

BUSINESS/FINANCE/REFERENCE

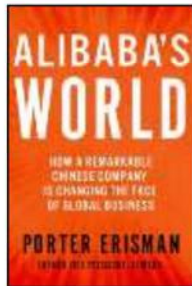
THE STORYTELLERS: How the World's Most Inspiring Leaders Turn Their Passion Into Performance by Carmine Gallo (St. Martin's Press, February 2016)

Internationally bestselling author Carmine Gallo reveals the secrets to telling powerful, inspiring, and game-changing stories that will help you achieve any goal. Gallo will use firsthand testimony from top entrepreneurs like Richard Branson, Warren Buffet, Steve Jobs, Biz Stone, Vinod Kholsa, and others—who have leveraged their personal experiences into incredible success. Whether your goal is to sell, educate, fundraise, or entertain, your story is your most valuable asset and learning to tell it is the key to achieving your dream. Stories inspire; they persuade; they galvanize movements and actuate global change. A well-told story hits you like a punch to the gut; it triggers the light bulb moment, the “aha” that illuminates the path to innovation. Radical transformation can occur in an instant, with a single sentence; *The Storytellers* teaches you how to craft your most powerful delivery ever.

Praise: “Lively and appealing... the book draws on current brain science to explain what wins over, and fires up, an audience—and what doesn’t.”—*Fortune* on *Talk Like TED*

Previous title, *Talk Like TED*, foreign sales: **Brazil/Saraiva, China/Citic, Hungary/HVG, Holland/Atlas, Italy/Vallardi, Japan/Nikkei, Korea/RHK, Portugal/Bertrand, Romania/Roi, Russia/Alpina, Taiwan/Eurasian, Thailand/Openworlds, Turkey/Notos, UK/Pan Macmillan**

Material: manuscript due May
Page count: 288



ALIBABA'S WORLD: How a Remarkable Chinese Company Is Changing the Face of Global Business by Porter Erisman (Palgrave Macmillan USA, May 2015)

In *Alibaba's World*, author Porter Erisman, one of Alibaba's first Western employees and its head of international marketing from 2000 to 2008, shows how Jack Ma, a Chinese schoolteacher who twice failed his college entrance exams, rose from obscurity to found Alibaba and lead it from struggling startup to the world's most dominant e-commerce player. He shares stories of weathering the dotcom crash, facing down eBay and Google, negotiating with the unpredictable Chinese government, and enduring the misguided advice of foreign experts, all to build the behemoth that's poised to sweep the ecommerce world today. And he analyzes Alibaba's role as a harbinger of the new global business landscape—with its focus on the East rather than the West, emerging markets over developed ones, and the nimble entrepreneur over the industry titan. As we face this near future, the story of Alibaba—and its inevitable descendants—is both essential and instructive.

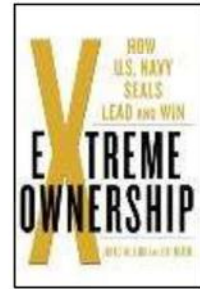
Praise: “This is a fascinating insider’s look at the digital opening of China.”—*Publishers Weekly*

Foreign sales: **China/Citic, Italy/Egea, Japan/Shinchosha, Korea/Book Plaza, Russia/Individuum, Thailand/Nation Books, UK/Pan Macmillan**

Material: manuscript
Page count: 256

EXTREME OWNERSHIP: How U.S. Navy SEALs Lead and Win by Jocko Willink and Leif Babin (St. Martin's Press, October 2015)

Jocko Willink and Leif Babin are highly decorated Navy SEAL officers who served together in some of the toughest combat situations in the last ten years. Together they developed leadership lessons and organizational practices through years of experience, and they took those lessons and helped to write a doctrine for the next generation of SEALs as BUD/S instructors. Today, Babin and Willink apply these principles in the boardroom via their company Echelon Front. Across the country, they demonstrate how the SEAL approach to leadership that made them successful soldiers can help countless organizations and individuals achieve the highest level of success.



Material: manuscript due May

Page count: 256

GOOD FOR THE MONEY: My Fight to Pay Back America by Robert Benmosche with Peter Marks and Valerie Hendy (St. Martin's Press, January 2016)

In 2009, at the peak of the financial crisis, AIG—an American insurance behemoth—was sinking fast. So when Bob Benmosche climbed aboard as CEO, it was widely assumed that he would go down with his ship. However, in mere months, he turned things around, pulling AIG from the brink of financial collapse and restoring it to a profitable enterprise. *Good for the Money* is an unyielding leader's memoir of spectacular resurgence after hitting rock bottom. With his brash, no-holds-barred business conventions, Benmosche restored America's faith in the industry and engineered one of America's most astonishing corporate turnarounds. His is a story of perseverance, told with refreshing irreverence in unpretentious terms.

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Page count: 304

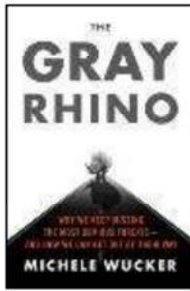
THE REMARKABLE MR. TRUMP: The Life and Meaning of an American Icon by Michael D'Antonio (Thomas Dunne Books, January 2016)

In one way or another, Donald Trump has been a topic of conversation in America for almost forty years. No one in the world of business—not Bill Gates, Steve Jobs, or Warren Buffett—has been as famous as Trump for as long. First associated with high-profile real estate development in 1970s Manhattan, his name has since become synonymous with success defined by wealth and luxury. Add to the picture a kind of resilience that has allowed him to stage countless comebacks and truly a boundless level of optimism, and you get a figure so compelling that he cannot be dismissed simply because of his personality. Now, a revealing new biography by Pulitzer Prize-winning reporter Michael D'Antonio features firsthand interviews and detailed research, including with Trump himself.

Praise: "D'Antonio...is an exceedingly able storyteller...A gripping story."—*Chicago Tribune on The State Boys Rebellion*

Material: manuscript due May

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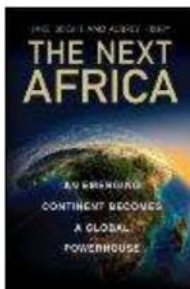
THE GRAY RHINO: Why We Keep Missing the Most Obvious Threats and How We Can Get Out of Their Way by Michele Wucker (St. Martin's Press, February 2016)

A Gray Rhino is a high impact, highly likely crisis: a massive angry horned beast about to charge. Leaders ought to be better at preparing for and handling these seemingly obvious threats than surprise “Black Swan” catastrophes, but all too often, the opposite is true. In *The Gray Rhino*, president of the World Policy Institute Michele Wucker looks at recognizing large-scale problems well before they happen and planning for rather than reacting too late to them.

Praise: “As Michele Wucker warns us: It’s not if; it’s when. This is a book for our time, when we face multiple, evident existential threats...This book reminds us that denial will not save us, and provides strategies for navigating a way forward to survival by ferreting out the opportunities born of crisis.”—Mira Kamdar, author of *Planet India*

Material: manuscript due May

Page count: 288



THE NEXT AFRICA: An Emerging Continent Becomes a Global Powerhouse by Jake Bright and Aubrey Hruby (Thomas Dunne Books, July 2015)

Africa is in the midst of tectonic transformation, redefining itself as a source of innovation and a destination for capital investment. In *The Next Africa*, a book for anyone with an interest in international business, the authors argue that, throughout the coming decades, the magnitude of Africa’s business developments will intersect with other global trends and permanently transform the continent. From global investment seminars to corporate boardrooms, from Hollywood studios to Italian runways, the excitement surrounding Africa has grown from the isolated murmurs of think-tank economists to a roar of

opportunity the world can no longer ignore. Packed with anecdotal, statistical, and cultural analysis, *The Next Africa* is the perfect resource for those seeking an informed entry point to this exciting and extremely relevant conversation.

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Page count: 304