



RussoRights

# FALL RIGHTS GUIDE

New, Recent, & Bestselling Publications

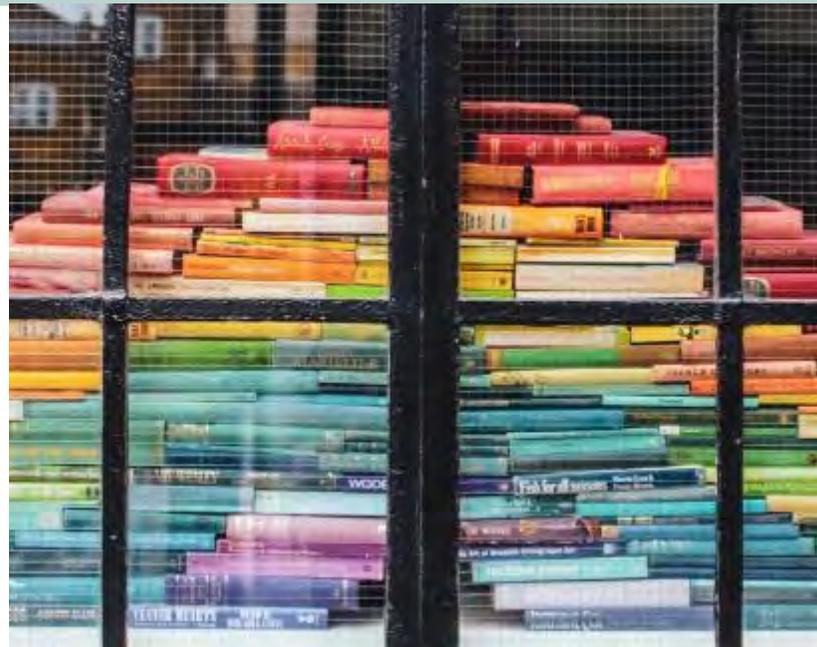


## **RussoRights delivers compelling content from innovative publishers to the wider world**

With more than 30 years' experience in business and education publishing, RussoRights helps publishers manage their rights business to create revenue streams they never knew existed. Our keen understanding of today's digital landscape and content rights and licensing ensures our clients achieve their business goals.

### **BUSINESS & PERSONAL DEVELOPMENT**

- 3 Association for Talent Development (ATD)**
- 9 Society for Human Resource Management (SHRM)**
- 12 ClydeBank Media**
- 15 Art of Productivity**
- 16 Maven House Press/Trainers Publishing House (TPH)**
- 17 Oldtown Publishing**
- 18 TCK Publishing**



### **EDUCATION & TEACHER PROFESSIONAL DEVELOPMENT**

- 19 Association for Supervision & Curriculum Development (ASCD)**
- 23 National Science Teaching Association (NSTA)**
- 26 Times 10 Publications (x10)**

INFO@RUSSORIGHTS.COM



## The healthcare system urgently needs talent development professionals and their expertise.

Effective talent development is the thread that weaves through an entire healthcare organization to ensure it is up to standard with latest practices in treating patients while providing a safe and engaging environment for staff. The ATD *Talent Development and Training in Healthcare Handbook* addresses the many opportunities and challenges TD professionals face in the growing and rapidly changing healthcare space.

TD professionals have the unique role of tying together organizational and employee advancement in healthcare systems—and likewise, this handbook dives into areas for both business and professional evolution. It covers six key themes across 26 chapters: learning and development basics, organizational development, employee development, business acumen for the health system, digital transformation and literacy, and patient-centric care.

Written by 25 fellow healthcare practitioners with extensive experience in the field—from nurses, physicians, and administrators to instructional designers, chief learning officers, technology experts, and leaders across the industry—this book will help talent development professionals maximize the impact of their work to improve healthcare professionals’ abilities to deliver the best care possible to their patients.

ISBN: 9781952157561 | (November 2021) 7" x 9", 602 pages | Price: \$89.99  
Audience: Healthcare leaders, talent development professionals, trainers, managers

## NEW! ATD SOFT SKILLS SERIES

**The world of work is changing.** Employees of the future will spend more time on activities such as managing people, applying expertise, and communicating with others. More than ever, soft skills are being recognized as a premium. Enter talent development. TD professionals will play a unique role in addressing the increasing demand for soft skills. But how can TD professionals expect to develop future employees in these soft skills if they’re not developing their own? This new series shows TD professionals how to improve their own interpersonal and intrapersonal skills—to be more adaptable, self-aware and empathic, creative, team-oriented and collaborative, and influential and persuasive—which will ensure that they are ready to help the people and organizations they serve.

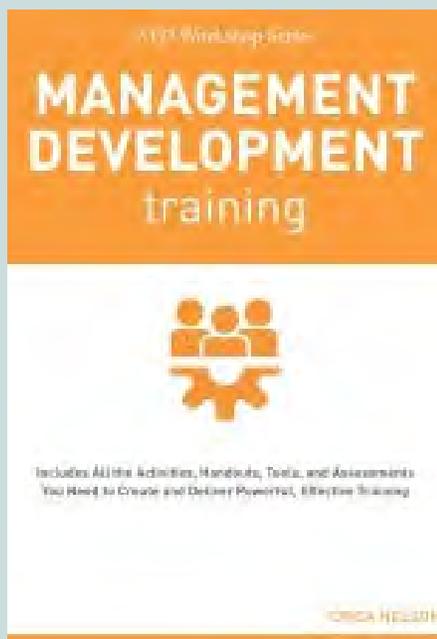
**The TD professionals’ self-help resource for developing mission-critical soft skills.**



September–November 2021 | 6" x 9", 132–184 pages | Price: \$14.99 | Audience: Trainers, managers, talent development professionals

ATD WORKSHOP SERIES

The **ATD Workshop Series** is written for trainers by trainers. Each book includes all the activities, handouts, tool, presentation slides, and assessments trainers and managers of all expertise levels need to create and deliver powerful, effective training. The individual topics include training on change management, coaching, communication skills, customer service, emotional intelligence, facilitation skills, leadership, new employee orientation, new supervisor, presentation skills, project management, and time management.



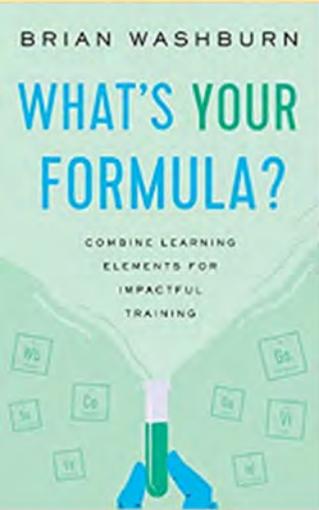
Develop winning managers—the heart of the team.

Frontline managers are an organization’s first level of management: the “people managers” across its business operations and functions. Developing frontline managers is key to an organization’s overall health and prosperity. This new book in ATD’s successful Workshop Series offers trainers of all expertise levels the tools and strategies necessary for delivering powerful professional development training for frontline managers.

Through *Management Development Training*, training facilitators can apply ATD’s research-based ACCEL Model—a management framework that includes five core skills necessary for managerial success (accountability, collaboration, communication, engagement, and listening and assessing) to take new and experienced managers beyond their roles as the centers of their teams to the powerful roles as the hearts of their teams. This workshop volume demonstrates how the development of these skills can help managers positively impact every member of their team.

ISBN: 9781952157646 | (June 2021) 8-1/2” x 11”, 200 pages | Price: \$74.99  
Audience: Executives, leaders, managers, HR & talent management professionals

INFO@RUSSORIGHTS.COM



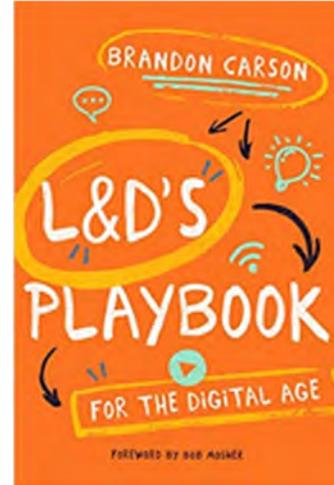
### Your periodic table of learning elements.

This simple yet elegant periodic table of learning elements helps trainers create effective training programs by using the right balance of adult learning theory, available technology, intuitive tools, proven practices, creativity, and risk. From critical gas-like elements (like the air we breathe; think instructional design or visual design); to radioactive elements (powerful and dangerous yet commonly used; think PowerPoint), this guide shows how to navigate the pitfalls and choices involved in creating engaging learning experiences.

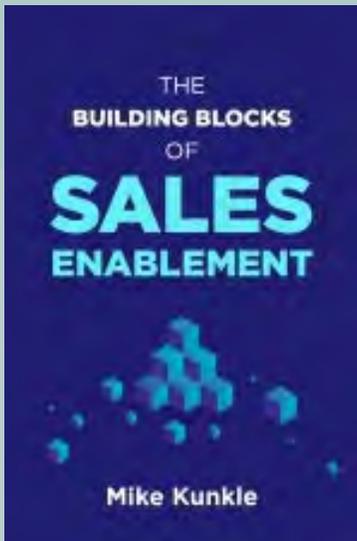
ISBN: 9781952157479 | (June 2021) 6" x 9", 200 pages | Price: \$29.99  
Audience: Trainers, instructional designers, talent development professionals

### Build a modern learning and development team.

It's time for L&D to take a more proactive role in workforce development by creating a new framework for developing employee skills and capability. In fact, L&D needs a new playbook to navigate the radical and complex transformation the digital age demands. Brandon Carson walks through how to create this playbook to build alignment across the team and with stakeholders—whether it's restructuring, new skilling, or rescoping—by being flexible as business needs change.



ISBN: 9781952157585 | (July 2021) 6" x 9", 179 pages | Price: \$34.99  
Audience: Chief learning officers, talent development professionals



### The ultimate sales framework for achieving business success.



Sales enablement is now considered a best practice at many sales organizations. In this bestselling book, sales expert Mike Kunkle presents a proven approach to sales enablement that both supports sales talent and achieves true business results. Kunkle lays out an easy-to-follow structure through the concept of building blocks, interconnected by systems thinking and supported by a consistent cadence of training, coaching, and content.

Chapters detail how to use each building block, with reflective questions and guidance for creating your own analysis and tools. The book also includes a chapter on sales onboarding, separate chapters on how to integrate communication and support services, and recommended resources. Impactful sales enablement projects are basically change management initiatives in disguise. Use the building blocks framework to navigate challenges, measure successes, and determine a path forward to improving business outcomes.

ISBN: 9781952157622 | (September 2021) 6" x 9", 200 pages | Price: \$24.99  
Audience: Sales leaders & managers, salespeople, talent development professionals



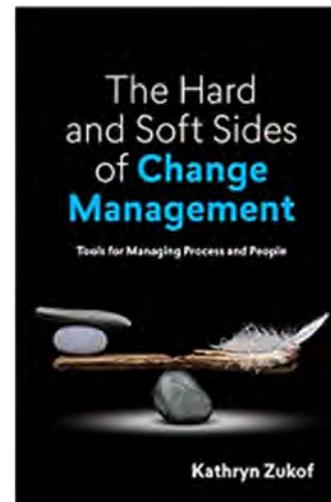
### The gold standard in instructional systems design.

Written by long-time professor and practitioner of instructional design Chuck Hodell, this book provides comprehensive instruction for professors, instructors, and students of instructional systems design (ISD) who seek a professional and proven design method with an academic foundation. He delivers practical guidance with a strong theoretical base to answer the questions of why designers do what they do and focuses on preparing learners for digital learning and adapting in-classroom courses for remote learning.

ISBN: 9781952157127 | (May 2021) 7-1/2" x 9-1/2", 400 pages | Price: \$59.99  
Audience: Instructional designers, trainers, HR & talent development professionals

### Give change initiatives their best chance for positive results.

Change expert Kathryn Zukof offers tools and approaches to help organizations roll out, receive, and manage change effectively. She demonstrates how to deploy sound project management techniques to integrate both the process (the "hard") side and the people (the "soft") side. Her strategies will help employees understand the need and vision for change, so they feel less threatened and more energized by what's ahead.



ISBN: 9781950496877 | (March 2021) 6" x 9", 340 pages | Price: \$32.99  
Audience: Managers, HR & talent development professionals

INFO@RUSSORIGHTS.COM



### Ensure instructional design is based in learning science.

To create effective learning experiences that engage, trainers and instructional designers need to know how learning works and what facilitates and hinders it. Clark Quinn distills the current scope of learning science into this easy-to-read primer that prepares you to design learning experiences that ensure retention over time and transfer to the appropriate situations.

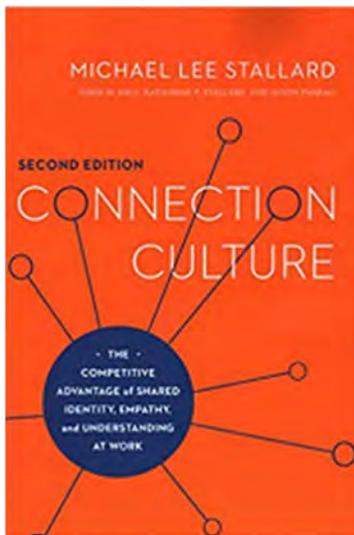
ISBN: 9781952157455 | (April 2021) 5-1/4" x 8", 144 pages | Price: \$21.99  
Audience: Trainers, instructional designers, talent development professionals

### The fix-it guide to training.

Part troubleshooting guide, part introduction to training design and delivery, this book delivers in-the-moment fixes and long-term solutions for common challenges at every stage of the learning and development process. Trainers can pull it out when they're in a predicament, flip to the related challenge listed in the table of contents, and find immediate relief. Better yet, new trainers will discover tips and strategies to proactively avoid the crises they face. Perfect for the busy trainer, the book offers solutions for more than 40 training challenges.



ISBN: 9781952157165 | (October 2020) 6" x 9", 360 pages | Price: \$34.99  
Audience: Trainers, HR & talent development professionals

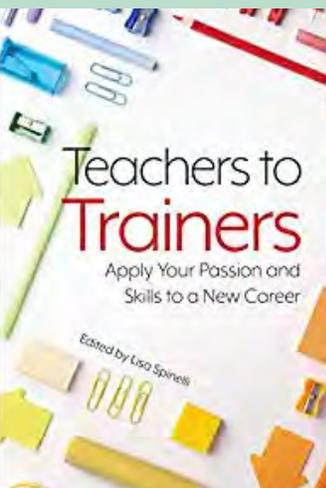


### Tap into the power of human connection.

Creating a thriving organization where employees feel valued, the environment is energized, and high productivity and innovation are the norm requires a new kind of leader who fosters a culture of connection within the organization. This second edition shows how to become that leader—fostering a connection culture; emulating best practices of connected teams; and boosting vision, value, and voice with the organization.

Published in the shadow of the COVID-19 pandemic, the book messages the authors' hope for post-traumatic growth; provides updated, research-supported theories about the relationship of stress and loneliness; and includes new examples and profiles of great leaders communicating during crisis.

ISBN: 9781950496525 | (September 2020) 6" x 9", 256 pages | Price: \$18.99  
Audience: Executives, managers, coaches, talent development professionals



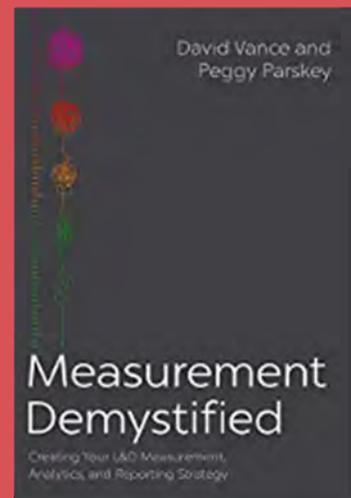
### Teachers make great trainers.

Schoolteachers who are passionate about learning but thinking about making a career change will find this new guide a valuable resource to explore career opportunities in the growing industry of talent development. In each chapter, former teachers recount the stories of how they made the career switch, describe their current roles, and share resources and tips for success. The book includes a full range of resources to support the journey, including skills assessments, worksheets, descriptions of certifications and certificate programs, and print and online reading recommendations.

ISBN: 9781952157141 | (October 2020) 6" x 9", 206 pages | Price: \$19.99  
Audience: Teachers, trainers, HR & talent development professionals

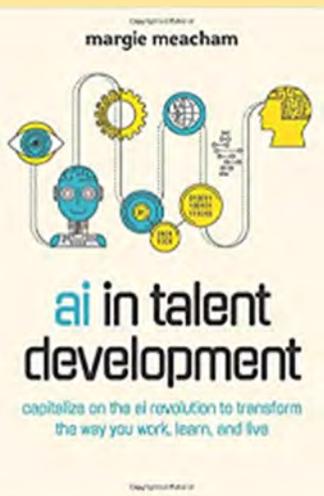
### Groundbreaking framework for measuring & reporting.

Most people find measurement, analytics, and reporting daunting—and learning and development (L&D) professionals are no different. This much-needed book breaks new ground with a framework to simplify the discussion of measurement, analytics, and reporting for talent development practitioners. This method works for large and small organizations. Even for an L&D staff of one or two, the guidance remains the same: Start small and grow.



ISBN: 9781950496891 | (November 2020) 6" x 9", 432 pages | Price: \$32.99  
Audience: Chief learning officers, managers, HR & talent development professionals

INFO@RUSSORIGHTS.COM



### Join the AI revolution in learning.

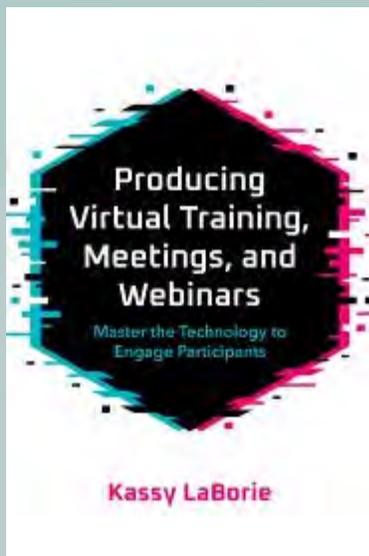
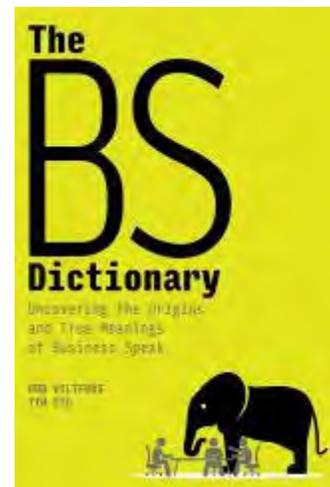
Learning technology expert Meacham describes the benefits, uses, and risks of AI technology and offers practical tools to strengthen and enhance learning and performance programs. She demonstrates how we can be more productive by using a robot “assistant,” creating a chatbot for specific tasks (such as a new manager bot, a sales coach bot, a new employee onboarding bot), or building personalized coaching tools from AI-processed big data.

ISBN: 9781950496310 | (December 2020) 6” x 9”, 144 pages | Price: \$22.99  
Audience: Trainers, instructional designers, talent development professionals

### A guide to decode & master business speak.

“Business Speak” has invaded board rooms, marketing meetings, and everyday business communications. Do you yearn for a book to disambiguate the common language of your job? The authors offer researched and documented entries for a full etymology of favorite phrases. Author, correspondent, and business consultant Wiltfong is the winner of a Peabody, several Emmys, and the prestigious Edward R. Murrow Award and a veteran of The Daily Show with Jon Stewart.

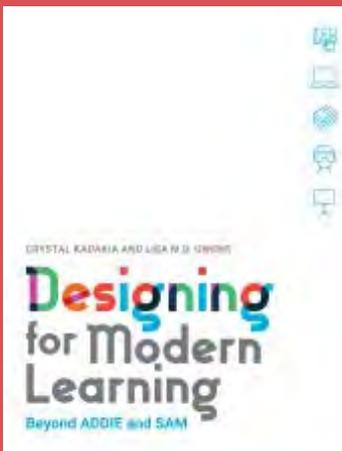
ISBN: 9781950496167 | (April 2020) 5-1/4” x 7-1/2”, 340 pages | Price: \$19.99  
Rights sold: Chinese (traditional)



### Master the production of virtual events and improve engagement.

Go-to training expert LaBorie delivers the knowledge and skills needed to produce virtual events that are engaging and productive—from how to prepare the technology and content beforehand to how to run everything smoothly. Using examples from and discussing differences among common virtual conferencing platforms such as Adobe Connect, Blackboard, Zoom, Webex, GoTo suite, and Microsoft Teams, she offers a plan of action for conquering just about any platform and troubleshooting potential problems. This book examines typical platform features (audio, webcam, chat, screen share), advanced interaction methods (polling, breakouts, Q&A), and administration and logistics elements (logins, session scheduling, reports). Through stories, templates, checklists, and examples, LaBorie shares about her 20-plus years of engaging participants successfully in thousands of virtual events and gets professionals up to speed in no time.

ISBN: 9781950496259 | (December 2020) 6” x 9”, 228 pages | Price: \$32.99  
Audience: Subject matter experts, managers, talent development professionals



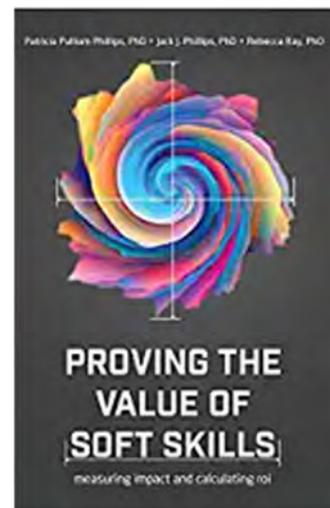
### Learning design meets the digital revolution.

This practical book introduces a new five-step model for training design that meets the needs of modern learning. The authors share stories of business leaders, learning professionals, and learners who have successfully adopted the model and altered organizational mindsets to meet the needs of modern learners and their organizations. Included are how-to features, tools, and “in practice” sections.

ISBN: 9781950496655 | (June 2020) 7-1/2” x 9-1/2”, 184 pages | Price: \$34.99  
Audience: Instructional designers, trainers, HR & talent development professionals

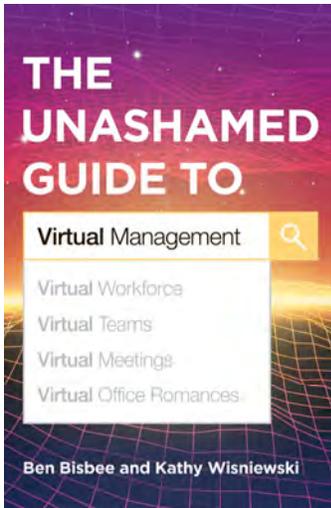
### Show the value of soft skills programs.

Soft skills have more to do with who people are than what they know. In the workplace, soft skills complement hard skills, which refer to a person’s knowledge and occupational skills. For years, it was thought that only hard skills could be measured. This book reveals how to use the ROI Methodology to show the impact and ROI of soft skills programs. Workers with good soft skills can help companies achieve higher levels of efficiency and productivity. Now you can prove it.



ISBN: 9781950496631 | (August 2020) 7” x 10”, 328 pages | Price: \$39.99  
Audience: Executives, talent development professional, chief learning officers

INFO@RUSSORIGHTS.COM



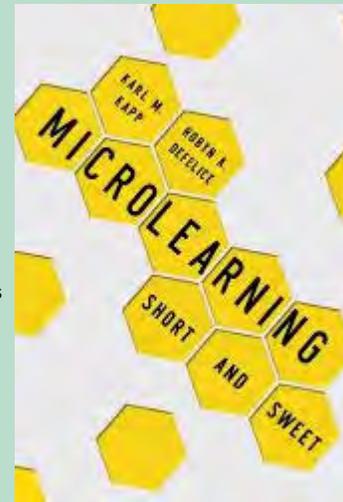
## Manage virtual teams for maximum results.

What happens when a virtual manager needs actual day-to-day support around issues such as handling office romance and doing laundry on the job, as well as more traditional issues like onboarding, performance reviews, and scheduling? This practical guide addresses the unanswered and critical questions of how to manage virtual teams to achieve maximum results with advice on more than 30 topics that handle unexpected situations.

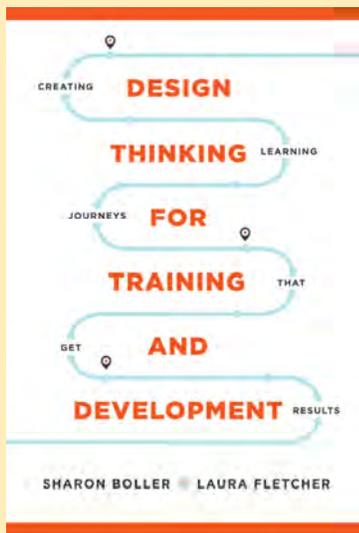
ISBN: 9781949036558 | (October 2019) 5-1/4" x 8", 248 pages | Price: \$19.99  
Audience: Virtual managers, HR & talent development professionals

## The how, when, and why of microlearning.

What is microlearning? A text message? A video? How long should it be? Can you just "chunk" a longer course into smaller pieces? Find the answers to these questions and more in this concise, first-of-its-kind resource. Gleaning insights from research, theory, and practice, the authors debunk the myths around microlearning and offer tips for putting microlearning into action. Case studies punctuate what works and what doesn't.



ISBN: 9781949036732 | (September 2019) 5-1/4" x 7-1/4", 248 pages | Price: \$24.99  
Rights sold: Arabic, Chinese (simplified)



## Use design thinking to create better learning experiences.

Design thinking is an iterative approach to problem solving that seeks out people with different perspectives, knowledge, skills, and experience and has them work together to create a practical solution for a real-world problem. This new book offers a hands-on approach to using design thinking to create learning that involves getting perspective, refining the problem, ideating and prototyping, testing and refining, and implementing.

Design thinking is about balancing the three forces on training and development programs: learner wants and needs, business needs, and constraints. Learn how to get buy-in from skeptical stakeholders. Discover why taking requests for training, gathering the perspective of stakeholders and learners, and crafting problem statements will uncover the true issue at hand.

ISBN: 9781950496181 | (June 2020) 6" x 9", 180 pages | Price: \$27.99  
Audience: Instructional designers, trainers, HR & talent development professionals



## Develop a personal brand that drives success.

Branding authority William Arruda shows how to define, express, and expand a personal brand as a serious career development strategy. Professionals will learn how to develop, design, and sustain their personal brand throughout the fluid movements of any career and how to be clear about their brand and their unique promise of value so they can increase their success and happiness at work and in life.

ISBN: 9781949036756 | (October 2019) 6" x 9", 232 pages | Price: \$18.99  
Rights sold: Chinese (simplified), Italian, Vietnamese

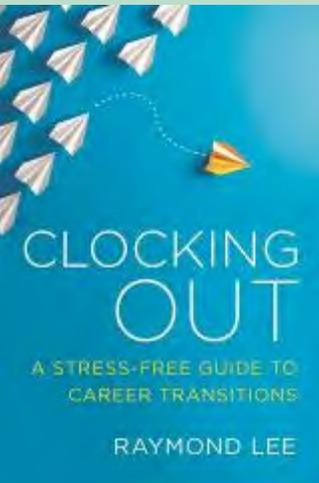
## What talent development professionals need to know to be successful.

To help talent development professionals and their organizations meet the challenges of the future, this guide offers an in-depth look at ATD's Talent Development Capability Model™, a powerful framework to guide the talent development profession in what practitioners need to know and do to develop themselves, others, and their organizations and its components.



ISBN: 9781947308893 | (December 2019) 7" x 10", 128 pages | Price: \$29.99  
Rights sold: Chinese (simplified)

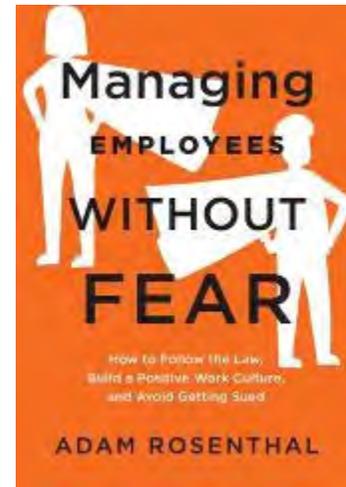
INFO@RUSSORIGHTS.COM



## Take the stress out of career transitions.

Raymond Lee believes that not only is change good but that it is possible to take the stress out of career transitions at any level! He gives readers a fresh way to think about their careers and practical advice to consolidate individual power for meaningful changes and assess choices to make successful transitions. Ten fascinating stories bring to life the key components of effective career transition—choice, mindset, agility, and trust—and highlight how they interplay during a career change.

ISBN: 9781586446543 | (October 2020) 6" x 9", 192 pages | Price: \$29.99  
Audience: Individuals in career transition, managers, HR & personnel professionals



## Build a positive, productive work culture.

From making sense of the pre-hiring process and disciplining employees to creating harassment-free workplaces and uncovering implicit bias, workplace lawyer Adam Rosenthal expertly delivers every manager's comprehensive, go-to practical guide for managing legally compliant workplaces and building a positive, productive, and work cultures along the way.

ISBN: 9781586446642 | (March 2021) 6" x 9", 322 pages | Price: \$34.99  
Audience: HR, personnel, & talent management professionals, managers, executives



## Use the power of conversations to improve performance.

There are three universal truths about traditional performance appraisals. They are widely used, universally despised, and are known to be ineffective. These reasons are cited in the recent spate of announcements from dozens of major corporations who have abandoned their appraisal systems. As a result, many organizations are grappling with what to do instead. They have adopted many interesting and innovative practices, but most are a random collection of activities that are not bound together by a sound theoretical framework.

Grounded in proven management practices, this breakaway bestseller chief human resources officer and performance management expert Christopher Lee offers managers and all HR professionals a powerful tool for regulating and enhancing the performance of their staffs without using conventional appraisals. These techniques will coach employees, improve productivity, and boost confidence.

ISBN: 9781586446697 | (October 2020) 6" x 9", 226 pages | Price: \$29.99  
Audience: HR, personnel, & talent management professionals, managers



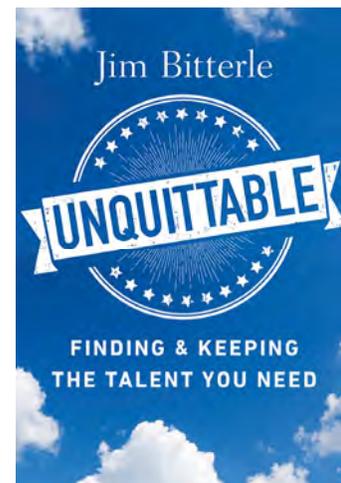
## How HR leaders can harness their influence to lead.

A much-anticipated follow-up to the SHRM best-seller *HR on Purpose!!*, HR thought leader and popular blogger Steve Browne delivers fresh insights on fostering collaboration, building relationships, and building trust in the workplace. His practical advice for HR professionals and business leaders will help them harness their powerful influence to lead their careers and their organizations through the new decade and beyond.

ISBN: 9781586446444 | (July 2020) 6" x 9", 292 pages | Price: \$29.99  
Audience: HR, personnel, & talent management professionals, career counselors

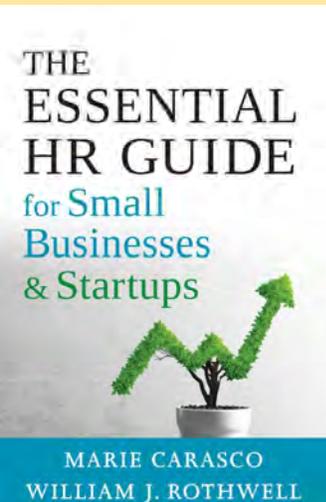
## Find—and keep—the talent you need.

*Unquittable* presents a from-the-trenches guide to the most effective tools, strategies, and processes for attracting, developing, and retaining talent in organizations. Based on the author's work helping hundreds of companies become more talent minded, the hard-won techniques outlined in this book can be adapted for organizations of any size and deliver impressive bottom-line savings with relatively little up-front investment.



ISBN: 9781586446598 | (July 2020) 6" x 9", 192 pages | Price: \$34.99  
Audience: HR, personnel, & talent management professionals, managers, executives

INFO@RUSSORIGHTS.COM



### The HR solution for small businesses and startups.

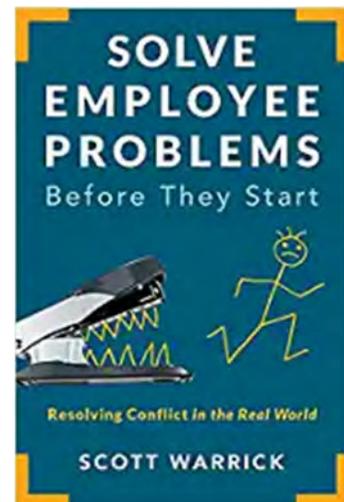
This guide is the perfect desk reference for small businesses and startups without the financial resources to invest in a fully-staffed HR department. It delivers the nuts and bolts of HR essentials, including how to develop policies and best practices, manage and measure performance, and drive engagement. It also provides an overview of legal obligations, risk assessment, and training.

ISBN: 9781586445898 | (May 2020) 6" x 9", 202 pages | Price: \$34.99  
Audience: Small business & startups, managers, personnel management professionals

### Use emotional intelligence to resolve conflict in the workplace.

With compassion, clarity, and conviction, popular speaker and employment law attorney Scott Warrick distills conflict resolution to just three simple moves: Empathic Listening, Parroting, and Rewards (EPR). Because no one can use their EPR skills unless they can control themselves, he shows HR professionals step-by-step how to become emotionally intelligent communicators with the mental toughness critical in resolving conflict.

ISBN: 9781586446291 | (June 2019) 6" x 9", 226 pages | Price: \$27.99  
Audience: HR & personnel management professionals, managers, business leaders

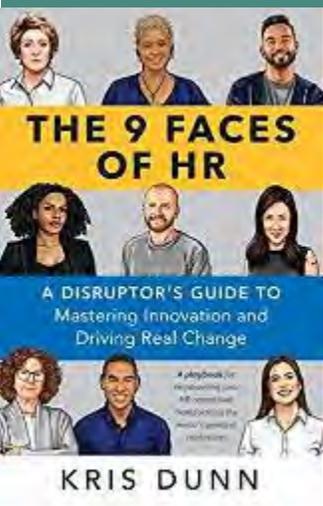


### Practical ways to extinguish burnout.

Who hasn't suffered at one time or another from exhaustion, cynicism, and a lack of effectiveness? But combine them over time and organizations are flirting with a disaster of catastrophic magnitude—burnout. Burnout wipes out the ability to be effective. Left unchecked, burnout has profound and lasting effects on employees and workplace cultures.

Based on extensive research and full of real-world stories and examples, workplace culture experts Rob and Terri Bogue take a deep dive into the signs, sources, and solutions of burnout and deliver an essential resource that helps anyone identify, prevent, and recover from burnout and embark on the journey to thriving.

ISBN: 9781586446345 | (June 2019) 6" x 9", 224 pages | Price: \$25.99  
Rights sold: Chinese (simplified); Vietnamese



### Discover the power of your "HR Face."

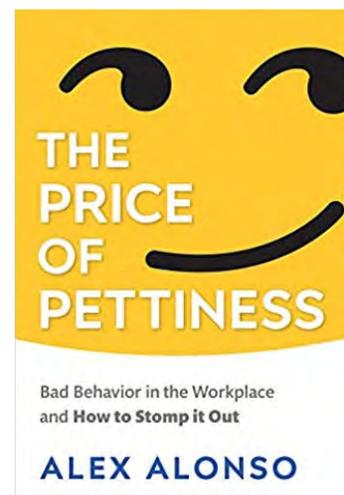
Popular blogger and chief HR officer Kris Dunn presents a hard but compelling reality: Every HR professional on the planet can be classified as one of 9 "Faces" based on their career level and their ability to innovate and drive change. This book's behavioral assessment helps readers quickly identify their own "HR Face" and then reveals career tracks, behavioral markers, ROI, macro-trends driving behavior, and market demand for each face.

ISBN: 9781586445737 | (June 2019) 6" x 9", 224 pages | Price: \$24.99  
Audience: HR & personnel management professionals, managers, business leaders

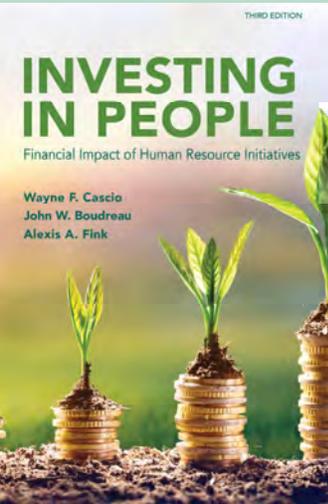
### Stomp out bad behavior in the workplace.

Pettiness limits careers and opportunities on a broad scale and sometimes crosses the line into unquestionably criminal behavior. Based on SHRM research, this groundbreaking book examines the seemingly limitless depths of workplace pettiness—as well as the remarkable heights of creativity it seems to inspire in people—and delivers proven tools anyone can use to spot pettiness and deal with it directly.

ISBN: 9781586446192 | (June 2019) 6" x 9", 176 pages | Price: \$24.99  
Rights sold: Vietnamese



INFO@RUSSORIGHTS.COM



### Invest in what counts most—your people.

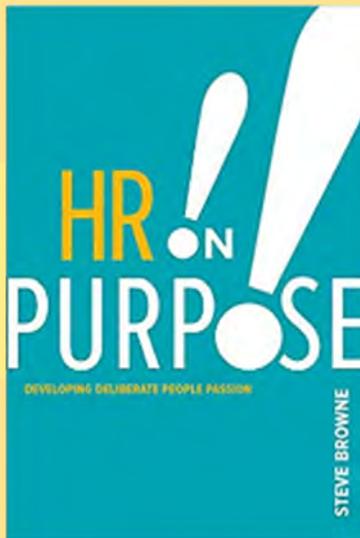
This third edition draws upon state-of-the-art practice and research across disciplines including psychology, economics, accounting, and finance to provide HR professionals and leaders with proven guidelines for evaluating key HR initiatives. It is based on a comprehensive framework that supports strategic linkages between investments in human capital and important business outcomes.

ISBN: 9781586446093 | (June 2019) 6" x 9", 464 pages | Price: \$34.99  
Audience: HR & talent management professionals, managers, business leaders

### The leader's guide to recruiting great talent.

Corporate talent acquisition has been failing for decades, but it doesn't have to. Here, HR executive Tim Sackett uses his 20 years of experience working with Fortune 500 companies presents a proven, practical, and scalable recruiting model for talent acquisition professionals and shows how organizations can build and sustain a great talent acquisition function.

ISBN: 9781586445225 | (April 2018) 6" x 9", 192 pages | Price: \$24.99  
Rights sold: Russian



### Develop deliberate "people passion."

HR thought leader and popular "Everyday People" blogger Steve Browne takes a fresh look at HR through an engaging assortment of real-life examples, insights, and epiphanies and encourages practitioners to drop the preconceptions of what HR should be and instead look to what HR could be. Whether expert or new to human resource management, readers will rekindle their passion for a field that is vibrant and vital and touches the lives of everyone they encounter with *HR on Purpose*!

With humor, enthusiasm, and more than 30 years of experience in human resource management, Browne delivers powerful and practical strategies for developing talent in any organization. He helps HR professionals understand what capabilities are needed to be successful now and into the future and does so in a manner that leaves them excited, inspired, and ready to take action. No matter where readers are in their HR careers, Browne offers a fresh perspective and a challenge to collectively improve their craft. This all-time bestselling volume is also a potent mentoring tool and a constant reminder of the importance of HR in organizations.

ISBN: 9781586444259 | (November 2017) 6" x 9", 152 pages | Price: \$24.99  
Rights sold: Chinese (simplified); Vietnamese



### Master innovation & drive real change.

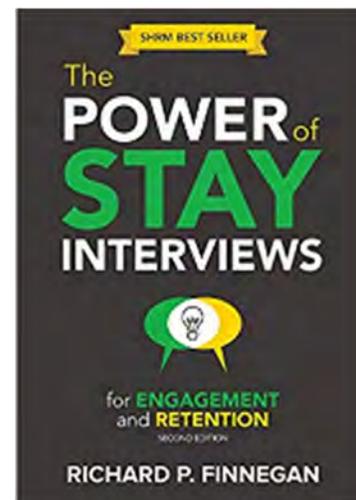
Based on the works of Abraham Maslow, David McClelland, Carl Jung, and Carl Rogers, this groundbreaking book shows how actualized leaders think, feel, and manage differently and provides practical steps and strategies for developing a more actualized approach to leadership. Dr. Sparks defines nine thinking, feeling, and acting traits common to self-actualized leaders and gives readers an opportunity to develop these traits in themselves as they work through the free "Actualized Leader Profile" assessment.

ISBN: 9781586445683 | (June 2019) 6" x 9", 224 pages | Price: \$25.99  
Audience: HR & personnel management professionals, managers, business leaders

### How to keep the very best employees.

In today's volatile business environment, how can organizations keep their best employees? Retention expert Richard Finnegan proposes a proven, proactive approach—the Stay Interview—as a tool to uncover, anticipate, and resolve issues before top talent leaves. One of SHRM's all-time bestselling books, this second edition has been fully updated with brand-new Stay Interview questions and introduces "Finnegan's Arrow"—a potent business-driven strategy for retaining best employees.

ISBN: 9781586445126 | (June 2018) 6" x 9", 128 pages | Price: \$29.99  
Audience: HR & talent management professionals, managers, business leaders



INFO@RUSSORIGHTS.COM

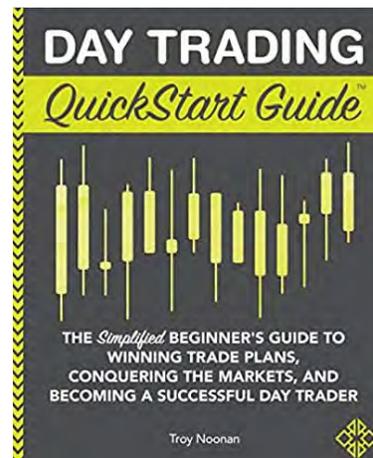
## WHAT EXACTLY IS A *QuickStart Guide*™

A ClydeBank Media *QuickStart Guide*™ is a comprehensive learning companion tailored for the beginner experience. ClydeBank Media books are written by a handpicked group of experts, subject matter authorities, and thought leaders within their respective areas of study. Every guide comes with Digital Assets, free practical educational supplements that improve the learning process. Most important, the contents of the best-selling *QuickStart Guides*™ are simplified and presented in a way that makes learning easy and fast for beginners of all experience levels.

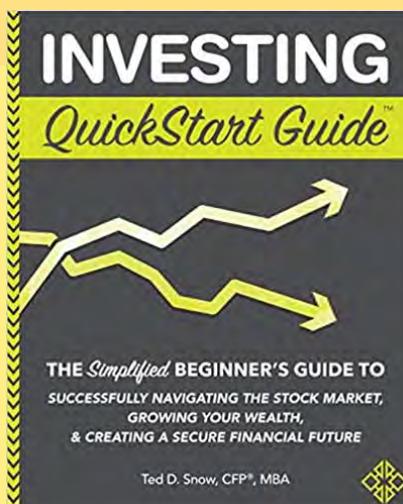
All *QuickStart Guides*™ are available for translation rights in print, ebook, and audio formats.

## Discover the secrets to successful day trading.

*Day Trading QuickStart Guide* smashes the myth that successful day traders are math experts, careless risk junkies, or compulsive gamblers. Using the tactics and enclosed in these chapters, readers learn the exact skills needed to find real success while keeping their risk to an absolute bare minimum.



ISBN: 9781945051814 | (June 2020) 7-1/2" x 9-1/4", 397 pages | Price: \$27.99  
Rights sold: Portuguese, Vietnamese



## Learn how to navigate the market and grow wealth.

The updated second edition of this bestselling guide includes new content on investing technology and more. Newcomers and veterans alike will enjoy the unique and practical vision for investing success offered in the *Investing QuickStart Guide*. Bringing the wisdom of 30+ years in the finance industry to bear, Ted Snow's (CFP, MBA) intrepid but practical asset-allocation investment philosophy is masterfully communicated and highly effective for investors.

*Investing QuickStart Guide* covers:

- Everything you need to know before you make your first trade!
- How to take advantage of opportunities in the market without relying on guesswork!
- How to evaluate and compare stocks and other securities!
- How disciplined approaches to investing can lead to early retirement and financial freedom!
- How national and global economic and geopolitical factors can influence investment prospects!

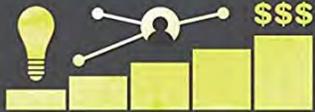
ISBN: 9781945051869 | (November 2021) 7-1/2" x 9-1/4", 200 pages | Price: \$19.99  
Rights sold: German (second edition); Vietnamese (first edition)



INFO@RUSSORIGHTS.COM

## STARTING A BUSINESS

### QuickStart Guide™



THE *Simplified* BEGINNER'S GUIDE TO LAUNCHING A SUCCESSFUL SMALL BUSINESS, TURNING YOUR VISION INTO REALITY, AND ACHIEVING YOUR ENTREPRENEURIAL DREAM

Ken Colwell, PhD, MBA

## The essential blueprint for entrepreneurial success.

What makes or breaks a new business? Learn what the experts know about starting a business the best way. Author Ken Colwell, PhD, MBA, leverages his clear voice, extensive experience, and easy-to-understand presentation to guide entrepreneurs from the very first steps of conceptualizing their venture to winning their first customers, delivering value, and turning a profit.

ISBN: 9781945051821 | (February 2019) 7-1/2" x 9-1/4", 287 pages | Price: 24.99  
Rights sold: Vietnamese

## Make retirement a reward for a lifetime of hard work.

This guide orients the journey to retirement with financially sound money management strategies, practical tips, and a thorough look at what it takes to prepare for a retirement worth looking forward to. Whether retirement is right around the corner or still decades over the horizon, everyone will learn how to prepare for a comfortable, satisfying, and financially secure retirement.

ISBN: 9781636100043 | (February 2021) 7-1/2" x 9-1/4", 283 pages | Price: \$24.99  
Rights available in all languages

## RETIREMENT PLANNING

### QuickStart Guide™



Ted C. Stow, CFP®, MBA

## PERSONAL FINANCE

### QuickStart Guide™



THE *Simplified* BEGINNER'S GUIDE TO ELIMINATING FINANCIAL STRESS, BUILDING WEALTH, AND ACHIEVING FINANCIAL FREEDOM

Morgen B. Rochard, CFA, CFP®, RLP®

## Relieve financial stress & achieve financial freedom.

At a time when so many people feel like money rules their lives, this new book shows how everyone can take control of their finances and build a secure financial future. Author, podcaster, and financial advisor Morgen Rochard CFA, CFP, RLP, shares what it takes to reach financial goals, whatever they may be, in this uncommonly helpful guide to the common money problems we all face. Includes fillable simplified budget spreadsheet and other essential digital assets.

*Personal Finance QuickStart Guide™* shows how to:

- Build a positive money mindset and analyze money habits
- Manage and pay down debt and raise credit score
- Translate dreams into financial reality without restrictive budgeting
- Prepare for big life events like buying a home or saving for college
- Invest without risk and prepare for retirement the smart way

ISBN: 9781945051012 | (October 2020) 7-1/2" x 9-1/4", 353 pages | Price: \$24.99  
Rights sold: Chinese (simplified characters)

## REAL ESTATE INVESTING

### QuickStart Guide™



THE *Simplified* BEGINNER'S GUIDE TO SUCCESSFULLY SECURING FINANCING, CLOSING YOUR FIRST DEAL, AND BUILDING WEALTH THROUGH REAL ESTATE

Symon He, MBA

## Start building your real estate empire today.

In *Real Estate Investing QuickStart Guide*, author, best-selling course instructor, licensed real estate broker, and consultant Symon He lays out the simplest, most practical, straightforward path for new investors eager to ink their first deals and start their journey to building wealth through real estate.

ISBN: 9781945051562 | (August 2020) 7-1/2" x 9-1/4", 313 pages | Price: \$24.99  
Rights sold: Vietnamese

## Proven stress-free tactics to generate income through rental properties.

Few financial opportunities produce passive income streams as enduring and lucrative as the opportunities that come from rental property investment. Use this book to learn how to find, analyze, and acquire profitable rental properties for long-term wealth generation without the drudgery of property management or "landlording."

ISBN: 9781636100081 | (March 2021) 7-1/2" x 9-1/4", 193 pages | Price: \$24.99  
Rights available in all languages

## RENTAL PROPERTY INVESTING

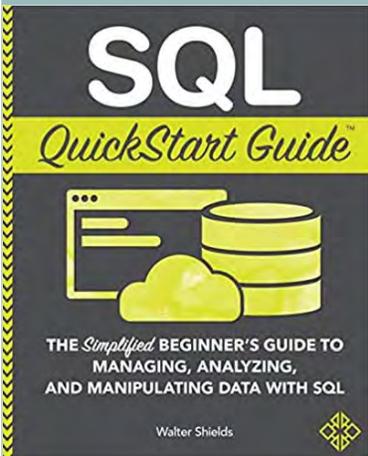
### QuickStart Guide™



THE *Simplified* BEGINNER'S GUIDE TO FINDING AND FINANCING WINNING DEALS, STRESS-FREE PROPERTY MANAGEMENT, AND GENERATING TRUE PASSIVE INCOME

Symon He

INFO@RUSSORIGHTS.COM



Leverage the power of SQL to manage, analyze, and manipulate data.

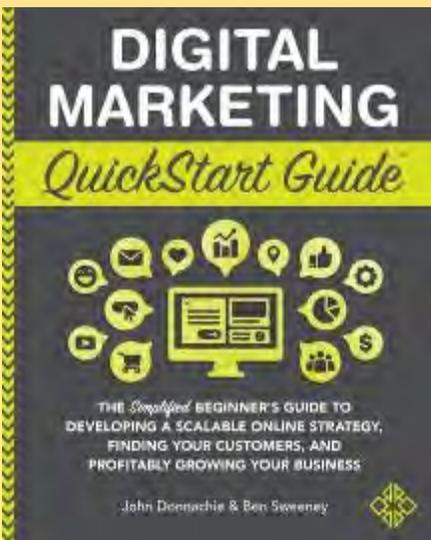
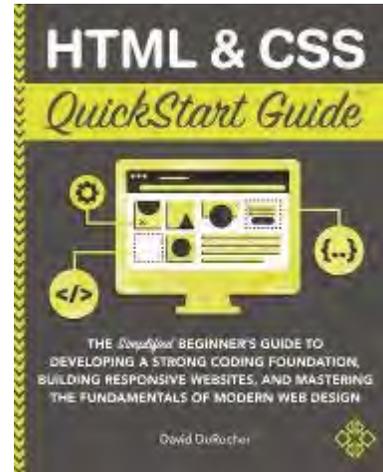
In this comprehensive guide, experienced mentor and SQL expert Walter Shields makes the topic of relational database management accessible, easy to understand, and highly actionable. *SQL QuickStart Guide* is ideal for anyone seeking expand their programming capabilities—even with no prior coding experience!

ISBN: 9781945051753 | (November 2019) 7-1/2" x 9-1/4", 251 pages | Price: \$24.99  
Rights sold: Russian

Harness HTML and CSS fundamentals to create beautiful websites.

Every webpage online today uses HTML markup language. Mastery of HTML/CSS fundamentals is essential for web design and any robust coding skillset. *Fortune 500* tech veteran David DuRocher breaks down HTML5 and CSS3 fundamentals into manageable, practical, and engaging segments designed so that anyone, at any stage of their lives, can learn to code.

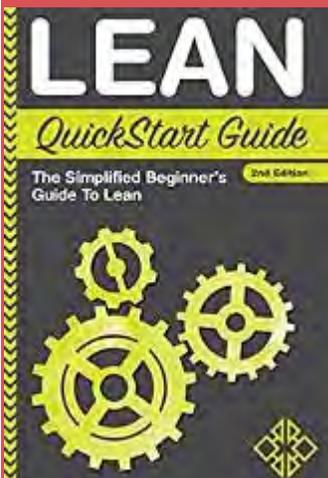
ISBN: 9781636100005 | (January 2021) 7-1/2" x 9-1/4", 361 pages | Price: \$27.99  
Rights available in all languages



Don't leave money on the table—start investing in digital marketing.

Entrepreneurs and small to medium-sized businesses are always looking for ways to grow revenue and reach new customers. What some business owners might not realize is that if they aren't investing in digital marketing, they are leaving a huge amount of money on the table. In *Digital Marketing QuickStart Guide* veteran marketer, consultant, and author Benjamin Sweeney breaks down the exact tools and tactics that any entrepreneur, small business owner, freelancer, or consultant can use to reach new customers and grow their revenue. Starting with a crash course in marketing concepts and moving on to tools, best practices, and proven, actionable strategies to make more money for your business in digital spaces. Specifically written with digital marketing novices in mind, even experienced marketers will find value in these pages!

ISBN: 9781945051098 | (January 2022) 7-1/2" x 9-1/4", 300pages | Price: \$24.99  
Rights available in all languages



Learn how to use the power of Lean.

The Lean approach, developed as part of the Toyota Production System, gives managers and leaders powerful tools to help identify and eliminate waste. With this *QuickStart Guide*, Benjamin Sweeney leaves the jargon and the confusing industry language at the door for a concise self-paced learning journey that is at home on the factory floor as it is in the college classroom. He cuts complex Lean concepts down to size and enhances them with extensive charts, graphs, and instructive illustrations to aid and accelerate the learning process.

ISBN: 9780996366700 | (May 2015) 6" x 9", 162 pages | Price: \$16.99  
Rights available in all languages

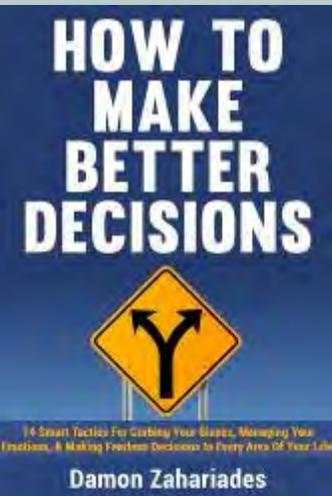
Master Lean Six Sigma to maximize performance and profits.

Lean Six Sigma seeks to combine the best of both Lean manufacturing and Six Sigma approaches. Get up to speed quickly on this powerful methodology with the *Lean Six Sigma QuickStart Guide's* clear, straightforward language that lends itself well to successful self-paced learning. Those new to the Lean Six Sigma program will appreciate its the learning-first approach, and industry veterans will value this guide as an easy reference resource.

ISBN: 9781945051142 | (August 2016) 6" x 9", 198 pages | Price: 16.99  
Rights sold: Vietnamese



INFO@RUSSORIGHTS.COM



Learn how to stop agonizing & start choosing wisely every time!

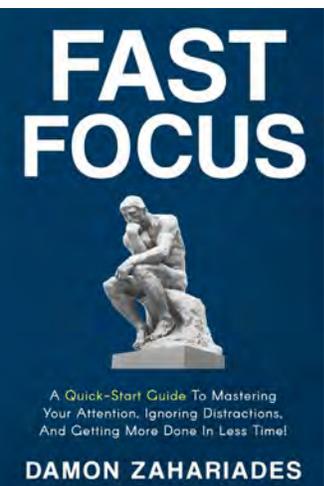
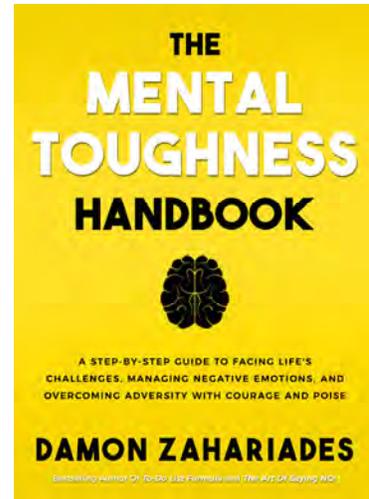
Decisions are difficult—there's a lot at stake. This new book from bestselling author Damon Zahariades shows step-by-step how to make better decisions quickly and confidently with zero regret. He delivers strategies that show how to recognize cognitive biases that sabotage us, create pros-and-cons lists that actually work, avoid information overload, perform a simple paired comparison analysis, and the 10 questions to ask before making any important decision.

ISBN: 9798539142124 | (July 2021) 5-1/2" x 8-1/2", 246 pages | Price: \$10.99  
Rights available in all languages

Discover the secrets to becoming mentally tough.

This handbook offers a practical training program for developing grit and resilience in the face of adversity. It's a crash course complete with exercises designed to strengthen your mind and fortify your resolve. Life is full of setbacks. This book will show you how to bounce back, stand firm, and boldly weather the storm.

ISBN: 9798636821618 | (April 2020) 5-1/2" x 8-1/2", 198 pages | Price: 9.99  
Rights sold: Chinese (simplified & traditional), French, Hindi, Russian, Korean, Vietnamese



Master your attention for maximum productivity.

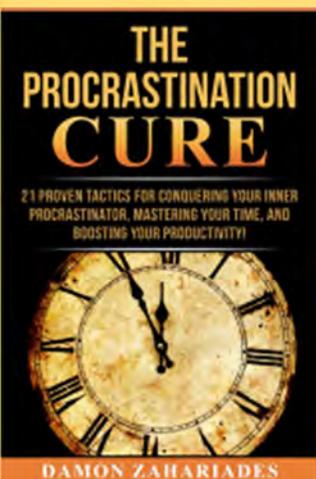
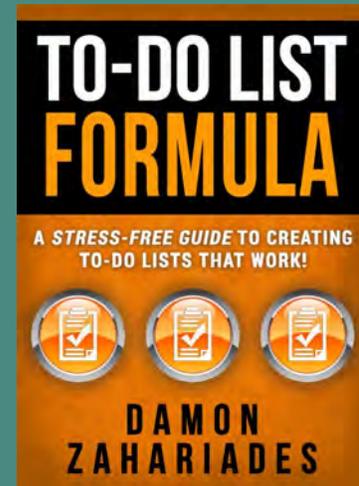
Put simply, distractions prevent you from getting things done. This book shows you how to master your attention and keep distractions at bay. The result? A huge increase in your productivity! This action guide provides a no-nonsense, fast-track blueprint for developing razor-sharp focus. You'll learn how to get "in the zone" whenever you need to so you can concentrate on getting more done—at work, at home, or at play!

ISBN: 9781520488875 | (January 2017) 5-1/2" x 8-1/2", 176 pages | Price: \$9.99  
Rights sold: Arabic, Chinese (simplified), Polish, Vietnamese

Transform your daily to-do lists—with less stress and more results!

Millions of people use to-do lists that set them up for failure. No matter how hard they work, they're left with a laundry list of unfinished tasks at the end of the day. This stress-free guide reveals a simple approach designed to help you organize, manage, and address every task and responsibility in a timely fashion.

ISBN: 9781539438120 | (October 2016) 5-1/2" x 8-1/2", 176 pages  
Rights sold: Arabic, Chinese (simplified & traditional), Korean, Polish, Vietnamese



Proven tactics to cure procrastination.

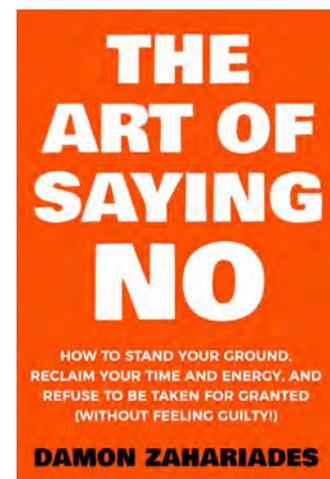
Procrastination can be crippling, but there is help: *The Procrastination Cure*. In this book, Zahariades delivers 21 proven tactics to help you overcome procrastination. You will learn how to start tackling, completing, and crossing off tasks, make quick decisions regarding which projects receive your immediate attention, and finish your work each day with hours to spare!

ISBN: 9781521345474 | (May 2017) 5-1/2" x 8-1/2", 166 pages | Price: \$9.99  
Rights sold: Chinese (simplified & traditional), Polish, Vietnamese

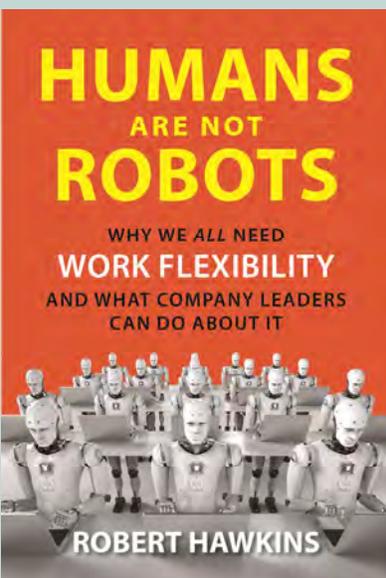
Learn how to stand your ground—without feeling guilty!

*The Art of Saying NO* shows how to set boundaries and gain others' respect. This action guide investigates the reasons we put other people's priorities ahead of our own. It also provides a 10-step strategic guide for turning people down with grace and finesse. This system works whether you're talking to your boss, co-workers, family members, clients, neighbors, or strangers!

ISBN: 9781549572746 | (August 2017) 5-1/2" x 8-1/2", 170 pages | Price: \$9.99  
Rights sold: Arabic, Chinese (simplified & traditional), Czech, Hindi, Italian, Korean, Macdonian, Mongolian, Polish, Portuguese, Russian, Serbian, Vietnamese



MAVEN HOUSE PRESS



Create workspaces where everyone can thrive.

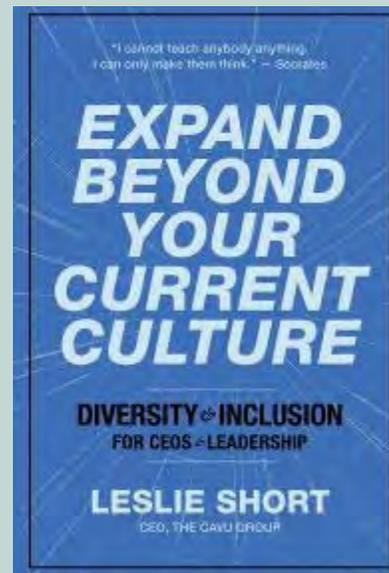
This thought-provoking book builds on management theories, case studies, interviews, and the author's own journey from rigidity to flexibility to show leaders how to free people from a way of working that doesn't meet expectations for modern life. He provides theory and evidence to show the urgent need for work flexibility as well as practical guidance on rolling out sustainable, successful, and profitable flexibility campaigns in any company.

ISBN: 9781947540040 | (October 2020) 6" x 9", 288 pages | Price: \$24.95  
Audience: Executives, leaders, managers, HR & talent management professionals

Build authentic company culture through diversity & inclusion.

Award-winning diversity and inclusion expert Leslie Short examines the continually evolving challenges organizations face and shows leaders how to ensure that all employees have opportunities to express who they are. In an engaging, conversational style she offers tips on how to think differently about diversity and inclusion to achieve a sustainable, diverse, equitable, and inclusive workplace.

ISBN: 9781947540132 | (January 2021) 6" x 9", 200 pages | Price: \$19.95  
Audience: Executives, leaders, managers, HR & talent management professionals



TRAINERS PUBLISHING HOUSE (TPH)

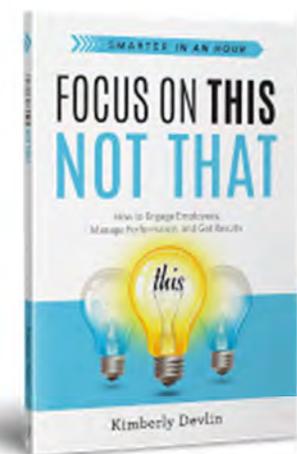
**Everyone is busy.** But anyone can find an hour to learn how to run a better meeting, lead a team more effectively, enhance customer service, or improve business writing. Whether you need to brush up on your business acumen skills—or acquire them for the first time—commit just 60 minutes to reading a SMARTER IN AN HOUR book, and you are guaranteed to optimize your productivity and start getting the results you want.

**SMARTER IN AN HOUR is a movement to help people become leaders with greater impact and less stress.**



Manage better by focusing on the right stuff!

Being a manager is a job; it takes work. It requires focusing on establishing employee expectations, setting goals, giving recognition and feedback, and delegating as a means to develop teams. But where can managers find the time in their already busy schedules to do these things? In one hour, managers will learn where to start, what to do, and how to follow through to engage their employees, manage performance, and get results.



ISBN: 9781939247148 | (October 2019) 6" x 9", 120 pages | Price: \$16.95  
Audience: Managers, team leads, talent development professionals

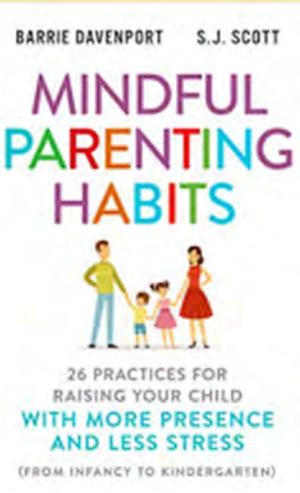
Lead meetings that inspire others and get results.

Whether you are convening teams at a conference, leading a staff meeting, chairing a PTA committee, or facilitating a virtual meeting of remote workers—this book is the best hour investment you can make to get results in your business and personal meetings. Devlin shares her surefire strategy for planning productive and engaging meetings, provides tools that streamline preparation and follow-through, reveals expert facilitation secrets, and gives techniques to manage the difficult situations and bad behaviors.



ISBN: 9781939247117 | (January 2019) 6" x 9", 120 pages | Price: \$16.95  
Audience: Managers, leaders, facilitators, team leads

INFO@RUSSORIGHTS.COM



Parent with more presence and less stress.

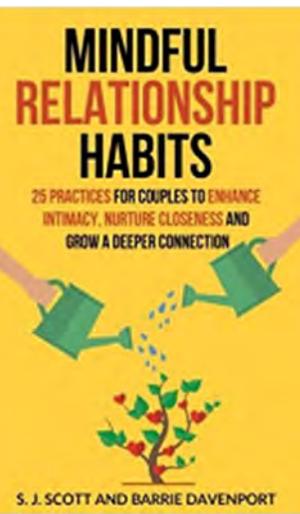
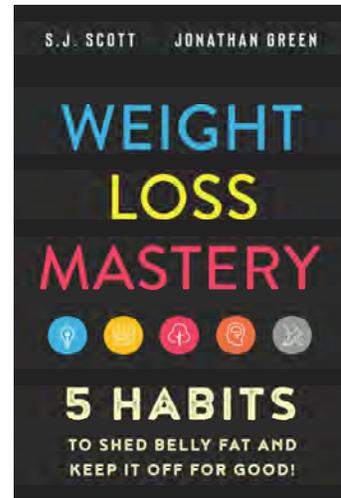
Today's generation of kids (and parents) are more stressed and anxious than ever before. That's why applying mindfulness to parenting efforts is an essential part of raising happier, healthier, and less stressed kids. This book delivers practical strategies to help parents pause, consider the kind of parents they want to be, and learn simple strategies to foster a calm, loving, and low-stress environment for their families.

ISBN: 9781946159229 | (January 2020) 6" x 9", 248 pages | Price: \$12.99  
Rights sold: Polish

Start mastering your weight and health!

Tired of fad diets and the "flavor of the month" exercise craze? *Weight Loss Mastery* can help. It provides five actionable habits you can use to lose weight and keep it off. Learn how to focus on building small habits that have positive, compounding effects. These transformative, "one percent" changes might seem like nothing at first, but over time they have a powerful snowball effect.

ISBN: 9781946159212 | (September 2019) 6" x 9", 162 pages | Price: \$13.99  
Rights available in all languages



25 habits to enhance intimacy & grow a deeper connection.

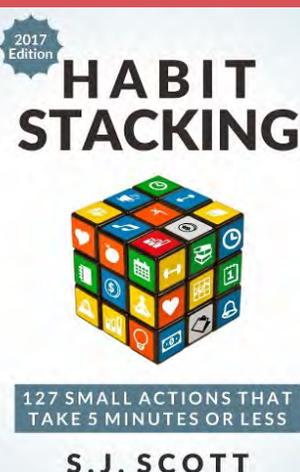
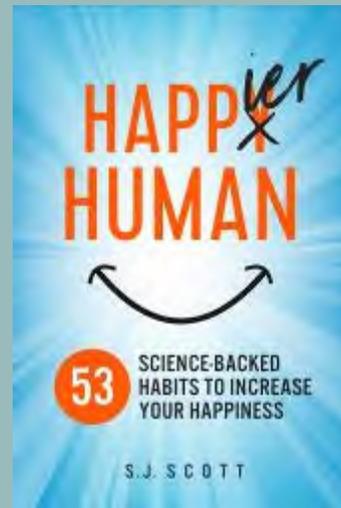
If you want to build a deeper connection with your spouse or partner, *Mindful Relationship Habits* will show you how to have a more mindful relationship by applying 25 specific practices. These habits will help you be more present with one another, communicate better, avoid divisive arguments, and understand how to respond to one another's needs in a more loving, empathic, and conscious way.

ISBN: 9781983507946 | (January 2018) 6" x 9", 280 pages | Price: \$13.99  
Rights sold: Polish, Russian

Stop waiting for happiness to find you!

Use these 53 strategies to increase happiness today! *Wall Street Journal* bestselling author S.J. Scott provides a detailed examination of the strategies and ideas that actually make people happy. Each idea is supported by a wealth of research into why it works. Plus, it also includes a simple action plan for turning these ideas into permanent habits that people can incorporate into their busy lives.

ISBN: 9781946159199 | (February 2019) 6" x 9", 274 pages | Price: \$10.99  
Rights sold: English audio, Polish, Vietnamese audio



Discover the power of stacking your habits.

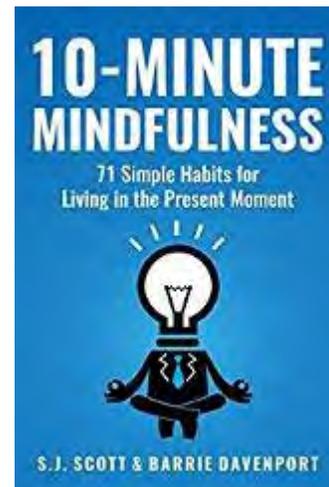
In this book, readers discover 127 quick habits that they can "stack" together into a simple daily routine. These small but powerful life changes will enable them to transform their work lives, strengthen their personal relationships, stay on top of their finances, get organized, and improve their health. Includes strategies to create an easily maintained routine and tools to stay motivated and consistent.

ISBN: 9781946159014 | (April 2017) 6" x 9", 270 pages | Price: \$14.99  
Rights sold: Chinese (simplified), Hungarian, Japanese, Korean, Russian, Vietnamese

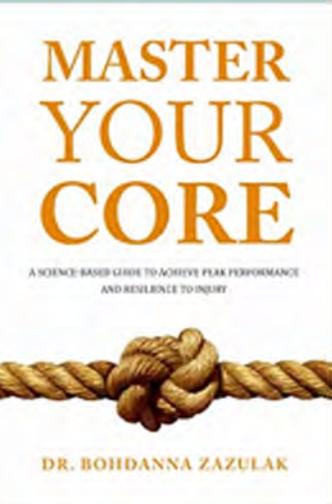
Improve focus, productivity, & peace of mind—in just 10 minutes a day.

Want to eliminate negativity, stress, and anxiety? Let bestselling authors Scott and Davenport show you how to anchor in the present moment, even if it's just for a few minutes at a time. Choose from 71 mindfulness habits to tailor your personal adventure, discover the practical tools to turn these actions into automatic behavior, and make a positive, lasting impact on your life.

ISBN: 9781546768286 | (May 2017) 6" x 9", 248 pages | Price: \$12.99  
Rights sold: Chinese (simplified), Czech, Hebrew, Korean, Polish, Vietnamese



INFO@RUSSORIGHTS.COM



**Unleash the power of your core to build strength & prevent injuries.**

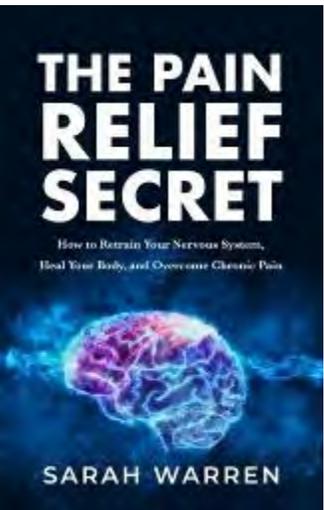
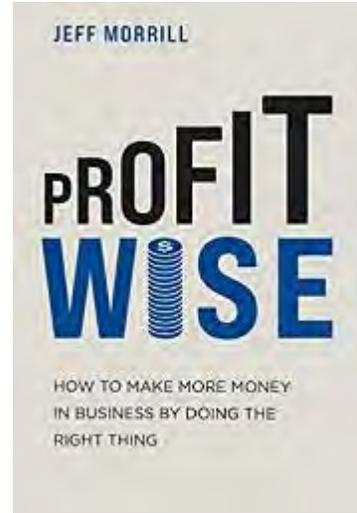
Instead of peddling the latest injury-prone fad, Dr. Bohdanna Zazulak delivers 50 science-based core exercises to tone your body and train your core for functional performance. She explains in simple terms what core stability truly means from a scientific perspective, and how a stable core directly relates to less injuries, better performance, and better physical, mental, and emotional health. Includes videos that demonstrate her game-changing techniques.

ISBN: 9781416629238 | (June 2021) 6" x 9", 265 pages | Price: \$19.99  
Audience: Personal fitness, exercise, injury prevention

**Take the high road as the straightest path to the bottom line.**

Author Jeff Morrill knows how to build highly profitable businesses—he has built companies from scratch in retail, real estate, telecommunications, and insurance that generate more than \$100,000,000 in annual revenue. Jeff shares all his secrets to creating systems that produce profits automatically by focusing on doing the right thing every time. He shows how anyone can earn more profits in business while staying true to their values.

ISBN: 9781631611025 | (February 2021) 5-1/2" x 8-1/2", 118 pages | Price: \$19.99  
Audience: Self-help, personal finance, wealth management



**Heal your body & overcome chronic pain.**

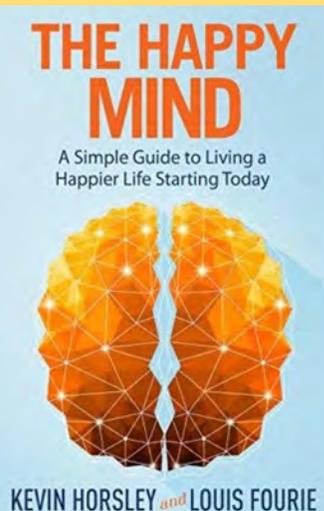
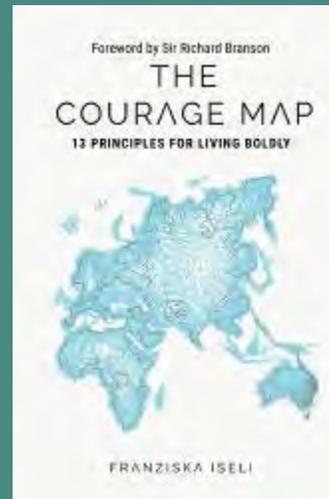
Most pain is caused by the way we use our bodies, and simple changes can actually heal pain and prevent future injuries from developing. Sarah Warren, founder of the Somatic Movement Center, has helped thousands of people with chronic muscle and joint pain become pain free. She shows how anyone can learn to prevent and eliminate chronic musculoskeletal pain through a simple, gentle process of retraining their nervous system. Included are videos that demonstrate her ground-breaking process for life-changing results.

ISBN: 9781631610721 | (July 2019) 6" x 9", 244 pages | Price: \$19.99  
Rights sold: Chinese (traditional), Korean

**Discover how to expand your courage map & live more boldly.**

Why do some people make brave decisions that lead to exciting, rewarding, and impactful lives while others watch from the sidelines? In this book you'll learn to tap into your inner courage and use it to chart a course to a better future and a better world. *The Courage Map* provides direction and guidance for readers who seek to lead a life of courage, meaning, and impact. Foreword by Sir Richard Branson.

ISBN: 9781631610813 | (May 2020) 6" x 9", 146 pages | Price: \$19.99  
Rights sold: Chinese (traditional), Vietnamese



**How to start living a happier life today.**

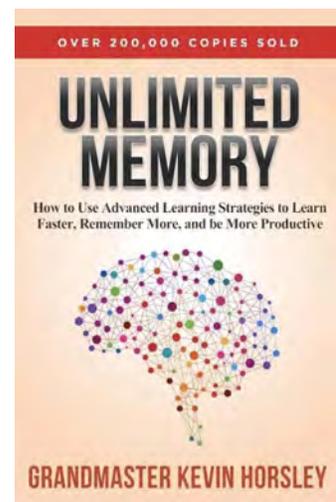
The search for happiness is fundamental for all humans, but it is not one-size-fits-all. *The Happy Mind* will help everyone discover valuable insights within themselves so that they can create lasting happiness instead of being driven by short-term pleasure-seeking. From the author of the bestselling *Unlimited Memory*, this book is the road map to living a happy life, custom-designed just for you.

ISBN: 9781631610387 | (January 2018) 6" x 9", 204 pages | Price: 19.99  
Rights sold: English reprint—India

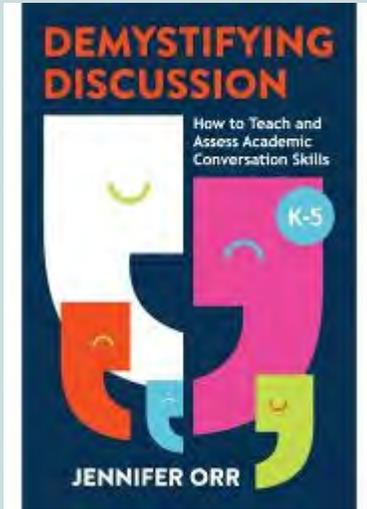
**Learn how memory masters train themselves to concentrate.**

When you can easily focus on the task at hand and store and recall useful information, you can double your productivity and eliminate wasted time, stress, and mistakes at work. In this book, world memory record-breaker Kevin Horsley shows readers how anyone can use powerful memory strategies to learn faster, be more productive, and achieve more success.

ISBN: 978141619984 | (March 2016) 8" x 10", 188 pages | Price: \$19.99  
Rights sold: Chinese (simplified & traditional), French, Hungarian, Indonesian, Korean, Lithuanian, Polish, Portuguese, Russian, Serbian, Slovenian, Thai, Turkish, Ukrainian, Vietnamese



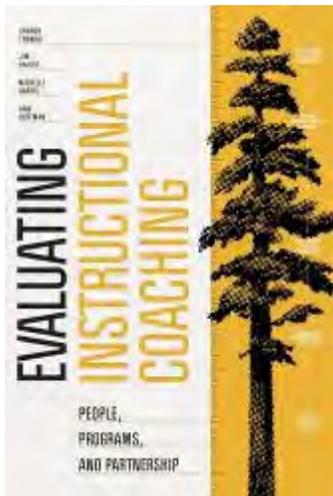
TRANSLATIONS@ASCD.ORG



## Turn students' passion & chatter into conversation skills that make them better learners.

Academic conversation can help hone speaking, listening, critical thinking, and social-emotional skills, as well as deepen content knowledge. But despite its effectiveness, this kind of purposeful, student-led discussion is rarely taught or used at the elementary level. The mystery for teachers is how to support students at various stages of development and build an environment of trust that lets them cultivate these skills. In *Demystifying Discussion*, veteran teacher Jennifer Orr gives elementary school teachers a primer on teaching students to engage in student-led academic conversation. She delivers strategies, sample assessments, and example conversations that help young learners get better at sharing, exploring, and synthesizing their individual and collective thinking. Teachers will also learn how to manage different perspectives and disagreements among students.

ISBN: 9781416630630 | (November 2021) 6" x 9", 184 pages | Price: \$29.95  
Audience: K-5 teachers, education leaders



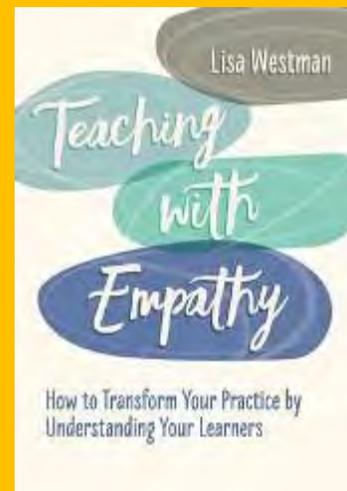
## How to hire, evaluate, support, & retain instructional coaches.

Instructional coaches devote their time to growing teachers. This comprehensive guide shows education leaders how to evaluate and support instructional coaches and coaching programs, including defining the coach's role, hiring candidates, and retaining effective coaches. With sound practices in place to evaluate coaching programs, instructional coaches will become better partners, teachers will become better mentors, and students will become better learners.

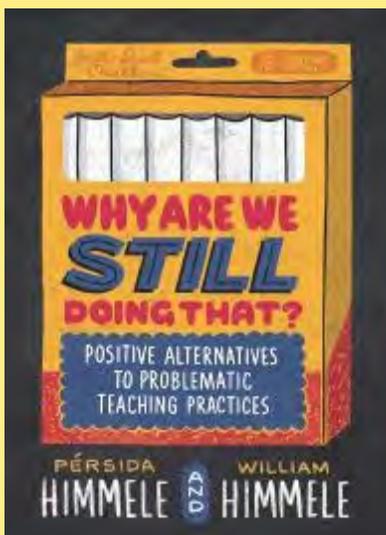
ISBN: 9781416630845 | (October 2021) 7" x 10", 299 pages | Price: \$45.95  
Audience: K-12 principals & teachers, education leaders

## Transform teaching by understanding your learners.

Whether it's planning and delivering instruction or just interacting with others, every action a teacher takes is an opportunity to demonstrate empathy toward their students, colleagues, and selves. Through her own experience as an instructional coach, the author explores affective, cognitive, and behavioral empathy and clarifies how they intertwine with curriculum, learning environment, equity practices, instruction and assessment, and grading and reporting.



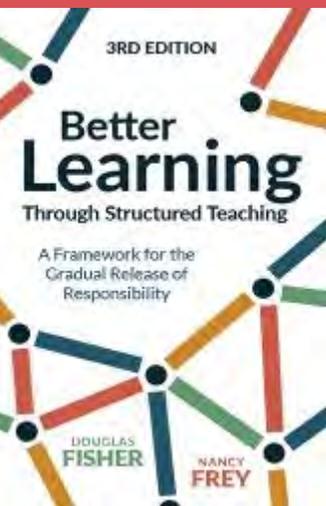
ISBN: 9781416630487 | (August 2021) 7" x 10", 120 pages | Price: \$24.95  
Audience: K-12 principals & teachers, education leaders



## Positive alternatives to worn-out teaching practices.

Old habits die hard, particularly when they are unexamined norms. The best-selling authors of *Total Participation Techniques* lead a teacher-positive inquiry into 16 educational practices that undermine student learning, including round robin reading, teaching to learning styles, homework as default, content breadth over depth, teaching to test samplers, using interim assessments as "formative assessments," and more. They share research-informed instructional, assessment, and classroom management strategies to meet the goals those problematic practices are intended to achieve—without the downsides or the damage. This book will help K-12 teachers at all stages of their careers focus on what is and is not working for their students and then replace ineffective habits with more positive and effective ones.

ISBN: 9781416630517 | (September 2021) 6" x 9", 133 pages | Price: \$25.95  
Audience: K-12 principals & teachers, education leaders



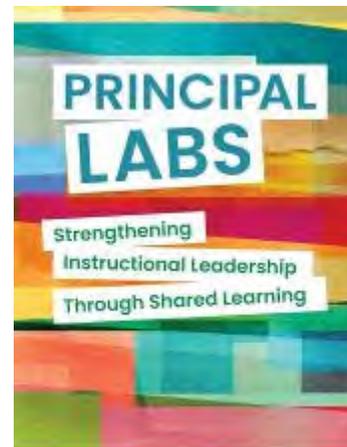
## Empower students through structured teaching.

Now in its 3rd edition, this definitive guide explores the gradual release of responsibility—an instructional framework any teacher can use to help students to be more successful and self-directed learners. It equips students with what they need to master content and develop new competencies. Leading education experts Fisher and Frey detail the components of each phase and include new guidance on teacher credibility, social-emotional learning, and embedding assessment.

ISBN: 9781416630609 | (July 2021) 6" x 9", 165 pages | Price: \$29.95  
Audience: K–12 principals & teachers, education leaders

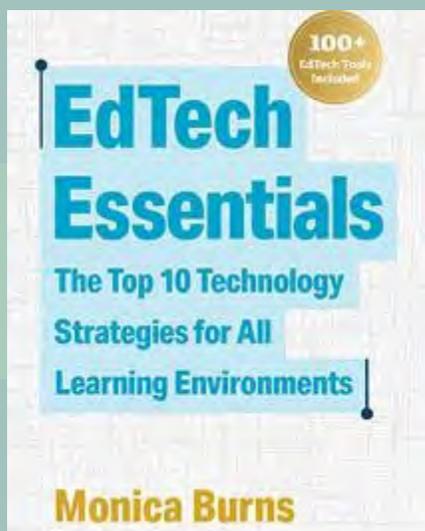
## Discover collaborative professional learning for school principals & leaders.

For school principals, finding time for professional development can be a challenge. The authors of this guide combine the latest research in adult learning with their own practical experience to develop a flexible structure for professional learning called the principal lab, in which K–12 principals learn with and from each other to become better instructional leaders. They show how to lay the groundwork, figure out logistics, and plan and structure labs.



Megan Kortlandt | Carly Stone | Samantha Keating

ISBN: 9781416630449 | (August 2021) 7" x 10", 148 pages | Price: \$31.95  
Audience: K–12 principals & teachers, education leaders

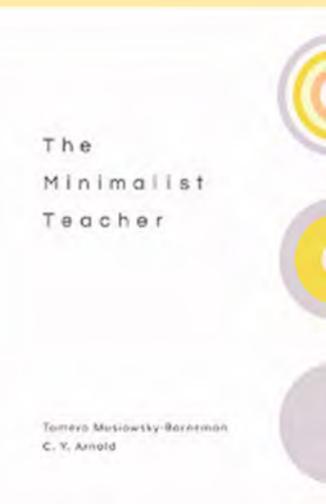


## Proven ways to prepare students to be productive, responsible users of technology both in and out of the classroom.

In a world awash in technology, what EdTech skills and strategies should educators focus on to ensure they are making the best use of online spaces for classroom learning? How can they navigate through the overwhelming number of options in digital tools and spaces? How can they guide students in learning best practices?

EdTech consultant Monica Burns answers these and other questions in this powerful and reader-friendly guide to incorporating EdTech across all grade levels and subject areas, and in both distance-learning and face-to-face environments.

ISBN: 9781416630364 | (August 2021) 7" x 10", 128 pages | Price: \$25.95  
Audience: K–12 principals & teachers, education leaders



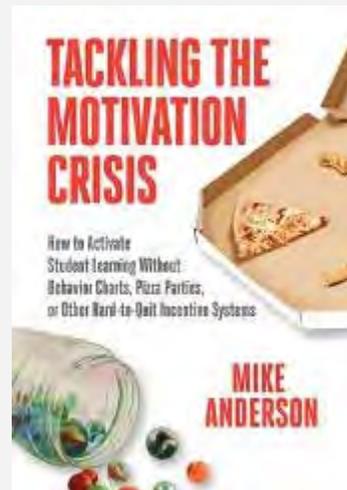
## Bring the minimalist mindset to the classroom.

Experienced educators Musiowski-Borneman and Arnold show how to shed the burden of too many initiatives, strategies, and "things" in the classroom. Their Triple P process helps teachers declutter in three steps: identify something's purpose, prioritize what is important, and pare down to essentials. Each chapter provides reflection questions and brainstorming activities to help teachers take control of their daily decisions to reduce stress and build a better learning environment.

ISBN: 9781416630111 | (July 2021) 7" x 10", 144 pages | Price: \$25.95  
Audience: K–12 principals & teachers, education leaders

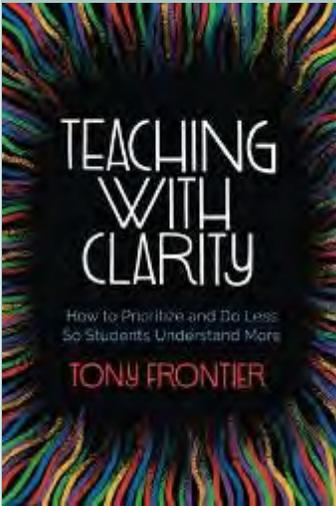
## Ensure classrooms and schools inspire intrinsic motivation and flourish.

Teachers use traditional incentive and reward systems with the best of intentions. In the long term, however, they do not foster a love of learning. Here, award-winning educator and best-selling author Mike Anderson explains how to teach self-management and self-motivation skills by using intrinsic motivation in curricula and instructional strategies, feedback and assessment, and discipline and classroom management.



ISBN: 9781416630333 | (August 2021) 6" x 9", 166 pages | Price: \$28.95  
Audience: K–12 principals & teachers, education leaders

TRANSLATIONS@ASCD.ORG



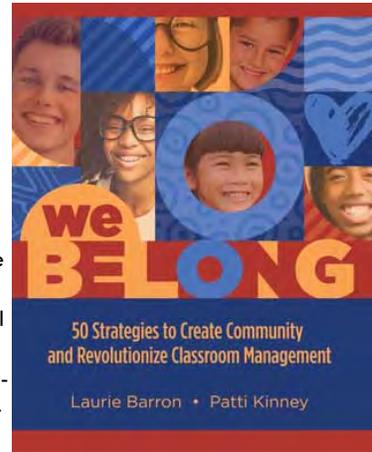
## Do less with greater focus.

Feeling overwhelmed has unfortunately become the status quo among educators. But it doesn't have to be. Schools must stop adding more programs, strategies, activities, and meetings that often end up as clutter that inhibits students' ability to learn. This isn't simply a matter of teachers doing less. They need to be intentional to develop deeper understanding among students. In this book, award-winning educator Tony Frontier helps teachers to prioritize clear success criteria, intentional design, meaningful feedback, and a shared purpose.

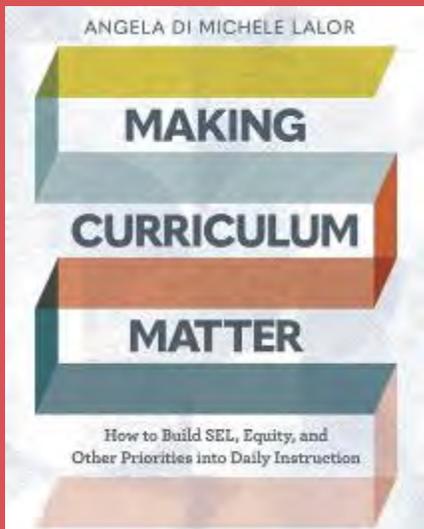
ISBN: 9781416630074 | (June 2021) 7" x 10", 197 pages | Price: \$30.95  
Audience: K–12 principals & teachers, education leaders

## The secret to every positive learning environment? Belonging.

When students feel that they belong in their school and classroom, commitment to learning goes up and behavioral disruptions subside. And when teachers embrace an SEL-infused approach to classroom management that helps every student feel valued, safe, and competent, belonging soars. This book offers 50 targeted strategies to increase students' sense of belonging and reinforce the habits that support classroom harmony and learning success.



ISBN: 9781416630265 | (July 2021) 7" x 10", 192 pages | Price: \$30.95  
Audience: K–12 principals & teachers, education leaders



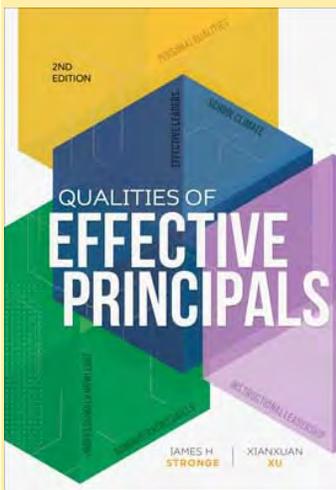
## Learn how to build social and emotional learning, equity, and other priorities into daily instruction.

At the heart of education are two fundamental questions:

- What should we teach?
- How should we teach it?

Educators striving to design and deliver the best-possible learning experiences can feel overwhelmed by the possibilities. To help them make these critical decisions, Angela Di Michele Lalor identifies five key priorities of a curriculum that matters—practices, deep thinking, social and emotional learning, civic engagement and discourse, and equity—and then provides a framework for action to provide comprehensive, meaningful learning to all students.

ISBN: 9781416630234 | (July 2021) 7" x 10", 164 pages | Price: \$29.95  
Audience: K–12 principals & teachers, education leaders



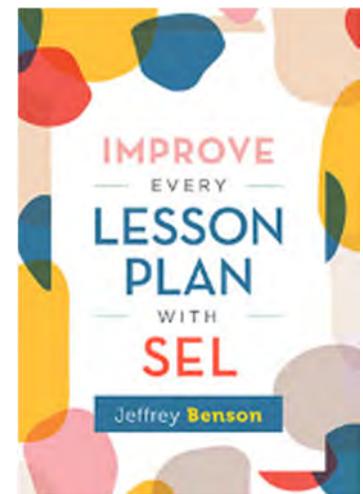
## Learn what it takes to be a great principal.

No two principals work the same way, but research shows that effective principals focus on a core set of factors critical to fostering success among all students. In this new edition, the authors delineate these factors and show principals how to successfully balance the needs and priorities of their schools while continuously developing and refining their leadership skills. They provide practical tools and extensive research that will help principals develop and lead strong schools in which all students can succeed.

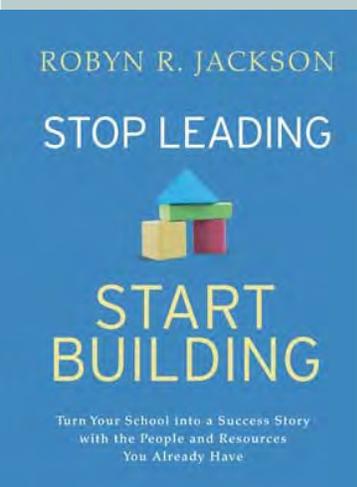
ISBN: 9781416629955 | (April 2021) 7" x 10", 330 pages | Price: \$36.95  
Audience: K–12 principals & administrators, education leaders

## Good lesson plans lead to impassioned activity & learning.

Jeffrey Benson draws from his 40-plus years of experience as a teacher and an administrator to provide step-by-step guidance on how to incorporate social and emotional learning (SEL) into K–12 lesson planning—without imposing a separate SEL curriculum. It offers research-based strategies for seamlessly integrating SEL skills into every section of lesson plans.



ISBN: 9781416630012 | (April 2021) 6" x 9", 176 pages | Price: \$28.95  
Audience: K–12 principals & teachers, education leaders



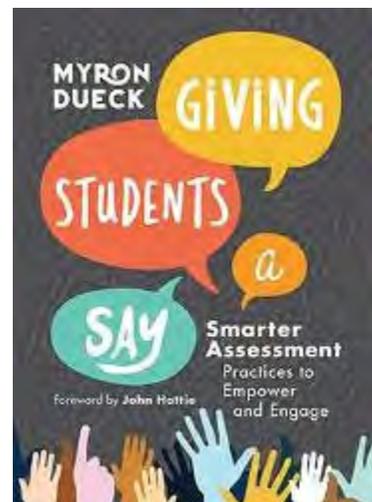
Turn your school into a success story with the resources you have.

Great outcomes can elude even school administrators who do everything right—poring over data, trying new strategies, or bringing in outside trainers. Robyn R. Jackson shows how to stop wasting time and energy on flawed leadership approaches that succeed only with the right staff, students, parents, budget, and boss. Her Buildership Model™ shows how to escape the “school improvement hamster wheel” to create the school that educators and students deserve.

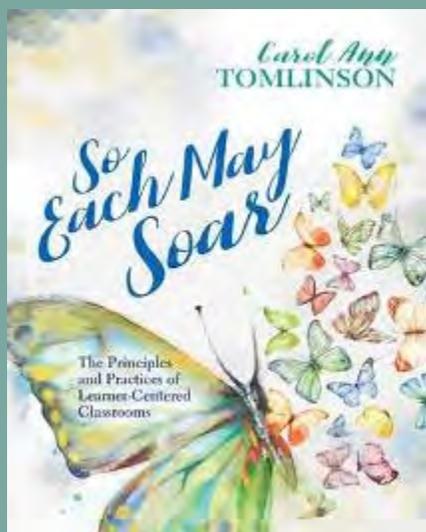
ISBN: 9781416629849 | (February 2021) 7” x 10”, 180 pages | Price: \$31.95  
Audience: K–12 principals & teachers, education leaders

Use smarter assessment to empower & engage students.

In this well-researched book, leading educator Dueck reveals troubling issues related to traditional assessment approaches and offers numerous examples of educators at all levels who are transforming assessment. He also shares surprising revelations about the nature of memory and learning that speak to the need for rethinking how we measure student understanding and achievement.



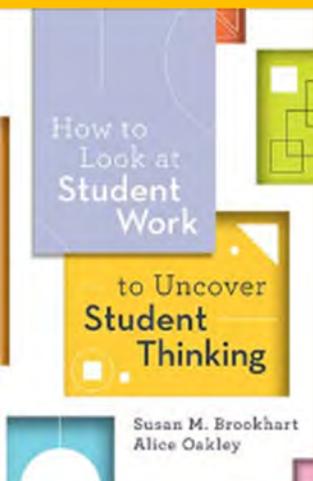
ISBN: 9781416629801 | (January 2021) 7” x 10”, 189 pages | Price: \$30.95  
Audience: K–12 principals & teachers, education leaders



Create learner-centered classrooms to help all students gain a deeper understanding of themselves, others, and the world.

Carol Ann Tomlinson’s role in defining and popularizing differentiated instruction has made her one of the most influential voices in modern education. In *So Each May Soar*, she illuminates the next step forward—exploring principles and practices of learner-centered classrooms, including what it means for teachers to honor themselves, each learner, and the content they teach; how to assemble a curriculum that ignites students’ imaginations and drives discovery; how to guide classroom experiences that develop the mind of each learner in accordance with that learner’s marvelous individuality; and how to shape curriculum, assessment, and instruction to support both equity and excellence.

ISBN: 9781416630296 | (June 2021) 8” x 10”, 278 pages | Price: \$34.95  
Audience: K–12 principals & teachers, education leaders



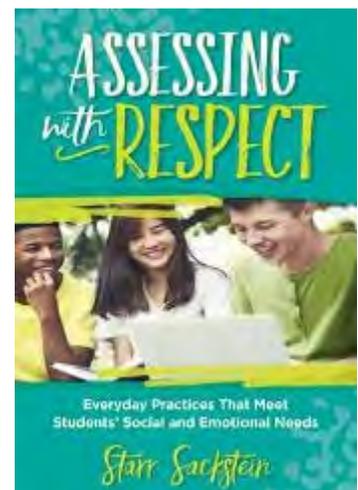
Uncover everything student work can reveal.

In this book, assessment expert Susan M. Brookhart and instructional coach Alice Oakley walk teachers through a better and more illuminating way to approach student work across grade levels and content areas. They show teachers how to view students’ assignments not as a verdict on right or wrong but as a window into what students understood and how they are thinking about it. With these insights, teachers will be able to provide effective feedback and plan the next instructional moves.

ISBN: 9781416629887 | (April 2021) 7” x 10”, 136 pages | Price: \$28.95  
Audience: K–12 principals & teachers, education leaders

Explore the intersection between assessment & social-emotional learning.

This timely call to action from education leader Starr Sackstein shows how assessment and social-emotional learning (SEL) affect all students, particularly students of color and other marginalized groups. Educators will gain insight into the five SEL competencies and find out how to teach students to develop their abilities in those areas so that they have better learning and assessment experiences.



ISBN: 9781416629979 | (March 2021) 6” x 9”, 157 pages | Price: \$28.95  
Audience: K–12 principals & teachers, education leaders

INFO@RUSSORIGHTS.COM



### Fit crosscutting concepts into three-dimensional learning.

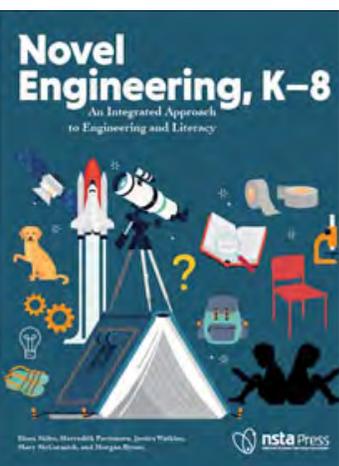
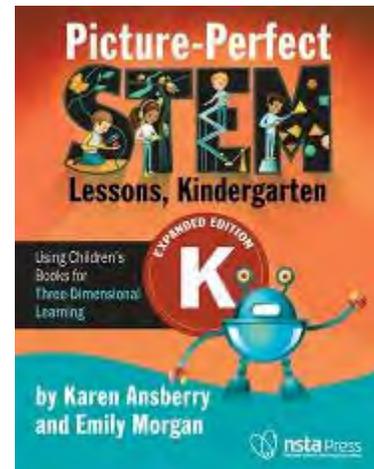
This in-depth resource reveals how teachers can (1) promote students' sensemaking and problem-solving abilities by integrating crosscutting concepts (CCCs) with science and engineering practices and disciplinary core ideas; (2) support connections across multiple disciplines and diverse contexts; and (3) use CCCs as a set of lenses through which students can learn about the world around them.

ISBN: 9781681407289 | (April 2021) 8-1/2" x 11", 508 pages | Price: \$44.05  
Audience: K–12 science teachers, grades K–12

### Help young scientists learn to read and engage with science.

This updated edition delivers embedded strategies to improve students' reading comprehension while engaged in STEM activities. Designed to supplement existing science or STEM programs, it features engaging content and teacher supports; ready-to-use lessons containing engagement activities, hands-on explorations, and student pages; assessments; and standards-based objectives.

ISBN: 9781681408477 | (April 2021) 8-1/2" x 11", 240 pages | Price: \$50.35  
Audience: Science teachers, grade K



### Integrate engineering and literacy with this "novel" approach.

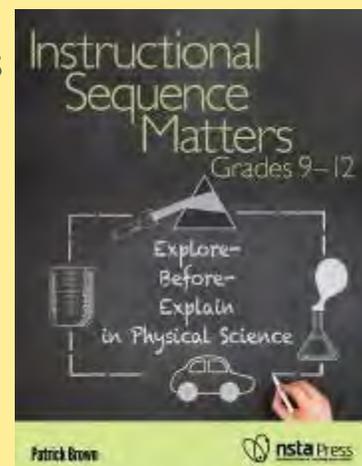
This book shows how students can work through engineering design challenges inspired by a broad range of literature—novels, short stories, biographies, or even picture books. The approach leads students to pull information from literature to identify a problem and then use details from the text and an engineering design process to develop solutions for their "clients"—the book's characters.

ISBN: 9781681406428 | (April 2020) 8-1/2" x 11", 318 pages | Price: \$44.05  
Audience: Science teachers, grades preK–8

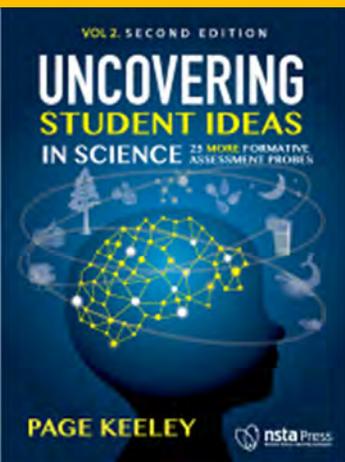
### Learn why sequence matters & how to leverage it.

This book shows how to implement the "explore-before-explain" process. It includes planning templates with reflection questions to spark thinking and model lessons to encourage teaching in ways that allow for active meaning making. Educators will learn to engage students as they tackle engineering design problems, use algebraic and mathematical reasoning, read technical texts, and develop their own inquiries.

ISBN: 9781681408446 | (April 2021) 8-1/2" x 11", 168 pages | Price: \$27.95  
Audience: Science teachers, grades 9–12



## UNCOVERING STUDENT IDEAS SERIES



### Uncover what students know—or think they know.

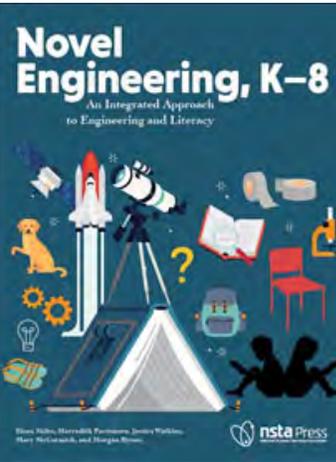
This second edition guide delivers engaging questions, known as formative assessment probes, that are designed to uncover student ideas about science. These field-tested teacher materials provide best answers along with distracters designed to reveal preconceptions and misunderstandings that students commonly hold. The new probes are short and easy-to-administer.

ISBN: 9781681408323 | (March 2021) 8-1/2" x 11", 200 pages | Price: \$33.55  
Audience: Science teachers, grades 3–12

Tens of thousands of teachers have taken advantage of the bestselling **Uncovering Student Ideas Series** to reveal students' preconceptions. Each volume provides 25 probes with easy-to-follow steps for uncovering and addressing students' ideas by promoting learning through conceptual change instruction. Probes cover topics such as physical, life, and Earth and space science; the nature of science; and unifying themes.



INFO@RUSSORIGHTS.COM



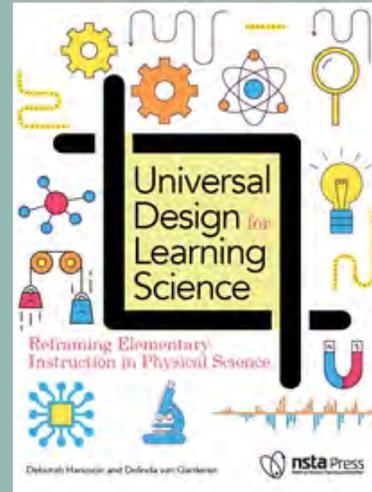
Integrate engineering and literacy with this “novel” approach.

This book shows how students can work through engineering design challenges inspired by a broad range of literature—novels, short stories, biographies, or even picture books. The approach leads students to pull information from literature to identify a problem and then use details from the text and an engineering design process to develop solutions for their “clients”—the book’s characters.

ISBN: 9781681406428 | (April 2020) 8-1/2” x 11”, 318 pages | Price: \$41.95  
Audience: Science teachers, grades preK–8

Reframe lessons in physical science to reflect how students learn.

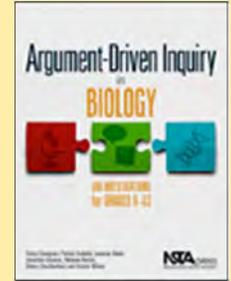
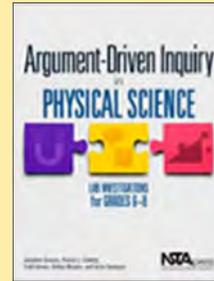
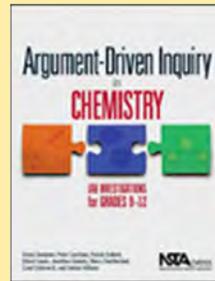
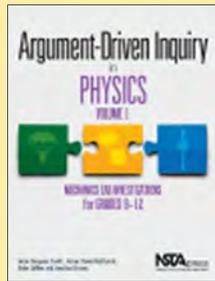
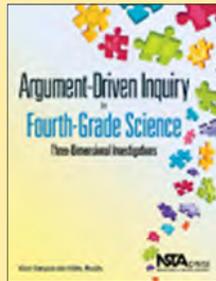
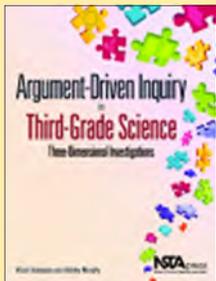
This book inspires teachers to reframe their lessons to reflect how students learn and to support the success of all students. It shows how to use existing curricula and resources while identifying barriers to learning and possible solutions—in other words, as the authors say, “using a sharper knife, a bigger fork, or a deeper spoon to more effectively deal with what’s already on your plate”!



ISBN: 9781681406954 | (April 2020) 8-1/2” x 11”, 295 pages | Price: \$31.45  
Audience: Science teachers, grades 3–5

## ARGUMENT-DRIVEN INQUIRY SERIES

Written by veteran teachers, the volumes in the bestselling **Argument-Driven Inquiry Series** help science teachers to prompt students to use argument to construct, support, and evaluate scientific claims. Each book in the series emphasizes “figuring things out” instead of just “learning about things.” Each field-test lesson comes with teacher notes, investigation handouts, and checkout questions—everything busy science teachers need to help students explore science through engaging, practical questions. Titles for elementary science teachers focus on grade level, featuring just the right mix of science concepts for the appropriate age group. Titles for high school science teachers focus key science fields—physics, Earth and space science, physical science, chemistry, biology, life science, and more.

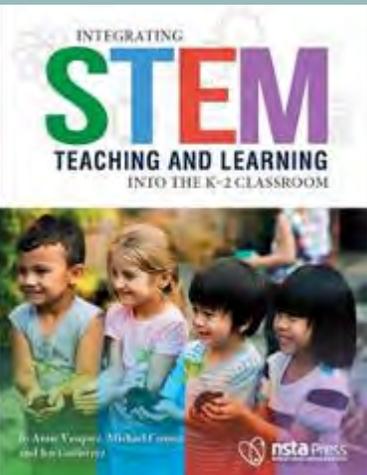


ADI helps students figure things out—not just learn about things.

This comprehensive teaching guide shows how to use argument-driven inquiry (ADI) in fifth grade elementary science classrooms to help students learn the practices of science, including constructing explanations and engaging in argument from evidence. It is designed to help fifth graders work the way scientists do while integrating literacy and math at the same time. Its 16 field-tested lessons explore matter and its interactions; motion and stability; ecosystems and their interactions, energy, and dynamics; Earth’s place in the universe; and Earth’s systems. Supplemental student workbook also available.

(Teacher) ISBN: 9781416629108 | (October 2020) 8-1/2” x 11”, 720 pages | Price: \$50.35  
(Student) ISBN: 9781681405735 | (October 2020) 8-1/2” x 11”, 264 pages | Price: \$29.95  
Rights available worldwide.

INFO@RUSSORIGHTS.COM



## STEM isn't just for the big kids anymore!

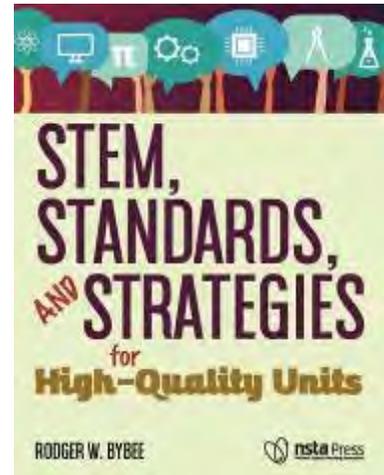
Based in both research and real-world experience, the authors show teachers how to blend authentic, phenomena-driven, integrated STEM teaching and learning into busy K–2 classrooms. They provide professional learning experiences that help teachers make connections between STEM topics and the everyday activities they are already doing with their students.

ISBN: 9781681406206 | (March 2020) 8-1/2" x 11", 165 pages | Price: \$34.07  
Audience: Science teachers, grades preK–2

## Create high-quality STEM classroom materials.

Education thought leader Rodger Bybee shows how to create coherent, high-quality classroom materials that make standards and STEM work together in ways that are effective for learning and practical for teaching. He gives teachers the background information and activities needed at each step of creating standards-based STEM units, whether developing a STEM program, adapting current materials, or creating new ones.

ISBN: 9781681406268 | (April 2020) 8-1/2" x 11", 190 pages | Price: \$33.55  
Audience: Science teachers, instructional designers, grades K–12



## STEM ROAD MAP CURRICULUM SERIES



This bestselling series is a flexible resource that infuses real-world learning into K–12 classrooms. Each of the 19 titles steers students toward authentic problem solving while grounding them in integrated STEM disciplines with an interdisciplinary module that uses project- and problem-based learning. Students will explore content, develop conceptual understanding of technology innovations, use inquiry activities in science, and apply this knowledge to a challenge working collaboratively.

### The Changing Earth, Grade 8

Challenge 8th graders to learn how to help people recognize the inherent risks of living in a region that's prone to flooding, earthquakes, and volcanoes.

ISBN: 9781681404684 | 260 pages | (April 2020) | Price: \$31.45

### Human Impacts on Our Climate, Grade 6

Challenge 6th graders to identify a local environmental problem, develop a model to help monitor and minimize its impact, and create presentation about their findings.

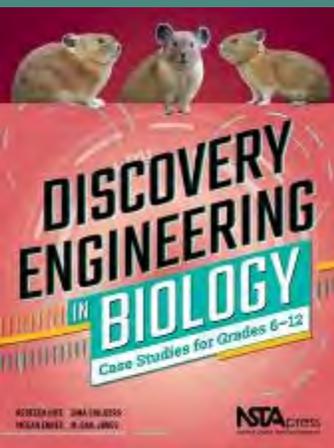
ISBN: 9781681404080 | 130 pages | (April 2020) | Price: \$31.45

### Healthy Living, Grade 10

Challenge 10th graders to develop a product that helps people embrace diet and exercise while they learn authentic problem solving grounded in STEM disciplines.

ISBN: 9781681404950 | 140 pages | (April 2020) | Price: \$31.45

## NSTA KIDS



## Make STEM come alive through engaging case studies.

Who knew that small, plant-eating mammals called pikas helped scientists find new ways to survive extreme weather events? Twenty lessons help students learn about amazing scientific advancements in a lively way that blends history, real-world perspectives, and engineering into biology or STEM curriculum. Case studies explore observations and accidental discoveries that led to the invention of new products and problem-solving applications.

ISBN: 9781681406145 | (November 2019) 8-1/2" x 11", 350 pages | Price: \$39.95  
Audience: Science, engineering, & biology teachers, grades 6–12

## Awake wonder with the *Next Time You See* series.

This newest title from the award-winning series helps elementary-age children experience the enchantment of everyday phenomena of bees. Written by veteran teacher Emily Morgan and designed for kids to experience with an adult—be it a parent, teacher, or friend—this book and series reminds us that we don't have to look far to find something remarkable in nature.



ISBN: 9781681406510 | (May 2019) 9-1/2" x 11", 32 pages | Price: \$12.95  
Rights sold (select series titles): Chinese (complex), Turkish



## Practical solutions for busy educators.

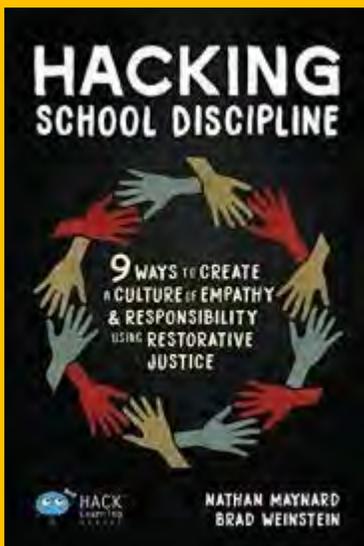
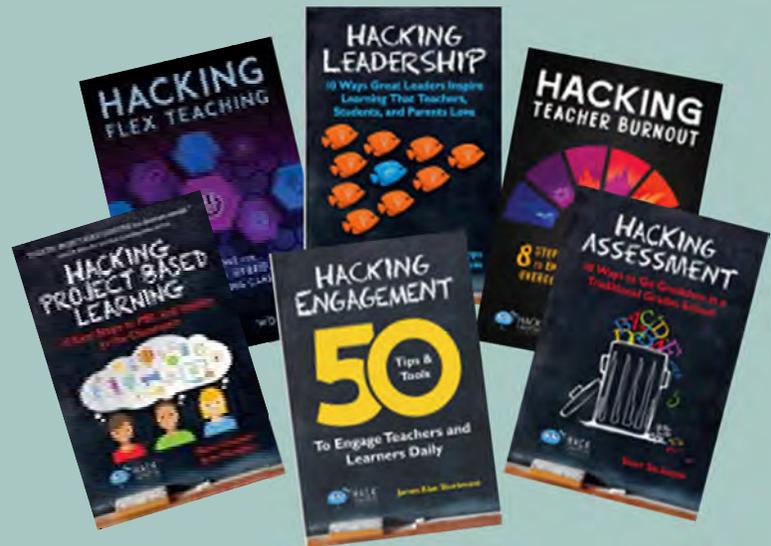
**Times 10 Publications'** mission is to provide practical solutions that busy educators can read today and use tomorrow. Founded by Mark Barnes, a longtime educator and author, Times 10 books deliver easy-to-use, innovative solutions to the hard problems teachers face in the classroom every day. Reflected in its name, Times 10 seeks to provide solutions with a multiplier effect—so that every educator and every learner can experience ten times the effectiveness and impact in their teaching and learning.

### HACK™ LEARNING SERIES

The bestselling **Hack™ Learning Series** delivers practical lifelines for busy educators with each of the **27 titles** tackling a different critical problem facing educators today. Every title in the series explores the challenge using a groundbreaking six-part structure:

- What is the problem?
- What is the solution?
- What can I do *tomorrow*?
- What is the full blueprint for implementation?
- How to overcome pushbacks?
- What does the Hack look like in action?

This innovative framework helps educators understand the problem, access short and long-term solutions, deploy strategies to deal with full implementation and inevitable pinch points, as well as see what it looks like in the real-world classroom.



Replace traditional school discipline with a game-changing proven system founded on restorative justice.



Twenty-one months at #1 on Amazon, and still going strong, *Hacking School Discipline* has sold over **150,000** copies. This new blueprint for school discipline is disrupting education like nothing teachers and school leaders have seen in decades—maybe centuries. The authors, teachers and presenters Nathan Maynard and Brad Weinstein, demonstrate how teachers can eliminate punishment and build a culture of responsible students and independent learners. This revolutionary system is written for teachers who are frustrated with carrots and sticks, detention rooms, and suspension—antiquated school discipline practices that simply do not work with the students entering our classrooms today. Teachers will learn how to empower their students with restorative practices that not only change behaviors but transform students into productive citizens, accountable for their own actions.

ISBN: 9781948212137 | (March 2019) 6" x 9", 192 pages | Price: \$28.95  
Audience: Teachers, principals, administrators, education leaders

INFO@RUSSORIGHTS.COM



## Launch the power of digital learning in the classroom.

In this book, international EdTech presenter and NAPW Woman of the Year Shelly Sanchez Terrell demonstrates EdTech Missions—lessons and projects that inspire learners to use web tools and social media to innovate, research, collaborate, problem-solve, campaign, crowdfund, crowdsource, and publish. She includes a 38-page Mission Toolkit complete with reproducible mission cards, badges, polls, and other handouts that you can copy and distribute to students immediately.

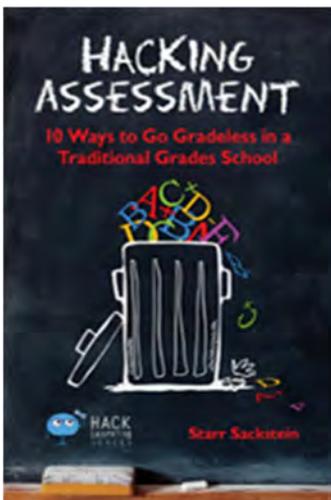
ISBN: 9781631610721 | (September 2017) 6" x 9", 198 pages | Price: \$28.95  
Audience: Teachers, administrators, education leaders

## Create on flexible lesson to use in any virtual setting.

What if teachers could create one flexible lesson format to use in any virtual setting, subject, or grade level? Author Hollie Woodard, an award-winning public school teacher and tech coach, offers solutions and best practices that apply to all virtual classrooms, including blended, hybrid, livestream, and distance learning. Education and technology have merged, forever changing the way educators teach



ISBN: 9781948212687 | (August 2021) 6" x 9", 210 pages | Price: \$28.95  
Audience: Teachers, administrators, education leaders



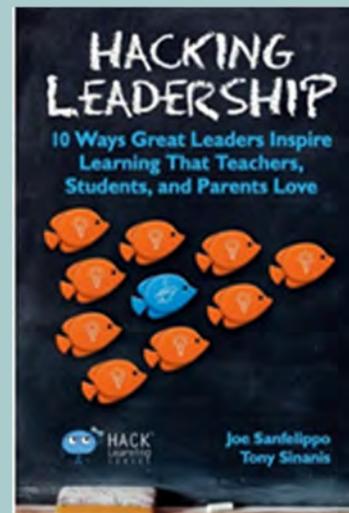
## Discover 10 ways to go gradeless.

Award-winning teacher and world-renowned formative assessment expert Starr Sackstein unravels one of education's oldest mysteries: how to assess learning without grades—even in a school that uses numbers, letters, GPAs, and report cards. Teachers like Sackstein are reimagining education. This book shows educators exactly how to create a vibrant no-grades classroom where students grow, share, thrive, and become independent learners who never ask, "What's this worth?"

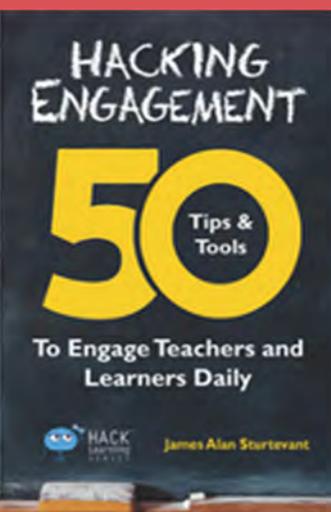
ISBN: 9780986104916 | (December 2015) 6" x 9", 142 pages | Price: \$28.95  
Audience: Teachers, administrators, education leaders

## Become a leader that inspires learning.

Renowned school leaders Sanfelippo and Sinanis bring readers inside schools that few stakeholders have ever seen—places where students not only come first, but have a unique voice in teaching and learning. The authors ignore the bureaucracy that stifles many leaders, focusing instead on building a culture of engagement, transparency, and most importantly, fun. Hacking Leadership has superintendents, principals, and teachers around the world employing strategies they never before believed possible.



ISBN: 9780986104947 | (June 2016) 6" x 9", 160 pages | Price: \$28.95  
Audience: Teachers, administrators, education leaders



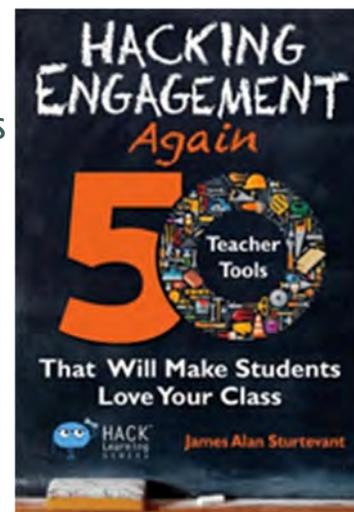
## Fifty quick ideas to engage students today.

*Hacking Engagement* provides 50 unique, exciting, and actionable tips and tools that teachers can apply right now. Innovative, easy-to-implement strategies include engaging the enraged, creating celebrity couple nicknames, hashing out a hashtag, avoiding the war on yoga pants, letting your freak flag fly, becoming a proponent of the exponent, and transforming a class into a focus group, and many more will engage teachers and students alike. Whose ready to engage?

ISBN: 9780986104961 | (September 2016) 6" x 9", 214 pages | Price: 28.95  
Audience: Teachers, administrators, education leaders

## Fifty more innovative and quick ways to make students love learning.

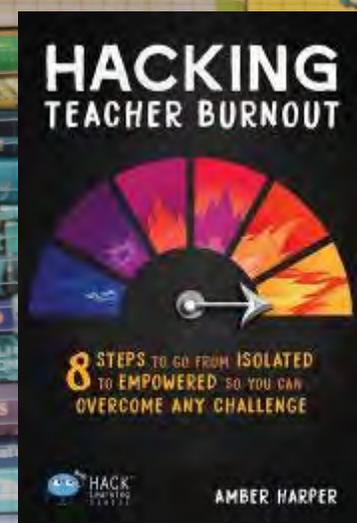
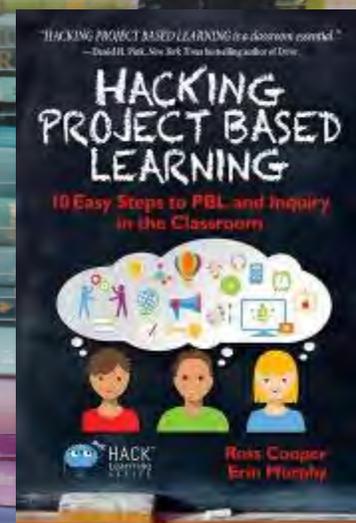
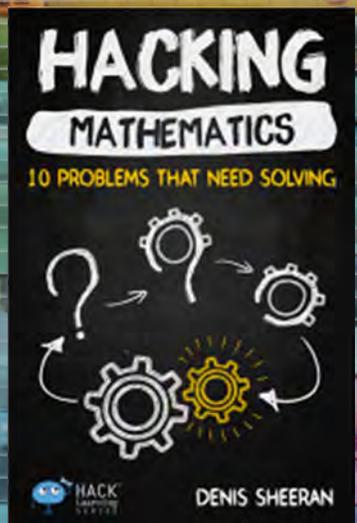
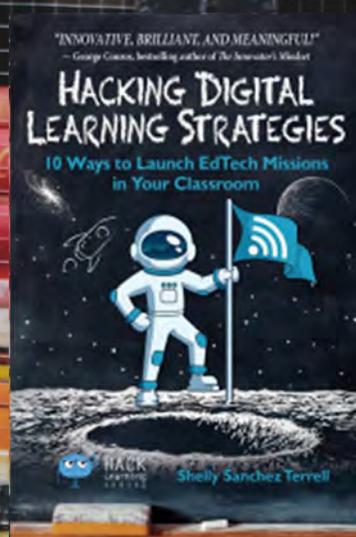
Fifty student engagement Hacks just weren't enough. Veteran educator and wildly popular student engager James Alan Sturtevant wowed teachers with his original book, *Hacking Engagement*. Those educators and students improved, and they craved more. So, Sturtevant created fifty more teacher tools that will make students love their classes in *Hacking Engagement Again!*



ISBN: 9780998570556 | (July 2017) 6" x 9", 152 pages | Price: \$28.95  
Audience: Teachers, administrators, education leaders

INTRODUCING

# The Hack Learning Series



RussoRights LLC

info@russorights.com

www.russorights.com

