



**2019/20**

**PERSONAL DEVELOPMENT  
BUSINESS EXCELLENCE  
LEADERSHIP & MOTIVATION  
TITLES IN SPANISH LANGUAGE**

USA

**NEW TITLES / FRONTLIST / BACKLIST**

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DR. TOM BARRETT

# ATRÉVETE A SOÑAR Y TRABAJA PARA GANAR

*Dare to Dream and Work to Win*

*Dare to dream and work to win*, with more than one million copies sold, it is considered one of the best books written on network marketing. Their valuable tips and strategies will help you understand what the psychology behind network marketing is. That way, you will be prepared to accelerate your success in any type of business in which you are entering this industry.

*Dare to dream and work to win* it has become an invaluable help that will guide you to see through the dense fog that means growing your multilevel marketing or direct selling business in these times of change and competitiveness.



EAN: 9781607384588 | PAPERBACK | 240 PP

JV. VENABLE

# EQUIPOS DE ALTO RENDIMIENTO

*Breaking the Trust Barrier*

For former US Air Force Thunderbirds' commander and demonstration leader JV Venable, inspiring teamwork was literally a matter of life and death. On maneuvers like the one pictured on the cover, the distance between jets was just eighteen inches. Closing the gaps to sustain that kind of separation requires the highest levels of trust.

On the ground or in the air, from line supervisor to CEO, we all face the same challenge. Our job is to entice those we lead to close the gaps that slow the whole team down—gaps in commitment, loyalty, and trust. Every bit of closure requires your people to let go of biases and mental safeguards that hold them back.

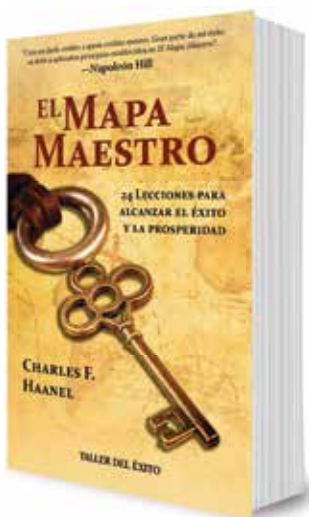


EAN: 9781607384328 | PAPERBACK | 216 PP

CHARLES F. HAANEL

## EL MAPA MAESTRO

The Master Key System



Discover the key to unlocking thought as creative energy and power, and become the “Master Key” to your own success with this self-help classic—now revised for the twenty-first century.

Thought is the powerful catalyst towards making any idea a reality.

Based upon the principle of using thought as the manifestation of creative energy, *The New Master Key System* shows you how to use the power of thought to realize your dreams and attract everything you need to achieve what you desire.

Divided into twenty-four sections with exercises in each section to train and develop your mental skills, *The New Master Key System* is a powerful and life-changing book. Follow these steps and watch your thoughts turn into reality.

EAN: 9781607385349 | PAPERBACK | 282 PP

WALTER ANDERSON

## SÉ VALIENTE

The Confidence Course



An inspiring step-by-step guide to overcoming self-doubt and achieving personal and professional success.

Based on his popular course at the New School for Social Research in New York City, in *The Confidence Course* the former Marine, renowned storyteller and editor of Parade Walter Anderson teaches you how to choose what you want to be. In 20 interactive lessons, complete with exercises and real-life examples, Anderson offers rules to live by that can positively transform your life.

EAN: 9781607383376 | PAPERBACK | 264 PP

SHARI LEVITIN

# VENTA EMOCIONAL

*Heart and Sell*

Are you making it difficult for your potential customers to buy from you?

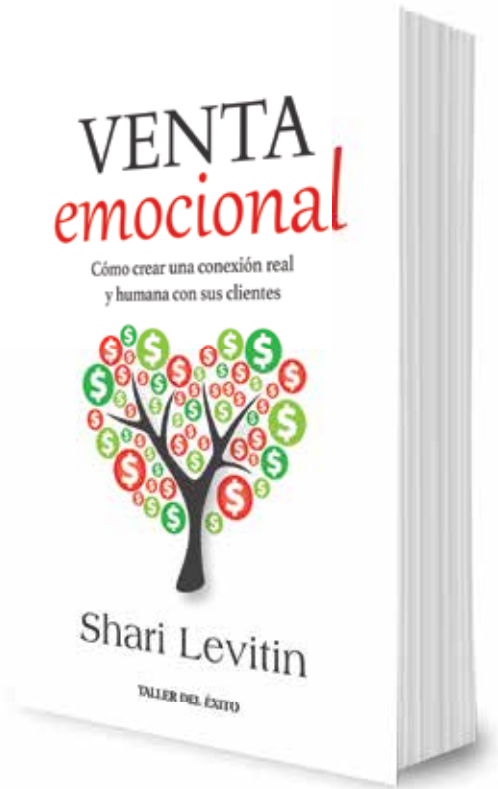
Today's buyers are overloaded - overwhelmed by too much information and suffering from decision fatigue. Across industries, customers are delaying purchasing decisions or even choosing to stick with the status quo so they can avoid the dreaded "sales process."

In response, many sales professionals are overcompensating with behaviors that are either too accommodating or that create high pressure - and alienating potential buyers in the process.

In a market where the right approach is key, *Heart and Sell* shows you how to blend the new science of selling with the heart of human connection to reach more prospects and consistently close more deals.



**Shari Levitin**, is a recognized worldwide expert in the area of sales. He has trained professionals in this field in more than 48 countries and in seven languages. His experience began in 1990, at the Marriot Corporation. A year later, Levitin was recognized as the main seller of his town and, shortly after, as the best seller nationwide. Currently, she is an associate professor at the David Eccles School of Business at the University of Utah.



EAN: 9781607384564

| PAPERBACK |

280 PP

JON GORDON & MIKE SMITH

## EL JUEGO SE GANA EN LOS VESTIDORES

*You Win in the Locker Room First*



NFL head coach Mike Smith led one of the most remarkable turnarounds in NFL history. In the season prior to his arrival in 2008, the Atlanta Falcons had a 4–12 record and the franchise had never before achieved back-to-back winning seasons. Under Smith's leadership, the Falcons earned an 11–5 record in his first season and would go on to become perennial playoff and Super Bowl contenders earning Smith AP Coach of Year in 2008 and voted Coach of Year by his peers in 2008, 2010 and 2012.

EAN: 9781607384403 | PAPERBACK | 192 PP

RAFAEL AYALA

## SANANDO LAS HERIDAS DEL ALMA

*Healing the Wounds of the Soul*



16 years ago, *Healing the Wounds of the Soul* was published. For my surprise it is still the most popular among my readers. At the end of last year the publisher Editorial Taller del Éxito decided to publish it again and to my surprise I thought that this was a great opportunity to review it. In the other hand, usually happens to me after my conferences some of those people approach me feeling grateful for the benefits they have received through the reading it. They are improving their self-esteem and their relationship strengthened. Now they are living in peace with others; They understand the difference between the soul and the spirit and how they have strengthened their relationship with God.

EAN: 9781607385295 | PAPERBACK | 276 PP

MAURICIO CASTILLO SÁNCHEZ

# LÍDERES POR NATURALEZA

*Leaders by Nature Raises*

Most people may think that leadership is a role that is aimed only at politicians, business owner or opinion leaders such as journalists, or other professionals with extensive knowledge that characterize a leader. However, the fact is that leadership is an innate quality in the human being and we are all prepared to use it if necessary.

Leaders by nature raises two main columns of leadership: service and vision. During the nine chapters of this work, the reader will learn how to develop his ability to influence through service to others and a vision set in favor of a clear goal.



EAN: 9781607384229 | PAPERBACK | 168 PP

JIM ROHN

# 7 ESTRATEGIAS PARA ALCANZAR RIQUEZA Y FELICIDAD

*7 Strategies for Wealth & Happiness*

You don't have to choose between wealth and happiness—they spring from the same fountain of abundance. With this book, you'll discover the seven essential strategies you need for success:

- Unleash the Power of Goals
- Seek Knowledge
- Learn the Miracle of Personal Development
- Control Your Finances
- Master Time

Author Jim Rohn's philosophy has helped millions change their lives for the better. Find out what it can do for you!

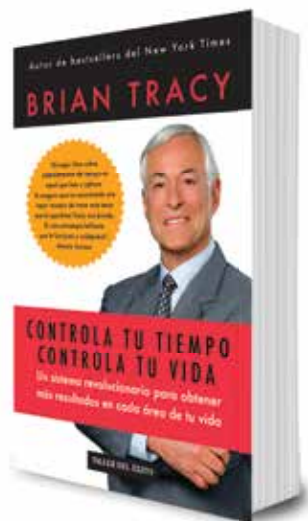


EAN: 9781607385189 | PAPERBACK | 192 PP

BRIAN TRACY

## CONTROLA TU TIEMPO, CONTROLA TU VIDA

*Master Your Time, Master Your Life*



“Time is money,” as the saying goes, but most of us never feel we have enough of either. In *Master Your Time, Master Your Life*, internationally acclaimed productivity expert and bestselling author Brian Tracy presents a brilliant new approach to time management that will help you gain control of your time and accomplish far more, faster and more easily than you ever thought possible.

Drawing on the latest research in productivity science and Tracy’s decades of expertise, this breakthrough program allocates time into ten categories of priority—including strategic planning/goal setting, people and family, income improvement, rest/relaxation, and even creative time—and reveals the best techniques for focusing on each effectively.

EAN: 9781607385288 | PAPERBACK | 204 PP

ALEJANDRO ILLERA

## CÓMO Y POR QUÉ CONSTRUIR UNA VIDA SIN JEFE

*Boss Free Life*



Your life today is the result of the decisions you have made so far. Your life in a year will be the sum of the decisions you make today, tomorrow, the day after tomorrow and every day of this year. The responsibility of what you living today is just yours.

I write this book in my 43 years old to share with others anecdotes, thoughts, lessons, experiences and philosophies that will enrich their minds. Inspire them and teach them how to live a full and happy life.

I was 22 years old when I retired from my last job. Since then, I have been my own boss living without schedules controlling by someone else.

EAN: 9781607385233 | PAPERBACK | 192 PP



BRIAN TRACY

# EL PODER DE CONFIAR EN TI MISMO

The Power of Self-Confidence

“Brian Tracy is the master in understanding and teaching self-enrichment. In this priceless book, he unlocks the key to your door of success and fulfillment—belief in your own potential. Internalize his wisdom and you will surely realize your goals.”

—DENIS WAITLEY, author of *Psychology of Success*

“Brian continues to impact the lives of everyone he touches. This book provides a logical road map that everyone can use to maximize their true potential.”

—JOSEPH SHERREN, CSP, HoF, author of *iLead: Five Insights for Building Sustainable Organizations*



EAN: 9781607382928 | PAPERBACK | 192 PP

ZIG ZIGLAR

# ALCANCE SU MÁXIMO DESEMPEÑO

Top Performance

Zig Ziglar shows readers how to get the most out of themselves and others by developing people management skills. He reveals the qualities of good leadership and provides specific solutions for overcoming and correcting poor management practices. Rich with anecdotes and vivid illustrations, *Top Performance* provides specialized instruction for improving relationships with supervisors, coworkers, and subordinates to achieve maximum effectiveness in any profession.



EAN: 9781607383208 | PAPERBACK | 288 PP

DR. CAMILO CRUZ

# ARQUITECTURA DEL ÉXITO

Build your Success



Is it possible to develop a success plan for your goal using the same methodology that an architect would use to draw the plans of a building? There are some people who think the life has many unforeseen events, urgencies and crises that make it impossible to plan your future. Others thinking that what will happen it must happen regardless of whether it is part of your plans or not.

The fact is, Dr. Camilo Cruz, one of the most influential writers of recent decades in the success fields and personal leadership not only believes that it is possible and essential to design a success plan, but even in this new book he teaches us how we can do it.

EAN: 9781607380542 | PAPERBACK | 192 PP

RICH DEVOS

# CAPITALISMO SOLIDARIO

Compassionate Capitalism



Rich DeVos, co-founder of Amway Corporation, one of the most important companies in the world. In this extraordinary book offers more than a personal opinion. It means a plan, a project and a reality that shows a very different meaning of Capitalism which is traditionally considered.

*Compassionate Capitalism* is the best tool for people to reach their goals and to help others achieve them.

*Compassionate Capitalism* is clearly in details showing the principles steps to be taken you, your life, and the environment as well as the corporations.

EAN: 9781607380672 | PAPERBACK | 338 PP

DIANA ÁLVAREZ

# ¡SÁCALE EL JUGO A LA VIDA!

Squeeze more Juice out of Life

Conventional wisdom define us that with hard working we will be successful and that if we achieve much success then we will be happy. If we could get that house we love so much. The ideal job and maybe lose those extra weight then ... yes we would be happy. However, what Diana Álvarez would like to explain to us in her book is that happiness does not come as a result that it is that magnet that attracts everything else into their life's. Diana clarifies the myths about the happiness outside of us and guides us to the truth. Being happy should not be another point in the planner of things to do. It must be the main point that everyone else should depend on and to which everyone should go.



EAN: 9781607384779 | PAPERBACK | 192 PP

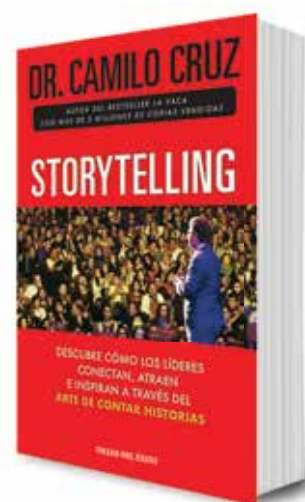
DR. CAMILO CRUZ

# STORYTELLING

Storytelling

Storytelling is the art of telling stories. In the business world this practice has gained enormous relevance since it allows to generate greater empathy and emotional connection with both clients and coworkers. However, *Storytelling* is more than a marketing tool. It is to connect emotionally with those who listening to us through a story.

If we are sharing a business opportunity with a new prospect orienting a work team or advising a child, our goal is not just to inform. When we communicate any type of information call it a proposal, plan, advice, project or teaching our intention is to motivate others to act. We want to teach, influence and, convince although the information communicates it is the stories that persuade.

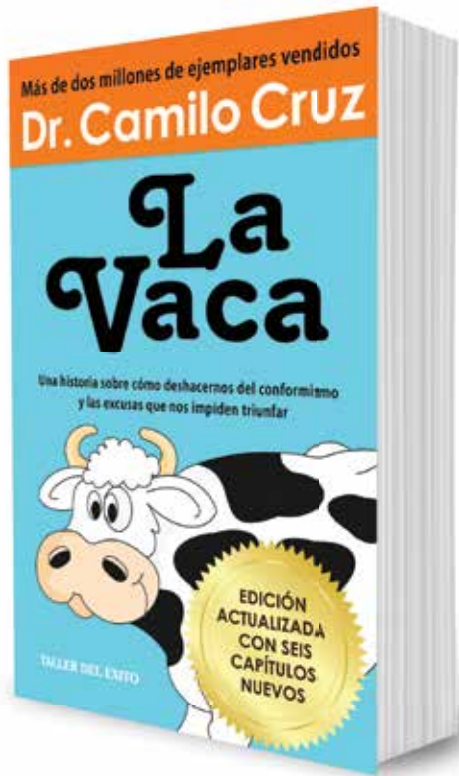


EAN: 9781607384625 | PAPERBACK | 240 PP

DR. CAMILO CRUZ

**LA VACA**

Once Upon a Cow



EAN: 9781607385042

| PAPERBACK |

264 PP

**MORE THAN  
TWO MILLION  
COPIES SOLD**

In this extraordinary story, the cow symbolizes everything that keeps us tied to a life of mediocrity. It represents every excuse, pretext, belief or justification that invites us to conformity and block us to use our full of potential. One of the great of people challenges is to overcome their own limitations. Many seem to have succumbed to an epidemic of excuses, fears and false beliefs that condition them, limit their potential and affect their performance in all areas of their lives. This book will show you what you may achieve when you finally let free yourself from those bonds and start using your true potential.

Accept the challenge of living a cow-free life, a life where every dream is possible and the only limits are those that you impose on yourself. This edition includes six new chapters in which you will find the most common excuses and justifications for not succeed in some of the most important areas of life: family, health, finances, work, children and business.



**Dr. Camilo Cruz** Award-winning author and International best seller of more than 34 Literary works. He is one of the highest exponents in the field of personal development, business excellence and leadership. His dynamism, his highly informative and humorous style at the same time have made him one of the Latin speakers and writers in greatest demand in the United States, Europe and Latin America by *Fortune 500* group companies, Network Marketing companies and professional organizations.

**Winner Latino  
Book Award  
for Personal  
Development  
Book in Spanish**

**Winner Latino  
Book Award  
Business Book in  
Spanish**

DAVID J. SCHWARTZ

# LA MAGIA DE PENSAR EN GRANDE

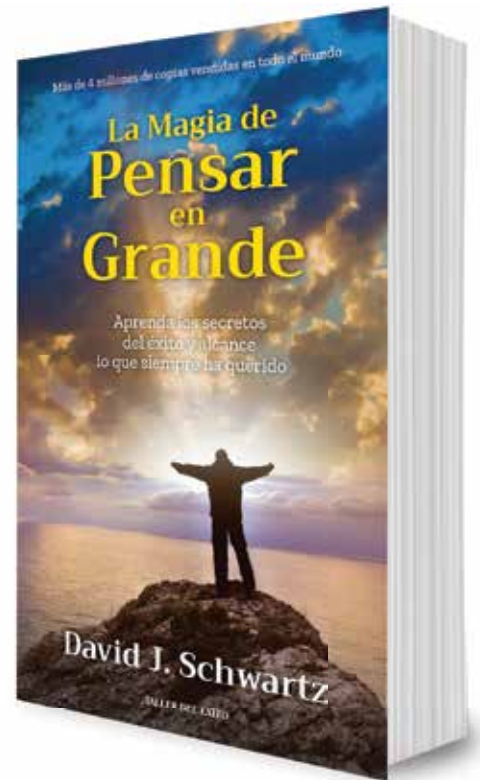
*The Magic of Thinking Big*

Millions of readers have acquired the secrets of success through *The Magic of Thinking Big*. Achieve everything you always wanted: financial security, power and influence, the ideal job, satisfying relationships, and a rewarding, happy life.

Set your goals high...then exceed them!

Millions of people throughout the world have improved their lives using *The Magic of Thinking Big*. Dr. David J. Schwartz, long regarded as one of the foremost experts on motivation, will help you sell better, manage better, earn more money, and—most important of all—find greater happiness and peace of mind.

*The Magic of Thinking Big* gives you useful methods, not empty promises. Dr. Schwartz presents a carefully designed program for getting the most out of your job, your marriage and family life, and your community. He proves that you don't need to be an intellectual or have innate talent to attain great success and satisfaction—but you do need to learn and understand the habit of thinking and behaving in ways that will get you there. This book gives you those secrets!



EAN: 9781607380696

| PAPERBACK |

264 PP



**Dr. David J. Schwartz**, Outstanding as one of the world's experts in the field of personal development. He presents in this book a set of useful strategies that will help us to be better in our work, in the family context, and more importantly to find our own definition of happiness and peace of mind.

**MORE THAN  
FOUR MILLION  
COPIES SOLD**

RICH DEVOS

## DIEZ FRASES PODEROSAS PARA PERSONAS POSITIVAS

Ten Powerful Phrases for Positive People



Successful businessman, philanthropist, and motivational speaker Rich DeVos has learned the value of maintaining a positive attitude and offering encouragement to others. Now, with the knowledge and wisdom he has gained from his experiences and the influential people he has met DeVos offers you the key he has discovered in unlocking the powerful potential of ten ordinary yet life-changing phrases. Simply by adding these phrases into your daily conversations you can help motivate achievement, instill confidence, and change attitudes in your work and family life.

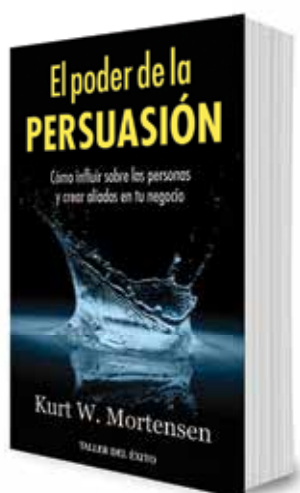
Beyond these practical but profound phrases, DeVos delivers an inspiring message of building hope that resonates in the heart of every human being. Your decision to live with a positive attitude can change your life, your community, even the world. Start today with one small phrase: You can do it.

EAN: 9781607380580 | PAPERBACK | 168 PP

KURT W. MORTENSEN

## EL PODER DE LA PERSUASIÓN

Maximun Influence



How would you like to be able to read anyone instantly? Get people to trust you instinctively? Change minds easily? Convince anyone to give you almost anything? These “powers” are not unobtainable Jedi mind tricks but are actual skills that everyday people can discover and develop within themselves--today! The secret lies in the 12 Laws of Persuasion. Author and leading authority on persuasion, motivation, and influence Kurt Mortenson has studied the traits, habits, and mindsets of master influencers for over 20 years and has formed what he calls the 12 Laws of Persuasion, which anyone can master and put to work for themselves. These laws include:• The law of dissonance• The law of contract• The law of expectation• The law of esteem• The law of obligation• And moreIn Maximum Influence, readers will learn why each law works, how to use each one, and what to avoid in carrying it out.

EAN: 9781607382621 | PAPERBACK | 312 PP

NAPOLEÓN HILL

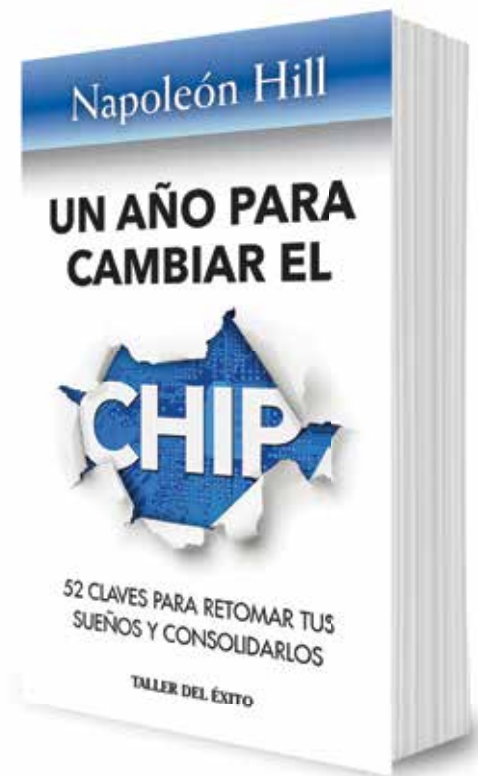
# UN AÑO PARA CAMBIAR EL CHIP

Conceive It! Believe It! Achieve It!

It's as simple as ABC but only in reverse! Napoleon Hill states, "Whatever the mind can conceive and believe, the mind can achieve." This simple statement reminds us that the power of the Universe is within each and every one of us. By directing our mind in the path we wish it to go, we determine our ultimate destiny. Simple truths hold profound wisdom. But, just because the truths are simple, does not mean that they are easy. It is my greatest hope that this little book of 52 essays will inspire you weekly to take appropriate action towards your dreams. Dreams come and go, but those that come true are the ones that you believe in without a doubt. When you believe in the power of your dreams you are compelled to take immediate action to make them a reality. May all your dreams come true! Be Your Very Best Always, Judith Williamson



**Napoleón Hill**, (1883-1970) He is considered one of the most respected and influential authors of the first books of self-help personal success and modern motivation. His most famous book: *Think and Get Rich* has sold more than 60 million copies worldwide; He is the bestseller of all time in this genre and continues to inspire thousands of people every year.



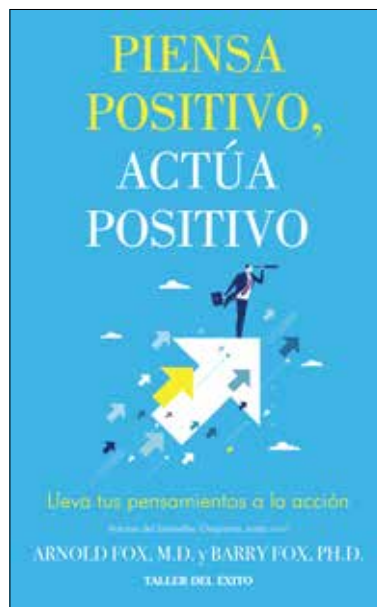
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| PAPERBACK |

240 PP



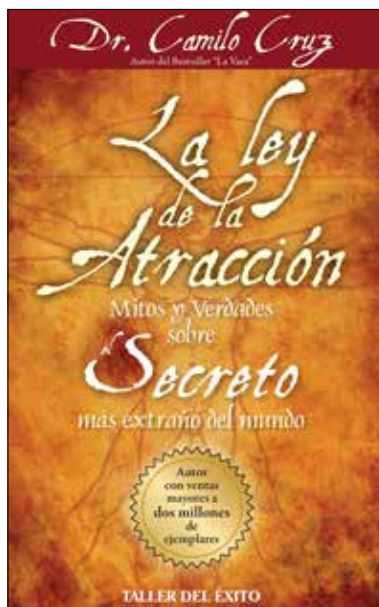
Rafael Ayala  
Live Without Fear of Falling  
EAN: 9781607381518  
240 PP



Arnold Fox, M.D.  
y Barry Fox, Ph.D.  
Think Positive Act Positive  
EAN: 9781607384311  
240 PP



Ethan Willis y Randy Garn  
Prosper  
EAN: 9781607381075  
144 PP



Dr. Camilo Cruz  
The Law of Attraction  
EAN: 9781607380160  
216 PP



Dr. Camilo Cruz  
The X Factor  
EAN: 9781607380245  
232 PP





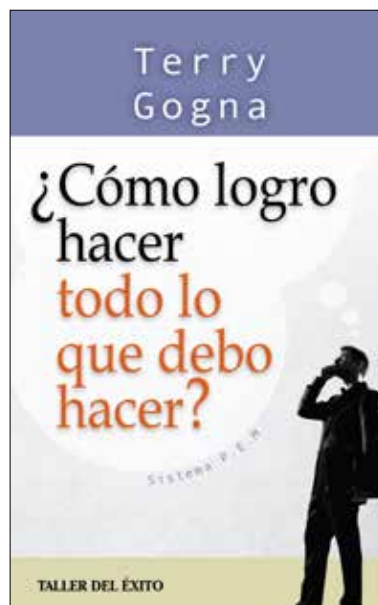
Napoleón Hill  
Think and Grow Rich  
EAN: 9781607385059  
288 PP



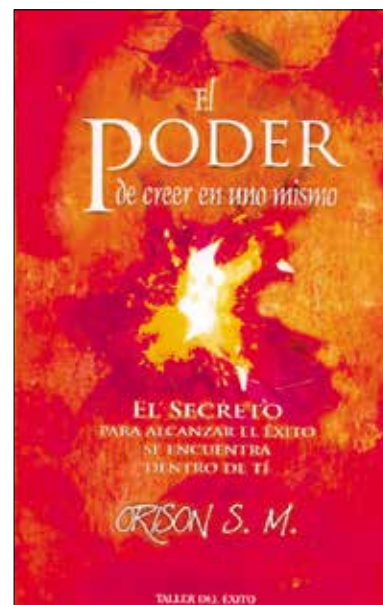
Rafael Ayala y Camilo Cruz  
Trip Plan  
EAN: 9781931059756  
160 PP



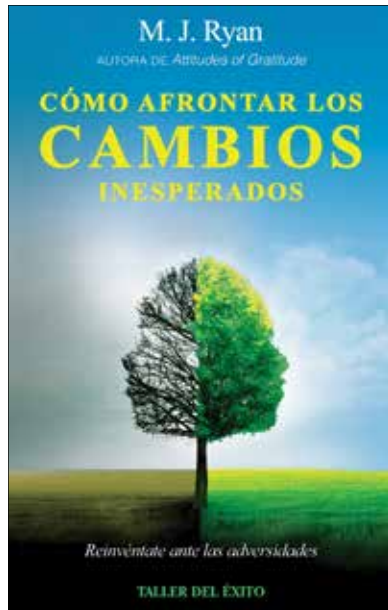
Brian Tracy  
Flight Plan  
EAN: 9781607380443  
144 PP



Terry Gogna  
How can I get myself to do what I need to do  
EAN: 9781607380627  
192 PP



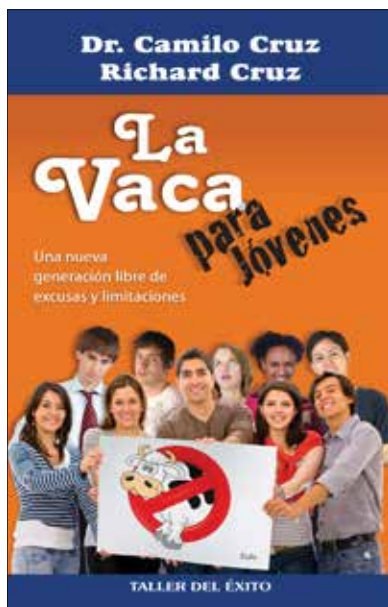
Orison Swett Marden  
The Power of Think in Yourself  
EAN: 9781607380474  
192 PP



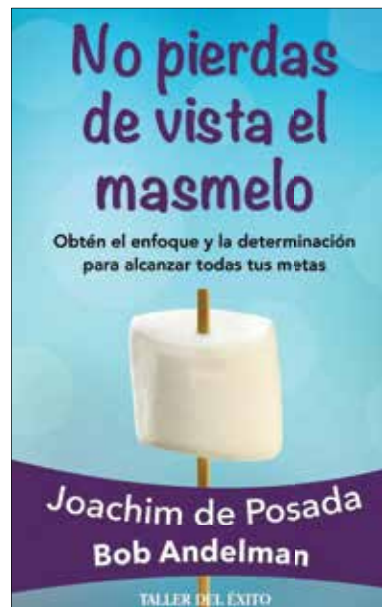
M.J Ryan  
How to Survive Change  
you did not Ask for  
EAN: 9781607383390  
288 PP



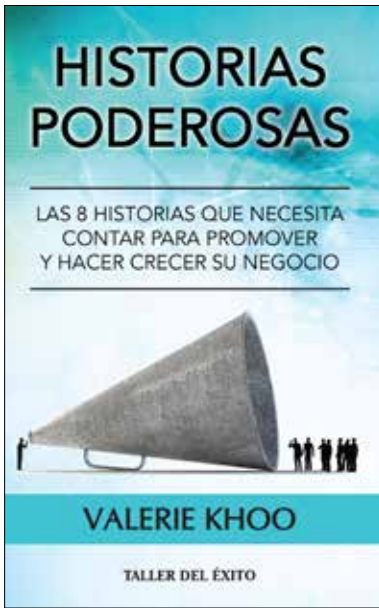
Patricia Covalt  
What the Smart Couples know  
EAN: 9781607380634  
288 PP



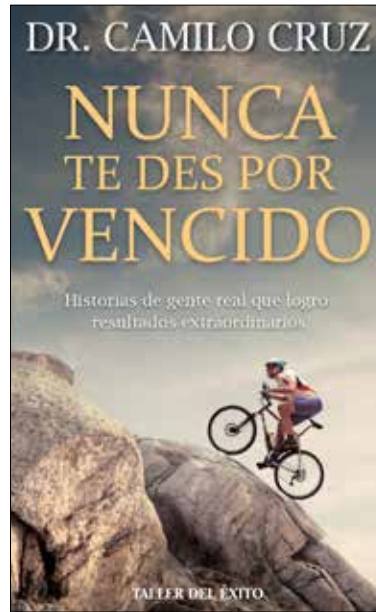
Dr. Camilo Cruz  
Once Upon a Cow  
for Teenagers  
EAN: 9781607380344  
216 PP



Joachim de Posada  
y Bob Andelman  
Keep Track of the Marsmallow  
EAN: 9781607382638  
168 PP



Valerie Khoo  
 Power Stories  
 EAN: 9781607381778  
 288 PP



Dr. Camilo Cruz  
 Never Give Up  
 EAN: 9781607381587  
 164 PP



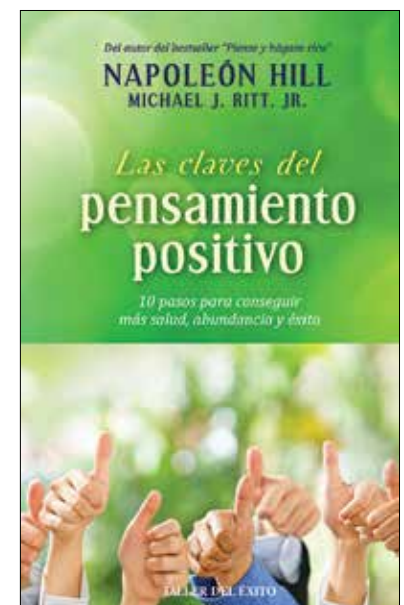
Liggy Webb  
 How to be Happy  
 EAN: 9781607381761  
 288 PP



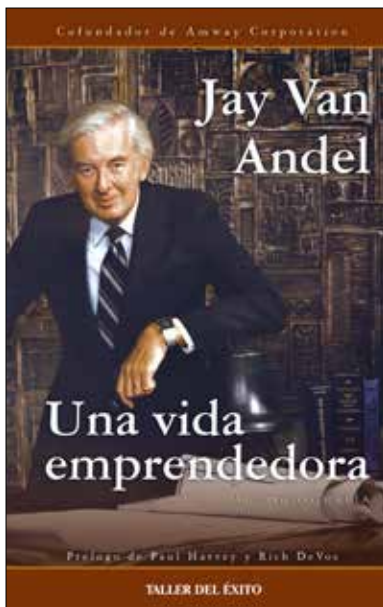
Russell H. Conwell  
 Acres of Diamonds  
 EAN: 9781607381891  
 168 PP



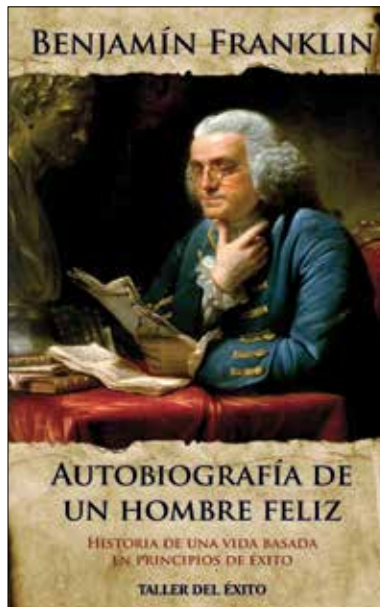
Larry Winters  
 Live the Dream  
 EAN: 9781607381747  
 264 PP



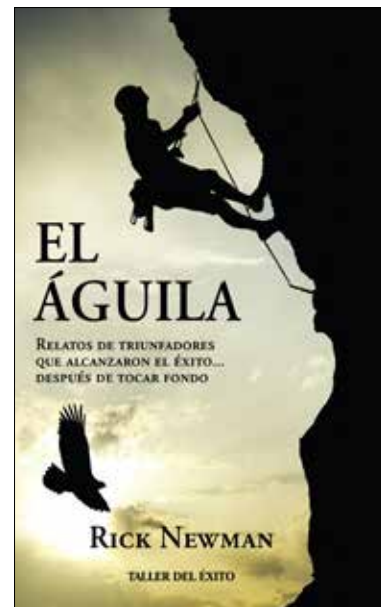
Napoleón Hill y Michael Ritt Jr.  
 Keys to Positive Thinking  
 EAN: 9781607380481  
 168 PP



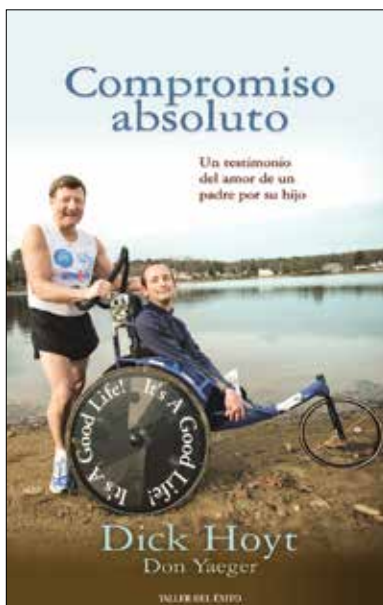
Jay Van Andel  
An Enterprising Life  
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240 PP



Benjamín Franklin  
Benjamin Franklin  
Autobiography  
EAN: 9781607382201  
168 PP



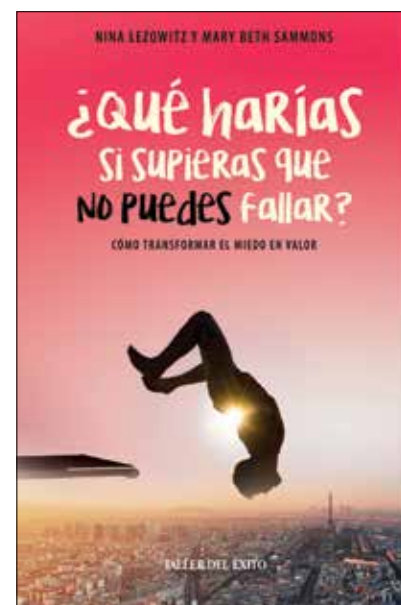
Rick Newman  
How Winners Pivot from  
Setback to Success  
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312 PP



Dick Hoyt y Don Yaeger  
Devoted  
EAN: 9781607380511  
216 PP



Terry Gogna  
Get the Power to  
change your Life  
EAN: 9781607383826  
264 PP



Nina Lezowits y  
Mary Beth Sammons  
What would you do if you knew  
you could not fail?  
EAN: 9781607383840  
264 PP

RORY VADEN

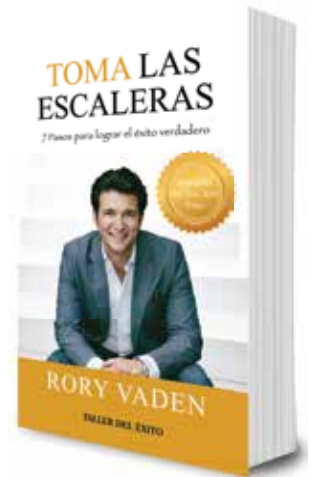
# TOMA LAS ESCALERAS

Take the Stairs

The New York Times bestseller that will help you get off the “escalator” and tackle the work that leads to real success

How do successful people achieve results? In short, they do it the old-fashioned way, with focus and self-discipline. Popular speaker and strategist Rory Vaden presents a simple program for “taking the stairs”—that is, resisting the temptations of “quick fixes,” eliminating distractions, and transcending personal setbacks in order to reach your goals.

Whatever your vision of success is, this proven program will help you get there—one stair at a time.



EAN: 9781607382881 | PAPERBACK | 192 PP

JOHN C. MAXWELL

# LA REGLA DE ORO DEL LÍDER

There's No Such Thing as

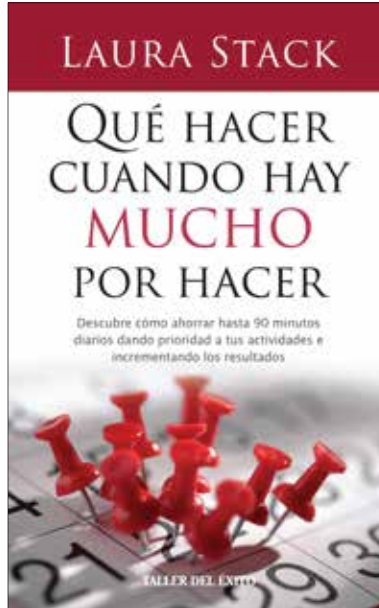
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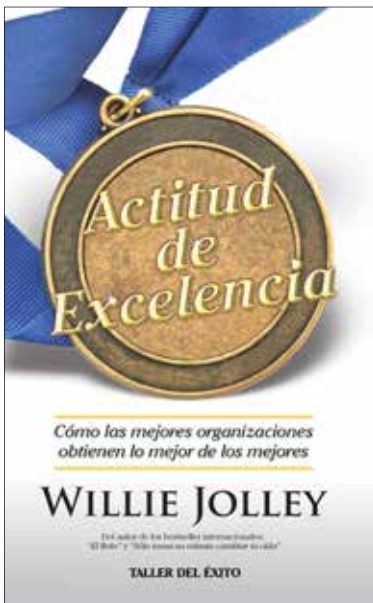
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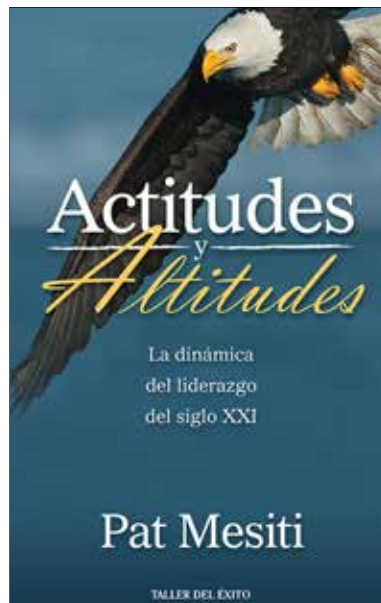
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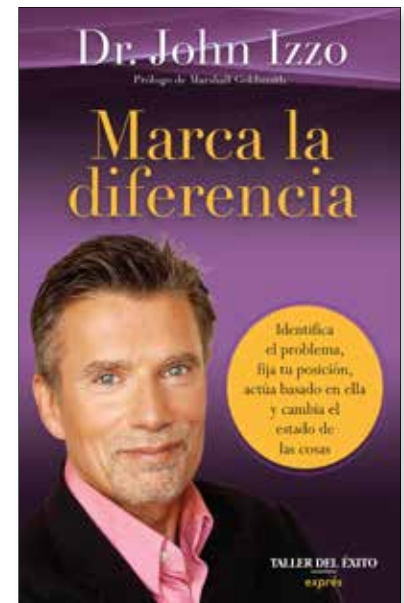
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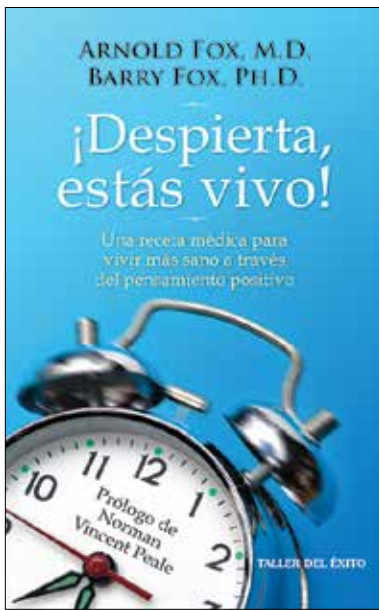
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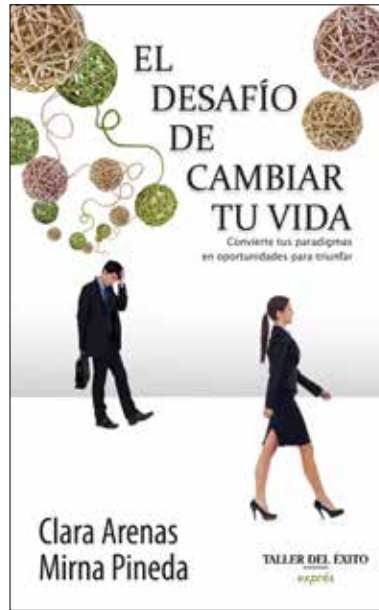
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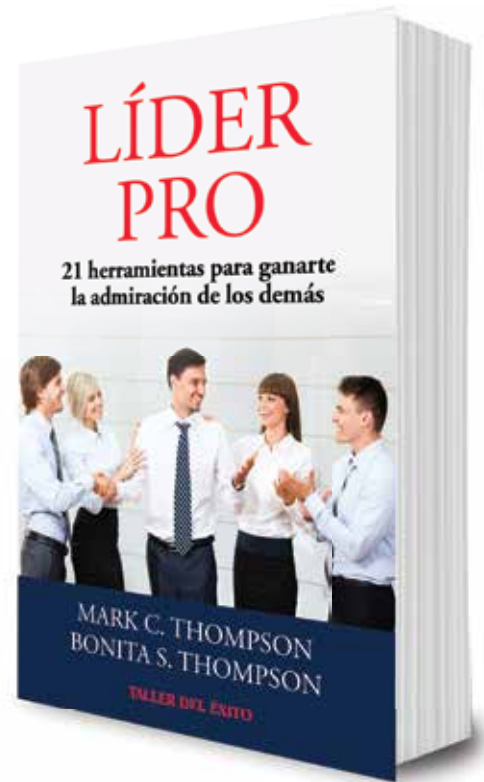
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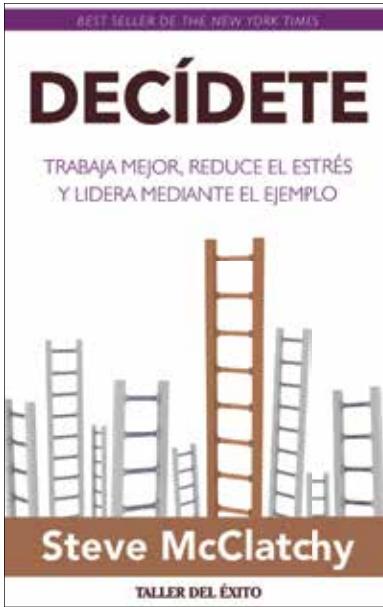
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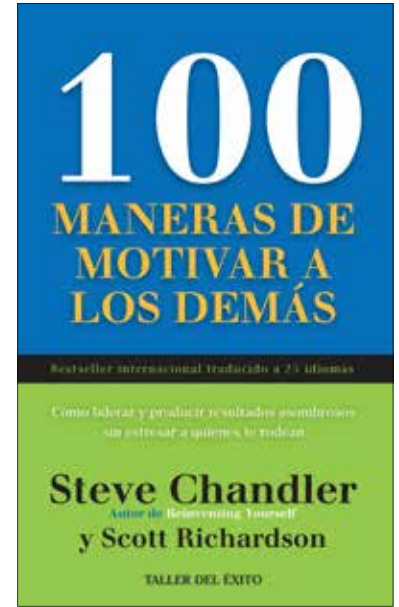
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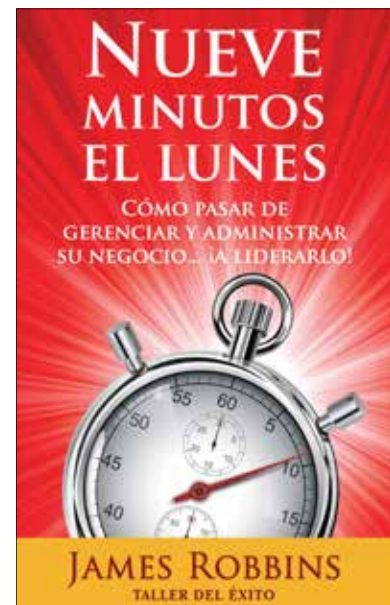
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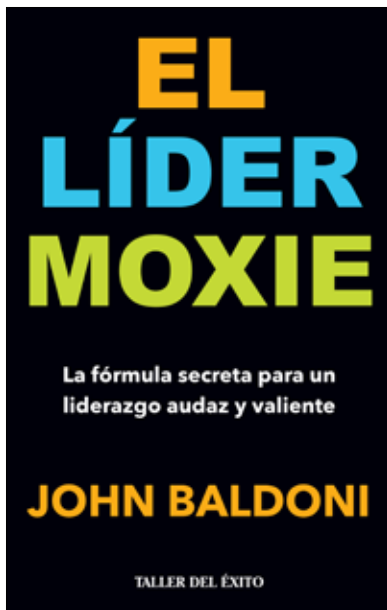
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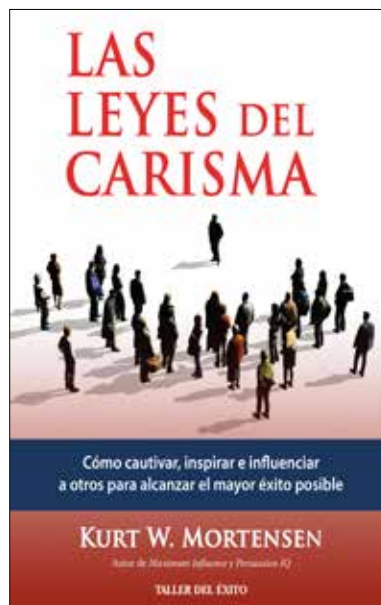
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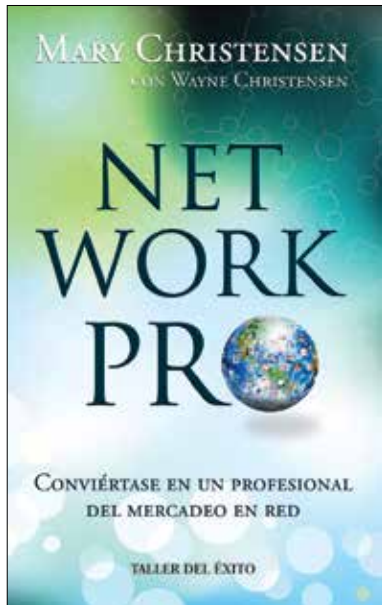
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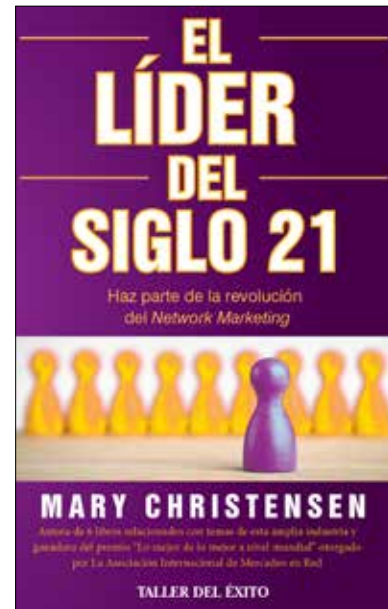
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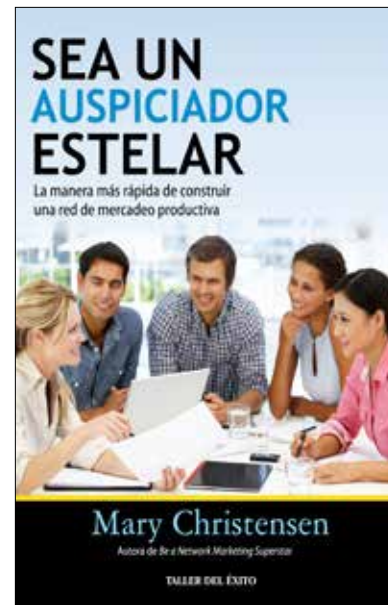
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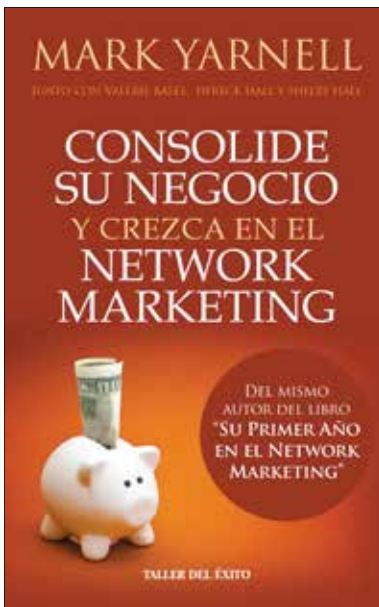
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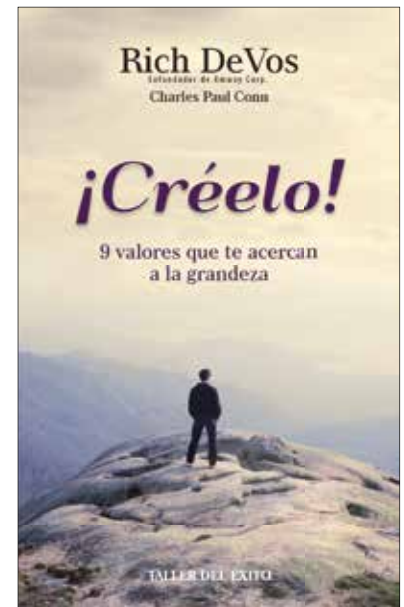
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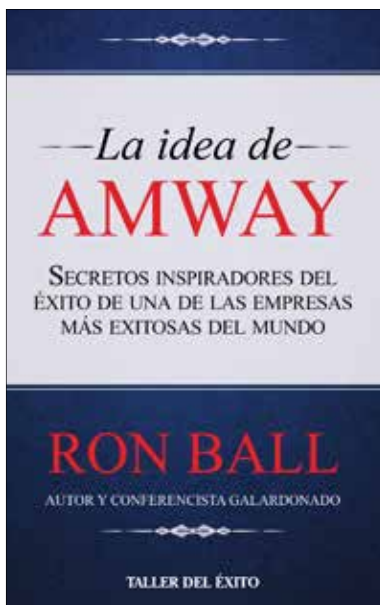
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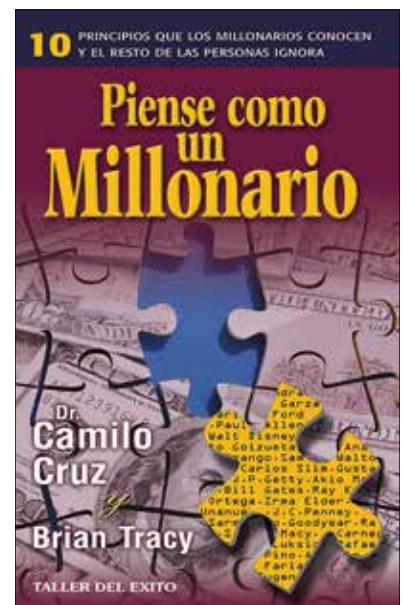
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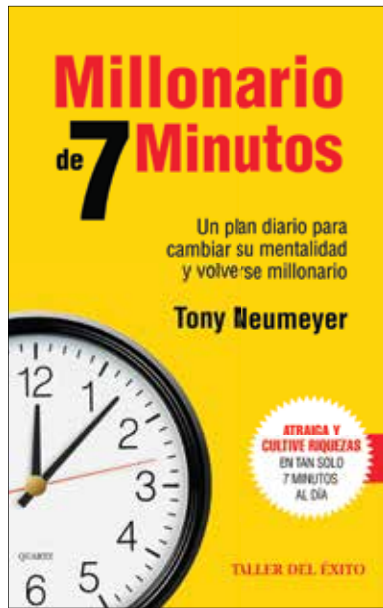
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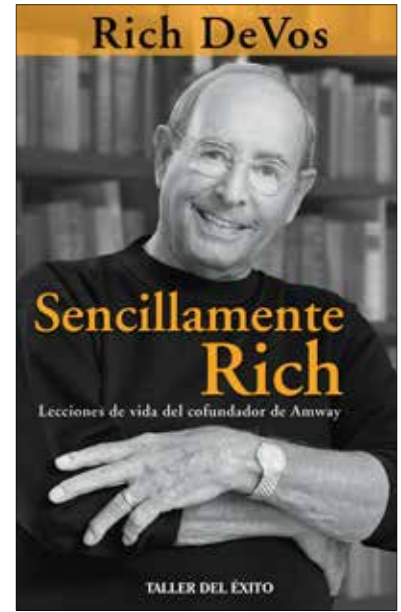
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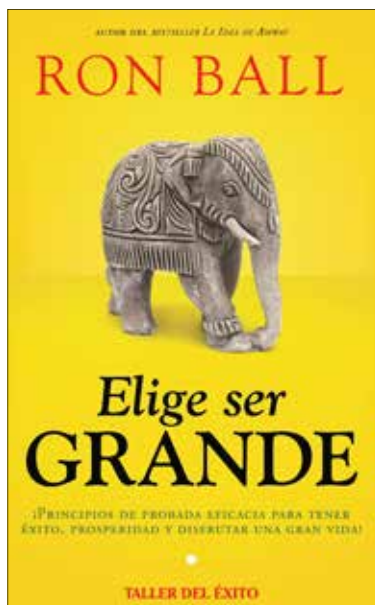
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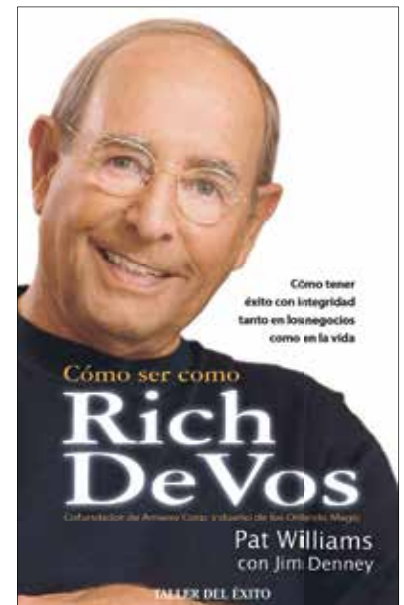
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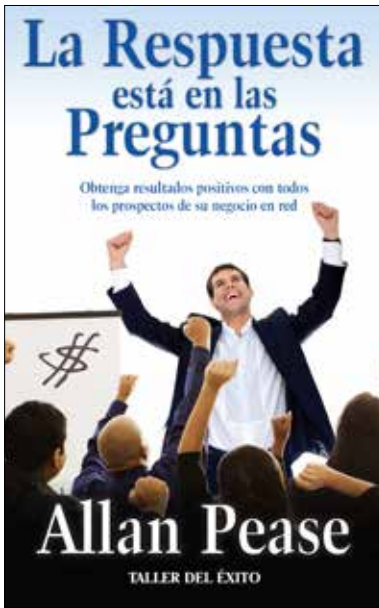
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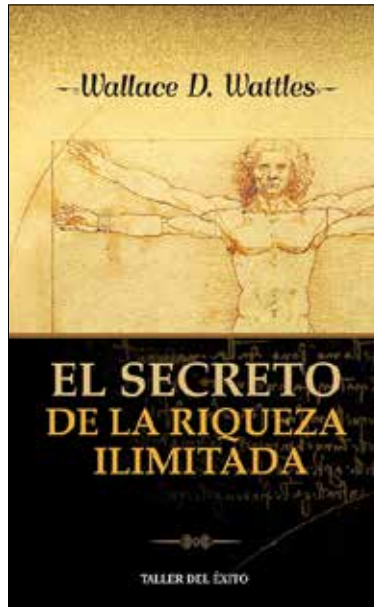
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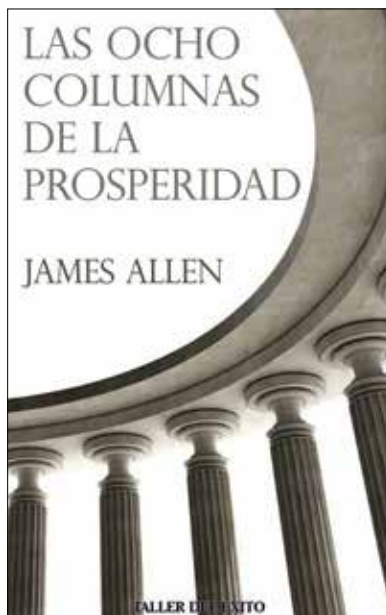
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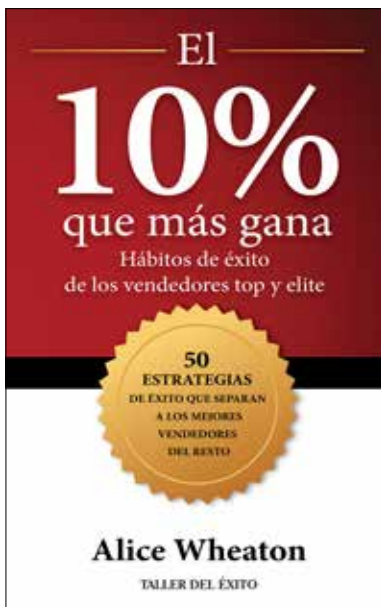
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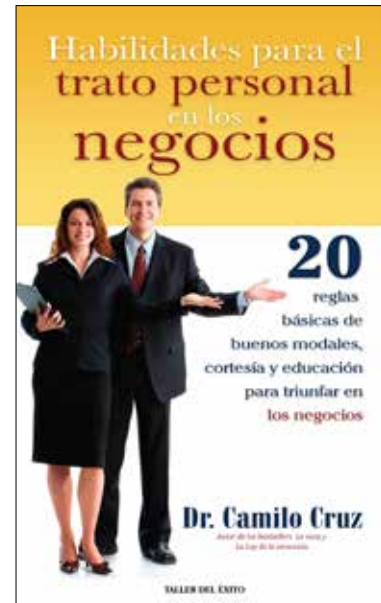
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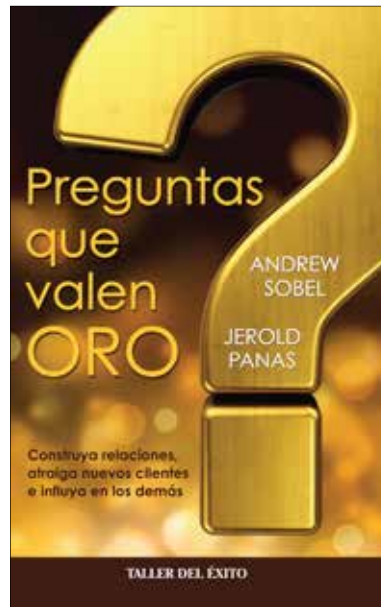


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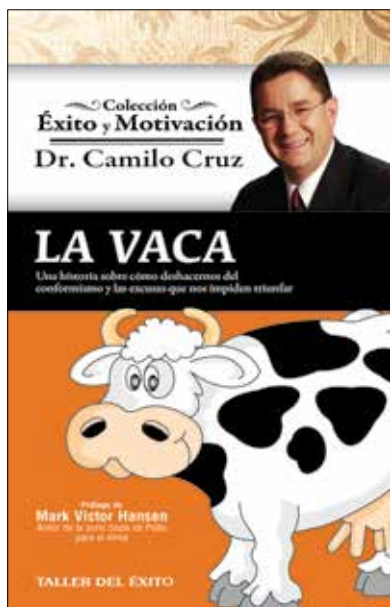
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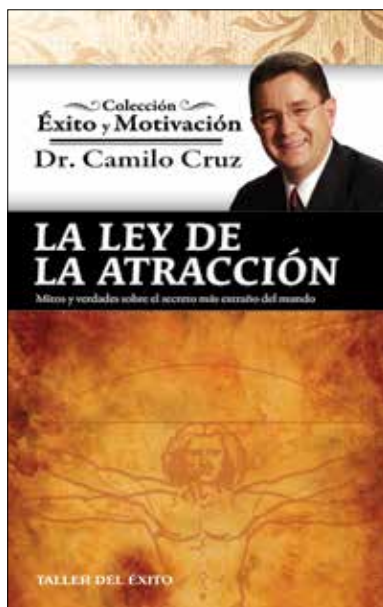
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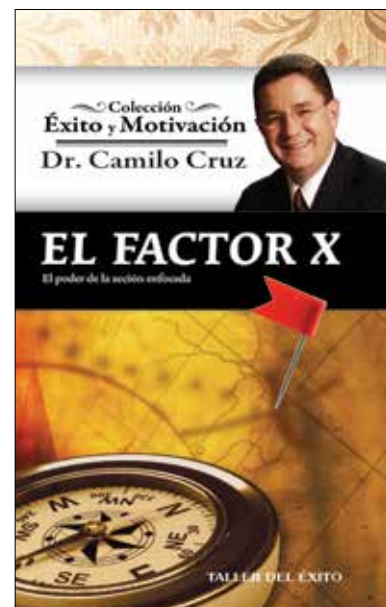
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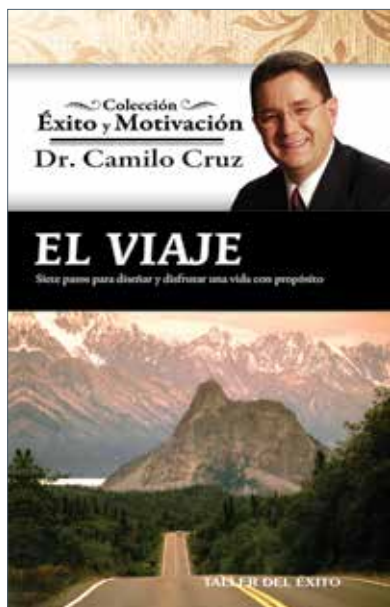
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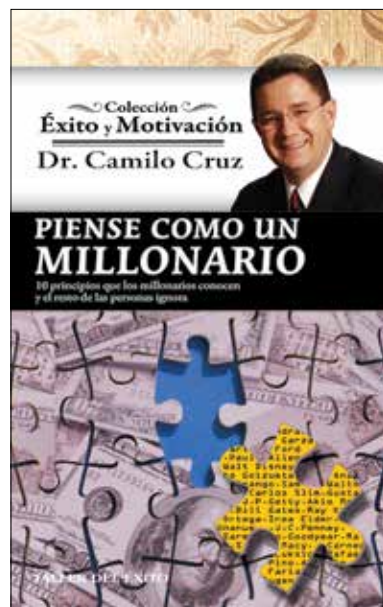
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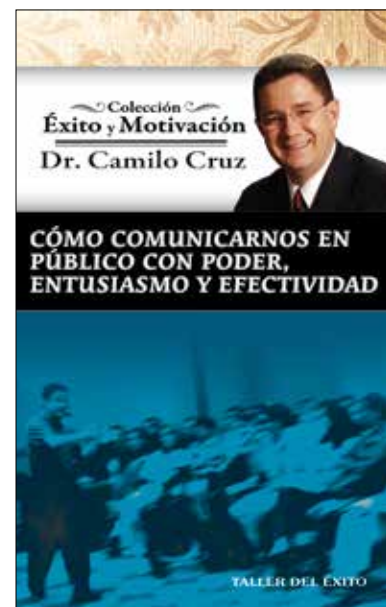
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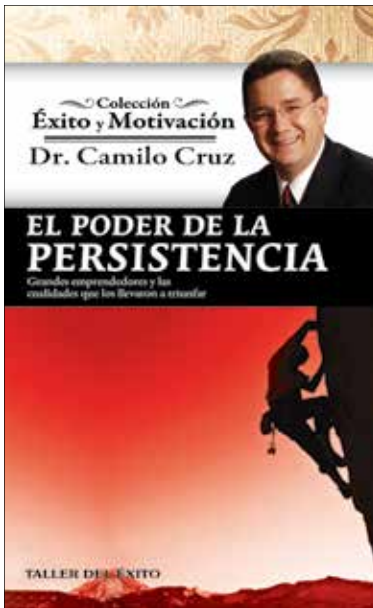
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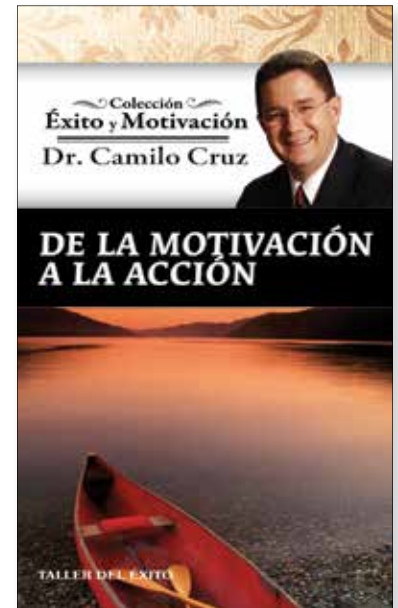
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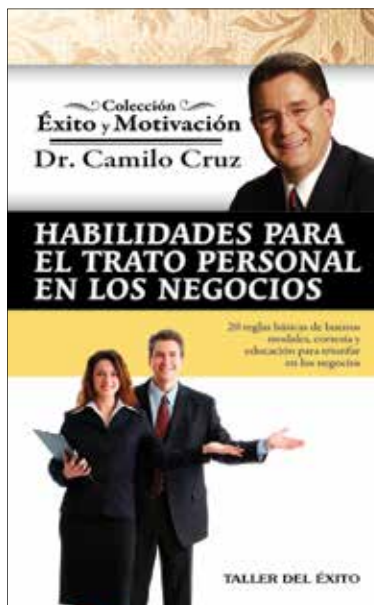
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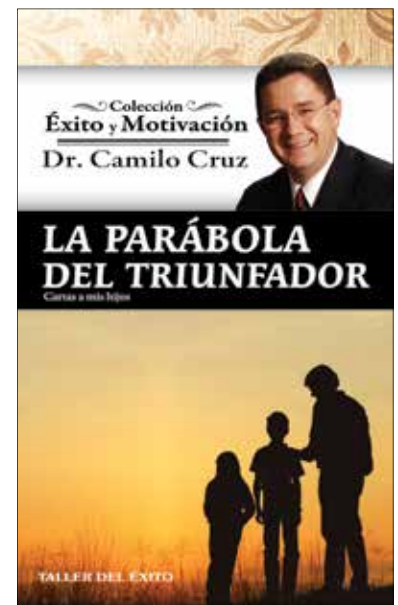
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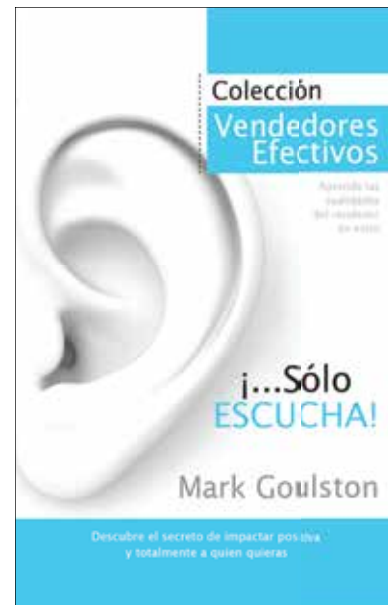
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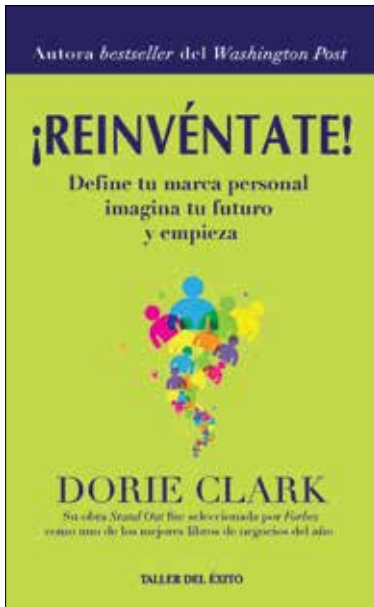
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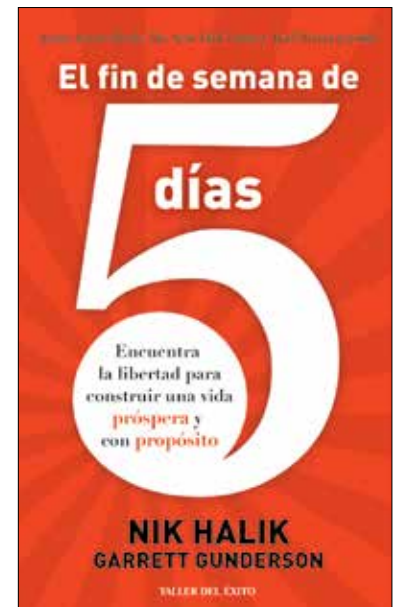
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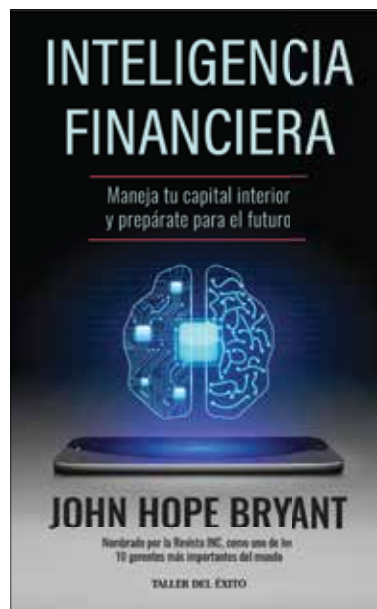
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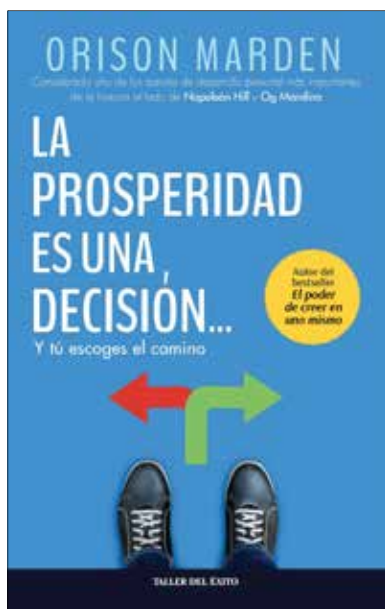
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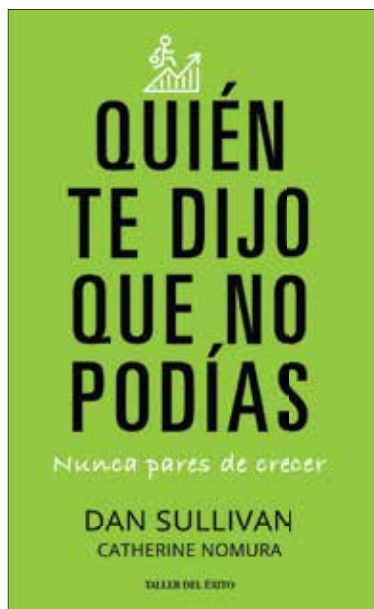
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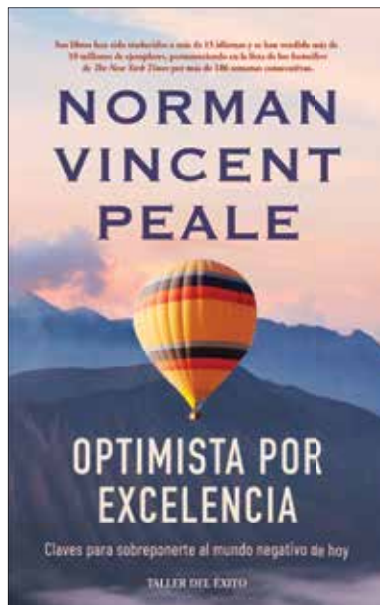
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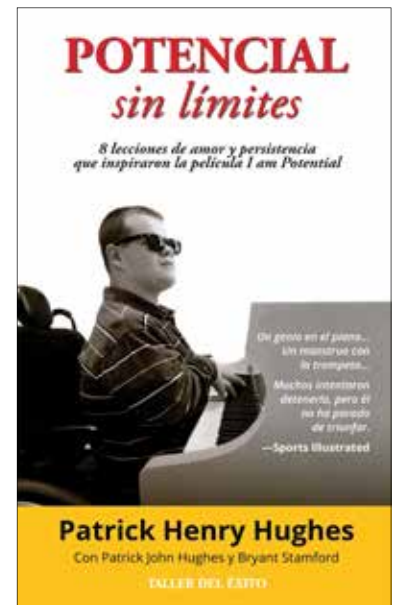
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