

Automotive

The Complete Idiot's Guide® to Motorcycles, 5e

Business

The Complete Idiot's Guide® to Boosting Employee Performance

The Complete Idiot's Guide® to Business Plans Plus, 2e

The Complete Idiot's Guide® to Economics, 2e

The Complete Idiot's Guide® to Accounting, 3e

The Complete Idiot's Guide® to Strategic Planning

Computer/Technology

The Complete Idiot's Guide® to Creating a Social Network

The Complete Idiot's Guide® to Microsoft Excel 2010 2-in-1

The Complete Idiot's Guide® to PC Basics, Windows 7 Edition

Health/Fitness/Dieting/Beauty

The Complete Idiot's Guide® to Back Pain

The Complete Idiot's Guide® to Barefoot Running

The Complete Idiot's Guide® to Thyroid Disease

History/Military History/Political Science/Law/Current Events

The Complete Idiot's Guide® to the Civil War, 3e

Home/Garden/Agriculture

The Complete Idiot's Guide® to Raising Goats

Music/Performing Arts/Media

The Complete Idiot's Guide® to Piano Exercises

Pets

The Complete Idiot's Guide® to Positive Dog Training, 3e

Science/Math

The Complete Idiot's Guide® to Game Theory

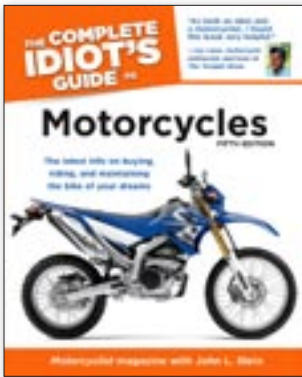
Travel

The Complete Idiot's Guide® to the Best Family Destinations

Writing/Publishing/General Reference

The Complete Idiot's Guide® to Book Proposals & Query Letters

AUTOMOTIVE



Be an "Easy Rider"

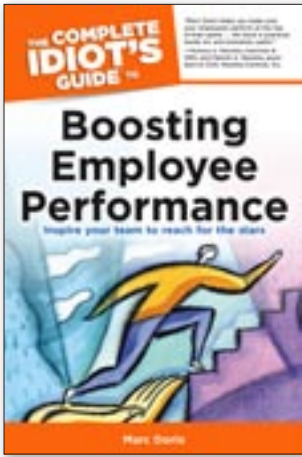
ISBN: 9781615640706, March 2011, \$21.95

There are over four million motorcycles registered in the United States, and over 174,000 sold every year. With the need for fuel efficiency and savings on transportation, this number is expected to continue to grow in the coming years. There are over 2,500 motorcycle clubs and organizations in the United States. But as new models come onto the market, including hybrids, electrics, and alternative fuel bikes, enthusiasts want to keep up with all the latest trends. *The Complete Idiot's Guide® to Motorcycles, Fifth Edition*, delivers all the latest information, including terrific photos of the hottest new bikes. Written by the editors of *Motorcyclist Magazine*, the industry standard resource for all things "ride related," this new edition includes:

- Instructions on how to ride and maintain motorcycles
- The latest information on the newest breed of fuel alternative and three wheel bikes
- Full color section on the hottest new models
- Comprehensive buyers' guide
- Resources on the motorcycle events and clubs

ABOUT THE AUTHORS:

Motorcyclist Magazine (Los Angeles, Calif.) is one of the largest motorcycle publications in the world, with a staff of seasoned motorcycle journalists that focus on the experience of owning a motorcycle. *Motorcyclist* features practical, educational, entertaining and sometimes outrageous content on a monthly basis (daily on our website). For more information, visit www.motorcyclistonline.com.



Keep Employees Motivated

ISBN: 9781615640256, January 2011, \$16.95

Even in the best of times, one of the biggest challenges for supervisors, managers, or small business owners is making sure they keep their staff working at peak performance. Whether an employee is new or a 20-year veteran, a variety of factors can affect performance and managers need to be able to stay on top of any issues and keep employees happy and productive.

The Complete Idiot's Guide® to Boosting Employee Performance shares the newest and most powerful tools to keep employees doing their best. Readers learn how to:

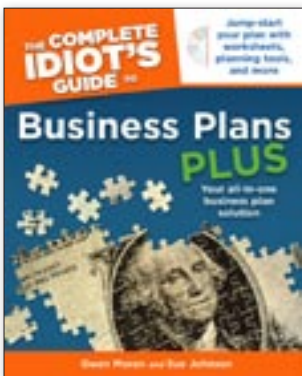
- Create and maintain a work environment that fosters great performance
- Maintain clear communication between management and staff
- Manage and inspire teams and teamwork
- Keep morale high when business is tough
- Avoid stagnant work habits and routines
- Energize employees about their job
- Retain the best employees

The Complete Idiot's Guide® to Boosting Employee Performance is the most current and comprehensive guide for managers seeking to get the most out of their employees and build lasting relationships that will help them grow their business.

ABOUT THE AUTHORS:

Marc Dorio (Titusville, N.J.) is a results-oriented organizational effectiveness and training professional as well as an author with over 25 years of corporate and consulting experience gained with organizations in a wide variety of industries and settings. Clients have included Fortune 100 and 500 corporations, manufacturing, service, non-profit, retail and privately held companies in the U.S. and abroad. His professional experience ranges from Training, Organizational Effectiveness and Leadership Development to Team Development and Executive Coaching. He is a frequent guest on both local and national TV and radio news/talk shows including *Today in New York* and *The Regis and Kelly Show*. Dorio holds a Master of Science in Industrial/Organizational Psychology from Stevens Institute of Technology in Hoboken, N.J. and dual master's degrees in Human Behavior (M. Div.) and Theology (M. Th) from St. Bernard's College in Rochester, N.Y. Dorio is the author of *The Complete Idiot's Guide to the Perfect Job Interview®*, *Third Edition*, *The Complete Idiot's Guide to Getting the Job You Want®* (1st and 2nd editions), *The Complete Idiot's Guide to Career Advancement®*, *Personnel Manager's Desk Book*, and *The Staffing Problem Solver*.

Susan Shelly (Shillington, Pa.) is a freelance writer, researcher, and editorial consultant. A former newspaper reporter and columnist, her other works have included corporate histories, guides to networking and business research, *The Complete Idiot's Guide® to Personal Finance in Your 20s and 30s, Fourth Edition*, and *The Complete Idiot's Guide® to Money for Teens*.



Create a Business Plan that Works

ISBN: 9781592579747, January 2011, \$24.95

A business plan is a valuable, often necessary tool for most new business owners and many existing small companies. *The Complete Idiot's Guide® to Business Plans Plus, Second Edition*, helps new and existing entrepreneurs create clear, comprehensive, and compelling business plans by walking them through all of the decisions they'll need to make before executing their plans.

The book starts with a quick tutorial on business writing basics for the many entrepreneurs who have a great idea for a product or service but aren't well-versed in the vernacular of the corporate world. Once readers are ready, the book takes them step by step through the components of a business plan, where they learn how to:

Study their market and competition

- Define a marketing strategy
- Create operational and sales plans
- Put together necessary financial documents

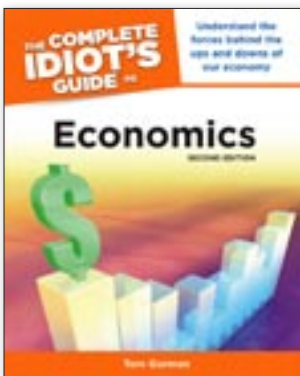
Readers finish with advice on how to put their business plans to work to obtain financing and to strategically manage their businesses.

This expanded edition includes eight business plans covering a broad range of business, from service to product-based companies, not-for-profits, e-businesses, and sole proprietorships, new businesses looking for start-up funds, and established business looking to grow. Also included is a content-rich CD-ROM that contains more than 90 time-saving planning tools, business forms, financial worksheets, and templates to help readers prepare, write, and make the most of their business plans.

ABOUT THE AUTHORS:

Gwen Moran (Wall Township, N.J.) is a contributor to numerous business and finance magazines and web sites and was named one of the United States Small Business Administration's "Young Entrepreneurs of the Year." In addition to writing a successful business plan that secured funding for her own business, she has been a renowned small business expert for more than a decade. She is a regular speaker at national and regional business events and holds a B.S. in advertising from Syracuse University.

Sue Johnson (Park City, Utah) is the Executive Education Associate for the Executive Education program at the David Eccles School of Business, University of Utah in Salt Lake City, which offers Executive M.B.A., Professional M.B.A., open enrollment and customized courses. She is engaged in providing executive education programs to corporate executives. She is also instructing "Writing a Business Plan" for the Lifelong Learning department, at the University of Utah. Previously Johnson was the Vice President of Continuing Education and Community Outreach at Bergen Community College in Paramus, N.J. where she interacted with many small businesses. In the past, Johnson was also the Regional Director of the Small Business Development Center at Raritan Valley Community College in North Branch, N.J. where she provided services to an array of small businesses for seven years. Johnson has a broad range of experience in corporate finance, sales, marketing, computer consulting and has also owned her own small business. She has an undergraduate degree in accounting and computers from Seton Hall University and a Master in Business Administration from Fairleigh Dickinson University. She has two sons, a U.S. Naval Officer in Hawaii and another currently living and working in Pacific Palisades, Calif. Sue currently resides in Park City with her husband as they both enjoy the many outdoor activities.



Behind the Scenes Look at Economics

ISBN: 9781592579815, January 2011, \$19.95

With daily reports of downturns, upturns, stock market rallies, and of course the recession, concerns over the economy are again at the top of the public agenda. Economics can be endlessly fascinating, but most find that it gets perplexing very quickly because so many of its concepts are purely theoretical.

The Complete Idiot's Guide® to Economics, Second Edition, begins by showing in everyday terms how markets work. It introduces the key players in the economy, consumers, business, and government, then uses the behavior of these three groups to illustrate basic economic theories and ideas. This second edition also discusses specific types of economics, including recession, depression, and wartime economics, and so-called "situational economics," such as healthcare and energy.

The guide coaches both general readers and students in the key concepts and analytical tools of macroeconomics and microeconomics and explains:

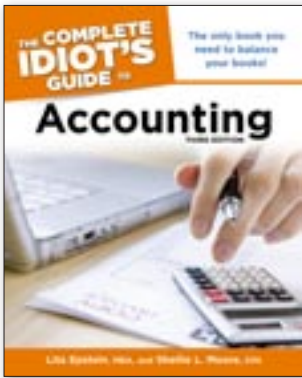
- The dynamics of markets
- How consumer and business behaviors influence the economy
- The role of the U.S. government in the economy, from taxes and spending to the Federal Reserve system and monetary policy
- International trade and the foreign exchange market

Readers will have a ready reference (should they forget the significance of the prime rate or the definition of marginal utility), and be able to proceed with confidence, in a business meeting or during an Econ 101 exam, when the discussion turns to why Europeans adopted the Euro.

ABOUT THE AUTHOR:

Tom Gorman (Newton, Mass.) has written numerous business books on topics such as leadership, management, sales, marketing, technology, and economics. Before becoming a full-time author, he enjoyed a 20-year career in the banking and business information industries in various management positions in several major companies, including Dun & Bradstreet Credit Services. Gorman's education and experience, particularly his last corporate position as head of editorial services at the economic consulting and forecasting company DRI/McGraw-Hill (now Global Insight) have prepared him to write this book. At DRI/McGraw-Hill, he edited and oversaw the production of the company's forecast and research publications and reports on national economies and specific industries. As an editor, Gorman made economics clear and relevant to business people and other

non-economists. Prior to joining the staff at DRI, he wrote a book-length study for the company on the economic impact of the then-planned European Union. Gorman is also the author of *The Complete Idiot's Guide® to the Great Recession*, *The Complete Idiot's Guide® to the Financial Crisis e-book*, *The Complete Idiot's Guide® to MBA Basics*, and *The Complete Idiot's Guide® to Business Letters and Memo*. He holds a B.A. from Fairleigh Dickenson University and an M.B.A. from New York University's Leonard N. Stern School of Business. You can visit Gorman's web site at contentbizbooks.com.



Do the Numbers Add Up?

ISBN: 9781615640652, February 2011, \$19.95

Business depends on accounting. But most business people are not trained accountants. *The Complete Idiot's Guide® to Accounting, Third Edition*, takes the guess work out of this basic business activity. The expert author team of Shellie Moore and Lita Epstein has updated this edition with all the current information any business person will need to understand the “books,” including updates on;

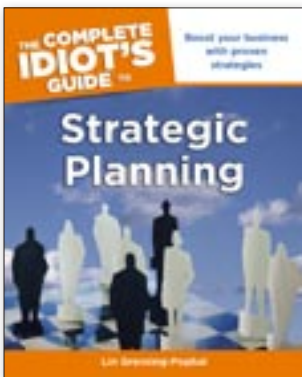
- Changes in payroll taxes
- Employee benefit information related to passage of the health care reform law
- Withholding tax information
- Federal and State Tax Regulations
- Accounting Software available on the market

In addition, this guide includes a useful workbook style appendix to reinforce the lessons learned throughout the book.

ABOUT THE AUTHORS:

Lita Epstein (Poinciana, Fla.) is a seasoned financial writer who writes regularly for AOL's HousingWatch and DailyFinance.com and develops online courses on investing. She holds an MBA from Emory University and is the author of *The Complete Idiot's Guide® to Improving Your Credit Score*, *The Complete Idiot's Guide on Personal Bankruptcy*, *The Complete Idiot's Guide® to Foreign Currency Trading*, *The Complete Idiot's Guide® to Options and Futures*, *The Complete Idiot's Guide to Social Security and Medicare, Third Edition*, *The Complete Idiot's Guide to Value Investing* and *The 250 Questions You Should Know About Buying Foreclosures*.

Shellie L. Moore, CPA (Bellefontaine, Ohio) received her CPA in 1994 and is currently CFO at a bank in the state of Ohio. Before beginning her career in banking, she owned a private CPA practice specializing in tax preparation and planning for individuals and small businesses.



Strategize Business Success

ISBN: 9781615640591, March 2011, \$19.95

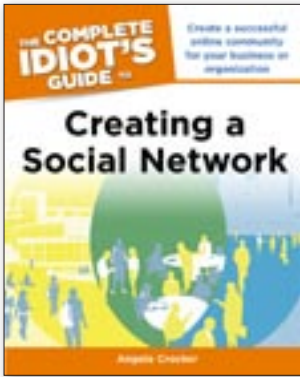
As any business manager knows, success in business doesn't just happen. It takes hard work and planning to get the desired results. Strategic planning is the discipline that helps businesses build on their present success. From the basic vision and core mission of the business through detailed evaluation of its strengths and weaknesses and assessing the competition, *The Complete Idiot's Guide® to Strategic Planning* offers clear and concrete discussions about:

- Defining business goals in mission statements
- Proven methods to gather all the detailed information necessary to help formulate a strategy
- Different kinds of competition and how to anticipate their next moves
- Long term resource and personnel management
- Setting realistic yet growth/profit driven targets
- Concrete steps on how to execute a strategic plan

Practical, accessible, and filled with anecdotes taken from actual strategic planning initiatives, *The Complete Idiot's Guide® to Strategic Planning* is the most complete basic handbook to this all important business function.

ABOUT THE AUTHOR:

Lin Gensing-Pophal (Chippewa Falls, Wis.) is a business consultant, instructor, and author with a background in strategic marketing, corporate communications, and employee relations. Pophal has managed all aspects of corporate and marketing communication and has led several strategic planning initiatives in the areas of new product development, business expansion, crisis management, and marketing planning. She is the founder and chief executive officer of Strategic Communications, a media and business consulting company. Her website is www.stratcommunications.com.



Tap the Benefits of a Social Network

ISBN: 9781615640607, February 2011, \$19.95

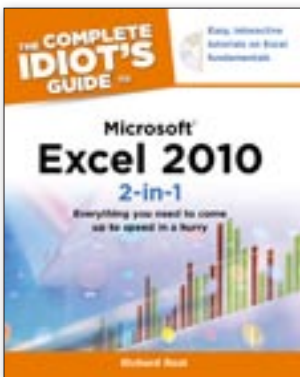
Social networks are exploding in number and popularity and are reshaping the way people communicate, both in their personal and professional lives. Creators of social networks grapple with questions such as: What makes some succeed and others fail? What draws users in and keeps them coming back? Social networks require their own set of design principles and ways of thinking about users, whether starting one within an existing network or creating an entirely new one.

The Complete Idiot's Guide® to Creating a Social Network guides the reader through the choices and sorts out the complex issues and technical aspects of setting up a successful social network. Aside from the technical aspects of creating and maintaining a social network through either a white label service, such as Buddy Press or Ning, or customized software for creating one's own network, a wide range of issues must be considered. This guide addresses issues such as:

- Privacy
- Authenticity
- Fostering participation
- Quality versus quantity
- Moral and ethical guidelines

ABOUT THE AUTHOR:

Angela Crocker (Vancouver, BC, Canada) specializes in social media coaching, marketing strategy, and event planning for arts organizations and small businesses through her company Beachcomber Communications. A graduate of Simon Fraser University, Crocker holds an honors degree in Communications with a minor in publishing from the Canadian Centre for Studies in Publishing as well as a Certificate in Liberal Arts. She also has a Business Diploma from Douglas College and is an alumnus of their Self-Employment Program for emerging entrepreneurs.



Master Microsoft Excel 2010

ISBN: 9781615640744, February 2011, \$24.95

The Complete Idiot's Guide® to Microsoft Excel 2010 2-in-1 offers beginners as well as rusty Microsoft Excel users with two separate products, a book and tutorial video CD, designed to complement one another in providing the most efficient learning experience possible.

CD-ROM

The first thing readers get with this bundle is a robust video tutorial, 90 minutes in length, that visually guides them step by step through Excel's basic operations and all of the features and functionality new to the 2010 release. In the mini-tutorials, readers see Excel's user interface on their computer screens and learn what to do by listening to author Richard Rost as they watch him navigate his way around their screens. To the readers, it's as if Rost is sitting at their computers, showing them what to do as they peer over his shoulder.

In addition to the video tutorial, readers will get sample data files designed to save them time in populating spreadsheets necessary for charting and data analysis exercises.

BOOK

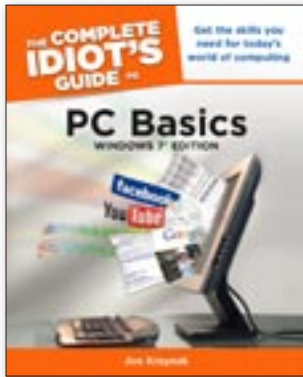
Once readers learn the basics from the CD, the 400-page guidebook picks up where the video leaves off, covering all of the major areas of Excel 2010 in more detail, including:

- Navigating worksheets
- Adding information to worksheets
- Moving data around
- Managing worksheets
- Formatting and styling
- Printing worksheets
- Inserting functions
- Types of functions
- Troubleshooting formulas
- Grouping, filtering, and outlining data
- Using templates

- Creating and editing charts
- Using pivot tables
- Collaborating on worksheets
- Analyzing data

ABOUT THE AUTHOR:

Richard Rost (Amherst, N.Y.) has been teaching Microsoft Excel since 1994, and has been developing solutions in Excel since the very first version for Windows was released. Rost is currently the president of Amicron Computing, a company that produces video tutorials covering many topics, including Microsoft Windows, Word, Excel, Access, and PowerPoint. For more information about Rost's video tutorials visit: www.599cd.com/Excel.



Master the PC

ISBN: 9781615640676, March 2011, \$19.95

Computers tend to challenge even the smartest people, but *The Complete Idiot's Guide® to PC Basics, Windows 7 Edition*, is about to change that. This book puts users in charge of their computers, showing them how to perform practical tasks, such as creating, formatting, and printing documents; managing folders and files; installing and uninstalling programs; finding just about anything on the Web; learning and managing e-mail; creating CDs and DVDs; setting up a home network; and more.

In *The Complete Idiot's Guide® to PC Basics, Windows 7 Edition*, readers will find:

- Easy instructions on buying and setting up a Windows PC
- Guidance on using and optimizing Windows 7
- Step-by-step instructions for using Microsoft Office programs
- Instructions, advice, and tips for setting up a home or small-business network
- Ways to make the most of the Internet with introductions to Google, Facebook, YouTube, Twitter, eBay, blogging, instant messaging, and Skype
- Details on how to edit, manage, and share digital media, including music, photos, and video, and create custom CDs and DVDs
- Information on how to create and manage a website using a host of easy-to-use tools and services
- Guidance on how to protect computers and children from online threats and undesirable content
- Help with troubleshooting common problems and finding free technical assistance online

ABOUT THE AUTHOR:

Joe Kraynak (Crawfordsville, Ind.) has taught hundreds of thousands of novice computer users how to master their computers and software. His long list of computer books includes *The Complete Idiot's Guide Facebook®*, *Using and Upgrading PCs*, *Master Visually: Optimizing PC Performance*, *Google: Top 100 Simplified Tricks*. For more about Kraynak, visit his website/blog at JoeKraynak.com.

HEALTH/FITNESS/DIETING/BEAUTY



Relieve and Avoid Back Pain

ISBN: 9781615640683, February 2011, \$16.95

For the millions of back pain sufferers, the symptoms of back pain are fairly straightforward, but the causes can be numerous. The search for relief can be frustrating and complex. *The Complete Idiot's Guide® to Back Pain* explains the many causes of back pain and recommends the best methods and techniques for relief and prevention of back pain and maintaining a healthy back.

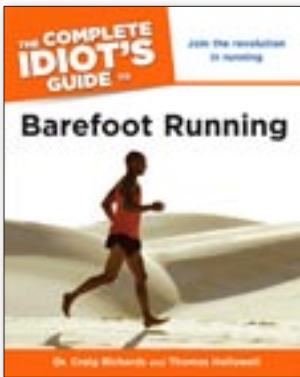
In *The Complete Idiot's Guide® to Back Pain*, readers will find:

- Who gets back pain
- Explanation of the various causes of back pain
- Do-it-yourself relief techniques
- Non-surgical conventional medical treatments
- Complementary and alternative options
- Chronic pain management
- What is involved in surgery
- Exercises, including Pilates and yoga, to keep one's back healthy

ABOUT THE AUTHORS:

Jason Highsmith, M.D. (Charleston, S.C.) is a fellowship trained neurosurgeon specializing in minimally invasive surgery of the spine. His practice focuses on the surgical treatment of neck and back pain from degenerative and traumatic causes as well as sports and work-related injuries. He has held teaching positions at the graduate and post-graduate level and continually trains colleagues through lectures, labs and operating room instruction. Dr. Highsmith is a regular contributor to the leading spine website SpineUniverse.com and other online portals.

JoAnn Milivojevic (Chicago) is a Chicago-based health writer and fitness expert. She holds a B.A. in communications from Indiana University and did graduate work in writing at Columbia College, Chicago. She began her career as a writer/producer for public radio and public television. Today she specializes in health and fitness as a writer, Pilates and Yoga instructor. She also delivers motivational health talks and exercise sessions to corporations. Visit www.JoAnnMilPilates.com.



Skip the Running Shoes

ISBN: 9781615640621, February 2011, \$18.95

Despite a hefty price tag, even the most expensive running shoe is not proven to decrease injury rates or improve distance-running performance. Many runners give up on the sport before ever really discovering its joy, while others struggle on until getting a diagnosis such as shin splints, runners' knee, Achilles tendonitis, or plantar fasciitis. For 30 years, these runners have been told their only hope of salvation is an expensive shoe, until now. The barefoot running and minimalist-footwear revolution is here and it is turning the world of running on its feet.

The Complete Idiot's Guide® to Barefoot Running will help runners put the spring back in their step by providing expert advice on how to:

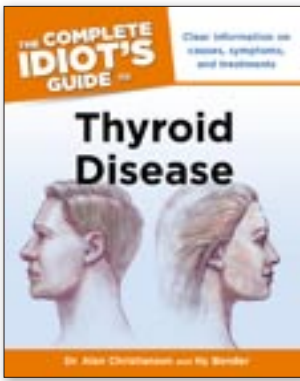
- Successfully transition to barefoot running
- Build super strong feet and pads
- Develop natural running form
- Use "barefoot" running shoes
- Enhance training and mindfulness
- Rediscover primitive strengths
- Reduce injury by listening to the feet and body
- Reach goals and race better than ever

Also included is coverage about the science and mechanics of barefoot running, the role of "bare" nutrition, and training plans for short-distance to ultra-endurance athletes.

ABOUT THE AUTHORS:

Dr. Craig Richards (Raworth, Australia) is internationally recognized as a leading expert of the western world's barefoot running revolution. A medical doctor and keen runner, Richards began running barefoot in 1998 after recurrent injuries led him to hypothesize that his supposed top-notch running shoes might be responsible. This led to a period of successful experimentation where Richards rediscovered the joys and the injury prevention benefits of barefoot running for himself. In 2002, he co-designed and patented the first "barefoot" running shoe of the modern era, appropriately called the *Barefoot on Grass*. In 2008, he released a landmark paper that laid out the complete lack of scientific evidence to support the ongoing use of heavily cushioned running shoes with anti-pronation features tailored to foot type. His work has been widely reported in newspapers such as the *New York Times*, *Washington Post*, and *London's Daily Mail*, in magazines such as *Running Times* and *Popular Mechanics*, as well as in the recent best-selling book, *Born to Run*.

Thomas Hollowell (Perrysville, Ind.) is a full-time author, USAT tri-athlete, prominent barefoot runner, and a running coach for a university triathlon club abroad. He is the founder of Barefoot-Running.us, an acclaimed blog dedicated to natural and minimalist running. His features and columns have appeared in notable publications and media outlets worldwide. Visit <http://www.barefoot-running.us>.



Understanding Thyroid Disease

ISBN: 9781615640546, February 2011, \$18.95

The thyroid, a butterfly-shaped endocrine gland in the neck, is the body's energy center, working to set the metabolism. The thyroid can be underactive or work too fast. It is susceptible to cancer and other health issues. Thyroid disease is often hard to identify because it can create any of dozens of wildly varying symptoms, ranging from weight loss or gain to fatigue to hair loss to depression.

The Complete Idiot's Guide® to Thyroid Disease sifts through the vast amount of conflicting advice about thyroid issues to help readers determine whether they have thyroid disease and, if so, the best way to deal with it. Objective, balanced, and nuanced, it makes absolutely clear how to select an appropriate doctor, understand the diagnosis, and choose the right treatment. The guide explains:

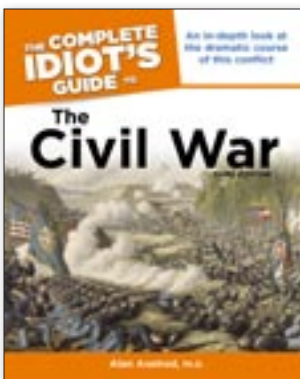
- Hypothyroidism, moving in slow motion
- Hyperthyroidism, living in the fast lane
- Goiter, Graves' Disease, Hashimoto's Disease, Thyroid cancer, and adrenal gland diseases
- The thyroid's role in PMS, infertility, and postpartum depression
- Living with thyroid disease: what to eat, how to lose weight, and how to plan meals that suit individual metabolisms

ABOUT THE AUTHORS:

Dr. Alan Christianson (Scottsdale, Ariz.) is the “go-to” expert to whom other physicians refer patients with thyroid disease. He has been featured on TV news stations across the country for his views on medicine, and has been spotlighted by national publications ranging from *Woman's World* to the *Townsend Letter for Doctors and Patients*. Christianson has also authored both hyperthyroidism and hypothyroidism chapters for the *Textbook of Natural Medicine*, 9th Edition.

Hy Bender (New York) is the bestselling author of 15 books and has also written for such national publications as *The New York Times*, *American Film*, *Advertising Age*, *Spy*, and *Mad Magazine*. Bender has lived through both thyroid cancer and hypothyroidism, allowing him to write about thyroid topics in a nuanced way that fully takes into account a patient's feelings and needs.

HISTORY/ MILITARY HISTORY/ POLITICAL SCIENCE/ LAW/ CURRENT EVENTS



A New Look at the Civil War

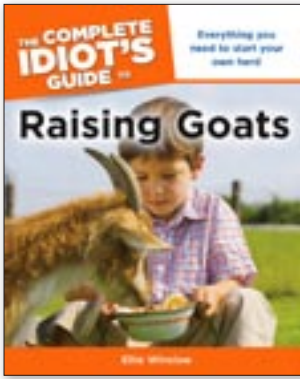
ISBN: 9781615640782, March 2011, \$19.95

Thoroughly revised for the Sesquicentennial, *The Complete Idiot's Guide® to the Civil War, Third Edition*, is a comprehensive overview of America's bloodiest war. From the first shots fired at Fort Sumter to Lee's surrender at Appomattox and afterward, this book embodies the latest scholarship, offering fascinating stories of the men and women who fought bravely and sometimes died for a cause they believed in. The book features a clear chronology of major events and detailed explanations of key battles such as Gettysburg, Chattanooga, and Chancellorsville. Author Alan Axelrod offers intimate impressions and anecdotes from commanders and enlisted soldiers alike, and strategies of war leaders such as Sherman, Lee, and Grant.

- New emphasis on eyewitness accounts
- More detailed information on the weapons of the Civil War
- The quality of the armies reassessed
- Revised discussion of the causes of and motives for the war
- More Civil War myths debunked
- Major commanders reevaluated
- Reconstruction explored in light of the latest scholarship

ABOUT THE AUTHOR:

Alan Axelrod, Ph.D., (Atlanta, Ga.) brings nearly 30 years of experience as an author of history books. His numerous works include *The Complete Idiot's Guide® to American History*, *The Complete Idiot's Guide® the American Presidency, Fifth Edition*, *The Complete Idiot's Guide® to the American Revolution*, *The Complete Idiot's Guide® to World War I*, *The Complete Idiot's Guide® to the New World Order*, *Art of the Golden West* (Abbeville Press, 1990), which was named *Booklist Editors' Choice* for 1990; *A Chronicle of the Indian Wars: From Colonial Times to Wounded Knee* (Prentice-Hall Press, 1992); *The War Between the Spies: A History of Espionage During the American Civil War* (Atlantic Monthly Press, 2008); *What Every American Should Know About American History: 200 Events That Shaped the Nation, Third Edition* (with Charles Phillips; Adams, 1992); *America's Wars* (Wiley, 2002); and *Minority Rights in America* (CQ Press, 2002).



Join the Herd

ISBN: 97816156440188, January 2011, \$14.95

Because of increased desire in self-sufficient and sustainable living practices, people interested in having their own milk supply are turning to goats, which are easier to keep than cows. Other novices, particularly 4H members, are raising Pygora goats, a relatively new breed, whose fiber is widely prized by hand spinners and other fiber craftspeople. Whether for pets, milk, fiber, or even meat, *The Complete Idiot's Guide® to Raising Goats* provides everything a beginner needs to know about raising goats, including:

- What and where to purchase goats for different uses
- Daily care and feeding
- Fencing pasture and sheltering
- Milking, and shearing
- Keeping goats healthy and safe

ABOUT THE AUTHOR:

Ellie Winslow (San Diego County, Calif.) grew up on a small farm in Los Angeles County in the 1950s and 60s and has lived in rural America more or less ever since. She has raised dairy goats for 35 years and virtually every type of livestock and companion animal. Winslow's experience with goats includes showing and producing cheese, butter, yogurt, and soap from the milk. She is even an expert at the artificial insemination of goats. She has written four self-published books: *Making Money with Goats*, now in its sixth edition, *Marketing Farm Products, Second Edition*, *Growing Your Rural Business*, and *Economy Proofing Rural Business*. Her formal education was in English at San Diego State University and Zoology at the University of Montana. She has over 25 years in business management, marketing, and sales. Winslow has been teaching seminars on goat husbandry and rural marketing all across the United States.

MUSIC/PERFORMING ARTS/MEDIA



Tickle the Ivories

ISBN: 9781615640492, January 2011, \$21.95

Playing the piano is much more than just learning notes and reading music; having good dexterity, building independent finger strength, and learning proper technique is absolutely essential to mastering the instrument.

Most players think of piano exercises as a dull chore, but improving technique doesn't have to be boring. In *The Complete Idiot's Guide® to Piano Exercises*, author and pianist Karen Berger provides more than one hundred fun and challenging exercises designed to improve every aspect of a player's technique. These new and challenging exercises teach skills to improve:

- Pedaling
- Hand crossovers
- Virtuoso arpeggios and ornaments
- Playing dynamics that allow for better movement across the keys
- Finger Strength

The accompanying CD with dozens of tracks played by the author give an even richer learning experience. *The Complete Idiot's Guide® to Piano Exercises* is the perfect companion to *The Complete Idiot's Guide® to Playing Piano*.

ABOUT THE AUTHOR:

Karen Berger (South Egremont, Mass.) is an author and performer, and teaches classical, jazz, and pop/rock piano in her home studio in Berkshire County, Mass. She formally served on the piano faculty of the Berkshire School of Music, teaches group and private piano, and writes about music for a wide variety of magazines and newspapers. She was formerly an editor at the *Instrumentalist*, *Clavier*, and *Accent on Music* magazines and received an Ed Press Distinguished Achievement Award. She holds a degree in music from Northwestern University and is the author of 13 other books, including *The Pocket Idiot's Guide® to Piano Chords®* (Alpha, 2005) and *The Complete Idiot's Guide® to Teaching Music on Your Own* (Alpha, 2009).



Sit, Stay, Down

ISBN: 9781615640669, January 2011, \$14.95

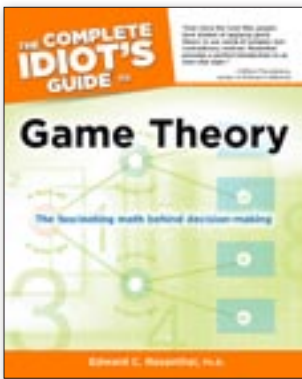
Dogs are capable of learning a variety of complex behaviors, but for many dog owners traditional training methods do not produce the desired behaviors, and leave both owner and dog frustrated in the process. In *The Complete Idiot's Guide® to Positive Dog Training, Third Edition* readers learn that dog training does not need to be a battle of wills. This revised and updated edition explains how to:

Work with the dog rather than against it to be a better trainer

- Build a warm, responsive relationship as the training process proceeds
- Teach basic dog etiquette – “Sit,” “Down,” and the like – and then move on to loose-leash walking and how to positively correct mistakes
- Incorporate training into daily life
- How to train a dog for the Canine Good Citizenship Test

ABOUT THE AUTHOR:

Pamela Dennison (Belvidere, N.J.) is a professional member of the APDT (Association of Pet Dog Trainers), DWAA (Dog Writers Association of America) and is a Certified Animal Behavior Consultant with the IAABC (International Association of Animal Behavior Consultants) and former member of NADOI (National Association of Dog Obedience Instructors). She has written five books and four DVDs, one of which won the Maxwell Award for the best training DVD of 2009. She has written for many local, national and international magazines, and many of her books and articles have been nominated for special awards by the DWAA. Dennison started her own business, Positive Motivation Dog Training, in 1996. Since then she has helped thousands of dogs and handlers build their relationships and solve problems. She teaches puppy k, basic obedience through competition obedience, rally, agility, canine good citizen and therapy dog. Dennison also works with a myriad of behavioral problems and holds regular classes and seminars for aggressive dogs. Occasionally reading isn't enough to help learn how to teach a new behavior. At times, visual learning helps to augment the printed page. To that end, Dennison offers *The Complete Idiot's Guide to Positive Dog Training* as an online class. See her website for more details. www.positivedogs.com



Apply Strategic Thinking

ISBN: 9781615640553, March 2011, \$18.95

In business, game theory means rigorous strategic thinking. It is a branch of mathematics that uses mathematical models to gauge how “players” will act and react in certain situations. Using game theory, a decision maker will become adept at anticipating an opponent's actions in order to solve the best strategies and outcomes. In fact, many important decisions are made by playing some sort of game.

In *The Complete Idiot's Guide® to Game Theory*, Dr. Edward C. Rosenthal makes it easy to understand game theory and how to take advantage of this theory in business, politics and beyond. He provides insights into:

A variety of game models including zero sum games, nonzero sum games, and cooperative games in both theory and practice

- When to compete and when to cooperate
- How to defuse tensions between individual profit and group benefit
- The interplay of emotion and rationality in strategic behavior

ABOUT THE AUTHOR:

Edward C. Rosenthal (Wynnewood, Pa.) teaches in the Marketing and Supply Chain Management department at the Fox School of Business at Temple University. He has published widely on game theory and management science and is a recipient of Temple University's Great Teacher Award as well as the Lindback Award for Distinguished Teaching. In 2005 he published *The Era of Choice: The Ability to Choose and Its Transformation of Contemporary Life* (MIT Press), which explores how the proliferation of choices in our society has impacted our lives. *The Era of Choice* is a Silver Medal winner from ForeWord magazine.



Kid Friendly Travel

ISBN: 9781615640478, January 2011, \$18.95

Planning a family vacation is exciting, but finding a destination that will appeal to multiple ages and interests can be a challenge. While the internet has become a primary tool for vacation planning, helping families decide when to go, how much to spend, what to do once they arrive, etc., it falls short in organizing information in one place that helps families decide *where* to go in the first place. In *The Complete Idiot's Guide® to the Best Family Destinations* experienced travel writer Kyle McCarthy, with the assistance of traveler reviews from one of the top family travel sites, FamilyTravelForum.com, takes readers through five U.S. regions, Canada, and Mexico, uncovering the top 200 destinations for family travelers. Destination categories include:

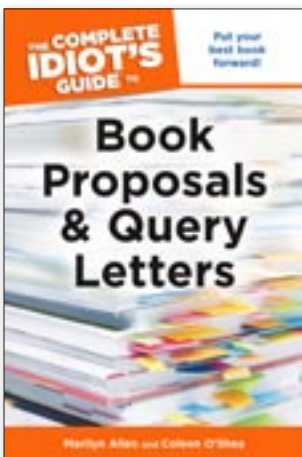
- Top theme parks, family beaches, and other outdoor adventures
- The best road trips
- Most accessible national parks, eco-adventures, and recreation areas
- Rich cultural spots, including the best museum, event, or folk culture
- Can't miss historical sites
- Budget-saving tips and fun facts to keep kids engaged

ABOUT THE AUTHORS:

FamilyTravelForum.com has served the community of those who *Have Kids, Still Travel* with print and online guides, custom trip-planning advice, and exclusive vacation discounts since 1996. Online resources include a wealth of family destination research, first-hand reviews of tropical and ski resorts, cruises, reunion ideas, vacation packages, health and safety tips, and more. The site's expert reviews and community blogs about global family vacations have been seen on dozens of sites, including Disney's Family.com, in the guidebook "Amazing Places to Take Your Kids in North America," in e-newsletters, and by millions of traveling families.

Kyle McCarthy (New York City, N.Y.) has taken her family across four continents to complete 12 guidebooks on Greece, Turkey and Southeast Asia for the Frommer's series, as well as stories for *Child*, *Condé Nast Traveler*, *Departures*, *Wired*, *Backpacker*, and *Cosmopolitan*. In addition to being co-founder and editor of Family Travel Forum's vacation websites, FamilyTravelForum.com and travelBIGO.com, she's been an online family travel expert for the Discovery Channel, Away.com, and Netscape; a podcast producer; radio and TV guest; consultant to the travel industry; and a speaker at travel and trade shows.

WRITING/PUBLISHING/GENERAL REFERENCE



One Chance at a First Impression

ISBN: 9781615640454, February 2011, \$16.95

The Complete Idiot's Guide® to Book Proposals & Query Letters is essential reading for any writer of nonfiction and fiction who is seeking publication. In addition to teaching the key elements of the actual proposal, the authors provide in-depth information on what makes a strong query letter, providing step by step guidance on how to shape each paragraph. A well-crafted query can open the publishing door for an aspiring writer because author proposals are often not even read by agents without a strong query.

Once readers have mastered the query, they are taught how to craft the individual elements of the book proposal such as:

- Author bio and credentials
- Marketing platform
- Competitive information that sells your project
- Synopsis for fiction writers
- Overview for nonfiction writers
- Selecting compelling writing samples

With the internet, email submissions have changed the rules of the competitive publishing game, and this book will show how writers can master the medium to best present their work and get published.

By following the same guidelines an agent uses when submitting a client's book proposal to editors, readers are given proven techniques to create winning submissions.

ABOUT THE AUTHORS:

Marilyn Allen (Stamford, Conn.) is a literary agent and partner in the Allen O'Shea Literary Agency. Prior to that, she spent more than 20 years in sales and marketing for various publishing houses. Her responsibility culminated as the associate publisher and senior vice president of marketing for Harper Collins. Prior to that, she had directed sales and marketing teams for Penguin Books, Simon & Schuster, and Avon Books. She has taught publishing courses at New York University and for Gotham University. She frequently conducts publishing seminars and gives speeches at writing conferences.

Coleen O'Shea (Weston, Conn) is a partner in the Allen O'Shea Literary Agency and she has over 20 years of executive and editorial experience in trade book publishing. Before becoming a literary agent, author, book packager, and publishing consultant, O'Shea was executive editor of Bantam Books. In that position, she worked on a wide array of award-winning fiction and developed a successful library of self-improvement, health and nutrition titles, illustrated books, and cookbooks. She has conceived and developed book series for Reader's Digest Trade Association, Simon & Schuster, and National Geographic Society Trade Books, among others.

