and expert on the history of engineering.



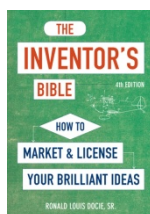
The Organized Mind / Daniel J. Levitin
978-0-14-751631-2 \$17.00 09-01-2015

New York Times bestselling author and neuroscientist Daniel J. Levitin shifts his keen insights from your brain on music to your brain in a sea of details.



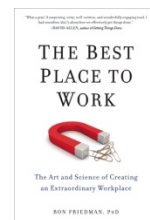
The Inventor's Bible, Fourth Edition / Ronald Louis Docie, Sr.
978-1-60774-927-1 \$24.99 09-01-2015

The definitive guide for inventors, newly updated with the latest patenting laws, information on crowdfunding, and online resources.



The Best Place to Work / Ron Friedman, PhD
978-0-399-16560-3 \$16.95 12-01-2015

Now in paperback: A groundbreaking, practical guide for fueling workplace happiness, creativity, and success based on the latest research from the behavioral sciences.



Lost Ocean / Johanna Basford
978-0-14-310899-3 \$16.95 10-27-2015

From the creator of the worldwide bestsellers *Secret Garden* and *Enchanted Forest*, a beautiful new coloring book that takes you on a magical journey beneath the waves.

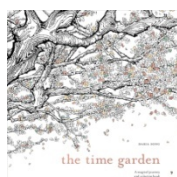


Every Little Thing / Payton Cosell Turner
978-1-101-90575-3 \$15.99 11-03-2015

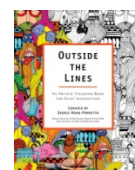
Celebrated everywhere from the New York Times to Refinery 29 to Elle Decor and Design Sponge, the Brooklyn-based wallpaper design studio Flat Vernacular brings their signature pattern-based art to the white-hot trend of adult coloring books.



The Time Garden / Daria Song
This adult coloring book based on the international best seller from Korean artist Daria Song takes readers on a visual journey into a magical cuckoo clock-inspired world.



Outside the Lines / Souris Hong-Porretta
978-0-399-16208-4 \$18.00 09-03-2013



Economics

The Smarter Screen / Shlomo Benartzi with Jonah Lehrer

978-1-59184-786-1 \$27.95 10-06-2015

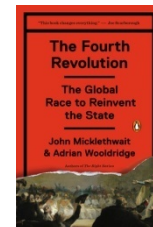
A leading behavioral economist shows how businesses can improve consumer thinking and decision-making on screens.



The Fourth Revolution / John Micklethwait, Adrian Wooldridge

978-0-14-312760-4 \$17.00 07-14-2015

From the bestselling authors of *The Right Nation*, a visionary argument that our current crisis in government is nothing less than the fourth radical transition in the history of the nation-state



More Awesome Than Money / Jim Dwyer

978-0-14-312789-5 \$17.00 11-10-2015

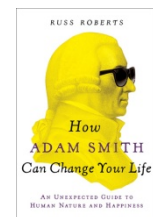
The true story of four computer nerds who tried to build a revolutionary online network based on privacy & control; a David v Goliath startup effort that ended not in a billion dollar buy-out but in personal tragedy.



How Adam Smith Can Change Your Life / Russ Roberts

978-1-59184-795-3 \$15.00 10-13-2015

Adam Smith, one of history's greatest thinkers, reveals the surprising connections between happiness, virtue, fame, and fortune.



The Secret Club That Runs the World / Kate Kelly

978-1-59184-713-7 \$17.00 06-16-2015

"An absorbing inside look at the shady world of multinational brokers."--Booklist



We-Commerce / Billee Howard

978-0-399-17362-2 \$25.00 12-01-2015

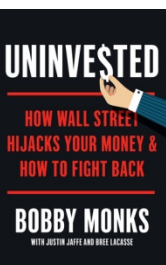
Timely, innovative advice for small businesses, entrepreneurs, and professionals trying to take advantage of the new global, sharing economy to improve their reach and grow their brands.



Uninvested / Bobby Monks with Justin Jaffe and Bree LaCasse

978-1-59184-819-6 \$25.95 08-04-2015

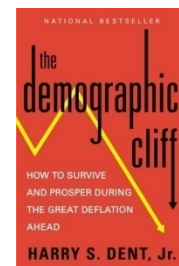
Monks is determined to help investors get out of their unhappy dream state. His experiences in the financial sector both as executive and customer, investor and creditor give him a unique perspective on how we got to this point and how to fix it. He also draws on original research and interview with key figures such as Vanguard founder Jack Bogle, legendary investor Carl Icahn, and former Congressman Barney Frank, co-author of the Dodd-Frank Act. Monks's conclusion: When we outsource our investing, whether we use a money manager or a mutual fund, we sacrifice control but not responsibility. My goal in writing this book is to convince you that the best (and only) way to fix this broken system is to awaken a critical mass of engaged investors and recruit them to participate more fully in the investing process. I want to empower investors by enhancing their understanding of what really happens. "This book is for anyone who cares about their own financial future, as well as the broader problems facing our economy and society



The Demographic Cliff / Harry S. Dent, Jr.

978-1-59184-788-5 \$17.00 08-25-2015

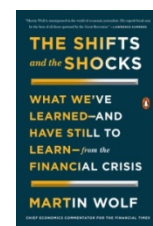
Bestselling author and financial guru Harry Dent shows why we're facing a "great deflation" and what to do about it now



The Shifts and the Shocks / Martin Wolf

978-0-14-312763-5 \$18.00 11-24-2015

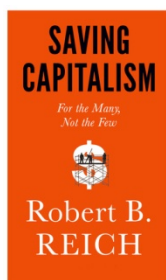
From the Chief Economics Commentator for the Financial Times, a brilliant tour d'horizon of the new global economy and its trajectory



Saving Capitalism / Robert B. Reich

978-0-385-35057-0 \$26.95 09-29-2015

From the author of *Aftershock* and *The Work of Nations*, his most important book to date--a passionate yet practical, sweeping yet minutely argued, myth-shattering breakdown of what's wrong with our political-economic system, and what it will take to fix it.



2015 Penguin Random House Business Books

Entrepreneurship

Traction / Gabriel Weinberg and Justin Mares
978-1-59184-836-3 \$27.95 10-06-2015

Two successful startup founders offer a comprehensive overview of the various ways startups can achieve strong, sustainable growth, and a guide to choosing the ones that will make the difference.



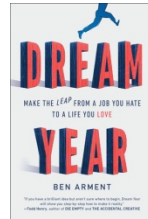
The Conquer Kit / Natalie MacNeil
978-0-399-17577-0 \$16.95 12-29-2015

Wreck this Journal meets #Girlboss in an interactive experience that helps female entrepreneurs of all stripes realize their start-up dreams.



Dream Year / Ben Arment
978-1-59184-794-6 \$16.00 09-08-2015

A powerful approach to pursuing the dream you thought was impossible, over the course of a single year. Based on the author's popular "Dream Year" online program.



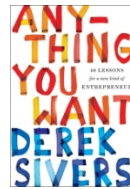
The Glitter Plan / Pamela Skaist-Levy, Gela Nash-Taylor, Booth Moore
978-1-59240-935-8 \$17.00 05-19-2015

A business memoir from the creators of Juicy Couture on how two best friends turned a shared dream, \$200, and a feminist punk-rock style of entrepreneurship into a multi-million dollar fashion empire.



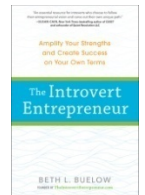
Anything You Want / Derek Sivers
978-1-59184-826-4 \$19.95 09-15-2015

Finally available in bookstores, the Portfolio edition of Derek Sivers's iconic manifesto on lessons learned while becoming an entrepreneur



The Introvert Entrepreneur / Beth L. Buelow
978-0-399-17483-4 \$15.95 11-03-2015

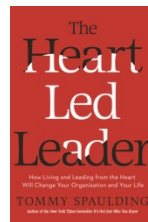
A practical guide to help introverts harness their natural gifts and entrepreneurial spirit.



Leadership & Management

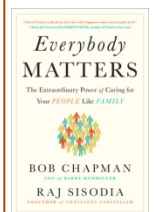
The Heart-Led Leader / Tommy Spaulding
978-0-553-41903-0 \$26.00 10-06-2015

In *The Heart-Led Leader*, motivational speaker and former CEO Tommy Spaulding, bestselling author of *It's Not Just Who You Know*, tackles the subject of principled leadership, pointing out that who you are--the values and principles that guide your life and shape you as a leader--is far more important than what your title is or what trophies or ribbons you have on your bookshelf.



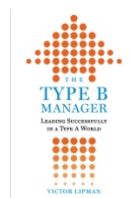
Everybody Matters / Bob Chapman and Raj Sisodia
978-1-59184-779-3 \$27.95 10-06-2015

Much studied CEO Bob Chapman and bestselling author Raj Sisodia take on one of the greatest misconceptions of modern business--that leadership starts with getting the right people on the bus (and the wrong people off). Real leader enable the people already on the bus to achieve extraordinary things.



The Type B Manager / Victor Lipman
978-0-7352-0543-7 \$25.95 08-04-2015

A guide showing managers how the unexpected strengths of different personality types can boost employee engagement and productivity.



Good Profit / Charles G. Koch
978-1-101-90413-8 \$28.00 10-13-2015

A Legendary CEO's Unique Management System



The Art of Living / Bob Proctor with Sandra Gallagher
978-0-399-17519-0 \$15.95 12-29-2015

Mentor and business guru Bob Proctor--for the first time in the trade market--offers the potent wisdom from one of his most popular workshops in book form!



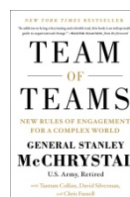
Boss Life / Paul Downs
978-0-399-17233-5 \$26.95 08-04-2015

New York Times columnist Paul Downs details the development of his small furniture business and the challenges he has faced along the way. *Boss Life* is an inside look at what it's like to run a small business, allowing us, by extension, to understand how a significant part of our economy functions.



Team of Teams / General Stanley McChrystal, Tatum Collins, David Silverman, and Chris Fussell
978-1-59184-748-9 \$29.95 05-12-2015

Retired four-star general Stanley McChrystal, the bestselling author of *My Share of the Task*, shares the leadership strategy that transformed his command.



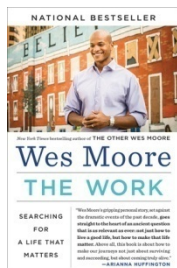
2015 Penguin Random House Business Books

Memoirs

The Work / Wes Moore

978-0-8129-8384-5 \$16.00 07-21-2015

For fans of Wes Moore's bestselling *The Other Wes Moore*, this book continues his remarkable quest to "find a life that matters" -- from Oxford and Afghanistan to Wall Street and the White House--woven together with the stories of remarkable changemakers he meets along the way who found the meaning of their lives in serving others; for readers who've embraced uplifting personal narratives like *In Pursuit of Happyness* or books that tell inspiring stories of finding purpose.



Life is Good / Bert Jacobs and John Jacobs

978-1-4262-1563-6 \$25.00 09-01-2015

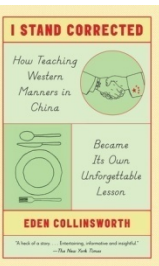
From *Life is Good* founders and brothers Bert and John Jacobs, this inspiring book of wisdom outlines the ten key "superpowers" readers need to live their best lives. Based on the brothers' personal and professional journey, this whimsically illustrated guide captures the unique voice and profound optimism that is the foundation of their beloved T-shirt and apparel company, now worth more than \$100 million.



I Stand Corrected / Eden Collinworth

978-0-8041-7046-8 \$15.95 11-10-2015

From an American businesswoman who has spent years working, writing, and publishing in China: a warmly written, compulsively readable guide to navigating the cultural differences between East and West.



Steve Jobs: Insanely Great / Jessie Hartland

978-0-307-98295-7 \$22.95 07-21-2015

This entertaining and accessible graphic biography about Apple's founder is a perfect complement to more text-heavy books like Walter Isaacson's, and will appeal to the legions of readers who live and breathe the techno-centric world Jobs created.



Motivation

Do Less, Get More / Shaa Wasmund

978-1-59184-716-8 \$27.95 06-09-2015

The US debut of a rising star among UK business authors. An essential guide to achieving success and living life to the fullest.



#GIRLBOSS / Sophia Amoruso

978-1-59184-793-9 \$16.00 09-29-2015

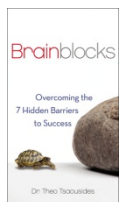
"Part memoir, part management guide and part girl-power manifesto. A sort of a Lean In for misfits, it offers young women a candid guide to starting a business and going after what they want." -- Washington Post



Brainblocks / Theo Tsaousides

978-0-7352-0545-1 \$14.95 08-04-2015

A practical guide to overcoming the "brainblocks" that get in the way of achieving success.



The Virgin Way / Richard Branson

978-1-59184-798-4 \$16.00 10-20-2015

Bestselling author and business icon Sir Richard Branson shares his leadership secrets.



How to Fly a Horse / Kevin Ashton

978-0-8041-7006-2 \$15.95 09-15-2015

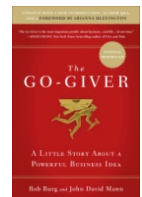
Inspiring and empowering, Kevin Ashton, creator of the Internet of Things, takes the reader on a journey behind the scenes of humanity's greatest inventions, revealing the surprising way we make something new.



The Go-Giver (reissue) / Bob Burg and John David Mann

978-1-59184-828-8 \$24.95 10-20-2015

The expanded edition of the now-classic business parable that shares the secret for stratospheric success: changing one's focus from getting to giving and then enjoying the returns that naturally follow.



Poke the Box / Seth Godin

978-1-59184-825-7 \$19.95 09-15-2015

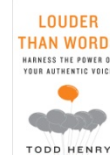
Finally available in bookstores, Seth Godin's spirited call to action that demands that you stop waiting for a road map and start drawing one instead



Louder than Words / Todd Henry

978-1-59184-752-6 \$27.95 08-11-2015

A guide to finding your unique voice by the acclaimed author of *The Accidental Creative* and *Die Empty*.



Rising Strong / Brené Brown, PhD, LMSW

978-0-8129-9582-4 \$27.00 08-25-2015

For the legions of fans of the #1 New York Times bestsellers *Daring Greatly* and *The Gifts of Imperfection*, *Rising Strong* tells us what it takes to get back up after failure and teaches us how owning our stories of disappointment and heartbreak gives us the power to write a daring new ending.



It's Not What You Say / Michael Parker

978-0-399-17543-5 \$15.95 12-01-2015

A creatively illustrated guide to selling your ideas, and yourself, written by one of the top advertising pitch men in the world.



2015 Penguin Random House Business Books

Personal Success & Growth

Playing Big / Tara Mohr

978-1-59240-960-0 \$17.00 12-29-2015

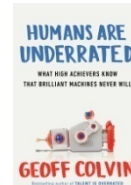
Based on Tara Mohr's acclaimed leadership program, Playing Big arms women with the practical skills that will embolden them to implement the changes they want to see-- both in themselves and in the world.



Humans Are Underrated / Geoff Colvin

978-1-59184-720-5 \$27.95 08-04-2015

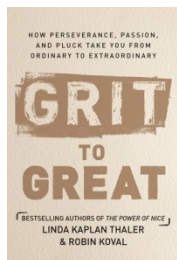
From the bestselling author of Talent is Overrated, an extensive look at the essential human skills that can never be replaced by technology.



Grit to Great / Linda Kaplan Thaler and Robin Koval

978-0-8041-3912-0 \$19.95 09-08-2015

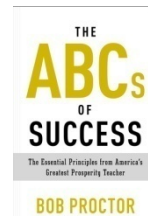
It is not native intelligence or natural talent that makes people excel, say Linda Kaplan Thaler and Robin Koval--it's old-fashioned sweat equity and hard work. And that claim is backed up by new research from MacArthur Fellowship Award winner and University of Pennsylvania psychologist Angela Duckworth, among others. Not everyone is blessed with exceptional intelligence or wins the gene lottery. But the good news is that you can excel beyond your wildest dreams in your career and your personal life--success is within your grasp--through the right attitude and determination.



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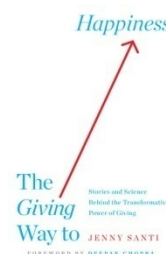
You can make a difference on a daily basis, and it's not as difficult as you may think! Simple Giving includes more than 50 ideas to make the world a better place.



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