

Business, Finance & Accounting Catalogue

Autumn/Winter 2019



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Business



Effective Data Storytelling

ISBN: 978-1-119-61571-2

Feb 2020 • 333pp

Effective Data Storytelling

How to Drive Change with Data, Narrative and Visuals

Brent Dykes

Master the art and science of data storytelling—with frameworks and techniques to help you craft compelling stories with data

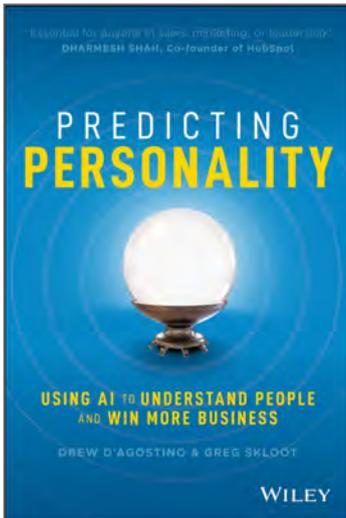
Until now, most of the content on data storytelling has focused solely on data visualization best practices. However, data storytelling is much more than just effective data visualization. In particular, the powerful narrative aspects have been overlooked or only lightly covered in the marketplace. In addition, very little attention has been spent on the psychological aspects of why stories outperform statistics. This book will introduce much-needed frameworks to better clarify what it means to tell stories with data and offer helpful techniques to be more effective with data storytelling.

Most of the current books associated with “data storytelling” focus primarily on just the data visualization aspects, overlooking other essential components such as narrative or audience. While they highlight the importance of communicating insights through data visualizations, they don’t drill deeply into the actual storytelling and limit their coverage to a small section or short chapter. In contrast, this book takes a comprehensive look at all aspects of data storytelling—not just the visual elements. This book will:

- Show how to turn insights into data stories that are more engaging, persuasive, and memorable
- Explain why stories are more powerful than just facts or statistics alone
- Explain why our brains respond better to data stories
- Shows how to avoid common data storytelling mistakes
- Describe the six essential elements of a data story, the four steps to structuring your findings as a data story, and the seven principles for better visual storytelling

About the Author

Brent Dykes (Lehi, UT) is Director/Senior Director of Data Strategy at Domo. He provides industry thought leadership in areas such as data strategy, data culture, data storytelling, and data governance through articles, webinars, and speaking engagements.



ISBN: 978-1-119-63099-9

Jan 2020 • 224pp

Predicting Personality

Using AI to Understand People and Win More Business

Drew D'Agostino & Greg Skloot

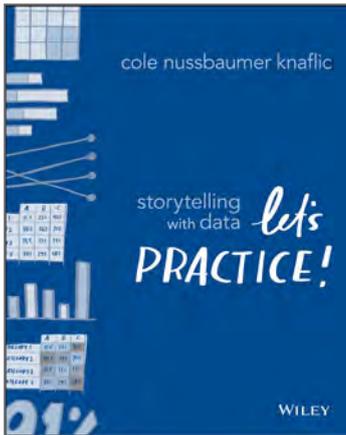
Predicting Personality is the playbook for anyone whose livelihood or business is built on their ability to communicate effectively and build teams. As the world has become hyper-connected, people have become hyper-skeptical, and communication has actually gotten much harder. As connected as we are, 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: marrying traditional machine learning, data analytics, and behavioral psychology, Personality AI helps professional communicators break through the noise with empathy and build trust with their audience, leveraging data to accelerate trust, build relationships, and win more customers.

Exploring the next generation of human communication, the authors exposes how businesses can reap the benefits of AI and machine learning today, not tomorrow. Readers will not only learn what Personality AI is and how it works, but direct applications in business, life, and how to understand personality types in context—sales, recruiting, coaching, and more. *Predicting Personality* also presents important considerations that using Personality AI brings up in ethics and compliance conversations, plus guidelines for any company that wants to use their people data to learn and execute. This book provides practical guidelines for using this technology to accelerate growth, strengthen relationships, communicate more effectively, and win more business.

About the Author

Drew D'Agostino is the CEO of Crystal, the app that tells you anyone's personality. Using AI, Crystal accurately identifies a person's motivations, communication style, and other behavioral traits. Thousands of professionals globally use Crystal to communicate more effectively, write more persuasively, and build trust faster with new people. Previously, Drew was the co-founder and CTO of Attend.com, an event management software company that is now part of EventFarm.

Greg Skloot is the President & COO of Crystal, the app that tells you anyone's personality. Previously, Greg was VP Growth at fitness-technology startup Netpulse, where he led sales, customer success, marketing and operations until the company was acquired by eGym in 2018. Earlier, he was CEO of Attend.com where he hired the leadership team, coded the prototype and closed the first \$100K in sales.



ISBN: 978-1-119-62149-2

Dec 2019 • 478pp

Storytelling with Data Let's Practice!

Cole Nussbaumer Knaflic

Author's Previous Titles Licensed in: Arabic, Dutch, French, German, Italian, Japanese, Korean, Orthodox Chinese, Polish, Portuguese, Russian, Simplified Chinese, Spanish, Vietnamese

Influence action through data!

Let's Practice! helps you build confidence and credibility to create graphs and visualizations that make sense and weave them into action-inspiring stories. Expanding upon best seller *Storytelling with Data* foundational lessons, *Let's Practice!* delivers fresh content, a plethora of new examples, and over 100 hands-on exercises. Author and data storytelling maven Cole Nussbaumer Knaflic guides you along the path to hone core skills and become a well-practiced data communicator. Each chapter includes:

- **Practice with Cole:** exercises based on real-world examples first posed for you to consider and solve, followed by detailed step-by-step illustration and explanation
- **Practice on your own:** thought-provoking questions and even more exercises to be assigned or worked through individually, without prescribed solutions
- **Practice at work:** practical guidance and hands-on exercises for applying *Storytelling with Data* lessons on the job, including instruction on when and how to solicit useful feedback and refine for greater impact

The lessons and exercises found within this comprehensive guide will empower you to master—or develop in others—data storytelling skills and transition your work from acceptable to exceptional. By investing in these skills for ourselves and our teams, we can all tell inspiring and influential data stories!

About the Author

Cole Nussbaumer Knaflic (San Francisco, CA) is a data storyteller. After spending more than a decade analyzing data and using it to tell stories through analytical roles in banking, private equity, and at Google, Cole founded *storytelling with data* to bring awareness to the power of effective data storytelling and share the important lessons she has learned. She is author of the best-selling book, *Storytelling with Data* (Wiley, 2015) and writes the popular blog, storytellingwithdata.com.



ISBN: 978-1-119-44219-6

Nov 2019 • 256pp

The Cybersecurity Playbook

How Every Leader and Employee Can Contribute to a Culture of Security

Allison Cerra

The real-world guide to defeating hackers and keeping your business secure

The Cybersecurity Playbook is the step-by-step guide to protecting your organization from unknown threats and integrating good security habits into everyday business situations. This book provides clear guidance on how to identify weaknesses, assess possible threats, and implement effective policies.

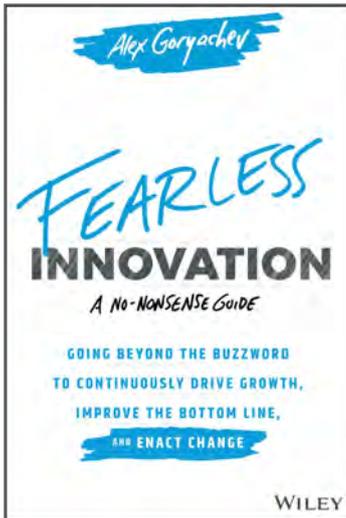
Drawing from her experience as CMO of one of the world's largest cybersecurity companies, McAfee, author Allison Cerra incorporates straightforward assessments, adaptable action plans, and many current examples to provide practical recommendations for cybersecurity policies. By demystifying cybersecurity and applying the central concepts to real-world business scenarios, this book will help you:

- Deploy cybersecurity measures using easy-to-follow methods and proven techniques
- Develop a practical security plan tailor-made for your specific needs
- Incorporate vital security practices into your everyday workflow quickly and efficiently

The ever-increasing connectivity of modern organizations, and their heavy use of cloud-based solutions present unique challenges: data breaches, malicious software infections, and cyberattacks have become commonplace and costly to organizations worldwide. *The Cybersecurity Playbook* is the invaluable guide to identifying security gaps, getting buy-in from the top, promoting effective daily security routines, and safeguarding vital resources. Strong cybersecurity is no longer the sole responsibility of IT departments, but that of every executive, manager, and employee.

About the Author

Allison Cerra brings a practical approach to demystifying the confluence of significant technology trends—including mobility, cloud, big data, security, and collaboration—and signaling where these forces could lead cultures in the future. In 2015, Cerra joined the cybersecurity industry, where she marries her calling for marketing with a cause of educating unwitting participants in a virtual battle that is underestimated, if not ignored, by far too many.



ISBN: 978-1-119-57952-6

Mar 2020 • 256pp

Fearless Innovation

Going Beyond the Buzzword to Continuously Drive Growth, Improve the Bottom Line, and Enact Change

Alex Goryachev

Is Innovation just an overused buzzword? A waste of time? A mere marketing ploy? Author Alex Goryachev has a simple, resounding response to such questions: No!

The pace of disruption only seems to be accelerating. For companies large and small, startups and multinational giants like Cisco, employees must find a way to innovate their companies and stay ahead of the competition. As the head of Innovation Strategy and Programs at Cisco, Alex Goryachev believes that workers can't wait for innovation to come from the top down—it has to happen at every level of an organization.

In *Fearless Innovation*, Goryachev distills his years of experience as well as examples from across industries to create a roadmap for innovation and survival in the 21st Century. Chapters include “Organize Your Grassroots Co-Conspirators,” “Identify Revolutionary Outcomes,” “Arm Innovators for Success,” and “Constantly Evolve the Revolution.” Goryachev takes readers through every stage of innovation from motivating for change, identifying problems (internal and external) and opportunities, winning approval, effecting change, and keeping momentum.

About the Author

Alex Goryachev oversees Cisco Systems innovation in 14 countries (Cisco is the largest networking company in the world). As managing director of Innovation Strategy and Programs, he sparks internal innovation by providing employees at all levels the chance to share their big ideas, many of which make their way into the company's innovation engine. He's especially excited about Cisco's Innovation Centers, which can be found in major cities around the world. Led by Alex, these hubs bring together customers, partners, startups, accelerators, governments, research communities, and universities in a lab setting. He also heads up the Cisco Innovation Grand Challenges. These events help creative thinkers bring their technology ideas to life. And then there's the Cisco Technology Radar, the company's engine for identifying emerging technology transitions.



ISBN: 978-1-119-61104-2

Jan 2020 • 304pp

Visual Collaboration

A Powerful Toolkit for Improving Meetings, Projects, and Processes

Ole Qvist-Sorensen & Loa Baastrup

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Beautiful 4-color guide to working visually in teams, in the tradition of Wiley's other successful visual business books from Osterwalder, Van Der Pijl, Lewrick, Sibbet, Appelo, and others

Have you ever felt stuck with methods, tools and skills that do not match the increasing complexity you are part of? Would you like to work in new ways that strengthen thinking, communication and collaboration?

Visual Collaboration introduces a new and innovative way of working and collaborating that will help you successfully manage complexity for yourself, your team, and your entire organization.

The method of this book unlocks any team's ability to collaborate in complex projects and processes. By using a systematic and proven approach to drawing and visualizing.

Visual Collaboration is a unique visual business book that will enable you to develop visual languages to fit any scenario, create engaging and powerful questions to assist your visual process design and turn a white canvas into a visual template that can improve any meeting, project, or process.

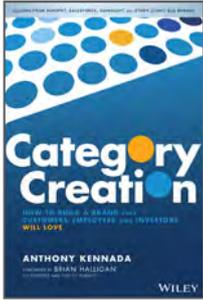
The core of the book—a practical and easy-to-follow method—THE FIVE BUILDING BLOCKS will most likely become your preferred way of working. The method is supported by plentiful examples, 4-color drawing, chapter summaries, and clearly defined learning objectives. Enjoyable and powerful, this book will help you:

- Use visualization as a tool to explore opportunities and challenges
- Translate complex concepts into easy-to-understand actions
- Incorporate drawing into your strategic organizational toolbox to strengthen communication and collaboration

About the Authors

Ole Qvist-Sorensen is Founder and Managing Partner at Bigger Picture, a consulting agency specializing in strategy communication and visual facilitation. He holds a masters degree in Business Studies for Organizational and Adult Learning.

Loa Baastrup is a strategy consultant, visual facilitator and Partner at Bigger Picture. She and Ole have developed, tested and applied the methods and tools of the book in more than 500 organizations in the private, public and civil sector.



Category Creation

How to Build a Brand that Customers, Employees, and Investors Will Love

Anthony Kennada

ISBN: 978-1-119-61156-1 • Dec 2019 • 256pp

Lessons from HubSpot, Salesforce, Gainsight and Other Iconic Brands

Author Anthony Kennada, Chief Marketing Officer at Gainsight, explains how he led Gainsight in creating the “customer success” category, and shares success stories from fellow category-creators like Salesforce, HubSpot and others. The book explains the 7 key principles of category creation, including the importance of creating a community of early adopters who will rally around the problem they all share—especially if someone will lead them.

Written for entrepreneurs, marketers, and executives from startups to large enterprises, *Category Creation* is the exclusive playbook for building a category defining brand in the modern economy.

The Invincible Company

ISBN: 978-1-119-52396-3

Jun 2020 • 304pp

The Invincible Company

Business Model Strategies From the World's Best Products, Services, and Organizations

Alexander Osterwalder, Yves Pigneur & Alan Smith

Author's Previous Titles Licensed in: Arabic, Bahasa Indonesian, Croatian, Czech, Danish, Dutch, Estonian, French, Georgian, German, Greek, Hebrew, Hungarian, Italian, Japanese, Korean, Mongolian, Norwegian, Orthodox Chinese, Persian, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Slovenian, Spanish, Swedish, Thai, Turkish, Ukrainian, Vietnamese

Rights Already Licensed: Danish, Dutch, French, German, Italian, Portuguese, Russian, Spanish

The authors of the international bestseller *Business Model Generation* explain how to create business model strategies that customers can't resist.

The book has two parts. The first part is a catalog of the world's best business models, which includes historic business models. This catalog is organized in a pattern library and composed of new businesses that started from scratch and mature businesses that succeeded in reinventing their business (e.g. from product to service).

The second part of the book is about the tools required to craft invincible companies and fight—disruption systematically. It includes several new and tested concepts/tools like the Business Portfolio Map, Innovation Metrics, an Innovation Strategy Framework, and the Culture Map. The book ends with a proposed org chart of the 21st century

About the Authors

Dr. Alexander Osterwalder (www.strategyzer.com) is the lead author of the international bestsellers *Business Model Generation*, and *Value Proposition Design*, and a passionate entrepreneur, and speaker. He co-founded Strategyzer, a software company specializing in tools and content for strategic management and innovation. Dr. Osterwalder invented the "Business Model Canvas," the strategic management tool to design, test, build, and manage business models, which is used by companies like Coca Cola, GE, P&G, Mastercard, Ericsson, LEGO, or 3M. He is a frequent keynote speaker in leading organizations and top universities around the world, and is a visiting professor for 2018 at Stanford.

Yves Pigneur is co-author of *Business Model Generation* and a professor of management and information systems at the University of Lausanne. He has held visiting professorships in the United States, Canada, and Singapore. Yves is a frequent guest speaker on business models in universities, large corporations, entrepreneurship events, and international conferences.

Alan Smith helped create the Value Proposition Canvas with Alex Osterwalder and Yves Pigneur, and the breakthrough design for the international bestseller, *Business Model Generation*. He co-founded Strategyzer.

Testing Business Ideas

ISBN: 978-1-119-55144-7

Nov 2019 • 304pp

Testing Business Ideas

David Bland & Alexander Osterwalder

Author's Previous Titles Licensed in: Arabic, Bahasa Indonesian, Croatian, Czech, Danish, Dutch, Estonian, French, Georgian, German, Greek, Hebrew, Hungarian, Italian, Japanese, Korean, Mongolian, Norwegian, Orthodox Chinese, Persian, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Slovenian, Spanish, Swedish, Thai, Turkish, Ukrainian, Vietnamese

Rights Already licensed French, Portuguese, Russian

A practical guide to effective business model testing

7 out of 10 new products fail to deliver on expectations. *Testing Business Ideas* aims to reverse that statistic. In the tradition of Alex Osterwalder's global bestseller *Business Model Generation*, this practical guide contains a library of hands-on techniques for rapidly testing new business ideas.

Testing Business Ideas explains how systematically testing business ideas dramatically reduces the risk and increases the likelihood of success for any new venture or business project. It builds on the internationally popular Business Model Canvas and Value Proposition Canvas by integrating Assumptions Mapping and other powerful lean startup-style experiments.

Testing Business Ideas uses an engaging 4-color format to:

- Increase the success of any venture and decrease the risk of wasting time, money, and resources on bad ideas
- Close the knowledge gap between strategy and experimentation/validation
- Identify and test your key business assumptions with the Business Model Canvas and Value Proposition Canvas

A definitive field guide to business model testing, this book features practical tips for making major decisions that are not based on intuition and guesses. *Testing Business Ideas* shows leaders how to encourage an experimentation mindset within their organization and make experimentation a continuous, repeatable process.

About the Authors

David J. Bland is a business model coach and the CEO of Precoil, an agency that provides design and innovation consulting. David advises global corporations and Silicon Valley startups on how to find product market fit using lean startup, design thinking and agility.

Dr. Alexander Osterwalder is the lead author of the international bestsellers *Business Model Generation*, and *Value Proposition Design*, and a passionate entrepreneur and speaker. He co-founded Strategyzer, a software company specializing in tools and content for strategic management and innovation. Dr. Osterwalder invented the Business Model Canvas, the strategic management tool to design, test, build, and manage business models, which is used by companies like Coca Cola, GE, P&G, Mastercard, Ericsson, LEGO, or 3M.



The Corporate Culture Survival Guide, 3rd Edition

Edgar H. Schein & Peter Schein

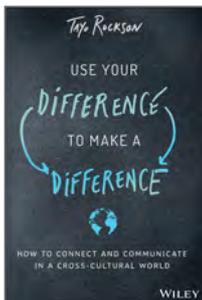
ISBN: 978-1-119-21228-7 • Sep 2019 • 256pp

Author's Previous Titles Licensed in: Dutch, Finnish, German, Italian, Japanese, Korean, Polish, Portugueses, Simplified Chinese

Effective, sustainable cultural change requires evolution, not disruption

The Corporate Culture Survival Guide is the essential primer and practical guide every organization needs. Corporate culture pioneer Edgar H. Schein breaks the concept of 'culture' down into real terms, delving into the behaviors, values, and shared assumptions that define it, and explains why culture is the central factor in an organization's success—or failure.

This book separates the truth from the nonsense to provide real-world guidance on initiating and managing cultural change. *The Corporate Culture Survival Guide* shows you how to create an overarching corporate culture that gets everyone on the same page to drive your organization's success.



Use Your Difference to Make a Difference

How to Connect and Communicate in a Cross-Cultural World

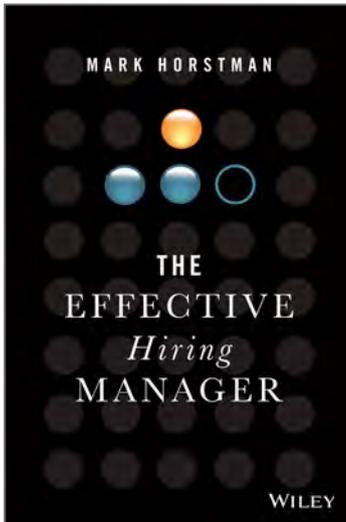
Tayo Rockson

ISBN: 978-1-119-59069-9 • Oct 2019 • 240pp

Become more culturally competent in an increasingly diverse world

Use Your Difference to Make a Difference provides readers with a skills-based, actionable plan that transforms differences into agents of inclusiveness, connection, and mutual understanding.

This innovative and timely guide illustrates how to leverage differences to move beyond unconscious biases, manage a culturally-diverse workplace, create an environment for more tolerant schooling environments, more trusted media, communicate across borders, find and retain diverse talent, and bridge the gap between working locally and expanding globally. *Use Your Difference to Make a Difference* is a must-have resource for any educator, parent, leader, manager, or team member of an organization that interacts with co-workers and customers from diverse cultural backgrounds.



ISBN: 978-1-119-57432-3

Nov 2019 • 240pp

The Effective Hiring Manager

Mark Horstman

Author's Previous Titles Licensed in: Simplified Chinese, Estonian, Korean, Romanian, Russian

Essential hiring and team-building lessons from the #1 Podcaster in the world

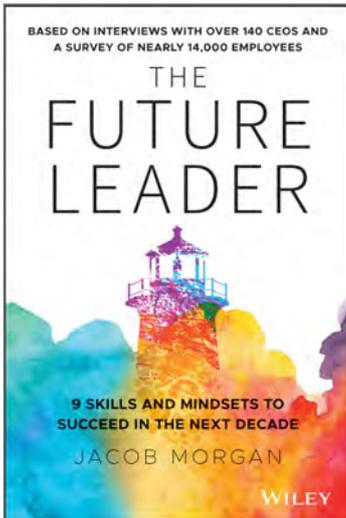
The Effective Hiring Manager offers an essential guide for managers, team leaders, and HR professionals in organizations large or small. The author's step-by-step approach makes the strategies easy to implement and help to ensure ongoing success.

Hiring effectively is the single greatest long-term contribution to your organization. The only thing worse than having an open position is filling it with the wrong person. *The Effective Hiring Manager* offers a proven process for solving these problems and helping teams and organizations thrive.

- The fundamental principles of hiring and interviewing
- How to create criteria to hire by
- How to create excellent interview questions
- How to review resumes
- How to conduct phone screens
- How to structure an interview day

About the Author

Mark Horstman (Pebble Beach, CA; www.manager-tools.com) is Co-Founder and Managing Partner of Manager Tools LLC, a Management Consultancy. His firm produces the #1 Business Podcast in the world, Manager Tools. Their work has been downloaded over a 250 million times. They present over 100 public training sessions each year, worldwide. They train and/or consult to over half of the Fortune 1000. Mark is a graduate of the United States Military Academy at West Point. Following his service, he worked in Sales and Marketing at Procter He has been training managers and executives for the past 25 years.



ISBN: 978-1-119-51837-2

Mar 2020 • 200pp

The Future Leader

9 Skills and Mindsets to Succeed in the Next Decade

Jacob Morgan

Author's Previous Titles Licensed in: Simplified Chinese, French, Italian, Korean, Vietnamese

Build or become a leader of the future!

Do you have what it takes to be an effective leader in the next ten years? Unfortunately, most individuals and organizations can't answer this question because they don't even know what leadership will look like in the future. Until now.

There has been a lot written about leadership for the present day but the world is changing quickly. What worked in the past won't work in the future. We need to know how to prepare leaders who can successfully navigate and guide us through the next decade and beyond.

Since we don't have data on the future, Jacob embarked on a journey to try to create it. To understand what leadership will look like in the future Jacob interviewed over 120 CEOs around the world from companies like Unilever, Mastercard, Best Buy, Oracle, Verizon, Bain, Dominos, Dunkin' Brands, Siemens, KPMG, Intercontinental Hotels Group, Groupe PSA, Saint Gobain, Kaiser, Johnson Controls, KOC Holdings, and dozens of others. Jacob also partnered with LinkedIn to survey thousands of their members around the globe to see how CEO insights align with employee perspectives.

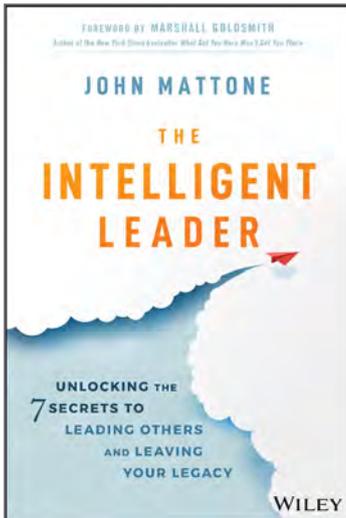
What emerged from all of this research is the most accurate groundbreaking book on the future of leadership which shares exclusive insights from CEOs and never before seen research. After reading it you will:

- Learn the greatest trends impacting the future of leadership
- Understand the top skills that leaders of the future will need to possess
- Think like a future leader by learning the mindsets that CEOs value most
- See the gap that exists between what CEOs identified versus what employees are actually experiencing

This is the book that you, your team, and your organization must to read in order to lead in the future of work.

About the Author

Jacob Morgan (www.thefutureorganization.com, Los Angeles, CA;) is principal and co-founder of Chess Media Group, a management consultancy and strategic advisory firm that focuses on collaboration, as well as a recognized thought leader on the future of work. Jacob has advised the U.S. Department of State, Siemens, Sprint, Adobe, SAP, Lowe's, Safeway, and many other top companies across a range of industries.



ISBN: 978-1-119-56624-3

Dec 2019 • 192pp

The Intelligent Leader

Unlocking the 7 Secrets to Leading Others and Leaving Your Legacy

John Mattone

Author's Previous Titles Licensed in: Turkish

Grow Your Leadership. Enrich Your Life. Leave a Lasting Legacy.

What is great leadership? What separates the merely competent leaders from those rare individuals who leave a lasting impression on everyone around them?

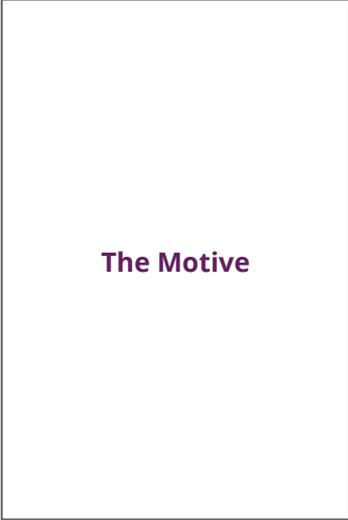
As one of the world's most in-demand CEO coaches and top leadership gurus, John Mattone has worked with some of our brightest business minds—Apple's Steve Jobs, Pepsi's Roger Enrico, and Nielsen's Armando Uriegas—and he's identified the key qualities that, together, make up the *mindset* of great leadership.

In *The Intelligent Leader*, Mattone lays out an accessible, practical, and compelling path that anyone can take to become the kind of leader that brings enrichment to the lives of others, enjoys a more fulfilling life, and leaves a lasting legacy. Each chapter uses a variety of real-world examples, tools, and assessments to explore one of Mattone's 7 dimensions of Intelligent Leadership, including:

- Thinking differently, thinking big
- Having a mindset of duty vs. a mindset of entitlement
- Leveraging your gifts and addressing your gaps

About the Author

John Mattone is the creator of the unique, powerful, and game-changing Intelligent Leadership Executive Coaching program. Since 2010, John has used this program to personally coach over 250 top business leaders, including 25 global CEOs, to help them become stronger, more effective and vibrant leaders. John served as the executive coach to the late Steve Jobs as well as to the former legendary CEO of PepsiCo, Roger Enrico. In 2015, John's leadership system was named one of the top three Advanced Leadership Development Programs in the world, alongside John Maxwells and Tony Robbins work. Mattone is an internationally-acclaimed keynote speaker, presenting at events and to companies all over the world.



The Motive

ISBN: 978-1-119-60045-9

Apr 2020 • 240pp

The Motive

Why So Many Leaders Abdicate Their Most Important Responsibilities

Patrick M. Lencioni

Author's Previous Titles Licensed in: Albanian, Arabic, Bengali, Bulgarian, Orthodox Chinese, Simplified Chinese, Czech, Danish, Dutch, Finnish, German, Greek, Hebrew, Hungarian, Bahasa Indonesian, Italian, Japanese, Korean, Lithuanian, Norwegian, Polish, Portuguese, Romanian, Russian, Serbian, Slovenian, Spanish, Swedish, Thai, Ukrainian, Vietnamese

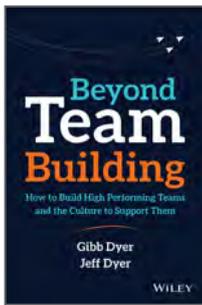
Rights Already licensed in German

The story centers around Shay Davis, the CEO of a Bay Area home security company (Golden Gate Security) who, after years of climbing the corporate ladder, has occupied the role at the top for almost a year. While not failing abjectly, he cannot deny that his company is not coming close to fulfilling its potential, and constantly fighting off the threat of a national competitor. Desperate to turn things around, Shay is granted a rare opportunity in the form of advice from... his primary competitor, who holds absolutely nothing back. The story provides the context for contrasting the two primary motives that drive leaders—one of which is appropriate, the other destructive.

After the fable, Lencioni describes a series of misguided beliefs that cause leaders to abdicate their most important duties. He provides practical advice for current and aspiring leaders about how to reset their thinking for the good of the organizations they lead.

About the Author

Patrick Lencioni is the founder of The Table Group and the author of 10 books which have sold over 5.7 million copies and have been translated into more than 30 languages. *The Wall Street Journal* called him one of the most sought after business speakers in America with him having addressed millions of people at conferences and events around the world over the past 18 years. Pat has written for or been featured in numerous publications including *Harvard Business Review*, *Inc.*, *Fortune*, *Fast Company*, *USA Today*, *The Wall Street Journal* and *BusinessWeek*.



Beyond Team Building

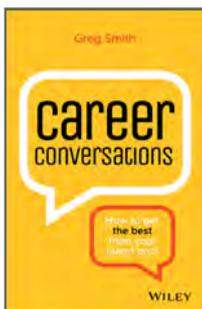
How to Build High Performing Teams and the Culture to Support Them

W. Gibb Dyer Jr. & Jeffrey H. Dyer

ISBN: 978-1-119-55140-9 • Nov 2019 • 200pp

Understand the dynamics of all different types of teams

Beyond Team Building represents the latest in thinking about creating effective teams. The authors present a new “Five C” framework that focuses on the core aspects of team building. The book helps the reader assess how his/her team is performing on each of the 5Cs—context, composition, competencies, change, and collaborative leadership, and discusses options concerning how to improve team performance along each of these dimensions.



Career Conversations

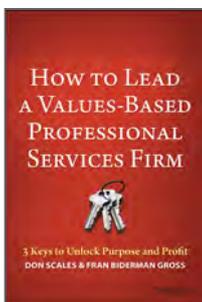
How to Get the Best from Your Talent Pool

Greg Smith

ISBN: 978-0-7303-7199-1 • Aug 2019 • 200pp

Retain your talent with a proactive approach to employee development, one conversation at a time

When employees are happy at work, the energy and creativity they possess is virtually limitless. But many leaders are ill-equipped to discuss and gauge the career satisfaction of their employees, and risk losing their talent to their competitors. *Career Conversations* is your guide to developing the skills needed for effective career discussions with your staff, providing step-by-step instructions on how to incorporate this capability into your leadership routine.



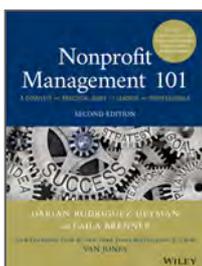
How to Lead a Values-Based Professional Services Firm

3 Keys to Unlock Purpose and Profit

Don Scales & Fran Biderman-Gross

ISBN: 978-1-119-62152-2 • Mar 2020 • 256pp

Brand values—the core attributes and beliefs of a company—are the heart and soul of any professional services firm. *How to Manage a Values-Based Professional Services Firm* shows leaders of professional services firms how to embed brand values in everything their firm does. The book argues that because professional services firms don't sell products, they are differentiated based on the ability of their leaders to cultivate a culture that engages and appreciates its teams and aligns with its markets. Therefore, the company's shared values shared must permeate everything the company does, ranging from hiring talent to managing client relationships, and even how they select and interact with vendors.



Nonprofit Management 101, 2nd Edition

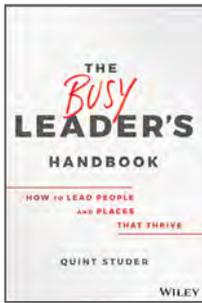
A Complete and Practical Guide for Leaders and Professionals

Darian Rodriguez Heyman & Laila Brenner

ISBN: 978-1-119-58545-9 • Oct 2019 • 576pp

A new edition of the essential guide to nonprofit management

This intensely practical, comprehensive guidebook is for both leaders new to the nonprofit sector looking for a quick primer on all the issues that matter, as well as established veterans looking to understand how all the pieces fit together. Showcasing practical tips and takeaways, this how-to manual and resource guide provides easy-to-implement solutions for organizations seeking to expand impact and meet mission. Seasoned veterans including Van Jones, Fair Trade founder Paul Rice, Lynne Twist, Kay Sprinkel Grace, Joan Garry, and more, share knowledge and useful insights on all aspects of nonprofit management. This is essential reading for anyone in the nonprofit sector looking for the latest information in the field.



The Busy Leader's Handbook

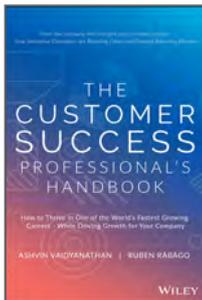
How To Lead People and Places That Thrive

Quint Studer

ISBN: 978-1-119-57664-8 • Nov 2019 • 272pp

Author's Previous Titles Licensed in: Bahasa Indonesian, Korean, Polish, Portuguese, Simplified Chinese

The Busy Leader's Handbook is a practical, easy-to-use book filled with gentle reminders of what we should be doing every day—especially when work is at its most intense. It is packed with proven best practices, tools, tips, and tactics for engaging employees, revitalizing cultures, delighting customers, and building high-performance companies. Comprehensive in scope, this book overflows with insights and practical advice to help you make smart leadership decisions.



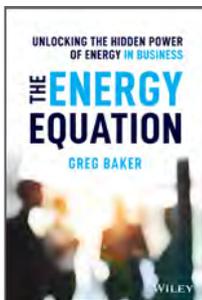
The Customer Success Professional's Handbook

How to Thrive in One of the World's Fastest Growing Careers—While Driving Growth For Your Company

Ashvin Vaidyanathan & Ruben Rabago

ISBN: 978-1-119-62461-5 • Apr 2020 • 256pp

This book will serve as the definitive reference book, “The CSM Bible” for the CSM Profession. While there are several books addressing the Customer Success imperative, there is no authoritative manual for how an aspiring CSM can develop their skills and proficiency to be more employable and grow in their careers. The other side of the coin is also true—managers don't have clear guidance for how to hire a stellar CSM and how to mentor them throughout their career. This book aims to address those gaps.



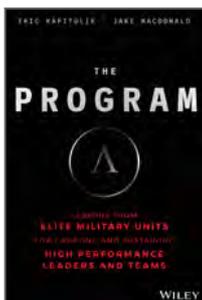
The Energy Equation

Unlocking the Hidden Power of Energy in Business

Greg Baker

ISBN: 978-1-119-63868-1 • Feb 2020 • 325pp

Enterprise Energy: Managing the Hidden Energy of Business makes an important and substantial contribution to management science by helping companies harness the power of professional productivity. Advance Consulting CEO, Greg Baker, details the power of “enterprising” energy, and helps companies build strong organizational health in order to be more effective with clients and customers.



The Program

Lessons from Elite Military Units for Creating and Sustaining High Performing Leaders and Teams

Eric Kapitulik & Jake MacDonald

ISBN: 978-1-119-57430-9 • Oct 2019 • 288pp

Discover the military's keys to excellent leadership and team building training

The Program offers a hands-on guide to the winning techniques and tactics of The Program, the acclaimed team building and leadership development company. *The Program* offers a road map that contains illustrative examples, ideas, and approaches for improving teammates and leaders at all levels within an organization of any size or type. This important book explores the military's leadership and team building concepts that can be implemented to ensure an organization creates and sustains performance that adheres to the highest standards of excellence.



Culture Fix

How to create a great place to work

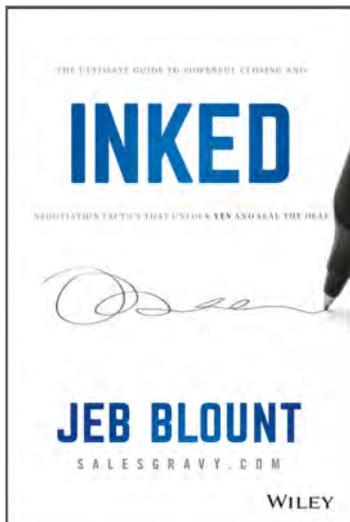
Colin D. Ellis

ISBN: 978-0-7303-7149-6 • Sep 2019 • 220pp

The playbook for building a great culture

McKinsey found that organisations who wait for cultures to evolve 'organically' will move too slowly and get left behind like Kodak did in the late 1990s.

Despite this, there is still no 'handbook' for creating team and organisation cultures that are truly unique for their people. This book will provide the information to solve these culture problems. It will provide a detailed and practical view of what it takes to create great team culture and how to ensure that it stays relevant for the future. It will become the handbook that every CEO will refer to and become required reading for every manager in every kind of business around the world.



ISBN: 978-1-119-54051-9

Mar 2020 • 256pp

INKED

The Ultimate Guide to Powerful Closing and Negotiation Tactics that Unlock YES and Seal the Deal

Jeb Blount

Author's Previous Titles Licensed in: Arabic, Simplified Chinese, Bahasa Indonesian, Korean, Italian, Polish, Portuguese, Russian, Spanish, Turkish, Vietnamese

Learn powerful closing and sales negotiation tactics that unlock yes and seal the deal

Each year, sales professionals leave billions of dollars on the table because they are out-gunned, out-maneuvered, and out-played by savvy buyers, who have been schooled in the art and science of negotiation. Worse, because negotiation feels like conflict and is uncomfortable, many avoid it all together—opting instead for deep discounting, a quick yes, and the path of least resistance to a commission check. Either way, salespeople and their companies end up on the losing end of the deal. The result is a massive negative impact to the sales professional's personal income. And, for their companies, reduced profits and diminished market valuation.

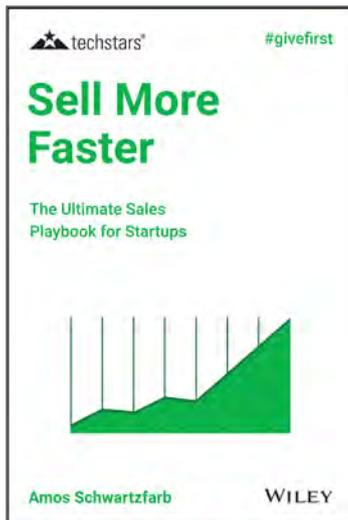
As the thousands of attendees of Jeb Blount's training programs already know, today's buyers have more power than ever before—more information, more at stake, and more control over the sales process. His new book, *INKED*, levels that playing field and gives you more control and more power over the outcomes of your deals. It's time for a change

It's time for a change. It's time for salespeople to approach negotiating with confidence. You'll learn:

- 10 Immutable Rules of Sales Negotiation
- 5 Principles of Effective Negotiation Communication
- How to Win on All 4 Levels of Sales Negotiation
- Powerful Negotiation Psychology
- How to Leverage Human Influence Frameworks to Achieve Your Objectives
- How to Gain Control by Aligning the 3 Processes of Sales
- How to Separate the Relationship from the Negotiation without Destroying the Relationship
- How to Leverage Measurable Business Outcomes to Flip the Negotiation Script
- How to Neutralize Procurement and Purchasing
- How to Rise Above the 7 Disruptive Emotions that Hold You Back in Negotiations
- Why You Must Never, Ever, Ever Give Your Leverage Away for Free

About the Author

Jeb Blount (Thompson, Georgia; www.salesgravy.com) is the founder and CEO of Sales Gravy, a global leader in sales acceleration and customer experience enablement solutions. Jeb is a sales acceleration specialist who advises many of the world's leading organizations and their executives on the impact of emotional intelligence and interpersonal skills on sales, leadership, customer experience, and strategic account management. Jeb is recognized as one of the world's most influential sales and marketing leaders by Top Sales Magazine, Forbes, and Selling Power. HubSpot lists him among the highest ranked sales authors of all time.



Series: Amos Schwartzfarb & Techstars

ISBN: 978-1-119-59780-3

Nov 2019 • 240pp

Sell More Faster

The Ultimate Sales Playbook for Startups

Amos Schwartzfarb

From the experts at Techstars comes the elemental, essential, and effective strategy that will help any startup identify, build, and grow their customers from day one

Most startups fail because they can't grow revenue early or quickly enough. Startup CEOs will tell you their early missteps can be attributed to not finding their product market fit early enough, or at all. Founders overspend time and money trying to find product-market fit and make false starts, follow the wrong signals, and struggle to generate enough revenue to scale and raise funding. And all the while they never really knew who their customers were, what product they really needed, and why they needed it. But it doesn't have to be this way, and founders don't need to face it alone.

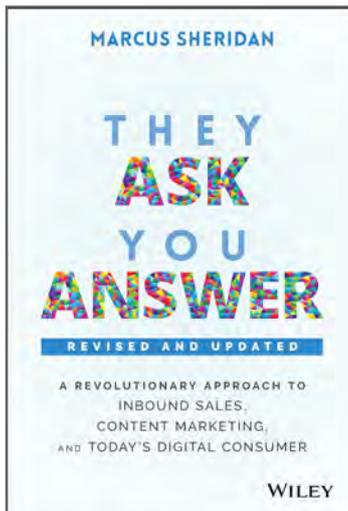
The ultimate guide for building and scaling any startup sales organization, *Sell More Faster* shares the proven systems, methods, and lessons from Managing Director of Techstars Austin and sales expert Amos Schwartzfarb. It delivers the critical strategies and guidance necessary to avoid and manage the hazards all startups face and beat the odds. This valuable resource delivers:

- Expert advice on building a diverse sales team and how to identify, recruit, and train the kinds of team members you need
- Models and best practices for sales funnels, pricing, compensation, and scaling

Sell More Faster is an indispensable guide for entrepreneurs seeking product-market fit, building their sales team, developing a growth strategy, and chasing accelerated, sustained selling success.

About the Author

Amos Schwartzfarb is the managing director of Techstars Austin, an early-stage investor, and startup operating executive with more than 15 years of sales leadership and strategy experience in software, digital, advertising and entertainment. Over the last 6 years, he has been part of the Techstars Austin system as a Sales Mentor and the last 3 years as Managing Director, investing in 70 companies (40 directly and 30 more as an LP and Mentor). One of his core jobs is to work with his investments around this exact topic (startup sales). Though his title is based in Austin, Amos's role in the Techstars organization includes mentoring, recruiting, and investing on behalf of the company across the country.



ISBN: 978-1-119-61014-4

Oct 2019 • 320pp

They Ask, You Answer, 2nd Edition

A Revolutionary Approach to Inbound Sales, Content Marketing, and Today's Digital Consumer, Revised & Updated

Marcus Sheridan

Currently Licensed in: Japanese, Korean

The revolutionary guide that challenged businesses around the world to stop selling to their buyers and start answering their questions to get results; revised and updated to address new technology, trends, the continuous evolution of the digital consumer, and much more

In today's digital age, the traditional sales funnel—marketing at the top, sales in the middle, customer service at the bottom—is no longer effective. Every day, buyers turn to search engines to ask billions of questions. Having the answers they need can attract thousands of potential buyers to your company—but only if your content strategy puts your answers at the top of those search results. It's a simple and powerful equation that produces growth and success: *They Ask, You Answer*.

They Ask, You Answer is a straightforward guide filled with practical tactics and insights for transforming your marketing strategy. New chapters explore the impact of technology, conversational marketing, the essential elements every business website should possess, the rise of video, and new stories from companies that have achieved remarkable results with *They Ask, You Answer*. This book is a must-have resource for companies that want a fresh approach to marketing and sales that is proven to generate more traffic, leads, and sales.

About the Author

Marcus Sheridan is known for inbound and content marketing excellence. He is an international keynote speaker with a unique ability to excite, engage, and motivate live audiences. He also works with hundreds of businesses, helping them to become the most trusted voice in their industry. Marcus has been featured in multiple industry publications, including the *New York Times*, which featured Marcus as a "web marketing guru," and *Forbes*, which named Marcus one of 20 "Speakers You Don't Want to Miss" in 2017.



Dynamic Digital Marketing

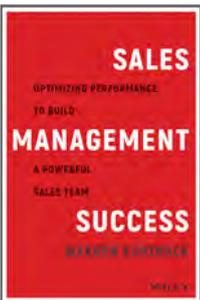
Dynamic Digital Marketing

Achieve Your Digital Marketing Goals and Maximise Your Profits to Grow Your Business

Dawn McGruer

ISBN: 978-1-119-63588-8 • Dec 2019 • 368pp

Work to live or live to work? On average, we spend a third of our lives at work—90,000 hours, to be exact—yet many of us still struggle to meet our personal goals and achieve financial success. Not anymore! Now you can turn your passion into profit with insights from thought leader, author, public speaker and award-winning Digital Marketing expert, Dawn McGruer. *Dynamic Digital Marketing* offers readers the ability to increase their online visibility and presence by using the author's 8 Step 'AWARD WINNING' digital marketing framework.



Sales Management Success

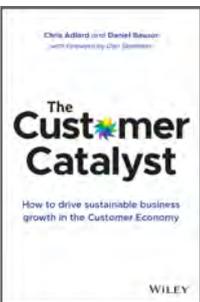
Optimizing Performance to Build a Powerful Sales Team

Warren Kurzrock

ISBN: 978-1-119-57592-4 • Dec 2019 • 256pp

The most up-to-date and proven strategies from the CEO of Porter Henry & Co., written exclusively for sales managers

Sales Management Success: Optimizing Performance to Build a Powerful Sales Team contains a leading-edge training program that is filled with state-of-the-art approaches specifically designed for sales managers. Drawing on the author's experience as the CEO of Porter Henry & Co. (the oldest sales-force training company in the world), Warren Kurzrock details the 8 most critical abilities and strategies in the sales manager's job. The Porter Henry process has proven to routinely help teams and individuals multiply their bottom-line results. *Sales Management Success: Optimizing Performance to Build a Powerful Sales Team* offers a well-organized, real-world process for today's sales leader to meet the challenge of a most challenging, chaotic job.



The Customer Catalyst

How to Drive Sustainable Business Growth in the Customer Economy

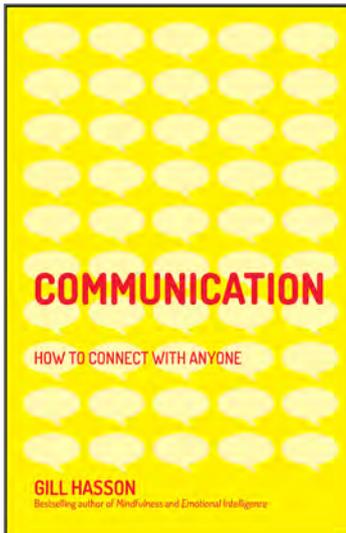
Chris Adlard, Daniel Bausor & Dan Steinman

ISBN: 978-1-119-57508-5 • Oct 2019 • 256pp

How organisations can drive growth in the Customer Economy

The Digital Revolution has changed the business landscape in remarkable ways and will continue to do so. *The Customer Catalyst* shows how organisations can put customers truly at the heart of their business and catalyse genuine, sustainable growth.

Future business models are no longer about functions – they are beginning to revolve around customers. Customer advocates already wield massive influence in a customer's buying process, and this is only set to increase. *The Customer Catalyst* shows businesses how to survive the transition to the Customer Economy, transform to align around today's dynamic customer needs, and ultimately, drive sustainable business growth.



ISBN: 978-0-85708-750-8

Aug 2019 • 178pp

Communication

How to Connect with Anyone

Gill Hasson

Author's Previous Titles Licensed in: Arabic, Bahasa Indonesian, Czech, Dutch, French, German, Greek, Italian, Korean, Orthodox Chinese, Persian, Polish, Portuguese, Russian, Simplified Chinese, Spanish, Turkish, Ukrainian, Vietnamese

Communicate more easily and effectively in any situation!

Every day, you have the opportunity to interact with people in different areas of your life; in public, at work and at home, with colleagues and clients, with friends and family. Your ability to exchange ideas and opinions with other people, understand their thoughts and feelings, their point of view and solve problems between you depends on how effectively you're able to communicate. But being understood, and understanding others is not always easy!

Communication is a dynamic, complex process, influenced by all the complexities and differences in human motivation and behaviour. *Communication: How to Connect with Anyone* will help you connect with others, build friendships and develop better relationships with colleagues and clients, friends and family.

This engaging, practical guide shares everything you need to know to develop empathy and rapport with others, and feel confident about communicating with a diverse range of people.

This book will help you:

- Identify, understand and overcome the barriers to communication
- Explain yourself clearly and be able to manage other people's responses – whatever they are
- Learn how to read between the lines and get a better insight into how others feel, what they do and don't want

Communication: How to Connect with Anyone is a valuable guide for anyone who wishes to communicate effectively, clearly and successfully in all aspects of life.

About the Author

Gill Hasson is a careers coach, has over 20 years experience in the areas of personal & career development, and is a freelance tutor/teacher in mental health issues for mental health organisations. She also teaches and delivers training for adult education organisations, voluntary and business organizations and the public sector.



ISBN: 978-0-85708-808-6

Jan 2020 • 224pp

Life Will See You Now

Quit Waiting for the Light at the End of the Tunnel and Light That F*cker Up for Yourself

Gavin Oattes

Remember that album that changed your life? The riffs, the hooks and the lyrics that blew your mind? That movie that moved your whole world and assured you that life was going to be special? Transporting you to a place you'd never been before, the opening chapter of that book that changed your life forever? The hairs on the back of your neck stood, adrenaline rushed through your entire body with the weight of the world gone from your young shoulders. Energised, inspired, alive, all in and ready to turn up to this wonderful thing we call life. Close your eyes and remember that feeling right there in that moment? Let it wash over your entire being... This. This is what *Life Will See You Now* is about. This feeling right here in this moment. Not yesterday, not tomorrow. Now. Best-selling author, award winning comedian and international keynote speaker Gavin Oattes takes you on a journey of reimagining you in a world ruled for many by pressures, demands and other people's expectations.

Life Will See You Now is a rousing, uplifting anthem that challenges us to reconsider what 'making it' in life even means. It serves as a stark reminder that although it often feels like ego and idiocy prevail, we are all incredibly lucky to be alive at a time where kindness, gratitude, play and ice-lollies really do matter.

About the Author

Gavin Oattes is now regarded as one of the most talented and sought after speakers in the UK, regularly delivering keynote speeches at conferences and exhibitions around the world. He's the Managing Director of Tree of Knowledge, a company which runs speaking events, workshops and training courses for businesses and schools.

Self-Confidence

ISBN: 978-0-85708-835-2

Dec 2019 • 224pp

Self-Confidence

The remarkable truth of how a small change can boost your resilience and increase your success, 10th Anniversary Edition

Paul McGee

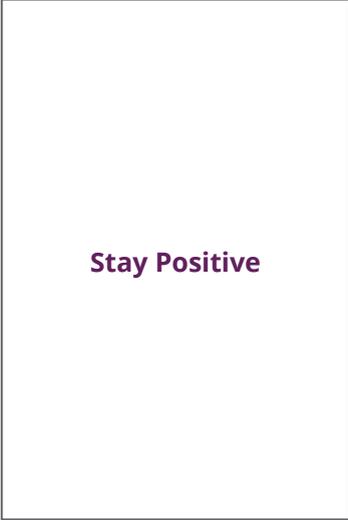
Author's Previous Titles Licensed in: Arabic, Bulgarian, Simplified Chinese, Czech, Dutch, French, German, Greek, Hindi, Icelandic, Bahasa Indonesian, Italian, Japanese, Korean, Polish, Russian, Spanish, Swedish, Thai, Turkish, Vietnamese

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.

About the Author

Paul McGee is Capstone's bestselling franchise author of all time. He is the author of *S.U.M.O (Shut Up and Move On)*, which celebrated its 10th anniversary in 2015, *How Not to Worry*, *How to Succeed with People*, *Self-Confidence*, is an international keynote speaker and performance coach, and managing director of his own training company and proud creator of SUMO.



Stay Positive

ISBN: 978-1-119-43023-0

Dec 2019 • 150pp

Stay Positive

Jon Gordon & Daniel Decker

Author's Previous Titles Licensed in: Arabic, Azerbaijani, Bulgarian, Orthodox Chinese, Simplified Chinese, Croatian, Czech, German, Bahasa Indonesian, Italian, Japanese, Korean, Lithuanian, Persian, Polish, Portuguese, Romanian, Russian, Spanish, Thai, Ukrainian, Vietnamese

Build positivity in yourself and those around you—inspirational quotes to live by from Jon Gordon.

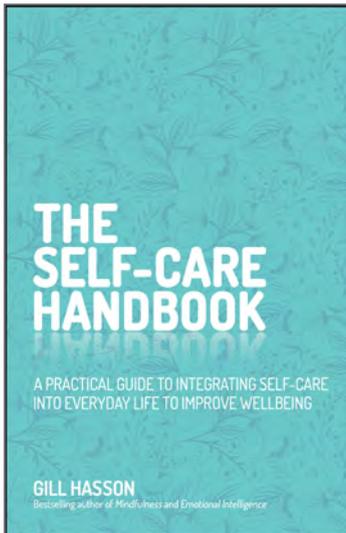
Stay Positive is more than a book of positive quotes. It does more than simply give you a moment of inspiration or brief word of encouragement. This book is a resource—one you can turn to each day to help you improve your career, your relationships, and your life. The power of positive thoughts is not a myth; it's real. By cultivating positive thoughts, we can overcome challenges, eliminate negativity, and conquer adversity. To truly embrace positivity, and reap all of its immeasurable benefits, we must look within ourselves. Everything starts there. Pessimists don't change the world. Throughout history, we see that it's the optimists, the believers, the dreamers, the doers, and the positive leaders who change the world.

The more positivity we develop on the inside, the stronger and more resilient we become on the outside. Positivity is like any other muscle: it can either be strengthened through conscious effort

About the Authors

Jon Gordon has inspired millions of readers around the world. He is the author of 18 books, including the best selling: *The Energy Bus*, *The Carpenter*, *Training Camp*, *You Win in the Locker Room First*, *The Power of Positive Leadership*, and *The Power of a Positive Team*. He is passionate about developing positive leaders, organizations, and teams.

Daniel Decker is the CEO of Higher Level Group, which works with positive-minded authors, professional speakers, and organizations to build their platform and expand their influence.



ISBN: 978-0-85708-812-3

Dec 2019 • 240pp

The Self-Care Handbook

A Practical Guide to Intergrating Self-Care into Everyday Life to Improve Wellbeing

Gill Hasson

Author's Previous Titles Licensed in: Arabic, Bahasa Indonesian, Czech, Dutch, French, German, Greek, Italian, Korean, Orthodox Chinese, Persian, Polish, Portuguese, Russian, Simplified Chinese, Spanish, Turkish, Ukrainian, Vietnamese

Learn how to improve and maintain your health and wellbeing with a practical and achievable self-care guide

Are you looking after yourself? For so for many of us, with so much to do and think about, self-care—taking care of your mental, emotional and physical health and wellbeing—often falls by the wayside. *The Self-Care Handbook* equips you to make positive, helpful choices for incorporating self-care into your life. It explains how to take responsibility for your own wellbeing and provides ideas and practical advice on how you can better look after yourself.

Bestselling author Gill Hasson shows you how to develop the mindset, routines and habits that can protect, maintain and improve your health and wellbeing. The Handbook presents straightforward approaches that can help you feel good about yourself, manage stress and anxiety, achieve a work-life balance, increase your physical health and much more. This book will help you:

- Encourage a positive, healthy relationship with yourself and strengthen your wellbeing.
- Understand and implement the factors that can protect, maintain and improve your mental and physical health and wellbeing.
- Manage overwhelm and simplify a busy life
- Know how best to relax, switch off and enjoy yourself
- Look after yourself when you're going through difficulties, setbacks or a crisis

The Self-Care Handbook is an important resource for anyone wishing to integrate healthy behaviours and activities and look after their physical and mental wellbeing.

About the Author

Gill Hasson is a careers coach, has over 20 years experience in the areas of personal & career development, and is a freelance tutor/teacher in mental health issues for mental health organisations. She also teaches and delivers training for adult education organisations, voluntary and business organizations and the public sector.

You've Got This

ISBN: 978-0-7303-6844-1

Sep 2019 • 232pp

You've Got This

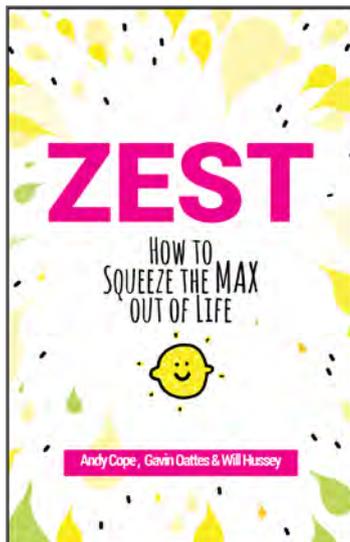
Margie Warrell

Author's Previous Titles Licensed in: Arabic, Bahasa Indonesian

Women around the world, from corporate high flyers to budding entrepreneurs, from stay at home mothers to empty nesters looking for their second (or third) act—often doubt themselves too much. They want to do more, be more or give more but who too often doubts if she can. They've had their share of setbacks and struggles—and need to be reminded that they have everything it takes to forge a life that is deeply rewarding. This book is for any woman who has ever wondered if there's more to life than the one she is living, who wants to make a change or take a chance but who has held back, unsure where to start and afraid that even if she did, she'd fall short and come to regret it. This book is part handbook, part rally cry for women across the world to step into their power, to own their value, to find the voice and to dare to make their own unique mark on the world in ways that no one else can.

About the Author

Margie Warrell has provided leadership, communication and “courage building” programs with a diverse range of organizations such as NASA, AOL, British Telecom, American Airlines, Best Buy, and Ernst & Young. Author of several books Margie has shared her expertise with leading global media including The Today Show, FOX News, CNN, Al Jazeera, CNBC and is a regular expert contributor on Australia's Sunrise morning show. A columnist for *Forbes* and *Huffington Post*, her advice has also featured in *The New York Times*, *Wall Street Journal*, *Women's Health*, *BRW* magazine plus many more.



ISBN: 978-0-85708-800-0

Jul 2019 • 248pp

Zest

How to Squeeze the Max out of Life

Andy Cope, Gavin Oattes & Will Hussey

Author's Previous Titles Licensed in: Albanian, Arabic, Czech, Danish, Bahasa Indonesian, Korean, Russian, Thai, Vietnamese

'ZEST' equates to zing, enthusiasm, energy, gusto, eagerness, zeal and fervour. It also connotes a tang, a sharpness.

It's the opposite of bland.

And *Zest: How to Squeeze the Max out of Life* is exactly that. It's more than just a book on personal development. There are an awful lot of those. *Zest* is a catalyst, a spark that ignites your remembering of what makes you, in a word, *you*. It drives you to rethink, rejuvenate and reinvent. It also contains a touch of the revolutions.

Zest is a wake-up call for you to explore the formative moments that define your life. It challenges you to believe that your best days are still ahead, to search your soul, to shake things up and bask in the warmth of glorious individuality.

Zest is your permission to play, your licence to wreak the right kind of havoc. Moreover, it's not about pretending to be someone you're not, it's about squeezing every last drop out of who you already are.

About the Authors

Andy Cope is a teacher, trainer, speaker and author. He is currently studying happiness, flourishing and positivity as part of a Loughborough University PhD thesis. Andy is a prolific and sought after speaker with an international audience, who speaks at business conferences as well as at over 300 schools in the last 2 years. He has written self-help books for adults and teenagers as well as penning Puffin's best-selling *Spy Dog* series. He has done numerous radio and TV appearances and runs a hugely successful '2%ers club', Britain's first and biggest association of happy people.

Gavin Oattes has a background in primary school teaching and a successful career in stand-up comedy. Gavin is now regarded as one of the most talented and sought after speakers in the UK, regularly delivering keynote speeches at conferences and exhibitions around the world. He's the Managing Director of Tree of Knowledge, a company which runs speaking events, workshops and training courses for schools and businesses, and in 2012 Gavin won 'Young Entrepreneur of the Year'. Gav co-authored '*Shine*' and '*Diary of a Brilliant Kid*' with Andy.

Will Hussey is a primary school teacher and prolific creative thinker. Will specializes in creativity and growth mindset and has also co-authored '*Diary of a Brilliant Kid*' published in October 2018.



Advance

The Ultimate How-To Guide For Your Career

Gary Burnison

ISBN: 978-1-119-64177-3 • Feb 2020 • 288pp

Author's Previous Titles Licensed in: Orthodox Chinese, Simplified Chinese

Advance is extremely timely and topical in today's do-it-yourself career development world. Average job tenure has fallen to about four years on average and often only one or two years for younger professionals. These "career nomads" simply aren't around long enough to access career development from their employers. On the other end of the workplace spectrum, many employees find themselves stuck in one job without a promotion and with no opportunities to learn and grow. In *Advance*, Burnison lays out a mosaic of "how-to" advice that applies every day and at every level—the skills and behaviors that help people navigate their careers and stand out among the crowd.



Be Less Zombie

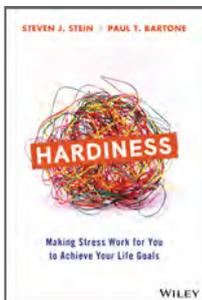
Transform your business through innovation, digitization & forward thinking

Elvin Turner

ISBN: 978-0-85708-820-8 • Jan 2020 • 232pp

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. This book will provide:

- Advice on building agile teams and organisations
- Case study interviews with senior leaders from companies including Sony Music, EA Games, Universal and Santander
- Tools and techniques to improve strategy, innovation and marketing



Hardiness

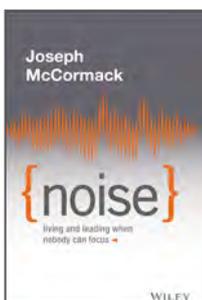
Making Stress Work for You to Achieve Your Life Goals

Steven J. Stein & Paul T. Bartone

ISBN: 978-1-119-58445-2 • Feb 2020 • 256pp

Learn to embrace the 3 C's of psychological hardiness to overcome stress and increase personal growth

Hardiness, written by respected clinical and research psychologists, will help develop your psychological hardiness which, in turn, enables you to enjoy more of life's rewards. Mastering the 3 C's of hardiness—commitment, control, and challenge—is essential to increasing hardiness and responding effectively to stressful situations. This invaluable guide provides exercises and activities, based on 30 years of research, specifically designed to increase your hardiness in all areas of your personal and professional life. *Hardiness: Making Stress Work for You to Achieve Your Life Goals* can help you move toward becoming healthier, more self-actualized, and increasingly satisfied with your life and future.



Noise

Living and Leading When Nobody Can Focus

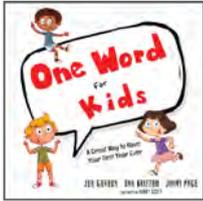
Joseph McCormack

ISBN: 978-1-119-55337-3 • Jan 2020 • 240pp

Author's Previous Titles Licensed in: Arabic, Korean, Orthodox Chinese, Simplified Chinese, Russian, Turkish

Noise creates a focused way to lower the static in your personal and professional life. Our brains are bombarded with non-stop noise.

In the digital age, we battle weapons of mass distraction every day. Author Joe McCormack provides a powerful approach to tune into what matters and tune down the distractions and disruptions that slow us down. *Noise* is a sequel to *Brief: Make a bigger impact by saying less*, McCormack's award-winning first book. *Noise* is a valuable resource for individuals to focus more and get burdened less.



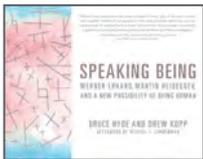
One Word for Kids

A Great Way to Have Your Best Year Ever

Jon Gordon, Dan Britton & Jimmy Page

ISBN: 978-1-119-43031-5 • Jan 2020 • 48pp

This engaging, fully illustrated fable follows Stevie, a young boy falling asleep on the first day of school. His teacher gives the class an assignment: to find the one word that will help them have their best school year ever. To discover their one word, they must look inside themselves, look up, and look around. Stevie excitedly begins the quest for his word and his search tells him a lot about himself, what he loves, and what is important to him. Quick and easy to read, yet powerful in its message.



Speaking Being

Werner Erhard, Martin Heidegger, and a New Possibility of Being Human

Bruce Hyde & Drew Kopp

ISBN: 978-1-119-54990-1 • Aug 2019 • 576pp

Speaking Being: Werner Erhard, Martin Heidegger, and a New Possibility of Being Human is an unprecedented study of the ideas and methods developed by the thinker Werner Erhard. In this book, those ideas and methods are revealed by presenting in full an innovative program he developed in the 1980s called The Forum. Central to this study is a comparative analysis of Erhard's rhetorical project, The Forum, and the philosophical project of Martin Heidegger. Through this comparative analysis, the authors demonstrate how each thinker's work sometimes parallels and often illuminates the other.



TIP

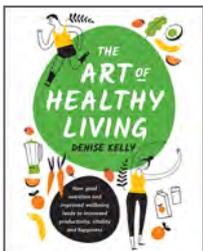
A Simple Strategy to Inspire Lasting Success

Dave Gordon

ISBN: 978-1-119-64144-5 • Mar 2020 • 256pp

TIP is an inspirational story designed to remind people that the only way to achieve continued value and success is to take accountability for your reputation and your results.

In this entertaining, motivating, and educational story, Brian Davis, an average employee with a young family, is fired without warning for being average. Facing a crossroads in his life, does he take another uninspiring job to pay the bills, or does he challenge himself to take the necessary steps to fulfill his potential by being accountable for his own success? Facing the unfamiliar and unforgiving environment of the restaurant/hospitality industry, he gets the chance to learn the simple and actionable principles of TIP from newfound colleagues and customers.



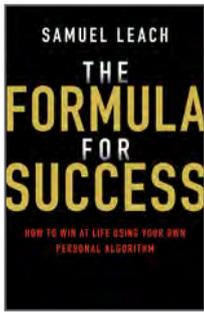
The Art of Healthy Living

How good nutrition and improved wellbeing leads to increased productivity, vitality and happiness

Denise Kelly

ISBN: 978-0-85708-811-6 • Sep 2019 • 216pp

We could all benefit from a more energetic, vibrant, healthier quality of life. There are many reasons to live a healthy lifestyle and just as many approaches to achieving it. It's not always easy to embark on a quest for a healthy life – some methods may seem too extreme, too limiting or too short lived, obstacles may often block the way. However, if you are looking to be inspired and motivated, the practical tips contained in *The Art of Healthy Living*, you will see improved creativity, an increase in personal development and elevated performance levels in work, sports, the classroom, relationships, the home and throughout your life.



The Formula for Success

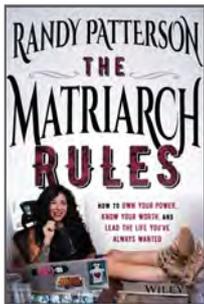
How to Win at Life Using Your Own Personal Algorithm

Samuel Leach

ISBN: 978-0-85708-822-2 • Jul 2019 • 208pp

Unleash your full potential. Take control of your financial future.

With nothing more than a boxer's heart and drive, Samuel turned £2k into £178k in his first year, and a few short years later, he rose to global renown by building his new enterprise to become a multi-million-pound trading business. Samuel Leach's secret to success is understanding the patterns and algorithms of the financial system. This insightful book will show you how analysing patterns, mapping behaviours and seeing the potential in your unique talents can lead to success. *The Formula for Success: How to Win at Life Using Your Own Personal Algorithm* is the first step toward personal, professional and financial achievement.



The Matriarch Rules

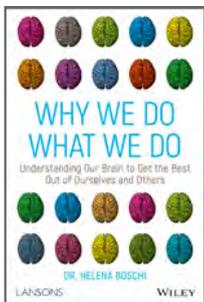
How to Own Your Power, Know Your Worth, and Lead the Life You've Always Wanted

Randy Patterson

ISBN: 978-1-119-57274-9 • Oct 2019 • 176pp

Achieve success by becoming the change maker you were always meant to be.

What is a matriarch? For one thing, you can tell she's in charge the second she walks into a room. She's bold, she's fierce, and she's got her own unique style. The modern matriarch is alive and vivacious. She's purposeful and deliberate about everything, from her career, to her home, to her family, to what she eats for lunch. The matriarch's vision for her career is as big as her love for her family, and she's paid her worth for work she's passionate about. Written by the CEO of a multimillion-dollar startup, *The Matriarch Rules* provides you with guidelines that empower you to find personal success and growth in being the compassionate, powerful, and forward-thinking woman you are.



Why We Do What We Do

Understanding Our Brain to Get the Best Out of Ourselves and Others

Helena Boschi

ISBN: 978-1-119-56149-1 • Nov 2019 • 256pp

Practical tools and tips to lead a healthy and productive life

The brain is the basis of everything we do: how we behave, communicate, feel, remember, pay attention, create, influence and decide. *Why We Do What We Do* combines scientific research with concrete examples and illustrative stories to clarify the complex mechanisms of the human brain. It offers valuable insights into how our brain works every day, at home and at work, and provides practical ideas and tips to help us lead happy, healthy and productive lives.

**Startup Communities,
Second Edition**

ISBN: 978-1-119-61765-5

Aug 2020 • 224pp

Startup Communities, Second Edition

Building an Entrepreneurial Ecosystem in Your City

Brad Feld

Author's Previous Titles Licensed: Orthodox Chinese, Simplified Chinese, German, Italian, Japanese, Korean, Polish, Russian, Spanish, Vietnamese

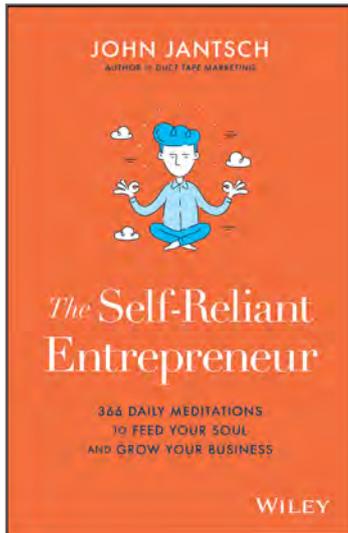
First published in 2012, *Startup Communities* has become the essential roadmap to building supportive entrepreneurial communities, based on Brad Feld's original "Boulder Thesis". Startup communities continue to pop up around the world, prompting a fresh new edition, fully revised, on what makes a startup community ecosystem first click, then hum, and in time, excel. From Boulder to Beijing, entrepreneurial ecosystems are driving innovation and small business energy. *Startup Communities* documents the global and local buzz, strategy, long-term perspective, and dynamics of building communities of entrepreneurs who can feed off one another's talent, creativity, and support.

Based on more than thirty years with Boulder as the "case example", entrepreneur turned-venture capitalist Brad Feld has learned by doing, sharing his own thoughts as well as contributions and insights from other innovative startup communities around the world. This new, fully updated edition explores what it takes to create an entrepreneurial community in any city, at any time. Along the way, it offers valuable insights into increasing the breadth and depth of the entrepreneurial ecosystem by multiplying connections among entrepreneurs and mentors, improving access to entrepreneurial education, and much more.

- Details the four critical principles needed to form a sustainable startup community
- Perfect for entrepreneurs and venture capitalists seeking fresh ideas and new opportunities
- Engaging and informative, this practical guide not only shows you how startup communities work, but it also shows you how to make them work anywhere in the world.

About the Author

Brad Feld (Boulder, CO) has been an early stage investor and entrepreneur since 1987. Prior to co-founding Foundry Group, he co-founded Mobius Venture Capital and, prior to that, founded Intensity Ventures. Brad is also a co-founder of Techstars. Brad is a writer and speaker on the topics of venture capital investing and entrepreneurship



ISBN: 978-1-119-57977-9

Dec 2019 • 400pp

The Self-Reliant Entrepreneur

366 Daily Meditations to Feed Your Soul and Grow Your Business

John Jantsch

A guide for creating a deeper relationship with the entrepreneurial journey

The Self-Reliant Entrepreneur offers overworked and harried entrepreneurs, and anyone who thinks like one, a much-needed guide for tapping into the wisdom that is most relevant to the entrepreneurial life. The book is filled with inspirational meditations that contain the thoughts and writings of notable American authors. Designed as a daily devotional, it is arranged in a calendar format, and features readings of transcendentalist literature and others.

Each of *The Self-Reliant Entrepreneur* meditations is followed by a reflection and a challenging question from John Jantsch. He draws on his lifetime of experience as a successful coach for small business and startup leaders to offer an entrepreneurial context. Jantsch shows how entrepreneurs can learn to trust their ideas and overcome the doubt and fear of everyday challenges. The book contains:

- A unique guide to meditations, especially designed for entrepreneurs
- A range of topics such as self-awareness, trust, creativity, resilience, failure, growth, freedom, love, integrity, and passion
- Reflections from John Jantsch, small business marketing expert and the author of the popular book *Duct Tape Marketing*

Written for entrepreneurs, as well anyone seeking to find a deeper meaning in their work and life, *The Self-Reliant Entrepreneur* is a practical handbook for anyone seeking to embrace the practice of self-trust.

About the Author

John Jantsch (Kansas City, MO; ducttapemarketing.com): John Jantsch has been called the world's most practical small business marketing expert for his systematic approach to all things marketing. He is a marketing consultant, speaker and best-selling author of *Duct Tape Marketing*, *Duct Tape Selling*, *The Commitment Engine*, *The Referral Engine*, and *SEO for Growth*. He is the creator of the Duct Tape Marketing System and Duct Tape Marketing Consulting Network that trains and licenses small business marketing consultants around the world.

The Startup Community Way

ISBN: 978-1-119-61360-2

Apr 2020 • 256pp

The Startup Community Way

How to Build an Entrepreneurial Ecosystem That Thrives

Brad Feld & Ian Hathaway

Author's Previous Titles Licensed in: Orthodox Chinese, Simplified Chinese, German, Italian, Japanese, Korean, Polish, Russian, Spanish, Vietnamese

How to create a thriving startup ecosystem in a location near you—a practical guide

We are in the midst of a global startup revolution. The proliferation of digital technologies, a rising middle-class, and the quest for sustained economic growth have put entrepreneurship on the map. Along with the widely-recognized opportunity presented by entrepreneurship has come a realization that the success of today's startups is determined to a large degree by the complex global and uniquely local environments in which they operate.

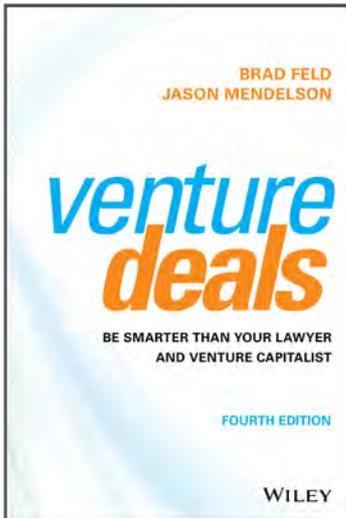
The Startup Community Way is a governing philosophy for startup communities, rooted in the theory of complex systems and the practice of community-building in many contexts. This book establishes a robust framework and shares lessons from around the globe that illustrate how to create a flourishing startup ecosystem anywhere.

The Startup Community Way is a must-have resource for entrepreneurs, venture capitalists, C-suite executives, business and community leaders, and anyone wishing to understand how startup communities work anywhere in the world.

About the Authors

Brad Feld (Boulder, CO) has been an early stage investor and entrepreneur for over twenty years. Prior to co-founding Foundry Group, he co-founded Mobius Venture Capital and, prior to that, founded Intensity Ventures, a company that helped launch and operate software companies. Brad is also a co-founder of TechStars. Brad currently serves on the board of directors of BigDoor, Cheezburger Networks, Fitbit, Gnip, MakerBot, Oblong, Orbotix, and Standing Cloud for Foundry Group. Previously, Brad served as chief technology officer of AmeriData Technologies.

Ian Hathaway (Washington, DC) is an experienced economist, analyst, strategic advisor, and writer. He has subject matter expertise in entrepreneurship, technology, innovation, and cities, and is adept at generating data-driven insights and communicating complex material to general audiences. Ian has also launched new ventures, helped young organizations get off the ground, and worked with established businesses to expand into new areas.



ISBN: 978-1-119-59482-6

Oct 2019 • 368pp

Venture Deals, 4th Edition

Be Smarter Than Your Lawyer and Venture Capitalist

Brad Feld & Jason Mendelson

Author's Previous Titles Licensed in: Italian, Japanese, Korean, Orthodox Chinese, Simplified Chinese, Polish, Russian, Spanish, Vietnamese

Rights Already licensed German, Japanese

Help take your startup to the next step with the new and revised edition of the popular book on the VC deal process—from the co-founders of the Foundry Group

How do venture capital deals come together? This is one of the most frequent questions asked by each generation of new entrepreneurs. No one understands this better than Brad Feld and Jason Mendelson. The founders and driving force behind the Foundry Group—a venture capital firm focused on investing in early-stage information technology companies—Brad and Jason have been involved in hundreds of venture capital financings. The new edition of *Venture Deals* continues to show fledgling entrepreneurs the inner-workings of the VC process, from the venture capital term sheet and effective negotiating strategies to the initial seed and the later stages of development.

New chapters examine legal and procedural considerations relevant to fundraising, bank debt, equity and convertible debt, how to hire an investment banker to sell a company, and more.

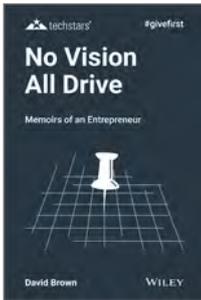
- Provides valuable, real-world insights into venture capital structure and strategy
- Explains and clarifies the VC term sheet and other misunderstood aspects of capital funding
- Helps to build collaborative and supportive relationships between entrepreneurs and investors

Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist is a must-have resource for Any aspiring entrepreneur, venture capitalist, or lawyer involved in VC deals as well as students and instructors in related areas of study.

About the Authors

Brad Feld (Boulder, CO) has been an early stage investor and entrepreneur for over 20 years. He co-founded Mobius Venture Capital and also founded Intensity Ventures, a company that helped launch and operate software companies.

Jason Mendelson (Boulder, CO) has over a decade of experience in the venture capital and technology industries in a multitude of investing, operational and engineering roles. Jason was a Managing Director, General Counsel and chief administrative partner for Mobius Venture Capital..



No Vision All Drive

Memoirs of an Entrepreneur

David Brown

Series: Techstars • ISBN: 978-1-119-63280-1 • Jan 2020 • 204pp

Memoirs of an entrepreneur

Ever wonder how a startup comes together—the people, places, skills, failures, and hustle that make it a real business? 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 and over 250 employees. Chronicling the story of that company from its beginnings up to 1999, when it was sold to ZOLL, and beyond, *No Vision All Drive* is the story of that company and the people who transformed a flat-broke, shot-in-the-dark concept into a market-leading small business.



Reboot

Probably More Than You Ever Wanted to Know about Starting a Global Business

Jodie Fox

ISBN: 978-0-7303-4943-3 • Sep 2019 • 232pp

The ups and downs of co-founding a global fashion business, told from a candid business perspective

From a successful global entrepreneur comes *Reboot: Probably More Than You Ever Wanted to Know about Starting a Global Business*. Jodie Fox relates her story of co-founding a start-up called Shoes of Prey. She relates the rise of the start-up and then its fall, along with the key choices made that affected the business. The author shares the lessons she learned as well as her tips for those who are seeking to make their own mark as entrepreneurs. Readers can look back with her as she recounts her decision-making, even when she had no clear roadmap for guidance.



The Microbrewery Handbook

Craft, Brew, and Build Your Own Microbrewery Success

DC Reeves

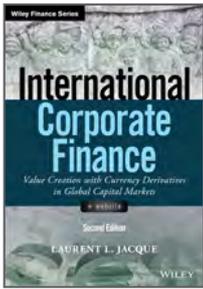
ISBN: 978-1-119-59804-6 • Jan 2020 • 288pp

An unprecedented guide to successfully start or grow a microbrewery or craft brewery in a much more competitive world.

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. *The Microbrewery Handbook: Craft, Brew, and Build Your Own Microbrewery Success* is an indispensable, first-of-its-kind book for anyone in the micro and craft brewing industry.

Finance & Accounting





International Corporate Finance, 2nd Edition

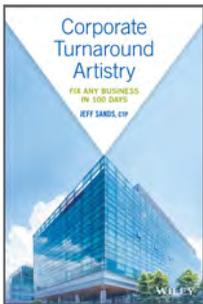
Value Creation with Currency Derivatives in Global Capital Markets

Laurent L. Jacque

ISBN: 978-1-119-55046-4 • Nov 2019 • 768pp

As globalization is redefining the field of corporate finance, international finance is now part and parcel of the basic literacy of any financial executive. This is why *International Corporate Finance* is a “must” text for upper-undergraduates, MBAs aspiring to careers in global financial services and budding finance professionals.

International Corporate Finance offers thorough coverage of the international monetary system, international financing, foreign exchange risk management and cross-border valuation. *International Corporate Finance* is accompanied with a comprehensive instructor support package which includes case studies, an Instructor’s Manual, PowerPoint slides, Multiple Choice Questions and more.



Corporate Turnaround Artistry

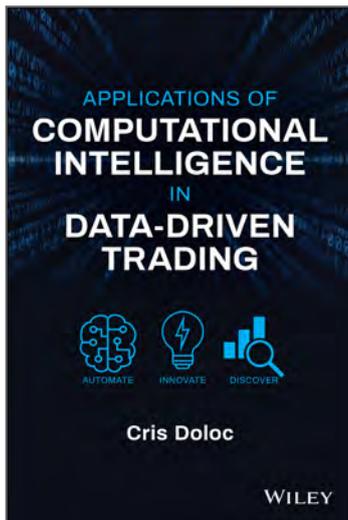
Fix Any Business in 100 Days

Jeff Sands

ISBN: 978-1-119-53998-8 • Apr 2020 • 304pp

How to steer your business through times of financial distress and achieve sustained profitability

Corporate Turnaround Artistry is a complete guide for entrepreneurial companies in times of financial distress—presenting effective strategies and proven methods to revive and rehabilitate your business. Uncertain economic times have significantly altered the financial resources available to struggling businesses. Narrowing margins and mounting internal and external pressure has taken their toll on many companies. Fortunately, most businesses can be repaired while maintaining their existing revenue structure. This invaluable guide teaches you how to control cash, secure financial relief, and develop a comprehensive turnaround plan that your employees, customers, and creditors will support.



ISBN: 978-1-119-55050-1

Dec 2019 • 256pp

Applications of Computational Intelligence in Data-Driven Trading

Cris Doloc

An introduction to applications of computational intelligence in finance

Applications of Computational Intelligence in Data-Driven Trading features modern educational content that is at the confluence between data-driven decision-making and computational intelligence.

The book caters to trading and investment professionals interested in the new paradigm of data-driven decision-making, as well as to graduate students who desire to get more familiar with the emerging field of computational intelligence.

Doloc introduces the reader to the new paradigm of Data-Intensive Computing and its applications in the world of trading and investing. The goal is to promote the use of computational intelligence techniques, as the vehicle to augment human performance through automation and emulate human intelligence via innovation and discovery. Several case studies from the field of data-driven trading and investing are presented.

The author's two decades of experience as a computational scientist and quantitative practitioner in the financial trading industry endow him with a unique perspective that he conveys to the reader. The financial trading industry is fertile ground for the adoption of advanced technologies, and Doloc walks the reader through two key areas: automation and innovation.

About the Author

Cris Doloc (Naperville, Illinois) is a computational scientist and accomplished technology leader with more than 25 years of experience in High Performance Computing, Machine Learning and Enterprise Software Architecture. He has architected firm-wide trading, valuation and risk systems for several top tier financial firms. Positions he has held include CTO of Terra-Nova Financial, head of software development at Goldenberg & Hehmeyer, and head of the valuation infrastructure group at CTC. He is the founder & principal of ALGOMEX - a Med-Tech venture whose mission is to develop & commercialize Algorithmic Data Processing platforms for Clinicians and Researchers working in the field of Genomic Oncology.



ISBN: 978-1-119-60298-9

Jul 2020 • 400pp

Big Data Science in Finance

Irene Aldridge & Marco Avellaneda

Author's Previous Titles Licensed in: Simplified Chinese

Big Data Science in Finance presents the mathematics, theory, and application of Big Data techniques presently revolutionizing finance. Co-authored by a quantitative finance superstar, Marco Avellaneda, and a popular author of quantitative methodologies, Irene Aldridge, this book is bound to energize and thousands of eager finance practitioners. The book comprises brand-new material based on the latest world-class research that has been taught in the top Financial Mathematics and Engineering programs in the world to most discerning and mathematically-advanced students. Big Data is the future of Finance and this book addresses head-on most critical topics in the space in a comprehensive narrative that includes proofs as well as step-by-step applications and even code.

Key topics discussed include Big Data vs. Small Data, Intuitive explanation of SVD and PCA, how to separate data meaning (signal) from noise and the techniques to do so, how to deal with missing data values, Data Clustering, Optimizing Data Storage, Big Data Dynamics, Big Data Monte Carlo, and Applications of Big Data to Finance

About the Authors

Prof. Marco Avellaneda, PhD, is an international quant superstar who specializes in applied mathematics, probability and statistics. Most of his research of the last 10-15 years involves applications of mathematics and statistics to financial markets, derivatives, portfolio management and risk management. His work gets published in specialized journals such as *Quantitative Finance*, *Risk Magazine*, *International Journal of Theoretical and Applied Finance*, and other publications read by practitioners as well as theoreticians. Irene Aldridge is an internationally-recognized quantitative and Big Data Finance researcher, Visiting Professor at Cornell University and President and Managing Director, Research, of AbleMarkets, a Big Data for Capital Markets company. Aldridge holds a BE in Electrical Engineering from Cooper Union, and MS in Financial Engineering from Columbia University, and an MBA from INSEAD. In addition, Aldridge studied in two PhD programs: Operations Research at Columbia University (ABD) and Finance (ABD). Aldridge is the author of multiple academic papers and several books.

Irene Aldridge is an internationally-recognized quantitative and Big Data Finance researcher, Visiting Professor at Cornell University and President and Managing Director, Research, of AbleMarkets, a Big Data for Capital Markets company.

**Machine Learning in
Quantitative Finance**

ISBN: 978-1-119-52434-2

Apr 2020 • 304pp

Machine Learning in Quantitative Finance

History, Theory and Applications

William McGhee

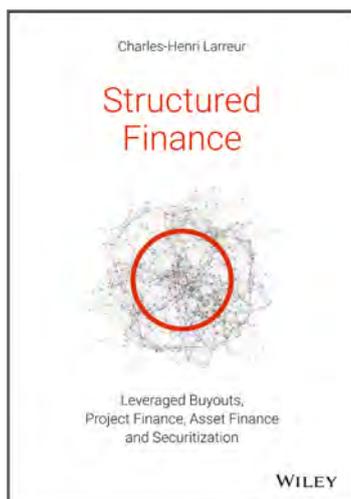
Written by a senior and well-known member of the Quantitative Finance community who currently runs a research group at a major investment bank, the book will demonstrate the use of machine learning techniques to tackle traditional data science type problems. For example, the Universal Approximation Theorem of Neural Networks shows that a neural network can be used to approximate any function (subject to a number of weak conditions), although how the network is trained is not given. This will be explored within the book. Specific applications will include using a trained neural network to represent market-standard volatility smile models (such as SABR) as well as complex derivative pricing. The book will also potentially look at training a network via reinforcement learning to risk manage a derivatives portfolio. Readers will be attracted by a comprehensive presentation of the techniques available, with the historical perspective providing intuitive understanding of their development, combined with a range of practical examples from the trading floor.

Key features:

- Describes modern machine learning techniques including deep neural networks, reinforcement learning, long-short term memory networks, etc.
- Provides applications of these techniques to problems within Quantitative Finance (including applications to derivatives modelling)

About the Author

William McGhee started his quant career in 1994 with J.P. Morgan in the Currency Options business. He worked between 2003 and 2009 at Citi in a number of roles encompassing structuring, exotics trading and heading up the FX Quantitative Strategy Group. He joined RBS in 2009 to run the multi-asset Hybrid Quantitative Analytics team. In his current position as Global Head of Quantitative Analytics at NatWest Markets, he is responsible for all modelling within the investment bank—from electronic trading to vanilla and complex derivatives. William holds a PhD in Mathematical Physics, is a Fellow of the Institute of Mathematics and Its Applications and serves on the UK Parliamentary and Scientific Committee.



ISBN: 978-1-119-37110-6

Mar 2020 • 350pp

Structured Finance

Leveraged Buyouts, Project Finance, Asset Finance and Securitization

Charles-Henri Larreur

Comprehensive coverage of all major structured finance transactions

Structured Finance offers a robust core text for undergraduate students in business, economics, management, and finance. This book offers a comprehensive introduction to non-recourse financial techniques and asset-based lending. Detailed explanations of the main techniques used today include leveraged buyouts, project finance, asset finance and securitisation provide high-level comparison of the similarities and differences between each. Discussion of the history of structured finance reveals how and why it was initially created – and why it has been successful for the last 40 years, while the global context of each transaction is explored and dissected for a more complete understanding. Instruments within each type of transaction are examined in detail, including Credit Default Swaps and Credit Linked Notes, and a presentation on the Basel Accords provides regulatory context for implementation.

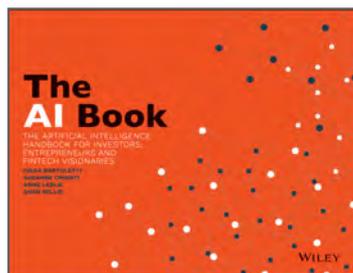
While the term “structured finance” is often taken to mean “securitisation,” it is actually an umbrella term that covers several major types of transactions. This book disambiguates and defines structured finance transactions to provide essential knowledge of the field.

- Delve into the main structured finance techniques to understand their components, mechanisms and how they compare
- Explore the global context of structured finance, including the regulatory framework under which it operates

Structured Finance provides foundational knowledge and global perspective to facilitate a comprehensive understanding of this critical aspect of modern finance.

About the Author

Charles-Henri Larreur (Paris) is currently a professor at HEC Paris. His past positions in academia include professorships at the Chinese University of Hong Kong, Sciences Po Paris, IPAG Paris, Paris II Pantheon Assas and the Catholic University of Paris. He is currently a Managing Director and Head of Asset Based Finance France & Benelux at Santander. Previously, he was the Managing Partner at Gamma Capital Ltd (Paris and Hong Kong) and the Director of Structured & Asset Finance at HSBC Bank Plc (Paris and London).



ISBN: 978-1-119-55190-4

Mar 2020 • 328pp

The AI Book

The Artificial Intelligence Handbook for Investors, Entrepreneurs and FinTech Visionaries

Susanne Chishti

Author's Previous Editions Licensed in: German, Japanese, Orthodox Chinese, Polish, Portuguese, Russian, Simplified Chinese, Spanish, Turkish, Vietnamese

Written by prominent thought leaders in the global fintech investment space, *The AI Book* aggregates diverse expertise into a single, informative volume. Key industry developments are explained in detail, and critical insights from cutting-edge practitioners offer first-hand information and lessons learned. Coverage includes:

- Understanding the AI Portfolio: from machine learning to chatbots, from neurotrophic computing to natural language processing (NLP); a deep dive into the Machine Intelligence Landscape; essentials on core technologies, rethinking enterprise, rethinking industries, rethinking humans; quantum computing and next-generation AI
- AI experimentation and embedded usage, and the change in business model, value proposition, organisation, customer and co-worker experiences in today's Financial Services Industry
- The future state of financial services and markets—what's next for the real-world implementation of AITech?
- The innovating customer—users are not waiting for the financial services industry to work out how #AI can re-shape their sector, profitability and competitiveness
- Boardroom issues created and magnified by AI trends, including conduct, regulation & oversight in an algo-driven world, cybersecurity, diversity & inclusion, data privacy, the 'unbundled corporation' & the future of work, social responsibility, sustainability, and the new leadership imperatives

About the Author

Susanne Chishti, London, UK is the CEO of Fintech Circle, Europe's 1st Angel Network focused on fintech opportunities. She is Chairman of Fintech Circle Innovate and Co-Editor of The FinTech Book.



ISBN: 978-1-119-55191-1

Dec 2019 • 328pp

The PayTech Book

The Payment Technology Handbook for Investors, Entrepreneurs and FinTech Visionaries

Susanne Chishti, Tony Craddock, Robert Courtneidge & Markos Zachariadis

Written by prominent thought leaders in the global fintech investment space, this book aggregates diverse industry expertise into a single informative volume to provide entrepreneurs, bankers and investors with the answers they need to capitalize on this lucrative market. Key industry developments are explained in detail, and critical insights from cutting-edge practitioners offer first-hand information and lessons learned. Coverage includes:

- The definition of PayTech, how it fits into the FinTech ecosystem, and why it matters
- Regulation and compliance
- Investment in PayTech and what consolidation or expansion is likely
- Wholesale payments and treasury
- The future of PayTech

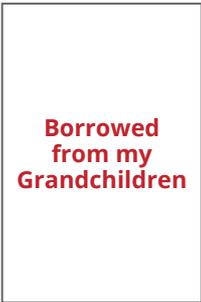
About the Authors

Susanne Chishti, London, UK is the CEO of Fintech Circle, Europe's 1st Angel Network focused on fintech opportunities. She is Chairman of Fintech Circle Innovate and Co-Editor of The FinTech Book.

Tony Craddock, London, UK is the founder and Director General of the Emerging Payments Association, the UK's largest payments trade association, established in 2004. He is credited with coining the term 'PayTech' in 2016.

Robert Courtneidge, London, UK is a payments lawyer and the CEO of Moorwand, Ltd, an international provider of payment services to merchants and customers in the EEA. He works closely with The Payments Services Regulator, HM Treasury and the Financial Conduct Authority, as well as other compliance and industry bodies.

Markos Zachariadis is Associate Professor of Information Systems Management & Innovation at Warwick Business School - where he also Directs the Executive Education Diploma in Digital leadership - and a FinTech Research Fellow at the Cambridge Centre for Digital Innovation (CDI), University of Cambridge.



Borrowed from my Grandchildren

Borrowed from my Grandchildren

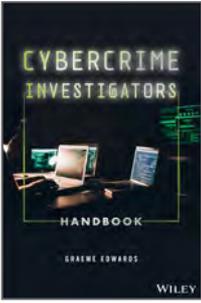
The Evolution of Stewardship in 100-Year Families

Dennis T. Jaffe

ISBN: 978-1-119-57380-7 • Apr 2020 • 320pp

Families share how they have maintained and grown their wealth from generation to generation.

Borrowed from my Grandchildren is a fascinating look at how large, long-lasting business families succeed across generations. Offering the collected wisdom of nearly 100 global business families, this insightful book shares the real-life stories of partners in business and wealth management over three or more generations. *Borrowed from my Grandchildren: The Evolution of Stewardship in 100-Year Families* is an essential read for family members, non-family executives, family offices, estate planning lawyers, family business consultants, trust officers, philanthropic and foundation advisors, financial advisors, financial planners, CPAs, and other finance professionals.



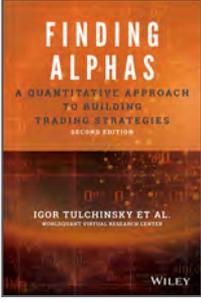
Cybercrime Investigators Handbook

Graeme Edwards

ISBN: 978-1-119-59628-8 • Nov 2019 • 306pp

The investigator's practical guide for cybercrime evidence identification and collection

Cyber attacks perpetrated against businesses, governments, organizations, and individuals have been occurring for decades. The *Cybercrime Investigators Handbook* is an innovative guide that approaches cybercrime investigation from the field-practitioner's perspective. This valuable contribution to the field teaches readers to locate, lawfully seize, preserve, examine, interpret, and manage the technical evidence that is vital for effective cybercrime investigation. *Cybercrime Investigators Handbook* is much-needed resource for law enforcement and cybercrime investigators, CFOs, IT auditors, fraud investigators, and other practitioners in related areas.



Finding Alphas

A Quantitative Approach to Building Trading Strategies

Igor Tulchinsky

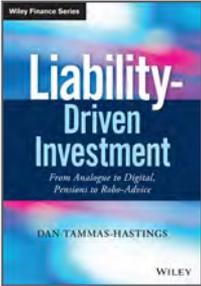
ISBN: 978-1-119-57121-6 • Sep 2019 • 320pp

Author's Previous Titles Licensed in: Simplified Chinese

Discover the ins and outs of designing predictive trading models

This new edition of *Finding Alphas: A Quantitative Approach to Building Trading Strategies* contains significant changes and updates to the original material, with new and updated data and examples.

Nine chapters have been added about alphas – models used to make predictions regarding the prices of financial instruments. The new chapters cover topics including alpha correlation, controlling biases, exchange-traded funds, event-driven investing, index alphas, intraday data in alpha research, intraday trading, machine learning, and the triple axis plan for identifying alphas. You'll also find details of how to use WebSim, WorldQuant's web-based simulation platform, to test your alphas.



Liability-Driven Investment

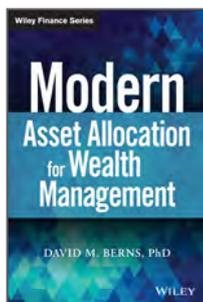
From Analogue to Digital, Pensions to Robo-Advice

Dan Tammas-Hastings

Series: Wiley Finance • ISBN: 978-1-119-44195-3 • Feb 2020 • 113pp

Understand the investment template that dominates the pension industry

Liability-Driven Investment is the practitioner's guide to this increasingly popular investment template. Already the dominant framework for pension schemes in Europe and the UK, the LDI market is expected to grow significantly with the shift from Defined Benefit to Defined Contribution, and then into Digital Asset Management – or Robo-Advice. Finance professionals have long been accustomed to shifting landscapes – it is taken as a given that prevailing thought and attendant practices will change over time – but the rapid expansion of LDI has taken many by surprise. *Liability-Driven Investment* tells you what you need to know in order to work effectively with LDI.



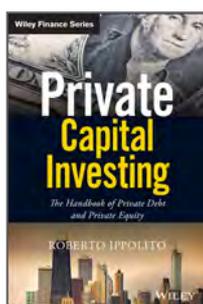
Modern Asset Allocation for Wealth Management

David Berns

Series: Wiley Finance • ISBN: 978-1-119-56694-6 • Jan 2020 • 208pp

An authoritative resource for the wealth management industry that bridges the gap between modern asset allocation solutions and practical implementation

An advanced yet practical dive into the world of asset allocation, *Modern Asset Allocation for Wealth Management* provides the knowledge financial advisors and their robo-advisor counterparts need to reclaim ownership of the asset allocation component of their fiduciary responsibility. This timely book offers professional wealth managers and researchers an up-to-date and implementable toolset for managing client portfolios. *Modern Asset Allocation for Wealth Management* is ideal for practicing financial advisors and researchers in both traditional and robo-advisor settings, as well as advanced undergraduate and graduate courses on asset allocation.



Private Capital Investing

The Handbook of Private Debt and Private Equity

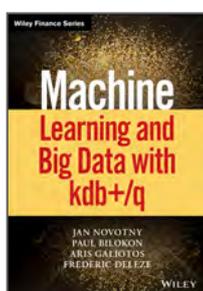
Roberto Ippolito

Series: Wiley Finance • ISBN: 978-1-119-52616-2 • Dec 2019 • 256pp

A step-by-step, comprehensive approach to private equity and private debt

Private Capital Investing: The Handbook of Private Debt and Private Equity is a practical manual on investing in the two of the most common alternative asset classes (private equity and private debt) and provides a unique insight on how principal investors analyze investment opportunities. The book combines academic rigor with the practical approach used by leading institutional investors. *Private Capital Investing* enables the reader to be able to start working in private equity or private debt without the need for any further training.

FINANCIAL ENGINEERING



Machine Learning and Big Data with KDB+/Q

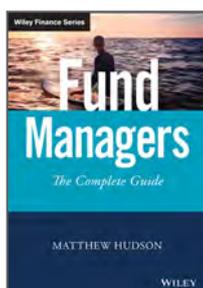
Jan Novotny, Paul A. Bilokon, Aris Galiotos & Frederic Deleze

Series: Wiley Finance • ISBN: 978-1-119-40475-0 • Nov 2019 • 632pp

Upgrade your programming language to more effectively handle high-frequency data

Machine Learning and Big Data with KDB+/Q offers quants, programmers and algorithmic traders a practical entry into the powerful but non-intuitive kdb+ database and q programming language. Ideally designed to handle the speed and volume of high-frequency financial data at sell- and buy-side institutions, these tools have become the de facto standard; this book provides the foundational knowledge practitioners need to work effectively with this rapidly-evolving approach to analytical trading. *Machine Learning and Big Data with KDB+/Q* opens up the technology and flattens the learning curve to help you quickly adopt a more effective set of tools.

FINANCIAL PRODUCTS



Fund Managers

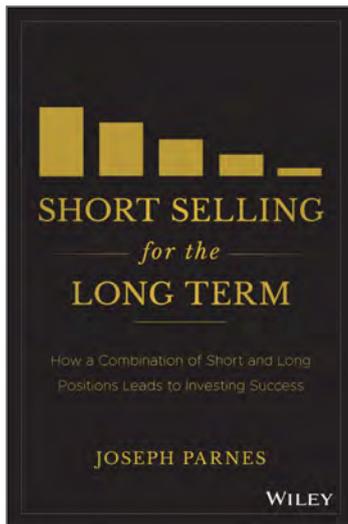
The Complete Guide

Matthew Hudson

Series: Wiley Finance • ISBN: 978-1-119-51558-6 • Oct 2019 • 356pp

The definitive guide on fund and asset managers worldwide

Fund Managers: The Complete Guide is an all-encompassing overview of fund and asset managers around the globe. The only comprehensive guide on the subject, this book covers both the fund manager and the market as a whole while providing insights from current and future fund managers and leaders in the technology industry from the UK, EU and US. *Fund Managers: The Complete Guide* is the authoritative resource for anyone who requires an overview of the asset management industry and up-to-date insights on current and future trends and practices.



ISBN: 978-1-119-52776-3

Apr 2020 • 304pp

Short Selling for the Long Term

How a Combination of Short and Long Positions Leads to Investing Success

Joseph Parnes

Find a method to evaluate stock—and build a record of impressive returns

Short Selling for the Long Term describes the methods used by Joseph Parnes, President of Technomart, to obtain consistent returns in the stock market. Most investors fail to exceed the returns represented by the Standard and Poor's Stock Index, but Parnes often does using his investment philosophy. This book outlines his method of stock assessment, providing an understandable formula. If the formula tells a reader to buy a stock, then, as explained, there is a significant chance that stock will go up. If the formula tells a reader to short a stock, then the book shows how there is a significant chance that the stock will go down.

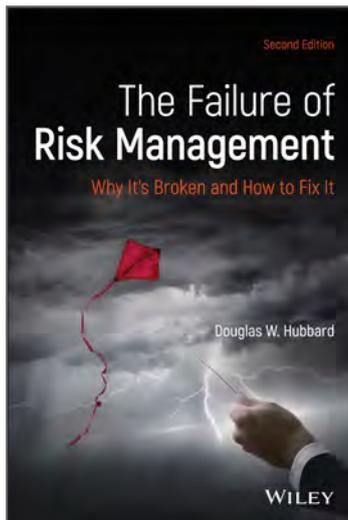
Parnes advocates the use of short selling as a long-term strategy in combination with long positions, so advisors and individual investors alike can profit in both rising and falling markets. He offers insights into the difference between option trading and shorting which make his system useful in both type of markets.

- Profit in a bear market
- Sell borrowed shares
- Learn the secrets of long-term short selling strategy
- Buy shares back and close by delivering at the new, lower price

Short Selling for the Long Term is essential reading for investment advisors, fund managers, and individual investors.

About the Author

Joseph Parnes (Baltimore) is an Investment Advisor notable for his involvement in short selling. He is president of Technomart Investment Advisors and editor of the market letter Shortex. As an investment advisor, he has distinguished himself as one of the foremost short sellers in the stock market. His investment strategy is known to be contrarian in nature, and he is a regular contributor to *Forbes* and *Futures Magazine*.



ISBN: 978-1-119-52203-4

Apr 2020 • 304pp

The Failure of Risk Management, 2nd Edition

Why It's Broken and How to Fix It

Douglas W. Hubbard

Author's Previous Titles Licensed in: Arabic, Korean, Russian, Turkish

A practical guide to adopting an accurate risk analysis methodology

The Failure of Risk Management provides effective solutions to significant faults in current risk analysis methods. This book provides expert examination of essential areas of risk management, including risk assessment and evaluation methods, risk mitigation strategies, common errors in quantitative models, and more. Guidance on topics such as probability modelling and empirical inputs emphasizes the efficacy of appropriate risk methodology in practical applications.

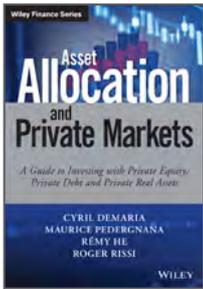
Recognized as a leader in the field of risk management, author Douglas W. Hubbard combines science-based analysis with real-world examples to present a detailed investigation of risk management practices. This revised and updated second edition includes updated data sets and checklists, expanded coverage of innovative statistical methods, and new cases of current risk management issues such as data breaches and natural disasters.

- Identify deficiencies in your current risk management strategy and take appropriate corrective measures
- Adopt a calibrated approach to risk analysis using up-to-date statistical tools
- Employ accurate quantitative risk analysis and modelling methods

The Failure of Risk Management: Why It's Broken and How to Fix It is a valuable resource for business leaders, policy makers, managers, consultants, and practitioners across industries.

About the Author

Douglas W. Hubbard is the inventor of Applied Information Economics (AIE). His methodology has earned him critical praise from The Gartner Group, Giga Information Group and Forrester Research. Doug is an internationally recognized expert in the field of IT value and is a popular speaker at numerous conferences. His published articles are in Information Week, CIO Enterprise, and DBMS Magazine. His AIE method has been applied to dozens of large Fortune 500 IT investments, military logistics, venture capital, aerospace, and environmental issues.



Asset Allocation and Private Markets

A Guide to Investing with Private Equity, Private Debt and Private Real Assets

Cyril Demaria, Maurice Pedergrana, Rémy He & Roger Rissi

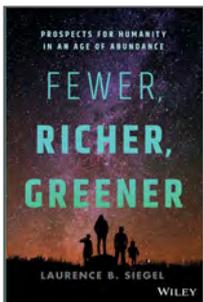
ISBN: 978-1-119-38100-6 • Sep 2020 • 400pp

Author's Previous Editions Licensed in Simplified Chinese

The comprehensive guide to private market asset allocation

Asset Allocation and Private Markets provides institutional investors, such as pension funds, insurance groups and family offices, with a single-volume authoritative resource on including private markets in strategic asset allocation. Written by four academic and practitioner specialists, this book provides the background knowledge investors need, coupled with practical advice from experts in the field.

The discussion focuses on private equity, private debt and private real assets, and their correlation with other asset classes to establish optimized investment portfolios. Armed with the grounded and critical perspectives provided in this book, investors can tailor their portfolio and effectively allocate assets to traditional and private markets in their best interest.



Fewer, Richer, Greener

Prospects for Humanity in an Age of Abundance

Laurence B. Siegel

ISBN: 978-1-119-52689-6 • May 2020 • 320pp

How the world has become *much better* and why optimism is abundantly justified

In *Fewer, Richer, Greener*, author Laurence B. Siegel reveals that the world has *improved* in almost every dimension imaginable. This practical yet lighthearted book makes a convincing case for having gratitude for today's world and optimism about the bountiful world of tomorrow. We live in the safest, most prosperous time in all human history. Technology is helping billions of people rise above levels of mere subsistence. This technology of prosperity is cumulative and rapidly improving. *Fewer, Richer, Greener: Prospects for Humanity in an Age of Abundance* is a must-read for anyone who wishes to regain hope for the present and wants to build a better future.

**The Little Book of
Investing Like the Pros**

Series: Little Books. Big Profits

ISBN: 978-1-118-28140-6

Nov 2019 • 320pp

The Little Book of Investing Like the Pros

Five Steps for Picking Stocks

Joshua Rosenbaum

Author's Previous Titles Licensed in: Simplified Chinese

Stock investing is more prevalent than ever, whether directly or indirectly through brokerage accounts, exchange-traded funds (ETFs), mutual funds, or retirement plans. Despite this, the vast majority of individual investors have no training on how to pick stocks. And, until now, there hasn't been a truly accessible, easy-to-understand resource available to help them. *The Little Book of Investing Like the Pros* was written to fill this void.

We believe the simplicity and accessibility of our stock picking framework is truly unique. Using real-world examples and actual Wall Street models used by the pros, we teach you how to pick stocks in a highly accessible, step-by-step manner. Our goal is straightforward—to impart the skills necessary for finding high-quality stocks while protecting your portfolio with risk management best practices. Our practical approach is designed to help demystify the investing process, which can be intimidating. This training will help set you apart from others who are largely flying blind.

Pilots require extensive training before receiving a license. Doctors must graduate medical school, followed by a multi-year residency. Even those providing professional investment advice require certification. But, anyone can buy a stock without any training whatsoever. While buying stocks on a hunch and a prayer may not endanger your life, it can certainly put your finances at risk.

About the Author

Joshua N. Rosenbaum (New York, NY) is an Executive Director in UBS Investment Bank's Global Industrials Group. He received his BA from Harvard University and his MBA, with Baker Scholar honors, from the Harvard Business School. Joshua D. Pearl (New York, NY) is currently at UBS Investment Bank's Global Industrials Group. He was previously an Associate in Deutsche Bank's Leveraged Finance Group, where he was also previously an Analyst. He received his BS in Business Administration from Indiana University's Kelley School of Business.

Investing in Art

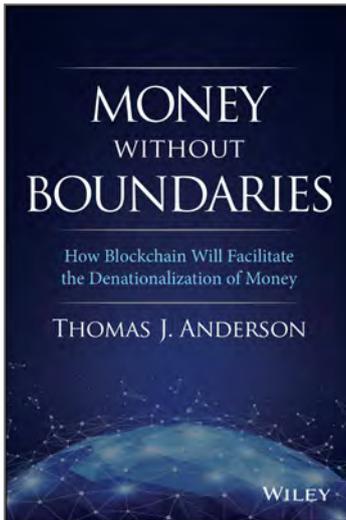
Investing in Art**Paintings, Sculpture and Other Tangible Assets**

Helyette Geman

Series: Wiley Finance • **ISBN:** 978-1-119-50622-5 • Feb 2020 • 496pp

Commodities and Commodity Derivatives: Modeling and Pricing for Agriculturals, Metals and Energy Risk Management in Commodity Markets: From Shipping to Agriculturals and Energy Agricultural Finance: From Crops to Land, Water and Infrastructure, *Investing in Art: Paintings, Sculpture and Other Tangible Assets*

Part One of the book will present the new features of the art market, in a world where HNWI (High Net Worth Individuals) have pushed prices to spectacular levels and Chinese nationals are representing a vibrant group of buyers. Part Two will introduce some financial economics and behavioural concepts such as 'conspicuous consumption' or extensions of the 'convenience yield' defined for storable commodities. It will argue that the classical art indexes such as the Mei & Moses indexes fail to represent the unique features of the art market as an asset class. The last part of the book will be dedicated to other collectibles such as stamps, old cars, sculpture and compare them to other tangible assets such as vineyard land or prime property in 'alpha' cities.



ISBN: 978-1-119-56406-5

Oct 2019 • 256pp

Money Without Boundaries

How Blockchain Will Facilitate the Denationalization of Money

Thomas J. Anderson

Discover how blockchain will facilitate a new currency that will transcend space and time

Largely inspired by *The Denationalization of Money* by Friedrich Hayek, *Money Without Boundaries*' ideological foundation is also inspired by economists and thought leaders like Milton Friedman and Irving Fisher, advancements in capital markets over the past 50 years, and the convergence of old and new technologies. Author Thomas J. Anderson explains how blockchain acts as the filter and the glue, making it all possible.

Compared with other currencies, blockchain-managed money markets are more straightforward and transparent. It is easier to monitor, understand, and assess the quality of their "full-faith and credit." *Money Without Boundaries* shows how not only money, but also the process of borrowing and lending, will evolve to be conducted in a 100% trusted, secure, transparent, open architecture environment. Anderson begins with a history of money and discusses the rise of cryptocurrency, concluding with a comparison of decentralized money markets to all other alternatives.

Money without Boundaries:

- Demonstrates how blockchain technology allows full transparency
- Explains how blockchain makes it possible for money to be fully commoditized
- Explains how this fully market-based, decentralized, self-regulating system has vast implications throughout the global financial system
- Shows how everyone will benefit when they have the opportunity to compete on "full faith in credit"

If you are interested in cryptocurrency, money, monetary theory, or understanding how the applied uses of blockchain technology will change your everyday life, this is essential reading.

About the Author

Thomas J. Anderson (Chicago, IL) is the Founder and Chairman of both Anasova USA Today, Forbes, and the Washington Post.

MONEY & BANKING



Banking

Risk Management, Supervision and Regulation

Ethan Cohen-Cole

ISBN: 978-1-118-71930-5 • Mar 2020 • 400pp

Risk is everywhere and paying attention to it is important if you are involved in financial markets. The interactions between these risks have the potential to spell disaster or success for anyone with long or short positions in the market. This book addresses all the tools and techniques to address these risks in a comprehensive and holistic fashion, while at the same time providing readers with intuition and rules of thumb aided by understanding and applying advanced quantitative measures. After reading this book, you will understand why risk has become its own essential discipline on Wall Street and beyond for investors, bankers, and corporations.

NONPROFIT FUNDRAISING



Winning Grants Step by Step

The Complete Workbook for Planning, Developing, and Writing Successful Proposals, 5th Edition

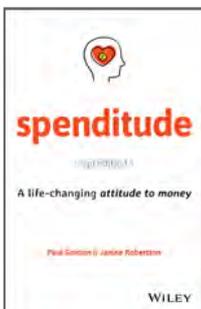
Tori O'Neal-McElrath, Lynn Kanter & Lynn Jenkins English

Series: The Jossey-Bass Nonprofit Guidebook Series • ISBN: 978-1-119-54734-1 • Sep 2019 • 144pp

Strong grant proposal writing made easy

Winning Grants Step by Step: The Complete Workbook for Planning, Developing, and Writing Successful Proposals has long been the go-to resource for individuals and organizations looking for a clear, easy-to-follow approach to tackling the grant-writing process and winning funds. Now, in this revised *Fifth Edition*, changes and developments in the not-for-profit sector are integrated into the time-tested grant-writing formula that has proven effective time and again. This guide is perfect as an introduction for the novice grantseeker or a refresher for the more experienced.

PERSONAL FINANCE



Spenditude

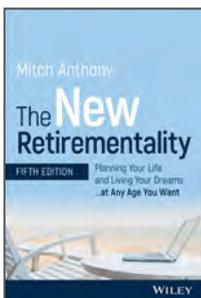
A Life-changing Attitude to Money

Paul Gordon & Janine Robertson

ISBN: 978-0-7303-7203-5 • Sep 2019 • 220pp

Have you ever wondered why some people are naturally good with money?

This book is not about tedious budgets, get-rich-quick schemes, or giving up your daily coffee. Instead you will learn how to improve your relationship with money so you can release your financial anxiety and walk through life feeling in control. Financial wellbeing experts Paul Gordon and Janine Robertson reveal how with small and incremental steps you can empower yourself to change your spenditude for the better. Backed by extensive research, relatable case studies and in-depth interviews, this life-changing guide will help you get on the right path to financial security.



The New Retirementality, 5th Edition

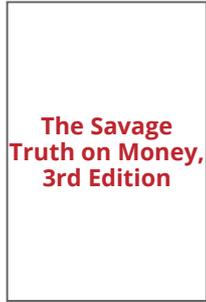
Planning Your Life and Living Your Dreams...at Any Age You Want

Mitch Anthony

ISBN: 978-1-119-61148-6 • Feb 2020 • 240pp

Stop making a living and start making a life with *The New Retire mentality*

Far from being full of doom and gloom, *The New Retirementality, Fifth Edition*, offers a message of hope, along with a roadmap for navigating the choppy waters of retirement planning. While most books focus on Return on Investment, Mitch shows us that *Return on Life*—living the best life possible with the resources we have—is a more fulfilling and achievable approach. Filled with engaging anecdotes, practical advice, and inspirational suggestions, this book will motivate you to rethink what retirement means—and put you in a better position to enjoy the new retire mentality you deserve.



The Savage Truth on Money, 3rd Edition

Terry Savage

ISBN: 978-1-119-64544-3 • Jan 2020 • 368pp

Our entire economy—from individuals to state and federal government—have violated the most basic Savage Truth that headed Chapter 1 in the very first edition of this book and remains unchanged: *Live within your means. Don't spend it all!* During the good times, prepare and save for the tough times or they will devastate you. This new edition of *The Savage Truth on Money* contains those same Truths that would have saved so many people from so much financial woe, if only they had been heeded. They're as appropriate today as ever

Psychological Analysis

ISBN: 978-1-119-28204-4

Apr 2020 • 256pp

Psychological Analysis

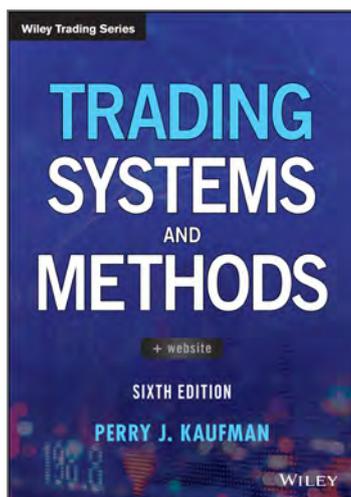
How to Outsmart the Market One Trade at a Time

Adam Sarhan

Fact: Most people do not beat the market. This book was written to change that statistic and skew the odds of success in your favor. This book introduces and sheds light on a new school of thought, coined by the author, titled *Psychological Analysis* (PA) for investing/trading in capital markets. After studying every major economic and market cycle going back to the 3rd century, Adam coined the term Psychological Analysis for capital markets. His research found that the one constant throughout every major boom and bust in history has been psychology. The truth is human nature never changes. Bubbles and bursts happen all over the world, they always have and always will. History is littered with countless booms/busts from different centuries, cultures, religions, race, languages, markets (tulips, real-estate, stocks, etc), just to name a few. This evidence clearly illustrates that human nature doesn't change and that there are more factors that influence price than just fundamental or technical analysis. Fear and greed are the two primary emotions that drive markets and are the primary driver for major market moves in history—up and down. Adam introduces this third school of thought and shows you what is missing in the investing world.

About the Author

Adam Sarhan is the founder and CEO of Sarhan Capital, an investment and advisory firm that strives to provide intelligent ideas that generate strong returns for its clients in all market environments. He coined the term "Psychological Analysis" for capital markets, which adds an additional component to fundamental and technical analysis. Sarhan has been quoted in all multi-media platforms. From print and online publications including Barron's, WSJ, Reuters and MarketWatch to numerous on-camera television TV appearances with CNBC and CBS. He holds a BA & MA in political science.



Series: Wiley Trading

ISBN: 978-1-119-60535-5

Dec 2019 • 1200pp

Trading Systems and Methods, 6th Edition

Perry J. Kaufman

Author's Previous Titles Licensed in: Russian, Simplified Chinese

The new edition of the definitive reference to trading systems—expanded and thoroughly updated.

Professional and individual traders have relied on *Trading Systems and Methods* for over three decades. Now in its sixth edition, this respected book continues to provide readers with the knowledge required to develop or select the trading programs best suited for their needs. In-depth discussions of basic mathematical and statistical concepts instruct readers on how much data to use, how to create an index, how to determine probabilities, and how best to test your ideas. These technical tools and indicators help readers identify trends, momentum, and patterns, while an analytical framework enables comparisons of systematic methods and techniques.

This updated, fully-revised edition offers new examples using stocks, ETFs and futures, and provides expanded coverage of arbitrage, high frequency trading, and sophisticated risk management models. More programs and strategies have been added, such as Artificial Intelligence techniques and Game Theory approaches to trading. Offering a complete array of practical, user-ready tools, this invaluable resource:

- Offers comprehensive revisions and additional mathematical and statistical tools, trading systems, and examples of current market situations
- Explains basic mathematical and statistical concepts with accompanying code
- Includes new Excel spreadsheets with genetic algorithms, TradeStation code, MetaStock code, and more

Trading Systems and Methods is an indispensable reference on trading systems, as well as system design and methods for professional and individual active traders, money managers, trading systems developers.

About the Author

Perry J. Kaufman (Redding, CT) is a financial engineer, well-known for developing algorithmic strategies for the global equity and futures markets. Beginning as a rocket scientist in the Aerospace Industry, where he worked on the navigation and control systems for Gemini, Mr. Kaufman has applied his broad knowledge and experience in computers and technology to trading methods and risk analysis for institutional and commercial applications.

Trading Fixed Income in Emerging Markets

Trading Fixed Income in Emerging Markets

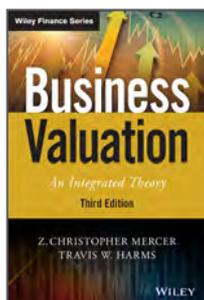
A practitioner's guide

Dirk Willer

Series: Wiley Finance • ISBN: 978-1-119-59899-2 • Feb 2020 • 232pp

A practitioner's guide to finding alpha in fixed income trading in emerging markets

Trading Fixed Income in Emerging Markets examines the principle drivers for EM fixed income investing. This timely guide suggests a more systematic approach to EM fixed income trading with a focus on practical trading rules on how to generate alpha, assisting EM practitioners to limit market-share losses to passive investment vehicles. *Trading Fixed Income in Emerging Markets: A Practitioner's Guide* is an indispensable resource for EM fund managers, analysts and strategists, sell-side professionals in EM and non-EM specialists considering activity in emerging markets.



Business Valuation, 3rd Edition

An Integrated Theory

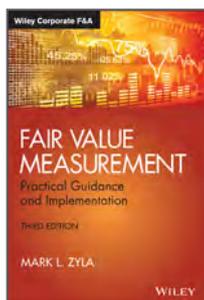
Z. Christopher Mercer & Travis W. Harms

ISBN: 978-1-119-58309-7 • Apr 2020 • 304pp

Author's Previous Editions Licensed in: Russian

A guide that demystifies modern valuation theory and shows how to apply fundamental valuation concepts

The revised and updated third edition of *Business Valuation: An Integrated Theory* explores the core concepts of the integrated theory of business valuation and adapts the theory to reflect how the market for private business actually works. In this third edition of their book, the authors—two experts on the topic of business valuation—help readers translate valuation theory into everyday valuation practice. The third edition of *Business Valuation* is the only book available regarding an integrated theory of business valuation—offering an essential, unprecedented resource for business professionals.



Fair Value Measurement, 3rd Edition

Practical Guidance and Implementation

Mark L. Zyla

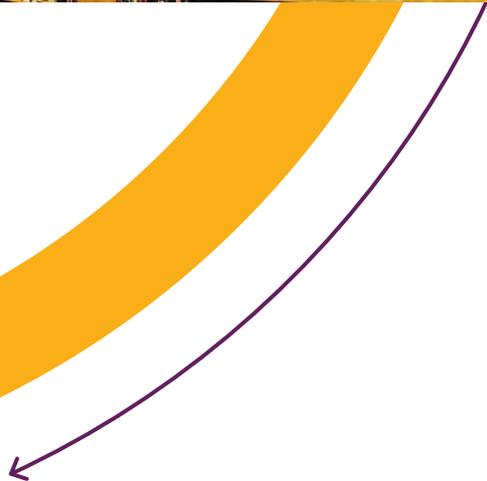
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