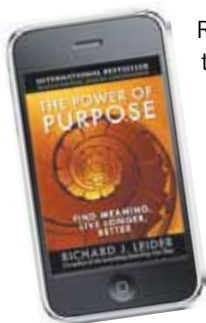


The book and Berrett-Koehler continue to evolve



Reports of the demise of the book have been greatly exaggerated. It's not dying. It's evolving. And Berrett-Koehler is evolving right along with it.

The growth of the e-book continues to be the big news in the publishing industry. It wasn't that long ago that Amazon's Kindle was the only real player in the e-book market. Now we have the iPad and the iBookstore, Barnes & Noble and its Nook, the Sony Reader, and apps for reading e-books on smart phones. And possibly the biggest news of all was the launch in December 2010 of Google ebooks, the first truly multiplatform source for e-books.

Berrett-Koehler has been leading the publishing pack every step of the way. We started selling PDF e-books ourselves in spring 2008. We were one of the first publishers to make our books available on the Kindle—as of December 2010 we were up to 270 titles. We were one of the first publishers in the iBookstore and by the end of 2010 had 100 books for sale there, with another 150 in the process. In fact, every new BK book is now available simultaneously in four formats: print, PDF, Kindle, and ePub, a format that can be adapted for a variety of e-book devices.



Googling Berrett-Koehler

Even though Google is the newest player in the e-book arena, our relationship with the company as a digital book provider

goes back furthest, to 2004. That's the year Google began scanning books and putting them online. Most of these books were out of print and so no longer under copyright, but in the case of in-print books, Google contacted the publishers and asked them to sign up with the program. Berrett-Koehler was one of the first ten publishers to sign up—we saw it as yet another way to help people find our books.

This long relationship has paid significant dividends. Because we've been working with Google for six years, when Google ebooks was launched we had 450 e-books and whitepapers available—an enormous list for a publisher of our size.

E-books purchased from Google ebooks can be read on just about any device—smart phones, the iPad, the Nook, computers, basically everything but the Kindle. But even more revolutionary, they can be purchased not only from Google but from a growing list of e-book retailers—the independent bookstore consortium IndieBound has formed an alliance with Google for just this purpose.

The future of textbooks

BK has signed an agreement with SharedBook to make our Fast Fundamentals digital whitepapers available to students via digital and print-on-demand course packs. SharedBook (www.sharedbook.com) “enables companies and consumers to dynamically produce personalized and customized books and documents with its patented publishing and annotation platform.” Using SharedBook's application Academic Pub, professors can custom build course packs from

short-format materials like the *Fast Fundamentals*. We're particularly excited about this initiative since it's likely that licensing deals with academic institutions (rather than sales of individual print textbooks to students) hold the most promise for future growth in academic sales. As of the end of 2010, SharedBook had five schools on board: Tuck School of Business, Bowdoin College, Boise State University, Santa Monica City College, and University of Alabama.

E-books 2.0

E-books can do more than just provide a digital version of a print book—all kinds of features can be added to them. In November 2010, BK released *The*



The enhanced e-book of *The Power of Purpose*

Power of Purpose, enhanced second edition, an enriched version of Richard Leider's iconic bestseller, along with a free companion Power of Purpose Activity App. They're currently available exclusively at the iBookstore and can run on the iPad, iPhone, and late-model iPod Touch mobile devices.

The enhanced second edition includes five embedded videos that can be increased to full screen size. The first video is an overview of the book and the others are thematically linked to the content of each of the book's four sections. At the end of each chapter is a reminder to readers that they can



BK books on the iBookstore's virtual bookshelf practice the contents of the chapter using The Power of Purpose Activity App.

The Power of Purpose Activity App consists of three sections: Watch, Check Up, and Practice. Watch allows readers to see the first video in the enhanced e-book and lets them know how they can get the enhanced e-book with the other four videos. The Check Up section includes the three mini self-assessments from the resources section of the book. The Practice section includes a link to Richard Leider's website, The On Purpose Journal (inventuregroup.com/Resources/OnPurposeJournal.aspx) and a link to The Power of Purpose group on the BKcommunity.com social networking site www.bkcommunity.com/group/thepowerofpurpose so readers can communicate with each other while reading the book. The app also includes a social networking "Spread the Word" section with an email option and links to BK's Facebook and Twitter pages.

It's not a perfect analogy, but what we're witnessing is not unlike the end of the silent movie era. Enhanced e-books bring sound, motion, and interaction to the book. They allow authors to reinforce and expand on their message in powerful new ways and can connect readers with each other and with the author. As with talkies, they add a whole new dimension to an aesthetic and intellectual experience. Enhanced e-books are complex and expensive projects, so we can't do a whole lot of them, but we will continue to add to our list in the years to come.

From digital back to print

However, there's still something to be said for the printed book—the tactile experience, the ease with which the eye takes in print on paper. But, sadly, bookstore shelf space is shrinking, and because of economic necessity bookstores tend to favor the new and the bestselling. How can a reader get a printed copy of an older or highly specialized title?

Enter the Espresso Book Machine, which prints, binds, and trims bookstore-quality paperbacks with color covers in minutes. Berrett-Koehler has signed an agreement with On Demand Books, the company behind the Espresso Book Machine, to make some of our older titles available through this extraordinary device.

Currently, fifty-three EBMs have been installed or are scheduled to be installed at bookstores and libraries worldwide, with new ones coming soon to Flintridge Bookstore and Coffeehouse in La Cañada, California, and McNally Jackson Bookstore in New York City. Through On Demand's recent partnership with Xerox, which will market, sell or lease, and service book machines worldwide, the frequency of installations should accelerate in the coming year.

Of course, the Espresso Book Machine uses digital print files, transmitted electronically, to manufacture these books. So here we have an example of digital technology actually helping expand the presence of the printed book.



The Espresso Book Machine

Opening Up a New Publishing Frontier

Berrett-Koehler Publishers is pleased to announce Open Book Editions, a new joint venture with Author Solutions, the market leader in self-publishing, to launch in 2011. There are many more aspiring authors who share our mission than we can sustainably publish as part of our traditional publications program. To serve these authors, Open Book Editions offers a comprehensive fee-for-service self-publishing opportunity, with various packages and price points available.

Serving our mission in a new way

Open Book Editions welcomes authors who share the Berrett-Koehler mission—Creating a World That Works for All. We believe that to truly create a better world, action is needed at all levels—individual, organizational, and societal—so our new partnership welcomes any publications that serve this mission on any level. At the individual level, we're looking for publications that help people align their lives with their values and with their aspirations for a better world. At the organizational level, we want to promote progressive leadership and management practices, socially responsible approaches to business, and humane and effective organizations. At the societal level, we will publish content that advances social and economic justice, shared prosperity, sustainability, and new solutions to national and global issues.

Assuming that the works serve our mission and meet our criteria for

quality, Open Book Editions could conceivably publish in a wide variety of genres beyond our traditional business, personal development, and current affairs categories—for example, fiction, poetry, or children's books. We see Open Book Editions as helping to advance the BK mission in new and exciting ways.

Customized services

Author Solutions will manage Open Book Editions on behalf of Berrett-Koehler, taking responsibility for selling and delivering a comprehensive array of publishing, marketing, and bookselling services. Every publishing package includes an editorial review and a thorough copyedit. Each book is custom-designed—Open Book Editions will not use templates—and will be available in both print and in the ePub digital format, enabling it to be viewed on a wide variety of e-book readers, including Amazon's Kindle, Barnes & Noble's Nook, the Sony Reader, and smart phones. Depending on their goals and budgets, authors can choose to publish in hardcover, receive assistance in setting up a website, have press releases and promotional materials prepared, get help with social media, and much more.

Open Book Editions titles will be monitored regularly by Berrett-Koehler to ensure they are compatible with our mission. The more successful titles will be considered for republication with Berrett-Koehler. While titles released through this partnership will be self-published, authors will benefit from the experience and connections provided

through Berrett-Koehler while maintaining control of their content.

Expanding our community

"Throughout its history, Berrett-Koehler has been dedicated to 'Opening Up New Space,'" says Johanna Vondeling, vice president, business development. "While we know that thousands of aspiring authors share our transformational aspirations, our capacity to bring every good idea to market is limited. Open Book Editions presents an exciting opportunity to deepen our commitment to fostering a world that works for all. Working together with Author Solutions, we look forward to expanding the BK community by helping more authors challenge conventional thinking, introduce new ideas, and foster positive change."



Author Solutions brought to market more than 20,000 new titles in 2009. Since 1997, Author Solutions imprints have published more than 120,000 titles by 85,000 authors worldwide.

If you'd like to learn more about this program, contact Johanna Vondeling at jvondeling@bkpub.com. Please visit www.bkconnection.com for more information about this new partnership in 2011.

The magic of BK Authors Retreats



“Talking Circle” facilitated by Roberto Vargas.

Each year around fifty BK authors and a few BK staff and other guests gather for a unique event in all the world: the Berrett-Koehler Authors Retreat—entirely organized and run by BK authors for BK authors. And each year, magic truly happens at the retreat. To give a glimpse of this magic, here are comments from several BK authors as well as new BK executive editor Neal Maillet about the most recent retreat, which was held October 7–10, 2010, at the Pearlstone Conference and Retreat Center in Reisterstown, Maryland.

“Generosity is a gift that is genuine and rewarding. The generosity of my fellow authors was overwhelming. As a first-time attendee at the Berrett-Koehler Authors Retreat you are not sure what to expect. Very quickly any concerns vanish. The warmth and complete acceptance replace all the fears. As the retreat goes on, generous gifts of friendship, suggestions, and coaching begin to fill you. Soon you realize that you belong with these people and you feel joy and a sense of renewal.”

—Dave Basarab, author of *Predictive Evaluation*

“What I enjoyed most about the retreat was seeing the deep friendships that have been formed between BK authors over the years. All the laughter, the gentle teasing, and the sense of

camaraderie were great. Also appreciated the warm welcome that I received.”

—Suchi Shenoy, coauthor of the forthcoming *Infinite Vision* (Fall 2011)

“The retreat was one of the best experiences of my life. I felt I was watching a ‘better world for all’ unfold before my eyes, and I’ll never use the term ‘BK community’ in the abstract again. I don’t think I fully understood until the weekend how the strength of our publishing comes from this community. Nor did I understand how this community would support me and nurture me, personally. I now understand how BK will help me become a better person, not just pay my salary. I know I must sound like I’m drinking the Kool-Aid, but there really is something special about this place and our mission.”

—Neal Maillet, Berrett-Koehler Executive Editor

“The retreat reconnects me with spirit and community. It causes me to remember who I am and where I belong within a community of authors of different minds sharing one heart. Through the trials, tribulations, and financial struggles of being an author, the retreat reinvigorates me to the beauty and honor of what we do.”

—Mark Albion, author of *True to Yourself* and *More Than Money*

“It’s rare to be in a group of people who are simultaneously brilliant, welcoming, aspirational, curious, and fun. The design of the retreat created space for all of these qualities to bloom among and within us. I can’t believe that one weekend could include such a range of experience. How did we manage to travel from pragmatic information to community building to world changing so effortlessly? How did we do all of those things and still have time to rest and play?”

—Barbara McAfee, author of the forthcoming *Full Voice* (Fall 2011)

“I had a fabulous time at the retreat. As a first-time author, I felt enormous gratitude for the warmth and the welcome that the BK authors community offered. People were unexpectedly generous with their encouragement, ideas, lessons learned, and networks of relationships.”

—Debbie Frieze, coauthor of *Walk Out Walk On*

“If I could prescribe a population of people with whom I could spend my life, it would be the BK authors community. I attend the authors retreats knowing that I will come away smarter, wiser, and more attuned to what really matters in the world. This one was no exception.”

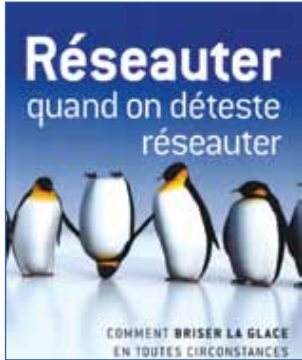
—Larry Ackerman, author of *Identity Is Destiny*

Find out more

You can see pictures of the retreat and learn more about it by going to www.bkcommunity.com and by checking out Steve Piersanti’s blog about the retreat here:

<http://bk-askthepublisher.blogspot.com/2010/12/magic-of-bk-authors-retreats.html>

BK International



French translation of *Networking for People Who Hate Networking* by Devora Zack



Hindi translation of *Goals!* by Brian Tracy



Russian translation of *A Complaint is a Gift* by Janelle Barlow and Claus Møller

At Berrett-Koehler we take the “world” in our mission statement “Creating a World That Works for All” very seriously. Through the network of international distributors listed on page 40 of this catalog, the same BK books you read in the United States are available on every continent except Antarctica (we should probably work on that). We just signed up a new distributor for southern Africa: Pearson Education. We are confident that the company will be able to expand our presence in this market, which is particularly critical because a number of our authors travel there professionally and need to have their books available when they speak.

Telugu, Anyone?

But not everybody wants to read English, so, unusually for a publisher our size, we have two staff members dedicated to getting our books translated into other languages. María Jesús Aguiló, director of subsidiary rights, and Catherine Lengronne, subsidiary rights associate, travel to the London and Frankfurt book fairs every year and maintain relationships with hundreds of foreign publishers. They closed 131 deals in 2010, including one for a Chinese trans-

lation of *Mother Teresa, CEO*, a book that won't even be published until July 2011 (see page 23). We currently have over 1,800 foreign translation deals for our titles.

As a result of their efforts, Berrett-Koehler books are now available in forty-one different languages, everything from Albanian to Vietnamese. We picked up our newest language in November 2010: Brian Tracy's *Goals!* was translated into Telugu, the official language of Andhra Pradesh, India, spoken by 74 million people. Incidentally, his book *Eat That Frog!* currently holds the record for most translations, with thirty-five (including, yes, Albanian and Vietnamese).

Some of our translations have sold very impressively. For example, in 2009, in one of the biggest single sales of any Berrett-Koehler book in any language, the Russian bank Sberbank ordered an amazing 29,000 copies of *A Complaint Is a Gift*.

Our vice president down under

Not only do our books have an international presence, but, for the first time, so does our staff.

In August 2010 Johanna Vondeling, our former vice president, editorial and digital, relocated to Perth, Australia, and stepped into a new role as vice president, business development. Johanna's husband was offered a two-to-four-year assignment there and rather than lose her extraordinary expertise and abilities, we decided we had to figure out a way to hang on to her.

Working from the other side of the globe, Johanna has certainly hit the ground running. She spearheaded the Author Solutions partnership and the agreements with SharedBook and On Demand Books. She is continuing to look for new opportunities, in particular in the growing Asia-Pacific market. And she seems to be settling in nicely. In a recent posting in our Ask the Publisher blog, she wrote:

I'm happy to report that all is well in the most remote large city on the planet. We've been enjoying exploring the local bush, where we've spotted kangaroos, bobtails and plenty of loud, exotic birds.

I've been delighted to find that the publishing community in Australia rivals America's in overall friendliness. Many booksellers and publishers have generously and patiently answered my questions about the marketplace here....

Perth itself has a lively scene of independent booksellers. Each store hosts creative events that make the shop a destination site for the local community, and the foot-traffic is impressive....

All in all, a great adventure so far!



Bestsellers

Berrett-Koehler books keep selling year after year, testifying to their enduring value. Thirty-six of our books have sold more than 100,000 copies (including sales of all U.S. and foreign editions), and three are nearing a million copies sold.

Title	Copies sold	Foreign language translations
Confessions of an Economic Hit Man	950,000+	29
Eat That Frog!	850,000+	35
Leadership and Self-Deception	850,000+	26
Love 'Em or Lose 'Em.....	550,000+	21
Repacking Your Bags.....	460,000+	17
Empowerment Takes More Than a Minute	375,000+	14
Leadership and the New Science.....	350,000+	18
A Peacock in the Land of Penguins	350,000+	21
The Secret	350,000+	22
Goals!.....	280,000+	24
Full Steam Ahead!	250,000+	21
Managing By Values.....	200,000+	19
Stewardship	180,000+	5
The 100 Absolutely Unbreakable Laws of Business Success..	180,000+	20
The Anatomy of Peace.....	180,000+	13
The 21 Success Secrets of Self-Made Millionaires	175,000+	19
The Power of Purpose.....	160,000+	13
A Complaint Is a Gift.....	150,000+	20
How to Get Ideas.....	150,000+	20
Synchronicity.....	150,000+	13
The Five Secrets You Must Discover Before You Die.....	150,000+	17
Change Is Everybody's Business	150,000+	8
Leadership from the Inside Out.....	140,000+	4
When Corporations Rule the World	140,000+	20
Affluenza.....	140,000+	8
Be a Sales Superstar	130,000+	17
On-the-Level.....	130,000+	5
Getting Things Done When You Are Not in Charge.....	125,000+	12
The Referral of a Lifetime	125,000+	8
Managers As Mentors.....	120,000+	10
Know Can Do!.....	110,000+	13
Go Team!	110,000+	11
Love It, Don't Leave It	100,000+	15
The Laws of Lifetime Growth.....	100,000+	13
Turning to One Another.....	100,000+	8
The Hamster Revolution	100,000+	10

Bestsellers in 2010!

Several BK books hit bestseller lists in 2010.



Don Hutson and George Lucas's book *The One Minute Negotiator* appeared on several bestseller lists, reaching #5 on the *New York Times* Hardcover

"How-To" list, #2 on the *Wall Street Journal's* Hardcover Business list (and #9 on the its Hardcover Nonfiction list), and #7 on *Publishers Weekly* Hardcover Nonfiction bestseller list.



The second edition of Richard Axelrod's *Terms of Engagement* hit an Amazon trifecta: on one day it was #1 in Business & Investing > Leadership; #2 in Business & Investing > Management; and #3 in Professional & Technical > Business Management. The second edition of Marilee Adams's *Change Your*

Questions, Change Your Life also was ranked #1 in its Amazon category: Business & Investing > Organizational Learning.

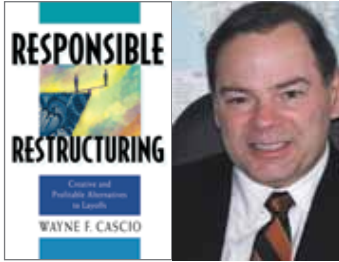


Thom Hartmann's latest book, *Rebooting the American Dream*, hit #3 in the *Denver Post* Nonfiction bestseller list.

And, back in our hometown, Kirk Boyd's 2048 hit #2 on the *San Francisco Chronicle's* paperback nonfiction bestseller list in April.



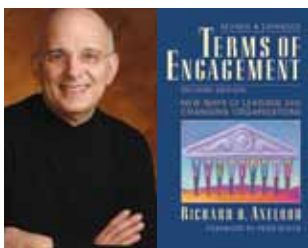
Awards and Honors



SHRM honors Wayne Cascio

In June 2010 Wayne Cascio, author of *Responsible Restructuring* and a contributor to *Useful Research* (page 14 of this catalog) received the \$50,000 Michael R. Losey Human Resource Research Award given on behalf of the Society for Human Resource Management, the SHRM Foundation, and SHRM's Human Resource Certification Institute. Howard Winkler, chairman of the HRCI board of directors, cited Cascio's research on the effect of downsizings, which "often fail to achieve [their] objectives," and his research on virtual teams, women in global assignments, and the correlation of age and job performance; and his extensive outreach efforts to HR practitioners.

Upon receiving the \$50,000 award, Cascio promptly donated \$10,000 of it back to the SHRM Foundation, quoting Winston Churchill: "We make a living by what we get. We make a life by what we give."

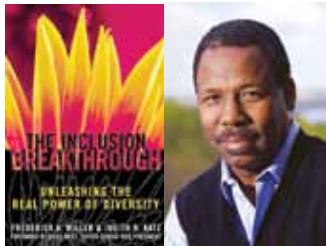


The Organization Development Network honors two BK authors

Richard Axelrod, author, most recently, of the second edition of *Terms of Engagement*, had a Lifetime

Achievement award bestowed on him by the Organization Development Network in October 2010. OD Network gives this award to "acknowledge the significant, consistent, and enduring contribution of an individual to the field of organization development; to offer an exemplary model of achievement to those both inside and outside the OD community; and to honor seasoned OD professionals who have been accessible to all generations of OD practitioners, and committed to maintaining a dynamic connection with the field of OD."

Axelrod said he was "stunned," but we weren't surprised at all.



Another Berrett-Koehler author received recognition from the OD Network of a different kind: he had an award named after him. The Service to the OD Network Award will henceforth be known as the Frederick A. Miller Service to the OD Network Award. "Our growth as an organization has benefited in countless ways from Fred's ongoing commitment," said OD Network's executive director, Peter Norlin. Miller, coauthor of *The Inclusion Breakthrough* and *Be Big*, was typically generous, commenting, "I see this honor as recognizing all the people in my life who have opened doors of opportunity, excellence, and wisdom to me."



Award-winning books and a Senatorial selection

Henry Mintzberg's *Managing* (page 24)

picked up yet another award—it was recognized by *Choice* magazine as one of the outstanding academic books of 2010.

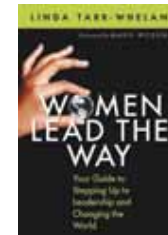
Dick Axelrod's *Terms of Engagement*, second edition, was short-listed for the 800-CEO-READ award in the Leadership category.



Andrea Batista Schlesinger's *The Death of Why?* won a gold Ippy Award from Independent Publisher in the Current Events (Social Justice/Public Affairs/Ecological/Humanitarian)

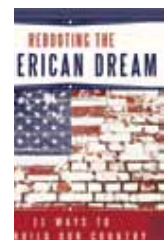
category.

Linda Tarr-Whelan's *Women Lead the Way* (page 25) received *Foreword* magazine's gold medal for best book on women's issues in 2009.



And Thom Hartmann's book *Rebooting the American Dream* received an unusual

sort of recognition: Vermont Senator Bernie Sanders bought a copy for every one of his colleagues in the Senate. In the accompanying note, Senator Sanders said that Hartmann's "very specific



ideas as to how we can save the collapsing middle class and rebuild the American dream are worthy of serious thought and discussion." We couldn't agree more!

New Faces

Johanna's move to Australia and new role meant we had some big shoes to fill (metaphorically speaking, of course). After an exhaustive search we were incredibly fortunate to find Neal Maillet, our new executive editor.



Neal brings over two decades of varied editorial experience to Berrett-Koehler, including several years serving as a business book editor at Jossey-Bass as well as serving as both an editor and a publisher at Timber Press, a company specializing in gardening and natural sciences titles. At Jossey-Bass he happened to have signed, among many other books, the second edition of one of BK President Steve Piersanti's all-time favorites, Robert Townsend's classic *Up the Organization*.

Neal was asked to describe how he sees the editorial vision that guides Berrett-Koehler. He answered, "As a business and leadership editor whose

titles frequently competed for shelf space with BK, I can only express my deep sense of admiration and, to be honest, envy for the consistent sense of mission and values that BK titles communicate. BK books are for people who are determined to improve themselves and their organizations—not just to rely on corporatespeak or easy answers. BK titles always present a challenge and an invitation—the challenge to do the hard but rewarding work of making positive change and the invitation to seek beyond self-gratification to community. Other business publishers will reach for the low-hanging fruit of buzzwords and superficial inspiration. BK books are never about how the reader can become better in a vacuum—they always show that human relationships are the real currency of success."

As you can see from this answer, we're very fortunate to have Neal.

We've also added a new publicist: Cynthia Shannon. A New York transplant and proud of it, Cynthia worked for Wiley in Hoboken before moving to San Francisco to join Jossey-Bass. She now leads our social media campaigns on Facebook and Twitter and is doing her best to lead the BK staff into the social network as well as the bimonthly Lunch and Learn sessions she leads (which she will soon be offering to authors). Cynthia is an at-large board member of the Northern California Book Publicity and



Marketing Association; volunteers at the local 826 Valencia nonprofit, teaching kids to hone their writing skills; is learning to speak Arabic; and claims she will never refuse to join a happy hour.



Jaime Smith is our new administrative assistant. Besides cracking the whip on all of us, Jaime is a classical soprano who trained at Boston University. She sang the role of L'Angelo (the Angel) in Pergolesi's concert opera *La Conversione De Guglielmo* at the Festival Geminiani in Tuscany. You can hear her at www.jaime-evonne-smith.com.



Finally, Zoe Macky is our new marketing assistant. She began as a student intern with Berrett-Koehler in fall 2009. She spent her days in the sooty engine rooms of the publicity department, shoveling coals to power the media machines that keep BK books in the news. After learning the ropes in publicity (and graduating from college), she moved up to the marketing department in July 2010. Before coming to BK she spent a year studying in Amsterdam and is currently working hard to perfect her skills as a brewmaster.