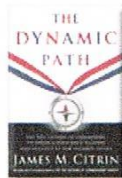


**Microtrends: The Small Forces Behind Today's Big Changes**  
 by Mark J. Penn  
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## sizing up the world

"Soccer Moms" were a critical factor in **President Clinton's** 1996 re-election. **Mark J. Penn** should know; he identified them as such for that campaign. In this compelling work, Penn cites more than 70 "microtrends," small patterns that while counterintuitive, nonetheless are helping to drive major societal changes across the United States, and that run the gamut from politics and business to religion and family life. The worldwide CEO of public relations and public affairs firm Burson-Marsteller, Penn also is chief advisor to **Senator Hillary Clinton's** 2008 presidential campaign, and demonstrates further his global vision in the book's international-focused sections, wherein he discusses the likes of "French Teetotalers" and "Chinese Picassos."

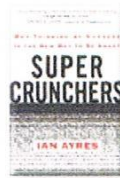
- ▶ **Video:** "Pet Parents" and Other Developing Microtrends
- ▶ **Audio:** Interview with Mark J. Penn
- ▶ **Excerpts:** [Print](#) | [Audio](#)
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**The Dynamic Path: Access the Secrets of Champions to Achieve Greatness Through Mental Toughness, Inspired Leadership, and Personal Transformation**  
 by James M. Citrin  
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So often, sports stars achieve noteworthy success in the business world, during and after their athletic careers. **Magic Johnson, Tony Hawk, and Mia Hamm** are among those **James M. Citrin** interviewed for a definitive work in which he sets forth his Dynamic Path program. Executive search consultant Citrin isolates and expands on the essential characteristics and attitudes they possess, and how businesspeople can put them to use immediately.

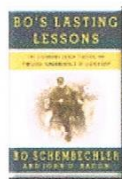
- ▶ **Author Note:** [Thriving As an Individual Is the First Step](#)
- ▶ **Video:** [James M. Citrin on the Journey to Greatness](#)
- ▶ **Excerpt:** [The Mind of a Champion](#)



**Super Crunchers: Why Thinking-by-Numbers Is the New Way to Be Smart**  
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When Princeton economist **Orley Ashenfelter** predicted the 1989 Bordeaux would be the "wine of the century," experts were furious. The reason was Ashenfelter's heretical methodology: using numbers to assess the vintage's quality beforehand, rather than tasting it once uncorked. **Ian Ayres**—also an economist—deftly explains how such formulas increasingly hold the key to understanding—and forecasting—the world around us.

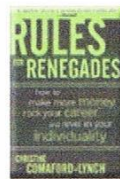
- ▶ **Excerpt**
- ▶ **Video:** [Ian Ayres Introduces His Book](#)
- ▶ **Audio:** [A New Breed of Decision Maker](#)



**Bo's Lasting Lessons: The Legendary Coach Teaches the Timeless Fundamentals of Leadership**  
 by Bo Schembechler and John U. Bacon  
 Hardcover  
**Available: September 10**  
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A no-nonsense, inspirational leader, **Glenn E. "Bo" Schembechler** patrolled the sidelines as head football coach at the University of Michigan for 21 seasons. Co-author **John U. Bacon**—who met Schembechler in 1974, and had unique access to him—expertly collaborated with the late gridiron master in a book that interweaves revealing anecdotes with crucial life lessons that lay out a course to personal and professional success.

- ▶ **Video:** [Bo in Action](#)



**Rules for Renegades: How to Make More Money, Rock Your Career, and Revel in Your Individuality**  
 by Christine Comaford-Lynch  
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Want to become financially independent, and see your self-esteem soar? Immerse yourself in the words of **Christine Comaford-Lynch**, your guide to reinventing yourself, and whose qualifications to do so are impeccable, including a stint at Microsoft (and on the arm of Bill Gates) plus the fact she's founded numerous successful companies. Comaford-Lynch also points you toward numerous free resources, including a sample business plan outline.

- ▶ **Video:** [How to Rock Your Business and Your Life](#)