

Popular Titles to *Jump Start* Your Store's B2B Program:

Used by Corporations for Training:

<u>Who Moved My Cheese</u> by Spenser Johnson 0399144463	\$19.95
<u>Follow up with:</u>	
<u>QBO</u> by John Miller 9780399152337	\$19.95
<u>Juggling Elephants</u> by Loflin and Musig 9781591841715	\$19.94
<u>Getting Things Done</u> by David Allen 9780142000281	\$16.00
DK'S ESSENTIAL MANAGERS SERIES	
such as <u>MANAGING PEOPLE</u> 9780756642860	\$8.00

Giveaways by Schools:

<u>Teach Like Your Hair Is On Fire:</u> 9780143112860 Rafe Esquith	\$14.00
<u>Lighting Their Fires</u> by Rafe Esquith 9780670021086	\$24.95
<u>Look Out Kindergarten; Here I Come</u> by Nancy Carlson 978014056838750699	\$6.99
<u>Three Cups of Tea</u> by Greg Mortenson 9780143038252	\$15.00

Travel Agencies Use As Gift with Purchase:

DK's Top Ten Guides with Fold Out Maps	
Such as <u>Top Ten Las Vegas</u> 9780756642419	\$14.00

Humane Societies, Shelters and Breeders:

<u>Pocket Idiot's Guide to Housetraining Your Dog:</u> 9781592576845	\$9.95
--	--------

Hospitals:

<u>Night-Night, Baby</u> by Elizabeth Hathon 9780448422961	\$6.99
<u>Cancer: 50 Essential Things To Do</u> by Greg Anderson 9780452290105	\$14.00

Boy Scouts, Girl Scouts, Summer Camps:

<u>DK's ACEP POCKET FIRST AID:</u> 9780789492654	\$ 7.00
--	---------

Doctor's Offices and Dental Practices:

<u>Corduroy Goes To The Doctor</u> Board Book 9780670060313	\$5.99
---	--------

Nursing Homes/Senior Living Centers:

<u>The Nursing Home Guide</u> by Dr. Schor 9780425223789	\$16.00
--	---------

Retirement Planners:

<u>Retire Right</u> by Fraunfelder and Gilbaugh 9781853333464	\$15.00
---	---------

Real Estate Agencies:

<u>Pocket Idiot's Guide HOME BUYING CHECKLIST</u> 9781592578108	\$9.95
<u>Success As A Real Estate Agent</u> 9781592575657	\$19.95

Need more ideas?? Your reps are an excellent resource for title info, ideas and more.
Visit our bookseller's website for suggestions: <http://booksellers.penguin.com>
E-mail your requests for samples to B2B@us.penguin.com

