

GOOD PROFIT

How Creating Value for Others Built One of the World's Most Successful Companies

Charles G. Koch

October 2015

Rights: World

In 1967, Charles Koch took the reins of his father's company and began the process of growing it from a \$21 million company into a global corporation with revenues of about \$115 billion, according to *Forbes*.

So how did this MIT engineer manage to grow Koch Industries into one of the largest private companies in the world? Through his unique five-dimensional management process and system called Market-Based Management. Based on five decades of cross-disciplinary studies, experimental discovery, and practical implementation across Koch companies and their 100,000 employees worldwide, the core objective of Market-Based Management's framework is as simple as it is effective: to generate good profit.

What is good profit? Good profit results when a company creates value for customers in a way that helps them improve their lives. Good profit is the result of innovations that customers freely vote for with their own dollars; it's the result of business decisions that create long term value for everyone--customers, employees, shareholders, and society.

While you won't find the Koch Industries name on your home's stain-resistant carpet, your baby's more comfortable but absorbent diapers, your stretch denim jeans, or your television with a better clarity screen, MBM(TM) drove these innovations and many more. Drawing on stories from his five decades in business, Koch walks the reader step-by-step through the five dimensions of Market-Based Management to show stockholders, entrepreneurs, leaders, students -- and innovators, supervisors and employees of all kinds, in any field --how to apply the principles to generate Good Profit in companies, and lives.

GOOD PROFIT will join the ranks of other management classics like *Execution*, *The 5th Discipline* and *Six Sigma*. Charles Koch is one of the great management minds of our time – a corporate titan on par with the likes of Andy Grove, Jack Welch, and Alan Mullalay. His wisdom will be widely sought after by managers, executives, and ambitious individuals wishing to replicate even a fraction of his tremendous success.

Koch Industries has a presence in over 60 countries including Brazil, Japan, Korea, Spain, Latin America, Germany, France and the Netherlands.

Charles G. Koch is chairman of the board and CEO of Koch Industries, Inc., He holds a bachelor's degree in general engineering as well as two master's degrees in nuclear and chemical engineering from MIT. Based in Wichita, Kansas, Koch Industries, Inc. is one of the largest private companies in America.



BORN FOR THIS

How to Find the Work You Were Meant to Do

Chris Guillebeau

May 2016

Rights: World

When Chris Guillebeau toured more than fifty cities on five continents to promote his two previous *New York Times* bestselling books, he noticed that readers all over the world had some version of the same question: "I love all these stories about people finding their dream job or career, but how do I figure out what *my* dream career is?" Finding the answer to that question is what this book is about.

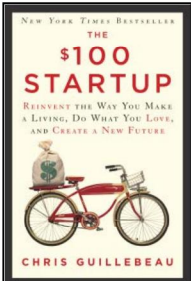
In **BORN FOR THIS**, mega-bestselling author of the *\$100 Start-Up* returns to his fan base with the practical business book his readers have been waiting for, offering readers a step-by-step guide for finding the work that feels so "right," it feels like they were born to do it, whether by launching a side hustle that turns a passion into a profitable business; by finding a dream position within a traditional organization; by fashioning an entirely new self-styled profession around all one's many varied interests, or by "hacking" an existing hum-drum job into work you love.

There are certain people out there who seem to have won the career lottery. To the outside observer, at least, it seems that by some stroke of good luck or divine intervention, the type of work they do best also just happens to be the work they most love to do. But in reality, their good fortune didn't come about by chance. There's an actual *method* for finding the job you love so much it doesn't even feel like work - and getting paid well to do it. This book will show you how.

Rights Sold:

MacMillan UK

Also Available from Chris Guillebeau



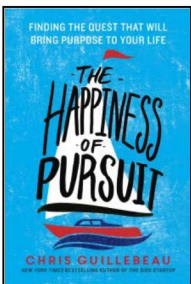
THE \$100 STARTUP

Reinvent the Way You Make a Living, Do What You Love, and Create a New Future
(Crown Business, May 2012)

Rights Sold:

Saida de Emergencia (Brazil)
Citic (China)
Commonwealth (Taiwan)
Jan Melvil (Czech Republic)
Pearson (France)
Borsenmedien (Germany)
Success Lab (Hungary)
PT Gramedia (Indonesia)
Elliot Edizoni (Italy)
Asuka Shinsha (Japan)

MyungJin (Korea)
Helion (Poland)
S.C. Publica (Romania)
Mann, Ivanov & Ferber (Russia)
Grupo Anaya (World Spanish)
WeLearn (Thailand)
Pegasus (Turkey)
ThaiHa Books (Vietnam)
Pan Macmillan UK



THE HAPPINESS OF PURSUIT

Finding the Quest That Will Bring Purpose to Your Life
(Harmony, September 2014)

Rights Sold:

Commonwealth (Taiwan)
Borsenmedien (Germany)
Asuka Shinsha (Japan)

Gilbut Publishers (Korea)
Editora Schwarcz (Brazil)
SELF- Desenvolvimento (Portugal)
Macmillan UK



THE PRODUCTIVITY PROJECT

Managing Your Time, Attention, and Energy Better

Chris Bailey

March 2016

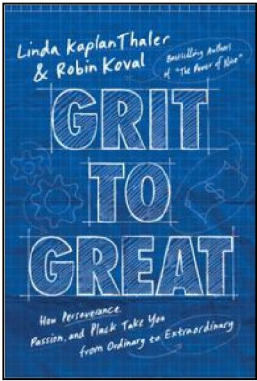
Rights: World

This book is the result of the author's year-long investigation into how to be more productive at work and in every facet of your life. It is a journey that Chris Bailey chronicled in a blog he created called A Year of Productivity.

Chris Bailey has been fascinated with the subject of productivity since he was a teenager. While pursuing his business degree in college, he researched every paper and read every book available on the topic. After graduation, he embarked on a year-long productivity project, interviewing many of the world's foremost gurus in the field, from Charles Duhigg to David Allen, while conducting a series of productivity experiments on himself, from getting by on little sleep, to waking up at 5:30 every morning for a month, from avoiding caffeine and sugar to working 90 hours a week, and monitoring the impact of each experiment on his productivity. He created a blog at the beginning of the project, with exactly zero followers. But as people heard about the project, and read his blog, his traffic grew exponentially, so that by the end of the year he had over 250,000 unique visitors a month.

Among the many counterintuitive insights Chris writes about in the book are removing or shrinking the unimportant; the rule of three; striving for imperfection; scheduling less time for important tasks; the 20 second rule to distract yourself from distractions, and the concept of productive procrastination. He offers over 30 best practices that will help every one of us to accomplish more.

Chris Bailey has grown his blog to over 250,000 unique visitors a month over the past year. His work has received attention from Fox Business, the Huffington Post, New York Magazine, TED, and Lifehacker. He lives in Canada.



GRIT TO GREAT

How Perseverance, Passion, and Pluck Take You from Ordinary to Extraordinary

Linda Kaplan Thaler and Robin Koval

September 2015

Rights: World

Journalist Paul Tough wrote about grit in his hugely successful bestselling book *How Children Succeed*, drawing in part on the research of a psychologist at the University of Pennsylvania, Angela Duckworth. And Angela Duckworth won a MacArthur genius award for her research into how and why children succeed, based on determination, perseverance, and resiliency and grit. And recently, Professor Duckworth's own

proposal on Grit had over a dozen publishers bidding for the book. Grit, it is clear, is in. And we have *the* book on Grit—the accessible, everyperson book on the subject.

Not everyone is blessed with exceptional intelligence, or wins the gene lottery. But the good news is that you can excel beyond your wildest dreams in your career and your personal life—success is within your grasp—through the right attitude and determination. Written in the same 144 page, small format trim size that made *The Power of Nice* so successful, GRIT TO GREAT combines terrific storytelling, with the practical insights that make grit so powerful, in the classroom and in the boardroom, in our personal lives and in our careers.

What GRIT TO GREAT shows is the most powerful predictor of success is our sense of grit—the long hours and hard work and focused attention that we bring to a project or job or relationship. And that is a very empowering message. In other words, the fact that you're not a member of Mensa, or you didn't go to an elite college, or you don't have the right family history or social connections, or other things you can't control, isn't what matters the majority of the time. What does matter is how hard you work, and how well you practice and persevere. And that is something each one of us *does* control.

Whether you are an entry-level new hire or a seasoned veteran eager to advance your career, GRIT TO GREAT offers a wealth of strategies and research on how to turn potential into performance, and how to compete—and win—against anyone, no matter how smart or connected they may be. It turns out there is a secret to success—and it's one each and every one of us has complete control over. This book shows you how to *really* get ahead. So, let's get to work.

FRIEND AND FOE

When to Cooperate, When to Compete, and How to Succeed at Both

Adam D. Galinsky and Maurice E. Schweitzer

September 2015

Rights: World

Two of the most respected scholars on success explain how you can get along and get ahead. Their guided tour of how to cooperate and how to compete is authoritative, entertaining, and eminently practical!

-Angela Duckworth, University of Pennsylvania, author of Forthcoming book, Grit

"Galinsky and Schweitzer are star researchers and teachers. Here they use their talents to bring order to the often contradictory research on when to cooperate and compete, and they distill their insights into practical tips that anybody can use." --Chip Heath, co-author Made to Stick and Switch.

The question of whether people achieve the best outcomes in life by being fiercely competitive, or fundamentally cooperative, has fueled a fierce debate throughout history and inspired many bestselling books. Some, from Adam Smith's *Wealth of Nations* to Dawkins' *The Selfish Gene*, argue that acting out our own self interest is the best and the only way to get ahead in work and life. On the other end of the spectrum, Frans De Waal's *The Age of Empathy* and Adam Grant's recent bestseller *Give and Take* have argued that cooperation and altruism are the right tools for personal and professional success. In FRIEND AND FOE, award-winning researchers Adam D. Galinsky and Maurice E. Schweitzer explain why this debate misses the mark.

Whether we're negotiating with our boss for a raise or promotion, brokering a major business deal with a client or customer, or wrangling with our spouse over who will do the dishes, we all encounter countless situations daily that prompt the question "should I behave cooperatively and try to catch more flies with honey than vinegar, or stop being a pushover and fight ruthlessly to get what I want?" The problem is this very choice is flawed, argue the Columbia and Wharton Business School professors. Focusing only on how humans cooperate overlooks our hardwired instinct to compete; focusing only on how humans preserve their self-interest misses important insights into the social advantages of cooperation. It is only by appreciating how humans strike the right balance between the two that we can learn how to get more out of our most important relationships and social interactions - and optimize our success in work and outside of it.

In FRIEND AND FOE, Galinsky and Schweitzer draw on original, cutting edge research to show how to strike a balance between competition and cooperation. Humans perform at their very best when cooperation and competition are held in the appropriate balance. This book is a guide for improving that balance by learning when to cooperate as a friend and when to compete as a foe - and how to be more effective at both.

Adam Galinsky is a Professor of Business at the Columbia Business School. **Maurice Schweitzer** is a Professor of Operations and Information Management at the Wharton School at the University of Pennsylvania.

Rights Sold

Random House UK

THE HEART-LED LEADER

How Living and Leading from the Heart Will Change Your Organization and Your Life

Tommy Spaulding

October 2015

Rights: World

In **THE HEART-LED LEADER**, motivational speaker and former CEO Tommy Spaulding, bestselling author of *It's Not Just Who You Know*, tackles the subject of principled leadership, pointing out that who you are--the values and principles that guide your life and shape you as a leader--is far more important than what your title is or what trophies or ribbons you have on your bookshelf.

In his first book *It's Not Just Who You Know* (#2 on the *New York Times* bestseller list), former CEO of Up with People talked about the power of relationships in getting ahead in life, stating that the secret to achieving our full potential is to reach out for the support, insight, and influence of others. In his new book, Spaulding turns his focus to ourselves--to who we are. Genuine heart-led leadership, he says--the kind of leadership that leads to transformational organizations--is based on what Spaulding calls the five Who Leader qualities--humility, vulnerability, transparency, empathy, and love. And over the course of this compelling and deeply personal book, illustrated with stories from some of the exceptional leaders Tommy has met and worked with over the years, he unpacks what those qualities mean, talks about the eighteen inch journey from the head to the heart--from our intellect to our emotions--and shows how to incorporate them into our careers, into our management and leadership skills, and into our lives.

Tommy Spaulding founded the Leader's Challenge (the largest high school civic and leadership program in Colorado) and for three years was the CEO of Up with People, one of the largest leadership nonprofit organizations in the world. Recently, he started Spaulding Companies, a consulting firm.

Rights for *It's Not Just Who You know* sold to:

Editora Prumo (Brazil)

Citic Press (China)

MT Biznes (Poland)

Kariera Press (Russia)

THE ART OF PEOPLE

The 11 Simple People Skills That Will Get You Everything You Want

Dave Kerpen

February 2016

Rights: World

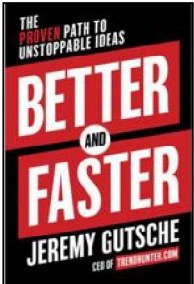
*"Alas common sense is not so common, Dave takes you on a (sadly much needed) guided tour of how to be human in a digital world." – **Seth Godin**, bestselling author and marketing guru*

The *New York Times* bestselling author of *Likeable Social Media* turns to a broader topic with a book for the social, mobile, and hyper connected network—a modern day *How to Win Friends and Influence People* for today's world. No matter who you are or what profession you're in, *New York Times* bestselling author Dave Kerpen says, success is contingent not on what you can do for yourself, but on what other people are willing to do for you. This book is about how to master the people skills that will win you success and influence and get you more of what you want at home, work and life.

Some people think the hard-driving, take-no-prisoners type comes out on top, but in reality, it is actually the person with the best people skills who wins the most success and influence. Those are the people who build the right relationships. Those who can teach, lead, inspire and truly understand their customers, their colleagues and their partners. Through 88 bite sized and easy-to-execute tips, this book teaches 11 People Skills that will revolutionize how you do business, how you build relationships, and how you win influence – at work and outside of it.

Dave Kerpin is one of the most popular Thought Leaders on LinkedIn Influencers with close to half a million followers. His blog post routinely garner up to 750,000 views. He writes for Inc.com, Forbes.com and Entrepreneur.com

ALSO AVAILABLE



BETTER AND FASTER
The Proven Path To Unstoppable Ideas
Jeremy Gutsche
March 2015
Rights: World

New York Times Bestseller

Rights sold:

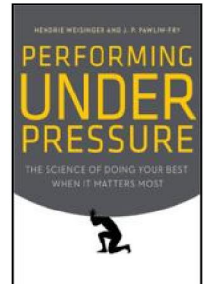
Citic (China)

Borsenmedien (Germany)

Offer in Brazil pending

PERFORMING UNDER PRESSURE
The Science of Doing Your Best When It Matters Most
Hendrie Weisinger and J. P. Pawliw-Fry
February 2015
Rights: World

New York Times Bestseller

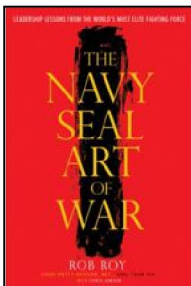


Rights sold:

Hayakawa (Japan)

Winner's Book (Korea)

John Murray UK



THE NAVY SEAL ART OF WAR
Leadership Lessons from the World's Most Elite Fighting Force
Rob Roy with Chris Lawson
April 2015
Rights: World

Rights sold:

Editora Pensamento-Cultrix (Brazil)