



HARPERCOLLINS
LEADERSHIP

2021 | SPRING SUMMER

NEW TITLES / FRONTLIST / BACKLIST

A NOTE FROM THE PUBLISHER

Well, we didn't see that coming, did we?

One of my favorite business thinkers, Peter Drucker, said "An organization must be organized for constant change." No kidding!

Due to the Covid-19 pandemic, leaders have been forced to embrace a pace of change that no one expected or invited. Social inequality and the call for justice have added an even greater layer of change required for leaders to address.

These are the days for which leaders have been prepared. That's why we do what we do at HarperCollins Leadership, and why you do what you do as our retail and distribution partners. When leaders are equipped with the inspiration and insights they need, they step up to the plate at a time such as this.

Another of our favorite leadership thinkers, John C. Maxwell, pointed out, "Great leaders always seem to embody two seemingly disparate qualities. They are both highly visionary and highly practical."

At HCL, that's what we try to produce: leadership resources that are both visionary and practical. A leader must paint a picture for the future and lead the way. However, a leader must also provide the practical resources their team needs to take that first step.

We are rooting for all leaders to embrace this challenge. We're ready to provide the support, and we know you are, also. Thank you for being our partner!

Yours in Leadership,

Jeff James
VP and Publisher
HarperCollins Leadership

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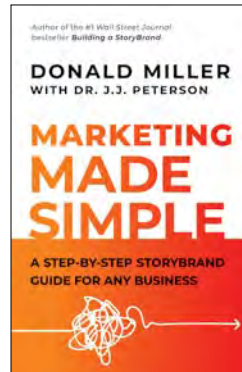
HARPERCOLLINS LEADERSHIP BESTSELLING TITLES



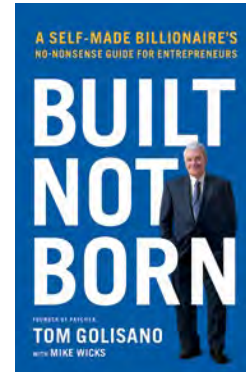
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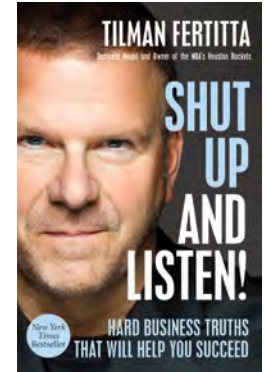
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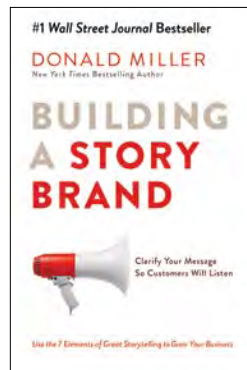
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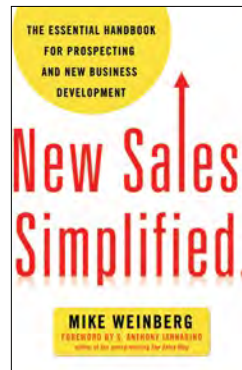
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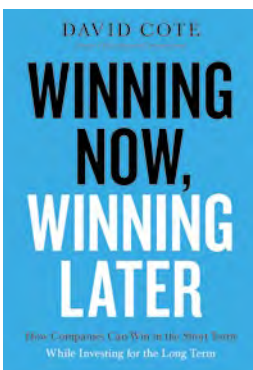
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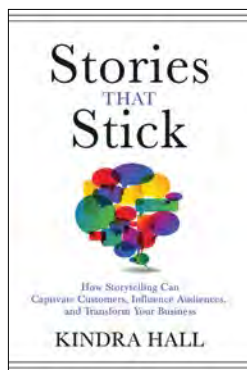
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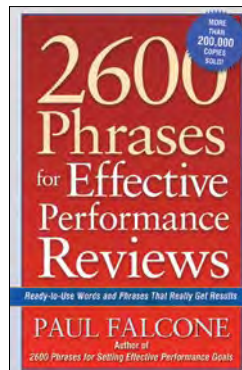
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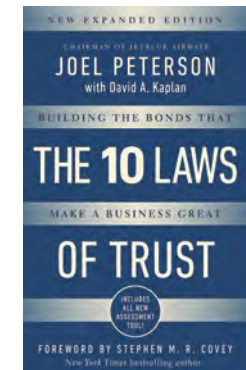
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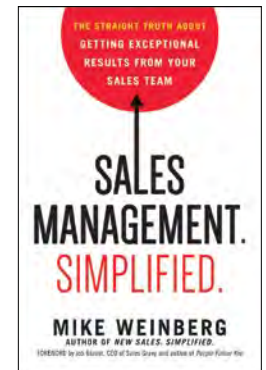
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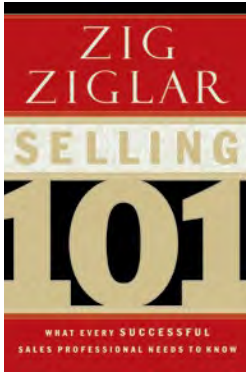
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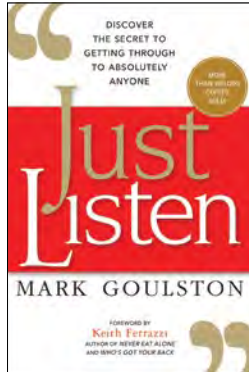
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* Also available in Spanish

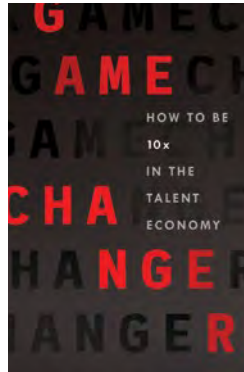
HARPERCOLLINS LEADERSHIP BESTSELLING TITLES



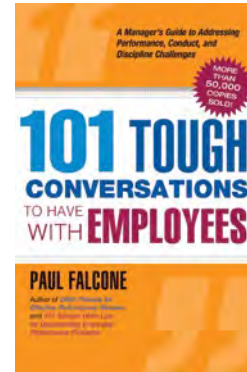
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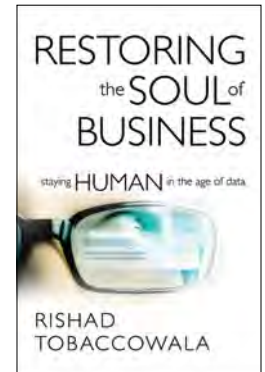
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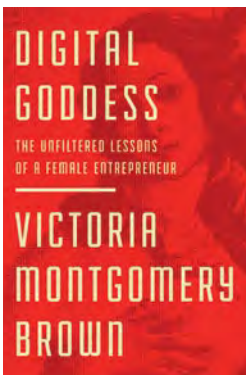
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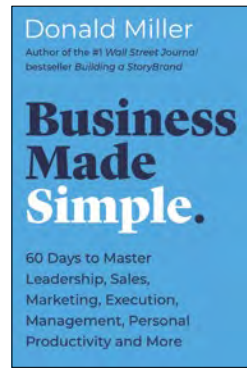
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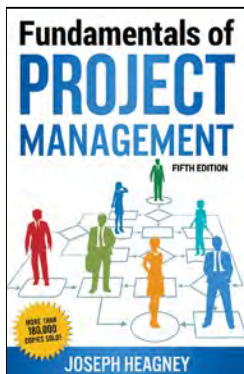
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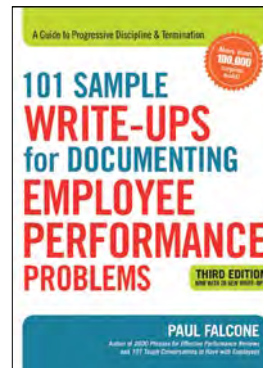
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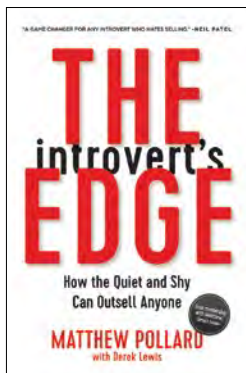
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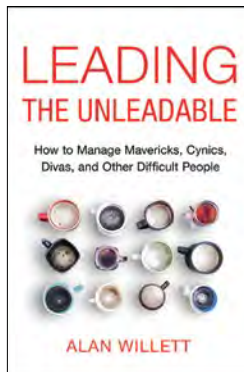
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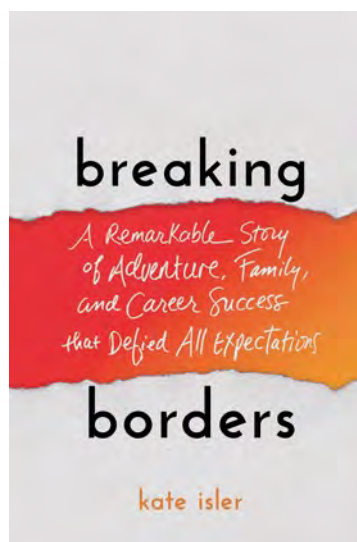
HARPERCOLLINS LEADERSHIP TITLES

(Leadership & Business)

HarperCollins Leadership feeds your inner drive to grow as a leader, with integrated content and development experiences that give you the inspiration and insights you need to thrive in your current role—and your next.

Experience the legendary John C. Maxwell, and new voices such as Rachel Hollis and Donald Miller, as they inspire and inform your path to new heights in leadership, business, and life!

NEW RELEASES SPRING / SUMMER 2021



SHIP DATE 2/3/21
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USD: \$19.99
ISBN: 9781400221561
PAPERBACK
WOMEN IN BUSINESS

BREAKING BORDERS

KATE ISLER (HOMETOWN: SEATTLE, WA)

Kate Isler's incredible story of blazing global business trails in the early days of Microsoft demonstrates how women can stop self-selecting out of opportunities and make the leap of faith to pursue their dreams.

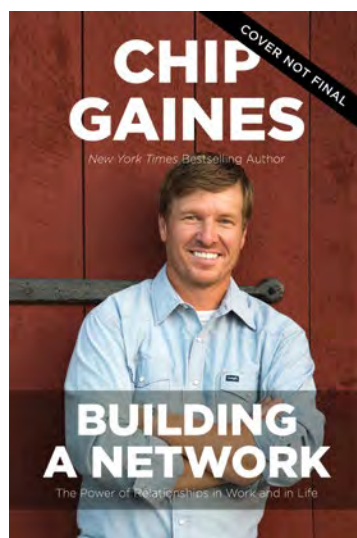
Kate Isler navigated the male-dominated culture of the technology industry, breaking new global markets for Microsoft in their fast-paced, hyper-growth startup years in some of the most challenging regions in the world – all without a college degree or resources that many believe are necessary for success.

Kate's story is a guide for women who want to stop self-selecting out of opportunities because they "assume" they don't have the right education, connections, or skills to take a chance—including those that believe that having a family disqualifies them from pursuing a dream.

As entertaining as it is enlightening, *Breaking Borders* provides insights, inspiration, and practical lessons that are relatable and easy to apply each step of the way.

ALSO AVAILABLE:

EBOOK, ISBN: 9781400221578, SHIP DATE 2/3/21, ON SALE 3/2/21, USD: \$15.99
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HARDCOVER
SUCCESS

BUILDING A NETWORK

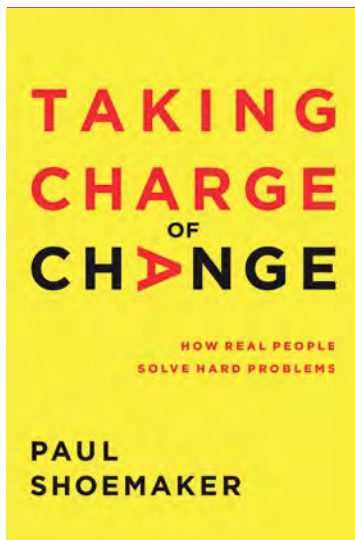
CHIP GAINES (HOMETOWN: WACO, TX)

Only a few people—Oprah, Ted Turner, Walt Disney, and now Chip and Joanna Gaines—have literal networks. But every successful person has a network of people—friends, family, and business associates—who serve as a support system. This “community” shapes a person's identity, behavior, and values, which ideally include kindness and being considerate of others and their needs.

“Nice people finish first,” says Chip Gaines, the wildly popular and admired star of HGTV's *Fixer Upper* and cofounder of the Magnolia brand. “And networking always works better than bridge burning.” With these truths as the foundational cornerstone, Chip uses his own unique journey as a creative and entrepreneur to construct a case for the value and importance of developing strong relationships at work and outside of work. He says, “If you live your life the right way, with the right values and the right priorities, you will end up in the right relationships.” Those relationships then become the currency for success.

ALSO AVAILABLE:

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HARDCOVER
LEADERSHIP

TAKING CHARGE OF CHANGE

PAUL SHOEMAKER (HOMETOWN: MERCER ISLAND, WA)

The social challenges facing us in the 2020's are radically different than those we faced even one generation ago. Meet the new leaders who are moving us forward and learn how to apply their same effectiveness, qualities, and attributes to your own leadership.

The kinds of leadership it has always taken to build American communities and companies are still relevant, but they are not sufficient to define the level and quality of leadership it will take to rebuild an America that has become too uneven and siloed over the last 20 years.

Turn to *Taking Charge of Change* to learn real life success stories of change leaders that will inspire and point the way to real life impact. Featured leaders include Peter Drucker Award winner Rosanne Haggerty, whose goal is not to reduce but to put an end to chronic homelessness; Father Greg Boyle, whose organization, Homeboy Industries, has made a dramatic impact on reducing gang violence in Los Angeles; and board-certified psychiatrist and behavioral neurologist Justin Coffey's, whose work on depression has reduced suicide rates in a way that has been validated scientifically.

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PAPERBACK
BUSINESS
COMMUNICATION

DO IT! SPEAKING

DAVID NEWMAN (HOMETOWN: BRYN MAWR, PA)

Discover the principles, practices, and insider secrets of paid professional speaking success in 77 instant-access "microchapters" that will help you market your smarts, monetize your message, and dramatically expand your reach and revenue.

For thought-leading CEOs, executives, consultants, and entrepreneurs, the true test of your personal brand comes down to one simple question: When you open your mouth, do people listen?

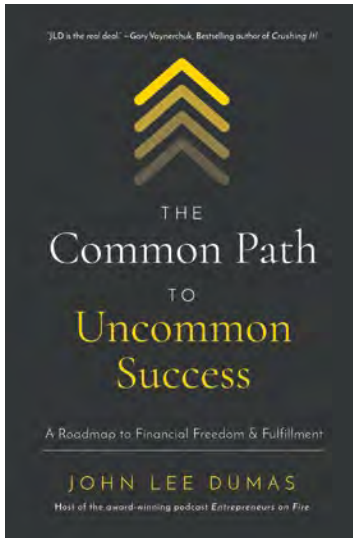
Regardless of the speaking venue: in person, via livestream, in broadcast media, on podcasts, or at national conferences and industry events, the powerful articulation of your value, relevance, and impact is what makes experts stand out. But where do you start when you're trying to build your speaking platform?

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HARDCOVER
ENTREPRENEURSHIP

COMMON PATH TO UNCOMMON SUCCESS

JOHN LEE DUMAS (HOMETOWN: HUMACAO, PUERTO RICO)

Popular Entrepreneurs on Fire podcast host John Lee Dumas has interviewed over 2,000 people who have reached the summit of business success, compiling in these pages the common elements of their path to guide you on your journey to financial freedom.

So many people dream of what it would be like to have a successful business and live a life where they can pursue their interests, travel, and have standing in their communities. They might be surprised to learn that most people who have attained this goal started from a similar place and went through a similar set of steps to get to where they are now.

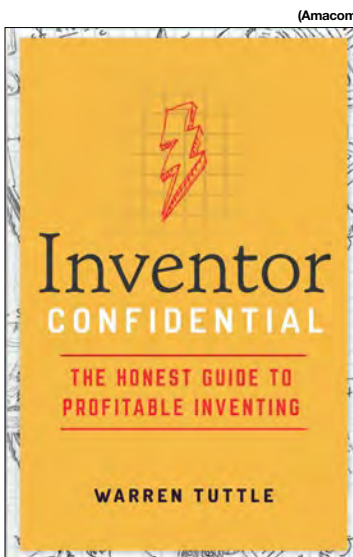
The Common Path to Uncommon Success shares the common themes John Lee Dumas has pinpointed from all the journeys taken by the people he has interviewed in his popular podcast.

From the initial desire for more financial freedom, to facing periods of doubt, to achieving the ultimate goal of building a company that works without you—this book outlines the steps to follow so you can be financially free.

ALSO AVAILABLE:

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SOFTCOVER
ENTREPRENEURSHIP

INVENTOR CONFIDENTIAL

WARREN TUTTLE (HOMETOWN: NEW CANAAN, CT)

The President of the United Inventors Association shows inventors, innovators, and makers a savvy, safer path towards monetizing your better mouse trap and how to avoid the get-rich-quick scammers.

The road to licensing a profitable, innovative product or technology is riddled with curves, holes, and rocky cliffs. Every year, hundreds of thousands of eager inventors around the globe spend millions of dollars seeking assistance from inventor service companies and individuals claiming to be experts in the innovation and licensing fields, though their actual success rates are poor in relation to the dollar amounts they charge.

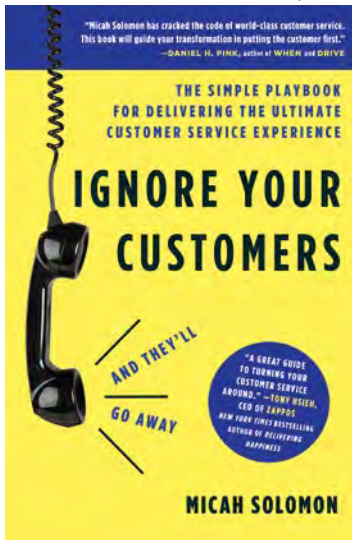
The reality is, according to Inventors' Digest™, while 78% of new inventors believe they will make over a million dollars with their inventions, less than 1% actually do. Marketers prey on this scenario for their own financial gain.

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MANAGEMENT



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HARDCOVER
MARKETING &
COMMUNICATION

IGNORE YOUR CUSTOMERS

MICAH SOLOMON (HOMETOWN: BAINBRIDGE ISLAND, WA)

Discover how to create exceptional customer service and a superior customer experience, learning from the greatest companies of our time.

When it comes to delivering great customer service and customer experience, many companies miss the mark. But there's no reason this should include you and your company. *Ignore Your Customers (and They'll Go Away)* spells out, step by step, how to craft a customer service culture and customer experience so powerful that they'll transform your organization and boost your company's bottom line.

You'll enjoy inspirational, often hilarious, tales from the trenches as author Micah Solomon, one of the world's best-known customer service consultants, relates hands-on adventures about assessing and improving customer service in various industries.

ALSO AVAILABLE:

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DIGITAL AUDIO, ISBN: 9781400214945, ON SALE 1/14/20, USD: \$15.99

RIGHT WAY TO DO GOOD

ARIA FINGER (HOMETOWN: NEW YORK, NY)

Aria Finger, CEO of the world's largest digital platform focused exclusively on young people and activism, teaches you how to connect with the coveted younger audience who choose to buy from brands that make a positive impact on their employees and the planet.

Young people have more buying power than any generation that has come before them, and these young people want to know that the brands they give their money stand for something that they believe in. In fact, in just the first month of the COVID crisis in the US, over 2/3 of young people said that they wanted brands to tell them exactly how they were taking care of their employees, not to mention how they were positively contributing to crisis relief.

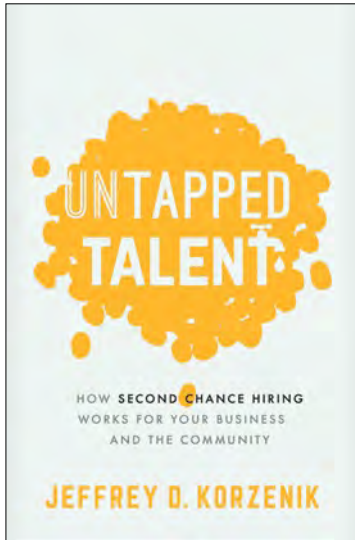
Harnessing her own expertise, her organization DoSomething's 25+ years of proprietary data, and her interviews with numerous CEOs and CMOs of Fortune 500 companies and unicorn tech start-ups, Aria Finger has developed five rules for engaging, inspiring, and activating young people in the market, workplace, school, and wherever else you're trying to reach them.

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DIGITAL AUDIO, ISBN: 9781400224074, ON SALE 3/30/21, USD: \$20.99

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PAPERBACK
HUMAN RESOURCES
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MANAGEMENT

UNTAPPED TALENT

JEFFREY D. KORZENIK (HOMETOWN: CHICAGO, IL)

Hiring people who have served time in prison is not only a good cause, it should be a crucial part of your hiring strategy if you want to stay competitive.

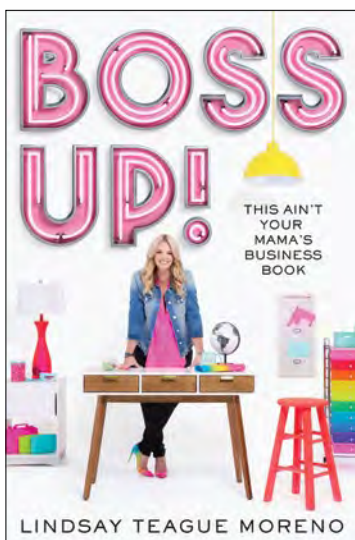
It's time for businesses everywhere to open their minds to second chance hiring practices. With over 70 Million people in the U.S. with criminal records, companies that successfully implement second chance hiring practices will have a massive competitive advantage over those that do not.

Untapped Talent makes the business case for second chance hiring. From a credible source—the chief investment strategist of one of the country's leading business banks—this book speaks directly to business leaders to explain the economic case for considering alternative sources of employees. It also shows why companies utilizing second chance hiring enjoy a competitive advantage. Throughout, it will include dozens of examples of businesses (from factories to restaurants to retail) which have successfully implemented this strategy.

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BUSINESS
MOTIVATIONAL &
INSPIRATIONAL

BOSS UP!

LINDSAY TEAGUE MORENO

Stay-at-home mom turned multimillion-dollar-producing business owner Lindsay Teague Moreno doesn't just have a passion for entrepreneurship. She has a deep passion for helping women of all walks of life gain the confidence and skills to tap into their ambition and achieve success in their own business endeavors.

Boss Up! will help you put your business on the map and the ideas you've previously only dreamed about into the marketplace. It will help you overcome your fears and guilt to find fulfillment that changes you and your families for the better. And it will help you break free of the hard and boring and allow you to have fun along the way. Lindsay doesn't just do this through commiserating but, instead, through giving you the tools for change.

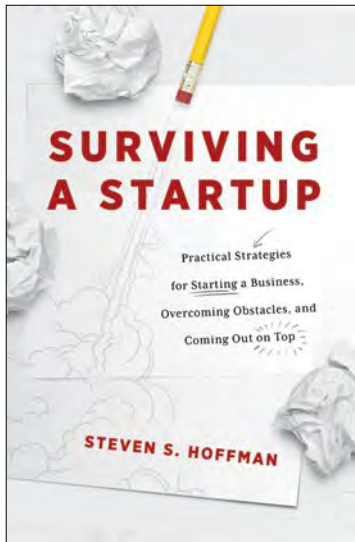
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PAPERBACK
ENTREPRENEURSHIP

SURVIVING A STARTUP

STEVEN S. HOFFMAN (HOMETOWN: SAN FRANCISCO, CA)

The CEO of Founders Space, one of the world's leading startup incubators and accelerators, prepares entrepreneurs to avoid disastrous mistakes, surmount sizable obstacles, and master the skills necessary to make the right choices along their path to success.

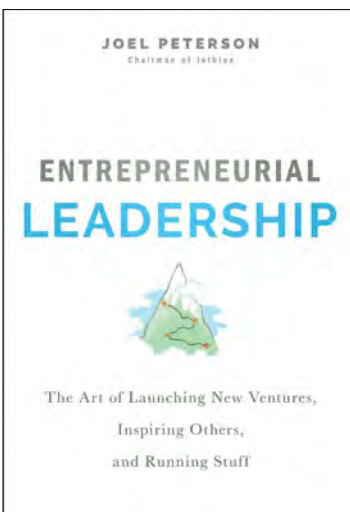
The fact is, over 90 percent of all new startups fail. Every entrepreneur must face this harsh reality and learn to master it if they hope to survive and wind up on top.

In *Surviving a Startup*, Steve Hoffman, the CEO of Founders Space, brings readers on a wild ride, sharing with them the tumultuous journey of launching a venture-funded startup and revealing what it takes to make it.

ALSO AVAILABLE:

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BUSINESS
COMMUNICATION

ENTREPRENEURIAL LEADERSHIP

JOEL PETERSON (HOMETOWN: SALT LAKE CITY, UT)

Make a lasting impact by launching new initiatives, inspiring others, and championing innovative approaches with this from-the-trenches guide by trusted executive mentor, entrepreneur, and leadership expert Joel Peterson.

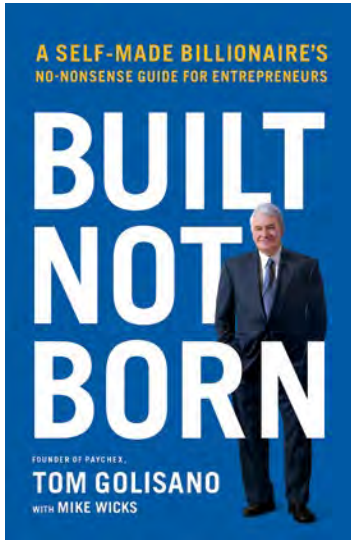
Many leaders see their roles as presidors/managers, with a primary focus on keeping results consistent with past performance and on budget. These kinds of leaders make important contributions but rarely leave a mark on the businesses they serve. For those wanting to make a lasting impact, new skills are required. They need to learn to launch new initiatives, inspire others, and champion innovative approaches. Joel Peterson calls these higher-level leaders "entrepreneurial leaders," and they create durable enterprises that deliver on their promise.

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PAPERBACK
ENTREPRENEURSHIP

BUILT, NOT BORN

TOM GOLISANO WITH MIKE WICKS (HOMETOWN: ROCHESTER, NY)

A no-nonsense guide to every aspect of starting and running a business, with life lessons thrown in for good measure.

Tom Golisano understands the fears, risks, and challenges small-business owners face every day—he's lived it. He has launched and grown his own highly successful businesses and mentored dozens of entrepreneurs, helping them build their own successful companies.

Built, Not Born shows readers: *How going against the grain can be a great strategy for finding business opportunities and why it pays to question conventional wisdom.* Why the pregnant pause can be an effective weapon in negotiations and when interviewing potential employees.

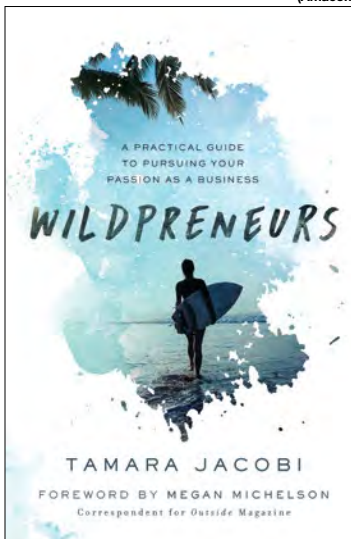
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INFRASTRUCTURE

WILDPRENEURS

TAMARA JACOBI (HOMETOWN: SAN PANCHO, MEXICO)

For the rising number of free spirits seeking inspiration and a road map to leave their safe but soul-crushing day jobs and chase their dreams, real-life Wildpreneur Tamara Jacobi shares her insights on what it takes to successfully make the leap.

Wildpreneurs illuminates how surf guides, ski builders, yoga and wellness instructors, environmental activists, nature lovers, food trucks, podcasters, artisans, and other creatives achieve an adventurous lifestyle and financial viability. Whether you're stuck in the nine-to-five grind, are an enterprising college grad, a dynamic retiree, a family of daydreamers, or are just an out-of-the-box thinker, it's time to embrace your free spirit and become a Wildpreneur! The possibilities are infinite . . .

Tamara Jacobi understands the challenge and reward of turning your passion into a business. Over ten years ago, she and her family started the Tailwind Jungle Lodge, a treehouse style eco-lodge in the jungle on the Mexican Pacific coastline.

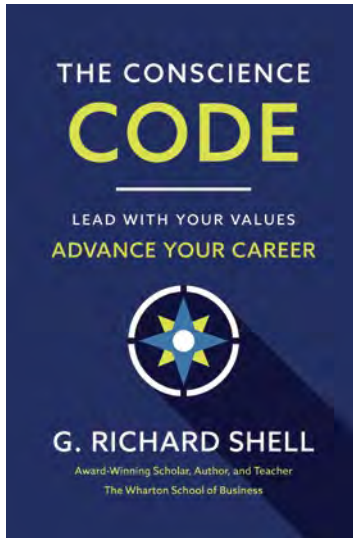
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LEADERSHIP

THE CONSCIENCE CODE

G. RICHARD SHELL (HOMETOWN: WYNNEWOOD, PS)

The young professionals' real-world guide to achieving success at work without compromising integrity, based on Wharton Business School professor Richard Shell's countless interactions with MBA students who continue to bring him shocking stories about the workplace corruption they are pressured to engage in.

Forty-one percent of workers across a variety of industries reported seeing ethical misconduct in the past year alone. From corporate frauds and global bribery to bosses pressuring employees to engage in illicit sexual relations with clients, young professionals are completely unprepared for the stark reality of workplace misconduct and corruption. They are being blindsided by ethical conflict, then forced to make anguished choices between their paycheck and their values.

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WOMEN IN BUSINESS

WE SHOULD ALL BE MILLIONAIRES

RACHEL RODGERS (HOMETOWN: GREENSBORO, NC)

Dedicated to a reality in which every woman has at least seven zeros in her bank account, author and experienced entrepreneur Rachel Rodgers offers this pull-no-punches guide for women to wield economic power—how real change is created.

Every single woman should want to be a millionaire. If you agree, this book is for you. If you disagree, this book is *definitely* for you.

While women now own 40% of businesses in the U.S., the percentage of revenue brought in by women-owned businesses is only 4.2%. And, while the gender pay gap isn't quite that extreme, corporate women are making four percent less than their male counterparts, and women hold only 25% of c-suite positions. Now that women are getting a seat at the table, it's time they demand what they deserve.

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 BUSINESS
 COMMUNICATION

GET OVER “I GOT IT”

ELAYNE FLUKER (HOMETOWN: ATLANTA, GA)

Too many ambitious women strive to accomplish all their goals alone, leading to dangerous levels of stress and anxiety. Learn how a strong support network and meaningful connections are crucial not only to your long-term success, but to your peace of mind.

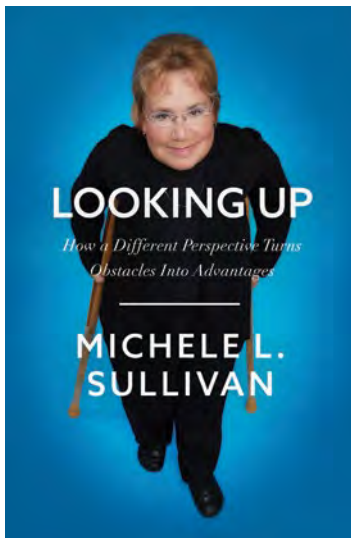
Today’s women are ambitious and excelling in every way. But many still believe that asking for help along the journey is a sign of weakness, ignorance, or incompetence, so they go it alone.

Author and podcaster Elayne Fluker believes this mindset is partially responsible for the increase in suicide rates for girls and women and the reason so many women end up depressed, overwhelmed, isolated and unfulfilled. To combat this alarming trend, Fluker helps women learn how to build their own networks, make meaningful connections, and understand how even some of the most successful women in the world, like Oprah Winfrey and Spanx founder Sara Blakely, had tremendous support networks that helped them achieve their dreams.

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 BUSINESS
 LEADERSHIP

LOOKING UP

MICHELE SULLIVAN (HOMETOWN: PEORIA, IL)

We’ve all had moments of feeling like we didn’t belong, but imagine being born into a world where fitting in was never an option. Michele Sullivan, who has a rare form of dwarfism, shares how her physical posture taught her the most effective relational posture with others, which helped her become one of the most powerful women in philanthropy.

Born with a rare form of dwarfism, Michele has spent her life looking up. As the first female president of the Caterpillar Foundation, she has used her unique point of view to impact countless lives around the world.

As a child, Michele realized she had a choice to make. A life-changing choice.

- She could tailor her differences into something more suitable for the world.
- She could hide from the world and live on the fringe.
- Or, she could embrace her differences, turn them into assets, and come to recognize that there was a strength within them that could help others.

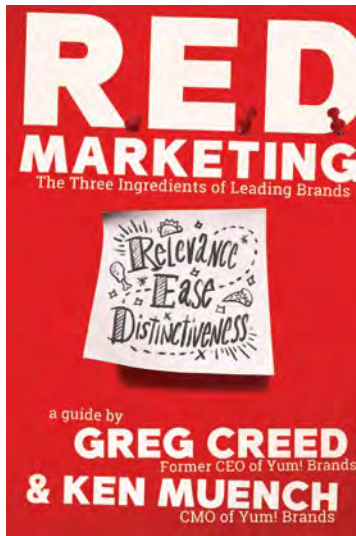
She chose the third option.

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MARKETING

R.E.D. MARKETING

GREG CREED AND KEN MUENCH (HOMETOWN: GREG- LOUISVILLE, KY, KEN- SANTA ANA, CA)

Sidestep the other marketing books, courses, articles, and even TED talks that offer hypothetical explanations that sound sensible. Embrace the proven, systematic approach of RED Marketing, which the recent CEO and current CMO of Yum! Brands applied to lead Taco Bell and KFC to double digit growth—no PhD required!

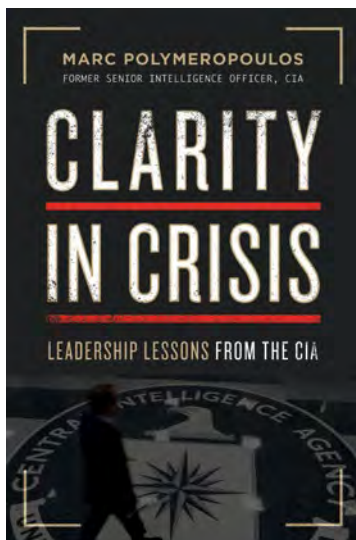
In 2011, Greg Creed had just been elevated from President to CEO of Taco Bell, a brand in deep distress at the time. It was on his shoulders to turn things around quickly along with co-author and CMO, Ken Muench. Together they developed the RED (Relevance, Ease, Distinctiveness) method.

Its simple methodology does not require complicated terms and a PhD to understand, it's actually quite simple—marketing works in three very different ways:

- Relevance—Is it relevant to the marketplace?
- Ease—Is it easy to access and use?
- Distinction—Does it stand out from competition?

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HARDCOVER
LEADERSHIP

CLARITY IN CRISIS

MARC POLYMEROPOULOS (HOMETOWN: WASHINGTON, DC)

Marc Polymeropoulos has had to live with the consequences of decisions made under the most high-stress circumstances you can imagine as a senior intelligence officer in the CIA, retiring from his 26 years of service as one of the CIA's most decorated field officers.

Though your crisis situations may not entail international counter terrorism as Marc's did, in our age of social media and a 24-hour news cycle, the consequences of mishandling a crisis can escalate quickly, leaving irreparable damage to a company's reputation and bottom line in its wake.

In *Clarity in Crisis*, Marc shares how true leaders need to lead in and through times of crisis and thrive under conditions of ambiguity, rather than message their way out or duck from hard decisions. Far from mere theory, Marc outlines the unique and specific mindset and strategies he himself practiced and honed throughout his remarkable career.

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WOMEN IN BUSINESS

FEARLESS

REBECCA MINKOFF (HOMETOWN: NEW YORK, NY)

Take your rightful place in the driver's seat of your own life and career through the focused and fearless strategies that only highly respected, incredibly successful luxury fashion mogul and social activist Rebecca Minkoff could lay out in these pages.

Rebecca Minkoff built a fashion empire through hard work and a relentless drive to live her dream. It wasn't easy and took tremendous resolve to remain hungry and persevere. Through hard work, she has created a space for herself on the shelves of luxury department stores across the world.

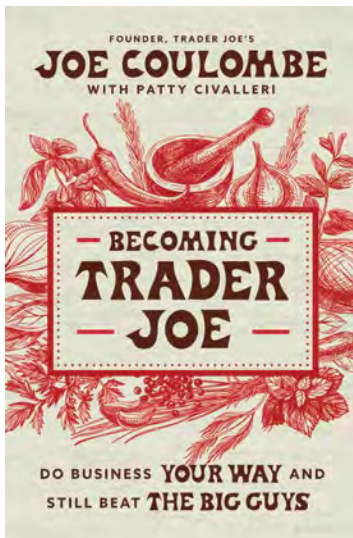
From Rebecca's experience, readers will learn how to:

- Take on challenges they initially didn't know how to complete, using Rebecca's fearless approach to push themselves to meet each and every one.
- Overcome the fear and trials female entrepreneurs often face.
- Break the rules and find success in places they previously thought to be inaccessible.
- Reach their goals, no matter how unattainable they may seem.

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CORPORATE &
BUSINESS HISTORY

BECOMING TRADER JOE

JOE COULOMBE WITH PATRICIA CIVALLERI (HOMETOWN: LONG BEACH, CA)

Build an iconic shopping experience that your customers love—and a work environment that your employees love being a part of—using this blueprint from Trader Joe's visionary founder, Joe Coulombe.

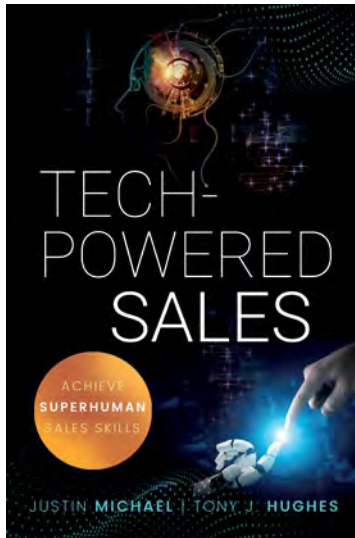
Infuse your organization with a distinct personality and culture that draws customers in a way that simply competing on price cannot.

Joe Coulombe founded what would become Trader Joe's in the late 1960s and helped shape it into the beloved, quirky food chain it is today. Realizing early on that he could not compete and win by playing the same game his bigger competitors were playing, he decided to build a store for educated people of somewhat modest means. He brought in unusual products from around the world and promoted them in the *Fearless Flyer*, providing customers with background on how they were sourced and their nutritional value. He also gave the stores a tiki theme to reinforce the exotic trader ship concept with employees wearing Hawaiian shirts.

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SALES & SELLING

TECH-POWERED SALES

JUSTIN MICHAEL & TONY J. HUGHES (HOMETOWN: CARPINTERIA, CA)

Create sales success by leveraging technologies that are changing business-to-business selling forever. Become superhuman in how you operate with technology by embracing AI automation and platforms that transform results.

In these uncertain times, with more and more people working remotely, managing a quality sales pipeline in traditional ways is more challenging than ever—even as sales technology continues to evolve and advance. And these emerging sales tools are an essential component of succeeding in sales.

In *Tech-Powered Sales*, a world record-setting expert on sales automation and the most globally read LinkedIn author on the topic of sales leadership combine to provide practical guidance on how salespeople of all types can start maximizing their sales stack (CRM, social listening/selling, sales intelligence, email tracking, and more) and powering up their results.

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HARDCOVER
ORGANIZATIONAL
DEVELOPMENT

EVERYBODY WANTS TO RULE THE WORLD

R "RAY" WANG (HOMETOWN: MONTA VISTA, CA)

Which kinds of companies will thrive and which will get crushed by the powerful forces in the global business landscape now at work? This groundbreaking new guide will help you adapt and change your business to thrive among digital giants, including Google, Facebook, and Amazon.

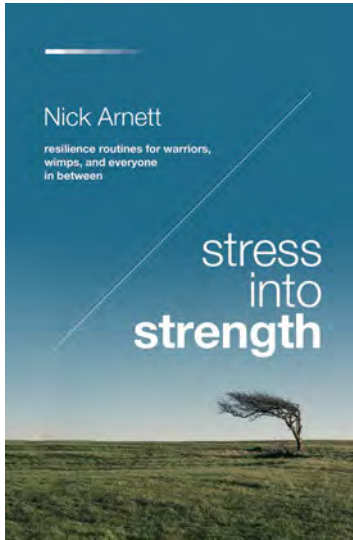
Drawing on considerable original research and case studies from Wang's acclaimed firm, Constellation Research, this groundbreaking guide reveals which kinds of companies will thrive and which will get crushed by the powerful forces now at work.

Ultimately, you will understand how the business world is changing in the face of extreme competition and, most importantly, you will learn how to adapt now to stay relevant and in demand.

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PAPERBACK
PERSONAL SUCCESS

STRESS INTO STRENGTH

NICK ARNETT (HOMETOWN: SANTA CLARA, CA)

Turn debilitating stress into remarkable strength through proven resilience routines taught by a critical incident instructor and first responder leader. Transform your personal and professional life with insights gained from some of the most stressful professions you can imagine.

Discovering and practicing your ideal rhythm of stress and renewal – physical, social, and spiritual – will enhance your health, strength, and resilience. Stress reactions are automatic, but to transform stress into strength, you need to become intentional about routines that activate your natural renewal systems. The proven tips throughout *Stress Into Strength* will help you do exactly that.

Nick Arnett has had distinguished, high-stress careers, including as a paramedic and firefighter with experience in domestic and international disasters, as well as in the corporate world as a software founder and executive. For more than 15 years, he has led and taught people how to be resilient through crises large and small. In *Stress Into Strength*, Nick first shows how our stress reactions and equally natural renewal systems help us to seize opportunities, rise to challenges, and cope with threats.

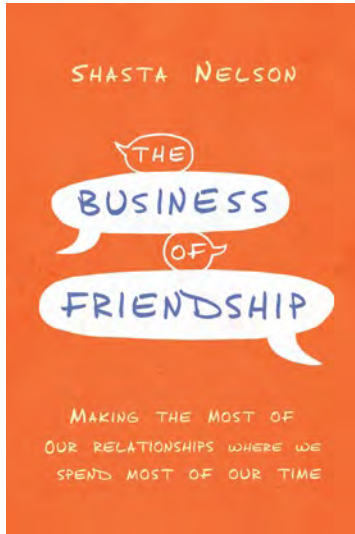
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POPULAR TITLES FROM OUR FALL/WINTER 2020/2021 CATALOG

(Amacom)



THE BUSINESS OF FRIENDSHIP

SHASTA NELSON (HOMETOWN: SAN FRANCISCO, CA)

By not encouraging workplace friendships, companies and managers are missing out on a crucial opportunity to foster an inclusive and engaging environment where employees are more likely to want to spend the majority of their time. Rather than losing productivity, workplaces where friendships are encouraged create more opportunities for collaboration and teamwork.

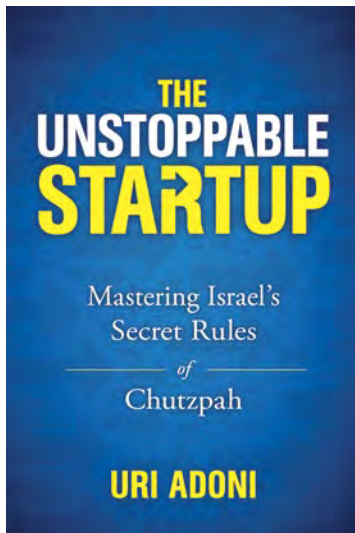
Employees are also losing out. Not only are they passing up the opportunity to foster friendships that will follow them long after the job is over, but they are missing out on collaborative experiences and networking opportunities that could lead to landing better and high-profile projects that are more likely to result in promotions and better career opportunities.

But it doesn't have to be this way. Friendship expert Shasta Nelson inspires readers to see why friendship is crucial to their health and their careers, and teaches them how to develop the healthy and appropriate friendships that can benefit them and their organizations.

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THE UNSTOPPABLE STARTUP

URI ADONI (HOMETOWN: KFAR NETTER, ISRAEL)

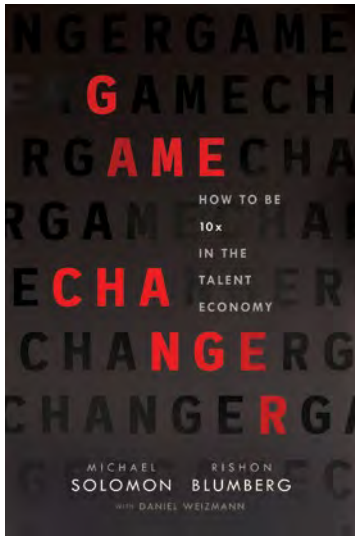
In the cutthroat, ultracompetitive world of entrepreneurship, business owners are looking for any edge they can get that will increase their odds of success. Veteran venture capitalist Uri Adoni shares the secrets to Israel's incredible track record of success in this new guide that will help make any startup unstoppable.

As more and more people take the leap to starting their own business in the hopes of creating the next gazelle (an industry term for a high-growth startup), the sad fact is that over half of them will fail. The majority of these failures occur during those crucial early stages of development, where funding is limited and businesses need to prove their viability, with little or no budget to work with.

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CAREERS

GAME CHANGER

MICHAEL SOLOMON & RISHON BLUMBERG (HOMETOWN: NEW YORK, NY)

Whether you're an employer, employee, freelancer, or part of a management team, you must understand how highly skilled "10x" talent is radically shifting the dynamics of the employment marketplace. Learn how to identify, attract, vet, employ, and retain—or become—the game-changing talent that will make a difference in the work world of tomorrow.

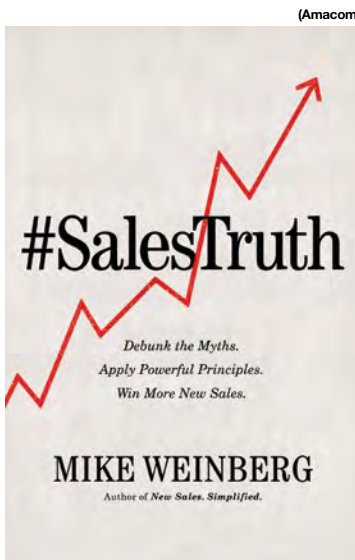
Individuals, companies, and governments around the globe need to understand what tactics are required to employ, attract, and retain the kind of game-changing talent required to survive and thrive in an increasingly global, automated, and distributed economy.

The term "10x" is borrowed from the tech world to describe an extremely talented coder that brings at least ten times the value to whatever business he or she engages with. In Silicon Valley, the big tech companies compete for the services of 10xers by offering outrageous compensation packages and a plethora of perks.

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SALES & SELLING

SALES TRUTH

MIKE WEINBERG

A blunt wake-up call to salespeople and sales leaders that debunks the myths of the latest miracle solutions and refocuses your sales strategy on a proven approach that will drive the results you want.

Welcome to the world of sales. From the first days to late career, the one constant you can bank on is the roaring noise from so-called experts who want to convince you that everything has changed and that you need their latest tools, toys, tricks, or complex processes to stay even or get ahead of the pack. Ironically, it seems that the more of these new miracle solutions you adopt, the more confused you become and the harder it is to get results.

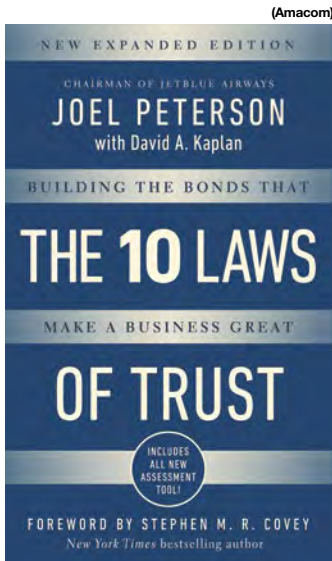
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WORKPLACE CULTURE

THE 10 LAWS OF TRUST, EXPANDED EDITION

JOEL C. PETERSON AND DAVID A. KAPLAN

JetBlue Chairman Joel Peterson provides the playbook for establishing and maintaining a culture of trust that breaks down the operational silos and CYA mentality that plague many organizations in this groundbreaking expanded edition of *The 10 Laws of Trust*.

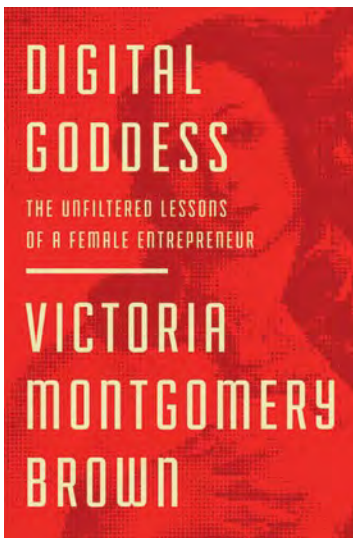
Trust is the glue that holds an organization together. It turns deflection into transparency, suspicion into empowerment, and conflict into creativity. With it, a tiny company like John Deere grew into a worldwide leader. Without it, a giant corporation like Enron toppled.

In *The 10 Laws of Trust Expanded Edition*, JetBlue chairman Joel Peterson explores how a culture of trust gives companies an edge.

How does it feel to work for a firm where leaders and colleagues trust one another? Freed from micromanagement and rivalry, every employee contributes his or her best. Risk-taking and innovation become the norm. And, as Peterson notes, “When a company has a reputation for fair dealing, its costs drop: Trust cuts the time spent second-guessing and lawyering.”

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HARDCOVER
WOMEN IN BUSINESS

DIGITAL GODDESS

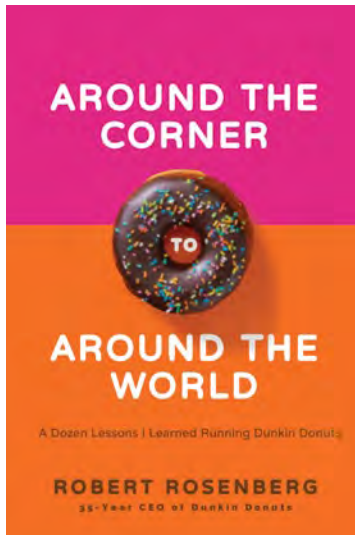
VICTORIA MONTGOMERY BROWN (HOMETOWN: NEW YORK, NY)

Being a female entrepreneur just may be the toughest job in the world. In *Coming Out on Top*, Victoria Montgomery-Brown---the founder of Big Think, the world’s largest archive of lessons from the world’s greatest thinkers and doers---shares her firsthand, in-the-trenches experiences to inspire women to take the leap into entrepreneurship.

With women leading only twenty-four Fortune 500 companies, female founders receiving only 2.2 percent of US venture capital, and the continued presence of sexual harassment and double standards, the gender gap continues to hinder the advancement of women in the professional world. In *Digital Goddess*, Montgomery-Brown—founder of Big Think, a collection of experts across all fields and disciplines that are either at the top of their field or disrupting it, shares her story in an entertaining and educational light. Told from the unique, female entrepreneurial perspective that unpacks all the hurdles other female founders may face in their own journey to the top, Montgomery-Brown shares the real-world lessons she’s learned along the way.

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HARDCOVER
CORPORATE &
BUSINESS HISTORY

AROUND THE CORNER TO AROUND THE WORLD

ROBERT ROSENBERG (HOMETOWN: DES PERES, MO)

Learn twelve key lessons from Dunkin' Donuts former CEO Robert Rosenberg that offer critical insights and a unique, 360-degree perspective to business leaders and managers on building one of the world's most recognized brands.

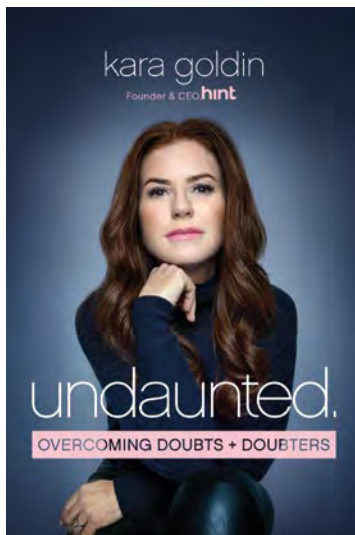
For entrepreneurs fighting for survival and leaders in growing businesses facing critical strategic decisions, competition is always fierce, and the future is never certain. Throughout all the chaos and the noise, you need a mentor that has seen a business through the ins and outs and can offer guidance that will exponentially tip the odds in your favor to succeed.

Robert Rosenberg took over as CEO of Dunkin' Donuts in 1963, 13 years after the first restaurant was founded by his father, William. In his remarkable 35-year run, he grew the company from \$10 million in sales to over \$2 billion, with more than 3,000 outlets. Through his tenure, Robert learned important lessons on running and scaling a family business.

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UNDAUNTED

KARA GOLDIN (HOMETOWN: SAN FRANCISCO, CA)

Don't let anyone crush your dreams! Whatever you want to achieve, no matter how hard it might seem, you owe it to yourself to read this book.

Undaunted will inspire you to move past your fears and defy the doubters. It doesn't matter whether you feel confident; it matters what you actually do.

Author Kara Goldin turned her unsweetened flavored water into one of the most successful beverage businesses of our time and has been named one of InStyle's Badass 50, Fast Company's Most Creative People in Business, Fortune's Most Powerful Women Entrepreneurs and EY Entrepreneur of the Year for Northern California.

Undaunted is a rare opportunity to gain insights and proven advice unlike anything you'll find in the conventional business press. Kara combines real honest stories from her life with observations that might just change how you think about your own.

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THE TARGET STORY

BILL CHASTAIN (HOMETOWN: NEW YORK, NEW YORK)

Imagine if you could be a fly on the wall as a family enterprise becomes one of the most successful companies in the world. *The Target Story* will help you understand and adopt the competitive strategies, workplace culture, and daily business practices that enabled the big box store to become the retail giant it is today.

In an industry that has seen constant disruption over the last two decades, Target has experienced tremendous growth. Establishing a strong eCommerce business and cultivating a sought-after in-store experience has kept this iconic brand at the top of the retail game. From same-day fulfillment to brand partnerships, Target has successfully fought the domination of online marketplaces by thinking outside the big box.

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DOMINO'S STORY

MARCIA LAYTON TURNER (HOMETOWN: ROCHESTER, NEW YORK)

Imagine if you were there, taking notes, as a small pizza joint became one of the most successful restaurants in the world. *The Domino's Story* will help you understand and adopt the competitive strategies, workplace culture, and business practices that made the iconic pizza chain the innovative restaurant and e-commerce leader it is today.

As one of the most technologically advanced fast-food chains in the market, Domino's has cemented their reputation for innovation, paved in industry-leading profits. In February 2018, according to *Ad Age*, Domino's unseated Pizza Hut to become the largest pizza seller worldwide in terms of sales.

Rather than just tampering with a recipe that was working, they decided to think outside of the pizza box by creating digital tools that emphasized convenience and put the customer first. For the first time, the adaptable strategies behind the rise and dominance of Domino's are outlined in these pages.

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MICROSOFT STORY

DAN GOOD (HOMETOWN: YONKERS, NY)

Imagine if you could see the playbook that returned a struggling tech empire to the top of the tech leaderboard. *The Microsoft Story* will help you understand and adopt the competitive strategies, workplace culture, and daily business practices that enabled the tech company to once again become a leading tech innovator.

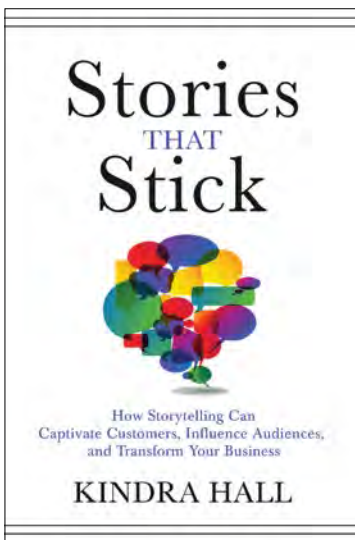
It wasn't so long ago that Microsoft and its Windows operating system dominated the tech industry so much so that they faced antitrust charges for what was perceived by many to be predatory, monopolistic practices. Less than a decade later, the tide had turned and Microsoft lost its dominance in the personal tech marketplace amidst the launch of the iPhone, the rise of Google, and the cloud computing phenomenon.

But, now, Microsoft is back on top. The company's value is soaring and once again Microsoft is being recognized as a tech leader once again. What changed?

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COMMUNICATION

STORIES THAT STICK

KINDRA HALL (HOMETOWN: NEW YORK, NY)

Wall Street Journal & *USA Today* Bestseller. The moment you take control of your stories, you take control of your business and your life.

You keep hearing how story is the latest-and-greatest business tool, and that storytelling can do everything—from helping leaders better communicate to motivating sales teams and winning customers away from competitors.

But what stories do you need to tell? And how do you tell them?

In *Stories That Stick*, Kindra Hall, professional storyteller and nationally-known speaker, reveals the four unique stories you can use to differentiate, captivate, and elevate.

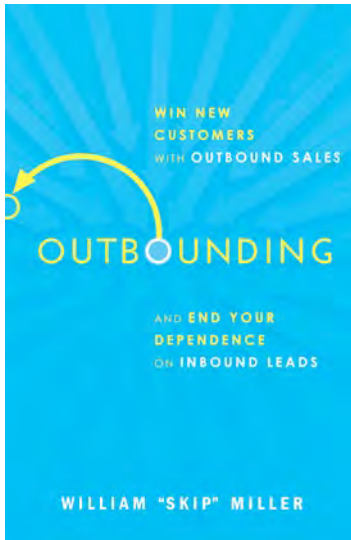
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PAPERBACK
SALES & SELLING

OUTBOUNDING

WILLIAM (SKIP) MILLER (HOMETOWN: SARATOGA, CA)

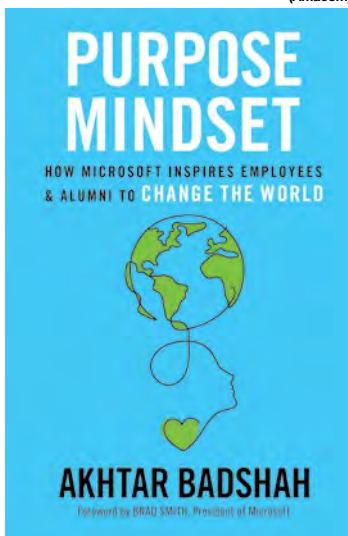
Too many companies have let their sales people devolve into an order-taking, customer “farming” team where the focus is on following up on inbound leads or just trying to upsell current customers. *Outbounding* shows them how to power up the sales function with proven strategies that deliver breakthrough results.

Many sales organizations have fallen into an overreliance on inbound lead generation. However, when the early and easy inbound leads dry up and marketing and social media efforts stop yielding the results enjoyed previously, the need for outbound activity becomes more crucial than ever. This is the critical time in the life of a business when organizations with a top-notch team trained to sell outbound successfully will rise head and shoulders above the rest.

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WORKPLACE
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THE PURPOSE MINDSET

AKHTAR BADSHAH (HOMETOWN: KIRKLAND, WA)

New research shows that today, more than ever, employees want to contribute to something greater than themselves. Learn the innovative strategies Microsoft pioneered that created a virtuous cycle of giving and volunteerism that has benefitted the company and fulfilled its employees while making the world a better place.

Early on in the Microsoft story, Bill Gates and other key executives met to decide how they would incentivize employees to make a charitable impact. The status quo at that time was to offer some small percentage of your paycheck as a pretax deduction to a charity selected by your company. Microsoft decided to do something revolutionary instead.

The Purpose Mindset tells the inside story behind how Microsoft built its culture of giving, including powerful stories from Microsoft alumni who were in the room when these decisions were made or who went on to make a powerful change in the world, emboldened by their time at Microsoft.

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MOTIVATIONAL

SHUT UP AND LISTEN!

TILMAN FERTITTA (HOMETOWN: HOUSTON, TX)

For aspiring entrepreneurs or people in business, this book will help you take your company to the next level. When you put this book down, you'll know what you're doing right and what you're doing wrong to operate your business, and if you're just getting started, it will help set you up for success.

Tilman Fertitta, also known as the Billion Dollar Buyer, started his hospitality empire thirty years ago with just one restaurant. So he knows the challenges that business owners face, as well as the common pitfalls that cause them to go under. Over the years he's stayed true to the principles that helped him scale his business to what is believed to be the largest single-shareholder company in America, with over \$4 billion in revenue.

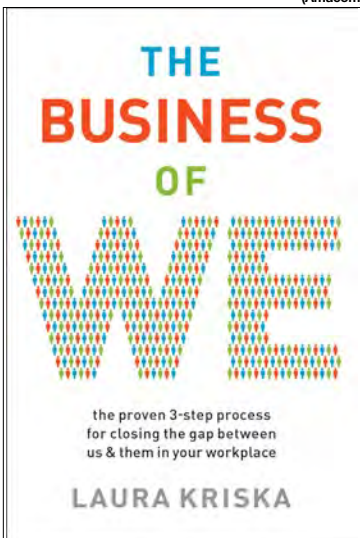
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HUMAN RESOURCES
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THE BUSINESS OF WE

LAURA KRISKA (HOMETOWN: NEW YORK, NY)

Diverse teams add tremendous value to any organization... if they work as a cohesive unit. Empower your leaders to bring together teams made up of members from different cultures, age groups, and socio-economic backgrounds.

In today's workplace, cross-cultural collaboration is essential to the survival of any business. Unfortunately, bringing together people from a variety of backgrounds can lead to "us vs. them" misunderstandings and clashes that work against the goals of the company.

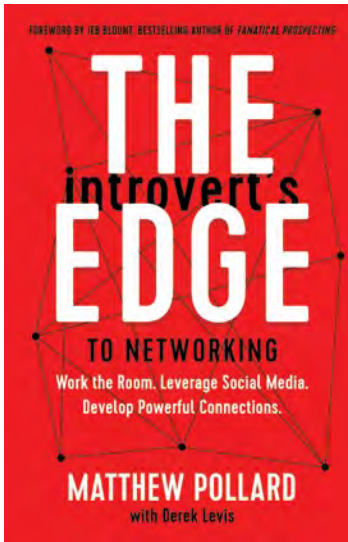
Author Laura Kriska teaches leaders in any organization how to prevent "us vs. them" culture clashes by promoting inclusion in their organization to increase employee retention and productivity and to prevent misunderstandings that lead to lost time and increased legal risk.

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THE INTROVERT'S EDGE TO NETWORKING

MATTHEW POLLARD (HOMETOWN: CHAPEL HILL, NC)

In *The Introvert's Edge to Networking*, Matthew outlines his proven process for introverts to target and connect with top influencers, leverage connections in a comfortable way, and land new business without having to ask for it. The processes he outlines are all about working smart and knowing what you bring to the table. They rely on building strong relationships where both sides benefit and you earn a reputation where people come to you.

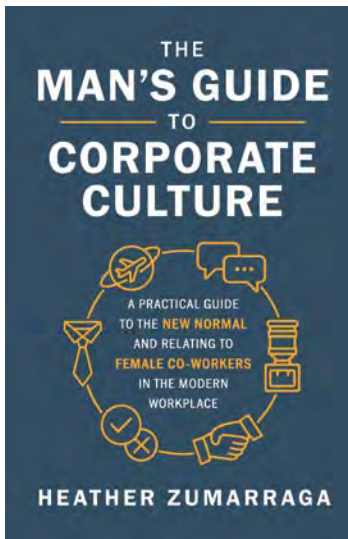
From growing up in a small city in Australia where he suffered from a learning disability that only fed his already introverted nature, Matthew was laid off from his first job weeks before a major holiday and then took the only job that was available to him—door to door sales! After a week of getting doors slammed in his face, he developed a system that started working for him while also being comfortable to sustain as an introvert.

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CORPORATE
& BUSINESS HISTORY

THE MAN'S GUIDE TO CORPORATE CULTURE

HEATHER ZUMARRAGA (HOMETOWN: MIAMI, FL)

Movements such as Time's Up and #MeToo have done an incredible job of bringing to light the issues women face in the workplace. Now, it's time to give men the tools they need to be part of the solution.

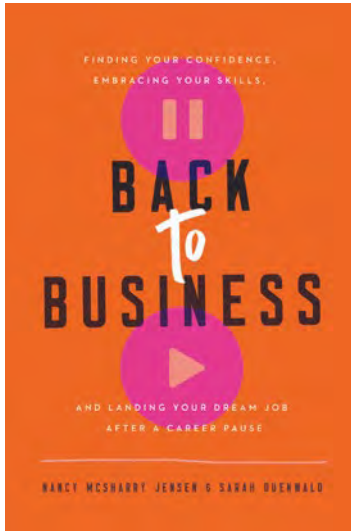
Studies have shown that 60 percent of male managers feel uncomfortable working one-on-one with their female colleagues. This means over half of American male managers lack confidence in their ability to create an inclusive environment for all of their team members. That's where *The Man's Guide to Corporate Culture* comes in.

Heather Zumarraga, a business journalist who has spent much of her career in testosterone-filled work environments, wants to make sure that any male leader who wants to be part of the solution knows how to do it the right way.

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JOB HUNTING

BACK TO BUSINESS

NANCY JENSEN AND SARAN DUENWALD (HOMETOWN: SEATTLE, WA)

The 45 percent of American women who take career breaks know better than anyone that searching for a job—with its new modes of communication, new rules of discoverability, and new expectations—has changed rapidly in the last decade. This book lays out a clear path for anyone ready to re-enter the workforce.

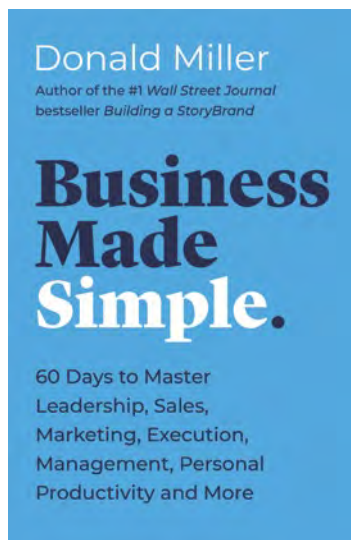
The job search world is a disorienting, confusing, and overwhelming place. Getting started is much easier when you know what the first step should be.

In *Back to Business*, career coaching and re-entry experts Nancy McSharry Jensen and Sarah Duenwald have put together a guide for women returning to the workplace.

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PAPERBACK
BUSINESS LEADERSHIP

BUSINESS MADE SIMPLE

DONALD MILLER (HOMETOWN: NASHVILLE, TN)

It's hard to be successful without a clear understanding of how business works. These 60 daily readings from *New York Times* bestselling author Donald Miller focus on the tangible skills it takes to offer extreme value to your organization while building your company, your career, and your legacy. Learn what the most successful business leaders have known for years in only 60 days through the simple but effective secrets shared in these pages.

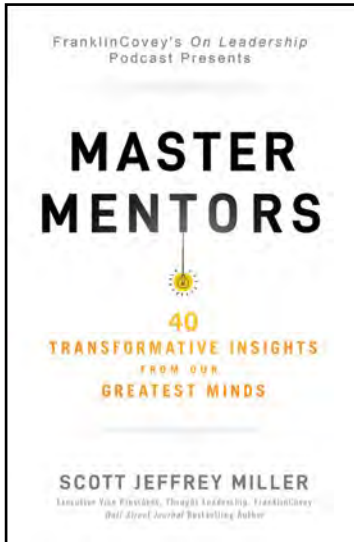
Business is more than just a good idea made profitable, it's a system of unspoken rules, rarely taught by the university system. If you are attempting to profitably grow your business or career, you need elite business knowledge—knowledge that creates tangible value. Unfortunately, few of us have the time, access, or money to attend a Top 20 business school.

However, there is another way to achieve this insider skill development, which can both drastically improve your career earnings and the satisfaction of achieving your goals.

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PERSONAL SUCCESS

MASTER MENTORS

SCOTT JEFFREY MILLER (HOMETOWN: SALT LAKE CITY, UT)

For busy professionals and lifelong learners seeking practical strategies for reaching new heights, *Master Mentors* distills 40 essential learnings from Seth Godin, Susan Cain, Doris Kearns Goodwin, General Stanley McChrystal, and other top business minds and thought leaders of our time.

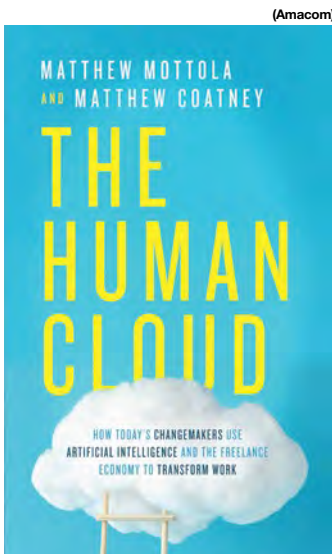
In Scott Miller's 23-year career as Executive Vice President of Thought Leadership at personal development powerhouse Franklin Covey, one of the key strengths he credits for helping reach his current position is to learn the habits of those who have made it to the top. This curiosity drove him to create his popular podcast, *On Leadership with Scott Miller*, where he interviews the leading thinkers of our time, including Seth Godin, Susan Cain, Doris Kearns Goodwin, General Stanley McChrystal, and many others.

Master Mentors distills one transformative insight from each of 40 of the most powerful interviews conducted on his podcast. In each case, he calls out the key learning that made the greatest impact on his life or career, describes how he currently uses it and the impact it continues to have on him, and then gives readers simple steps to implement it in their own lives.

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HARDCOVER
HUMAN RESOURCES
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THE HUMAN CLOUD

MATTHEW MOTTOLA AND MATTHEW COATNEY (HOMETOWN: SEATTLE, WA)

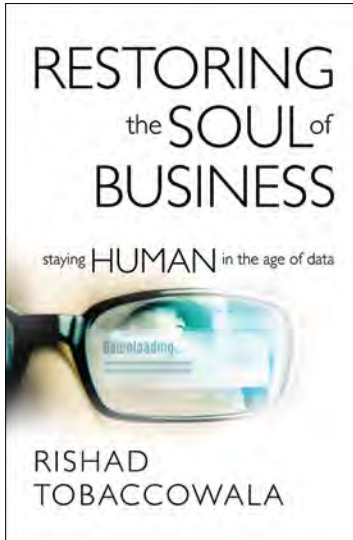
With the technical world of work changing rapidly, don't leave anything to chance. In *Human Cloud*, two workforce productivity and technology experts lay out a clear picture of the coming revolution in how work is done and how jobs are shaped, empowering you with practical advice to take charge of your future.

You'll not only clearly understand the transition you see happening around you, they will also help you take advantage of it. By replacing fear with knowledge, you will be equipped to embrace the positive advances new technology brings and use it all to your benefit, further securing how your own job is shaped so you are never left behind.

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LEADERSHIP

RESTORING THE SOUL OF BUSINESS

RISHAD TOBACOWALA (HOMETOWN: CHICAGO, IL)

A global marketing-innovation visionary reveals the high cost of an overreliance on data and shows leaders how they can restore the soul of their businesses by reclaiming the human creativity, insight, and relationships essential to competing and winning in the new economy.

Businesses great and small, from old-fashioned bricks-and-mortars to cutting-edge startups, are moving into uncharted territory, as they determine how to transition from an analog past to a digital future. But here's a startling and often unacknowledged truth: *The promise of digital transformation can only be realized when we find a way to balance it with the promise of people.*

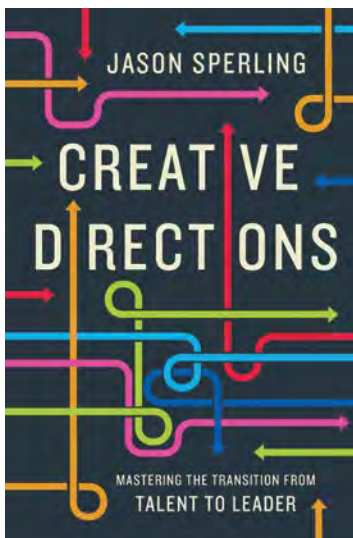
Restoring the Soul of Business provides practical tools and techniques that every organization can and should implement, and challenges readers to move forward with the kind of balance that catalyzes transformation and produces one great success after another.

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CREATIVE DIRECTIONS

JASON SPERLING (HOMETOWN: LOS ANGELES, CA)

Welcome to the Age of Creatives, where more and more makers, designers, writers, and artists are in demand. Learn how to succeed at managing other creatives ... once you understand the new strategies and mindset that are required.

For creators, getting that promotion to management is exciting but can also be scary. The skills that made them so successful may not translate to the skill required to be a great manager, and this gets even more complicated when managing other creatives who often don't thrive under traditional management procedures.

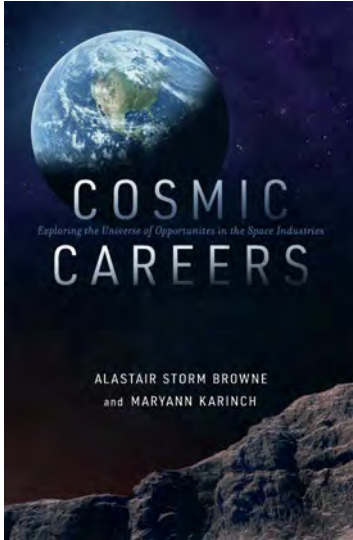
Creative Directions is a management masterclass in which readers attend lectures and seminars as they learn from some of the best in the business, including directors Ava DuVernay (*When They See Us*) and Joe Russo (*Avengers: Endgame*); two-time Academy Award-winning editor Angus Wall (*The Social Network*); executive producers from hit TV shows like *The Simpsons* and *GLOW*; and creative directors and leaders at businesses like Amazon, Apple, Disney, TikTok, and more.

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NEW BUSINESS
ENTERPRISES

COSMIC CAREERS

ALASTAIR STORM BROWNE AND MARYANN KARINCH (HOMETOWN: DURHAM, NC)

For space enthusiasts, as well as anyone else looking for next generation business opportunities, the careers, companies, and opportunities outlined in this book will help make your cosmic dreams a down-to-earth reality. We are starting to see the first real progress in space exploration in the private sector, and there are many jobs becoming available, right now, in this fascinating new field. Now that companies are set to take both professional astronauts and well-trained passengers into space as early as summer of 2021, this book will prepare you to take your place, whether as an investor, owner, employee, or enthusiast, in the exciting world of space exploration.

Readers will: Receive a comprehensive listing of the careers and skillsets that are in demand and will be in demand over the coming years in space exploration. Access stories, company profiles, and even the technical descriptions spotlighting information that is relevant today and over the next few decades. Gain insights into the world of space exploration, its characters, and the real opportunities that are within anyone's grasp if they want it badly enough.

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QUANTUM MARKETING

MASTERING
 THE NEW MARKETING MINDSET
 for TOMORROW'S CONSUMERS



RAJA RAJAMANNAR

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QUANTUM MARKETING

RAJA RAJAMANNAR (HOMETOWN: CINCINNATI, OH AND NEW YORK, NY)

Raja Rajamannar, Chief Marketing Officer of Mastercard, shares breakthrough, frontier strategies to navigate the challenges marketers face to thrive in a modern business world that is changing with unprecedented speed and disruption.

As technology has continually evolved in the last several decades, marketing has had to change with it, evolving through four significant stages that build on the strategies and tools of the previous era. What happens next in the fifth stage, or Fifth Paradigm, will not be an evolution, but a revolution. Almost everything about how marketing is done today, including the very notion of a brand itself, will require a complete re-imagination.

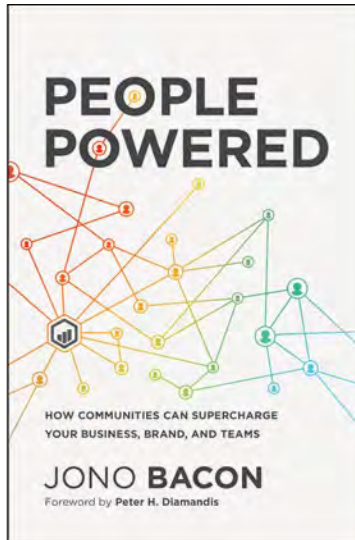
As Chief Marketing Officer of Mastercard—one of the world's most recognizable and decorated brands—Raja Rajamannar shares the forward-thinking ways all businesses must rethink their entire marketing landscape to remain relevant and be successful.

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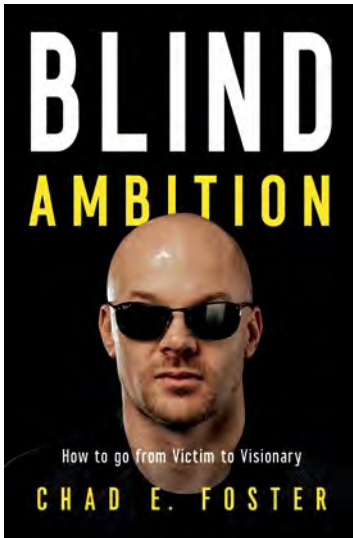
Kelley never felt she was winning at anything until she began to deal with the thoughts and feelings that were driving her decisions and taking her in the wrong direction. Her journey of transformation is what empowered her to run the family business in an entirely different way than she had previously and to lead people not only with her head but also with her heart.

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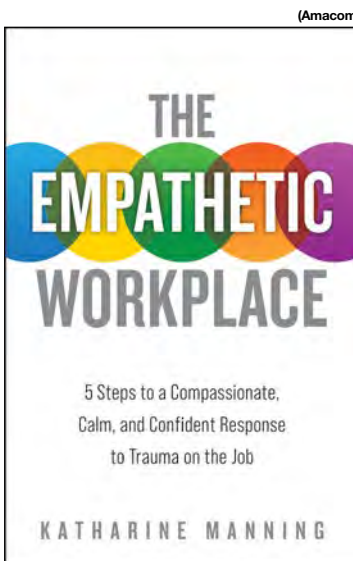
While most people were preparing for the adventure of adult life, Chad E. Foster was watching the world he grew up with fade to black. But that didn't stop him from becoming the first blind person to graduate from the Harvard Business School leadership program and climbing the corporate ladder as a successful Finance/Sales executive. With determination, ambition, and drive, Chad created what Oracle said would be impossible. He gave millions of people the ability to earn a living by becoming the first to create customer relationship software for the visually impaired.

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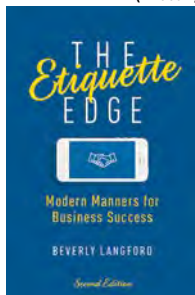
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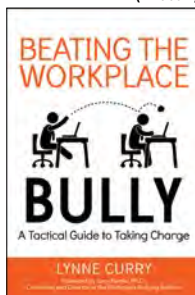
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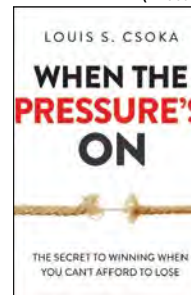
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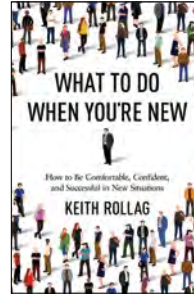
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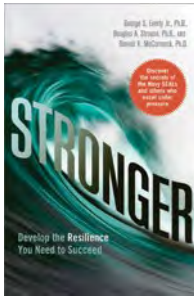
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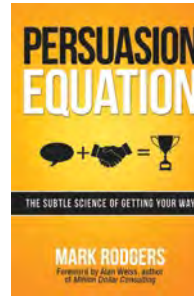
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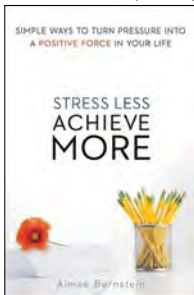
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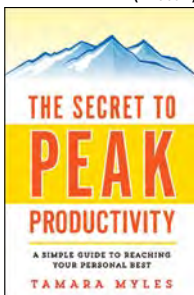
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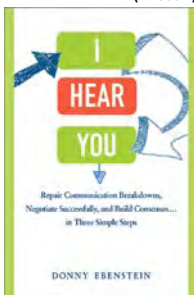
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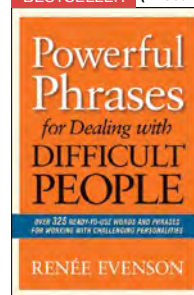
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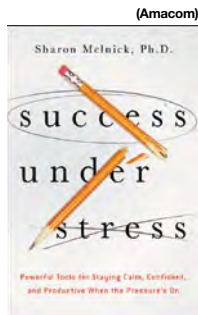
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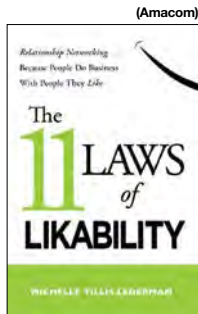
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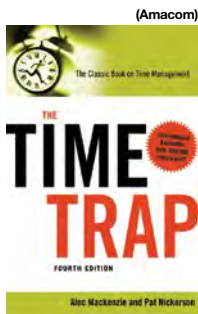
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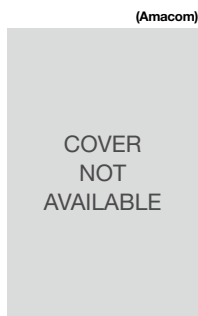
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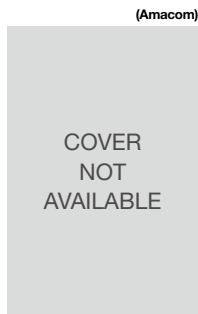
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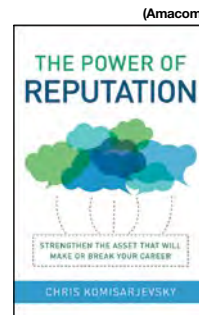
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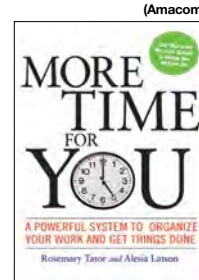
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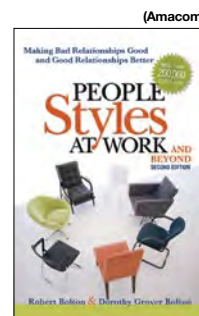


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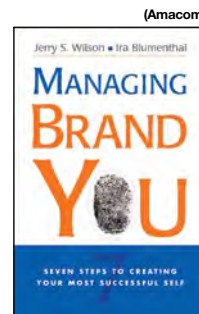
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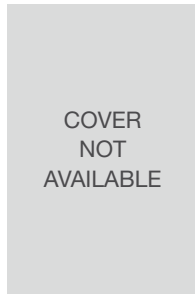
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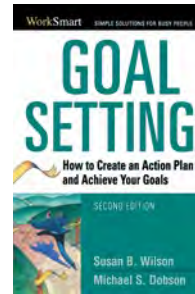
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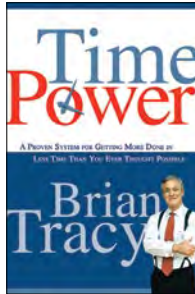
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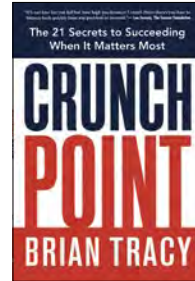
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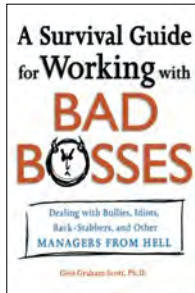
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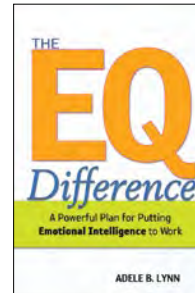
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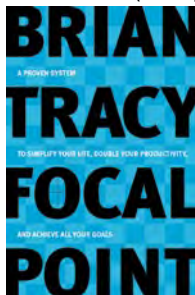
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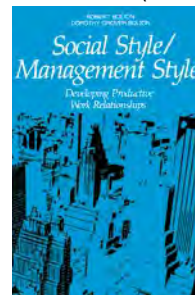
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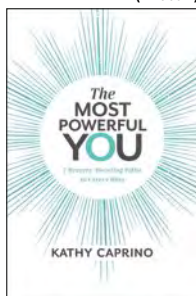
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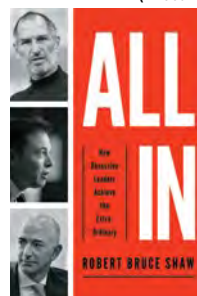
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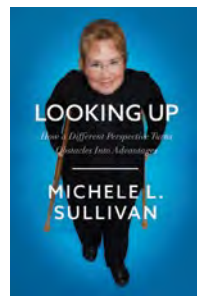
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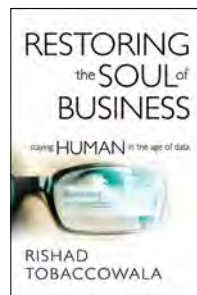
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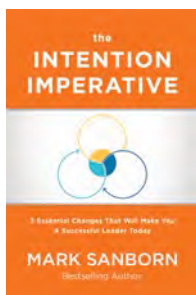
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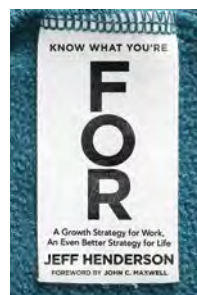
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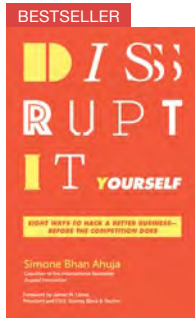
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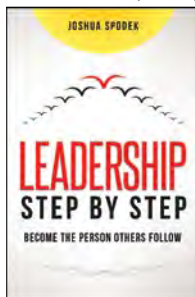
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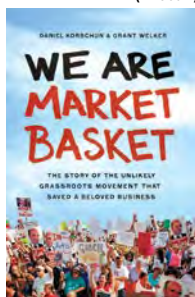
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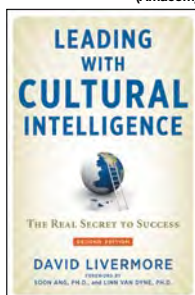
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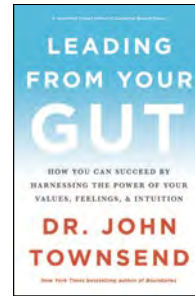
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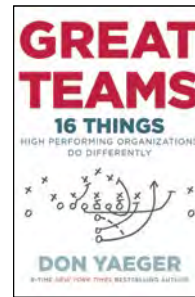
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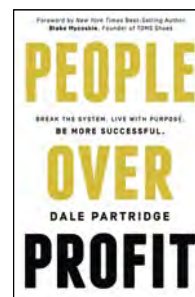
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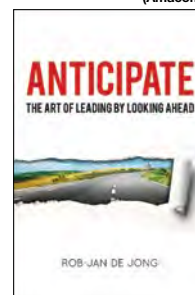
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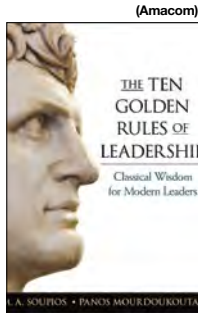
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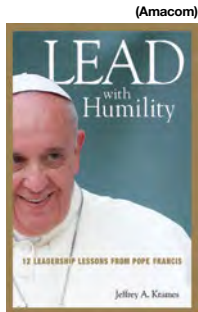
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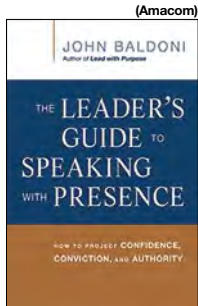
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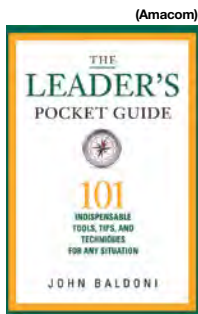
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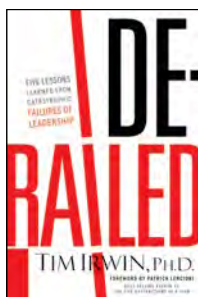
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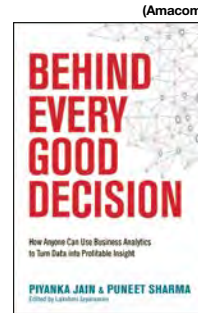
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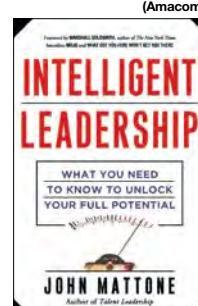
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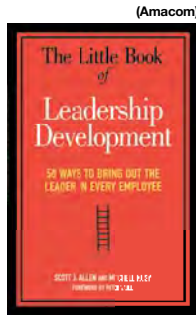
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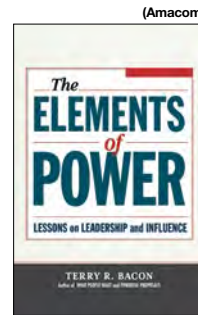
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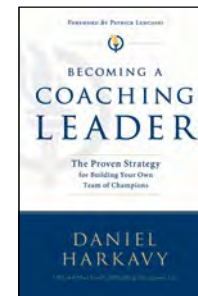
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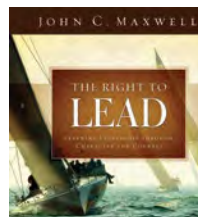
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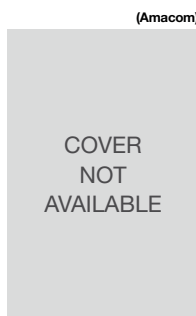


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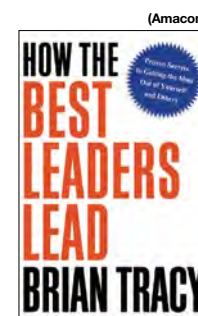


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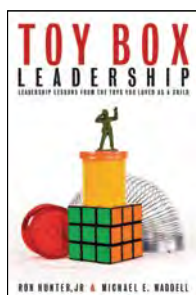
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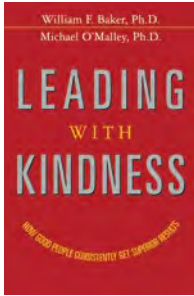
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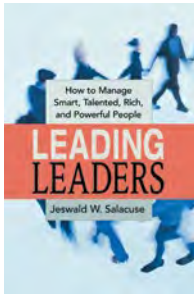
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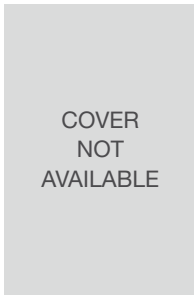
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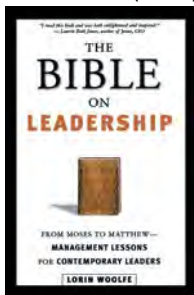
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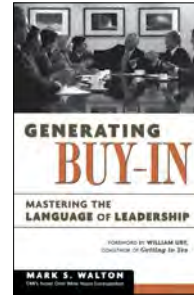
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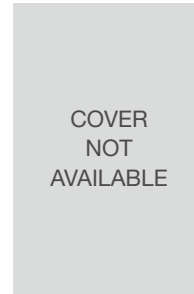
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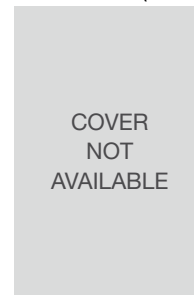
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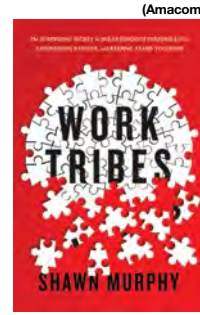
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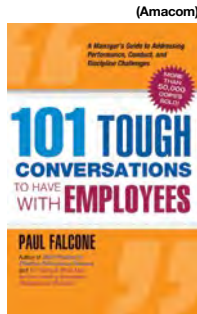
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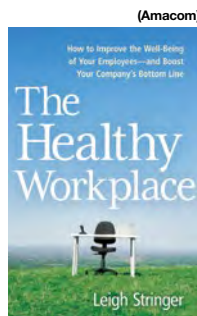
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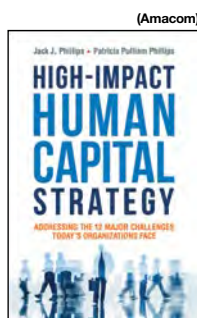
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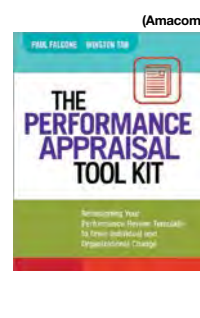
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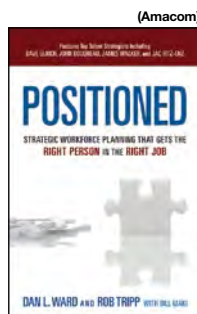
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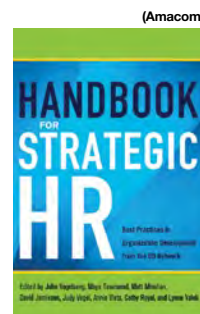
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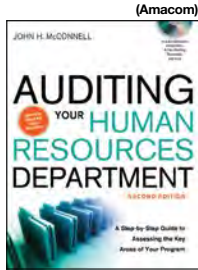
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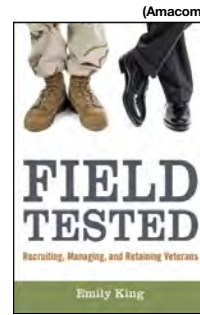


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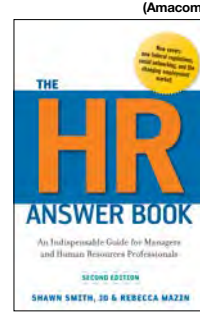
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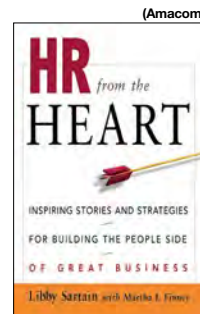
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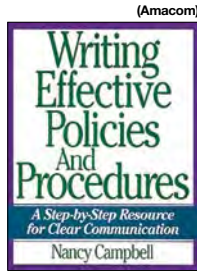


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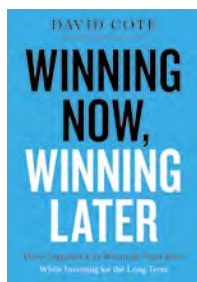
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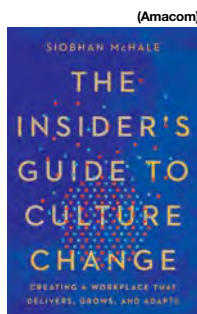
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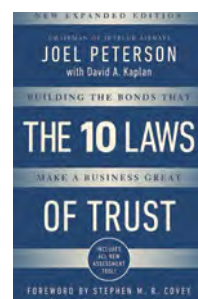
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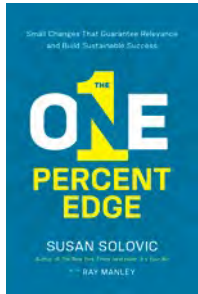
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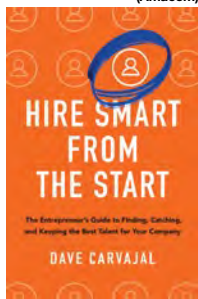
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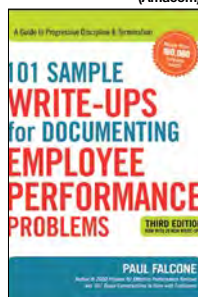
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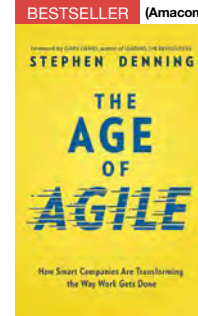
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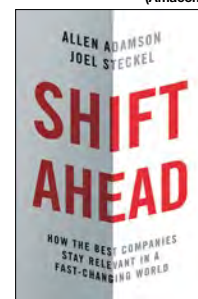
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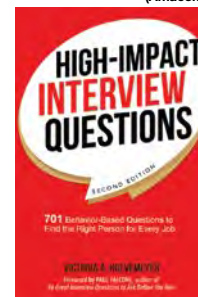
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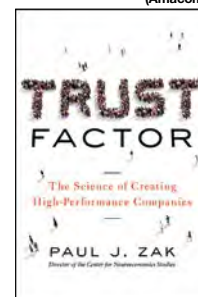
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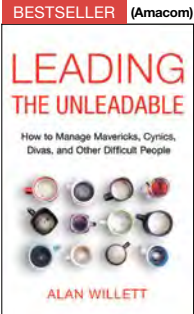
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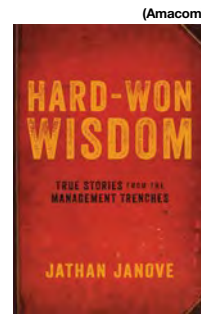
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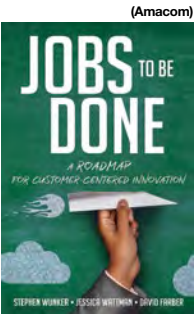
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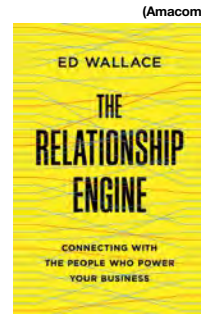
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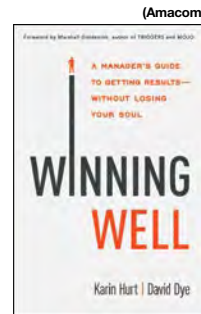
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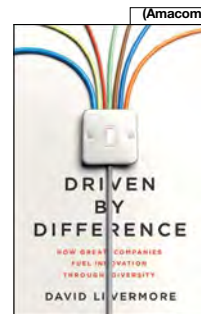
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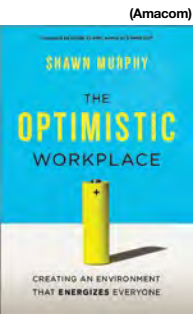
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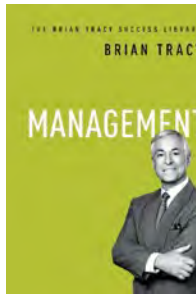
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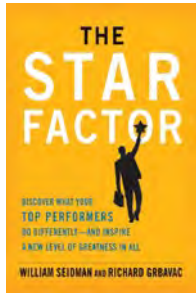
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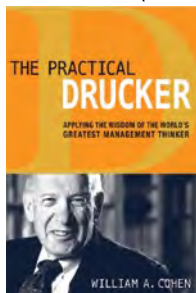
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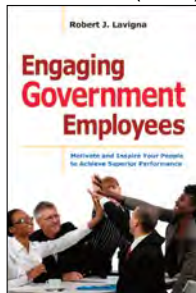
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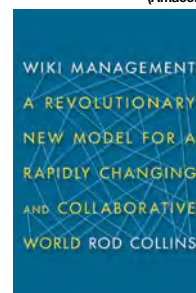
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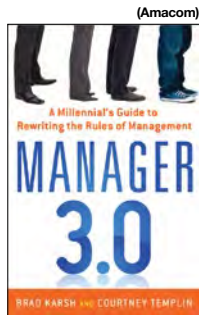
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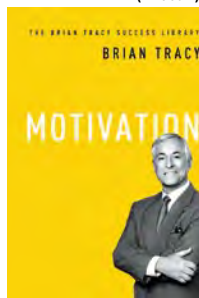
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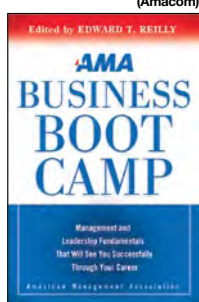
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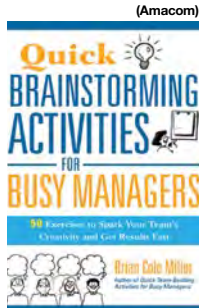
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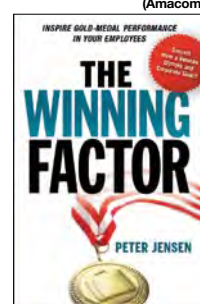
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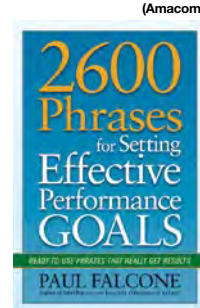
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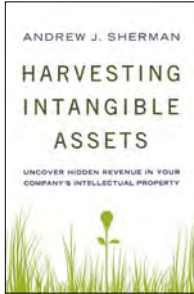
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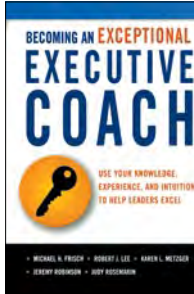
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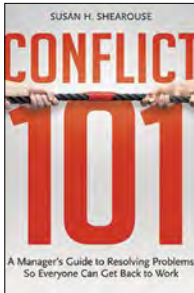
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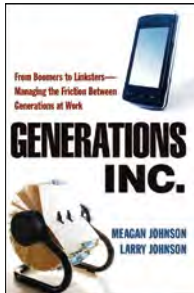
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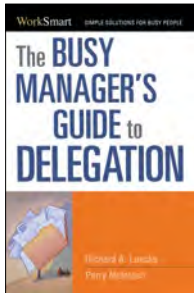
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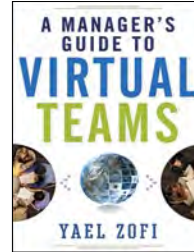
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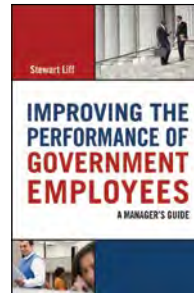
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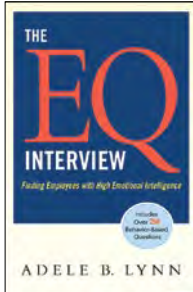
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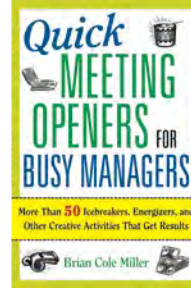
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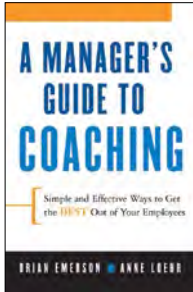
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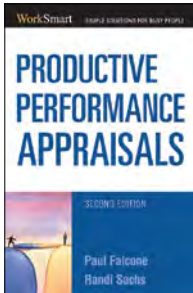
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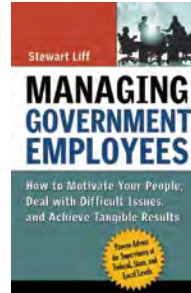
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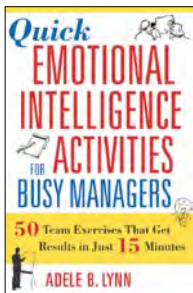
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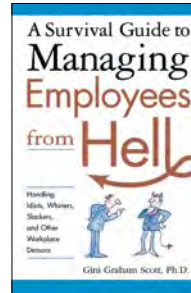
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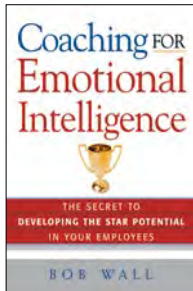
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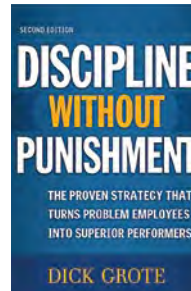
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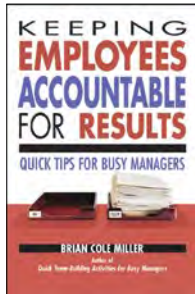
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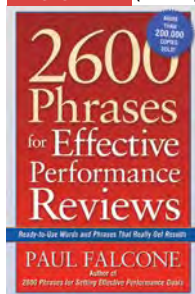
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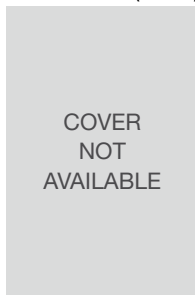
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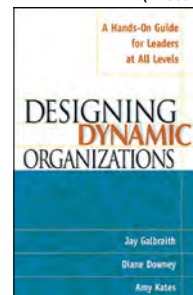
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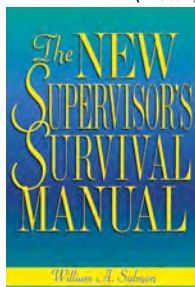
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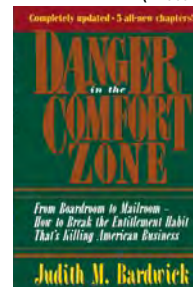
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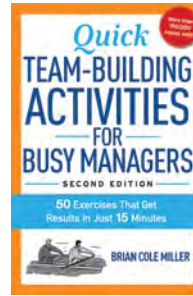
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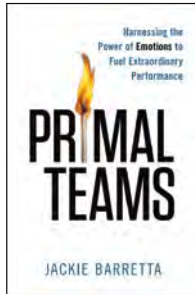
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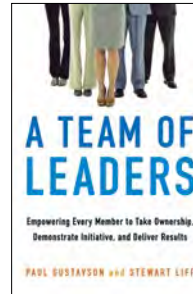
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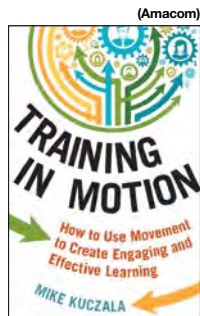
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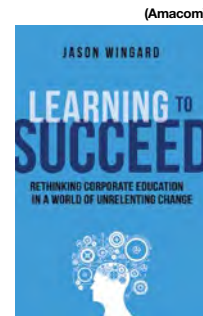
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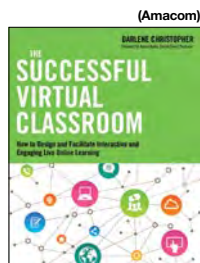
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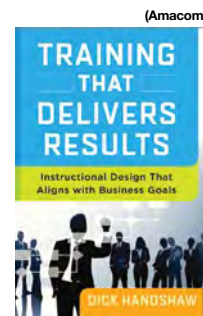
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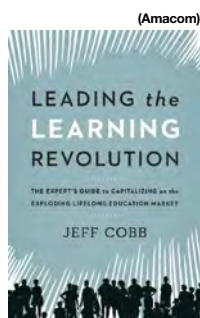
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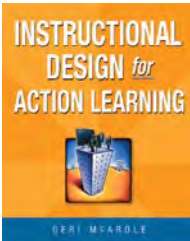
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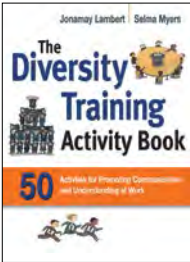
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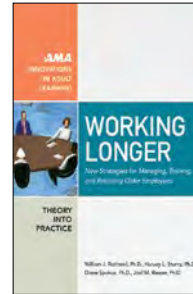
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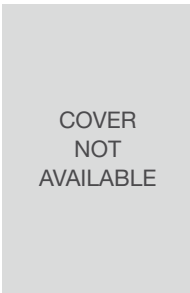


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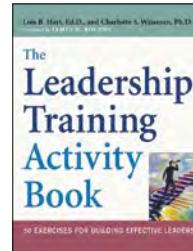


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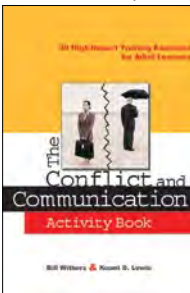
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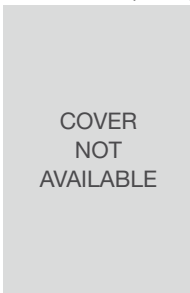
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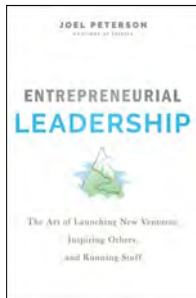
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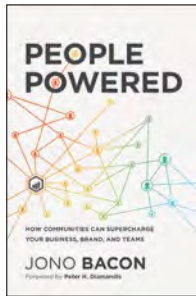
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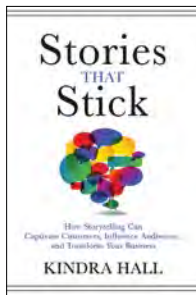
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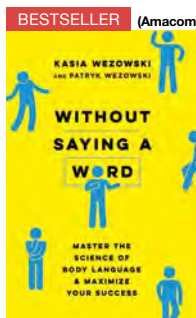
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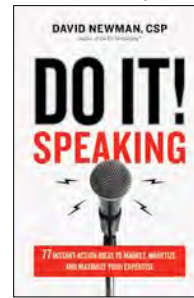
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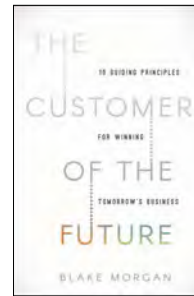
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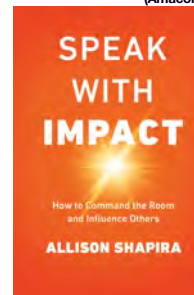
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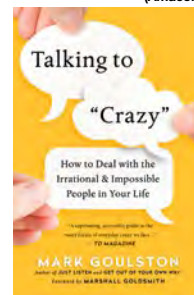
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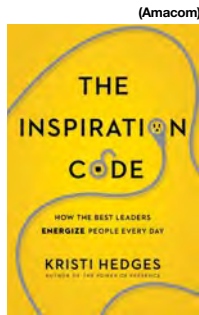
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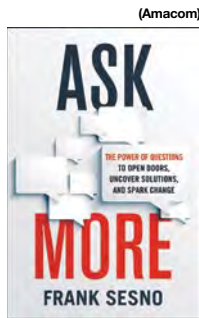
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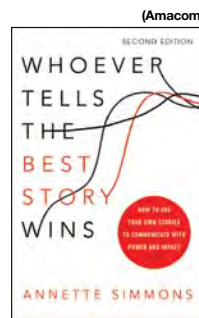
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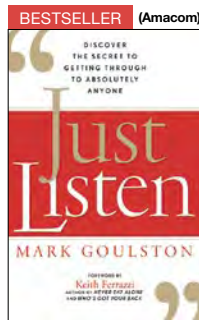
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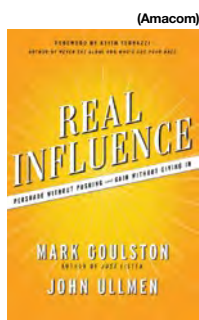
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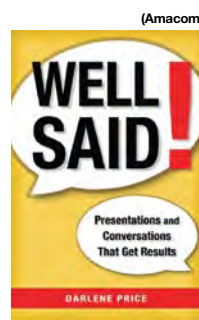
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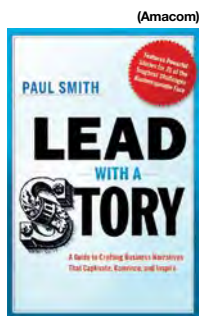
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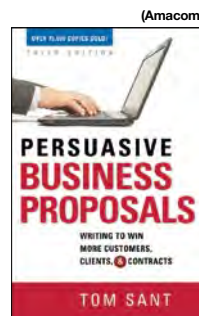
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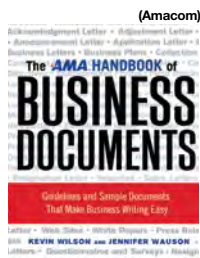
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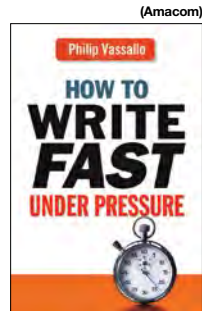
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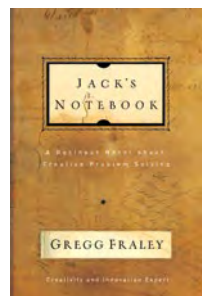
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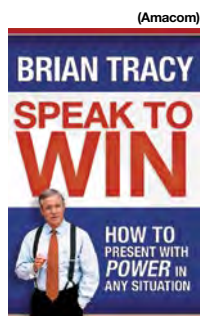
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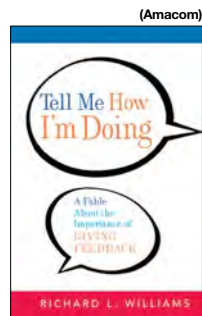
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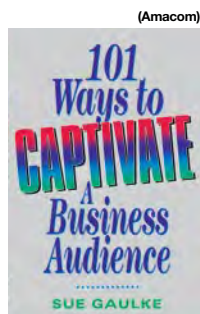


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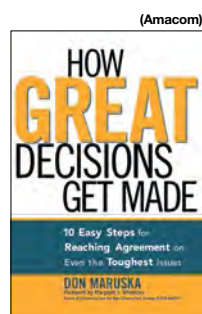
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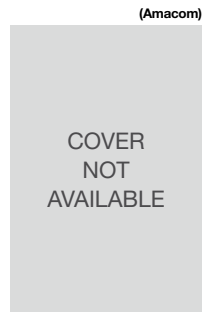
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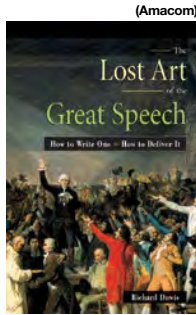


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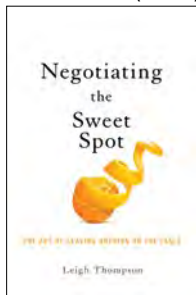
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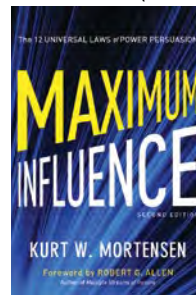
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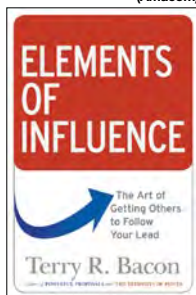
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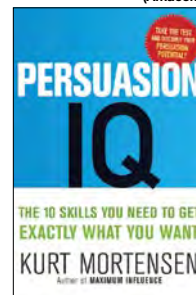
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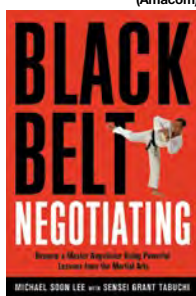
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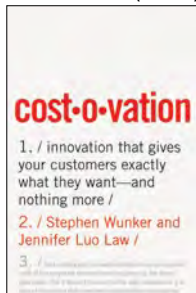
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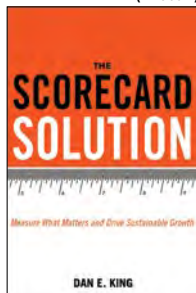
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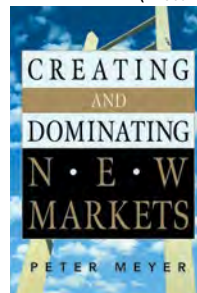
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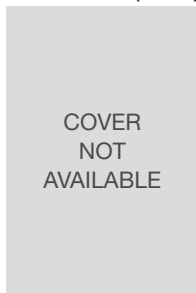
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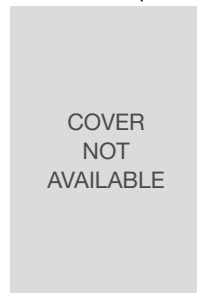
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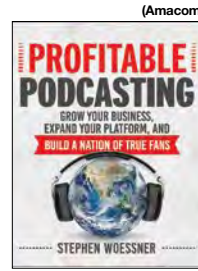
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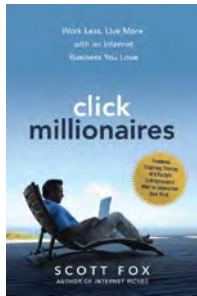
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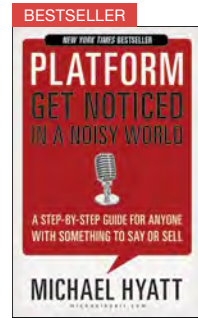
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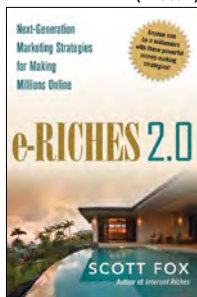
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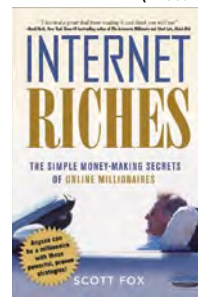
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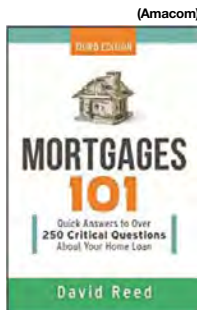


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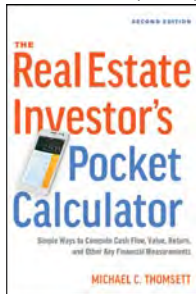


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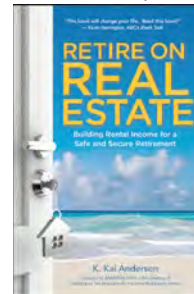
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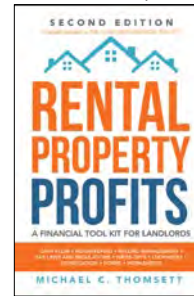
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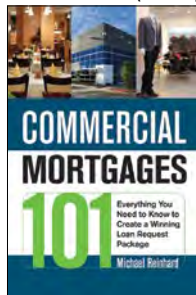
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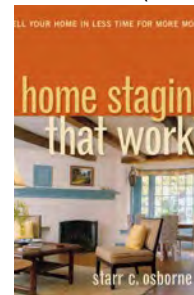
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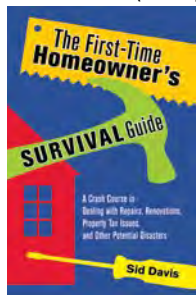
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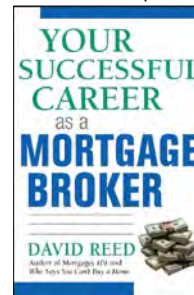
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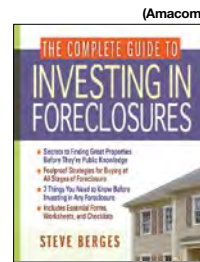


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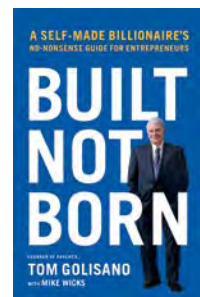
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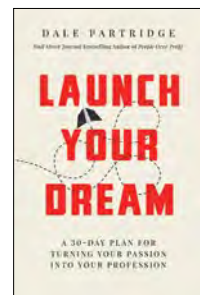
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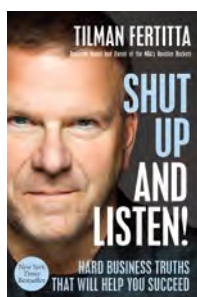
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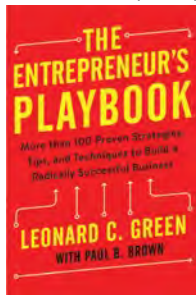
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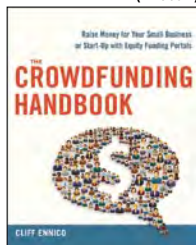
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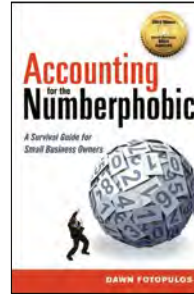
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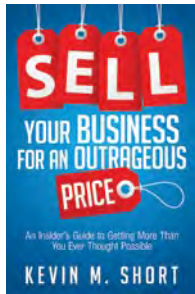
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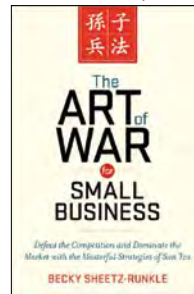
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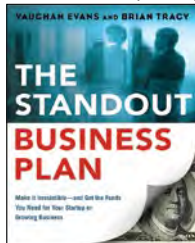
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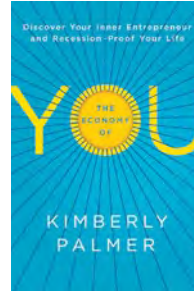
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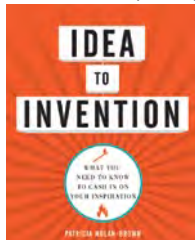
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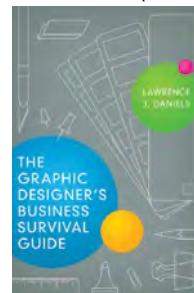
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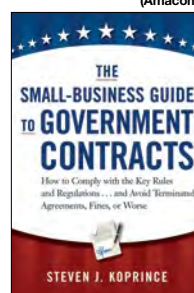
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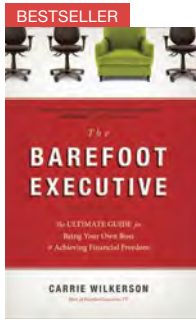
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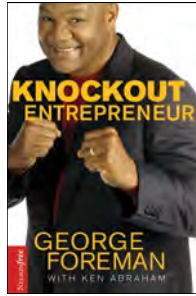
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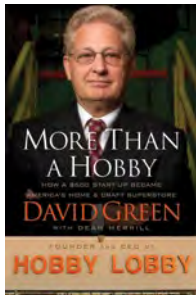
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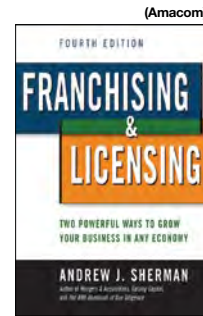
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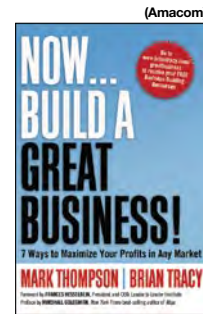
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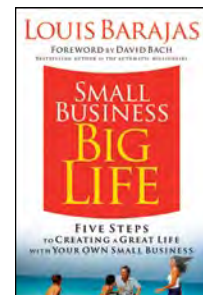
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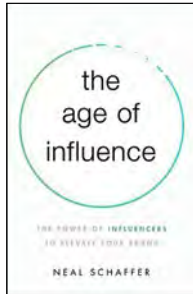
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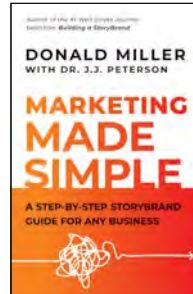
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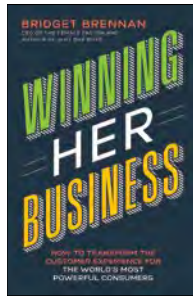
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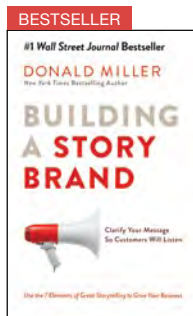
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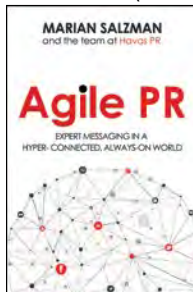
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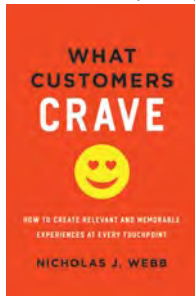
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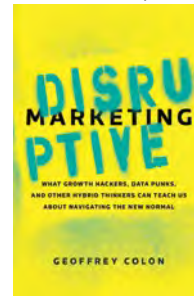
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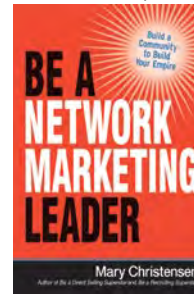
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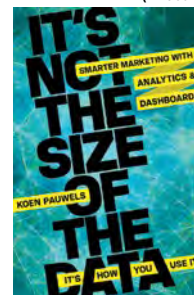
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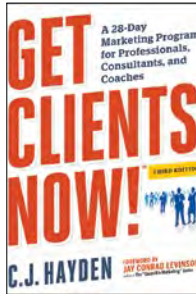
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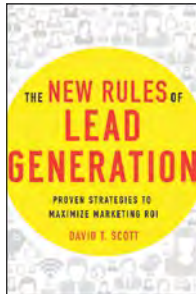
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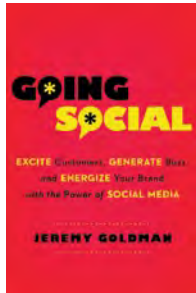
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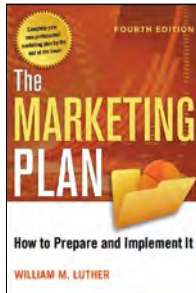
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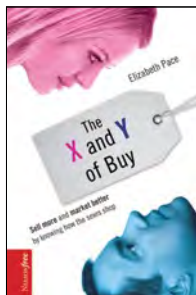
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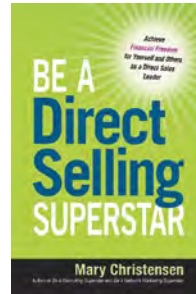
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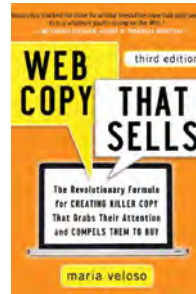
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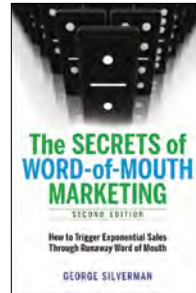
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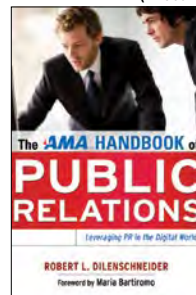
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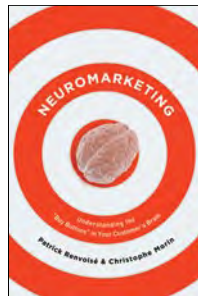


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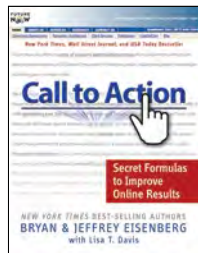
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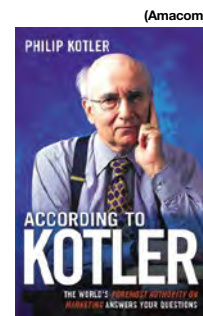
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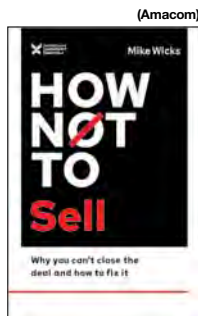
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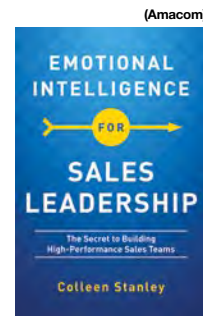
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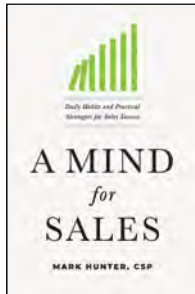
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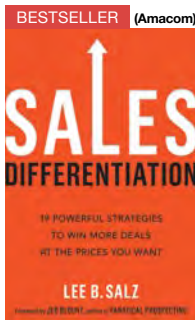
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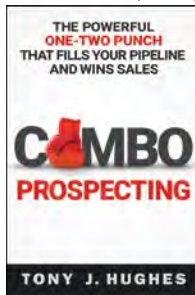
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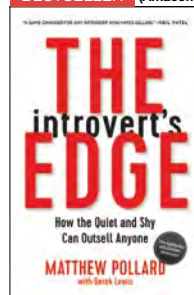
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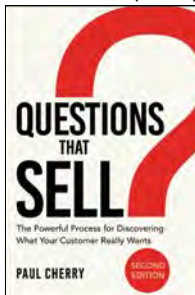
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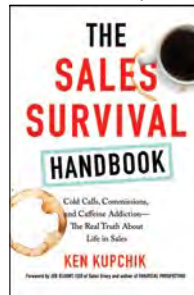
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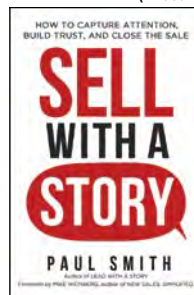
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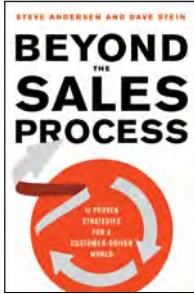
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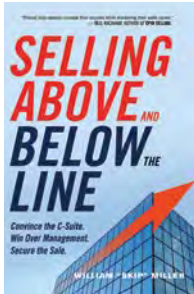
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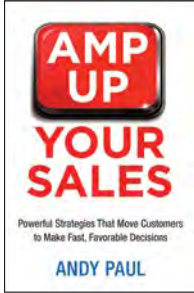
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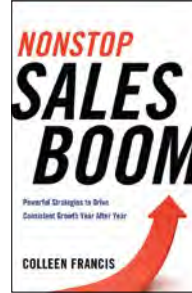
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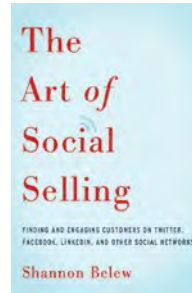
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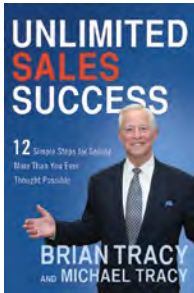
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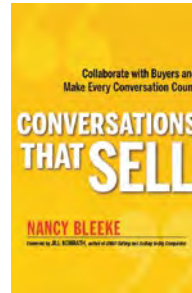
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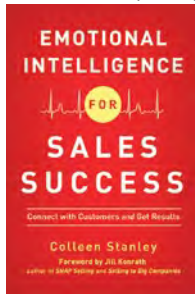
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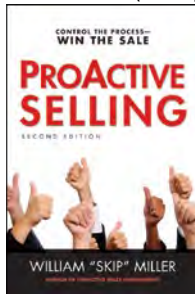
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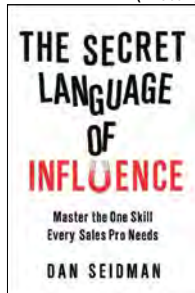
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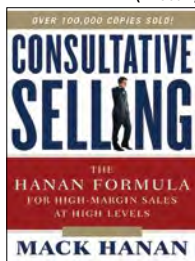
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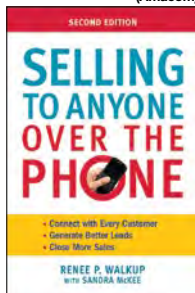
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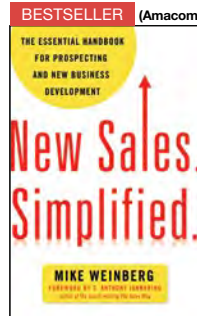
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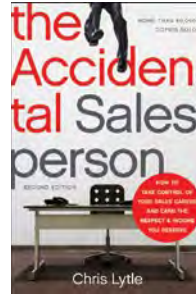
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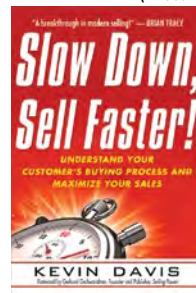
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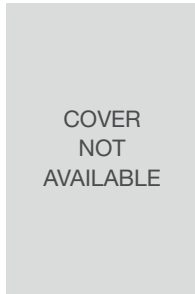
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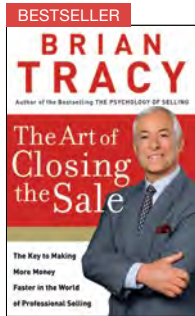
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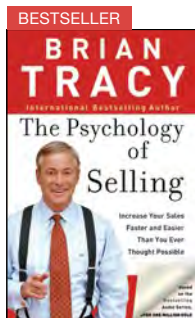
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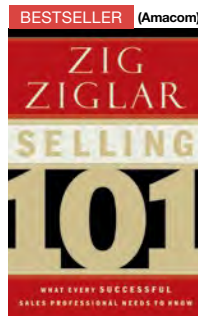
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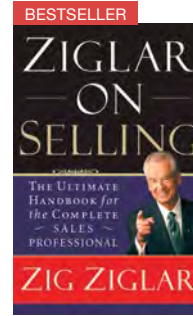
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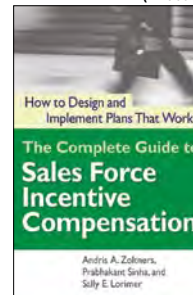
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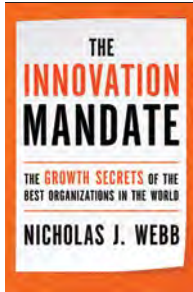
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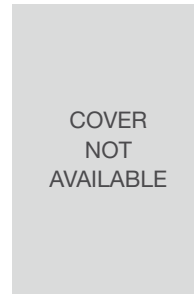
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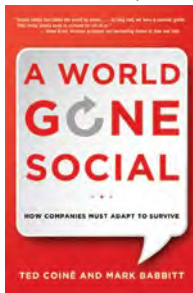
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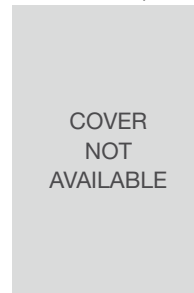
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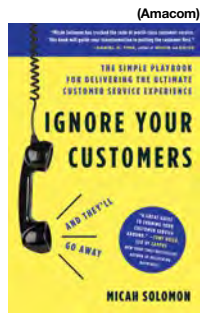
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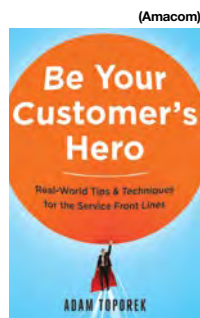
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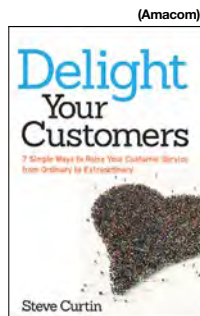
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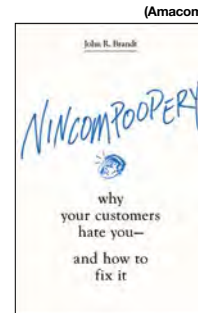
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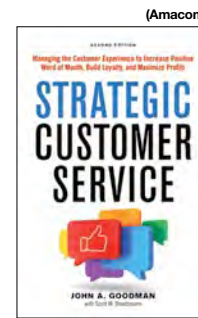
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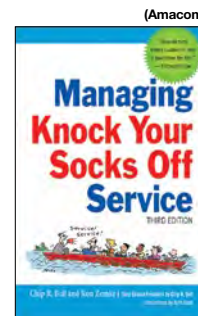
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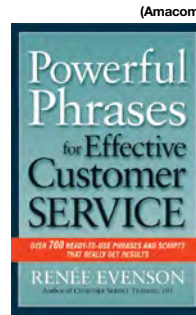
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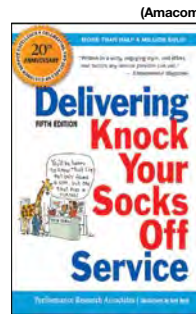
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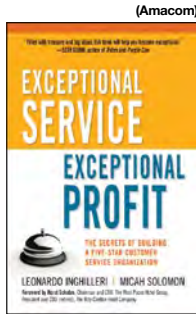
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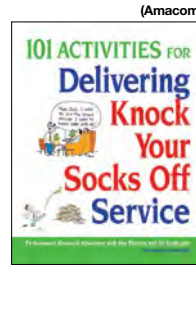
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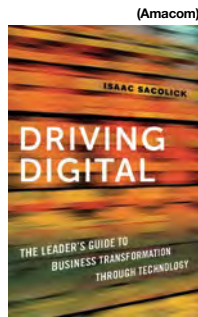


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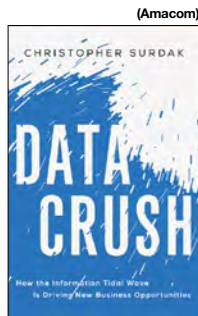
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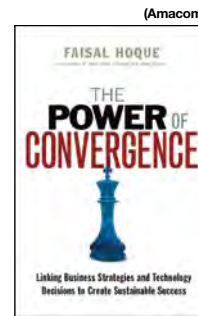
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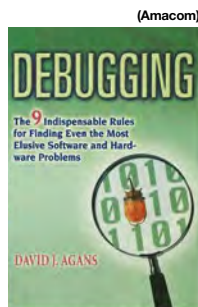
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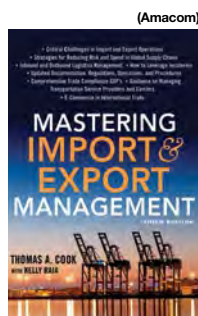
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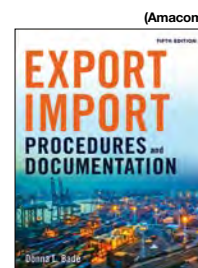
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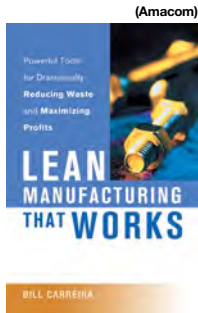
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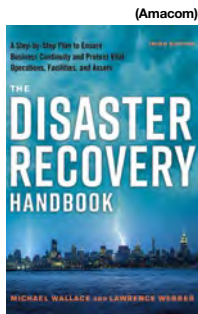


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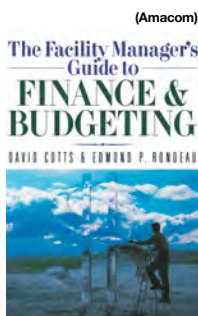
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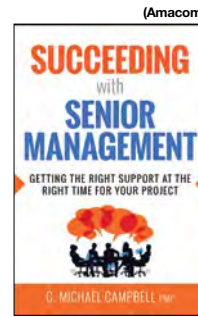
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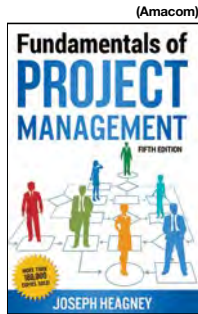
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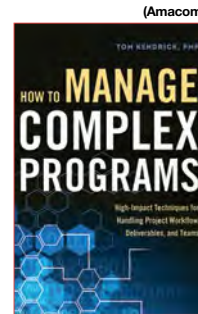
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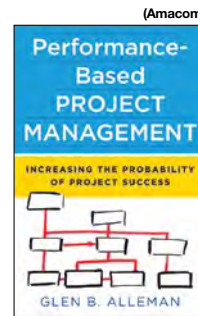
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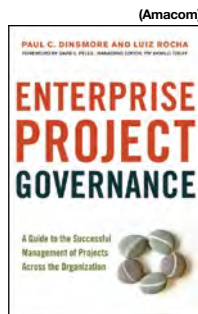
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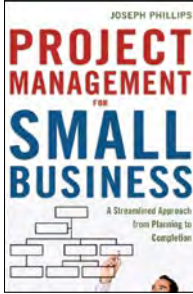
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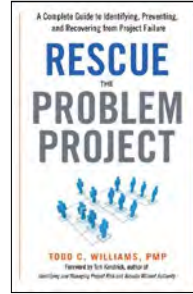
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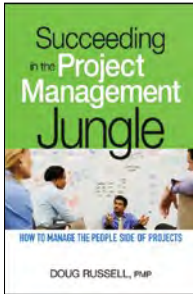
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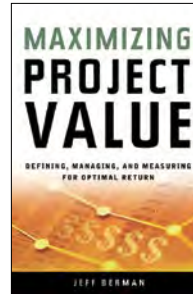
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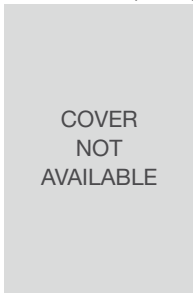
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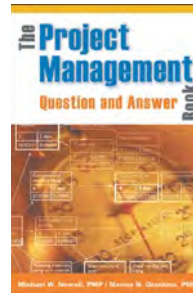
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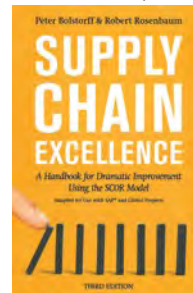
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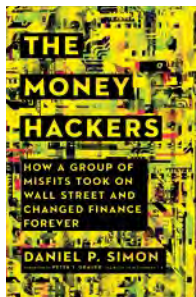
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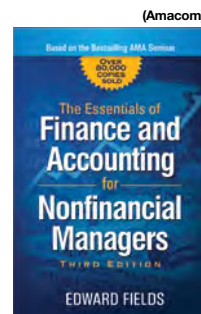
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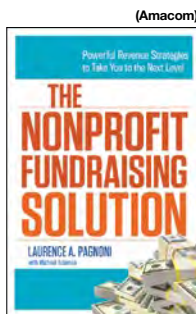
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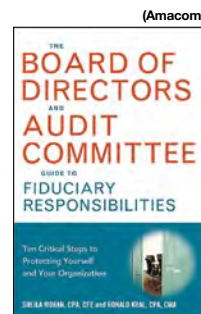
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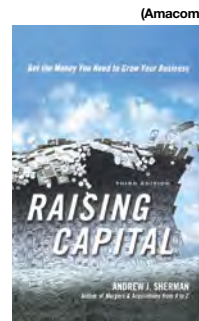
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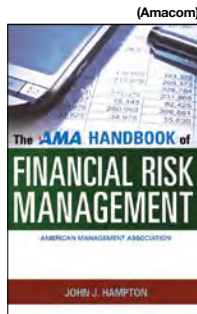
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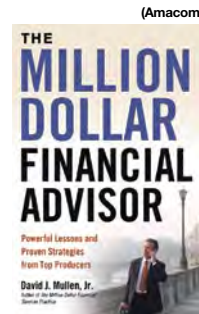
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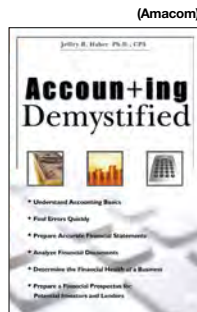
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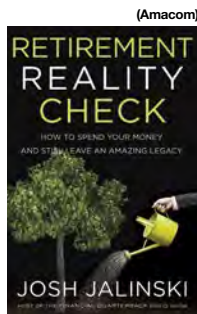
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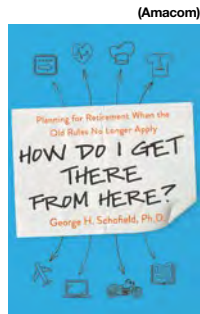
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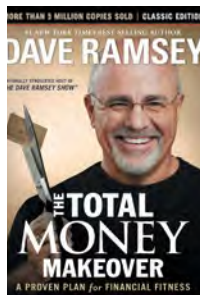
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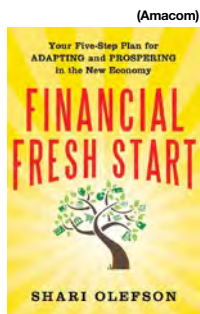
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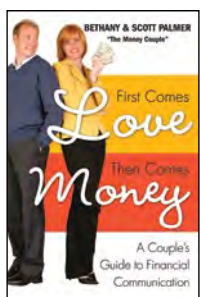
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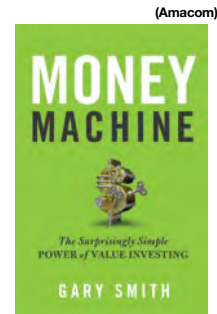


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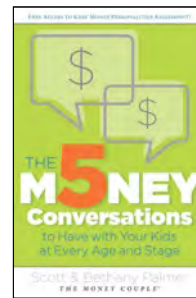
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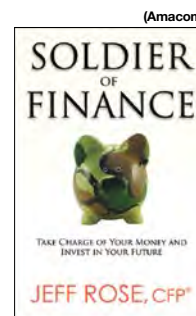
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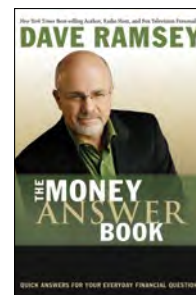
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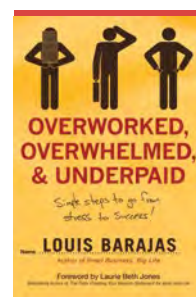
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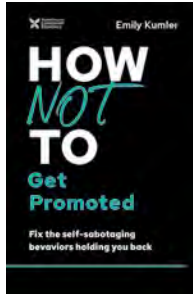
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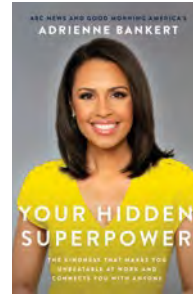
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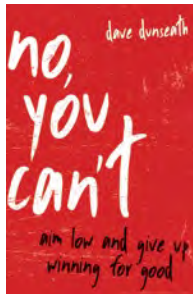
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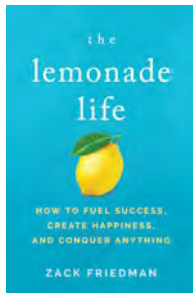
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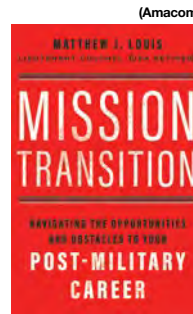
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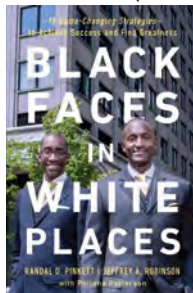
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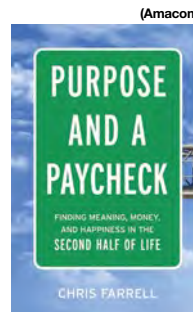
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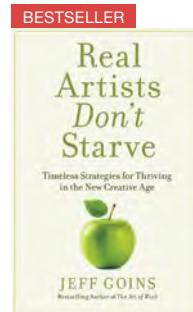
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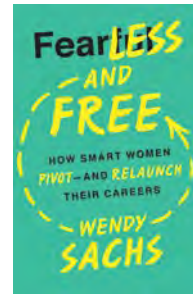
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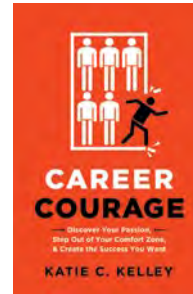
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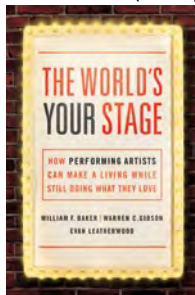
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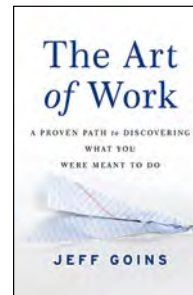
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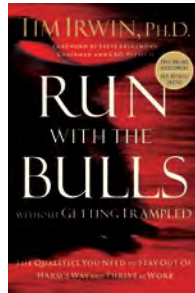
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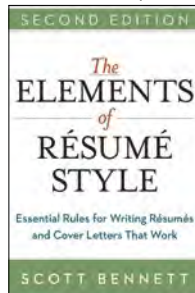
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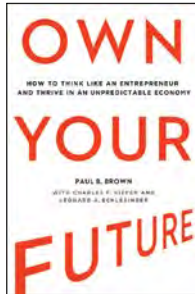
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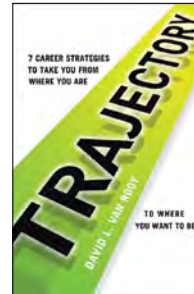
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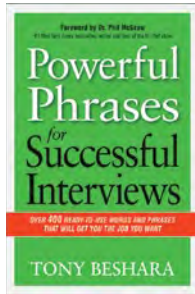
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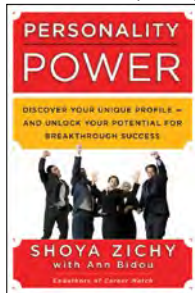
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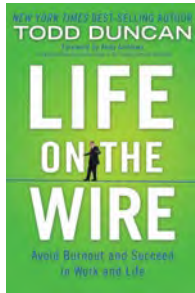
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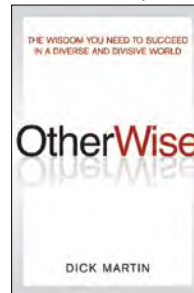
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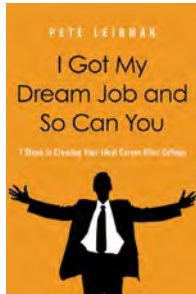
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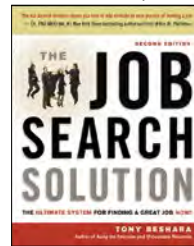
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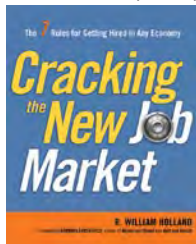
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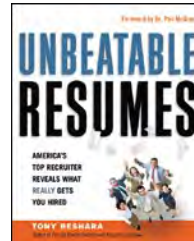
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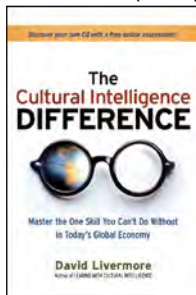
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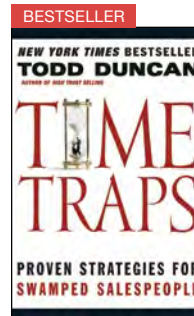
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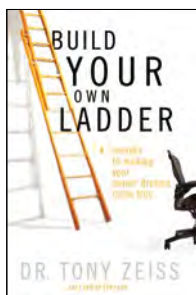
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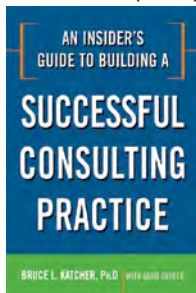
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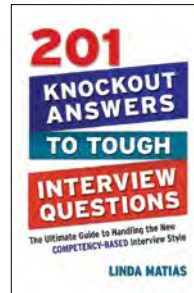
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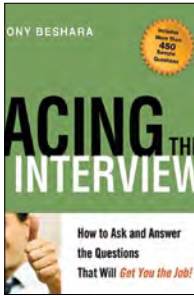
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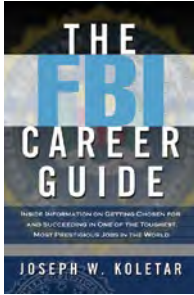
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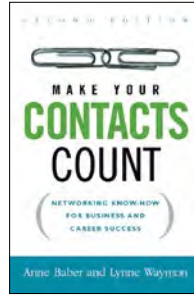
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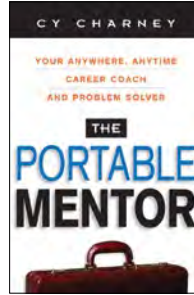
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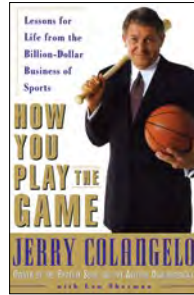
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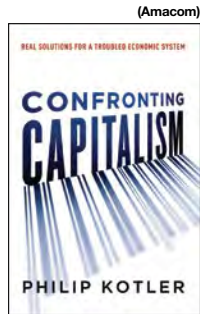
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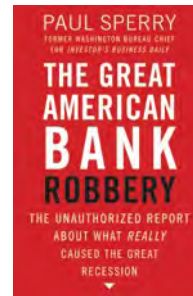
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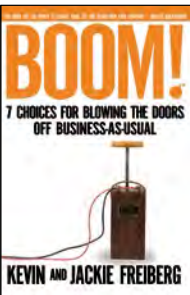
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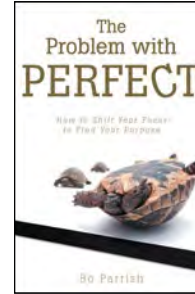
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In the 1980s, the era's academic experts and corporate influencers were obsessed with management. Japan was setting the global standard for quality and production, and the United States, as well as other nations, were playing catch-up.

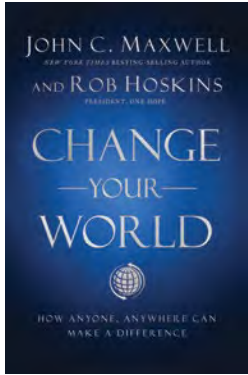
By the late 80s and early 90s, a new, visionary voice entered the scene, reminding everyone of Peter Drucker's famous quote: "Management is doing things right; leadership is doing the right things."

That voice is John C. Maxwell, and he has built a legendary publishing, speaking, and training career helping millions

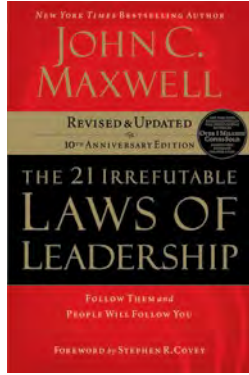
understand the power of leadership, which he defines as "influence; nothing less, nothing more."

With over 30 million units in book sales, Maxwell has influenced more people to lead others in pursuing the "right things" in business and life than anyone else in the modern era of publishing. HarperCollins Leadership is proud to house the majority of his most influential and bestselling titles, including the Wall Street Journal bestseller *Leadershift*, which still sets the standard in leadership development.

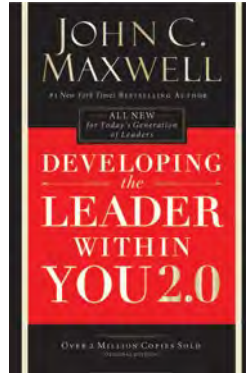
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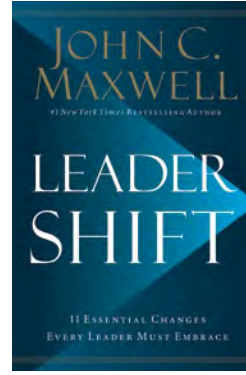
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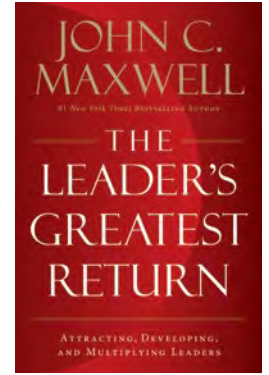
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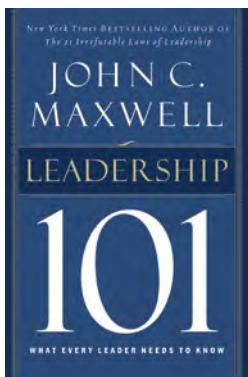
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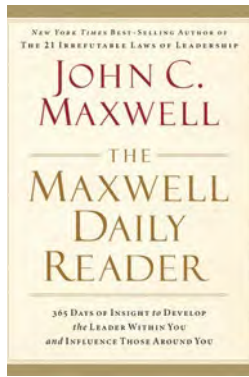
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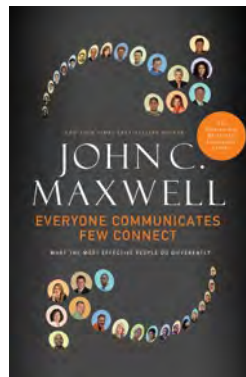
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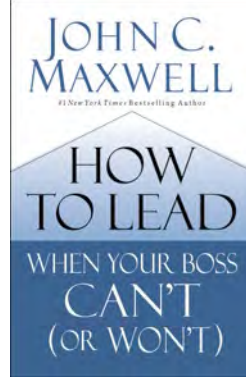
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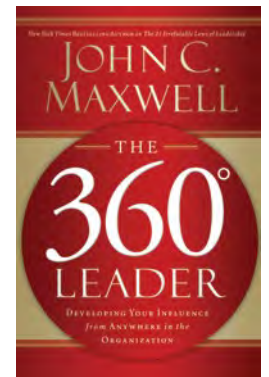
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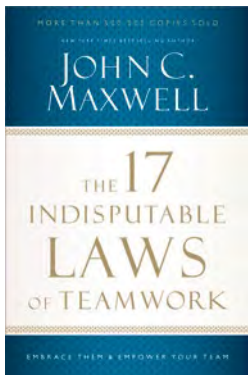
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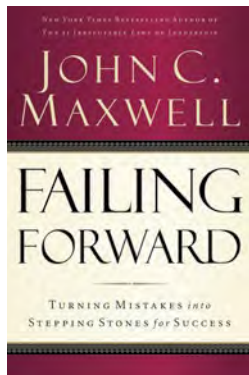
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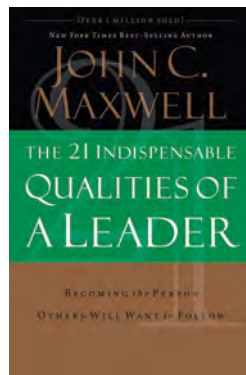
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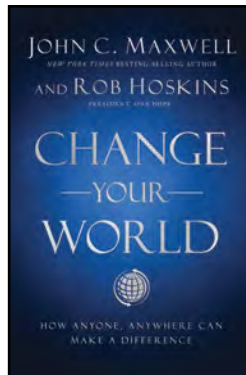
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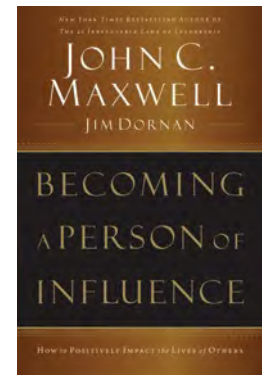
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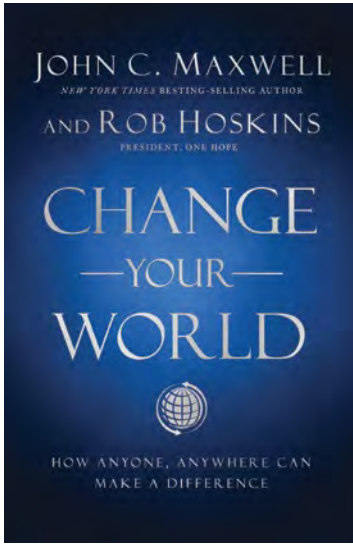
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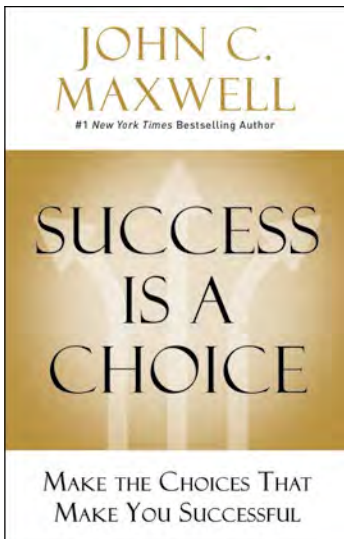
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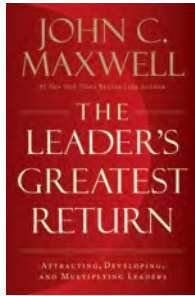
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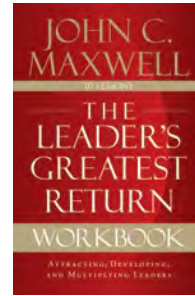
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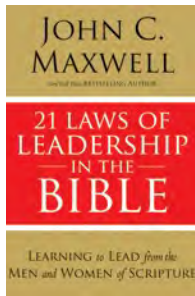
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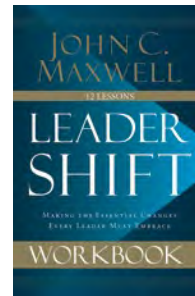
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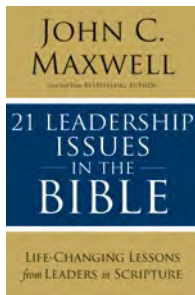
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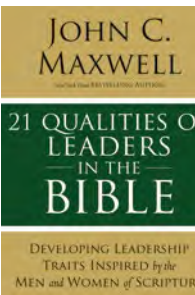
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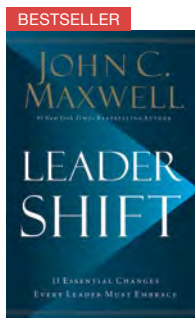
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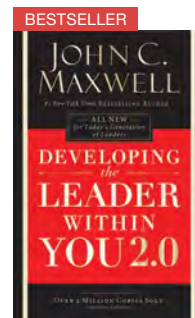
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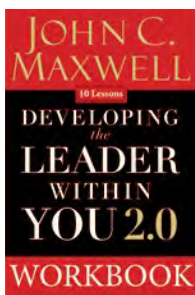
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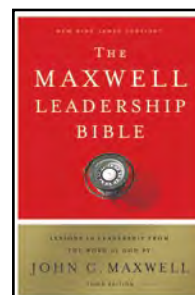
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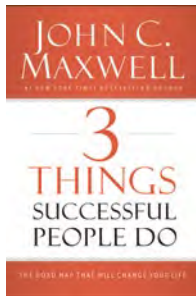
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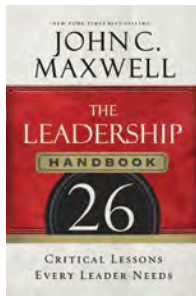
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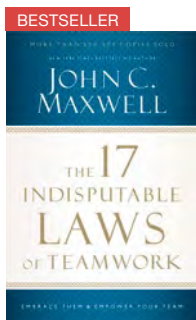
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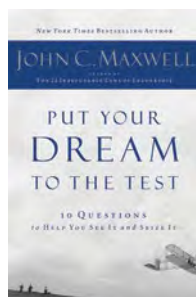
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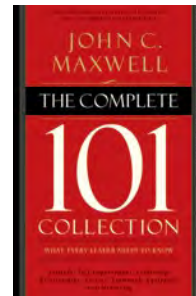
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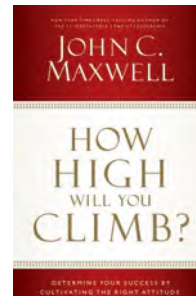
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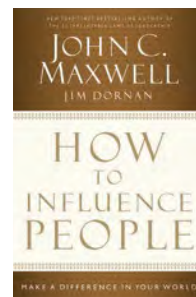
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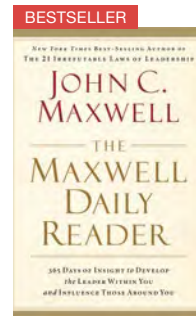
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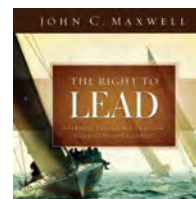
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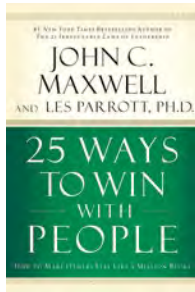


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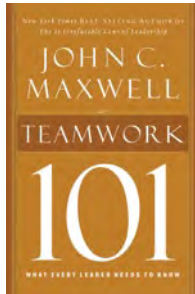
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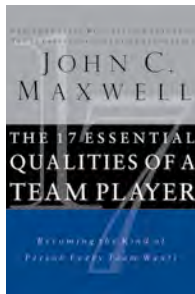
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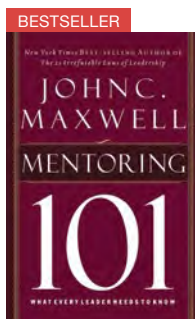
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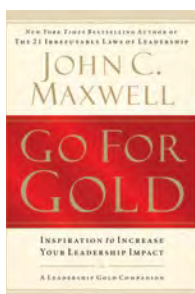
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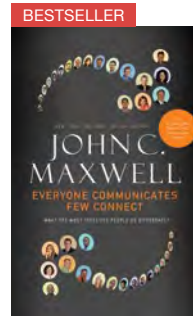
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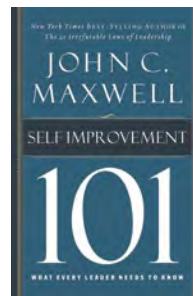
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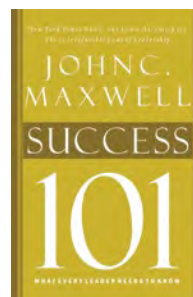
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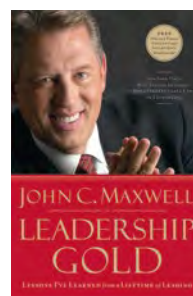
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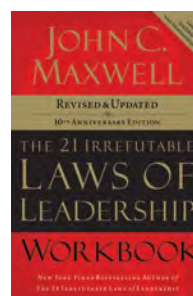
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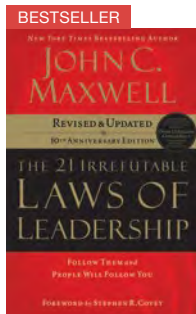
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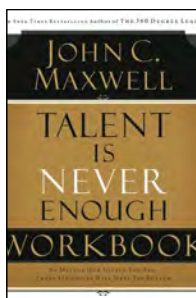
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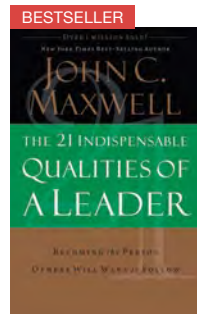
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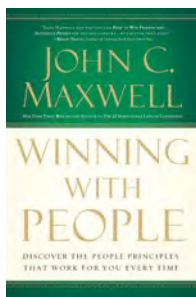
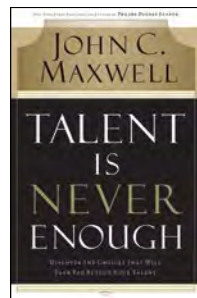
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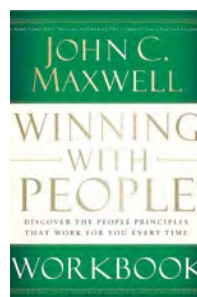
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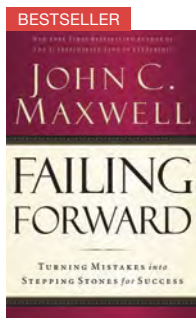
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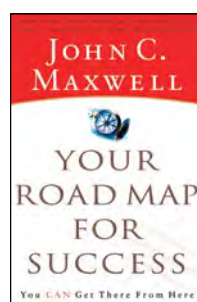
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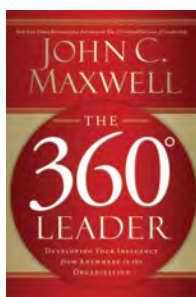
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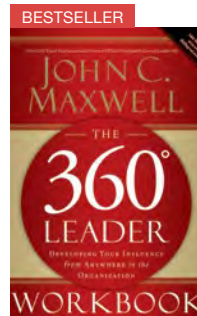
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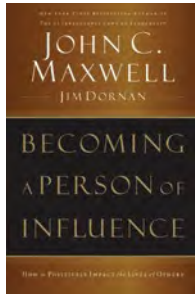
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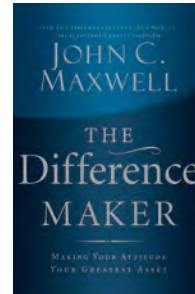
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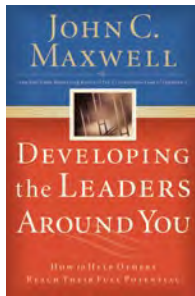
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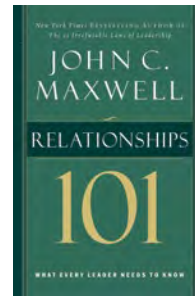
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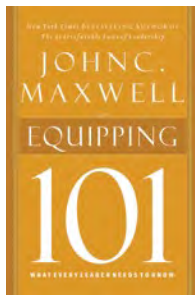
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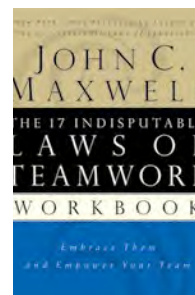
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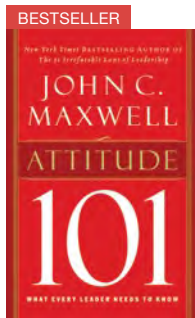
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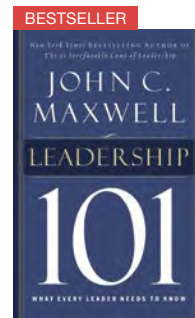
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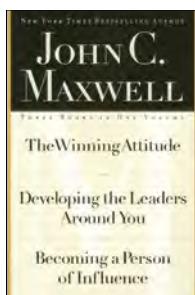
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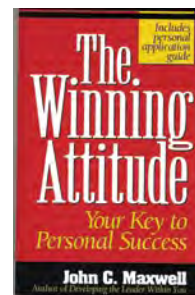


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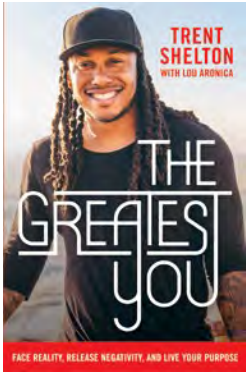
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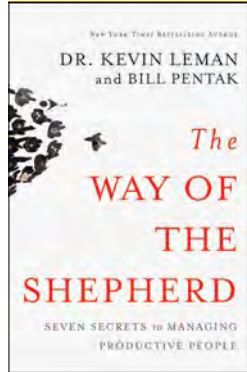
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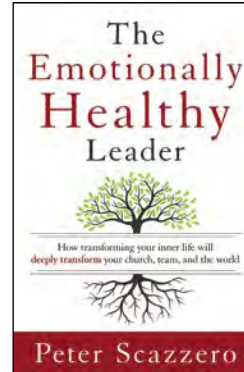
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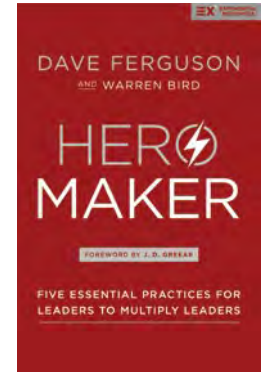
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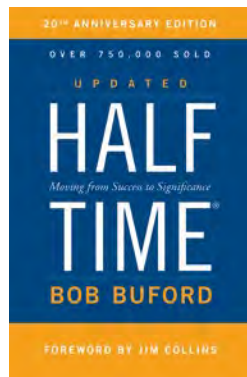
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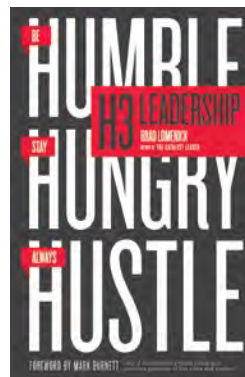
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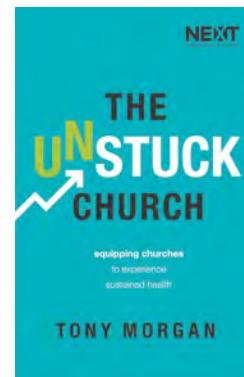
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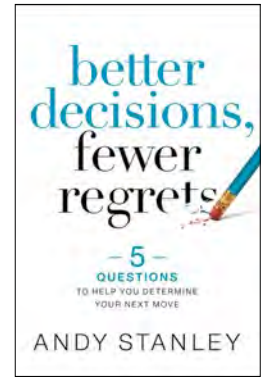
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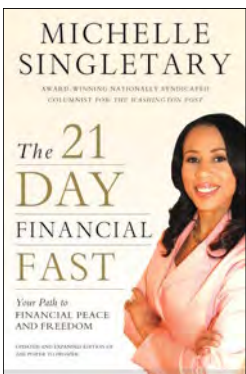
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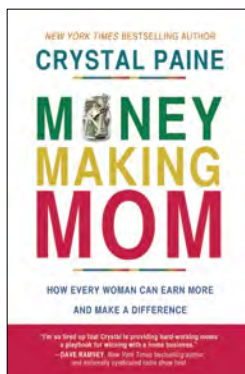
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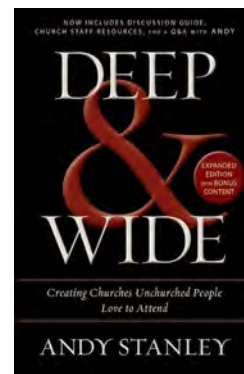
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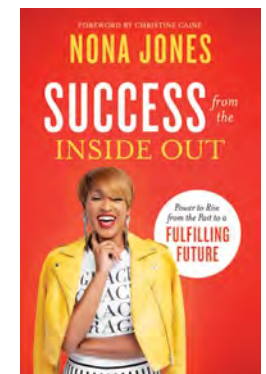
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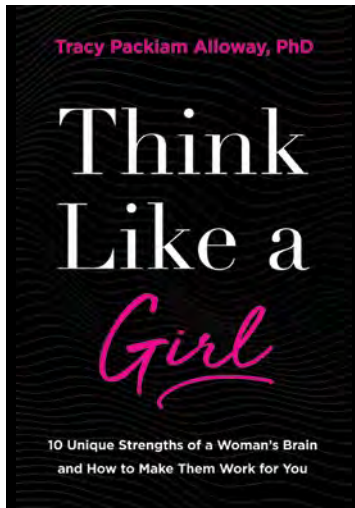
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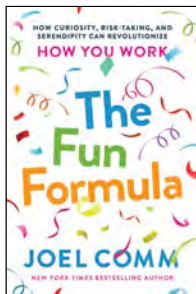
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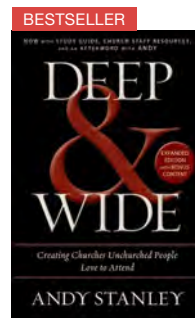
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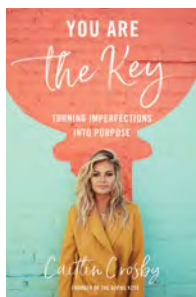
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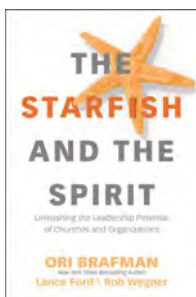
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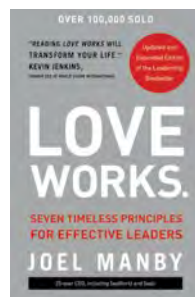
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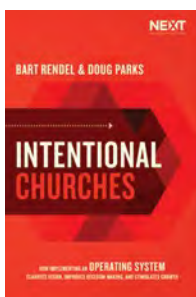
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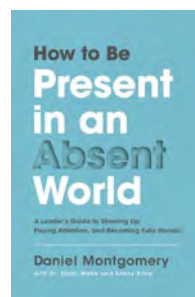
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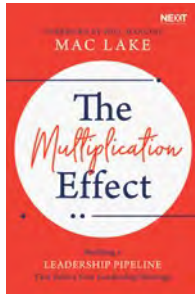
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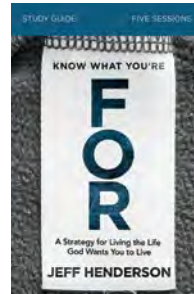
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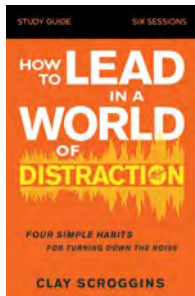
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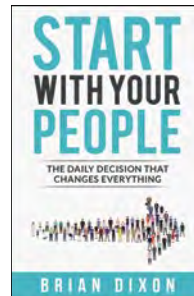
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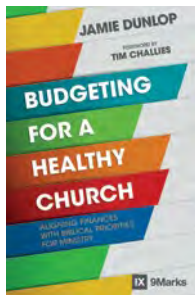
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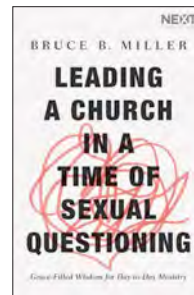


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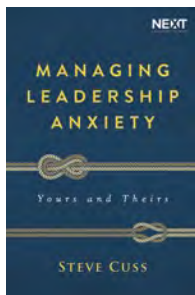
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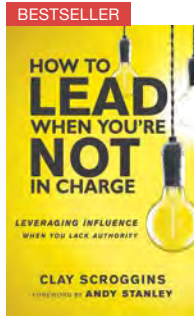
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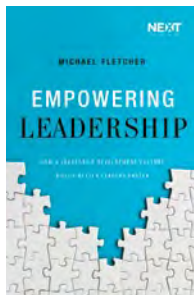
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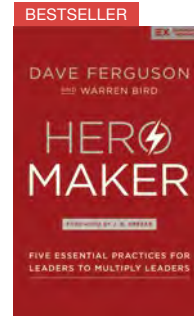
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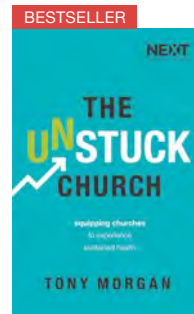
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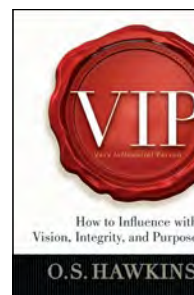
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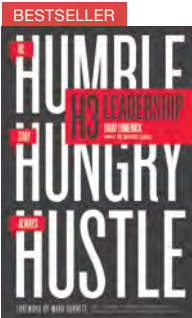
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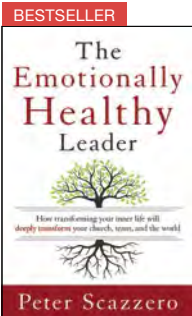
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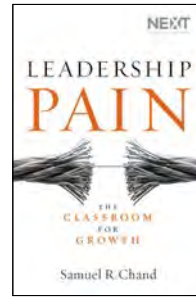
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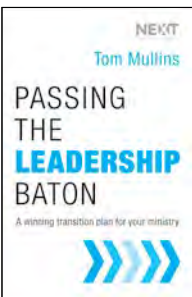
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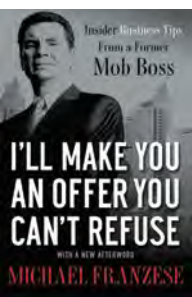
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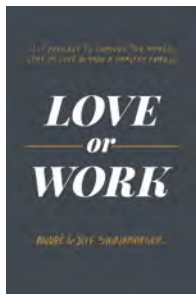
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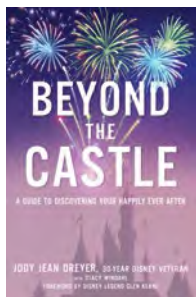
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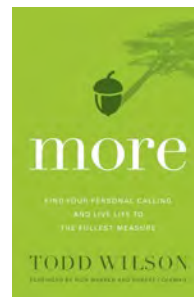
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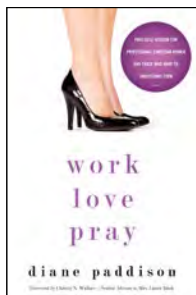
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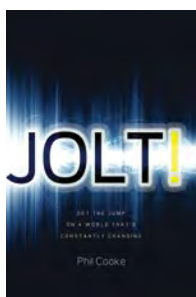
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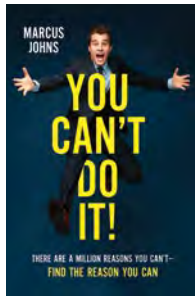
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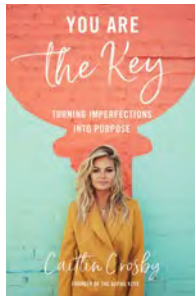
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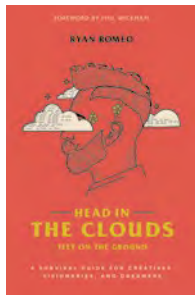
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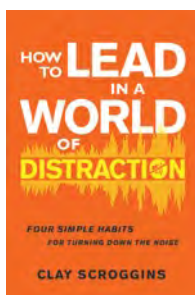
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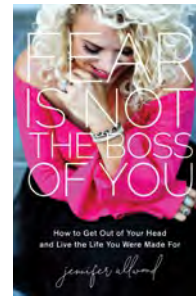
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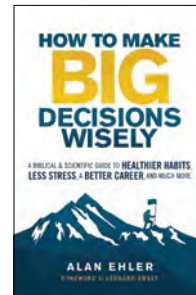
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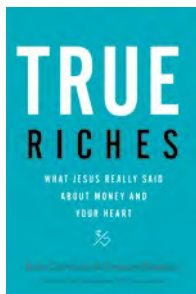
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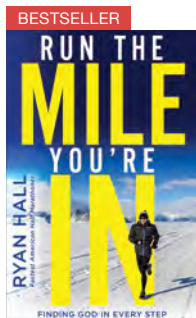
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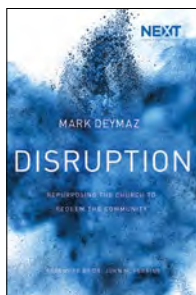
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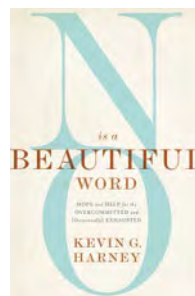
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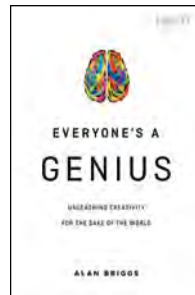
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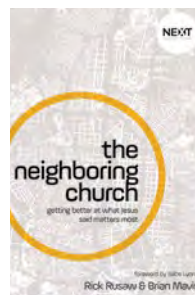
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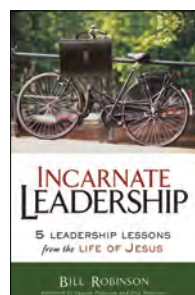
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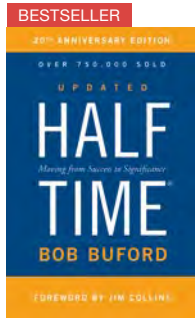
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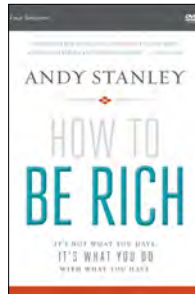
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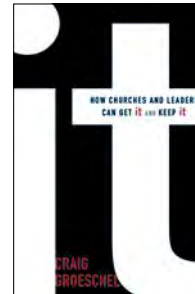
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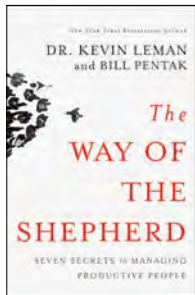
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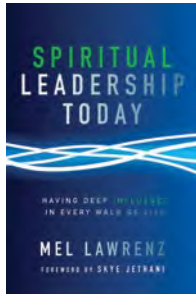
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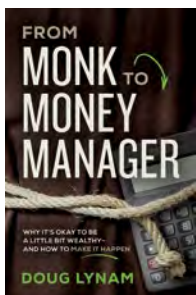
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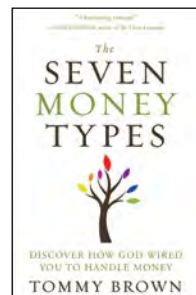
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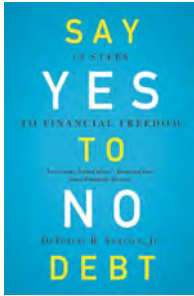
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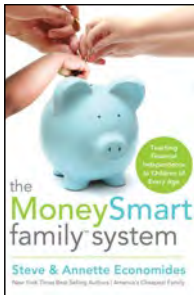
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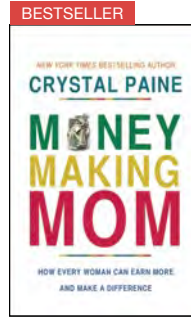
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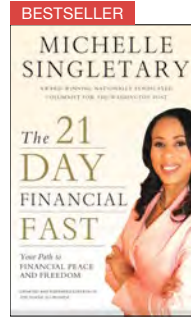
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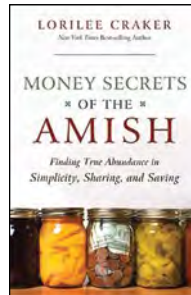
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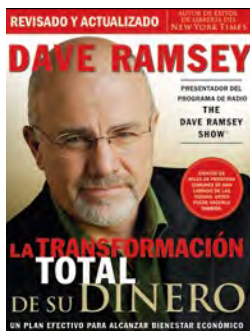


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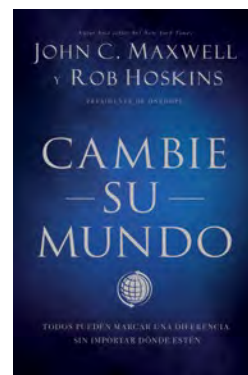
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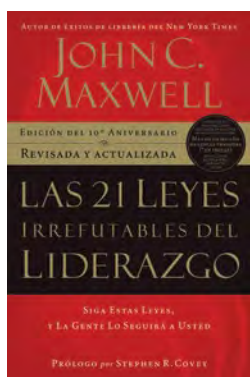
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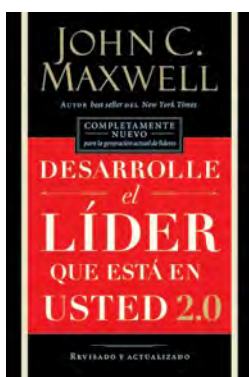
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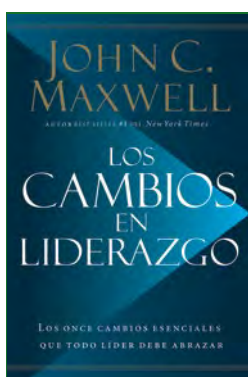
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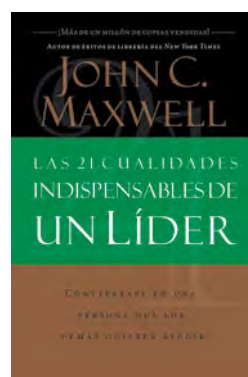
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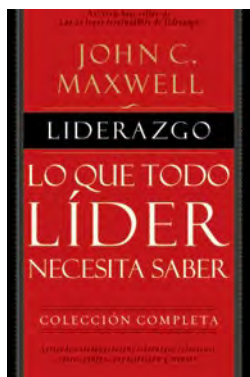
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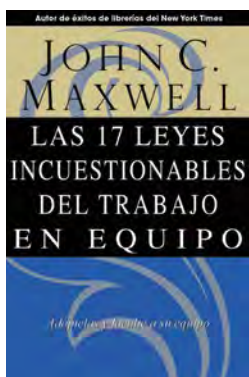
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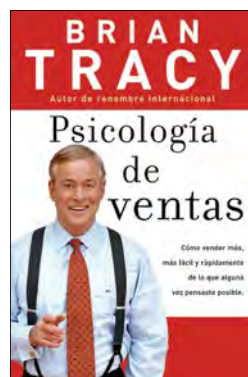
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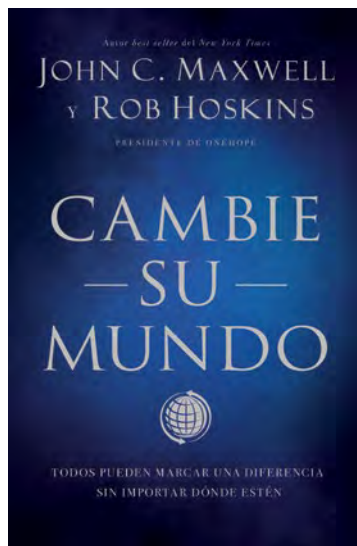
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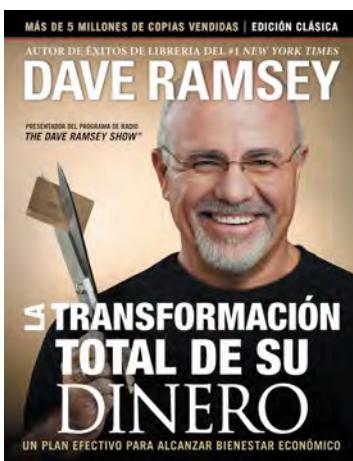
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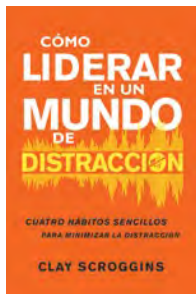
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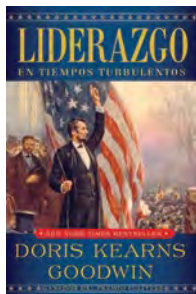
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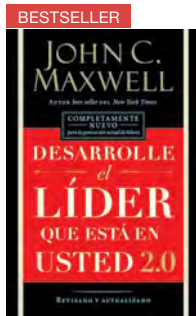


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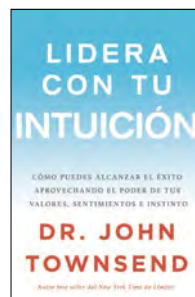


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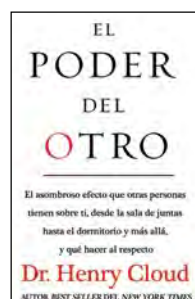
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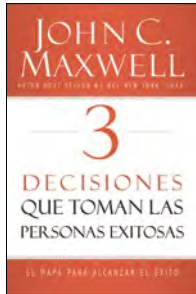


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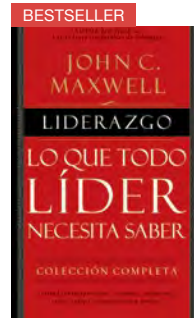


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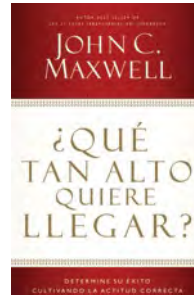


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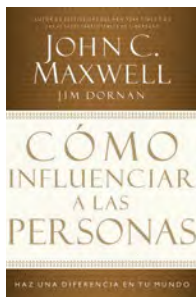


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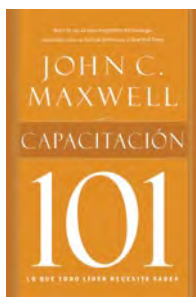


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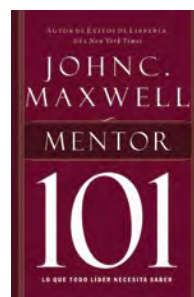


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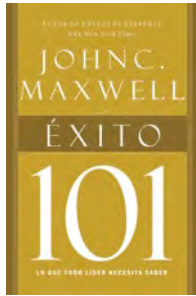


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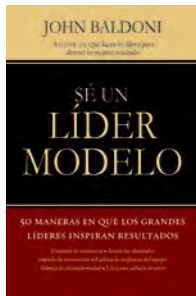
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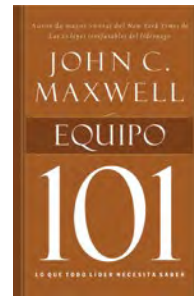
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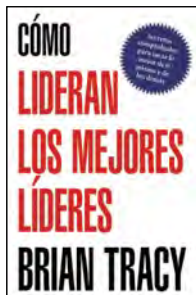
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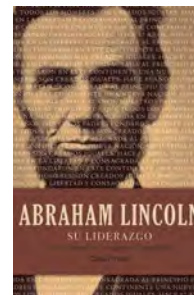
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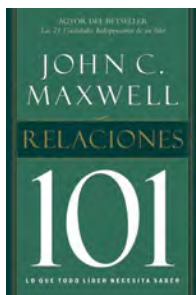
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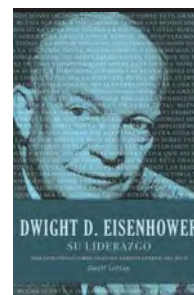
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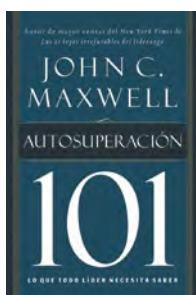
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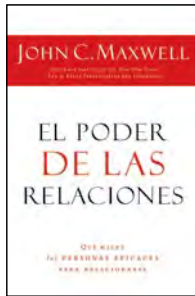
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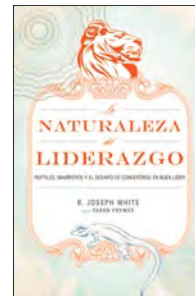


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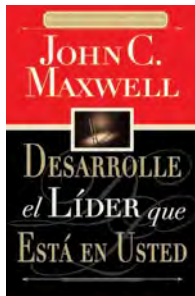


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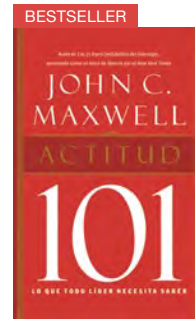


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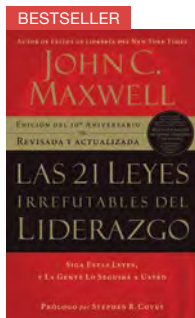
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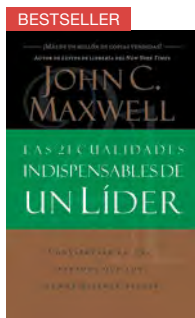
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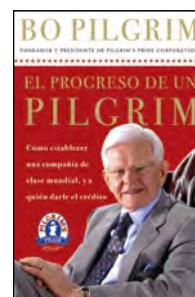
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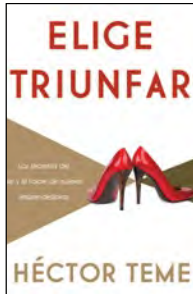


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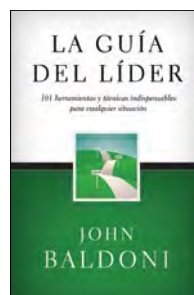


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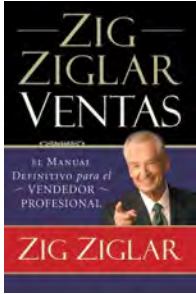
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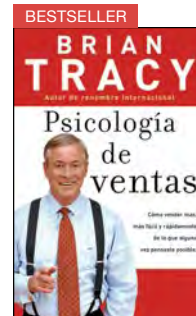
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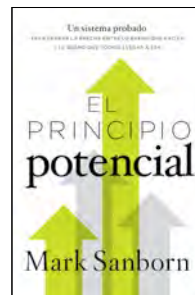


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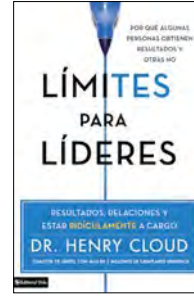


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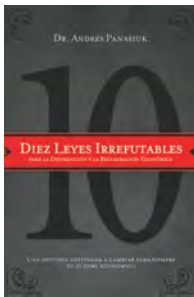


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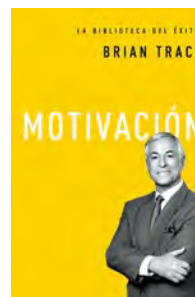
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