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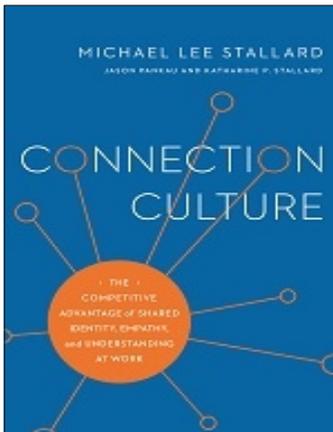
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Association for Talent Development (ATD)

Formerly ASTD



The Association for Talent Development (ATD), formerly ASTD, is the world's largest association dedicated to those individuals who develop talent in organizations. These professionals help others achieve their full potential by improving their knowledge, skills, and abilities. ATD's members come from more than 120 countries and work in public and private organizations in every industry sector. Since its founding more than 70 years ago, the training and development field has grown dramatically and the transition of the profession has moved to back the global drive for developing top-quality talent in organizations through training, learning, and human capital investments. ATD Press produces more than 30 new titles each year that focus on supporting ATD members and other talent development practitioners.



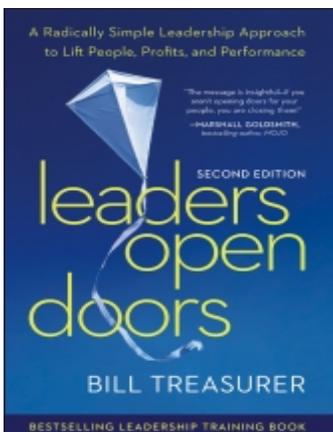
Connection Culture

The Competitive Advantage of Shared Identity, Empathy, and Understanding at Work

Michael Lee Stallard, Katharine Stallard, and Jason Pankau

Author of business mega-seller, *Fired Up or Burned Out: How to Reignite Your Team's Passion, Creativity, and Productivity*, Michael Lee Stallard's brand-new book, *Connection Culture: The Competitive Advantage of Shared Identity, Empathy, and Understanding at Work* shows readers a fresh way to think about leadership. Included in this engaging title are ideas and plans for tapping into the power of human connection. Organizations thrive in cultures where employees feel valued, and it's the top leadership who are responsible for creating a culture where the environment is energized, and high productivity and innovation are the norm. Stallard looks at the skills required of what a new kind of leader looks like—one who fosters a culture of connection within the organization. Inspiring and practical, this new book published by ATD, challenges readers to set the performance bar high and to keep on reaching. Readers will learn how to they too, can emulate best practices of connected workplaces like those at Pixar and Duke University's men's basketball team, plus boost vision, value, and voice within their organizations.

ISBN: 9781562869274 | (May 2015) 6" x 9", 160 pages (Hardcover)
World Rights Available
Price: \$24.95



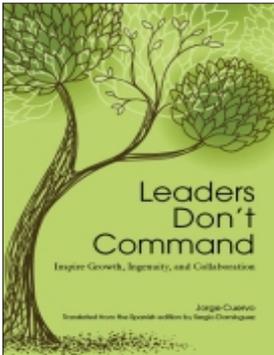
Leaders Open Doors, Second Edition

Radically Simple Leadership Approach to Lift People, Profits, and Performance

Bill Treasurer

Hailed as the best leadership training book on Amazon.com, *Leaders Open Doors* benefits both experienced leaders and those just starting out on their leadership journeys. Drawing on two decades of experience, author Bill Treasurer (*Courageous Leadership*, 2011 Berrett-Koehler) combines personal stories and anecdotes to illustrate how (and how not) to inspire people. He approaches these ideas with the belief that great leadership is not hierarchical—it is the people's willingness to take initiative and reach their goals that is crucial to successful leadership. The emphasis is on the need to foster creativity and innovation among employees. The title also reveals the four most important skills that any aspiring leader must hone, and introduces six unique opportunity "doors"—each door offering a chance for leaders to shift the perspective of their followers.

ISBN: 9781562869649 | (October 2014) 5" x 8", 160 pages (Hardcover)
World Rights Available
Price: \$19.95



Leaders Don't Command
Inspire Growth, Ingenuity, and Collaboration

Jorge Cuervo Translated from the Spanish by Sergio Dominguez

This acclaimed book, originally published in Spanish as *Mejor liderar que mandar*, *Leaders Don't Command* draws from author Jorge Cuervo's vast experience as an executive, trainer, and coach. By presenting the information in bite-size chapters and to-do lists, Cuervo helps each of us to bring out the best of ourselves in leadership, management, and supervisory roles. In this book readers will learn about the essence of leadership and the emotional processes that influence it, what beliefs and stereotypes often lack meaning and hinder the development of leadership, and tips and secrets to improve leadership skills.

ISBN: 9781562869359 | (April 2015) 6" x 9", 200 pages
 Languages Sold: Chinese (simplified)
 Price: \$16.95

Coming Soon

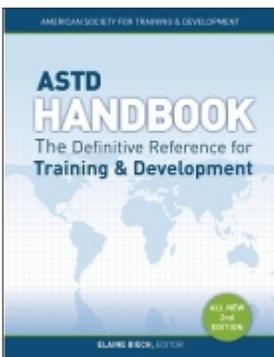


The New Social Learning, Second Edition

Tony Bingham with Marcia Conner

Times have changed. Worldwide, people have more access to mobile phones than they do to running water. Across the globe, people rely on mobile and social technologies to connect and collaborate, share information and often create change. Following publication of the first edition, organization leaders discovered that technology once considered a distraction is in reality a vital means to engage with people. Social learning moves organizational practices from rote and mechanical to agile and interpersonal. Social learning becomes learning for a connected social age. The all-new revised and updated second edition elevates social learning as a key means of achieving more impact for learning in organizations.

ISBN: 9781562869960 | (May 2015) 6" x 9", 248 pages
 World Rights Available
 Price: \$19.95



ASTD Handbook
The Definitive Reference for Training & Development, 2nd Edition

Elaine Biech, Editor

This new edition of the ASTD Handbook is the MUST-HAVE resource for training and development practitioners. The *ASTD Handbook: The Definitive Reference for Training & Development* maintains the credibility of ASTD's first Handbook (2008) and incorporates the brand-new competencies of the profession. It also includes more than 50 chapters authored by the top professionals in the training and talent development arena. This all-new material is not just the "best of," it is the BEST there is. Together with the first edition it represents the essence of the training practice with solid how-to content, plus tools, resources, technology, and more. This title was spearheaded by expert trainer and world-renowned author, editor, and speaker, Elaine Biech.

ISBN: 9781562869137 | (May 2014) 7" x 9", 980 pages
 Languages Sold: Chinese (simple characters)
 Price: \$145.95

The BRAND NEW ATD Workshop Series



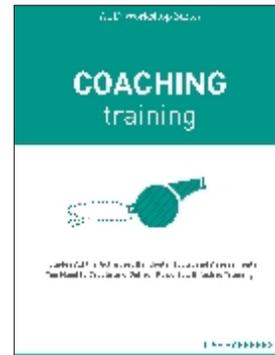
New Supervisor Training

Elaine Biech

ATD presents *New Supervisor Training* that helps employees make the transition to supervisor with workshop programs that develop new supervisors with different skill sets required to be a successful front-line supervisor. This title organizes the many tasks and roles supervisors play in five areas: promoting communication, guiding the

work, leading the workforce, coaching employee performance, and developing themselves. Presented in 2-day, 1-day, and ½ day, and other program options for easy delivery, each workshop has its own agenda driving the training day. Included are all the original, supporting content pieces for use in delivering the programs, as well as how to incorporate technology use into your workshop

ISBN: 9781562869694 | (June 2015) 8-1/2" x 11", 240 pages
Languages sold: Chinese (simplified)
Price: \$69.95



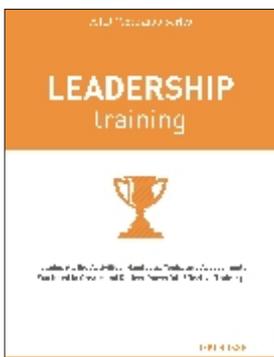
Coaching Training

Lisa Haneberg

Coaching Training, a new workshop book from ATD, focuses on teaching coaches the essential skills needed to conduct coaching conversations that help performers progress. The programs included use a service-oriented approach to coaching that emphasizes deep listening and letting performers own and pull the coaching conversations forward. The skills

that participants learn after attending these courses will help them be better coaches, leaders, and partners. Presented in 2-day, 1-day, and ½ day, and other program options for easy delivery, each workshop has its own agenda driving the training day. Included are all the original, supporting content pieces for use in delivering the programs, as well as how to incorporate technology use into your workshop. Along with the purchase of the book, all the supporting content—(PowerPoints, agendas, handouts, assessments, learning activities,) is available for free download in PDF format from the ATD website.

ISBN: 9781562869670 | (March 2015) 8-1/2" x 11", 224 pages
Chinese (simplified)
Price: \$69.95



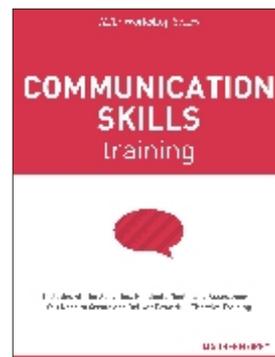
Leadership Training

Lou Russell

The all-new *Leadership Training* workshop book from ATD and authored by leadership development expert Lou Russell, brings to training practitioners completely revised and new material from which to facilitate leadership training. Presented in 2-day, 1-day, and ½ day, and other program options

for easy delivery, each workshop has its own agenda driving the training day. Included are all the original, supporting content pieces for use in delivering the programs, as well as how to incorporate technology use into your workshop. Along with the purchase of the book, all the supporting content—(PowerPoints, agendas, handouts, assessments, learning activities,) is available for free download in PDF format from the ATD website.

ISBN: 9781562869694 | (January 2015) 8-1/2" x 11", 256pages
Languages sold: Chinese (simplified)
Price: \$69.95



Communications Skills Training

Maureen Orey

Individuals, teams, and organizations are only as good as their ability to communicate effectively. *Communication Skills Training* offers the crucial tools you'll need to help your workshop participants master the skills that drive performance. This first book in the ATD Workshop Series offers practical, road-tested strategies and tactics for use at all

levels of your organization. Presented in 2-day, 1-day, and ½ day, and other program options for easy delivery, each workshop has its own agenda driving the training day. Included are all the original, supporting content pieces for use in delivering the programs, as well as how to incorporate technology use into your workshop. Along with the purchase of the book, all the supporting content—(PowerPoints, agendas, handouts, assessments, learning activities,) is available for free download in PDF format from the ATD website.

ISBN: 9781562869656 | (November 2014) 8-1/2" x 11", 224 pages
Chinese (simplified)
Price: \$69.95



Modern Mentoring

Randy Emelo

The notion that only the most experienced members of an organization can guide a few promising go-getters no longer applies in today's business world. In *Modern Mentoring*, Randy Emelo advocates for a vastly different mentoring practice. Drawing from a rich career, he explains why organizations should consider all employees potential mentors, making everyone both advisors and learners. *Modern Mentoring* offers a blueprint for success with a model that benefits more than the select few and steers clear of forcing connections between people. Emelo demonstrates that a culture in which people choose what they want to learn and whom they learn from, while increasing overall organizational intelligence, is completely within reach.

ISBN: 9781562869335 | (April 2015) 206 pages
World Rights Available
Price: \$32.95

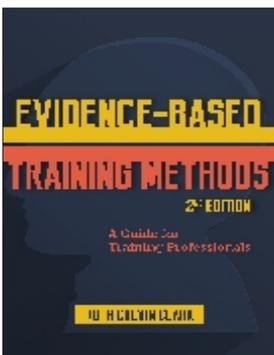


Safety Training That Transfers 50+ High-Energy Activities to Engage Your Learners

Steven Cohen and Ellis Ritz

Safety Training That Transfers offers more than 50 activities dedicated to different aspects of workplace safety. Each activity includes an overview, step-by-step instructions, and debriefing questions that reinforce each lesson. The activities included are so memorable that participants will be talking about them long after the formal training is complete. They increase knowledge, build coworker relationships, and boost morale. All incorporate adult learning theories and principles of knowledge retention.

ISBN: 9781562869298 | (November 2014) 7" x 10", 150 pages
World Rights Available
Price: \$29.95

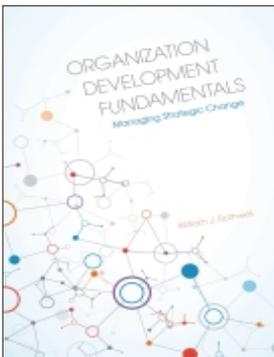


Evidence Based Training Methods, 2nd Edition A Guide for Training Professionals

Ruth Clark

From well-known training practitioner and author Ruth Colvin Clark, here is an updated volume that connects research to practice and offers concrete training guidance in *Evidence Based Training Methods: A Guide for Training Professionals, Second Edition*. Trainers, managers and everyone who has to teach someone something in the workplace will learn how to incorporate evidence and learning psychology. This book contains plentiful examples of best practices, as well as brand-new material about scenario-based learning and games.

ISBN: 9781562869748 | (October 2014) 6" x 9", 376 pages
World Rights Available
Price: \$32.95



Organization Development Fundamentals Managing Strategic Change

William J. Rothwell, et al

Change in organizations is best understood with a thorough and comprehensive study of how organizations develop and evolve through time and events. Mastering the art of change management within the OD process (organization development) and strategically managing the direction of change for employees, managers, leadership, brings forth prosperous results. It is fundamental to successful change implementation. Renowned author and professor, William J. Rothwell, has collected and organized high-level research in the OD arena, which now published in this volume, provides readers a definite review of the OD process within the frame of change management. As organizations go, so change is learned, overcome, and engaged by organizations. This new book from ATD authoritatively brings to our profession, a solid, research-backed OD title that imparts the wisdom and understanding of how change works within organizations.

ISBN: 9781562869113 | (January 2015) 6" x 9", 225 pages

World Rights Available

Price: \$32.95



Templates for Managing Training Projects

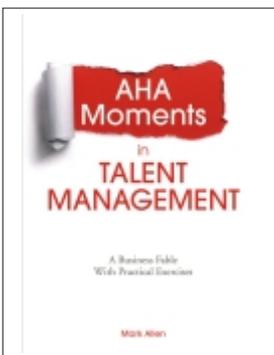
Willis H. Thomas

Templates for Managing Training Projects is a new title from ATD that combines the competencies of Project Management Institute's PMBOK® Guide to align with the competencies of the ASTD Competency Model. Included in this book are resources for trainers and learning professionals who act as project managers every day that include authoring and maintaining project plans, workflows, facilitating SME contributions, and ensuring effective project management from start to finish. The templates in this title support the training manager's role and ensure that his/her work is efficiently and effectively accomplished. The title includes templates for communications and cost management, staffing, training integration, procurement, and quality management, as well as time, risk, scope, and stakeholder

ISBN: 9781562869175 | (January 2015) 8-1/2" x 11", 280 pages

World Rights Available

Price: \$29.95



Aha Moments in Talent Management A Business Fable With Practical Exercises

Mark Allen

In a new business fable title, author Mark Allen (*The Corporate University Handbook: Designing, Managing, and Growing a Successful Program*, 2012) focuses attention on what most executives say is their most valuable asset—their people. By making people a top priority, companies can unleash greater potential from their employees. This title highlights 13 talent management principles depicted through a fictional company with a charismatic and passionate Chief People Officer. This fable (learning tool) effectively demonstrates how using people-centered talent management principles can inspire employees and reshape organizations.

ISBN: 9781562869168 | (August 2014) 6" x 9", 144 pages

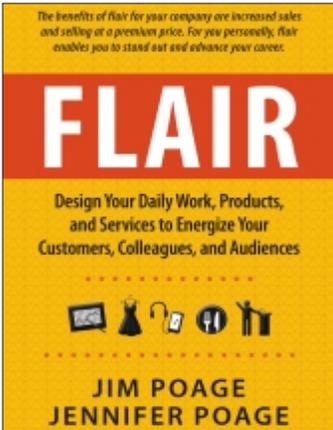
Languages Sold: Chinese (simplified)

Price: \$29.95

Maven House Press



Maven House Press is a new independent publishing house specializing in business books for managers and business executives. The publishing aim is to provide business professionals with books written by experts who will show them various paths to lead their organizations to greatness. For a complete Maven House Catalog, visit www.russorights.com.



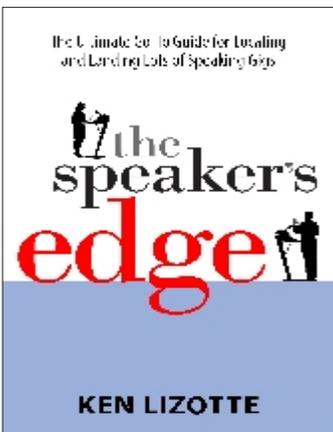
Flair

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

James L. Poage and Jennifer S. Poage

Flair sells. A top technology device company sells products at premium prices with customers waiting in line for each new offering. Flair used effectively in the service industry and your daily work can also energize your colleagues and audiences to remember and appreciate your results and ideas. *Flair* shows readers how to add great design to products, services, and everyday work to draw in the viewer or listener and create a positive and lasting impression. The authors show that by employing the specific principles and tips found in the book, anyone can create great flair in their work. The techniques in this book are applicable to businesses of any size, to teams, or to individuals.

ISBN: 9781938548390 | (December 2015) 6" x 9", 240 pages
 World Rights Available
 Price: \$24.95



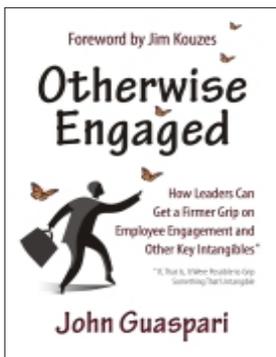
The Speaker's Edge

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

Ken Lizotte

Speakers for business and nonprofit events are sought out each and every day by meeting planners and program directors. Those who get the call are typically those who will fill a specific need and can boast the correct credentials and experience. *The Speaker's Edge* will show readers how to land these speaking engagements, especially ones that pay. This comprehensive book covers all the conventional means for locating and winning speaking engagements as well as clever, innovative tactics practiced by the most successful veteran speakers.

ISBN: 9781938548369 | (September 2015) 6" x 9", 240 pages
 World Rights Available
 Price: \$19.95



Otherwise Engaged

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

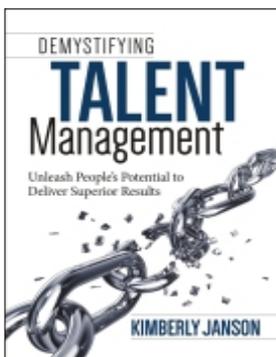
John Guaspari
Foreword by Jim Kouzes

Ask leaders what their biggest challenge is, and they're likely to say: "It's the people part of the job...the soft stuff...the so-called intangibles." *Otherwise Engaged* shows leaders how to get a grip on the intangibles. This thought-provoking book reveals: How to recognize and embrace the fact that the Intangibles are...intangible; Why employee engagement can be a trap and how to avoid it; How to create a culture where employees feel empowered; Why leaders so often do the wrong things to elicit trust and respect; Why good faith efforts to promulgate values throughout an organization can be ineffectual and, in some cases, even damaging. Using humor and metaphor and providing clear, specific actions that a new or experienced leader can take, Guaspari shows us that, in the PowerPoint world of analysis and logic that permeates most organizations, it's really our humanity and feelings of trust, respect, and safety that generate commitment and therefore performance.

ISBN: 9781938548338 | (February 2015) 6" x 9"

World Rights Available

Price: \$24.95



Demystifying Talent Management

Unleash People's Potential to Deliver Superior Results

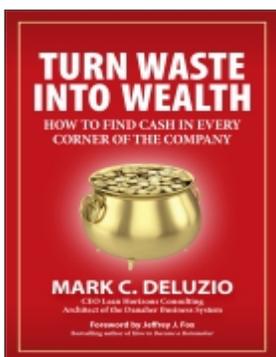
Kimberly Janson

Demystifying Talent Management offers practical advice for all managers, HR professionals, senior leaders, and other employees on how to work together to build a talented and motivated workforce. The book addresses performance, development, coaching, feedback, compensation, and other elements of people management. By taking a 360-degree point of view, the book reveals how each stakeholder views the elements of people management, what they need from each element, and what confusion and conflicts arise among the stakeholders, limiting people's potential. Using simple, straightforward language, Kim Janson tells you how you can avoid the confusion and conflicts.

ISBN: 9781938548307 | (March 2015) 6" x 9", 248 pages

World Rights Available

Price: \$24.95



Turning Waste into Wealth

How to Find Cash in Every Corner of the Company

Mark C. DeLuzio
Foreword by Jeffrey J. Fox

Cash is lying around everywhere in companies. It's piled to the ceilings in warehouses and on shelves, hiding in plain sight as inventory. It litters administrative offices, disguised as incorrect invoices, late billings, incomplete forms, input errors, sloppy requests from salespeople. It languishes in the countless places a customer's order can hide as it crawls from order entry to production and shipment. It sits in business's lobbies waiting for sales calls to start. All that cash is retrievable, gettable, bankable – available for re-investment and dividends. *Turning Waste into Wealth* will help you get that cash by becoming a Lean Company.

ISBN: 9781938548451 | (June 2015) 5-1/2" x 8-1/2", 168 pages

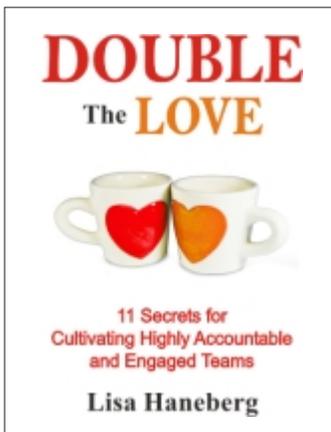
World Rights Available

Price: \$24.95

Trainers Publishing House (TPH)



Trainers Publishing House (TPH) is dedicated to world-wide advancement of top-tier learning & development, as well as niche business titles authored by experienced and recognized practitioners across the training and development industry. The TPH team is an experienced and professional publishing group that collaborates with authors and guides not just the publishing project, but the author's ability to increase the reach and impact of his/her work. TPH is the packager-publisher for the ATD Trainers Workshop Series (see page 5). For more information about TPH visit www.trainerspublishinghouse.com.

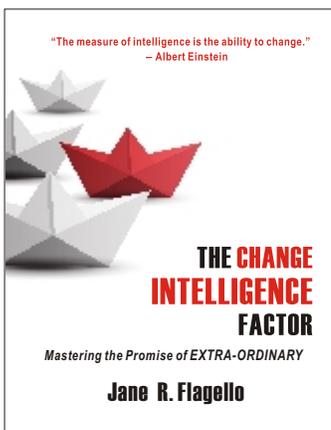


Double the Love 11 Secrets for Cultivating Highly Accountable and Engaged Teams

Lisa Haneberg

In this timely and practical new title, leadership expert Lisa Haneberg presents the Accountability and Engagement Model as a framework for cultivating effective teams and reveals 11 leadership practices that will enable leaders to catalyze peoples' greatness so that it serves a big purpose. The 11 secrets are practical, simple, and profound; each helps cultivate excellence and create performance velocity (performing with speed and focus) in staffs and teams immediately. Real-life examples and easy-to-use tools help readers develop leadership capabilities and put these powerful ideas into action.

ISBN: 9781939247049 | (April 2014) 6" x 9", 168 pages
World Rights Available
Price: \$16.95



The Change Intelligence Factor Mastering the Promise of EXTRA-ORDINARY

Jane R. Flagello

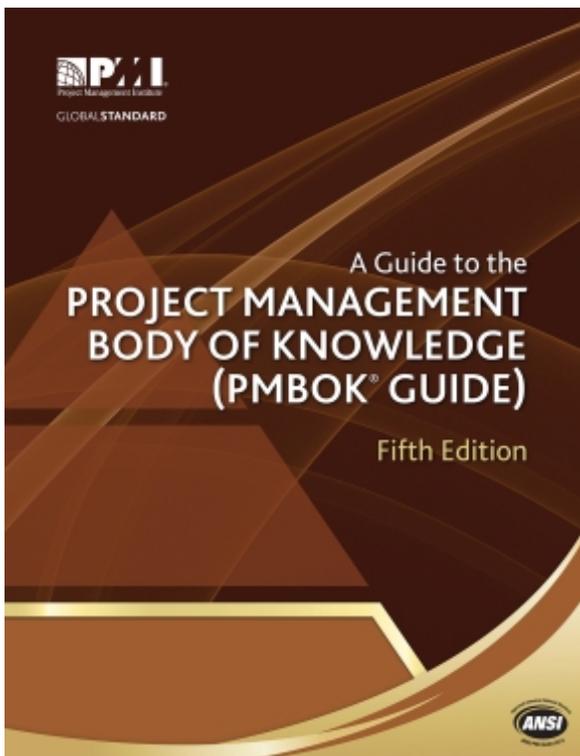
Change is the name of the game in the complex business climate that professionals face today. Successfully moving through change initiatives requires new skills. Flagello marries the concepts of change with emotional intelligence to offer an easy-to-follow formula for success in the new economy. This title presents three fundamental principles of *Change Intelligence* and how to apply these principals in key areas of the workplace: engaging employees, communications, leadership development, and customer service. Executives, managers, supervisors, leaders, and knowledge-workers will learn how to leverage key emotional change skills into high powered change intelligence drivers that lead to outstanding personal and professional performance results.

ISBN: 9781939247025 | (September 2013) 6" x 9", 168 pages
Languages Sold: India (reprint)
Price: \$16.95

Project Management Institute (PMI®)



PMI (Project Management Institute) is the world's leading publisher of project management information and knowledge. The organization offers a range of services to the Project Management profession such as the development of standards, research, education, publications, networking opportunities in local chapters, hosting conferences and training seminars, and maintaining multiple credentials in project management. Its single, largest best-selling title, the PMBOK® Guide, is now in its 5th edition (see below). All of PMI's publications are unique and support the project management profession. PMI publications feature career advice, best practices, and project profiles; books are written by subject matter experts. For more information about PMI, visit www.PMI.org. For a complete PMI catalog, visit www.russorights.com.

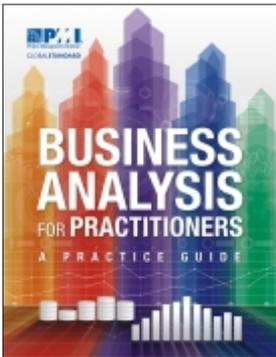


A Guide to the Project Management Body of Knowledge (PMBOK® Guide), Fifth Edition

PMI

A Guide to the Project Management Body of Knowledge (PMBOK® Guide)–Fifth Edition reflects the collaboration and knowledge of working project managers and provides the fundamentals of project management as they apply to a wide range of projects. This internationally recognized standard gives project managers the essential tools to practice project management and deliver organizational results. Thoroughly expanded and revised, four new planning processes have been added, Plan Scope Management, Plan Schedule Management, Plan Cost Management, and Plan Stakeholder Management, to reinforce the concept that each of the subsidiary plans are integrated through the overall project management plan. In addition, project data information and information flow have been redefined to bring greater consistency and to be more aligned with the Data, Information, Knowledge and Wisdom (DIKW) model used in the field of Knowledge Management.

ISBN: 9781935589679 | (January 2013) 8-1/2" x 11", 589 pages
 Reprint rights (translated editions) available for: Arabic, French, German, Spanish, Korean, Japanese, and Italian. Reprint rights (translated editions) sold for: Russian and Portuguese (Brazilian).
 Foreign language translation rights available for all other languages.
 Price: \$69.95

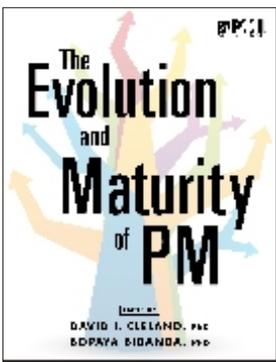


**Business Analysis for Practitioners
A Practice Guide**

PMI

Business Analysis for Practitioners: A Practice Guide provides practical resources to tackle the project-related issues associated with requirements and business analysis—and addresses a critical need in the industry for more guidance in this area. Regardless of your job title or industry, this guide will help you drive your projects and programs to more successful outcomes.

ISBN: 9781628250695 | (January 2015) 8-1/2" x 11", 206 pages
 Languages sold: Chinese (simplified) and Portuguese (Brazilian)
 Price: \$34.95



The Evolution and Maturity of PM

David I., Ph.D. Cleland and Bopaya, Ph.d. Bidanda (editors)

This book presents an overview of when and how project management developed in history—through the informal management concepts applied in ancient projects of human achievement like the Great Wall of China and the pyramids of Egypt up to the present state of the art. Recounting the intellectual history and philosophical sources on which the current body of knowledge is founded, this book also surveys project management tools, techniques, and processes that have become formalized in present day project-based organizations.

ISBN: 9781628250688 | (February 2015) 8-1/2" x 11", 200 pages
 World Rights Available
 Price: \$34.95



Collaborative Project Procurement Arrangements

Derek H.T. Walker, PhD and Beverly M. Lloyd-Walker, PhD

Large projects, especially in the construction and infrastructure sectors, involve collaborations of many different types, such as built-own-operate, public-private partnership or competitive dialogue. This monograph details the authors' research on the types of collaborative projects; how they vary in different parts of the world; what sort of knowledge, skills, attributes and experience are necessary to deliver these projects; and how any identified gaps can be bridged. Recommendations are made based on interviews with 36 subject matter experts from several countries, as well as an extensive literature review.

ISBN: 9781628250671 | (March 2015) 8-1/2" x 11", 220 pages
 World Rights Available
 Price: \$34.95



Challenges and Best Practices of Managing Government Projects and Programs

Young Hoon Kwak, PhD; Min Liu, PhD;
 Peerasit Patanakul, PhD and Ofer Zwikael, PhD, PMP

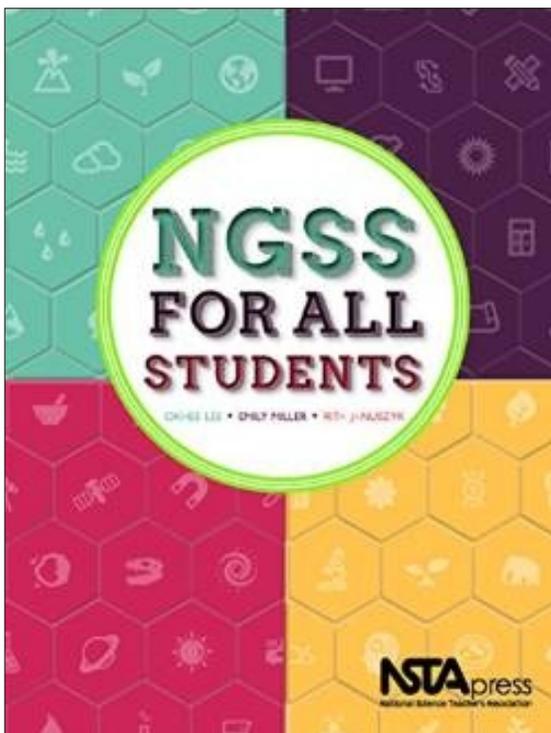
Many government projects and programs are prolonged for years, failing to meet the projects' objectives, wasting taxpayers' money, or they are abruptly terminated in the midst of planning or implementation. Government funded projects and programs set out to achieve national growth and enhance the lives of citizens. Drawing on an array of large-scale government projects gleaned from government audit reports across three major sectors—infrastructure and transportation, information systems, and defense—this study explains why government projects the USA, UK, an Australia go wrong and what can be done to improve their success rates.

ISBN: 9781628250657 | (July 2014) " x ", 88 pages
 World Rights Available
 Price: \$23.95

National Science Teachers Association (NSTA Press)



The National Science Teachers Association (NSTA) is the largest organization in the world committed to promoting excellence, standards, and innovation in science teaching and learning for all. NSTAPress produces many books and journals that promote professional development and best practices for science teachers kindergarten through college. For more information about NSTA, visit www.NSTA.org and to download a complete catalog of their titles, please visit www.russorights.com.

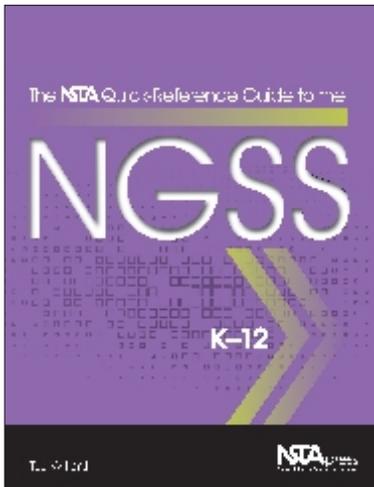


NGSS for All Students

Okhee Lee, Emily Miller and Rita Januszyk

This unique book portrays real teaching scenarios written by real teachers. The seven authentic case studies vividly illustrate research- and standards-based classroom strategies teachers can use to engage seven diverse demographic groups: economically disadvantaged students, students from major racial and ethnic groups, students with disabilities, English language learners, girls, students in alternative education and gifted and talented students. Supplementing the case studies are additional chapters to deepen your understanding of the strategies and make what you learn more usable.

ISBN: 9781938946295 | (April 2015) 224 pages
World Rights Available
Price: \$34.95

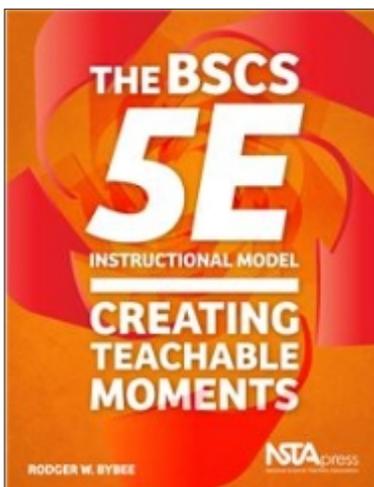


The NSTA Quick-Reference Guide to the NGSS, K-12

NSTA

These new reference guides are indispensable for science teachers, administrators, curriculum developers, and teacher educators who want to incorporate the Next Generation Science Standards (NGSS) into their schools. Designed for use with the NGSS, and available in three grade-specific versions—one each for elementary, middle, and high school, with a special version covering grades K to 12—the books provide performance expectations, disciplinary core ideas, and crosscutting concepts that all connect to applications of science, technology, and engineering

ISBN: 9781941316108 | (November 2014) 160 pages
 World Rights Available
 Price: \$19.95

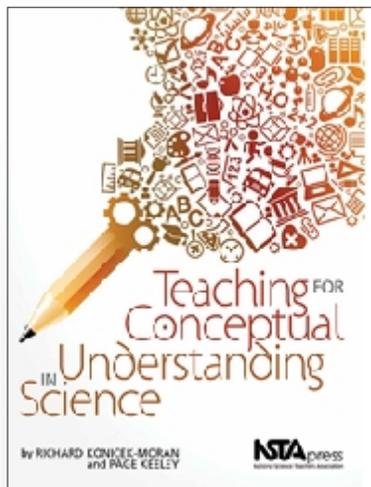


The BSCS 5E Instructional Model Creating Teachable Moments

Rodger Bybee

The BSCS 5E Instructional Model can help teachers create more memorable moments in the classroom. Created in the late 1980s by a team led by author Rodger Bybee, the popular *BSCS 5E Instructional Model* includes five phases: engage, explore, explain, elaborate, and evaluate. Much of the title is devoted to an in-depth explanation of how to put the model to work in the classroom, but the book also explores the historical idea of what can be considered instructional models and education; research that supports such models; explains how to connect the model to the Next Generation Science Standards, STEM education, 21st-century skills, and implementation in your classroom; and weaves a narrative that encompasses education research, the psychology of learning, and the reality of classroom practice.

ISBN: 9781941316009 | (March 2015) 144 pages
 World Rights Available
 Price: \$31.95



Teaching for Conceptual Understanding in Science

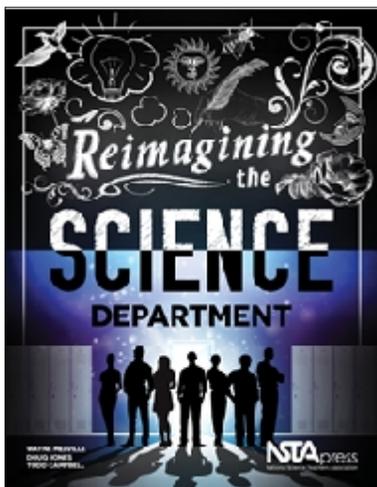
Richard Konicek-Moran; Page Keeley

Written in an appealing, conversational style, this new book explores where science education has been and where it's going; emphasizes how knowing the history and nature of science can help teachers engage in conceptual understanding and change; stresses the importance of formative assessment as a pathway to change; and provides a bridge between research and practice.

ISBN: 9781938946103 | (March 2015) 264 pages

World Rights Available

Price: \$33.95



Reimagining the Science Department

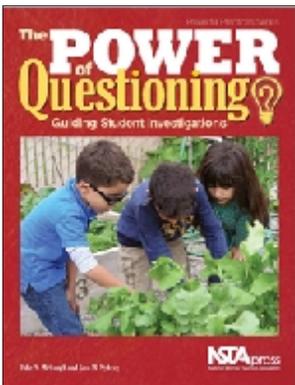
Wayne Melville; Doug Jones; Todd Campbell

Reimagining the Science Department is a thoughtful reflection on how teachers can reassess past and current practices in science departments as a way to rethink the future for teachers and students in the classroom. Although the text offers rich historical perspective, readers come away with sensible strategies—bolstered by practitioner vignettes and related research—that entire departments can put to work right away. *Reimagining the Science Department* is a must-read resource for department directors and is also useful for school administrators.

ISBN: 9781938946325 | (April 2015) 136 pages

World Rights Available

Price: \$29.95

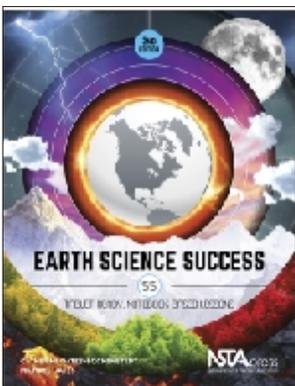


**The Power of Questioning
Guiding Student Investigations**

Julie McGough; Lisa Nyberg

This pedagogical picture book is a powerful tool that invites readers to nurture the potential for learning that grows out of children’s irreplaceable urges to ask questions. The book’s foundation is a three-part instructional model, Powerful Practices, grounded in questioning, investigation, and assessment.

ISBN: 9781938946288 | (March 2015) 72 pages
World Rights Available
Price: \$17.95

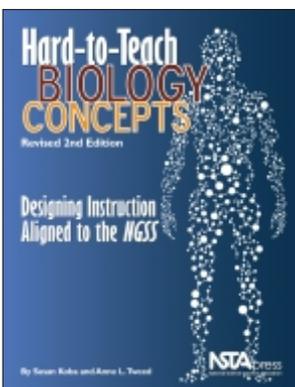


**Earth Science Success, 2nd Edition
55 Tablet-Ready, Notebook-Based Lessons**

Catherine Oates-Bockenstedt and Michael D. Oates

This fully revised version of *Earth Science Success*, specially designed to work with modern tablets has as a goal to make teaching easier and more effective by combining best practices with new tools and standards to fit the changing times. All 55 lessons enable teachers to incorporate electronic tablets using teacher-tested methods. In addition, the investigations all follow the disciplinary core ideas from the Next Generation Science Standards.

ISBN: 9781941316160 | (March 2015) 358 pages
World Rights Available
Price: \$32.95



**Hard-to-Teach Biology Concepts, 2nd Edition
Designing Instruction Aligned to the NGSS**

Susan Koba; Anne Tweed

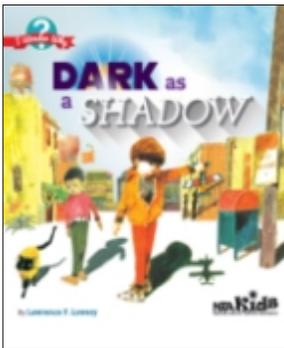
Hard-to-Teach Biology Concepts provides an Instructional Planning Framework that helps teachers and educators understand their students’ learning needs, incorporate appropriate teaching strategies, and interpret the framework and teaching tools through the lens of NGSS. Veteran teachers and those new to the classroom can use the framework to develop students’ conceptual understanding of the four NGSS disciplinary core ideas: development of organisms, ecosystems, hereditary, and biological evolution. Timely and practical, this new edition helps all educators make sure that their students are getting the most out of their biology education.

ISBN: 9781938946486 | (September 2014) 328 pages
World Rights Available
Price: \$35.95

NSTA KIDS BOOKS



Books from NSTA Kids ask intriguing questions, pull children in with amazing answers, and impart sound science. The bright graphics and vivid narratives catch children's attention. Three series are the hallmark of NSTA Kids! *Wonder Why?* authored by Lawrence F. Lowery, which explore the marvels of everyday phenomena in ways that captivate beginning readers and satisfy teachers and parents looking for age-appropriate resources about science. *Next Time You See* series, which awakens a sense of wonder in children with engaging text and eye-catching photography. Look for new additions to the offerings of NSTAKids in this catalog.



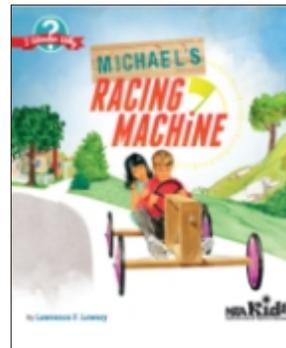
**Dark as a Shadow
I Wonder Why**

Lawrence F. Lowery

Written in lively rhyme, *Dark as a Shadow* makes it fun to learn the science behind why shadows change length throughout the day and disappear in the dark. After reading about how light and objects interact to create shadows, young children won't be

able to resist twisting, wriggling, bending, and shaking to see the phenomenon themselves.

ISBN: 9781941316061 | (July 2014) 36 pages
World Rights Available
Price: \$11.95



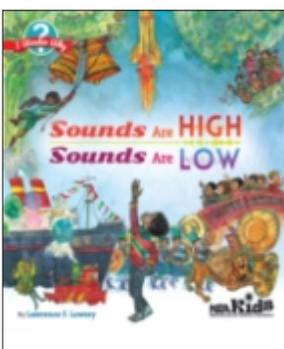
**Michael's Racing Machine
I Wonder Why**

Lawrence F. Lowery

While building a soapbox racing car, a pair of friends provide an easy-to-understand lesson in how simple machines are all around us, making our work more efficient. Michael and Luci show readers that a broom is a lever, nails are wedges, and a screwdriver is both a lever and a wheel and axle. The two also

prove that curious children can be just like scientists, making observations and using *how* and *what* questions to explore physical principles they encounter all the time.

ISBN: 978-1-941316-05-4 | (July 2014) 36 pages
World Rights Available
Price: \$11.95



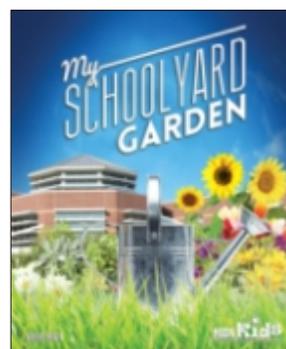
**Sounds Are High, Sounds
Are Low
I Wonder Why**

Lawrence F. Lowery

Here's humorous proof of just how fun it is to observe with your ears. A whimsical introduction to pitch and volume, this book practically begs young scientists to read it aloud. And why not? It's the best way to compare the differences among a telephone's high ring, a cow's low moo, a fire truck's loud

clang, and a flying string band's plinkety plink plunk. *Sounds Are High, Sounds Are Low* is ideal for beginning readers and hilarious practice for future sound effects

ISBN: 978-1-941316-04-7 | (July 2014) 36 pages
World Rights Available
Price: \$11.95



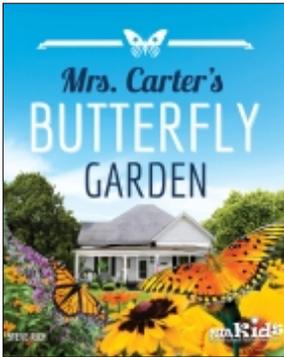
My Schoolyard Garden

Steve Rich

This colorful book takes children through a schoolyard garden—past the seeding beds, along the compost bin, and over to the bird house and bird bath. Along the way, children learn what insects, animals, and plants need to thrive and discover the

fun of observing and recording it all. *My Schoolyard Garden* proves you can learn a lot from a garden, no matter where it grows.

ISBN: 9781938946219 | (October 2014) 32 pages
World Rights Available
Price: \$12.95



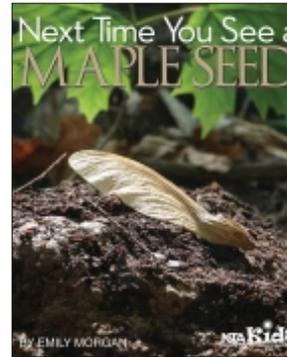
Mrs. Carter's Butterfly Garden

Steve Rich

Inform and inspire young naturalists with this book about a very special butterfly garden. *Mrs. Carter's Butterfly Garden* is the story of how former First Lady Rosalynn Carter started a front-yard project that grew into a butterfly-friendly trail in her hometown

Plains, Georgia. Learn from Mrs. Carter's example why it's good for people when butterflies have welcoming spaces and how kids can create their own butterfly gardens at home or school.

ISBN: 9781941316085 | (October 2014) 32 pages
 World Rights Available
 Price: \$12.95



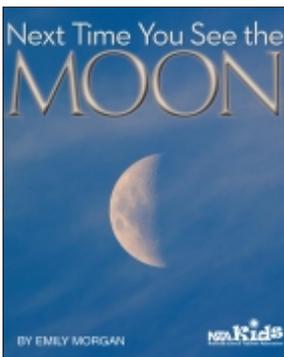
Next Time You See a Maple Seed

Emily Morgan

It's fun to toss maple seeds into the air and watch them twirl down to the ground like nature's own helicopters. This book offers a close look at these marvels of aerial engineering, including the seeds' real name (no, not whirlybird), the work

they do for maple trees, and how to uncover the tiny trees waiting to grow from the spinning seeds.

ISBN: 9781938946356 | (September 2014) 32 pages
 World Rights Available
 Price: \$12.95



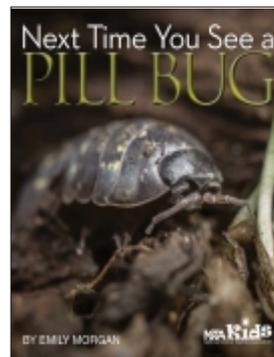
Next Time You See the Moon

Emily Morgan

This fascinating book will stay with children every time they gaze up at the night sky. Through vivid pictures and engaging explanations, children will learn about many of the Moon's mysteries: why it looks like a silvery crescent one night and a chalk-white ball a few nights later, where it gets light, and

how scientists can predict the Moon's shape on your birthday a thousand years from now. Pack this book with a flashlight and blanket on a clear night and you'll have an evening outing you'll never forget.

ISBN: 9781938946332 | (August 2014) 32 pages
 World Rights Available
 Price: \$12.95



Next Time You See a Pill Bug

Emily Morgan

Awaken a sense of wonder in a child with the "Next Time You See" series from NSTA Kids. The books will inspire elementary-age children to experience the enchantment of everyday phenomena, such as pill bugs, fireflies, seashells, and sunsets.

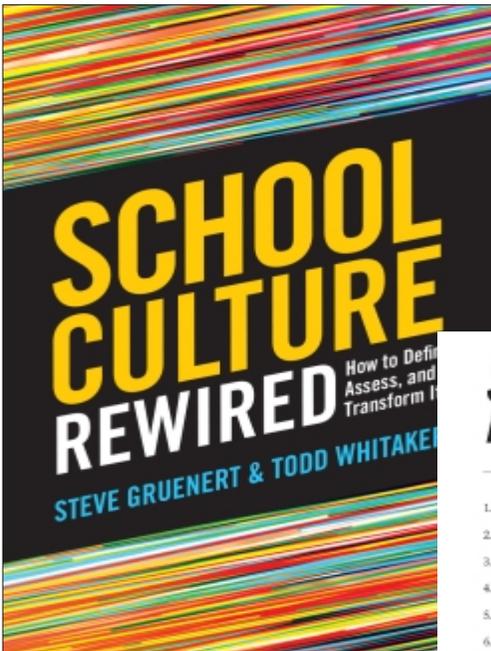
Free supplementary activities are available on the NSTA website.

ISBN: 9781936959174 | (October 2013) 32 pages
 World Rights Available
 Price: \$10.95

Association for Supervision and Curriculum Development (ASCD®)



ASCD is the foremost educational leadership organization dedicated to advancing best practices and policies for the success of each learner. ASCD publishes more than 30 new books each year that provide expert and innovative solutions in professional development, capacity building, and educational leadership essential to the way educators learn, teach, and lead. For more information about ASCD, please visit www.ASCD.org and to download the ASCD 2014 Rights Catalog, visit www.russorights.com.



School Culture Rewired How to Define, Assess, and Transform It

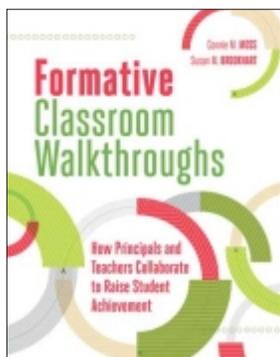
Steve Gruenert and Todd Whitaker

In this groundbreaking book, education experts Steve Gruenert and Todd Whitaker offer tools, strategies, and advice for defining, assessing, and ultimately transforming a school's culture into one that is positive, forward-looking, and actively working to enrich students' lives. Drawing from decades of research on organizational cultures and school leadership, the authors provide everything educators need to optimize both the culture and climate of their schools.

SCHOOL CULTURE REWIRED *How to Define, Assess, and Transform It*

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ISBN: 9781416619901 | (January 2015) 6" x 9", 170 pages
 Languages Sold: Arabic, Chinese (simplified)
 Price: \$17.95



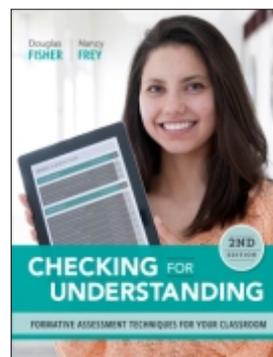
Formative Classroom Walkthroughs
How Principals and Teachers Collaborate to Raise Student Achievement

Connie M. Moss and Susan M. Brookhart

Drawing upon their research and extensive work with K–12 teachers and administrators, Moss and Brookhart delve into the learning target theory of action that debuted in *Learning Targets: Helping Students Aim for Understanding in Today's Lesson* and show you how to develop a schoolwide

collaborative culture that enhances the learning of teachers, administrators, coaches, and students. They present detailed examples of how formative walkthroughs work across grade levels and subject areas, and provide useful templates that administrators and coaches can use to begin their own work. Grounded in the beliefs that schools improve when educators improve and that the best evidence of improvement comes from what we see students doing to learn in every lesson, every day, *Formative Classroom Walkthroughs* offers a path to improvement that makes sense—and makes a difference.

ISBN: 9781416619864 | (January 2015) 7" x 9", 230 pages
World Rights Available
Price: \$22.95



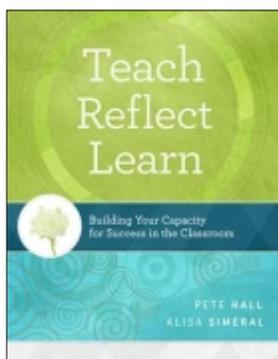
Checking for Understanding, Second Edition
Formative Assessment Techniques for Your Classroom

Doug Fisher and Nancy Frey

In *Checking for Understanding*, Douglas Fisher and Nancy Frey show how to increase students' understanding with the help of creative formative assessments. When used regularly, formative assessments enable every teacher to determine what students know and what

they still need to learn. Fisher and Frey explore a variety of engaging activities that check for and increase understanding, including interactive writing, portfolios, multimedia presentations, audience response systems, and much more. This new second edition has been updated to reflect the latest thinking in formative assessment and to show how the concepts apply in the context of Fisher and Frey's work on gradual release of responsibility, guided instruction, formative assessment systems, data analysis, and quality instruction.

ISBN: 9781416619222 | (December 2014) 8" x 10", 160 pages
World Rights Available
Price: \$20.95



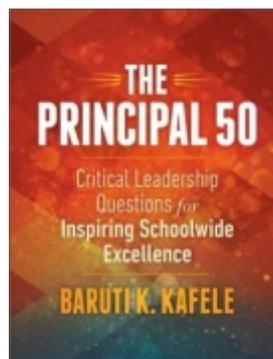
Teach, Reflect, Learn
Building Your Capacity for Success in the Classroom

Pete Hall and Alisa Simeral

The difference between learning a skill and being able to implement it effectively resides in your capacity to engage in deep, continuous thought about that skill. In other words, recognizing why teachers do something is often more important than knowing how to do it. To help teachers

deepen their thinking and reflect on their capacity as an educator, authors Pete Hall and Alisa Simeral return to the Continuum of Self-Reflection, which they introduced to coaches and administrators in their best-selling *Building Teachers' Capacity for Success*, and redesign its implementation so you can take charge of your own professional growth. This new book presents tools specifically made to enhance self-reflection on professional practice, including the Continuum of Self-Reflection and the Reflective Cycle.

ISBN: 9781416620105 | (April 2015) 7" x 9", 160 pages
World Rights Available
Price: \$19.95



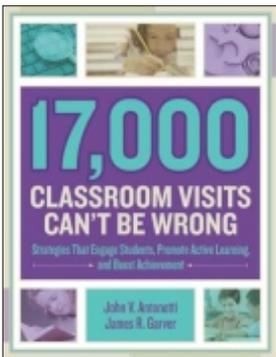
The Principal 50
Critical Leadership Questions for Inspiring Schoolwide Excellence

Baruti K. Kafele

In *The Principal 50: Critical Leadership Questions for Inspiring Schoolwide Excellence*, Baruti K. Kafele a veteran school administrator and best-selling author, guides motivated school leaders through 50 self-reflection exercises designed to yield a deeper understanding of the meaning behind

the work that they do. Readers will learn how to inspire and motivate students, teachers and other school staff to approach their work with vigor and purpose. This ensures that all students, regardless of color, creed, or origin, are valued and represented in the school culture and integrates shared values and objectives into the fabric of the school all with the goal of guaranteeing the strongest outcomes for students.

ISBN: 9781416620143 | (March 2015) 6" x 9", 112 pages
World Rights Available
Price: \$13.95

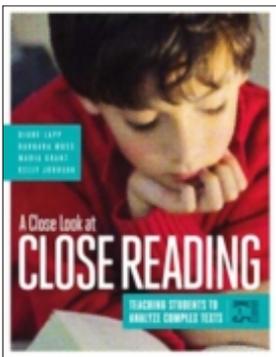


17,000 Classroom Visits Can't Be Wrong
Strategies That Engage Students, Promote Active Learning, and Boost Achievement

John Antonetti and Jim Garver

As the designers of the “Look 2 Learning” model, authors Antonetti and Garver have visited more than 17,000 classrooms—examining a variety of teaching and learning conditions, talking to students, scrutinizing their work, and determining students’ levels of thinking and engagement. From this vast set of data, the authors have drawn salient lessons that provide valuable insight into how to smooth the transition from simply planning instruction to designing high-quality student work. This new title shares those lessons along with stories of successful practice and practical tools ready for immediate classroom application. The authors also provide opportunities for reflection and closure designed to help teachers consider (or reconsider) their current beliefs and practices in the classroom.

ISBN: 9781416620082 | (February 2015) 7 7/8" x 9 7/8", 190 pages
 World Rights Available
 Price: \$21.95

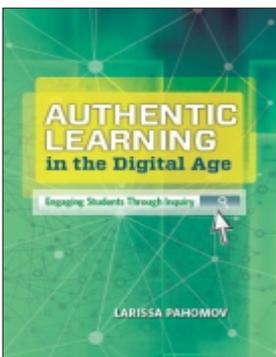


A Close Look at Close Reading
Teaching Students to Analyze Complex Texts, Grades K–5

Diane Lapp, Barbara Moss, Maria Grant and Kelly Johnson

New standards demand an instructional shift to teaching students close reading skills, and teachers need to know what this means: the texts to choose, the process to follow, the kinds of questions to ask, the supports to provide, and the assessment strategies to use. That’s where this comprehensive book comes in, with timely advice and clear guidelines and steps targeted especially to elementary school teachers.

ISBN: 9781416619475 | (January 2015) 208 pages
 World Rights Available
 Price: \$30.95



Authentic Learning in the Digital Age
Engaging Students Through Inquiry

Larissa Pahomov

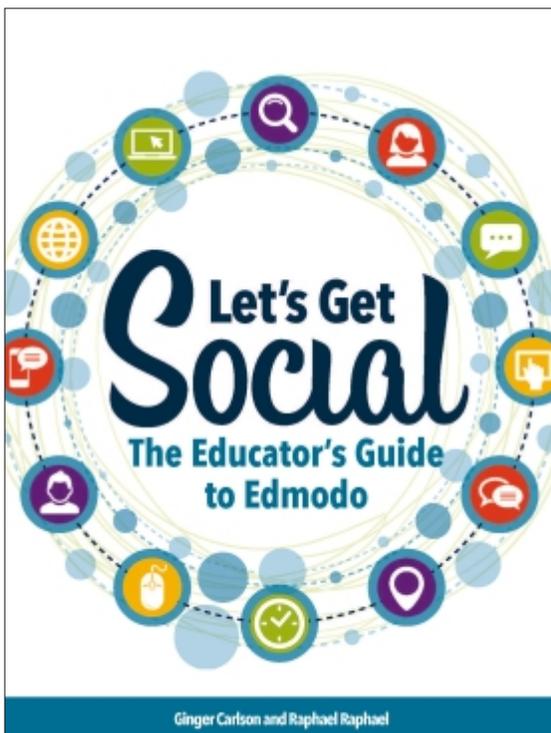
Get the inside story of how a renowned school—the Science Leadership Academy in Philadelphia—creates an authentic learning environment where students ask questions, do research, and explore subjects that fascinate them. Author and classroom teacher Larissa Pahomov takes the work of 25 teachers and 500 students and distills their ideas, passions, systems, and structures into a framework you can learn from and implement in your school.

ISBN: 9781416619567 | (October 2014) 6" x 9", 198 pages
 World Rights Available
 Price: \$26.95

International Society for Technology in Education (ISTE)



ISTE (International Society for Technology in Education) is the premier membership association for educators and education leaders engaged in improving teaching and learning by advancing the effective use of technology in pre-K to 12 and teacher education. ISTE is the trusted source for professional development, knowledge generation, advocacy, and leadership for innovation. As a publisher, ISTE produces top-quality and vital books relevant to education professionals. Its bestselling *Flip Your Classroom: Reach Every Student in Every Class Every Day*, -co-published with ASCD, has been reaching audiences through print, e-book, and author appearances around the globe. For more information about ISTE, visit www.ISTE.org. To download their catalog, visit www.russorights.com

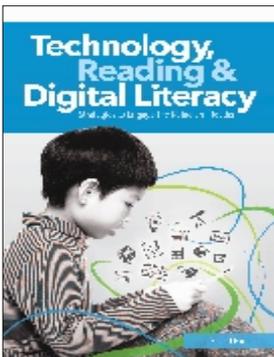


Let's Get Social The Educator's Guide to Edmodo

Ginger Carlston and Raphael Raphael

Social networks are a growing part of our daily lives. But what people may not know is that these powerful and diverse online communities can also inform the way students learn, the way teachers teach and the way educators communicate and share ideas. *Let's Get Social* is an instructional toolbox from which educators for any grade level can learn everything they need to know about integrating social learning using the popular educational social network, Edmodo. Filled with valuable tips and resources for both novice and experienced users, this title provides immediately adaptable strategies for incorporating Edmodo's suite of tools and apps in their classrooms. Learn how to leverage Edmodo for assessment, project-based learning, flipped classroom, gamification and more.

ISBN: 9781564843562 | (July 2015) 7-1/2" x 9-1/4", 200 pages
World Rights Available
Price: \$21.95

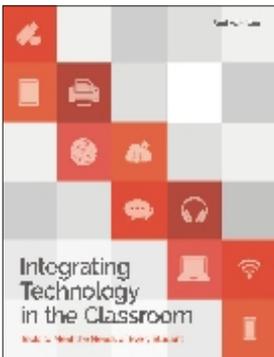


Technology, Reading and Digital Literacy Strategies to Engage the Reluctant Reader

L. Robert Furman

Reading is fundamental to learning and this new book offers strategies teachers can use to motivate all students, including the most reluctant, to rediscover the joys of reading, share what they've read and discover innovative ways of exploring new things using technology as a springboard. *Technology, Reading & Digital Literacy* shows teachers how to connect traditional teaching strategies with engaging online tools and resources designed to inspire a love of literature in new and reluctant readers. Filled with a robust collection of literacy tools this title is for educators at all levels who want to boost digital literacy for all students.

ISBN: 9781564843568 | (June 2015) 5-1/2" x 8-1/2", 100 pages
World Rights Available
Price: \$19.95

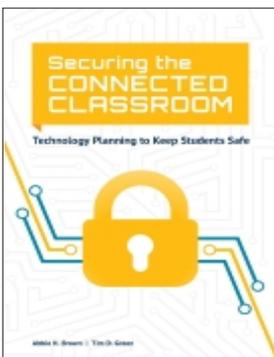


Integrating Technology in the Classroom Tools to Meet the Needs of Every Student

Boni Hamilton

Integrating Technology in the Classroom helps teachers discern which technology tools and projects resonate with individual teaching styles, classroom context, and technology skill levels — all while helping students achieve academic growth. In this book every teacher can find new and immediately applicable ways to integrate technology in the classroom. Discover hundreds of tools and activities that support collaborative, student-centered learning, presented in order of complexity and difficulty to help you to build confidence and skills in each area. Filled with the examples of teachers who have successfully employed technology in the classroom, this title will help educators revise lessons to meet the ISTE Standards for Students in an easy and straight forward way.

ISBN: 9781564843456 | (June 2015) 7-1/2" x 9-1/4", 250 pages
World Rights Available
Price: \$27.95

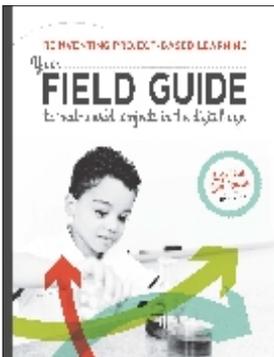


Securing the Connected Classroom Technology Planning to Keep Students Safe

Abbie H. Brown and Tim D. Green

While there is no single method for solving all technology safety challenges in schools, there is a process that ensures that technology leaders make effective decisions about that technology and that meets the unique instructional needs of their institutions. Specialists in this field, authors Abbie H. Brown and Tim D. Green, outline a new process education leaders can follow to ensure a secure environment for learning with technology. This book guides educators, administrators and IT staff through a step-by-step process for creating a districtwide blueprint for keeping students safe while maintaining an appropriate level of security. Filled with practical advice on identifying and organizing a stakeholder group, assessing potential threats and developing appropriate responses, this book will help inform your conversations around security in the classroom.

ISBN: 9781564843548 | (April 2015) 5-1/2" x 8-1/2", 120 pages
World Rights Available
Price: TBD

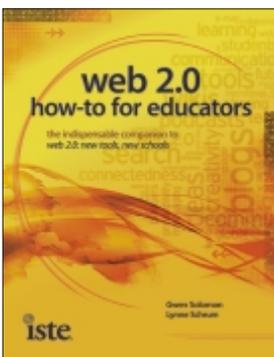


Reinventing Project-Based Learning, Second Edition Your Field Guide to Real-World Projects in the Digital Age

Susie Boss and Jane Krauss

Lead students through powerful learning experiences with *Reinventing Project-Based Learning*, a guide for educators, administrators, and professional development specialists who want to make the shift to a more student-driven learning model. Explore proven strategies for overcoming the limitations of the traditional classroom, including a wealth of technology tools for inquiry, collaboration, and global connection to support this new vision of instructional design. The book itself follows the arc of a project, providing guided opportunities to direct and reflect on your own learning. In the expanded second edition, educators will find new examples of the latest tools, assessment strategies and promising practices that are poised to shape education in the coming years. With rich illustrations and teacher interviews from around the world, *Reinventing Project-Based Learning* shows how to design authentic projects that make the most of available and emerging technologies.

ISBN: 9781564843449 | (October 2014) 7.5" x 9.25", 286 pages
World Rights Available
Price: \$39.95

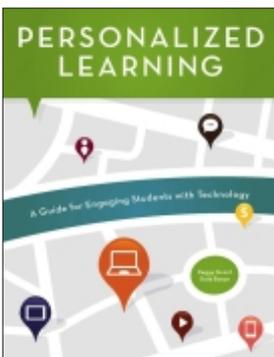


Web 2.0 How-to for Educators, Second Edition Revised and Expanded

Gwen Solomon and Lynne Schrum

Established authors Gwen Solomon and Lynne Schrum ignite creativity in the classroom in this expanded and fully updated edition of their bestselling "Web 2.0: New Tools, New Schools". Using accessible language, the authors help educators expand student and teacher learning by introducing ways to incorporate web tools such as podcasts, blogs, and wikis into the classroom.

ISBN: 9781564843517 | (July 2014) 7" x 9.25", 314 pages
World Rights Available
Price: \$39.95

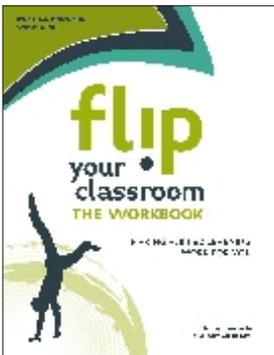


Personalized Learning A Guide for Engaging Students with Technology

Peggy Grant and Dale Basye

With personalized learning, teachers and students are more empowered to take charge of the education experience. The distinguished authors of this new title show how personalized learning with technology can be used to meet the needs of all learners—from gifted students to students with disabilities—and how it can help achieve school goals. Included in the book are examples of what personalized learning looks like, comparisons of tools and technologies, and evaluation tools like surveys and checklists. The book concludes with a step-by-step guide for planning a school-wide personalized learning initiative. The hands-on planning and evaluation tools make this an excellent resource for teachers and administrators, both individuals and entire schools and districts.

ISBN: 9781564843524 | (June 2014) 7" x 9.25", 200 pages
World Rights Available
Price: \$24.95

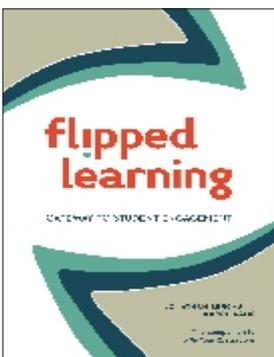


Flip Your Classroom, The Workbook Making Flipped Learning Work for You

Jonathan Bergmann and Aaron Sams

Flipped learning empowers educators to engage students, personalize learning and reclaim valuable class time. But you may still be wondering, "How can this model work for me?" While there's no step-by-step formula for flipped learning success, this workbook guides you through developing an approach in the direction of flipped learning that will serve you and your students. From the best-selling authors of *Flip Your Classroom*, this companion workbook includes questions and activities to help you reflect on the why and how of flipping your classroom, plus learning about the flipped-mastery models. This workbook is one of five e-books related to *Flip Your Classroom* covering education, topic specific content will cover science, math, English, social studies, and the elementary classroom. The workbooks will be combined to form a single volume for all translation rights sales.

ISBN: 9781564843579 | (January 2015) 5-1/2" x 8-1/2", 24 pages
Translation rights owned by ASCD
Price: \$9.95

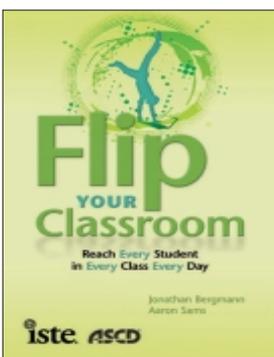


Flipped Learning Gateway to Student Engagement

Jonathan B. Bergmann and Aaron Sams

In *Flipped Learning*, authors Bergmann and Sams take their revolutionary educational philosophy to the next level. Building on the energy of the thousands of educators inspired by the influential book *Flip Your Classroom*, this installment is all about what happens next -- when a classroom is truly student-centered and teachers are free to engage with students on an individual level. Loaded with powerful stories from teachers across curriculum and grade levels, *Flipped Learning* will once again turn expectations upside-down and fuel excitement for teaching and learning.

ISBN: 9781564843449 | (July 2014) 5-1/2" x 8-1/2", 227 pages
Languages Sold: Danish, French, Korean, Chinese (simplified), Chinese (complex), Japanese, and Arabic
Price: \$21.95

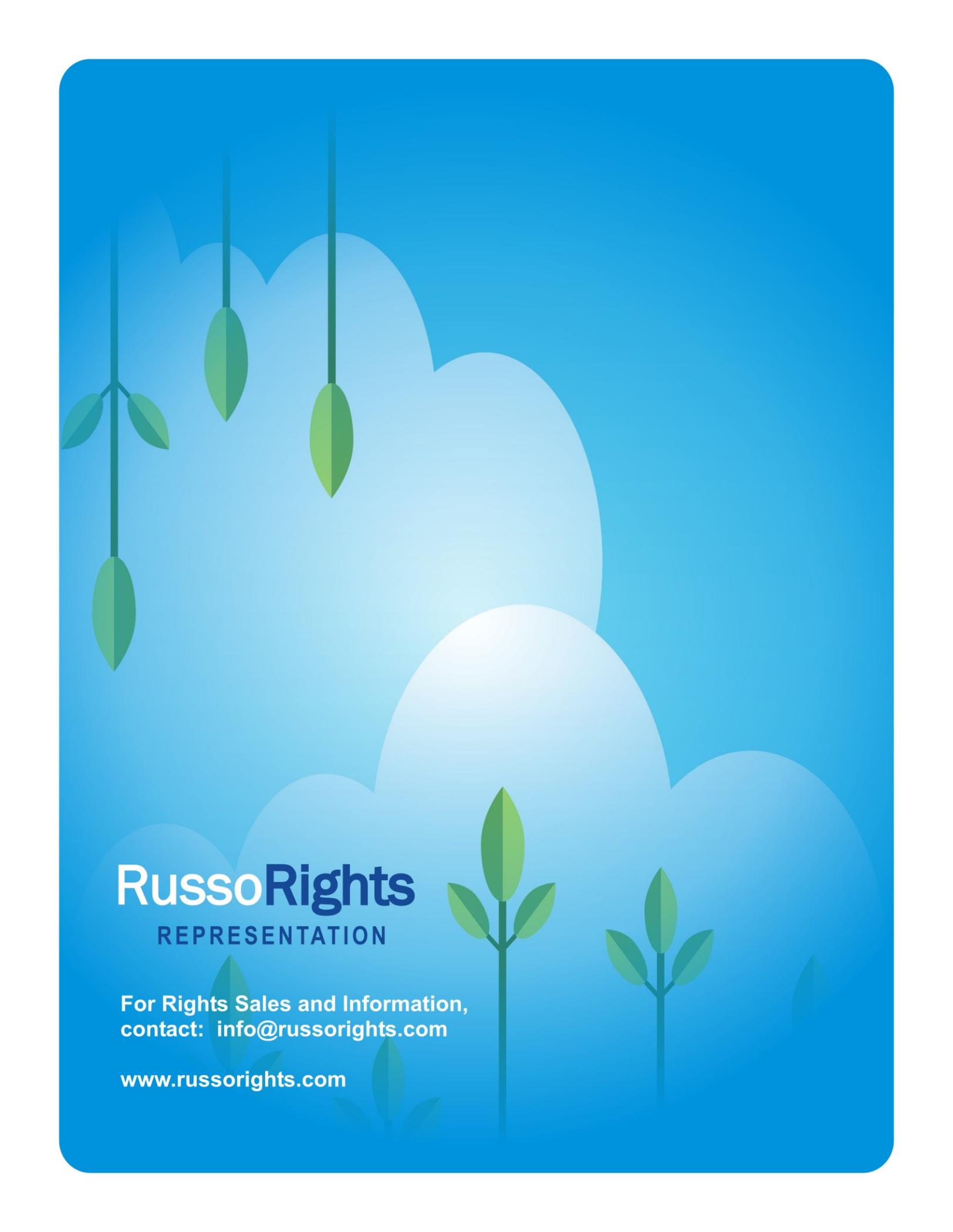


Flip Your Classroom Reach Every Student in Every Class Every Day

Jonathan B. Bergmann and Aaron Sams

In *Flip Your Classroom*, authors Jonathan Bergmann and Aaron Sams provide a window into a flipped classroom. The flipped classroom approach was initially targeted to help those students struggling because of missed classes for school activities or slower learning styles, but it has resulted in assisting a larger, more diverse group of students. This book chronicles the authors' journey from their first shaky steps at trying to "flip" their classrooms to their current "best practice so far" flipped-mastery classroom model.

ISBN: 9781564843159 | (June 2012) 5-1/2" x 8-1/2", 112 pages
Languages Sold: Danish, Spanish, Spanish (Castilian), Thai, French, Korean, Chinese (simplified), Arabic, and Japanese
Price: \$19.95



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