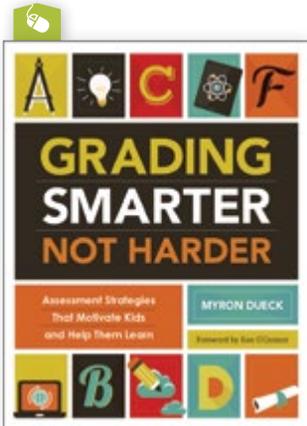


# new BOOKS

Grading | Literacy | Stress-Busting



**NEW!**  
**Grading Smarter, Not Harder: Assessment Strategies That Motivate Kids and Help Them Learn**

Myron Dueck

Many common assessment policies not only don't reveal what students learn but also harm their motivation and achievement. This book guides you in developing a better way by adopting new assessment routines that reveal your students' understanding and promote learning

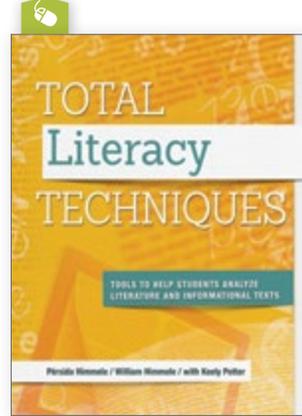
rather than just measure it. Seasoned educator Myron Dueck reveals how to tailor your grading practices to

- Ensure grades measure what students know without punishing them for factors outside their control.
- Avoid the busy work and grade inflation that often come from grading homework assignments.
- Create unit plans that make assessment criteria crystal-clear to students.
- Use retesting so students can improve their scores.

Use the book's reproducible forms, templates, and examples to quickly support new grading approaches that contribute to, rather than hinder, students' success.

(ASCD Premium, Select, and Institutional Plus Member book, Editor's Selection, July 2014) 7 7/8" x 9 7/8", 175 pages.

ASCD Members	Nonmembers	Stock #
<b>\$21.95</b>	<b>\$28.95</b>	<b>114003X73</b>



**NEW!**  
**Total Literacy Techniques: Tools to Help Students Analyze Literature and Informational Texts**

Pérsida Himmele and William Himmele with Keely Potter

Boosting your students' literacy requires addressing all the interconnected elements of emotion, cognition, and higher-order thinking. You can meet that challenge with the advice from ASCD best-selling authors Pérsida Himmele and

William Himmele and a classroom teacher Keely Potter. This guide for grade 3–12 teachers provides 50 classroom-tested tools and techniques to ensure you

- Plan lessons that grow your students' academic language.
- Help students explicitly and implicitly develop and monitor their ability to think.
- Ensure students are not just consumers of powerful words, but producers of powerful words.
- Encourage students to process texts in higher-order peer interactions.
- Support students so that they are able to not only cite text-based evidence, but also coherently interpret its relevance for the reader.

Reflections from real teachers and students bring these practices to life.

(ASCD Premium and Select Member book, Featured Selection, July 2014) 8" x 10", 180 pages.

ASCD Members	Nonmembers	Stock #
<b>\$21.95</b>	<b>\$28.95</b>	<b>114009X73</b>



**NEW!**  
**Stress-Busting Strategies for Teachers: How Do I Manage the Pressures of Teaching?**

M. Nora Mazzone and Barbara J. Miglionico

Don't let stress keep you up at night or make you feel that there's never enough time to do what you want and need to do at school and at home. Instead, get the teacher-tested advice from veteran educators Nora Mazzone and Barbara Miglionico. Discover simple, proven tactics to help you manage

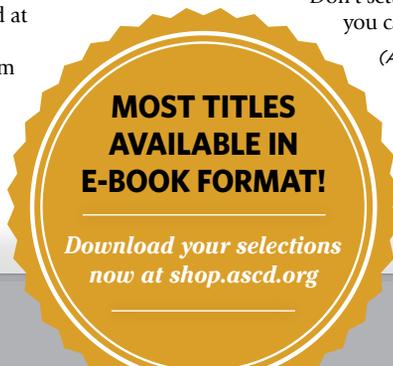
the stresses of being a classroom teacher, including how to

- Employ healthy practices that positively affect your mindset.
- React to stress by creating and maintaining a positive environment.
- Identify and use your ideal professional pace.
- Stick to your intrinsic preferences for how to get work done.
- Make food and exercise choices that will better fuel your mind and body.

Don't settle for generic advice on stress reduction when you can have this classroom teacher-specific guide.

(ASCD Arias publication, 2014) 5" x 7 3/4", 48 pages.

Print Edition	E-Book	Stock #
<b>\$12.99</b>	<b>\$6.99</b>	<b>SF114071X73</b>



**More Books Inside...**

## Best Books on STUDENTS WHO CHALLENGE US



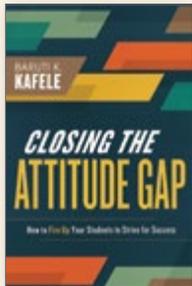
### NEW! Handling Student Frustrations: How Do I Help Students Manage Emotions in the Classroom?

Renate Caine and Carol McClintic

When students' frustrations erupt in the classroom, this short-read publication helps you respond in a way that results in better relationships with your students and higher levels of student motivation and achievement. Explore a three-step method that ensures your interventions help students master the ability to acknowledge their own and others' emotions, process and learn from their emotions, and implement solutions that successfully address emotional challenges. Lots of grade-appropriate examples are included, so you always know what to do.

(ASCD Arias publication, 2014) 5" x 7 3/4", 48 pages.

Print Edition	E-Book	Stock #
<b>\$12.99</b>	<b>\$6.99</b>	<b>SF114068X73</b>



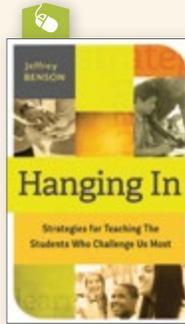
### Closing the Attitude Gap: How to Fire Up Your Students to Strive for Success

Baruti K. Kafele

Get a sage advice on how to close the achievement gap by addressing the "attitude gap" that often affects underperforming students of all racial and ethnic groups. Discover how you can change entrenched negative attitudes toward learning.

(ASCD book, 2013) 6" x 9", 144 pages.

ASCD Members	Nonmembers	Stock #
<b>\$17.95</b>	<b>\$23.95</b>	<b>114006X73</b>



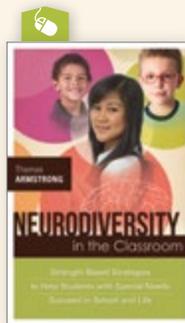
### Hanging In: Strategies for Teaching the Students Who Challenge Us Most

Jeffrey Benson

Through compelling examples of real-life students and the reflections of a veteran educator, learn how to teach challenging students in a way that honors the individuality of each student and his or her own capacity to find the best way forward. Understand how to create a patient and supportive environment for these students, analyze their challenges, develop individualized plans for them, and construct systems and procedures that give all students the best chance for success.

(ASCD Premium, Select, and Institutional Plus Member book, Editor's Selection, January 2014) 6" x 9", 193 pages.

ASCD Members	Nonmembers	Stock #
<b>\$19.95</b>	<b>\$26.95</b>	<b>114013X73</b>



### Neurodiversity in the Classroom: Strength-Based Strategies to Help Students with Special Needs Succeed in School and Life

Thomas Armstrong

Thomas Armstrong, one of our most popular authors, shows you the steps you need to take to establish a more favorable, productive learning environment for five special needs categories: learning disabilities, ADD/ADHD, autistic spectrum disorders, intellectual disabilities, and emotional and behavioral disorders.

(ASCD Premium Member book, December 2012) 6" x 9", 184 pages.

ASCD Members	Nonmembers	Stock #
<b>\$18.95</b>	<b>\$24.95</b>	<b>113017X73</b>



## Best Books on PERSONAL RESILIENCE



### NEW! The Resilient Teacher: How Do I Stay Positive and Effective When Dealing with Difficult People and Policies?

Allen N. Mendler

Being a teacher has never been harder, but that doesn't mean you can't achieve and sustain the fulfillment you and your students need. By focusing on what you can do and say in response to obstacles, veteran teacher and ASCD author Allen N. Mendler shows you ways to make rigid policies more flexible, difficult students more cooperative, challenging parents more supportive, and dismissive colleagues more respectful.

(ASCD Arias publication, 2014) 5" x 7 3/4", 48 pages.

Print Edition	E-Book	Stock #
<b>\$12.99</b>	<b>\$6.99</b>	<b>SF114077X73</b>

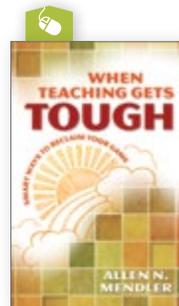
### ON SALE! When Teaching Gets Tough: Smart Ways to Reclaim Your Game

Allen N. Mendler

Veteran educator Allen Mendler offers easy-to-use strategies that immediately help overcome four core challenges: difficult students, lack of appreciation, too few resources, and inability or unwillingness to make yourself a priority. The book also includes sections for administrators who want to help teachers stay at the top of their game.

(ASCD Premium, Select, and Institutional Plus Member book, April 2012) 6" x 9", 192 pages.

ASCD Members	Nonmembers	Stock #
<b>\$19.95</b> <b>\$15.95</b>	<b>\$26.95</b> <b>\$20.95</b>	<b>112004X73</b>



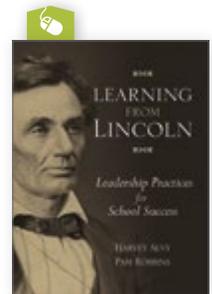
### ON SALE! Learning from Lincoln: Leadership Practices for School Success

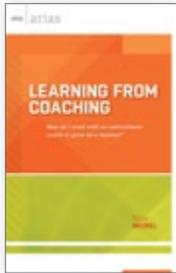
Harvey Alvy and Pam Robbins

In fascinating highlights of Abraham Lincoln's life and work, this book explores how Lincoln's ability to persevere and lead despite adversity provides a compelling and inspirational model for educators struggling with today's challenges.

(ASCD Premium Member book, August 2010) 7" x 9", 192 pages.

ASCD Members	Nonmembers	Stock #
<b>\$19.95</b> <b>\$14.95</b>	<b>\$25.95</b> <b>\$18.95</b>	<b>110036X73</b>





**NEW!**  
**Learning From Coaching: How Do I Work with an Instructional Coach to Grow as a Teacher?**

Nina Morel

Get the advice you need to make the most of a coaching relationship and ensure it helps you think more deeply about your work and strengthen your teaching. Educator and instructional coach Nina Morel addresses your concerns and equips you with strategies to get coaching relationships started on the right foot to ensure continuous progress and success. Administrators should get this book in bulk and distribute it widely to create a positive climate for coaching and encourage open collaboration and sharing of effective teaching practices.

(ASCD Arias publication, 2014) 5" x 7 3/4", 48 pages.

Print Edition	E-Book	Stock #
<b>\$12.99</b>	<b>\$6.99</b>	<b>SF114066X73</b>

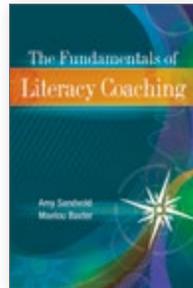
**ON SALE!**  
**The Fundamentals of Literacy Coaching**

Amy Sandvold and Maelou Baxter

Whether it's your job to start a literacy coaching program or to be an effective literacy coach to your colleagues, this guide has all the steps and strategies you need to implement a program that supports teachers in all grades and subjects.

(ASCD book, 2008) 6" x 9", 106 pages.

ASCD Members	Nonmembers	Stock #
<b>\$16.95</b> <b>\$7.95</b>	<b>\$21.95</b> <b>\$10.95</b>	<b>107084X73</b>



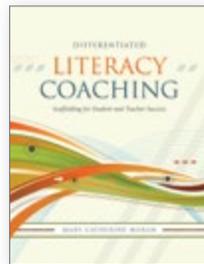
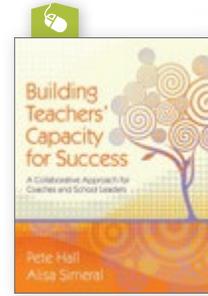
**BEST-SELLER!**  
**Building Teachers' Capacity for Success: A Collaborative Approach for Coaches and School Leaders**

Pete Hall and Alisa Simeral

Front-line advice from a principal and an instructional coach helps you increase your faculty's instructional effectiveness by implementing a strength-based approach that assures teacher professional development efforts will be personal, meaningful, and effective.

(ASCD Premium Member book, December 2008) 8" x 10", 195 pages.

ASCD Members	Nonmembers	Stock #
<b>\$22.95</b>	<b>\$29.95</b>	<b>109002X73</b>



**ON SALE!**  
**Differentiated Literacy Coaching: Scaffolding for Student and Teacher Success**

Mary Catherine Moran

Discover how literacy coaches can deliver the kind of instruction and support that is most likely to help teachers improve student literacy. An experienced literacy coach explains step-by-step procedures for designing and delivering the most effective, most appropriate forms of literacy coaching.

(ASCD Premium Member book, December 2007) 7" x 9", 186 pages.

ASCD Members	Nonmembers	Stock #
<b>\$20.95</b> <b>\$12.95</b>	<b>\$26.95</b> <b>\$16.95</b>	<b>107053X73</b>



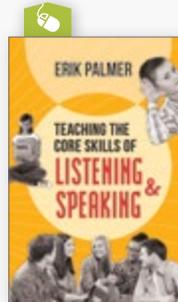
**NEW!**  
**Read, Write, Lead: Breakthrough Strategies for Schoolwide Literacy Success**

Regie Routman

Focusing on the crucial connection between literacy and leadership, this book explains how teachers and principals can lead the way to more effective literacy instruction for all K-12 students, including second-language and struggling learners. Best-selling author Regie Routman explains how every school can meet higher expectations for literacy achievement by using high-engagement instructional practices, productive feedback in the teaching and leading process, and Professional Literacy Communities that enable educators to work together to create sustainable school change.

(ASCD book, 2014) 8" x 10", 354 pages.

ASCD Members	Nonmembers	Stock #
<b>\$28.95</b>	<b>\$37.95</b>	<b>113016X73</b>



**Teaching the Core Skills of Listening and Speaking**

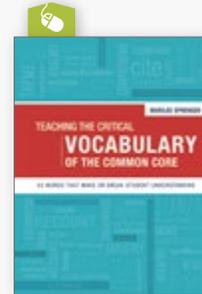
Erik Palmer

Meet the challenge of the Common Core's listening and speaking standards across the curriculum with this practical book of

classroom examples and specific activities. Choose from dozens of suggested activities to teach and assess these language arts in every grade level.

(ASCD book, 2014) 6" x 9", 200 pages.

ASCD Members	Nonmembers	Stock #
<b>\$19.95</b>	<b>\$26.95</b>	<b>114012X73</b>



**Teaching the Critical Vocabulary of the Common Core: 55 Words That Make or Break Student Understanding**

Marilee Sprenger

Instead of wading through long vocabulary lists and drill-and-kill exercises, read this book that focuses you on the 55 most critical words from the Common Core State Standards that your students need to know and use in their everyday lives.

(ASCD book, 2013) 7" x 9", 220 pages.

ASCD Members	Nonmembers	Stock #
<b>\$20.95</b>	<b>\$27.95</b>	<b>113040X73</b>

# ORDER FORM

STOCK NO.	TITLE	QTY*	PRICE	TOTAL

\*Quantity discounts for books only:  
 10–49 copies of single title—subtract 10%  
 50 or more copies of single title—subtract 15%

For orders of 1,000 or more copies of a single title, call 1-800-933-2723, then ext. 5634, or dial direct 1-703-575-5634.

SHIPPING AND HANDLING	Continental U.S. and Hawaii*	Canada	All other countries
For orders under \$25.00	\$6.50	\$13.00	\$16.00
\$25.00–\$74.99	\$9.00	\$17.00	\$22.00
\$75.00–\$124.99	\$11.00	\$21.00	\$29.00
\$125.00–\$349.99	\$14.00	\$25.00	\$35.00
\$350.00 and over	6%	11%	15%

SUBTOTAL: \_\_\_\_\_  
 Shipping and Handling: \_\_\_\_\_  
 (Write in appropriate charges from table at left.)  
 SUBTOTAL: \_\_\_\_\_  
 Orders shipped to CA, FL, GA, IL, IN, MD, NC, NJ, NY, OK, SC, SD, TX, VA, WA, or Canada, add appropriate sales tax or GST\*\*.  
**TOTAL:** \_\_\_\_\_

\*\*ASCD assesses and remits a Goods and Services Tax (GST), at a rate of 5%, from Canadian customers and members. International customers and members may also be subject to GST/VAT, to be charged when the order is delivered. All international taxes, duties, and fees are the responsibility of the customer; the international rate charged is dependent upon individual country tax rates.

Shipping and handling charges for RUSH service can be obtained by calling ASCD's Service Center at 1-800-933-ASCD (2723) or 1-703-578-9600, then press 1. (Hours: Monday–Friday, 8 a.m.–6 p.m. eastern time) ¡Se habla Español! Shipping rates are subject to change at any time.

\*Due to shipment provider regulations, all shipments to Alaska and U.S. Territories will be charged UPS 2nd-day rates. Shipping charges for orders to these locations and orders weighing over 149 pounds will be calculated manually by ASCD staff.

## PAYMENT (PLEASE PRINT CLEARLY)

All sales are in U.S. dollars.

- Check enclosed.** (Please make payable to ASCD in U.S. funds only.)  
 **Bill my institution.** (Please include an official purchase order from your institution.)

SIGNATURE TO AUTHORIZE BILLING \_\_\_\_\_

**Charge my\*:**  MasterCard  VISA  AMEX  Discover Card

CARD NO. \_\_\_\_\_

EXPIRATION: MONTH/YEAR (MM/YY) \_\_\_\_\_ CARD SECURITY NO. \_\_\_\_\_

SIGNATURE \_\_\_\_\_ NAME ON CREDIT CARD (PLEASE PRINT) \_\_\_\_\_

\*NOTE: Credit card orders are not accepted via fax or e-mail. Please submit credit card orders via telephone or mail, or order online at shop.ascd.org.

## SHIP TO (PLEASE PRINT CLEARLY)

NAME  MR.  MS.  MRS.  DR. \_\_\_\_\_ ASCD MEMBER/CUSTOMER ID \_\_\_\_\_

TITLE \_\_\_\_\_ ORGANIZATION \_\_\_\_\_

STREET ADDRESS (UPS does not ship to P.O. boxes.)  HOME  OFFICE \_\_\_\_\_

CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_ ZIP/POSTAL CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

DAYTIME PHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

## BILL TO (PLEASE PRINT CLEARLY)

NAME  MR.  MS.  MRS.  DR. \_\_\_\_\_ ASCD MEMBER/CUSTOMER ID \_\_\_\_\_

TITLE \_\_\_\_\_ ORGANIZATION \_\_\_\_\_

STREET ADDRESS  HOME  OFFICE \_\_\_\_\_

CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_ ZIP/POSTAL CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

DAYTIME PHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

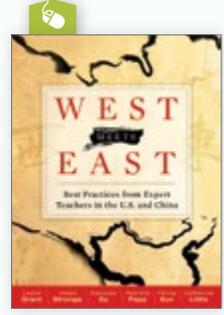
## Best Books on GLOBAL PERSPECTIVES

### West Meets East: Best Practices from Expert Teachers in the U.S. and China

Leslie Grant, James Stronge, and others

Which beliefs and strategies of effective teachers can cross borders and cultures? This book answers that question and explains what is at the center of exemplary teaching and what are points of differences to reflect on and consider for change. Through a cross-cultural study of beliefs and practices of award-winning teachers in the United States and China, explore what to keep and what to consider changing about the way educators engage in teaching and learning.

(ASCD Premium and Select Member book, Featured Selection, April 2014) 7" x 9", 200 pages.

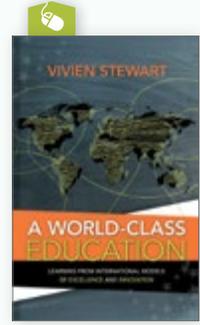


ASCD Members **\$19.95** | Nonmembers **\$26.95** | Stock # **111012X73**

### ON SALE! A World-Class Education: Learning from International Models of Excellence and Innovation

Vivien Stewart

Find out what the best schools from around the world are doing to educate students for a rapidly changing innovation-based world and implement best practices in 21st century teaching, leadership, and assessment.



(ASCD Premium Member book, February 2012) 6" x 9", 190 pages.

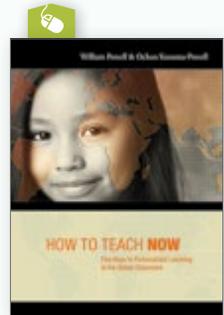
ASCD Members **\$19.95** | Nonmembers **\$26.95** | Stock # **111016X73**  
**\$15.95** | **\$20.95**

### ON SALE! How to Teach Now: Five Keys to Personalized Learning in the Global Classroom

William Powell and Ochan Kusuma-Powell

Explore ideas and strategies for embracing the paradox of personalized learning in the global classroom. Discover an approach to teaching that welcomes your students' diversity and connects them to a globalized perspective.

(ASCD book, 2011) 7" x 9", 176 pages.



ASCD Members **\$18.95** | Nonmembers **\$24.95** | Stock # **111011X73**  
**\$12.95** | **\$16.95**

## SATISFACTION GUARANTEED!

Our goal is to exceed your expectations for quality products and service. If within 45 days of receipt you feel that we have fallen short of this goal, we will issue you a credit, refund, or exchange.

Please Note: E-books and downloadable products are nonrefundable and cannot be exchanged. Please purchase carefully as all sales of digitally delivered products are final.



FOR FASTEST SERVICE, ORDER ONLINE AT [shop.ascd.org](http://shop.ascd.org)

Call toll-free: 1-800-933-ASCD (2723), or call 1-703-578-9600, then press 1

Mail: ASCD, P.O. Box 17035, Baltimore, MD 21297-8431 Fax: 1-703-575-5400 E-mail: [member@ascd.org](mailto:member@ascd.org)