

BUSINESS & PERSONAL SUCCESS BOOKS

ILLUMINATING PATHS TO GREATNESS

2018



MAVEN HOUSE

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MAVEN HOUSE

Business & Personal Success Books Illuminating Paths to Greatness

Maven House publishes business and personal success books that challenge conventional thinking, introduce new ideas, offer practical advice, and illuminate paths to greatness.

Our books are distributed to the trade through Publishers Group West (PGW)/Ingram.

EDITORIAL ADDRESS: 4 Snead Ct., Palmyra, VA 22963 • 610.883.7988 • info@mavenhousepress.com

MONA AMODEO

Beyond Sizzle

The Next Evolution of Branding

A playbook for building brands that matter to customers, employees, and the world

MORE AND MORE, organizations are judged not just for the quality and price of their products but for who they are. A critical mass of customers now expect a business to be a force for good.

Beyond Sizzle introduces a fundamentally different approach to branding that combines change management, marketing communications, and branding best practices to provide an actionable process for aligning the purpose, performance, and perceptions of an organization as a brand that matters.

Readers are provided with a workable framework they can use to transform their organizations into brands that matter – organizations that are redefining workplaces, reimagining customer experiences, and creating innovative products and services that are building healthier, more sustainable communities – in turn, creating a better world for us all.

MONA AMODEO, PhD, is a catalyst for transforming organizations into brands that matter. As the founder of the Florida-based branding consultancy idgroup, Amodeo leads a team of dedicated experts with a vision to move business-as-is to business-as-it can-be. Prior to opening idgroup in 1989, Amodeo was a broadcast journalism instructor and international documentary producer at the University of West Florida. She earned a PhD in Organization Development and Change from Benedictine University and a master's in Communication Arts from the University of West Florida. Her work spans the boundaries of scholarship and practice in the disciplines of branding, communications, and organization development and change.



OF NOTE

- First book to offer clear guidance on how to brand a company as a force for good
- Offers a practical framework that can be implemented in all types and sizes of organizations
- Presents a strong business case for creating brands that reflect a commitment to being good citizens of the world
- Leaders from thriving values-based businesses share their secrets to success

Website: monaamodeo.com

SEPTEMBER 2018

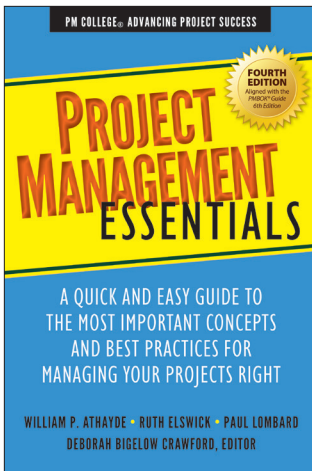
978-1-938548-15-4

PAPERBACK \$24.95

240 PAGES • 5½ × 8¼

GREEN BUSINESS/
MARKETING

WORLD RIGHTS



OF NOTE

- Presents the essentials of project management for readers with little or no experience
- Templates to help readers implement quickly
- Concepts based on material taught by senior project management training instructors in courses worldwide

DECEMBER 2018

978-1-938548-97-0

PAPERBACK \$24.95

248 PAGES • 6 × 9

PROJECT MANAGEMENT/
BUSINESS SKILLS

WORLD RIGHTS

DEBORAH BIGELOW CRAWFORD, EDITOR

Project Management Essentials, Fourth Edition

A Quick and Easy Guide to the Most Important Concepts and Best Practices for Managing Your Projects Right

Clearly written guide helps readers learn the basics of project management

FOR READERS NEW TO PROJECT MANAGEMENT or those who need to refresh their knowledge, *Project Management Essentials, Fourth Edition* is the quickest and easiest way to learn how to manage projects successfully. The simple techniques and templates in this book provide you with the essential tools you'll need to be an effective project manager. It's as simple as that.

Project Management Essentials is written in short, clear chapters to make project management more easily understood. The authors, highly experienced project management trainers and consultants, use both their business experience and their academic backgrounds to make these chapters come alive.

This updated edition offers even more templates and content than the widely used earlier editions and aligns with the latest project management standard, the *PMBOK® Guide Sixth Edition*.

DEBORAH BIGELOW CRAWFORD, PMP, is co-founder and co-CEO of PM College and the former Executive Director of the Project Management Institute.

WILLIAM P. ATHAYDE, JD, PMP, owner of EHS Associates, is a trainer and management consultant.

RUTH ELSWICK, PMP, is a project management instructor, working with PM College and East Carolina University.

PAUL LOMBARD, PMP, CQM, a principle at Global Training Group, is a Certified Master Trainer and consultant.

RICH MALTZMAN • JIM STEWART

How to Facilitate Productive Project Planning Meetings

A Practical Guide to Ensuring Project Success

Practical guide to meetings enables readers to effectively jump-start their projects leading to project success

PROJECT PLANNING often tends to be done piecemeal or not at all, often leading to missing and/or incomplete information and correspondingly poor results. This comprehensive book shows readers how to do it right.

A practical guide to facilitating planning meetings, the book shows readers how to effectively facilitate productive face-to-face kickoff sessions (both in person and virtual) and ongoing planning meetings. Readers will not only learn how to develop key project documents but also how to provide continuous team building.

The book also features dozens of stories that illustrate meeting techniques that went well (or not so well). Numerous templates, sample schedules, and checklists round out the value of the book.

RICH MALTZMAN, PMP, has been an engineer since 1978 and a project management supervisor since 1988. He has facilitated hundreds of project meetings. He has co-authored several books, including the Cleland Award Winner *Green Project Management*, and has presented at PMI and IPMA conferences throughout the world.

JIM STEWART, PMP, CSM, has over twenty years of experience managing multi-million-dollar international IT programs. He is the principal of JP Stewart Associates, engaged in consulting, training, and mentoring for organizations. He has taught at Brandeis, UMass Boston, Bentley, and Northeastern universities.

HOW TO FACILITATE PRODUCTIVE PROJECT PLANNING MEETINGS



A PRACTICAL GUIDE TO
ENSURING PROJECT SUCCESS

RICH MALTZMAN | JIM STEWART

OF NOTE

- How-to-book offers numerous templates, sample schedules, and checklists to help readers jump-start projects
- Dedicated book website will present additional content to add value
- Authors are highly experienced (Maltzman is an award-winning book author)

NOVEMBER 2018

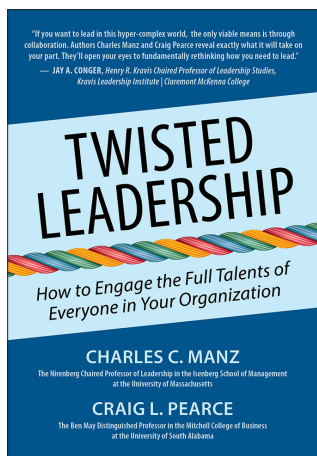
978-1-938548-26-0

PAPERBACK \$24.95

240 PAGES • 6 × 9

PROJECT MANAGEMENT/
BUSINESS SKILLS

WORLD RIGHTS



OF NOTE

- Introduces a new way of thinking about leadership
- Authors have outstanding credentials and extensive book publishing track records
- Offers steps to take to become adept at learning the four strategies of Twisted Leadership
- For anyone, in all size organizations, who wants to learn how to be a leader

FALL 2017

978-1-938548-86-4

HARDCOVER \$21.95

160 PAGES • 5½ × 8

LEADERSHIP/
PERSONAL SUCCESS

WORLD RIGHTS

CHARLES C. MANZ • CRAIG L. PEARCE

Twisted Leadership

How to Engage the Full Talents of Everyone in Your Organization

Introduces a new way of thinking about leadership – shows how anyone, at any level of an organization, can be a leader.

“Manz and Pearce’s arguments are compelling. Their examples are powerful. Their guidance is critical. They’ll open your eyes to fundamentally rethinking how you need to lead.” — *Jay A. Conger*

TODAY’S WORLD IS PLAGUED by a leadership disease – the overly simplistic view that leadership resides in one person who influences lower-level subordinates. *Twisted Leadership* offers a potent antidote to the leadership disease.

Readers will discover that leadership is a dynamic social process, not just a role occupied by someone at the top. They’ll learn how to combine self, super, shared, and socially responsible leadership to create strong, synergistic, intertwined leadership that can be exchanged among all members of an organization based on the context, goals, knowledge, experience, or general needs of everyone involved.

CHARLES C. MANZ, PhD, is the Nirenberg Chaired Professor of Leadership in the Isenberg School of Management at the University of Massachusetts Amherst. He is also a speaker, consultant, and bestselling author of more than 20 business books, including *SuperLeadership*, *Self-Leadership*, and *The Leadership Wisdom of Jesus*.

CRAIG L. PEARCE, PhD, is the Ben May Distinguished Professor in the Mitchell College of Business at the University of South Alabama. He is also a speaker, consultant, and entrepreneur. He’s the author of *Share*, *Don’t Take the Lead* and the editor of *The Drucker Difference* and *Shared Leadership*.

MOE CARRICK • CAMMIE DUNAWAY

Fit Matters

How to Love Your Job

Practical guide for job hunters or employees at any career stage offers useful advice, tools, and exercises to help them find the job they'll love.

"Fit Matters offers hope, inspiration, and practical tools for finding joy, meaning, and engagement at work." — Daniel Pink

HOW CAN INDIVIDUALS DISCOVER a job that really matches their needs? A job that provides meaning to their lives? Thought-provoking and practical, *Fit Matters* helps readers evaluate the fit between their needs and their current or prospective employer, assess what they need to thrive at work, and develop options if they find themselves in a company or job where they don't fit well.

The book is a perfect complement to the bestselling titles offering career advice – it's the only book to address the importance of fit between employees and organizations.

Amazon
Bestseller
Job Hunting

MOE CARRICK is Principal/Founder of Moementum, a Certified BCorp and consulting firm. Her client portfolio includes REI, Prudential Financial, Nike, The Nature Conservancy, Nintendo, and others. Moe is Certified as a Coach, Sr. Professional in Human Resources, DiSC Practitioner, and Daring Way Facilitator.

CAMMIE DUNAWAY is a global chief marketing officer, brand consultant, and board member. Previously she was U.S. President and Global Chief Marketing Officer of KidZania, EVP of Sales and Marketing at Nintendo, and Chief Marketing Officer at Yahoo! She sits on the boards of Nordstrom Bank, Red Robin, and Marketo.

Fit Matters offers hope, inspiration, and practical tools for finding joy, meaning, and engagement at work.
— Daniel Pink, author of *Drive* and *To Sell Is Human*

FIT MATTERS

HOW TO LOVE YOUR JOB



MOE CARRICK
CAMMIE DUNAWAY

Foreword by Pat Wadors, SVP Global Talent Organization, LinkedIn

OF NOTE

- Authors speak extensively, including TedX and SXSW
- First book to address fit from the employee's perspective rather than the organization's perspective
- A how-to book offering useful tools and exercises to help readers assess their work fit
- Based on unique primary research and real-world examples drawn from firsthand interviews

Website: moementum.com

Twitter: [@Moementum_inc](https://twitter.com/Moementum_inc)

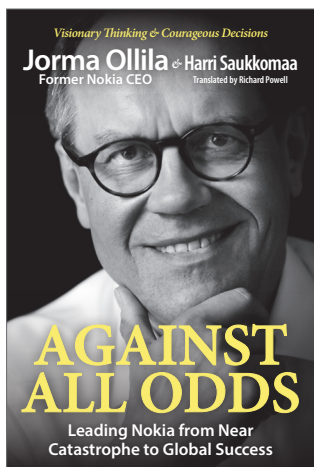
Twitter: [@cwd8](https://twitter.com/cwd8)

SPRING 2017

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264 PAGES • 6 × 9

CAREERS/
PERSONAL SUCCESS

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OF NOTE

- Author, former Nokia CEO, is one of Europe's premier business leaders
- Delivers one of the best "insider" accounts of a Global 2000 firm ever written
- Translated into English for the first time – Finnish edition sold more than 40,000 copies

FALL 2016
978-1-938548-70-3
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AUTOBIOGRAPHY/
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JORMA OLLILA • HARRI SAUKKOMAA

Against All Odds

Leading Nokia from Near Catastrophe to Global Success

Nokia's legendary CEO presents a riveting account of the company that created the global mobile revolution

IN THIS COMPELLING MEMOIR, Nokia's legendary CEO Jorma Ollila presents a riveting story of the company that created the global mobile revolution. CEO from 1992 to 2006, Ollila led Nokia from near catastrophe to become the world's leading mobile phone manufacturer.

Readers will follow Ollila's personal and professional journey, learning about the fine line between stratospheric success and disastrous failure. His stories are filled with lessons about the nature of leadership, the importance of shared values, and the need for strategic thinking.

Ollila offers a clear picture of life as a CEO, with many insights into how business is conducted at the highest levels. He offers poignant and illuminating stories of hair-raising risks and huge successes, but also of poor judgment and bad decision-making.



BRONZE AWARD
WINNER

JORMA OLLILA was Nokia's CEO from 1992 to 2006 and Chairman from 1999 to 2012. He was Chairman of Royal Dutch Shell from 2006 to 2015 and Chairman of the European Round Table of Industrialists from 2005 to 2009. He is currently an Advisory Partner at investment bank Perella Weinberg Partners. He is an Honorary Fellow of the London School of Economics and holds honorary doctorates from the University of Helsinki, the Helsinki University of Technology, and the University of Vaasa.

HARRI SAUKKOMAA is a distinguished journalist, entrepreneur, and author of several nonfiction books.

BOBBI REBELL

How to Be a Financial Grownup

Proven Advice from High Achievers on How to Live Your Dreams and Have Financial Freedom

Foreword by Tony Robbins, Bestselling Author

Candid stories from some of the biggest names in business guide readers in making important financial decisions

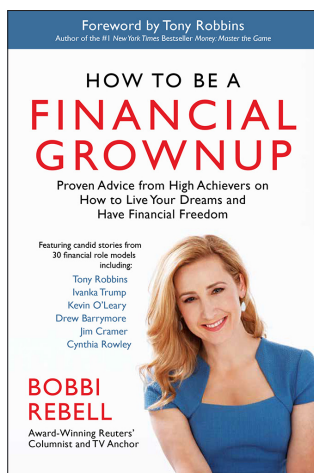
BOBBI REBELL taps into her exclusive network of business leaders to share stories of financial lessons they learned early in their lives that helped them become successful. She then uses these stories as jumping off points to give readers actionable advice on how they can be financial grownups, too. Thirty role models include:

- o Author Tony Robbins
- o Entrepreneur Drew Barrymore
- o Shark Tank's Kevin O'Leary
- o Mad Money's Jim Cramer,
- o Designer Cynthia Rowley
- o Macy's CEO Terry Lundgren
- o Zillow's CEO Spencer Rascoff
- o PwC's CEO Bob Moritz

Readers will get invaluable financial advice on real estate, investing, debt management, careers, friends and money, family finances, and even health and wellness. The book will appeal to young people, but also to anyone interested in new ideas to better manage their finances.

BOBBI REBELL is an award-winning TV anchor and personal finance columnist, most recently at Thomson Reuters, the largest news organization in the world. She was formerly a reporter at PBS (Nightly Business Report) and held various producer positions at CNN and CNBC. She is a graduate of the University of Pennsylvania and has a Certificate in Financial Planning from New York University.

Amazon
Bestseller
Wealth
Management



OF NOTE

- Author, a TV anchor and columnist, is seen and read by millions in places like *Yahoo Finance*, *CNBC*, *Time*, *New York Times*, *USA Today*, *Fox News*, etc.
- Fascinating stories include a sex scandal, battles with cancer, tales of living out of a car, and a childhood so poor even food was uncertain
- Stories supported with advice from author and numerous financial experts

Website: financialgrownup.com

Twitter: @bobbirebell

Twitter: @fingrownup

FALL 2016

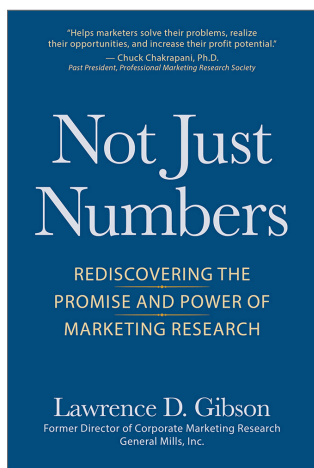
978-1-938548-66-6

HARDCOVER \$24.95

216 PAGES • 6 × 9

PERSONAL FINANCE/
PERSONAL SUCCESS

WORLD RIGHTS



OF NOTE

- Author, former Director of Corporate Marketing Research at General Mills, is a preeminent thought leader in marketing research
- Provocative book challenges marketers to change the way they do marketing research to be consistently successful

LAWRENCE D. GIBSON

Not Just Numbers

Rediscovering the Promise and Power of Marketing Research

Former General Mills marketing research director shows marketers how to change the way they do marketing research to become more consistently successful

“Should be required reading for all marketing managers and marketing researchers.” — *Michael J Etzel, Emeritus Professor of Marketing, University of Notre Dame*

IN THIS PROVOCATIVE AND INSIGHTFUL BOOK, highly regarded marketing research expert Lawrence Gibson argues that the multibillion-dollar marketing research industry has largely failed. The book shows why and how it must change. Gibson asserts that businesses need a different way of looking at marketing research, both more scientific and more practical, to help solve marketing problems and capitalize on marketing opportunities.

The logical steps required to do marketing research right are simply and clearly described in the book. Cases from the author's experience show how his problem-solving approach has worked in real-world situations and demonstrate the dramatic sales and financial gains produced when marketing research is properly designed and used.

LAWRENCE GIBSON was Director of Corporate Marketing Research at General Mills for 20 years, a consultant to major corporations such as General Motors, Amoco, and Motorola, and a board member of the American Marketing Association. He was a Trustee of the Marketing Science Institute and has chaired The Conference Board's Marketing Research Council and the Association of National Advertisers' Research Committee.

FALL 2016

978-1-938548-62-8
HARDCOVER \$29.95
240 PAGES • 6 × 9

MARKETING/
MARKETING RESEARCH
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MARK C. DELUZIO

Turn Waste Into Wealth

How to Find Cash in Every Corner of the Company

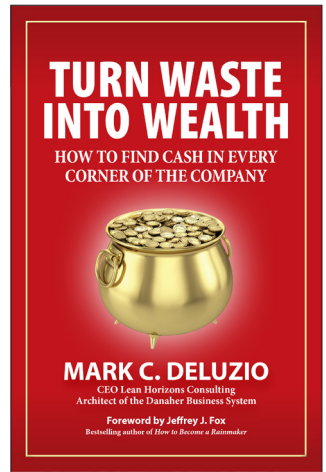
Foreword by Jeffrey J. Fox, Bestselling Author

Pre-eminent Lean thought leader shows CEOs and other business leaders why Lean is the modern way to run any organization

“Mark DeLuzio’s readable and mind-opening book on how to become a Lean company is simple, understandable, and . . . actionable. He makes lean easy. Read any chapter – nearly any sentence – and get an instant idea on how to improve your organization.”
— *Jeffrey J. Fox*

CASH IS LYING AROUND EVERYWHERE in companies. It’s piled to the ceilings in warehouses and on shelves, hiding in plain sight as inventory. It litters administrative offices, disguised as incorrect invoices, late billings, incomplete forms, input errors, sloppy requests from salespeople. All that cash is retrievable, bankable – available for re-investment. *Turn Waste into Wealth* offers hard-hitting tips and numerous case histories to help readers get that cash by turning their organizations into Lean companies.

MARK DELUZIO is the CEO of Lean Horizons Consulting. Prior to founding Lean Horizons, he was Corporate Vice-President of the Danaher Corporation, where he was the principle architect of the vaunted Danaher Business System, the primary reason for that company’s decades-long, world-class performance. Mark is the pre-eminent thought leader in the Lean industry, noted for numerous Lean innovations. In 2007 he was inducted as a Life Member of the Shingo Prize Academy (the Lean Hall of Fame). He is a popular speaker sought by corporations, conferences, and noted higher-learning institutions.



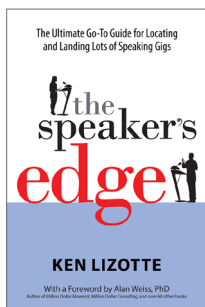
OF NOTE

- Author is a pre-eminent thought leader in Lean management and a Life Member of the Shingo Prize Academy (Lean Hall of Fame)
- Engaging, easy-to-read introduction to Lean aimed at CEOs and senior leaders

SPRING 2016

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WORKPLACE CULTURE
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PUBLIC SPEAKING
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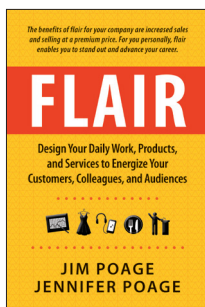
KEN LIZOTTE

The Speaker's Edge

The Ultimate Go-To Guide for Locating and Landing Lots of Speaking Gigs

Speakers for business and nonprofit events are sought every day by meeting planners and program directors. *The Speaker's Edge* shows readers how to land these engagements, especially ones that pay. It covers all the conventional means for locating and winning speaking engagements as well as innovative tactics practiced by veteran speakers.

KEN LIZOTTE is Founder and Chief Imaginative Officer of Emerson Consulting Group. A Certified Management Consultant, he is the author of *The Expert's Edge* and four other books.



978-1-938548-39-0
PAPERBACK \$24.95
248 PAGES • 6 × 9
BUSINESS SKILLS
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JIM POAGE • JENNIFER POAGE

Flair

Design Your Daily Work, Products, and Services to Energize Your Customers, Colleagues, and Audiences

Readers discover how to add WOW! to their work to increase sales as well as advance their careers. The book also focuses on incorporating flair into daily work – into analyses, reports, presentations, and meetings. It applies to all size businesses, teams, and all individuals.

JIM POAGE, PhD, is CEO of JLP Performance Consulting. Jim holds a PhD from Harvard. **JENNIFER POAGE** has been an apparel technical designer for Reebok and adidas and is now pursuing an MA at the London College of Fashion.



978-1-938548-48-2
PAPERBACK \$19.95
224 PAGES • 6 × 9
SMALL BUSINESS
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KALYNN AMADIO

The Boomer's Ultimate Guide to Social Media Marketing

Learn How to Navigate the Digital Highway

Readers learn how to use social media to help them build a thriving business. Written like a travel guide, the book gives readers an overview of six social media destinations they should visit, important insider tips to make their stay more enjoyable, and suggested itineraries to make travel easier as they become acclimated to the new environment.

KALYNN AMADIO – author, speaker, engineer, and entrepreneur – is the host of ACT LOCAL Marketing for Small Business podcast and Principal of Ikalyonn, LLC, a digital marketing consulting, training, and coaching firm.

KIMBERLY JANSEN

Demystifying Talent Management

Unleash People's Potential to Deliver Superior Results

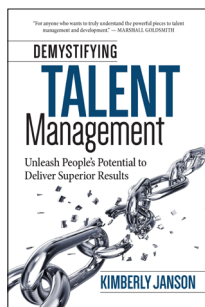
Addressing performance, development, coaching, and more, Jansen reveals how stakeholders view the elements of people management, what they need from each element, what conflicts arise that limit people's potential, and how to manage the conflicts.

Axiom Business Book Award Winner – Human Resources

KIM JANSON is CEO of Janson Associates, formerly the Chief Talent Management Officer at H. J Heinz and an SVP at Bank of America.



BRONZE AWARD
WINNER



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HUMAN RESOURCES
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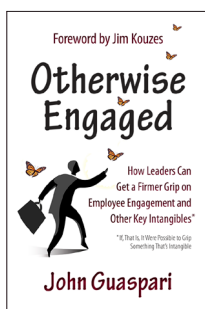
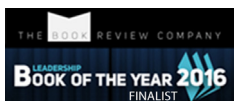
JOHN GUASPARI • FOREWORD BY JIM KOUZES

Otherwise Engaged

How Leaders Can Get a Firmer Grip on Employee Engagement and Other Key Intangibles

"An engagingly funny fable that John Guaspari uses to guide the reader to answer the profoundly serious question posed by the book – Why do employee engagement activities often fail? ... Thought-provoking and charming." — *Jim Kouzes*

Leadership Book of the Year 2016 Finalist



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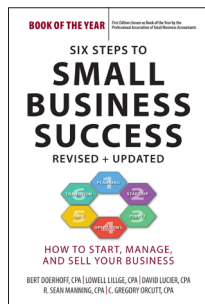
BERT DOERHOFF • LOWELL LILLGE • DAVID LUCIER • R. SEAN MANNING
• C. GREGORY ORCUTT

Six Steps to Small Business Success, Revised and Updated

How to Start, Manage, and Sell Your Business

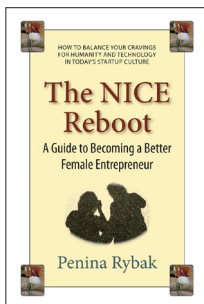
Five seasoned CPAs provide practical advice, step-by-step guidance, and proven ideas for entrepreneurs ready to embark on the exciting journey of starting and managing a successful business.

First edition won the Professional Association of Small Business Accountants' Book of the Year Award



BERT DOERHOFF, CPA, LOWELL LILLGE, CPA, DAVID LUCIER, CPA, R. SEAN MANNING, CPA, and C. GREGORY ORCUTT, CPA, all operate their own financial services firms.

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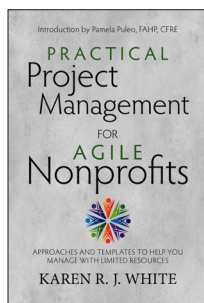
PENINA RYBAK

The NICE Reboot

A Guide to Becoming a Better Female Entrepreneur

The NICE Reboot is for female entrepreneurs who are trying to juggle work, family, personal growth, and satisfaction with their lives. The book is filled with practical strategies to increase readers' business and technology IQs and hyperlinks to more than 500 resources.

PENINA RYBAK is the CEO of Socially Speaking™ LLC, an educational technology consulting firm. She holds an M.A. from New York University and is a licensed and certified Teacher of the Speech and Hearing Handicapped.



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KAREN R.J. WHITE • INTRO BY PAMELA PULEO, FAHP, CFRE

Practical Project Management for Agile Nonprofits

Approaches and Templates to Help You Manage with Limited Resources

"Whether you're an executive, a development officer, or a volunteer, this book is a must read to ensure the successful planning of your next project." — *Bethany V. Sullivan*

Axiom Business Book Award Winner – Philanthropy/Nonprofits

KAREN R.J. WHITE, PMP, is a Fellow of the Project Management Institute, adjunct lecturer at New England College, and the author of *Agile Project Management*.



BRONZE AWARD
WINNER

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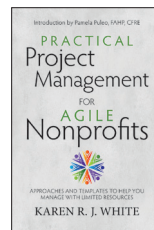
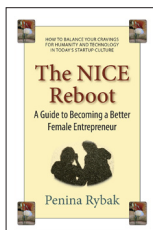
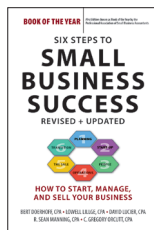
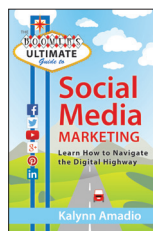
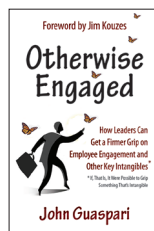
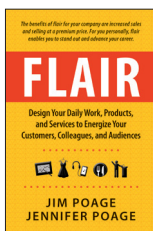
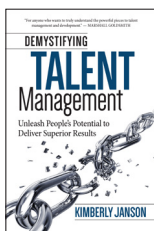
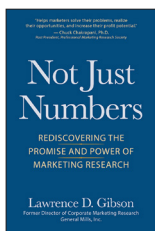
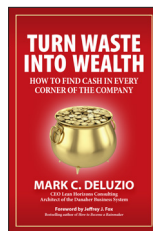
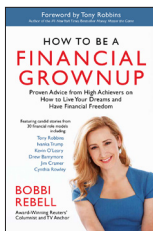
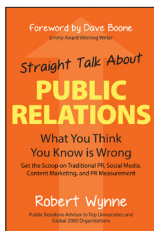
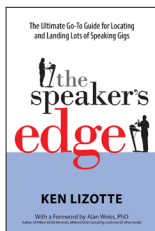
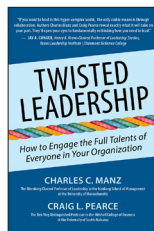
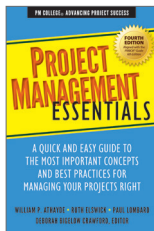
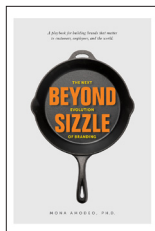
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