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SIENA JILLIAN

The Silo Effect Penguin

What does it really take to succeed in business today? In *A New Brand World*, Scott Bedbury, who helped make Nike and Starbucks two of the most successful brands of recent years, explains this often mysterious process by setting out the principles that helped these companies become leaders in their respective industries. With illuminating anecdotes from his own in-the-trenches experiences and dozens of case studies of other winning—and failed—branding efforts (including Harley-Davidson, Guinness, The Gap, and Disney), Bedbury offers practical, battle-tested advice for keeping any business at the top of its game.

Three Little Words HQN Books

Step out of the winter chill and into the warmth of *Fool's Gold*, California, the charming small-town setting for a new holiday novella from New York Times bestselling author Susan Mallery. Famous former NFL stars don't date single working moms like Bailey Voss. She'll allow herself to daydream about Kenny Scott's muscles and killer smile, but wanting more would lead to post-holiday regret. Then Kenny volunteers to run a toy drive with Bailey, and she learns that he's not just hot...he's also generous, funny, nice. The whole package—tantalizingly out of reach. The ache of past loss reminds Kenny why he needs to avoid getting too close to anyone. Especially to a gorgeous redhead and her adorable little girl. Mess it up, and he'd lose them both. Yet Kenny can only resist Bailey for so long. And as festive spirit spreads throughout the town, he's all wrapped up in Bailey's sweet, sexy kisses and determined to make this the first of many Christmases together...

In Defense of Plants Simon and Schuster

Hannah Johnson is pretty happy as a missionary kid in Papua New Guinea. But when she visits her cousin Vanessa for a summer in America, everything changes. Vanessa and her friends try to catch Hannah up on all the latest fashions, but in the end, Hannah feels hopeless. She doesn't think she'll ever be able to keep up with the rich girls—but that doesn't stop her from trying. In the process, Hannah is forced to come to grips with what she values most: beauty on the inside or beauty on the outside. The sixth book in the teen fiction series *TrueColors*, *Fool's Gold* deals with identity, materialism, values, and money. Includes discussion questions.

Fool's Gold Penguin

This “dazzling” National Book Award finalist set aboard an ocean liner in 1931 reflects the passions and prejudices that sparked World War II (*San Francisco Chronicle*). August 1931. An ocean liner bound for Germany sets out from the Mexican port city of Veracruz. The ship's first-class passengers include an idealistic young American painter and her lover; a Spanish dance troupe with a sideline in larceny; an elderly German couple and their fat, seasick bulldog; and a boisterous band of Cuban medical students. As the *Vera* journeys across the Atlantic, the incidents and intrigues of several dozen passengers and crew members come into razor-sharp focus. The result is a richly drawn portrait of the human condition in all its complexity and a mesmerizing snapshot of a world drifting toward disaster. Written over a span of twenty years and based on the diary Katherine Anne Porter kept during a similar ocean voyage, *Ship of Fools* was the bestselling novel of 1962 and the inspiration for an Academy Award-winning film starring Vivien Leigh. It is a masterpiece of American literature as captivating today as when it was first published more than a half century ago. This ebook features an illustrated biography of Katherine Anne Porter, including rare photos from the

University of Maryland Libraries.

Only His HQN Books

Guardians of the Galaxy meets *The Hobbit* in this rollicking fantasy adventure. It's not easy to live in a world ruled by dragons. The taxes are high and their control is complete. But for one group of bold misfits, it's time to band together and steal back some of that wealth. No one said they were smart.

A Fool's Gold Wedding (novella) HarperCollins Australia

Working on the Transcontinental Railroad promises a fortune—for those who survive. Growing up in 1860s China, Tam Ling Fan has lived a life of comfort. Her father is wealthy enough to provide for his family but unconventional enough to spare Ling Fan from the debilitating foot-binding required of most well-off girls. But Ling Fan's life is upended when her brother dies of influenza and their father is imprisoned under false accusations. Hoping to earn the money that will secure her father's release, Ling Fan disguises herself as a boy and takes her brother's contract to work for the Central Pacific Railroad Company in America. Life on “the Gold Mountain” is grueling and dangerous. To build the railroad that will connect the west coast to the east, Ling Fan and other Chinese laborers lay track and blast tunnels through the treacherous peaks of the Sierra Nevada, facing cave-ins, avalanches, and blizzards—along with hostility from white Americans. When someone threatens to expose Ling Fan's secret, she must take an even greater risk to save what's left of her family . . . and to escape the Gold Mountain alive.

The Dark Side Spectra

When her feelings for her boss, former football hero Jack McGarry, are exposed, Larissa Owens tries to convince him to take a chance on love.

Prince of Fools Simon and Schuster

New York Times bestselling author Susan Mallery creates the small-town destination for romance in charming *Fool's Gold*, California—where a loner cowboy finds the one woman who can capture his heart. After Phoebe Kitzke's kind heart gets her suspended from her job in LA, she swears off doing favors—until her best friend begs for help on the family ranch in *Fool's Gold*. Unfortunately, sexy cowboy Zane Nicholson isn't exactly thrilled by the city girl's arrival. Thanks to his brother's latest scheme, Zane has been roped into taking tourists on a cattle drive. What Phoebe knows about ranching wouldn't fill his hat, but her laughter is so captivating that even his animals fall for her. One slip of his legendary control leads to a passionate kiss that convinces him she's exactly the kind of woman a single-minded loner needs to avoid. In his arms, Phoebe discovers she's a country girl at heart. Yet no matter how much the small town feels like home, she can't stay unless Zane loves her, too...but is this cowboy interested in forever? Look for *Best of My Love*, the next title in Susan Mallery's *Fool's Gold* series.

Gold Mountain Harper Collins

At the height of the roaring '20s, Swedish 'migr' Ivar Kreuger made a fortune raising money in America and loaning it to Europe in exchange for matchstick monopolies. His enterprise was a rare success story throughout the Great Depression. Yet after Kreuger's suicide in 1932, the true nature of his empire emerged. Driven by success to adopt ever-more perilous practices, Kreuger had turned to shell companies in tax havens, fudged accounting figures, off-balance-sheet accounting, even forgery. He created a raft of innovative financial products -- many of them precursors to instruments wreaking havoc in today's markets. When his Wall Street empire collapsed, millions went bankrupt. Frank Partnoy, a frequent commentator on financial disaster for the *Financial Times*, *New York Times*, *NPR*, and *CBS's "60 Minutes,"* recasts the life story of a remarkable yet forgotten genius in ways that force us to re-think our ideas about the wisdom of crowds, the invisible hand, and the free

and unfettered market.

[Before We Kiss](#) Anchor

In this lively work, Beatrice K. Otto takes us on a journey around the world in search of one of the most colorful characters in history—the court jester. Though not always clad in cap and bells, these witty, quirky characters crop up everywhere, from the courts of ancient China and the Mogul emperors of India to those of medieval Europe, Africa, the Middle East, and the Americas. With a wealth of anecdotes, jokes, quotations, epigraphs, and illustrations (including flip art), Otto brings to light little-known jesters, highlighting their humanizing influence on people with power and position and placing otherwise remote historical figures in a more idiosyncratic, intimate light. Most of the work on the court jester has concentrated on Europe; Otto draws on previously untranslated classical Chinese writings and other sources to correct this bias and also looks at jesters in literature, mythology, and drama. Written with wit and humor, *Fools Are Everywhere* is the most comprehensive look at these roguish characters who risked their necks not only to mock and entertain but also to fulfill a deep and widespread human and social need.

[Fool's Gold](#) Simon and Schuster

Lustrous, tender, and expansive, *Gold Cure* moves from boomtown gold mines and the mythical city of El Dorado to the fracking wells of the American interior, excavating buried histories, legacies of conquest, and the pursuit of shimmering ideals. Ted Mathys skewers police brutality on the ribs of a nursery rhyme and drives Petrarchan sonnets into shale fields deep under the prairies. In crystalline language rich with allegory and wordplay, Mathys has crafted a moving elegy for the Anthropocene.

[Until We Touch](#) HQN Books

"Photographed across four years and four continents, 'The Canary and The Hammer' details our reverence for gold and its role in humanity's ruthless pursuit of progress. Through a mix of image, text and archival material, the third book by British artist Lisa Barnard provides insight into the troubled history of gold and the complex ways it intersects with the global economy. Gold is ubiquitous in modern life; the mineral is concealed at the heart of much of the technology we use and is, most fundamentally, a potent symbol of value, beauty, purity, greed and political power. The Canary and The Hammer strives to connect these disparate stories -- from the mania of the gold rush and the brutal world of modern mining, to the sexual politics of the industry and gold's often dark but indispensable role at the heart of high-tech industry. Prompted by the financial crisis of 2008 and its stark reminder of the global west's determination to accumulate wealth, Barnard sets out to question gold's continued status as economic barometer amidst new intangible forms of technological high--finance. By addressing this through photography, Barnard in turn raises the question of how her chosen medium can respond to such abstract events and concepts. The result is an ambitious project, one sketching a personal journey in which she ultimately tackles the complexity of material representation in these fragmented and troubling times."-- Publisher's website

[Kiss Me](#) Vintage

FIASCO is the shocking story of one man's education in the jungles of Wall Street. As a young derivatives salesman at Morgan Stanley, Frank Partnoy learned to buy and sell billions of dollars worth of securities that were so complex many traders themselves didn't understand them. In his behind-the-scenes look at the trading floor and the offices of one of the world's top investment firms, Partnoy recounts the macho attitudes and fiercely competitive ploys of his office mates. And he takes us to the annual drunken skeet-shooting competition, FIASCO, where he and his colleagues sharpen the killer instincts they are encouraged to use against their competitors, their clients, and each other. FIASCO is the first book to take on the derivatives trading industry, the most highly charged and risky sector of the stock market. More importantly, it is a blistering indictment of the largely unregulated market in derivatives and serves as a warning to unwary investors about real fiascos, which have cost billions of dollars.

[When We Met](#) Open Road Media

Returning home to Fool's Gold, California, former model Clay Stryker finds an unexpected ally in firefighter Chantal Dixon, a tomboy who, haunted by painful memories, sees beyond his good looks to the real man beneath.

[The False Prince](#) National Geographic Books

The Dark Side is a dramatic, riveting, and definitive narrative account of how the United States made self-destructive decisions in the pursuit of terrorists around the world—decisions that not only violated the Constitution, but also hampered the pursuit of Al Qaeda. In spellbinding detail, Jane Mayer relates the impact of these decisions by which key players, namely Vice President Dick Cheney and his powerful, secretive adviser David Addington, exploited September 11 to further a long held agenda to enhance presidential powers to a degree never known in U.S. history, and obliterate Constitutional protections that define the very essence of the American experiment. With a new afterward. One of The New York Times 10 Best Books of the Year National Bestseller National Book Critics Circle Award Finalist A Best Book of the Year: Salon, Slate, The Economist, The Washington Post, Cleveland Plain-Dealer

[Fool's Gold](#) Harlequin

Since he first began publishing his Baseball Abstracts in the 1980s, Bill James has constantly

challenged conventional wisdom by asking simple questions like, "Is that really true?" or "What if we looked at the question this way?" He has sparked a virtual revolution in the way the game of baseball is understood and played, from how players are evaluated or positioned to whether or not they should attempt to bunt or steal a base. In *Solid Fool's Gold* James continues his lifelong work with new analyses of: Hot pitchers, clutch pitching, and "late career" players The predictability of RBI A better way to organize the minor leagues The 33 best starting rotations and the worst teams of all time The best pitching matchups of the 1980s (and 2010) How the "Expansion Time Bomb" will affect the Hall of Fame But it is not just baseball that draws James inquisitive eye. He discusses the growing expectation for tips and decreasing effectiveness of advertising; his new method for measuring rainfall; the counterproductive use of physical stop lights and red-light cameras; and the statistical inefficiencies of the federal Transportation Security Administration. James wonders how Buck O Neil would have related to his ancestor's cousin (Supreme Court Justice James Clark McReynolds), proposes whimsical rules for Olympic NASCAR Racing, and poeticizes about Ricky Weeks and WikiLeaks. He compares the chances of a particular-size town producing a Justin Verlander or a William Shakespeare, imagines Roger Maris apologizing in heaven for having beaten Babe Ruth's single-season home run record, and explains how to "battle expertise with the power of ignorance." As a bonus, he includes one of his seminal articles from *The Bill James Baseball Abstract* 1983 titled "The Law of Competitive Advantage" and looks at how it has held up over the intervening years.

[All Summer Long](#) ACTA Publications

When she was a girl, Lisa See spent summers in the cool, dark recesses of her family's antiques store in Los Angeles' Chinatown. There, her grandmother and great-aunt told her intriguing, colourful stories about their family's past - stories of missionaries, concubines, tong wars, glamorous nightclubs, and the determined struggle to triumph over racist laws and discrimination. They spoke of how Lisa's great-great-grandfather emigrated from his Chinese village to the United States, and how his son followed him. As an adult, See spent five years collecting the details of her family's remarkable history. She interviewed nearly one hundred relatives and pored over documents at the National Archives, the immigration office, and in countless attics, basements, and closets for the intimate nuances of her ancestors' lives. The result is a vivid, sweeping family portrait that is at once particular and universal, telling the story not only of one family, but of the Chinese people in America - and of America itself, a country that both welcomes and reviles its immigrants like no other culture in the world.

[Solid Fool's Gold](#) Mango Media Inc.

An irresistible new love story from the #1 New York Times bestselling author of the *Fool's Gold* series, set in a town *Library Journal* calls "so appealing, readers will want to start scoping out real estate." To overcome her painful past, baker Shelby Gilmore goes on the hunt for a friend—a male friend—to convince her stubborn psyche that men can be trusted. But where in a town as small as Fool's Gold will the petite blonde find a guy willing to not date her? Dark, charming Aidan Mitchell puts the "adventure" in Mitchell Adventure Tours...and into the beds of his many willing female tourists. Until he realizes he's inadvertently become that guy—the one-night Casanova—and worse, everyone in town knows it. Maybe Shelby's boy/girl experiment will help him see women as more than just conquests so he can change his ways and win back his self-respect. As Aidan and Shelby explore the secret lives of men and women, the heat between them fires up the Fool's Gold rumormill. If no one will believe they're just friends, maybe they should give the gossips something to really talk about!

[The Canary and the Hammer](#) University of Chicago Press

Sparks fly when the sister of the bride meets the brother of the groom in this brand-new *Fool's Gold* love story... Abby Hendrix would do anything to help with her beloved sister's wedding, even play tour guide to the off-puttingly brilliant - and unexpectedly gorgeous - brother of the groom. She's a small-town schoolteacher; he's a gifted surgeon. Nothing intimidating about that! She'll just ask him to help her plan a top secret surprise for the wedding. No pressure. Joaquin Kincaid has always been book-smart and people-awkward, and Abby's sweet and social nature triggers an unexpected yearning inside him. His whole life, he's been an outsider, while she's so popular she's able to convince an entire town to go along with her wild ideas. For the first time ever, he's met a woman who accepts him as he is, quirks and all, and he feels himself falling in love. Could Abby love him, too? Or, when she discovers the real reason he came to Fool's Gold, will he lose her forever?

[Marry Me at Christmas](#) HQN Books

If you love the danger and sword-fighting of MERLIN, you'll like this! In a discontent kingdom, civil war is brewing. To unify the divided people, Conner, a nobleman of the court, devises a cunning plan to find an impersonator of the king's long-lost son and install him as a puppet prince. Four orphans are recruited to compete for the role, including a defiant boy named Sage. Sage knows that Conner's motives are more than questionable, yet his life balances on a sword's point - he must be chosen to play the prince or he will certainly be killed. As Sage's journey continues, layer upon layer of treachery and deceit unfold, until finally a truth is revealed that proves more dangerous than all of the lies put together.