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| John Hunt Publishing - **Changemakers Books** - announces the new title | | |
| **Lessons from Mars** How One Global Company Cracked the Code on High Performance Collaboration and Teamwork  Carlos Valdes-Dapena  A unique insight into corporate team building within a global giant. Lessons from Mars challenges the prevailing orthodoxy of corporate team building and offers an alternative framework along with a set of tools and techniques. Based on the author's 20-plus years of experience working with teams and six years of research specifically on Mars teams, the book offers a unique view into this closely-held private company and how it has unlocked the power of collaboration.  '...it turns out that while women are from Venus, valuable lessons in corporate management are from Mars, Inc.' Roy Sekoff, Founding Editor, The Huffington Post  **Author Bio** Carlos Valdes-Dapena is an organization development professional with a focus on unlocking organizational performance through leadership and collaboration. He worked for Mars, Incorporated from 2000-2017. Prior to Mars, Carlos was an internal leadership coach and consultant working with IBM's senior leaders reporting to Lou Gerstner. Before IBM he spent three years working for Development Dimensions International as a consultant and trainer. He lives in Vienna, Virginia, USA.  **Endorsements** *There are over 14 million results on Google when you search 'high performance books' - so what's great about this one? Carlos has accumulated a wealth of 'inside knowledge' on what makes the enigmatic Mars business tick. He's extracted the DNA of high performance and its impact, which we at Leading Edge have used as a guiding compass when developing collaboration with global Mars teams over the last 3 years. He's created a compelling story for modern business leaders and anyone interested in decoding high performance.* ***Patrick Marr, Managing Director, Leading Edge Consulting***  **Promotional Plans** Endorsements from key business leaders. Twitter, LinkedIn for building pre-publication buzz - the book's controversial content lends itself to social media discussion. Pitch articles for The Harvard Business Review, The Sloane Management Review etc. Grassroots promotion via local press and radio in Virginia. Author to continue consulting work and key-note events, promoting his method and the book to large companies for bulk purchase.  **USP** Provides an inside look at the notoriously private global corporation, Mars Inc. Takes on the major thinkers and models that dominate team building theory, suggesting that the time-honored approaches are not applicable in a world of global collaboration.  **Competing Books** Great Business Teams: Cracking the Code for Standout Performance 9780470122433, by Howard Gujttman John Wiley & Sons, 2008  **Categories** BUSINESS & ECONOMICS (General)(BUS103000) -> Organizational Development(BUS103000) BUSINESS & ECONOMICS (General)(BUS046000) -> Motivational(BUS046000) BUSINESS & ECONOMICS (General)(BUS097000) -> Workplace Culture(BUS097000) |  | **Publication Date** October 2018  **Paperback** ISBN: 978-1-78535-358-1 $27.95  |  £17.99 8.5x5.5 inches | 216x140 mm 448PP  **e-book** ISBN: 978-1-78535-359-8 $21.99  |  £13.99  **Library of Congress** 2017930556 |
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