



## RIGHTS GUIDE Spring 2022

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Self-Help 1



## 365 Ways to Have a Good Day A Day-by-Day Guide to Living Your Best Life Ian Sanders

JUL 2022 | HB | 176PP ISBN-9781529383195 TRANSLATION RIGHTS AVAILABLE

A full year's worth of daily inspiration, tools, habits, actions, and rituals that will help you live your best life. You'll discover surprising insights from psychologists, business leaders, entrepreneurs and designers. You'll learn

habit-forming strategies, pick up helpful hacks, and uncover tips for lasting change - all brought to life through real examples and thought-provoking stories that will get you looking at life differently.



## **365 Ways to be More Stoic** *A Day-by-Day Guide to Practical Stoicism*Tim Lebon

NOV 2022 | HB | 240PP ISBN-9781529390445 TRANSLATION RIGHTS AVAILABLE

Daily nuggets of Stoic wisdom, carefully selected to inspire you and help you lead a happier and more purposeful life. There is a growing interest in stoicism and a thirst for understanding how the wisdom of the Stoics can be applied today. Presented as a simple, list-driven, practical guide that will allow you to immediately begin putting Stoic wisdom into practice in your daily life. This is a fun and engaging manual.



### **365 Ways to Develop Mental Toughness**

A Day-by-Day Guide to Building Confidence and Resilience Penny Mallory NOV 2022 | HB | 240PP ISBN-9781529397642 TRANSLATION RIGHTS AVAILABLE

Mentally tough people can manage the stress and pressure of life. It may seem like mentally tough people are 'special'. They are not. They were not born with mental toughness - they developed it over years, by deliberately practicing and working on their resilience, determination, emotional control and focus... and you can do that too. This book gives you a



## 365 Ways to Live Mindfully A Day-by-Day Guide to Developing Mindfulness Habits Pascale Engelmajer

NOV 2022 | HB | 240PP ISBN-9781529390391 TRANSLATION RIGHTS AVAILABLE

The bite-size entries in this 365 Ways to Live Mindfully introduce different Buddhist traditions such as mindfulness, compassion, loving-kindness and karma, and profile

inspiring past and present figures to guide you towards taking small, impactful steps at your own pace to increase your mindfulness across all aspects of your life.



## **365 Ways to Save the Planet** *A Day-by-Day Guide to Living Sustainably*Nergiz de Baere

NOV 2022 | HB | 240PP ISBN-9781529397413 TRANSLATION RIGHTS AVAILABLE

Complete with action items and challenges to try, surprising facts about the climate crisis, templates to write to political representatives or companies, scientific explanations of important climate concepts, popular misconceptions about sustainability, and much more. All the skills and knowledge to take action now!

Self-Help 2

FINAL COVER TO BE REVEALED



SEP 2022 | TP | 320PP | ISBN-9781529398885

### TRANSLATION RIGHTS AVAILABLE

**ELOISE SKINNER** is a lawyer, author, therapist and dancer who devotes her life to helping people find meaning, purpose and direction.

### **But Are You Alive?**

## How to Design A Life Worth Living

### Eloise Skinner

Anyone's who's been back into a huge supermarket after a year of lockdown and found themselves momentarily paralysed by the scale of the shop and the impossibility of choosing between so many things, or who sits scrolling through Netflix unable to find anything they're prepared to commit to watching, will recognise the truth that choice can be overwhelming. In times of uncertainty and fatigue, making a decision can be really hard. It's even harder when the stakes are higher. How do we work out just what exactly we want to do with our lives? This feeling of indecision has become a prominent feature of contemporary life. Today, the average job tenure has fallen to 4.5 years, and it's estimated that workers will have around 10-15 jobs in their lifetime. And our personal lives are more diverse, too. We're encouraged to define the life we want to live; to choose our hobbies and 'side-hustles'; to pick careers aligned with our values. In some respects, we're freer than ever to become the authors of our own existence. All this choice, paradoxically, often leaves us unsettled. With so many things to do and tasks to achieve and options to pick, we can end up feeling unanchored. What are we supposed to do with our lives? What if we pick the wrong path? And will the work we do eat up every moment of our time? In this book Eloise Skinner shows that it's possible for each of us to take all the scattered elements of our existence, each so crucial for our sense of who we are, and blend them together to create a life that's integrated, completely unique, and filled with meaning. In short - a life that's lived fully.

Self-Help

FINAL COVER TO BE REVEALED



## How To Live An Awesome Life

Now Is The Time.

No Excuses.

BEN COMBER

OCT 2022 | TP | 288PP | ISBN-9781399800051

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BEN COOMBER'S work is driven by his conviction that personal transformation is possible - the principle which is the foundation of his work as a fitness coach, nutritionist, business consultant and motivational speaker. As a teenager, Ben took action to address his obesity, shedding 5 and a half stone and ridding himself of IBS, Asthma and Eczema. Now he works with thousands of individuals as well as major brands such as England Rugby, Virgin Sport, Sainsburys, and Talk Talk to show individuals how to take bold steps to improve their mindset, set bold targets and improve their life. He is the owner of The BTN Academy - an online nutrition education company, and the host of the Ben Coomber Radio Podcast.

## **How To Live An Awesome Life**

### Now Is The Time. No Excuses.

### Ben Coomber

Small incremental changes are well and good, but do you really have the time to make minute adjustments to your life, working slowly towards a way of living that could be months or years into the future? Living a life of passion, purpose and connection on your own terms is the key to happiness and too many people wait too long before taking bold, direct action. If your own life isn't inspiring you - not enough time, energy or opportunity - this book is designed as the kickstart you need. It will show that you can try all your like to make more money, sleep better, eat healthier and think more clearly, but if the core foundations of your journey aren't in alignment with your true motivations, change will prove illusive. To succeed at anything you need the right mindset, then the right tools and plan, and then the resilience to see that plan through to create the life you want. No more excuses - this book will change the way you think, to change the way you feel.



### 100 Things Productive People Do

Little lessons in getting things done Nigel Cumberland

100 Things Productive People Do distills all the wisdom of a lifetime of coaching successful business people into 100 short chapters showing you how to boost your productivity and get things done. It is packed

AUG 2022 | HB | 224PP ISBN-9781529389975 TRANSLATION RIGHTS AVAILABLE

MAR 2023 | HB | 224PP

ISBN-9781529390353

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with great ideas for achieving more and creating success. Explore the habits, tools, techniques and mentality of highly productive people and discover how to effortlessly take on your to-do list.



### 100 Things Smart People Do Little lessons in thinking hig

*Little lessons in thinking big*Nigel Cumberland

100 short chapters focus on thinking, brain health and decision-making skills, and features a mix of mental models, tools and brain care to help you think smarter. It is packed with great ideas for achieving more and creating

success. Every chapter features a new idea

that will help you work smarter, not harder.

habits you need to succeed.

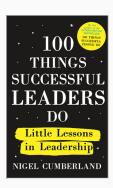
Mixing simple explanations with activities and

exercises, you'll learn the optimal mindset and

THINGS
MILLIONAIRES
DO
Little Lessons
in Creating
Wealth
NIGEL CUMBERLAND

### 100 Things Millionaires Do Little lessons in creating wealth Nigel Cumberland

This is not a get rich quick book. Instead, Nigel explores the habits, tools, techniques and mentality of self-made millionaires and shows you how to begin your own journey to a wealthy future. NOV 2019 | TP | 240PP
ISBN-9781529353235
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ROMANIAN: EDITURA NICULESCU
S.R.L., UKRAINIAN: KM BOOKS
PUBLISHING GROUP



## 100 Things Successful Leaders Do

Little lessons in leadership Nigel Cumberland

Learn how to build your leadership skills quickly and confidently in 100 short chapters and explore the habits, tools, techniques and mentality of smart leaders.

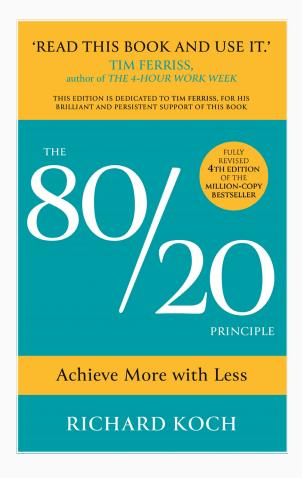
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NICULESCU S.R.L.



### 100 Things Successful People Do

Little Exercises for Successful Living: 100 Self Help Rules for Life Nigel Cumberland

Distills all the wisdom of a lifetime of starting and selling businesses and coaching wealthy leaders into 100 short chapters work and life. AUG 2016 | HB | 224PP
ISBN-9781473635043
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## The 80/20 Principle

## The Secret of Achieving More with Less

### Richard Koch

## "Read this book and use it!"

Millions of highly effective people have become more successful by understanding the simple fact that 80% of your results come from 20% of your efforts. All you have to do is identify the 20 percent that leads to 80 percent. THE 80/20 PRINCIPLE shows you how. Richard Koch's million-copy-selling global bestseller is now completely revised and updated, and more powerful and essential than ever. He reveals how the principle works and shows how to use it in a systematic and practical way to vastly increase your effectiveness, and improve your career. The unspoken corollary to the 80/20 principle is that little of what you spend your time on actually counts. But by concentrating on those things that do, you can unlock the enormous potential of the magic 20 percent. Discover how to identify the few methods that will lead to great results, and use them alone. Avoid hard work. Don't push water uphill. Be very selective in what you do. Have a great life. 80/20 is the essential tool for anyone who wants to succeed.

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 co-founder 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.

FINAL COVER TO BE REVEALED



SEP 2022 | TP | 320PP | ISBN-9781529398922

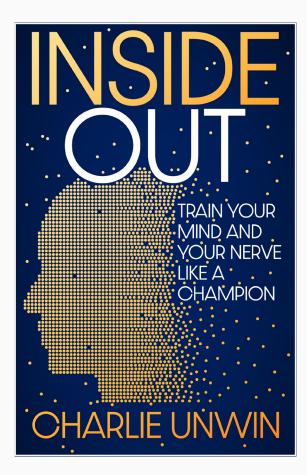
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MARK LERUSTE is the Founder and Chief Purpose Officer of the Ministry of Purpose and Host of The Unconventionalists podcast. He is on a mission to eradicate career misery in the workplace for the next generation of leaders by empowering organisations and those who lead them to build purpose-driven organisations and positive work cultures for people to bring their true selves to work and feel inspired to show up every day. Mark works with pioneering organisations, forward thinking leaders and disruptive conferences including Google, TEDx, Intuit, INSEAD, Method & Ecover, L'Oreal, StateStreet, The Guardian, Samsung, General Assembly and VirginStartup. Over the years Mark has lived and worked in more than ten countries across four continents leading Millennial teams and has been featured in The Wall Street Journal, Metro, The Guardian, ShortList, Elle, GrowthLab to name a few.

## Imposter to Impact

### **Mark Leruste**

Imposter syndrome is a term that all but the most overconfident of us will recognise. Acknowledging self doubt and uncertainty needn't imply weakness, and the urge to question one's own position and opinion is a necessary step to being thoughtful and thorough. That said, a lot of people spend a lot of time worrying about being underqualified, unenlightened or just a fraud or phony - when they could otherwise be getting on with doing great work. This book, by a self-confessed 'Imposter'- Mark Leruste - is a wake up call for everyone tired of feeling that way and ready stopholding themselves back fromcreating a positive change in the world. It will show you how to stand out from the crowd if the idea of standing out in the first place terrifies you, and will serve as a constant reminder that you are not alone, have much to offer the world, and can start correcting your negative thought-patterns right away. The louder the world gets, the quieter we become. The quieter we become, the harder it is to make an impact, especially if we have something important to say, sell or share. This book will help readers face down their feelings of being an 'imposter' and provide them with a practical guide to becoming more visible, enabling them to overcome their fears and resistance whenever they next arise.



MAR 2022 | HB | 240PP | ISBN-9781529369779

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**CHARLIE UNWIN** is a leading performance psychologist and mental coach who has trained elite performers from a range of different industries, including multiple Olympic champions, special forces soldiers, surgeons, musicians, fighter pilots and business executives. Charlie's passion for human performance has been uniquely shaped by a varied career, both as an international athlete and as a platoon commander in the army serving on the front-line. Charlie is passionate about the concept of training our mind and body to adapt more effectively to life's challenges. He believes that this is something we can all benefit from no matter who we are, or how we define success. Charlie's approach has evolved from a unique blend of conventional wisdom, cutting-edge science and an unparalleled insight into the minds of the world's most accomplished performers. Charlie is a popular speaker and delivers masterclasses on peak performance, talent development, accelerated learning, and delivering results under pressure.

### **Inside Out**

## Train your mind and your nerve like a champion

### Charlie Unwin

In any high-pressure environment, from special operations to the operating theatre, you can divide people into two groups - those whose performance is controlled from the outside in and those who control their performance from the inside out. Inside Out is about your ability to achieve incredible things on the outside by paying attention to what's on the inside. In his first ever book, Charlie Unwin shares unparalleled insight into the minds and inner workings of the world's most accomplished performers, including double Olympic champions, special forces soldiers, fighter pilots, surgeons, barristers, chefs, musicians and financial traders. Combining his unique experience as a performance psychologist with a blend of cuttingedge science and conventional wisdom, Charlie takes you on a journey through the three dimensions that shape your inner world - the Thinking Dimension, the Feeling Dimension and the Intuitive Dimension. In doing so, he turns the complexities of neuroscience, stress adaptation and cognitive performance into simple and effective training principles that you can use in your everyday quest for excellence. Inside Out will give you the confidence to do more and go further with what you already have.

"Brilliantly illustrates how your mind really can triumph over matter."

FRANKIE DETTORI MBE, CHAMPION JOCKEY

"Anyone interested in exploring their own performance potential is going to benefit immensely from this book."

DS, FORMER SAS SQUADRON COMMANDER

FINAL COVER TO BE REVEALED



## You Are A Global Citizen

A Guidebook for the Culturally Curious

### DAMON DOMINIQUE

NOV 2022 | HB | 192PP | ISBN-9781529389944 | JOHN MURRAY LEARNING

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**DAMON DOMINIQUE** is the pioneer of modern day social media travel scene, having created countless popular travel vlogs and documentaries over a decade of globetrotting. Through his eccentric and comedic travel videos, his following knows he is one to break down a country's culture that your average host wouldn't. Through his stories, he recounts thought-provoking concepts he encounters on the road. His knowledge of foreign languages and interest in linguistics and sociology paired with his relatable humor of the good, bad, and ugly, help shape this guide.

### You Are A Global Citizen

## A Guidebook for the Culturally Curious

### **Damon Dominique**

So you're here. The world dealt you random card, and you're dealing with it. Maybe right now is the first time you're even realizing you got dealt a card. You did! You Are A Global Citizen ignites your inner curiosity and provokes self-discovery through thought-provoking questions about the cultures you have experienced including your own - all while helping you become a more inquisitive, aware, observant, and engaged world citizen. Whether you've never left home, are studying at university, looking to live and move abroad, or simply curious about your own identity within a global society, this book will help you understand how the outside world impacts what's going on inside your mind, and vice versa. In three sections covering your origins, your external environment and your internal environment, with space for reflection at the beginning and end, Damon Dominique, pioneer of the modern day social media travel scene and star of countless popular You Tube travel vlogs and documentaries, shares his insights and stories from a decade of globetrotting, guiding you through questions such as, 'Would you be happy if you knew you had to live in your hometown for the rest of your life?', 'What culture or country do you remember romanticizing about as a kid?', and 'How do you feel about a global language?', with the ultimate goal of encouraging you to consider the fundamental questions about who you are, what culture is and what it means to live in a global society, beyond the borders of our minds and countries.

FINAL COVER TO BE REVEALED



## The Ten Year Career

Your Fast Track To Freedom

**JODIE COOK** 

JUL 2022 | TP | 224PP | ISBN-9781399803205 | JOHN MURRAY LEARNING

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**JODIE COOK** is an entrepreneur and author from Birmingham, UK. Cook featured in *Forbes' Europe's 30 Under 30* list of social entrepreneurs in 2017. She is an international powerlifter for Great Britain.

### The Ten Year Career

### Jodie Cook

How much longer do you want to keep on working at your current rate? How much longer do you want to keep on working at all? We live in an age where work, unless meticulously managed and planned, can overwhelm not just all our time, but all of our lives. The Ten Year Career turns that premise upside down and argues that it doesn't have to be that way. If you have intention, focus, a willingness to question received truths and the vision to think big, you can emulate the world's most successful entrepreneurs and retire in ten years, no matter where you are in your career today. You'll learn how to: think differently about success and plan for it; achieve success quickly without losing momentum or hitting a wall; stay focused without getting distracted; define success your way, not their way. You can achieve much more than you do now, in much less time than you thought, to reach financial freedom earlier than you imagined. That freedom, in turn, leads to the freedom to choose how you spend your days. The freedom to do whatever you want, with whomever you want, when you want to do it. The freedom to live life on your own terms.

FINAL COVER TO BE REVEALED



## Mission Possible

How to build a business for our times

### **ALEXANDRE MARS**

JUN 2022 | TP | 224PP | ISBN-9781399804011

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ALEXANDRE MARS is a serial entrepreneur, philanthropist and author in the U.S. and Europe. They are committed to promoting social justice by supporting positive impact organizations via his foundation, Epic, and his investment fund, Blisce. Mars hosts the podcast *PAUSE*, where he invites artists, business leaders, writers, entrepreneurs, athletes and activists to take a moment, peel back the curtain and share the secrets behind their professional and personal journey.

### **Mission Possible**

## How to build a business for our times

### **Alexandre Mars**

Is entrepreneurship the path for everyone? No. But can anyone, no matter where they come from, become a successful entrepreneur if they choose to? According to Alexandre Mars, the answer is a resounding yes. Serial tech entrepreneur, millionaire and philanthropist Alexandre Mars gives us a behind-the-scenes look at what it really takes to become an entrepreneur, and one who does good along the way, sharing tricks of the trade he learned over his career building companies (and selling them to the likes of Blackberry and Publicis) in the U.S. and Europe. Part of a new generation of philanthropists, Alexandre is one of the leading global entrepreneurial voices changing the way the business world thinks about money, its power and its purpose. Mission Possible reminds us that there's no one way to start and build a business. Bringing together a wealth of perspectives from dozens of today's top entrepreneurs from around the world, including the founder of Pinterest and the former Buddhist monk who created Headspace, readers will discover it is possible to make money and have a bigger mission too.

FINAL COVER TO BE REVEALED



OCT 2022 | HB | 240PP | ISBN-9781399800174

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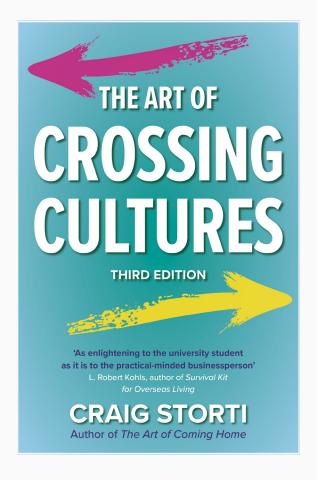
**ANDREW CRAIG** is a best-selling finance author, Founder of personal finance website www. plainenglishfinance.com and Investment Manager of the VT PEF Global Multi-Asset Fund. From January 2015 to May 2021, he was a partner at an investment bank specialising in biotechnology and life sciences. Andrew has worked for leading financial institutions since 1998. He began his finance career at SBC Warburg in the late nineties. Since then, he has held various senior equity roles at leading investment banks, both in London and New York. In that time, Andrew has met with the senior management teams of over one thousand companies and with several hundred professional investors and has regularly been involved in high profile stock market transactions. Since founding Plain English Finance in 2011, Andrew has appeared in numerous national and specialist financial publications including: The Mail on Sunday, The Mirror, CityAM, The Spectator, Shares and MoneyWeek magazines, YourMoney, This Is Money and Money Observer.

## Our Future is Biotech

## Understanding and profiting from the next tech revolution

### **Andrew Craig**

The Apples, Amazons and Googles of the next few decades will be biotech companies. The tech companies of the last few years have changed how we do things but the businesses driving the biotech revolution are about making life better. These companies will solve many of our most intractable problems: cancer, dementia, diabetes, elderly care, mental health challenges, even power generation and agricultural production. Biotech will mean that we can live far better, safer, healthier, wealthier, happier, and longer lives. Very few people in the general population have any idea of the phenomenal progress being made in these areas. There are already "miracle cures" for several diseases with far more to come. Exponential progress will drive the price of such things down far enough to make them widely available globally. This goes a long way beyond just "healthcare". These technologies could be key to dealing with climate change and the destruction of the natural world. This is a landmark and important book by a biotech investment expert who has been working in the industry for the past 6.5 years and knows how biotech does and doesn't work, as well as having a fair few interesting stories about working with some of the leading players / companies in the space. To add a current spin to this, his biggest client, Oxford Biomedica, is one of the main manufacturers of the Astra Zeneca COVID vaccine and is also the company that helped Novartis get the cost of treatment for kids with leukaemia down from \$3 million a go to \$300,000. The company has gone from £20m value to over a billion (and in the FTSE250) in the last 7 years as a result. The book explains what biotech is, what is coming next, and in a final section, how interested investors can profit from it.



FEB 2022 | TP | 192PP | ISBN-9781529375817

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**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, he is the author of six books. Having lived nearly a quarter of his life abroad, he lives now in Maryland.

www.craigstorti.com

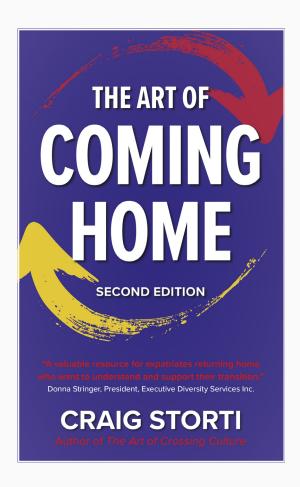
## The Art of Crossing Cultures

### **Craig Storti**

Adjusting to a new culture and getting along with the local people can be a challenge for everyone who lives and works abroad. Whether in business, diplomacy, education, or as a long-term visitor, anyone can be blind-sided by a lack of international knowledge and experience and be caught at a disadvantage. In this completely revised and expanded third edition, Craig Storti outlines the personal challenges of adjusting to the change - anticipating differences, managing the temptation to withdraw, and gradually adjusting expectations of behaviour to fit reality - and shows what it takes to encounter a new culture head-on and succeed. Now an established bestseller, The Art of Crossing Cultures is a one-of-a-kind guidebook to bridging the cultural divide, incorporating an easyto-understand model of cultural adjustment, and tips on how to master the process and develop adaptive strategies. This timely new edition focuses on how to deal with country and culture shock and includes many examples of cross-cultural misunderstandings. As well as revisions throughout, it includes a brand new chapter on crossing cultures at home.

> "As enlightening to the university student as it is to the practicalminded businessperson."

L. ROBERT KOHLS, AUTHOR OF SURVIVAL KIT FOR OVERSEAS LIVING.



JUL 2022 | TP | 256PP | ISBN-9781529375824

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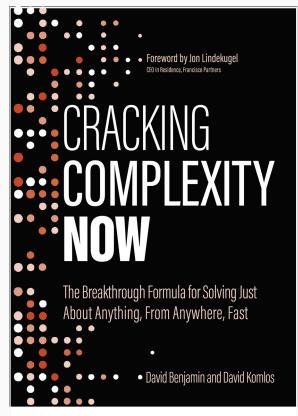
**CRAIG STORTI** is founder and co-director of Communicating Across Cultures, a Washington DC-based intercultural communication training and consulting firm. With work appearing in the Washington Post, Los Angeles Times, and Chicago Tribune, he is the author of six books. Having lived nearly a quarter of his life abroad, he lives now in Maryland.

www.craigstorti.com

## The Art of Coming Home

### **Craig Storti**

If you were lucky, you knew about and were prepared for culture shock when you moved overseas, But unless you are very lucky, you probably don't know about and are not prepared for reverse culture shock. And you should be. Most expats find coming home after an overseas assignment more difficult than adjusting to a foreign culture-and very few organizations and companies prepare people for the experience. Veteran trainer and consultant Craig Storti sketches the workplace challenges faced by returning businessmen and women as well as the re-entry issues of spouses, younger children, and teenagers. He also addresses in detail the special issues faced by exchange students, international development volunteers, and military and missionary personnel and their families. From leave-taking and the honeymoon stage through to reverse culture shock and eventual readjustment, The Art of Coming Home lays out the four stages of the re-entry process and details practical strategies for dealing with the challenges you will face each step of the way. Whether you're about to relocate abroad, are already living abroad, about to come home, or already home, this book walks you through the biggest adjustments, personal and professional, and in this new edition presents a complete do-it-yourself repatriation workshop to help you identify and address your individual readjustment issues.



REVISED AND UPDATED FOR OFFICE OR REMOTE WORKING

DEC 2021 | TP | 256PP | ISBN-9781529376098

### TRANSLATION RIGHTS AVAILABLE

**DAVID KOMLOS** is an entrepreneur and early-stage investor who, after his second exit, became intent on applying the Complexity Formula to some of the most interesting and high-stakes situations in the world, from Fortune 15 boardrooms to international aid, content creation in sports and entertainment, to improving access to life-saving products.

**DAVID BENJAMIN** is the co-founder of Syntegrity and the chief architect behind its implementation of the Complexity Formula as laid out in his book. David regularly guides leaders and their teams through their application of the formula, helping them get to decisions and action in days, no matter the industry, type of challenge, or nature of the organization. In this capacity, David has become a trusted advisor to Fortune 500 companies and government leaders on how to organize for complexity and find traction in the face of the intractable.

## **Cracking Complexity**

The Breakthrough Formula for Solving Just About Anything Fast

### David Komlos and David Benjamin

Complexity has met its match! Today, every leader and organisation grapples with unprecedented complexity. Some thrive in these situations while the vast majority do not. Now updated for a post-Covid world, David Benjamin and David Komlos share their cutting-edge, highly-engaging step-by-step formula for rapidly cracking incredibly knotty and important challenges, by involving and mobilizing all the right people-no matter where they are-to co-create solutions. Filled with compelling stories and advice distilled from years of experience applying the Complexity Formula across a broad range of sectors, Benjamin and Komlos have delivered the defining handbook for current and future leaders. Fully updated to include highly successful and proven virtual methods and practices that have been used to solve real problems. This book serves up the mindset, steps and skills that you and your team will need to crack complexity, wherever you are in the world, so that you can find clarity and build momentum even in the most uncertain of times.

FINAL COVER TO BE REVEALED



DEC 2022 | TP | 336PP | ISBN-9781399804066

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**CATHERINE KAPUTA** is the award-winning author of You Are a Brand! and Breakthrough Branding. She is a successful branding strategist and speaker and led the 'I Love NY' campaign. Catherine lives in New York City.

### The New Brand You

## Discover the best way to market yourself in the new world of work

### Catherine Kaputa

The New Brand You is the field guide to standing out and succeeding in the new professional landscape transformed by the pandemic. In the new world of virtual, remote and flexible working, everyone needs to consider carefully their personal brand and power, and many will need to hit the 'reset' button. We are all on camera now - we all need to be producers of our own brand narrative. Like it or not, in a digitally driven, more competitive, more global world of employment, the reality is that you need to consider your personal brand. You have no choice, if you don't brand yourself, other people will. And not in the way you want to be seen. That, or you will simply become invisible, and that's almost never good. The New Brand You uses ten tried and tested strategies from the commercial world of branding and applies them to individual brand creation. Strategies such as defining your positioning, researching your target audience and taking steps to ensure you always stay relevant, are equally applicable to individuals as they are to products and companies. It's not about sticking some slightly skewed version of your name on social media, it's about smart positioning and successful tactics. Featuring high profile success stories and accompanied by an online Personal Brand Finder, an assessment tool that measures psychological preferences and aligns with the ten strategies in the book, this book will help you to target the most relevant strategies for you. It will include examples, exercises and callouts to make it a quick read and easy to action immediately. Getting your personal branding right will give you the edge in the new age of work.

FINAL COVER TO BE REVEALED



SEP 2022 | HB | 320PP | ISBN-9781399802949

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LIZZIE PENNY and ALEX HIRST are friends. entrepreneurs, and changemakers. Lizzie has three young children, lives in Bristol, and has recently recovered from breast cancer. Alex suffered from debilitating burnout, before starting a family and leaving London for a village in rural Oxfordshire. Together they came up with the concept of workstyle. Workstyle is a new word to describe the complete freedom to choose when and where you work. They co-founded social enterprise Hoxby in 2014 to test and prove the concept of workstyle and have since helped thousands of workstylers around the world to set, project and respect their own workstyles. They have delivered projects for some of the biggest businesses in the world including Unilever, Amazon, AIA, and Merck. Forbes.com have described them as 'creating the freelance revolution 3.0' and they have been featured in the FT, Times, Telegraph, Stylist, Marie Claire, Metro and The Guardian, among others.

## Workstyle

### Be Well. Work Better. Do Good Lizzie Penny and Alex Hirst

'This will turn your view of work and life upside down'

JON YOUNGER, FORBES

The industrial age routine of a 9-5 fits-all working system might finally be being dismantled, but what will replace it, and will it work for you? This thoughtful and practical book sketches out new approaches to individualised working styles which prioritise wellbeing, productivity and fairness. The authors, Lizzie and Alex, are at the forefront of business thinking in this area, having worked with companies such as Unilever, Amazon, and AIA and been featured in the FT, Times, Telegraph, Stylist, Marie Claire, Metro and The Guardian, among others. If you are an ambitious Gen Z millennial at the start of a career, looking for a job which works with your ethical framework, an experienced professional moving into a leadership role, or a business owner, CEO, manager or HR professional, this book provides a vital contemporary overview of what will work best in a business world which is newly flexible, imaginative, neurodiverse and accountable. It will help you create a way of working which frees your best people, liberates your potential and allow you to stand out and do your best work how suits you best. Written by the inventors of the term 'workstyle', this book will relieve you of your ancestors' conditioning, inspire you to create a workstyle for yourself, and enable you to take part in the most significant change to working practices since 1817. By giving you the complete freedom to identify and pursue a way of working which fits around the unique nature of your lifestyle, you can be well, work better and do good.

FINAL COVER TO BE REVEALED



JUN 2023 | TP | 288PP | ISBN-9781399801201

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MARC DINGMAN received his Ph.D. in neuroscience in 2013 from the Pennsylvania State University. Since then, he has been a faculty member in the Biobehavioral Health Department at the Pennsylvania State University, where teaches courses in neuroscience and the health sciences. He received the Teaching Excellence Award from the College of Health and Human Development in each of the past four years, the Health and Human Development Alumni Society Excellence in Teaching Award in 2017, and the Biobehavioral Health Outstanding Teaching Award in 2015.

### **Bizarre**

### Marc Dingman

The human brain is an impossibly complex and delicate instrument - capable of extraordinary calculations, abundant creativity and linguistic dexterity. But the brain is not just the most brilliant of evolutionary wonders. It's also one of the most bizarre. This book shows a whole other side of how brains work - from the patient who is afraid to take a shower because she fears her body will slip down the drain to a man who is convinced, against all evidence, that he is a cat, and a woman who compulsively snacks on cigarette ashes. Entertaining though they are, these cases are more than just oddities. In attempting to understand them, neuroscientists have uncovered important details about how the brain works. Bizarre will examine these details while explaining what neuroscience's most unusual patients have taught us about normal brain function -ideal both for readers seeking a better appreciation of the inner workings of the brain and those who simply want some extraordinary topics for dinner-party conversation.

**Non-Fiction** 18

## Your shortcut to the most important ideas...

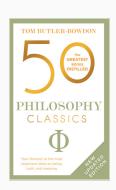




capitalism, finance, and the global economy

The revised edition will include areas such as The Bitcoin Standard, The Age of Surveillance Capitalism and Discrimination and Disparities, as well as a revised introduction to reflect on turbulence and challenges facing the global economy over the next decade.

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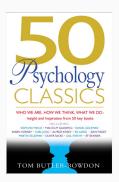
Non-Fiction 19



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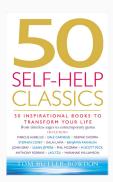


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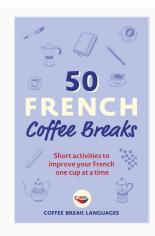


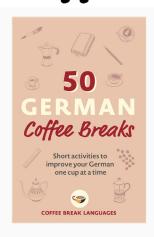
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**BENNY LEWIS** is one of the best language learners in the world – and the most famous. In 2003, Irish native Benny Lewis spoke only one language: English. After university, he moved to Spain and was soon frustrated that he could not speak Spanish after six months of trying. So

he decided to abandon traditional learning approaches, and everything changed. Today Benny is the known as The Irish Polyglot and speaks over 10 languages – all selftaught – including Mandarin Chinese, Arabic, French, German, Spanish, Italian, Portuguese, and Hungarian.

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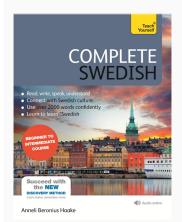
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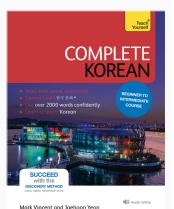
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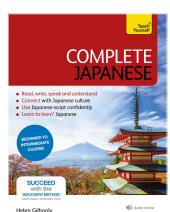
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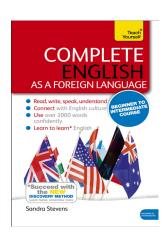
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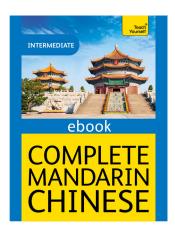
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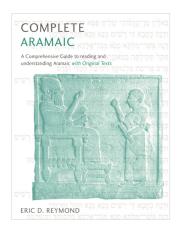
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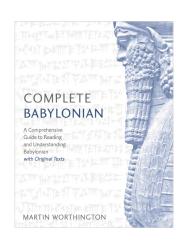
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**Chambers** 

## Found in Translation

The Unexpected Origins of Place Names



NOV 2022 | HB | 288PP | ISBN-9781529369915 | CHAMBERS

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**DUNCAN MADDEN** is a freelance travel writer who's spent the last 20 years exploring the world and writing about it for international newspapers, magazines, websites and books, from Forbes to Lonely Planet. Alongside his love of language and etymology, he's a keen surfer and skier and enjoys nothing more than disappearing off the beaten track in search of new stories, snow and surf. When not traveling, he splits his time between Cologne and London.

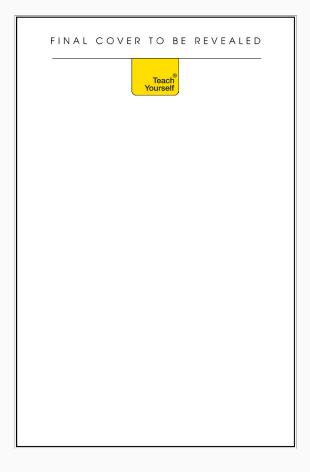
## Found in Translation

## The Unexpected Origins of Place Names

### Duncan Madden

Have you ever stopped and thought about the name of your home country or one you're travelling to? What it means, where it came from, how it came to be? From The Land of Many Rabbits to The Land of the Thunder Dragon, and many places in between, Found in Translation is a fascinating, extraordinary and frequently funny journey into the history of the naming of the world. Filled with extraordinary stories of invasion and rebellion, culture and religion, misunderstanding and the curiosities of language as it has evolved over the ages, it offers etymological insight into how and why the countries we live in and travel to got their names - and their often bizarre meanings.

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AUG 2022 | PB | 400PP | ISBN-9781399800587 | CHAMBERS

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**DAVID CHEAL** has been reviewing music since the early 1980s, and was a pop critic for the Daily Telegraph for 20 years. He now works on the Financial Times arts pages, where he writes and commissions the weekly Life of a Song column and also contributes reviews and features. When he was growing up, he wanted to be Jack Bruce but never got round to learning how to play the bass.

## The Life of a Song Volumes 1 & 2

### Jan Dalley and David Cheal

Discover the stories behind the songs. The Life of a Song contains the stories of 100 songs exploring each song's biography and how they took on a new life following their release. Packed with intriguing factoids, these bite-sized essays will delight music fans and send you scurrying back to listen to the songs in all their beauty and mystery. Who knew that Paul McCartney originally referred to Yesterday as 'Scrambled Eggs' because he couldn't think of any lyrics for his heartbreaking tune? Or that Patti LaBelle didn't know what 'Voulez-vous coucher avec moi ce soir?' actually meant? These and countless other back stories fill this book. Each 600-word piece gives a mini-biography of a single song, from its earliest form through the various covers and changes, often morphing from one genre to another, always focusing on the 'biography' of the song itself while including the many famous artists who have performed or recorded it. This book collects 100 of the best pieces from the highly successful The Life of a Song columns from the FT Weekend every Saturday. Inside you'll find rock, pop, folk, jazz and more. Each piece is pithy, sparkily written, knowledgeable, entertaining, full of anecdotes and surprises. They combine deep musical knowledge with the vivid background of the performers and musicians, and of course the often intriguing social and political background against which the songs were created.

