

Business, Finance & Accounting Catalogue

Spring/Summer 2020



www.wiley.com

WILEY



Table of Contents

Business

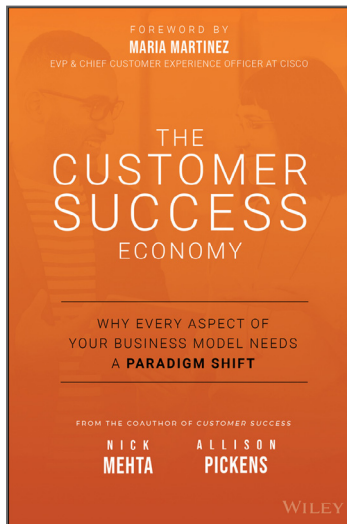
Business & Growth	4
Business Technology	9
Creativity & Innovation	14
Leadership & Management	23
Sales & Marketing	29
Self-Help	36
Small Business & Entrepreneurship	45

Finance & Accounting

Finance & Investments	52
Institutional & Corporate Finance	58
Investments & Securities	61
Money & Banking	62
Personal Finance	63
Trading	65

Business





ISBN: 9781119572763

May 2020 • 352pp

The Customer Success Economy

Why Every Aspect Of Your Business Model Needs A Paradigm Shift

Nick Mehta

Author's Previous Titles Licensed in: Orthodox Chinese, Japanese, Portuguese

Examples and specifics of how companies can transform through Customer Obsession

If leaders aren't integrating their digital offerings into a philosophy of Customer Success, they will be defeated in the next decade, because technical excellence and other traditional competitive advantages are becoming too easy to imitate. This book will give examples and specifics of how companies can transform. This book will address the pains of transforming organizational charts, leadership roles and responsibilities and strategies, so the whole company works together in total service to the customer. It will give leaders an understanding of how their digital implementations will make them more Amazon-like, deliver recurring revenue, less churn and customer retention.

About the Author

Nick Mehta (San Francisco, CA; www.gainsight.com) is CEO of Gainsight, the leading Customer Success company, and has helped to create the "Customer Success" movement. Prior to leading Gainsight, Nick was an Entrepreneur in Residence at Accel Partners and lead two successful tech companies.

Killer Visual Strategies

Engage Any Audience, Improve Comprehension, and Get Amazing Results Using Visual Communication

Amy Balliett

Discover the foundation, power, and necessity of visual communication with this essential guide

Visual communication has changed. It's gone from being an optional medium for relaying information to an important method for building connections and increasing understanding. We now use visual storytelling to help us establish and strengthen relationships, engage distracted audiences, and bring clarity to complexity. *Killer Visual Strategies* examines how visual communication has transformed how brands connect with their customers and colleagues alike. It looks at the growing audience demand for quality visual content and how organizations must meet this demand or risk being left behind.

Killer Visual Strategies traces the history of visual communication and explores why it now plays an integral role in our daily lives. As Amy Balliett tells the story of this evolving medium, she naturally incorporates visuals, such as timelines and data visualizations throughout. In addition to providing actionable rules to follow for creating high-impact visual content, Balliett also explores the latest trends, including visual search, augmented reality (AR), and virtual reality (VR). Then, she looks forward to what lies ahead in this dynamic field. The book's topics can benefit readers in a range of professions where visual content is now vital to sharing a message.

- Learn best practices for visual communication
- Gain inspiration from countless visual examples
- Stay on top of the latest trends in visual communication
- Understand visual communication for marketing, sales, design, HR, and more

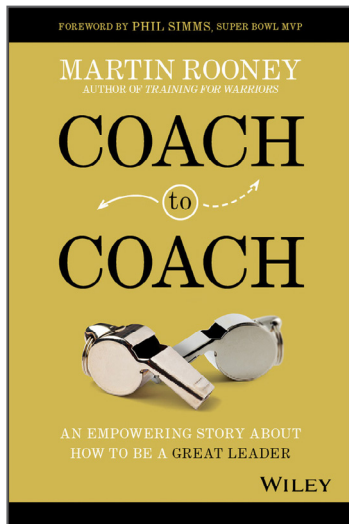
Killer Visual Strategies provides a clearer picture of the evolution of visual communication as a fundamental part of how a story is told.

About the Author

Amy Balliett (Seattle, WA, <https://killervisualstrategies.com>) is the CEO and cofounder of Killer Infographics, a Seattle-based visual communication agency and an Inc. 5000 company for three years running. Killer Infographics has become an industry leader, driving visual communication campaigns for non-profits and Fortune 500 clients alike, including Microsoft, Boeing, Adobe, Nikon, Starbucks, the National Endowment for the Arts, and the United Nations. She is also an instructor at Seattle's School of Visual Concepts, a guest lecturer at the University of Washington, a LinkedIn Learning and Lynda.com instructor, and a columnist for *Inc.*

ISBN: 9781119680222

July 2020 • 300pp



ISBN: 9781119662198

Mar 2020 • 208pp

Coach to Coach

An Empowering Story About How to Be a Great Leader

Martin Rooney

Learn the secrets for becoming the inspirational coach everyone is waiting for

Think about the coaches you've had throughout your life. Most likely, some were good, others not so good. Maybe one or two were great. One thing is undeniable: Coaches can influence your life in ways that can be negative or positive. A coach can either build you up or tear you down. The world needs better coaches in all walks of life — if you're a parent, a teacher, a co-worker, or a leader, you are also a coach. Which kind of coach do you want to be? *Coach to Coach* helps you answer this question and shares the secrets to bringing out the best in a person, both on and off the field.

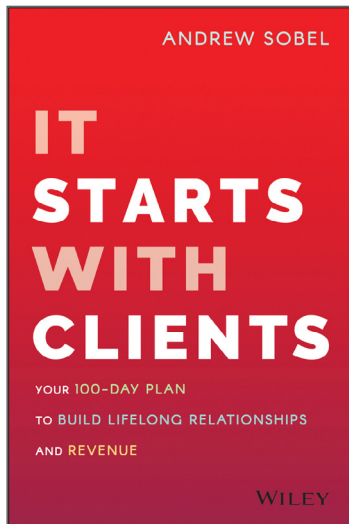
For more than twenty years, author Martin Rooney has coached professional sport stars, Olympic champions, and business leaders to high levels of performance, analyzing thousands of real-life examples of what works and what doesn't. Reading like a simple parable, this engaging book gives you an easy-to-use yet highly effective formula for becoming a better coach for your teams, in your business, and in your personal life. Packed with valuable insights and expert advice, this appealing book helps you:

- Learn how to be a great leader by being a great coach
- Create positive lives for your children and the people you work with
- Inspire and motivate the people around you
- Turn your natural skills and talents into your own unique coaching style
- Use proven, time-tested coaching strategies to get results

Coach to Coach: An Empowering Story About How to Be a Great Leader is an ideal book for coaches, leaders, managers, entrepreneurs, educators, parents, and anyone wanting to bring out the best in those around them.

About the Author

Martin Rooney (Charlotte, NC; <https://www.trainingforwarriors.com/>) has traveled the world, dedicating his life to coaching others to high level performance. Former COO of Parisi Speed School and CEO of Training for Warriors, two fitness franchises with more than 400 facilities worldwide, Rooney has worked with Olympians, professional athletes including NY Giants and NY Jets, as well as average men and women of all ages. As a result of his speaking and consulting, he has also worked with *Fortune* 500 companies like Nike and Prudential and military organizations such as the Army Rangers and Navy SEALs.



ISBN: 9781119619109

Apr 2020 • 208pp

It Starts With Clients

Your 100-Day Plan to Build Lifelong Relationships and Revenue

Andrew Sobel

Authors Previous Titles Licensed in: Arabic, Orthodox Chinese, Simplified Chinese, Dutch, Japanese, Korean, Polish, Portuguese, Romanian, Russian, Spanish, Thai, Turkish, Vietnamese

World-renowned client relationship authority shows you how to dramatically grow your business

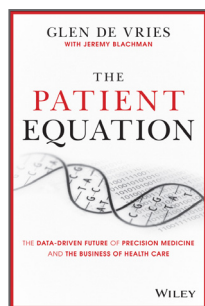
Andrew Sobel, author of the international bestsellers *Clients for Life* and *Power Questions*, offers a proven, 100-day plan for conquering 14 tough client development challenges and growing your client base. He's encapsulated 25 years of unique research, including personal interviews with over 3000 top executives, into a practical roadmap for winning more new clients and growing your existing relationships.

You'll learn specific strategies to move confidently and predictably from a first meeting to a signed contract, and discover the agenda-setting techniques that create a steady stream of sole-source business. You'll master the art of reframing client requests, leading to broader, higher-impact engagements. You'll dramatically sharpen your ability to ask the powerful questions that can transform your client relationships. And, you'll learn to develop advisory relationships with influential C-suite executives. Andrew illustrates each weekly challenge with real-life examples drawn from thousands of executive meetings. He shares success strategies from having grown and led three highly successful professional service businesses as well as from his interviews with over 1500 acclaimed rainmakers.

Andrew has taught these strategies to over 50,000 professionals around the world, and they're now available to you in this highly readable, portable masterclass. Whether you are early in your career and need a comprehensive guide to grow your client base from the ground up or are a seasoned practitioner who wants to accelerate your business growth, *It Starts With Clients* will take you to the next level.

About the Author

Andrew Sobel (www.andrewsobel.com) has run his own international consulting firm, Andrew Sobel Advisors for over 20 years and before that he was a Senior Vice President and Country CEO for Gemini Consulting. His client base is large, varied, and blue-chip. Past/current clients include Deloitte, PwC, EY, Booz Allen Hamilton, Bain & Company, McKinsey, Grant Thornton, Citibank, UBS, Bank of America, Lloyds Banking Group, ANZ, Xerox, and about 150 others. He is considered among the top 3-5 thought leaders on this topic in the world.



The Patient Equation

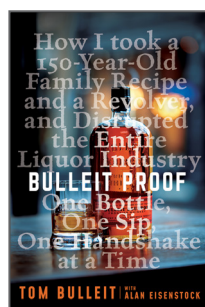
The Data-Driven Future of Precision Medicine and the Business of Health Care

Glen de Vries

ISBN: 9781119622147 • May 2020 • 288pp

How the data revolution is transforming biotech and healthcare

This book presents the history and current state of life sciences and healthcare as well as crucial insights and strategies to help scientists, physicians, executives, and patients survive and thrive in the current disruptive, tech-driven landscape. The biggest challenge facing biotech, pharma, and medical device companies today is how to integrate new knowledge, new data, and new technologies to get the right treatments to the right patients at precisely the right times. This book shows you how to meet that challenge and embrace the data revolution.



Bulleit Proof

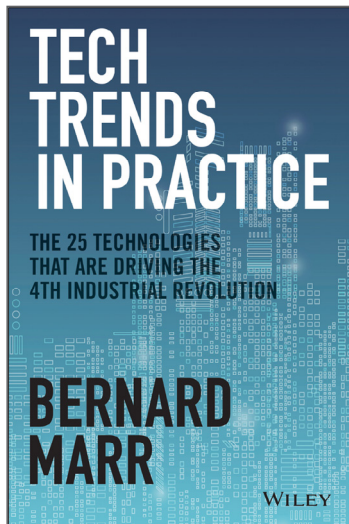
How I Took a 150-Year-Old Family Recipe and a Revolver, and Disrupted the Entire Liquor Industry One Bottle, One Sip, One Handshake at a Time

Tom Bulleit and Alan Eisenstock

ISBN: 9781119597735 • Apr 2020 • 624pp

The compelling story of how one man disrupted the entire liquor industry one sip, one bottle, one handshake at a time

Share Tom's personal story, including his loves, losses, and struggles as well as the history of one of America's most beloved and awarded brands.



ISBN: 9781119646198

Apr 2020 • 312pp

Technology Trends in Practice

Grow Your Business by Using 30 New Technology Trends for Success

Bernard Marr

Authors Previous Titles Licensed in: Simplified Chinese, German, Bahasa Indonesian, Japanese, Korean, Norwegian, Persian, Russian, Spanish, Swedish, Turkish, Vietnamese

Discover how 25 powerful technology trends are transforming 21st century businesses

How will the latest technologies transform your business? *Future Tech Trends in Practice* will give you the knowledge of today's most important technology trends, and how to take full advantage of them to grow your business. The book presents 25 real-world technology trends along with their potential contributions to organizational success. You'll learn how to integrate existing advancements and plan for those that are on the way.

In this book, best-selling author, strategic business advisor, and respected futurist Bernard Marr explains the role of technology in providing innovative businesses solutions for companies of varying sizes and across different industries. He covers wide-ranging trends and provides an overview of how companies are using these new and emerging technologies in practice.

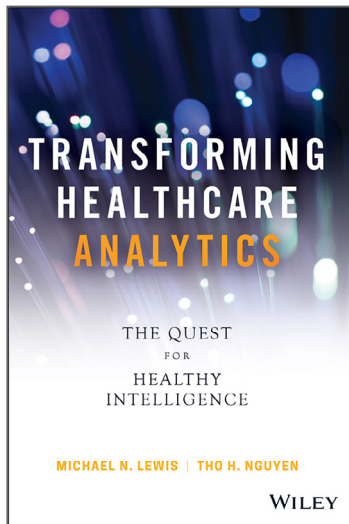
You, too, can prepare your company for the potential and power of trending technology by examining these and other areas of innovation described in *Future Tech Trends in Practice*:

- Artificial intelligence, including machine and deep learning
- The Internet of Things and the rise of smart devices
- Self-driving cars and autonomous drones
- 3D printing and additive manufacturing
- Blockchain technology
- Genomics and gene editing
- Augmented, virtual and mixed reality

When you understand the technology trends that are driving success, now and into the future, you'll be better positioned to address and solve problems within your organization.

About the Author

Bernard Marr is an internationally best-selling business author, keynote speaker and strategic advisor to companies and governments. He is one of the world's most highly respected voices and a renowned expert when it comes to topics such as artificial intelligence, big data and blockchain.



ISBN: 9781119613541

Apr 2020 • 272pp

Transforming Healthcare Analytics

The Quest for Healthy Intelligence

Michael N. Lewis and Tho H. Nguyen

Provides real examples of how to apply innovative techniques and technology in the healthcare industry through analytics

Healthcare analytics offers intelligence for making better healthcare decisions. Identifying patterns and correlations contained in complex health data, analytics has applications in hospital management, patient records, diagnosis, operating and treatment costs, and more. Helping healthcare managers operate more efficiently and effectively.

Transforming Healthcare Analytics: The Quest for Healthy Intelligence shares real-world use cases of a healthcare company that leverages people, process, and advanced analytics technology to deliver exemplary results.

This book illustrates how healthcare professionals can transform the healthcare industry through analytics. Practical examples of modern techniques and technology show how unified analytics with data management can deliver insight-driven decisions. The authors — a data management and analytics specialist and a healthcare finance executive — share their unique perspectives on modernizing data and analytics platforms to alleviate the complexity of the healthcare, distributing capabilities and analytics to key stakeholders, equipping healthcare organizations with intelligence to prepare for the future, and more. This book:

- Explores innovative technologies to overcome data complexity in healthcare
- Highlights how analytics can help with healthcare market analysis to gain competitive advantage
- Provides strategies for building a strong foundation for healthcare intelligence
- Examines managing data and analytics from end-to-end, from diagnosis, to treatment, to provider payment
- Discusses the future of technology and focus areas in the healthcare industry

Transforming Healthcare Analytics: The Quest for Healthy Intelligence is an important source of information for CFO's, CIO, CTO, healthcare managers, data scientists, statisticians, and financial analysts at healthcare institutions.

About the Authors

Michael N. Lewis (Bay Village, OH) is Senior Director, Enterprise Analytics at Cleveland Clinic where he directs an industry-leading, cross-functional team. Prior to joining Cleveland Clinic, Lewis was Regional Network manager at Medical Mutual of Ohio Cleveland where he was responsible for the development, management, and oversight of regional and national networks.

Tho H. Nguyen (Raleigh, NC) is Director, Global Alliance and Marketing at Teradata where he manages and delivers an integrated portfolio of technologies to accelerate the adoption of analytics, data management and reporting in the cloud and on-premise to customers. Prior to joining Teradata he was senior product manager, global product planning and management at Sony Ericsson; product marketing manager/marketing manager worldwide marketing/data warehousing product manager, Asia/Pacific and Latin America for SAS. In addition, he is a blogger at Forbes.com

Digital (R)evolution

Strategies to Accelerate Business Transformation

Yuri B. Aguiar

Explains why digital transformation is necessary and presents clear steps for executing a successful digital transformation strategy

Even though the term “Digital Transformation” is prevalent throughout the current business landscape, various misunderstandings and misconceptions are often attached to it. Everyone agrees that digital transformation is essential for any enterprise, but few can define what it actually means to the modern business. Digital transformation does not specifically or exclusively define the consequences of digital technology. The term refers to the fact that technology, which happens to be digital, enables people to solve their traditional problems with digital solutions. It’s not to say that their problems could not be solved using the older methods, they simply prefer the new way. *Digital (R)evolution: Strategies to Accelerate Business Transformation* explains why digital transformation is necessary and provides a framework for executing an effective implementation strategy.

Filling a significant gap in current knowledge, this timely book helps senior executives and technology leaders create practical strategies which, when correctly applied, lead to successful digital transformation. Author Yuri Aguiar, Chief Innovation and Transformation Officer at The Ogilvy Group, shares his real-world insights on developing new, digital-based business models and internal processes. Written in clear, straightforward language, this valuable guide:

- Serves as a blueprint for successful digital transformation in any enterprise or organization
- Addresses the strategy and governance requirements of businesses regardless of industry
- Features in-depth, firsthand examples of various transformation strategies
- Explains the factors that cause strategies to succeed or fail

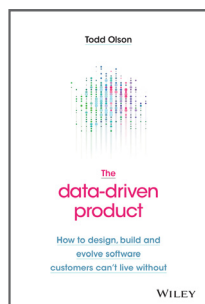
Digital (R)evolution: Strategies to Accelerate Business Transformation is a much-needed resource for C-suite executives, corporate board members, corporate attorneys, investors, and venture capitalists.

About the Author

Yuri B. Aguiar is the Director of Innovation and Transformation at The Ogilvy Group. He partners with the Ogilvy CEO and CFO on cross-functional initiatives to simplify operational structures, optimize processes, and improve operating margins across the \$2.8 billion agency. Prior to that, he was the Strategic Portfolio Director on the leadership team at WPP Coretech. He has been a CIO, CTO, and Director of Worldwide Technology Operations over his 18-year stint as a Global Leader in business technology.

ISBN: 9781119619734

Apr 2020 • 256pp



The Data-Driven Product

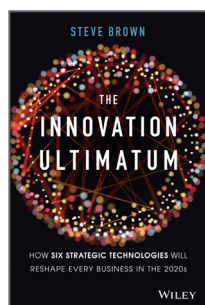
How to Design, Build, and Evolve Software Customers Can't Live Without

Todd Olson

ISBN: 9781119660873 • Sep 2020 • 256pp

A roadmap for software product teams on designing a great user experience

Once someone begins using a digital product, their unique experience unfolds. How you shape that experience is integral to customer satisfaction and future sales. This book guides product teams and their leaders in designing a delightful experience directly inside their web and mobile applications. It explains why some software products fail to measure up in the eyes of the users — and how to avoid that fate — helping product managers, user experience designers, team leaders, and other stakeholders create software their customers love to use.



The Innovation Ultimatum

Six strategic technologies that will reshape every business in the 2020s

Steve Brown

ISBN: 9781119615422 • Jan 2020 • 320pp

An accessible guide to the key technologies that will reshape business in the coming decade

Most businesses identify six key digital technologies — AI, distributed ledgers and blockchain, the Internet of Things, autonomous machines, virtual and augmented reality, and 5G communication — as critical to their relevance and growth over the coming ten years. These new disruptive technologies present significant opportunity for businesses in every industry. The first businesses to understand automation and these transformative technologies will be the ones to reap the greatest rewards in the marketplace. *The Innovation Ultimatum* helps leaders understand the key technologies poised to reshape business in the next decade and prepare their organizations for technology-enabled change.



Data-First Marketing

Data-Driven Marketing in the Age of Analytics

Janet Driscoll Miller and Julia Lim

ISBN: 9781119701217 • Aug 2020 • 256pp

Written by two experts in the field

For B2B companies, the shift to thinking about data in strategic ways requires a top-to-bottom transformation which we refer to as Data-First Marketing. The growing maturation of marketing technology tools for ROI reporting, attribution and marketing intelligence make this the perfect time for the early adopters in the B2B marketing space to create true competitive advantage for their companies. *Data-First Marketing* describes the benefits and provides a blueprint for implementing data-driven marketing with business strategy and goals.

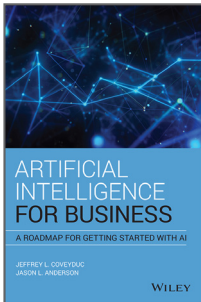
Enterprise Artificial Intelligence Transformation

Rashed Haq

ISBN: 9781119665939 • Apr 2020 • 352pp

Learn to build and scale AI capability within your organization

The first of its kind, this book grants technology leaders the insight to create and scale their AI capabilities and bring their companies into the new generation of technology. As AI continues to grow into a necessary feature for many businesses, more and more leaders are interested in harnessing the technology within their own organizations. In this new book, leaders will learn to master AI fundamentals, grow their career opportunities, and gain confidence in machine learning.



Artificial Intelligence for Business

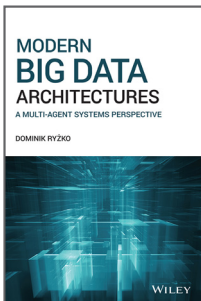
A Roadmap for Getting Started with AI

Jason L. Anderson and Jeffrey L. Coveyduc

ISBN: 9781119651734 • Apr 2020 • 224pp

A roadmap showing business leaders how to transform their organization with AI technology

This title provides the reader with an easy to understand roadmap for how to take an organization through the adoption of AI technology. It will first help with the identification of which business problems and opportunities are right for AI and how to prioritize them to maximize the likelihood of success. It will help with the identification of which business problems and opportunities are right for AI and how to prioritize them to maximize the likelihood of success.



Modern Big Data Architectures

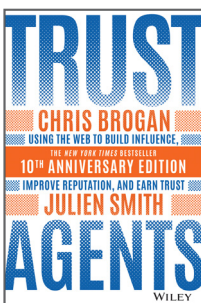
A Multi-Agent Systems Perspective

Dominik Ryzko

ISBN: 9781119597841 • Apr 2020 • 208pp

Provides an analysis of big data and multi-agent systems

Modern Big Data Architectures examines modern concepts and architecture for Big Data processing and analytics. This unique, up-to-date volume provides joint analysis of big data and multi-agent systems, with emphasis on distributed, intelligent processing of very large data sets. Each chapter contains practical examples and detailed solutions suitable for a wide variety of applications. The author, an internationally-recognized expert in Big Data and distributed Artificial Intelligence, demonstrates how base concepts such as agent, actor, and micro-service have reached a point of convergence — enabling next generation systems to be built by incorporating the best aspects of the field.



Trust Agents

Using the Web to Build Influence, Improve Reputation, and Earn Trust, 10th Anniversary Edition

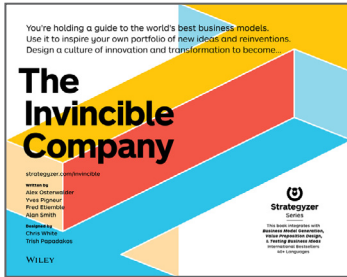
Chris Brogan and Julien Smith

ISBN: 9781119665960 • July 2020 • 240pp

Authors Previous Titles Licensed in: Arabic, Orthodox Chinese, Simplified Chinese, Polish, Russian

The 10th Anniversary Edition helps companies get back on track

This *New York Times* bestseller has been thoroughly revised and updated to reflect the new business realities of social networks and the latest digital technologies. All-new content and supplemental materials show business leaders how to attract the right kind of attention, communicate directly to specific groups, and leverage human innovation and originality in this age of AI and automation. From using the latest apps and platforms to build trusted networks of influence, to implementing laser-focused marketing strategies to cut through digital clutter, critical information is supported by real-world examples and case studies, advanced theory, and practical, actionable guidance.



ISBN: 9781119523963

Apr 2020 • 368pp

The Invincible Company

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

Alexander Osterwalder, Yves Pigneur,
Alan Smith, and Frederic Etienneble

Rights already licensed in: Arabic, Simplified Chinese, Danish, Dutch, French, German, Greek, Italian, Portuguese, Russian, Spanish, Vietnamese

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

The long-awaited follow-up to *Business Model Generation* and *Value Proposition Design*

After years of researching how the world's best companies develop, test, and scale new business models, the authors have produced their definitive work. *The Invincible Company* explains what every organization can learn from the business models of the world's most exciting companies.

It explains how companies such as Amazon, IKEA, Airbnb, Microsoft, and Logitech, have been able to be immensely successful and disrupt entire industries. At the core of these successes are not just great products and services, but profitable, innovative business models — and the ability to improve existing models while consistently launching new ones.

The Invincible Company presents practical new tools for measuring, managing, and accelerating innovation, and strategies for reducing risk when launching new business models. Serving as a blueprint for growth strategy, *The Invincible Company* explains how to constantly stay ahead of the competition.

In-depth chapters explain how to create new growth engines, change how products and services are created and delivered, extract maximum profit from each type of business model, and much more. New tools — such as the Business Model Portfolio Map, Innovation Metrics, Innovation Strategy Framework, and the Culture Map — enable readers to understand how to design invincible companies.

Presented in striking 4-color, and packed with practical visuals and tools, *The Invincible Company* is a must-have book for business leaders, entrepreneurs, and innovation professionals.

About the Authors

Dr. Alexander Osterwalder (www.strategyzer.com) co-founded Strategyzer, a software company specializing in tools and content for strategic management and innovation. He invented the “Business Model Canvas,” the strategic management tool to design, test, build, and manage business models, which is used globally.

Yves Pigneur is co-author of *Business Model Generation* and a professor of management and information systems at the University of Lausanne.

Alan Smith helped create the Value Proposition Canvas and co-founded Strategyzer.

Frederic Etienneble is an Executive Advisor on Innovation & Transformation. With extensive experience and toolkit in strategy and innovation, Fred has been helping global executives navigate successfully these complex business challenges for two decades.



ISBN: 9780730383642

Mar 2020 • 240pp

Innovator's Playbook

How to Create Great Products, Services and Experiences that Your Customers Will Love

Nathan Baird

Take a design-led approach to innovation

Innovation drives growth in organizations and entire economies. Yet innovation is hard, risky and rarely successful. Most innovations and startups fail because of a lack of focus on the front end of the innovation process where customer needs are researched, insights are distilled, solutions are ideated, prototyped and tested and business models are shaped. But innovation doesn't have to be this way.

In *Innovator's Playbook*, author and leading Design Thinking expert Nathan Baird shares his 20 years of hands-on experience, tools and methods for developing a winning customer-centric approach to innovation.

This book will teach you how to apply the design thinking method to innovation and help you to innovate better with five practical and proven stages:

1. Build the right team for innovation.
2. Better understand your customer through empathy.
3. Distill and refine customer-centric needs and insights.
4. Unleash your team's creativity to create fresh new ideas to address customer needs.
5. Experiment and validate desirable, feasible and viable solutions.

Innovator's Playbook helps entrepreneurs, corporate teams, startups and leaders across all levels to use design-led methodologies for start-to-finish innovation success.

About the Author:

Nathan Baird is an internationally experienced innovation consultant based in Sydney. Nathan has worked both client side and consultancy side, across most industries and continents. He founded and led innovation and culture firm Methodry. He has also previously acted as a Consulting Program Director for UTS, working with their Business School, Design Innovation & Research Centre and Innovation & Creative Intelligence Unit.

Everyday Creative

A dangerous guide for making magic at work

Mykel Dixon

Unlock creativity in your organization

Businesses are at a crossroads. Economies are stalling. Old models of growth are becoming less relevant. If we are to succeed in the current economic climate, we need to rethink our approach to team and talent development and find more effective ways to attract, retain and leverage independent thinkers. But our ability to think and act differently is hindered by an unconscious and pervasive view that creativity still belongs in the band room and not the boardroom. Most books on creativity fail to demonstrate how fundamental creativity is for business growth. Nor do they outline the urgency with which all of us should be pursuing our own creative sensibilities given the accelerated and pervasive impact of digital technology.

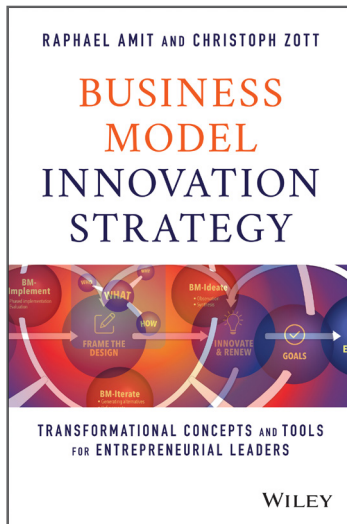
This book spotlights that original thinking is the source of our competitive advantage and driver of sustainable success. It is about Creative Leadership and the courage to seek, nurture and liberate original thinking. It makes Creativity an accessible and essential skill for all people to develop regardless of role, title or department.

About the Author

Mykel Dixon is a musician by trade, gypsy by nature, fierce non-conformist, prolific anti-perfectionist, and works with senior leaders of *Fortune* 500 and ASX 200 companies to future proof their organizations by unlocking the innate creative potential of their people and cultivating high-performance innovation cultures. He is also a co-curator of "The House of Beautiful Business" (a high-impact global conference & community based in Lisbon, Portugal), whose members include global thought leaders and senior leaders from some of the most progressive organizations in the world including; Google X, Siemens, BCG, AirBnB, Galp, Salesforce, *Time* Magazine, *NYT*, TED, world Economic Forum.

ISBN: 9780730383734

Aug 2020 • 240pp



ISBN: 9781119689683

Sep 2020 • pagecount_to_come

Business Model Innovation Strategy

Transformational Concepts and Tools for Leaders and Entrepreneurs

Raphael Amit and Christoph Zott

The first overview of business model strategy for both academic and business audiences

Business Model Innovation Strategy is the first book of its kind. Authors Amit and Zott anchored the book in 20 years of theoretical and empirical research and on numerous scholarly publications on the design, implementation, and performance implications of innovative business models by startups as well as incumbent firms. They are the most widely cited researchers in the field of business model innovation, and teach at top-ranked Wharton School of the University of Pennsylvania and at the prestigious European business school IESE in Barcelona, Spain.

The book constitutes a full semester textbook targeted at MBA/EMBA, and senior undergraduate courses in strategy and entrepreneurship, globally. In the trade market, the book provides readers with state-of-the-art and action-oriented guidance on the role of business model innovation in the determination of the viability and prosperity of their businesses.

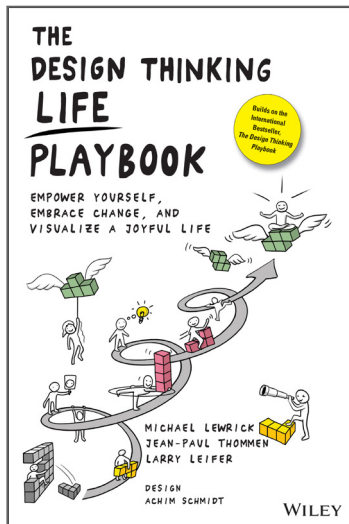
- Learn the basics of business model innovation — including the latest developments in the field and how to do business in new and profitable ways
- Learn how Business model innovation presents new and profitable business opportunities in industries that were considered all but immune to attacks from newcomers
- Learn how to determine the viability of your current business model
- Explore the many new possibilities for value creation that originate in the redesign of the firm's business model
- Receive practical step-by-step guidance on how to introduce business model innovation in your own company
- Develop a firm understanding of how business model innovation can lead to strategic advantage and profitability
- Become well versed in an important area of business strategy and entrepreneurship

For organizations in need of new energy for growth and future development, business model innovation is an important area, now and into the coming years. This modular, thirteen chapter, up-to-full-semester text book is filled with in-class exercises and examples from around the world.

About the Author

Raphael Amit (Philadelphia, PA <https://mgmt.wharton.upenn.edu/profile/amit/>) is the Marie and Joseph Melone Professor and a Professor of Management at the Wharton School. He has published widely cited, award winning research on business models.

Christoph Zott (Barcelona, Spain <https://www.iese.edu/faculty-research/faculty/christoph-zott/>) is professor in the Department of Entrepreneurship at the prestigious European Business School IESE in Barcelona, Spain. Prof. Zott has published on business models in the *Administrative Science Quarterly*, the *Journal of Business Venturing*, *Organization Science*, and the *Strategic Management Journal*, as well as in other research outlets and books.



ISBN: 9781119682240

May 2020 • 352pp

The Design Thinking Life Playbook

Michael Lewrick, Jean-Paul Thommen, and Larry Leifer

Authors Previous Titles Licensed in: Orthodox Chinese, Simplified Chinese, French, Bahasa Indonesian, Italian, Japanese, Korean, Portuguese, Thai, Vietnamese. No German rights.

The author's first book, *The Design Thinking Playbook* is currently the #1 bestselling book on Design Thinking

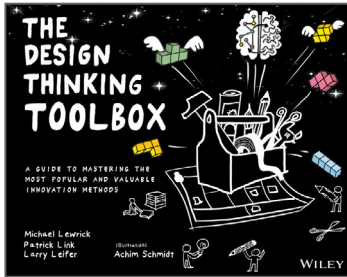
Design Thinking has been used widely in business to bring a disciplined approach to innovation, but it can be just as easily applied to your personal life and career—with amazing results. This inspirational book, drawing on design thinking and positive psychology, will help you imagine new possibilities for your life, test them in the real world, expand on what works, and move on from what doesn't. With hundreds of creative 4-color images, the authors present a mix of design thinking methods, coaching tools and systemic advice for personal development. If you appreciate new ways of working, desire a better work-life-balance, or need a career change to make better use of your skills and capabilities, this book, and design thinking, will you launch your own "spiral evolution."

About the Authors

Michael Lewrick (Zurich, Switzerland) holds an MBA and PhD from Stanford, and is Head of Deloitte Labs. He is the co-author of the international bestseller, *The Design Thinking Playbook* which describes amazing transformations in organizations, teams, and individuals. He consults and works closely with both universities and businesses, and he has intensively studied mindsets that enable problem-solving and his research interests center on personal and organizational change.

Jean-Paul Thommen (Wiesbaden, Germany) is a professor at The European Business School, Wiesbaden, Germany, teaching leadership, organizational development, and business ethics. He created a coaching program for the university that has trained thousands of students and his "Coaching" is widely used. He also consults to businesses on leadership and organizational development.

Larry Leifer (Palo Alto, CA) is a professor of engineering at Stanford University and has been a key contributor to the design thinking movement in Silicon Valley and globally, though teaching and consulting, and through the world-renowned design firm IDEO, which was founded by one of his students. Larry's design thinking work is focused on tools to help design teams understand, support, and improve design practice and theory.



ISBN: 9781119629191

Apr 2020 • 352pp

The Design Thinking Toolbox

A Guide to Mastering the Most Popular and Valuable Innovation Methods

Michael Lewrick, Patrick Link, and Larry Leifer

Authors Previous Titles Licensed in: Orthodox Chinese, Simplified Chinese, French, Bahasa Indonesian, Italian, Japanese, Korean, Portuguese, Thai, Vietnamese.

No Dutch or German rights.

How to use Design Thinking Tools — a practical guide to make innovation happen

The Design Thinking Toolbox explains the most important tools and methods to put Design Thinking into action. Based on the largest international survey on the use of Design Thinking, the most popular methods are described in four pages each by an expert from the global Design Thinking community. If you are involved in innovation, leadership, or design, these are tools you need. Simple instructions, expert tips, templates, and images help you implement each tool or method.

- Quickly and comprehensively familiarize yourself with the best design thinking tools
- Select the appropriate warm-ups, tools, and methods
- Explore new avenues of thinking
- Plan the agenda for different design thinking workshops
- Get practical application tips

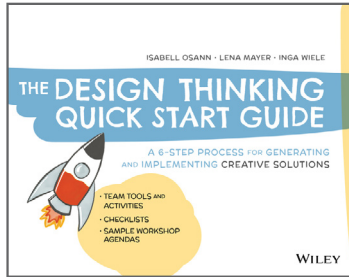
The Design Thinking Toolbox help innovators master the early stages of the innovation process. It's the perfect complement to the international bestseller *The Design Thinking Playbook*.

About the Authors

Michael Lewrick (Zurich, Switzerland) holds an MBA and PhD from Stanford, and is Head of Deloitte Labs. He is the co-author of the international bestseller, *The Design Thinking Playbook* which describes amazing transformations in organizations, teams, and individuals. He consults and works closely with both universities and businesses, and he has intensively studied mindsets that enable problem-solving and his research interests center on personal and organizational change.

Jean-Paul Thommen (Wiesbaden, Germany) is a professor at The European Business School, Wiesbaden, Germany, teaching leadership, organizational development, and business ethics. He created a coaching program for the university that has trained thousands of students and his "Coaching" is widely used. He also consults to businesses on leadership and organizational development.

Larry Leifer (Palo Alto, CA) is a professor of engineering at Stanford University and has been a key contributor to the design thinking movement in Silicon Valley and globally, though teaching and consulting, and through the world-renowned design firm IDEO, which was founded by one of his students. Larry's design thinking work is focused on tools to help design teams understand, support, and improve design practice and theory.



ISBN: 9781119679899

Jan 2020 • 144pp

The Design Thinking Quick Start Guide

A 6-Step Process for Generating and Implementing Creative Solutions

Isabell Osann, Lena Mayer, and Inga Wiele

Rights Already Licensed: Italian, Simplified Chinese

No German rights.

A brief, beautiful introduction to Design Thinking that inspires business creativity and innovative solutions

The Design Thinking Quick Start Guide: A 6-Step Process for Generating and Implementing Creative Solutions shows you how you and your team can become more creative. This book presents methods you can use to innovate playfully and enjoyably.

The Design Thinking Quick Start Guide is full of practical tools and activities, like the 6-3-5 method of brainstorming, to help you and your team get creative. For each of the six steps in the design thinking process, the authors offer two warm-ups that get teams ready to contribute and arrive at innovative solutions.

- Spur innovation with checklists for brainstorming and implementation
- Learn how to generate new ideas
- Lead your team in a proven process for doing creative work

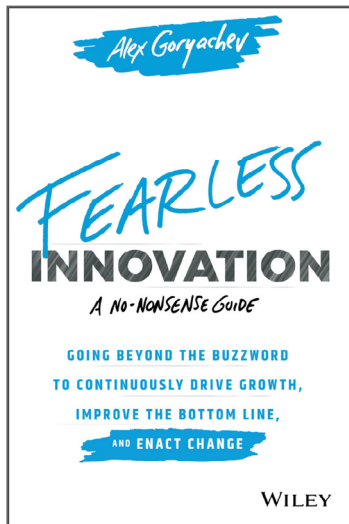
Whether you're new to design thinking or experienced, the clearly outlined steps in this guide will inspire you to create and implement great ideas.

About the Authors

Isabell Osann is a consultant, coach, and Professor of Management and Organization.

Lena Mayer is a Design Thinking Coach and researcher at the University of Potsdam in Germany.

Inga Wiele is cofounder and head of a strategy consulting firm, and a design thinking trainer.



ISBN: 9781119579526

Jan 2020 • 208pp

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 Fourth Industrial Revolution is driving change at an unprecedented pace, level, and intensity that is impacting businesses across industries, not to mention our everyday lives. We are rapidly blurring the physical and the digital, transforming the way we live and, in some sense, what it even means to be human. Whether we run a startup or multinational, a nonprofit or academic institution, a city or a whole country, we need to embrace this change to not just survive but thrive under these new realities.

In *Fearless Innovation*, Cisco's Managing Director of Innovation Strategy and Programs explores how, no matter their function, leaders and managers can cut through the noise to understand change and deliver real results.

Goryachev's actionable, consistent, and timeless innovation principles offer a blueprint to driving growth, enacting change, increasing the bottom line, and creating clear measurable value. Featuring diverse case studies of some of today's most innovative organizations, historical observations, first-hand experience, and a look at where innovation is thriving, and why, this down-to-earth guide provides advice and clear steps on how to:

- Get teams to embrace innovation beyond empty slogans
- Focus on execution of innovation through leadership and strategy
- Measure the real effects of innovation to showcase ROI and attract investment
- Break down org silos by empowering effective, diverse, and inclusive teams
- Drive co-innovation through win-win ecosystem-wide partnerships
- Organize innovation teams and orchestrate outcomes by leveraging organizational DNA
- Communicate the value of innovation to differentiate ourselves from competition

Written for any organization that wants to stay relevant in the 21st Century, and even beyond, *Fearless Innovation* offers a step-by-step guide for getting past the confusion, overcoming fear, and getting down to business to create an environment of true innovation.

About the Author

Alex Goryachev oversees Cisco Systems innovation in 14 countries (Cisco is the largest networking company in the world). As Cisco's 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.



Innovating in Healthcare

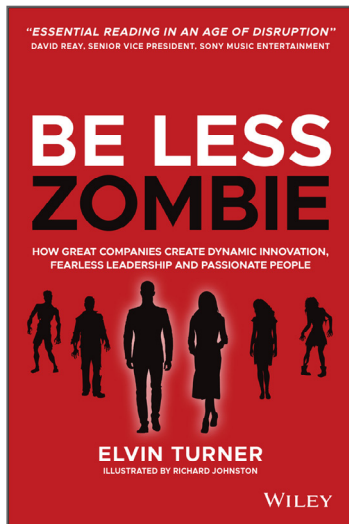
Creating Breakthrough Services, Products, and Business Models

Regina E Herzlinger

ISBN: 9781119543008 • Sep 2020 • 304pp

Create breakthrough services, products, and business models

Innovating in Health Care offers effective approaches for designing, reworking, and implementing innovative healthcare services, products, and business models. It will help anyone working in healthcare service or product development, from hospitals to startups, to question the status quo in healthcare and implement new solutions that lower costs while increasing both quality and access. Designed for healthcare executives, providers, and degree students, *Innovating in Health Care* is a comprehensive guide for maximizing the viability of a new healthcare product, service, or business.



ISBN: 9780857088208

Mar 2020 • 416pp

Be Less Zombie

How great companies create dynamic innovation, fearless leadership and passionate people

Elvin Turner

Make innovation more remarkable, inevitable and profitable

'Zombie' companies cling to what kills them: Obsolete and frustrating ways of working that crush innovation and drain people's motivation.

Be Less Zombie distils 10 years of field research amongst some of the world's leading innovators into a pragmatic, actionable toolkit. Designed for managers who need more remarkable innovation with repeatable, scalable approaches, it shows readers how to:

- De-risk bolder, more profitable innovation
- Make innovation a predictable and measurable capability
- Equip managers with essential tools and skills for leading innovation and transformation
- Help teams find new capacity and energy to deliver today's business whilst discovering tomorrow's

Turner's research also delves beyond the business world. He brings insights from a wide range of unexpected, expert sources including a guerrilla negotiator, a cage-fighter trainer, an *X-Factor* coach, a senior emergency room doctor, and a fashion designer.

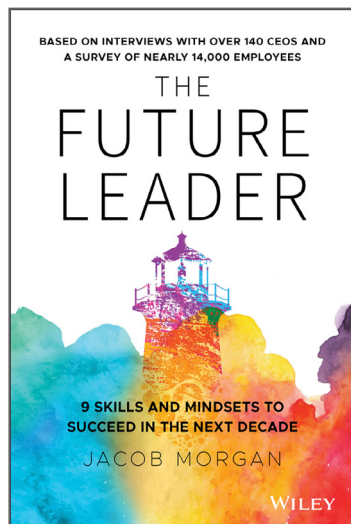
His "*Turn It On*" innovation framework gives leaders and managers tools, processes and pathways to make bolder and more profitable innovation an inevitability, not an anomaly.

This book is for:

- CEOs who need a better, more continuous pipeline of profitable innovation
- Senior leaders who need more ideas, collaboration and energy across their divisions
- Finance executives who want to resource innovation and yet measure it effectively
- Strategy, change and transformation managers charged with delivering greater organizational agility and differentiation
- HR executives who are trying to resource and equip leaders and employees with innovation capabilities
- Organizational development managers tasked with shaping more agile and innovative ways of working
- Team leaders who need to help their people find new capacity and energy to deliver bolder ideas
- Individual employees who want their managers to stop blocking their best ideas

About the Author

Elvin Turner is an award-winning innovation advisor to global corporations, government bodies, not-for-profit organisations, and start-ups around the world. He is also an associate professor at several business schools. For more information visit www.elvinturner.com



ISBN: 9781119518372

Feb 2020 • 320pp

The Future Leader

9 Skills and Mindsets to Succeed in the Next Decade

Jacob Morgan

Rights Already Licensed: Russian, Ukrainian

Authors Previous Title Licensed in: Simplified Chinese, French, Italian, Japanese, Korean, Vietnamese

Are you a future-ready leader?

Do you have the right mindsets and skills to be able to lead effectively in the next ten years and beyond? Most individuals and organizations 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. How is leadership changing, and why? How ready are leaders today for these changes? What should leaders do now? To answer these questions, Jacob interviewed over 140 CEOs from companies like Unilever, Mastercard, Best Buy, Oracle, Verizon, Kaiser, KPMG, Intercontinental Hotels Group, Yum! Brands, Saint-Gobain, Dominos, Philip Morris International, and over a hundred others. Jacob also partnered with LinkedIn to survey almost 14,000 of their members around the globe to see how CEO insights align with employee perspectives

The majority of the world's top business leaders that Jacob interviewed believe that while some core aspects of leadership will remain the same, such as creating a vision and executing on strategy, leaders of the future will need a new arsenal of skills and mindsets to succeed.

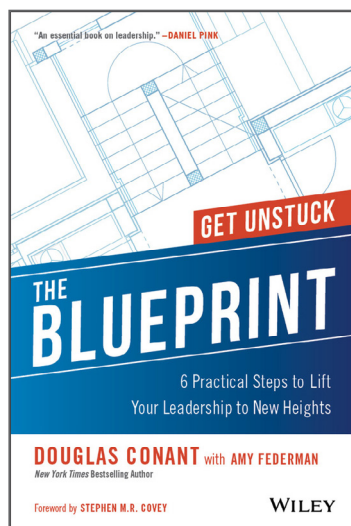
What emerged from all of this research is the most accurate groundbreaking book on the future of leadership, which shares exclusive insights from the world's top CEOs and never before seen research. After reading it, you will:

- Learn the greatest trends impacting the future of leadership and their implications
- Understand the top skills and mindsets that leaders of the future will need to possess and how to learn them
- Change your perception of who a leader is and what leadership means
- Tackle the greatest challenges that leaders of the future will face
- See the gap that exists between what CEOs identified versus what employees are actually experiencing
- Become a future-ready leader

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 (Los Angeles, CA; www.thefutureorganization.com) 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: 9781119560029

Mar 2020 • 368pp

The Blueprint

6 Practical Steps to Lift Your Leadership to New Heights

Douglas R. Conant

Author's Previous Titles Licensed: Orthodox Chinese, Simplified Chinese, Danish, Bahasa Indonesian, Japanese, Korean, Portuguese, Spanish

Lift your leadership to new heights — get unstuck

In 1984, Doug Conant was fired without warning and with barely an explanation. He felt hopeless and stuck but, surprisingly, this defeating turn of events turned out to be the best thing that ever happened to him. Doug began to consider what might be holding him back from realizing his potential, fulfilling his dreams, and making a bigger impact on the world around him.

Embarking on a journey of self-reflection and discovery, he forged a path to revolutionize his leadership and transform his career trajectory. Ultimately, Doug was able to condense his remarkable leadership story into six practical steps. It wasn't until Doug worked through these six steps that he was able to lift his leadership to heights that ultimately brought him career success, joy, and fulfillment.

1. Reach High — *Envision*
2. Dig Deep — *Reflect*
3. Lay the Groundwork — *Study*
4. Design — *Plan*
5. Build — *Practice*
6. Reinforce — *Improve*

In *The Blueprint*, part leadership manifesto, part practical manual, Doug teaches leaders how to work through the same six steps that he used to transform his journey. The six steps are manageable and incremental, designed to fit practically within the pace of busy modern life. Knowing how daunting the prospect of change can be, Doug arms readers with exercises and practices to realistically bring their foundation to life in every situation. Now, today's leaders who feel stuck and overwhelmed finally have a blueprint for lifting their leadership to make meaningful change in their organizations and in the world.

About the Authors

Douglas Conant is the founder of ConantLeadership, former CEO of Campbell Soup Company, and former President of Nabisco Foods, and shares transformational insights in his new book, *The Blueprint*. Conant is the only former *Fortune* 500 CEO who is a *New York Times* bestselling author, a top 50 Leadership Innovator, a Top 100 Leadership Speaker, and a Top 100 Most Influential Author in the World.

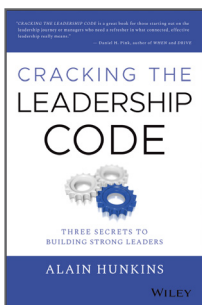
Leading the Way

How Transformational Experiences are Shaping Leadership and Culture

Derek Loudermilk

ISBN: 9781119657736 • Oct 2020 • 256pp

Leading the Way looks at how transformational experiences such as travel, experiences, events and festivals are shaping the next generation of leaders and may be the key to solving humanity's greatest challenges. World traveler and adventure podcaster, Derek Loudermilk argues that embracing unconventional means of leadership development, and innovation are the best means to get out of our comfort zones. Derek highlights certain leadership traits, values, big visions, and personal characteristics that directly result from seeking and achieving transformational experiences.



Cracking the Leadership Code

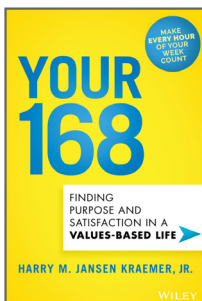
Three Secrets to Building Strong Leaders

Alain Hunkins

ISBN: 9781119675549 • Mar 2020 • 288pp

Practical tools to help others accelerate their learning curve and become the leaders they aspire to be

Cracking the Leadership Code shares the valuable principles and practices that Hunkins developed and refined during the 20+ years he's worked with leaders. When you crack the code, you'll have a new operating model for organizational leadership that will help your teams thrive in a 21st century economy.



Your 168

Finding Purpose and Satisfaction in a Values-Based Life

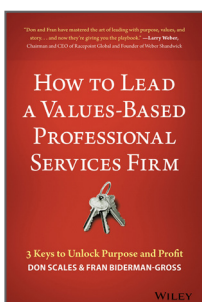
Harry M. Kraemer

ISBN: 9781119658542 • May 2020 • 208pp

Author's Previous Titles Licensed in: Arabic, Vietnamese

Put your values first and devote the time to focus on what matters most

In *Your 168*, written by 2014 Professor of the Year Finalist and bestselling author Harry M. Kraemer, readers learn to put their values and priorities first. By helping you discover the dissonance between what matters most to you and the time you devote to those priorities, you'll uncover the obstacles to leading a value-based life — and how to make changes and build new habits that put your values first.



How to Lead a Values-Based Professional Services Firm

3 Keys to Unlock Purpose and Profit

Don Scales and Fran Biderman-Gross

ISBN: 9781119621522 • Jan 2020 • 240pp

We now live in a values-driven world. As times change, business must evolve and respond

You must close the gap between the messages you declare and the experiences you deliver. *How to Lead a Values-Based Professional Services Firm* shares the vital experience and valuable insights that leaders require to evolve their organizations and navigate the values-driven world we live in.

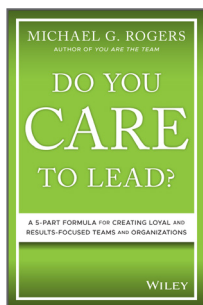


The Five Metrics of Peak Performance Culture

Dave Mitchell

ISBN: 9781119581499 • Sep 2020 • 244pp

Providing a detailed road map for creating a high performing culture in any company or association, this book addresses five critical factors — factors that can be monitored much like a car dashboard — that predict the success of any organization. It builds concepts and provides a new and deeper application of these ideas complete with exercises that readers can use to apply what they have learned immediately. These five critical factors for organizational success are: Horizontal Alignment; Vertical Alignment; Corporate Culture, Seamwork and Teamwork; Employee Experience; and Customer Experience.



Do You Care to Lead?

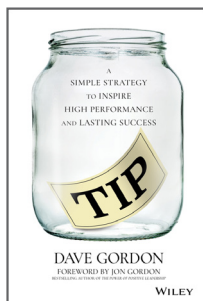
A 5-Part Formula for Creating Loyal and Results-Focused Teams and Organizations

Michael Rogers

ISBN: 9781119628415 • Jan 2020 • 224pp

Create loyal, engaged and results focused teams and organizations

When employees were asked in a Gallup poll whether their supervisor or anyone else at work cared about them, only 4 out of 10 strongly agreed with that statement. That is a startling number. We have a lot of work to do. Old leadership practices don't work anymore. In his work with hundreds of leaders and teams, Michael Rogers has created a practical approach to leadership that works.



TIP

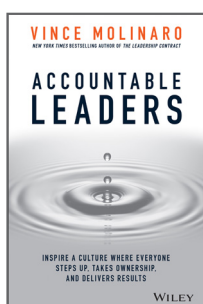
A Simple Strategy to Inspire High Performance and Lasting Success

Dave Gordon

ISBN: 9781119641445 • Jan 2020 • 224pp

Get the results, recognition, and reputation you deserve

TIP is a timeless, inspirational story created to remind anyone in a position judged by performance that the only way to achieve continued recognition and growth in work and life is to take personal accountability for your reputation and results. Whatever your role, or level of success in your career, *TIP* is a guide that will help you discover, or remember, how to consistently bring unique value to your team, your organization, and your most important customers. This easy read will provide a strategy for personal success, complete with coaching and action plans.



Accountable Leaders

Inspire a Culture Where Everyone Steps Up, Takes Ownership, and Drives Extraordinary Results

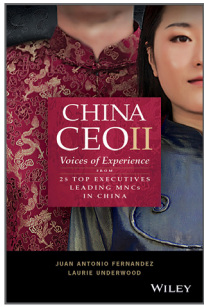
Vince Molinaro

ISBN: 9781119550112 • May 2020 • pagecount_to_come

Author's Previous Titles Licensed in: Arabic, Italian, Polish, Portuguese, Spanish, Thai

Proven methods to push your organization to its maximum potential with responsible leadership

Leadership accountability is a major issue in organizations around the globe. Research has shown that teams and individual employees are overwhelmingly dissatisfied with the degree of accountability demonstrated by their leaders. This essential resource provides practical and no-nonsense strategies to transform any organization into a cohesive, highly motivated culture of accountable leaders and fully committed teams. Bestselling author Vince Molinaro shares his proven methods of optimal leadership accountability, providing a step-by-step blueprint for leaders in any organization.



China CEO II

Voices of Experience from 25 Top Executives Leading MNCs in China

Juan Antonio Fernandez and Laurie Underwood

ISBN: 9781119583431 • May 2020 • 288pp

Authors Previous Titles Licensed in: Arabic, Orthodox Chinese, Simplified Chinese, Bahasa Indonesian, Japanese, Korean, Vietnamese

Practical, and heart-felt advice collected from interviews with 25 CEOs of well-known multinational companies in China, as well as 10+ top executives

China CEO II: Voices of Experience from 25 Top Executives Leading MNCs in China is an invaluable resource for any professionals seeking to work in or with China, or executives expanding their responsibilities in China, and those involved in international business, finance or executive programmes.

Decoded

The Science Behind Why We Buy, 2nd Edition

Phil P. Barden

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

Understand purchasing behavior to your advantage

If you understand why people buy, you are already one step ahead in reaching out to them effectively with your products and services. *Decoded: The Science Behind Why We Buy, 2nd Edition* offers a groundbreaking exploration into the science of purchasing. The book specifically demonstrates why decision science has proven invaluable to the field of marketing by helping to explain purchasing behaviors.

Decoded delivers a practical framework and guidelines for applying science to the marketing practices you use every day. As a marketing professional, you can look to this second edition for behavioral knowledge, timely case studies, and an understanding of methodologies. You'll gain advice on how to employ knowledge about behaviors for more effective brand management, from strategy to implementation to new product development.

You'll also gain useful insight into the latest research on consumer motivations that lead to purchasing decisions. Learn more about what happens in the human brain as buyers make their choices. The revised edition provides new material that marketers can apply to informed, successful practices.

- Gain an understanding of the Jobs to Be Done (JTBD) approach.
- Take a closer look at the Ferrero neuroscience study that supports JTBD.
- See updated and relevant case studies of JTBD at work.
- Discover how to engage customers through digital touchpoints.

If you're a marketing practitioner, an understanding of decision science will enhance your day-to-day work. *Decoded* helps you see how science and marketing come together. Immerse yourself in the science of why people buy and gain a stronger base of knowledge as you develop strategies, implement marketing plans and meet customer needs through innovation.

About the Author

Phil Barden is a proven marketer with over 25 years' experience, including senior and international roles at high profile companies such as Unilever, Diageo and T-Mobile. Fascinated by the insights from decision science and by the value these can bring to marketing, he has latterly immersed himself in this new field. He is now one of very few experts to combine a practitioner's perspective with a profound knowledge of decision science, making him very much in demand among clients and conference organisers alike.

ISBN: 9781119673088

Sep 2020 • 288pp

Greener Marketing Manifesto

John T. Grant

Author's Previous Titles Licensed in: Orthodox Chinese, Dutch, French, Italian, Turkish

A major update of bestselling *The Green Marketing Manifesto* including additional material on the current new wave of interest in sustainability

This timely book is a sequel to Grant's *Green Marketing Manifesto* which was the award winning and bestselling definitive guide to green marketing (and not greenwashing) in the previous wave of eco marketing in 2007.

In 2019, climate change is back at the top of the public agenda. Global governments have declared a climate emergency. So how can marketing and the creative industries respond? How do you set a positive course? In this book we look at some of the leaders — brands like Patagonia and Max Burgers aiming to be climate positive. And we look at brands who have found a fresh sense of purpose by championing a relevant cause. The book is packed with case studies, tools, research insights. Covering issues like eco labelling, transparency, circular economy, rebound effects, impact investment, new coalitions and developments ranging from sustainable finance, to blockchain and traceability, to regenerative farming. One key theme that carries over from the *Green Marketing Book* is that marketers need to know their facts if attempts are not to be superficial.

About the Author

John Grant started his communications strategy career at JWT and then BMP-DDB where he won the IPA Effectiveness Grand Prix. He went on to become co-founder and head of strategy at London creative hot shop St Luke's (as featured in the *Harvard Business Review*, *Fast Company* Magazine and Campaign Agency of the Year). Since then John has advised clients on brands, marketing, behavior change, strategy and innovation.

ISBN: 9781119689119

June 2020 • 320pp



ISBN: 9781119648086

Jun 2020 • 304pp

What Retirees Want

A Holistic View of Life's Third Age

Ken Dychtwald and Robert Morison

Understand how to reach the biggest market hiding in plain sight

The business world is hyper-focused on getting into the minds of Millennials and Gen Z'ers. But when it comes to Baby Boomers, who now hold the largest concentration of personal wealth and spending power of any generation in history, prejudice, ageism, and misunderstanding abound. Business leaders, advisors, government leaders, and marketers have only a superficial understanding of Boomers' hopes, fears, preferences, and dreams.

What Retirees Want is the definitive guide to understanding the needs, aspirations, and dreams of today and tomorrow's retirees, so your business can grow by serving them better. They're a segment you don't want to miss — especially because your competitors are probably ignoring them. Based on 70,000 hours of new research and 30+ years of global leadership on this subject, this book offers expert guidance on how to grab their attention in a way that's meaningful to them — and helps your business grow.

Learn how to avoid typical mistakes like talking down, using the wrong marketing messages, or creating niche products that don't satisfy retirees' need for empowerment and growth — or isolate them from feeling connected to younger generations.

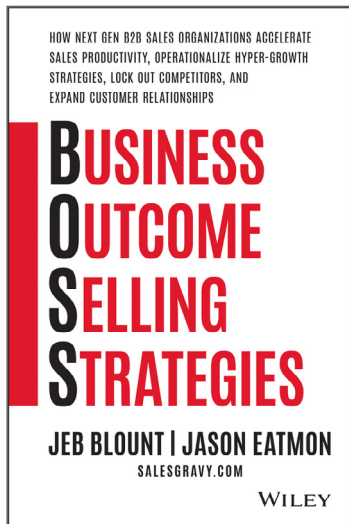
This book summarizes decades of research and consulting to leading companies on what new generations of retirees want worldwide.

- Stop ignoring the largest and wealthiest market hidden in plain sight
- Navigating the new retirement landscape; work, giving, leisure, family, and legacy
- Time affluence: four trillion hours to fill
- Satisfying Boomers' quest for the fountain of health
- Understand retirees as customers, workers, and volunteers
- The breakthrough products and services that will meet their need

About the Authors

Ken Dychtwald, PhD, is North America's leading thinker and communicator on the lifestyle, marketing, economic, health care, and workforce implications of the retiring Boomer generation. Ken is a psychologist, gerontologist, and best-selling author of 16 books on aging-related issues and was the executive producer and host of the highly rated/acclaimed PBS documentary, *The Boomer Century: 1946–2046*.

Robert Morison is a business researcher, writer, and management consultant, has spoken before scores of corporate, industry, and government groups, and he has been a commentator on workforce issues on PBS' *Nightly Business Report*. Bob currently serves as Senior Advisor with Age Wave and Lead Faculty for the International Institute for Analytics. He co-authored with Ken Dychtwald, the McKinsey Award-winning *Harvard Business Review* article "It's Time to Retire Retirement."



ISBN: 9781119584889

Oct 2020 • pagecount_to_come

Business Outcome Selling Strategies

How Next Gen B2B Sales Organizations Accelerate Sales Productivity, Operationalize Hyper-Growth Strategies, Lock Out Competitors, and Expand Customer Relationships

Jeb Blount and Jason Eatmon

Authors Previous Titles Licensed in: Arabic, Bulgarian, Simplified Chinese, Bahasa Indonesian, Italian, Polish, Portuguese, Russian, Spanish, Turkish, Vietnamese

In the age of disruption and technology, here's why real, sustainable value transforms businesses

As the speed of business continues to accelerate, B2B enterprises and sales organizations are being disintermediated and disrupted by digital transformation and artificial intelligence. The Amazon effect is permanently altering buying experience expectations while technology has lowered the barriers to entry. "Me-too" competitors lurk around every corner making differentiation a fundamental challenge and margin erosion a constant threat. Along the way, the Business to Business buying journey has fundamentally changed.

In this brutal new age of business, every B2B enterprise faces a looming and existential threat of irrelevance and extinction. The undeniable truth is that in this hyper-competitive paradigm, there are only two alternatives:

1. A race to the bottom in which price becomes the sole differentiator, customers are merely transactions, and your products and services are viewed as commodities.
2. A race to relevance in which you separate yourself from, and rise above, the "me-too" horde with a shift away from pitching "stuff" to a customer-centric focus on delivering real, sustainable value through Measurable Business Outcomes.

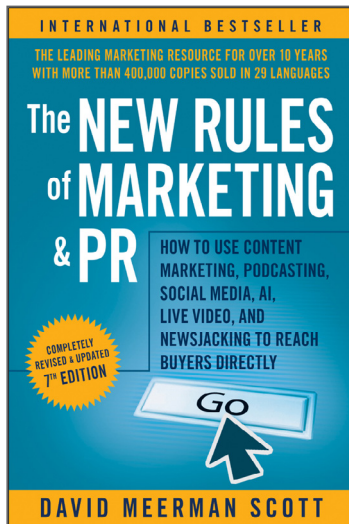
This is exactly why the world's most agile and profitable companies, along with the highest earning sales professionals, are taking the lead in the race to relevance by transforming how they approach the buying journey.

Business Outcome Selling Strategies (BOSS) isn't a typical sales book. Inside, you'll find a powerful field guide, proven processes, and complete system that connects the dots between sales, marketing, business development, operations, service delivery, account management, and customer success. Leveraging these strategies, tactics, and tools, your organization will transform into a well-oiled, cohesive growth machine that delivers a legendary buying experience and unassailable competitive differentiation. *BOSS* is ground-breaking. It shatters old-school paradigms and forces readers to come face to face with the cold, hard truth about what it really takes to transform, shift into hyper-growth, and win the race for relevance.

About the Authors:

Jeb Blount is CEO at Sales Gravy, Inc. and one of the most sought-after and transformative speakers in the world today. He is the bestselling author of numerous books, including *Fanatical Prospecting*, *Sales EQ*, *Fanatical Military Recruiting*, *People Follow You*, and *People Buy You*.

Jason Eatmon has motivated thousands through his business and sales workshops and inspirational keynotes. Most recently, Jason has aligned with Jeb Blount as Sales Gravy's Chief Sales Officer and a member of their executive team.



ISBN: 9781119651543

May 2020 • 448pp

The New Rules of Marketing and PR

How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly, 7th Edition

David Meerman Scott

Author's Previous Titles Licensed in: Albanian, Arabic, Bulgarian, Orthodox Chinese, Simplified Chinese, Croatian, Czech, Dutch, Finnish, French, German, Greek, Hungarian, Bahasa Indonesian, Italian, Japanese, Korean, Latvian, Lithuanian, Mongolian, Polish, Portuguese, Romanian, Russian, Serbian, Slovakian, Slovenian, Spanish, Turkish, Vietnamese

The seventh edition of the pioneering guide to generating attention for your idea or business, packed with new and updated information

In the Digital Age, marketing tactics seem to change on a day-to-day basis. As the ways we communicate continue to evolve, keeping pace with the latest trends in social media, the newest online videos, the latest mobile apps, and all the other high-tech influences can seem an almost impossible task. How can you keep your product or service from getting lost in the digital clutter? This new edition of a proven bestseller provides everything you need to speak directly to your audience, make a strong personal connection, and generate the best kind of attention for your business.

With over 400,000 copies sold, this revolutionary guide gives you a proven, step-by-step plan for leveraging the power of technology to get your message seen and heard by the right people at the right time. You will learn the latest approaches for highly effective public relations, marketing, and customer communications — all at a fraction of the cost of traditional advertising!

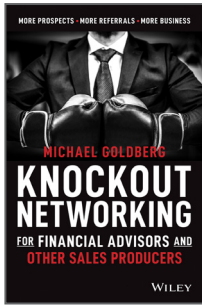
This edition has been completely revised and updated to present more innovative methods and cutting-edge strategies than ever. New content shows you how to harness AI and machine learning to automate routine tasks so you can focus on marketing and PR strategy. Your life is already AI-assisted. Your marketing should be too!

- Incorporate the new rules that will keep you ahead of the digital marketing curve
- Make your marketing and public relations real-time by incorporating techniques like newsjacking to generate instant attention when your audience is eager to hear from you
- Use web-based communication technologies to their fullest potential
- Gain valuable insights through compelling case studies and real-world examples
- Take advantage of marketing opportunities on platforms like Facebook Live and Snapchat

It really is the ideal resource for entrepreneurs, business owners, marketers, PR professionals, and managers in organizations of all types and sizes.

About the Author

David Meerman Scott is the author of ten books including *Real-Time Marketing & PR*, *The New Rules of Sales & Service*, and *Newsjacking*. David's popular blog, advisory work with fast-growing companies, and speaking engagements around the world give him a singular perspective on how businesses are implementing new strategies to reach buyers directly and in real time.



Knock Out Networking for Financial Advisors and Other Sales Producers

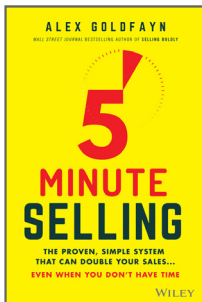
More Prospects, More Referrals, More Business

Michael Goldberg

ISBN: 9781119649090 • Apr 2020 • 304pp

Understand how to reach the biggest market hiding in plain sight

Author Michael Goldberg is a networking specialist, speaker, trainer, author (and boxer!) focused on helping financial advisors, brokers, agents, reps, wholesalers, and other sales producers grow their business or practice through networking. This book covers everything you need to know about going to the right places, saying the right things, and meeting the right people — absolutely mandatory for a financial advisor or sales producer that's serious about making more and better connections! The result? More prospects, more referrals, and more business!



5-Minute Selling

The Proven, Simple System That Can Double Your Sales ... Even When You Don't Have Time

Alex Goldfayn

ISBN: 9781119687658 • Aug 2020 • 208pp

Author's Previous Title Licensed in: Simplified Chinese

A simple recipe of specific communications for 10 business days

5-Minute Selling is about showing customers and prospects that we care about them more than our competition does with simple, repeated, lightning-fast, high-value, consistent communications. Don't Read This Book, DO THIS BOOK: *5-Minute Selling* lays out a Two-Week Challenge for you implement in your sales work. Follow the detailed process for five minutes per day, for 10 working days (less than one total hour of time), and, like thousands before you, you will begin to see dramatic improvements in your sales growth.



Salespeople Improve When Sales Management Improves

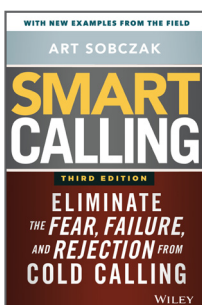
Steve Johnson and Matthew Hawk

ISBN: 9781119685487 • July 2020 • 256pp

Authors Previous Titles Licensed in: Simplified Chinese, Turkish

How to overcome common challenges in the sales profession

This book advises sales executives, customer service managers, business owners, and other professional managers on how to face common and dangerous challenges, including: inconsistent sales performance, turnover, retaining high performers, lack of management infrastructure to train, coach, inspire, and retain successful salespeople, managing a multi-generational workforce. This book is a playbook for and contains exclusive insight for all sales managers.



Smart Calling

Eliminate the Fear, Failure, and Rejection from Cold Calling, 3rd Edition

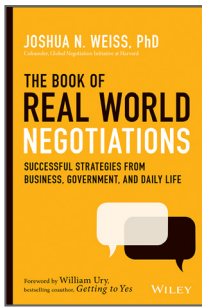
Art Sobczak

ISBN: 9781119676720 • May 2020 • 272pp

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

Smart Calling has become the standard method of prospecting for professional salespeople worldwide since its first release in 2010

Smart Calling has become the standard method of prospecting for professional salespeople worldwide since its first release in 2010. While the second edition in 2013 made some subtle changes, this new edition has been reworked with new examples, new content and an overall refresh. While the foundational concept of Smart Calling is timeless, business has changed and the way sales people make contact has changed to reflect that.



The Book of Real-World Negotiations

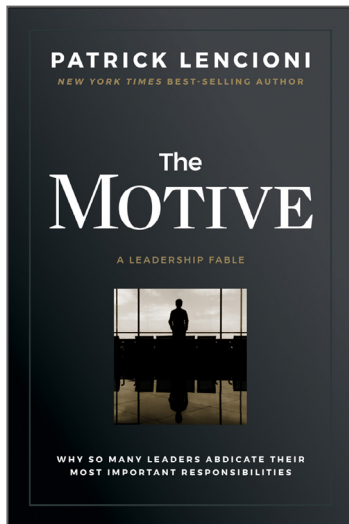
Successful Strategies From Business, Government, and Daily Life

Joshua N. Weiss and William L. Ury

ISBN: 9781119616191 • Aug 2020 • 256pp

The only book to collect real world negotiation strategies

This unique book can help you change your approach to negotiation by learning key strategies and techniques from actual cases. Through hard to find real world examples you will learn exactly how to effectively and productively negotiate. It shines a light on real world negotiation examples and cases, rather than discussing hypothetical scenarios. It reveals what is possible through preparation, persistence, creativity, and taking a strategic approach to your negotiations.



ISBN: 9781119600459

Mar 2020 • 192pp

The Motive

Why So Many Leaders Abdicate Their Most Important Responsibilities

Patrick M. Lencioni

Already Licensed in: Simplified Chinese, German

Author's Previous Titles Licensed in: Arabic, Orthodox Chinese, Simplified Chinese, Czech, Danish, Estonian, Finnish, French, German, Greek, Hebrew, Hungarian, Bahasa Indonesian, Italian, Korean, Lithuanian, Norwegian, Polish, Portuguese, Romanian, Russian, Serbian, Slovakian, Swedish, Thai, Ukrainian, Vietnamese

From bestselling author Patrick Lencioni, *The Motive* is a new fable about the two primary motives that drive leaders

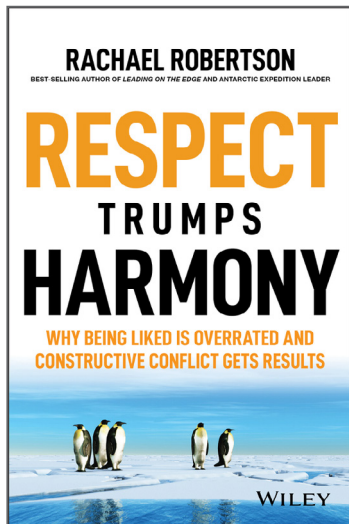
New York Times best-selling author Patrick Lencioni has written a dozen books that focus on *how* leaders can build teams and lead organizations. In *The Motive*, he shifts his attention toward helping them understand the importance of *why* they're leading in the first place.

In what may be his edgiest page-turner to date, Lencioni thrusts his readers into a day-long conversation between rival CEOs. Shay Davis is the CEO of Golden Gate Alarm, who, after just a year in his role, is beginning to worry about his job and is desperate to figure out how to turn things around. With nowhere else to turn, Shay receives some hard-to-swallow advice from the most unlikely and unwanted source — Liam Alcott, CEO of a more successful security company and his most hated opponent.

Lencioni uses unexpected plot twists and crisp dialogue to take us on a journey that culminates in a resolution that is as unexpected as it is enlightening. As he does in his other books, he then provides a straightforward summary of the lessons from the fable, combining a clear explanation of his theory with practical advice to help executives examine their true motivation for leading. In addition to provoking readers to honestly assess themselves, Lencioni presents action steps for changing their approach in five key areas. In doing so, he helps leaders avoid the pitfalls that stifle their organizations and even hurt the people they are meant to serve.

About the Author

Patrick Lencioni is founder and president of The Table Group, a firm dedicated to helping leaders improve their organizations' health since 1997. His principles have been embraced by leaders around the world and adopted by organizations of virtually every kind including multinational corporations, entrepreneurial ventures, professional sports teams, the military, non-profits, schools, and churches. Lencioni is the author of ten business books with **over six million copies sold** worldwide. His work has appeared in the *Wall Street Journal*, *Harvard Business Review*, *Fortune*, *Bloomberg Businessweek*, and *USA Today*, among other publications.



ISBN: 9780730383833

Apr 2020 • 160pp

Respect Trumps Harmony

Why being liked is overrated
and constructive conflict gets results

Rachael Robertson

How to build resilient, adaptable and high performing teams where respect must trump harmony, every time

As teams become more diverse, we won't always see eye to eye. We won't agree on everything, and we may not even like each other. In order to achieve results, we need to have robust, candid and constructive discussions. *Respect Trumps Harmony* offers a proven approach to navigating the difficulties faced in teams and workplaces today. To build collaboration; strengthen innovation; and manage safety, risk and well-being, it's critical that there is a foundation of respect, not harmony.

Developed during author Rachael Robertson's time leading one of the toughest workplaces on the planet — Davis Station, Antarctica — and further informed by over 15 years of research, case studies and feedback, Robertson suggests that harmony in the workplace is overrated, and can even be dangerous, and that above all else, respect is the key ingredient of a high-performance culture. A focus on respect over harmony improves everything from morale to productivity.

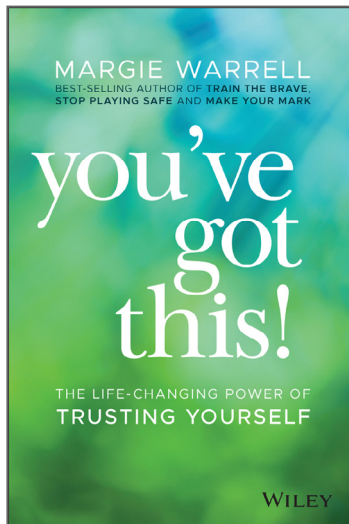
Respect Trumps Harmony integrates the three pillars at the core of Robertson's leadership practice: No triangles, The bacon wars, and Lead without a title, enabling you to:

- Manage conflict and put an end to gossip
- Improve accountability and the quality of feedback
- Recognize and manage dysfunctional behavior
- Build collaboration to strengthen innovation
- Identify and manage risk
- Inspire trust and confidence by displaying personal leadership, and encourage others to do the same irrespective of their title

Respect Trumps Harmony is a contemporary leadership handbook, essential for all modern leaders and those who wish to transform the culture within their own team.

About the Author

After 15 years leading diverse and remote teams and business units, **Rachael Robertson** took the jump and lead the 58th annual expedition to Antarctica. It was a tough, gruelling and exhausting year, but ultimately extremely rewarding and life-changing. Since returning from Antarctica, Rachael has spoken at over 1500 national and international conferences and events with clients drawn from all industries and sectors including mining, pharmaceutical, construction, health, education, finance, hospitality and retail. Her presentations always include a Question and Answer and invariably audiences were asking the same question each time.



ISBN: 9780730368441

Mar 2020 • 240pp

You've Got This

The life-changing power of trusting yourself

Margie Warrell

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

For any woman who has ever wondered if there's more to life than the one she is living

Does fear hold you back? We all have moments when we succumb to doubt and let our fears call the shots. Each time they do, we limit our lives. It's why learning to trust in ourselves is crucial to rising above our biggest challenges and enjoying true happiness and success — in our careers, relationships, leadership and life.

Written with heart and humour but grounded in research, *You've Got This!* is a handbook for unleashing our untapped potential and passion, creativity and courage, to thrive in today's uncertain world. Filled with compelling stories and hard-won wisdom, author Margie Warrell draws on her background in business, coaching and doctoral studies as well as her challenges raising four children while living and working around the world. Applying the practical advice and twelve powerful principles in this book will help you:

- Defy negative self-talk and take the bold actions you've been putting off
- Become your greatest cheerleader, not your loudest critic
- Embrace vulnerability and trust your intuition
- Combat stress and thrive amid uncertainty
- Amplify your power as a leader and "change maker"

Hailed as a "high five to the human spirit", *You've Got This!* is a must-read for everyone, from seasoned leaders, to those embarking on their adult lives, and anyone in between who just needs encouragement to rise to their take that leap.

When we trust ourselves to handle anything, it liberates us for everything.

About the Author

Margie Warrell is a global thought leader who emboldens people to live and lead with greater courage. A mother of four who has ventured out of her comfort zone many times since growing up one of seven kids on a small farm in rural Australia, Margie has walked her talk in challenging the norms and confronting the fears that keep us from living our biggest lives. Margie draws on her diverse international background in business, psychology, and coaching to help people rethink risk, take braver risks actions and unleash their full potential.



ISBN: 9781119653097

Apr 2020 • 272pp

The Adaptation Advantage

Let Go, Learn Fast, and Thrive in the Future of Work

Heather E. McGowan and Chris Shipley

Navigate the complex, and often ambiguous, Future of Work

Three profound and fast-moving changes are disrupting work and society, and in the process stripping us of our comfortable work-centric identities. First, our mental models of employment and education are still based on institutions developed in the early twentieth century, as work first moved from farm to factory and then to factory to office. But they no longer work in an economy that is constantly changing. As a result, our current work identities are, in many cases, stifling our ability to adapt to new and technology-driven opportunities. Second, long-held cultural norms have collapsed. Family and sexuality norms are changing, and global demographics are changing. Third, Digitization is deconstructing the old economy.

As a result of these forces, stress at work is at an all-time high. Gallup reports 70% of workers are disengaged. As people read predictions about the future of work, they become fearful that they will become irrelevant and unemployable in the new world.

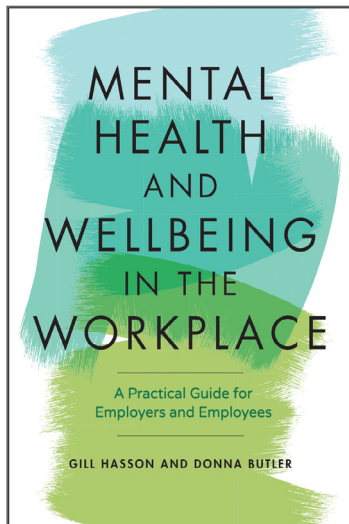
This book offers a refreshing, empowering take on the need for, and power of, humans in the future of work. It explains the necessity of creating a culture of continuous learning, and rethinking talent management, to create a passionate, engaged workforce. The new job of leaders is helping people adapt to change and this book explains how. The solution is to create new systems that detach identity from work and connect it to purpose—this purpose, then, becomes the motivation, and self-generating fuel for learning, work, deeper engagement, and new forms of empowering identity.

Economic and social shifts are unavoidable. With the lessons found in *The Adaptation Advantage*, you'll learn to ride these waves, ensuring continued success for years to come.

About the Authors

Heather E. McGowan (New York, NY; www.heathermcgowan.com) is an internationally known speaker, writer, Future of Work Strategist, and is recognized as the #1 Global Voice for Education in the LinkedIn media network. She assists corporate executives in rethinking their business models, teams, and organizational structures to become resilient in changing markets. Her corporate clients range from start-ups to publicly traded, *Fortune* 500 companies, including Accor Hotels, AARP, PCMA, Citi, Morningstar, Autodesk, Citi, and BD Medical. McGowan is a much-in-demand international speaker giving more than 50 keynotes a year.

Chris Shipley (San Francisco, CA; www.cshipley.com) spent 30 years entrenched in the technology industry as a journalist, analyst, event producer and start-up mentor, roles that provided a front-row seat to transformations — positive and otherwise — brought about by digital innovation. She has advised hundreds of companies on positioning, business modeling, and innovation practices and serves on the boards of several start-ups and advisory panels. She speaks and writes frequently on innovation and entrepreneurship.



ISBN: 9780857088284

May 2020 • 240pp

Mental Health and Wellbeing in the Workplace

A Practical Guide for Employers and Employees

Gill Hasson and Donna Butler

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

Provides guidance for both employers and staff on promoting positive mental health and supporting those experiencing mental ill health in the workplace

The importance of good mental health and wellbeing in the workplace is a subject of increased public awareness and governmental attention. Health authorities advise that one in four people will experience a mental health issue at some point in their lives. Although a number of recent developments and initiatives have raised the profile of this crucial issue, employers are experiencing challenges in promoting the mental health and wellbeing of their employees. *Mental Health and Wellbeing in the Workplace* contains expert guidance for improving mental health and supporting those experiencing mental ill health.

This comprehensive book addresses the range of issues surrounding mental health and wellbeing in work environments — providing all involved with informative and practical assistance. The authors examine changing workplace environment for improved wellbeing, shifting employer and employee attitudes on mental health, possible solutions to current and future challenges and more. Detailed, real-world case studies illustrate a variety of associated concerns from both employer and employee perspectives. This important guide:

- Explains why understanding mental health important and its impact on businesses and employees
- Discusses why and how to promote mental health in the workplace and the importance of having an effective “wellbeing strategy”
- Provides guidance on managing staff experiencing mental ill health
- Addresses dealing with employee stress and anxiety
- Features resources for further support if experiencing mental health issues

Mental Health and Wellbeing in the Workplace is a valuable resource for those in the workplace wanting to look after their physical and mental wellbeing, and those looking for guidance in managing staff with mental health issues.

About the Authors

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 organizations. She also teaches and delivers training for adult education organizations, voluntary and business organizations and the public sector. Gill is also Capstone’s bestselling franchise author.

Donna Butler is an Integrative Psychotherapist with a private practice — she sees clients for psychotherapy, including EMDR trauma therapy if required. She conducts individual, couple and group therapy and specialist post incident de briefing is available in the clinic or within the recipient organization. She is also a Specialist psychotherapist and EMDR trauma therapist.

How to be a Happy Thriving Human

Jenny Brockis

ISBN: 9780730383659 • Aug 2020 • 224pp

Author's Previous Titles Licensed in: Arabic, Orthodox Chinese, Italian, Thai

Remember who you are and how to be even better

Increasing fatigue, loneliness, stress, relationship problems, loss of social connection and growing mental health issues are alarming problems we face at home, work and in society today. Yet how can this be when we have access to better information, technology, nutrition and healthcare than ever before. This book addresses this conundrum by showing readers how they can reclaim their humanity, redefine the attainment of happiness and renew their vitality to levels they've not felt in years. It will reignite your passion for who you are and how you operate today for tomorrow.

Adding Value

Mark Carter

ISBN: 9780730384021 • July 2020 • 280pp

Achieve unprecedented satisfaction, success, impact and legacy

Take a moment to listen and you will hear the word "value" at the core of many of the conversations around you — whether this applies to yourself, others, the community or in business. We should all be "adding value", "being authentic", "connecting with people", however, often when you look up close, the opposite is often true. When we bias one set of values, we alienate others; and winning-at-all-costs will no longer cut it. This book provides readers with a framework to integrate their values across all their dimensions of their lives, to achieve unprecedented satisfaction, success, impact and legacy.

Urgent!

Dermot Crowley

ISBN: 9780730384656 • Sep 2020 • 220pp

How to successfully manage urgency for success

One of the most destructive forces for professionals today is dealing with urgency. Some urgency is necessary to drive action and momentum and get stuff done. However, it is the unnecessary urgency that can be the most toxic, causing stress and burnout through poor planning, lack of resources, procrastination, and incessant yet unimportant emails. This book teaches readers the skills to use urgency for good — to help achieve your goals and to drive success for yourself, your teams and your business.

Be Brilliant

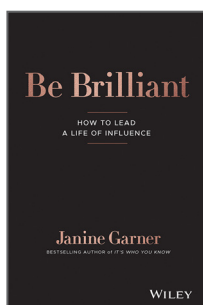
How to lead a life of influence

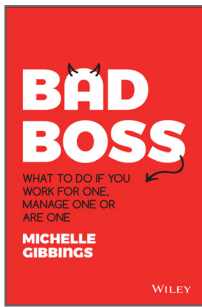
Janine Garner

ISBN: 9780730383765 • July 2020 • 220pp

How to own your spotlight, harness your energy, connect with intent and magnify your influence

The constant acquisition of work, promotions, learning, material possessions and jam-packed calendars leaves many of us living with imposter-like feelings and doubts of our own abilities and the path we have taken. Rife are feelings of loneliness, stress and disengagement causing relationship breakdowns and anxiety, depression and other mental health issues in increasing levels. This book provides a counterintuitive approach where the solution is to slow down and turn our attention inwards, to take ownership of who we are, who we want to become and accepting that our imperfections are actually the source of our brilliance.





Bad Boss

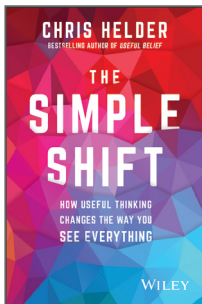
What to do if you work for one, manage one or are one

Michelle Gibbings

ISBN: 9780730383970 • June 2020 • 220pp

Is it them, is it you or is it the environment in which you work

Believe it or not, bad bosses are not bad people, and there are concrete steps you can take to improve your situation. Inside, author Michelle Gibbings shares wisdom drawn from decades in corporate leadership. It takes teamwork at every level to create an environment where everyone can flourish. If you dare to examine your own role in your current situation and take action today, you stand to gain better relationships and greater career satisfaction. *Bad Boss* will take the edge off your stressful work environment and provide you with key actionable steps to turn things around.



The Simple Shift

How Useful Thinking Changes the Way You See Everything

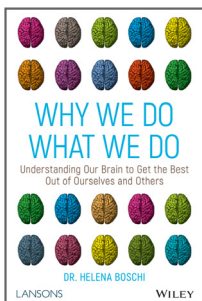
Chris Helder

ISBN: 9780730381662 • May 2020 • 120pp

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

The exact book you are supposed to read to launch the rest of your life

This book provides a clear and practical path for retraining your brain to see opportunities rather than obstacles. It's not about putting on rose-coloured glasses and pretending that problems don't exist. Rather, you can choose to train your mindset towards what is useful, guiding you to better outcomes in life, love and work.



Why We Do What We Do

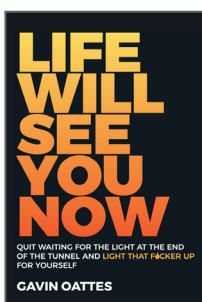
Understanding Our Brain to Get the Best Out of Ourselves and Others

Helena Boschi

ISBN: 9781119561491 • Mar 2020 • 256pp

This book will show you how neuroscience is critical to the success of your business

The brain is the basis of everything we do: how we behave, communicate, feel, remember, pay attention, create, influence and decide. This book combines scientific research with concrete examples and illustrative stories to clarify the complex mechanisms of our brains. It offers valuable insights into how our brain works, at home and at work, and provides practical ideas and tips to help us lead happy, healthy and productive lives. The thoughts you have and the words that you speak all have an effect on your neural architecture — and this book explains what that means in a way you can understand.



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

ISBN: 9780857088086 • Mar 2020 • 272pp

Fills you with confidence, helps you to see the bigger picture so finally you'll be able to really go for it

Life Will See You Now is a rousing, uplifting anthem that will inspire you to put down your phone, rediscover what truly matters and completely rethink what "making it" in life actually means. A personal development title with a difference — there's no step-by-step guide and no map to change your life — instead, it provides you with hilarious, real life inspiration, motivation and energy to figure it out for yourself and rediscover that small piece of magic you had when you were just five years old.



Step Off!

My Journey from Mimbo to Manhood

Dan Cortese

ISBN: 9781119653479 • June 2020 • 216pp

Recognized from Seinfeld and MTV, Dan Cortese now gives readers a personal and humorous look at the life and career of an American TV actor and host

Fans of *Veronica's Closet*, *MTV Sports*, *What I Like About You*, *8 Simple Rules*, and *Castle* will relish this exclusive account of Dan's life and career. *Step Off!* is a hilarious look inside the eccentric experiences of a Hollywood favorite. He discusses life from his own honest, outrageous Hollywood perspective. Cortese shares the lessons he's learned — and a few he hasn't — working on screen for over two decades as an American actor. You're sure to laugh with this noteworthy celebrity book from Dan Cortese.

10,000 No's

Matthew Del Negro

ISBN: 9781119691822 • Jun 2020 • 256pp

From actor Matthew Del Negro, part memoir, part revelation for like-minded achievers

10,000 "No"s chronicles the evolution of a career in the Arts from before its inception during childhood to its surprising start, and steady climb to a regular slot in *The Sopranos* and into the present day. Through an examination of personal stories, excerpts from extensive interviews with professional athletes, best-selling authors, *Forbes* List entrepreneurs, cancer survivors, healers, nutritionists, brain-trainers, writers, directors, producers, actors and more, Del Negro tells the story of how to not only succeed in business, but to do so while keeping one's soul intact.

Communicate with Mastery

Speak With Conviction and Write for Impact

JD Schramm, Kara Levy, and Joel Peterson

ISBN: 9781119550099 • Jan 2020 • 240pp

Frameworks and tools for communication as developed at Stanford's Graduate School of Business

Communicating with Mastery provides readers with a rich treasure trove of frameworks and tools for leadership communication as developed and taught over the past decade at Stanford's Graduate School of Business. Designed for the business leader on the go, it provides you quick access to helpful approaches to vexing communication problems leaders face today in speaking and writing to various audiences.

50 Ways to Kick Start Your Meetings

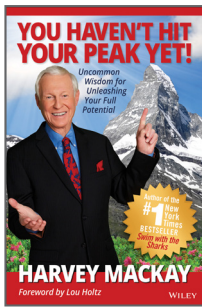
Sivasailam Thiagarajan

ISBN: 9781119690894 • Aug 2020 • 224pp

Author's Previous Titles Licensed in: Bahasa Indonesian, Portuguese, Spanish

Start your meeting the way you want it to finish

An enormous amount of time, money, and other resources are wasted in inefficient meetings. Most meetings are plagued by lack of efficiency, focus, collaboration, creativity, and common goals. On the other hand, a well-managed meeting results in understanding the opportunities and problems, generating alternative ideas, and transforming ideas into decisions and actions. This book is a collection of 50 field-tested ready-to-use opening activities to jumpstart different types of meetings. Each activity is clearly described in a structured text format with details of purpose, participants, time requirements, equipment, room set-up, preparation, step-by-step instructions, and links to the ensuing meeting.



You Haven't Hit Your Peak Yet!

Uncommon Wisdom for Unleashing Your Full Potential

Harvey Mackay

ISBN: 9781119658603 • Jan 2020 • 352pp

Advice from one of America's most respected and well-connected business leadership gurus and best-selling author

If you haven't reached your peak, you're not alone. But still, you're doing something right. Sound strange? Well, any businessperson worth their salt knows it takes determination to reach the finish line. The business world is constantly changing so it's essential to learn, adapt, and grow.

In all-new pieces of wisdom, common sense, and advice, Harvey Mackay shares his decades of business leadership acumen to show you how to stay relevant, fluid, and on the path for success.



Me First

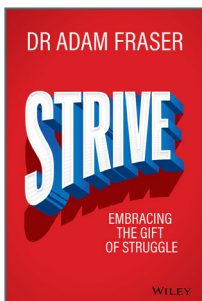
The Guilt-free Guide to Prioritising You

Kate Christie

ISBN: 9780730384007 • May 2020 • 208pp

How to successfully juggle your two lives and to be guilt-free

While you might have the appearance of absolute success in everything you do, scratch below the surface and the reality is that you are freaking out, even just a little. You have so many balls in the air that the juggle is becoming increasingly hard to sustain. You need to do things differently because trying to do it all represents a huge risk to your ongoing success and wellbeing. This book teaches you how to successfully juggle your two lives and to be guilt-free.



Strive

Embracing the gift of struggle

Adam Fraser

ISBN: 9780730337416 • Mar 2020 • 264pp

Live a much more productive, joyous, meaningful and fulfilled life

Dr. Adam Fraser is a peak performance researcher who helps people strive for 'better' in everything that they do; in this book, he shares his insights into the human condition and why happiness always feels just out of reach. Whether you're looking to boost workplace productivity, or just need the motivation to go about your daily life, this book will show you the little-known truths about happiness, purpose, and fulfillment. *Strive* provides the roadmap, and shows you how the joy is in the striving — not the destination.



65 Roses and a Trunki

Defying the Odds in Life and Business

Rob Law

ISBN: 9781119628590 • Aug 2020 • 312pp

Never give up, back yourself and your passions

Read the extraordinary success story of entrepreneur Rob Law, designer and inventor of Trunki, the award-winning children's ride-on suitcase that's sold millions of units worldwide. After beating overwhelming odds on the road to success in his personal and professional life, Rob wrote this memoir to help anyone facing difficult challenges in life and business. From brand-building and harnessing your creativity to managing a chronic health condition and facing your demons, you'll learn how to defy the odds, follow your passion, keep fighting when experts are telling you to quit and overcome every challenge you face.

Startup Communities

Building an Entrepreneurial Ecosystem in Your City, 2nd Edition

Brad Feld

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

An essential how-to journey on building startup communities from the ground up

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
- Written by Brad Feld, a thought-leader in this field who has been an early-stage investor and successful entrepreneur for more than thirty years
- 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. He's written a number of books as part of the Techstars series and writes the blogs *Feld Thoughts* and *Venture Deals*.

ISBN: 9781119617655

Aug 2020 • 224pp

The Startup Community Way

How to Build an Entrepreneurial Ecosystem That Thrives

Brad Feld and Ian Hathaway

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

An essential how-to create a thriving startup ecosystem in a location near you

We are in the midst of a global startup revolution. The proliferation of digital technologies and the quest for sustained economic growth have put entrepreneurship on the map for talent, governments, universities, and corporations everywhere. 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. It is the nature of these external factors — and more importantly, the quality of their linkages with each other — that explains why some places are consistently able to produce high-impact entrepreneurship while many other places are not.

No one tells this story better than acclaimed author and investor Brad Feld and Ian Hathaway, an entrepreneurship expert and startup advisor, and this title explores what makes startup communities thrive and how to improve collaboration in rapidly changing environments.

It establishes a robust framework and shares lessons from around the globe that illustrate how to create a flourishing startup ecosystem anywhere. Each of the crucial aspects of community-building, such as the organizing principles of community, the attributes of leadership, the goals and values of a startup community, the application of systems thinking, and methods for changing behavior and mindset are discussed in detail. Advancing the practice of building startup communities, this book:

- Advances a new framework for effective startup community building grounded in complex adaptive systems and systems thinking
- Discusses the role of key institutions — such as governments, corporations, and universities — in supporting startup communities
- Explores the value of key stakeholders and why leaders are crucial for bringing communities together
- Includes contributions from leading entrepreneurial voices in the field.

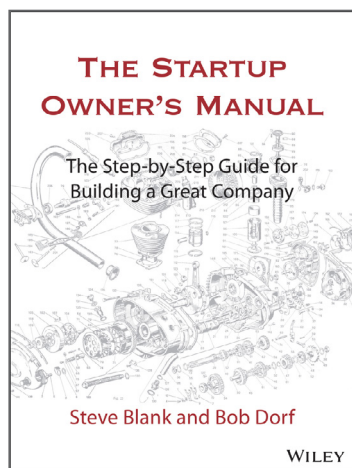
About the Author

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. He's written a number of books as part of the Techstars series and writes the blogs Feld Thoughts and Venture Deals.

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: 9781119613602

Aug 2020 • 224pp



ISBN: 9781119690689

Mar 2020 • 608pp

The Startup Owner's Manual

The Step-By-Step Guide for Building a Great Company

Steve Blank and Bob Dorf

Rights Already Licensed in: Simplified Chinese, French, German, Italian, Japanese, Polish, Portuguese, Russian, Spanish, Turkish, Ukrainian, Vietnamese

Steve Blank is the father of the Lean Startup movement and one of the world's most influential thinkers on innovation and entrepreneurship.

More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why?

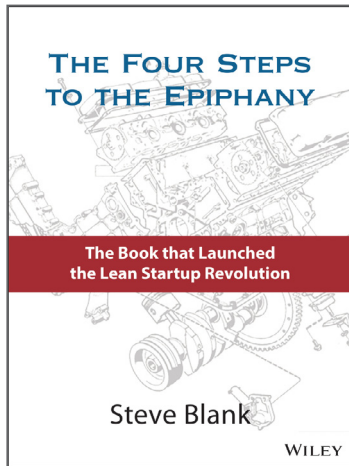
The Startup Owner's Manual guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability. It will help you:

- Avoid the 9 deadly sins that destroy startups' chances for success
- Use the Customer Development method to bring your business idea to life
- Incorporate the Business Model Canvas as the organizing principle for startup hypotheses
- Identify your customers and determine how to "get, keep and grow" customers profitably
- Compute how you'll drive your startup to repeatable, scalable profits.

About the Authors

Steve Blank is an entrepreneur, consulting associate professor at Stanford and a senior fellow of innovation at Columbia. Co-author of the bestselling books, *Four Steps to the Epiphany* and *The Startup Owner's Manual* he is considered the father of modern entrepreneurship. He co-created the Lean methodology popularized by his student Eric Ries, author of *The Lean Startup*.

Bob Dorf travels the world helping startups, foreign governments, and major corporations learn how to effectively deploy Customer Development process through intensive 8-10 week training sessions, as well as one- and two-day workshops and hands-on consulting that he conducts repeatedly in Russia, Latin America, and throughout the US. He teaches the Lean LaunchPad program at Columbia Business School, where he is an Adjunct Professor of Entrepreneurship, and has led training sessions at Tech de Monterrey, Mexico, Skolkovo Business School in Moscow, and repeatedly for the government of Colombia and Moscow's GVA Launch Gurus "Startup Academy."



ISBN: 9781119690351

Mar 2020 • 384pp

The Four Steps to the Epiphany

Successful Strategies for Products that Win

Steve Blank

Rights Already Licensed in: Simplified Chinese, Japanese, Korean, Portuguese, Russian, Spanish, Thai, Ukrainian

The bestselling classic that launched 10,000 startups and new corporate ventures — *The Four Steps to the Epiphany* is one of the most influential and practical business books of all time.

The Four Steps to the Epiphany launched the Lean Startup approach to new ventures. It was the first book to offer that startups are not smaller versions of large companies and that new ventures are different than existing ones. Startups search for business models while existing companies execute them.

The book offers the practical and proven four-step Customer Development process for search and offers insight into what makes some startups successful and leaves others selling off their furniture. Rather than blindly execute a plan, *The Four Steps* helps uncover flaws in product and business plans and correct them before they become costly. Rapid iteration, customer feedback, testing your assumptions are all explained in this book.

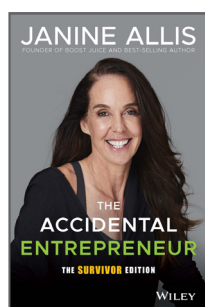
Packed with concrete examples of what to do, how to do it and when to do it, the book will leave you with new skills to organize sales, marketing and your business for success.

If your organization is starting a new venture, and you're thinking how to successfully organize sales, marketing and business development you need *The Four Steps to the Epiphany*.

Essential reading for anyone starting something new.

About the Authors

Steve Blank is an entrepreneur, consulting associate professor at Stanford and a senior fellow of innovation at Columbia. Co-author of the bestselling books, *Four Steps to the Epiphany* and *The Startup Owner's Manual* he is considered the father of modern entrepreneurship. He co-created the Lean methodology popularized by his student Eric Ries, author of *The Lean Startup*.



Accidental Entrepreneur, 3rd Edition

The Survivor Edition

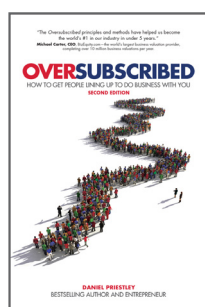
Janine Allis

ISBN: 9780730384540 • Apr 2020 • 280pp

Author's Previous Title Licensed in: Vietnamese

Easy to read entrepreneurial advice and tips

You've heard it all before — mother of four starts new retail concept, it explodes and she rides the perfect wave. It was easy. Or was it? In *Accidental Entrepreneur* Janine tells the story of Boost Juice, a global phenomenon and shares her 30 secret recipes for business success and what came next...



Oversubscribed

How To Get People Lining Up To Do Business With You, 2nd Edition

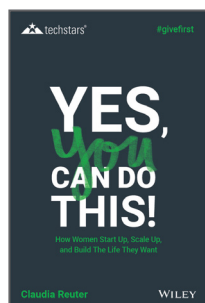
Daniel Priestley

ISBN: 9780857088253 • Mar 2020 • 320pp

Author's Previous Titles Licensed in: Italian, Japanese, Korean, Thai

Learn how to get your business oversubscribed in a crowded marketplace

Oversubscribed is the guide to transforming your business into one which customers fight over! Author Daniel Priestley, a successful entrepreneur who has built and sold businesses around the world, shares proven, real-world methods that will not only grab customers' attention, but will also have them lining up to buy from you. This invaluable guide will teach you how to drive demand for your products or services far beyond supply and will dramatically increase the success of your business. Now in its second edition, this updated version offers new insights and motivating examples that are right for the 2020s.



Yes, You Can Do This!

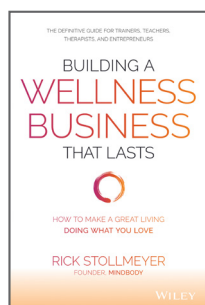
How Women Start Up, Scale Up, and Build The Life They Want

Claudia Reuter

ISBN: 9781119625605 • Feb 2020 • 224pp

How women can "lean in" to entrepreneurship to create the life they want!

In *Yes, You Can Do This!* Claudia shares her own reasons for starting a business, and makes a call to action for women to consider entrepreneurship so that they can create businesses with the rules they want and change the playing field for others, making a significant impact in the world. More than a "How-to book" on building a business, Claudia provides clear examples and practical resources to help others create the life they want through entrepreneurship.



Building a Wellness Business That Lasts

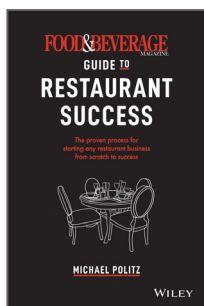
How to Make a Great Living Doing What You Love

Rick Stollmeyer

ISBN: 9781119679066 • Aug 2020 • 200pp

Start and grow a durable business in the rapidly growing wellness industry!

Whether your goal is to open a neighborhood wellness business, work independently from home, or launch the next highly successful wellness brand, this book provides your definitive guide. It will teach you how translate your passion for wellness into a compelling business vision, weave that vision into an effective business plan, and leverage the latest technologies to accelerate your growth. This book will inspire and inform you, and will serve as a powerful guide you can refer back to on your path to success.



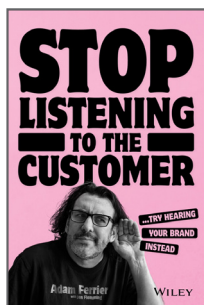
Food and Beverage Magazine's Guide to Restaurant Success

Michael Politz

ISBN: 9781119668961 • July 2020 • 256pp

ALL you need to know when starting and/or running a restaurant

The author shares what he has learned through his own successes and failures as well as those of his inner circle (which consists of names like Wolfgang Puck, Bobby Flay, Emeril Lagasse, and more), and this knowledge frames this “how to” guide for restaurateurs on every level. Whether you want to open a burger joint or a high end bistro, this handbook will help you to be sure you’ve dotted all your I’s and crossed all your T’s before, during, and after your launch.



Stop Listening to Your Customer

Try Hearing Your Brand Instead

Adam Ferrier and Jen Flemming

ISBN: 9780730370574 • Mar 2020 • 224pp

Don't let the customer get between you and building a strong valued brand

The customer is not always right. Far from it. What the customer wants is often at odds with what is best for the business or brand. Adam draws on his years of creative agency experience, the wisdom of other voices, as well as marketing science to outline the dangers of listening to the customer too much and reveals what you can do about it. This book will show you how to build a strong brand or business.

Finance





ISBN: 9781119619840

Apr 2020 • 288pp

Competitive Advantage in Investing

Building Winning Professional Portfolios

Steven Abrahams

Provides a link between theory and practice for investment professionals and portfolio managers, demonstrating why some portfolios consistently perform better than others.

Investing well, like any other business, depends on competitive advantage. Some portfolios reliably generate greater returns than others because they simply are better positioned to benefit from strengths and avoid weaknesses. Building and using competitive advantage becomes central to the daily work of the best mutual funds, hedge funds, banks, insurers and virtually every other type of portfolio. But competitive advantage commonly is overlooked in most written work for investment professionals. The literature often varies between abstract formal treatments and pragmatic workbooks with little in between. *Competitive Advantage in Investing* fills the gap by integrating modern portfolio theory with actual practice in one comprehensive volume.

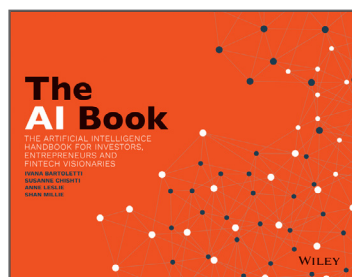
This innovative book guides investment professionals on building and sustaining competitive advantage and helps policymakers and researchers apply theory in a wide range of practical settings. Author Steven Abrahams — Senior Managing Director at Amherst Pierpont Securities and former Adjunct Professor of Finance and Economics at Columbia Business School — draws from his experience in both academic theory and real-life strategic investing to bridge the two worlds. This valuable resource:

- Connects the formal literature on investing to the actual work of most institutional portfolio managers
- Examines core strengths and weaknesses that drive portfolio behavior at mutual and hedge funds, banks and insurers, at other institutions and for individuals
- Demonstrates how linking portfolio theory and practice can increase competitive advantage
- Offers a robust description of investing, markets, and asset value

Competitive Advantage in Investing: Building Winning Professional Portfolios is a must-have book for any investment professional, policymaker, or researcher.

About the Author

Steven Abrahams (NY, NY) is Senior Managing Director and Head of Investment Strategy at Amherst Pierpont Securities and former Adjunct Professor of Finance and Economics at Columbia Business School. He has spent 27 years as an investment strategist advising banks, insurers, mutual and hedge funds and other institutional portfolios in the US and abroad.



ISBN: 9781119551904

Apr 2020 • 304pp

The AI Book

The Artificial Intelligence Handbook for Investors, Entrepreneurs and FinTech Visionaries

Susanne Chishti

Author's Previous Titles Licensed in: Orthodox Chinese, German, Japanese, Polish, Portuguese, Russian, Spanish, Turkish, Vietnamese
No Simplified Chinese rights

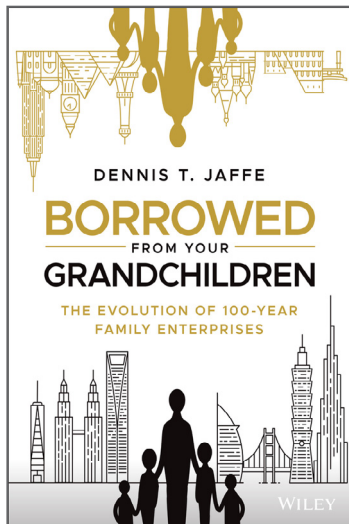
The only globally crowdsourced book offering comprehensive coverage of this paradigm shifting technology

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, organization, 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 AI Tech?
- 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 first Angel Network focused on FinTech, InsurTech, WealthTech, RegTech and Blockchain opportunities and the Founder of the FINTECH Circle Institute, a leading global peer-to-peer FinTech learning platform to acquire FinTech and digital skills. Susanne is recognized in the European Digital Financial Services "Power 50" 2015, an independent ranking of the most influential people in digital financial services in Europe. Susanne is a FinTech TV commentator on CNBC and a guest lecturer on financial technology at the University of Cambridge.



ISBN: 9781119573807

Mar 2020 • 432pp

Borrowed from Your Grandchildren

The Evolution of 100-Year Family Enterprises

Dennis T. Jaffe

Rights Already Licensed: Simplified Chinese

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

While creating wealth is a wonderful achievement, business families are also concerned with how their wealth is used to support their values, the lives of their children and the well-being of the community. Over several generations, families who are successful in growing their wealth have been able to reinvent themselves and their business in the face of significant environmental transformations and internal differences caused by family dynamics. *Borrowed from my Grandchildren* is a fascinating look at how large, long-lasting business families succeed across generations.

Author Dennis T. Jaffe, one of the leading architects of the field of family enterprise consulting, has interviewed members of successful, well-known, 100-year family enterprises from 20 countries, who serve as role models for those wishing to see their wealth positively impact their children, employees, and communities. Half continue to own their legacy business and others have gone on to become family offices with a portfolio of shared assets, but all these families have sustained their values and identity as a family over more than three 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. Families that generate rather than reduce their wealth across generations, known as Generative Families, focus on engaging across generations and develop collaborative governance for both family and business to ensure responsible stewardship from one generation to the next.

This unique resource:

- Presents real-life stories of families sustaining wealth over generations
- Explores both the successes and failures of retaining family wealth
- Includes rare private insights from members of prominent wealthy families
- Examines the nature of global family enterprises and their evolution over generations
- Discusses the financial, human, and social dimensions of wealth

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.

About the Author

Dennis T. Jaffe (San Francisco), has been one of the leading architects of the field of family enterprise consulting. As both an organizational consultant and clinical psychologist, he helps multi-generational families to develop governance practices that build the capability of next generation leadership and ensure ongoing capability of financial organizations and family offices to serve their family clients. His work with families helps inform his training of financial advisors and wealth managers about the knowledge and skills needed to serve their client families. He is an acclaimed speaker and workshop leader in programs for business families and financial service firms.

Structured Finance LBOs, 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. Going beyond securitisation to cover all aspects of structured finance and the various types of transactions within, 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
- Understand how structured finance came to be, and why it continues to be successful in the modern markets
- Learn the characteristics of financial instruments found in various structured transactions
- Explore the global context of structured finance, including the regulatory framework under which it operates

It could be argued that structured finance is the foundation of the global markets, and successful work within these markets requires a solid understanding of structured finance transactions, instruments, regulations and mechanisms. *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: 9781119371106

June 2020 • 350pp



Artificial Intelligence for Asset Management and Investment

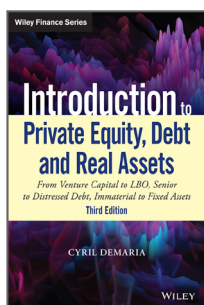
A Strategic Perspective

Al Naqvi

ISBN: 9781119601821 • Aug 2020 • 320pp

Provides a comprehensive and strategic viewpoint of AI technology in asset management

No other book on the market takes such a wide-ranging approach to using AI in asset management. With this guide, you'll be able to build an asset management firm from the ground up — or revolutionize your existing firm — using artificial intelligence as the cornerstone and foundation. This is a must, because AI is quickly growing to be the single competitive factor for financial firms. With better AI comes better results. If you aren't integrating AI in the strategic DNA of your firm, you're at risk of being left behind.



Introduction to Private Equity, Debt and Real Assets

From Venture Capital to LBO, Senior to Distressed Debt, Immaterial to Fixed Assets, 3rd Edition

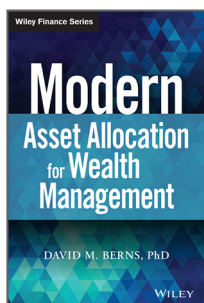
Cyril Demaria

ISBN: 9781119537380 • June 2020 • 616pp

Author's Previous Titles Licensed in: Simplified Chinese

Fully revised and updated to reflect changes in the private equity sector

Building on and refining the content of previous editions, *Introduction to Private Equity, Debt and Real Assets, Third Edition* adopts the same logical, systematic, factual and long-term perspective on private markets (private equity, private debt and private real assets) combining academic rigor with extensive practical experience.



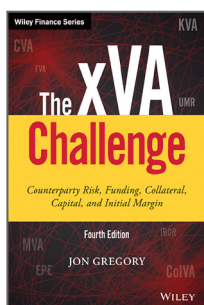
Modern Asset Allocation for Wealth Management

David Berns

ISBN: 9781119566946 • May 2020 • 144pp

Financial advisors will learn the latest asset allocation methods

This timely book offers professional wealth managers and researchers an up-to-date and implementable toolset for managing client portfolios. The information presented in this book far exceeds the basic models and heuristics most commonly used today, presenting advances in asset allocation that have been isolated to academic and institutional portfolio management settings until now, while simultaneously providing a clear framework that advisors can immediately deploy.



The xVA Challenge

Counterparty Risk, Funding, Collateral, Capital and Initial Margin, 4th Edition

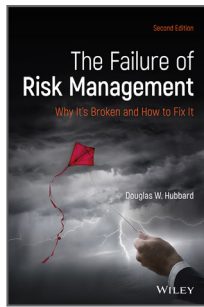
Jon Gregory

ISBN: 9781119508977 • June 2020 • 664pp

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

This thoroughly updated and expanded text aims to fully define and discuss the world of xVA while touching on FRTB and Central Counterparties.

The period since the global financial crisis has seen a major re-appraisal of derivatives valuation, generally expressed in the form of valuation adjustments ("xVAs"). The quantification of xVA is now seen as fundamental to derivatives pricing and valuation. The xVA topic has been complicated and further broadened by accounting standards and regulation. All users of derivatives need to have a good understanding of the implications of xVA. Taking into account the nature of the underlying market dynamics and new regulatory environment, this book brings readers up to speed on the latest developments on the topic.



The Failure of Risk Management

Why It's Broken and How to Fix It, 2nd Edition

Douglas W. Hubbard

ISBN: 9781119522034 • Mar 2020 • 336pp

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

This new edition includes updated datasets, examples, and statistical methods.

The Failure of Risk Management provides effective solutions to significant faults in current risk analysis methods. Conventional approaches to managing risk lack accurate quantitative analysis methods, yielding strategies that can actually make things worse. Many widely used methods have no systems to measure performance, resulting in inaccurate selection and ineffective application of risk management strategies. These fundamental flaws propagate unrealistic perceptions of risk in business, government, and the general public. 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.

Valuation

Measuring and Managing the Value of Companies, 7th Edition

McKinsey & Company Inc.

Tim Koller, Marc Goedhart, and David Wessels

Authors Previous Titles Licensed in: Orthodox Chinese, Simplified Chinese, Dutch, French, German, Hungarian, Japanese, Korean, Polish, Portuguese, Russian, Spanish

McKinsey & Company's #1 best-selling guide to corporate valuation

Valuation has been the foremost resource for measuring company value for nearly three decades. Now in its seventh edition, this acclaimed volume continues to help financial professionals around the world gain a deep understanding of valuation and help their companies create, manage, and maximize economic value for their shareholders.

This latest edition has been carefully revised and updated throughout, and includes new insights on topics such as digital, ESG (environmental, social and governance), and long-term investing, as well as fresh case studies.

Clear, accessible chapters cover the fundamental principles of value creation, analyzing and forecasting performance, capital structure and dividends, valuing high-growth companies, and much more. *The Financial Times* calls the book "one of the practitioners' best guides to valuation."

This book:

- Provides complete, detailed guidance on every crucial aspect of corporate valuation
- Explains the strategies, techniques, and nuances of valuation every manager needs to know
- Covers both core and advanced valuation techniques and management strategies
- Features/Includes a companion website that covers key issues in valuation, including videos, discussions of trending topics, and real-world valuation examples from the capital markets

Through seven editions and 30 years, *Valuation: Measuring and Managing the Value of Companies*, has served as the definitive reference for finance professionals.

About the Authors

Tim Koller (New York, NY) is a partner in McKinsey's New York office. Tim has served clients in North America and Europe on corporate strategy and issues concerning capital markets, M&A transactions, and value-based management.

Marc Goedhart (Amsterdam, NL) is an associate principal in McKinsey's Amsterdam office. Marc has served clients across Europe on portfolio restructuring, issues concerning capital markets, and M&A transactions.

David Wessels (Philadelphia, PA) is an adjunct Professor of Finance and director of executive education at the Wharton School of the University of Pennsylvania. Named by *BusinessWeek* as one of America's top business school instructors, he teaches corporate valuation at the MBA and Executive MBA levels.

ISBN: 9781119610885

Aug 2020 • 848pp

Valuation Workbook

Step-by-Step Exercises and Tests to Help You Master Valuation, 7th Edition

McKinsey & Company Inc.

Authors Previous Titles Licensed in: Orthodox Chinese, Simplified Chinese, Dutch, French, German, Hungarian, Japanese, Korean, Polish, Portuguese, Russian, Spanish

Step-by-step exercises and tests to help you master valuation

A vital companion to the bestselling guide to corporate valuation *Valuation Workbook, 7th Edition* is the ideal companion to McKinsey's *Valuation*, helping you get a handle on difficult concepts and calculations before using them in the real world. This workbook reviews all things valuation, with chapter-by-chapter summaries and comprehensive questions and answers that allow you to test your knowledge and skills. Useful both in the classroom and for self-study, this must-have guide is essential for reviewing and applying the renowned McKinsey & Company approach to valuation and reinforces the major topics discussed in detail in the book. Fully updated to align with the latest edition of *Valuation*, this workbook is an invaluable learning tool for students and professionals alike and an essential part of the McKinsey Valuation suite.

ISBN: 9781119611813

Aug 2020 • 268pp

About the Authors

McKinsey & Company (New York, NY) is a management consulting firm that helps leading corporations and organizations make distinctive, lasting, and substantial improvements in their performance.



Investment Banking

Valuation, LBOs, M&A, and IPOs, 3rd Edition

Joshua Rosenbaum and Joshua Pearl

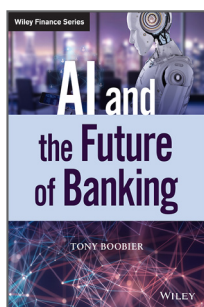
ISBN: 9781119388029 • Mar 2020 • 512pp

Rights Already Licensed: Simplified Chinese

Authors Previous Titles Licensed in: Armenian, Simplified Chinese, Vietnamese

The No. 1 guide to investment banking and valuation methods

With the release of *Investment Banking, Third Edition: Valuation, Leveraged Buyouts, and Mergers & Acquisitions*, Rosenbaum and Pearl once again have written the definitive book that they wish had existed when they were trying to break into Wall Street. With the new fully revised edition, they have added the most comprehensive, rigorous set of intuition-building and problem-solving ancillaries anywhere all of which promised to become essential, knowledge enhancing tools for professionals, and professors and students.



AI and the Future of Banking

Tony Boobier

ISBN: 9781119596127 • May 2020 • 288pp

Author's Previous Titles Licensed in: Simplified Chinese

An industry-specific guide to the applications of Cognitive Analytics to the banking industry

AI and the Future of Banking provides new and established banking industry professionals with the essential information on the implications of data and analytics on their roles, responsibilities and personal career development. Unlike existing books on the subject which tend to be overly technical and complex, this accessible, reader friendly guide is designed to be easily understood by any banking professional with limited or no IT background. Chapters focus on practical guidance on the use of analytics to improve operational effectiveness, customer retention and finance and risk management.

Value Investing

From Graham to Buffett and Beyond, 2nd Edition

Bruce C. N. Greenwald and Barbara Kiviat

Rights Already Licensed in: Korean

Authors Previous Titles Licensed in: Orthodox Chinese, Simplified Chinese, French, German, Japanese, Korean, Spanish, Thai

A second edition to the classic and widely popular *Value Investing*, which was hailed as “better” than Benjamin Graham’s 1950, *The Intelligent Investor*

The classic, seminal work in the field, *Value Investing* has been updated in a new, second edition to include the latest trends and a close look at some of the emerging investors who continue in the value investing tradition of Ben Graham and Warren Buffett. Featuring an exploration of the history of value investing and those that brought this investment approach to the fore, you will also discover the real-world techniques you can use to propel your own portfolio using a sound, proven approach to discovering value.

In the modern era, investors are increasingly caught up in so-called hot tips, can’t-miss startups, excessive optimism, and short-term speculation. Value investing is the antithesis to these short-sighted approaches, and stresses what Ben Graham — the father of value investing — referred to as the ‘margin of safety’ when describing the gap between an equity’s price and its value.

- Provides an overview of the techniques of value investing as practiced by some of the greatest value investors of all time
- Includes an exploration of the history of value investing, including an explanation of underlying principles and successful execution of value investing techniques
- Features updates in the new edition that include an analysis of the investment returns of value investing versus growth strategies
- Offers profiles of some of the emerging players in the field of value investing, including Andrew Weiss, Joel Greenblatt, Mason Hawkins, and Bill Nygren

Value Investing, Second Edition is your guide to implementing value investing principles in your own portfolio, complete with a look at the approaches used by the best value investors past and present.

About the Author

Bruce C.N. Greenwald (New York, NY) is the Robert Heilbrunn Professor of Finance and Asset Management at Columbia University and is the academic Director of the Heilbrunn Center for Graham & Dodd Investing. He teaches the same Value Investing course at Columbia University that was originally started by Benjamin Graham.

Barbara Kiviat (New York, NY) is a business reporter for TIME magazine. She received the Provost’s Undergraduate Research Award from Johns Hopkins University in 2001, prior to starting her career in journalism.

ISBN: 9780470116739

Jun 2020 • 312pp

Out of the Ether

The Amazing Story of Ethereum and the \$55 Million Heist that Almost Destroyed It All

Matthew Leising

A heist of millions demands evaluation — and here it is!

In 2016, \$55 million was stolen as computer programmers all around the world sat at their screens watching helplessly. It was one of the largest digital heists in history. This daring theft played out in the world of blockchain, the technological breakthrough that enabled Bitcoin to go from an idea in 2008 to a \$130 billion digital currency today. *Out of the Ether* takes an in-depth look at the most prominent successor to Bitcoin, a radically improved type of computer software invented by 19-year-old genius Vitalik Buterin. Known as Ethereum, its shaky beginnings allowed for the incredible hack that led to the \$55 million heist. It's a real-life cryptocurrency thriller that's sure to capture your imagination!

After pulling off one of the largest crowd sales in history at the time, Buterin and his cohorts built the Ethereum blockchain to become a world computer. But early on things went horribly astray. A futuristic automated investment fund created using Ethereum received an astounding \$250 million in investment cash, yet a bug was mistakenly inserted in the code on line 666, allowing a hacker to steal a fifth of that money. Since there's no federal deposit insurance for digital currency, the theft created a crisis that only a group of good-guy hackers who had helped build Ethereum could combat. Think of ninjas battling on the blockchain and you've only scratched the surface of this fascinating real life adventure.

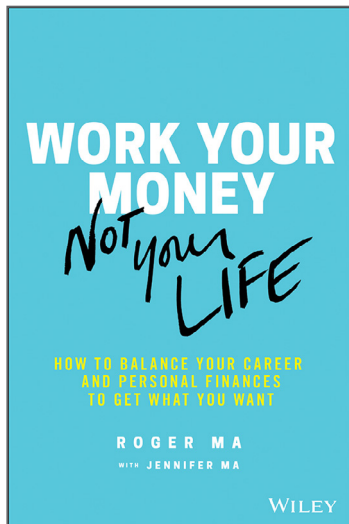
In the end, Buterin advocated for an extremely controversial fix: reversing time to a point before the theft happened to erase it and reinstate the stolen money. This controversial move sent a concerning message: cyber transactions could be wiped out after the fact. In light of the Ethereum crisis and its founders' actions, stakeholders in the multibillion-dollar virtual economy were forced to re-examine digital currency's future.

About the Author

Matthew Leising is one of the foremost journalists covering Ethereum and blockchain in the world. He's been a reporter for Bloomberg News for 14 years and is the only one who can tell this tale. He already told a part of it in *The Ether Thief*, but that 5,200-word story only scratches the surface. He has personal relationships with all the good-guy hackers he profiled in *The Ether Thief*, as well as with Vitalik Buterin. They have all agreed to talk with him for the book.

ISBN: 9781119602934

Aug 2020 • 288pp



ISBN: 9781119600367

Apr 2020 • 272pp

Work Your Money, Not Your Life

How to Balance Your Career and Personal Finances to Get What You Want

Roger Ma

Award-winning CFP Roger Ma offers secrets to career satisfaction, a secure financial life, and personal happiness, all in one place.

Studies show that if you're like the majority of young professionals, you feel dissatisfied with your job, your finances, or your overall station in life. It can seem impossible to disentangle the work stuff, the money stuff, and the personal stuff, because they're all inextricably linked. But the good news is, you don't have to go at it alone: *Work Your Money, Not Your Life* is your all-in-one guide to achieving both your career and financial goals so that you can get where you want to be.

In his debut book, Roger Ma, an award-winning financial planner and a publisher strategist at Google, offers secrets on how you can craft a meaningful career, gain financial comfort, and achieve a greater sense of purpose. And the premise behind it all is this: money affects every part of our lives. Simply by sorting out your personal finances (and it isn't as bad as it sounds!), you can build a foundation from which you'll be able to find the right career path, visualize your desired lifestyle, and turn your dreams into a reality.

You'll learn how to:

- Relieve yourself of the work, money, and personal stressors that keep you up at night
- Dispel the job myths that are preventing you from a more rewarding career
- Apply the fundamentals of personal finance to your unique situation, without all the confusing jargon
- Prioritize and balance your career and money needs through exercises and easy-to-use templates, launching yourself on the path to the life satisfaction you desire

When the life you're living and the life you want to live don't match up, everything feels off balance. Where do you begin trying to connect the dots? Start with this book. Through accessible, practical advice, you'll learn the career and financial strategies you need to live the life you deserve.

About the Author

Roger Ma is a NYC-based, multiple award-winning certified financial planner (CFP), Publisher Strategist at Google, and contributor to *Forbes*. The leading industry publication *InvestmentNews* featured Roger on the cover of its 40 Under 40 issue in 2017, showcasing top financial planners from around the country. Investopedia, the largest financial education website in the world, selected Roger as one of the Top 100 Most Influential Financial Advisors for 2018.



Money Mammoth

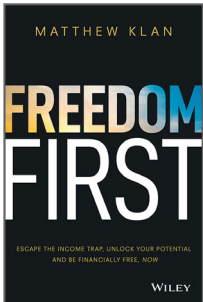
Unlocking the secrets of financial psychology to break from the herd and avoid extinction

Edward Horwitz

ISBN: 9781119636045 • Aug 2020 • pagecount_to_come

A look at the psychological barriers to financial success and how to create a better financial future

This book uncovers the underlying psychological and behavioral barriers which keep us from becoming engaged, and provides a path forward for those first critical steps towards financial well-being. Based on their cutting-edge research in financial psychology, Dr. Ed Horwitz and Dr. Brad Klontz show how we can harness the primal parts of our brain to not just tame our inner money mammoth but to use it to reach our financial goals.



Freedom First

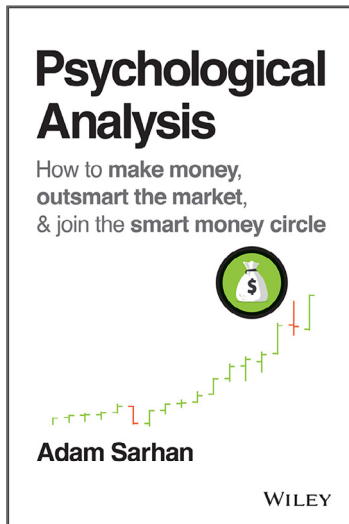
Escape the income trap, unlock your potential and be financially free, now

Matthew Klan

ISBN: 9780730381679 • Mar 2020 • 288pp

True freedom is within your grasp with this powerful wealth creation strategy.

Freedom First teaches that if you dream of becoming rich, so that you can be financially free, you need to start by getting free first. This book instills life-changing principles and a powerful wealth creation strategy to reveal how you can quit your job sooner than you ever thought possible.



ISBN: 9781119282044

Apr 2020 • 256pp

Psychological Analysis

How to Outsmart the Market One Trade at a Time

Adam Sarhan

This book introduces and sheds light on a new school of thought — Psychological Analysis — for investing/trading in capital markets.

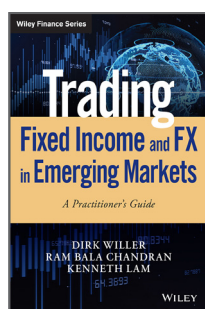
Fact: Most people do not beat the market. This book was written to change that statistic and skew the odds of success in your favor. There are many reasons why most people fail to achieve their investment goals but the one common denominator is that most people follow the crowd and are doing the same thing as everyone else. 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.

Conventional wisdom tells us that there are two primary schools of thought: fundamental and technical analysis. How many times have you seen a market (or stock) with “poor” fundamentals and/or technicals go up — or “great” fundamentals and/or technicals go down? After studying every major economic and market cycle going back to the 3rd century, Adam’s research found that the one constant throughout every major boom and bust in history has been psychology - human nature never changes.

If you walk into a crowded theater anywhere in the world and yell FIRE! the reaction will be the same — the crowd will panic and flee. The same is true for how people react to markets. 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.



Trading Fixed Income and FX in Emerging Markets

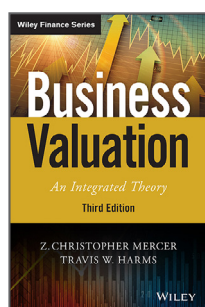
A practitioner's guide

Dirk Willer, Ram Bala Chandran, and Kenneth Lam

ISBN: 9781119598992 • Sep 2020 • 232pp

A practitioner's guide to extracting alpha from the fast-growing fixed income asset classes in emerging markets

Emerging fixed income markets are both large and fast growing. Chinese fixed income markets are worth more than \$11 trillion USD and are being added to global fixed income indices starting in 2019. Access for foreigners to the Indian fixed income market, valued at almost 1trn USD, is also becoming easier — a trend repeated in many emerging markets. The move to include large Emerging Market (EM) fixed income markets into non-EM benchmarks requires non-EM specialists to understand EM fixed income. This timely guide suggests a more systematic approach to EM fixed income.



Business Valuation, 3rd Edition

An Integrated Theory

Z. Christopher Mercer and Travis W. Harms

ISBN: 9781119583097 • Oct 2020 • pagecount_to_come

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. This important updated book:

- Includes an extended review of the core concepts of the integrated theory of business valuation and applies the theory on a total capital basis
- Explains “typical” valuation discounts (marketability and minority interest) and premiums (control premiums) in the context of financial theory, institutional reality and the behavior of market participants
- Explores evolving valuation perspectives in the context of the integrated theory
- Written by two experts on valuation theory from Mercer Capital

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.

Abrahams, Steven	52	Butler, Donna	40	Ferrier, Adam	50
Accidental Entrepreneur, 3rd Edition	49	Carter, Mark	41	50 Ways to Kick Start Your Meetings	43
Accountable Leaders	27	Chandran, Ram Bala	66	Five Metrics of Peak Performance Culture, The	27
Adaptation Advantage, The	39	China CEO II	28	5-Minute Selling	34
Adding Value	41	Chishti, Susanne	53	Flemming, Jen	50
Aguiar, Yuri B.	11	Christie, Kate	44	Food and Beverage Magazine's Guide to Restaurant Success	50
AI and the Future of Banking	60	Coach to Coach	6	Four Steps to the Epiphany, The	48
AI Book, The	53	Communicate with Mastery	43	Fraser, Adam	44
Allis, Janine	49	Competitive Advantage in Investing	52	Freedom First	64
Amit, Raphael	17	Conant, Douglas R.	25	Future Leader, The	24
Anderson, Jason L.	13	Cortese, Dan	43	Garner, Janine	41
Artificial Intelligence for Asset Management and Investment	56	Coveyduc, Jeffrey L.	13	Gibbings, Michelle	42
Artificial Intelligence for Business	13	Cracking the Leadership Code	26	Goedhart, Marc	58
Bad Boss	42	Crowley, Dermot	41	Goldberg, Michael	34
Baird, Nathan	15	Customer Success Economy, The	4	Goldfayn, Alex	34
Balliett, Amy	5	Data-Driven Product, The	12	Gordon, Dave	27
Barden, Phil P.	29	Data-First Marketing	12	Goryachev, Alex	21
Be Brilliant	41	Debt and Real Assets	56	Grant, John T.	30
Be Less Zombie	23	Decoded	29	Greener Marketing Manifesto	30
Berns, David	56	Del Negro, Matthew	43	Greenwald, Bruce C. N.	61
Biderman-Gross, Fran	26	Demaria, Cyril	56	Gregory, Jon	56
Blank, Steve	47, 48	Design Thinking Life Playbook, The	18	Haq, Rashed	13
Blount, Jeb	32	Design Thinking Quick Start Guide, The	20	Harms, Travis W.	66
Blueprint, The	25	Design Thinking Toolbox, The	19	Hasson, Gill	40
Boobier, Tony	60	de Vries, Glen	8	Hathaway, Ian	46
Book of Real-World Negotiations, The	35	Digital (R)evolution	11	Hawk, Matthew	34
Borrowed from Your Grandchildren	54	Dixon, Mykel	16	Helder, Chris	42
Boschi, Helena	42	Dorf, Bob	47	Herzlinger, Regina E	22
Brockis, Jenny	41	Do You Care to Lead?	27	Horwitz, Edward	64
Brogan, Chris	13	Dychtwald, Ken	31	How to be a Happy Thriving Human	41
Brown, Steve	12	Eatmon, Jason	32	How to Lead a Values-Based Professional Services Firm	26
Building a Wellness Business That Lasts	49	Eisenstock, Alan	8	Hubbard, Douglas W.	57
Bulleit Proof	8	Enterprise Artificial Intelligence Transformation	13	Hunkins, Alain	26
Bulleit, Tom	8	Etiemble, Frederic	14	Innovating in Healthcare	22
Business Model Innovation Strategy	17	Everyday Creative	16	Innovation Ultimatum, The	12
Business Outcome Selling Strategies	32	Failure of Risk Management, The	57	Innovator's Playbook	15
Business Valuation, 3rd Edition	66	Fearless Innovation	21	Introduction to Private Equity	56
		Feld, Brad	45, 46	Investment Banking	60
		Fernandez, Juan Antonio	28	Invincible Company, The	14

It Starts With Clients	7	Morgan, Jacob	24	Startup Communities	45
Jaffe, Dennis T.	54	Morison, Robert	31	Startup Community Way, The	46
Johnson, Steve	34	Motive, The	36	Startup Owner's Manual, The	47
Killer Visual Strategies	5	Naqvi, Al	56	Step Off!	43
Kiviat, Barbara	61	New Rules of Marketing and PR, The	33	Stollmeyer, Rick	49
Klan, Matthew	64	Nguyen, Tho H.	10	Stop Listening to Your Customer	50
Knock Out Networking for Financial Advisors and Other Sales Producers	34	Not Your Life	63	Strive	44
Koller, Tim	58	Oattes, Gavin	42	Structured Finance LBOs, Project Finance, Asset Finance and Securitization	55
Kraemer, Harry M.	26	Olson, Todd	12	Technology Trends in Practice	9
Lam, Kenneth	66	Osann, Isabell	20	10,000 No's	43
Larreur, Charles-Henri	55	Osterwalder, Alexander	14	Thiagarajan, Sivasailam	43
Law, Rob	44	Out of the Ether	62	Thommen, Jean-Paul	18
Leading the Way	26	Oversubscribed	49	TIP	27
Leifer, Larry	18, 19	Patient Equation, The	8	Trading Fixed Income and FX in Emerging Markets	66
Leising, Matthew	62	Pearl, Joshua	60	Transforming Healthcare Analytics	10
Lencioni, Patrick M.	36	Peterson, Joel	43	Trust Agents	13
Levy, Kara	43	Pigneur, Yves	14	Turner, Elvin	23
Lewis, Michael N.	10	Politz, Michael	50	Underwood, Laurie	28
Lewrick, Michael	18, 19	Priestley, Daniel	49	Urgent!	41
Life Will See You Now	42	Psychological Analysis	65	Ury, William L.	35
Lim, Julia	12	Respect Trumps Harmony	37	Valuation	58
Link, Patrick	19	Reuter, Claudia	49	Valuation Workbook	59
Loudermilk, Derek	26	Robertson, Rachael	37	Value Investing	61
Mackay, Harvey	44	Rogers, Michael	27	Warrell, Margie	38
Ma, Roger	63	Rooney, Martin	6	Weiss, Joshua N.	35
Marr, Bernard	9	Rosenbaum, Joshua	60	Wessels, David	58
Mayer, Lena	20	Ryzko, Dominik	13	What Retirees Want	31
McGowan, Heather E.	39	Salespeople Improve When Sales Management Improves	34	Why We Do What We Do	42
McKinsey & Company Inc.	58, 59	Sarhan, Adam	65	Wiele, Inga	20
Me First	44	Scales, Don	26	Willer, Dirk	66
Mehta, Nick	4	Schramm, JD	43	Work Your Money	63
Mental Health and Wellbeing in the Workplace	40	Scott, David Meerman	33	xVA Challenge, The	56
Mercer, Z. Christopher	66	Shipley, Chris	39	Yes	49
Miller, Janet Driscoll	12	Simple Shift, The	42	You Can Do This!	49
Mitchell, Dave	27	65 Roses and a Trunki	44	You Haven't Hit Your Peak Yet!	44
Modern Asset Allocation for Wealth Management	56	Smart Calling	34	Your 168	26
Modern Big Data Architectures	13	Smith, Alan	14	You've Got This	38
Molinaro, Vince	27	Smith, Julien	13	Zott, Christoph	17
Money Mammoth	64	Sobczak, Art	34		
		Sobel, Andrew	7		