



# Wiley New Books

January 2020

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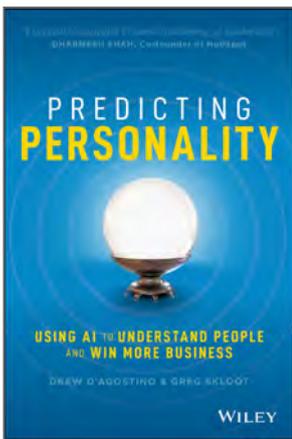
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# Business





ISBN: 978-1-119-63099-9  
Cloth • 224pp • Jan 2020  
€22.90

## Predicting Personality

### Using AI to Understand People and Win More Business

Drew D'Agostino & Greg Skloot

**A proven playbook for anyone whose livelihood or business is built on their ability to communicate effectively and build teams**

As connected as we are, attention spans are shrinking, trust is dwindling, and growth is less guaranteed. An exciting new branch of artificial intelligence—Personality AI—is setting out to change that, and this new book shows you exactly how. Exploring the next generation of human communication, author Drew D'Agostino exposes how businesses can reap the benefits of AI and machine learning today, not tomorrow. With the insights found here, you'll not only learn what Personality AI is and how it works, but you'll also discover direct applications of this in business and life, and how to understand personality types in context—sales, recruiting, coaching, and more.

- Provides practical guidelines for using this technology to accelerate growth, strengthen relationships, communicate more effectively, and win more business
- Written by a respected expert in this field

#### About the Author

**Andrew D'Agostino** is the co-founder and CEO of Crystal, a personality platform that offers personality assessments, coaching tools, and industry-leading psychometric predictions.

**Greg Skloot** is the President & COO of Crystal, the app that tells you anyone's personality.

Data Privacy  
and GDPR  
Handbook

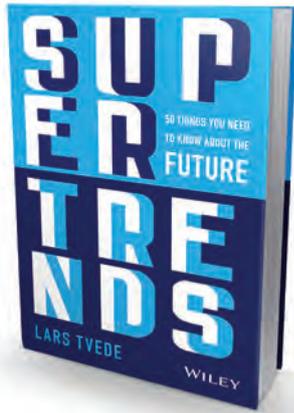
### Data Privacy and GDPR Handbook

Sanjay Sharma  
MD MRCP

**The definitive guide for ensuring data privacy and GDPR compliance**

The *Data Privacy and GDPR Handbook* helps organizations strictly adhere to data privacy laws in the EU, the USA, and governments around the world. This authoritative and comprehensive guide includes the history and foundation of data privacy, the framework for ensuring data privacy across major global jurisdictions, a detailed framework for complying with the GDPR, and perspectives on the future of data collection and privacy practices. It is an indispensable resource for Chief Data Officers, Chief Technology Officers, legal counsel, C-Level Executives, regulators and legislators, data privacy consultants, compliance officers, and audit managers.

ISBN: 978-1-119-59424-6 • Cloth • €79.90 • Jan 2020 • 352pp



ISBN: 978-1-119-64683-9  
Paper • 256pp • Dec 2019  
€18.90

## Supertrends

### 50 Things You Need to Know about the Future

Lars Tvede

The Fantastic Corporation, Zug, Switzerland

*Supertrends: 50 Things You Need to Know About the Future* is about how efficient futurists work, and how we can expect the world to evolve in terms of demographics, general economics, technologies, business models, resources, environment and lifestyles.

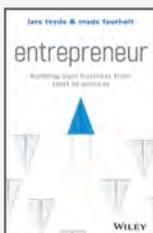
This book addresses how to predict the future, what we can expect from it, and how companies and government should adapt to the accelerating change, and will also:

- Explain the core principles of efficient forecasting
- List a number of underlying drivers and recurring social patterns which help explain and predict events
- Shows how companies and governments can become more future-proof by adopting new and innovative management principles
- Introduce new technologies and how they will be applied
- The Supertrends project is a joint venture between Lars Tvede and Trifork. Trifork makes approx. 50 technology seminars annually, which are attended by an average of 1,500 delegates each. The Supertrends tools will be incorporated onto the seminars
- The forthcoming [www.supertrends.com](http://www.supertrends.com) site, app and community will initially have 10,000 selected expert members who will each contribute to the future consensus timeline, and will continue to be expanded

#### About the Author

**Lars Tvede** is co-founder of top-performing venture capital fund Nordic Eye, founder of a consulting company focused on understanding and tackling a dynamic future, Futures Institute, and developer of a global crowdsourced consensus timeline for what the future will look like – Supertrends.

## Also Available Titles



#### Entrepreneur

Building Your Business From Start to Success

Lars Tvede & Mads Faurholt

ISBN: 978-1-119-52123-5  
€18.90



#### Supertrends

Winning Investment Strategies for the Coming Decades

Lars Tvede

ISBN: 978-0-470-71014-2  
€36.90



Visual Collaboration

ISBN: 978-1-119-61104-2  
Paper • 304pp • Jan 2020  
€57.90

## Visual Collaboration

### A Powerful Toolkit for Improving Meetings, Projects, and Processes

Ole Qvist-Sørensen & Loa Baastrup

**A practical guide to working visually in teams**

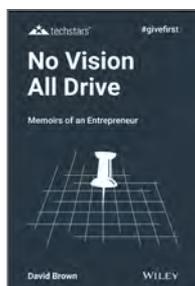
Drawing and sketching ideas in groups is a smarter way of thinking, communicating, and working. The core method of this book gives leaders simple drawing tools, techniques, and examples of visual collaboration that can be implemented in any context, including meetings, strategy sessions, project planning, innovating, business plans, and more. For example, draw your strategy and hang it in the lunch room or next to the coffee machine. A good drawing is a catalyst for good dialog. It can drive engagement and ownership—and this book will show you how.

- Offers business leaders, entrepreneurs, facilitators, designers, and change agents a simple method and tools to develop visual languages for any context
- Reveals how to use this concept to visualize any process and project
- Outlines templates for any situation, presentation, or important conversation

#### About the Authors

**Ole Qvist-Sørensen** is Founder and Managing Partner at Bigger Picture, a consulting agency specializing in strategy communication and visual facilitation.

**Loa Baastrup** is a strategy consultant, visual facilitator, and Partner at Bigger Picture.



## No Vision All Drive

### Memoirs of an Entrepreneur

David Brown

**Discover how a startup company comes together and succeeds in this real-life story**

This is the story of David and David, two entrepreneurs with lots of energy and less of a roadmap than you might think. In 1993, David Cohen and David Brown founded their first company, Pinpoint Technologies, which grew from a basement startup to a successful multinational company with \$50 million in annual sales. Chronicling the story of that company from its beginnings up to 2003, when it was sold to ZOLL, and beyond, *No Vision All Drive* is the story of that company and the people who worked there. This book is not about business; it's about people. David and David recount their experiences together, from founding Pinpoint to coming back as Managing Partner at Techstars.

**Series:** Techstars • **ISBN:** 978-1-119-63280-1 • Cloth • €22.90 • Jan 2020 • 204pp



## The Microbrewery Handbook

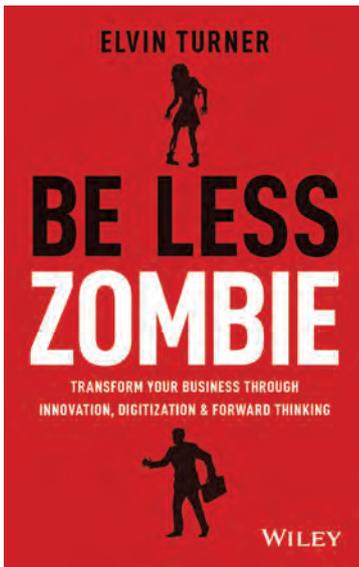
### Craft, Brew & Build Your Own Microbrewery Success

DC Reeves

**An unprecedented guide to successfully starting or growing a microbrewery or craft brewery**

In *The Microbrewery Handbook* author D.C. Reeves distills his experience founding Perfect Plain Brewing Company in Pensacola, Florida. In an engaging and informative style, Reeves clearly shows you what works in the industry and, just as importantly, what doesn't work. *The Microbrewery Handbook* offers an extraordinary look at all of the facets of success in the industry. No matter if you are thinking about starting a new venture or are already operating your own microbrewery, this valuable book offers real-world advice and proven strategies to help you thrive in the competitive micro and craft brewing industry.

**ISBN:** 978-1-119-59804-6 • Paper • €22.90 • Jan 2020 • 288pp



ISBN: 978-0-85708-820-8  
Paper • 224pp • Jan 2020  
€15.90



## Be Less Zombie

Transform your business through innovation, digitization & forward thinking

Elvin Turner

Lurking under the boardroom table in almost every organisation is a force trying to pull it into irrelevance.

Organisations are lurching their way toward an increasingly uncertain future but still using tools, ideas and processes designed for different era.

Call it entropy, complacency or plain old fear, the 'zombie factor' is at work everywhere. And if you're not deliberate about exorcising it from your midst, its gradual suffocating force will slowly pull you down. Just ask Blockbuster, Kodak, HP, Blackberry and a long list of other once untouchable companies.

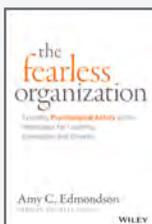
*Be Less Zombie* is a behind-the-scenes handbook which brings lessons from companies that are reinventing the way they work to expel the zombie factor. It's a mix of practical tools, tongue-in-cheek observations, real-life stories from the trenches and advice on building teams and organisations that are more agile, innovative and relevant for the age ahead.

Whether you work for a decaying megacorp, a red-hot start-up, or somewhere in between, *Be Less Zombie* will be essential reading.

### About the Author

**Elvin Turner** is an award-winning consultant, associate professor of innovation, entrepreneurship & marketing, and innovation coach for many global organisations. Elvin has coached hundreds of innovation programmes around the world – helping leaders, managers and teams overcome the many barriers that they face when trying to develop breakthrough ideas and turn them into action. Elvin's work spans consulting, training and facilitation in the areas of strategy, innovation and marketing. His clients include some of the world's leading organisations in the financial, technology, music, drinks and publishing industries.

## Also Available Titles



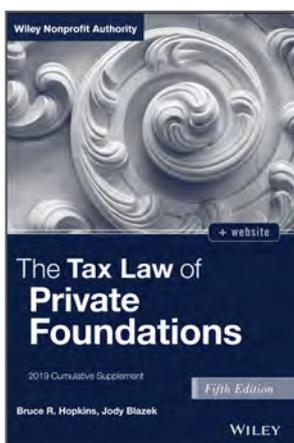
**The Fearless Organization**  
Creating Psychological Safety in the Workplace for Learning, Innovation, and Growth  
Amy C. Edmondson  
ISBN: 978-1-119-47724-2  
€27.90



**Build It**  
The Rebel Playbook for World-Class Employee Engagement  
Glenn Elliott & Debra Corey  
ISBN: 978-1-119-39005-3  
€22.90



**The Design Thinking Playbook**  
Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems  
Michael Lewrick, Patrick Link & Larry Leifer  
ISBN: 978-1-119-46747-2  
€32.90



ISBN: 978-1-119-61424-1  
Paper • 208pp • Jan 2020  
€142.00

## The Tax Law of Private Foundations, 5th Edition

Bruce R. Hopkins  
Member, District of Columbia Bar

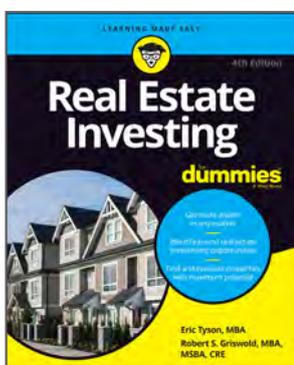
**The Cumulative Supplement to one of the most trusted books on tax law and private foundations**

This is the 2019 supplement to the *Fifth Edition of The Tax Law of Private Foundations*. This supplement covers changes made to laws and industry practices within the last year since the *Fifth Edition's* release. It provides clarification, expert insight, and helpful instruction for executives and supporting professionals navigating extensive federal tax law requirements. Along the way, this supplement summarizes and clarifies the statutory regulations governing private foundations, offers insight into the underlying logic, and provides a host of practical tools that ease the filing process and help ensure compliance with the latest laws.

- Untangles the complex maze of constantly-evolving requirements, and offers much-needed information for those tasked with ensuring compliance amidst regulatory changes year after year
- Addresses how to avoid mistakes and oversights with line-by-line instruction
- Provides guidance based on the most recent iteration of the law

### About the Author

**Bruce R. Hopkins** practices in the field of nonprofit, tax-exempt organizations and is widely recognized as the country's leading authority in the field.



ISBN: 978-1-119-60176-0  
Paper • 544pp • Jan 2020  
€21.90

**Previous Edition:**  
978-1-118-94821-7

## Real Estate Investing For Dummies, 4th Edition

Eric Tyson & Robert S. Griswold  
USA

**Make real estate part of your investing strategy**

Do you want to get involved in real estate investing, but aren't quite sure where to start? This is your go-to resource for making sense of the subject. Written by industry experts Eric Tyson and Robert Griswold, this new edition of *Real Estate Investing For Dummies* offers timely, proven, practical, and actionable advice to overcome the challenges of the market and keep yourself one step ahead of the competition. With the help of this straightforward and time-tested information, you'll get the know-how to wisely and confidently make smart, sound, and informed real estate investing decisions that will reap big rewards.

- Addresses the best types of investment properties for different types of investors
- Offers valuable insights on preparing to buy, identifying the property, due diligence, closing the transaction, leasing the property, and ongoing operations
- Reveals tech applications to support property management operations and accounting

### About the Authors

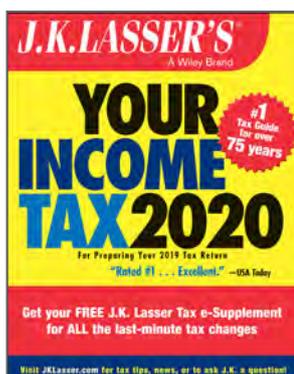
**Eric Tyson** is a nationally recognized personal finance counselor, syndicated columnist, and bestselling author of numerous *For Dummies* books.

**Robert S. Griswold** is a successful real estate investor, hands-on property manager with a large portfolio of residential and commercial properties, and the author of *Property Management Kit For Dummies*.



# Consumer





Series: J.K. Lasser

ISBN: 978-1-119-59501-4  
Paper • 896pp • Jan 2020  
€22.90

Previous Edition:  
978-1-119-53271-2

## Your Income Tax 2020

### For Preparing Your 2019 Tax Return

J.K. Lasser

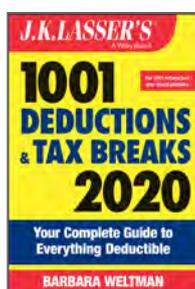
Prepare your 2019 taxes with ease

*J.K. Lasser's Your Income Tax 2020* is the nation's most trusted tax guide, updated to help you prepare your 2019 return. Step-by-step expert guidance walks you through the forms, calculations, and deadlines to help you file your taxes without the headaches. New changes including tax laws, IRS rulings, court decisions, and more are explained in plain English, backed by examples of how they apply to individual taxpayers like yourself. Explore your options in terms of deductions, income shelters, and planning strategies to maximize your savings and keep more of your money—without wading through volumes of dense tax code. This comprehensive yet accessible guide is your handbook for making your tax filing for 2019 easier than you ever thought possible.

- Learn how the latest changes from the IRS affect your return
- Get trusted advice for maximizing deductions and sheltering income
- Navigate the many IRS forms with step-by-step guidance

#### About the Author

**J.K. Lasser Institute** has been the premier publisher of consumer tax guides since 1939, when Jacob Kay Lasser first published *Your Income Tax*. Since then, the guide has been published continuously for over seventy years and read by over 39 million people.



## J.K. Lasser's 1001 Deductions and Tax Breaks 2020

### Your Complete Guide to Everything Deductible

Barbara Weltman  
IDG Books Worldwide, Inc.

The complete guide to all deductions and credits for individual taxpayers

*J.K. Lasser's 1001 Deductions and Tax Breaks* shows you just how much money you can save on your taxes—legally—simply by taking advantage of what's out there. This book helps you put a stop to overpayment so you can keep more of your hard-earned money. J.K. Lasser has compiled a complete list of every possible deduction and credit available to American taxpayers, and provides clear, easy-to-follow instructions for claiming what is rightfully yours. Fully updated to reflect the latest rulings and laws, this book answers all of your "Can I claim..." questions with guidance from the nation's most trusted tax advisors.

Series: J.K. Lasser • ISBN: 978-1-119-61069-4 • Paper • €21.90 • Jan 2020 • 720pp •  
Previous Edition: 978-1-119-52158-7



## J.K. Lasser's Small Business Taxes 2020

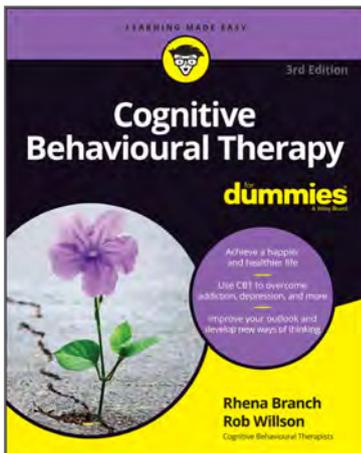
### Your Complete Guide to a Better Bottom Line

Barbara Weltman  
IDG Books Worldwide, Inc.

Maximize your bottom line with the nation's most trusted small business tax guide

*J.K. Lasser's Small Business Taxes 2020* is the small business owner's ultimate guide to a money-saving, stress-free tax season. Providing straightforward advice from the nation's most trusted tax expert on small business taxes, this book gives you the answers you need quickly, with clear, concise guidance. Featuring a complete listing of all available business expense deductions, including dollar limits and record-keeping requirements, this book helps you quickly determine what kind of tax relief is available to you, and how to take it—all the way down to where to claim deductions on the forms themselves.

Series: J.K. Lasser • ISBN: 978-1-119-59517-5 • Paper • €21.90 • Jan 2020 • 720pp •  
Previous Edition: 978-1-119-51154-0



ISBN: 978-1-119-60112-8  
Paper • 416pp • Jan 2020  
€20.90

Previous Edition:  
978-0-470-66541-1

## Cognitive Behavioural Therapy For Dummies, 3rd Edition

Rob Willson & Rhena Branch  
The Priory Clinic

**THE UK'S BEST-SELLING DUMMIES BOOK!**

**Retrain your thinking and your life with these simple, scientifically proven techniques**

Cognitive behavioral therapy, or CBT for short, is often cited as the gold standard of psychotherapy. Its techniques allow you to identify the negative thought processes that hold you back and exchange them for new, productive ones that can change your life. Increasingly popular among healthcare professionals, the CBT approach can be used by anyone to overcome common problems. CBT can also be used to simply develop a healthier, more productive outlook on life. This book shows you how you can easily incorporate the techniques of CBT into your day-to-day life and produce tangible results. You'll learn how to take your negative thoughts to boot camp and retrain them, establishing new habits that tackle your toxic thoughts and retool your awareness, allowing you to be free of the weight of past negative thinking biases.

- Talks about taking a fresh look at your past and maybe even overcoming it
- Reveals how to relax yourself through techniques that reduce anger and stress
- Details how to overcome low self-esteem and body image issues

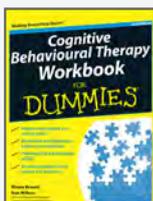
\*Nielsen Bookscan 2013-2018

### About the Authors

**Rob Willson** is a cognitive behavior therapist based in North London.

**Rhena Branch** is a BABCP accredited CBT practitioner, supervisor, and trainer.

## Also Available Titles



**Cognitive Behavioural Therapy Workbook For Dummies, 2nd Edition**

Rhena Branch & Rob Willson

ISBN: 978-1-119-95140-7  
€19.90



**Cognitive Behaviour Therapy, 2nd Edition**

Your Route Out of Perfectionism, Self-Sabotage and Other Everyday Habits with CBT

Avy Joseph

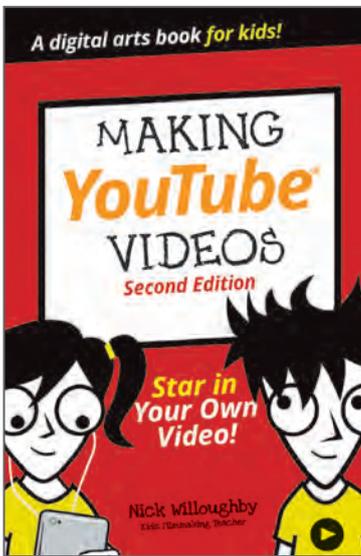
ISBN: 978-0-85708-647-1  
€13.90



**Think Good, Feel Good, 2nd Edition**

A Cognitive Behavioural Therapy Workbook for Children and Young People  
Paul Stallard

ISBN: 978-1-119-39528-7  
€42.90



# Making YouTube Videos Star in Your Own Video!

Nick Willoughby

**The fast and easy way for kids to shoot, edit, and share videos on YouTube**

YouTube has won the hearts, minds, and eyes of kids around the globe. Budding filmmakers and producers can now create their own videos and share with friends and family. Written in a language kids will understand and filled with eye-popping graphics that make the information come to life, *Making YouTube Videos* takes the intimidation out of working with video technology and offers your child a friendly, trusted source for expressing their creativity. Throughout this guide kids will work on small projects with end-goals that help promote confidence. With content that is accessible and easy to understand, this book is ideal for youngsters who want to go solo or work with you or another adult instructor.

**Series:** Dummies Junior

**ISBN:** 978-1-119-64150-6  
Paper • 144pp • Oct 2019  
€10.90

**Previous Edition:**  
978-1-119-17724-1

- Offers young creators the insight on how to plan and shoot quality videos, install and use video editing tools, and post the final product to YouTube
- Written by a filmmaking expert who runs camps for young filmmakers
- Contains updates on video hardware, including mobile phone video, editing software, and changes to YouTube video sharing

## About the Author

**Nick Willoughby** is a video professional with experience both in front of and behind the camera as well as in training young filmmakers.

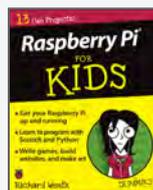
## Also Available Titles



### Digital Filmmaking For Kids For Dummies

Nick Willoughby

ISBN: 978-1-119-02740-9  
€26.90



### Raspberry Pi For Kids For Dummies

Richard Wentk

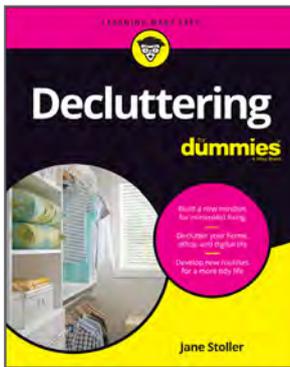
ISBN: 978-1-119-04951-7  
€26.90



### Coding For Kids For Dummies, 2nd Edition

Camille McCue

ISBN: 978-1-119-55516-2  
€24.90



ISBN: 978-1-119-61704-4  
Paper • 320pp • Jan 2020  
€20.90

## Decluttering For Dummies

Jane Stoller

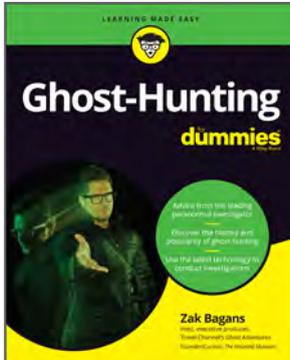
**The book that cuts through the clutter of decluttering**

Modern life has produced so much clutter that the thought of packed closets, attics filled with storage bins, and rental units specifically used to store odds and ends produces its own stress. The decluttering movement offers solutions for those interested in reducing the amount of stuff in their life and embrace a more minimalist, tidier lifestyle. In *Decluttering For Dummies*, professional organizer Jane Stoller helps you bypass the stress of a tidying project by offering simple, proven methods for organizing every space in your life—even your mind. From adopting a decluttering mindset to finding new homes for unwanted items, this is the book you'll need to keep handy after the big cleanup.

- Discusses decluttering your home, office, and digital life
- Addresses developing new routines for a tidier life
- Helps make difficult decluttering choices a little bit easier

### About the Author

**Jane Stoller** officially launched her business, Organized Jane, in 2017 after a career spent living around the world as an executive with a global cement company.



ISBN: 978-1-119-58475-9  
Paper • 304pp • Jan 2020  
€21.90

## Ghost-Hunting For Dummies

Zak Bagans

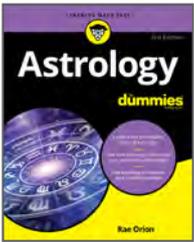
**Tried and true information on the spirit world, its mysteries, and what it takes to be a ghost-hunter**

Paranormal investigator, star, and executive producer of the *Travel Channel's Ghost Adventures*, Zak Bagans takes you on an exciting journey into the supernatural world of haunted sites and messages from beyond the grave. With insider information on the history of ghost-hunting to learning about ghosts with all kinds of temperaments, *Ghost-Hunting For Dummies* is peppered with true accounts and stories from Bagans' famous cases and investigations. Featuring expert advice on picking a haunted location and setting up cameras, to dealing with unwieldy ghosts, *Ghost-Hunting For Dummies* skillfully shows you how today's investigators use the tools of modern science to study a wide range of paranormal activity. And if you're one of the countless fans of *Ghost Adventures* itching to get off the couch and track some spirits on your own, this book provides everything you need to know to conduct a successful paranormal investigation.

- Reveals the latest scientific gadgets and technology used to confront reported paranormal activity and document key evidence in an effort to uncover the truth behind each mystery
- Filled with spine-chilling accounts of supernatural phenomena
- Written by a well-known expert in the field

### About the Author

**Zak Bagans** is the host, lead investigator, and an executive producer of *Travel Channel's* popular series *Ghost Adventures*.



## Astrology For Dummies, 3rd Edition

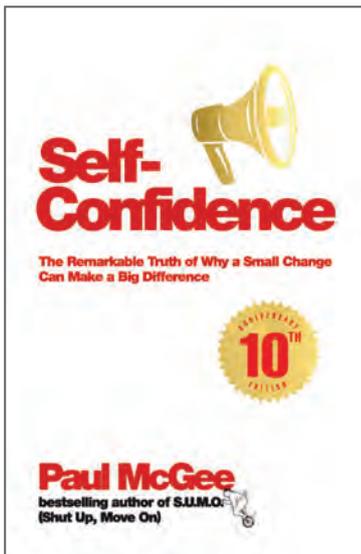
Rae Orion

### Find the answers you're looking for in the stars

For over four thousand years, people have watched the skies, correlating the movements of the Sun, the Moon, and the planets with human affairs. *Astrology for Dummies* shows you how to use that accumulated wisdom to identify strengths and weaknesses, discover creative abilities, understand relationships, and make the most of the times in which we live. Using an abundance of real-life examples, author Rae Orion offers an incisive account of each sign and planet, taking you far beyond the daily horoscope and illuminating the birth chart in all its individuality and complexity.

**ISBN:** 978-1-119-59416-1 • Paper • €20.90 • Jan 2020 • 384pp •

**Previous Edition:** 978-0-470-09840-0



ISBN: 978-0-85708-835-2  
Paper • 224pp • Jan 2020  
€15.90

Previous Edition:  
978-0-85708-287-9



## Self-Confidence

### The Remarkable Truth of Why a Small Change Can Make a Big Difference

10th  
Anniversary  
Edition

Paul McGee  
Paul McGee Associates, UK

**A new 10th Anniversary edition of the personal development classic – over 50,000 copies sold in print.**

The subject of 'confidence' continues to be a hot topic. In recent years, issues such as resilience, wellbeing and mental health have received huge media attention and there is a hunger to gain access to ideas that will improve and enhance our wellbeing and improve our confidence in ourselves.

*Self-Confidence 10th Anniversary Edition* will incorporate all these issues to provide an essential guide to increasing self-confidence to boost success, both in our personal and professional lives.

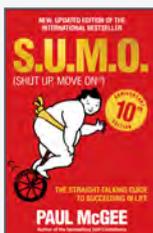
Paul's approach to confidence is different. According to Paul, we don't have to raise our self-confidence to the roof; just increasing our confidence by a small amount can dramatically change our lives. Paul explains exactly what confidence is, why it's so important and just how to develop it in ourselves and others. This honest, practical and realistic book covers:

- Confidence in business
- Being more confident in your love life
- Confidence in social situations
- Confidence in job interviews and presentations
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#### About the Author

**Paul McGee** is an international keynote speaker and performance coach, combining his background in psychology with large doses of humour and practical insights. He is Managing Director of his own training and education company and proud creator of SUMO (Shut Up & Move On). He has spread the word about SUMO in over 30 countries and expanded the brand into the public, private and education sectors. Paul has a diploma in Performance Coaching and counselling and is an associate of the Chartered Institute of Personnel and Development. His aim is simple – "I want to help people achieve better results in life and have more fun in the process." [www.TheSumoGuy.com](http://www.TheSumoGuy.com)

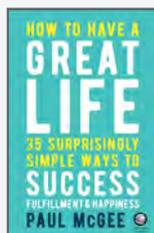
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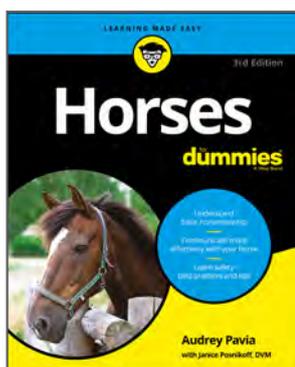
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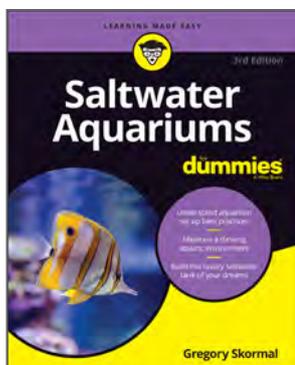
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**Audrey Pavia** is the former editor of *Horse Illustrated* magazine and an award-winning writer of numerous articles on equine subjects.



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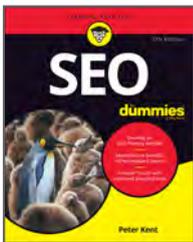
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### About the Author

**Gregory Skormal** is an experienced aquarist and Marine Fisheries Biologist at Martha's Vineyard Fisheries, Division of Marine Fisheries, Massachusetts. He is also an Adjunct Scientist for the Center for Shark Research in Sarasota, Florida.



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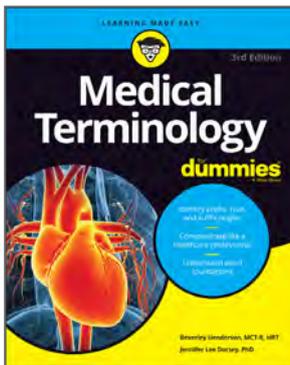
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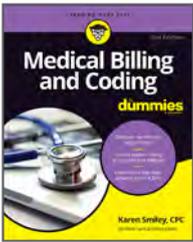
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**Beverley Henderson, CMT-R, HRT**, has more than forty years of experience in medical terminology and transcription.

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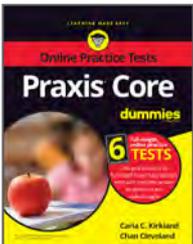
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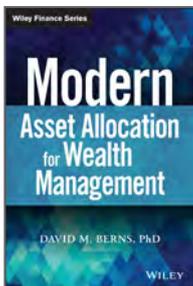
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#### About the Author

**Richard A. Corbett** is a leading real estate investor and developer.



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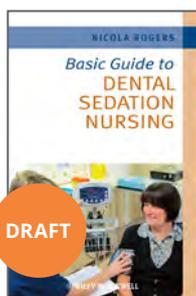
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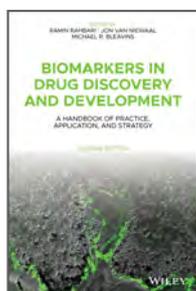
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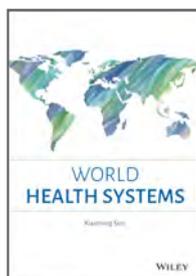
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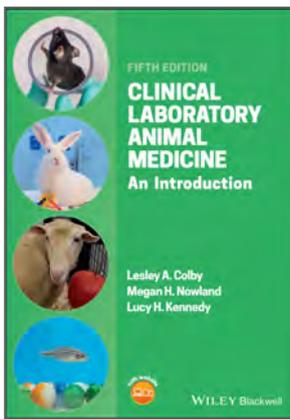
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Lesley A. Colby, Megan H. Nowland & Lucy H. Kennedy  
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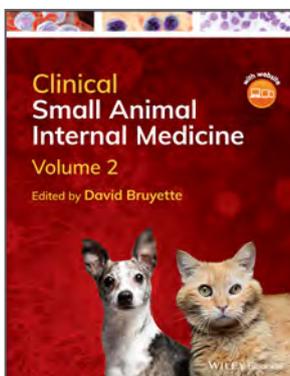
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#### About the Authors

**Lesley A. Colby**, DVM, MS, DACLAM, is an Associate Professor and Senior Director of Animal Resources and Operations in the Department of Comparative Medicine at the University of Washington in Seattle, Washington, USA.

**Megan H. Nowland**, DVM, DACLAM, is an Associate Professor in the Unit for Laboratory Animal Medicine at the University of Michigan in Ann Arbor, Michigan, USA.

**Lucy H. Kennedy**, DVM, DACLAM, is an Assistant Professor in the Unit for Laboratory Animal Medicine at the University of Michigan in Ann Arbor, Michigan, USA.



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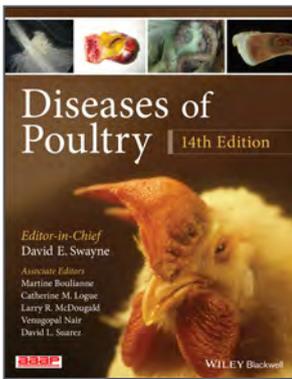
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#### About the Author

**David Bruyette**, DVM, DACVIM (SAIM), is Chief Medical Officer at Anivive Lifesciences in Long Beach, California, USA.



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**David E. Swayne** is Laboratory Director of the Southeast Poultry Research Laboratory, U.S. National Poultry Research Center, Agricultural Research Service, U.S. Department of Agriculture, in Athens, Georgia, USA

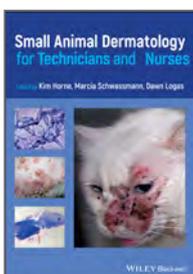
**Martine Boulianne** is Professor in the Department of Clinical Sciences at the Faculty of Veterinary Medicine, University of Montreal, in St-Hyacinthe, Quebec, Canada.

**Catherine M. Logue** is Professor in the Department of Population Health at the College of Veterinary Medicine, University of Georgia, in Athens, Georgia, USA.

**Larry R. McDougald** is Emeritus Professor in the Department of Poultry Science at the College of Agricultural and Environmental Sciences, University of Georgia, in Athens, Georgia, USA.

**Venugopal Nair** is Head of the Viral Oncogenesis Group at The Pirbright Institute in Woking, Surrey, UK.

**David L. Suarez** is Research Leader of the Exotic and Emerging Avian Viral Diseases Research Unit, Southeast Poultry Research Laboratory, U.S. National Poultry Research Center, Agricultural Research Service, U.S. Department of Agriculture in Athens, Georgia, USA.



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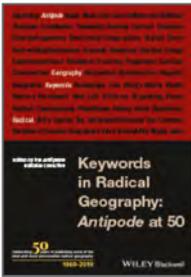
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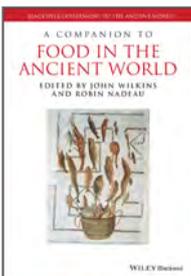
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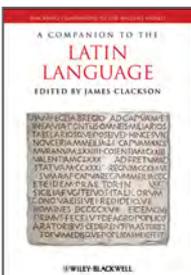
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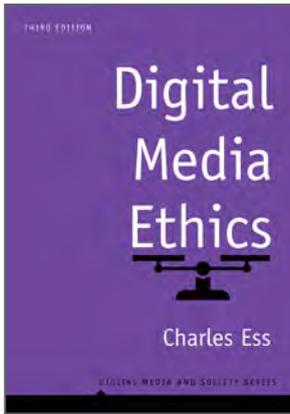
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### About the Author

**Charles Ess** is Professor in the Department of Media and Communication at the University of Oslo.

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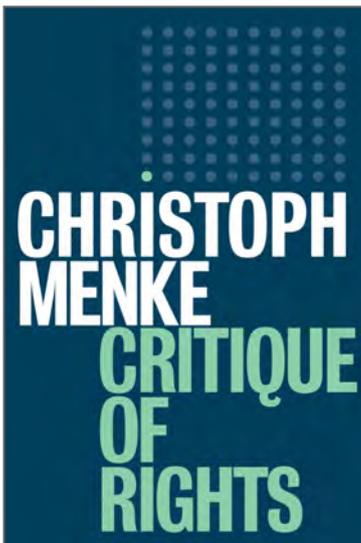
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Goethe-Universität Frankfurt



Modern political revolutions since the 18th century have swept away traditional systems of domination by declaring that 'all men are created equal'. This declaration of equal rights is a fundamental political act – it is the political act in which the political community creates itself in relation to traditional systems of domination. But because it was generally assumed that the subject of these rights is the individual human being, the political community was subordinated to the individual. Marx discerned, rightly, that this was the paradox at the heart of the declaration of the rights of man. But while Marx was right to highlight this paradox, his proposed solution does not provide us with a sound basis for overcoming it.

In this major new work, Christoph Menke adopts a different approach: he argues that we can address and overcome this paradox only by embarking on a fundamental inquiry into the nature of rights. Rights are a specific configuration of normativity: to have a right is to have a justified and binding claim. But with the equal rights declared by modern revolutions, rights assumed a particular form: the normative claim to equality was combined with an assumption about the factual conditions of social life. In this conception, society is the realm of private individuals pursuing their interests, and private interests are therefore seen as the natural basis for politics – what Menke calls 'the naturalization of the social'. By laying bare this conception which lies at the basis of political liberalism and modern law, Menke is able to criticize and move beyond it, opening up a new way of understanding rights that no longer involves the disempowering of the political community.

This radical critique of rights and of modern law is a major contribution to critical theory and legal theory and it will be of great interest to students and scholars in social and political theory, philosophy and law.

- Christoph Menke is a leading philosopher and political theorist, and a key member of the 'third generation' of the Frankfurt School
- This book is a fundamental re-evaluation of the idea of rights, as in the notion of human rights, an idea that is the basis of liberalism and modern law
- Menke argues that when the modern idea of rights took shape in the 18th century, it was linked to a particular way of thinking about society as a realm of private individuals pursuing their interests, so private interests were seen as the natural basis of politics, and the political community was subordinated to the individual
- Menke argues that only by laying bare this conception which underlies liberalism and modern law can we criticise it and move beyond it, opening up a new way of understanding rights that no longer involves the disempowering of the political community

### About the Author

**Christoph Menke** is Professor of Philosophy at the Goethe University, Frankfurt.

## The Son's Secret

ISBN: 978-1-5095-3175-2  
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# The Son's Secret

## From Oedipus to the Prodigal Son



Massimo Recalcati  
Universities of Pavia and Verona

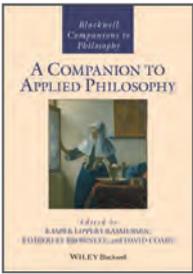
This new book by Massimo Recalcati focuses on the psycho-social life of the son. Comparing and contrasting the tragic story of Oedipus by Sophocles and the parable of the prodigal son, Recalcati argues that all common parenting strategies, whether authoritarian or democratic, are attempts at sealing the fate of sons – that is, they are designed to ensure that sons realize the dreams and fantasies of the parents. But all that sons want – and this is their secret because they generally do not want, or are unable, to confront their parents directly – is to be recognized as unique, as different, as independent, free-thinking individuals who are able to chart their own path in life, rather than extensions of their parents' fantasies. The parents' task is to acknowledge this, and to create the space for this desire to flourish.

Continuing his remarkable reflections on parents, children and family life, this new book by one of Italy's leading and bestselling public intellectuals will be of interest to a wide general readership.

- Massimo Recalcati is a bestselling author and one of Italy's most prominent public intellectuals, who has received numerous awards for his writings on modern relationships and family life
- This book focuses on the psycho-social life of the son. Recalcati argues that all common parenting strategies, whether authoritarian or democratic, are attempts at sealing the fate of sons – that is, they are designed to ensure that sons realize the dreams and fantasies of the parents
- But what sons really want is to be recognized as unique, independent, free-thinking individuals, rather than extensions of their parents' fantasies. This is the son's 'secret' because he generally does not want, or is not able, to express this directly to his parents. Recalcati argues that the parents' task is to acknowledge this, and to create the space for this desire to flourish
- This lively account of parent-son relations will be of great interest to a wide general readership interested in parenting and family life, as well as to students and scholars of gender studies, psychoanalysis, psychology and sociology

### About the Author

**Massimo Recalcati** is a bestselling author and psychoanalyst who teaches at the Universities of Pavia and Verona.



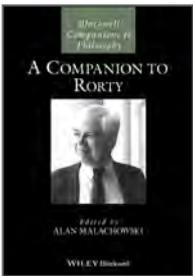
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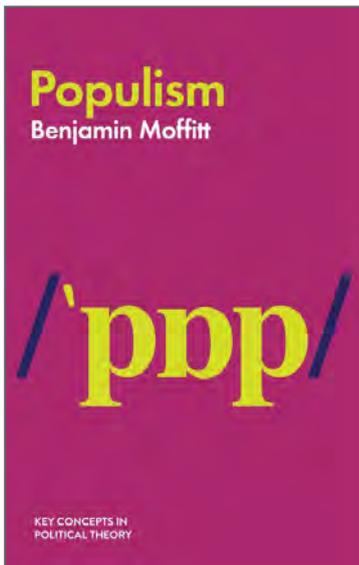
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## Populism

Benjamin Moffitt

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Populism is the key political phenomenon of the 21st century. From Trump to Brexit, from Chávez to Podemos, the term has been used to describe leaders, parties and movements across the globe who disrupt the status quo and speak in the name of 'the people' against 'the elite'. Yet the term remains something of a puzzle: poorly understood, vaguely defined and, more often than not, used as a term of abuse.

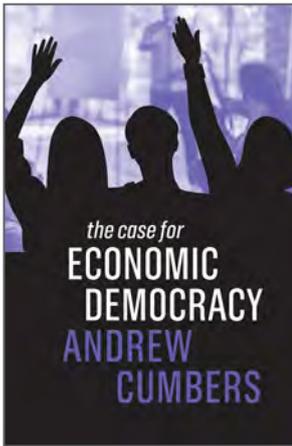
In this concise and engaging book, leading expert Benjamin Moffitt cuts through this confusion. Offering the first accessible introduction to populism as a core concept in political theory, he maps the different schools of thought on how to understand populism and explores how populism relates to some of the most important concepts at the heart of political debate today. He asks: What has populism got to do with nationalism and nativism? How does it intersect with socialism? Is it compatible with liberalism? And in the end, is populism a good or bad thing for democracy?

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- He expertly and clearly interrogates how populism relates to nationalism, nativism, socialism, liberalism and, ultimately, the future of democracy
- This book will be an invaluable guide for any student or scholar grappling with populism both in political theory and in our contemporary politics

### About the Author

**Benjamin Moffitt** is Senior Lecturer in Politics and Australian Research Council DECRA Fellow (2019-2021) at the National School of Arts, ACU (Melbourne).



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## The Case for Economic Democracy



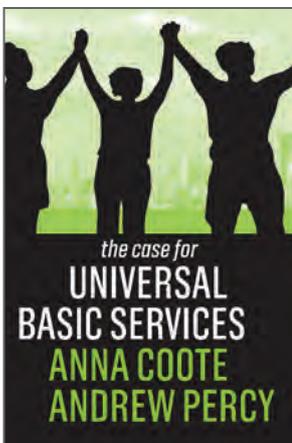
Andrew Cumbers  
University of Glasgow

The idea that the people have a right to shape political decisions through democratic means is widely accepted; however, the same cannot be said of the decisions that impact our economic lives. In this new book, Andrew Cumbers shows why economic democracy's time has come.

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- This topical and highly original book will be of great interest to anyone who is concerned by our contemporary economic and political crises

### About the Author

**Andrew Cumbers** is Professor in Regional Political Economy at the University of Glasgow.



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## The Case for Universal Basic Services



Anna Coote & Andrew Percy  
New Economics Foundation; UCL Institute for Global Prosperity (IGP)

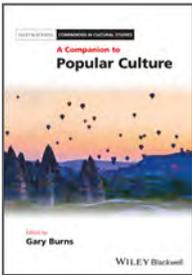
The idea that healthcare and education should be provided as universal public services to all who need them is widely accepted. But why leave it there? Why not expand it to more of life's essentials? In this bold new book, Anna Coote and Andrew Percy argue that Universal Basic Services is exactly what we need to save our societies and our planet.

- Anna Coote is Fellow of the New Economics Foundation, and Andrew Percy is Co-Director of the Social Prosperity Network at UCL – both are dedicated and prominent proponents of Universal Basic Services (UBS)
- They expound the case for a radical new policy proposal that is quickly displacing Basic Income as a leading progressive demand: Universal Basic Services
- By extending universal service provision beyond healthcare and education to other everyday essentials like transport, childcare and housing, Coote and Percy highlight how UBS is efficient, practical and affordable
- A radical proposal with a distinct vision of what the future could be, this book will be essential reading for anyone who cares about fighting for a fairer, greener, and more democratic world

### About the Authors

**Anna Coote** is Principal Fellow at the New Economics Foundation.

**Andrew Percy** is Co-Director of the Universal Basic Services Network at the UCL Institute for Global Prosperity (IGP).



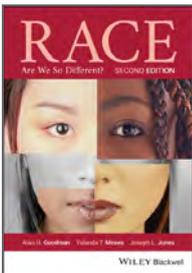
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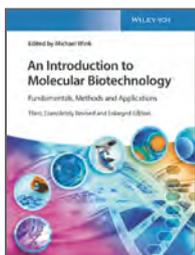
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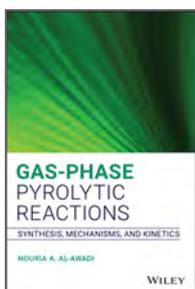
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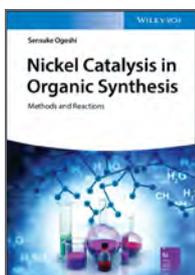
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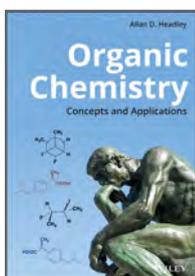
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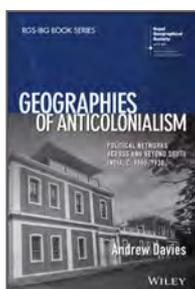
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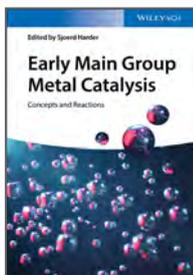
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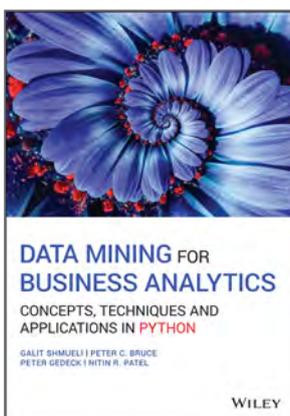
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### About the Authors

**Galit Shmueli**, PhD, is Distinguished Professor at National Tsing Hua University's Institute of Service Science.

**Peter C. Bruce** is President and Founder of the Institute for Statistics Education at Statistics.com.

**Peter Gedeck**, PhD, is a Senior Data Scientist at Collaborative Drug Discovery, where he helps develop cloud-based software to manage the huge amount of data involved in the drug discovery process.

**Nitin R. Patel**, PhD, is Chairman and cofounder of Cytel, Inc., based in Cambridge, Massachusetts.



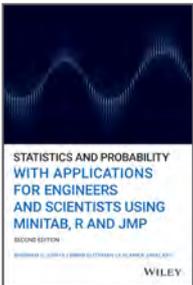
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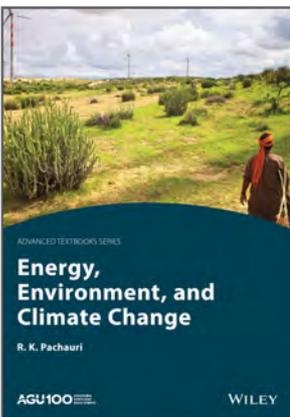
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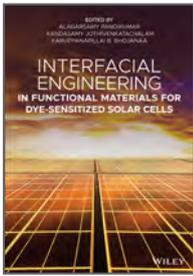
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### About the Author

**R. K. Pachauri**, Executive Vice Chairman, The Energy and Resources Institute (TERI), Habitat Place, Lodhi Road, New Delhi & Former Chairman, Intergovernmental Panel on Climate Change (IPCC), 2002-2015.

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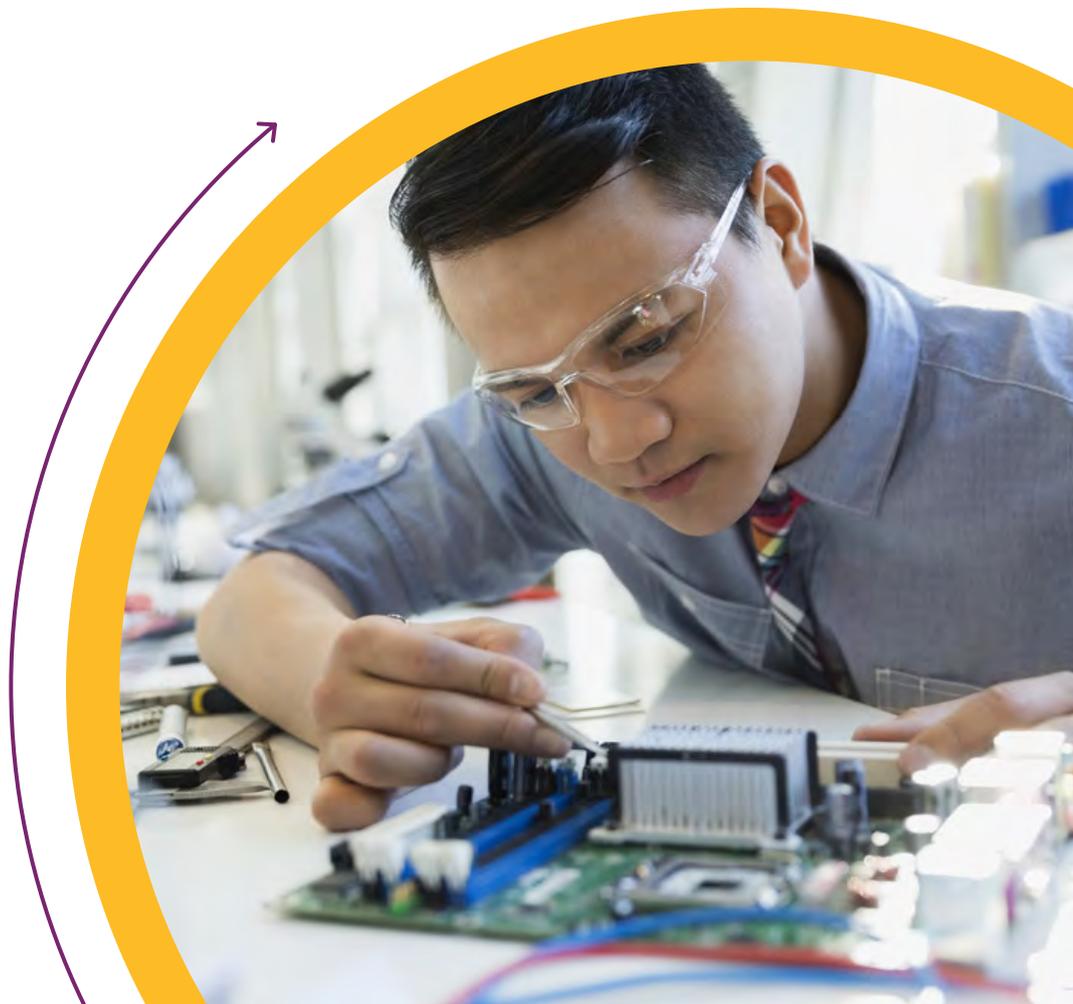
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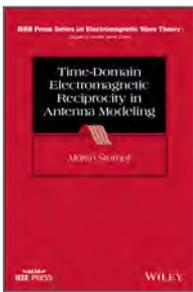
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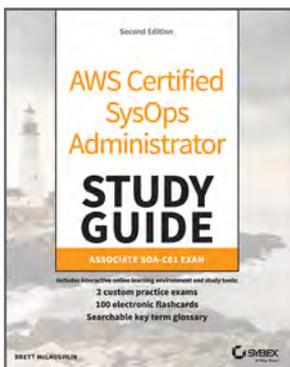


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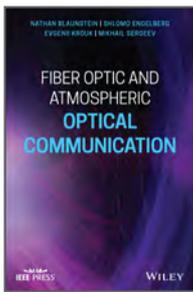
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**Brett McLaughlin** has been working in technology for over twenty years. Today, he works in cloud computing, focusing on scalable cloud platforms and staging and distributing petabyte-scale data stores.

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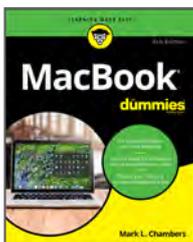


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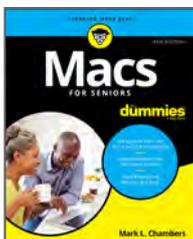
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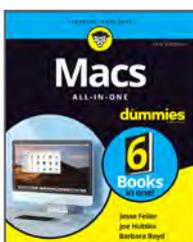
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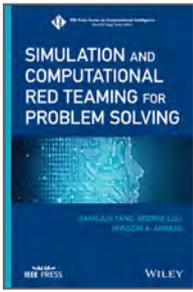
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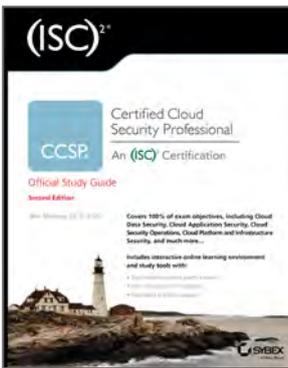
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### About the Author

**Ben Malisow** has been involved in INFOSEC and education for over twenty years. He has taught computer classes at various levels, most notably at Carnegie-Mellon University, where he crafted and delivered the CISSP prep course, among others, for CMU's CERT/SEU.

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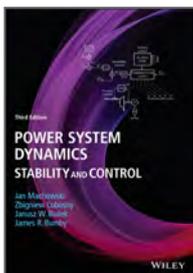
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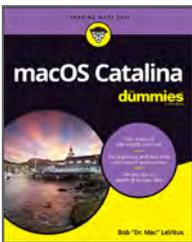
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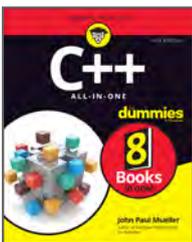
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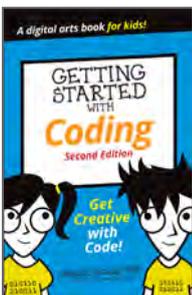
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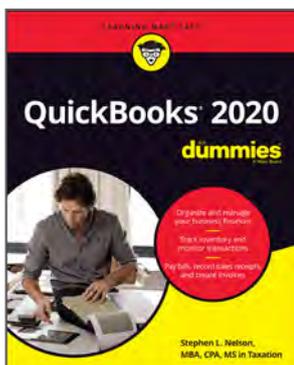
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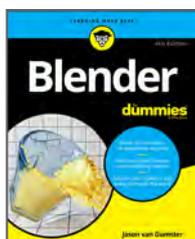
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### About the Author

**Stephen L. Nelson** provides accounting, business advisory, tax planning, and tax preparation services to small businesses. His more than 100 books, including all editions of *QuickBooks For Dummies*, have sold over 5 million copies.



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