

Audio Books Now Available in the Books24x7 BusinessPro

In response to user feedback, SkillSoft has enhanced their Books24x7 BusinessPro product to include an impressive selection of audio book titles – including best-sellers like *The 7 Habits of Highly Effective People*, *Crucial Conversations* and *The Apple Way*. The audio books can only be downloaded – not streamed within the Books24x7 platform – and each title contains multiple MP3 (audio) files. Once downloaded, the audio books can be utilized on any device that supports MP3 files, including the iPod, iPad and many smart phones. In addition, these audio books are separate from Chapters to Go so they do *not* count toward your Chapters to Go download allocation.

The [Quick Reference Card \(QRC\)](#) provides detailed information about how to locate and download the audio books. The full list of titles that will be incorporated into the product between April and August is listed below. The titles highlighted in red are the ones which will be available with the first release on April 15, 2011.

This is a great opportunity because now you can download these books and listen to them at your convenience!

Title	Author(s)	Publisher
A Thousand Barrels a Second : The Coming Oil Break Point and the Challenges Facing an Energy Dependent World	Peter Tertzakian	McGraw-Hill
Brand Warfare: 10 Rules for Building the Killer Brand	D'Alessandro-Owens	McGraw-Hill
Bringing Out the Best in People	Aubrey C. Daniels	McGraw-Hill
Career Warfare : 10 Rules for Building a Successful Personal Brand and Fighting to Keep It	David D'Alessandro	McGraw-Hill
China Now : Doing Business in the World's Most Dynamic Market	N. Mark Lam; John L. Graham	McGraw-Hill
Creative Memories: The 10 Timeless Principles Behind the Company that Pioneered the Scrapbooking Industry	Cheryl Lightle-Everett	McGraw-Hill
Crucial Confrontations	Kerry Patterson; Joseph Grenny; Ron McMillan; Al Switzler	McGraw-Hill
Crucial Conversations : Tools for Talking When Stakes Are High	Kerry Patterson; Joseph Grenny; Ron McMillan; Al Switzler	McGraw-Hill
CustomerCentric Selling	Michael T. Bosworth; John R. Holland	McGraw-Hill
Executive Charisma : Six Steps to Mastering the Art of Leadership	D. A. Benton	McGraw-Hill
Fast Innovation : Achieving Superior Differentiation, Speed to Market, and Increased Profitability	Michael L. George; James Works; Kimberly Watson-Hemphill; Clayton M. Christensen	McGraw-Hill
First Things First	Stephen R. Covey, A. Roger Merrill	FrankinCovey
Focus – Achieving Your Highest Priorities (unabridged)	Stephen R. Covey	FrankinCovey

Jack Welch & The G.E. Way : Management Insights and Leadership Secrets of the Legendary CEO	Robert Slater	McGraw-Hill
Make Winning a Habit : 20 Best Practices of the World's Greatest Sales Forces	Rick Page	McGraw-Hill
Making Millions in Direct Sales : The 8 Essential Activities Direct Sales Managers Must Do Every Day to Build a Successful Team and Earn More Money	Michael G. Malaghan	McGraw-Hill
More Than a Pink Cadillac: Mary Kay Inc.'s Nine Leadership Keys to Success	Jim Underwood	McGraw-Hill
Positioning : The Battle for Your Mind	Al Ries; Jack Trout	McGraw-Hill
Speak Like a CEO : Secrets for Commanding Attention and Getting Results	Suzanne Bates	McGraw-Hill
Succeed On Your Own Terms	Herb Greenberg	McGraw-Hill
Sun Tzu Strategies for Selling : How to Use The Art of War to Build Lifelong Customer Relationships	Gerald A. Michaelson; Steven W. Michaelson	McGraw-Hill
Talk Your Way to the Top	Kevin Daley; Laura Daley-Caravella	McGraw-Hill
The 4 Disciplines of Execution	Stephen R. Covey, Chris McChesney	FrankinCovey
The 7 Habits of Highly Effective People (unabridged)	Stephen R. Covey	FrankinCovey
The 8th Habit (unabridged)	Stephen R. Covey	FrankinCovey
The Apple Way: 12 Management Lessons from the World's Most Innovative Company	Jeffrey L. Cruikshank	McGraw-Hill
The Art and Discipline of Strategic Leadership	Mike Freedman	McGraw-Hill
The Art of Talking to Anyone : Essential People Skills for Success in Any Situation	Rosalie Maggio	McGraw-Hill
The Articulate Executive : Learn to Look, Act, and Sound Like a Leader	Granville N. Toogood	McGraw-Hill
The Disease to Please: Curing the People-Pleasing Syndrome	Harriet Braiker	McGraw-Hill
The Extraordinary Leader	John H. Zenger; Joseph Folkman	McGraw-Hill
The High Impact Leader	Bruce J. Avolio; Fred Luthans	McGraw-Hill
The Leadership Lessons of the U.S. Navy SEALs	Jeff Cannon; Jon Cannon	McGraw-Hill
The Leadership Secrets of Colin Powell	Oren Harari	McGraw-Hill
The Marine Corps Way : Using Maneuver Warfare to Lead a Winning Organization	Jason A. Santamaria; Vicent Martino; Eric K. Clemons	McGraw-Hill
The Power to Predict : How Real Time Businesses Anticipate Customer Needs, Create Opportunities, and Beat the Competition	Vivek Ranadive	McGraw-Hill

The Rumsfeld Way: The Leadership Wisdom of a Battle-Hardened Maverick	Jeffrey Krames	McGraw-Hill
The Six Sigma Way : How GE, Motorola, and Other Top Companies are Honing Their Performance	Peter S. Pande; Robert P. Neuman; Roland R. Cavanagh	McGraw-Hill
The Southwest Airlines Way	Jody Hoffer Gittel	McGraw-Hill
The Starbucks Experience : 5 Principles for Turning Ordinary Into Extraordinary	Joseph Michelli	McGraw-Hill
The Toyota Way	Jeffrey Liker	McGraw-Hill
The Winner's Way	Pamela Brill	McGraw-Hill
Think Like Your Customer : A Winning Strategy to Maximize Sales by Understanding and Influencing How and Why Your Customers Buy	Bill Stinnett	McGraw-Hill
Tough Management : The 7 Winning Ways to Make Tough Decisions Easier, Deliver the Numbers, and Grow the Business in Good Times and Bad	Chuck L. Martin	McGraw-Hill
What It Takes To Be Number #1: Vince Lombardi on Leadership	Vince Lombardi	McGraw-Hill
What the Best CEOs Know	Jeffrey A. Krames	McGraw-Hill
Winning Under Fire	Dale Collie	McGraw-Hill

NOTE: Unless otherwise noted with the annotation - *(unabridged)* - all titles are abridged versions, range from 4 to 5 hours in length, and are provided in 4 downloadable MP3 files.