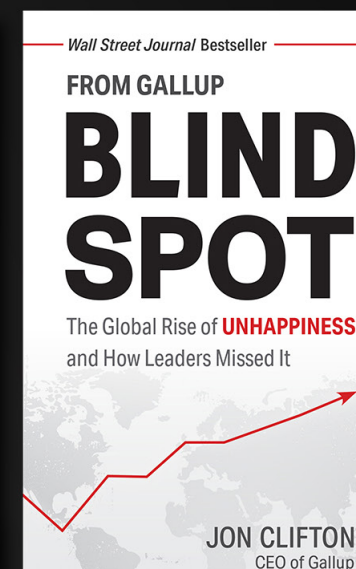
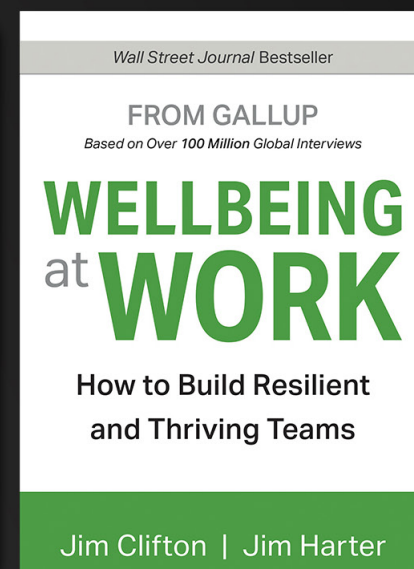
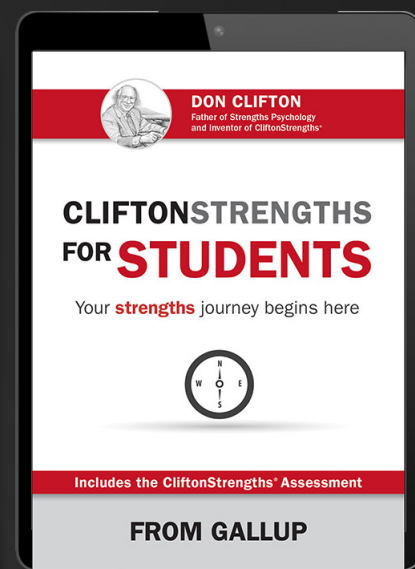
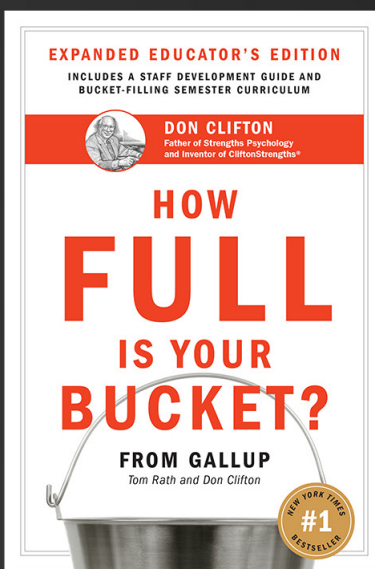
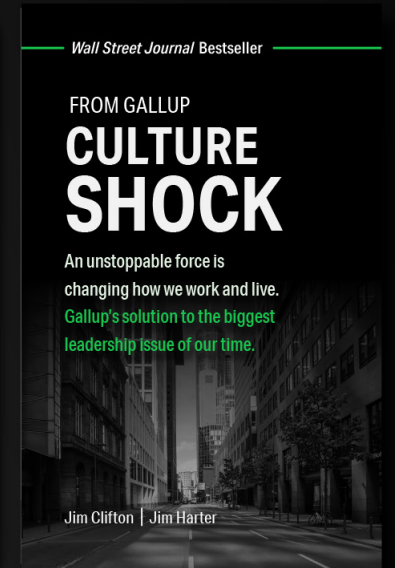
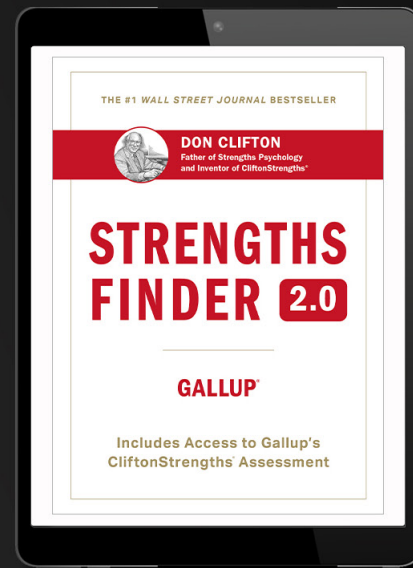


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Chairman of Gallup  
SANGEETA BADAL, P

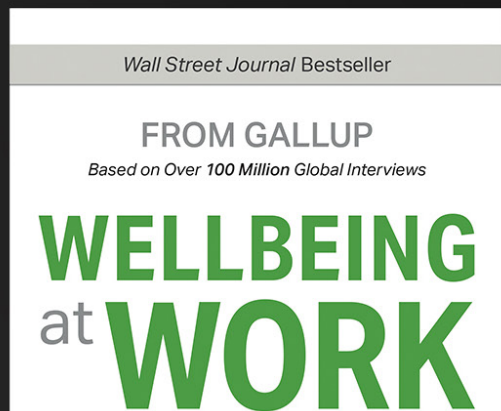
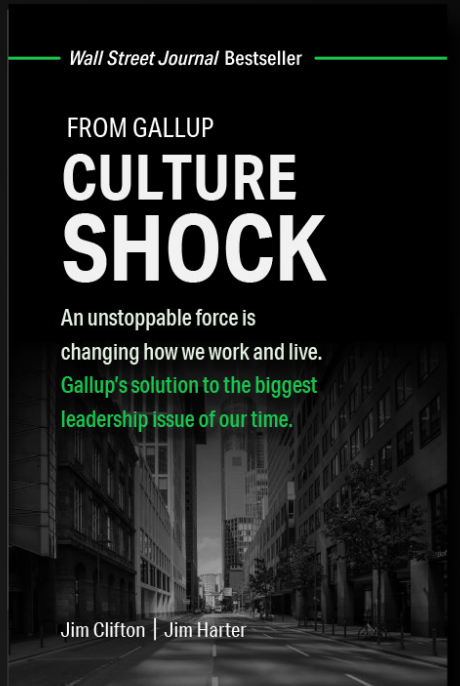
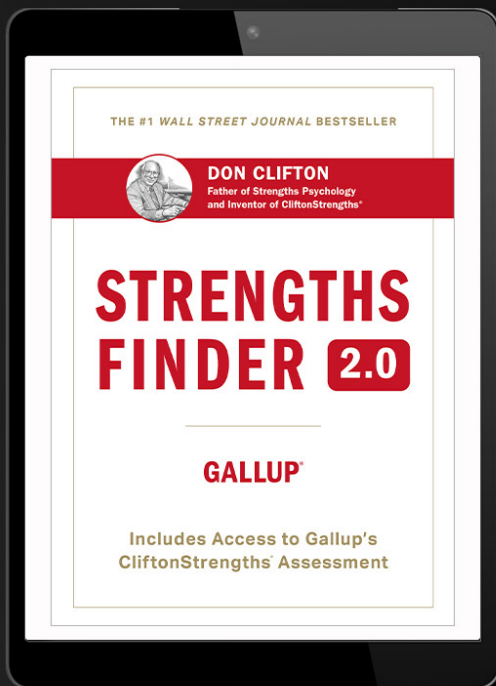
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# Gallup Press Catalog

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At Gallup, we help leaders and organizations maximize human capital to create extraordinary teams, achieve organizational goals and inspire individuals to live their best lives. We provide cutting-edge analytics and advice to the highest-performing companies, schools, congregations, leaders, managers and individuals in the world. And we help them solve their biggest and most difficult problems.

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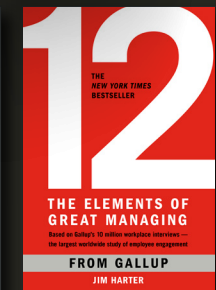
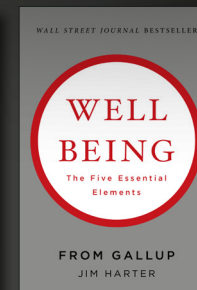
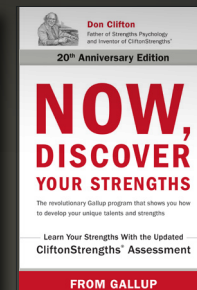
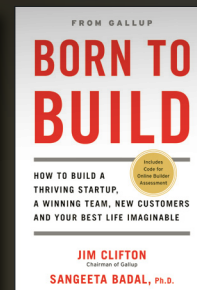
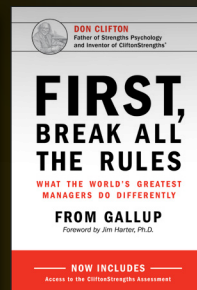
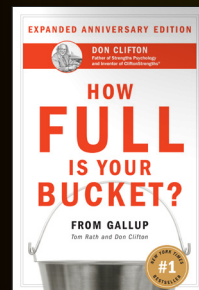
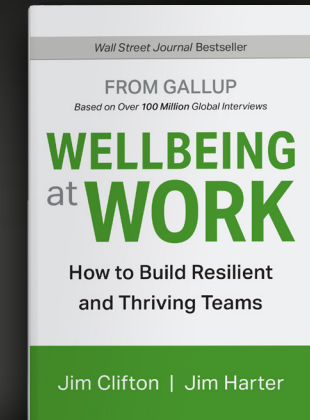
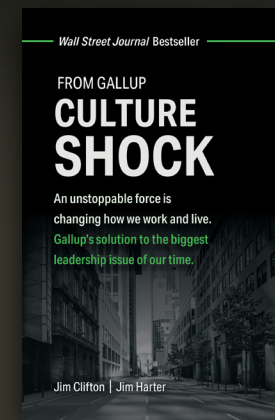
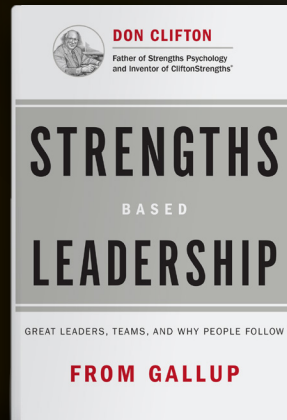
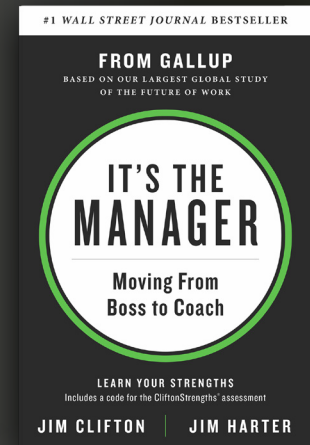
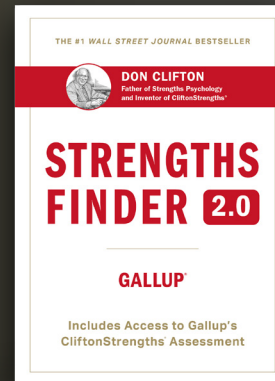
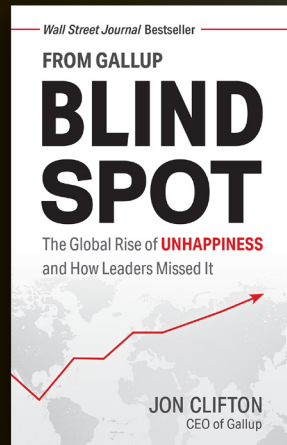
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# Gallup Bestsellers

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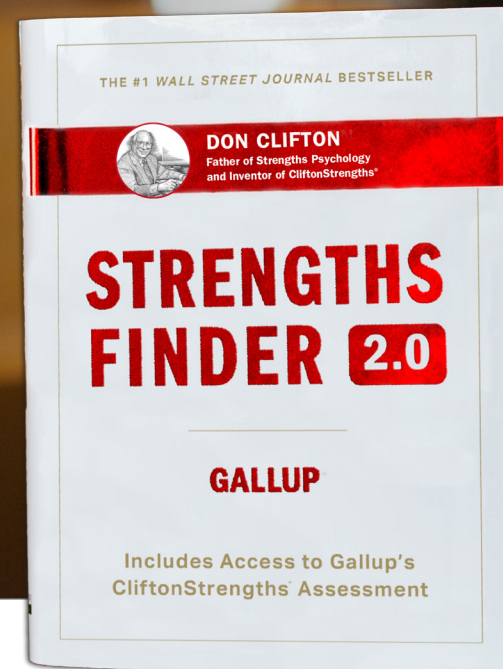
Gallup's books appear regularly on the top bestseller lists, including *The Wall Street Journal*.

With 12 international bestsellers, our books shape the conversation on talent development, successful teams and what the best leaders do differently.



# StrengthsFinder 2.0

People who use their CliftonStrengths<sup>®</sup> are three times more likely to report having an excellent quality of life.



Perform better by doing what comes naturally. Gallup research proves that individuals, teams and entire organizations succeed when they play to their strengths. Teams that use CliftonStrengths experience 72% lower turnover and 29% increased profit — and higher employee engagement.

*StrengthsFinder 2.0*, the bestselling business book ever, will change the way you look at yourself — and the world around you. Learn how to use your natural talents every day so you can thrive in life and at work. Loaded with hundreds of strategies for applying your strengths, *StrengthsFinder 2.0* includes an access code to take the CliftonStrengths assessment. After you complete the assessment, you'll have access to personalized reports and tools to learn more about your strengths, including:

- a comprehensive development guide based on your CliftonStrengths results
- a customized version of your top five theme report
- strategies for building on each of your top five themes

Designed for individuals, teams, managers and leaders, *StrengthsFinder 2.0* introduces you to the power and potential of strengths. Instead of wasting time trying to fix your weaknesses, learn how to develop and apply your strengths for success.

## StrengthsFinder 2.0

Gallup

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**E-book \$49.99**

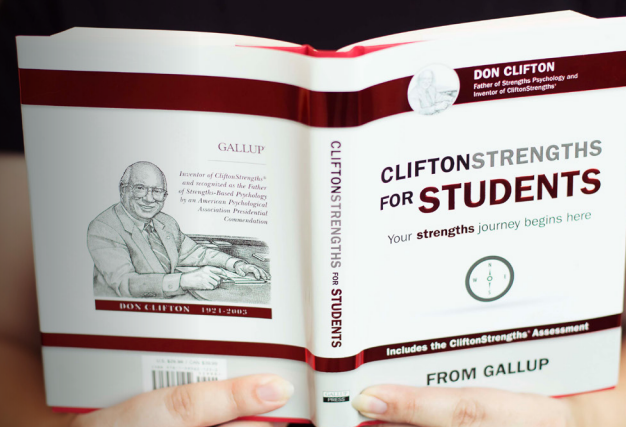
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# CliftonStrengths for Students

“When students not only know their strengths — but more importantly, apply them — the effect on their lives is transformational.”

— CLIFTONSTRENGTHS FOR STUDENTS



College students have a tremendous opportunity to start fresh — to write their own story and apply their strengths to change the world. *CliftonStrengths for Students* gives students the resources, techniques and inspiration to thrive in college and beyond. From getting involved on campus to determining their career path, students can use the ideas in this powerful book to make choices based on their natural talents and what they do best. This book is an invaluable guide that helps students get the most out of their college experiences — and gives campus leaders, colleges and universities the tools to engage students from freshman orientation through graduation.

In *CliftonStrengths for Students*, students will:

- hear how other students have used their CliftonStrengths on campus
- discover how to identify, develop and apply their talents now and in the future
- gain insight on creating effective teams based on CliftonStrengths
- learn how to incorporate meaningful internships and leadership opportunities into their college career
- discover the six key college experiences that are crucial to engagement and job quality later in life

*CliftonStrengths for Students* includes an access code to take the CliftonStrengths assessment. After taking the assessment, students will receive guides and customized reports that include details, questions, action plans and personalized strengths insights for each of their top five themes of talent.

## CliftonStrengths for Students

Gallup

### Hardcover \$40

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### E-book \$40

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# Unlock Your Potential With CliftonStrengths®

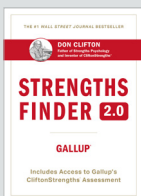
People who use their CliftonStrengths are three times more likely to report having an excellent quality of life.

Gallup's decades of research into human behavior prove that when you have opportunities to use your strengths every day, you succeed.

The [CliftonStrengths assessment](#) identifies your top themes of talent — your natural self and what makes you truly unique — and empowers you to be the best version of yourself. When you know and understand your CliftonStrengths, you can build on the areas where you have infinite potential for growth and success.

Join the more than 34 million people worldwide who have discovered their CliftonStrengths. Perform better at work, build stronger relationships and live your best life when you start doing what you naturally do best.

Invest in yourself with Gallup's strengths books. Each one includes access to the CliftonStrengths assessment.



## [StrengthsFinder 2.0](#)

*StrengthsFinder 2.0* is the bestselling business book ever.



## [Now, Discover Your Strengths](#)

Read the runaway management bestseller that started the strengths revolution and ignited a global conversation.

- *Strengths Based Parenting*
- *Strengths Based Selling*
- *Strengths Based Leadership*
- *CliftonStrengths for Students*
- *How Full Is Your Bucket? Expanded Anniversary Edition*
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# Create an Exceptional Workplace

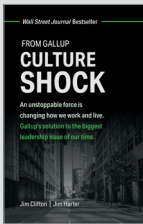
## Employees want a coach, not a boss.

Today's employees want purpose, growth and the opportunity to do what they do best every day — and great managers are the key to navigating the changing demands of the workforce.



Based on decades of research with more than 30 million employees, Gallup's innovative solutions are proven to increase engagement and improve performance and profitability. Our books help you understand what motivates your employees and how to build a workplace culture that can only be described as exceptional.

[Explore](#) the breadth of Gallup's research on management and leadership, engagement, and the workplace.



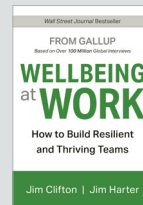
### Culture Shock

Gallup's solution to the biggest leadership issue of our time.



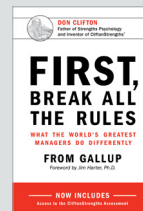
### It's the Manager

Equip your managers with 52 of Gallup's greatest discoveries from decades of research into the science of management.



### Wellbeing at Work

Gallup's global analytics conclude that a good job, with engaging work, is the very foundation of a thriving life.



### First, Break All the Rules

Find out what the world's greatest managers do differently.

See our [full catalog](#) for more Gallup books.



# Transform the Future Through Education

Gallup's books about education help students, teachers and schools thrive.

“Our greatest contribution is to be sure there is a teacher in every classroom who cares that every student, every day, learns and grows and feels like a real human being.”

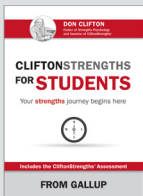
— DON CLIFTON,  
*Father of Strengths Psychology  
and Inventor of CliftonStrengths®*

Inspire hope and self-confidence in **students** of all ages and improve their chances for academic success.

Learn what the best **teachers** do differently, and use Gallup's education books for teacher and staff development.

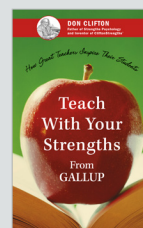
Get the tools and practical advice you need to transform your **school's** culture and maximize your outcomes and goals by focusing on what's strong — not on what's wrong.

[Learn more](#) about how Gallup's education research helps school leaders, teachers and students build better lives.



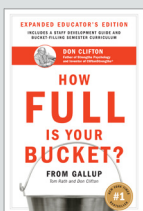
## CliftonStrengths for Students

Give students the resources, techniques and inspiration to thrive in college and beyond.



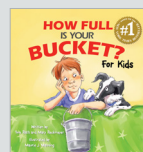
## Teach With Your Strengths

Teachers have a greater effect on students, and ultimately our society, than anyone other than parents.



## How Full Is Your Bucket? Expanded Educator's Edition

Elevate student engagement and performance when you increase the positive moments in the classroom.



## How Full Is Your Bucket? For Kids

Every moment matters. How many buckets will you fill today?

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# One of the greatest risks to an organization's health is inertia.

The cost of not moving forward, not finding solutions, and not engaging employees and customers is simply too great. Smart leaders know they need to build positive momentum to keep moving themselves, their people and their organizations forward.

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Availability and price of products subject to change.

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## BESTSELLER

### 12: The Elements of Great Managing

Written for managers and employees from organizations of all sizes, *12: The Elements of Great Managing* explains what every company needs to know about creating and sustaining employee engagement. This book reveals how great managers inspire top performance, generate enthusiasm, unite differing personalities to focus on a common mission, and lead teams to set and reach ever-higher goals. Gallup weaves its insights from millions of employee and manager interviews with discoveries in the fields of neuroscience, game theory, psychology, sociology and economics. Learn the intricacies of each statement in Gallup's Q<sup>12</sup> survey, the world's most accurate measure of employee engagement.

**Hardcover \$25.95**

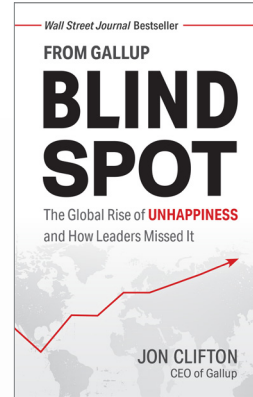
ISBN: 978-1-59562-998-2

**E-book \$25.95**

ISBN: 978-1-59562-047-7

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Business & Economics:  
Management



## BESTSELLER

### Blind Spot

The Global Rise of Unhappiness and How Leaders Missed It

Unhappiness has been increasing globally for a decade, according to Gallup — and its rise has been missed by almost every world leader. That's because while leaders pay close attention to measures like GDP or unemployment, almost none of them track their citizens' wellbeing. The implications of this blind spot are significant and far-reaching — leaders missed the citizen unhappiness that triggered events ranging from the Arab uprisings to Brexit to the election of Donald Trump. What are they going to miss next? Grounded in Gallup's global research, *Blind Spot* makes the urgent case that leaders should measure and quantify wellbeing and happiness — how citizens' lives are going — and shows them how. It also discusses the five key elements of a great life and where the world needs to improve in each of them to better the lives of people everywhere.

**Hardcover \$24.99**

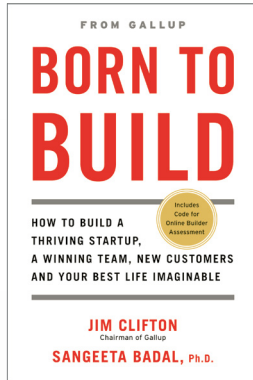
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& Business



## BESTSELLER

### Born to Build

How to Build a Thriving Startup, a Winning Team, New Customers and Your Best Life Imaginable

People will ask you throughout your life, “Where do you work?” and “What do you do?” They never ask, “What are you building?” When conversations change to “What are you building?” the world will change. *Born to Build* seeks to inspire entrepreneurs and ambitious, self-motivated people to build something that will change the world — a small business that grows into a mammoth enterprise, a thriving new division in an existing company, a nonprofit — anything that creates economic growth and makes a lasting impact on society. The book offers a uniquely psychological approach to venture building. It gives you the tools and techniques you need to understand who you are, what motivates you and what you can build — and how. *Born to Build* includes access to the Builder Profile 10 (BP10) assessment, which identifies your unique builder talents.

**Hardcover \$29.99**

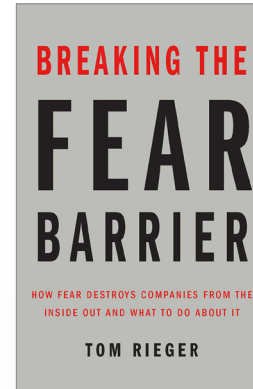
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### Breaking the Fear Barrier

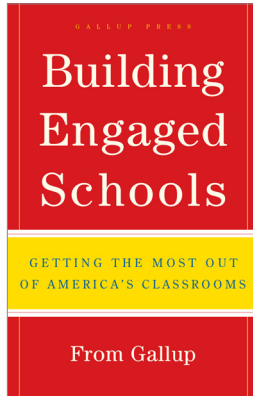
How Fear Destroys Companies From the Inside Out and What to Do About It

The greatest threat to an organization’s success is not always the competition. Often, it is what a company does to itself. *Breaking the Fear Barrier* explores how fear creates bureaucracy and barriers that limit success, crush employees, and infuse frustration and a sense of futility across an enterprise. These barriers cost organizations a fortune in inefficiency, turnover, waste and demoralization. However, although difficult, courageous leaders can tear down these barriers by resetting rules and policies, refocusing on the organization’s mission, creating true empowerment and appropriate accountability, and establishing shared goals and guiding principles.

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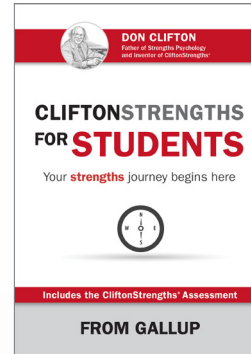
Education: Educational  
Policy & Reform

## Building Engaged Schools

Getting the Most Out of  
America's Classrooms

In an effort to create the best schools for America's kids, process concerns such as standards, curriculum and testing have overshadowed the importance of people. Too many students are lethargic or alienated; too many teachers have become disillusioned and cynical.

*Building Engaged Schools* offers a fresh approach to bring public schools back to life: Get the most out of student and teacher talent. Discover what motivates great teachers and inspires students, and tap into the massive potential in America's classrooms. This book examines the pitfalls of America's public education system and offers data-driven advice on how to foster engagement through hiring for talent and nurturing the talents of teachers and students. Drawing on decades of Gallup research, this book advises educators to focus on developing teacher and student talent on a school-by-school basis.



**Hardcover \$40**

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**E-book \$40**

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Development

## CliftonStrengths for Students

College students have a tremendous opportunity to start fresh — to write their own story and use their strengths to change the world. *CliftonStrengths for Students* gives students the resources, techniques and inspiration to thrive in college and beyond. Students who read the book will hear how other students have used their CliftonStrengths; discover how to identify, develop and apply their talents; get insights for creating effective teams based on CliftonStrengths; learn how to incorporate meaningful internships and leadership opportunities into their college career; and discover the six college experiences that are crucial to engagement and job quality later in life. And campus leaders, colleges and universities will get the tools to engage students from freshman orientation through graduation. *CliftonStrengths for Students* includes access to the CliftonStrengths assessment.



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**E-book \$24.95**

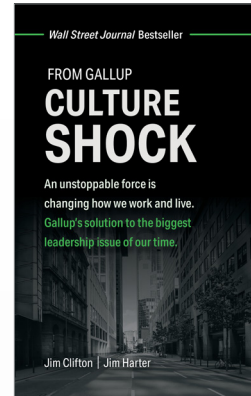
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Business & Economics

## The Coming Jobs War

Everyone in the world wants a good job. This is one of Gallup's most important discoveries. In *The Coming Jobs War*, author Jim Clifton, Gallup's chairman, offers a prescription for attacking the jobs issue head-on and argues that the solution to creating good jobs must be found in cities, not in the federal government. Clifton makes the bold assertion that job creation and successful entrepreneurship are the world's most pressing issues, outpacing runaway government spending, environmental degradation and even the threat of global terrorism. Drawn from Gallup's unmatched global polling, this book offers a definitive leadership strategy for fixing the American economy.



**Hardcover \$24.99**

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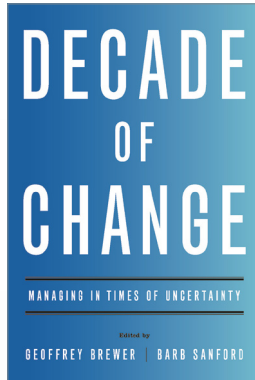
Business & Economics:  
Management, Human  
Resources & Personnel  
Management, Leadership

**BESTSELLER**

## Culture Shock

An unstoppable force is changing how we work and live. Gallup's solution to the biggest leadership issue of our time.

The pandemic caused an awakening that shocked the world — a structural change in how and where people work and live. One thing we now know for sure: Nothing is going back to normal. How organizations adapt to this culture shock will determine whether they thrive or even survive and whether productivity will go up or down. Leaders continue to wrestle with how to bring employees back to the office. But the far greater issue is deteriorating customer relationships, which is already happening. How will you maintain your customers' commitment when you're struggling to create a culture of dedicated employees who build and strengthen relationships with those customers? It's clear now that an unstoppable force has changed how we work and live. *Culture Shock* offers a solution that outlines a better world of work and life — one with far higher productivity, greater customer retention and better wellbeing. It's Gallup's solution to the biggest leadership issue of our time.



**Hardcover \$24.95**

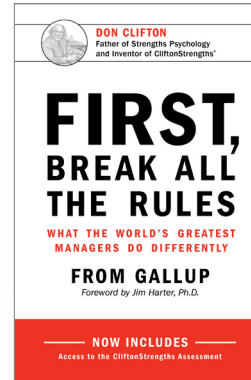
ISBN: 978-1-59562-053-8

Business & Economics:  
Leadership

## Decade of Change

Managing in Times of Uncertainty

Looking back at the seismic changes that occurred in the first decade of this century — from the Great Recession and Hurricane Katrina to the birth of the internet — *Decade of Change* provides a road map for what lies ahead for society and businesses. Learn from the insights and wisdom of top leaders like Hurricane Katrina hero Lieutenant General Russel Honoré and economist Sir Angus Deaton on how organizational leaders can navigate society and the ever-changing marketplace. A host of other executives and thinkers tackle change management issues and discuss how to manage, and make the most of, change.



**Hardcover \$36**

ISBN: 978-1-59562-111-5

**E-book \$36**

ISBN: 978-1-59562-119-1

**COMES WITH  
ACCESS CODE(S)**

Business & Economics:  
Leadership, Motivational,  
Entrepreneurship

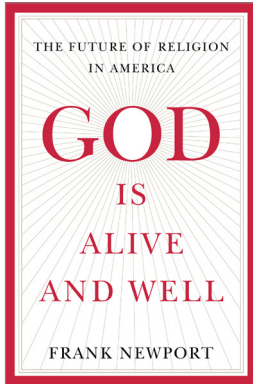
**BESTSELLER**

## First, Break All the Rules

What the World's Greatest Managers Do Differently

What do the world's greatest managers do differently? Despite diverse styles and backgrounds, great managers don't hesitate to break the rules held sacred by conventional wisdom. They don't believe that with enough training, people can achieve anything they set their minds to. They don't try to help people overcome their weaknesses. And they even play favorites. In this longtime management bestseller, Gallup presents the remarkable findings of our massive study of great managers. From Fortune 500 companies to small entrepreneurial firms, the best managers turn each employee's talent into high performance. And Gallup's research produced 12 simple statements that distinguish the strongest teams in a company from all the rest. *First, Break All the Rules* introduces this essential measuring stick and proves the link between employee opinions and productivity, profit, customer satisfaction and the rate of turnover. This re-release of *First, Break All the Rules* includes updated meta-analytic research and access to the CliftonStrengths assessment.





## God Is Alive and Well

Gallup's former Editor-in-Chief, Frank Newport, examines religion in America and reviews how powerfully intertwined religion is with every aspect of American society in *God Is Alive and Well*. Gallup finds that Americans' religiosity is highly related to their age, gender, social class, race and ethnicity, state of residence, politics, wellbeing, and support for social and political policies. *God Is Alive and Well* explores an evidence-based analysis of Americans' religious beliefs and practices and predicts the future of religion in the U.S. — all based on more than a million interviews Gallup has conducted since 2008.

**Hardcover \$24.95**

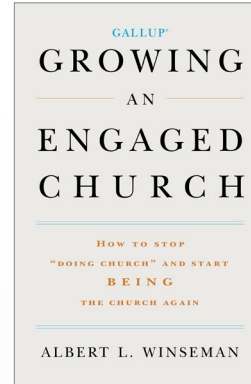
ISBN: 978-1-59562-062-0

**E-book \$24.95**

ISBN: 978-1-59562-063-7

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Religion, Politics & State



## Growing an Engaged Church

How to Stop "Doing Church" and Start Being the Church Again

What would your church look like if members of your congregation were more likely to invite a visitor, were more satisfied with their lives or spent more time serving others in the community? *Growing an Engaged Church* includes research-based, often counterintuitive, solutions to the challenges facing churches today — declining congregant participation, decreasing contributions and slumping membership. Pastors, church boards and leaders of any denomination will find fresh ideas and answers for how to inspire their church members to be actively and passionately involved in their congregations in this provocative, eye-opening and actionable book.

**Hardcover \$22.95**

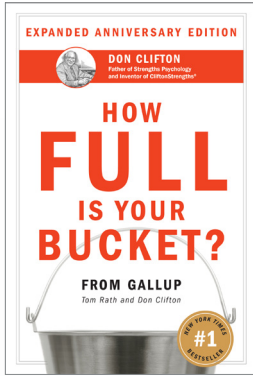
ISBN: 978-1-59562-014-9

**E-book \$22.95**

ISBN: 978-1-59562-043-9

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Religion: Christian  
Church/Leadership



**Hardcover \$24.95**

ISBN: 978-1-59562-003-3

**E-book \$24.95**

ISBN: 978-1-59562-030-9

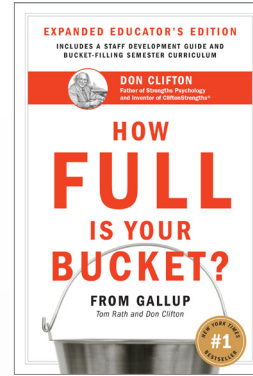
COMES WITH  
ACCESS CODE(S)

Business & Economics:  
Management

## BESTSELLER

### How Full Is Your Bucket? Expanded Anniversary Edition

*How Full Is Your Bucket? Expanded Anniversary Edition*, a #1 *New York Times* bestseller, reveals how even brief interactions affect your relationships, productivity, health and longevity. Organized around the metaphor of a dipper and a bucket and grounded in 50 years of research on the effects of positive and negative emotions, this book shows you how to increase the positive moments at work and in life while reducing the negative. Filled with relationship insights, powerful strategies and engaging stories, this book will inspire lasting changes in your interactions with others. *How Full Is Your Bucket?* includes access to the CliftonStrengths assessment.



**Hardcover \$29.99**

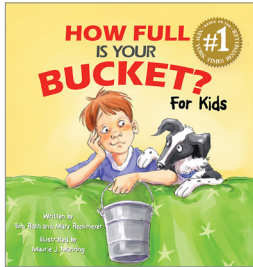
ISBN: 978-1-59562-001-9

COMES WITH  
ACCESS CODE(S)

Business & Economics:  
Management

### How Full Is Your Bucket? Expanded Educator's Edition

Gallup research shows that student engagement drives positive outcomes at school, including measurable gains in reading, math and science. Increased engagement and positivity also improve school climate. *How Full Is Your Bucket? Expanded Educator's Edition* makes it easy for educators to build student engagement and increase positive emotions in the classroom or any educational setting. Written in an engaging, conversational style, the book includes colorful stories and strategies that will inspire lasting change and is a must-read for anyone looking to make a positive impact in the classroom, at work and at home. The expanded educator's edition includes a bucket-filling curriculum with 18 fun, easy lesson plans that educators can adapt for pre-K through 12<sup>th</sup>-grade students; a staff development guide; and access to the CliftonStrengths assessment.



## How Full Is Your Bucket? For Kids

Through the story of a boy named Felix, *How Full Is Your Bucket? For Kids* shows children how every interaction they have in a day makes a difference. As he goes about his day and interacts with different people, Felix realizes that when he is kind, it's not only good for others, but it is good for him too. Written for children ages 3-8, this charming and beautifully illustrated book takes the original book's powerful message — that how we choose to relate to others has a profound effect on every aspect of our lives — and tailors it to children's unique needs and level of understanding.

**Hardcover \$17.95**

ISBN: 978-1-59562-027-9

**E-book \$17.95**

ISBN: 978-1-59562-240-2

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Juvenile Nonfiction:  
Social Issues/Self-  
Esteem & Self-Reliance



## Human Sigma

Managing the  
Employee-Customer Encounter

Six Sigma changed the face of manufacturing quality. Now, Gallup's HumanSigma is poised to do the same for sales and service organizations by offering an innovative research-based approach to one of the toughest challenges facing companies today: how to effectively manage the employee-customer encounter to drive business success. In *Human Sigma*, Gallup shows you how to manage human systems for growth. This book blends strategic analysis with hands-on practical steps and advice. Based on research spanning 10 million employees and 10 million customers around the world, the HumanSigma approach combines a proven method for assessing the health of the employee-customer encounter with a disciplined process for improving it.

**Hardcover \$25.95**

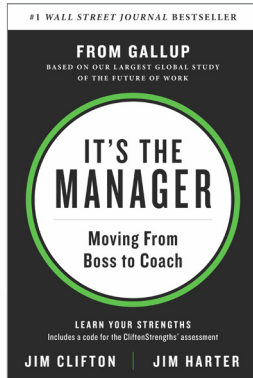
ISBN: 978-1-59562-016-3

**E-book \$25.95**

ISBN: 978-1-59562-045-3

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Business & Economics:  
Management



**Hardcover \$39.95**

ISBN: 978-1-59562-224-2

**E-book \$39.95**

ISBN: 978-1-59562-226-6

**COMES WITH  
ACCESS CODE(S)**

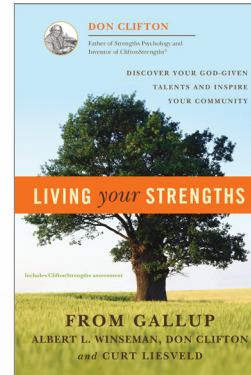
Business & Economics:  
Management, Human  
Resources & Personnel  
Management, Leadership

**BESTSELLER**

## It's the Manager

Moving From Boss to Coach

While the world's workplace has been going through historic change, the practice of management has been stuck in time for decades. Employees in the new workforce want their work to have deep mission and purpose. They don't want command-and-control bosses. They want coaches who inspire them, communicate with them and develop their strengths. Who is the most important person in your organization to lead your teams through these changes? It's your managers. They're the ones who will make or break your organization's success. Packed with 52 discoveries from Gallup's largest study of the future of work, *It's the Manager* shows leaders and managers how to adapt their organizations to rapid change. Great managers give your employees what they want most: a great job and a great life. This is the future of work. *It's the Manager* includes access to the CliftonStrengths assessment.



**Hardcover \$29.99**

ISBN: 978-1-59562-002-6

**COMES WITH  
ACCESS CODE(S)**

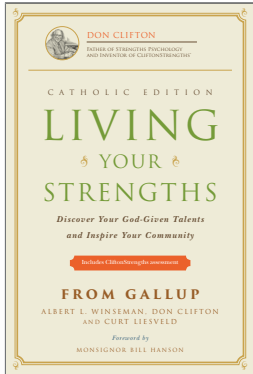
Self-Help: Spiritual

## Living Your Strengths

Discover Your God-Given Talents and Inspire Your Community

Even in a country as religious as the U.S., many people feel disconnected from their faith communities. More than half report that they don't get the opportunity to do what they do best in their congregations. Too many people's talents are going unappreciated, and many feel disengaged. But it doesn't have to be this way. *Living Your Strengths* shows you how to use your innate gifts for growth and service — and discover your true calling. Spiritual enrichment begins with turning your God-given talents into strengths. This book guides you as you learn more about yourself and your faith. *Living Your Strengths* includes access to the CliftonStrengths assessment.

ALSO AVAILABLE IN SPANISH



**Hardcover \$29.99**

ISBN: 978-1-59562-022-4

**COMES WITH  
ACCESS CODE(S)**

Self-Help: Spiritual;  
Religion: Christian Life/  
Professional Growth

## Living Your Strengths Catholic Edition

Discover Your God-Given Talents  
and Inspire Your Community

American churches are experiencing a power shortage; people aren't harnessing the power of their innate gifts. Does this sound familiar? Do you feel disconnected from your church? Are you not attending Mass as much? Or are you a passionate parish member who wants to become more involved? Too many people's talents are going unappreciated, and many feel disengaged. But it doesn't have to be this way. *Living Your Strengths Catholic Edition* shows you how to use your God-given talents and gifts for growth, service and spiritual enrichment — and guides you as you learn more about yourself and your faith. The Catholic edition includes an inspirational foreword by Monsignor Bill Hanson, pastor of the Church of St. Gerard Majella in Port Jefferson Station, New York. *Living Your Strengths Catholic Edition* includes access to the CliftonStrengths assessment.

ALSO AVAILABLE IN SPANISH



**Hardcover \$24.95**

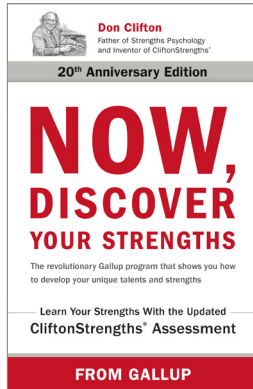
ISBN: 978-1-59562-005-7

Business & Economics:  
Consumer Behavior

## Married to the Brand

Why Consumers Bond With Some  
Brands for Life

Companies spend millions every year courting consumers and trying to build their business using flashy advertising, celebrity endorsements, loyalty programs and elaborate “relationship management” software. They may get rave reviews, win impressive awards and even raise brand awareness. But most marketers still aren't emotionally connecting with consumers. Many are great at wooing a “first date” — but lousy at creating a lasting marriage between buyer and brand. Decades of Gallup's research into consumer psychology finds that emotional connections between the buyer and the brand can be measured and managed. *Married to the Brand* tells the story of what makes profitable brand relationships work — through the eyes of the consumer, not the marketer. Packed with compelling stories and discoveries from a worldwide consumer database, this book explores why people bond with some brands and not others. If you're a marketer who wants to win, this book is essential.



**Hardcover \$39.95**

ISBN: 978-0-74320-114-8

**E-book \$39.95**

ISBN: 978-1-59562-232-7

**COMES WITH  
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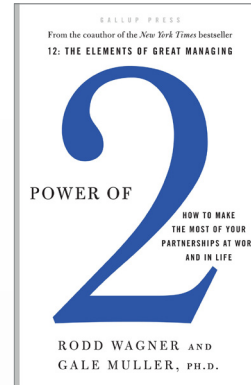
Business & Economics:  
Management, Personal  
Success, Organizational  
Development

## BESTSELLER

### Now, Discover Your Strengths

The revolutionary Gallup program that shows you how to develop your unique talents and strengths

Led by Don Clifton, Father of Strengths-Based Psychology, Gallup created a revolutionary program to help people identify their talents; develop them into strengths; and enjoy consistent, near-perfect performance. Twenty years ago, Gallup released *Now, Discover Your Strengths* to bring this program to the world. Twenty years later, over 20 million people have discovered their strengths. The 20<sup>th</sup> anniversary edition of *Now, Discover Your Strengths* includes access to CliftonStrengths — a significantly more robust program than in the original edition — that analyzes your instinctive reactions and reveals your top five themes. The book shows you how to use your top themes for your development, for your success as a manager and for the success of your organization. With profound insights into how to build strengths, and with immediate feedback from the online CliftonStrengths assessment, *Now, Discover Your Strengths* is one of the most groundbreaking and powerful business books ever.



**Hardcover \$24.95**

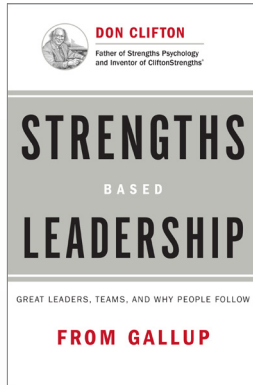
ISBN: 978-1-59562-029-3

Business & Economics:  
Development

### Power of 2

How to Make the Most of Your Partnerships at Work and in Life

Many of the greatest accomplishments can be achieved only when two people work together. But while some partnerships reach great heights, others fall short. Why do some people click while others clash? What do great pairs have in common? And what can you learn from the most powerful partnerships to strengthen collaboration in your work and life? Based on Gallup's groundbreaking research, *Power of 2* uncovers the eight elements that prepare partners to succeed in their most important endeavors. This book explores the crucial dimensions of a successful partnership and shares stories of famous pairs who epitomize those elements. Mixing key insights about human nature, field-tested discoveries and inspiring partnerships that reached the pinnacle, *Power of 2* will change the way you think about working with someone else.



**Hardcover \$49.99**

ISBN: 978-1-59562-025-5

**E-book \$49.99**

ISBN: 978-1-59562-031-6

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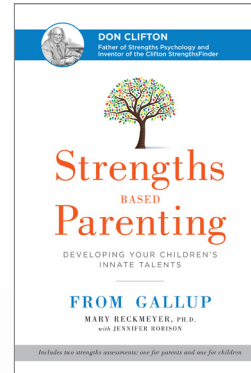
Business & Economics:  
Leadership

**BESTSELLER**

## Strengths Based Leadership

Great Leaders, Teams, and Why People Follow

Becoming a great leader starts with understanding your strengths. Discover how you can leave a positive leadership legacy and inspire your followers in *Strengths Based Leadership*. After decades of research on strengths-based leadership, Gallup initiated a study of more than 10,000 followers around the world to ask exactly *why* they followed the most important leader in their life. Read the powerful findings from this research, and hear from some of the most successful organizational leaders in recent history as they discuss how their unique strengths have driven their success. Filled with novel research, actionable ideas, and strategies for leading with your strengths and meeting your followers' needs, *Strengths Based Leadership* gives you a road map for leading people toward a better future. This book includes access to the CliftonStrengths assessment.



**Hardcover \$24.99**

ISBN: 978-1-59562-100-9

**E-book \$24.99**

ISBN: 978-1-59562-101-6

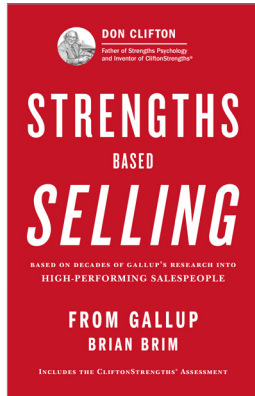
COMES WITH  
ACCESS CODE(S)

Family & Relationships:  
Parenting; Self-Help; Motivational & Inspirational; Body, Mind & Spirit; Mindfulness & Meditation

## Strengths Based Parenting

Developing Your Children's Innate Talents

How can you discover your children's unique talents? And how can you use your own talents and strengths to be the most effective and supportive parent possible? *Strengths Based Parenting* addresses these and other questions on parents' minds. But unlike many parenting books, *Strengths Based Parenting* doesn't prescribe one "right" way to parent. Embrace your individual parenting style by discovering and developing your own — and your children's — talents and strengths. With real-life stories and practical advice backed by Gallup data, this book has the power to change how you — and the world — view parenting. *Strengths Based Parenting* includes access to the CliftonStrengths and Clifton Youth StrengthsExplorer assessments.



**Hardcover \$24.95**

ISBN: 978-1-59562-048-4

**COMES WITH  
ACCESS CODE(S)**

Business & Economics:  
Sales & Selling

## Strengths Based Selling

The key to success, salespeople are constantly told, is to follow specific steps and techniques. Just heed the advice of this guru or that speaker, and you'll be the best. Well, that approach just doesn't work for most salespeople. The truth is, no two great sales reps are alike, and there's no one right way to sell. The most successful sales reps, Gallup has determined from decades of research, understand their innate talents and strengths and use them to sell more effectively. *Strengths Based Selling* explains sales talent and how to identify and maximize your talents. This book examines the entire selling process — from assessing opportunity and cold calling to retaining and growing accounts. Learn how to apply your talents at each step. *Strengths Based Selling* includes access to the CliftonStrengths assessment.



**Paperback \$40**

ISBN: 978-1-59562-018-7

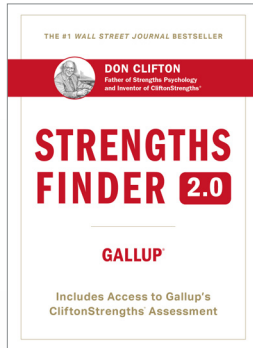
**COMES WITH  
ACCESS CODE(S)**

Juvenile Nonfiction:  
Activity Books

## StrengthsExplorer

*StrengthsExplorer* offers a fun, simple way for adolescents to discover and develop their talents. Designed for kids ages 10 to 14, the StrengthsExplorer program starts with the Clifton Youth StrengthsExplorer assessment — a series of questions that identifies each child's three strongest emerging talents. *StrengthsExplorer* also comes with an adolescent-focused workbook and a parent guide.





**Hardcover \$49.99**

ISBN: 978-1-59562-015-6

**E-book \$49.99**

ISBN: 978-1-59562-024-8

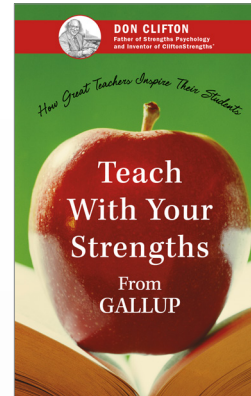
**COMES WITH  
ACCESS CODE(S)**

Business & Economics:  
Development

**BESTSELLER**

## StrengthsFinder 2.0

Do you have an opportunity to use your strengths every day? Chances are, you don't. All too often, our natural talents go untapped. To help people uncover their talents, Gallup introduced the first version of our online assessment, StrengthsFinder, in *Now, Discover Your Strengths*. The book spent more than five years on the bestseller lists and ignited a global conversation, while the assessment helped millions discover their top five talents. Gallup then unveiled a new and improved version of our popular assessment — StrengthsFinder 2.0 — language of 34 themes and much more. While you can read this book in one sitting, you'll use it as a reference for decades. Loaded with hundreds of strategies for applying your strengths, this book will change the way you look at yourself — and the world around you — forever. *StrengthsFinder 2.0* includes access to the CliftonStrengths assessment.



**Hardcover \$29.99**

ISBN: 978-1-59562-006-4

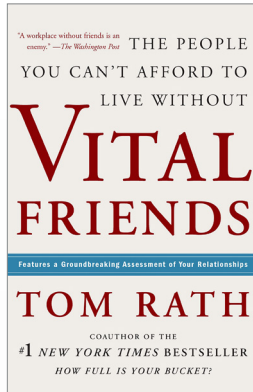
**COMES WITH  
ACCESS CODE(S)**

Education: Professional  
Development

## Teach With Your Strengths

How Great Teachers Inspire Their Students

Learn what great teachers do differently, how they handle difficult students, how they navigate school bureaucracy and how they inspire even the most troubled young people. *Teach With Your Strengths* zeroes in on what makes a great teacher — they focus on their natural talents, and they don't try to fix their weaknesses. Educators who read this book will discover their own innate talents as teachers and will learn how to use those talents to inspire the next generation of students. This book includes access to the CliftonStrengths assessment.



**Hardcover \$22.95**

ISBN: 978-1-59562-007-1

**E-book \$22.95**

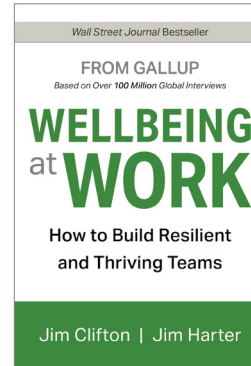
ISBN: 978-1-59562-036-1

Business & Economics:  
Management

## Vital Friends

The People You Can't Afford to Live Without

Drawing on research and case studies from topics as diverse as marriage, management and architecture, *Vital Friends* reveals what's common to all truly essential friendships: a regular focus on what each person is contributing to the friendship rather than the all-too-common approach of expecting one person to be everything. This book examines long-held assumptions about relationships — and discovers that friendship is good for business. *Vital Friends* will change how you look at your family, friends, coworkers and significant others.



**Hardcover \$27.95**

ISBN: 978-1-59562-241-9

**E-book \$27.95**

ISBN: 978-1-59562-242-6

**COMES WITH  
ACCESS CODE(S)**

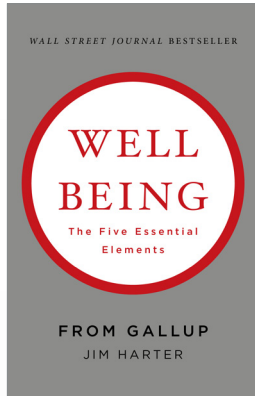
Business & Economics:  
Management, Human  
Resources & Personnel  
Management, Leadership

**BESTSELLER**

## Wellbeing at Work

How to Build Resilient and Thriving Teams

As organizations around the world face health and social crises, as well as economic uncertainty, acknowledging and improving wellbeing in your workplace is more critical than ever. Increasingly, leaders and managers must support mental health and cultivate resilience in employees — not just increase engagement and performance. Based on more than 100 million Gallup global interviews, *Wellbeing at Work* shows you how to do just that. The book explores the five key elements of wellbeing and gives leaders ideas and action items to help employees and teams thrive in those elements. *Wellbeing at Work* also introduces a metric to report a person's best possible life: Gallup Net Thriving, which will become the "other stock price" for organizations. In a world where work and life are more blended than ever, maximizing employee wellbeing and creating thriving and resilient cultures is crucial. *Wellbeing at Work* includes access to the CliftonStrengths assessment.



## BESTSELLER

# Wellbeing: The Five Essential Elements

Wellbeing isn't just about being happy, wealthy or successful. Gallup's comprehensive study of people in more than 150 countries revealed five universal, interconnected elements that shape our lives: Career Wellbeing, Social Wellbeing, Financial Wellbeing, Physical Wellbeing and Community Wellbeing. *Wellbeing: The Five Essential Elements* provides you with a holistic view of what contributes to your wellbeing over a lifetime. Written in a conversational style, this book is filled with fascinating research and novel ideas for boosting wellbeing in each of these five areas. This book includes access to the Wellbeing Finder assessment.

**Hardcover \$25.95**

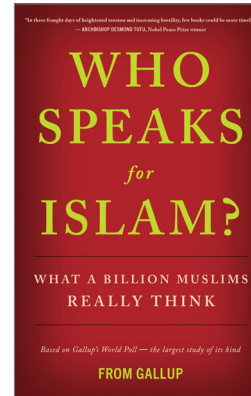
ISBN: 978-1-59562-040-8

**E-book \$25.95**

ISBN: 978-1-59562-061-3

COMES WITH  
ACCESS CODE(S)

Business & Economics:  
Development



**Hardcover \$22.95**

ISBN: 978-1-59562-017-0

Social Science: Islamic  
Studies

# Who Speaks for Islam?

What a Billion Muslims Really Think

Based on the largest study of its kind, *Who Speaks for Islam?* presents the fascinating findings of the Gallup Poll of the Muslim World. As anti-Muslim rhetoric continues to dominate Western society, the missing voices are the personal views of Muslim people. Learn what Muslims themselves think about pertinent societal questions. When asked about their dreams for the future, Muslims say they want better jobs and security, not conflict and violence. Grounded in Gallup World Poll data, not in contentious rhetoric, *Who Speaks for Islam?* brings data-driven evidence — the voices of a billion Muslims, not those of individual “experts” or “extremists” — to one of the most heated and consequential debates of our time. As applicable today as when it was published, *Who Speaks for Islam?* is a must-read for anyone committed to peace and security in our lifetime.

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