

THE POWER OF I AM
Two Words That Will Change Your Life Today
By Joel Osteen

Changing your mindset and inviting good things into your life can start with the words “I am,” Joel Osteen writes. But it’s the words that follow—positive or negative—that can bring consequences or blessings, says the best-selling author and pastor. “Whatever follows the words ‘I am’ will always come looking for you,” he says.

He discourages even offhand remarks such as “I’m so clumsy” or “I am stupid.” Instead he suggests reciting positive affirmations throughout the day—for instance, “I am strong,” “I am talented” or “I am healthy”—to encourage the traits and advantages you seek, and he offers ideas for discovering those you already possess.

Osteen backs up his message with biblical passages and numerous examples of people who changed their lives for the better by following this seemingly simple advice.

(October; FaithWords; \$20)

—Lisa Ocker

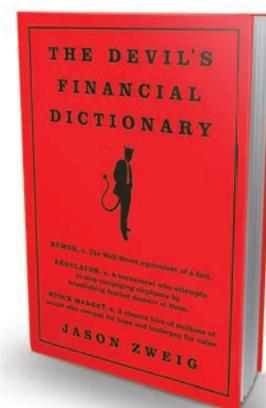
IN BRIEF

THE DEVIL’S FINANCIAL DICTIONARY

By Jason Zweig

“Wall Street uses language to conceal rather than reveal information,” explains *Wall Street Journal* investment columnist Jason Zweig. Zweig translates excessively dense financial lingo into plain English, explaining a word or concept and topping it off with an irreverent spin. The definitions cover accounting, corporate finance, investment management and technical analysis. This book contains everything that an intelligent investor or business consumer needs to survive “the hostile wilderness of the financial markets.”

(October; PublicAffairs; \$20)



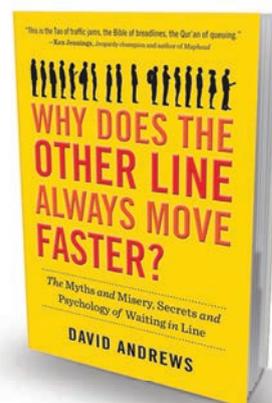
WHY DOES THE OTHER LINE ALWAYS MOVE FASTER?

The Myths and Misery, Secrets and Psychology of Waiting in Line

By David Andrews

Lining up in an orderly fashion isn’t a global practice, explains David Andrews in this wide-ranging investigation of the “odd business of queuing up.” In certain countries, China, for example, it’s commonly acceptable to push your way to the front of the crowd. Andrews surveys the lineage of lines, from bread lines to assembly lines, and delves into the political, sociological and cultural rationale behind lining up. This fun and fascinating read also provides a wealth of factoids to improve your cocktail-party conversation.

(November; Workman; \$15)



MILLION DOLLAR WOMEN

The Essential Guide for Female Entrepreneurs Who Want to Go Big

By Julia Pimsleur

Julia Pimsleur, CEO and founder of the award-winning children’s language arts company Little Pim, smashed into a few brick walls while trying to raise capital for her fledgling enterprise. But she persevered through the ups and downs, worked her strengths, honed her pitch, and eventually secured \$2 million in venture capital. Pimsleur generously shares her story, and those of other successful entrepreneurs, to show women how to get off the entrepreneurial hamster wheel; identify allies, foes and frenemies; and turn their moxie into money.

(October; Simon & Schuster; \$28)

