Business, Finance & Accounting Catalogue

Spring/Summer 2019
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## Finance & Accounting

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Artificial Intelligence in Practice
How 50 Successful Companies Used AI and Machine Learning to Solve Problems
Bernard Marr

Cyber-solutions to real-world business problems

Artificial Intelligence in Practice is a fascinating look into how companies use AI and machine learning to solve problems. Presenting 50 case studies of actual situations, this book demonstrates practical applications to issues faced by businesses around the globe.

This engaging and topical book explores a wide range of cases illustrating how businesses use AI to boost performance, drive efficiency, analyse market preferences and many others.

Best-selling author and renowned AI expert Bernard Marr reveals how machine learning technology is transforming the way companies conduct business.

- Understand how specific business problems are addressed by innovative machine learning methods
- Explore how current artificial intelligence applications improve performance and increase efficiency in various situations
- Expand your knowledge of recent AI advancements in technology
- Gain insight on the future of AI and its increasing role in business and industry

Artificial Intelligence in Practice: How 50 Successful Companies Used Artificial Intelligence to Solve Problems is an insightful and informative exploration of the transformative power of technology in 21st century commerce.

About the Author

Bernard Marr is an internationally bestselling 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.
Rituals for Work
50 Ways to Create Engagement, Shared Purpose, and a Culture of Bottom-Up Innovation
Kursat Ozenc & Margaret Hagan

Experience the transformative power of creative rituals in the workplace

*Rituals for Work* shows us how creative rituals can make our personal and business lives more meaningful and rewarding. Rituals are powerful tools: they reinforce good habits, motivate personal and professional achievement, create a common bond between co-workers and build shared values; they can transform an organization's culture and provide a foundation to achieve common goals.

Focusing on real-world examples, this book takes a practical approach to the power and benefits of workplace rituals. This insightful guide presents 50 creative rituals, from business and management to design and personal development.

Specific case studies highlight the use of rituals and their positive impact to real-world organizations, while vivid visuals allow us to feel their energy and emotion.

About the Authors

**Kursat Ozenc** (www.kursatozenc.com; www.ritualdesignlab.org; Palo Alto, CA) is a Senior User Experience Designer at SAP Labs Palo Alto. He teaches Interaction and Service Design at Stanford's d.school, and leads workshops at Legal Design Lab. Ozenc holds a Ph.D. in Design from Carnegie Mellon University, an M.F.A. degree in Visual Communication Design from Sabanci University in Istanbul.

**Margaret Hagan** (www.margarethagan.com, Pittsburgh, PA) is a lecturer at the Stanford Institute of Design (the d.school), and a thought leader in the legal industry – she pioneered the notion of legal design, and how to bring a human-centered approach to how legal and government groups serve people. She is also a lawyer with a JD from Stanford. She directs the Legal Design Lab at Stanford Law School's Center on the Legal Profession. (http://legaltechdesign.com).
Startup, Scaleup, Screwup
42 Tools to Accelerate Lean & Agile Business Growth
Jurgen Appelo

Author’s Previous Titles Licensed in: Arabic, German, Simplified Chinese, Thai, and Vietnamese

Real-world tools to build your venture, grow your business, and avoid mistakes

Startup, Scaleup, Screwup is an expert guide for emerging and established businesses to accelerate growth, facilitate scalability, and keep pace with the rapidly changing economic landscape. The contemporary marketplace is more dynamic than ever before—increased global competition, the impact of digital transformation, and disruptive innovation factors require businesses to implement agile management and business strategies to compete and thrive.

This indispensable book provides business leaders and entrepreneurs the tools and guidance to meet growth and scalability challenges head on.

This book will enable you to:

- Apply 42 effective tools to sustain and accelerate your business growth
- Avoid the mistakes and pitfalls associated with rapid business growth or organizational change
- Develop a clear growth plan to integrate into your overall business model
- Structure your business for rapid scaling and efficient management

About the Author

Jurgen Appelo (jurgenappelo.com, Rotterdam, The Netherlands) is an author, consultant and trainer with 120 trainees globally who license his workshops on making management fun, to help creative organizations survive and thrive in the 21st century. He is regularly invited to talk at business seminars and conferences around the world. His company offers games, tools, and practices, that make for better management, with fewer managers. Since 2008, Jurgen has written a popular blog at NOOP.NL, offering ideas on the creative economy, agile management, organizational change, and personal development. Jurgen is CEO of the business network Happy Melly, and co-founder of the Agile Lean Europe network and the Stoos Network. Jurgen was once Entrepreneur of the Year in The Netherlands.
The Drama-Free Workplace
How You Can Prevent Unconscious Bias, Sexual Harassment, Ethics Lapses, and Inspire a Healthy Culture
Patti Perez

Eliminate sexual harassment, unconscious bias, ethical lapses and other HR nightmares!

Companies spend millions on legal compliance training and initiatives to eliminate workplace drama and the resulting low morale and lawsuits, but don’t always get the results they want. Most organizations understand that simply checking legal compliance boxes around sexual harassment, bias, etc. isn’t enough, but are at a loss on how to implement solutions, especially in today’s post-#MeToo world.

In this unique book, Patti Perez explains the secret to avoiding all forms of drama, legal exposure, and low morale: A healthy workplace culture. She combines the lessons learned from 25 years of professional experience with robust data from behavioural science research to debunk common myths, including the belief that a focus on legal compliance leads to a healthy workplace culture.

About the Author

Patti Perez (www.emtrain.com, San Diego, CA) is Vice President of Workplace Strategy for Emtrain, a technology-driven HR culture/compliance company and a frequent speaker around the US on sexual harassment prevention and other workplace issues. She is a licensed California attorney, a professionally-certified HR executive, a specialist in the prevention and resolution of workplace drama, an expert witness in state and federal court, a state regulator, and an entrepreneur.
The Intelligent Leader
Unlocking the 7 Secrets to Leading Others and Leaving Your Legacy
John Mattone


What is great leadership? What separates the merely competent leaders from those rare individuals who leave a lasting impression on everyone around them? As one of the world’s most in-demand CEO coaches and top leadership gurus, John Mattone has worked with some of our brightest business minds—Apple’s Steve Jobs, Pepsi’s Roger Enrico, and Nielsen’s Armando Uriegas—and he’s identified the key qualities that, together, make up the mindset of great leadership.

In The Intelligent Leader, Mattone lays out an accessible, practical, and compelling path that anyone can take to become the kind of leader that brings enrichment to the lives of others, enjoys a more fulfilling life, and leaves a lasting legacy. Each chapter uses a variety of real-world examples, tools, and assessments to explore one of Mattone’s 7 dimensions of Intelligent Leadership, including: thinking differently, thinking big, having a mindset of entitlement vs. a mindset of duty, leveraging your gifts and addressing your gaps, having the courage to execute with pride, passion, and precision.

Readers will have complimentary online access to the Mattone Leadership Enneagram Inventory ($110 value), which offers a personalized assessment of your leadership style and maturity.

About the Author

John Mattone (https://johnmattone.com) is the creator of the unique, powerful, and game-changing Intelligent Leadership Executive Coaching program. Since 2010, John has used this program to personally coach over 250 top business leaders, including 25 global CEOs, to help them become stronger, more effective and vibrant leaders. John served as the executive coach to the late Steve Jobs as well as to the former legendary CEO of PepsiCo, Roger Enrico. In 2015, John’s leadership system was named one of the top three Advanced Leadership Development Programs in the world.
29% of projects worldwide are considered successful. Every month in every city in the world a failed project will dominate the headlines. For the past 15 years, efforts have been focused on implementing methods, which instead of bringing the consistency and efficiency expected, have put further barriers in the way of being delivered.

The best projects are a result of the person that leads it or the environment they create – they always have been, and they always will be. Yet, there has never been a project management book that provides current or future project managers with the information on how to do this consistently well. *The Project Book* is this book.

The book is split into 2 sections – The Leadership, Culture, and Method skills required of a Project Leader and The Stewardship, Decisions, and Results required of Project Sponsors.

**About the Author**

**Colin Ellis** is an award-winning international speaker and trainer, and he works with organisations and individuals around the world to help change the way they get things done. From his early career mitigating the Year 2000 fallout to being the top rated speaker at Cisco Live Las Vegas, people are at the heart of everything he does. His specialism is in providing those accountable and responsible for delivering projects and transformation with the real, practical skills to be successful, every time. Colin's unique content, energetic delivery style and irrepressible sense of humour provide conference and corporate audiences with experiences that live long in the memory.
Getting Started in Consulting, 4th Edition
Alan Weiss
ISBN: 978-1-119-54215-5 • Apr 2019 • 224pp
Author’s Previous Titles Licensed in: Simplified Chinese

**The definitive guide to getting out of the office and getting into consulting**

*Getting Started in Consulting, Fourth Edition* is the acclaimed real-world blueprint to professional and financial freedom. For nearly two decades, this invaluable resource has helped thousands of people quit the daily grind and become their own boss. This practical and motivational guide provides the tools and knowledge to control your future and secure your fortune. From establishing goals and sorting out the legal and financial paperwork to advanced marketing strategies and relationship building techniques, this indispensable book offers step-by-step instructions for you to establish and grow your own consultancy business.

Rethinking Strategy
How to Anticipate the Future, Slow Down Change, and Improve Decision Making
Steve Tighe
ISBN: 978-0-7303-6833-5 • Jun 2019 • 224pp

Business leaders are desperate for help to position their companies for future success in a climate where business has never been more competitive, volatile or uncertain. Corporate techniques for navigating this complexity have not adjusted to this new dynamic and organisations have suffered an upsurge in strategic surprises proving disruptive to previously successful business models. This book provides an innovative end-to-end process designed to empower organisations to thrive in a time of increasing business competition and future uncertainty by establishing strategic planning at the heart of organisational performance.

The New Consultant’s Quick Start Guide
An Action Plan for Your First Year in Business
Elaine Biech
ISBN: 978-1-119-55693-0 • May 2019 • 280pp

An action plan for working as a consultant
Management consulting is a $250 billion industry and growing at a rate of over four percent annually. Many predict that more than 40 percent of the U.S. workforce will soon be contingent, freelance, or consulting members of the workforce—making this book more relevant than ever. *The New Consultant’s Quick Start Guide* helps people work through the challenges of consulting, such as: working alone, deciding on insurance coverage, finding clients, struggling with cash flow, and understanding market trends. Subject: Business

The Effective Hiring Manager
Mark Horstman
ISBN: 978-1-119-57432-3 • Aug 2019 • 240pp

Before one can become a truly effective manager to their teams, they need to create those teams. In many ways, finding the right person for the job and integrating them into an existing team can be exponentially harder than managing that person/team. It’s a problem faced by managers across all enterprises. Written by Mark Horstman, an expert in training managers, *The Effective Hiring Manager* will help managers across all organizations by taking them step-by-step through all aspects of the hiring process; from posting a job to candidate selection, the interviewing process to integration with the team.
The Failure of Risk Management, 2nd Edition
Why It’s Broken and How to Fix It
Douglas W. Hubbard
Previous Editions Licensed in: Korean and Turkish
A practical guide to adopting an accurate risk analysis methodology
The Failure of Risk Management provides effective solutions to significant faults in current risk analysis methods. Conventional approaches to managing risk lack accurate quantitative analysis methods, yielding strategies that can 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 public. This book provides expert examination of essential areas of risk management, including risk assessment and evaluation methods, risk mitigation strategies, and common errors in quantitative models.

The Forgotten Foundations of Fundraising
Practical Advice and Contrarian Wisdom for Nonprofit Leaders
Jeremy Beer & Jeffrey Cain
An entertaining, informative, and eminently useful guide that draws on psychology, data, and real-world experience to explain what really drives successful fundraising. In The Forgotten Foundations of Fundraising, Jeremy Beer and Jeff Cain, cofounders of American Philanthropic, a leading consulting firm for non-profit organizations, offer practical lessons and unconventional wisdom for both non-profit leaders and novices in the art and science of raising money. Drawing upon a wealth of experience, deploying an army of anecdotes, and using eye-opening American Philanthropic survey data, the authors provide a brisk, irreverent, and supremely useful introduction to fundraising for charities and non-profits.

The Matriarch Rules
Become the Change Maker You Were Always Meant to Be
Randy Patterson
The Matriarch Rules provides you with guidelines that empower you to find personal success and growth in being the compassionate, powerful, and forward-thinking woman you are. Become the change maker you were always meant to be. What is a matriarch? For one thing, you can tell she’s in charge the second she walks into a room. The modern matriarch is alive and vivacious. Recast yourself. Own your wins. Define your legacy. Leverage your success.

The New Business of Consulting
The Basics and Beyond
Elaine Biech
ISBN: 978-1-119-55690-9 • May 2019 • 280pp
Author’s Previous Titles Licensed in: Simplified Chinese, Dutch, German, Hungarian, and Russian
Everything you ever wanted to know about consulting—a practical roadmap for aspiring entrepreneurs. Seismic changes occurring in the workforce are leading to more and more people entering the world of contract, freelance, and contingency work. Rapid changes in demographics and advances in technology have led companies and talent to engage in profoundly new ways and consulting is one of the keys to success. The New Business of Consulting is authentic and practical, and shares the knowledge and skills required to start and grow a successful consulting business.
Boss of Busy
Combat Burn Out and Get Clear on What Matters
Alison Hill
Previous Editions Licensed in: Turkish
Bring calm to the chaos in your life. Whether you find yourself checked out, burnt out, or just plain freaked out, you deserve better. Psychologist Alison Hill takes you deep into the key pillars for our happiness, health and sanity. Productivity training or the latest organizational system will only take you so far. To make lasting change you need the right tools, mindset and skills. Boss of Busy helps you find the courage and optimism to live the life you crave, let go of what is holding you back and learn how to prioritize what really matters.

How to Influence People
Motivate, Inspire and Get the Results You Want
Chris Helder
Previous Editions Licensed in: Arabic, Korean, Russian, and Simplified Chinese
What if you could instantly boost your capability to influence, motivate and connect with people? How could it increase your productivity, team culture and bottom line? Better yet, what if you could influence yourself to achieve greater success? Imagine the impact that would have on your life and fortunes. How to Influence People takes these ideas out of the realm of what-if and turns them into reality. Whether you’re a new manager looking for direction, an experienced leader looking to hone your skills or a sales professional looking for better ways to connect, How to Influence People is for you!

It Starts with Passion
Do What You Love and Love What You Do
Keith Abraham
Previous Editions Licensed in: Arabic, Greek, Polish, Romanian, Thai, Turkish, and Vietnamese
It Starts with Passion will help you ignite the purpose in your life, as well as in the lives of your colleagues, employees, and associates. In-depth research, practical concepts, inspirational stories, and clear visual models will show you how to find out what’s meaningful to you and pursue it with passion. It’s time to embark on a life of certainty, clarity and confidence and It Starts with Passion.

It’s Who You Know
How to Make Networking Work for You
Janine Garner
Who do you need around you? Networking is an essential skill; it’s the key to your success. So why are so many of our connections superficial and transactional? And why do they get us nowhere in our personal or professional life? Maybe because we’ve lost sight of the fact that it’s not about the quantity of connections you make, but the quality of the relationships you build and nurture. From internationally-acclaimed entrepreneur and Fortune 500 mentor Janine Garner, It’s Who You Know shows you how to build, manage and leverage your power network to create opportunities and drive success.
Smarter, Sharper Thinking
Reduce Stress, Banish Fatigue and Find Focus
Jenny Brockis

Previous Editions Licensed in: Arabic, Italian, Orthodox Chinese and Thai

Smarter, Sharper Thinking reveals how you can expand your brain’s capability to think well under stress, to focus and get more out of your day, to be more creative and innovative, and to prepare you for future challenges. Utilizing the latest neuro-scientific principles, Dr Jenny Brockis shows how you can increase your brain fitness by developing a habit-changing plan to get more done with less effort. In 12 key areas, Smarter, Sharper Thinking presents simple, action-based principles that can be readily incorporated into your daily routines to train your brain for high performance.

Train the Brave
Tame Your Fear, Take the Chance, Dare to Live Big
Margie Warrell

Previous Editions Licensed in: Bahasa Indonesian

What would you do today if you were being brave? Courage begets courage. It’s a habit. Doing something brave everyday – no matter how small – unlocks new possibilities, opportunities and pathways to thrive in your work, relationships and life. Drawing on her background in business, psychology and coaching, best-selling author Margie Warrell guides you past the fears that keep you from making the changes to create your ideal life. In today’s uncertain times, fear can unconsciously direct our lives. Start small, dare big, and begin today to live with greater purpose, courage and success.
Bulletproof Problem Solving
The One Skill That Changes Everything
Charles Conn & Robert McLean

Complex problem solving is the core skill for 21st Century Teams

Complex problem solving is at the very top of the list of essential skills for career progression in the modern world. But how problem solving is taught in our schools, universities, businesses and organizations comes up short. In *Bulletproof Problem Solving: The One Skill That Changes Everything* readers will learn the seven-step systematic approach to creative problem solving developed in top consulting firms that will work in any field or industry, turning you into a highly sought-after bulletproof problem solver who can tackle challenges that others balk at.

The problem-solving technique outlined in this book is based on a highly visual, logic-tree method that can be applied to everything from everyday decisions to strategic issues in business to global social challenges.

The authors, with decades of experience at McKinsey & Company, provide 30 detailed, real-world examples, so you can see exactly how the technique works in action. Discover the time-tested 7-step technique to problem solving that top consulting professionals employ

- Learn how a simple visual system can help you break down and understand the component parts of even the most complex problems
- Build team brainstorming techniques that fight cognitive bias, streamline work planning, and speed solutions
- Know when and how to employ modern analytic tools and techniques from machine learning to game theory
- Learn how to structure and communicate your findings to convince audiences and compel action

The secrets revealed in *Bulletproof Problem Solving* will transform the way you approach problems and take you to the next level of business and personal success.

About the Author

**Charles Conn** (Oxford, UK) is CEO of the Rhodes Scholarships in Oxford. Previously, he was a Partner at McKinsey's global Directors Committee.

**Robert McLean** (Australia) is a Senior Adviser at McKinsey & Company. He led the Australian and New Zealand McKinsey practice for eight years and served on the firm’s global Director’s Committee.
Forever Skills
The 12 Skills to Future Proof Yourself, Your Team and Your Kids
Kieran Flanagan & Dan Gregory

In a world where the constant conversation is ‘what’s changing?’ we explore ‘what isn’t changing?’ What are the skills that will see us succeed no matter what else changes around us? We call these Forever Skills.

Forever Skills help us get ahead in business and life regardless of what is changing around us. Forever Skills are skills we should develop in ourselves, our workplaces and our children.

As our world enters the fourth industrial revolution, it will be changed in ways we can only imagine. From AI, to nanotech, to self-driving cars. How do we prepare for a world we can scarcely imagine?

About the Author

Kieran Flanagan and Dan Gregory are the Co-Founders of the Impossible Institute, a strategic think tank founded to rethink the way people think, lead, navigate change, and drive performance. Speakers, Strategists, Authors, and Social Commentators, Dan and Kiernan help leaders, individuals and organizations rethink the way they think by lifting mental performance and developing innovative strategic tools for amplifying thought leadership. “When you change the way you think, you change your world.” The strategic and creative team behind the most successful new product launch in Australian history, Dan and Kieran have used the Impossible Thinking Methodology to help develop new product lines for the likes of Coca-Cola and Unilever, invent new media formats for Murdoch Magazines, design interaction systems for categories as diverse as fast food chains and government departments, and launch commercial and social change strategies for organizations like News Corp, Apple, and the United Nations in Singapore. Voted “Top 25 C-Suite Speakers to Watch” by Meetings and Events USA, Dan and Kieran combine business acumen with a rapier wit and rare human insight gained while working on the US and UK stand-up comedy circuits – skills put to great use in front of millions of viewers on ABC TV’s Gruen franchise and Channel 7’s Masters of Spin and as regular contributors to Success and The CEO Magazine in the US.
Lifescale
How to Live a More Creative, Productive, and Happy Life
Brian Solis

It’s time to reclaim our lives. It’s time to take control. *Lifescale* is a journey of self-discovery and growth. It’s about getting back into balance and remastering our destinies. Author Brian Solis knows first-hand. He struggled with distraction and all its ill-effects. To get his life back, he developed a set of techniques, exercises, and thought experiments designed to tame the chaos, and positively and productively navigate our day-to-day lives. In *Lifescale*, Brian has done the legwork to pull together scientific findings and practical tools into one book. Identify sources of distraction and turn attention toward creativity and productivity—

- Understand and resist the manipulative techniques that turn us into digital addicts
- Find meaning and purpose to guide our time in more meaningful ways
- Visualize future success to successfully dive into deep work and stop procrastinating
- Break bad habits, establish rituals, and establish routines that help you achieve goals
- Nurture imagination and learn to express ourselves more artistically
- Maximize productivity with simple but effective strategies
- Focus for extended periods and make breaks more restorative
- Foster a strong sense of purpose in life and identify the steps needed to bring it to life every day
- Smile more and build self-esteem

About the Author

Brian Solis is a principal analyst at Altimeter, the digital analyst group at Prophet. He is also an award-winning author, prominent blogger/writer, and world renowned keynote speaker. He has studied and influenced the effects of emerging technology on business and society. His research and books help executives, and also everyday people, better understand the relationship between the evolution of technology and its impact on people. As a result of his work, Solis also helps leading brands, celebrities, and startups develop new digital transformation, culture 2.0, and innovation strategies that enable businesses to adapt to new connected markets from the inside out.
Productivity
Get Motivated, Get Organized and Get Things Done
Gill Hasson

Productivity Is Personal!

When it comes to productivity, the smartest thing anyone can do is learn what works the best for them. Personal development author Gill Hasson helps readers discover how to manage their time and get things done with less stress and more efficiency.

Being productive involves finding one's own rhythm and getting things done in a way that works best for a person individually; depending on a person’s circumstances, skills and abilities, and the time, energy, and resources available. Productivity helps readers identify what might currently be getting in the way of being more productive. The book has plenty of ideas and suggestions, tips and techniques to help readers get organised and be more productive.

- Develop a personal productivity mindset
- Identify your optimum times of day
- Plan your time purposefully
- Manage difficulties and setbacks
- Rather than work harder, work smarter. This book shows you how!

About the Author

Wiley’s bestselling UK author-extraordinaire – Gill Hasson works with people from a diverse backgrounds and situations. Her key motivation is her belief in the ability of people to positively change their way of thinking - about life, other people, and themselves. She has worked as a freelance journalist and has written articles on personal development and relationships for a variety of magazines, including Psychologies and Take A Break. As well as delivering adult education courses in personal development in Brighton, Gill worked as an associate tutor for the University of Sussex, teaching career and personal development and academic study skills. Now, career coaching and writing books takes up most of Gills work time. She is the author of the bestselling Mindfulness Pocketbook, Mindfulness, Emotional Intelligence, The Sunday Times bestseller How to Deal with Difficult People, plus other books about resilience, communication skills and assertiveness. Her books have been translated into more than 20 other languages.
The Art of Communication
How To Be Authentic, Lead Others, and Create Strong Connections
Judy Apps

Author’s Previous Titles Licensed in: Arabic

Bring nuance, depth, and meaning to every conversation you have

The Art of Communication is for anyone who senses that they could be communicating on a deeper level. This book shows readers how to engage wholeheartedly with other people. There’s more to conversation than clear, rational thinking. Left-brain rationality is important, of course, but neuroscience increasingly shows that the right-brain skills of creativity, intuition and spontaneity are essential in good communication.

- Access the more nuanced arts of conversation to create strong connections and tangible results.
- Build cross-disciplinary, cross-cultural connections to communicate effectively with people from different backgrounds.
- Activate the whole mind – not just intellect – to bring creativity and depth to communication.
- Learn to be open-hearted, spontaneous, vulnerable, intuitive, and captivating in every conversation you hold.

From communication guru and bestselling author Judy Apps, The Art of Communication will show you how to breathe life into your relationships and produce powerful new thinking enabling you to transform the world you live in.

About the Author

Judy Apps is an author, coach, public speaker and trainer. She specialises in voice and presentation, with an emphasis on authenticity, connection, and integrity. She is founder and director of Voice of Influence. She is a NLP Practitioner and a qualified coach for face-to-face, telephone and Skype coaching. An experienced speaker and conference facilitator, her specialties include voice coaching, finding your voice in all senses of the word, overcoming performance anxiety, public speaking, communication issues including conflict, team group executive coach, coach training, NLP and assertiveness.
The Little Book of Being Brilliant

Andy Cope

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

The latest and greatest insights on happiness from around the world

The Little Book of Being Brilliant is a greatest hits compilation of the best and the latest information from the science of positive psychology. Top-selling author Andy Cope exercises his PhD in happiness, along with his decades of experience bringing The Art of Being Brilliant to rapt audiences around the world, to distil the tips, techniques, facts and ideas people need to know to achieve sustainable wellbeing and happiness in life. Andy’s keen for people to know that he wants them to enjoy the experience, hence his laugh ‘n’ learn approach.

Inside, readers will find guidance for taking action in the form of activities and challenges that will help them implement the latest empirical evidence on happiness. Readers will learn why most people are miles away from feeling as great as they could, and what to do about it.

Whether someone is motivated to improve his or her daily life, or looking for insights that will super-charge his or her career, or in search of inspiration for students or work teams, this little book will set readers in motion toward living brilliantly. Learn, once and for all, what science says about the connection between money and happiness.

About the Author

Andy Cope’s day job is the UK’s first official Dr. of Happiness (PhD, Loughborough) which gives him a strong media platform on all things happiness and wellbeing. Andy has written various best-selling personal development books (including two for teenagers) for Capstone, Hodder and Crown House. Andy has a passion for motivation and positive psychology and is trying to influence people to think differently. Andy has also written The Art of Being Brilliant, The Art of Being a Brilliant Teenager, Shine and latest best-seller Diary of a Brilliant Kid.
The Question
Find Your True Purpose
Bernardo Moya

Ask yourself the right questions—and find the answers to your happiness

The Question brings together the best of what is thought and known from the world of self-help. The author shows readers what can build a path toward greater well-being and believes that the quality of your life depends on the quality of the questions you ask yourself. The book combines a mix of practical and emotional content; it follows the highs and lows of real-life experience to help inspire readers, giving them practical information to help them discover their true purpose in life, and the confidence to pursue it. The Question explores:

- Greatness, success, fulfilment, and passion
- The Three Pillars to succeed
- Building The Best You
- Resilience, Revolution and Re-invention

You cannot go through life being passive—you must find your answer to The Question. That is, how can you realize your life’s purpose? Find out inside this book... and inside yourself!

About the Author

Bernardo Moya is an entrepreneur, speaker, publisher, TV producer and seminar promoter to some of the biggest names in personal development. Using his unique insight from over a decade working in the industry, he is the consummate expert of how to connect with people and the messages that can truly transform lives. Five years ago Bernardo set up The Best You, an international platform that shares and promotes some of the greatest works of personal development. He is the founder behind the annual The Best You Expo both in London and Los Angeles, as well as countless NLP seminars, and online platform, newsletter and press coverage. Bernardo is also CEO of NLP Life Training (the world’s largest Neuro-Linguistic Programming organisation) - http://www.nlplifetraining.com/bernardo-moya.
Why We Do What We Do
Understanding Our Brain to Get the Best Out of Ourselves and Others
Helena Boschi

This is the first book that combines the neuroscience of how our brain works and other insights into how we can apply this to everyday, home and work, as well as offering practical tools and tips to lead healthy and productive lives. It focuses on how we behave, communicate, feel, remember, pay attention, create, influence and make decisions.

About the Author

Dr. Helena Boschi is a psychologist focusing on applied neuroscience in the work place. Her particular areas of interest include the brain and behaviour, our emotional and rational neural networks and how to get the best out of our own and others brainpower. Helena has held senior talent management and organisation development positions within international companies and now works across a range of industries worldwide. As owner and founder of the Chequered Leopard, her work with her clients involves designing new and creative learning initiatives, particularly in the areas of leadership and team development, intercultural communication and organisational change. She works with a range of companies across the world as a speaker and educator in the field of applied neuroscience, organisational change and leadership development, and she conducts presentations and lectures, design and delivery of executive development initiatives and communication programmes to support change and performance conversations.
**Balance is B.S.**

How to Have a Work. Life. Blend
Tamara Loehr

ISBN: 978-1-119-55040-2 • Apr 2019 • 224pp

Combine the best parts of your personal and professional life to live the life you really want

*Balance is B.S.* is an unflinching and honest look at the challenges that today’s working women faces in balancing her professional and personal lives. In the United States, women comprise over 40% of household income. This insightful book provides working women with real world advice, enabling them to blend personal and professional life, without burning out.

**Bold Moves**

How to Stand Up, Step Out and Make Your Next Bold Move
Pippa Hallas

ISBN: 978-0-7303-6621-8 • May 2019 • 220pp

Have you ever wanted to be a bigger, braver version of yourself? Can you imagine how that would expand your perspective on your career, your relationships and your life? Now is the time to be bold! In *Bold Moves*, Pippa Hallas, shares the inspiring story of her great aunt, Ella Baché, who fled war-torn Europe to start one of the world’s best loved skin care companies. Through conversations with other remarkable Australian women including Lorna Jane Clarkson, Tracy Spicer and more, Pippa shares the moments when these women stood up, spoke out and fearlessly redefined their futures.

**Do Business Better**

Traits, Habits, and Actions To Help You Succeed
Damian Mason

ISBN: 978-1-119-56628-1 • Apr 2019 • 256pp

Build your best life by forging your own path to business success. After consulting for companies such as Monsanto, DuPont, and Cargill, and speaking to nearly 2,000 audiences across the world, Damian Mason, successful businessman, agriculturalist, podcaster, and writer, wants to help you achieve your entrepreneurial goals and live a better life. While other business books claim to tell you how to reach success, they fall short because they don’t address the fact that success is different for each of us. *Do Business Better* helps you define success on your terms, then shows you how to achieve it.

**Mastering the Art of Oral Presentations**

Winning Orals, Speeches, and Stand-Up Presentations
John P. Stewart & Don Fulop

ISBN: 978-1-119-55005-1 • Apr 2019 • 224pp

Proven techniques to win over any audience and make any sale

*Mastering the Art of Oral Presentations* is your expert guide to delivering memorable and effective speeches and presentations. Whether selling a product, offering a service, or bidding for a contract, your oral presentation skills can often determine success or failure. This invaluable resource delivers real-world advice and proven strategies to elevate your game and close the deal. Comprehensive coverage of preparation procedures, delivery techniques, and presentation strategies provide you with the tools and knowledge to motivate and persuade your audience.
Real Communication
How to Be You and Lead True
Gabrielle Dolan
ISBN: 978-0-7303-6972-1 • May 2019 • 224pp
Recent changes in big business has seen the expectations of employees evolve and the now demand a new style of communication from their leaders. We have seen unprecedented disruption through organisational change, levels of trust have plummeted, the collision of multigenerational workforces and with the rise and rise of technology baffling phrases and acronyms have proliferated. People have never felt so isolated and confused. This book reveals how to guide and communicate in a way that is authentic and will help to truly connect and engage with people including teams, customers, co-workers.

Swim!
How a Shark, a Suckerfish, and a Parasite Teach You Leadership, Mentoring, and Next Level Success
Walter Bond
A fascinating story about the power of networking, connection, and mentorship
Written as an engaging parable, Swim! How a Shark, a Suckerfish, and a Parasite Teach You Leadership, Mentoring, and Next Level Success brings to life real-world challenges (and their solutions) and presents them in simple, yet powerful terms. The book explores the vital importance of networking, explores the steps that lead to successful networking, and explains why we need it. Swim! dives deep into the concepts of mentorship and the power of human connection.

The First Two Hours
Make Better Use of Your Most Valuable Time
Donna McGeorge
ISBN: 978-0-7303-5959-3 • Apr 2019 • 164pp
Do your most important work when you are your most resourceful
Are you drowning in email? Overloaded with calendar invitations? Frustrated by wasteful meetings and an ever-growing workload? Then you know that being busy does not mean being productive. Most workers are being asked to take on more responsibilities with less support, advised to simply be innovative. But you only have a finite amount of energy and thinking capacity available to you in a day. Most of us are wasting it on things that aren’t contributing to our most important work: the activities that require problem solving, decision making and critical thinking.
Data Activation
Leveraging the Transformative Power of Data to Create Innovative Products and Services
Kent Langley
ISBN: 978-1-119-54456-2 • Nov 2019 • 180pp

Leverage the power of data to transform your business and spark innovation
Data Activation provides an effective framework that integrates people, data, and technology, enabling organizations of any size to gain competitive advantage, spark innovation, and maximize agile and scalable resources. The data activation process enables companies to apply technology at scale and transform their relationship with data; by applying data as a strategic asset, companies gain the ability to build innovative data-driven products and services that scale exponentially. Helping organizations around the world implement the data activation process for over 15 years, deep technologist and distributed systems architect Kent Langley shares his knowledge, experience, and proven techniques to help companies prosper.

Data Driven Business Transformation
How to Disrupt, Innovate and Stay Ahead of the Competition
Peter Jackson & Caroline Carruthers

Drive your business data to its maximum potential with proven strategies and practical advice
The organizations that harness the power of data to transform their businesses will be the market leaders. You can be sure that your competitors will be looking for insights in their data to drive them ahead and that the disruptors in your sector will be data driven. Data, if used correctly, has the power to transform your business and make you the market leader. Data Driven Business Transformation is the practical guide to harnessing your data to compete and thrive in today's dynamic marketplace.

Duty of Care
An Executive's Guide for Corporate Boards in the Digital Era
Alizabeth Calder
ISBN: 978-1-119-57815-4 • Apr 2019 • 288pp

An essential guide for board members and executives who need to understand the impact of digital on their thinking and decision making. Duty of Care: An Executive's Guide for Corporate Boards in the Digital Era offers a much-needed guide for board directors and leaders who need to get up-to-speed and close their digital knowledge gap in order to make the right decisions about digital technology investment and deployments. Written in easy-to-read language, this book targets directors and executives who want to protect themselves from risks ranging from massive cyber security breaches to digital infrastructure investment mistakes.
Thank You For Disrupting
The Disruptive Business Philosophies of The World’s Great Entrepreneurs
Jean-Marie Dru

The stories of the world’s great entrepreneurs have been told—but not necessarily their innovative ideas and business philosophies. In fact, many entrepreneurs are extremely intuitive, and action-oriented and not always able to clearly articulate the underlying ideas and principles behind their own disruptive innovations. This book explains the most important ideas of 20 of the world great entrepreneurs, including Steve Jobs, Carlos Ghosn, Sergey Brin, Brian Chesky, and others.

The disruptive ideas fall into categories of leadership, innovation, social responsibility, brand and culture. For each of these themes, the author explains 1) the most important innovative ideas that made the entrepreneur’s company billions of dollars; 2) how their innovation and ideas influenced the business world in general; and 3) how the average business owner, leader or manager can implement these disruptive ideas in their own organizations.

About the Author
Jean-Marie Dru (www.tbwa.com) is Chairman of TBWA Agency Network, one of the world’s largest advertising agency networks, with 12,000 employees in 300 offices, in 97 countries. He is the author of “Disruption” and “Beyond Disruption” and trademarked the term and the related methodology in the late 90s before it became part of the global business vocabulary. In 2008, Jean-Marie was awarded the French Legion of Honor award for his long-lasting contribution to the advertising industry and to the business world.
Testing Business Ideas
How to Get Fast Customer Feedback, Iterate Faster and Scale Sooner
David Bland & Alexander Osterwalder

There is a large knowledge gap in the market today between business strategy and experimentation. People resort to reading growth hacker blogs or going to meetups or eventually asking consultants for help. This book contains a library of techniques and specific guidance on how to rapidly test new business ideas in the market with customers, using the world-renowned Business Model Canvas. The book has three parts. The first explains how Lean Experiments dramatically reduce risk and increase the likelihood of success for any new business idea. The second part introduces Assumptions Mapping and an experiment library. The third part defines a series of ceremonies and team configurations to make experimentation a continuous, repeatable process. The book concludes with a challenge to founders and executives on how to encourage an experimentation mindset within their organizations.

About the Authors

David J. Bland (www.precoil.com, San Francisco, CA) is a business model coach and the CEO of Precoil, an agency that provides design and innovation consulting. David advises global corporations and Silicon Valley startups on how to find product market fit using lean startup, design thinking and agility. He joined his first startup in 1999 and helped grow the business until they were acquired in 2006.

Dr. Alexander Osterwalder (www.strategyzer.com) is the lead author of the international bestsellers Business Model Generation, and Value Proposition Design, and a passionate entrepreneur and speaker. He co-founded Strategyzer, a software company specializing in tools and content for strategic management and innovation. Dr. Osterwalder invented the Business Model Canvas, the strategic management tool to design, test, build, and manage business models, which is used by companies like Coca Cola, GE, P&G, Mastercard, Ericsson, LEGO, or 3M. He is a frequent keynote speaker in leading organizations and top universities around the world and is a visiting professor for 2018 at Stanford.
The 100X Leader
How to Become Someone Worth Following
Jeremie Kubicek & Steve Cockram

Become the leader others want to follow

Anyone who wants to get the best out people must be willing to fight. But, that doesn’t mean you become a dominator, nor does coddling others work. The best leaders in life are liberators – people who are willing to fight for others’ highest good, even at a personal cost. Inside, global leadership experts Jeremie Kubick and Steve Cockram explain what made that leader so unique, how others can become that person, and how to share the same gift with others.

The 100x Leader helps people become—and build—leaders worth following.

About the Authors

Jeremie Kubicek (Edmond, OK; www.jeremiekubicek.com) is an international speaker, bestselling author, and consultant to top-level executives and leaders around the world. He provides subject matter expertise on organizational leadership, emotional intelligence, and interpersonal communication. Jeremie is the former CEO over the brands Leadercast, Catalyst, and the John Maxwell training companies. He is also the co-founder of the GIANT companies. He co-founded GIANT Worldwide with the vision of raising up Liberators in every sector and city in the world. He is the author of the Wall Street Journal bestseller, Making Your Leadership Come Alive. He is also the author of 5 Gears and 5 Voices.

Steve Cockram (Bucks, UK; www.giantworldwide.com) is an international speaker and consultant to top-level executives and global multinational leadership teams. He is a subject matter expert on personality and wiring, organizational leadership and interpersonal communication. He is also the co-author of 5 Gears and 5 Voices. He is the co-founder of GIANT Worldwide, with the mission to help leaders become Liberators and train them to multiply Liberating Leadership inside their teams and cultures.
The Coffee Bean
A Simple Lesson to Create Positive Change
Jon Gordon

Authors Previous Titles Licensed in: Arabic, Azerbaijani, Bahasa Indonesian, Bulgarian, Croatian, French, German, Italian, Japanese, Korean, Lithuanian, Orthodox Chinese, Persian, Polish, Portuguese, Romanian, Simplified Chinese, Spanish, Thai, Turkish, Ukrainian, and Vietnamese

From best-selling author Jon Gordon, and forthcoming author Damon West, The Coffee Bean is an illustrated fable that teaches readers to transform their environment, overcome challenges, and change the world.

About the Author

Jon Gordon’s best-selling books and talks have inspired readers and audiences around the world. His principles have been put to the test by numerous Fortune 500 companies, professional and college sports teams, school districts, hospitals, and non-profits. He is the author of 15 books including 5 best-sellers: The Energy Bus, The Carpenter, Training Camp, You Win in the Locker Room First and The Power of Positive Leadership. Jon and his tips have been featured on The Today Show, CNN, CNBC, The Golf Channel, Fox and Friends and in numerous magazines and newspapers. His clients include The Los Angeles Dodgers, The Atlanta Falcons, Campbell Soup, Dell, Publix, Southwest Airlines, LA Clippers, Miami Heat, Pittsburgh Pirates, BB&T Bank, Clemson Football, North-western Mutual, Bayer, West Point Academy and more. Jon is a graduate of Cornell University and holds a Masters in Teaching from Emory University. He and his training/consulting company are passionate about developing positive leaders, organizations and teams. Damon West is a motivational speaker and author of the forthcoming book The Change Agent: How a Former College QB Sentenced to Life in Prison Transformed His Life. Damon West is a motivational speaker and working author.

Edgar H. Schein

Effective, sustainable cultural change requires evolution, not disruption

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

This new third edition is designed specifically for practitioners needing to apply these practices in real-world settings, and has been updated with new coverage of globalization, technology, and managerial competencies. Readers will learn how to get past subconscious bias to assess whether existing culture truly serves the organization, and how to introduce change and manage the change process over time for a best-case-scenario outcome. Case studies illustrate successful change in real companies, providing models and setting the bar for dismantling dysfunctional cultures.

Corporate culture begins with the founder and evolves (or not) over time. This book separates the truth from the nonsense to provide real-world guidance on initiating and managing cultural change.

- Understand when to assess your culture, and how to do it objectively
- Learn how cultures evolve and change over time, for better or worse
- Discover the reality of multiculturalism amidst the rise of globalization
- Evolve your culture to more effectively serve your organization

About the Author

Edgar H. Schein (http://mitsloan.mit.edu/faculty/detail.php?in_spseqno=41040) is the world-renowned expert on organizational culture, credited with founding the field and authoring this, the defining resource on the topic. He has written several best-selling books and consults with organizations worldwide on culture, organizational development, and careers. He is a professor emeritus at the MIT Sloan School of Management.
Total Rethink
Why Entrepreneurs Should Act Like Revolutionaries
David McCourt

Rethink your way to a better life in business and in life – everything is changing fast, apart from how we behave. Our ways of thinking and making decisions have changed little since we lived in agricultural and industrial societies, but the problems we now need to solve are entirely different.

Part business biography, part business blueprint, Total Rethink explains how this can be done. Successful telecoms entrepreneur David McCourt lays out the reality of the dangerous situation we find ourselves in and suggests solutions which will empower everyone, including business people, politicians, diplomats, and teachers, to repair the damage we have already done, and prepare for the dramatic changes to come.

- Change the way you think and behave to be a true entrepreneur
- Understand why incremental change no longer works
- Move at the speed of the times we are living in to keep up
- Find trusted, effective guidance you can put to practice today
- Written by a sought-after speaker, businessman, and entrepreneur, the advice inside this book will help you learn to think—and live—like a revolutionary.

About the Author

David McCourt (http://www.granahanmccourt.com; New York, NY) is an Irish American businessman and entrepreneur. He is one of the world’s most successful, award-winning business people, with a personal worth of $1 billion. Over the last thirty years he has founded or bought twenty companies in nine countries and won an Emmy as a television producer. The Economist described him as having, impeccable credentials as a telecom revolutionary. He is currently Founder and Chairman of Granahan McCourt Capital whose European offices are in Dublin.
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<th>Title</th>
<th>Authors</th>
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<td>Daring to Compete</td>
<td>Diane Foreman, Bryan Pearce &amp; Geoffrey Godding</td>
<td>978-1-119-54676-4</td>
<td>Apr 2019</td>
<td>256pp</td>
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<td>The successful entrepreneurs guide to accelerating growth</td>
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<td>Daring to Compete offers real-world strategies to accelerate the growth of your business and secure your place as a market leader. This expert guide is the result of years of comprehensive research and experience from global professional services organization EY, originator of the celebrated Entrepreneur of The Year program. Employing its worldwide reach and extensive network of successful entrepreneurs, EY has developed a model of sustainable business development–The 7 Drivers of Growth™. This innovative and highly effective approach to strategic growth is an invaluable resource for high-growth businesses, entrepreneurs, and start-ups.</td>
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<td>Elite</td>
<td>Nick Hays</td>
<td>978-1-119-53809-7</td>
<td>Apr 2019</td>
<td>224pp</td>
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<td>Proven tools to take your team and yourself to the next level</td>
<td>Elite: High Performance Lessons and Habits from a Former Navy SEAL</td>
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<td>Elite: High Performance Lessons and Habits from a Former Navy SEAL is a practical, no-nonsense guide to elevate your leadership skills and drive your team to their maximum potential. Before you can push your team to the max, you must push yourself–elite teams require elite leaders. This invaluable guide supplies the tools you need to develop effective strategies to motivate, adapt, and overcome.</td>
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<td>Unifying and Defining the new Organization Development</td>
<td>Innovation-Inspired Positive Organization Development gives shape and coherence to the field’s vast potentials and most promising horizons. To underscore the new theory of change transforming the whole of Organization Development, Cooper, Rider and Godwin provide definition and direction to what they call “the next iPod”: innovation-inspired positive Organization Development. Drawing from decades of real-world experience and experimentation, as well as cataloguing and synthesizing the exciting research and many of the most productive practices from strength-based management, positive psychology and allied disciplines, this book does what French and Bell’s enduring classic did for the earliest days of Organization Development.</td>
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<td>On-going coaching and development that can be a game changer for all employees!</td>
<td>All great coaches know how to ask good open-ended questions and how to give effective feedback. They keep a balanced and honest perspective that separates the person from the problem or issue; coaching to leverage their unique strengths and helping them improve weaknesses with a mindset focused on continuous improvement. This ongoing coaching and development can be a game changer for all people and teams with access to it. This book offers strategies and tools to help employees become more motivated for effective change, action, and accountability.</td>
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**Self as Coach Self as Leader**  
Developing the Best in You to Develop the Best in Others  
Pamela McLean  
ISBN: 978-1-119-56255-9 • May 2019 • 256pp  

Become a more effective leader by discovering the resources you already have  
Pamela McLean, CEO and cofounder of the Hudson Institute for Coaching, has been at the forefront of the field for the past three decades, using clinical and organizational psychology to provide the highest-quality coaching and development training to professionals in organizations and solo practice worldwide. Now, Pamela is teaching readers to cultivate their leadership potential through use of self as instrument, a key dimension of developmental coaching that emphasizes the whole person.

**Speaking Being**  
Werner Erhard, Martin Heidegger, and a New Possibility for Being Human  
Bruce Hyde & Drew Kopp  
ISBN: 978-1-119-54990-1 • June 2019 • 480pp  

*Speaking Being: Werner Erhard, Martin Heidegger, and a New Possibility for Being Human* provides an unprecedented study of the ideas and methodology originally developed by the thinker Werner Erhard, and presented in a course called The Forum, a course that has since evolved further and is offered today by Landmark Worldwide. The book is a comparative analysis that demonstrates how Erhards rhetorical project and the philosophical project of Martin Heidegger each illuminate the other.

**Strategic Doing**  
Ten Skills for Agile Leadership  
Edward Morrison, Scott Hutcheson, Elizabeth Nilson, Janyce Fadden & Nancy Franklin  
ISBN: 978-1-119-57866-6 • May 2019 • 256pp  

Complex challenges are all around us - they impact our companies, our communities, and our planet. This complexity and the emergence of networks is changing the practice of strategic management. Today's leaders need to understand how to design and guide complex collaborations to accelerate innovation and change - collaborations that cross boundaries both inside and outside organizations. This book will introduce you to the new disciplines of agile strategy and collaborative leadership. Readers will learn how to navigate an unpredictable future through the fast and agile development of complex collaborations, using a set of ten practical skills.

**Talent Keepers**  
How Top Leaders Engage and Retain Their Best Performers  
Christopher Mulligan & Craig Taylor  
ISBN: 978-1-119-55824-8 • Apr 2019 • 192pp  

Engaged employees don't just happen. They are nurtured by organizations with great cultures and strong leadership. *Talent Keepers* puts a new spin on a systematic approach to employee engagement and retention with precise tactics that have achieved proven results. This book includes research-based methods of engaging employees, beginning the moment they are hired.
The Art of Making Sh!t Up
Using the Principles of Improv to Become an Unstoppable Powerhouse
Norm Laviolette
ISBN: 978-1-119-55821-7 • May 2019 • 200pp

Work together to up your chances of business success
The Art of Making Sh!t Up combines the lessons learned from a personal journey with the teachings derived from years of honing valuable skills through performing and presenting to thousands of people to demonstrate how working together has helped others found and grow several multimillion-dollar companies. By focusing on topics that serve as pain points and detailing the tools and techniques of improv, this book helps people and organizations utilize new skill sets to be more productive, more accepting, and more “all in” to create a stronger teammate and team.

The Backpack
How to Understand and Manage Yourself While Loving Others Along the Way
Tim A. Gardner
ISBN: 978-1-119-57637-2 • May 2019 • 192pp

A guide for being fully equipped to succeed on the journey of life
The Backpack: How to Understand and Manage Yourself While Loving Others Along the Way tells the story of Jon, Sofia, and Buddy whose pathways merge on a life-changing flight. Written by a senior consultant with the Flippen Group (a world-wide leader in self-awareness training), the book brings together an angry passenger, a wise flight attendant, and a down-home cowboy. Their chance meeting leads to the ride of their lives as they fully grasp the importance and meaning of their backpacks. As this engaging story reveals, self-awareness is like a backpack!

The Leap of Your Life
How to Redefine Risk, Quit Waiting For ‘Someday,’ and Live Boldly
Tommy Baker
ISBN: 978-1-119-55253-6 • Apr 2019 • 256pp

There’s a bold decision in your life you’ve been waiting to make, and every day passing by is a reminder of what hasn’t happened. Conveniently tucked in a box labelled “someday”, the fear of the unknown has taken a grip on your life and put your dreams on hold. Until now. No matter what your dream is, The Leap of Your Life is the ticket to get you there. All while having the time of your life and ensuring you don’t wake up years down the line with a sinking feeling of regret.

The Morning Myth
How Every Night Owl Can Become More Productive, Successful, Happier, and Healthier
Frank J. Rumbauskas Jr.
ISBN: 978-1-119-53775-5 • Jul 2019 • 256pp

Authors Previous Titles Licensed in: Arabic, Indonesian, Korean, Orthodox Chinese, Romanian, and Simplified Chinese

Society largely praises early risers, while maligning so-called night owls. However, countless research studies have shown that night owls are more successful and wealthier than early risers. The Morning Myth is intended to prove otherwise, and to show that night owls are generally more successful in life than early risers. The book is intended to restore self-confidence to night owls and help them achieve more on their natural schedules, and also to inform employers on just how much productivity they’re losing by forcing night owls to be at work bright and early, and advising them on how to schedule both early risers and night owls.
Kellogg on Branding in a Hyper-Connected World

Alice M. Tybout & Tim Calkins

Authors Previous Titles Licensed in: Arabic, Bulgarian, Japanese, Korean, Portuguese, Russian, Simplified Chinese, Spanish, Swedish, Thai, and Vietnamese

World-class branding for the interconnected modern marketplace

Kellogg on Branding in a Hyper-Connected World offers authoritative guidance on building new brands, revitalizing existing brands, and managing brand portfolios in the rapidly-evolving modern marketplace. Integrating academic theories with practical experience, this book covers fundamental branding concepts, strategies, and effective implementation techniques as applied to today’s consumer, today’s competition, and the wealth of media at your disposal.

About the Author

Alice Tybout (www.kellogg.northwestern.edu, Chicago, IL) is the Harold T. Martin Professor of Marketing at Northwestern University’s Kellogg School of Management. In addition, she is the academic director for the Kellogg on Consumer Marketing Strategy Program and the Kellogg on Branding Program at Northwestern’s executive education facility, the Allen Center. She also has taught at the University of Chicago, INSEAD in Fontainebleau, France and at Chulalongkorn University in Bangkok, Thailand. She has published numerous articles in scholarly journals, including the Journal of Consumer Research, the Journal of Marketing Research, the Journal of Consumer Psychology, the Journal of Marketing, and the Journal of Personality and Social Psychology. In addition, she has published articles in Harvard Business Review, and is the co-editor of three books.

Tim Calkins (www.kellogg.northwestern.edu, Chicago, IL) is Clinical Professor of Marketing at Northwestern University’s Kellogg School of Management. He is co-academic director of the Kellogg on Branding executive education program. Tim won the Lawrence G. Lavengood Outstanding Professor of the Year Award, the top teaching award at Kellogg, in 2006 and 2013. He also received the Sidney J. Levy Teaching Award, two Kellogg Faculty Impact Awards and the Kellogg Executive MBA Programs Top Professor Award four times. He has authored more than two dozen articles on marketing topics.
Sales Badassery
Kick Ass. Take Names. Crush the Competition.
Frank J. Rumbauskas Jr.

Turn the tables on the social dynamics of sales—stop chasing prospects and start closing deals

Sales Badassery: Kick Ass. Take Names. Crush the Competition is a no-nonsense guide to transforming your entire attitude to sales, turning the old way of doing things on its head to shift all the power to you. The common myth of sales strategy tells you to approach a prospect from a position of deference—they hold the superior position, forcing you to supplicate, beg, make undue concessions, and be at their beck and call during and after the sale. This indispensable work shows you that levelling the playing field is not enough, you need to slant it in your direction. Transform yourself into a Sales Badass, respected by your customers and feared by your competitors

- Stop sucking up to your prospects and never accept the word no
- Adopt a zero-tolerance policy for disrespectful and unreasonable customers
- Convert customers into colleagues to expand your contacts and increase referrals

Sales Badassery: Kick Ass. Take Names. Crush the Competition is a must-read for everyone tired of chasing prospects and selling their souls for the sake of a sale. This transformative approach to sales will enable you leverage your power, conquer your competitors, and steer your goals in the direction you always wanted.

About the Author

Frank J. Rumbauskas (Dallas, TX; www.nevercoldcall.com) is the author of Selling Sucks, The Never Cold Call Again Playbook, and the New York Times best-seller Never Cold Call Again. Frank spent the first half of his sales career cold calling. Finally, after years of trial-and-effort, he perfected a system of lead-generation techniques that has changed the lives of countless salespeople and small business owners around the world. Frank quickly became the #1 sales consultant in his region at Lucent Technologies and maintained the highest close rate in the entire company.
Account-Based Marketing
How to Target and Engage the Companies That Will Grow Your Revenue
Chris Golec, Peter Isaacson & Jessica Fewless
ISBN: 978-1-119-57200-8 • Apr 2019 • 208pp

Account-Based Marketing is changing the discipline of marketing—Why? Business-to-business (B2B) companies spend $40 Billion on marketing each year, and they embrace tech-driven innovations, yet the traditional model for lead generation has not changed for decades. Why? In addition to the techniques being outdated, they create friction and distrust between marketing and sales teams. ABM has quickly gained traction with leading B2B companies because it aligns sales and marketing teams around the accounts that will have the most business impact.

From Impossible to Inevitable, 2nd Edition
How SaaS and Other Hyper-Growth Companies Create Predictable Revenue
Aaron Ross & Jason Lemkin
Authors Previous Titles Simplified Chinese, Japanese, and Portuguese

Break your revenue records with Silicon Valley’s growth bible
From Impossible to Inevitable details the hypergrowth playbook of companies like Hubspot, Salesforce.com, and EchoSign. This book makes very clear how to get to hypergrowth and the work needed to get there. If you need to triple revenue within the next three years, would you know exactly how to do it? Doubling the size of your business, tripling it, or even growing a business by ten times the size isn’t about magic and it’s not about privileges, luck, or working harder. There is a template that the world’s fastest growing companies follow to achieve and sustain faster growth.

Rehumanize Your Business
How Personal Videos Accelerate Sales and Improve Customer Experience
Ethan Beute & Steve Pacinelli
ISBN: 978-1-119-57626-6 • May 2019 • 200pp

Every day, most working professionals entrust their most important messages to a form of communication—email—that doesn’t build trust, provide differentiation, or communicate clearly enough. It’s easy to point to the sheer volume of emails, text messages, voicemails, and even social messaging as the problem that reduces our reply rates and diminishes our effectiveness. Over the past decade, a community of sales professionals has pioneered a new/old way of selling—using simple, one-to-one videos in email. This book is for anyone who wins through relationships and referrals and who needs to influence, persuade, or sell to be effective in his or her work.

Sales Engagement
How The World’s Fastest Growing Companies Are Modernizing Sales Through Humanization at Scale
Manny Medina, Max Altschuler & Mark Kosoglow
ISBN: 978-1-119-58434-6 • Mar 2019 • 240pp

Sales Engagement is the Marketing Automation of Sales. Marketing Automation produced multiple billion plus dollar companies like Hubspot, Marketo, Eloqua, Responsys, ExactTarget, Campaign Monitor and more. The Sales space is even bigger, with the largest company, Salesforce, set to do $20 billion per year in revenue in a short time frame. So, what is Sales Engagement and why is now the time for it? Sales Engagement is how you engage and interact with your potential buyer to create connection, grab attention, and generate enough interest to create a buying opportunity.
**Make Yourself Clear**
How to use a Teaching Mindset to Listen, Understand, Explain Everything, and Be Understood
Dr. Reshan Richards & Stephen J. Valentine

*ISBN: 978-1-119-55859-0 • May 2019 • 200pp*

**Communicate effectively and create meaningful interactions in an increasingly digital world**

The rise of digital communications has led to three emergent, often problematic, forces: automation, the speed and volume of information transfer, and an unmet need for people to feel more than satisfied in their interpersonal transactions, particularly between seller and consumer. Following in the footsteps of their popular website and podcast, educators and entrepreneurs Dr. Reshan Richards and Stephen Valentine created *Make Yourself Clear* to address the challenges brought on by these rising trends.

**Avoiding Data Pitfalls**
How to Steer Clear of Common Blunders When Working with Data
Ben Jones

*ISBN: 978-1-119-27816-0 • Aug 2019 • 368pp*

**Avoid data blunders and create truly useful visualizations**

Avoiding *Data Pitfalls* is a reputation-saving handbook for those who work with data, designed to help avoid the all-too-common blunders that occur in data analysis, visualization, and presentation. This book walks readers step by step through the full data visualization process, from calculation and analysis through accurate, useful presentation. Common blunders are explored in depth to show how they arise, how they have become so common, and how you can avoid them from the outset.
Do More Faster, 2nd Edition
TechStars Lessons to Accelerate Your Startup
Brad Feld & David B. Cohen

Each vignette in this book is an exploration of advice often heard during the TechStars program. Rather than trying to capture it all ourselves, the authors have asked the mentors and the founders who have been through the program to help with the task of putting it down on paper. Some parts of this book will almost certainly be in conflict. At TechStars, one of the favorite sayings is: “it’s just data,” so everything the authors present here should be viewed as input and nothing more. Recognize that one will have to make his or her own judgments and decisions about what’s right for their own business. This book has seven sections - each focusing on a major theme within the TechStars program and within early stage entrepreneurship. The sections are: Idea and Vision, People, Working Efficiently, Product, Fundraising, Legal and Structure, and Work / Life Balance.

About the Authors

Brad Feld (Boulder, CO) has been an early stage investor and entrepreneur for over twenty years. Prior to co-founding Foundry Group, he co-founded Mobius Venture Capital and, prior to that, founded Intensity Ventures, a company that helped launch and operate software companies and later became a venture affiliate of the predecessor to Mobius Venture Capital.

David Cohen is the founder and CEO of TechStars. Previously, David was a founder of several software and web technology companies. He was the founder and CTO of Pinpoint Technologies which was acquired by ZOLL Medical Corporation (NASDAQ: ZOLL) in 1999. You can read about it in No Vision, All Drive. David was also the founder and CEO of earFeeder.com, a music service which was sold to SonicSwap.com in 2006.
Venture Deals
Be Smarter Than Your Lawyer and Venture Capitalist
Brad Feld & Jason Mendelson

As each new generation of entrepreneurs emerges, there is a renewed interest in how venture capital deals come together. Yet there is little reliable information focused on venture capital deals. Nobody understands this better than Brad Feld and Jason Mendelson. For more than twenty years, they’ve been involved in hundreds of venture capital financings, and now, with the Fourth Edition of Venture Deals, they continue to share their experiences in this field with you. This reliable resource skillfully outlines the essential elements of the venture capital term sheet—from terms related to economics to terms related to control. In addition to examining the nuts and bolts of the term sheet, Venture Deals, Fourth Edition is:

- Fully updated to reflect the intricacies of startups and entrepreneurship in today's dynamic economic environment
- Offers valuable insights into venture capital deal structure and strategies
- Brings a level of transparency to a process that is rarely well-understood

The key content changes to the forthcoming edition:

1. New chapter in coordination with the international law firm Cooley LLP on Getting your company ready to fundraise. Its all the pre work that needs to happen
2. New chapter in coordination with Silicon Valley Bank - How to Raise Venture Debt. Its a 30-ish page chapter comparing and contrasting bank debt versus equity and convertible debt and how to best negotiate a deal.
3. New chapter on how to hire an investment banker to sell a company
4. Complete re-write of some of the most important economic terms for better flow
5. Substantial edits in the negotiating section with particular attention to gender issues
6. Brief updates throughout to cover ICOs
7. Lots of other changes to make this the most engaging edition of this WSJ bestseller ever

Any aspiring entrepreneur, venture capitalist, or lawyer who partakes in these types of deals will benefit from the insights found throughout this new book.

About the Authors

Brad Feld (Boulder, CO) has been an early stage investor and entrepreneur for over twenty years. Prior to co-founding Foundry Group, he co-founded Mobius Venture Capital and also founded Intensity Ventures, a company that helped launch and operate software companies and later became a venture affiliate of Mobius Venture Capital.

Jason Mendelson (Boulder, CO) has over a decade of experience in the venture capital and technology industries in a multitude of investing, operational and engineering roles. Prior to co-founding Foundry Group, Jason was a Managing Director and General Counsel for Mobius Venture Capital, where he also acted as its chief administrative partner overseeing all operations of the firm.
Faster Disaster Recovery
The Business Owner’s Guide to Developing a Business Continuity Plan
Jennifer H. Elder

Series: AICPA • ISBN: 978-1-119-57096-7 • Apr 2019 • 192pp

Protect your company’s finances in the event of a disaster
In the face of an environmental or man-made disaster, it’s imperative to have a contingency plan that’s mapped out your corporation’s strategy to minimize the impact on the daily functions or life of the corporation. Successful planning not only can limit the damage of an unforeseen disaster but also can minimize daily mishaps—such as the mistaken deletion of files—and increase a business’s overall efficiency. Faster Disaster Recovery provides a 10-step approach for business owners on creating a disaster recovery plan (from both natural and man-made events).

Text as Data
Computational Methods of Understanding Written Expression Using SAS
Barry DeVille & Gurpreet Singh Bawa


Combining qualitative and quantitative algorithms within the SAS system for accurate, effective and understandable text analytics.
The need for powerful, accurate and increasingly automatic text analysis software in modern information technology has dramatically increased. Fields as diverse as financial management, fraud and cybercrime prevention, Pharmaceutical R&D, social media marketing, customer care, and health services are implementing more comprehensive text-inclusive, analytics strategies. Text as Data: Computational Methods of Understanding Written Expression Using SAS presents an overview of text analytics and the critical role SAS software plays in combining linguistic and quantitative algorithms in the evolution of this dynamic field.
Detecting Accounting Fraud Before It’s Too Late
Oriol Amat

Detecting accounting fraud before it’s too late
Accounting fraud is the deliberate manipulation of accounting records to make a company’s financial performance seem better or worse than it actually is. Accounting scandals often have catastrophic consequences for shareholders and employees. Thus, analysts and auditors must be equipped to detect accounting fraud. This book is a comprehensive guide to detecting accounting fraud for auditors investigating accounting fraud and analysts/managers seeking to prevent it. A wide variety of warning signs are described, as are several techniques for detecting and addressing fraud.

Auditing in an Internet of Things Environment
Key Internal Control Issues in IoT and Blockchain Environments
Robert R. Moeller
ISBN: 978-1-119-46166-1 • Mar 2020 • 352pp

A much-needed resource packed with guidelines, standards, and expert insight
Auditing in an Internet of Things Environment is a guidebook for auditors and controllers in the thick of the technological revolution. As the Internet of Things (IoT) expands to include everything from cars to appliances to light bulbs, more and more companies require auditing tailored to the unique challenges of the IoT environment. This book is the first to offer comprehensive guidance on audit, security, and control issues to give auditors a baseline framework for how to proceed. Auditing in an Internet of Things Environment is an important resource for auditors seeking increased relevancy in the new era.
Implement a data-driven investment strategy

For most finance professionals, big data, statistics, and programming are outside of their comfort zone. Yet, proficiency in these areas is becoming a prerequisite for successful investing. And while there are plenty of resources on these individual topics, what is missing is a framework for combining these disciplines for investment purposes. *Data-Driven Investing* shows readers how investment decisions can be made or improved through the use of alternative datasets and inference techniques. The author covers artificial intelligence algorithms, data visualization, and data sourcing to show how these components come together to form a more robust investment strategy. The goal is to help finance professionals prepare for an investing landscape increasingly driven by big data and artificial intelligence.

- Shows how investing wisdom can be harnessed through science and augmented by data
- Demonstrates how an augmented investing philosophy promises a deeper understanding of future economic performance
- Is essential reading for fund managers, research analysts, quantitative investors, data scientists, and general finance professionals
- Includes a companion website with code, data sets, and videos providing more in-depth information on augmented/data-driven investing
- This book comes at a time of increasing investor anxiety with lackluster hedge fund performance, which is causing many funds to explore data-driven investing as a possible evolution of their strategies.

**About the Author**

**Matei Zatreanu** (New York, New York) founded System2 on the belief that fundamental investing will be augmented by data-driven technology. System2 is a project-based service helping investment teams leverage big data within their research process. He previously headed the data science team at King Street Capital Management, a New York-based hedge fund with 20$bn in AUM. There, he sourced alternative data from hundreds of vendors and performed research studies across numerous sectors ranging from retail to energy to real estate.
Financial Techtelligence

The Financial Advisor’s Guide to Harnessing the Power of Innovation and Technology to Create Wealth

Bryan Mills

Raise the bar for meaningful customer connections, time efficiency, and exceptional performance accuracy with effective use of technology. Financial Techtelligence is the financial advisor’s guide to practice enhancement through the strategic use of technology. With over 20 years of experience as a financial consultant to private investors, author Bryan Mills has steered his expertise toward helping other financial professionals develop a general understanding of how technology will create a more personal experience with useful time-saving and practice-improving strategies. In this book, he demonstrates how technology can help your practice thrive and offers a clear blueprint for effective implementation. Rapid technological innovation has brought about game-changing tools that harness the power of cost-effective trends in marketing and practice management. This book shows readers how to choose tools best for individual practice, and leverages their capabilities to improve the customer experience.

Every financial services professional is constantly on the lookout for that one great idea that will rocket their practice to the top. Better practice management, more streamlined operations, higher levels of client service, and of course, optimal outcomes are the cornerstones of exceptional financial service firms. Financial Techtelligence shows you how technology can get you there, and how to implement a strategy customized for your practice.

About the Author

Bryan Mills (Astoria, NY) is a financial consultant who has been working with private investors for over two decades. Building on 20 years of experience as an entrepreneur and producing broker he launched AdvzrTek, a practice management technology site designed to help other financial professionals. His mission with AdvzrTek is to connect other financial service professionals with innovative and useful ideas, to enhance their practice and save them time.
The Trading Methodologies of W.D. Gann, 2nd Edition
Building Your Technical Analysis Toolbox
Hima Reddy
ISBN: 978-1-119-53786-1 • Oct 2019 • 208pp

How to spot patterns, identify opportunities, and grow your technical analysis skills
The Trading Methodologies of W.D. Gann, Second Edition is a detailed yet accessible guide for trading, forecasting, and investing—using the principles of technical analysis to identify opportunities for profit. Beginning in the early 20th century, W.D. Gann developed pioneering methods of technical analysis that continue to hold value for modern traders. Gann’s insights on interpreting market conditions and recognizing patterns are a valuable addition to any trader’s strategy. This valuable guide demystifies Gann’s techniques, providing clear and concise explanations and easy-to-follow instructions for today’s traders and investors.

Portfolio Management
Theory and Practice
Scott Stewart, Christopher D. Piros & Jeffrey Heisler
ISBN: 978-1-119-39741-0 • Apr 2019 • 688pp

A careers worth of portfolio management knowledge in one thorough, efficient guide
Portfolio Management is an authoritative guide for those who wish to manage money professionally. This invaluable resource presents effective portfolio management practices supported by their underlying theory, providing the tools and instruction required to meet investor objectives and deliver superior performance. Highlighting a practitioner view of portfolio management, this guide offers real-world perspective on investment processes, portfolio decision making, and the business of managing money for real clients.
What are safe haven investments? What role do they play in a portfolio? Why are they so difficult and counterintuitive to pursue? And, most importantly, how can one build a safer investment portfolio even from the worst of financial storms? Hedge fund manager and tail-hedging pioneer Mark Spitznagel answers these questions and more and reveals just what makes one safe haven better than another. *Safe Haven* is the first major, comprehensive analysis of this broad asset class, written by one of its top practitioners. Investments covered and evaluated include precious metals, commodities, US treasuries, currencies and cryptocurrencies, real estate, art, equity strategies, hedge funds, risk parity, CTAs, CDSs, VIX, and tail-hedging.

About the Author

Mark Spitznagel's 20-year investment career has spanned from Morgan Stanley proprietary trader (head of equity options in the Process Driven Trading group) to partner and President at Empirica Capital LLC to independent pit-trader at the Chicago Board of Trade (the youngest local in the bond pit). Mark received an M.S. in Mathematics from the Courant Institute of Mathematical Sciences at New York University and a B.A. from Kalamazoo College. Mark received an M.S. in Mathematics from the Courant Institute of Mathematical Sciences at New York University and a B.A. from Kalamazoo College.
Asset Allocation and Private Markets
A Guide to Investing with Private Equity, Private Debt and Private Real Assets
Cyril Demaria, Maurice Pedergnana, Rémy He & Roger Rissi
Previous Editions Licensed in: Simplified Chinese

The comprehensive guide to private market asset allocation

Asset Allocation and Private Markets provides institutional investors, such as pension funds, insurance groups and family offices, with a single-volume authoritative resource on including private markets in strategic asset allocation. Written by four academic and practitioner specialists, this book provides the background knowledge investors need, coupled with practical advice from experts in the field. The discussion focuses on private equity, private debt and private real assets, and their correlation with other asset classes to establish optimized investment portfolios. Armed with the grounded and critical perspectives provided in this book, investors can tailor their portfolio and effectively allocate assets to traditional and private markets in their best interest.
Investment Banking, Third Edition
Valuation, Leveraged Buyouts, and Mergers & Acquisitions
Joshua Rosenbaum & Joshua Pearl

Author’s Previous Titles Licensed in: Introduction to Private Equity - Venture, Growth, LBO & Turn-Around Capital 2e - 9781118571927; Introduction to Private Equity - 9780470745960; Investment Banking, 2nd edition; Investment Banking Workbook; Investment Banking Focus Notes; Investment Banking University, Second Edition: Valuation, Leveraged Buyouts, and Mergers & Acquisitions
Previous Editions Licensed in: Armenian, Simplified Chinese, and Vietnamese

The No. 1 guide to investment banking and valuation methods, including online tools
In the constantly evolving world of finance, a solid technical foundation is an essential tool for success. Until the welcomed arrival of authors Josh Rosenbaum and Josh Pearl, no one had taken the time to properly codify the lifeblood of the corporate financier’s work-namely, valuation, through all of the essential lenses of an investment banker. 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. The Second Edition includes both the technical valuation fundamentals as well as practical judgment skills and perspective to help guide the science. This book focuses on the primary valuation methodologies currently used on Wall Street: comparable companies analysis, precedent transactions analysis, discounted cash flow analysis, and leveraged buyout analysis. 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.

About the Authors
Joshua N. Rosenbaum (New York, NY) is an Executive Director in UBS Investment Banks Global Industrials Group. He received his BA from Harvard University and his MBA, with Baker Scholar honors, from the Harvard Business School.
Joshua D. Pearl (New York, NY) was formerly an Associate in Deutsche Banks Leveraged Finance Group, where he was also previously an Analyst. He received his BS in Business Administration from Indiana University’s Kelley School of Business.
The revised second edition of Boombustology is an important guide for understanding the history of various booms and busts and the cyclical nature of financial markets. In this updated edition of his popular book, noted academic Vikram Mansharamani outlines a multi-disciplinary framework for identifying financial bubbles before they burst. From the madness of the Seventh-Century's tulip mania in Holland to the United States' crippling housing collapse in 2008, the book explores the elements that cause once soaring financial markets to come crashing down. James Grant, of Grant's Interest Rate Observer, wrote a new foreword for this edition and Vikram added 3 chapters for where bubbles are emerging and potentially bursting (key topic for smart investors).

Corporate Financial Distress, Restructuring, and Bankruptcy, 4th Edition
Analyze Leveraged Finance, Distressed Debt, and Bankruptcy
Edward I. Altman, Edith Hotchkiss & Wei Wang

A comprehensive look at the enormous growth and evolution of distressed debt markets, corporate bankruptcy, and credit risk models

This Fourth Edition of the most authoritative finance book on the topic updates and expands its discussion of financial distress and bankruptcy, as well as the related topics dealing with leveraged finance, high-yield, and distressed debt markets. It offers state-of-the-art analysis and research on U.S. and international restructurings, applications of distress prediction models in financial and managerial markets, bankruptcy costs, restructuring outcomes, and more.

Corporate Risk Management
Theories and Applications
Georges Dionne

Corporate Risk Management focuses on the corporate finance dimension of risk management, presenting several theoretical models that justify risk management in different industries, and empirically verifies theoretical propositions. It also proposes statistical modelling to identify the importance of distinct risks and of their variations according to economic cycles. Default, liquidity and operational risks during the financial crisis that began in 2007 are analyzed in detail. The book also analyzes the failures of LTCM and Enron.

Corporate Turnaround Artistry
Fix Any Business in 100 Days
Jeff Sands

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

Corporate Turnaround Artistry is a complete guide for entrepreneurial companies in times of financial distress—presenting effective strategies and proven methods to revive and rehabilitate your business. Uncertain economic times have significantly altered the financial resources available to struggling businesses. Narrowing margins and mounting internal and external pressure has taken their toll on many companies. Fortunately, most businesses can be repaired while maintaining their existing revenue structure.
Lessons in Corporate Finance, 2nd Edition
A Case Studies Approach to Financial Tools, Financial Policies, and Valuation
Paul Asquith & Lawrence A. Weiss

Rights Already Licensed Simplified Chinese

An intuitive introduction to fundamental corporate finance concepts and methods
Lessons in Corporate Finance, Second Edition offers a comprehensive introduction corporate finance using a unique interactive question and answer-based approach. Asking a series of increasingly difficult questions, this text provides conceptual insight and specific numerical examples. Detailed case studies encourage class discussion and provide real-world context for financial concepts. The book provides a thorough coverage of corporate finance including ratio and pro forma analysis, capital structure theory, investment and financial policy decisions, and valuation and cash flows provides a solid foundational knowledge of essential topics.
T. Rowe Price
The Man, The Company, and The Investment Philosophy
Cornelius C. Bond

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T. Rowe Price, the Sage of Baltimore

In 1937, Thomas Rowe Price, Jr. founded an investment company in Baltimore that would become one of the most successful in the world. Today, The T. Rowe Price Group manages over one trillion dollars and services clients around the world. It is among the largest investment firms focused on managing mutual funds and pension accounts. Uniquely trusted and respected, the firm is considered the gold standard by many investment advisors. In this book, Cornelius Bond tells the full story, for the first time, of how Price, a modest and ethical man, built the company bearing his name. From the private, unpublished personal and corporate records, you will get direct access to the creative process behind Prices highly successful approach to investing. Two fund managers who worked closely with Mr. Price reunite to consider the investment environment of the next five to ten years as Price himself might have viewed it. This book will give you an insiders access to the true story of Thomas Rowe Price, Jr.

About the Authors

Cornelius C. (Neil) Bond, with a degree in electrical engineering from Princeton, joined T. Rowe Price and Associates as a technology analyst. He became a member of the Investment Committee and an officer of the New Horizons Fund soon after its inception. It became the best performing mutual fund in the country. He spent ten formative years working directly with the firm’s founder, T. Rowe Price, and later became president of the T. Rowe Price Growth Stock Fund, the company’s largest mutual fund. He left to become one of the four original general partners of New Enterprise Associates, which today is one of the large venture capital families in the country. Bond lives with his wife, Ann, and his standard poodle, Price, in San Francisco.
The Manual of Ideas, Second Edition
The Proven Framework for Finding the Best Value Investments
John Mihaljevic

Authors Previous Titles The Manual of Ideas: The Proven Framework for Finding the Best Value Investments
Previous Editions Licensed in: German, Japanese, Korean, Orthodox Chinese, and Simplified Chinese

Idea generation for value-oriented investing, from the top names in finance

The Manual of Ideas is the indispensable resource top investment firms like Berkshire Hathaway rely on for cutting edge research and investment ideas. As the definitive source for value investing opportunities, this book takes readers inside the minds of the world’s top money managers to learn how they generate the bright ideas that lead to big profits. This new second edition includes insights from more than 100 exclusive interviews with leading fund managers to give you access to the thought processes of super value investors including Warren Buffett, Tom Gayner, and Joel Greenblatt. This book lays out a gold mine of a framework to help you generate your own new and profitable value investment ideas.

- Learn how the wizards of Wall Street find stocks
- Apply each approach appropriately and effectively
- Gain personal investing insight from leading fund managers
- Identify, analyze, and implement the best value investing opportunities

About the Author

John Mihaljevic, CFA (New York, NY and Zurich, Switzerland) is a Managing Editor of The Manual of Ideas, the monthly idea-oriented research publication for value-oriented investors, and a Managing Director of Value Conferences, a series of fully online investment conferences for value-oriented investors. He has also served as Managing Partner of the investment firm Mihaljevic Capital Management LLC since 2005. He is a member of Value Investors Club, an exclusive community of top money managers, and has won the club’s prize for best investment idea. John is a trained capital allocator, having studied under Yale University Chief Investment Officer David Swensen and served as research assistant to Nobel laureate James Tobin. John holds a BA in economics, summa cum laude, from Yale and is a CFA charter holder.
Equity Smart Beta and Factor Investing for Practitioners
Khalid Ghayur, Ronan G. Heaney & Stephen C. Platt
ISBN: 978-1-119-58322-6 • Jul 2019 • 320pp

The proposed book takes a practitioner's perspective to smart beta investing. The book will endeavor to strike a balance between simplicity/readability and depth of content/new ideas. It includes many Application Examples (real-life case studies) as well as contributions from practitioners on how they approach smart beta investing. The book will start by defining and detailing the history of smart beta, before delving into the distinguishing characteristics of smart beta strategies, an overview of factor investing, and the implementation of smart beta strategies.

Clever Girl Finance
Ditch Debt, Save Money, and Build Real Wealth
Bola Sokunbi
ISBN: 978-1-119-58083-6 • Jun 2019 • 224pp

Clever Girl Finance is an intro-level personal finance book for women, written by self-made finance guru Bola Sokunbi. Written in an accessible and entertaining tone, Clever Girl Finance teaches women how to budget, save, invest, and pay off loans. Bola tells her own story, as a self-taught investor who managed to save $100,000 in 3 years on a modest salary and tells the stories of a few women from the Clever Girl Finance community who have also achieved financial independence.

Making Money Simple
Peter Lazaroff
ISBN: 978-1-119-53787-8 • May 2019 • 192pp

Simplify your financial life and ensure financial success into the future

Feeling paralyzed by the overwhelming number of complex decisions you need to make with your money? You don't need to be an expert to achieve financial freedom. You just need a framework that makes the right choices simple and easy to make. Making Money Simple provides that much-needed process so you can get on the right track to long-term financial security. This valuable resource provides a solid foundation for all the nuanced personal finance decisions you need to make as you go through your career, hit major life milestones, and look to grow wealth.

Mom and Dad, We Need to Talk
How to Have Essential Conversations with Your Parents About Their Finances
Cameron Huddleston
ISBN: 978-1-119-53836-3 • Jul 2019 • 240pp

Learn to start open, productive talks about money with your parents as they age

As your parents age, you may find that you want or need to broach the often-difficult subject of finances. In Mom and Dad, We Need to Talk: How to Have Essential Conversations with Your Parents About Their Finances, you'll learn the best ways to approach this issue, along with a wealth of financial and legal information that will help you help your parents into and through their golden years.
The Art of Currency Trading
A Professional’s Guide to the Foreign Exchange Market
Brent Donnelly


Learn from an active, professional currency trader with more than 20 years of interbank FX trading experience. This book will help you master foreign exchange trading and achieve sustainable long-term trading success. It starts with the basics before delving into advanced techniques, making it a valuable read for traders and asset managers of all levels. Readers will learn to trade like Forex experts using a multifactor approach.

The Laws of Trading
A Trader’s Guide to Better Decision-Making for Everyone
Agustin Lebron


Every decision is a trade. Learn to think about the ones you should do – and the ones you shouldn’t.

Trading books generally break down into two categories: the ones which claim to teach you how to make money trading, and the memoir-style books recounting scandals and bad behavior. But the former don’t have profitable trades to teach; if they did they’d keep those trades to themselves. And the latter are frequently entertaining, but they don’t leave you with much you can apply in your own life. The Laws of Trading is different. All of our relationships and decisions involve trading at some level.
## Business

### Business & Management

2. Artificial Intelligence in Practice: How 50 Successful Companies Used AI and Machine Learning to Solve Problems


8. Rethinking Strategy: How to Anticipate the Future, Slow Down Change, and Improve Decision Making

3. Rituals for Work: 50 Ways to Create Engagement, Shared Purpose, and a Culture of Bottom-Up Innovation

4. Startup, Scaleup, Screwup: 42 Tools to Accelerate Lean & Agile Business Growth

5. The Drama-Free Workplace: How You Can Prevent Unconscious Bias, Sexual Harassment, Ethics Lapses, and Inspire a Healthy Culture

8. The Effective Hiring Manager


6. The Intelligent Leader: Unlocking the 7 Secrets to Leading Others and Leaving Your Legacy

3. The Matriarch Rules: Become the Change Maker You Were Always Meant to Be

9. The New Business of Consulting: The Basics and Beyond


### Be Your Best


10. How to Influence People: Motivate, Inspire and Get the Results You Want

10. It Starts with Passion: Do What You Love and Love What You Do

10. It’s Who You Know: How to Make Networking Work for You

11. Smarter, Sharper Thinking: Reduce Stress, Banish Fatigue and Find Focus

11. Train the Brave: Tame Your Fear, Take the Chance, Dare to Live Big

### Business Self-Help

20. Balance is B.S.: How to Have a Work. Life. Blend

20. Bold Moves: How to Stand Up, Step Out and Make Your Next Bold Move

12. Bulletproof Problem Solving: The One Skill That Changes Everything

20. Do Business Better: Traits, Habits, and Actions To Help You Succeed

13. Forever Skills: The 12 Skills to Future Proof Yourself, Your Team and Your Kids

14. Lifescale: How to Live a More Creative, Productive, and Happy Life

20. Mastering the Art of Oral Presentations: Winning Orals, Speeches, and Stand-Up Presentations

15. Productivity: Get Motivated, Get Organized and Get Things Done

21. Real Communication: How to Be You and Lead True

21. Swim!: How a Shark, a Suckerfish, and a Parasite Teach You Leadership, Mentoring, and Next Level Success

16. The Art of Communication: How To Be Authentic, Lead Others, and Create Strong Connections

21. The First Two Hours: Make Better Use of Your Most Valuable Time

17. The Little Book of Being Brilliant

18. The Question: Find Your True Purpose

19. Why We Do What We Do: Understanding Our Brain to Get the Best Out of Ourselves and Others
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