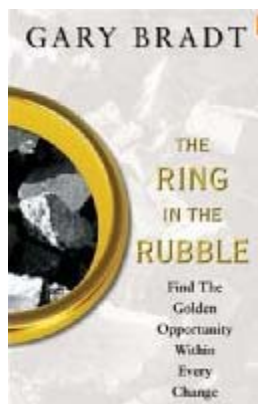


NEW ARRIVALS

May 28, 2009

1. Bradt, Gary. **The ring in the rubble: dig through change and find your next golden opportunity.** New York: McGraw-Hill, 2007 [UMT library Book Location **650.1 BRA-R**]

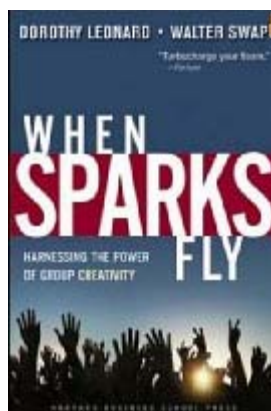


Change always creates hidden opportunities. A leader's job is unearthing them. In *The Ring in the Rubble*, change authority Gary Bradt reveals the secrets to moving beyond the rubble of disruption, fear, and uncertainty that change often creates, to finding the golden ring of opportunity that always lies beneath.

Each chapter of this breakthrough book delivers a powerful principle for leading change, supported by engaging real-life experiences of the author and other well-known business executives that illustrate how to put principles into action. Bradt asks penetrating questions that help you dig deeper and pinpoint the best ways for applying these principles to your specific change effort.

You will discover how Richard Schulze weathered a devastating event that threatened to destroy everything he'd worked so hard to build-and became the founder of Best Buy in the process. You'll see how a 65-year-old man, nearly broke after having suffered a string of disastrous setbacks, dug through the rubble to emerge as Colonel Harland Sanders, who remains the face of Kentucky Fried Chicken to this day. Change itself doesn't dictate the eventual outcome of your situation; how you think about and handle change is what makes all the difference. You'll never find the ring if you don't start digging!

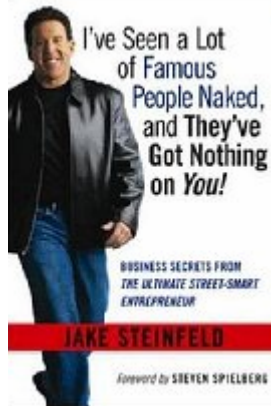
2. Leonard D A, Swap W C. **When sparks fly: harnessing the power of group creativity.** Boston: Harvard Business School Press, 2005 [UMT library Book Location **658.4036 LEO-W**]



Want to fire up creativity in your company? *When Sparks Fly* just might be the fuel you're looking for. Dorothy Leonard and Walter Swap describe a method that can help people become more innovative and better at teamwork. "Whether you lead a group of three in a nonprofit foundation or 300,000 in a Fortune 500 business, the basic process of creativity is the same," write Leonard, a Harvard Business School professor, and Swap, a Tufts University dean. The process involves five steps: selecting the right mix of people to spark creativity; identifying the problem needing novel ideas; developing alternatives; taking time to consider choices; and selecting one option.

Leonard and Swap bolster their ideas with real-life examples of corporate creativity and analysis of dozens of psychological studies about human innovation. The Xerox Palo Alto Research Center (PARC), for instance, generates breakthrough ideas by teaming up such diverse people as artists, anthropologists, and computer scientists. And to support diversity's role in creativity, they cite a 1992 study of 199 bank CEOs. The research found that top management teams are more innovative if they include people with varying expertise. Each of the book's chapters begins with a fictional management scenario and concludes with a summary of key points. It also includes chapters on designing the best physical and psychological environments for igniting new ideas.

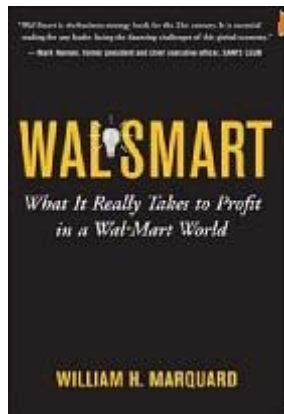
3. Steinfeld, J. **I've seen a lot of famous people naked, and they've got nothing on you! : business secrets from the ultimate.** New York : AMACON, 2006 [UMT library Book Location **658.421STE-I**]



After a brief career in professional bodybuilding, Jake Steinfeld found his calling in helping others pump themselves up. Beginning as a personal trainer to Hollywood celebrities, he soon started his remarkably successful Body by Jake brand of health and fitness programs. Now he hopes to motivate readers to start their own businesses. His experience of learning on the fly and following his instincts led him to believe that street-smart, self-taught entrepreneurs like him have a unique perspective on starting, running, and growing a business that MBA teachers and graduates don't have. And he must be on to something--in addition to his workout videos and exercise products, he also started a 24-hour fitness television network (that he later sold for \$500 million), a profession lacrosse league, and many other ventures.

In a humorous, down-to-earth way, Steinfeld offers practical tips on writing a business plan, building a team of partners, hiring and training employees, securing start-up money, branding and marketing, and even working with philanthropic organizations. Though the information he offers is not groundbreaking, the way he tells his own success story should inspire would-be entrepreneurs. Steinfeld obviously loves what he does and his enthusiasm is contagious. He wants people to not just build a career, but to build a life; something that makes them excited to go to work, or better yet, to not think of it as work at all. Breezy and fun to read, the book strives to help people find their motivation, pick a goal, learn from failures, and most importantly, never quit. Good advice for business or any other pursuit.

4. Marquard W H, Birchard B. **Wal-smart : what it really takes to profit in a wal-mart world.** New York : McGraw-Hill, 2007 [UMT library Book Location **658.879 MAR-W**]



Wal-Smart is not just a book about Wal-Mart. It's about the principles of leadership in a Wal-Mart economy. No matter what industry you work in, Wal-Mart influences the way you do business. In providing a new level of convenience, discount pricing, and efficiency, Wal-Mart has changed the rules of the global economy, the customer expectations for every business--and the ways your organization must deliver to keep up. Is it even possible to thrive in a world ruled by this, and other, industry giants?

Yes, it is possible--if you're "Wal-Smart," says Bill Marquard. The architect of Wal-Mart's first-ever strategic planning process, Marquard takes you on a rare tour of what's really driving Wal-Mart's success, from its powerful process disciplines to its hidden management "DNA" to its simple, but elegant, productivity loop.

Wal-Smart answers our most gut-wrenching question as business leaders in any industry: Now that we're immersed in the Wal-Mart world, what are we going to do about it? Marquard prescribes the smart choices you need to make in every aspect of your business: as competitors, suppliers, employers, and community members.

Throughout are stories of triumph--and of defeat--that distill the critical strategic choices you must make to win in the shadow of any giant of industry . . . or to become a giant yourself. *Wal-Smart* equips leaders, managers, and anyone in the business community with the essential strategies that really work to survive and thrive in this brave, new Wal-Mart world.

5. Svenson R, [et al.]. **The quality roadmap: how to get your company on the quality track – and keep it there.** New York: American Management Association, 1994 [UMT library Book Location **658.562 QUA-**]

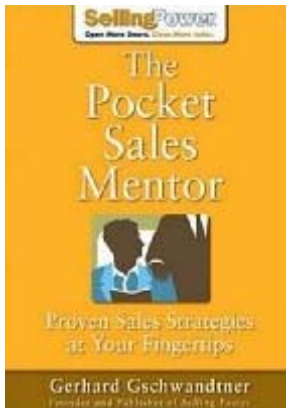


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Finding the true path to rapid, consistent quality improvements can be a navigating nightmare. The Quality Roadmap presents readers with a sophisticated model that can be applied to any kind of quality improvement effort. This model has been applied with great success by the Council for Continuous Improvement, a 60-member consortium of high-technology companies. The authors show readers what to do, how to do it, and how much it will cost.

Presenting readers with a sophisticated, but pragmatic model that they can apply to any kind of quality improvement effort, this book shows readers what to do, how to do it, and how much it will cost. This model has been applied with great success by the Council for Continuous Improvement, a 60-member consortium of high-technology companies. Readers learn how to: measure improvements in more than just financial terms; choose the most useful quality "tools"; focus on major targets for improvement; and integrate quality efforts with company-wide strategic tools.

6. Gschwandtner G, **The pocket sales mentor : proven sales strategies at your fingertips.** New York : McGraw-Hill, 2007
[UMT library Book Location 658.85 GSC-P]



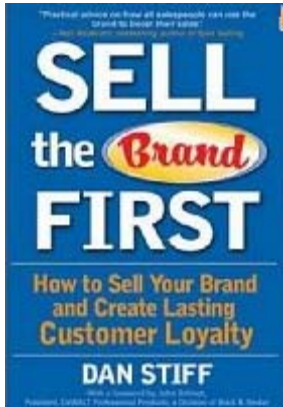
Don't let this book's small size fool you. *The Pocket Sales Mentor* packs a powerful punch, delivering field-tested strategies to help you hone 26 key sales skills. With these skills under your belt, you'll be able to handle every sales situation with confidence and to close more deals.

Whether you're in the field or back at your desk, *The Pocket Sales Mentor* gives you the expertise to handle every aspect of the sales process, including ways to

- Make presentations that win over every customer and market
- Build relationships that keep clients coming back
- Use voice mail, e-mail, and other correspondence to effectively sell when you're not there
- Write creative sales letters and proposals for every transaction
- Negotiate to make the best deal possible
- Handle price and other common objections
- Turn every obstacle into an opportunity to sell

Everyone can use a professional mentor. *The Pocket Sales Mentor* gives you one at your side, to help you tackle every sales challenge that comes your way. You'll stay motivated, passionate, and confident during every sale-and every step in your career.

7. Stiff D. **Sell the brand first: how to sell your brand and create lasting customer loyalty.** New York : McGraw-Hill, 2006
[UMT library Book Location 658.827 STI-S]



A brand has the tremendous power to create a positive experience that will resonate with your customers. So why do you-and most other salespeople- focus on selling your product or service, but not on selling your brand?

Sell the Brand First reveals a fresh, highly effective way to close the sale: by selling to your customers from brand strength. Corporate trainer and brand selling specialist Dan Stiff shares his proven Brand Staircase Method-a four-step process that shows you how to hone in on your customers' mind-sets, create sales pitches based on how your brand fits into your consumers' lifestyles, and fully satisfy the trade buyers' needs and expectations.

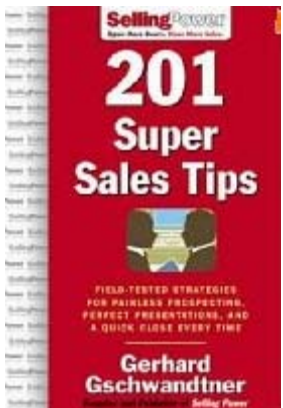
Even the most experienced salespeople tend to simply adopt their marketing department's version of their brand. Stiff helps you become a “Brand Ambassador” by making your brand your own, finding the emotional connection between your customer and your brand, and speaking “Brand Language” to serve buyers' needs. The Brand Staircase gives you the tools you need to

- Discover the inherent value in your brand and sell from it
- Avoid “hollow brand promises” and break through the “glass ceiling of price”
- Build on marketing efforts to leverage your brand's identity and positioning in the marketplace

Stiff illustrates key points through practical selling experience at NCR, DeWALT, and Black & Decker. He combines that knowledge with engaging real-life case studies and proven examples from Fortune 500 companies within multiple industries. His sample dialogues and common brand examples in the marketplace make selling the brand come alive.

Whether you're selling B2B or B2C, or you're a sales manager leading the charge, *Sell the Brand First* will change the way you look at selling and the way you sell for the better-and for good!

8. Gschwandtner G (compiler). **201 super sales tips: field-tested strategies for painless prospecting, perfect presentations, and a quick close every time.** New York : McGraw-Hill, 2006
[UMT library Book Location 658.85 GSC-T]



If you want to improve your sales, listen to 201 lessons from your peers and use their proven strategies to get your foot in the door and close the deal. *201 Super Sales Tips* offers you an unparalleled opportunity to benefit from the experiences of 201 of your colleagues from around the globe.

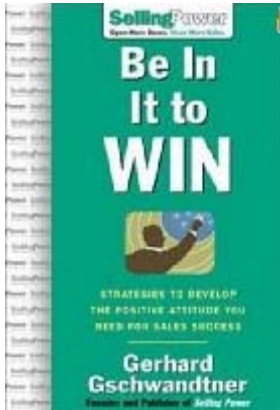
From the “upside-down sales letter” to the “art of the parking-lot presentation,” this book delivers hundreds of tested-in-the-trenches strategies guaranteed to dramatically boost your productivity and profits. Through in-their-own-words stories contributed by the readers of *Selling Power* magazine-the world's foremost magazine for sales professionals-you'll learn surefire tips for:

- Jazzing up presentations
- Tracking down elusive prospects
- Getting prospects to return calls
- Mining million-dollar leads in overlooked places
- Becoming a power listener
- Getting past the gatekeepers
- Partnering with customers

- Staying motivated and focused

Ready to step up to a bold new level of professional excellence? Get *201 Super Sales Tips* and let the experts show you how.

9. Gschwandtner G. **Be in it to win : strategies to develop the positive attitude you need for sales success.** New York : McGraw-Hill, 2006 [UMT library Book Location 658.85019 GSC-B]



“Motivation is like bathing or eating. You need to do it regularly to survive.”

Says Zig Ziglar, America's number one motivator. Motivation is the key leadership skill that can vastly improve your quality of life and, in turn, positively impact sales. Developing it- and keeping it alive-is what winning is all about.

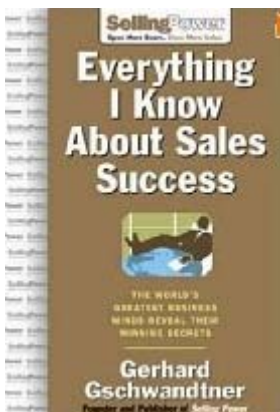
Be In It to Win is filled with inspiring insights, exclusive interviews, and winning advice from the country's most successful sales professionals, entrepreneurs, and CEOs. Norman Vincent Peale weighs in on the power of positive thinking; Tom Hopkins, one of America's leading sales trainers, talks at length about dedication; Zig Ziglar shares insights on the topic of mentors and lessons for positive living; and Mary Kay Ash discusses enthusiasm and attitude. Also included are specific strategies for jumpstarting your drive to succeed,

including:

- Four ways to pursue happiness
- Four ways to deal with indecision
- Ten rules for success
- Five motivational principles for handling life's rough spots
- PLUS a sales manager's training guide

You'll also learn to set goals, overcome rejection, recover from failure, trust your instincts, and be clear about your purpose. Do all that, and you'll develop the positive attitude and leadership skills that make winning a sure thing.

10. Gschwandtner G. **Everything I know about sales success; the World's greatest business minds reveal their winning secrets.** New York : McGraw-Hill, 2006 [UMT library Book Location 658.81 GSC-E]



Stay on top of the sales game with strategies from the world's biggest leaders

The art and science of selling has never been more complex, demanding, or potentially lucrative. As a sales professional, you know that staying ahead of the game means continually educating yourself-both in the successful techniques that have stood the test of time and about the freshest new ideas on everything-from generating leads to creating trust, from branding your business to closing the deal.

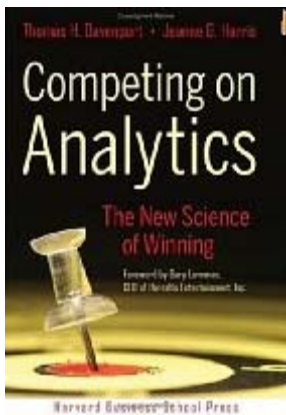
That's why *Everything I Know About Sales Success* is so helpful. It's full of powerful insights and strategies from the nation's top-selling individuals and companies on everything from providing customer service to branding. You'll discover:

- How top CEOs like Citigroup's Sandy Weill and Merrill Lynch's David Komansky rose to the top-and how they sell from behind the big desk

- Eight ways to become more Trump-like in your sales career
- Sales and marketing concepts that led Michael Dell and his company to the undisputed leadership position in the PC industry
- Arnold Schwarzenegger's lessons for flexing your selling muscles
- Nine management tips from Intel's Andy Grove

Whether you're starting at the bottom or have the top office in view, the collective experiences and strategies that propelled these driven people up the corporate ladder can serve as an invaluable guide, helping you to win the hearts and minds of your own customers, break new ground, and eventually set the path for others to follow.

11. Davenport T H, Harris J G. **Competing on analytics : the new science of winning.** Boston: Harvard Business School Press, 2007
 [UMT library Book Location **658.4013 DAV-C**]



power of analytics.

You have more information at hand about your business environment than ever before. But are you using it to "out-think" your rivals? If not, you may be missing out on a potent competitive tool. In "Competing on Analytics: The New Science of Winning", Thomas H. Davenport and Jeanne G. Harris argue that the frontier for using data to make decisions has shifted dramatically. Certain high-performing enterprises are now building their competitive strategies around data-driven insights that in turn generate impressive business results. Their secret weapon: Analytics: sophisticated quantitative and statistical analysis and predictive modeling. Exemplars of analytics are using new tools to identify their most profitable customers and offer them the right price, to accelerate product innovation, to optimize supply chains, and to identify the true drivers of financial performance. A wealth of examples - from organizations as diverse as Amazon, Barclay's, Capital One, Harrah's, Procter & Gamble, Wachovia, and the Boston Red Sox - illuminate how to leverage the

12. Mathieson R. **Branding unbound : the future of advertising, sales, and the brand experience in the wireless age.** New York : AMACOM, 2005
 [UMT library Book Location **658.872 MAT-B**]



In the age of mobiles, text messaging, TiVo, video games, and the convergence of high-speed phone, Internet, and cable networks, technology is quickly and dramatically reshaping the media landscape, with profound implications for advertisers in virtually every industry. The most forward-thinking companies – including Unilever, Dunkin Donuts, Coca-Cola, Warner Brothers, and other market leaders – have already invested nearly \$1 billion in the most measurable, personal, and direct link to customers yet created: wireless.

Branding unbound explores the remarkable technologies of the anytime, anywhere marketing universe that will transform your company's business strategy (and likely your career) in just a few short years. This book also offers a treasure trove of wisdom from marketing gurus and business leaders like Seth Godin, Chet Huber, Tom Peters, and Don

Peppers, plus candid insights from marketing and advertising experts at Ogilvy, JPMorgan Chase, NewsCorp, Disney, yahoo!, Nielsen Net Ratings, Boeing, and many other companies.

Branding Unbound also offers a jargon-free look at current and emerging wireless technologies, examines the impact of social networking on branding strategy, and reveals the Top Ten Secrets of successful mobile advertising.

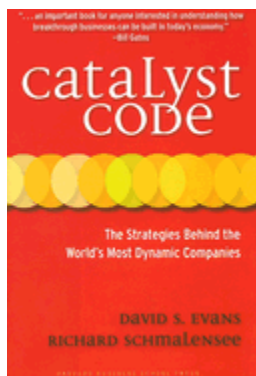
13. Schultz D E, Schultz H F. **Brand babble : sense and nonsense about branding.** Victoria: Thomson South-Western, 2004 [UMT library Book Location **658.827 SCH-B**]



Brand Babble: Sense and Nonsense about Branding is about both the "good news" and the "bad news" of branding. And, it's vitally important to the success of your business. As long-time branding authors, educators, and investigators, the Schultz's explode an array of myths that have been passing and passed on as "branding wisdom." They show that a brand will not rescue a flawed business concept, is not owned by one group or individual, nor does it depend on "media-by-the-ton" spending. The authors show how every successful brand is the sum of relationships between buyer and seller and explain how marketers best communicate with their customers through an integrated approach that reflects the nature of that relationship. Those approaches sets the stage for value-based branding that delivers the best value proposition to customers and increases the bottom-line, financial value of the brand to the organization and its owners and shareholders. That, today, is the "currency" of value-based branding. Getting to it is merely a matter of cutting through all

the Brand Babble, all the nonsense about brands and branding that is posing as new marketing insight. This book will be the essential ingredient in more insightful, easier, and, most important, more profitable branding work for both your company and your customers.

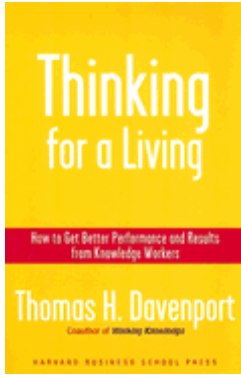
14. Evans D S, Schmalensee R. **Catalyst code : the strategies behind the World's most dynamic companies.** Boston : Harvard Business School Press, 2007 [UMT library Book Location **658.046 EVA-C**]



In an economy where markets, consumers, and technology are ever-changing and increasingly interdependent, economic catalysts businesses that bring together a number of groups who need each other and make it easy for them to work together are essential. Think of the credit card industry. This trillion dollar industry brings merchants and consumers together. Google creates value for its customers, and makes billions for itself, by bringing searchers and advertisers together.

Companies that do this right and transform their pricing practices, incentive plans, and organizational structures are today's power brokers. Of course, catalysts have been around as long as marketplaces. But now, more than ever, they drive the economy. Doing business in this world isn't for the faint of heart but Catalyst Code maps it out, showing where the opportunities and pitfalls lie.

15. Davenport T H. **Thinking for a living : how to get better performance and results form knowledge workers.** Boston : Harvard Business School Press, 2007 [UMT library Book Location **658.3 DAV-T**]



Knowledge workers create the innovations and strategies that keep their firms competitive and the economy healthy. Yet companies continue to manage this new breed of employee with techniques designed for the Industrial Age. As this critical sector of the workforce continues to increase in size and importance, that's a mistake that could cost companies their future. Thomas Davenport argues that knowledge workers are vastly different from other types of workers in their motivations, attitudes, and need for autonomy - and so they require different management techniques to improve their performance and productivity. Based on extensive research involving over one hundred companies and more than six hundred knowledge workers, "Thinking for a Living" provides rich insights into how knowledge workers think, how they accomplish tasks, and what motivates them to excel. Davenport identifies four major categories of knowledge workers and presents a unique framework for matching specific types of workers with the management strategies that yield the greatest performance.

Written by the field's premier thought leader, "Thinking for a Living" reveals how to maximize the brain power that fuels organizational success.

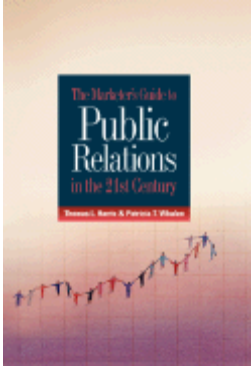
16. Adler S M. **Cause for concern: results-oriented cause marketing.** Ohio: Thomson Higher Education, 2006
[UMT library Book Location **658.8 ADL-C**]



The cause marketing process partners a charitable organization with a business organization and results in benefits for the three key stakeholders: charity, business, and customer. The charity gets income it would not normally receive. The business is partnered with a charity and is viewed in a positive light while serving more customers. The customer as cause or charity receives funds that it would not ordinarily get. Cause for Concern describes how this process works.

When it effectively partners businesses with charitable organizations, cause-related marketing creates a win-win-win situation: the non-profit gets income it would not otherwise receive, the business is viewed in a positive light while serving more customers, and consumers see their purchase dollars helping their favorite cause or charity. In this insightful book, noted authority Stephen M. Alder expertly describes how cause marketing works, why it makes sense for businesses, and how to create the most benefits from cause marketing. He also includes in-depth discussions on ethical issues and considerations of cause marketing. Drawing from years of experience, Mr. Alder offers thorough treatment of the ins and outs of cause marketing, speaking not only to business concerns but also to broader social and economic themes, making this an excellent resource for executives, marketers, leaders, and volunteers within the non-profit sector.

17. Harris T L, Whalen P T. **The marketer's guide to public relations in the 21st century.** Ohio: Thomson Higher Education, 2006
[UMT library Book Location **659.2 HAR-M**]



This book is a complete update of an earlier volume that Harris wrote in 1993. The entire concept of The Marketer's Guide to Public Relations runs counter to the traditional concept of 'events-driven' public relations. This book challenges the reader to use public relations as a strategic tool, to achieve measurable and actionable marketing objectives. Not dissimilar to the concept of 'Integrated Marketing Communications', MPR seeks to read one's market, determine need, and build a marketing program (both communication and marketing strategy) from the outside in: determine the way customers want to learn about your product and develop a strategy to create awareness, communicate the benefits, and instill a motivation to purchase.

The phenomenal marketing success of such diverse products as Apple's iPod, the Harry Potter books, the Toyota Prius, Sony's Playstation 2, the "Star Wars" films, Botox and Viagra had one thing in common. They were all driven by public relations. Advertising was used later only to maintain the brands that PR had made a huge success. As traditional advertising loses its effectiveness, marketers are turning to marketing public relations to create excitement in the marketplace. In the twenty-first century, public relations have assumed an essential role in the marketing of goods and services, institutions and individuals, governments and non governmental organizations. MPR is moving into an explosive growth stage because companies increasingly recognize that mass advertising; especially network advertising is prohibitively expensive and ineffective.

This powerful new book delivers the tools to help marketing executives design successful strategies and tactics that maximize awareness, communicate product benefits dramatically and motivate consumers and business to business customers to act.

18. Harvard Business Review. **Harvard Business Review on managing high-tech industries.** Boston: Harvard Business School Press, 1999
[UMT library Book Location **620.0068 HAR-H**]

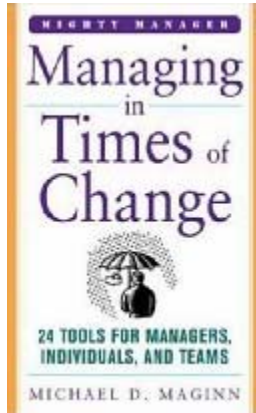


THE HARVARD BUSINESS REVIEW PAPERBACK SERIES is designed to bring today's managers and professionals the fundamental information they need to stay competitive in a fast-moving world. Here are the landmark ideas that have established the Harvard Business Review as required reading for ambitious business people in organizations around the globe.

High-tech industries face a unique set of challenges in bringing their ideas to market. **Harvard Business Review on Managing High-Tech Industries** collects key ideas featured in the Harvard Business Review that will help high-tech executives stay competitive throughout the entire process of taking a cutting-edge concept from the drawing board to the marketplace.

This title offers leading minds and landmark ideas in an easily accessible format. From the preeminent thinkers whose work has defined an entire field to the rising stars who will redefine the way we think about business, "The Harvard Business Review Paperback Series" delivers the fundamental information today's professionals need to stay competitive in a fast-moving world. This is a "Harvard Business Review Paperback".

19. Maginn, Michael D. **Managing in times of change: 24 tools for managers, individuals, and teams.** New York: McGraw-Hill, 2007
[UMT library Book Location **658.406 MAG-M**]



When change affects an organization, leaders—from the top executive to line supervisors—need to demonstrate effective leadership skills as never before. This is critical to retaining and engaging talented employees so your business can implement new ideas and continue to satisfy your customers.

Managing in Times of Change shows how to help your workforce realize the benefits of change and flourish within their new environment and responsibilities. Twenty-four workplace-proven leadership lessons and tools provide you with a uniquely personal look at the impact of organizational change, detailing strategies to:

- Understand natural reactions to change
- Communicate and personify the benefits of change
- Gather your assets and resources
- Isolate and clarify areas of impact
- Paint a consistent picture of the current change
- Forge personal goals
- Get team members involved
- Squash the rumor mill
- Empathize without always agreeing
- Measure and celebrate progress
- Improvise, adapt, adjust
- Stand up for people if they are right