



JOHN  
MURRAY  
PRESS

# BUSINESS CATALOGUE

2020

ENTREPRENEURSHIP  
COACHING  
INTERNATIONAL  
BUSINESS  
NEGOTIATION  
MATRIX  
PSYCHOLOGY  
PRESENTATIONS  
SALES  
VISION  
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ECONOMICS  
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PERFORMANCE  
FINANCE  
INNOVATION  
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MANAGEMENT  
LEADERSHIP  
DIVERSITY  
PRODUCTIVITY

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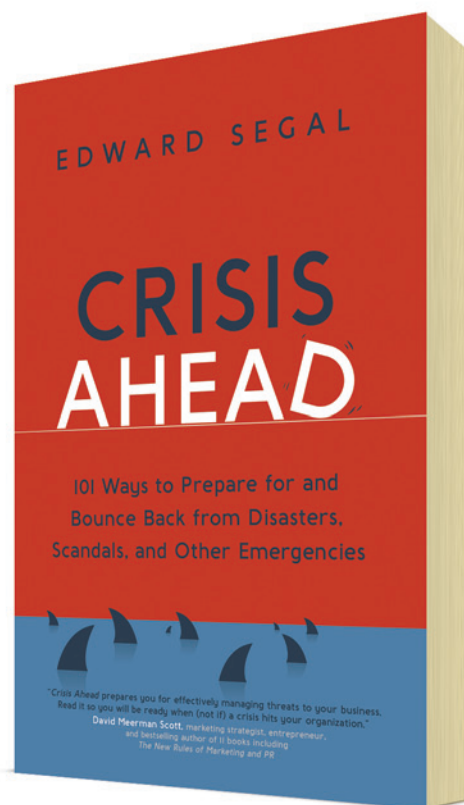
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**'With real-time social media available to billions of people, a crisis is just one tweet or YouTube video away. *Crisis Ahead* prepares you for effectively managing threats to your business. It's your guide to the strategies and tactics of effective real-time communications. Read it so you will be ready when (not if) a crisis hits your organization'**

David Meerman Scott, marketing strategist, entrepreneur and bestselling author of eleven books including *The New Rules of Marketing and PR*

How many splashy scandals and crisis situations have befallen companies and public figures in the past week alone? How did the organizations and people at the center of those crises manage the situation? Did they survive with their reputations intact or are they facing an ongoing public nightmare that keeps building on itself in the era of social media?

This new book from veteran public relations expert Edward Segal is based on the following premise: it's not a matter of IF a scandal or crisis will hit, it's WHEN. How a company deals with it will have lasting impact on their reputation, profits and more. But for most organizations, when a crisis hits, they're caught off guard and ill-prepared. While essential, crisis plans are worthless unless properly executed, as the stories and examples featured throughout *Crisis Ahead* attest. Edward Segal's vivid and memorable accounts underscore the benefits of practicing and updating crisis plans at least once a year. The book also provides a template for creating a customizable crisis management plan.

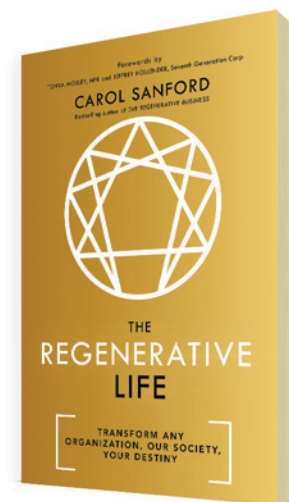


**EDWARD SEGAL** has more than 30 years' experience as a crisis management expert. He managed crisis situations as the CEO of two trade associations; advised and helped organizations survive disasters, scandals and emergencies including the arrest and firing of corporate officers, hate crimes and sexual harassment; and conducted crisis management and communication training for hundreds of executives and their staffs.

**Crisis Ahead** • 9781529361421 TPB, £19.99, Jun 2020

**'Studying with Carol Sanford has blown my world wide open'**

Sheryl O'Loughlin, former CEO of REBBL and Clif Bar; Founder and CEO of Plum Organics; Executive Director of the Center for Entrepreneurial Studies, Stanford Graduate School of Business



**Award-winning author, expert speaker and executive coach Carol Sanford borrows the concept of regeneration from biology and uniquely applies it to personal growth to reveal a new way to produce and inspire change in the world.**

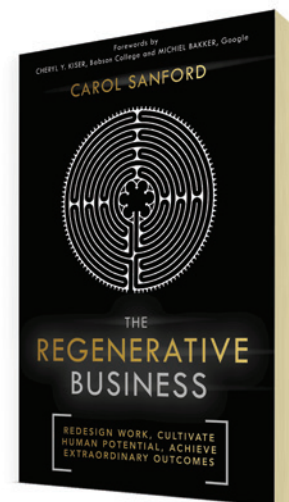
In *The Regenerative Life*, Carol Sanford shows you how to fundamentally change the roles you play in society, enabling you to do more than you ever believed possible; grow yourself and others, provide astounding innovations for your clients, children and students, generate extraordinary social returns, become more creative, and bring new life and opportunity to everything around you.

**CAROL SANFORD's** work is deeply rooted in the belief that people can grow and develop beyond what their leaders or anyone sees possible: to be increasingly entrepreneurial, innovative, and responsible in their business and personal actions. For forty years, she has worked with leaders of successful companies, such as Google, DuPont, Intel, P&G and Seventh Generation, helping them to innovate and grow their businesses by growing their people.

**The Regenerative Life** • 9781529308211 HB, £25.00, Jul 2020. Translation rights available  
**The Regenerative Business** • 9781473669109 HB, £22.99, Nov 2017

**'A passionate call to reimagine work'**

Rebecca M. Henderson, John and Natty McArthur University Professor, Harvard Business School



*The Regenerative Business* is built by connecting every person in the business to the "essential core" of that business – its unique foundation for innovation and market power. This provides the fulcrum for an organizational culture that embraces the internal destabilization and discomfort that comes with responding creatively to the unfamiliar. The payoff for doing so is a motivated and innovative workforce that is prepared to take a business to the top of its industry – and stay there.

[carolsanford.com](http://carolsanford.com)

## The Best

The inside track on how champions are made, written by one of the world's top sports scientists and an award-winning sports journalist.

Get inside the minds of elite athletes and discover what it takes to be the best. This is the story of superhuman performance and the playbook for the superstars of tomorrow.

Never have the best sportspeople seemed so far removed from the rest of us. So how are these extraordinary athletes made and what do their achievements tell us about success? **The Best** reveals how the most incredible sportspeople in the world got that way. It is a unique look at the path to sporting greatness. This is a story of origins, training, luck and serendipity, as well as of sports science and cutting-edge technology. Packed with gripping personal stories and interviews, you will discover how the best athletes develop the extraordinary skills and muscle memory that allow them to perform remarkable acts without consciously thinking about them.

Drawing on examples and lessons from throughout the sporting world, this is for anyone who wants to know what it takes to be the best.

**PROFESSOR MARK WILLIAMS** (University of Utah) is a world-renowned expert on skill acquisition and talent development in sport.

**TIM WIGMORE** is an award-winning journalist who covers a broad range of sports, both on and off the field.



**The Best** • 9781529304350 HB, £20.00/9781529304367 TPB (export only), £14.99, Aug 2020. Translation rights available

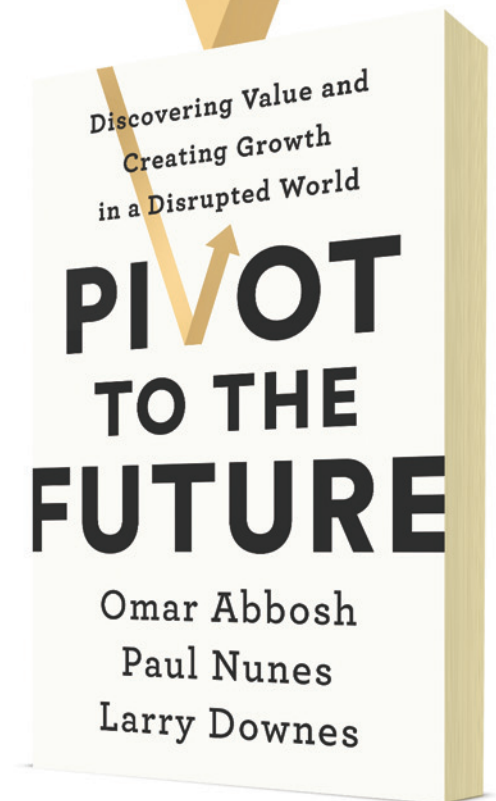
## Pivot to the Future

The proven, effective strategy for reinventing your business in the age of disruption.

**Pivot to the Future** reveals bold moves for finding and releasing new sources of trapped value in your business and reinventing work in the age of ever-present upheaval.

Based on Accenture's own experiences and using the 'wise pivot' as a strategy for harnessing disruption, this book will show you how to survive and thrive through perpetual innovation.

**Pivot to the Future** is for leaders who seek to turn the existential threats of today and tomorrow into sustainable growth.



**PAUL NUNES** is the global managing director for thought leadership at Accenture Research and leads the company's principle business research programs that shape its strategic vision.

**LARRY DOWNES** is an Internet industry analyst and author on developing business strategies in the age of disruptive innovation.

**OMAR ABBOSH** is group chief executive of Accenture's Communications, Media & Technology operating group and is a member of Accenture's Global Management Committee.

**Pivot to the Future** • 9781529352405 TPB, £14.99, Nov 2020. For translation rights, please contact Public Affairs

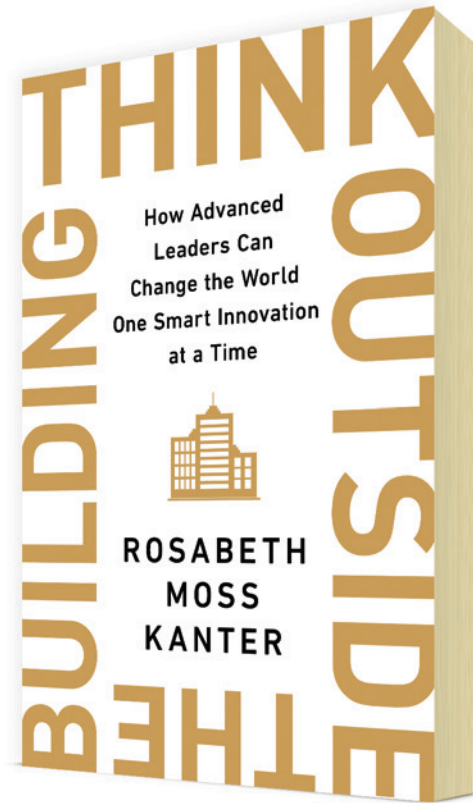


# Think Outside the Building

One of the world's leading business thinkers offers a bold, new theory of advanced leadership for tackling the world's complex, messy and recalcitrant social and environmental problems.

To address the big social and environmental issues of our day—from poverty, to race and gender disparities, to climate change—we need a different kind of leadership.

For over a decade Kanter has directed Harvard's breakthrough Advanced Leadership Initiative, which she co-founded. In this book, she combines extraordinary stories from the business world with a pragmatic tool kit to deliver a new theory of leadership for producing significant societal change, one that begins where conventional leadership thinking ends. We desperately need leaders with wisdom and experience who are willing to exercise their imaginations to create solutions to society's intractable problems. This book will teach them how.



**ROSABETH MOSS KANTER** is an influential and well-known professor at Harvard Business School (holding the Ernest L. Arbuckle Professorship), specializing in strategy innovation and leadership for change.

**'I'd rather hire someone who has studied [Peters'] writings than someone who has an MBA'**

Matthew Kelly, CEO of Floyd Consulting

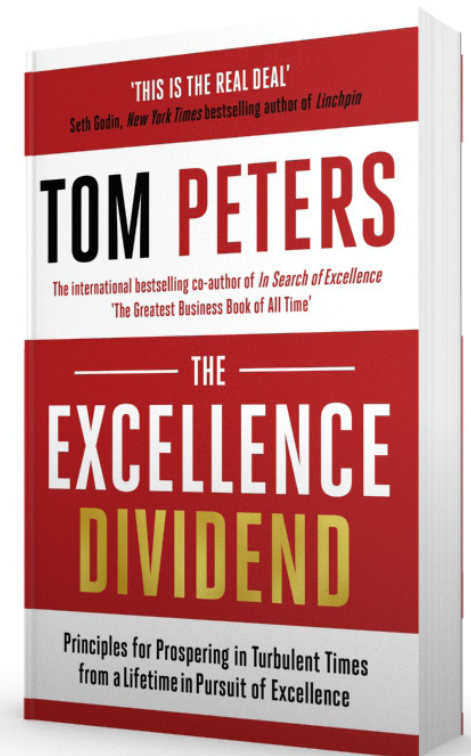
**'How to thrive in the age of algorithms... nothing less than a guide to reclaiming the humanity that must always be the heart and soul of work. Makes me glad to be alive in 2018'**

Sally Helgesen, author of *The Female Advantage* and *The Female Vision*, co-author of *How Women Rise*

In *The Excellence Dividend*, Tom Peters shares his immutable rules for success and shows why nothing can beat a high-quality product or service, designed and delivered by people who are as dedicated to each other as they are to their shared goal. With his unparalleled expertise and inimitable charisma, Peters offers brilliantly simple, actionable guidelines for success that any business leader can immediately implement.

*The Excellence Dividend* is a critical new book from one of today's leading visionaries in business.

From the co-author of the million-copy bestseller *In Search of Excellence*.



This year's winner of the *Thinkers50* Lifetime Achievement Award and the CEO Reads Lifetime Contribution to the Business Book Industry Award, **TOM PETERS** is one of the world's most revered management gurus and global business thinkers. Tom co-authored the million-copy-selling *In Search of Excellence* 35 years ago and has since been hailed as 'the consultant, writer, columnist, seminar lecturer and stage performer whose energy, style, influence and ideas have shaped new management thinking' in *Movers and Shakers: The 100 Most Influential Figures in Modern Business*. [tompeters.com](http://tompeters.com)

'This is not just the most insightful book ever written on public speaking- it's also a brilliant, profound look at how to communicate'

Adam Grant, author of *Originals*

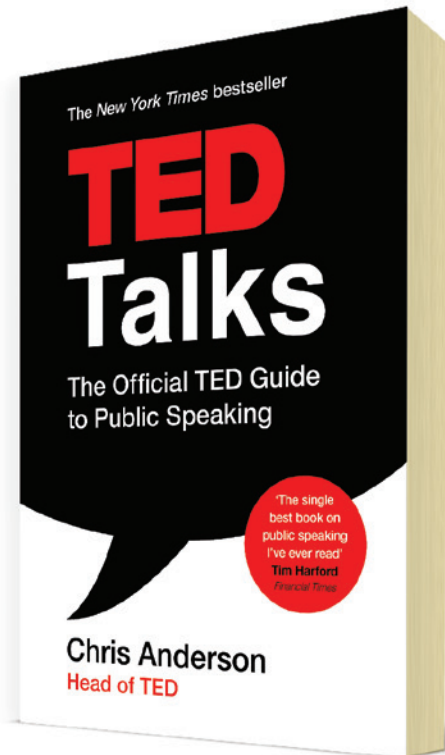
'An inspiring, contemporary guide to the venerable arts of oratory'

Sir Ken Robinson

### The New York Times bestseller

Since taking over TED in 2001, Chris Anderson has shown how carefully crafted short talks can be the key to unlocking empathy, stirring excitement, sharing knowledge and promoting a shared dream. Done right, a talk can electrify a room and transform an audience's worldview.

This book is the essential read for anyone who is ready to create impact with their ideas, including everything from how to craft your talk's content to how you can be most effective onstage. There is no set formula; no two talks should be the same. But these are the key tools that can empower any speaker.



**CHRIS ANDERSON** is TED's president and head curator. After graduating from Oxford university, Anderson trained as a journalist and launched more than 100 successful magazines and websites before turning his attention to TED, which he and his non-profit organization acquired in 2001. [ted.com](http://ted.com)

**Ted Talks** • 9781472228062 PB, £10.99, Jan 2018. For translation rights please contact Max Brockman at Brockman Inc.

## The Passion Economy

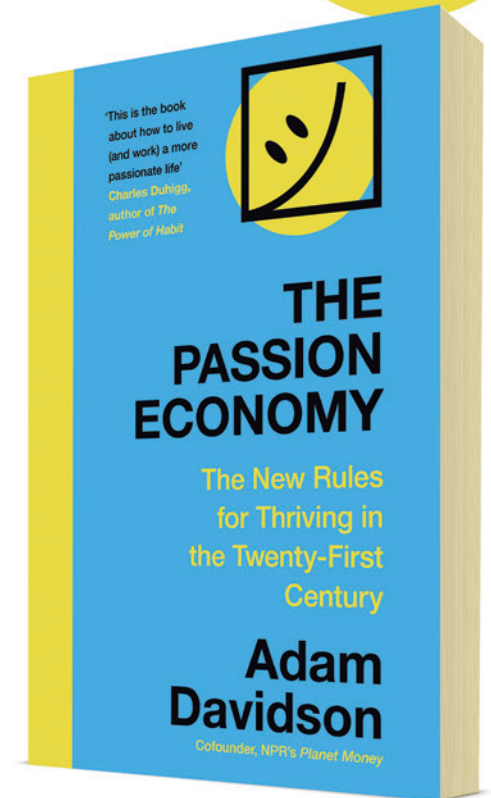


An indispensable and refreshingly optimistic guide to our economic future.

Award-winning *New Yorker* staff writer and creator of NPR's *Planet Money* shows us how the 21st century economic paradigm offers unprecedented opportunities for curious, ambitious individuals to combine the things they love with their careers.

Drawing on inspiring examples – a sweat-shop-owner's daughter fighting for better working conditions, an Amish craftsman meeting the technological needs of his fellow farmers – and the latest academic research, Adam Davidson shows us how yesterday's economy of scale has given way to today's economy of passion.

**The Passion Economy** shows that with insight, attention, automation, and of course, passion, we can succeed in this new economic world.



**ADAM DAVIDSON** is currently a staff writer at the *New Yorker*, where he writes the 'Financial Page' column. He also co-founded and co-hosted National Public Radio's *Planet Money*, after serving as the international business and economics correspondent for NPR. His co-reported episode for *This American Life*, 'The Giant Pool of Money', which received the Peabody, DuPont-Columbia, and Polk Awards, was named one of the top works of journalism of the decade by New York University's Arthur L. Carter Journalism Institute.

**The Passion Economy** • 9781473683655 £20.00, Royal HB, Jan 2020. For translation rights please contact Curtis Brown.

# Rebel Ideas

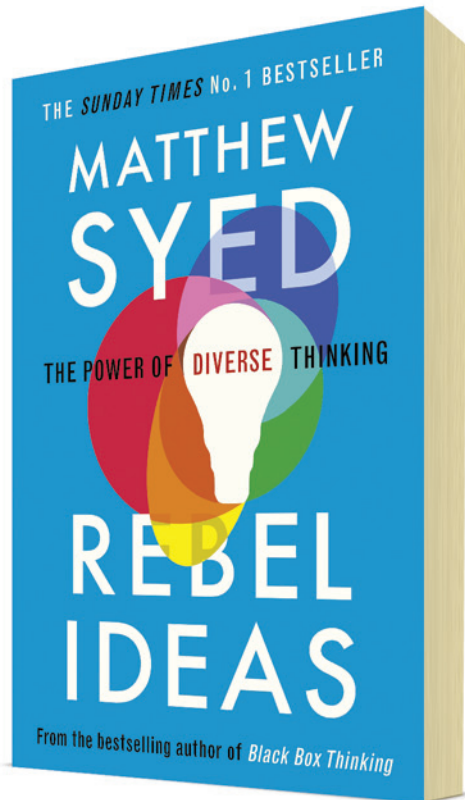
The *Sunday Times* bestseller.

A radical new approach to success and a route map to how we can tackle our most complex challenges.

Where do the best ideas come from? And how do we apply these ideas to the problems we face – at work, in the education of our children, and in the biggest shared challenges of our age: rising obesity, terrorism and climate change?

This book is a fascinating journey through the science of team performance. It draws upon cutting-edge research in psychology, economics and anthropology, and takes lessons from a dazzling range of case studies.

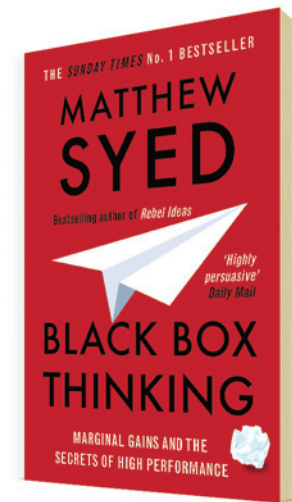
It is a book that will strengthen any institution or team, but also offers dozens of individual applications too. **Rebel Ideas** offers a radical blueprint for the future. It challenges hierarchies, encourages constructive dissent and forces us to think again about how success really happens.



**MATTHEW SYED** is a leading columnist and feature writer for *The Times*. He also gives business talks to major international corporate clients including Goldman Sachs, BP, Rolls-Royce, McKinsey, Manchester United, Oxford University and Vodafone. Before becoming a writer Matthew was the England table tennis number one for almost a decade, three times Commonwealth Champion, and he twice represented Great Britain in the Olympic Games. [matthewsyed.co.uk](http://matthewsyed.co.uk)

**Rebel Ideas** • 9781473613942 PB, £9.99, Apr 2020.

'Creative breakthroughs always begin with multiple failures. This brilliant book shows how true invention lies in the understanding and overcoming of these failures, which we must learn to embrace' James Dyson

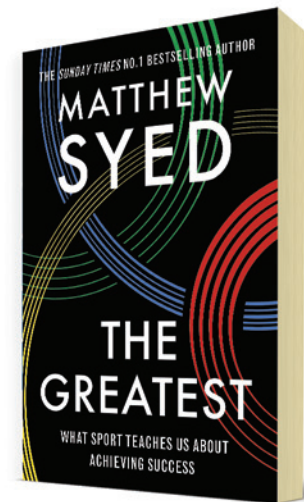


The *Sunday Times* No.1 bestseller.

**Black Box Thinking** is a new approach to high performance, a means of finding an edge in a complex and fast-changing world. It is not just about sport, but has powerful implications for business and politics, as well as for parents and students. In other words, all of us.

Drawing on a dizzying array of case studies and real-world examples, together with cutting-edge research on marginal gains, creativity and grit, Matthew Syed tells the inside story of how success really happens – and how we cannot grow unless we are prepared to learn from our mistakes.

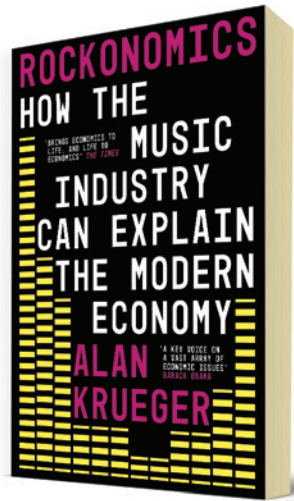
**Black Box Thinking** • 9781473613805 PB (reissue), £9.99, Mar 2020.  
**The Greatest** • 9781473653665 PB (reissue), £9.99, Mar 2020.  
 Translation rights available



How do we become the best that we can be, as individuals, as teams and as organisations? In this wide-ranging and provocative book, Matthew Syed explores the mental game of sport. Covering topics such as loyalty, risk, motivation and fear, probing difficult subjects including corruption, race and hooliganism, and with insights into the mindset of some of the most talented sportspeople, **The Greatest** uncovers what it takes to succeed.

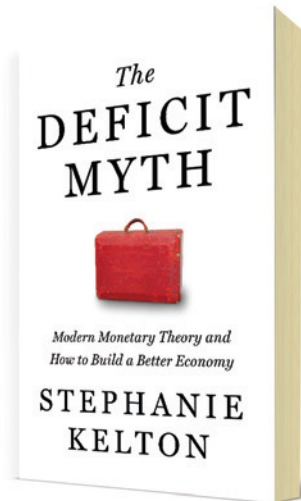
'Brings economics to life, and life to economics'

*The Times*



Alan Krueger, the former chairman of president Obama's Council of Economic Advisers, uses the music industry, from rock artists to music executives, from managers to promoters, as a way in to explain the principles of economics and the forces shaping our lives.

Drawing from the colourful, creative world of music, **Rockonomics** shows us how markets change, and how to prepare for the future.



The leading thinker and most visible public advocate of modern monetary theory – the freshest and most important idea about economics in decades – delivers a radically different, bold, new understanding for how to build a just and prosperous society.

**Rockonomics** • 9781473667921 PB, £9.99, Aug 2020.  
**The Deficit Myth** • 9781529352528 HB, £20.00, Jul 2020.

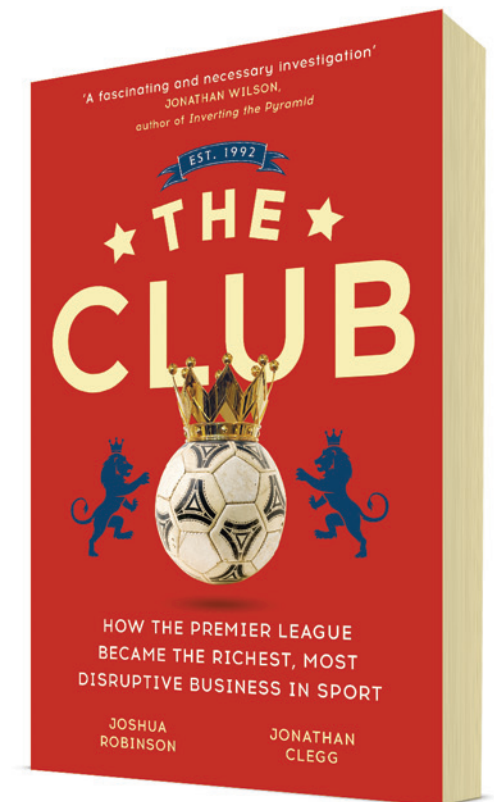
## The Club

The untold, inside story of the Premier League's rise as the world's richest entertainment business.

**The Club** takes readers inside the history of the most watched league on earth – a globalised powerhouse that in only twenty-five years has become the prime innovator, packager, and exporter of popular entertainment.

This is a business empire built from experiments by Russian oligarchs, Arab sheikhs, Asian titans, and American tycoons, cult-of-personality coaches, ruthless agents and a Rupert Murdoch media ecosystem.

Drawing on exclusive interviews with key power-brokers – executives from the old money of Manchester United and Arsenal, to the nouveau riche of Chelsea and Manchester City – this is the definitive account of how the Premier League product took over the world.



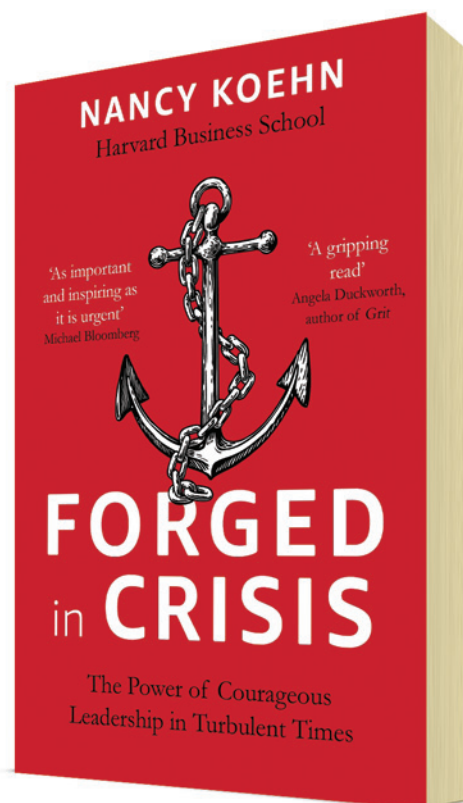
**JONATHAN CLEGG** is an editor for the *Wall Street Journal*, his work has also appeared in the *Daily Telegraph*, the *Independent*, and *FourFourTwo* magazine. **JOSHUA ROBINSON** is the European sports correspondent for the *Wall Street Journal*, and has written for the *New York Times*, the *Washington Post* and *Sports Illustrated*.

**The Club** • 9781473699588 PB, £9.99, Aug 2019.



## Forged in Crisis

From a brilliant historian at the Harvard Business School, here is a masterful, in-depth portrait of five extraordinary figures – Ernest Shackleton, Abraham Lincoln, Frederick Douglass, Dietrich Bonhoeffer, and Rachel Carson – that illuminates how great leaders are made in times of adversity and the diverse skills they summon in order to prevail.



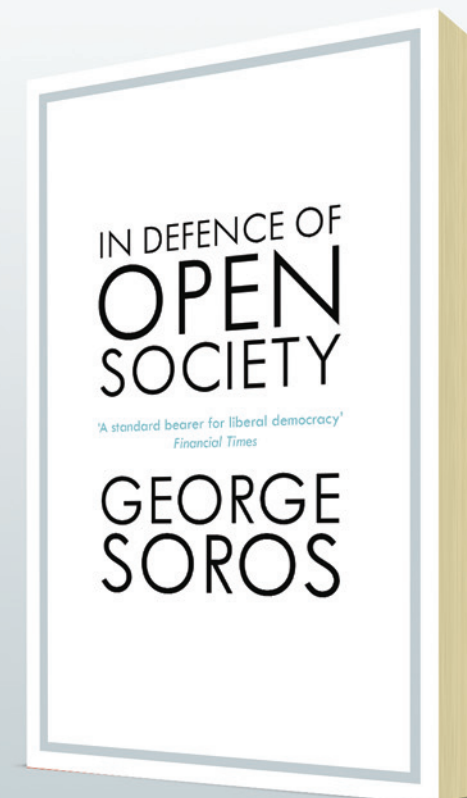
**NANCY KOEHN** is an historian at the Harvard Business School where she holds the James E. Robinson chair of Business Administration. She has coached leaders from many organizations and speaks frequently at the World Economic Forum in Davos, the Aspen Ideas Festival, and the World Business Forum. An accomplished author and historian (she earned her MA and PhD degrees from Harvard), she spent ten years writing *Forged in Crisis*, her first book aimed at a popular audience. She lives in Concord, Massachusetts, and is a committed equestrian.

*Forged in Crisis* • 9781473674738 PB, £12.99, Oct 2018.

## In Defence of Open Society

George Soros is among the world's most prominent public figures. He is one of the history's most successful investors and his philanthropy, led by the Open Society Foundations, has donated over \$14 billion to promote democracy and human rights in more than 120 countries. But in recent years, Soros has become the focus of sustained right-wing attacks in the United States and around the world based on his commitment to open society, progressive politics and his Jewish background.

In this brilliant and spirited book, Soros offers a compendium of his philosophy, a clarion call-to-arms for the ideals of an open society: freedom, democracy, rule of law, human rights, social justice, and social responsibility as a universal idea. In this age of nationalism, populism, anti-Semitism, and the spread of authoritarian governments, Soros's mission to support open societies is as urgent as it is important.



**GEORGE SOROS** was named as the *Financial Times* Person of the Year for 2018, citing the standard bearer of liberal democracy and open society: the ideas which triumphed in the Cold War, now under siege from all sides, from Vladimir Putin's Russia to Donald Trump's America.

For more than three decades, George Soros has used philanthropy to battle against authoritarianism, racism and intolerance. Through his long commitment to openness, media freedom and human rights, he has attracted the wrath of authoritarian regimes and, increasingly, the national populists who continue to gain ground, particularly in Europe.

He is chairman of Soros Fund Management and founder of a global network of foundations dedicated to supporting open societies. Soros is the author of several bestselling books including *The Crash of 2008* and *The Crisis of Global Capitalism*.

*In Defence of Open Society* • 9781529343502 PB, £10.99, Sep 2020.

**'Should challenge and inspire every corporate strategist and public policy maker'** Philip Evans, Senior Advisor,  
The Boston Consulting Group



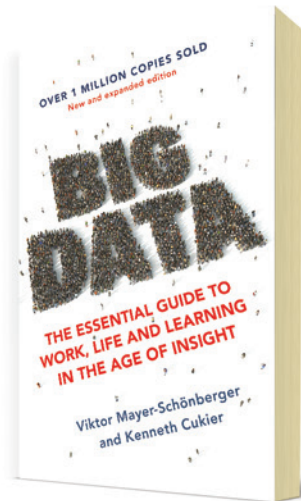
**Reinventing Capitalism** is a provocative look at how data is reinventing markets and, in so doing, is ushering in an era where the firm is no longer predominant. With richer and more comprehensive information about human wants and needs, an economy powered by data offers the possibility of increased abundance, equality and resilience. The data-driven markets that will thrive in this environment are far better than firms at organizing human endeavors, meaning that finance driven capitalism is being displaced by its more efficient, more sustainable, and more democratic disruptor: data capitalism.

**VIKTOR MAYER-SCHÖNBERGER** is Professor of Internet Governance and Regulation at Oxford University following a decade on the faculty of Harvard's Kennedy School.

**THOMAS RAMGE** is the technology correspondent of the business magazine brand *eins* and writes for the *Economist*.

**KENNETH CUKIER** is the Data Editor of the *Economist* and a leading thinker on developments in big data.

**'A must-read for anyone who wants to stay ahead of one of the key trends defining the future of business'**  
Marc Benioff, Chairman & CEO, *salesforce.com*



**A New York Times** bestseller. Shortlisted for the *Financial Times*/Goldman Sachs Business Book of the Year Award.

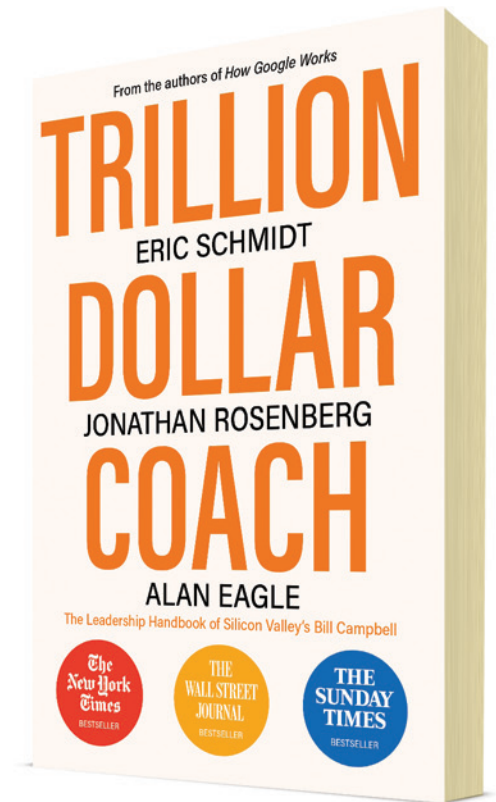
We're just starting to reap the benefits: tracking vital signs to foresee deadly infections, predicting building fires, anticipating the best moment to buy a plane ticket, seeing inflation in real time and monitoring social media in order to identify trends. But there is a dark side to big data. Will it be machines, rather than people, that make the decisions? How do you regulate an algorithm? What will happen to privacy? Will individuals be punished for acts they have yet to commit?

**Reinventing Capitalism** • 9781473656529 PB, £12.99, Jan 2019. For translation rights please contact Perseus Books Group.  
**Big Data** • 9781473647206 PB, £12.99, Jan 2017. For translation rights please contact Abner Stein Ltd.

## Trillion Dollar Coach

The *Sunday Times* bestselling leadership blueprint from the authors behind *How Google Works*.

The book of the best advice that the mentor of Steve Jobs, Larry Page, Sergey Brin, Jeff Bezos, Sheryl Sandberg and Tim Cook gave to his superstar pupils. A management and strategy handbook from a key personality in the rise of Apple, Google and Intuit. Leaders at Google for over a decade, Eric Schmidt, Jonathan Rosenberg and Alan Eagle explain how the man fondly known as Coach Bill built unprecedented value and relationships across Silicon Valley.



**ERIC SCHMIDT** served as Google CEO and Chairman from 2001 until 2011, Google Executive Chairman from 2011 to 2015, and Alphabet Executive Chairman from 2015 to 2018.

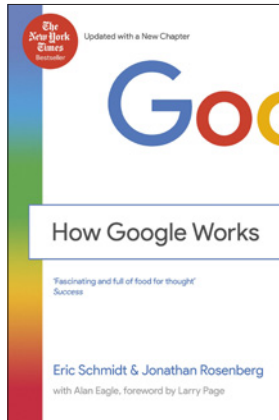
**JONATHAN ROSENBERG** was a senior Vice President at Google and is an advisor to the Alphabet management team. He ran the Google product team from 2002 to 2011.

**ALAN EAGLE** has been a Director at Google since 2007. Formerly Eric and Jonathan's speechwriter, he currently runs a set of Google's sales programmes.

**Trillion Dollar Coach** • 9781473675988 PB, £9.99, Apr 2020.

'How to hire, train, motivate, organise, reward the talent needed to run a company like Google'

*Financial Times*



'Back in 2010, Eric and I created an internal class for Google managers,' says Rosenberg. 'The class slides all read 'Google confidential' until an employee suggested we uphold the spirit of openness and share them with the world. This book codifies the recipe for our secret sauce: how Google innovates and how it empowers employees to succeed.'

**ERIC SCHMIDT** served as Google CEO and Chairman from 2001 until 2011, Google Executive Chairman from 2011 to 2015, and Alphabet Executive Chairman from 2015 to 2018.

**JONATHAN ROSENBERG** was a senior Vice President at Google and is an advisor to the Alphabet management team. He ran the Google product team from 2002 to 2011.

**JARED COHEN** is Director of Google Ideas and an Adjunct Fellow at the Council on Foreign Relations.

**LASZLO BOCK** leads Google's people function. His revolutionary methods have transformed how Silicon Valley harnesses the greatest talent on the planet.

**How Google Works** • 9781444792492 PB (reissue), £10.99, 2017. For translation rights please contact Nicole Bond at Grand Central.

**The New Digital Age** • 9781848546226 PB, £10.99. For translation rights please contact Mel Parker Books LLC.

**Work Rules!** • 9781444792386 PB, £10.99. For translation rights please contact Nicole Bond at Hachette Book Group USA.

'Elucidates the staggering impact of technology on our daily lives, as well as what surprising and incredible developments the future may hold'

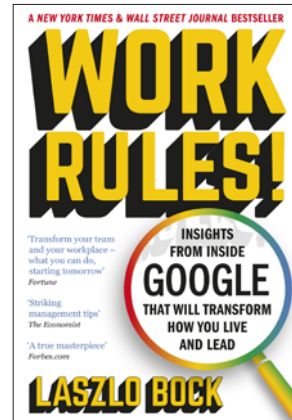
Elon Musk



From two leading thinkers, the widely anticipated book that describes a new, hugely connected world of the future, full of challenges and benefits which are ours to meet and harness. **The New Digital Age** is the product of an unparalleled collaboration: full of the brilliant insights of one of Silicon Valley's great innovators – what Bill Gates was to Microsoft and Steve Jobs was to Apple, Schmidt was to Google.

'Transform your team and your workplace – what you can do, starting tomorrow'

*Fortune*



A compelling manifesto with the potential to change how we work and live, **Work Rules!** offers both a philosophy of the new world of work and a blueprint for attracting the most spectacular talent and ensuring the brightest and best prosper. The way we work is changing – are you?

'A very wise book by a very wise man. This new edition is a celebration of William Bridges' original insights and practical guidance. With incisive contemporary cases and immediately useful applications, Susan Bridges masterfully reintroduces his exceptional work to a new generation'

Jim Kouzes, coauthor of the bestselling *The Leadership Challenge*

The bestselling guide to managing organizational change, with over 650,000 copies sold, is now revised and updated for today's rapidly changing workplace where change is a constant.

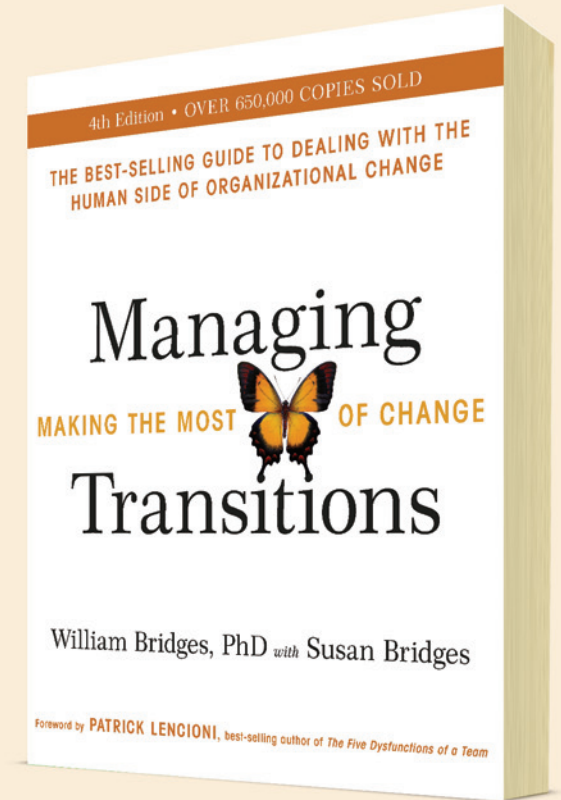
In a landscape of big mergers, global teams and evolving technology, it's more important than ever for employees and managers to be adaptable to change. When restructuring hits the workplace, the actual situational shifts are often not as hard to work through as the psychological components that accompany them. Successful organizational change takes place when employees have a clear purpose, a plan for, and a part to play in their changing surroundings.

For 25 years, **Managing Transitions** has been the go-to resource for managers to navigate tumultuous times. Now, this essential book has been updated to address new trends and challenges in today's work cultures, including generational differences, inclusivity, cross-functional teams, remote and work-from-home colleagues, and more.

It includes a new foreword by Patrick Lencioni, bestselling author of *The Five Dysfunctions of a Team*.

**WILLIAM BRIDGES**, PhD, was an internationally known speaker, consultant and author, and a preeminent authority on change. For decades, he showed thousands of individuals and hundreds of organizations how to deal more productively with transitions.

**SUSAN BRIDGES**, president of William Bridges Associates, consults with leaders and organizations facing unprecedented change. She provides insight and tools to capitalize on the potential for development and innovation during transition. She lives in Marin County, California.



**Managing Transitions 4th Edition** • 9781473664500 TPB, £18.99, Aug 2017. For translation rights please contact Perseus Books Group



## Powered by Change

The *Sunday Times* business bestseller and Embracing Change book of the year – business book awards 2019

When the winds of change blow, some build a wall and others build a windmill.

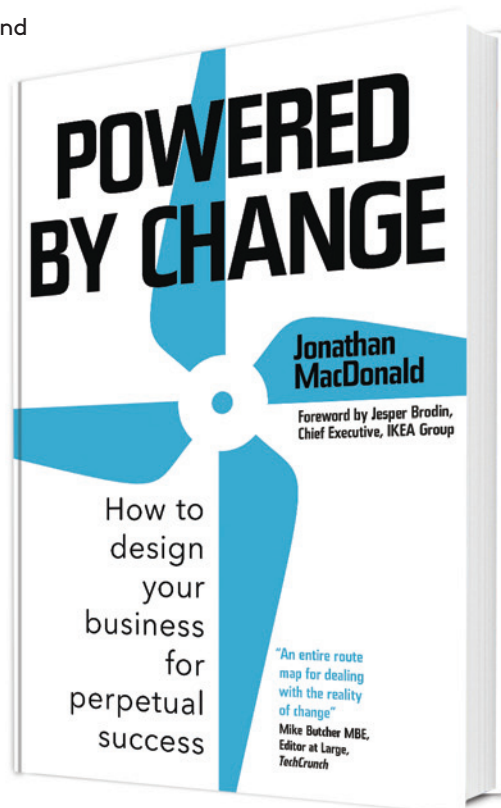
In a business environment where change is the only constant, the stark reality is that it has never been harder to see what's happening around us, interpret information efficiently or develop successful strategies. This is down to both the increasing speed of change and the prevalent mindset about change, where change is seen as the enemy.

**Powered by Change** presents a radical new methodology for using change as a fuelling mechanism to generate outstanding business success: the Windmill Theory.

Filled with examples and stories from around the world, from global corporates to start-up ventures, **Powered by Change** delivers some astonishing insights and clear, actionable steps to achieve the ultimate competitive advantage.

With a foreword by Jesper Brodin, Chief Executive IKEA Group

**JONATHAN MACDONALD** is an inventor, investor, business strategist and internationally acclaimed speaker. As one of the world's most in-demand thought leaders he is trusted by the senior executives of well-known global companies including Google, Microsoft, Apple, P&G, Unilever, Nestlé, Lego, Heineken and IKEA to translate the benefits of perpetual change into invaluable business insight and personal success. He is the Chief Strategy Officer of Moneycatcha Pty Ltd and the founder of the Thought Expansion Network. [jonathanmacdonald.com](http://jonathanmacdonald.com) [poweredbychange.com](http://poweredbychange.com)

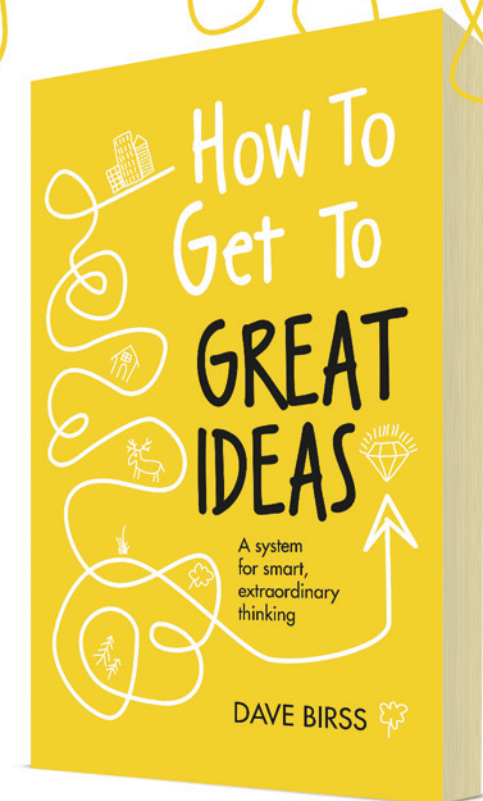


**Powered by Change** • 9781473665583 HB, £20.00, Apr 2018. Translation rights available.

## How to Get to Great Ideas

A tangible approach to building the intangible skill of creativity

The highly practical lessons in **How to Get to Great Ideas** are based on neuroscience, psychology and behavioural economics. Written by the former Creative Director of OgilvyOne, this book offers a new and simple theory of how to have original and valuable ideas. It looks at how to frame the problem, how to push your thinking, how to sell the idea and build support for it, and how to inspire others to have great ideas. It proves that any organization – and any department within an organization – can become a fertile environment for ideas.



**DAVE BIRSS** spent 20 years as an advertising creative, coming up with ideas for many of the world's biggest brands. Along the way, he led the creative departments of a number of the UK's top agencies, including Poke, OgilvyOne and McCann Worldgroup. Since then he's taught at universities and organizations all over the world and has set up Right Thinking, a system for generating effective ideas. [davebirss.com](http://davebirss.com)

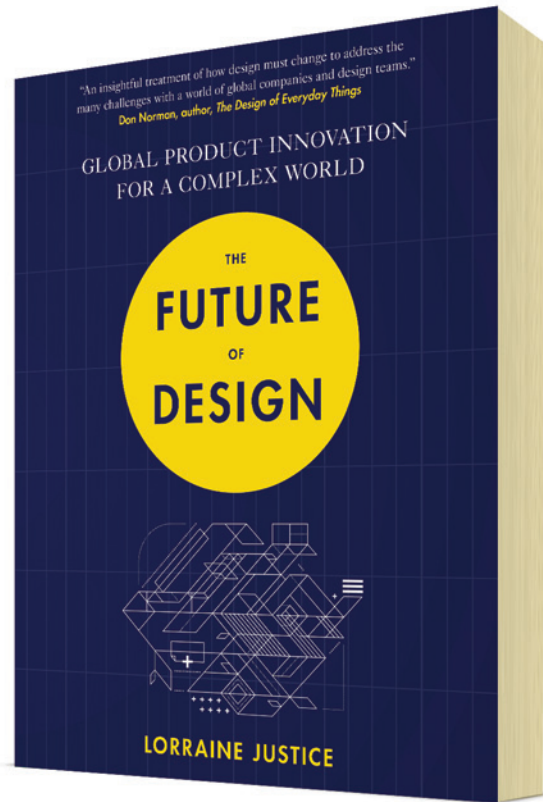
**How to Get to Great Ideas** • 9781473692145 HB, £14.99, Nov 2018. Translation rights available



# The Future of Design

A design guru illuminates 10 specific, global factors that directly affect product innovation and design, and how you can use them to thrive.

Creating a successful global product is complex. Why do some products survive or become reinvented? What makes a product loved by some and despised by others? What key issues were present when some of the most notable inventions and product designs occurred? Through interviews with successful product designers and inventors from around the world, and case studies of products from their local inception to their global success, **The Future of Design** answers these important questions and provides a robust framework for activating innovative thinking that goes beyond Western approaches to creativity and innovation.



**LORRAINE JUSTICE** is Professor of Industrial Design and the former Dean of the College of Imaging Arts and Sciences at the Rochester Institute of Technology (RIT).

**The Future of Design** • 9781473684676 TPB, £20.00, Jun 2019. Translation rights available

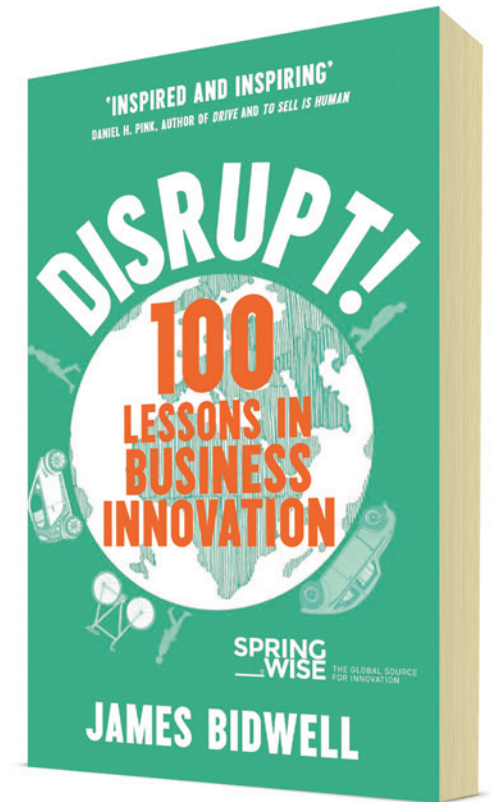
# Disrupt!

'If you know anybody that needs a deep breath of the cleanest air of the imagination, give them this book, because in these pages one will come across and savour the distilled genius of a generation'

Sir Tim Smit, cofounder of The Eden Project

100 cutting edge and inspiring business ideas to learn from, adapt and implement

Compiled by Springwise, the global innovation discovery engine, **Disrupt!** highlights the best, most disruptive and most useful 100 ideas of the 21st century, and shows which themes underpin their success and which ideas can best be used to drive creativity in your workplace, office or industry.



**Disrupt!** is written by the team at **SPRINGWISE**, the most cutting edge online resource for innovation spotting and business ideas. Powered by their network of over 20,000 Springspotters in 190+ countries, Springwise curate and publish the most exciting global innovations every day.

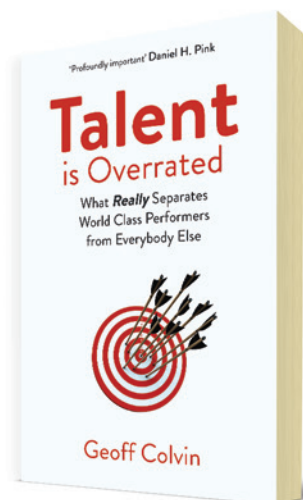
**JAMES BIDWELL** is the majority shareholder and CEO of Springwise and has been described as 'Selfridges' ringmaster extraordinaire', as 'a theatrical agitator', listed in the *Financial Times* Creative Business Top 50, named as one of London's 1000 most influential by the *London Evening Standard*; amongst many other tributes during his successful career in leading transformational change in business. [springwise.com](http://springwise.com)

**Disrupt!** • 9781473695757 PB, £14.99, May 2019. Translation rights available

New York Times and Wall Street Journal  
bestseller

'Beautifully written and deeply re-  
searched, *Humans Are Underrated* is  
one of the most creative and insightful  
leadership books I have ever read'

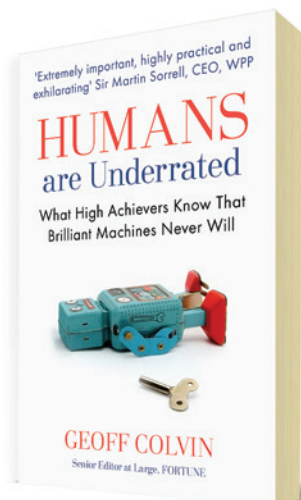
Doris Kearns Goodwin, author of *Team of Rivals*



What if everything you know about raw talent, hard work and great performance is wrong?

A profoundly important book. With clarity and precision, Geoff Colvin exposes one of the fundamental misconceptions of modern life – that our ability to excel depends on innate qualities. Then, drawing on an array of compelling stories and stacks of research, he reveals the true path to high performance – deliberate practice fueled by intrinsic motivation. This is a rare business book that will prompt you to think and inspire you to act.

\*\*UPDATED EDITION\*\*



In the dawning age of brilliant machines, what will people do better than computers?

Drawing on a wealth of research, Geoff Colvin uncovers the skills that will be in great demand as technology advances – and how they can be developed. In this new machine age, we shouldn't try to beat computers at what they can do. We'll lose that contest. Instead we must look to unlikely places, learn from the best and cultivate the human abilities that make us unique.

**GEOFF COLVIN** is *Fortune's* senior editor-at-large. He has served as moderator of the Fortune Global Forum, where he has interviewed Bill Gates, Jack Welch, Herb Kelleher, Peter Drucker and other business legends. Colvin graduated Harvard cum-laude with a BA in Economics, and received his MBA from New York University's Stern School. [geoffcolvin.com](http://geoffcolvin.com)

*Talent is Overrated* 2nd Edition • 9781529309133 TPB, £12.99, Feb 2019.  
*Humans are Underrated* • 9781857886603 PB, £10.99.  
For translation rights please contact Portfolio Penguin (USA)

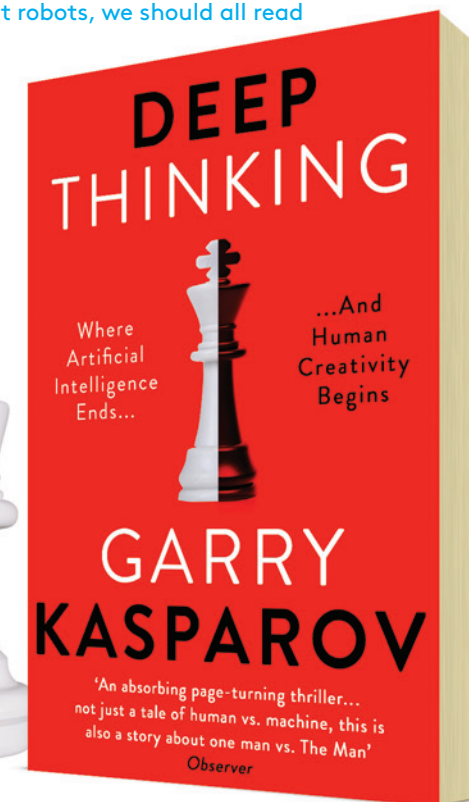
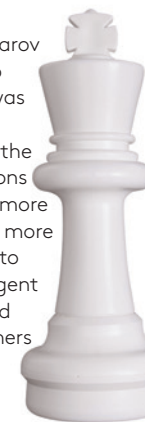
## Deep Thinking

'The great Garry Kasparov takes on the key economic issue of our time: how we can thrive as humans in a world of thinking machines. This important and optimistic book explains what we as humans are uniquely qualified to do. Instead of wringing our hands about robots, we should all read this book and embrace the future'

Walter Isaacson, author of *The Innovators*

In May 1997, the world watched as Garry Kasparov, the greatest chess player in the world, was defeated for the first time by the IBM supercomputer Deep Blue. It was a watershed moment in the history of technology: machine intelligence had arrived at the point where it could best human intellect.

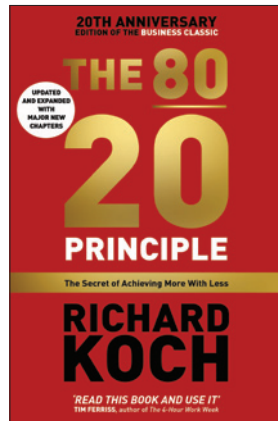
In this breakthrough book, Kasparov tells his side of the story of Deep Blue for the first time – what it was like to strategize against an implacable, untiring opponent – the mistakes he made and the reasons the odds were against him. But more than that, he tells his story of AI more generally, and how he's evolved to embrace it, taking part in an urgent debate with philosophers worried about human values, programmers creating self-learning neural networks, and engineers of cutting edge robotics.



**GARRY KASPAROV** is a business speaker, global human rights activist, author and former world chess champion. His keynote lectures and seminars on strategic thinking, achieving peak performance, and tech innovation have been acclaimed in dozens of countries. [kasparov.com](http://kasparov.com)

*Deep Thinking* • 9781473653511 PB, £10.99, Apr 2018. For translation rights please contact Abner Stein Ltd

# Richard Koch's 80/20 Principle

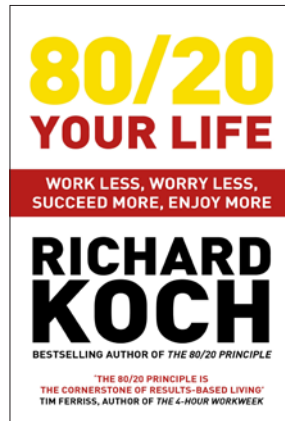


Updated 20th anniversary edition of the International Bestseller

In the 20 years since its first publication, **The 80/20 Principle** has become a business classic and a global bestseller. In this new edition Richard Koch outlines a fresh understanding of the true power of the principle.

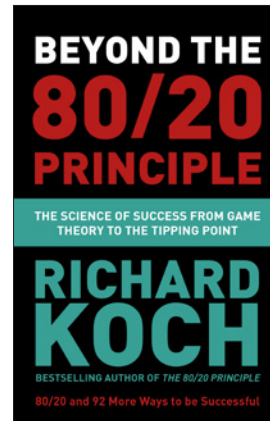
**'Read this book and use it'**  
Tim Ferriss

**RICHARD KOCH** is a highly successful author, investor and entrepreneur, having made large returns from businesses as diverse as hotels, restaurants, personal organisers and consulting. A former partner at consulting firm Bain & Co, and cofounder of The LEK Partnership, the fastest growing and most profitable 'strategy boutique' of the 1980s, Richard now lives the 80/20 way between Gibraltar, Spain, Portugal and South Africa. [richardkoch.net](http://richardkoch.net)



Koch shows how in today's cluttered and stressful world, working out the few things that are really important, and using the few methods that will give us those things, leads to increased happiness and greater success.

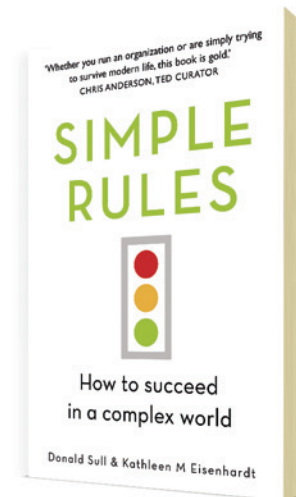
**'Intensely practical. This book is for anyone interested in succeeding personally as well as professionally'**  
Professional Manager



The *Sunday Times* Business Book of the Week

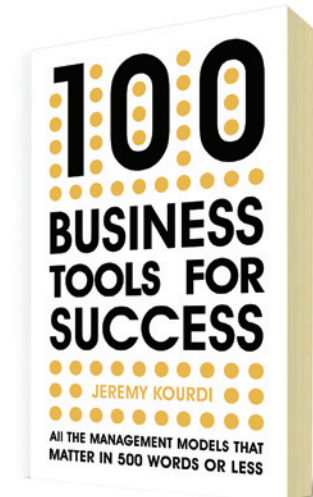
In this essential companion to his bestselling *The 80/20 Principle* – the radical power law that helped thousands of people achieve more by doing less – Koch illuminates 92 other universal principles and laws to promote the science of success in an increasingly challenging business environment.

**'A fascinating book'**  
*The Times*



Life gets more complicated every day. Whether you're struggling with information overload, attempting to act effectively with limited resources or trying to change bad habits – all you need is **Simple Rules**.

**KATHLEEN M. EISENHARDT** is Professor of Strategy and Organization at Stanford University.  
**DR. DONALD SULL** is a global expert on strategy and execution in turbulent markets. He is a Senior Lecturer in the Technological Innovation, Entrepreneurship, and Strategic Management group at the MIT Sloan School of Management.



**100 Business Tools for Success** may be a little book, but it contains the very best business tools that have come from the very best business brains on the planet. Each is summarized over just two pages, so that you can quickly gain access to the insights which are driving the most successful people in all walks of life.

**JEREMY KOURDI** is a highly regarded executive coach and author, whose books have been translated into ten languages. He was previously Head of Publishing and Research at the Chartered Management Institute, and Senior Vice-President at The Economist Group.

**The 80/20 Principle** • 9781857886849 TPB, £14.99.  
**80/20 Your Life** • 9781529331455 TPB, £12.99, Aug 2020.  
**Beyond the 80/20 Principle** • 9781529331448 TPB, £12.99, Aug 2020

**Simple Rules** • 9781444798708 PB, £9.99, Sep 2016.  
**100 Business Tools for Success** • 9781529387179 TPB, £12.99, Sep 2019.

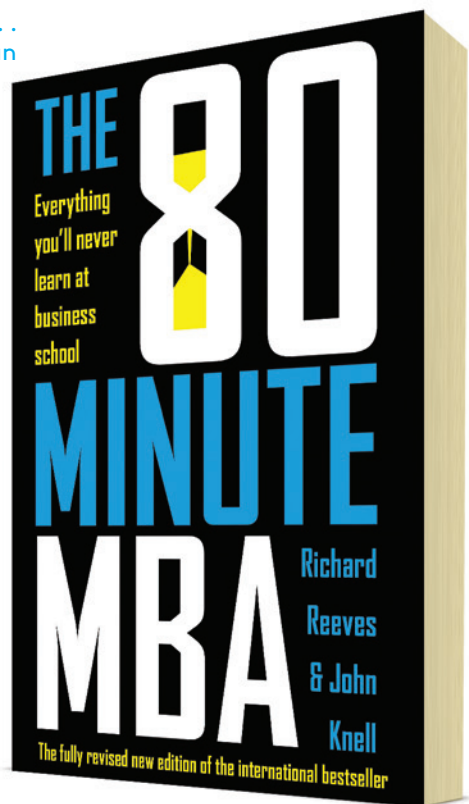
# The 80-Minute MBA

'Slick, short, funny and focused. And . . . more than 4,000 times cheaper than an MBA from a top UK business school'  
*Independent*

The fully revised new edition of the international bestseller

The **80-Minute MBA** is your short-cut to business brilliance. A traditional MBA is for either the time-rich, very wealthy or lucky few with a generous corporate sponsor. So what happens if you want to get a hit of high-quality business inspiration without spending two years back at school?

The **80-Minute MBA** is the gateway to fresh thinking, in less time than it takes a standard meeting to get past coffee and biscuits. The MBA-in-a-box book is old hat. Managers need the encouragement to think differently, not in the same straight lines. **The 80-Minute MBA** is an injection of inspiration, creative thinking and dynamic approaches which will help you see the world of business differently.

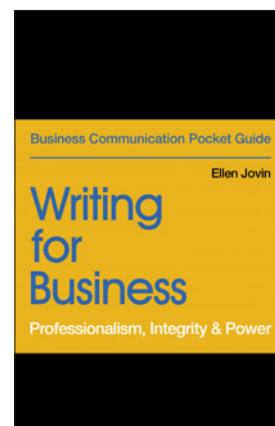


**RICHARD REEVES** is a Senior Fellow at the Brookings Institution in Washington DC. He also teaches at Georgetown University. Richard's previous roles include Director of Demos, the London-based political think-tank; editor-at-large and columnist for *Management Today*; and Research Fellow at the Institute for Public Policy Research.

**JOHN KNELL** is one of the UK's leading thinkers on the changing face of work and organizations, and as a strategy consultant works widely across the private, public and third sectors. Over the last ten years John has built an international reputation as a cultural policy analyst, working with governments, funders, cities and major cultural institutions around the world.  
[the80minutemba.com](http://the80minutemba.com)

**80-Minute MBA** • 9781473696099 PB, £9.99, Jun 2019. Translation rights available

# The Business Communication Pocket Guides Series



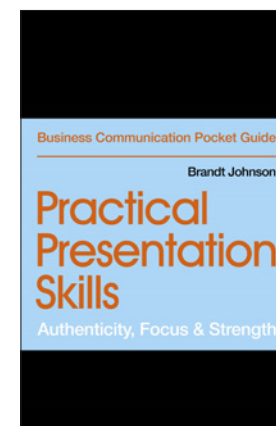
Build essential skills and write with confidence at work.

An immediately practical guide to better business writing designed to help you develop a clear, direct, natural communication style that supports rather than obscures what you want to say.

**Writing for Business** • 9781529303452 PB, £10.99, Nov 2019.

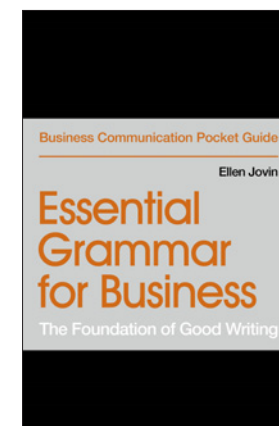
**Practical Presentation Skills** • 9781529303445 PB, £10.99, Nov 2019.

**Essential Grammar for Business** • 9781529303469 PB, £10.99, Nov 2019.  
Translation rights available



Deliver compelling presentations in any context, from a meeting with colleagues to a client pitch or keynote address.

Too many speakers fail to engage their audience and get their ideas across. Don't be one of them! **Practical Presentation Skills** will help you master the three fundamental elements responsible for a presentation's success: authenticity, focus and strength.



Reliable, authoritative and designed to ease grammar anxiety.

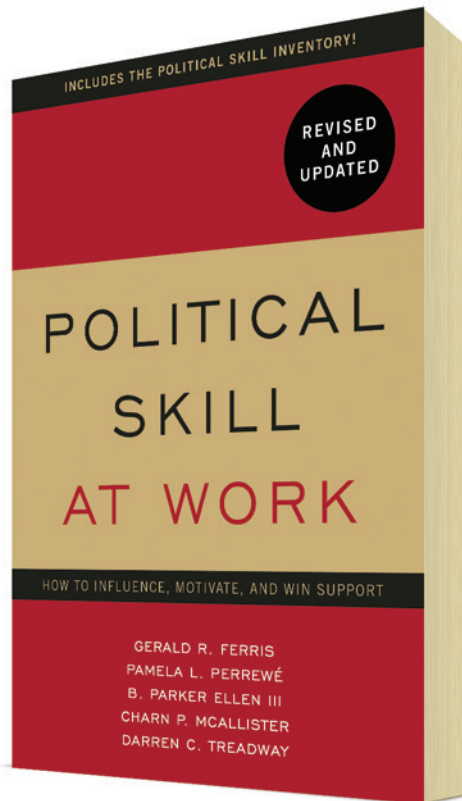
**Essential Grammar for Business** gives guidance to professionals perplexed by proper comma placement, dangling modifiers, or the difference between who and whom. With a better understanding of the building blocks, readers will be better equipped to focus on the other ingredients of good business writing such as content, clarity and style.



## Political Skill at Work

In today's organizations, career success depends more on political skill – the ability to influence, motivate and win support from others – than on almost any other characteristic. **Political Skill at Work** delivers the 'how' to influence at work, not just the 'what'. From the worlds of business, politics, education and sports, they offer compelling examples of political skill in action. And, for the first time, they provide ways to measure and enhance this powerful ability.

Now fully revised and updated and incorporating 4 new chapters.



**Political Skill at Work 2<sup>nd</sup> Edition** • 9781529374667 TPB, £25.00, Oct 2020.

## Leading from Purpose

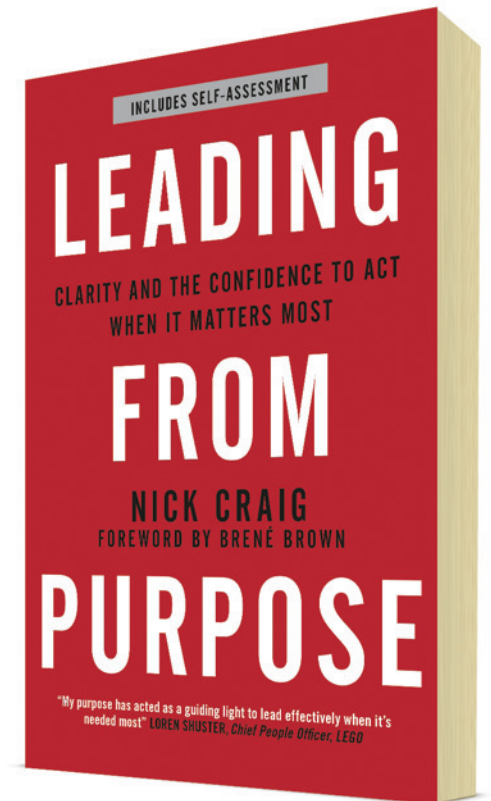
**'Will transform your leadership as you discover your authentic purpose'**

Bill George, former chair and CEO of Medtronic

When uncovered, purpose becomes our most fundamental guiding principle. Explaining where true purpose lies and demystifying where it doesn't, Craig offers the methods through which anyone can find their purpose. He identifies three pathways that will help you to assess where you are with your purpose and where you should be going.

Assessible, methodical and eminently practical, **Leading From Purpose** offers the comprehensive toolbox with which everyone can live out their purpose and achieve success on their own terms.

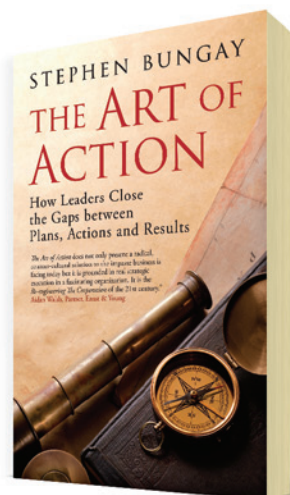
**NICK CRAIG** is the president and founder of the Core Leadership Institute, where he guides executives on the journey to discover and lead with purpose. He has worked with organizations including Ben & Jerry's, Heineken, ING bank, LEGO and Unilever. [coreleader.com](http://coreleader.com)



**Leading from Purpose** • 9781473693265 TPB, £14.99, Aug 2018. For translation rights please contact WME Entertainment

'What do you get if you cross a military historian with a management consultant? A *must-read* for any would-be strategist'

Director



Shortlisted for the CMI Management Book of the Year

What do you want me to do? This question is the enduring management issue, a perennial problem that Stephen Bungay shows has an old solution that is counter-intuitive and yet common sense.

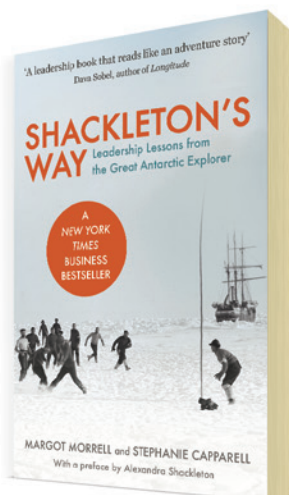
**The Art of Action** is a thought-provoking and fresh look at how managers can turn planning into execution, and execution into results.

**STEPHEN BUNGAY** is a Director of the Ashridge Strategic Management Centre in London and teaches on several executive programmes at Ashridge Executive Education. After completing his studies at Oxford and the University of Tübingen, he worked in the London and Munich offices of The Boston Consulting Group for 17 years. He now works as an independent consultant and teacher and is a sought-after conference speaker.

[stephenbungay.com](http://stephenbungay.com)

'For the first time analyses Shackleton's skills in leadership in a way that is entirely relevant to every business today'

Sir John Harvey-Jones, *Management Today*



Business Bestseller in the *Sunday Times* and the *New York Times*

Sir Ernest Shackleton has been called 'the greatest leader that ever came on God's earth, bar none' for saving the lives of the twenty-seven men stranded with him on an Antarctic ice floe for almost two years. Written by two veteran business observers, **Shackleton's Way** details universal leadership tactics set against the thrilling survival story of the Endurance expedition.

Whether it's hiring good workers, supporting and inspiring employees to do their best, managing a crisis with limited personnel and resources, creating order out of chaos, or leading by personal example with optimism, egalitarianism, humour, strength, ingenuity, intelligence and compassion, Ernest Shackleton set an example we can all follow.

**STEPHANIE CAPPARELL**, a journalist for more than twenty years, is an editor for *The Wall Street Journal's* 'Marketplace' page. [shackletonsway.com](http://shackletonsway.com)

'All leaders must read this book. It will enable you to make the emotional connection that is absolutely necessary in engaging today's workforce'

Jim Kouzes - co-author, *The Leadership Challenge*



What does it mean to lead with vision?

Businesses are facing immense challenges and an increasingly competitive climate. To navigate a successful route through these volatile times requires a new, more relevant approach. **Leading with Vision** draws on data from the authors' research of over 400 companies and finds that a compelling vision that motivates and inspires is key for organizations that want to hire and retain talent, be more competitive, and thrive.

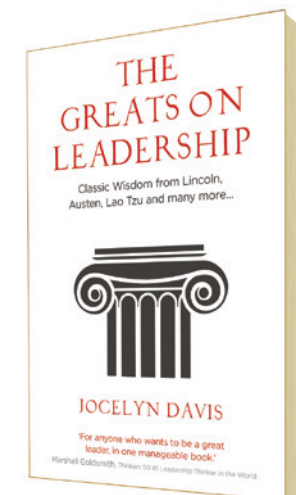
This book is an actionable blueprint for connecting your people to the vision of the organization and ensuring that they feel a part of bringing it to reality.

**BONNIE HAGEMANN** is CEO of Executive Development Associates

**SIMON VETTER** is CEO of StandOut International and an Executive Leadership Coach.

**JOHN MAKETA** is Vice President of Corporate Development for Performance Assessment Network (PAN). [leadingwithvisionbook.com](http://leadingwithvisionbook.com)

'Davis provides a book of substance that is a joy to read. In doing so, she demonstrates the relevance of the humanities even in a fast-changing 21st-century world' *SUCCESS* magazine



25 centuries of the best ideas for leaders

You don't need a big title or a business degree in order to lead with impact. What you need is practical wisdom: the insight, judgment, and strength of character that all great leaders have, but that most business schools and corporate workshops don't teach. **The Greats on Leadership** gets you there.

From Plato to Plutarch, Shakespeare to Churchill, Machiavelli to Melville, Jane Austen to Carl Jung, Pericles to Peter Drucker... and many more – here are the best leadership ideas in history.

**JOCELYN DAVIS** is an author and consultant with 25 years' experience in the corporate learning industry. Before founding her company, Seven Learning, she was head of R&D for The Forum Corporation. [JocelynRDavis.com](http://JocelynRDavis.com)

**The Art of Action** • 9781857885590 HB, £20.00. Translation rights available  
**Shackleton's Way** • 9781857883183 PB (reissue), £10.99, Aug 2017. For translation rights please contact WME Entertainment

**Leading with Vision** • 9781473696068 PB, £10.99, Mar 2020. Translation rights available  
**The Greats on Leadership** • 9781473689947 PB, £10.99, Nov 2018. Translation rights available

## Superfast

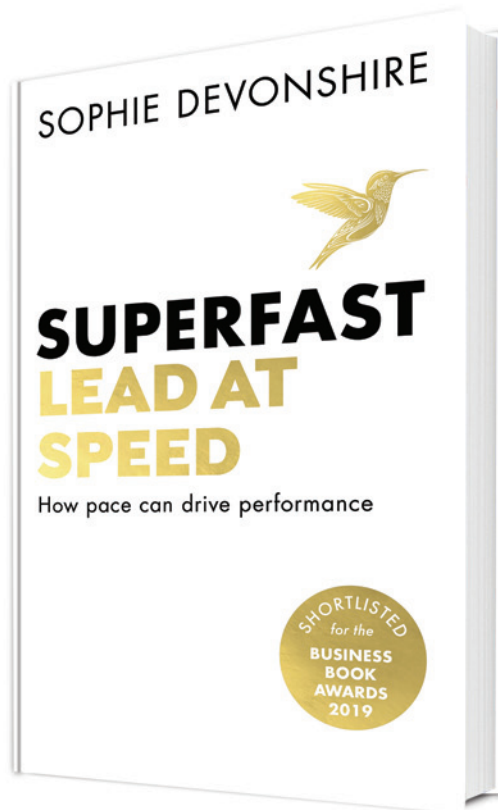
**'If your business feels like it's moving at a turtle's pace, try *Superfast* – it will bring you up to speed.'**

Dan Pink

Change your thinking – fast. *Superfast* shows how to lead innovatively, decisively and impactfully in a fast moving, opportunity-rich world.

In today's fast-paced world, leaders need to move at speed. *Superfast* provides easily-digestible inspiration and ideas about how to accelerate performance in an agile and thoughtful way. You'll learn inspirational approaches to leading and innovating, how to slow down to get things right, and how to make decisions which unlock growth.

Stop waiting around. Lead with clarity, flexibility and purpose.



**SOPHIE DEVONSHIRE** is a business leader who has worked in and with multinational companies, successful start-ups and agencies, including Procter & Gamble, Coca-Cola, Leo Burnett and Interbrand. She has worked and lived in London, Tallinn and Dubai and is a regular speaker on brands and businesses in the press and media. Sophie is the CEO of *The Caffeine Partnership*, a unique consultancy which delivers brand-led business growth. She is an experienced business leader, entrepreneur and brand specialist. [thisiscaffeine.com](http://thisiscaffeine.com)

*Superfast* • 9781473666160 TPB, £14.99, Sep 2019. Translation rights available

## Out of This World

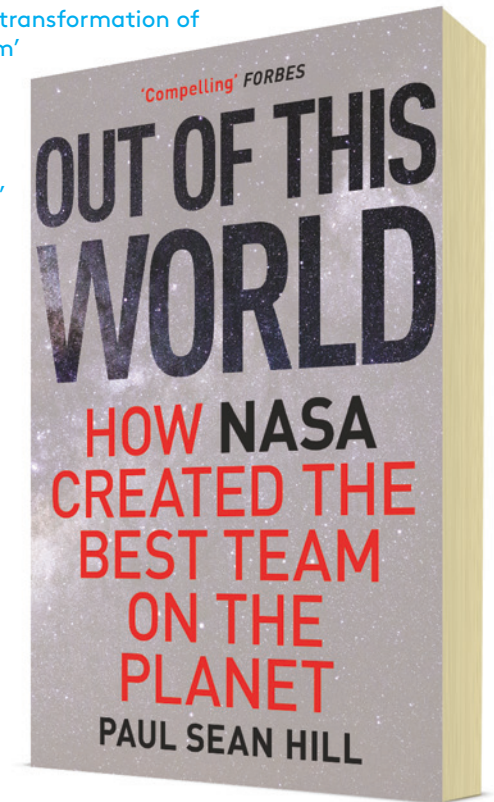
**'The true story of the game-changing transformation of Mission Control's senior leadership team'**

Ken Blanchard, co-author of *The One Minute Manager*

**'No leader or manager can fail to benefit from the lessons captured here'**

Michael D. Griffin, NASA Administrator, 2005-09 and Schafer Corporation CEO  
Communication, European Commission

Take the ultimate insiders look at the leadership values and culture that created the best team on this planet. Paul Sean Hill was responsible for NASA's Mission Operations support for manned space flight from 2007-2011. In this candid book he shows that the secret to Mission Control's success has never been rocket science and that the real practice of perfect decision making can be applied to any organization or team. By demonstrating how his Mission Control team nurtured a culture which has delivered impossible wins for decades, Hill provides a guide for all leaders to boost their company's performance at all levels.

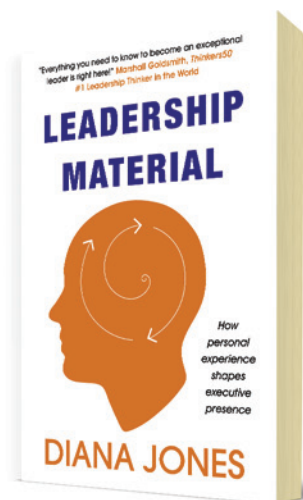


**PAUL SEAN HILL** was the Director of Mission Operations at the National Aeronautics and Space Administration's Johnson Space Center from 2007 through 2014. He was responsible for all of NASA's human spaceflight mission planning, flight controller and astronaut training as well as Mission Control. Before this, he held a number of senior leadership positions, and from 1996 through 2005, Paul served as a Space Shuttle and International Space Station Flight Director. He supported 24 missions, with leadership roles including planning and leading space station construction in orbit, instrumental leadership in the Columbia accident investigation and returning Shuttle to flight two years later.

*Out of This World* • 9781473696105 PB, £10.99, Mar 2019. Translation rights available

**'A tour de force for building and sustaining personal impact'**

Alan Weiss, author of  
*Million Dollar Consulting*



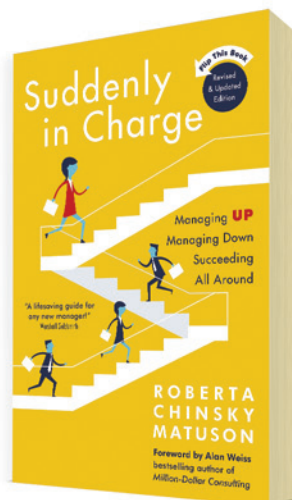
Often viewed as intangible and invisible, most leaders take great care to separate their personal qualities from their professional identity. Jones, an executive coach to leaders for 30 years, argues that this is unwise. In fact, the 'soft side' of leadership – empathy, compassion and authentic communication – are derived from personal experience, and are both powerful and essential to inspiring others and achieving results.

**DIANA JONES** has over 30 years of experience in coaching and leadership development. She runs the Executive Presence program working with CEOs, managers and teams as they manage change and strive to achieve exceptional business results.

[diana-jones.com](http://diana-jones.com)

**'A comprehensive corporate survival guide. Don't face the jungles of corporate management without this book close at hand'**

Andrew Ashley, Vice President, Bank of America



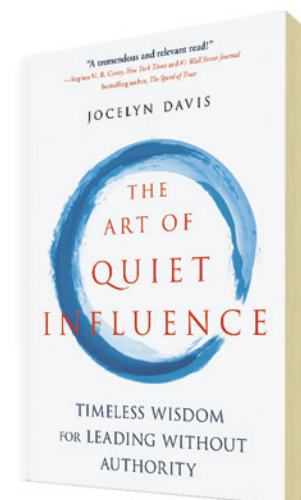
As companies reorganize and reengineer, people are finding themselves tossed into management every day with little to no training or preparation. Literally two books in one, **Suddenly in Charge** provides all of the tools necessary to be successful at managing up and down the line of any organization.

**ROBERTA MATUSON**, is the CEO and Founder of Matuson Consulting. Known globally as The Talent Maximizer®, Matuson is a thought leader with expertise in helping leaders achieve dramatic improvements in employee engagement, retention, productivity and profitability. She is also an expert on leveraging intergenerational workforce differences into opportunities. Her clients include Fortune 500 organizations as well as emerging companies.

[matusonconsulting.com](http://matusonconsulting.com)

**'For anyone who struggles to get noticed - this is the book for you'**

Sarah Willingham, BBC's *Dragons' Den*



**Mindfulness meets execution at work.**

The wisdom of 12 Eastern sages augmented by modern research on workplace influence is the basis for this profound yet practical book on getting things done without force. Discover 12 specific practices, 12 typical pitfalls and dozens of powerful stories and examples as Jocelyn Davis weaves together the timeless wisdom of Eastern thinkers – from Confucius to the Buddha, from Rumi to Gandhi – with research and insights from modern-day experts, showing how to create trust-based collaborations with lasting impact.

**JOCELYN DAVIS** is an author, speaker and consultant with 25 years' experience in the leadership development industry.

**'Scott Eblin delivers clear, precise and practical advice to senior leaders across industries who want to be on top of their game'**

Beverly Kaye, founder/CEO of Carer Systems International

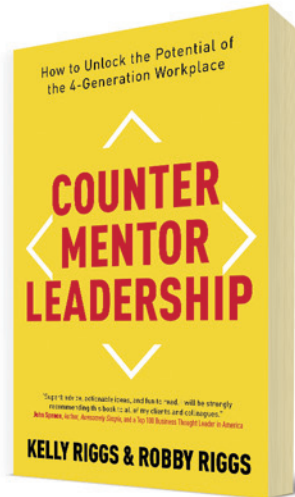


**Truth and advice for newly-promoted executives and leaders moving up.**

For more than a decade, **The Next Level** has been an indispensable guide to executive success. It reads like a series of conversations with a trusted coach who has brought together a cadre of successful senior leaders to deliver a master class on executive level best practices. With fresh insights throughout, this third edition will help readers sustain their success over the long run with new information on how to develop a personal action plan for leading at their best by living at their best.

**SCOTT EBLIN** is president of The Eblin Group, a leadership development firm committed to helping clients lead and live at their best.





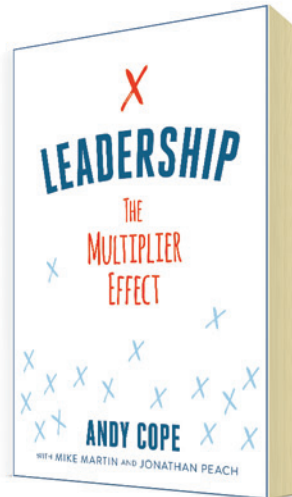
This book is the result of over 25 years of combined experience from Kelly and Robby Riggs, who work with organizations grappling daily with multi-generational conflict.

Through their collaboration, Kelly and Robby share their very different perspectives on the same problems most companies are STILL dealing with, but haven't had the courage or the tools, to address. Issues such as: a shocking lack of leadership skills; the culture-killing generational divide that is demolishing many companies; and the stunning, often unrecognized impact of technology on the workplace.

**KELLY RIGGS** is an author, speaker and business performance coach for executives and companies throughout the United States and Canada.

**ROBBY RIGGS** is a corporate consultant specializing in strategic transformation initiatives and driving successful change in companies ranging from start-ups to Fortune 100s.

[countermentors.com](http://countermentors.com)



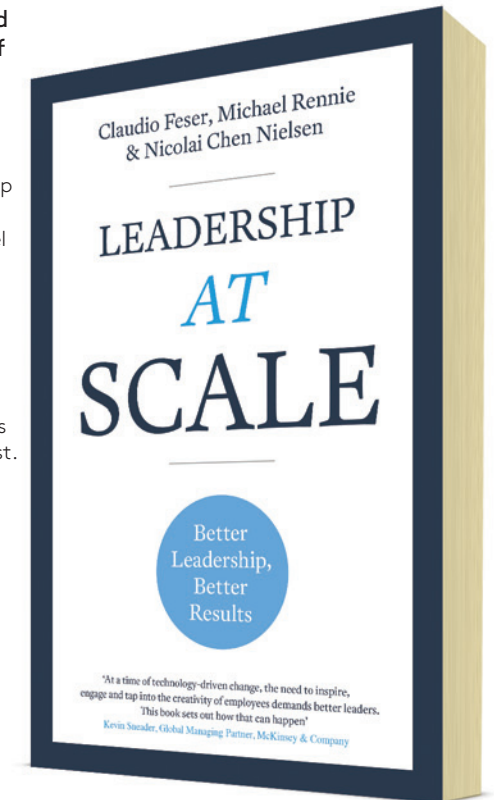
As 9 to 5 morphs into 24/7, life can be full-on, relentless and exhausting. Worse still, it's zipping by in a blur. It's easy to end up careering from one crisis to another, buzzed up on sugar and coffee, existing from one holiday to the next. The leader's job is to squeeze more from less, but most leaders feel they can't possibly work any harder and are sick to death of being told to work smarter. So where next? The answer is to use the multiplier effect to transform your leadership style and witness your team get back to their best.

**ANDY COPE** is as an author, happiness expert, qualified teacher and learning junkie. He has spent 10 years researching 'positive psychology' culminating in a PhD in Happiness from Loughborough University. [artofbrilliance.co.uk](http://artofbrilliance.co.uk)

## Leadership at Scale

Learn how to truly move the needle and increase the leadership effectiveness of a large-scale business or body.

Leadership effectiveness drives organizational performance, yet almost half of all organizations face some kind of leadership gap that they are not able to fill. In **Leadership at Scale**, McKinsey experts Claudio Feser, Michael Rennie and Nicolai Nielsen share their secrets on how to increase leadership effectiveness across an organization. Using extensive research, distilled insights from McKinsey's leadership development work in practice, and lessons from highly successful leadership development programmes, this book will focus on the leadership behaviours that matter most.

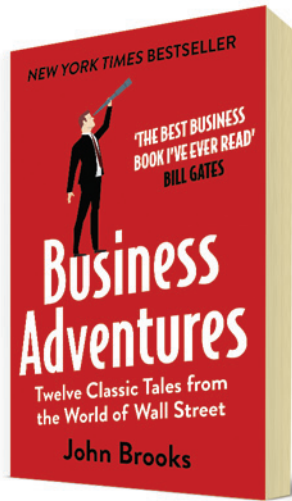


**CLAUDIO FESER** is a Senior Partner and Global Head of McKinsey Academy.

**MICHAEL RENNIE** is a Senior Partner and the Global Head of McKinsey's Organization Practice.

**NICOLAI NIELSEN** is an Associate Partner at McKinsey and has been with the firm for six years.

# Management Classics



What do the \$350 million Ford Motor Company disaster known as the Edsel, the fast and incredible rise of Xerox, and the unbelievable scandals at General Electric and Texas Gulf Sulphur have in common? Each is an example of how an iconic company was defined by a particular moment of fame or notoriety.

These notable and fascinating accounts are as relevant today to understanding the intricacies of corporate life as they were when the events happened.

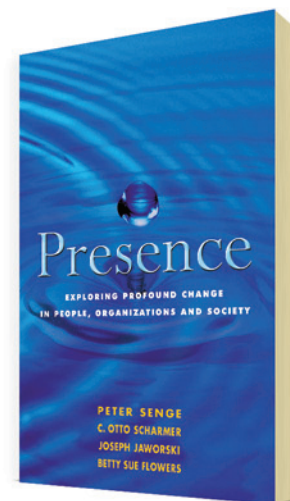
**JOHN BROOKS** (1920-1993) was an award-winning writer best known for his contributions to the *New Yorker* as a financial journalist. He was also the author of ten nonfiction books on business and finance, a number of which were critically acclaimed works examining Wall Street and the corporate world.



**What do your colleagues, spouse and kids have in common with a five-ton killer whale?**

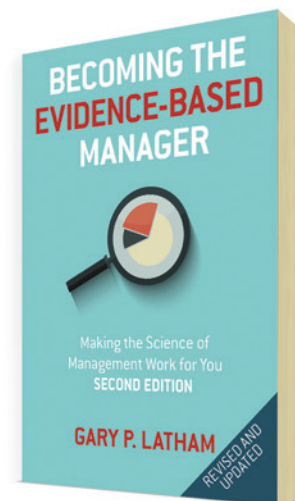
This work explains that both whales and people perform better when you accentuate the positive. It shows how using the techniques of animal trainers – specifically those responsible for the killer whales of SeaWorld – can supercharge your effectiveness at work and at home. It explains the difference between ‘GOTcha’ (catching people doing things wrong) and ‘Whale Done!’ (catching people doing things right).

**DR KEN BLANCHARD** is a prominent, sought-after author, speaker and business consultant, and is Chairman of the Board of the Ken Blanchard Companies. He is the author of a dozen bestselling books – including the blockbuster international bestseller *The One Minute Manager* and the giant business best-sellers *Raving Fans* and *Gung Ho!*. Ken has previously been inducted into Amazon’s Hall of Fame as one of the top 25 bestselling authors of all time.



**Presence** gives the reader an intimate look at the development of a new theory about change and learning. In wide-ranging conversations held over a year and a half, Senge, Scharmer, Jaworski and Flowers explore their own experiences and those of 150 scientists and social and business entrepreneurs in an effort to explain how profound collective change occurs.

**PETER SENGE** is a senior lecturer at the Massachusetts Institute of Technology, Sloan School of Management, and the founding chair of the Society for Organizational Learning. Senge is globally recognized as one of the most innovative thinkers about management and leadership, translating the abstract ideas of systems theory into tools for better understanding economic and organizational change.



**Over 50 years of management science distilled for everyday practice.**

The call for evidence-based management is on the rise and **Becoming the Evidence-Based Manager** delivers the goods, covering a wide range of critical management skills, such as hiring, inspiring, training, developing, motivating and coaching. Written in an accessible, conversational style, it draws on 50 years of management research, providing front-line managers with lessons and tips to help them put the research to everyday use.

**GARY LATHOM** is a professor of Organizational Effectiveness in the Rotman School of Management at the University of Toronto.

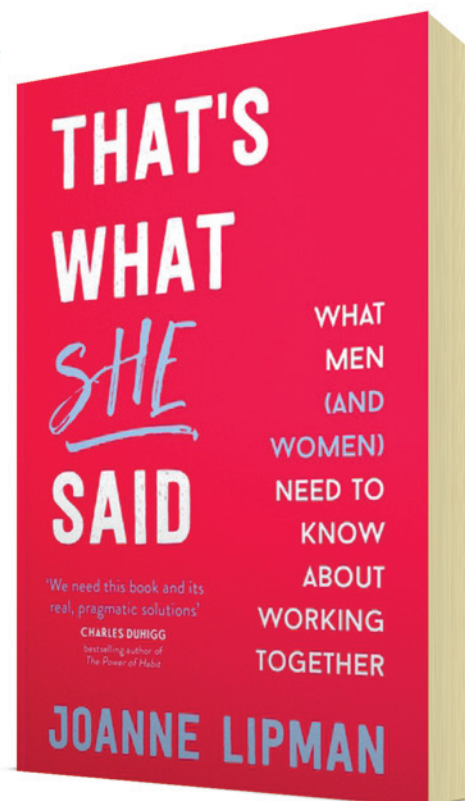
## That's What She Said

'Lipman uses data, reams of it, to expose how the system is rigged against women. She then calls for men to join the fight to make the workplace more equal' *The Sunday Times Style magazine*

Women spend their working lives adapting to an environment set up for men, by men: from altering the way they speak to changing the clothes they wear to power posing. But still the gender gap persists. And once you see it – women being overlooked, interrupted, their ideas credited to men – it's impossible to ignore.

But it needn't be this way.

Diving deep into the wide range of government initiatives, corporate experiments and social science research Joanne Lipman offers fascinating new revelations about the way men and women work culled from the Enron scandal, from brain research, from transgender scientists and from Iceland's campaign to 'feminise' an entire nation. Packed with fascinating and entertaining examples – from the woman behind the success of Tupperware to how Google reinvented its hiring process – **That's What She Said** is a rallying cry to both men and women to finally take real steps towards closing the gender gap.



**JOANNE LIPMAN** was founding Editor-in-Chief of Condé Nast *Portfolio* magazine and is a former deputy managing editor of the *Wall Street Journal*, where she supervised coverage that earned three Pulitzer prizes and earned the epithet 'Innovator in Chief' from the late David Carr. She is a frequent television commentator and has appeared on CNN, NBC, CNBC and CBS, among others. She also co-authored the critically acclaimed *Strings Attached: One Tough Teacher* and *The Gift of Great Expectations*. [joannelipman.com](http://joannelipman.com)

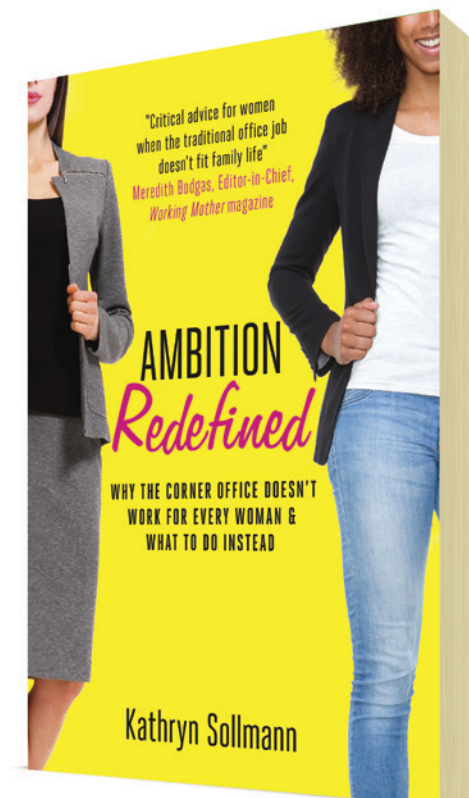
**That's What She Said** • 9781473627048 PB, £10.99, Mar 2019. For translation rights please contact WME Entertainment

## Ambition Redefined

'Helps women find the flexible work that is often less advertised and highly coveted' Meredith Bogdas, Editor-in-Chief, *Working Mother* magazine

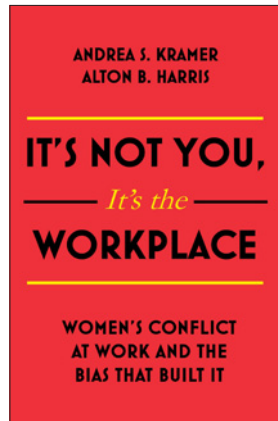
Deciding that the CEO job isn't for her doesn't make a woman a failure.

Eye-opening and practical, **Ambition Redefined** is an alternative to the common narrative about women's success urging all women to strive for executive careers. This is NOT a path all women want or should be pressured to pursue. Kathryn Sollmann, a leader in helping women navigate work-life balance and financial independence, shows how pursuing your own brand of success can include finding and negotiating flexible work. Readers will find actionable advice about the best way to stay skilled in a competitive workforce, become financially secure and find jobs that will complement their real lives.



**KATHRYN SOLLMANN** is a leader in helping women navigate the many stages of work and life. She has established the link between work and a woman's ability to achieve long-term financial security and independence, which has generated event-sponsorship funding from wealth-management giants including Cigna and Wells Fargo. With good humour, no-nonsense delivery and the ability to educate and motivate, Kathryn's expertise has been called upon by The Today Show, *Wall Street Journal*, *New York Times* and more. [9livesforwomen.com](http://9livesforwomen.com)

**Ambition Redefined** • 9781529359145 PB, £10.99, Nov 2020. Translation rights available



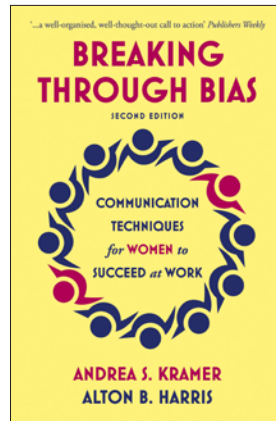
Practical advice for battling the stereotypes about female working relationships.

Why is it that many women believe that working with other women is harder than working with men? A clue: it's not because women actually are harder to work with. After decades of working to help women to succeed at work, Andie Kramer and Al Harris noticed the same thing over and over again: women's relationships with other women are causing conflict in the workplace and this is hindering careers across the board.

**It's Not You, It's the Workplace** provides practical, immediately usable techniques that will allow women to develop strong networks that will foster their career success and organizations to structure their policies and practices – unlocking the potential of women in team situations.

**ALTON B. HARRIS** speaks broadly about promoting diversity and overcoming stereotypes and biases.

**ANDREA S. KRAMER** is a partner in an international law firm. Her work helping women achieve career success is nationally recognized.



More than fifty years after the beginning of the Women's Movement, women are still not 'making it' in traditionally male careers.

Women start their careers on parity with men but generally end them far earlier, having achieved less status, lower compensation and less satisfaction than men. **Breaking Through Bias** explains that it is the stereotypes about women, men, work, leadership and family that hold women back, and it presents an integrated set of communication techniques that women can use to avoid the discriminatory consequences of these stereotypes.

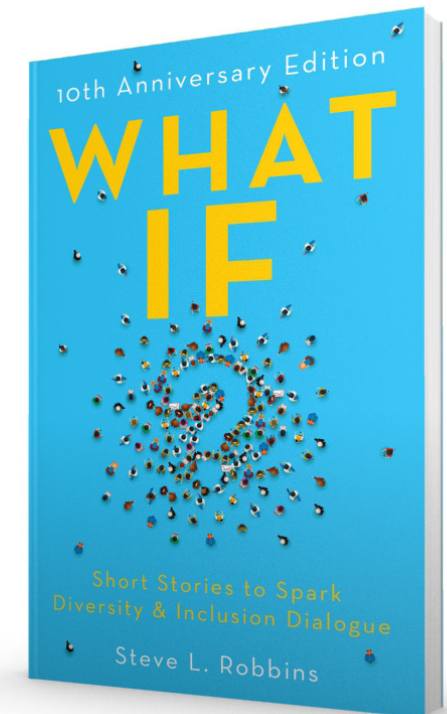
Women need to be attuned to the negative gender stereotypes that surround them; they need to anticipate the biases these stereotypes foster, and they need to manage the impressions they make to avoid or overcome these biases.

**Breaking Through Bias** presents unique, practical and effective advice about how women can at last break through gender bias in the workplace and win at the career advancement game.

## What If?

'[With] tips and suggestions for putting key learning into action, ending each chapter with questions, an assignment to inspire you to be more open-minded and to discover how the ideas presented in the book might apply to your daily life and work at home'

Office Pro



From incomparable storyteller and beloved diversity and inclusion expert, Steve L. Robbins, comes the 10th anniversary edition of **What If?** his classic book used by scores of companies globally for diversity training.

A powerful storyteller with a powerful story to tell, **STEVE L. ROBBINS**, PhD, emigrated with his mother from Vietnam to the US where they faced many challenges during a time when there was anti-war and anti-Vietnamese sentiment. Working through and rising out of the challenges of poverty and discrimination in Los Angeles, Dr Robbins today brings insightful perspectives on issues of inclusion, innovation, leadership and the power of caring. Dr Robbins' unique, science-based approach to inclusion and diversity has garnered wide acclaim from numerous audiences and organizations. His approach encourages individuals and organizations to be more open-minded, mindful and intentional about inclusion, and valuing people for their unique gifts, abilities and experiences. The inclusive power of his message is why organizations like Disney, Walmart, NASA, Caterpillar, Boeing, Microsoft, Gap Inc., Michelin, Toyota, Daimler-Benz and numerous others call on Steve to inspire, educate and prepare their people for the exciting challenges of dynamic and diverse environments.



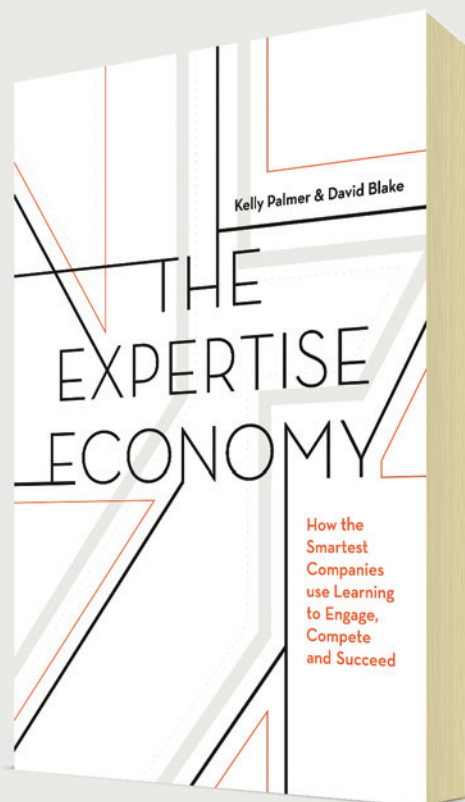
*'In The Expertise Economy, Kelly Palmer and David Blake make a persuasive case that companies play a huge role in shaping the future of learning. This excellent book offers practical advice and evidence-based insights that can help CEOs and other business leaders challenge the status quo.'*

Daniel H. Pink, author of *When and Drive*

**Shows companies how to transform their employees into experts and, ultimately, their biggest competitive advantage.**

Kelly Palmer and David Blake, of education technology pioneer Degreed, provide the latest scientific research on how people really learn, and concrete examples of successful workplace learning from top companies like Airbnb, LinkedIn, Tesla and Facebook. They show how to apply the practices of leading education companies and startups who are driving the conversation about how to create experts. Finally, they distil seven Guiding Principles for building a culture where learning is something that people want – and love – to do.

Interviews with *Thinkers50* list-makers Clayton Christensen, Daniel H. Pink and Andrew Scott in addition to top experts in modern learning and education.



**KELLY PALMER**, Chief Learning Officer of Degreed, is an expert on the future of learning and career development. She speaks regularly at industry conferences around the world and has been featured in *Forbes* and *Chief Learning Officer (CLO)*, where she writes a column on the employee experience.

**DAVID BLAKE** is cofounder and CEO of Degreed. He has been published in the *Harvard Technology Review*, *Business Insider* and *Huffington Post*. He speaks around the world on the future of learning, including at EdTech Europe and TEDx.

[degreed.com](http://degreed.com)

**The Expertise Economy** • 9781473677005 HB, £20.00 / 9781529330663 TPB (export only), £14.99, Oct 2018.  
Translation rights available

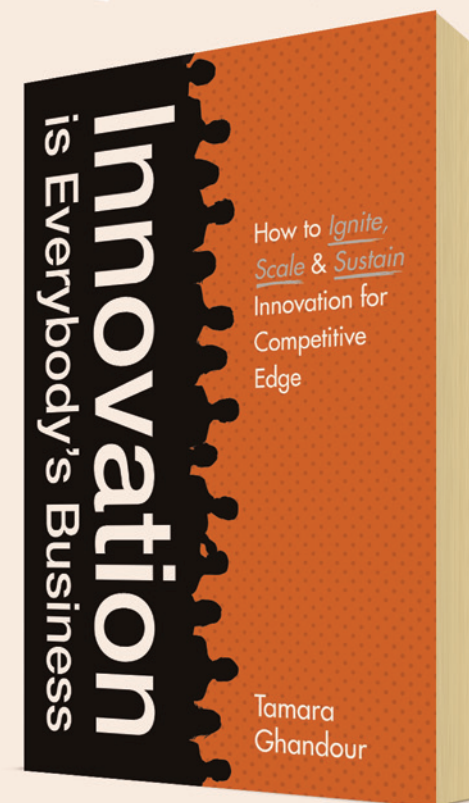
# Innovation is Everybody's Business

**Innovation made scalable. This book will help operationalize innovation across companies and organizations through its employees regardless of employee level.**

Tamara Ghandour, author, podcaster, keynote speaker and founder of innovation training company, LaunchStreet, used to believe that innovation was the domain of a select few, exclusive to certain industries, or relegated to a specific job role. But, as Tamara discovered in her 25 years of work and research, everybody has the capacity to innovate. It's a person's unique innovation style, which can be assessed and channelled, that can transform inertia into innovation.

Drawing on eye-opening data from her proprietary Innovation Quotient Edge Assessment, **Innovation is Everybody's Business** is for those looking for solutions to the daily pain of 'how do I prove my worth', a reality for many people whether they work in the C-Suite or on the front-lines. This book will resonate with those that recognize that being more innovative is their ticket to being indispensable. It is also for leaders who are under pressure to build a culture of innovation but don't know how. As organizations face pressure to innovate, the accountability for making it happen falls on senior and mid-level leaders. They are told what to do, but not how to do it. This book will give them a tool to build a team of innovators who make an impact every day in big and small ways.

**TAMARA GHANDOUR** is the founder of LaunchStreet, an innovation training company that helps teams and organizations across the globe compete, and win, by tapping the power of innovation.



**Innovation is Everybody's Business** • 9781529398151 TPB, £18.99, Aug 2020.

**'The formula is truly a breakthrough for engaging the organization in solving big challenges with speed and agility'**

Cathy Nash, CEO, Woodforest National Bank

**'Really?! Yes, REALLY! This formula has been used for some very complex issues by some very large companies'**

Dr. Mark Goulston, psychiatrist and author of *Just Listen*

**A breakthrough, replicable process for solving complex problems fast.**

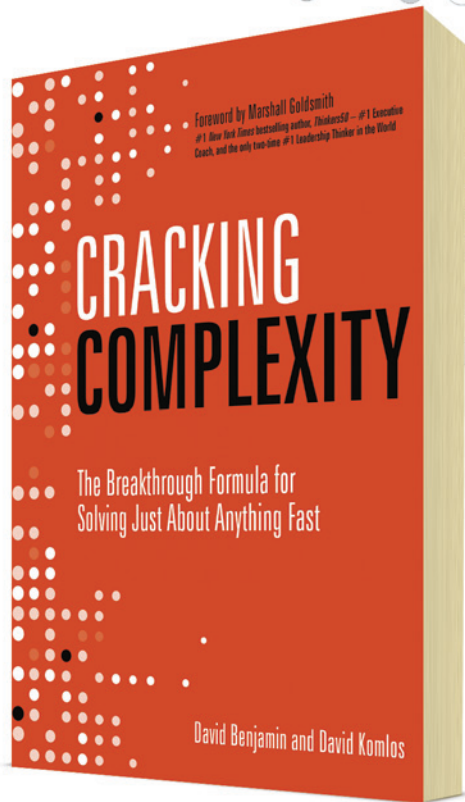
Today, organizations are grappling with ambiguity, volatility and paradox surrounding the challenges they face. This is complexity. But too many leaders approach complexity the wrong way – they push their people harder and harder and tackle problems one-at-a-time over months, sometimes even years, and nearly always in a linear fashion. It's like setting a pot of water on 'low' and waiting for it to boil. To solve the seemingly intractable challenges that leaders bang their heads against for months – to get the metaphorical water to boil – you must generate a high amount of heat very quickly. In this book, the authors share their proven formula for dramatically shortening the process and solving an organization's toughest challenges in mere days.

**Foreword by Marshall Goldsmith, #1 NY Times bestselling author, *Thinkers50* #1 Executive Coach and the only two-time #1 Leadership Thinker in the World**

**DAVID KOMLOS**, CEO of Syntegrity, is an entrepreneur, investor and speaker who has helped change the way many global leaders approach their top challenges. David advises top leaders and enterprises on how to dramatically accelerate solutions and execution on their defining challenges. He frequently speaks on topics related to complexity, fast problem-solving and mobilization, and scaling talent.

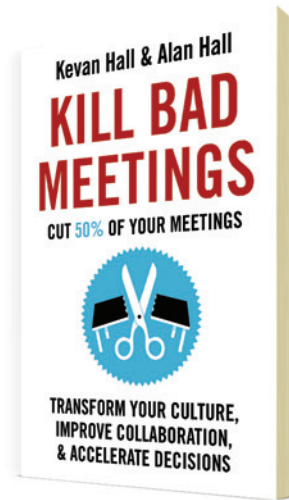
**DAVID BENJAMIN** is the cofounder of Syntegrity and the chief architect of the Complexity Formula as laid out this book. David regularly guides leaders and their teams to decisions and action in days, no matter the industry, type of challenge, or nature of the organization. David has become a trusted advisor to Fortune 500 companies and government leaders, and frequently speaks on a wide range of topics related to complexity and problem-solving.

**Cracking Complexity** • 9781473685642 HB, £25.00, May 2019. For translation rights please contact Aevitas Creative Management



**'Within 24 hours we had reduced complexity, increased efficiency and lifted engagement'**

Sally Cairns, Chief People Officer, Paddy Power Betfair



**Cut 50% of your meetings and improve the ones that remain.**

Meetings consume about 40% of working time for managers and professionals (our most senior and expensive people). For business, this is a huge cost and people are frustrated with too many boring, irrelevant or badly run meetings.

**Kill Bad Meetings** will show you how to cut out the unnecessary meetings, topics and participants that make many meetings irrelevant.

ALSO AVAILABLE



**Kill Bad Meetings** • 9781473668379 HB, £20.00/9781473668355 TPB (export only), £14.99, Sep 2017.

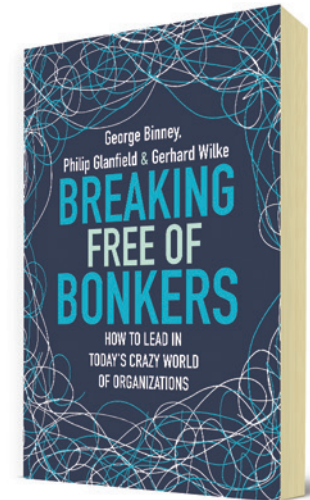
**Speed Lead** • 9781857883749 HB, £20.00.

**Breaking Free of Bonkers** • 9781473669079 HB, £24.99, Aug 2017.

Translation rights available

**'Breaking Free of Bonkers shows how effective leading is not about trying to do it all yourself. It is about working with, and through, others'**

Professor Dame Sally Davies, Chief Medical Officer, England

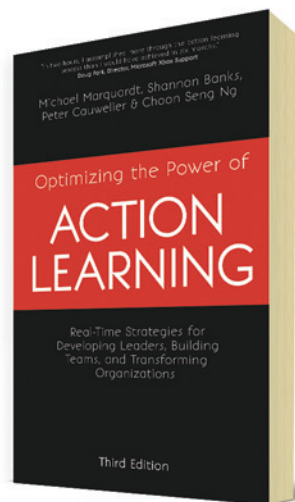


**Do you ever feel bewildered or oppressed by what goes on in your organization? Does anything ever strike you as odd, ridiculous, inefficient or just plain bonkers? Chances are you are not alone.**

No matter what industry, sector or institution, the world of work and business can often seem crazy. We spend so much time ticking boxes, filling in forms and reports, catching up on emails, talking about unreal plans and targets, re-structuring, sitting in unproductive meetings and trying to deliver on top-down initiatives that bear little relationship to reality, that the time to do real work is squeezed out.

**Breaking Free of Bonkers** shows you how it is possible to achieve your goals despite the mad and messy world of today's organizations. Against the odds, it is possible to lead and succeed.

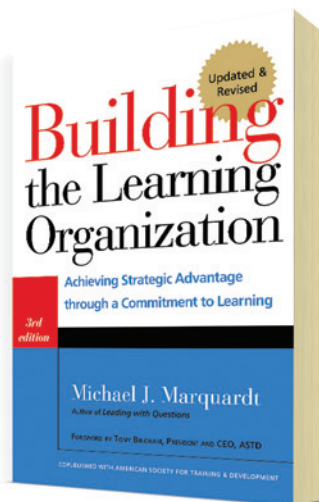
# Coaching the Team at Work



## The third edition of the field-defining book

Originated by Reginald Evans in the 1940s, the Action Learning Model was refined and then reintroduced by lead author Michael J. Marquardt to organizations globally as a powerful tool for improving organizational performance. Today, Marquardt is widely considered to be the modern 'father' of the Action Learning approach.

For this new edition, Marquardt has teamed up with three Action Learning experts from Asia and the UK who bring a broader global approach to what has become the seminal book in the field. Each chapter has been updated for alignment with today's practices and implementation of Action Learning in organizations, including fresh information on virtual Action Learning, guidance on implementing Action Learning and becoming a Certified Action Learning Coach, and many new case studies.



This essential best-practices toolkit with lessons from world-class leaders – FedEx, Nokia, Alcoa, Whirlpool, Microsoft, and others – tells how to successfully transform an organization into one that not only continually learns from its experiences but quickly translates that knowledge into improved performance.

**MICHAEL J. MARQUARDT**, EdD is professor of Human Resource Development and International Affairs as well as Program Director of Overseas Programs at George Washington University.

**'This book is a must for anyone involved in organizational coaching'**

Adrian Moorhouse, Managing Director, Lane4 & Olympic Gold Medallist

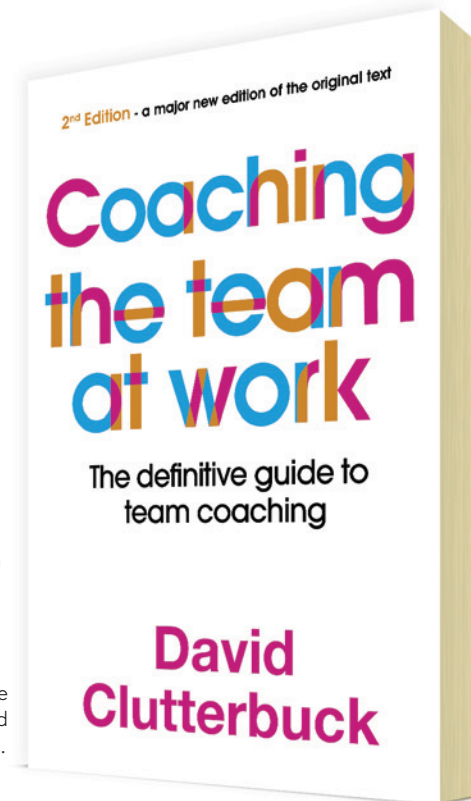
One of the true pioneers of team coaching and mentoring, and founder of the European Mentoring and Coaching Council returns with an extensive rewrite of his 2007 classic.

This revised edition, based on interactions with hundreds of team coaches around the world, reflects increased understanding of the complexity of teams and what supports and undermines performance. It provides team coaches with a new and immensely practical toolkit for working with teams at all levels.

**Coaching the Team at Work** is the result of research over 20 years with practising team coaches and with major corporations around the world. It recognizes that in a complex and constantly evolving business and social environment, teams can only keep up if they adapt frequently. But to adapt, they must have clarity about their internal and external systems and how these contribute to or undermine performance. There are multiple aspects of team function that underpins performance – and each influences and is influenced by the others.

This book helps team coaches develop their skills to support teams in understanding these complex dynamics and, as a result, in developing more effective ways of working together.

**DAVID CLUTTERBUCK** is one of Europe's most prolific authors and thinkers on management. Author or co-author of over 50 books, he is visiting professor in coaching and mentoring at both Oxford Brookes and Sheffield Hallam Universities.



**Optimizing the Power of Action Learning 3rd Edition** • 9781473676961 TPB, £30.00, Jun 2018.  
**Building the Learning Organization** • 9781904838326 TPB, £24.99.  
 Translation rights available

**Coaching the Team at Work** • 9781529352313 TPB, £25.00, Mar 2020. Translation rights available

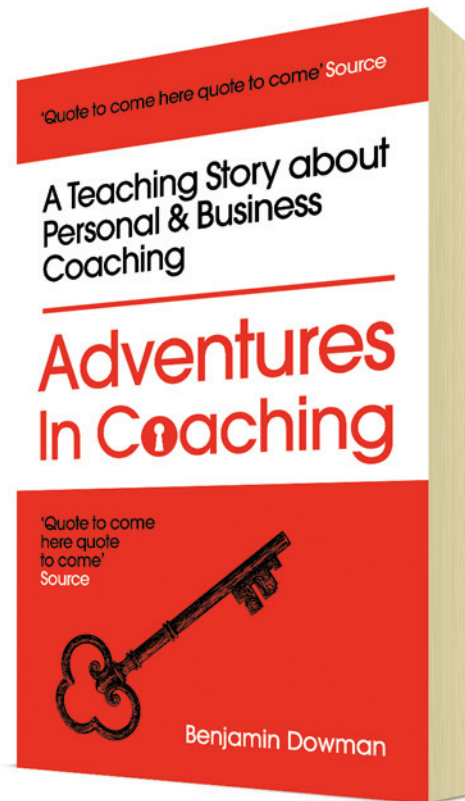


# Adventures in Coaching

Learn the practice of coaching through an entertaining and lively story which makes key coaching concepts accessible and memorable.

*Adventures in Coaching* teaches and explains coaching through a highly engaging tale that will develop the skills and understanding of how to coach effectively. The story follows Lewis Carroll's character, Alice, as she learns about personal and business coaching with relevant coaching examples, metaphors and occasional poems that bring the subject to life.

Suitable for both new and existing coaches and managers, and leaders who want to use a coaching approach, the content is grounded in coaching theory and is comparable to a textbook or manual with a humour and lightness that will make the learning easy.



**Benjamin Dowman** is a facilitator, psychologist, coach and consultant and has worked within organizational development for 15 years, both nationally and internationally. He runs his own business, Irrational Coaching, and is Associate Director for Plum Consulting, a cultural change consultancy. He is an experienced and confident public speaker (and an amateur actor). His clients include Lloyds Group IT, Airbus Group, Network Rail, Accenture, RBS, UBS and BAE Systems. He has previously worked at the University of Cumbria as a Lecturer in Coaching and Mentoring and currently works as an Associate tutor at Cranfield University.

*Adventures in Coaching* • 9781529365832 TPB, £14.99, Oct 20. Translation rights available

'The drive to deliver team performance is relentless. The tools to get there are few. With *Teams Unleashed*, Sandahl and Phillips have given us a clear, practical map for more productive team results and truly engaged team culture. It's an exceptional resource for those who work with or lead teams'

Marshall Goldsmith, *New York Times*  
#1 bestselling author of *Triggers*, *Mojo*,  
and *What Got You Here Won't Get You There*

From the co-author of the worldwide bestseller, *Co-Active Coaching*.

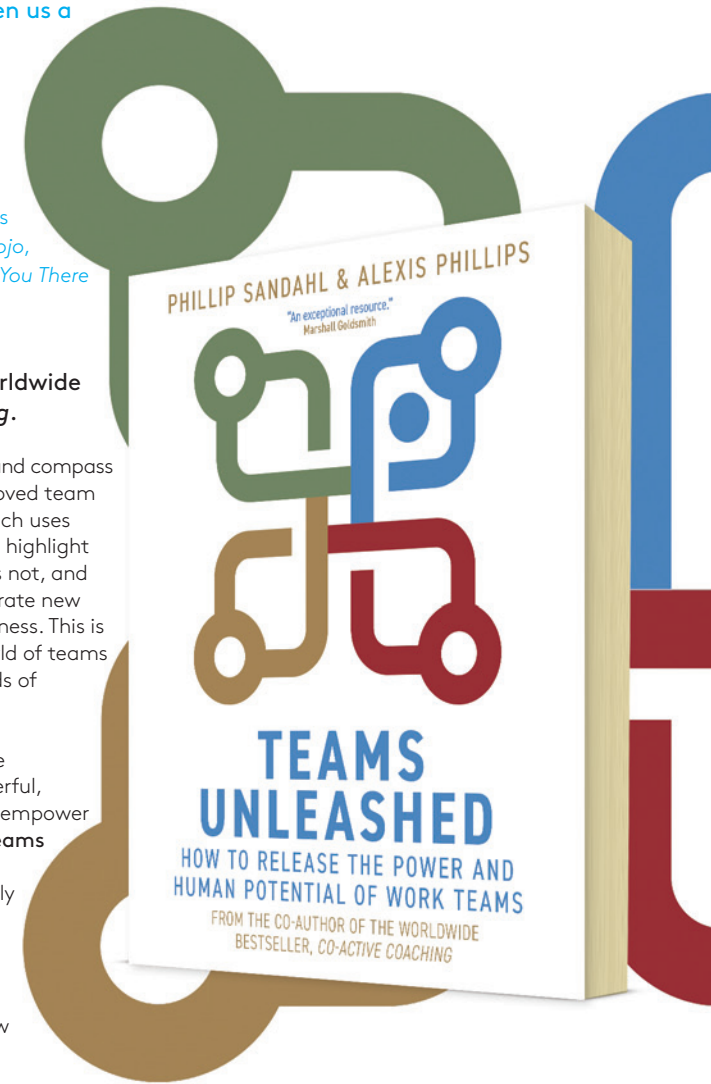
*Teams Unleashed* provides a map and compass for engaged, sustainable and improved team performance. This practical approach uses the everyday language of teams to highlight what's working and uncover what's not, and gives teams the tools to incorporate new practices that build team effectiveness. This is an approach proven in the real world of teams since 2005 and is used by thousands of teams worldwide.

The steps outlined are based on the fundamentals of coaching – a powerful, repeatable process to support and empower change that makes a difference. **Teams Unleashed** introduces the five core competencies for working effectively with teams, describes the essential team coaching skills, and provides exercises and activities to generate the important conversations that lead to new understanding and new team norms.

**PHILLIP SANDAHL** is an internationally recognized consultant/coach, trainer and author, and cofounder of Team Coaching International (TCI).

**ALEXIS PHILLIPS** is a founding partner of Team Coaching International and a co-developer of the Team Diagnostic™ suite of diagnostic tools.

*Teams Unleashed* • 9781529337044 TPB, £22.99, Oct 2019. Translation rights available





# The Four Greatest Coaching Conversations

**'A fabulous book for managers and coaches'**

Brooke Finlayson, Chief Learning Officer,  
Mondelez International

Over 100,000 coaching conversations with leaders, managers and others seeking meaningful transformation, distilled into the key insights and actions that will deliver lasting change in attitude and behaviour.

Based on data and insights from thousands of conversations with leaders conducted by the talented coaches of BTS Coach, comes the first book to bring BTS Coach's research-based coaching process directly to leaders, managers and anyone coaching individuals or teams. In a concise, easy-to-understand manner, the book reveals four essential mindsets (Be, Relate, Think, Inspire) that can each be transformed through four powerful coaching conversations.

These conversations make the difference between coaching that is merely helpful and coaching that is truly transformational. Discover a series of proven tools for sparking your own powerful conversations that will get the very best out of yourself and those around you.



**JERRY CONNOR** is a pioneer in the field and the Global Head of Coaching for BTS.

**KARIM HIRANI** is Global Head of Coach Quality and Design for BTS Coach.

Major new edition of the global 'coaching bible' that helped define the field of professional coaching

**'Exudes the catalytic power to transform your organization and your life'**

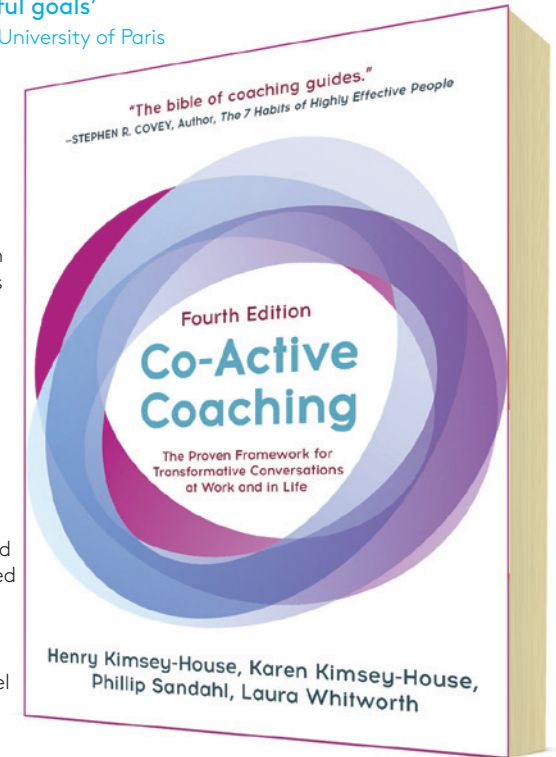
Kevin Cashman, author of *Leadership from the Inside Out*

**'Gives you the tools, the skills, the strategies and the ethical frameworks to achieve powerful goals'**

Celeste Schenck, President of the American University of Paris

**Co-Active Coaching** offers current and aspiring coaches, leaders and managers in organizations, and anyone wanting to strengthen interpersonal relationships a practical yet transformative communication process called the Co-Active Model. Since its creation by the authors more than 25 years ago, the Co-Active Model and the book have formed the foundation of the authors' six-part coach training program delivered globally to tens of thousands of individuals each year through the authors' training institute, CTI.

With its origins in the coaching profession, the Co-Active Model also applies to work and interpersonal relationships because it is based on principles of effective communication backed by current scientific research. In this highly-anticipated new edition, the universal applicability of the Co-Active Model is emphasised. It goes beyond the one-on-one coach/coachee structure to include guidance for leaders and managers on how they can add a coaching competency to their professional skill set.



**KAREN KIMSEY-HOUSE, HENRY KIMSEY-HOUSE** and **LAURA WHITWORTH** are internationally recognized pioneers in the coaching field and cofounders of The Coaches Training Institute (CTI), one of the world's largest coach training organizations providing a highly regarded certification program. **PHILLIP SANDAHL** is a senior faculty member of CTI and cofounder of Team Coaching International.

[coactive.com](http://coactive.com)

The world's #1 coaching book for 25 years, with over a million copies sold

**'Coaching for Performance is for any leader aiming for excellence'**

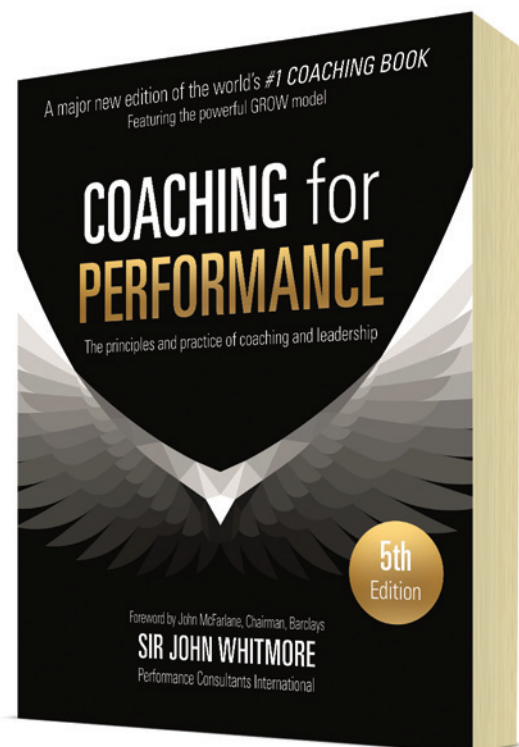
Ludo Van der Heyden, Professor of Corporate Governance, INSEAD

**'This book is a must-read for managers'**

Norman Jardine, Head of Internal Communication, European Commission

**Coaching for Performance** is the institution of the coaching profession. This landmark text has now undergone the largest revision yet in its history to bring it fully up to date for today's professionals. With a focus on coaching as a way of being rather than a temporary process, this new edition explains how coaching can have a profound effect on the culture of an organization. No longer an activity conducted in isolation by a select few managers, coaching impacts the growth of the whole company as well as the personal growth of the individual.

This new edition includes a Foreword by John McFarlane, Chairman of Barclays and TheCityUK.



**SIR JOHN WHITMORE** is the pioneer of coaching in the workplace and cofounder of Performance Consultants International, the market leader in coaching globally. He was the first to take coaching into organizations in the early 1980s and co-creator of the GROW model, the most used coaching model in the world. The new edition of *Coaching for Performance* was completed before Sir John's death in 2017.

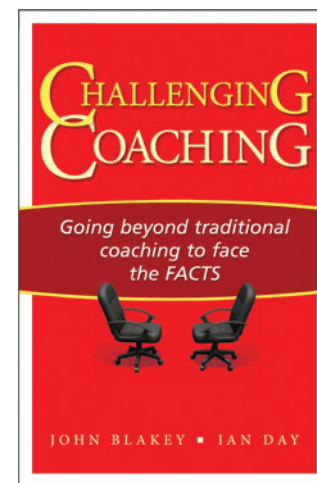
**PERFORMANCE CONSULTANTS INTERNATIONAL's** mission is to transform the relationship between organizations and employees. They partner with organizations globally on effective leadership development, coaching and culture transformation. Their flagship development programme named after this book is Coaching for Performance, it is considered the industry gold-standard and delivered in over 40 countries and in 23 languages.

[coachingperformance.com](http://coachingperformance.com)

Coaching for Performance 5th Edition • 9781473658127 TPB, £18.99, Sep 2017. Translation rights available

**'Critical reading for any business leader seeking to take an honest and challenging approach to developing their people'**

Scott Sundermann, MD, Healix Group



**Challenging Coaching** is a real-world and provocative book which provides a wake-up call to move beyond the limitations of traditional coaching. Based on the authors' extensive experience working at board and management levels, they suggest that for far too long coaching approaches have shied away from adopting a more challenging stance – a stance that can provoke greater performance and unlock deeper potential in business leaders and their teams.

**JOHN BLAKEY** is a coach to board-level leaders around the globe. Featuring regularly as a conference speaker and writer on the topics of executive coaching, organizational change and business growth.

**IAN DAY** is a coach, facilitator and speaker working at board level for large international clients, frequently using psychometric personality profiles to create within clients the awareness and energy to change. [challengingcoaching.co.uk](http://challengingcoaching.co.uk)

Challenging Coaching • 9781904838395 TPB, £19.99.  
Solutions Focus 2nd Edition • 9781904838067 TPB, £19.99.  
Translation rights available

**'A beautifully crafted, elegantly simple approach to applying the power of solutions to organizations'**

Anthony M. Grant, Director, Coaching Psychology Unit, University of Sydney



The second edition of this acclaimed first business book on the powerful, simple yet subtle approach to positive change in people, teams and organizations. The authors present a set of practical techniques, including specific forms of questioning that lead to immediate action and results. They show how to identify what is working in your organization and amplify it to make useful changes; to focus on what is possible rather than what is intractable and how to be solution focused, not solution forced.

**PAUL Z. JACKSON** is an independent training consultant with a wide variety of clients in both the public and private sectors.

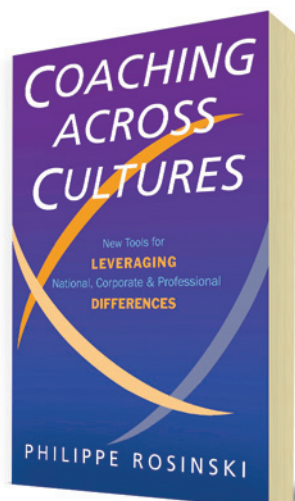
**MARK MCKERGOW** has a PhD in physics and is now a consultant specializing in accelerated learning, management development and business strategy. [thesolutionsfocus.co.uk](http://thesolutionsfocus.co.uk)

'This book is one of the best I've ever read – timely, relevant and on-message . . . a significant contribution to the coaching profession' Katherine Tulpa, CEO, Association for Coaching



The need for a 'master level' of coaching has never been greater in the global economy and interconnected world in which we live. **Global Coaching** inspires managers and coaches to find meaningful and long-lasting results through an integrated approach, combining coaching strategies from six perspectives – physical, managerial, psychological, cultural, political and spiritual.

'An outstanding book that explains how to develop the new breed of leadership necessary to achieve sustainable high performance' Dean O'Hare, Chairman and Chief Executive Officer, The Chubb Corporation

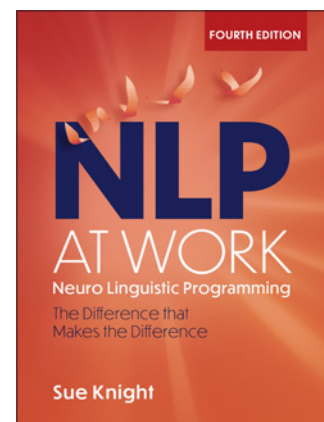


As coaches and clients increasingly realize, the demands of business mean that it is now vital to integrate, understand and leverage cultural differences across countries and corporations. This work bridges the gap between coaching and interculturalism.

**PHILIPPE ROSINSKI's** pioneering work in bringing the crucial intercultural dimension into the practice of coaching has won him worldwide acclaim. He is the first continental European to be designated Master Certified Coach by the International Coach Federation. Previously the Director of Custom Programs at the Center For Creative Leadership, he is currently principal of Rosinski & Company, a global consulting firm that helps leaders, teams and organizations unleash their human potential to achieve high performance. [philrosinski.com](http://philrosinski.com)

**Global Coaching** • 9781904838227 TPB, £19.99.  
**Coaching Across Cultures** • 9781857883015 TPB, £19.99.  
 Translation rights available

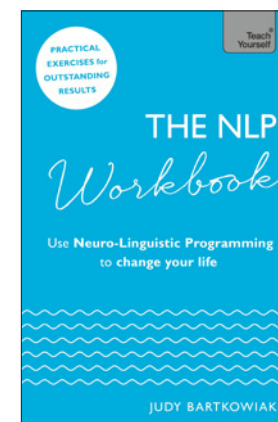
'The definitive volume on the topic'  
*Personnel Today*



**NLP at Work** is one of the most popular books ever published on the practical skills of NLP and how it can be applied in business. This major new edition has been revised throughout and expanded to include a new section on coaching with NLP, showing how this approach is so different to traditional methods, and a new chapter on Metamessages. Clear, readable and jargon-free, this book will help you get to the essence of what makes you and your business excellent and unique.

**SUE KNIGHT** was the first to use NLP to improve the quality of the business world and is a leading international consultant and speaker. She works across the world, especially in the UK, Europe and India. [sueknight.com](http://sueknight.com)

**NLP at Work 4th Edition** • 9781529393071 TPB, £21.99, Jul 2020.  
**The NLP Workbook (Teach Yourself)** • 9781473659629 TPB, £16.99, Oct 2017.  
 Translation rights available



This Teach Yourself Workbook doesn't just tell you how to use NLP. It accompanies you every step of the way, with diagnostic tools, goal-setting charts, practical exercises and many more features ideal for people who want a more active style of learning. The book starts by helping you identify your own preferred styles of learning and communication. It then helps you set specific goals to improve on; as you progress through the book, you will be able to keep checking your progress against these goals. Specially created exercises, using the tools and techniques of NLP, will help you boost your skills and communication so that you can reach your potential in any situation.

**JUDY BARTKOWIAK's** training courses and coaching practice have helped thousands of people to apply the skills of NLP in their everyday lives. [judybartkowiak.com](http://judybartkowiak.com)

# Sizing People Up

**A former FBI agent shares his simple but powerful toolkit for assessing who you can trust – and who you can't.**

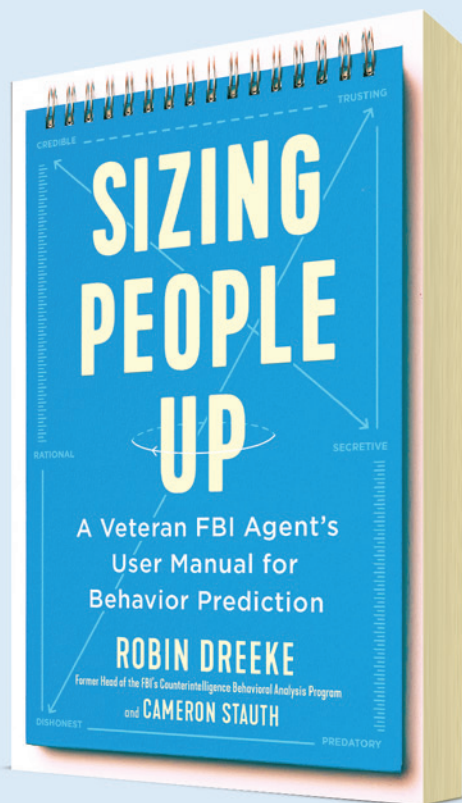
After two decades as a behavior analyst in the FBI, Robin Dreeke knows a thing or two about sizing people up. He has navigated complex situations that range from handling spies to traversing the internal politics at the Bureau. Through that experience, he was forced to develop a knack for reading people – their intentions, capabilities, desires, and fears.

In **Sizing People Up**, Dreeke shares his simple, six-step plan to help you predict anyone's future behavior based on their words, goals and patterns of action, and the situation at hand.

Dreeke's system is simple but powerful. Using this book, you will be able to determine quickly and easily who you can trust, who will deliver on their promises, and who is invested in your success. With this knowledge, you can confidently embark on anything from a business venture to a romantic relationship to a covert operation without the stress of the unknown.

**ROBIN DREEKE** entered federal law enforcement in 1997, after graduating from the US Naval Academy and serving in the US Marine Corps. He received advanced training and operational experience in social psychology and in the practical application of the science of relationship development. Eventually he rose to direct the behavioral analysis program in a federal law enforcement agency. Dreeke recently retired as an agent of the FBI. He is the author of *It's Not All About 'Me'*.

**CAMERON STAUTH** is the author or co-author of more than 20 books, including several national and international bestsellers.



**Sizing People Up** • 9781529308297 TPB, £14.99, Jan 2020. For translation rights please contact Portfolio

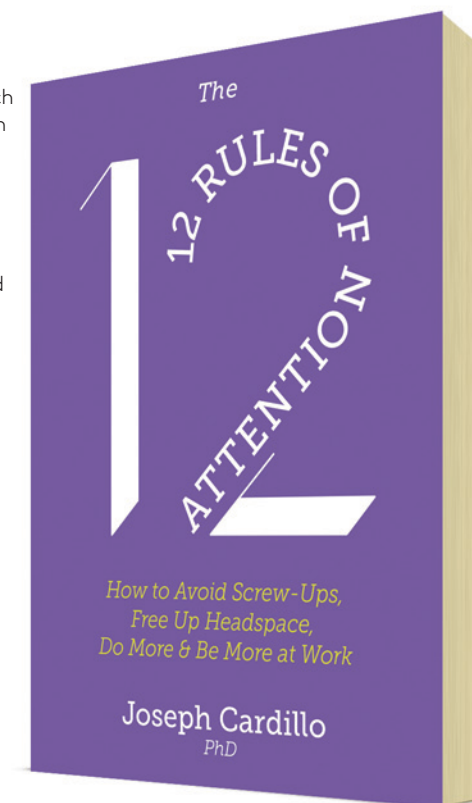
# The 12 Rules of Attention

**How to self-regulate and train your brain's attentional mechanism for faster, more accurate, high-quality performance at work.**

Do you feel like you're 'crushing it'? How productive, happy and fulfilled do you feel each day at your job? You might ask what attention has to do with it. The answer may help clear up and fix a wide range of ongoing workplace concerns, including workplace error.

Simply put, attention is connected to every single thing you think, feel and do at work and elsewhere. It's almost impossible to imagine, but by the end of this book you'll not only understand how this is so, but you will be tapping into your attentional system and regulating it to your highest advantage.

**The 12 Rules of Attention** will help you train your attention to sharp, accurate, high definition... and keep it there.



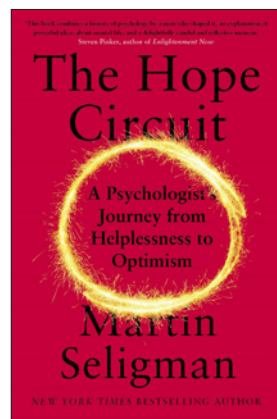
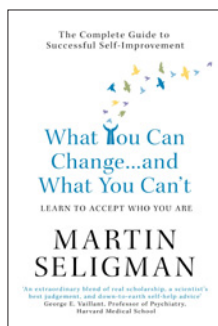
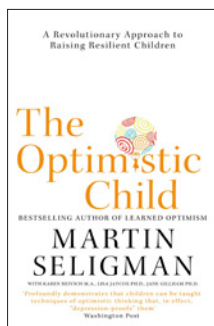
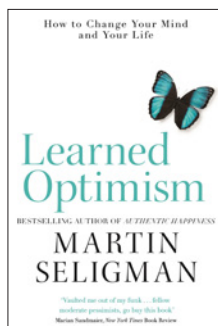
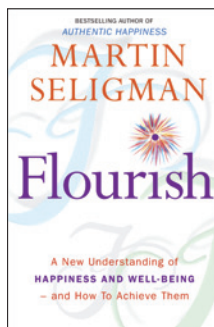
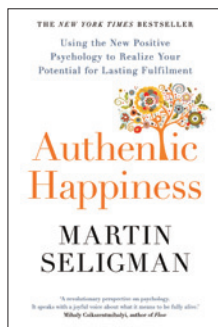
**DR. JOSEPH CARDILLO** is a recognized leader in holistic healthcare and a sought-after expert on body energy, attention training and creative thinking. He holds a PhD in holistic psychology and mind-body medicine.

**The 12 Rules of Attention** • 9781529361995 TPB, £18.99, Oct 2020. Translation rights available



'One of the most creative and influential psychologists of our time'  
Steven Pinker, author of *The Better Angels of Our Nature*

'An unusually sharp account of work and performing under pressure'  
*Financial Times*



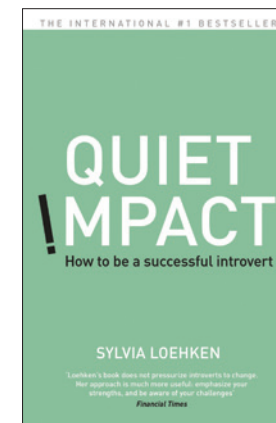
Martin Seligman is one of the most decorated and popular psychologists of his generation. When he first encountered the discipline in the 1960s, it was devoted to eliminating misery: the science of how past trauma creates present symptoms. Today, thanks in large part to Seligman's own work pioneering the Positive Psychology movement, it is ever more focused on the bright side; gratitude, resilience and hope.

In *The Hope Circuit*, Seligman recounts how he learned to study optimism; including a life-changing conversation with his five-year-old daughter. In wise, eloquent prose, Seligman tells the human stories behind some of his major findings. He recounts developing CAVE, an analytical tool that predicts election outcomes (with shocking accuracy) based on the language used in campaign speeches, and the canonical studies that birthed the theory of learned helplessness. [authentichappiness.org](http://authentichappiness.org)



Learn how to develop your self-esteem and confidence without developing or displaying unrealistic or exaggerated levels of self-belief. The new science of confidence is your path to a more successful future.

DR ROB YEUNG is a psychologist and author of over a dozen books, including the bestsellers *Confidence*, *How To Win* and *How To Stand Out*. [robyeung.com](http://robyeung.com)



An international phenomenon. Using the latest psychological research and Dr Loehken's own extensive experience coaching introverts in the workplace, this book is packed with practical advice which is easy to implement.

DR SYLVIA LOEHKEN is an introvert and a highly in-demand coach and speaker who specializes in how introverts can make an impact in the workplace. [intros-extros.com](http://intros-extros.com)



The authors draw on research from more than 12,000 people and features the latest studies from neuroscience and from the frontline experiences of Fortune 500 employees and managers. It explains what makes people 'choke' under pressure and includes 22 strategies you can use to excel in whatever you do.

HENDRIE WEISINGER, PhD, is a world-renowned psychologist and pioneer in the field of pressure management. [hankweisingerphd.com](http://hankweisingerphd.com)

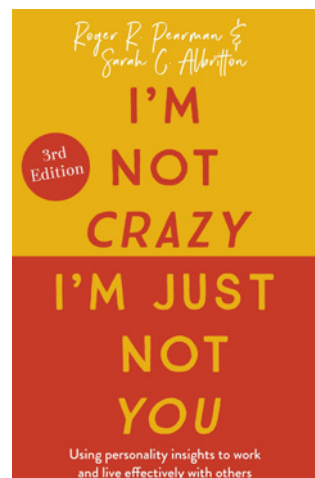
J.P. PAWLIIW-FRY is an international performance coach and advisor to Olympic athletes and senior business executives. [ihhp.com](http://ihhp.com)

**Authentic Happiness** • 9781857886771 PB, £12.99  
**Flourish** • 9781857885699 TPB, £16.99  
**Learned Optimism** • 9781473684317 TPB, £16.99, Apr 2018  
**Optimistic Child** • 9781473684331 TPB, £16.99, Apr 2018  
**What You Can Change...and What You Can't** • 9781857883978 TPB, £14.99  
**Hope Circuit** • 9781473696082 TPB, £14.99, Jan 2019  
 For translation rights please contact InkWell Management

**The Confidence Project** • 9781473634176 PB, £9.99, Jan 2019. Translation rights available  
**Quiet Impact** • 9781444792867 PB, £8.99. For translation rights please contact Gabal Verlag  
**How to Perform Under Pressure** • 9781473616318 PB, £10.99. For translation rights please contact The Crown Publishing Group

'For anyone who struggles to get noticed – this is the book for you'

Sarah Willingham, BBC's *Dragons' Den*



Tracing the growth of the study of personality type from its roots in the work of Carl Jung to today's subtly nuanced type theory, *I'm Not Crazy, I'm Just Not You* shows how greatly our individual personality preferences affect our interactions with others.

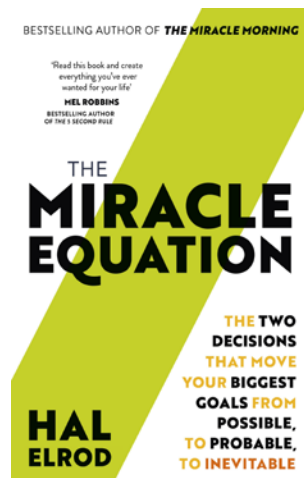
By shedding light on individual characteristics and tendencies, psychologists Roger R. Pearman and Sarah C. Albritton teach us how to overcome our natural inclination to judge difference in order to recognize and celebrate it.

**ROGER R. PEARMAN**, EdD, is an internationally recognized consultant, trainer, speaker and author of *Hardwired Leadership*.

**SARAH C. ALBRITTON** is a former career and college counselor.

'If you want your biggest goals to move from possible, to probable, to inevitable, you better read *The Miracle Equation*'

Mel Robbins, bestselling author of *The 5-Second Rule*



You Are Only Two Decisions Away from Everything You Want.

There is a timeless, proven formula that the world's most successful people have used for centuries to tackle their biggest dreams, but it has been overlooked. Hal Elrod, bestselling author of *The Miracle Morning*, used it to thrive against seemingly insurmountable odds, from overcoming life-threatening health challenges to near financial collapse. *The Miracle Equation* is that formula, and it consists of only two decisions that guarantee astonishing levels of success and fulfillment: Unwavering Faith and Extraordinary Effort.

**HAL ELROD** is on a mission to elevate the consciousness of humanity, one reader at a time. As the author of the international bestseller *The Miracle Morning*, as well as his newest book *The Miracle Equation*, he is doing exactly that. After overcoming multiple near-death experiences and impacting millions of lives, he has dedicated his own life to showing others how to overcome their challenges so that they can fulfill their potential.

'Sheds light on those sudden realisations that can change the world'

*Independent*

'A brilliant discourse'

*Management Today*



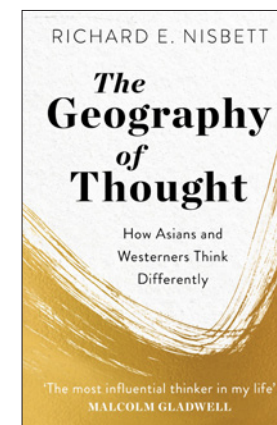
Insight is everything. It can be used to build businesses, solve crimes, progress science and make many aspects of our lives quicker, easier, bigger or better.

**GARY KLEIN**, PhD, is a research psychologist famous for his part in founding the field of naturalistic decision making and is Senior Scientist at MacroCognition LLC. He was one of the leaders of a team that redesigned the White House Situation Room.

[macrocognition.com](http://macrocognition.com)

'The most influential thinker in my life'

Malcolm Gladwell

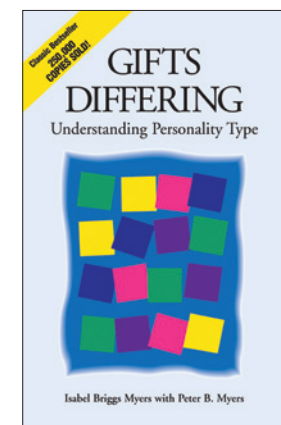


Professor Nisbett shows people actually think – and even see – the world differently, because of differing ecologies, social structures, philosophies and educational systems that date back to ancient Greece and China, and that have survived into the modern world. *The Geography of Thought* surveys the gulf between these cultures and shows a blueprint for how it can be bridged.

**RICHARD E. NISBETT**, PhD, has taught psychology at Yale University and the University of Michigan, where he is the Theodore M. Newcomb Distinguished University Professor.

'Ringing with practical implications, *Gifts Differing* both educates and inspires'

Judy Waterman, Principal, Career Management Group



For more than 60 years, the Myers-Briggs Type Indicator (MBTI) tool has been the most widely used instrument in the world for determining personality type, and for more than 35 years, *Gifts Differing* has been the preeminent source for understanding it.

The late **ISABEL BRIGGS MYERS** devoted her life to the observation, study and measurement of personality. With her mother, Katharine Briggs, she authored the Myers-Briggs Type Indicator® personality inventory.

**PETER B. MYERS**, PhD, continues research work on the development and application of personality type. He is currently extending the use of the MBTI® instrument worldwide.

*I'm Not Crazy, I'm Just Not You* • 9781529378290, TPB, £14.99, Nov 2020.

*The Miracle Equation* • 9781473695962 PB, £9.99, Dec 2020. For translation rights please contact Penguin Random House US

*Seeing What Others Don't* • 9781857886788 PB, £9.99

*The Geography of Thought* • 9781529309416 PB, £10.99, Jul 2019

For translation rights please contact Brockman Inc.

*Gifts Differing* • 9780891060741 TPB, £12.99. Translation rights available

# Defining You

*'Defining You puts the spotlight on your own journey, helping you find your way to a happier, more successful life'*

Kenny Wilson, CEO of Cath Kidston

*'This is a MUST read – read it, and then get your loved ones to read it. You owe it to them and yourself'*

Wing Commander Jonathan McMullan,  
Commanding Officer, Royal Australian  
Air Force Officers' Training School

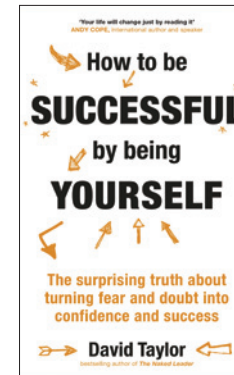
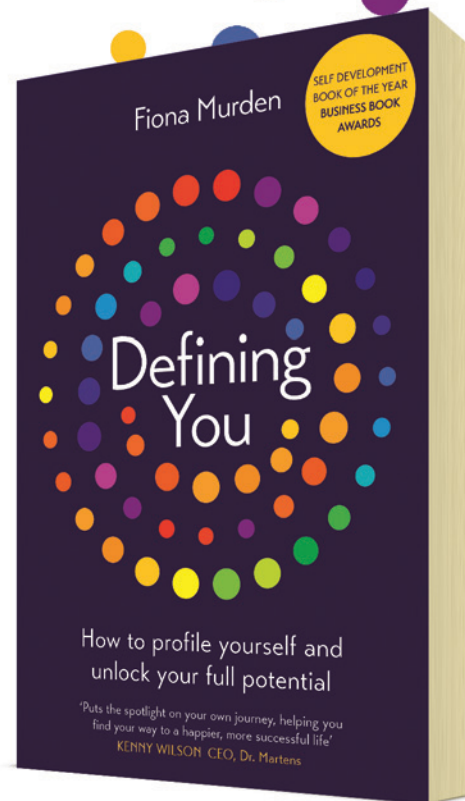
## SELF DEVELOPMENT BOOK OF THE YEAR 2019 – The Business Book Awards

Step by step you will undertake a professional profiling assessment to help you discover your strengths, understand what really drives you and learn which environments will help you to excel.

Our behaviour is at the core of what we do. This is your ultimate self-awareness toolkit to help you understand both your own and others' behaviour and to positively influence it. Along the way you may even start to sleep better, think more clearly and have good moods more often.

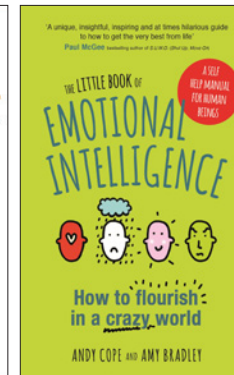
**Defining You** opens a window into the elite process of psychological profiling and presents a clear path to improving your effectiveness with immediate actions and tangible tips.

**FIONA MURDEN** is a leadership psychologist who has spent the past fifteen years working with multi-national companies and with some of the UK's most successful business leaders, policy makers, top academics and sports people.



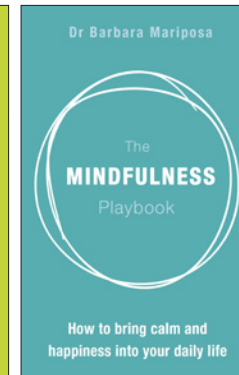
All of us have the potential to be great but we're held back by fears, doubts, worries and limiting beliefs. **How to Be Successful by Being Yourself** is a toolkit for re-programming your mind so that you can silence the inner voice that tells you you're not good enough. So read on and discover that everything you need to achieve and anything you want, you already have within you.

**DAVID TAYLOR** is the founder of Naked Leader and author of the global bestselling book *The Naked Leader*.  
[nakedleader.com](http://nakedleader.com)



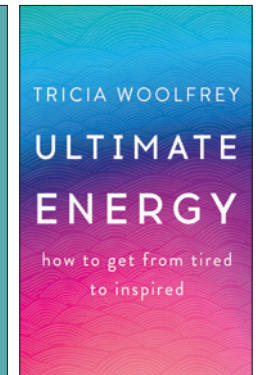
**The Little Book of Emotional Intelligence** is an immediate, outcome-focused primer on the important topic of EQ, which provides practical, no-nonsense life advice and takes a sideways look at a world which is complicated and overwhelming at times.

**ANDY COPE** describes himself as an author, happiness expert, qualified teacher and learning junkie. He has spent 10 years researching 'positive psychology' culminating in a 'PhD in Happiness'.  
[artofbrilliance.co.uk](http://artofbrilliance.co.uk)



**The Mindfulness Playbook** is a user guide for contemporary life which is underpinned by a proven methodology and a host of mindful techniques for making life calmer and changing the way your brain is wired, to help you effortlessly move towards a fulfilling life of clarity, focus and balance.

Trained at the Royal Free Hospital, London, **DR BARBARA MARIPOSA** has worked in general practice, psychiatry and public health. Whilst at medical school, she obtained a BSc in psychology and began a life-long enquiry into the interdependence of mind, emotion and wellbeing.  
[drbarbaramariposa.com](http://drbarbaramariposa.com)



**Ultimate Energy** is full of instant and long-term energy boosts that are practical and easy to implement. Covering mindfulness, resilience, positive psychology and exercise, the techniques will help you enjoy improved problem solving skills and richer relationships while enhancing your productivity and effectiveness.

Organized around the acronym ENER-GIZER, this book covers everything you need to maximize your energy, strength and vitality in all areas of your life.

**TRICIA WOOLFREY** is an integrative coach and therapist, incorporating psychology, lifestyle and physiology into her work with individuals and teams.

[youempoweredself.co.uk](http://youempoweredself.co.uk)

**How to Be Successful by Being Yourself** • 9781473636323 PB, £9.99.

**The Little Book of Emotional Intelligence** • 9781473636354 PB, £9.99.

**The Mindfulness Playbook** • 9781473636200 PB, £9.99.

**Ultimate Energy** • 9781473634749 PB, £8.99.

Translation rights available

**Defining You** • 9781473668393 PB, £9.99, Sep 2019. Translation rights available



# FTSE

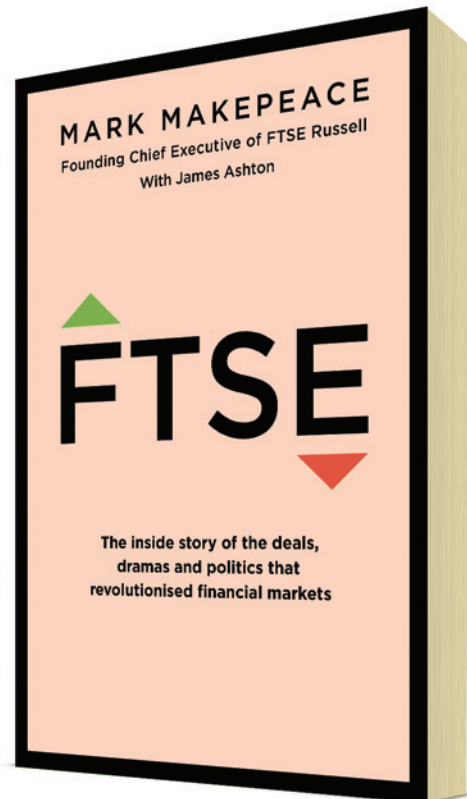
FTSE is a modern British brand recognised the world over. Those four letters on an electronic ticker tape have become a byword for money, power, influence and – crucially – trust.

FTSE is an account of how a small start-up launched in the mid 1980s to provide financial information became a world leader and one of the UK's most trusted and famous brands. The book details the ferocious dealmaking that followed over 35 years of market boom and bust, providing a ringside seat on some of the biggest deals, biggest crashes, and biggest personalities in business and global politics: the 9/11 terror attacks; the credit crunch that tore through the banking world; and the shock of the Brexit referendum vote.

How this organization, FTSE International, brought order to the financial system over several decades is a story of how capitalism globalised and a data revolution transformed the investment industry. It is a story of how British innovators built a business that today guides the fortunes of an astonishing \$16 trillion of funds. It is a story that Mark Makepeace, as the founding Chief Executive of FTSE International, knows better than anybody.

**MARK MAKEPEACE** offers a unique perspective on the financial services industry. During a 35-year career he was founding Chief Executive of FTSE International and turned a small UK start-up into one of the largest and most successful global index providers – and one of Britain's most famous brands.

**JAMES ASHTON** is a senior financial journalist who has covered some of the biggest economic and corporate stories of recent times. Today he is a business commentator and interviewer for the *Telegraph* and *Times* and produces his own influential leadership podcast, 'Leading with James Ashton'.



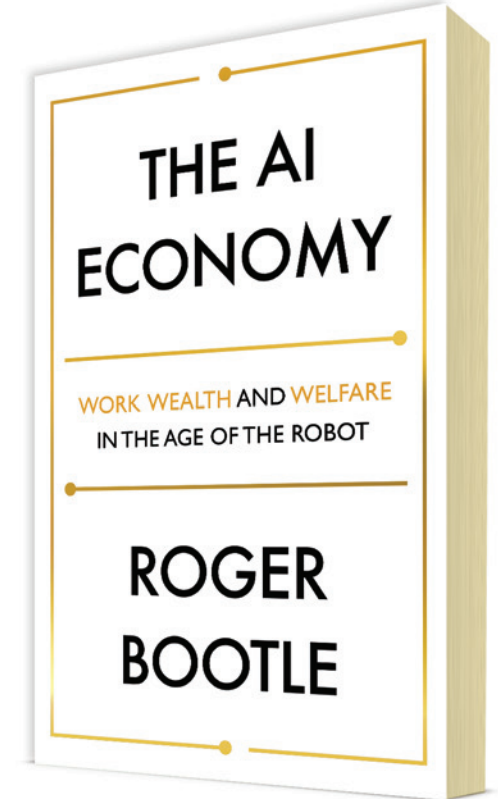
FTSE • 9781529330021 HB, £25.00, Nov 2020./9781529330045 TPB (export only), £14.99, Nov 2020. Translation rights available

# The AI Economy

Extraordinary innovations in technology promise to transform the world, but will the AI revolution impact negatively or change our lives for the better?

In this much needed book the acclaimed economist Roger Bootle responds to the fascinating economic questions posed by the age of the robot, steering a path away from tech jargon and alarmism towards a rational explanation of the ways in which the AI revolution will affect us all.

Tackling the implications of Artificial Intelligence on growth, productivity, inflation and the distribution of wealth and power, **The AI Economy** also examines coming changes to the way we work, learn and spend our leisure time.



One of Britain's best-known economists, **ROGER BOOTLE** runs Capital Economics, Europe's largest macroeconomics consultancy, which he founded. Roger appears frequently on television and radio and is also a regular columnist for the *Daily Telegraph*.

The AI Economy • 9781473696181 PB, £12.99, Oct 2020. Translation rights available



'As CEO of Nasdaq, Robert carefully shepherded one of the leading global exchanges through a tumultuous decade of change and transformation. He encourages readers to learn from both his successes and setbacks. Covering technology, markets, turnarounds, deal-making, public relations, innovation and crisis management, this book is truly a crash course for anyone interested in leadership'

John Chambers, CEO and founder, JC2 Ventures, and former Executive Chairman and CEO, Cisco

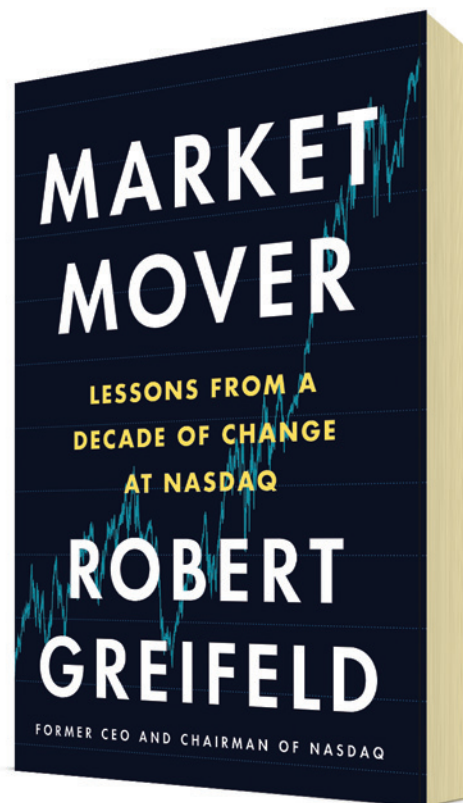
A primer for the stock market, a textbook in management and a user manual for high technology rolled into one.

Former CEO and Chairman of Nasdaq, Robert Greifeld shares stories, insights and lessons learned from one of the world's largest stock exchanges, detailing his transformation of Nasdaq from a fledgling US equities market to a global financial technology company.

One of the best CEOs in the business looks at the headline-making events that took place while he was at the helm – from the collapse of Lehman Brothers and the financial crisis of 2008, to Facebook's disastrous IPO and the Bernie Madoff scandal. He takes you exclusively behind the headlines, using them as jumping off points for lessons that can be applied to any business, including jumpstarting change, working with technology, finding the best people and adapting to globalization.

**ROBERT GREIFELD** was CEO of Nasdaq from 2003 to 2016. He was Nasdaq's first CEO from outside the financial world and turned Nasdaq into a leading participant in the exchange and technology sector, delivering trading, listing, intelligence and public company services across six continents. Late in 2015, Nasdaq's market value crossed \$10 billion for the first time. During his tenure, he led Nasdaq through a series of complex, innovative acquisitions that extended the company's footprint across the world.

**Market Mover** • 9781529343779 HB, £20.00, Oct 2019. 9781529343786 TPB (export only), £14.99, Oct 2019.  
For translation rights please contact HBG US



## Overcome AI

Your financial survival guide for the new economy.

No one can be completely sure what the future of work is going to look like, but one thing's for certain – it will be completely transformed by AI. That means an uncertain future for millennials, including the need to switch jobs and learn new skills. Taking steps towards financial freedom and early retirement now, on your own terms, will put you in the driving seat for the bumpy road ahead.

In **Overcome AI**, Yahoo Finance reporter and Wall Street expert Scott Gamm sets out a practical guide to financial freedom and early retirement. Discover why retiring early will become a necessity, not just a goal, how much money you'll need to live well without a steady 9-5 job, what some of the world's most respected billionaires advise for achieving financial independence in the new economy and much more.

**Overcome AI** is full of actionable investing tips that can be applied within minutes of reading. This is truly the first book to provide a clear plan for wealth-building and financial security in the automation era.

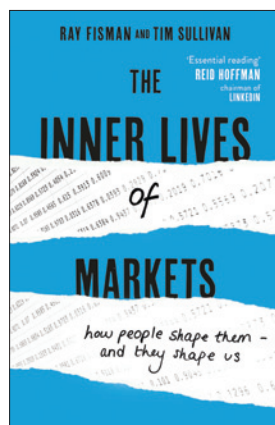
**SCOTT GAMM** is a financial journalist and stock market expert currently serving as an on-camera markets reporter for Yahoo Finance's streaming video network, the largest online business news platform with 75 million monthly visitors.



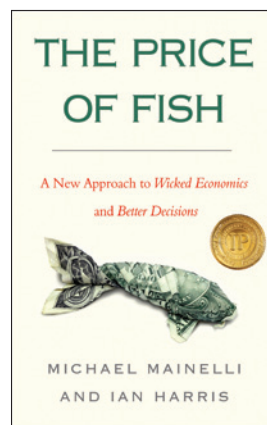
**Overcome AI** • 9781529361018 TPB, £16.99, Nov 2020. Translation rights available



**SuperHubs** reveals what happens at exclusive, invitation-only platforms like The World Economic Forum in Davos, the meetings of the International Monetary Fund, think-tank gatherings, power lunches, charity events and private parties. This is the most vivid portrait to date of the global elite: the bank CEOs, fund managers, billionaire financiers and politicians who, through their interlocking relationships and collective influence, are transforming the future of our financial system and, for better or worse, shaping our world.



This is a story about the transformation of markets. From the auction theories that power Google's ad sales algorithms to the models that online retailers use to prevent internet fraud, even the most high-tech modern businesses are empowered by theory first envisioned by economists. **The Inner Lives of Markets** is necessary reading for the modern world: it reveals the blueprint for how we work, live and shop, and offers wisdom for how to do it better.



**The Price of Fish** aims to blend four streams – choice, economics, systems and evolution – in a combination they believe is the key to making better decisions and, in turn, finding answers to the world's most pernicious problems.

**'I defy anyone not to enjoy this presentation of global issues explained in an innovative way with amusing anecdotes and analogies.'**

Sir David Lewis, former Lord Mayor of London

## Making a Success of Brexit and Reforming the EU

**'Maps out a fresh start for UK-EU relations'**

*Financial Times*

**'I recommend our diplomats and ministers read this book: it will provide them with an intellectual backbone.'**

Dominic Lawson, *Sunday Times*

**Making a Success of Brexit and Reforming the EU** charts the way forward for all. For Leavers and Remainers alike, it analyses the choices the UK faces about its relationship with the EU – and the rest of the world. It discusses the key issues concerning a 'hard' or 'soft' Brexit, Free Trade Agreements, the Single Market and the Customs Union, as well as the principles and pitfalls of the negotiating process.

Meanwhile, with or without Brexit, the EU faces an existential crisis. It needs to choose between three different paths: radical reform, further integration or break-up. This book assesses the costs and benefits of each, concluding with a vision of how the world would look without the EU.

Based on Roger Bootle's critically acclaimed book *The Trouble with Europe*, this extensively revised and expanded edition includes two entirely new parts.

One of Britain's best-known economists, **ROGER BOOTLE** is Chairman of Capitol Economics, Europe's largest macroeconomic consultancy, which he founded. Roger Bootle appears frequently on television and radio, and is also a regular columnist for the *Daily Telegraph*. In 2012, he won the Wolfson Prize and was named Economics Commentator of the year. He is the author of three other widely acclaimed books – *The Trouble with Markets*, *Money for Nothing* and *The Death of Inflation*. [capitaleconomics.com](http://capitaleconomics.com)



**SuperHubs** • 9781473669949 PB, £10.99, Jan 2018. For translation rights please contact Asia Literary Agency  
**The Inner Lives of Markets** • 9781444788587 PB, £12.99. For translation rights please contact WME Entertainment  
**The Price of Fish** • 9781857886221 TPB, £12.99. Translation rights available

**Making a Success of Brexit and Reforming the EU** • 9781473668478 PB, £10.99, Sep 2017.

# Mastering the Market Cycle

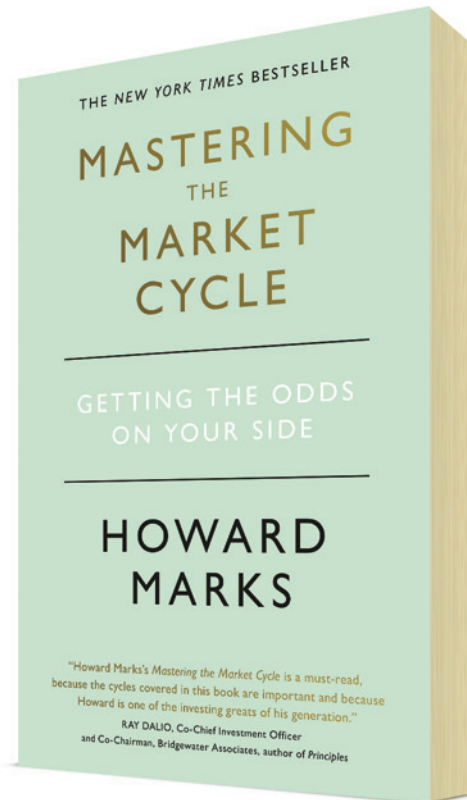
*'Mastering the Market Cycle is a must-read'*

Ray Dalio

Understand and take advantage of the fluctuations of markets and come out ahead – by learning when and where to invest your money.

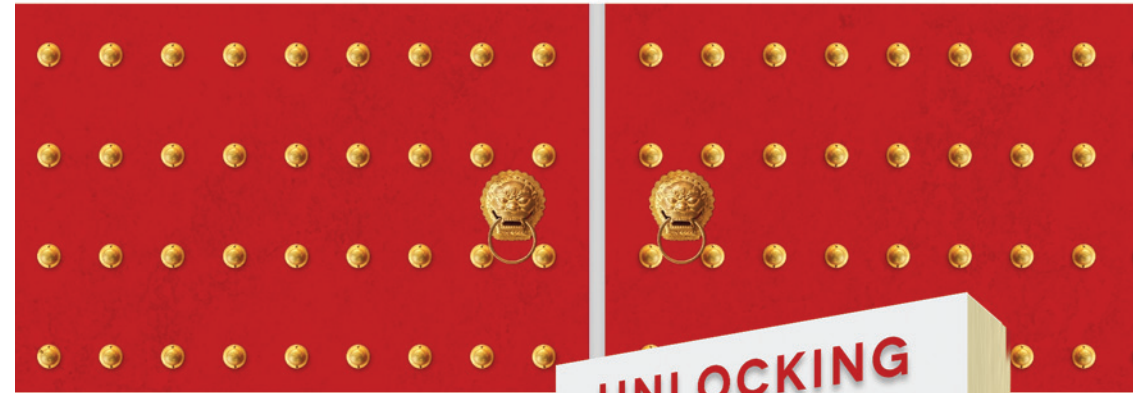
Economies, companies and markets operate in accordance with patterns which are influenced by naturally occurring events combined with human psychology and behaviour. The wisest investors learn to appreciate these rhythms and identify the best opportunities to take actions which will transform their finances for the better.

This insightful, practical guide to understanding and responding to cycles – by a world-leading investor – is your key to unlocking a better and more privileged appreciation of how to make the markets work for you and make your money multiply.



**HOWARD MARKS** is co-chairman and cofounder of Oaktree Capital Management, a Los Angeles-based investment firm with \$100 billion under management. He holds a bachelor's degree in finance from the Wharton School and an MBA in accounting and marketing from the University of Chicago. In the 2015 Forbes rankings, Marks was ranked the #338 richest person in the United States.

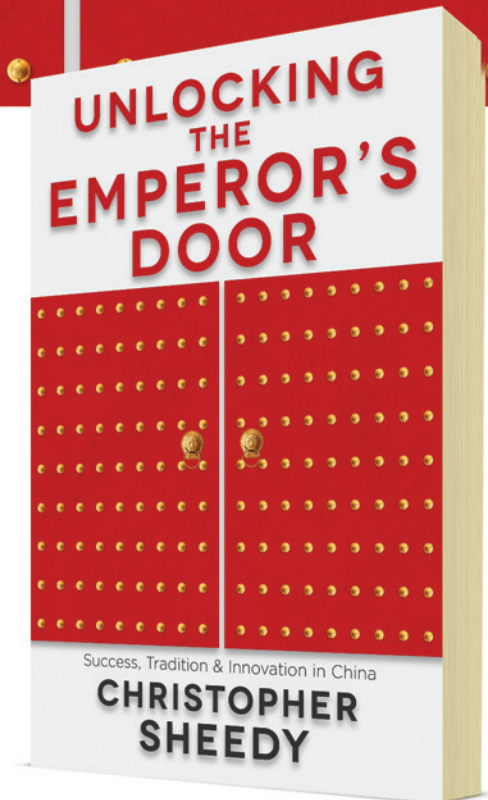
**Mastering the Market Cycle** • 9781473695689 PB, 14.99, Jan 2020.  
For translation rights please contact Abner Stein Ltd.



If you are interacting with Chinese businesses, doing business in China, or simply wanting to understand more about China, this is the book for you.

**Unlocking the Emperor's Door** will introduce you to Li Jinyuan, the founder and Chairman of Tians Group – known locally as Tianshi – a man who has been at the heart of Chinese innovation for decades, told through the eyes of a Western business expert uniquely immersed in a culture that was once foreign to him.

Set against the stunning backdrop of modern China, this rags-to-riches tale of triumph over tragedy, restless adaptation and individual courage in a complex system reveals truths about business in China which are vitally relevant today and will be essential tomorrow.



**CHRISTOPHER SHEEDY** is a writer and journalist who has worked in New York City, London, Rome, Paris, Sydney, Singapore, Canberra, Auckland and Beijing for brands as varied as Guinness World Records, GQ, McDonald's, Virgin Australia, American Institute of CPAs, Westpac Bank, Salesforce, Volvo, Fairfax Media and more. His is the author of three books and his long-time interest in international business has fuelled a fascination with China.

**Unlocking the Emperor's Door** • 9781473698390 TPB, £16.99, Sep 2020. Translation rights available

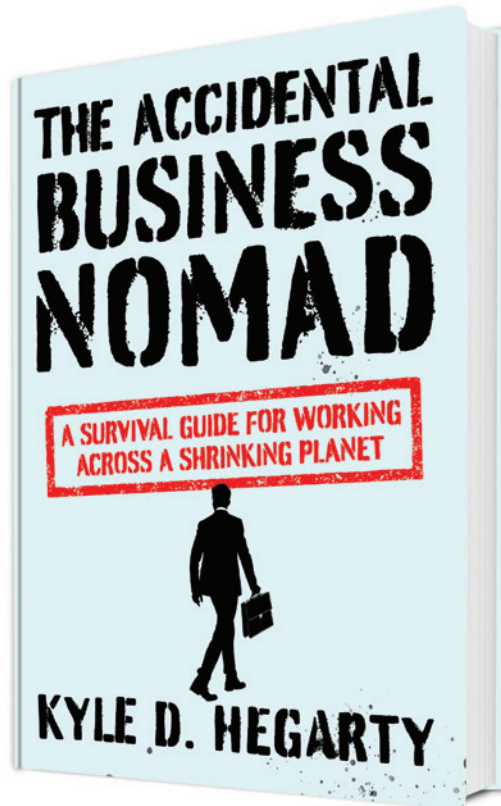


# The Accidental Business Nomad

How to go global without completely screwing it up.

It's a remarkable fact that up to 70 percent of international ventures fail due to cultural issues. **The Accidental Business Nomad** shows you how to avoid becoming the latest casualty. Based on the real-life experiences of an expert on cross-cultural leadership this is an unvarnished, story-driven, practical guide to working across cultures featuring real accounts of companies going global, warts and all. Each one gives an object lesson on the cultural realities and unexpected surprises of modern globalization.

**The Accidental Business Nomad** is the perfect travel companion for anyone working in a cross-cultural setting, whether as part of a global team, or independently establishing new business initiatives away from their home country.



**KYLE D. HEGARTY**, originally from Boston, lives and works in Singapore where he is the APAC Managing Director of TSL Marketing, a global consulting firm that helps businesses grow their sales and marketing capabilities across new markets.

**The Accidental Business Nomad** • 9781529329070 HB, £18.99, Jul 2020. Translation rights available



When cultures collide, amazing conversations happen.

Richard Lewis has collected in this book 49 unique, critical cross-cultural incidents during his encounters in 135 countries around the globe.

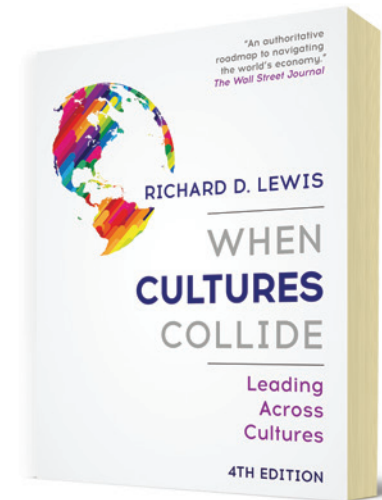
Some of these anecdotes are humorous, some are poignant, some are mysterious – all are insightful snapshots of the complex tapestry of cross-cultural business.

If you're dining with a Finn, negotiating with the Japanese or attempting to climb a mountain with a group of Italian students, you need this book.

**RICHARD LEWIS** is the chairman of Richard Lewis Communications, an international institute of cross-cultural and language training with offices in over 30 countries. He founded the quarterly magazine *Cross Culture* in 1989 and is heavily involved in the intercultural field, lecturing in countries from Finland to Hong Kong and working with companies as diverse as Fiat, IBM, Nokia, Andersen Consulting and Nestle. He lives near Winchester, and is one of Britain's foremost linguists, speaking 12 languages – and spent 5 years in Japan, where he was tutor to the imperial family. [crossculture.com](http://crossculture.com)

**Close Encounters of a Cultural Kind** • 9781529308136 TPB, £19.99, Jul 2020. Translation rights available  
**When Cultures Collide, 4th Edition** • 9781473684829 TPB, £25.00, Sep 2018. Translation rights available

'An authoritative roadmap to navigating the world's economy' *Wall Street Journal*



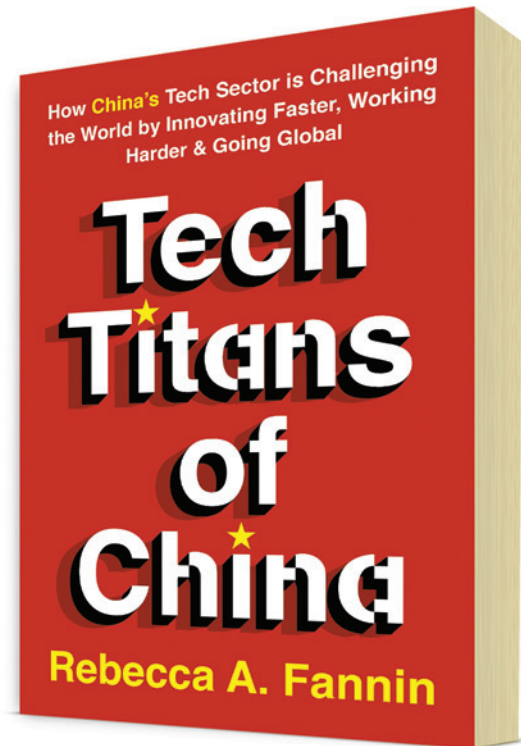
Capturing the rising influence and the seismic changes throughout many regions of the world, cross-cultural expert and international businessman Richard Lewis has significantly broadened the scope of his seminal work on global business and communication. Thoroughly updated to include the latest political events and cultural changes, as well as covering nine new countries to complete Europe, broadening the scope of the book. Building on his LMR model, Lewis gives leaders and managers practical strategies to embrace differences and work successfully across increasingly diverse business cultures.



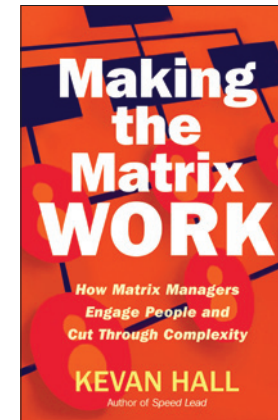
# Tech Titans of China

Featuring detailed profiles of the Chinese tech companies making waves, the tech sectors that matter most in China's grab for superpower status and predictions for China's tech dominance in just 10 years.

The rise of China's tech companies and intense competition from the sector is just beginning. This will present an ongoing management and strategy challenge for companies for many years to come. **Tech Titans of China** is the go-to-guide for companies (and those interested in competition from China) seeking to understand China's grand tech ambitions, who the players are and what their strategy is. Rebecca A. Fannin, a leading expert on the Chinese tech sector, is an internationally recognized journalist, author and speaker. Through her company, Silicon Dragon, Fannin hosts 12 live events annually for business leaders, venture capitalists, start-up founders and others impacted by or interested in the Chinese tech industry.

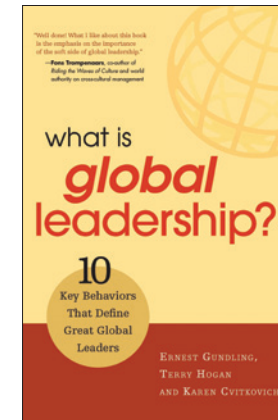


**REBECCA A. FANNIN** is a leading expert on global innovation and the founder of Silicon Dragon Ventures, a media and events platform with a weekly newsletter, videos and a podcast. She hosts tech innovation and investment forums in several key hubs globally: San Francisco, New York, Los Angeles, London, Hong Kong, Beijing, Shanghai and Tel Aviv.



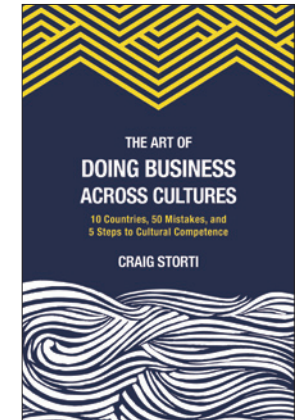
This book will help you develop your matrix mindset and will show you how to establish and engage networks that do not depend on role, control or authority to get things done. This book gives individuals working in the matrix the tools to take control of their own goals, role and success, and shows matrix managers how to lead others to make their matrix really work.

**KEVAN HALL** is the founder and CEO of Global Integration Ltd., a consultancy specializing in skills required to work in complex, international organizations, with offices in the UK and California. [global-integration.com](http://global-integration.com)



The authors of **What Is Global Leadership?** draw on cutting-edge research conducted by Aperian Global, including first-hand interviews with successful global leaders, which highlights 10 key behaviors critical to international settings, such as cultural self-awareness, frame-shifting and developing 'third-way solutions'.

**ERNEST GUNDLING** is cofounder and co-President of Aperian Global. **TERRY HOGAN** works in Executive Development at Citi. **KAREN CVITKOVICH** is MD Global Talent Development at Aperian Global.

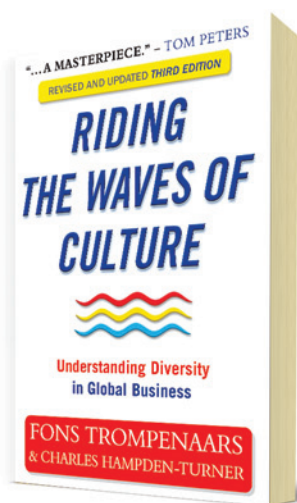


In 50 short, simple conversations, speakers from two different cultures misinterpret each other, with serious consequences for the bottom line and ongoing business relations. **The Art of Doing Business Across Cultures** is a quick tour of the most common cultural differences encountered when doing business in 10 of the world's key markets.

**CRAIG STORTI** is founder and co-director of Communicating Across Cultures, a Washington, DC-based intercultural communication training and consulting firm. With work appearing in the *Washington Post*, *Los Angeles Times*, and *Chicago Tribune*.

'A powerful, pioneering work that has gained the respect of corporate leaders around the world'

David Wigglesworth, Sietar International



The definitive guide to cross-cultural management – updated to help you lead effectively during a time of unprecedented globalization. First published nearly 20 years ago, **Riding the Waves of Culture** became the standard guide to leading effectively in an international business context. Now, the third edition takes you beyond cross-cultural awareness and issues to help you take strategic advantage of cultural differences in the business environment.

**FONS TROMPENAARS** is a world-renowned expert on international management. He has appeared on each of the last three *Thinkers50* 'Most Influential' lists. [www2.thtconsulting.com](http://www2.thtconsulting.com)

'I highly recommend this book to anyone considering an assignment overseas'

Terry B. Kahler, Vice President, Dell, Inc.



**The Culture Solution** provides businesspeople a step-by-step system to manage and recognize for themselves the cultural factors that affect international relationships and global partnerships. Using the new method of Cultural Analysis created by Deirdre Mendez, international managers can solve problems and create cultural synergies that produce the most productive international teams, projects and alliances.

**DEIRDRE B. MENDEZ**, PhD, is an intercultural consultant, trainer and educator who has helped US companies and their international partners identify and resolve culturally-based conflict for nearly three decades. [deirdremendez.com](http://deirdremendez.com)

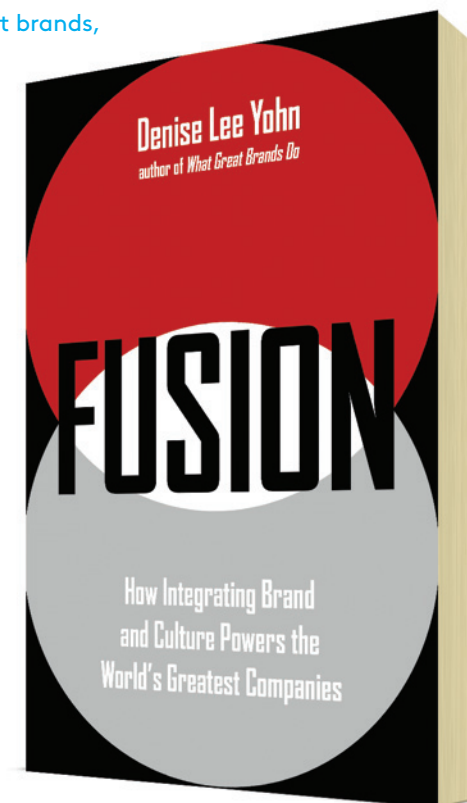
## Fusion

'Leaders everywhere are trying to build great brands, but few realise how powerfully brands are shaped by the cultures of their organizations. This compelling book shows how'

Adam Grant, *New York Times*-bestselling author of *Originals*

In **Fusion**, Denise Lee Yohn examines some of the world's greatest organizations and reverse-engineers their greatness – specifically how they've integrated what's on the inside (culture) with what's on the outside (brand) for remarkable results.

Through detailed case studies, interviews with industry leaders, findings from respected academic research and drawing on her own experience working with extraordinary brands across a broad range of sectors, Denise Yohn shows how great companies achieve the brand-culture fusion that creates extraordinary results and growth. **Fusion** is for those with responsibility and oversight for the core operations of their business (C-Suite and line managers) who also set the tone and direction for their companies. The book includes access to Yohn's proprietary online assessment for determining how close to or how far from brand-culture integration a company is and a blueprint for achieving brand-culture fusion.



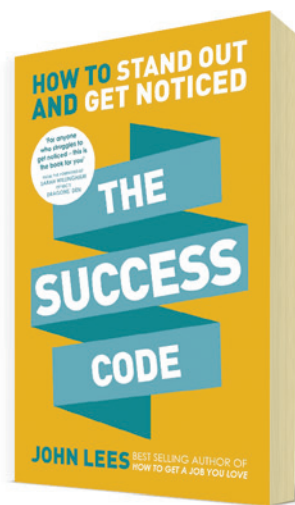
**DENISE LEE YOHN** is an in-demand speaker and consultant, and a regular contributor to the *Harvard Business Review*, *Forbes* and *Fast Company*. Her global clients include Oakley, Lexus, New Balance, Target, Sony and Facebook, to name a few. She is frequently called upon by the business media, including FOX Business TV, CNBC, the *Wall Street Journal* and National Public Radio, to discuss on hot business issues. [deniseleeyohn.com](http://deniseleeyohn.com)

**Fusion** • 9781473676985 HB, £20.00, Mar 2018. Translation rights available

**Riding the Waves of Culture, 4th Edition** • 9781904838388 TPB, £22.99, Sep 2020.  
**The Culture Solution** • 9781529359138 PB, £10.99, Oct 2020.  
 Translation rights available

'For anyone who struggles to get noticed – this is the book for you'

Sarah Willingham, BBC's *Dragons' Den*



From personal influencing skills and positive psychology to handling relationships and communication, you're about to discover the simple truth about success.

This is a book about getting noticed, but not a conventional book. It doesn't tell you to sell yourself, impress with power dressing or perfect an elevator speech. Instead you will discover exciting research and advice from a range of experts that will help you make an authentic impact. This is your game plan for getting noticed.

'John Lees has re-written the rules on everything you thought you knew about successful self-projection, networking and effective communication' From the Foreword by Sarah Willingham of BBC's *Dragons' Den*

JOHN LEES is one of the UK's best-known career strategists. His book *How to Get a Job You Love* regularly tops the list as the bestselling careers book by a British author. [johnleescareers.com](http://johnleescareers.com)

'Martin's best book to date. A personal, intuitive, powerful way to look at making an impact with your work'

Seth Godin, author of *Purple Cow*



'If you love *Bones* and *CSI*, this book is your kind of candy'

Paco Underhill, author of *Why We Buy*

The *New York Times* bestseller that was named as a *Forbes* 2016 'Must Read Business Book'.

Martin Lindstrom, one of *Time* magazine's 100 Most Influential People in the World and a modern-day Sherlock Holmes, harnesses the power of 'small data' in his quest to discover the next big thing.

Consultant **MARTIN LINDSTROM** is the author of the international bestseller *Buyology* and other books on branding and consumer behaviour. In 2009, *Time* magazine recognized him as among the top 100 Most Influential People in the World, and recently an independent study among 30,000 marketers named him the world's No.1 brand building expert. [martinlindstrom.com](http://martinlindstrom.com)

## Sell it Like Serhant

'Whether you're in real estate or an author, you have to know how to sell yourself and your work. This book from one of America's hardest hustling salesmen is a crash course into becoming great at it'

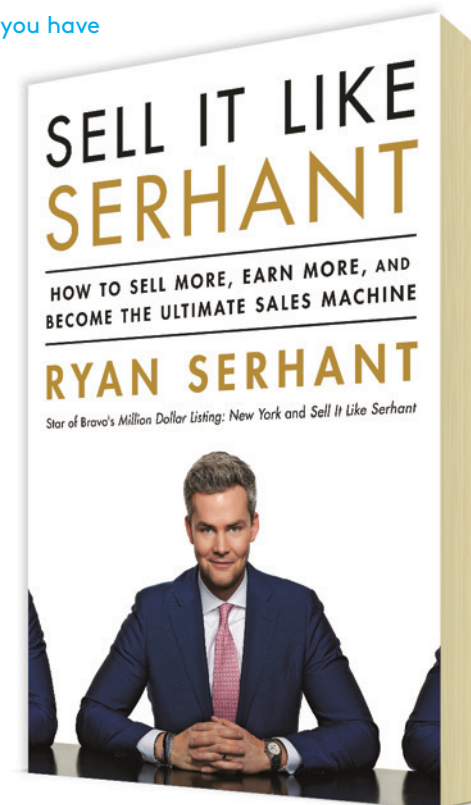
Ryan Holiday, *New York Times* bestselling author of *The Obstacle Is the Way* and *Ego Is the Enemy*

Discover how to become the ultimate sales machine.

*Sell It Like Serhant* is the blueprint for how to go from sales scrub to sales machine. Serhant provides useful lessons, lively stories, and examples that illustrate how anyone can employ his principles to increase profits and achieve success. Your measure of a good day will no longer depend on one deal or one client. A good salesperson never closes a deal and wonders, 'What now?' The next deal is already happening. Serhant shares practical guidance on how to juggle multiple deals at once and close all of them EVERY. SINGLE. TIME.

*Sell it Like Serhant* is a smart, at times hilarious, and always essential playbook to build confidence, generate results and sell just about anything. Whatever your business or expertise, *Sell it Like Serhant* will make anyone a master at sales. Ready, set, GO!

**RYAN SERHANT** is a co-star on Bravo's *Million Dollar Listing: New York* and star of *Sell it Like Serhant*.





# The Soulful Art of Persuasion

**'Nobody knows more about the art of selling ideas than Jason Harris'**

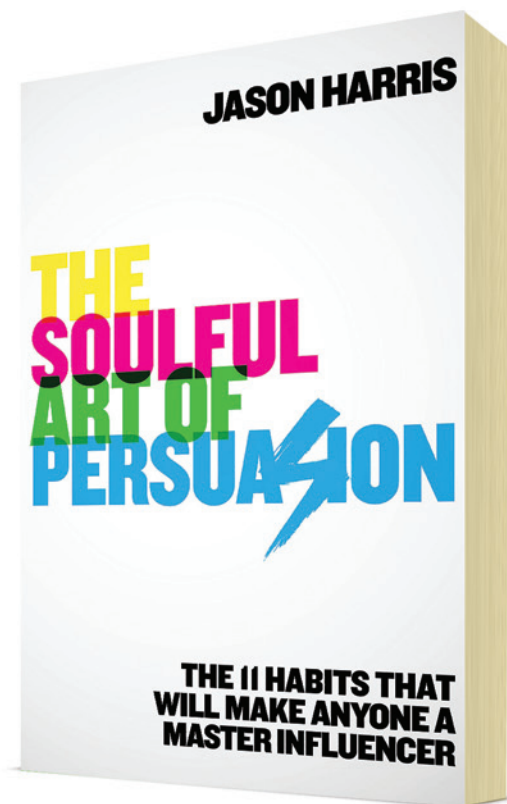
Ryan Holiday, *New York Times* bestselling author of *The Obstacle Is the Way* and *Ego Is the Enemy*

*The Soulful Art of Persuasion* is a revolutionary guide to becoming a master influencer in an age of distrust through the cultivation of character-building habits that are essential to both personal growth and sustained business success.

This isn't a book full of tips and life-hacks. Instead, *The Soulful Art of Persuasion* will develop the habits that others want to be influenced by. This book is based on a radical idea: Persuasion isn't about facts and argument. It's all about personal character.

Harris shows that being persuasive in a culture plagued by deception means rejecting the ethos of the quick and embracing the commitment of putting your truest self forward and playing the long game. Through instructive and entertaining stories, Harris lays out the 11 habits that will guide readers to become authentically persuasive.

**JASON HARRIS** is the CEO of the award-winning creative agency Mekanism and the cofounder of the Creative Alliance.



*The Soulful Art of Persuasion* • 9781529304169 TPB, £14.99, Sep 2019. For translation rights contact Currency

# Way of the Wolf

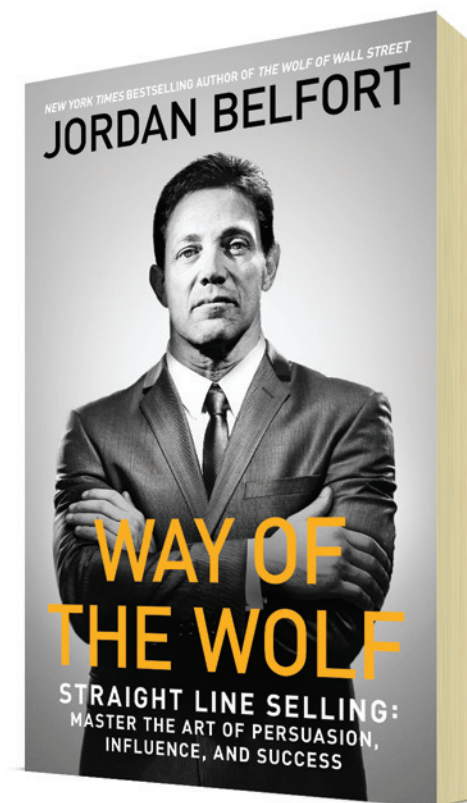
From the bestselling author of



**'Proof that there are indeed second acts in American lives'**

*Forbes*

For the first time ever, Jordan Belfort opens his playbook and gives readers access to his exclusive step-by-step system – the same system he used to create massive wealth for himself, his clients and his sales teams. Until now this revolutionary program was only available through Jordan's \$1,997 online training. Now in *Way of the Wolf*, Belfort is ready to unleash the power of persuasion to a whole new generation of readers, revealing how anyone can bounce back from devastating setbacks, master the art of persuasion, and build wealth. Every technique, every strategy, and every tip has been tested and proven to work in real-life situations.



**JORDAN BELFORT** was born in Queens, New York. He hustled his way through college, showing early entrepreneurial flair. His first business sent him bankrupt at twenty-four so he went down to Wall St with \$100 in his pocket and ended up building one of the largest brokerages in America – the now infamous Stratton Oakmont. A hard partying lifestyle ended in crash and burn. Ultimately indicted by the federal government, Belfort served twenty-two months in prison and time in rehab. He's now a highly successful motivational speaker. His story has been made into a Golden Globe-winning and Academy Award-nominated film starring Leonardo DiCaprio and directed by Martin Scorsese. [jordanbelfort.com](http://jordanbelfort.com)

*Way of the Wolf* • 9781473674813 PB, £14.99. For translation rights please contact Simon & Schuster US

*The Wolf of Wall Street* • 9780340953754 PB, £9.99.

*Catching the Wolf of Wall Street* • 9781444786835 PB, £10.99. For translation rights please contact Penguin Random House

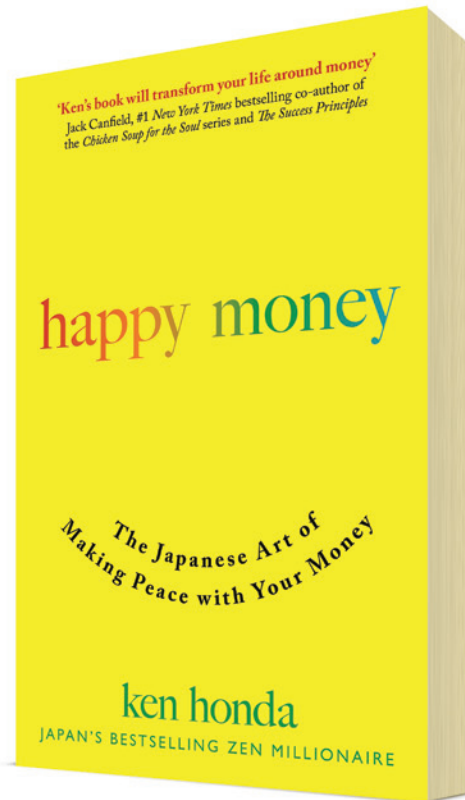


# Happy Money

Follow the zen path to happiness by recalibrating your relationship with money.

If money is a cause of stress rather than celebration, of sleepless nights rather than nights away, it may be time to try a new way of thinking about it, saving it and spending it. From Japan comes a new, holistic, zen way of embracing the role of money in our lives, allowing us to be calmer, happier, better organized and wealthier.

Fix your personal finances and make money your friend with this breath of financial fresh air.



**KEN HONDA** is a bestselling author of self development books in Japan, where he has sold more than seven million books since 2001. While his financial expertise comes from owning and managing several businesses, his writings bridge the topics of finance and self-help, focusing on creating and generating personal wealth and happiness through deeper self-honesty. He is the first person from Japan to be voted into the Transformational Leadership Council.

Happy Money • 9781473684157 PB, £9.99, Jul 2020. For translation rights please contact Gallery Books

# Burn the Business Plan

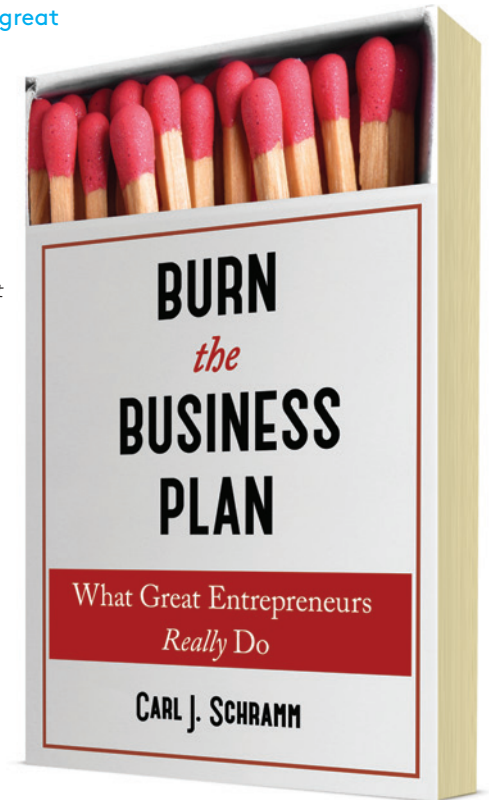
'New businesses are about great ideas, not great plans. Schramm tells it as it really happens'

Mitch Lowe, cofounder of Netflix

How would you like to get business startup advice straight from the man who cofounded Global Entrepreneurship Week and StartUp America? Well now you can.

Carl Schramm, the man described by *The Economist* as 'The Evangelist of Entrepreneurship', believes that entrepreneurship has been completely misrepresented by the media, business books, university programmes and MBA courses. He believes that the perception of what it takes to start a business no longer matches the reality – which is bad news for everyone because it stops great ideas coming to life.

**Burn the Business Plan** punctures the myth of the cool, tech-savvy, 20-something entrepreneur with nothing to lose and venture capital to burn, showing that most people who start businesses are juggling careers and mortgages just like you.



**CARL SCHRAMM** is a distinguished Professor at Syracuse University, Professor of Innovation at UC Davis, a fellow at the Institute for Business Innovation at Berkeley as well as a visiting scientist at MIT.

Burn the Business Plan • 9781473606913 PB, £10.99, Jan 2019.

# Self Made

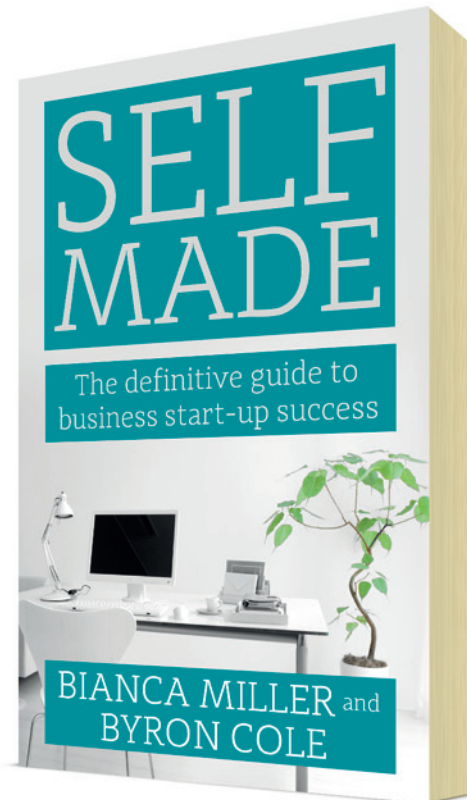
**'Offers practical advice for anyone thinking of starting, growing or scaling their own business'**

Gordon Merryless, Head of Entrepreneurship, Royal Bank of Scotland, NatWest and Ulster Bank

**Learn how to create your own business and fulfil your dream of being a self-sufficient, self-made entrepreneur with this complete handbook to running a successful start-up.**

This complete business start-up toolkit, written by *The Apprentice* finalist Bianca Miller and the entrepreneur Byron Cole, is an inspiring, wide-ranging handbook for entrepreneurs which combines practical tips and advice with energetic ideas to help you thrive and stand out from the crowd.

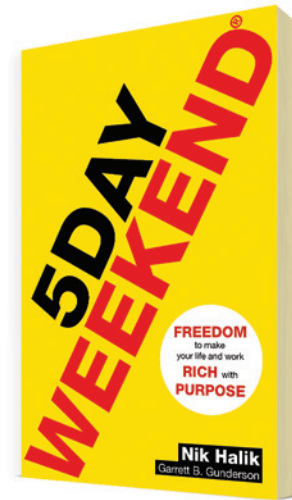
You'll get straightforward help with converting your innovative business concept into a commercially viable proposition and learn how to build a sustainable business that will flourish.



**BIANCA MILLER-COLE** is an entrepreneur, expert and public speaker. In 2014, Bianca was the runner-up on *The Apprentice*. She is the founder of the BE group and her hosiery brand, Bianca Miller London. She was awarded a Power Profile by LinkedIn in 2016.

**BYRON COLE** is an award-winning serial entrepreneur, public speaker, investor, philanthropist and mentor to entrepreneurs and students. He runs the BLC Group. [selfmadebook.uk](http://selfmadebook.uk)

**Self Made** • 9781473655294 PB, £14.99. Translation rights available

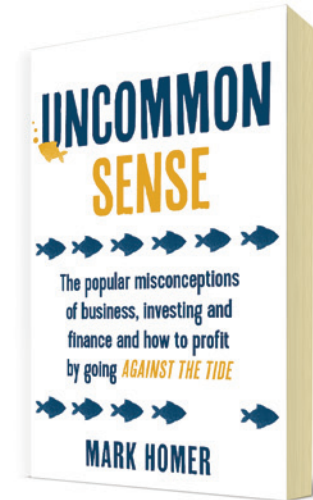


You know there's a better way to live your life. You have hopes and dreams. You want to stop living by other people's rules. Now there's a way. **5 DAY WEEKEND®** shows you how to build multiple streams of passive, independent income, opening up your world to more and better choices.

Covering money and personal freedom, you will focus on ways to tighten your finances, increase your income and develop passive investment strategies. Discover how to build regular, independent cash flow until it matches your standard of living, freeing you to live your life to the fullest.

**NIK HALIK** enjoys his 5 Day Weekend Lifestyle with all kinds of extreme adventures. As a trained Russian cosmonaut, he was a backup for a NASA/ Russian flight to the International Space Station. He is an investor and adviser for several start-ups and a stakeholder in businesses around the world.

**5 Day Weekend** • 9781473686472 PB, £9.99, Mar 2019.  
**Uncommon Sense** • 9781473657687 PB, £12.99.  
Translation rights available

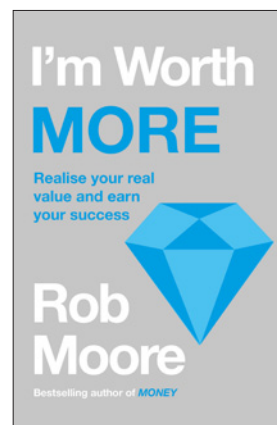
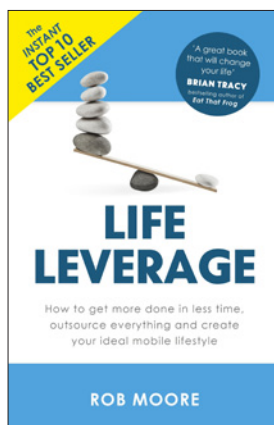
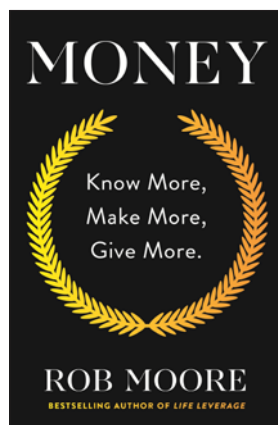


Want to invest in your business, in assets, shares or property? Don't trust what you've overheard from others. Making money by investing is never simple but there are rules – just not the same rules you've been told about. This book debunks common misconceptions about growing your bank balance, maps out strategies for success and clears a path to a profitable future.

Don't believe the hype. Learn how to be a successful business owner or investor by recognizing bad advice and flawed strategies, minimizing risk and knowing when and how to swim against the tide.

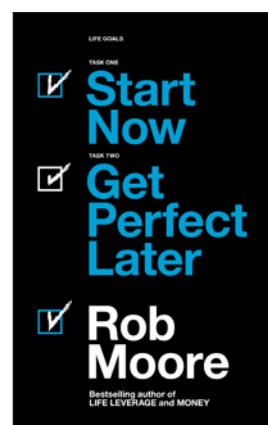
**MARK HOMER** has bought over 350 properties for himself, his business partner Rob Moore, his family and his investors since 2003. He is a systems and spreadsheet geek and has developed a complex, secret algorithm that takes all human error out of buying residential, commercial and multi-let property.

## Rob Moore



**ROB MOORE** is a self made property investor, businessman, entrepreneur, bestselling author, world record holder, speaker, pilot and proud dad, who co-owns seven companies in property, lettings and finance.

Rob has partnered with many of the biggest business and household names, featured in prime time TV shows for Living as a business mentor, on Channel 4, the BBC, as well as mentoring success-hungry people who want to achieve more money and recognition in business and life. [robmoore.com](http://robmoore.com)



**Money** • 9781473641334 PB, £9.99, Aug 2018.

**Life Leverage** • 9781473640283 PB, £9.99, Jun 2016.

**I'm Worth More** • 9781529303643 PB, 10.99, Aug 2020.

**Start Now. Get Perfect Later** • 9781473685451 PB, £9.99, Sept 2019.

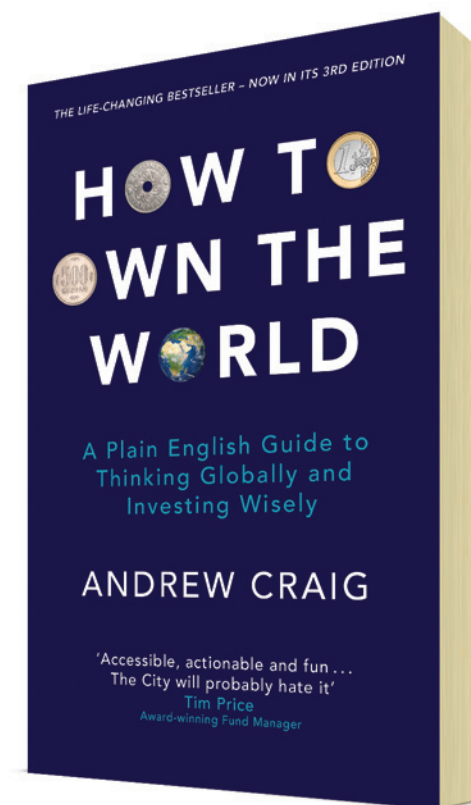
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## How to Own the World

The life-changing personal finance bestseller that shows you how to make money from your money – now in a revised third edition.

Everyone needs to take charge of their financial affairs and this book shows you how. Discover the money secret understood by virtually every rich person in history. Turn hundreds into millions through the power of compound interest.

**How to Own the World** shows you that making money from your money is easier than you think, you can make far more from your money than you ever thought possible and you can make more from your money than you can from your job. It is entirely realistic for you to control your wealth, make a lot of money and become financially free as a result. **How to Own the World** shows you how. With just a little knowledge you can turn your financial fortunes around and change your life.



**ANDREW CRAIG** has worked in the City of London for over twenty years and in 2011, he founded the personal finance website, [plainenglishfinance.co.uk](http://plainenglishfinance.co.uk) to help people improve their finances.

**How to Own the World 3rd Edition** • 9781473695306 TPB, £12.99, Mar 2019. Translation rights available

# The Crypto Book

The crypto gold rush is only just beginning...

Blockchain technology and the cryptocurrencies it enables are being described by some people as the biggest thing since the internet, but very few people understand it, or the opportunities it brings. Enter this down-to-earth guide to understanding what cryptocurrencies are, why it matters and how to make money from them.

This book is for everyone who has heard of bitcoin and cryptocurrencies, wants to learn more – and make money on the back of it. Believe it or not, if you bought \$1,000 of Bitcoin in 2010, you would now be worth over \$220m! This has left the public stunned. People around the world are asking 'What on earth is a crypto?', 'Should I buy some Bitcoin?', 'How do I even buy some cryptocurrencies?', 'Isn't this just one big bubble?' and more.



**SIAM KIDD** is one of the world's leading authorities on how to safely invest in cryptocurrencies. He runs The Realistic Trader, home to the world's best Crypto Investing Course for beginners, with a community of followers from around the globe. [TheRealisticTrader.com](https://www.TheRealisticTrader.com)

**The Crypto Book** • 9781473693319 TPB, £12.99, Oct 2018. Translation rights available

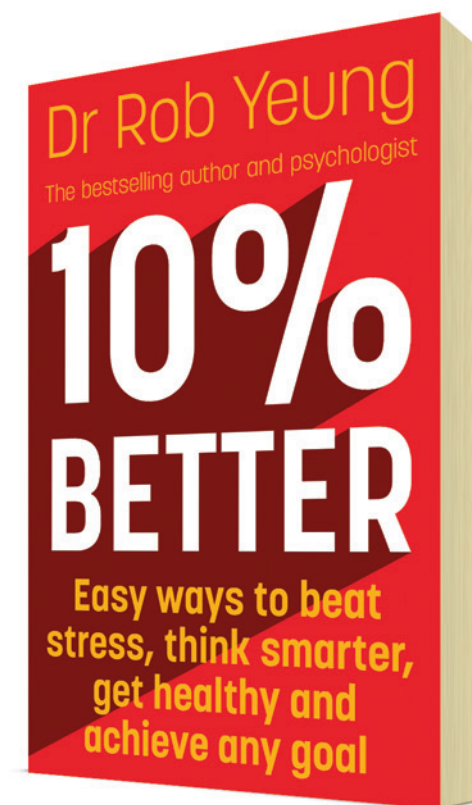
# 10% Better

Make a difference to your day, starting right now. **10% Better** will turbo-charge your life.

What's the secret to appreciably raising your performance in life? What if it involved not hurtling forward with ever-increasing urgency? Could you instead learn how to tweak your approach, without feeling pressurised, to get better results?

**10% Better**, by bestselling psychologist Dr Rob Yeung, will show you how to slow down, think twice and change your habits for the better – with proven methods for improving your decision making, your creativity, your mood and your motivation.

If you could fine-tune your approach and see a 10% improvement in all that you do, why wouldn't you?



**DR ROB YEUNG** is a chartered psychologist and author of over a dozen books including the bestseller *Confidence*, *How To Win* and *How To Stand Out*.

**10% Better** • 9781473634220 TPB, £12.99, Mar 2020. Translation rights available



# You Are a Badass series

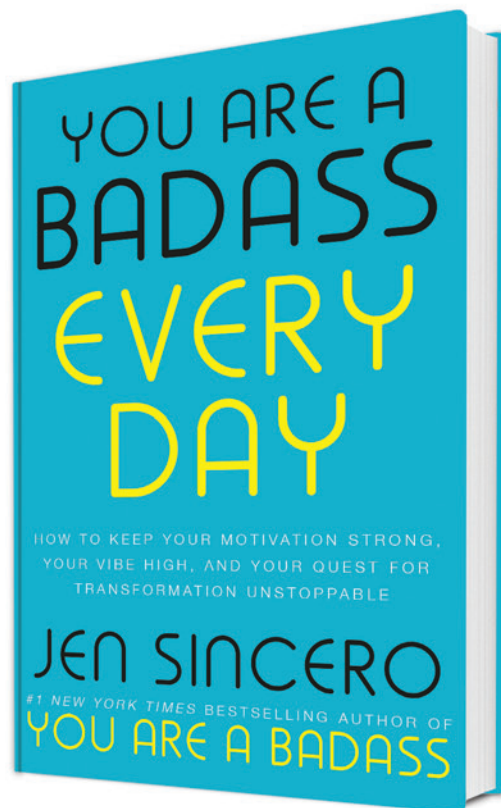
From the bestselling author of



For anyone who has ever had trouble staying motivated while trailblazing towards success, **You Are a Badass Every Day** is the concise, crystal clear companion which will keep you fresh, grateful, mighty and driven.

In one hundred exercises, reflections and cues that you can use to immediately realign your mind and keep your focus unwavering, this guide will show you how to keep the breakthroughs catalyzed by Sincero's iconic books *You Are a Badass* and *You Are a Badass at Making Money* going.

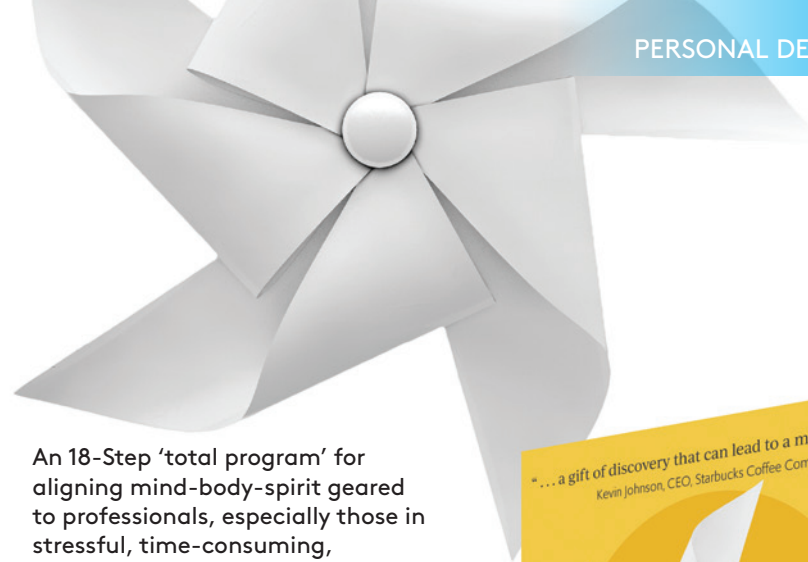
Owning your power to ascend to badassery is just the first step in creating the life you deserve – **You Are a Badass Every Day** is the accountability buddy you can keep in your back pocket to power through obstacles, overcome the doubts that hold you back from greatness and keep the fires of determination roaring while you reach your goals.



**JEN SINCERO** is a bestselling author and success coach who has helped countless people transform their personal and professional lives via her newsletters, seminars, private sessions, public appearances, articles, products and books. A few years ago, Jen said goodbye to her home in California in order to travel the world indefinitely and encourage as many people as possible to live lives of unbridled awesomeness.

[jensincero.com](http://jensincero.com)

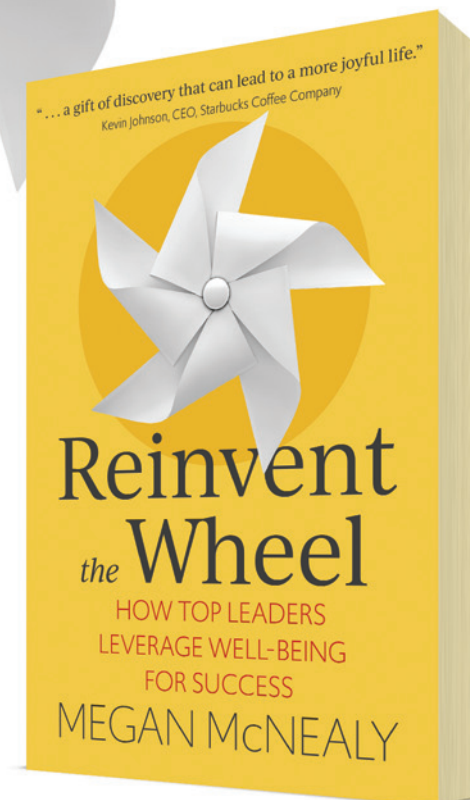
**You Are a Badass Every Day** • 9781529380477 HB, £12.99, Dec 2018. For translation rights please contact Viking  
**You Are a Badass at Making Money** • 9781473649569 PB, £9.99, Apr 2018.  
**You Are a Badass** • 9781473649521 PB, £9.99. For translation rights please contact Curtis Brown



An 18-Step 'total program' for aligning mind-body-spirit geared to professionals, especially those in stressful, time-consuming, management and leadership roles.

The secret sauce of **Reinvent the Wheel** is a simple, yet powerful image, the Well-Being Wheel, created by the author to reinforce her revolutionary process for achieving total well-being. Created to restore her own well-being and turbo-charge her success, The Well Being Wheel is used by thousands of business high-achievers as a tool for optimizing their health, happiness and work performance.

Each succinct chapter highlights a spoke of the Wheel: 6 for BODY, 6 for MIND and 6 for SPIRIT, along with instructions to readers for customizing the 18 spokes for themselves. Exclusive interviews and original content from well-being fueled 'Exceptional Executives', give a fascinating look into the daily habits and strategies that fuel their lives, and in doing so, prove that well-being does drive success.



**MEGAN MCNEALY** is a living example of her approach to total well-being. She is VP, Senior Wealth Advisor at Bank of America/Merrill Lynch, where she's had a twenty-year career advising C-suite and senior corporate executives from companies like Salesforce, Oracle and Juniper Networks.

**Reinvent the Wheel** • 9781529374742 HB, £20.00, Nov 2019. Translation rights available

## 100 Things series

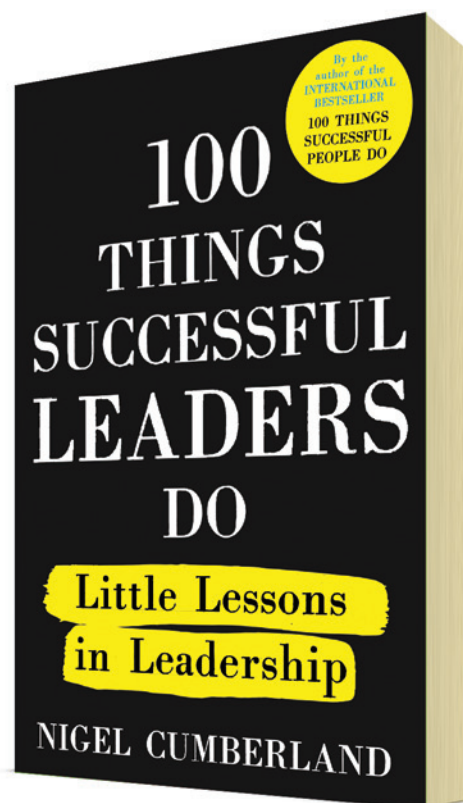
ALSO AVAILABLE:



Following the success of the international bestseller, *100 Things Successful People Do*, Nigel Cumberland turns his attention to leadership.

*100 Things Successful Leaders Do* distills all the wisdom and knowledge of a lifetime of coaching great leaders into 100 short chapters showing you how to build your own leadership skills quickly and confidently.

*100 Things Successful Leaders Do* is packed with great ideas for creating long-term success for yourself and those you lead. Explore the habits, tools, techniques and mentality of smart leaders and develop your own leadership style. Every chapter features a new idea that will help you get closer to your goals. Mixing simple explanations with activities and exercises, you'll learn the optimal mindset and habits you need to succeed.



**NIGEL CUMBERLAND** is an award-winning global coach who helps leaders and teams to optimise and enhance their success in both their careers and lives. He has coached and trained at some of the world's most prestigious organisations such as the United Nations, the World Bank Group, Standard Chartered Bank, Google, Dell, LVMH, Christian Dior, Continental AG and the Dubai Government.

## Rise

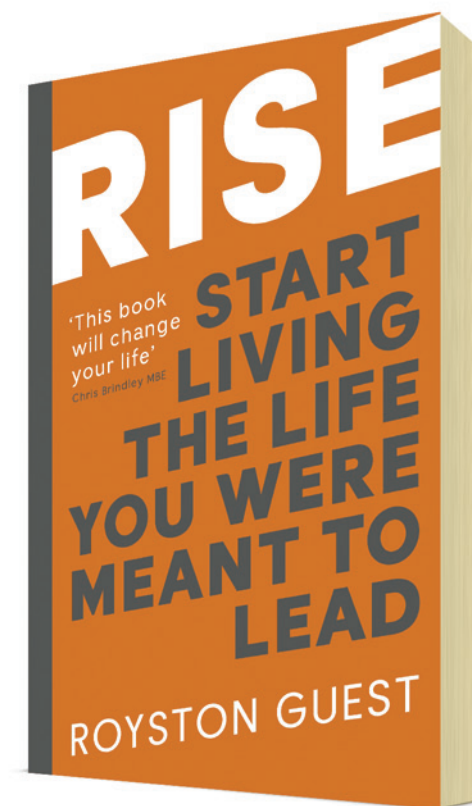
*'Rise is literally your personal success coach in your pocket'*

Perry Power, Entrepreneur & Digital Marketing Guru

Are you living the life you were meant to lead?

Are you stuck in a rut with a desire to improve but uncertain where to start? Are you searching for meaningful purpose and focus in your life right now?

We ALL have the potential to achieve GREATNESS. The biggest obstacle standing in your way is YOU and your own limiting beliefs. The greatest opportunity lies within YOU. So if you're ready to unlock your potential, unleash your success and create the future you want, **Rise** will place you firmly in the driver's seat of your life, as the architect of your own destiny. **Rise** not only gives you the tools to become successful, it shows you how to use and master the tools for a lifetime of success.



**ROYSTON GUEST** is CEO of Pti Worldwide, a Global Consultancy and People Development Business spanning over two decades, clients in 27 countries, helping tens of thousands of businesses across a multitude of sectors, enterprises and governments.

*100 Things Successful Leaders Do* • 9781529353310 TPB, £12.99, Aug 2020. Translation rights available  
*100 Things Successful People Do* • 9781473635050 PB, £9.99, May 2017. Translation rights available  
*100 Things Millionaires Do* • 9781529353235 TPB £12.99, Nov 2019. Translation rights available

*Rise* • 9781473695382 TPB, £14.99, Jan 2019. Translation rights available

'The Values Compass takes us into the hearts and minds of the people of the world. It demonstrates how interconnected we are and how the divisions that exist between us stem from narrow self-interest rather than concern for the good of our human family. I hope that the book will contribute to making our world a happier place'

His Holiness the Dalai Lama

'A fresh, engaging and eye-opening guide to understanding ourselves and others in the most profound and practical ways'

Deepak Chopra, global influential thinker and author of *Metahuman*

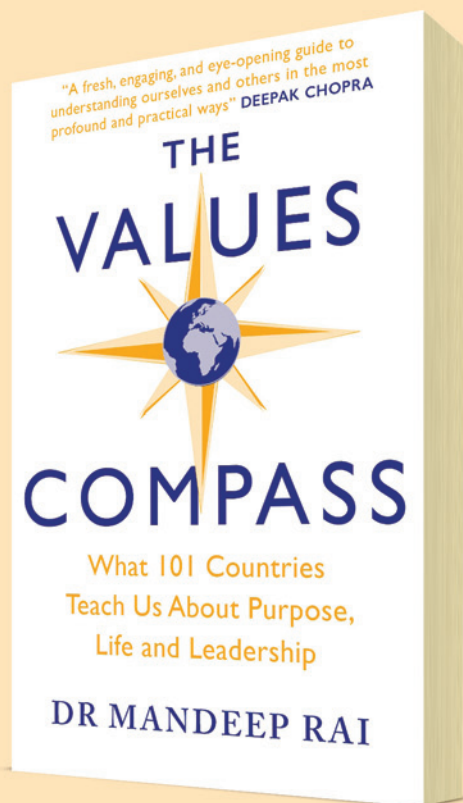
When your values are clear, decisions are easy.

In a journey to 101 countries around the world we discover a single, unique value that has defined each nation's history, culture and global influence – and how we can apply them to better our own lives and make decisions more effectively.

This book presents a practical tool for identifying what is important to you and helping you understand what matters to others, to make you more successful, efficient, engaged and motivated in your career and life.

Each of the values is described in an individual vignette, sharing the author's personal experience and insights, and demonstrating how each particular value can resonate and apply to your own life and work, to empower you to be your best.

**MANDEEP RAI** is a global authority on values, hosting workshops on the subject for companies and individuals around the world. She has travelled to more than 150 countries as a broadcast journalist and reported for BBC World Service and Reuters, among others. She started her career in private banking at JPMorgan, and later worked for the UN, EU and grassroots NGOs, before setting up the Middle East's first media venture capital fund. She has an MSc from the London School of Economics and completed an MBA from London Business School, including study at Harvard Business School and MIT, and holds a PhD in global values.



**The Values Compass** • 9781529366112 TPB, £14.99, Jan 2020. For translation rights please contact Curtis Brown



**New York Times Bestseller and a Wall Street Journal Bestseller**

In **The ONE Thing**, you'll learn to cut through the clutter, achieve better results in less time, build momentum toward your goal, dial down the stress, overcome that overwhelmed feeling, revive your energy, stay on track and master what matters to you.

**The ONE Thing** is the *New York Times* bestseller which delivers extraordinary results in every area of your life – work, personal, family and spiritual.

**GARY KELLER** is chairman of the board and cofounder of Keller Williams Realty, Inc., one of the largest real estate companies in the world. His *New York Times* bestselling books have sold more than 1,300,000 copies.

**JAY PAPASAN**, a former editor at HarperCollins Publishers in New York, co-authors Gary's books and is Vice President of Publishing at Keller Williams. He is a frequent event speaker and corporate trainer. [the1thing.com](http://the1thing.com)

**The One Thing** • 9781848549258 PB, £10.99. For translation rights please contact Abner Stein Ltd.  
**You, Incorporated** • 9781473688858 PB, £9.99, Dec 2018. Translation rights available (except Spanish)



Organized into five direct and digestible chapters, **You, Incorporated**, is the ultimate practical guide to career success that zeroes in on the three essential concepts that job seekers, career builders and career changers need to know:

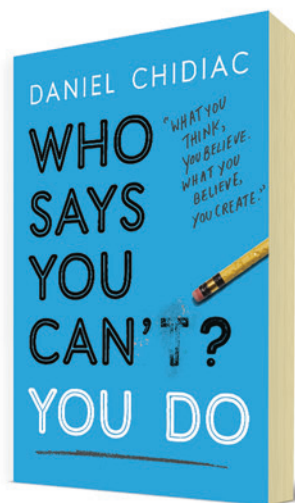
- No Job is Forever
- Employability Equals Options
- Your Career is Your Business

Written by an expert in career transition who has helped thousands of people find their own 'job utopias,' readers will find a down-to-earth, accessible approach to becoming more valuable to current employers while developing long-term personal competitiveness to attract future employers and seize the opportunities that are waiting out there.

**INES TEMPLE** brings over 20 years of experience as a career transition expert for Lee Hecht Harrison, a leading outplacement, career transition and talent development firm with offices in 60 countries.



'Hal Elrod is a genius and his book *The Miracle Morning* has been magical in my life' Robert Kiyosaki, bestselling author of *Rich Dad Poor Dad*



**Who Says You Can't? You Do** is a psychological and emotional journey that will help you overcome your self-doubts and unlock your truest potential through seven steps.

Do you want to change your life? Well, who says you can't? Would you be surprised to learn that the only person stopping you achieving what you want in life is yourself? Why do you think there are so few people living their dream and millions of others slipping further away from theirs with every day that passes?

Daniel Chidiac's writing has touched millions of people worldwide and helps to transform thousands of lives daily. By opening **Who Says You Can't? You Do**, you embark on a psychological and emotional journey that will unlock your true potential.

This challenging and extraordinarily rewarding book is the ultimate guide to discovering the fulfilment you have been searching for your whole life.



What if you could wake up tomorrow and any – or EVERY – area of your life was beginning to transform? What would you change? **The Miracle Morning** is already transforming the lives of tens of thousands of people around the world by showing them how to wake up each day with more ENERGY, MOTIVATION and FOCUS to take your life to the next level. It's been right here in front of us all along, but this book has finally brought it to life.

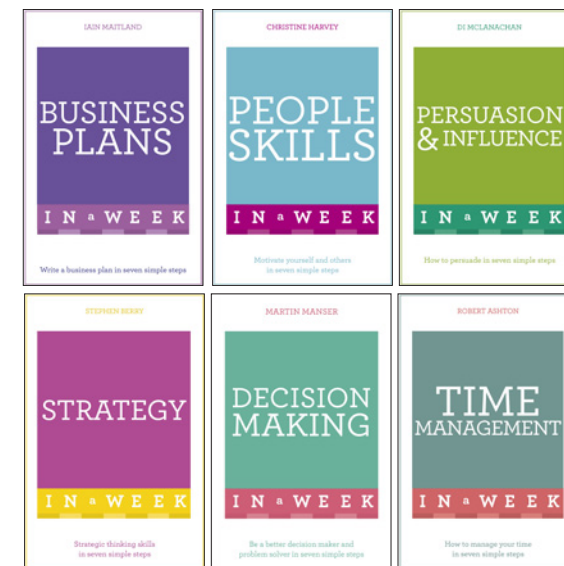
Are you ready? The next chapter of YOUR life – the most extraordinary life you've ever imagined – is about to begin. It's time to WAKE UP to your full potential...

At age 20, **HAL ELROD** was hit head-on by a drunk driver at 70 mph, was dead for six minutes, and doctors told his parents that if Hal ever came out of his coma, he would have permanent brain damage and may never walk again. Not only did he walk, he became an ultra-marathon runner, hall of fame business achiever, international keynote speaker, success coach and more. [YoPalHal.com](http://YoPalHal.com)

## In a Week series

Get on the fast track to success.

Imagine being able to master any business skill in just seven days. Now you can. From negotiating and content marketing to finance and social media, the **In a Week** series has business covered. These pacy guides are written in straightforward English so that in no time at all you will master what you need to know.



**Who Says You Can't? You Do** • 9781473684249 TPB, £12.99, Jan 2018. For translation rights please contact The Crown Publishing Group  
**The Miracle Morning** • 9781473668942 PB, £9.99, Dec 2017. For translation rights please contact Sterling Lord Literistic, Inc.

**Content Marketing** • 9781473608252 PB.  
**Advanced Negotiation Skills** • 9781473608078 PB.  
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**People Skills** • 9781473610224 PB.  
 Translation rights available

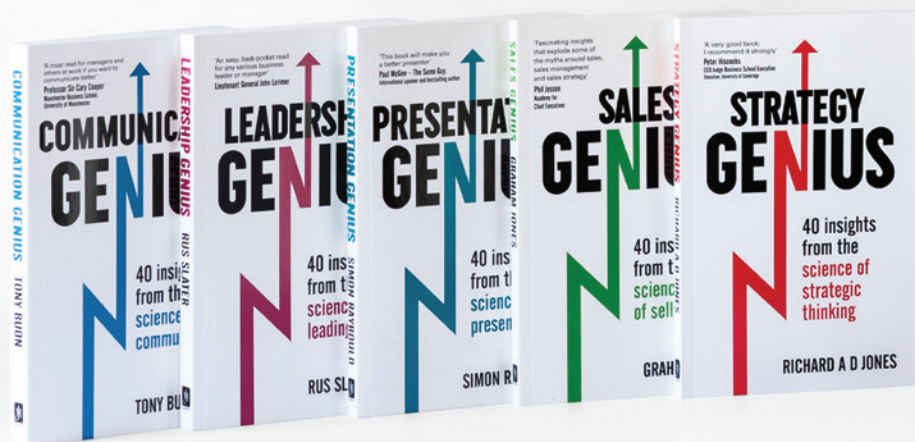
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Most of what you've been told about business is wrong.

Business is full of theories and not much real-world evidence. The **Genius** series cuts through the noise to bring you proven research that you can trust to help you reach your goals at work. Each title includes practical hints and tips to use in your working life, taken from 40 cutting-edge research studies.

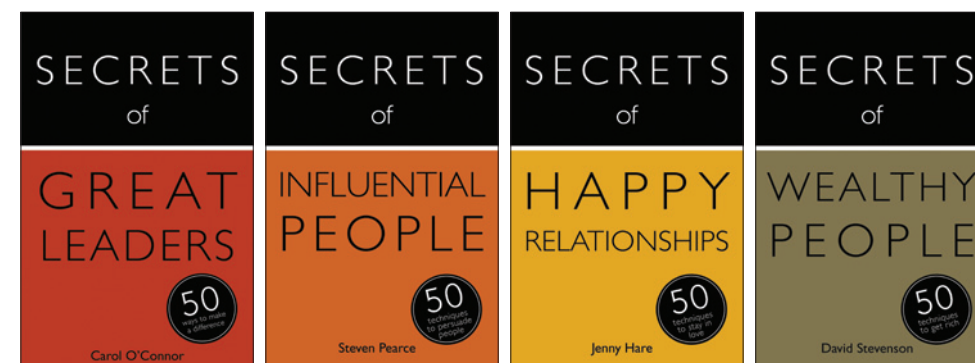


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## Secrets series

Ever wondered what the best of the best know that the rest of us don't?

The **Secrets** series goes undercover to investigate the 50 things successful people think, know and do. Some will surprise you, all will inspire you and with three ideas to try instantly alongside each one, it won't be long before people are trying to figure out your secret.



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**Ultimate** books are for managers, leaders and business executives who want to succeed at work. From marketing and sales to management and finance, each title gives comprehensive coverage of the essential business skills you need to get ahead in your career. Written in straightforward English, each book is designed to help you quickly master the subject, with fun quizzes embedded so that you can check how you're doing.



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All TPB, £14.99, 2019-2020.  
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# The Coach series

Most business books just tell you what to do. The **Teach Yourself Business Coach** series uses interactive exercises to help you unlock your potential. Whether you are running your own business or want to get ahead in your career, these workbooks will get you to your destination fast.



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The Management Coach • 9781471801563.  
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'The synopses in this book are fair, balanced, and about as good an introduction to the broad range of modern economic writing, along with a few classics, as one is likely to find'

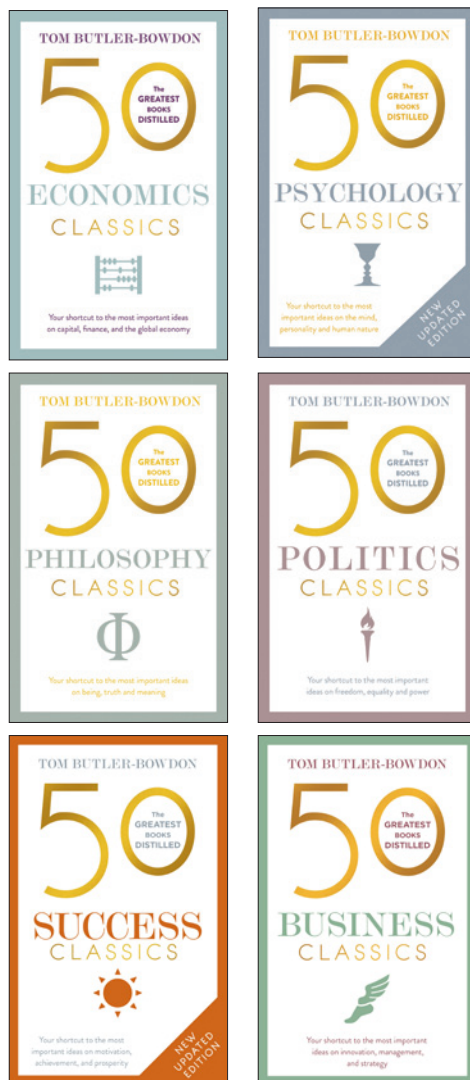
Professor James K. Galbraith  
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