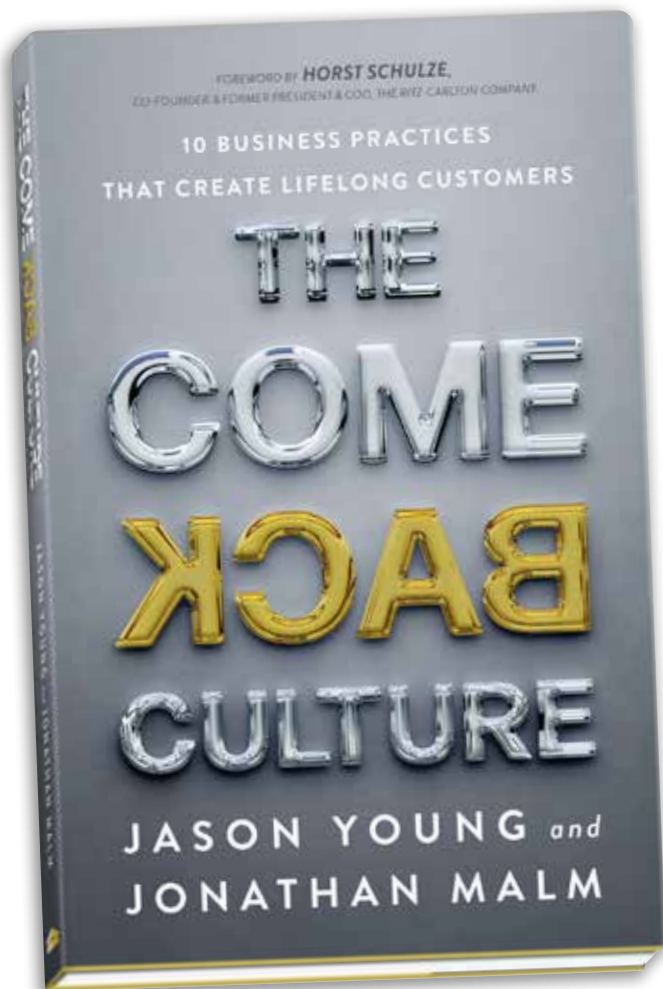




BakerBooks

Practical Ideas on How to Keep Your Customers Coming Back



- Foreword by Horst Schulze, former president and COO of the Ritz-Carlton Hotel Company
- Authors have worked with leaders at Chick-fil-A, Ford Motor Company, FedEx Ground, Gorilla Glue, RangeWater Real Estate, and more
- Includes valuable and practical advice on how to keep your customers

Everything equal, customers choose whether they will return based on the feeling they get when interacting with your brand. Research reveals that a high number of customers will go through the trouble of switching brands due to a bad customer experience. Great businesses know how to make a customer feel seen, understood, and valued. Those satisfied customers trust you more and come back—and they tell their friends.

Backed by plenty of on-the-ground research and illustrated with real-life examples, *The Come Back Culture* shows you how to create an experience that keeps people coming back for more. It shows you how to

- build a hospitable team
- know your guest
- create moments that impress
- recover quickly when things go wrong
- and more

Whether you offer a service or a product online or at a physical location, you can use the principles in this book to turn your customers into raving fans of your business who not only spend their money but continue to spread awareness of your brand.

The Come Back Culture

Jason Young and Jonathan Malm



VITAL INFORMATION

Available: May 17
 \$24.99
 978-1-5409-0197-2

hardcover
 5½ x 8½
 208 pages
 Case Quantity: 24

Category: BUSINESS & ECONOMICS / Customer Relations
 BUSINESS & ECONOMICS / Workplace Culture
 BUSINESS & ECONOMICS / Leadership
 Rights: Worldwide

ABOUT THE AUTHORS

Jason Young is a keynote speaker, executive coach, and consultant. He helps leaders and organizations with developing personal leadership, building healthy teams, and creating remarkable customer experiences. Jason has an earned doctoral degree in the field of hospitality. He lives in Atlanta, Georgia. Learn more at catchfire.com.



Shawn Strom

Jason and Jonathan are the coauthors of *The Come Back Effect*, *The Volunteer Effect*, and *The Volunteer Survival Guide*.

Jonathan Malm is an entrepreneur and business owner. He runs SundaySocial.tv and ChurchStageDesignIdeas.com, reaching more than 70,000 leaders each month. Jonathan consults with organizations regularly on guest services and creative expression. He lives in San Antonio, Texas.

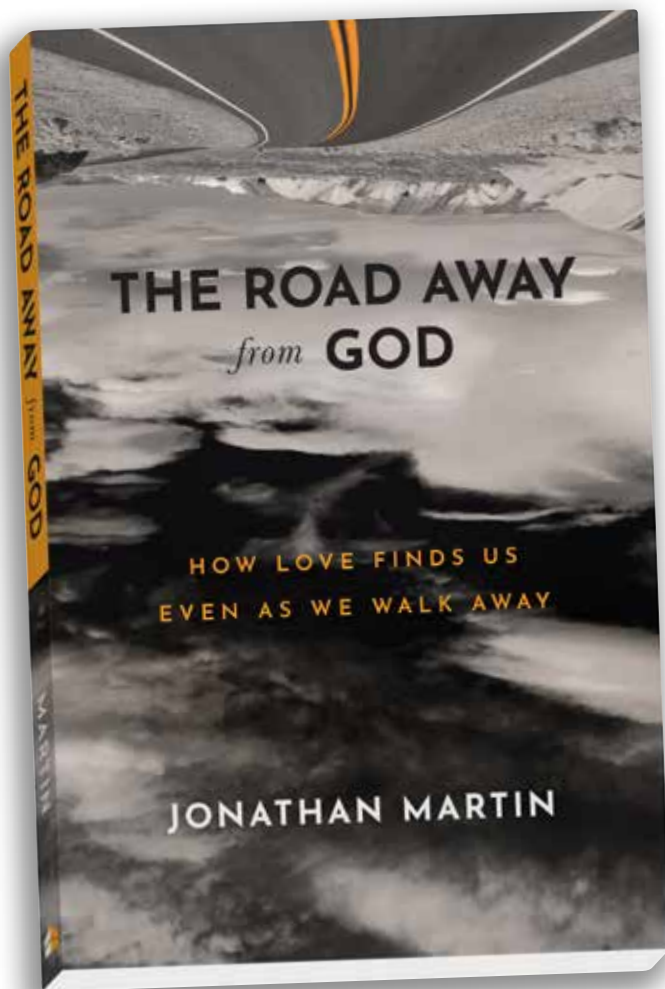


Mario Rogers Photography

ALSO AVAILABLE

- The Come Back Effect**
978-0-8010-7578-0
- The Volunteer Effect**
978-1-5409-0041-8
- The Volunteer Survival Guide**
978-1-5409-0106-4

Meeting Christ as You Reckon with the Faith You Once Knew



- Author has over 65,000 followers on social media and a dedicated podcast listenership
- Author is well connected with writers exploring similar topics
- Speaks to the growing audience of readers disillusioned by the church but still interested in Jesus

It's no easy journey disentangling the good news of the gospel from the toxic theologies that have rendered Jesus unrecognizable. It's no wonder the church has sent many walking.

In *The Road Away from God*, Jonathan Martin reimagines Luke's story of two disillusioned disciples walking the Emmaus road away from the holy city where they had watched their hope die a gruesome death right before their eyes.

For anyone who is feeling their faith unravel, reckoning with religious trauma, or walking the long road of deconstruction, Martin speaks compassionate hope into the journey of today's disillusioned disciples, revealing that the resurrected Christ is profoundly present with them—even on what seems to be the road away from God.

With "a pastor's heart and poet's touch," as Rachel Held Evans once wrote of Martin, this is a book to help you feel seen in your spiritual journey and all its complexities, and to find resurrection even where you least expect it.

The Road Away from God

Jonathan Martin



VITAL INFORMATION

Available: June 7
\$18.99
 978-1-5409-0216-0

trade paper
 5½ x 8½
 224 pages
 Case Quantity: 32

Category: RELIGION / Christian Living / Spiritual Growth
 RELIGION / Christian Living / General
 Rights: Worldwide

ABOUT THE AUTHOR

Jonathan Martin is a pastor and church planter who has undergone his own experience of finding God on the underside of life. Wherever he goes, his message is always the same: no matter who you are, where you've been, or what you've done, God is at work to bring beauty out of your brokenness. Currently he lives in Oklahoma City, Oklahoma, where he serves as pastor of The Table.



Shevaun Williams

Free Up Your Space, Time, Energy, and Money to Prioritize Your Purpose



- Author's previous books about organization have sold over 450,000 copies
- Author is a certified professional organizer with nearly 20 years of experience
- Gives readers practical tips for organizing so they can focus on pursuing their purpose in life

Stuff. We have too much of it. Clothing, kitchen gadgets, electronics, home decor. And more of it arrives on our doorstep all the time. Our stuff takes up an incredible amount of our space, time, energy, and money. But do all these possessions truly make us happier?

Certified professional organizer and bestselling author Jennifer Ford Berry says no. Rather than living for our stuff, what actually gives us joy is knowing and living out our purpose in life. In *Make Room*, Berry shows you how to live a more meaningful and intentional life by revealing how to

- define your purpose
- plan your time
- declutter your home
- prepare for the future
- and much more

If you long to get rid of what distracts you from living out your God-given calling in life, this book is your roadmap to success, offering principles to recognize and eliminate anything that is cluttering up your life.

Make Room

Jennifer Ford Berry



VITAL INFORMATION

Available: July 5
\$16.99
978-1-5409-0215-3

trade paper
 5½ x 8½
 192 pages
 Case Quantity: 36

Category: RELIGION / Christian Living / Personal Growth
 HOUSE & HOME / Cleaning, Caretaking & Organizing
 SELF-HELP / Personal Growth / General
 Rights: Worldwide

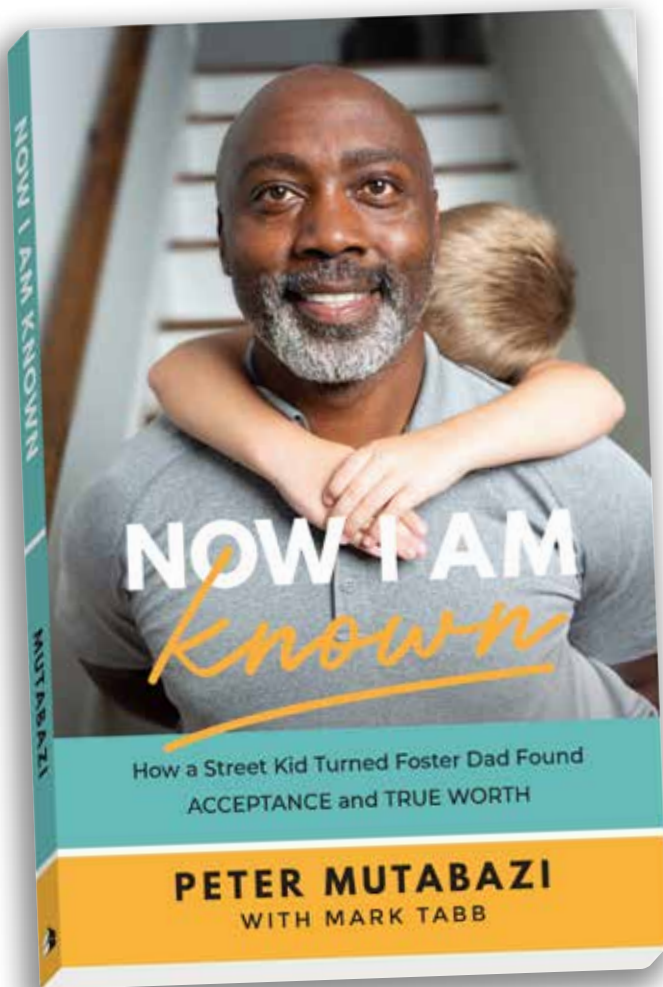
ABOUT THE AUTHOR

Jennifer Ford Berry is a bestselling author, host of *The 29 Minute Mom* podcast, and a certified professional organizer who has decluttered thousands of homes. Previously the lead organizer on the show *Winging It, Buffalo Style*, Berry is an animated speaker and has been featured in *HGTV*, *Forbes*, *Real Simple*, and *Better Homes and Gardens* magazines, among others. She lives in western New York with her husband and their two children.



Cara Kilian

Inspiration from a Street Kid Turned Foster Dad and Advocate



- Author speaks to more than 100,000 people each year and is planning a national speaking tour to promote the book
- Author has been featured by major media outlets including *The TODAY Show*, CBS News, and BBC Worldwide
- Inspiring story of author's journey from growing up on the streets of Uganda to becoming an international advocate for vulnerable children

At age ten, Peter Mutabazi ran away from home in rural Uganda to escape his abusive father. For five years Peter survived on the streets of Kampala, a city of 1.5 million, until one man saw potential in him. This one person not only supported Peter through school but altered Peter's outlook on life in every possible way. Since then, Peter has served as a relief coordinator during the Rwandan genocide, worked for the International Committee of Red Cross during the Sudan conflict, emigrated to the United States, fostered countless children, and become a single foster and adoptive parent. He speaks seven languages and has traveled to more than 100 countries as an international advocate for vulnerable children.

Now I Am Known is Peter's inspiring true story. In it he reveals the transformational power of taking risks, learning to forgive, overcoming self-doubt, breaking negative patterns, and believing in a better future. He becomes a friend in this must-read, encouraging you to propel forward into a purpose-driven life marked by hope and meaning.

Now I Am Known

Peter Mutabazi with Mark Tabb



VITAL INFORMATION

Available: August 30
 \$18.99
 978-1-5409-0198-9

trade paper
 5½ x 8½
 224 pages
 Case Quantity: 32

Category: RELIGION / Christian Living / Inspirational
 BIOGRAPHY & AUTOBIOGRAPHY / Cultural, Ethnic &
 Regional / African American & Black
 SELF-HELP / Motivational & Inspirational
 Rights: Worldwide

ABOUT THE AUTHORS

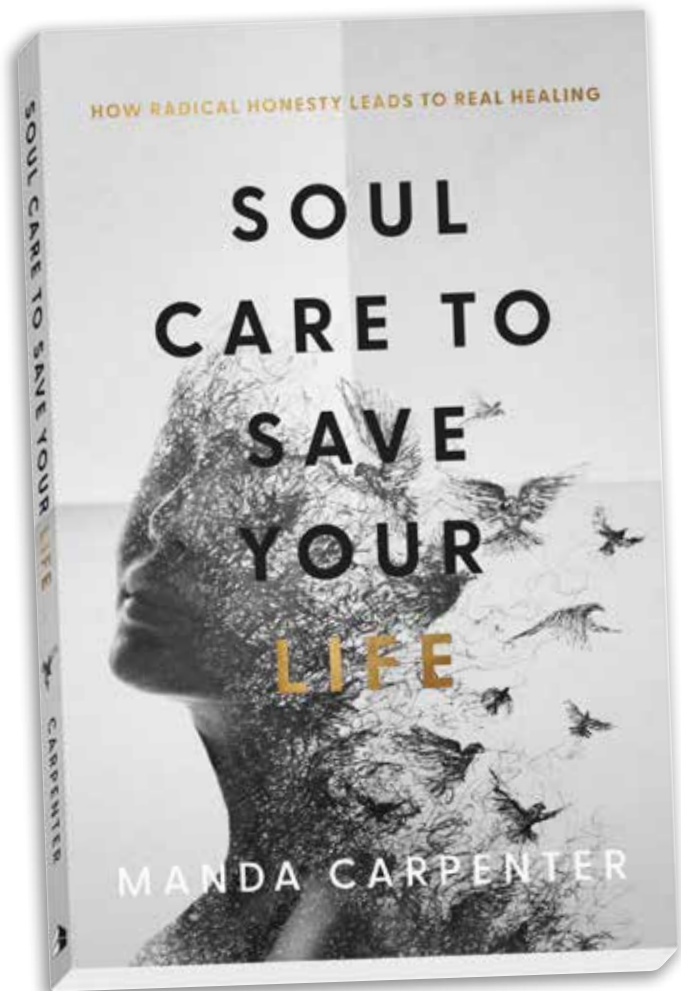
Peter Mutabazi is an entrepreneur, an international advocate for children, and the founder of Now I Am Known, a corporation that supplies resources that encourage and affirm children. A single father of two and foster dad to many, Mutabazi is a former street kid who has worked for World Vision, Compassion International, and the Red Cross, and has appeared on media outlets such as the BBC and *The TODAY Show*. A passionate and popular speaker, he currently lives in Charlotte, North Carolina.



Justin Driscoll Photography

Mark Tabb is a *New York Times* bestselling and award-winning author/collaborator of 40 books, including the number one bestseller *Mistaken Identity* and the Christopher Award winner *Convicted*. He's written with personalities such as Alec Baldwin, *The Bachelor's* Ben Higgins, Fox News personality Ainsley Earhardt, and Super Bowl champion Ben Utecht. Mark lives in Indiana.

Discover How Radical Honesty Leads to Real Healing



- Will appeal to readers of authors such as Brené Brown, Jordan Lee Dooley, and Annie F. Downs
- Foreword by Morgan Harper Nichols
- Helps readers move from performing to purposeful living with intentional soul care practices designed for lasting growth and transformation

In our image-conscious culture, life can become a never-ending performance. The perfection we feel pressured to project to those in our social sphere comes at the expense of our emotional, spiritual, and mental well-being. In the end, we are left exhausted and unfulfilled. How do we flip the script and feed ourselves rather than simply adding to our feeds?

In *Soul Care to Save Your Life*, author, speaker, and recovering performer Manda Carpenter offers an invitation to shift your focus from performing to purposeful living from the inside out. In this book she guides you on a three-part journey to

- identify the habits that are holding you back
- take ownership of your path to growth
- embrace practices of soul care for your well-being

It's time to drop the façade of the picture-perfect life and instead get radically honest in order to heal and embrace the confidence that comes from knowing and loving your whole self, no filter needed.

Soul Care to Save Your Life *Manda Carpenter*



VITAL INFORMATION

Available: August 9

\$16.99

978-1-5409-0213-9

trade paper

5½ x 8½

224 pages

Case Quantity: 32

Category: RELIGION / Christian Living / Personal Growth

RELIGION / Christian Living / Spiritual Growth

SELF-HELP / Motivational & Inspirational

Rights: Worldwide

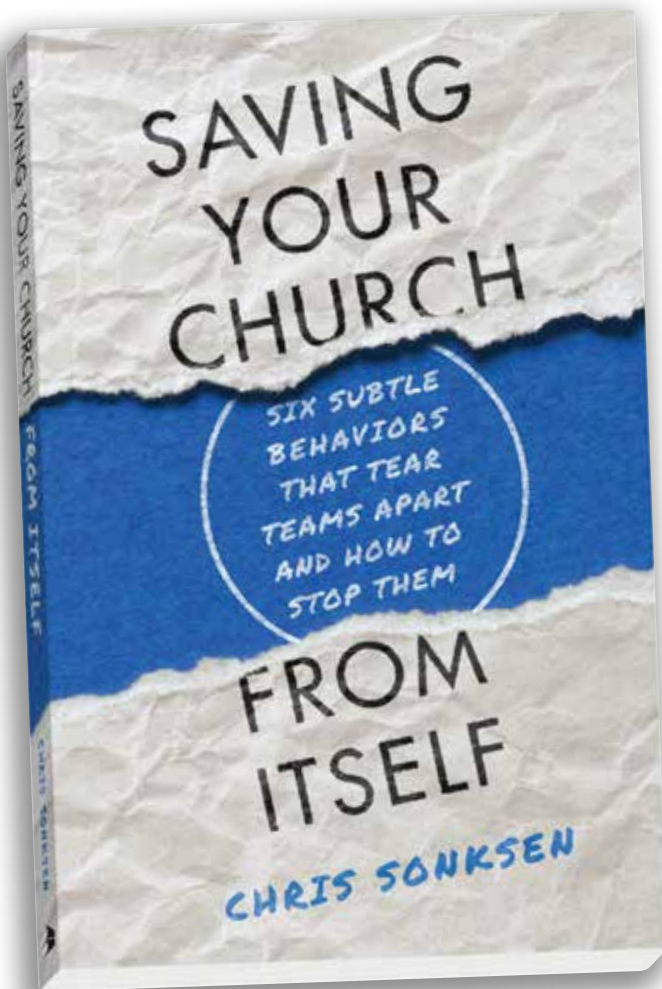
ABOUT THE AUTHOR

Manda Carpenter is a writer, a speaker, and an advocate committed to helping women grow in their relationships with God, self, and others. She is a neighbor, question-asker, and cheerleader of the underdog. Manda and her husband, Eric, are foster parents and hosts of *A Longer Table Podcast*. They live with their son, Shia, in Los Angeles, California. For more, check out @mandacarpenter on Instagram and www.mandacarpenter.com.



Ellen Yi of Greige Photo Studios

Recognize the Signs of Division and Unite Your Team



- Author has coached and resourced more than 1,000 churches on church growth
- Author is founder of ChurchBoom.org
- A unique resource for church leadership and staff

As a coach and mentor to hundreds of pastors, Chris Sonksen has had a front-row seat to the unfortunate outcomes when a team member begins to drift from the vision of the church and the leader they serve. But the good news is, these situations never come out of left field. There are always warning signs that, if heeded, allow church leaders to rise to the challenge of keeping their team healthy, unified, and moving forward together.

In this powerfully practical book, Sonksen unpacks six subtle behaviors that undermine team unity and lead to problems that can derail your ministry and even split your church, including

- pride
- artificial harmony
- isolation
- a critical spirit
- divisiveness
- disrespect

Beyond merely identifying the problems, this book offers you a blueprint for what to do when you see or feel evidence of these behaviors creeping into team dynamics.

Alignment of vision and purpose doesn't happen by accident, and it isn't maintained without careful attention and proactive strategies. But with Chris Sonksen's help, you *can* save your church from itself.

Saving Your Church from Itself

Chris Sonksen



VITAL INFORMATION

Available: August 9
 \$16.99
 978-1-5409-0019-7

trade paper
 5½ x 8½
 224 pages
 Case Quantity: 32

Category: RELIGION / Christian Living / Leadership & Mentoring
 RELIGION / Christian Ministry / Pastoral Resources
 Rights: Worldwide

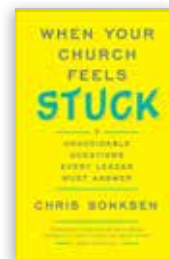
ABOUT THE AUTHOR

Chris Sonksen is the author of *When Your Church Feels Stuck*, *Quit Church*, and *Indispensable Church*. His personal experience comes from his own success in pioneering South Hills Church, a multicampus church that has been widely recognized for its unprecedented growth and strategic approaches to doing ministry. He is also the founder of Church BOOM, an organization that has provided personal coaching to hundreds of churches and impacted thousands of leaders. Chris and his wife, Laura, have two children and live in Southern California.



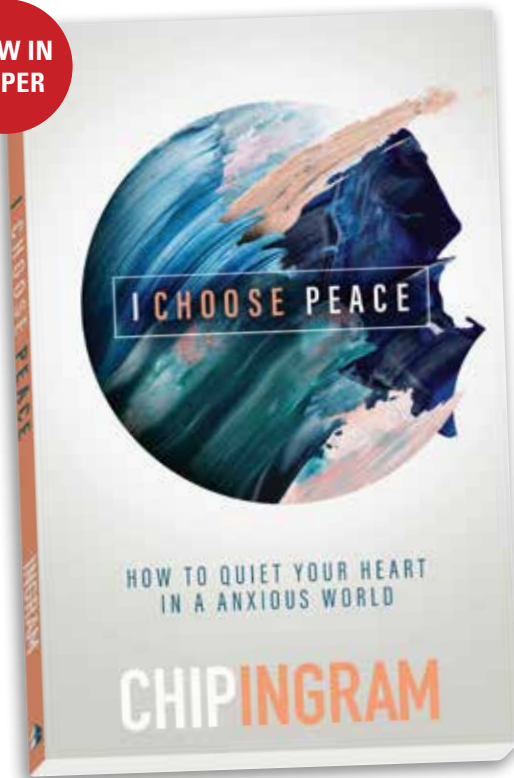
ALSO AVAILABLE

When Your Church Feels Stuck
 978-0-8010-9248-0
Quit Church
 978-0-8010-9324-1
Indispensable Church
 978-1-5409-0018-0



Finding the Calm in the Chaos

NOW IN PAPER



Peace isn't a feeling; it's a choice. In *I Choose Peace*, Chip Ingram unpacks Philippians 4 to show us how we can choose peace in

- relational conflict
- anxious moments
- a broken world
- difficult circumstances
- a materialistic culture

If you're tired of feeling anxious over the state of the world, your relationships, or your own heart, this encouraging book will help you quiet your worries and experience real, lasting peace that doesn't depend on what's going on around you.

I Choose Peace

Chip Ingram



VITAL INFORMATION

Available: August 9
\$16.99
978-1-5409-0128-6

trade paper
 5½ x 8½
 208 pages
 Case Quantity: 36

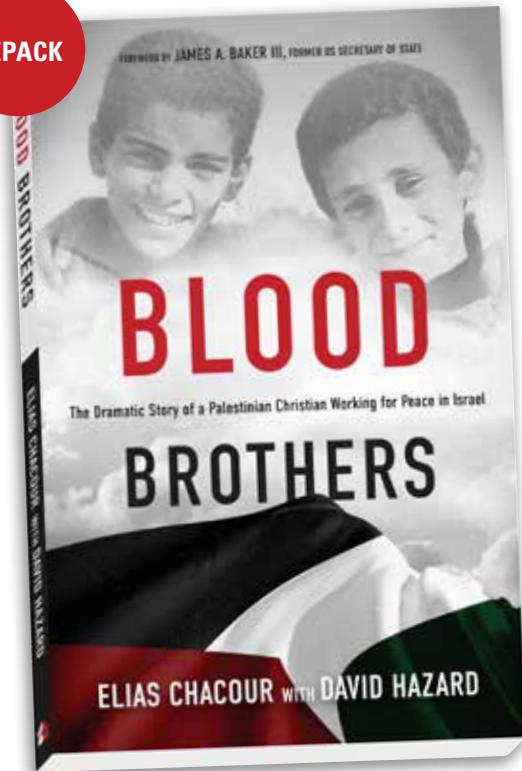
Category: RELIGION / Christian Living / Spiritual Growth
 RELIGION / Christian Living / Personal Growth
 RELIGION / Christian Living / General
 Rights: Worldwide

ABOUT THE AUTHOR

Chip Ingram is the founder and CEO of Living on the Edge, an international teaching and discipleship ministry. A pastor for over thirty-five years, Chip is the author of many books, including *Discover Your True Self*, *Marriage That Works*, *Culture Shock*, *The Real Heaven*, *The Real God*, *The Invisible War*, and *Love, Sex, and Lasting Relationships*. Chip lives in California.

The True Story of a Palestinian Pastor Working Toward Peace in the Middle East

REPACK



As a child, Elias Chacour lived in a small Palestinian village in Galilee. When tens of thousands of Palestinians were killed and nearly one million forced into refugee camps in 1948, Elias began a long struggle with how to respond. In *Blood Brothers*, he blends his riveting life story with historical research to reveal a little-known side of the Arab-Israeli conflict, exploring whether bitter enemies can ever be reconciled. This book offers hope and insight to help each of us learn to live at peace in a world of tension and terror.

Blood Brothers, repackaged ed.

Elias Chacour with David Hazard



VITAL INFORMATION

Available: August 16
\$16.99
978-1-5409-0217-7

trade paper
 5½ x 8½
 240 pages
 Case Quantity: 32

Category: BIOGRAPHY & AUTOBIOGRAPHY / Religious BIOGRAPHY & AUTOBIOGRAPHY / Historical
 Rights: Worldwide

ABOUT THE AUTHORS

Elias Chacour, a Melkite priest, is a graduate of the Seminaire du Saint Sulpice in Paris. He has built schools, libraries, community centers, and youth clubs throughout Israel's Galilee region, where he lives, as a source of reconciliation between Palestinians and Jews.

David Hazard is the director of Ascent, an author, a publishing consultant, and a writing and creativity coach. Learn more at www.itsyourlifebethere.com.

EXCERPT

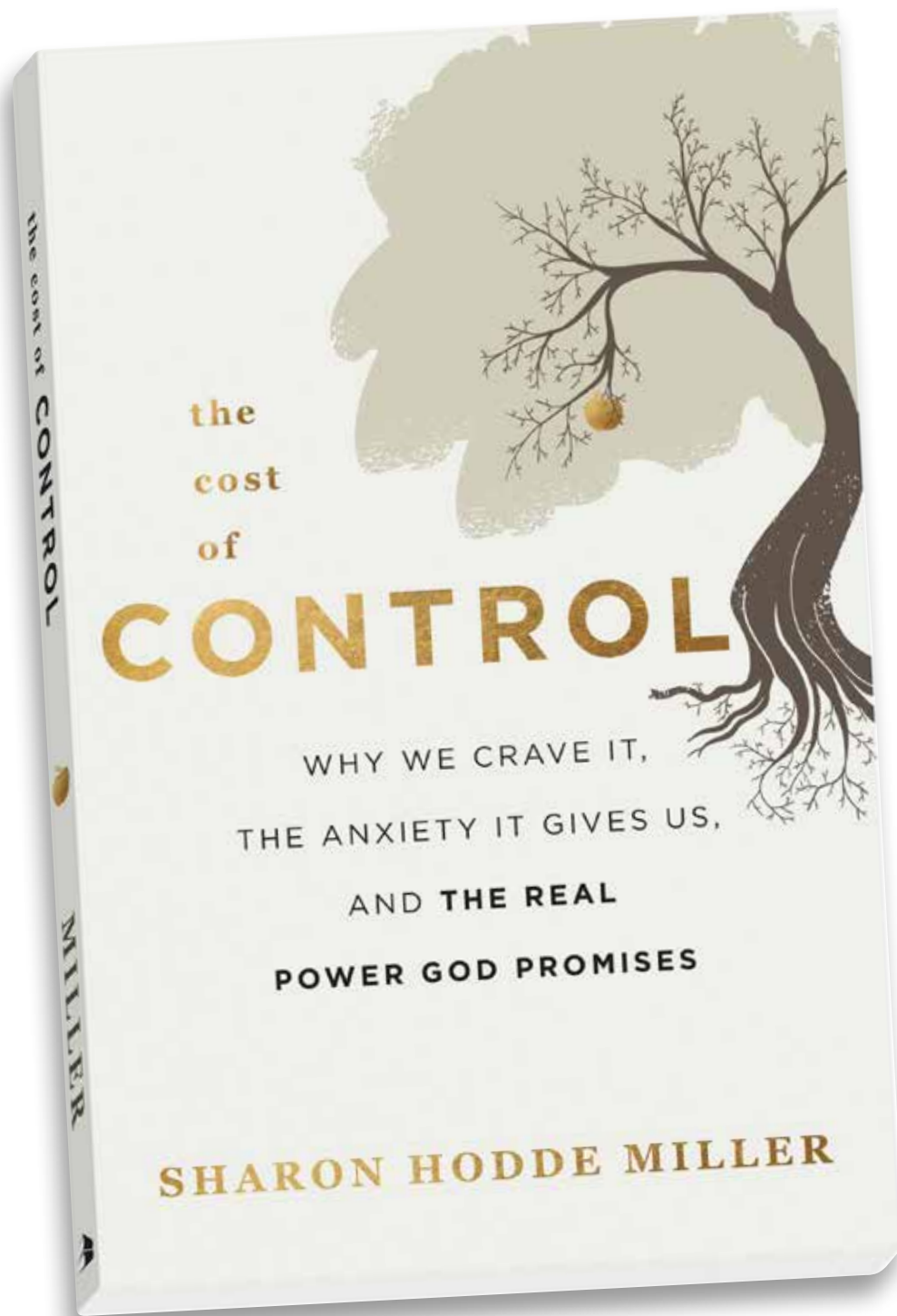
I am increasingly convinced that we aren't giving enough time and attention to naming. By that I mean we aren't giving enough time to naming what is really going on in our culture, in our institutions, and in our hearts. We settle for superficial assessments ("It's just sin!"), and because of this, we get superficial solutions.

This is why the work of naming matters. I've heard it said that "when you name it, you tame it," and I have found this to be true. It is, after all, an insight that comes to us straight from Scripture. God's first act of naming was to create light, an action that forever intertwined naming with light. Whenever we name something, we bring it into the light, and only then can we see it clearly and engage it for what it is.

This naming cannot be rushed. When we jump to the solution without properly understanding the problem, we get the solution wrong. When we name and explain the problem of control correctly, much of the dysfunction takes care of itself. That is the sheer power of naming. It disarms the influences that are influencing us by bringing them out of the shadows and into the light.

That is the aim of this book. To name it right, and bring it into the light.

And with that, I hope you find these pages illuminating.



The Power of Giving Up Control and the Real Influence We Were Created For

- Author is a regular contributor to P31 and (in)courage
- Author is the teaching pastor at Bright City Church in Durham, North Carolina, and is a regular speaker at women's conferences and events
- Reveals how our daily habits instill a false sense of control and reveals the solution: trade control for influence

We all wish we had more control. When our relationships are strained, when our bodies refuse to cooperate, when the future is uncertain, control promises security and peace. *If only I were in charge*, we dream. And this illusion seems more attainable than ever. Technology, science, medicine, and the internet all promise us ever-increasing mastery over our world.

The problem is, control is a "devil's deal." The more we seek it, the more it betrays us. In place of predictability, it gives us anxiety. In place of certainty, it creates more complexity. And in place of unity, it divides. It's not just that we cannot control things; it's that we break them even more when we try.

Thankfully the answer to our craving is not simply to "let go and let God." When our kids aren't listening, when our loved ones are self-destructing, or when our health is declining, we don't have to scramble after control, nor do we have to throw up our hands. Instead, God has given us a better tool.

In this culturally insightful and eye-opening book, Sharon Hodde Miller helps us discover the real power God has given us in Christ, to exercise influence over ourselves and our lives.

The Cost of Control

Sharon Hodde Miller



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VITAL INFORMATION

Available: August 16
\$16.99
 978-0-8010-9493-4

trade paper
 5½ x 8½
 208 pages
 Case Quantity: 36

Category: RELIGION / Christian Living / Spiritual Growth
 RELIGION / Christian Living / Personal Growth
 RELIGION / Christian Living / Women's Interests
 Rights: Worldwide

ABOUT THE AUTHOR

Sharon Hodde Miller, PhD, is teaching pastor at Bright City Church in Durham, North Carolina, which she cofounded with her husband, Ike. The author of *Free of Me* and *Nice*, Miller has blogged at SheWorships.com for over ten years, has been a regular contributor to *Propel*, *Her.meneutics*, and *She Reads Truth*, and has written for *Relevant*, *Christianity Today*, (in)courage, and many other publications and blogs. She lives with Ike and their three children in Durham, North Carolina.



Annie Brown

ALSO AVAILABLE

Nice
 978-0-8010-7524-7
Free of Me
 978-0-8010-7523-0

