

# DSM Agency London Hot List 2011

([www.dsmagency.com](http://www.dsmagency.com))

**Sue Hitzmann**

## **THE MELT METHOD**

*HarperCollins (World English – Spring 2012)*

A self-treatment technique that activates and hydrates the body's connective tissue to prevent pain, heal injury, and erase the negative effects of aging and active living.

**Harry Kraemer**

## **FROM VALUES TO ACTION**

*Jossey-Bass (World English – April 2011)*

Illustrates how self-reflection allows the development of a values-based leadership, that sets the standard for business, that can influence the world at large.

**Curt Weeden**

## **SMART GIVING IS GOOD BUSINESS**

*Jossey-Bass (World English – March 2011)*

Corporations can increase their own business by supporting local nonprofits. Details asked when weighing what to spend on contributions.

**Maddy Dychtwald**

## **INFLUENCE**

*Hyperion (North America – May 2010)*

*China Times (Taiwan); Elsevier (Brazil); Lijiang Publishing House (China)*

How women think and feel about money and how their control over money will transform the global society, families, politics, and the marketplace.

**Patricia Crisafulli and Andrea Redmond**

## **COMEBACKS**

*Jossey-Bass (World English – May 2010)*

*Oceano Mexico (Latin American Spanish)*

NY Times bestselling author Crisafulli pairs with Redmond to talk with high profile people who lost it all and how they successfully came back.

**Nance Guilmartin**

## **POWER OF PAUSE**

*Jossey-Bass (World English – December 2009)*

*Oceano Mexico (Latin American & US Spanish);*

*Ediciones Palabras (Spain)*

Explains how taking a moment to reevaluate our circumstances allows us to make more productive decisions and avoid disastrous miscommunications.

**Charlie Pellerin**

## **HOW NASA BUILDS TEAMS**

*John Wiley and Sons (World English – June 2009)*

*Korea Price (Korea); China Times (Taiwan);*

*Achievement Publishing (Japan); Agir Editora*

*(Brazil); Infodar (Bulgaria); CICAP (China)*

Former Director of NASA illustrates a unique 4-D system to analyze team and leader effectiveness, focusing on team culture and managing individual behaviors.

**Selena Rezvani**

## **PUSHBACK**

*Jossey-Bass (World English – May 2012)*

Uncovering the unspoken rules of self-advocacy learned from the hard-won careers of America's top businesswomen.

**Jim Reisler**

## **IGNITING THE FLAME**

*Globe Pequot Press (World English – Summer 2012)*

The story of 14 men, assembled haphazardly in the late winter of 1896, who sailed to the first modern Games in Athens and won 11 first place medals.

**James Salzman**

## **THIRST**

*Overlook Press (World English – Fall 2012)*

Reveals the evolution of drinking water from its origins as a free resource and one of the most powerful forces in nature into one of the biggest businesses worldwide.

**Eric Goodman**

## **TRACKS**

*Atticus Books (World English – Summer 2011)*

The reader journeys by train from Baltimore to Chicago via the perspectives of a diverse array of passengers.

**Sarah McCoy**

## **THE BAKER'S DAUGHTER**

*Random House (North America English & North*

*America Spanish – Fall 2011)*

A tale of family and heartbreak straddling WWII era Germany and modern day Texas asks: do you betray your fellow man or your loved ones? Is that the only choice you have?

**Pamela Tsigdinos**

## **SILENT SORORITY**

*Book Surge (North America – April 2009)*

Award-winning book reveals not all infertility stories end with a baby – but that doesn't mean there isn't a happy ending.

**Jeffrey Fox**

## **HOW TO BE A FIERCE COMPETITOR**

*Jossey-Bass (World English – March 2010)*

*Sripatham (Thailand); Alpina (Russia); Pegasus*

*(Turkey); Thenan (Korea); L'Archipel (France)*

Fox shows tough times also give solid companies, strong managers, and potential rainmakers the opportunity to seize market share.

**John Strelecky and Tim Brownson**

## **HOW TO BE RICH AND HAPPY**

*Aspen Light Publishing (World English – May 2010)*

*Edition Dauphin Blanc (France); DTV (Germany); Ank-*

*Hermes (Holland)*

A powerful formula that shows you how to build your unique picture of happiness and demonstrates in a straight talking style how to achieve it.