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Business
Data Activation
Leveraging the Transformative Power of Data to Create Innovation Products and Services

Kent Langley

Leverage the power of data to transform your business and spark innovation

This timely guide provides an effective framework that integrates people, data, and technology, enabling organizations of any size to gain competitive advantage, spark innovation, and maximize agile and scalable resources. Helping organizations around the world implement the data activation process for over fifteen years, deep technologist and distributed systems architect Kent Langley shares his knowledge, experience, and proven techniques to help companies prosper in a dynamic global environment. Providing the framework to master the power of data and drive the development of state-of-the-art products and services, this book will put executives, entrepreneurs, and business leaders in a better position to succeed.

- Enables organizations of any size to join the data-driven revolution, increase profitability, drive sustainable success, and beat the competition to win the disruption game
- Discusses how to model data using machine learning and artificial intelligence techniques

About the Author

Kent Langley runs his own company providing Data Activation as a Service, is faculty at Singularity University, and is the Chief Science and Technology officer of the Fastrack Institute.

GDPR For Dummies
If you do business with the EU, do yourself a favor and get your GDPR compliance strategy in order

GDPR For Dummies sets out in simple steps how small business owners can comply with the complex General Data Protection Regulations. These regulations apply to all businesses established in the EU and to businesses established outside of the EU insofar as they process personal data about people within the EU. With this book, you'll discover how GDPR applies to your business in the context of marketing, employment, providing your services, and using service providers.


Information Governance, 2nd Edition
Concepts, Strategies and Best Practices
Robert F. Smallwood
The essential guide to effective IG strategy and practice

As more and more everyday business is conducted electronically, the need for robust internal management and compliance grows accordingly. This book offers big-picture guidance on effective IG, with particular emphasis on document and records management best practices. Information Governance is a highly practical and deeply informative handbook for the implementation of effective Information Governance (IG) procedures and strategies. Step-by-step strategy development guidance is backed by expert insight and crucial advice from a leading authority in the field.

ISBN: 978-1-119-49144-6 • Cloth • €105.00 • Feb 2019 • 1024pp • Previous Edition: 978-1-118-21830-3
YouTube Marketing For Dummies
Will Eagle

Advice from a YouTube insider on how to create effective campaigns
YouTube is the top destination for online video. With over a billion viewers around the globe, it's also valuable real estate for marketers looking to get their message out. YouTube Marketing For Dummies shares insight from a former YouTube employee who helped large and small businesses create effective marketing campaigns. Inside, you'll discover proven game plans for buying advertising, launching a content marketing campaign, building a branded channel and community, and evaluating the results of your work.

Lifescale
Establish Rituals, Break Bad Habits, and Have Routines That Will Help Achieve Your Goals
Brian Solis

You can use the incredible gifts of technology to live a better life, without being bound by them—here’s how

On average, we look at our phones 1,500 times per week for an average of 3 hours every day. Most of us have obsessive relationships with our digital appendages. We are devout in our commitment to stay up-to-the-minute on all of the latest activities in our newsfeeds. We feel left out if we’re not jumping on every new trend. Now is the time to take a moment, to press pause, and to scream, “WAIT!” This book can help you get back to the real world and gain the control so many of us have lost in a world filled with daily disruptions fueled by technology.

About the Author

Brian Solis is a principal analyst at Altimeter, the digital analyst group at Prophet. He is also an award-winning author, prominent blogger/writer, and world-renowned keynote speaker.
Unlocking Creativity
How to Solve Any Problem, Make the Best Decisions, and Build a Successful Business by Shifting Creative Mindsets
Michael A. Roberto

Break barriers to ignite creativity and spark new ideas
Many creative individuals working in today’s organizations encounter resistance to new ideas, much as path-breaking artists, scientists, and inventors have experienced throughout history. Leaders exhibit closed-minded behavior when newcomers challenge the conventional wisdom or question established practices. On the other hand, senior leaders claim that creativity is a top priority because they desperately seek growth and renewal. Many large firms face a growth crisis today, with revenues increasing slowly or even shrinking. These organizations do not lack talented people with original ideas. They lack an environment in which these people can flourish. Leaders claim to want bold, transformative ideas, yet obstacles to creativity arise at every turn. Unlocking Creativity shows you how to overcome these common roadblocks, and help your business excel.

- Explores the six organizational mindsets that inhibit creativity in many enterprises
- Reveals how to rely less on generating great ideas, and more on allowing curious thinkers throughout the organization to experiment, learn, and discover

About the Author
Michael Roberto is the Trustee Professor of Management and Director of the Center for Program Innovation at Bryant University in Smithfield, Rhode Island.

Daring to Compete
How 7 Drivers of Growth Accelerate Entrepreneurs to Market Leadership
Diane Foreman, Bryan Pearce & Geoffrey Godding

A unique opportunity to learn from some of the best entrepreneurs in the world
Global consulting firm EY, in connection with its renowned “Entrepreneur of the Year” program, has done years of extensive research in countries around the world and distilled its findings into a proprietary model called “The 7 Drivers of Growth”. This book reveals how the fastest-growing organizations support their growth strategies by aligning their capabilities across all 7 Drivers: The Customer; Funding and Finance; Transactions and Alliances; Risk; People, Behaviors and Culture; Digital, Technology and Analytics; and Operations. Daring to Compete looks at these drivers and will help business leaders assess where they are today and plan a path for the future to realize their growth ambitions.

About the Authors
Diane Foreman, one of New Zealand’s most successful entrepreneurial businesswomen, was named the EY Entrepreneur of the Year for New Zealand.
Bryan Pearce is a Partner with EY and the firm’s Global Leader in Entrepreneurship.
Geoffrey Godding has been a partner at EY for over twenty years.
Data Driven Business Transformation
How businesses can disrupt, innovate and stay ahead of the competition
Peter Jackson & Caroline Carruthers
Tracerco, Billingham, UK

Transform any business by properly using the power of data

*Data Driven Business Transformation* walks you through the journey of how to transform your business to unleash all that hidden value. It makes the business case, taking you stage by stage, using real world examples, through practical steps and the experiences of people who have done this and succeeded. This book can walk *anyone* through their data driven transformation. *Data Driven Business Transformation* provides you with the knowledge, the plan, the vision, and the language to transform your business.

- Draws a clear distinction between ‘data transformation’, as opposed to ‘digital transformation’
- Describes strategies and plans to change the data culture within a business so that everyone shares the same data driven vision

About the Authors

Peter Jackson was the first Head of Data at the Pensions Regulator and then went on to be the first Head of Data at Southern Water.

Caroline Carruthers is the first Group Director for Data Management for the Lowell Group and was previously Network Rail’s first Chief Data Office.

Leadership at Scale
Building Organizational Capability and Capacity to Create Outcomes That Matter Most
Robert J. Anderson & William A. Adams
University of Cambridge

Transform your organization with a new approach to leadership

*Leadership at Scale* provides a proven framework for magnifying agile and scalable leadership in your organization. This book introduces the Leadership Ratio as a paradigm for strength and liability analysis, exploring the Reactive Leader/Creative Leader dichotomy and the effects of both on an organization’s short- and long-term success. This straightforward technique demonstrates why modern leadership demands more than just technical brilliance. Drawing upon decades of experience enhancing leadership skills for government agencies and Fortune 500 companies, the authors provide an innovative and efficient framework to help you excel at this difficult endeavor.

- Addresses how to identify your own personal balance of leadership strengths and weaknesses
- Examines how to scale relationships to amplify effective leadership qualities
- Discusses how to diagnose ineffective leadership and course-correct quickly

About the Authors

Robert J. Anderson is the Founder, Chairman, and Chief Creative Officer of The Leadership Circle and the Full Circle Group.

William A. Adams has worked with CEOs, senior leaders, and Boards of Directors as a Leadership Consultant and Trusted Advisor for over thirty years.
**Leading for Organisational Change**

*Building purpose, motivation and belonging*

Jennifer Emery

An engaging guide focused on the human, cultural, and practical aspects of organisational change

Rooted in the groundbreaking CMS three-way merger, which created a new Top 6 UK law firm, *Leading for Organisational Change* is thematic—it draws out seven key themes which run through the various stages of integration, and which together spell the acronym ‘because’: belonging, evolution, celebration, agility, understanding, simplicity, and energy. This book explores how these various themes show up in a merger context, shares experiences, and suggests ways that these ideas can be addressed and harnessed to lead to optimal outcomes.

**ISBN:** 978-1-119-51796-2  •  Cloth  •  €30.90  •  Mar 2019  •  224pp

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**MARKETING**

**The Fanatical Prospecting Playbook**

*Open the Sale, Fill Your Pipeline, and Crush Your Number*

Jeb Blount

Discover the real secret to improving sales productivity and growing your income fast

Most salespeople and sales leaders who marvel at the consistent year in and year out performance of sales superstars are blind to the real reason for their success. Unwilling to accept that the foundational root of all success in sales is a fanatical focus on prospecting, they waste time tilting at windmills on their quixotic pursuit of fads, silver bullets, and secret formulas they believe will deliver them into the arms of success with little effort. *The Fanatical Prospecting Playbook* is an essential tool for leaders that aids and coaches sales people to become more effective prospectors. For salespeople, this book skillfully explains the how and why behind the most important activity in sales and teaches the skills and techniques required to become both more effective and efficient at prospecting.

**About the Author**

Jeb Blount is the founder and CEO of Sales Gravy, a global leader in sales acceleration and customer experience enablement solutions.

**ISBN:** 978-1-119-32489-8  •  Paper  •  224pp  •  Mar 2019  •  €28.90

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**ORGANISATIONAL DEVELOPMENT**

**AlphaBrain**

*How a Group of Iconoclasts Are Using Cognitive Science to Advance the Business of Alpha Generation*

Stephen Duneier

Learn to leverage the role of cognitive science in wealth management and investing

Author Stephen Duneier is a proponent of proactive thinking. Though the investing industry is typically reactive—managing risk only when risk becomes apparent—Duneier encourages investors to make decisions up front, before emotions take over. Duneier calls himself a “decision architect,” and his goal is to use cognitive science to improve the decision-making of investors. *AlphaBrain* is a detailed breakdown of his philosophies, with examples of proactive thinking in action.

**ISBN:** 978-1-119-33556-6  •  Cloth  •  €51.90  •  Jan 2019  •  180pp
As a seasoned author, Andy is going to extraordinary lengths to avoid ‘Deja Moo’ — the feeling that you’ve heard all this bull-shit before. He describes the new book thus: ‘I’m a big Led Zep fan but I don’t want their entire back catalogue because some of the early stuff makes my ears bleed. Ditto ‘positive psychology’. There’s an awful lot of content out there so this is my Greatest Hits CD. The very best bits from the fields of wellbeing and happiness, with no filler.’

The book will contain the very latest from the science of positive psychology, including insights from his own research, plus an array of material begged, borrowed and ‘rehashed’ from academia and self-help. Andy’s specialisms of attitudinal choice, emotional contagion, resilience, goal-setting and strengths will shine through, as will his stories, energy and humour. The book is designed to provoke thought as well as action. As such, there will be activities to complete and ‘homework’ that challenges readers to embed new ways of thinking. Most of all, the reader can expect quirkiness and fun. The content will include some or all of:

- Why happiness is the biggest mis-selling scandal of all time
- Why most people are a million miles away from feeling as great as they could
- Happiness lessons from around the world
- The absolute truth about money and happiness
- Small changes that will super-charge your career
- Why zebras don’t get ulcers
- Why you should stick up for Mondays
- How to create a 25th hour
- How to cure road rage (and all other types of rage)
- Top tips so you can feel amazing, often against the odds
- The cheat’s guide to positive parenting
- How to win the lottery (guaranteed)

About the Author

Andy’s day job is as the UK’s first official ‘Dr of Happiness’ (PhD, Loughborough) which gives him a strong media platform on all things ‘happiness’ and ‘wellbeing’. Andy has written various best-selling personal development books for Capstone, Hodder and Crown House. Andy describes himself as a “professional trainer, qualified teacher, author and learning junkie”. He has completed a Doctorate at the University of Loughborough, investigating the science of happiness and positivity. He founded ‘Art of Brilliance’ in 2004. He has delivered The Art of Being Brilliant workshop to rave reviews in businesses and schools throughout the UK, Middle East and Southern Africa. Andy has also written The Art of Being Brilliant, The Art of Being a Brilliant Teenager, Shine and Diary of a Brilliant Kid. Find him on Twitter @beingbrilliant
**Goliath’s Revenge**  
*How Established Companies Turn the Tables on Digital Disruptors*  
Todd Hewlin & Scott A. Snyder  
Columbia  

*The definitive guide to thriving in the age of digital disruption*

Digitization is reshaping our careers, companies, and industries. Machine learning, artificial intelligence, and robotics are surpassing human capabilities across broad sectors of the economy but also empowering individuals to work, learn, and play in entirely new ways. Every large enterprise faces attackers that are neutralizing traditional sources of competitive differentiation and delivering innovative offers that reset customer expectations. However, new entrants often lack the scale, reach, and expertise needed to fully shift the industry pecking order. This book provides an insider’s perspective on how established leaders are shifting from defense to offense in the pursuit of long-term industry leadership.

- Reveals how to reset both your company strategy and your personal development priorities to thrive in the age of digital disruption
- Provides first-hand examples of companies bending the innovator's dilemma through “smart cannibalization”

**About the Authors**  
Todd Hewlin is a Managing Director at TCG Advisors, the leading growth strategy firm in Silicon Valley, and a noted expert on digitization and business model innovation.

Scott Snyder, PhD, is a Partner at Heidrick Consulting, leading the Digital Transformation and Innovation Offerings for global companies.

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**Broken Business**  
*Seven Steps to Reform Good Companies Gone Bad*  
Jose Hernandez

*An engaging look at addressing corporate scandals as well as preventing them*

Why do good companies go bad? Why do corporate scandals happen so often? Is corruption and misconduct in business inevitable? And, on a more pragmatic level, what can business leaders do about it? José Hernandez has put decades of experience into *Broken Business*, to show that the popular perception that ‘just a few bad apples’ are usually the problem isn’t true. He clearly defines the problem and shares seven steps to both address a corporate scandal and to install the structures and culture to support integrity and good conduct.

**About the Author**  
José Hernandez is a respected leader, entrepreneur, and professional advisor to international organizations. His practice primarily focuses on supporting global corporations that face high-profile and complex white collar and regulatory matters. As a strategic advisor, he helps with fact-finding, remediation, and formulating decisions to fast-forward resolution of corporate criminal investigations. He also routinely advises boards of directors and organizations on corporate governance and compliance matters, including the design of strategies, policies and procedures to mitigate risk.
Consumer
Building Chicken Coops For Dummies
Todd Brock, Rob. Ludlow & David Zook

Easy-to-follow and customizable plans for building the backyard chicken coop that works best for you

As the popularity of urban homesteading and sustainable living increases, it’s no wonder you’re in need of trusted, practical guidance on how to properly house the chickens you’re planning (or have already begun) to keep. Building Chicken Coops For Dummies gives you all the information you need to build the most cost-efficient, safe, and easy-on-the-eye enclosures for your backyard flock.

ISBN: 978-1-119-54392-3 • Paper • CTBA • Jan 2019 • 304pp

A Guide to the Scientific Career
Virtues, Communication, Research and Academic Writing
Mohammadali M. Shoja, R. Shane Tubbs & Anastasia Arynchyna

- Written by experienced professionals to help guide younger researchers
- Combines elements of a career-management guide and publication guide in one comprehensive reference source
- Includes selected personal stories by great researchers, fascinating writers, inspiring mentors and extraordinary clinicians/scientists

ISBN: 978-1-118-90742-9 • Paper • €53.90 • Feb 2019 • 752pp

How to Succeed at Interprofessional Education
Peter Donnelly
Deputy Dean, Wales Postgraduate Deanery, School of Postgraduate Medical and Dental Education, Cardiff University, Cardiff, UK

- Short introductory text to principles and practice of IPE
- Practical guidance on how IPE can improve integrated care
- Relevant clinical case studies and practical examples
- Guidance to further reading and resources

Business Hack
The Wealth Dragon Way to Build a Successful Business in the Digital Age
John Lee

Discover how to successfully use online resources for business growth

The digitisation of the way we all operate in our daily lives means that every business must understand the rules of the game or risk getting left behind. The global marketplace has never been so competitive, or meritocratic. Offering background and foreground, covering the traditional building blocks of sales and marketing, through the rise of digital technology, Business Hack highlights the extraordinary power that social media wields today.

About the Authors
John Lee is one of the UK’s leading voices in business growth, an entrepreneur, international speaker, educator and mentor. He is a co-founder of Wealth Dragons (http://www.wealthdragons.com/), a company that combines wealth education with personal development training. A property millionaire by the time he was 27 years old, John went on to teach others how to find and finance property deals. He fast became a sought-after speaker, sharing stages with Bill Clinton, Sir Alan Sugar, Richard Branson, Jack Welch and Randi Zuckerberg.

The Myth of Capitalism
Monopolies and the Death of Competition
Jonathan Tepper & Denise Hearn

Discover how the true intention of capitalism—competition—is struggling to survive, and what can be done about it

The Myth of Capitalism tells the story of how America has gone from an open, competitive marketplace to an economy where a few very powerful companies dominate key industries that affect our daily lives. We have the illusion of choice, but for most critical decisions, we have only one or two companies when it comes to high speed Internet, health insurance, medical care, mortgage title insurance, social networks, Internet searches, or even consumer goods like toothpaste. The solution is vigorous anti-trust enforcement to return America to a period where competition created higher economic growth, more jobs, higher wages, and a level playing field for all.

About the Authors
Jonathan Tepper is founder of Variant Perception, a macroeconomic research group that caters to hedge funds, banks, and family offices.
Denise Hearn is Head of Business Development at Variant Perception.
Making Money Simple
Peter Lazaroff
A blueprint for turning your career success into financial success
Chances are you didn’t make much money at the beginning of your career. You had an entry level job or you had to attend graduate school to acquire the necessary skill set for a high-paying job. Now that you’ve achieved some career success, there is more cash flow than you are accustomed to, but perhaps you are finding life was simpler when you made less money and had fewer expenses. A common problem people face with personal finance is a lack of clear cut rules for financial success.

ISBN: 978-1-119-53787-8 • Cloth • €TBA • Mar 2019 • 208pp

Modern Computational Finance
Scripting for Derivatives and xVA, Volume 2
Antoine Savine & Jesper Andreasen
An engaging guide to modern computational finance
Most derivatives valuation and risk systems, either in-house or from external vendors, feature scripting technology. Yet the expertise in this field remains unwritten to date, without any dedicated publication. This volume fills that gap. Written by Jesper Andreasen and Antoine Savine—who have developed scripting systems for leading investment banks since the 1990s—this reliable resource comes with a complete, professional scripting library written in modern C++, and chapters that gradually and pedagogically guide you towards its construction.

ISBN: 978-1-119-54078-6 • Cloth • €TBA • Mar 2019 • 176pp

Private Debt
Opportunities in Corporate Direct Lending
Stephen L. Nesbitt
The essential resource for navigating the growing direct loan market
Private Debt provides investors with a single, comprehensive resource for understanding this asset class amidst an environment of tremendous growth. Traditionally a niche asset class pre-crisis, corporate direct lending has become an increasingly important allocation for institutional investors. The rapid rise of direct lending has left a knowledge gap surrounding these nontraditional assets, leaving many investors ill-equipped to take full advantage of ever-increasing growth. This book provides a uniquely comprehensive guide to corporate direct lending, acting as both crash course and desk reference to facilitate smart investment decision making.

Series: Wiley Finance • ISBN: 978-1-119-50115-2 • Cloth • €TBA • Jan 2019 • 272pp
ACCOUNTING & AUDITING

Business Sustainability in Asia
Compliance, Performance and Integrated Reporting and Assurance
Zabihollah Rezaee, Judy Tsui, Peter Cheng & Gaoguang Zhou

Get familiar with business sustainability in Asia
Business Sustainability in Asia contains twelve chapters that cover different aspects of business sustainability with a keen focus on its implications in Asia. Anyone who is involved with business sustainability and corporate governance, the financial reporting process, investment decisions, legal and financial advising, assurance functions, and corporate governance education will be interested in this book. If you’re a business leader, executive, auditor, or student looking to familiarize yourself with this emerging subject, Business Sustainability in Asia has you covered.

ISBN: 978-1-119-50231-9 • Cloth • €105.00 • Feb 2019 • 474pp

Securities Industry Essentials Exam For Dummies with Online Practice
Steven M. Rice

Test your knowledge of the securities industry with this reliable resource before taking the SIE Exam
On October 1, 2018, FINRA overhauled the format of its regulatory exams. The new general knowledge exam called the Securities Industry Essentials (SIE) has become a corequisite for the Series 7 (General Securities Representative), Series 79 (Investment Banking Representative), and other Series Exams. The Securities Industry Essentials Exam consists of 75 questions administered in one 105-minute session. Securities Industry Essentials Exam For Dummies with Online Practice gives you everything you need to score high on this important exam.

ISBN: 978-1-119-54500-2 • Paper • €TBA • Jan 2019 • 320pp

The Supernova Multiplier
7 Strategies for Financial Advisors to Grow Their Practices
Rob Knapp

An accessible guide to the Supernova client management system
The Supernova Multiplier details every aspect of the Supernova model—including The 80/20 Rule, 12/4/2, and inverted organizational charts—and challenge an advisor to think critically about his or her performance, their team’s performance, and the collective mindset that’s underscores it all. There are some aspects of the model in which FAs are chronically underperforming; this book will help them improve in those areas.

ISBN: 978-1-119-53980-3 • Cloth • €TBA • Feb 2019 • 250pp
Health Sciences
Water Harvesting for Groundwater Management
Issues, Perspectives, Scope and Challenges
Partha S Datta
- Outlines the concept and principles of water harvesting for groundwater management for an international audience
- Offers guidance on effective water harvesting approaches for groundwater recharge, managed aquifer recharge, and successful water management strategies
- Assesses the strengths, weaknesses, opportunities and threats (SWOT) of water harvesting technologies
- Part of the Challenges in Water Management series
Series: Challenges in Water Management Series •
ISBN: 978-1-119-47190-5 • Cloth • €119.00 • Feb 2019 • 350pp

N-Heterocyclic Carbenes in Organocatalysis
Akkattu T. Biju
Summarizing the emerging field of N-heterocyclic carbenes used in organocatalysis, this is an excellent overview of the synthesis and applications of NHCs focusing on carbon-carbon and carbon-heteroatom bond formation. Alongside comprehensive coverage of the synthesis, characteristics and applications, this handbook and ready reference also includes chapters on NHCs for polymerization reactions and natural product synthesis.
ISBN: 978-3-527-34310-2 • Cloth • €149.00 • Mar 2019 • 408pp

The Heaviest Metals
Science and Technology of the Actinides and Beyond
William J. Evans & Timothy P. Hanusa
An authoritative survey of the science and advanced technological uses of the actinide and transactinide metals
The Heaviest Metals offers an essential resource that covers the fundamentals of the chemical and physical properties of the heaviest metals as well as the most recent advances in their science and technology. The authors - noted experts in the field - offer an authoritative review of the actinide and transactinide elements, i.e., the elements from actinium to lawrencium as well as rutherfordium through organesson, the current end of the periodic table, element 118.
Series: EIC Books • ISBN: 978-1-119-30409-8 • Cloth • €209.00 • Jan 2019 • 489pp

Neurotoxins and Fillers in Facial Esthetic Surgery
Bradford M. Towne & Pushkar Mehra
Boston University Henry M. Goldman School of Dental Medicine
- Offers a complete but easy-to-use-reference on all aspects of how to set up a minimally invasive cosmetic facial surgery service within an oral and maxillofacial surgery practice
- Surveys the range of products available in detail from an objective viewpoint
- Presents how-to techniques for injecting and placing neurotoxins and fillers
ISBN: 978-1-119-29427-6 • Paper • €TBA • Feb 2019 • 380pp
Beaches and Coasts, 2nd Edition
Richard A. Davis Jr. & Duncan M. Fitzgerald
University of South Florida, Tampa, Boston University
• Exciting and unique textbook that provides an exhaustive treatment of the world’s different coasts and details the highly varied processes that have shaped them
• A common theme throughout the new edition is how coastal processes, landform evolution, and forcings are expected to be impacted by climate change
• Lavishly illustrated, with over 400 colour photographs and figures
ISBN: 978-1-119-33448-4 • Cloth • €89.90 • Mar 2019 • 672pp •
Previous Edition: 978-0-632-04308-8

Lithospheric Discontinuities
Huaiyu Yuan & Barbara Romanowicz
A multidisciplinary volume aiming at both graduate students and higher level researchers including geochemists, geologists, geophysicists, mineralogists, geodynamists, and petrologists
• Discusses current state of the tectonic boundaries and its discontinue
Series: Geophysical Monograph Series • ISBN: 978-1-119-24971-9 • Cloth • €175.00 • Dec 2018 • 224pp

Mathematical Geonergy
Discovery, Depletion and Renewal
Paul Pukite, Dennis Coyne & Daniel Challou
United Defense
• Concepts covered include oil reservoir sizing, oil discoveries, growth rates / independence of sizing from rate discoveries, logistic peak oil derivation, dispersion algorithm and the Laplace transform, reserve growth, production model, perturbations on production, application of kernel models, and linearization
• Going beyond the heuristics and empirical relationships that formulate the conventional wisdom, to an approach mathematically-inclined people can understand
• This introduces a fundamentally new perspective to the traditional discussion
• Using the derived formulation to historically analyze or make predictions based on current data
• Demonstrate and contrast weaknesses of the conventional heuristic-based approaches
Series: Geophysical Monograph Series • ISBN: 978-1-119-43429-0 • Cloth • €TBA • Jan 2019 • 432pp

Atlas of the Diabetic Foot, 3rd Edition
Nikolaos Tentolouris, Konstantinos Makrilakis, Panagiotis Tsapogas, Stavros Liatis & Alexandros Kokkinos
Extensive full colour visual presentation of diabetic foot cases
• Larger format of new edition will allow for better quality images
• New edition will include a companion website with high-resolution digital files of case-study photographs
• Practical case study format — emphasis on visual/pictorial guide is unique to this volume
• Multidisciplinary approach suits a wide audience of foot and diabetic professionals
ISBN: 978-1-119-25523-9 • Cloth • €155.00 • Mar 2019 • 600pp •
Previous Edition: 978-1-4443-1758-9
In Vivo NMR Spectroscopy, 3rd Edition
Principles and Techniques
Robin A. de Graaf
Utrecht University, The Netherlands

- A more succinct overview of the basic principles of NMR
- Experimental detail on developing area of hyperpolarization
-Description of the semi-LASER sequence, now a method of choice
- Updated chemical shift data including the addition of 31P data
- A trouble shooting section on common problems related to shimming, water suppression and quantification
- Addition of more experimental methodology
- Recent developments in data acquisition and processing standards
MatLab scripts on the accompanying website to calculate radiofrequency pulses

ISBN: 978-1-119-38254-6 • Cloth • €145.00 • Feb 2019 • 208pp
Previous Edition: 978-0-470-02670-0

Injectable Fillers, 2nd Edition
Facial Shaping and Contouring
Derek Jones & Arthur Swift

- Full coverage of all available FDA approved fillers including those most recently approved Patient-centred approach
- Anatomically-structured contents each chapter covering relevant techniques/fillers for that part of the face
- High emphasis on best techniques and clinical pearls
- Pain management and complications covered 60 mins of outstanding videos showing the experts performing difficult and complex procedures

ISBN: 978-1-119-04694-3 • Cloth • €129.00 • Mar 2019 • 450pp
Previous Edition: 978-1-4051-9289-7

Medical Imaging for Health Professionals
Technologies and Clinical Applications
Raymond M. Reilly

- Guides pharmacy and health researchers and professionals to the basics and uses of medical imaging technology
- Describes the most common imaging tools - X-ray, CT, ultrasound, MRI, SPECT, and PET - and their diagnostic applications
- Introduces the role of molecular imaging in the management of cancer and selection of patients for personalized treatments
- Provides patient case examples of imaging applications to diagnose disease or monitor therapy

ISBN: 978-1-119-12028-5 • Cloth • €155.00 • Feb 2019 • 200pp

NURSING

Physical Assessment for Health Care Professionals
Carol L. Cox

- Includes a highly visual colour presentation with photographs and illustrations
- Features a wide range of key learning points to help guide practice
- Offers illustrative examples, applications to practice and case studies
- Written for health care students, newly qualified and advanced nurse practitioners, and those in the allied health professions
- Highly visual colour presentation, with full colour photographs and illustrations throughout
- Contains a range of key learning features to guide practice, including practical examples, applications to practice, and case studies

**Pharmacotherapeutics for Veterinary Dispensing**
Katrina L. Mealey
- Puts the information needed to safely dispense prescription and OTC drugs for veterinary patients at the pharmacists fingertips
- Focuses on crucial details of canine and feline pharmacotherapeutics
- Helps pharmacists avoid adverse drug reactions including pharmacogenomic and breed-related drug sensitivities
- Offers an authoritative resource written by leading veterinary pharmacy experts designed to integrate pharmacists into the veterinary healthcare team
- Includes crucial regulatory information unique to veterinary drug dispensing and compounding
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About the Author

Richard Hickman, PhD, MA (Cantab), ATD, Cert Ed, is Emeritus Professor of Aesthetic Development, University of Cambridge, and Dean and Professorial Fellow of Homerton College where he was also Director of Studies for Art History (previously Director of Studies for Education at St John’s College).

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Andrew Buchanan
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- Alain Badiou is one of France’s most well-known contemporary philosophers and political theorists. His work is very widely read and discussed in the English-speaking world.

- In this accessible dialogue, Badiou argues that our political system is fundamentally unjust, concentrating power in the hands of the state and global corporations and reducing the role of citizens to little more than ritual.

- But Badiou argues that politics is not just about power but also about justice – about how power can be subjected to the norms of a community that is able to take control of its own destiny on the basis of a shared standard of justice.

- This concise and engaging book will be of great value to anyone interested in radical politics today.

About the Authors

Alain Badiou is a writer, philosopher and an Emeritus Professor at the École normale supérieure, Paris.

Aude Lancelin is a journalist.
In two lectures given in the US immediately after Trump’s election, Alain Badiou helps us to make sense of this extraordinary event, showing it as symptomatic of a global crisis. The progressive political challenge now is to create a genuinely new choice, a radical alternative based on principles of universality and equality.

- Alain Badiou is one of France’s most well-known contemporary philosophers. His work is very widely read and discussed in the English-speaking world.
- This short book is based on two lectures given at American universities in the immediate aftermath of Trump’s shock election victory.
- Badiou interprets the election of Trump as the symptom of a global crisis which created the conditions for Trump’s victory, and Badiou outlines a path for a progressive alternative.
- This concise and accessible book will have a wide general readership.

**About the Author**

Alain Badiou is a writer, philosopher and an Emeritus Professor at the École Normale Supérieure, Paris.
In this book, Adrian Pabst contends that liberal democracy is undemocratic: intolerant about the values of ordinary people while concentrating power in the hands of elites. In order to banish liberal democracy’s demons, he proposes ideas for economic democracy, a politics of persuasion and a balance of personal freedom with social solidarity.

- Adrian Pabst is perhaps the leading ‘postliberal’ thinker in the world, as well one of the intellectual gurus of ‘Blue Labour’.
- In this highly topical book, he argues that liberalism’s basic features – its rampant individualism, pessimistic view of humans and empty view of freedom – are ‘demons’ that created populist backlash and fatally undermine democracy
- He shows how only a postliberal commitment to renewing the mutual ties of civil society, breaking up monopolies and trusting ordinary people can rescue democracy

This bracingly original book gets to the heart of our contemporary political crisis and will be essential reading for anyone interested in the future of world politics

About the Author

Adrian Pabst is Reader in Politics at the University of Kent, a leading thinker in the ‘Blue Labour’ movement, and co-author of The Politics of Virtue: Post-liberalism and the Human Future
The Sex Factor
How Women Made the West Rich
Victoria Bateman
University of Cambridge

In The Sex Factor, leading feminist Victoria Bateman shows how we can only understand the burning economic issues of our time if we put sex and gender at the heart of the picture. Weaving rigorous analysis with personal insights, Bateman tells a bold story about how the status of women is central to our prosperity and economic wellbeing.

- Victoria Bateman argues that in order to understand the key economic issues of our time – from growth and prosperity to inequality and the role of the market — we have to put women — ‘the sex factor’ — at the centre of the story.

- The book provides a big, bold narrative that spans the globe and draws on history to show how the key to solving our economic problems is to promote female empowerment and women's control over their own bodies.

- This witty and insightful polemic is a much-needed challenge to economic orthodoxy that should be read by anyone interested in gender, feminism or economics.

About the Author
Victoria Bateman is a fellow and lecturer in economics at Gonville and Caius College, Cambridge University. A high-profile commentator for Bloomberg View and CapX, she has led calls for a sexual revolution in economics as well as conducting various high profile ‘naked protests’ to highlight the marginalisation of women’s bodies in public life.
Can Political Violence Ever Be Justified?
Elizabeth Frazer & Kimberly Hutchings
University of Oxford; Queen Mary, University of London
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**About the Authors**

Robin Leichenko is Professor of Geography at Rutgers, The State University of New Jersey.  
Karen O’Brien is Professor in the Department of Sociology and Human Geography at the University of Oslo.
This is Not Just a Painting
An Inquiry into Art, Domination, Magic and the Sacred

Bernard Lahire
École Normale Superieure de Lyon

In 2008, a painting by Poussin sold in 1986 for 12,000 euros was acquired for 17 million. Investigating this remarkable case, Bernard Lahire shows how the social magic that transforms a copy into a masterpiece is present in art, religion, economics and politics, resulting from the spell cast by power on those who tacitly recognize its authority.

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- Lahire deciphers the social magic that produced this extraordinary transformation, showing that a painting is never just a painting because it is also a product of the social processes that lie behind it, including the spell cast by power on those who tacitly recognize its authority.

- This radical examination of the powers that lie behind art today will appeal to students and scholars in sociology, anthropology, cultural studies, art history and the social sciences and humanities more generally.

About the Author

Bernard Lahire is Professor of Sociology at the École Normale Superieure de Lyon. He has published over twenty books, including The Plural Actor (Polity 2010).
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About the Authors
Professor Xihe Bi obtained his B.S. degree in 2000 and Ph.D. degree in 2006 from Northeast Normal University, and then spent two years as an Alexander von Humboldt postdoctoral fellow at University of Bonn (Germany).

Chao-Jun Li, PhD, is a Professor in the Department of Chemistry at McGill University, Canada.

Modern Raman Spectroscopy, 2nd Edition
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Peter Lund, John A. Byrne, Reinhard Haas & Damian Flynn
Helsinki University of Technology

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About the Authors
Mike Wills, SSCP, CISSP, is Assistant Professor and Program Chair of Applied Information Technologies in the College of Business at Embry-Riddle Aeronautical University - Worldwide.

Dr. Wesley E Phillips, Jr, SSCP, is an Assistant Professor, Cybersecurity Administrator, and Faculty Member for the Microsoft Software and Systems Academy in the College of Business at Embry-Riddle Aeronautical University - Worldwide working in the Cybersecurity Administration Program in Virginia.
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About the Authors

Francis D.K. Ching is Professor Emeritus of Architecture at the University of Washington and is a leading global authority on architectural drawings.

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About the Authors

Mike Chapple, Ph.D., Security+, is Senior Director for IT Service Delivery at Notre Dame overseeing information security, data governance, IT architecture, project management, strategic planning and product management functions and teaches undergraduate courses on Information Security.

David Seidl, Security+, GPEN, GCIH is the Senior Director for Campus Technology Services at the University of Notre Dame.

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