Smash Hits
Our most translated titles

Fall 2020
Dear Colleague,

Welcome to this Fall 2020 edition of our Smash Hits catalogue. This is a handpicked selection of our most translated titles, many of which are bestsellers in both their original and their many translated editions.

If you’re one of the many customers who has partnered with us to license traditional print, ebook, audio, and any new digital formats such as online courses, we thank you for working with us and look forward to many more successes in the future.

To those of you who are new to Wiley content, we’d love to talk about how we can add quality, value, and success to your business. We’ll be delighted to hear from you anytime, just email us at: TranslationRights@wiley.com.

You can view or download our catalogues with new content at https://www.wiley.com/WileyCDA/Section/id-611808.html.

We look forward to working with you.

Ashley Mabbitt
Director, Translation Rights
Wiley
# Table of Contents

## Architecture, Construction & Design
- 3

## Business
- **9**
  - Business Self-Help
    - 9
  - Data Visualization
    - 20
  - Management & Leadership
    - 21
  - Sales & Marketing
    - 33
  - Small Business & Entrepreneurship
    - 39
  - Visual Thinking
    - 41

## Finance & Investing
- **49**

## Humanities, Social Sciences & Teacher Education
- **55**
  - Philosophy
    - 56
  - Political Science
    - 60
  - Psychology & Psychotherapy
    - 61
  - Sociology
    - 66
  - Teacher Education
    - 67
  - Theology, Religion & Spirituality
    - 73

## Technology & Computing
- **75**
Architecture, Construction & Design
Designing Brand Identity, 5th Edition
An Essential Guide for the Whole Branding Team

Alina Wheeler & Debbie Millman (Foreword by)

The new Fifth Edition of the bestselling toolkit for the entire branding team, fully updated to include the latest information needed to create, build, and maintain strong brands in today’s market.

Whether you’re the project manager for your company’s rebrand, or you need to educate your staff or your students about brand fundamentals, Designing Brand Identity is the quintessential resource. From research to brand strategy to design execution, launch, and governance, Designing Brand Identity is a compendium of tools for branding success and best practices for inspiration.

- 3 sections: brand fundamentals, process basics, and case studies
- Over 100 branding subjects, checklists, tools, and diagrams
- 50 case studies that describe goals, process, strategy, solution, and results
- Over 700 illustrations of brand touchpoints
- More than 400 quotes from branding experts, CEOs, and design gurus

‘Designing Brand Identity is a comprehensive, pragmatic, and easy-to-understand resource for all brand builders — global and local. It’s an essential reference for implementing an entire brand system.’ — Carlos Martinez Onaindia, Global Brand Studio Leader, Deloitte

‘Designing Brand Identity is the book that first taught me how to build brands. For the past decade, it’s been my blueprint for using design to impact people, culture, and business.’ — Alex Center, Design Director, The Coca-Cola Company

‘If branding was a religion, Alina Wheeler would be its goddess, and Designing Brand Identity its bible.’ — Olka Kazmierczak, Founder, Pop Up Grupa

‘The 5th edition of Designing Brand Identity is the Holy Grail. This book is the professional gift you have always wanted.’ — Jennifer Francis, Director of Marketing, Communications, and Visitor Experience, Louvre Abu Dhabi

Alina Wheeler, Philadelphia, PA
- Branding consultant whose clients have included Vanguard, Berwind, Advanta, Guardian, and IBM
- Author of Brand Atlas: Branding Intelligence Made Visible, along with the past best-selling editions of Designing Brand Identity
- Member of the advisory council for The Dictionary of Brand along with Seth Godin, Al Ries, Tom Kelley, and Hugh Dubberly
- Frequent speaker to executives, practitioners and students around the world
Francis D. K. Ching

Francis D. K. Ching is a leading global authority on architectural drawing. His numerous bestselling works on architecture and design have sold hundreds of thousands of copies, have been translated into 20 languages, and are regarded as classics for their renowned graphic presentation. He is Professor Emeritus at the University of Washington in Seattle.

Titles by Francis D. K. Ching

Architecture, 4th Edition
Form, Space, and Order
Francis D. K. Ching
ISBN: 978-1-118-74508-3
Nov 2014 • 464pp
Licensed in Albanian, French, Greek, Italian, Korean, Macedonian, Orthodox Chinese, Portuguese, Russian, Simplified Chinese, Spanish, Turkish
Previous Editions Licensed in Portuguese, Spanish

Building Codes Illustrated
Francis D. K. Ching & Steven R. Winkel
ISBN: 978-1-119-48035-8
May 2018 • 480pp
Licensed in Arabic
Previous Editions Licensed in Georgian

Interior Design Illustrated, 4th Edition
Francis D. K. Ching & Corky Binggeli
Mar 2018 • 384pp
Licensed in Portuguese, Simplified Chinese
Previous Editions Licensed in Bahasa Indonesian, Korean, Japanese, Orthodox Chinese, Portuguese, Russian, Spanish, Turkish

Building Structures Illustrated, 2nd Edition
Patterns, Systems, and Design
Francis D. K. Ching
ISBN: 978-1-118-45835-8
Jan 2014 • 352pp
Licensed in Bahasa Indonesian, Orthodox Chinese, Portuguese, Simplified Chinese, Spanish
The Eyes of the Skin, 3rd Edition
Architecture and the Senses

Juhani Pallasmaa

Licensed in Greek, Hungarian, Korean, Macedonian, Polish, Simplified Chinese, Spanish, Swedish
Previous Editions Licensed in German, Portuguese, Simplified Chinese, Slovenian, Turkish

Third edition of the classic text.

First published in 1996, The Eyes of the Skin has become a classic of architectural theory. It asks the far-reaching question why, when there are five senses, has one single sense – sight – become so predominant in architectural culture and design? With the ascendancy of the digital and the all-pervasive use of the image electronically, it is a subject that has become all the more pressing and topical since the first edition’s publication. Juhani Pallasmaa argues that the suppression of the other four sensory realms has led to the overall impoverishment of our built environment, often diminishing the emphasis on the spatial experience of a building and architecture's ability to inspire, engage and be wholly life enhancing. This third edition features a new essay by architectural author and educator Peter MacKeith on the fundamental humanity, insight and sensitivity of Pallasmaa’s approach to architecture, a foreword by the internationally renowned architect Steven Holl, and a revised introduction by Pallasmaa himself.

Juhani Pallasmaa is one of Finland's most distinguished architects and architectural thinkers, and in addition to academic positions in Finland, he has held visiting professorships at several universities worldwide. Pallasmaa is the author/editor of over thirty books.

Also by Juhani Pallasmaa

The Embodied Image
Imagination and Imagery in Architecture
Juhani Pallasmaa
ISBN: 978-0-470-71191-0
Apr 2011 • 152pp
Licensed in Italian, Portuguese, Slovenian

The Thinking Hand
Existential and Embodied Wisdom in Architecture
Juhani Pallasmaa
ISBN: 978-0-470-77928-6
Mar 2009 • 160pp
Licensed in Czech, French, Italian, Portuguese, Simplified Chinese, Spanish
This is the third edition of the *BIM Handbook*, which is considered across the AEC industry and academia to be the Building Information Modeling (BIM) Bible. It provides a thorough guide and reference to the subject of BIM by responding to the need for information that is both general and discipline-specific. The former chapters deal with subjects that are universal to design and construction professionals – BIM processes, technology, interoperability, education and government guides, etc. – regardless of the reader’s professional discipline, while the latter chapters shows in depth how BIM can be used by architects, engineers, contractors, facility managers and fabricators. The book also provides ten case studies that illustrate the use of BIM in practice. Combined the book presents a coherent and comprehensive view of BIM that is not available from other texts.

**Chuck Eastman** is a professor at Georgia Tech College of Architecture. A pioneer of AEC CAD, he started researching 3D and early solid and parametric modeling systems in the mid 1970s. He started the PhD program in Architecture at Carnegie Mellon University and founded ACADIA (the North American academic building modeling conference group). Ghang Lee is an Associate Professor and the Director of the Building Informatics Group (BIG) in the Department of Architectural Engineering at Yonsei University in Seoul, Korea. He has been involved in many BIM projects since the early 2000s and serves as a technical advisor to several governmental and private organizations regarding BIM-related issues.

**Rafael Sacks** is Associate Professor at Technion – Israel Institute of Technology – where he served as Head of Structural Engineering and Construction Management in the Faculty of Civil and Environmental Engineering from 2012-2015.

**Paul Teicholz** is Professor Emeritus at Stanford University. He founded the Center for Integrated Facility Engineering (CIFE) at Stanford University in 1988 and directed that program for 10 years.

**Ghang Lee** is an Associate Professor and the Director of the Building Informatics Group (BIG) in the Department of Architectural Engineering at Yonsei University in Seoul, Korea. He has been involved in many BIM projects since the early 2000s and serves as a technical advisor to several governmental and private organizations regarding BIM-related issues.
Out of Our Minds, 3rd Edition
The Power of Being Creative
Ken Robinson

Licensed in Japanese, Portuguese, Simplified Chinese, Thai, Ukrainian, Vietnamese
Previous Edition Licensed in Italian, Korean, Orthodox Chinese, Polish, Romanian, Spanish, Turkish, Ukrainian

Creativity is critical.

Out of Our Minds explores creativity: its value in business, its ubiquity in children, its perceived absence in many adults and the phenomenon through which it disappears — and offers a groundbreaking approach for getting it back. Author Sir Ken Robinson is an internationally recognised authority on creativity, and his TED talk on the subject is the most watched video in TED’s history. In this book, Sir Ken argues that organisations everywhere are struggling to fix a problem that originates in schools and universities: organisations everywhere are competing in a world that changes in a blink of an eye and they need people who are flexible enough to adapt, and creative enough to find novel solutions to problems old and new. Out of Our Minds describes how schools, businesses and communities can work together to bring creativity out of the closet and realise its inherent value at every stage of life. This new third edition has been updated to reflect changing technologies and demographics, with updated case studies and coverage of recent changes to education.

Sir Ken Robinson, PhD, is leader in the development of creativity, innovation and human resources. He speaks to audiences throughout the world on the creative challenges facing business and education in the new global economies. Listed by Fast Company as one of the world’s elite thinkers on creativity and innovation and ranked among the Thinkers50 of the world’s top business thought leaders, he has worked with governments in the United States, Europe and Asia, with international agencies, Fortune 500 companies, national and state education systems and some of the world’s leading cultural organizations.

For 12 years, he was professor of education at the University of Warwick in the UK and is now Professor Emeritus. He has received numerous honorary degrees and awards for his international work in education, creativity and cultural development. In 2003, he received a knighthood from H.M. Queen Elizabeth II for his services to the arts.

Sir Ken's famous 2006 talk at the prestigious TED Conference is the most watched in TED history and has been seen by millions of people in more than 160 countries. He is author of the New York Times bestsellers The Element: How Finding Your Passion Changes Everything and Finding Your Element: How to Discover Your Talents and Passions and Transform Your Life. Born in the UK, he lives in Los Angeles California.
Gill Hasson

Gill Hasson is the bestselling author of titles such as the Mindfulness Pocketbook, How to Deal with Difficult People, and Emotional Intelligence. Her books have sold 350,000 copies in English alone and have been translated into 14 languages. Gill teaches adult education courses in personal development and is an Associate Tutor for the University of Sussex, UK, where she teaches career and personal development, and academic study skills. Gill is also a freelance journalist and writes articles on personal development and relationships for a variety of magazines, including Psychologies and Natural Health, and for a number of websites.

Titles by Gill Hasson

Mindfulness Pocketbook, 2nd Edition
Little Exercises for a Calmer Life
Gill Hasson
Sep 2020 • 144pp • Capstone
Previous Edition Licensed in Arabic, Czech, Dutch, French, Greek, Italian, Polish, Portuguese, Spanish

Productivity
Get Things Done and Find Your Personal Path to Success
Gill Hasson
Apr 2019 • 116pp • Capstone

Confidence Pocketbook
Little Exercises for a Self-Assured Life
Gill Hasson
ISBN: 978-0-85708-733-1
Jul 2017 • 120pp • Capstone
Licensed in Arabic, Italian, Spanish

De-Clutter Your Life
How Outer Order Leads to Inner Calm
Gill Hasson
Dec 2017 • 224pp • Capstone
Licensed in Arabic

Emotional Intelligence Pocketbook
Little Exercises for an Intuitive Life
Gill Hasson
ISBN: 978-0-85708-730-0
Mar 2016 • 128pp • Capstone
Licensed in Arabic, Italian, Russian, Spanish, Vietnamese

Happiness
Gill Hasson
ISBN: 978-0-85708-759-1
Aug 2018 • 184pp
Licensed in German

10
Communication
How to Connect with Anyone
Gill Hasson
ISBN: 978-0-85708-750-8
Aug 2019 • 208pp • Capstone
Licensed in Arabic, Vietnamese

Kindness
How to Get into the Habit of Being Kind to Others and to Yourself
Gill Hasson
Apr 2018 • 200pp
Licensed in Arabic

Positive Thinking
Pocketbook
Gill Hasson
ISBN: 978-0-85708-754-6
Jan 2019 • 120pp
Licensed in Italian, Orthodox Chinese, Spanish

Overcoming Anxiety
Reassuring Ways to Break Free from Stress and Worry and Lead a Calmer Life
Gill Hasson
ISBN: 978-0-85708-630-3
Nov 2015 • 200pp • Capstone

Mental Health & Wellbeing in the Workplace
A Practical Guide for Employers and Employees
Gill Hasson and Donna Butler
ISBN: 978-0-857-08828-4
May 2020 • 240pp • Capstone
Licensed in Simplified Chinese

The Career Handbook
Where To Go From Here for a Successful Future
Gill Hasson
Feb 2021 • 240pp • Capstone

The Self-Care Handbook
Connect with Yourself and Boost Your Wellbeing
Gill Hasson
Dec 2019 • 256pp • Capstone
Licensed in Italian
Joe Vitale

Joe Vitale is President of Hypnotic Marketing, Inc., a marketing consulting firm. He has been called “The Buddha of the Internet” for his combination of spirituality and marketing acumen. His books have sold more than 530,000 copies in English. His articles are widely read and his professional clients include The Red Cross, PBS, and Hermann Children's Hospital, in addition to many other small and large international businesses. Joe is an inspiring speaker who has spoken before hundreds of business groups.

Titles by Joe Vitale

The Awakened Millionaire
A Manifesto for the Spiritual Wealth Movement
Joe Vitale
May 2016 • 208pp
Licensed in Arabic, Bahasa Indonesian, Bulgarian, Czech, Dutch, French, Italian, Japanese, Polish, Portuguese, Russian, Simplified Chinese, Slovenian, Spanish, Turkish, Vietnamese

At Zero
The Quest for Miracles Through Ho'oponopono
Joe Vitale
ISBN: 978-1-118-81002-6
Dec 2013 • 240pp
Licensed in Bulgarian, Czech, Dutch, Finnish, French, German, Italian, Orthodox Chinese, Polish, Portuguese, Simplified Chinese, Slovakian, Slovenian, Spanish, Turkish, Vietnamese

Life's Missing Instruction Manual
The Guidebook You Should Have Been Given at Birth
Joe Vitale
ISBN: 978-0-471-76849-4
Mar 2006 • 176pp
Licensed in Arabic, Czech, Estonian, French, German, Italian, Korean, Orthodox Chinese, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Slovakian, Turkish

The Key
The Missing Secret for Attracting Anything You Want
Joe Vitale
Nov 2009 • 224pp
Licensed in Arabic, Bahasa Indonesian, Bulgarian, Czech, Dutch, Estonian, French, German, Greek, Hungarian, Italian, Japanese, Korean, Latvian, Lithuanian, Mongolian, Orthodox Chinese, Persian, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Slovakian, Slovenian, Spanish, Thai, Turkish
Hypnotic Writing
How to Seduce and Persuade Customers with Only Your Words
Joe Vitale
ISBN: 978-0-470-00979-6
Jan 2007 • 288pp
Licensed in Italian, Japanese, Russian, Turkish, Vietnamese

The Awakening Course
The Secret to Solving All Problems
Joe Vitale
ISBN: 978-1-118-14827-3
Jan 2012 • 256pp
Licensed in Bulgarian, Estonian, French, Italian, Japanese, Korean, Latvian, Lithuanian, Orthodox Chinese, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Slovakian, Thai, Turkish

Zero Limits
The Secret Hawaiian System for Wealth, Health, Peace, and More
Joe Vitale & Ihaleakala Hew Len
ISBN: 978-0-470-10147-6
Aug 2007 • 256pp
Licensed in Bulgarian, Czech, Danish, Dutch, French, German, Hebrew, Hungarian, Japanese, Korean, Latvian, Lithuanian, Orthodox Chinese, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Slovakian, Slovenian, Spanish, Vietnamese

The Attractor Factor, 2nd Edition
5 Easy Steps for Creating Wealth (or Anything Else) From the Inside Out
Joe Vitale
Sep 2008 • 320pp
Licensed in Arabic, Czech, Dutch, Estonian, Greek, Latvian, Lithuanian, Polish, Russian, Simplified Chinese, Slovakian, Spanish, Thai, Vietnamese
Previous Editions Licensed in French, Hebrew, Italian, Polish, Romanian, Simplified Chinese, Spanish, Vietnamese

The Seven Lost Secrets of Success
Million Dollar Ideas of Bruce Barton, America’s Forgotten Genius
Joe Vitale
Oct 2007 • 224pp
Licensed in Italian, Malayalam, Polish
Paul McGee is Capstone’s bestselling author of all-time. His books have sold a total of 250,000 copies combined in the English language and have been translated into 17 languages. He is an international keynote speaker and performance coach, combining his background in psychology with large doses of humour and practical insights. He is managing director of his own training and education company and proud creator of SUMO.

Titles by Paul McGee

S.U.M.O
(Shut Up, Move On)
The Straight-Talking Guide to Succeeding in Life, 10th Anniversary Edition
Paul McGee
ISBN: 978-0-85708-622-8
May 2012 • 224pp
Licensed in Indonesian, Polish, Russian, Ukrainian, Vietnamese
Previous Editions Licensed: Arabic, Bulgarian, Czech, Hindi, Indonesian, Italian, Polish, Simplified Chinese, Swedish, Thai, Turkish

Self-Confidence
The remarkable truth of how a small change can boost your resilience and increase your success, 10th Anniversary Edition
Paul McGee
Dec 2019 • 320pp
Previous Editions Licensed in Arabic, Bahasa Indonesian, Italian, Japanese

S.U.M.O. Your Relationships
Paul McGee
Jun 2007 • 278pp

How Not to Worry
Paul McGee
May 2012 • 252pp
Licensed in Arabic, Dutch
How to Succeed With People
Paul McGee
May 2013 • 216pp
Licensed in Dutch, Korean, Vietnamese, Thai, Indonesian

How to Have a Great Life
Paul McGee
ISBN: 978-0-85708-775-1
July 2018 • 264pp
Licensed in Spanish, Vietnamese

How to Speak So People Really Listen
Paul McGee
ISBN: 978-0-85708-720-1
Oct 2016 • 232pp
Licensed in Arabic, Simplified Chinese, Vietnamese

YESSS!
The SUMO Secrets to Being a Positive, Confident Teenager
Paul McGee, Fiona Osborne (Illustrator)
ISBN: 978-0-857-08871-0
Oct 2020 • 224pp • Capstone
Andy Cope

Andy Cope’s day job is as the UK’s first official “Dr of Happiness” (PhD, Loughborough), which gives him a strong media platform on all things Happiness and Wellbeing. Andy has written various bestselling personal development books, including two for teenagers. His books have sold 250,000 copies in the English language alone. He has completed a Doctorate at the University of Loughborough, investigating the science of happiness and positivity. He founded Art of Brilliance in 2004. His aim, to blaze a new trail—one that was non-academic, totally rooted in the real world and that would make a massive and immediate impact on individuals and organisations. Andy has a passion for motivation and positive psychology and wants to influence people to think differently. He has delivered The Art of Being Brilliant workshop to rave reviews in businesses and schools throughout the UK, Middle East and Southern Africa.

Titles by Andy Cope

How to Be a Well Being
Unofficial Rules to Live Every Day
Andy Cope, Sanjeev Sandhu, James Pouliopoulos
Aug 2020 • 224pp • Capstone

A Girl’s Guide to Being Fearless
Suzie Lavington, Andy Cope
ISBN: 978-0-857-08857-4
Dec 2020 • 216pp • Capstone

Diary of a Brilliant Kid
Andy Cope, Gavin Oattes & Will Hussey
ISBN: 978-0-85708-786-7
Oct 2018 • 224pp

Zest
How to Squeeze the Max out of Life
Andy Cope, Gavin Oattes, and Will Hussey
ISBN: 978-0-857-08800-0
July 2019 • 248pp
The Art of Being Brilliant
Transform Your Life by Doing What Works For You
Andy Cope & Andy Whittaker
Oct 2012 • 216pp
Licensed in Czech, Danish, Indonesian, Korean, Thai, Vietnamese

The Little Book of Being Brilliant
Andy Cope
Apr 2019 • 248pp
Licensed in Arabic

Be Brilliant Every Day
Andy Cope & Andy Whittaker
Jun 2014 • 240pp
Licensed in Korean, Vietnamese

Shine
Andy Cope & Gavin Oattes
May 2018 • 240pp
Licensed in German, Vietnamese

The Art of Being a Brilliant Teenager
Andy Cope, Andy Whittaker, Darrell Woodman & Amy Bradley
ISBN: 978-0-85708-578-8
Nov 2014 • 160pp
Licensed in Albanian, Arabic, Korean, Vietnamese
Get Sh*t Done
The Ultimate Guide to Productivity, Procrastination, and Profitability

Jeffrey Gitomer

Licensed in German, Italian, Polish, Portuguese, Vietnamese

Discover the lost secrets of accomplishment and achievement!

Do you want to do more, accomplish more? Of course you do, everyone does. So, what’s stopping you? Get Sh*t Done not only shows you what’s preventing you from daily achievement, it provides the tools and the strategies to help you get to where you want to be. In this book, you will learn to identify and implement the elements of superior productivity, eliminate the causes of procrastination, and achieve the best possible outcomes in business and in life.

This valuable guide gives you a comprehensive, step-by-step plan for achieving maximum productivity. Bestselling author and “King of Sales” Jeffrey Gitomer guides you through each aspect of the GSD process, from attitude, desire, and determination, to goals, productivity, resilience, and fulfillment. Engaging and easy to read, this book shows you how to discover the best ways to invest your time into productive and profitable actions—and feel great about your achievements. Using the proven, immediately-actionable GSD Formula, you’re on your way to:

- Doubling your achievements, your work habits, and your income
- Implementing simple shifts and simple actions that increase positive outcomes
- Recognizing the early warning signs of procrastination and reluctance
- Eliminating the major GSD distractions that hold you back
- Discovering how to select, set, and achieve your goals

Get Sh*t Done is a must-have resource for anyone who wants to never again say “I’ll do it later” and just get it done.

Jeffrey Gitomer is the author of the New York Times bestsellers The Sales Bible, Little Red Book of Selling, Little Black Book of Connections, and Little Gold Book of YES! Attitude. His books have appeared on major bestseller lists more than 500 times and have sold millions of copies worldwide.
Lifescale
How to Live a More Creative, Productive, and Happy Life

Brian Solis

Licensed in Italian, Polish, Russian, Vietnamese

Lifescale is a journey of self-discovery and growth. It’s about getting back into balance and remastering our destinies.

Somewhere along the way, we got distracted. As much as we multitask, love our devices and feel like we’re in control, deep down we know that something is off. Shortened attention spans, declines in critical thinking, lack of sleep, self-doubt and decreased creativity are just some of the effects coming to light in an age of digital distraction.

It’s time to reclaim our lives. It’s time to take control.

In Lifescale, Brian has done the legwork to pull together scientific findings and practical tools into one book. Readers—especially those who are distracted—will connect with the humor, pathos, and inspiration inside. Using this book’s simple but powerful lessons, we can:

• 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

With the renewed perspective Lifescale offers, we can finally learn to prioritize what matters, and live our digital and physical lives with intention and true happiness.

Brian Solis is one of the world’s leading digital anthropologists and futurists who has been called “one of the greatest digital analysts of our time.” Brian is also a world-renowned keynote speaker, and an award-winning author of seven bestselling books, which have been translated into numerous languages.
Storytelling with Data
A Data Visualization Guide for Business Professionals

Cole Nussbaumer Knaflic

Licensed in Bahasa Indonesian, Dutch, French, German, Italian, Japanese, Korean, Orthodox Chinese, Polish, Portuguese, Russian, Simplified Chinese, Spanish, Thai, Vietnamese

Don’t simply show your data — tell a story with it!

Storytelling with Data teaches you the fundamentals of data visualization and how to communicate effectively with data. You’ll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples, ready for immediate application to your next graph or presentation.

Storytelling is not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story.

Cole Nussbaumer Knaflic has been analyzing data and using it to tell stories for over a decade, through analytical roles in banking, private equity, and at Google. She delivers presentations and workshops internationally for organizations seeking to improve data presentation and pens the popular blog www.storytellingwithdata.com.

Also by Cole Nussbaumer Knaflic

Storytelling with Data
Let’s Practice!

Cole Nussbaumer Knaflic

Licensed in Dutch, Japanese, Korean, Orthodox Chinese, Simplified Chinese, Spanish, Vietnamese
Extraordinary Influence
How Great Leaders Bring out the Best in Others

Tim Irwin & Tim Tassopoulos

License in Arabic, Greek, Japanese, Korean, Slovenian, Spanish, Vietnamese

How do we bring out the best in those we lead?

Extraordinary Influence is a groundbreaking new leadership book from New York Times bestselling author, Dr. Tim Irwin, who explores the powerful case that a particular type of affirmation is a rarely used, yet extraordinarily powerful means to bring out the best in employees, colleagues, and other important people in our lives. Dr. Irwin uncovers profound new research that shows the changes that take place in the brains of those who are affirmed in their core vs the toxic effects of harsh criticism. Hard science now allows us to dismiss the patronizing notion that affirmation is a “soft skill.” “Words of Life” are not the same as superficial compliments—they lead to profound transformation in those we seek to influence.

Keys Points of Extraordinary Influence:

- Transformation and higher performance occurs through authentic and intentional affirmation of another person’s core.
- “Words of Life” are the unique language of the core.
- New research shows an actual shift in brain chemistry when someone receives words of life. There are actual neurological benefits.
- Criticism is highly ineffective in creating sustainable change and leads to many detrimental outcomes.
- Research with CEOs for this book documents how transformation occurs in real people.
- Criticism except under carefully determined conditions is extraordinarily ineffective in bringing out the best in others.
- Performance appraisal in most organization is dreaded by all and routinely fails to achieve its intended purpose.

Dr. Tim Irwin is a New York Times bestselling author, speaker, and consultant to America’s most well-known companies (such as Bank of America, IBM, Gerber Products Company, The Ritz Carlton Hotel Company, and The Coca-Cola Company). Also consulting work has taken Dr. Irwin to over twenty-five countries in Europe, Latin American, Canada and the Far East. Dr. Irwin has shared his insight on numerous national media outlets including Fox Business News, Fox & Friends, CNBC, Investors’ Business Daily, Business Week, The Wall Street Journal. He holds a doctorate in industrial/organizational psychology and clinical psychology.

Related Title

The Future Leader
9 Skills and Mindsets to Succeed in the Next Decade

Jacob Morgan

ISBN: 978-1-119-51837-2 • Feb 2020 • 320 Pages
Licensed in Japanese, Russian, Simplified Chinese, Ukrainian, Vietnamese
Artificial Intelligence in Practice
How 50 Successful Companies Used AI and Machine Learning to Solve Problems

Bernard Marr, with Matt Ward

Licensed in Bahasa Indonesian, Croatian, German, Japanese, Korean, Norwegian, Russian, Simplified Chinese, Turkish, Vietnamese

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.

Best-selling author and renowned AI expert Bernard Marr reveals how machine learning technology is transforming the way companies conduct business. This detailed examination provides an overview of each company, describes the specific problem and explains how AI facilitates resolution. Each case study provides a comprehensive overview, including some technical details as well as key learning summaries:

- 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.

**Bernard Marr** is the founder and CEO of Bernard Marr & Co and an internationally best-selling business author, futurist, 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 and big data. Marr advises many of the world's best-known organizations on strategy, digital transformation and business performance.

**Matt Ward** is the research lead for Bernard Marr & Co. Matt has a background in investigative journalism and spent the last few years working closely with Bernard Marr on the latest technology topics.

Also by Bernard Marr

**Tech Trends in Practice**
The 25 Technologies that are Driving the 4th Industrial Revolution
Bernard Marr
ISBN: 978-1-119-64620-4 • Apr 2020 • 304 Pages
Licensed in Korean, Simplified Chinese
The 12 Week Year
Get More Done in 12 Weeks Than Others Do in 12 Months

Brian P. Moran & Michael Lennington

Licensed in Bulgarian, Czech, Estonian, German, Japanese, Korean, Latvian, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Spanish, Vietnamese

The guide to shortening your execution cycle down from one year to twelve weeks

Most organizations and individuals work in the context of annual goals and plans; a twelve-month execution cycle. Instead, The 12 Week Year avoids the pitfalls and low productivity of annualized thinking. This book redefines your ‘year’ to be 12 weeks long. In 12 weeks, there just isn’t enough time to get complacent, and urgency increases and intensifies. The 12 Week Year creates focus and clarity on what matters most and a sense of urgency to do it now. In the end more of the important stuff gets done and the impact on results is profound.

- Create your personal and business visions with step-by-step tips
- Develop your own 12 week plan by applying what you know to what you do
- Put over 10 years of field-tested content, exercises, and templates to work for you
- Build a 12 week commitment and apply the system to your own life and business

Brian P. Moran is founder and CEO of The Execution Company, an organization committed to improving the performance and enhancing the quality of life for leaders and entrepreneurs. He has served in management and executive positions with UPS, PepsiCo, and Northern Automotive and consults with dozens of world-class companies each year. As an entrepreneur, he has led successful businesses and been instrumental in the growth and success of many others. In addition to his books, Brian has been published in many of the leading business journals and magazines. He is a sought-after speaker, educating and inspiring thousands each year. Brian lives in Michigan with his wife Judy and their two daughters.

Michael Lennington is Vice President of The Execution Company. He is a consultant, coach, and leadership trainer, and an expert in implementing lasting change in organizations. He works with clients in the U.S., Europe, Asia, and the Middle East to help them implement corporate initiatives that drive sales, service, and profitability. Michael holds a BS from Michigan State University, and an MBA from Ross School of Business at the University of Michigan. He lives with his wife Kristin and their children in northern Michigan.

Also by Brian P. Moran & Michael Lennington

The 12 Week Year Field Guide
Get More Done in 12 Weeks Than Others Do in 12 Months
Brian P. Moran & Michael Lennington
ISBN: 978-1-119-47524-8 • Nov 2018 • 144pp
Licensed in Russian, Simplified Chinese
Organizational Culture and Leadership, 5th Edition
Edgar H. Schein & Peter Schein

Organizational Culture and Leadership is the classic reference for managers and students seeking a deeper understanding of the inter-relationship of organizational culture dynamics and leadership. Author Edgar Schein is the ‘father’ of organizational culture, world-renowned for his expertise and research in the field; in this book, he analyzes and illustrates through cases the abstract concept of culture and shows its importance to the management of organizational change. This new fifth edition shows how culture has become a popular concept leading to a wide variety of research and implementation by various organizations and expands the focus on the role of national cultures in influencing culture dynamics, including some practical concepts for how to deal with international differences.

Edgar H. Schein is the Society of Sloan Fellows Professor of Management Emeritus and a Professor Emeritus at the MIT Sloan School of Management. A world-renowned expert on organizational culture credited with founding the field, he is the bestselling author of Humble Inquiry, Helping, and Humble Consulting.

Also by Edgar H. Schein

Career Anchors, 4th Edition
The Changing Nature of Work and Careers
Edgar H. Schein & John Van Maanen
ISBN: 978-1-118-45576-0
May 2013 • 24pp
Licensed in Italian, Japanese, Orthodox Chinese, Simplified Chinese

Edgar H. Schein, Peter A. Schein
ISBN: 978-1-119-21228-7
July 2019 • 256pp
Licensed in Italian, Simplified Chinese
Previous Editions Licensed in Dutch, Finnish, German, Italian, Japanese, Polish, Portuguese, Simplified Chinese
The Leadership Challenge, 6th Edition
How to Make Extraordinary Things Happen in Organizations

James M. Kouzes & Barry Z. Posner
Licensed in Korean, Portuguese, Russian, Simplified Chinese, Spanish, Vietnamese
Previous Editions Licensed in Albanian, Arabic, Bahasa Indonesian, Czech, Estonian, German, Greek, Japanese, Korean, Lithuanian, Orthodox Chinese, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Swedish, Thai, Turkish

The most trusted source of leadership wisdom, updated to address today’s realities

The Leadership Challenge is the gold-standard manual for effective leadership, grounded in research and written by premier authorities in the field. With deep insight into the complex interpersonal dynamics of the workplace, this book positions leadership both as a skill to be learned and as a relationship that must be nurtured to reach its full potential.

This new sixth edition has been revised to address current challenges and includes more international examples with a laser focus on business issues. Engaging stories delve into the fundamental roles that great leaders fulfill and simple frameworks provide a primer for those who seek continuous improvement. By internalizing key insights and putting concepts into action, readers will become more effective and impactful leaders. The Leadership Challenge helps readers stay current, relevant, and effective in the modern workplace.

James M. Kouzes is the Dean’s Executive Fellow of Leadership, Leavey School of Business at Santa Clara University, and lectures on leadership around the world to corporations, governments, and nonprofits.
Barry Z. Posner is Accolti Professor of Leadership and former Dean of the Leavey School of Business, Santa Clara University. An accomplished scholar, he also provides leadership workshops and seminars worldwide.
Visit www.leadershipchallenge.com to learn more.

Also by James M. Kouzes & Barry Z. Posner

Learning Leadership
The Five Fundamentals of Becoming an Exemplary Leader
James M. Kouzes & Barry Z. Posner
ISBN: 978-1-119-14428-1 • Jun 2016 • 272pp
Licensed in Arabic, Hungarian, Orthodox Chinese, Portuguese, Simplified Chinese, Turkish

Stop Selling and Start Leading
James M. Kouzes, Barry Z. Posner & Deb Calvert
ISBN: 978-1-119-44628-6
May 2018 • 224pp
Licensed in Simplified Chinese
Jon Gordon’s bestselling 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 20 books that have sold more than 3.3 million copies, including multiple bestsellers. He speaks at over 75 engagements internationally each year, reaching tens of thousands of people. 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. www.jongordon.com
The Energy Bus
10 Rules to Fuel Your Life, Work, and Team with Positive Energy
Jon Gordon & Ken Blanchard
(Foreword by)
ISBN: 978-0-470-10028-8
Jan 2007 • 192pp
Licensed in Arabic, Bahasa Indonesian, Bulgarian, Czech, French, German, Italian, Japanese, Korean, Orthodox Chinese, Polish, Romanian, Russian, Simplified Chinese, Spanish, Thai, Turkish, Ukrainian, Vietnamese

The Hard Hat
21 Ways to Be a Great Teammate
Jon Gordon & Jeremy Schaap
(Foreword by)
May 2015 • 128pp
Licensed in Bahasa Indonesian, Polish, Romanian, Vietnamese

TIP
A Simple Strategy to Inspire High Performance and Lasting Success
Dave Gordon, Jon Gordon
(Foreword by)
Jan 2020 • 224pp

The Positive Dog
A Story About the Power of Positivity
Jon Gordon
ISBN: 978-0-470-88855-1
Apr 2012 • 128pp
Licensed in Bahasa Indonesian, Polish, Spanish, Thai, Vietnamese

The Power of a Positive Team
Jon Gordon
Jul 2018 • 176pp
Licensed in Italian, Japanese, Portuguese, Simplified Chinese, Spanish, Turkish

The Seed
Finding Purpose and Happiness in Life and Work
Jon Gordon
ISBN: 978-0-470-88856-8
May 2011 • 160pp
Licensed in Bulgarian, Korean, Orthodox Chinese, Spanish, Turkish

The Shark and the Goldfish
Positive Ways to Thrive During Waves of Change
Jon Gordon
ISBN: 978-0-470-50360-7
Oct 2009 • 112pp
Licensed in Arabic, German, Spanish, Vietnamese

The Garden
A Spiritual Fable About Ways to Overcome Fear, Anxiety, and Stress
Jon Gordon
June 2020 • 160pp
Licensed in Slovenian

You Win in the Locker Room First
The 7 C’s to Build a Winning Team in Business, Sports and Life
Jon Gordon & Mike Smith
ISBN: 978-1-119-15785-4
Sep 2015 • 176pp
Licensed in Bahasa Indonesian, Korean, Polish, Russian, Simplified Chinese, Spanish, Thai

Relationship Grit
A True Story with Lessons to Stay Together, Grow Together, and Thrive Together
Jon Gordon & Kathryn Gordon
Jun 2020 • 160pp
Reframing Organizations, 6th Edition
Artistry, Choice, and Leadership
Lee G. Bolman & Terrence E. Deal

Set aside trends to focus on the fundamentals of great leadership

Reframing Organizations provides time-tested guidance for more effective organizational leadership. Rooted in decades of social science research across multiple disciplines, Bolman and Deal’s four-frame model has continued to evolve since its conception over 25 years ago; this new sixth edition has been updated to include coverage of cross sector collaboration, generational differences, virtual environments, globalization, sustainability, and communication across cultures. The Instructor’s guide has been expanded to provide additional tools for the classroom, including chapter summary tip sheets, mini-assessments, Bolman & Deal podcasts, and more.

Lee G. Bolman (Kansas City, www.leebolman.com) holds the Marion Bloch/Missouri Chair in Leadership at the Bloch School of Business and Public Administration at the University of Missouri-Kansas City. He consults worldwide to corporations, public agencies, universities and schools. He lives in Kansas City, MO.

Terrence E. Deal (San Luis, CA) retired as the Irving R. Melbo Clinical Professor of the University of Southern California’s Rossier School of Education. He now writes and makes wine in San Luis Obispo, California. He is the coauthor of sixteen books, including the best-selling Corporate Cultures with A.A. Kennedy and Managing the Hidden Organization (1994, with W.A. Jenkins).

Also by Lee. G. Bolman and Terrence E. Deal

Engagement
Transforming Difficult Relationships at Work
Lee G. Bolman & Joan V. Gallos
ISBN: 978-1-119-15083-1
Jun 2016 • 208pp

How Great Leaders Think
The Art of Reframing
Lee G. Bolman & Terrence E. Deal
ISBN: 978-1-118-14098-7
Sep 2014 • 240pp • Jossey-Bass
Licensed in French, Korean, Simplified Chinese, Turkish

Leading with Soul, Revised 3rd Edition
An Uncommon Journey of Spirit
Lee G. Bolman & Terrence E. Deal
ISBN: 978-0-470-61900-1
Aug 2011 • 304pp • Jossey-Bass
Previous Editions Licensed in Bahasa Indonesian, Dutch, Japanese, Portuguese

The Wizard and the Warrior
Leading with Passion and Power
Lee G. Bolman & Terrence E. Deal
ISBN: 978-0-7879-7413-8
Apr 2006 • 256pp • Jossey-Bass
Licensed in Korean, Simplified Chinese
Peter Drucker’s Five Most Important Questions
Enduring Wisdom for Today’s Leaders

Peter F. Drucker, Frances Hesselbein & Joan Snyder Kuhl

Enduring management wisdom for today’s leaders from Peter F. Drucker.

Peter Drucker’s Five Most Important Questions provides insightful guidance and stirring inspiration for today’s leaders and entrepreneurs. By applying Drucker’s leadership framework in the present context of today’s leaders and those who lead with them, this book is an essential resource for people leading, managing and working in all three sectors — public, private and social. Readers will gain new perspectives and develop a solid foundation upon which to build a successful and bright future. They will learn how to focus on why they are doing what they’re doing, how to do it better, and how to develop a realistic, motivational plan for achieving their goals. This brief, clear, and accessible guide — peppered with commentary from distinguished management gurus, contemporary entrepreneurs and dynamic millennial leaders — will challenge readers and stimulate spirited discussion and action within any organization, inspiring positive change and new levels of excellence. In addition to contributions from Jim Collins, Marshall Goldsmith, and Judith Rodin, the book features new insights from some of today’s most influential leaders in business (GE and Salesforce.com), academia (Harvard Business School and Northwestern University), social enterprise (Levo League, Pencils of Promise and Why Millennials Matter) and the military (United States Military Academy), who have been directly influenced by Drucker’s theory of management.

Peter F. Drucker (1909-2005) was known as the Father of Modern Management, and was hailed by Business Week as the man who invented management.

Joan Snyder Kuhl is a speaker, trainer, and consultant specializing in global talent development and generational engagement strategies.

Related Title

The Joy of Leadership
How Positive Psychology Can Maximize Your Impact (and Make You Happier) in a Challenging World

Tal Ben-Shahar & Angus Ridgway

ISBN: 978-1-119-31300-7 • Sep 2017 • 240pp

Licensed in Bahasa Indonesian, Dutch, French, Hebrew, Japanese, Romanian, Russian, Simplified Chinese, Spanish
Patrick Lencioni is founder and president of The Table Group, a management consulting firm specializing in executive team development and organizational health. *The Wall Street Journal* called him one of the most sought-after business speakers in the US. As a consultant and keynote speaker, he has worked with thousands of senior executives in organizations ranging from *Fortune* 500s and high-tech start-ups to universities and nonprofits. *His books have sold over 6.6 million copies* and have been translated into 30 languages.

**Titles by Patrick Lencioni**

- **The Ideal Team Player**
  - How to Recognize and Cultivate the Three Essential Virtues
  - Patrick Lencioni
  - ISBN: 978-1-119-20959-1
  - Apr 2016 • 240pp • Jossey-Bass
  - Licensed in Arabic, Bahasa Indonesian, Danish, Dutch, Estonian, Finnish, French, German, Hungarian, Italian, Japanese, Korean, Polish, Portuguese, Russian, Simplified Chinese, Spanish, Thai, Turkish, Ukrainian, Vietnamese

- **The Five Dysfunctions of a Team**
  - A Leadership Fable
  - Patrick Lencioni
  - Apr 2002 • 240pp • Jossey-Bass
  - Licensed in Arabic, Czech, Danish, Finnish, French, German, Greek, Hebrew, Hungarian, Italian, Lithuanian, Mongolian, Norwegian, Polish, Portuguese, Russian, Serbian, Swedish, Thai, Ukrainian, Vietnamese

- **Death by Meeting**
  - A Leadership Fable... About Solving the Most Painful Problem in Business
  - Patrick Lencioni
  - Mar 2004 • 270pp • Jossey-Bass
  - Licensed in Arabic, Dutch, German, Italian, Japanese, Polish, Serbian, Simplified Chinese, Russian, Slovakian, Swedish, Thai

- **The Advantage**
  - Why Organizational Health Trumps Everything Else in Business
  - Patrick Lencioni
  - Apr 2012 • 240pp • Jossey-Bass
  - Licensed in Arabic, Czech, Dutch, French, German, Japanese, Korean, Orthodox Chinese, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Spanish, Thai, Ukrainian, Vietnamese

- **Getting Naked**
  - A Business Fable About Shedding The Three Fears That Sabotage Client Loyalty
  - Patrick Lencioni
  - Feb 2010 • 240pp • Jossey-Bass
  - Licensed in Finnish, Polish, Portuguese, Simplified Chinese, Thai
The Fearless Organization  
Creating Psychological Safety  
in the Workplace for Learning,  
Innovation, and Growth

Amy Edmondson

Licensed in Arabic, Danish, Dutch, German, Italian, Japanese, Korean, Orthodox Chinese, Polish, Portuguese, Russian, Simplified Chinese, Spanish, Swedish, Thai

Conquer the most essential adaptation to the knowledge economy

The Fearless Organization offers practical guidance for teams and organizations who are serious about success in the modern economy. With so much riding on innovation, creativity, and spark, it is essential to attract and retain quality talent — but what good does this talent do if no one is able to speak their mind? The traditional culture of “fitting in” and “going along” spells doom in the knowledge economy. Success requires a continuous influx of new ideas, new challenges, and critical thought, and the interpersonal climate must not suppress, silence, ridicule or intimidate. Not every idea is good, and yes there are stupid questions, and yes dissent can slow things down, but talking through these things is an essential part of the creative process. People must be allowed to voice half-finished thoughts, ask questions from left field, and brainstorm out loud; it creates a culture in which a minor flub or momentary lapse is no big deal, and where actual mistakes are owned and corrected, and where the next left-field idea could be the next big thing.

This book explores this culture of psychological safety, and provides a blueprint for bringing it to life. The road is sometimes bumpy, but succinct and informative scenario-based explanations provide a clear path forward to constant learning and healthy innovation.

- Explore the link between psychological safety and high performance
- Create a culture where it’s “safe” to express ideas, ask questions, and admit mistakes
- Nurture the level of engagement and candor required in today’s knowledge economy
- Follow a step-by-step framework for establishing psychological safety in your team or organization

Shed the “yes-men” approach and step into real performance. Fertilize creativity, clarify goals, achieve accountability, redefine leadership, and much more. The Fearless Organization helps you bring about this most critical transformation.

Amy Edmondson is the Novartis Professor of Leadership and Management at the Harvard Business School. Edmondson, recognized by the biannual Thinkers 50 global ranking of management thinkers since 2011, teaches and writes on leadership, teams and organizational learning. Her articles have been published in Harvard Business Review and California Management Review, Administrative Science Quarterly, and the Academy of Management Journal.
The Persuasion Code
How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime

Christophe Morin & Patrick Renvoise

Licensed in French, Italian, Japanese, Korean, Mongolian, Russian, Simplified Chinese, Thai, Turkish

Capture, convince, and close—scientifically

Most of your attempts to persuade are doomed to fail because the brains of your audience automatically reject messages that disrupt their attention. This book makes the complex science of persuasion simple. Learn to develop better marketing and sales messages based on a scientific model; NeuroMap. Regardless of your level of expertise in marketing, neuromarketing, neuroscience or psychology: The Persuasion Code: How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime will make your personal and business lives more successful by unveiling a credible and practical approach towards creating a breakthrough persuasion strategy. This book will satisfy your interest in neuromarketing, scientific persuasion, sales, advertising effectiveness, website conversion, marketing strategy and sales presentations. It’ll teach you the value of the award-winning persuasion model NeuroMapTM : the only model based on the science of how your customers use their brain to make any decision including a buying decision. You will appreciate why this scientific approach has helped hundreds of companies and thousands of executives achieve remarkable results.

- Written by the founders of SalesBrain who pioneered the field of neuromarketing
- SalesBrain has trained more than 100,000 executives worldwide including over 15,000 CEO
- Includes guidance for creating your own neuromarketing plan
- Advance your business or career by creating persuasive messages based on the working principle of the brain.

Christophe Morin, PHD, is an expert on the effect of advertising on the brain. He is an adjunct faculty member of Fielding Graduate University, where he teaches courses in Media Neuroscience. He is the recipient of multiple speaking and research awards. He co-founded SalesBrain in 2002.

Patrick Renvoise, an expert in complex sales, teaches new messaging strategies based on brain science. By using the latest discoveries in cognitive biases, he has helped hundreds of companies and thousands of professionals close complex deals worth billions of dollars. Patrick co-founded SalesBrain and has received numerous marketing and speaking awards.

Related Title

AI for Marketing and Product Innovation
Powerful New Tools for Predicting Trends, Connecting with Customers, and Closing Sales

A. K. Pradeep, Andrew Appel & Stan Sthanunathan
ISBN: 978-1-119-48406-6 • Jan 2019 • 272pp
Licensed in Simplified Chinese, Turkish, Vietnamese
The New Rules of Marketing and PR, 7th Edition
How to Use Content Marketing, Podcasting, Social Media, AI, LiveVideo, and Newsjacking to Reach Buyers Directly

David Meerman Scott

Licensed in Polish, Slovenian
Previous Editions Licensed in Arabic, Bahasa Indonesian, Bulgarian, Croatian, Czech, Dutch, Finnish, German, Greek, Italian, Japanese, Korean, Latvian, Lithuanian, Mongolian, Orthodox Chinese, Portuguese, Romanian, Russian, Simplified Chinese, Slovakian, Slovenian, Spanish, Turkish, Vietnamese

The definitive guide on the future of marketing

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

The latest edition of The New Rules of Marketing & PR has been completely revised and updated to present more innovative methods and cutting-edge strategies than ever. The new content shows you how to harness AI and machine learning to automate routine tasks so you can focus on marketing and PR strategy. Your life is already AI-assisted. Your marketing should be too! This must-have resource will help you:

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

David Meerman Scott is an award-winning marketing strategist and writer, keynote speaker and seminar leader. He specializes in using online content to market and sell products and services.

Also by David Meerman Scott

How to Use Agile Selling, Real-Time Customer Engagement, Big Data, Content, and Storytelling to Grow Your Business

David Meerman Scott

ISBN: 978-1-119-27242-7 • Aug 2016 • 304pp
Licensed in Dutch, Italian, Polish, Simplified Chinese, Slovakian, Turkish, Vietnamese
Jeb Blount (www.salesgravy.com) is a sales trainer and consultant. He advises many of the world’s leading organizations and their executives on the impact of emotional intelligence and interpersonal skills on sales, leadership, customer experience, and strategic account management. He helps individuals, teams, and companies reach peak performance, fast through keynotes, seminars, workshops, and training programs delivered to high-performing sales teams and leaders across the globe. He was recently recognized as one of the Top 50 Most Influential Leaders in Sales and Marketing by Top Sales Magazine and one of the World’s Top 30 Social Selling Influencers by Forbes. His books have sold more than 410,000 copies in English.

Titles by Jeb Blount

**Fanatical Prospecting**
The Ultimate Guide to Opening Sales Conversations and Filling the Pipeline by Leveraging Social Selling, Telephone, Email, Text, and Cold Calling
Jeb Blount
Nov 2015 • 304 pages
Licensed in Bulgarian, Italian, Polish, Portuguese, Russian, Simplified Chinese, Turkish, Vietnamese

**Objections**
The Ultimate Guide for Mastering The Art and Science of Getting Past No
Jeb Blount & Mark Hunter
Jul 2018 • 240pp
Licensed in Arabic, Italian, Portuguese, Russian, Simplified Chinese, Vietnamese

**Sales EQ**
How Ultra High Performers Leverage Sales-Specific Emotional Intelligence to Close the Complex Deal
Jeb Blount & Anthony Iannarino (Foreword by)
ISBN: 978-1-119-31257-4
May 2017 • 320pp
Licensed in Bahasa Indonesian, Italian, Portuguese, Simplified Chinese, Turkish, Vietnamese

**INKED**
The Ultimate Guide to Powerful Closing and Negotiation Tactics that Unlock YES and Seal the Deal
Jeb Blount
Mar 2020 • 256pp
Licensed in Estonian, German, Polish, Portuguese, Russian, Simplified Chinese, Ukrainian

**Virtual Selling**
A Quick-Start Guide to Leveraging Video, Technology, and Virtual Communication Channels to Engage Remote Buyers and Close Deals Fast
Jeb Blount
July 2020 • 400pp
Licensed in German, Italian, Portuguese

**The Virtual Training Bible**
The Art of Conducting Powerful Virtual Training that Engages Learners and Makes Knowledge Stick
Jeb Blount
ISBN: 978-1-119-75583-8
Dec 2020
Marketing 5.0
Technology for Humanity

Philip Kotler, Hermawan Kartajaya, Iwan Setiawan

Licensed in Italian, Simplified Chinese

Previous Editions Licensed in Arabic, Bulgarian, Dutch, French, Greek, German, Indonesian, Italian, Japanese, Korean, Orthodox Chinese, Persian, Polish, Portuguese, Russian, Simplified Chinese, Spanish, Thai, Turkish, Ukrainian, Vietnamese

Rediscover the fundamentals of marketing from the best in the business

In *Marketing 5.0*, the celebrated promoter of the “Four P’s of Marketing,” Philip Kotler, explains how marketers can use technology to address customers’ needs and make a difference in the world.

In a new age when marketers are struggling with the digital transformation of business and the changing behavior of customers, this book provides marketers with a way to integrate technological and business model evolution with the dramatic shifts in consumer behavior that have happened in the last decade.

Following the pattern presented in his bestselling Marketing X.0 series, Philip Kotler covers the crucial topics necessary to understand modern marketing, including:

- Artificial intelligence for marketing automation
- Agile marketing
- “Segments of one” marketing
- Contextual technology
- Facial recognition and voice tech for marketing
- The future of Customer Experience (CX)
- Transmedia storytelling
- The “Whatever-Whenever-Wherever” service delivery
- “Everything-As-A-Service” business model
- Internet of Things and blockchain for marketing
- Virtual and augmented reality marketing
- Corporate activism

Perfect for traditional and digital marketers, as well as students and teachers of marketing and business, *Marketing 5.0* reinvigorates the field of marketing with actionable recommendations and unique insights.

**Philip Kotler** is the world’s foremost expert on marketing. Famous for popularizing “The 4 P’s of Marketing,” his books have been translated into 37 languages and are global bestsellers and leaders in the field. His writing has defined marketing around the world for the past 40 years.

**Hermawan Kartajaya** runs MarkPlus Consulting, the largest marketing consulting firm in Indonesia, and is co-author with Kotler of several books.

**Iwan Setiawan** is a business writer and senior consultant at MarkPlus Consulting, where he consults for clients on marketing strategies.

---

**Also by Philip Kotler**

*Winning Global Markets*  
How Businesses Invest and Prosper in the World’s High-Growth Cities  
Philip Kotler & Milton Kotler  
ISBN: 978-1-118-89381-4  
Jul 2014 • 288pp  
Licensed in Bahasa Indonesian, Italian, Japanese, Korean, Portuguese, Russian, Simplified Chinese, Spanish, Thai

*Market Your Way to Growth*  
8 Ways to Win  
Philip Kotler & Milton Kotler  
ISBN: 978-1-118-49640-4  
Mar 2013 • 240pp  
Licensed in Bahasa Indonesian, Italian, Japanese, Portuguese, Simplified Chinese, Spanish, Thai, Turkish, Vietnamese
Inspired, 2nd Edition
How to Create Tech Products Customers Love

Marty Cagan

Licensed in Bahasa Indonesian, German, Japanese, Korean, Orthodox Chinese, Polish, Portuguese, Russian, Simplified Chinese, Slovenian, Thai

The primary reference for technology product managers

How do today’s most successful tech companies—Amazon, Google, Facebook, Netflix, Tesla—design, develop, and deploy the products that have earned the love of literally billions of people around the world? Perhaps surprisingly, they do it very differently than the vast majority of tech companies. In INSPIRED, technology product management thought leader Marty Cagan provides readers with a master class in how to structure and staff a vibrant and successful product organization, and how to discover and deliver technology products that your customers will love—and that will work for your business.

With sections on assembling the right people and skillsets, discovering the right product, embracing an effective yet lightweight process, and creating a strong product culture, readers can take the information they learn and immediately leverage it within their own organizations—dramatically improving their own product efforts.

Whether you’re an early stage startup working to get to product/market fit, or a growth-stage company working to scale your product organization, or a large, long-established company trying to regain your ability to consistently deliver new value for your customers, INSPIRED will take you and your product organization to a new level of customer engagement, consistent innovation, and business success.

Filled with the author’s own personal stories—and profiles of some of today’s most-successful product managers and technology-powered product companies, including Adobe, Apple, BBC, Google, Microsoft, and Netflix—INSPIRED will show you how to turn up the dial of your own product efforts, creating technology products your customers love.

Marty Cagan, widely recognized as the primary thought leader for technology product management, is the founder of the Silicon Valley Product Group (SVPG). He served as an executive responsible for defining and building products for some of the most successful companies in the world, including Hewlett-Packard, Netscape Communications, and eBay.

Also by Marty Cagan

Empowered
Ordinary People, Extraordinary Products

Marty Cagan, Chris Jones

December 2020 • 368pp

Licensed in Japanese, Korean, Simplified Chinese
Everybody Writes
Your Go-To Guide to Creating Ridiculously Good Content

Ann Handley

The go-to guide to creating and publishing the kind of content that will make your business thrive

Everybody Writes is a go-to guide to attracting and retaining customers through stellar online communication, because in our content-driven world, every one of us is, in fact, a writer.

If you have a web site, you are a publisher. If you are on social media, you are in marketing. And that means that we are all relying on our words to carry our marketing messages. We are all writers and writing matters more now, not less. Our online words are our currency; they tell our customers who we are.

In Everybody Writes, top marketing veteran Ann Handley gives expert guidance and insight into the process and strategy of content creation, production and publishing, with actionable how-to advice designed to get results.

Sections include:

• How to write better.
• Easy grammar and usage rules tailored for business in a fun, memorable way.
• Giving your audience the gift of your true story, told well. Empathy and humanity and inspiration are key here, so the book covers that, too.
• Best practices for creating credible, trustworthy content steeped in some time-honored rules of solid journalism.
• Things Marketers Write: The fundamentals of 17 specific kinds of content that marketers are often tasked with crafting.
• Content Tools: The sharpest tools you need to get the job done.

Ann Handley is a veteran of creating and managing content. She is the Chief Content Officer of MarketingProfs, a training and education company with the largest community of marketers in its category. Ann is a monthly columnist for Entrepreneur magazine, a member of the LinkedIn Influencer program, and the coauthor of the best-selling book on content marketing, Content Rules. She is also a keynote speaker, mom, and writer at AnnHandley.com.
Brad Feld

Brad Feld is a bestselling author on entrepreneurship, community building, and finance. He has been an early stage investor and entrepreneur since 1987. He is the cofounder of Techstars and Foundry Group and writes regularly on the blogs Feld Thoughts and Venture Deals. He is a nationally recognized speaker on the topics of venture capital investing and entrepreneurship.

Titles by Brad Feld

**Venture Deals**
Be Smarter Than Your Lawyer and Venture Capitalist, 4th Edition
Brad Feld & Jason Mendelson
ISBN: 978-1-119-59484-0
Sep 2019 • 368pp
Licensed in German, Japanese, Orthodox Chinese, Simplified Chinese, Vietnamese
Previous Editions Licensed in Italian, Japanese, Korean, Orthodox Chinese, Simplified Chinese, Spanish, Vietnamese

**Do More Faster**
Techstars Lessons to Accelerate Your Startup, 2nd Edition
Brad Feld & David G. Cohen
ISBN: 978-1-119-58328-8
July 2019 • 400pp
Licensed in Simplified Chinese
Previous Editions Licensed in German, Polish, Portuguese, Russian, Simplified Chinese

**Startup Communities**
Building an Entrepreneurial Ecosystem in Your City, 2nd Edition
Brad Feld
July 2020 • 224pp
Licensed in Simplified Chinese
Previous Edition Licensed in Polish, Simplified Chinese, Vietnamese

**The Startup Community Way**
How to Build an Entrepreneurial Ecosystem That Thrives
Brad Feld & Ian Hathaway
Aug 2020 • 224pp
Licensed in Simplified Chinese
Disciplined Entrepreneurship
24 Steps to a Successful Startup

Bill Aulet

Licensed in Arabic, Bahasa Indonesian, Croatian, French, Georgian, German, Greek, Italian, Japanese, Korean, Mongolian, Orthodox Chinese, Persian, Polish, Portuguese, Simplified Chinese, Spanish, Swedish, Thai, Turkish, Ukrainian, Vietnamese

24 Steps to Success!

Disciplined Entrepreneurship will change the way people think about starting a company. Many believe that entrepreneurship cannot be taught, but great entrepreneurs aren’t born with something special – they simply make great products. This book shows how to create a successful startup through developing an innovative product. It breaks down the necessary processes into an integrated, comprehensive, and proven 24-step framework that any industrious person can learn and apply. It teaches: why the “F” word – focus – is crucial to a startup’s success; common obstacles that entrepreneurs face – and how to overcome them; and how to use innovation to stand out in the crowd – it’s not just about technology. For both first-time and repeat entrepreneurs, Disciplined Entrepreneurship has all the tools they need to improve their odds of making a product people want.

Bill Aulet is the Managing Director of the Martin Trust Center for MIT Entrepreneurship as well as a senior lecturer at the MIT Sloan School of Management. Prior to joining MIT, he had a 25-year track record of success in business, from his start at IBM to his experience as a serial entrepreneur. He started and ran Cambridge Decision Dynamics and SensAble Technologies. He works around the world with entrepreneurs, small companies, large companies, and governments to promote innovation-driven entrepreneurship.

Also by Bill Aulet

Disciplined Entrepreneurship Workbook
Bill Aulet
Licensed in French, Italian, Orthodox Chinese, Simplified Chinese, Spanish, Thai
The Design Thinking Playbook
Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems

Michael Lewrick, Patrick Link & Larry Leifer

Licensed in Bahasa Indonesian, French, Italian, Japanese, Korean, Orthodox Chinese, Portuguese, Russian, Simplified Chinese, Thai, Vietnamese

A radical shift in perspective to transform your organization to become more innovative

The Design Thinking Playbook explains new approaches and tools for digital innovation using the design thinking mindset. This book utilizes applications of design thinking across industries, improving common challenges like digital transformation, and how design thinking connects to agile methods within the management, innovation and start-ups. The Design Thinking Playbook helps the reader:

- to apply different design thinking tools in the right context
- to explore the digitized future, and to use new design criteria and approaches
- to set an inspiring framework to foster radical innovations
- to question the existing mindset and to transform organizations
- to build up highly-motivated people in teams, squads and tribes
- to apply Design Thinking, Systems Thinking, and Big Data Analytics

Michael Lewrick (Zurich, Switzerland) holds an MBA and PhD from Stanford, and is Chief Innovation Officer of Swisscom, the national phone company of Switzerland. His research interests centers on the management issues related to the design, development and commercialization of technological and business model innovation.

Patrick Link (Switzerland) is a lecturer at the University of Applied Science in Lucerne, Switzerland, teaching product management, marketing and collaboration management. He has 12 years of practical experience as head of product management and in strategic planning, market analysis, strategic projects and as process engineer and project leader.

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

Also by Michael Lewrick

The Design Thinking Toolbox
A Guide to Mastering the Most Popular and Valuable Innovation Methods
Michael Lewrick, Patrick Link & Larry Leifer
ISBN: 978-1-119-62919-1
April 2020 • 352pp
Licensed in French, Korean, Orthodox Chinese, Russian, Simplified Chinese

The Design Thinking Life Playbook
Empower Yourself, Embrace Change, and Visualize a Joyful Life
Michael Lewrick, Jean-Paul Thommen & Larry Leifer
ISBN: 978-1-119-68224-0
May 2020 • 352pp
Licensed in Simplified Chinese
VISUAL THINKING

Alex Osterwalder


Alexander Osterwalder is based in Lausanne, Switzerland and is the lead author of the international bestseller *Business Model Generation*, passionate entrepreneur, and demanded speaker. He co-founded Strategyzer, a software company specializing in tools and content for strategic management and innovation. He invented the Business Model Canvas, the strategic management tool to design, test, build, and manage business models, which is used 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, including Stanford, Berkeley, MIT, IESE and IMD. His books have sold more than 1.2 million copies in English and are bestsellers in many of the 30 languages in which they are available.

Yves Pigneur is co-author of *Business Model Generation* and Professor of Management and Information Systems at the University of Lausanne, Lausanne, Switzerland. He has held visiting professorships at Georgia State University, Hong Kong University of Science and Technology, and the University of British Columbia.

Titles by Alex Osterwalder

*Business Model Generation*
Alexander Osterwalder & Yves Pigneur
ISBN: 978-0-471-65022-5 • Apr 2004 • 288pp
Licensed in Arabic, Bahasa Indonesian, Bulgarian, Croatian, Czech, Danish, Estonian, French, German, Greek, Hebrew, Hungarian, Italian, Japanese, Korean, Mongolian, Norwegian, Orthodox Chinese, Persian, Polish, Portuguese, Romanian, Russian, Serbian, Simplified Chinese, Slovenian, Spanish, Swedish, Thai, Turkish, Ukrainian, Vietnamese

810,000 sold!

*Value Proposition Design*
Alexander Osterwalder, Yves Pigneur, Greg Bernarda, Alan Smith & Trish Papadakos
ISBN: 978-1-118-96805-5 • Nov 2014 • 320pp
Licensed in Arabic, Bahasa Indonesian, Czech, Danish, Dutch, Estonian, French, Georgian, German, Greek, Italian, Japanese, Korean, Mongolian, Norwegian, Orthodox Chinese, Persian, Polish, Portuguese, Russian, Simplified Chinese, Spanish, Thai, Turkish, Ukrainian, Vietnamese

270,000 sold!
Visual Meetings
How Graphics, Sticky Notes and Idea Mapping Can Transform Group Productivity

David Sibbet

Licensed in Bahasa Indonesian, German, Italian, Korean, Orthodox Chinese, Portuguese, Russian, Simplified Chinese, Spanish, Thai, Vietnamese

Use eye-popping visual tools to energize your people!

Just as social networking has reclaimed the Internet for human interactivity and co-creation, the visual meetings movement is reclaiming creativity, productivity, and playful exchange for serious work in groups.

Visual Meetings explains how anyone can implement powerful visual tools, and how these tools are being used in Silicon Valley and elsewhere to facilitate both face-to-face and virtual group work. This dynamic and richly illustrated resource gives meeting leaders, presenters, and consultants a slew of exciting tricks and tools, including

- Graphic recording, visual planning, story boarding, graphic templates, idea mapping, etc.
- Creative ways to energize team building, sales presentations, staff meetings, strategy sessions, brainstorming, and more
- Getting beyond paper and whiteboards to engage new media platforms
- Understanding emerging visual language for leading groups

Unlocking formerly untapped creative resources for business success, Visual Meetings will help you and your team communicate ideas more effectively and engagingly.

David Sibbet is a world leader in graphic facilitation and visual thinking for groups. He is the founder and president of The Grove Consultants International, a company whose leading-edge group-process tools and services for panoramic visualization, graphic facilitation, team leadership, and organizational transformation are used by consultants and organizations around the world.

Also by David Sibbet

Visual Leaders
New Tools for Visioning, Management, and Organization Change

David Sibbet
ISBN: 978-1-118-47166-4
Jan 2013 • 256pp
Licensed in Bahasa Indonesian, Korean, Simplified Chinese, Spanish, Vietnamese

Visual Teams
Graphic Tools for Commitment, Innovation, and High Performance

David Sibbet
ISBN: 978-1-118-07743-6
Nov 2011 • 320pp
Licensed in Bahasa Indonesian, Korean, Simplified Chinese, Vietnamese

Visual Consulting
Designing and Leading Change

David Sibbet
ISBN: 978-1-119-37534-0
Oct 2018 • 288pp
Startup, Scaleup, Screwup
42 Tools to Accelerate
Lean & Agile Business Growth

Jurgen Appelo

Licensed in German, Italian, Polish, Simplified Chinese, Ukrainian, 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.

Equal parts motivation and practical application, this book answers the questions every business leader asks from the startup ventures to established companies. This book enables readers 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

Startup, Scaleup, Screwup: 42 Tools to Accelerate Lean & Agile Business Growth is a must-read for entrepreneurs, founders, managers, and senior executives. Author Jurgen Appelo provides a comprehensive guide to business growth. Practical methods and expert advice make this book an essential addition to any business professional’s library.

Jurgen Appelo 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. Jurgen is CEO of the business network Happy Melly, and co-founder of the Agile Lean Europe network and the Stoos Network.

Also by Jurgen Appelo

Managing for Happiness
Games, Tools, and Practices to Motivate Any Team

Jurgen Appelo

ISBN: 978-1-119-26868-0
Jul 2016 • 304pp • Wiley

Licensed in Arabic, German, Japanese, Korean, Simplified Chinese, Thai, Vietnamese
Design A Better Business
New Tools, Skills, and Mindset for Strategy and Innovation

Patrick Van Der Pijl, Justin Lokitz, Lisa Kay Solomon, Erik van der Pluijm (Designed by) & Maarten van Lieshout (Designed by)

Licensed in Danish, French, German, Italian, Japanese, Korean, Mongolian, Orthodox Chinese, Persian, Polish, Portuguese, Simplified Chinese, Spanish, Thai, Turkish, Vietnamese

Design A Better Business provides a toolbox and many practical examples for business leaders looking to solidify their vision into an actionable strategy.

Designed as a follow-up to Business Model Generation, this book contains more tools and skills to help you map your company’s success. Visual techniques, applicable to any size business, guide you step-by-step through the stumbling blocks to help you apply the right tools and skills in a systematic fashion, and expert perspectives give you the insight you need to set yourself up for success. Follow a defined roadmap to innovation as your ideas become a cohesive vision, your vision becomes a plan, and your plan kicks off the action that leads to better business outcomes.

Patrick van der Pijl is CEO of Business Models Inc. and producer of the worldwide bestseller Business Model Generation.

Justin Lokitz is an experienced strategy designer and managing director of the Business Models Inc. offices in San Francisco and Silicon Valley, CA, USA.

Erik van der Pluijm is Founder and Creative Director at Thirty-X.

Maarten van Lieshout is Partner at Thirty-X.

Also by Patrick Van Der Pijl

Business Model Shift
Design the Future of Your Business Around the Ways the World is Changing

Patrick Van Der Pijl, Justin Lokitz & Roland Winjen

Jan 2021 • 288pp
Visual Collaboration
A Powerful Toolkit for Improving Meetings, Projects, and Processes

Ole Qvist-Sørensen & Loa Baastrup

Licensed in French, German, Italian, Korean, Simplified Chinese
Wiley does not have rights to the work in Danish, Swedish, Finnish, Norwegian, or Dutch

A new and innovative way of working and collaborating that will help you successfully manage complexity for yourself, your team, and your entire organization!

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

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

- Use visualization as a tool to explore opportunities and challenges
- Translate complex concepts into easy-to-understand actions
- Engage employees and team members with effective strategic processes
- Incorporate drawing into your strategic organizational toolbox to strengthen communication and collaboration
- Develop and apply powerful visual literacy skills

The authors, internationally-recognized experts in strategy communication and visual facilitation, have helped incorporate visual collaboration into more than 500 organizations such as LEGO, IKEA, the Red Cross, the United Nations, and many others. This book is the must-have resource for you to follow their example.

Ole Qvist-Sørensen, MA, is a Founder and Partner at Bigger Picture, a consulting firm specializing in strategy communication and visual facilitation.
Loa Baastrup is a strategy consultant, visual facilitator, and Partner at Bigger Picture. She and Ole have developed, tested, and applied the methods and tools of the book in more than 500 organizations in the private, public, and civil sector.

Related Title
The Design Thinking Quick Start Guide
A 6-Step Process for Generating and Implementing Creative Solutions
Isabell Osann, Lena Mayer & Inga Wiele
Feb 2020 • 144pp
Licensed in Italian, Simplified Chinese, Vietnamese
Wiley does not hold German rights
Finance & Investing
In the Little Book Big Profits series, the brightest icons in the financial world write on topics that range from tried and true investment strategies to tomorrow’s new trends. Each book offers a unique perspective on investing, allowing the reader to pick and choose from the very best in investment advice today.

The Little Book of Market Myths
How to Profit by Avoiding the Investing Mistakes Everyone Else Makes
Ken Fisher & Lara Hoffmans
Mar 2013 • 224pp
Licensed in Arabic, German, Japanese, Korean, Orthodox Chinese, Simplified Chinese, Spanish

The Little Book of Economics
How the Economy Works in the Real World
Greg Ip
ISBN: 978-1-118-39157-0
Feb 2013 • 288pp
Licensed in Arabic, Orthodox Chinese, Thai
Previous Edition Licensed in Lithuanian, Portuguese, Simplified Chinese

The Little Book of Main Street Money
Lessons from the Greatest Traders
Jonathan Clements & William J. Bernstein
ISBN: 978-0-470-47323-8
June 2009 • 224pp
Licensed in German, Orthodox Chinese

The Little Book of Stock Market Cycles
How to Take Advantage of Time-Proven Market Patterns
Jeffrey A. Hirsch & Douglas A. Kass (Foreword by)
ISBN: 978-1-118-27011-0
Sep 2012 • 240pp
Licensed in German, Japanese, Korean, Simplified Chinese

The Little Book of Market Wizards
Lessons from the Greatest Traders
Jack D. Schwager
ISBN: 978-1-118-85869-1
Apr 2014 • 208pp
Licensed in Arabic, German, Japanese, Korean, Orthodox Chinese, Romanian, Simplified Chinese, Thai

The Little Book of The Knockout Formula for Finding Great Investments
Pat Dorsey
Feb 2008 • 176pp
Licensed in Bahasa Indonesian, Italian, Japanese, Korean, Norwegian, Orthodox Chinese, Russian, Simplified Chinese, Spanish

The Little Book of Economics
How the Economy Works in the Real World
Greg Ip
ISBN: 978-1-118-39157-0
Feb 2013 • 288pp
Licensed in Arabic, Orthodox Chinese, Thai
Previous Edition Licensed in Lithuanian, Portuguese, Simplified Chinese

The Little Book of Investing Like the Pros
Five Steps for Picking Stocks
Joshua Rosenbaum
ISBN: 978-1-118-28140-6
Sep 2020 • 320pp
Licensed in Italian, Japanese, Korean, Orthodox Chinese, Simplified Chinese, Spanish, Thai

The Little Book of Common Sense Investing, Updated and Revised
The Only Way to Guarantee Your Fair Share of Stock Market Returns
John C. Bogle
Nov 2017 • 272pp
Licensed in Arabic, Estonian, German, Italian, Japanese, Korean, Orthodox Chinese, Simplified Chinese, Thai, Vietnamese
Previous Edition Licensed in French, German, Korean, Lithuanian, Orthodox Chinese, Portuguese, Romanian, Russian, Simplified Chinese, Spanish

335,000 Sold!
Big Mistakes
The Best Investors and Their Worst Investments

Michael Batnick

Licensed in German, Japanese, Korean, Norwegian, Orthodox Chinese, Polish, Simplified Chinese, Thai, Vietnamese

A must-read for any investor looking to maximize their chances of success

Big Mistakes: The Best Investors and Their Worst Investments explores the ways in which the biggest names have failed, and reveals the lessons learned that shaped more successful strategies going forward. Investing can be a rollercoaster of highs and lows, and the investors detailed here show just how low it can go; stories from Warren Buffet, Bill Ackman, Chris Sacca, Jack Bogle, Mark Twain, John Maynard Keynes, and many more illustrate the simple but overlooked concept that investing is really hard, whether you're managing a few thousand dollars or a few billion, failures and losses are part of the game. Much more than just anecdotal diversion, these stories set the basis for the book's critical focus: learning from mistakes. These investors all recovered from their missteps, and moved forward armed with a wealth of knowledge than can only come from experience. Lessons learned through failure carry a weight that no textbook can convey, and in the case of these legendary investors, informed a set of skills and strategy that propelled them to the top.

Research-heavy and grounded in realism, this book is a must-read for any investor looking to maximize their chances of success.

- Learn the most common ways even successful investors fail
- Learn from the mistakes of the greats to avoid losing ground
- Anticipate challenges and obstacles, and develop an advance plan
- Exercise caution when warranted, and only take the smart risks
- While learning from your mistakes is always a valuable experience, learning from the mistakes of others gives you the benefit of wisdom without the consequences of experience. Big Mistakes: The Best Investors and Their Worst Investments provides an incomparable, invaluable resource for investors of all stripes.

Michael Batnick, CFA, (New York, New York) is Director of Research at Ritholtz Wealth Management. He is also a member of the investment committee and heads up the company’s internal research efforts. He spends most of his time developing and implementing risk management and portfolio strategies for the firm’s clients. Michael writes at The Irrelevant Investor blog and co-produces the weekly podcast, Animal Spirits.
Valuation
Measuring and Managing the Value of Companies, 7th Edition

McKinsey & Company Inc., Tim Koller, Marc Goedhart, David Wessels

Licensed in Korean
Previous Editions Licensed in Dutch, French, Hungarian, Japanese, Orthodox Chinese, Polish, Portuguese, Russian, Simplified Chinese

McKinsey & Company’s #1 best-selling guide to corporate valuation—the fully updated seventh edition

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

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

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

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

For over 90 years, McKinsey & Company has helped corporations and organizations make substantial and lasting improvements in their performance. Through seven editions and 30 years, Valuation: Measuring and Managing the Value of Companies has served as the definitive reference for finance professionals, including investment bankers, financial analysts, CFOs and corporate managers, venture capitalists, and students and instructors in all areas of finance

Also by McKinsey & Company Inc.

Strategy Beyond the Hockey Stick
People, Probabilities and Big Moves to Beat the Odds
McKinsey & Company Inc., Chris Bradley, Martin Hirt & Sven Smit
Mar 2018 • 256pp
Licensed in German, Japanese, Orthodox Chinese, Portuguese, Russian, Simplified Chinese, Spanish, Ukrainian
 Warren Buffett has long been one of the most sought-after and watched figures in business. He has become a billionaire and investment sage reaping huge profits for himself and investors. The first two editions of The Warren Buffett Way gave investors their first in-depth look at the innovative investment and business strategies behind this success. Tracing Warren Buffett’s career from the beginning, Hagstrom told readers exactly how, starting with an initial investment of only $100, Buffett built a business empire and has an estimated net worth of $44 billion. This completely revised third edition has brand new chapters on the important distinctions between investment and trading, and an examination of the most successful disciples of Warren Buffett.

The greatest challenge to emulating Buffett is not in the selection of the right stocks, Hagstrom writes, but in having the fortitude to stick with sound investments in the face of economic and market uncertainty. The new edition explains the psychological foundations of Buffett’s approach, thus giving readers the best roadmap yet for mastering both the principles and behaviors that have made Buffett the greatest investor of our generation.

Robert G. Hagstrom is the leading authority on Warren Buffett. He is Global Equity Strategies for Legg Mason Capital Management, and previously, he has worked for Focus Capital, Lloyd, Leith and Sawin, First Fidelity Bank, and Legg Mason Wood Walker, Inc.

Also by Robert Hagstrom

Warren Buffett: Inside the Ultimate Money Mind
Robert G. Hagstrom
ISBN: 978-1-119-71459-0 • Mar 2021
Licensed in Italian
The FinTech book series explores how cutting-edge technologies are disrupting the markets across a wide array of industries. The books discuss the new business and revenue models that compete with traditional financial services in the delivery of financial products and investments. From the insurance and wealth management industries to the regulatory environment, these books use crowd sourcing and best-practices to showcase the lessons learned from investors, entrepreneurs and visionaries globally.

Susanne Chishti is the Founder and CEO of FINTECH Circle and the FINTECH Circle Institute, the leading peer-to-peer learning platform providing in-person and online courses across fintech enterprise innovation, WealthTech, InsurTech, artificial intelligence and blockchain applications in finance, crypto-currencies and startup methodologies. As Co-Editor of the global Bestseller The FinTech Book, she has been selected as a “City Innovator – Inspirational Woman” after working for 15 years across Deutsche Bank, Lloyds Banking Group, Morgan Stanley Investment Management and Accenture in London and Hong Kong.

Janos Barberis is a Millennial in FinTech, recognised as a top-35 global FinTech leader. He founded FinTech HK, a thought leadership platform, and the SuperCharger: a FinTech Accelerator that strategically leverages Hong Kong as a gateway to Asia. He sits on the advisory board of the World Economic Forum’s FinTech Committee.
The Bitcoin Standard
The Decentralized Alternative to Central Banking

Saifedean Ammous

Licensed in Bulgarian, Croatian, Czech, Dutch, Finnish, French, German, Hebrew, Hungarian, Italian, Japanese, Korean, Orthodox Chinese, Portuguese, Polish, Romanian, Russian, Simplified Chinese, Spanish, Turkish, Vietnamese

A guide to using and understanding the economics of Bitcoin

When a pseudonymous programmer introduced a new electronic cash system that’s fully peer-to-peer, with no trusted third party to a small online mailing list in 2008, very few paid attention. Ten years later, and against all odds, this upstart autonomous decentralized software offers an unstoppable and globally-accessible hard money alternative to modern central banks. The Bitcoin Standard analyzes the historical context to the rise of Bitcoin, the economic properties that have allowed it to grow quickly, and its likely economic, political, and social implications.

While Bitcoin is a new invention of the digital age, the problem it purports to solve is as old as human society itself: transferring value across time and space. Ammous takes the reader on an engaging journey through the history of technologies performing the functions of money, from primitive systems of trading limestones and seashells, to metals, coins, the gold standard, and modern government debt. Exploring what gave these technologies their monetary role, and how most lost it, provides the reader with a good idea of what makes for sound money, and sets the stage for an economic discussion of its consequences for individual and societal future-orientation, capital accumulation, trade, peace, culture, and art. Compellingly, Ammous shows that it is no coincidence that the loftiest achievements of humanity have come in societies enjoying the benefits of sound monetary regimes, nor is it coincidental that monetary collapse has usually accompanied civilizational collapse.

Saifedean Ammous, PHD, is a Professor of Economics at the Lebanese American University, and member of the Center on Capitalism and Society at Columbia University.

Related Title

The Business Blockchain
Promise, Practice, and Application of the Next Internet Technology

Vitalik Buterin & William Mougayar

ISBN: 978-1-119-30031-1 • Jun 2016 • 208pp

Licensed in French, Japanese, Korean, Orthodox Chinese, Polish, Portuguese, Russian, Simplified Chinese, Spanish, Vietnamese
Blackwell Philosophy and Popular Culture continues to be hugely successful, with 500,000 copies sold, and the series now features more than 45 titles. It shows readers how very relevant philosophy is to their everyday life, and not just for answering the big questions like “To be or not to be?” but also for answering the little questions, “To watch or not to watch South Park?”

Thinking deeply about TV, movies, and music doesn’t make you an idiot, in fact it might make you a philosopher, someone who believes the unexamined life is not worth living and the unexamined cartoon is not worth watching.
Worldviews
An Introduction to the History and Philosophy of Science, 3rd Edition

Richard DeWitt

Licensed in Korean, Simplified Chinese
Previous editions licensed in Orthodox Chinese, Persian, Simplified Chinese, Spanish

Winner of the 2018 *Choice* Award for Outstanding Academic Title!

Now in its third edition, *Worldviews: An Introduction to the History and Philosophy of Science* strengthens its reputation as the most accessible and teachable introduction to the history and philosophy of science on the market. Geared toward engaging undergraduates and those approaching the history and philosophy of science for the first time, this intellectually-provocative volume takes advantage of its author’s extensive teaching experience, parsing complex ideas using straightforward and sensible examples drawn from the physical sciences.

Building on the foundations which earned the book its critical acclaim, author Richard DeWitt considers fundamental issues in the philosophy of science through the historical worldviews that influenced them, charting the evolution of Western science through the rise and fall of dominant systems of thought. Chapters have been updated to include discussion of recent findings in quantum theory, general relativity, and evolutionary theory, and two new chapters exclusive to the third edition enrich its engagement with radical developments in contemporary science.

At a time in modern history when the nature of truth, fact, and reality seem increasingly controversial, the third edition of *Worldviews* presents complex concepts with clarity and verve, and prepares inquisitive minds to engage critically with some of the most exciting questions in the philosophy of science.

Richard DeWitt is Professor of Philosophy at Fairfield University. His research interests are in the areas of mathematical and philosophical logic and the philosophy of mind. Recent publications include work with infinite valued logics in the *Journal of Philosophical Logic* and medieval logic in the *International Philosophical Quarterly*. 
50 Great Myths of Popular Psychology
Shattering Widespread Misconceptions about Human Behavior

Scott O. Lilienfeld, Steven Jay Lynn, John Ruscio & Barry L. Beyerstein

Licensed in Bahasa Indonesian, Croatian, Dutch, German, Greek, Hungarian, Italian, Polish, Portuguese, Russian, Spanish, Turkish

Written in an accessible and entertaining style, 50 Great Myths of Popular Psychology examines a wide range of myths from all areas of psychology.

- Uses common myths as a vehicle for exploring how to distinguish factual from fictional claims in popular psychology.
- Explores topics that readers will relate to, but often misunderstand, such as ‘opposites attract’, ‘people use only 10% of their brains’, and ‘handwriting reveals your personality’.
- Provides a ‘mythbusting kit’ for evaluating folk psychology claims in everyday life.
- Teaches essential critical thinking skills through detailed discussions of each myth.
- Engaging and accessible writing style that appeals to students and lay readers alike.

Scott O. Lilienfeld is a Professor of Psychology at Emory University.
Steven Jay Lynn is a Professor of Psychology at the State University of New York at Binghamton.
John Ruscio is an Associate Professor of Psychology at The College of New Jersey.
Barry L. Beyerstein (the late) was Professor of Psychology at Simon Fraser University and chair of the British Columbia Skeptics Society.

Other Great Myth Titles

25 Myths about Bullying and Cyberbullying
Elizabeth K. Englander
ISBN: 978-1-118-73650-0
Mar 2020 • 208pp • Wiley-Blackwell

Great Myths of the Brain
Christian Jarrett
ISBN: 978-1-118-31271-1
Nov 2014 • 352pp • Wiley-Blackwell
Licensed in Arabic, Korean, Polish, Simplified Chinese, Spanish, Turkish
50 Great Myths About Atheism
Russell Blackford & Udo Schuklenk
Oct 2013 • 288pp
Licensed in Polish

50 Great Myths of Human Evolution
Understanding Misconceptions about Our Origins
John H. Relethford
ISBN: 978-0-470-67392-8
Jan 2017 • 304pp

50 Great Myths of Human Sexuality
Pepper Schwartz & Martha Kempner
ISBN: 978-0-470-67433-8
Mar 2015 • 320pp
Licensed in Korean, Romanian, Simplified Chinese

Great Myths of Aging
Joan T. Erber, Lenore T. Szuchman
Oct 2014 • 184pp • Wiley-Blackwell
Licensed in Simplified Chinese

Great Myths of Intimate Relationships
Dating, Sex, and Marriage
Matthew D. Johnson
ISBN: 978-1-118-52127-4
May 2016 • 264pp
Licensed in Bulgarian, Romanian, Simplified Chinese

Great Myths of Education and Learning
Jeffrey D. Holmes
ISBN: 978-1-118-70939-9
May 2016 • 224pp
Licensed in Simplified Chinese

Great Myths of Child Development
Stephen Hupp, Jeremy D. Jewell
ISBN: 978-1-118-52123-6
Feb 2015 • 208pp • Wiley-Blackwell
Licensed in Japanese, Korean, Polish, Romanian, Simplified Chinese

Great Myths of Personality
B. Donnellan
ISBN: 978-1-118-52135-9
Dec 2020 • Wiley-Blackwell
Western capitalism is in crisis. For decades investment has been falling, living standards have stagnated or declined, and inequality has risen dramatically. Economic policy has neither reformed the financial system nor restored stable growth. Climate change meanwhile poses increasing risks to future prosperity. In this book some of the world’s leading economists propose new ways of thinking about capitalism. In clear and compelling prose, each chapter shows how today’s deep economic problems reflect the inadequacies of orthodox economic theory and the failure of policies informed by it. The chapters examine a range of contemporary economic issues, including fiscal and monetary policy, financial markets and business behaviour, inequality and privatisation, and innovation and environmental change. The authors set out alternative economic approaches which better explain how capitalism works, why it often doesn’t, and how it can be made more innovative, inclusive and sustainable. Outlining a series of far-reaching policy reforms, *Rethinking Capitalism* offers a powerful challenge to mainstream economic debate, and new ideas to transform it.

**Michael Jacobs** is Visiting Professor in the School of Public Policy and Department of Political Science at University College London. An environmental economist and political theorist, his work has focused on the political economy of environmental change.

**Professor Mariana Mazzucato** (PhD) holds the Chair in the Economics of Innovation and Public Value, University College London (UCL) where she established a new Institute for Innovation & Public Purpose. Mazzucato’s highly-acclaimed book *The Entrepreneurial State: Debunking Public vs. Private Sector Myths* (Anthem 2013; Public Affairs, 2015) was on the 2013 Books of the Year list of the *Financial Times*. She is winner of the 2014 New Statesman SPERI Prize in Political Economy and the 2015 Hans-Matthöfer-Preis and in 2013 she was named as one of the “3 most important thinkers about innovation” in the New Republic.
The books in the *Practice Planners* series are designed to help psychotherapy practitioners fulfill documentation requirements efficiently and professionally so that outside review entities will reimburse them for services. These books help clarify, simplify, and accelerate the treatment-planning process so that practitioners can spend less time on paperwork and more time with clients. There are a wide array of Treatment Planners targeted to specific populations and areas of practice. In addition, there are Progress Notes Planners and Homework Planners that can be used in conjunction with the Treatment Planners or on their own. For more information visit https://www.wiley.com/learn/practice_planners/index.html.

**The Adolescent Psychotherapy Treatment Planner, 5th Edition**  
Arthur E. Jongsma, Jr., L. Mark Peterson, William P. McInnis & Timothy J. Bruce  
July 2019 • 544pp  
Previous Editions Licensed in Japanese, Korean, Spanish, Turkish

**The Complete Adult Psychotherapy Treatment Planner, 6th Edition**  
Arthur E. Jongsma Jr., L. Mark Peterson, Timothy J. Bruce  
ISBN: 978-1-119-62993-1  
Dec 2020 • 592pp  
Previous Editions Licensed in Korean, Simplified Chinese, Spanish

**The Group Therapy Treatment Planner, with DSM-5 Updates**  
Arthur E. Jongsma Jr. & Kim Paleg  
Apr 2015 • 336pp  
Licensed in Korean  
Previous Editions Licensed in Simplified Chinese

**The Probation and Parole Treatment Planner, with DSM-5 Updates**  
Arthur E. Jongsma Jr., Bradford Bogue & Anjali Nandi  
ISBN: 978-1-119-07329-1  
Jul 2015 • 320pp

**The Older Adult Psychotherapy Treatment Planner, with DSM-5 Updates, 2nd Edition**  
Jan 2015 • 288pp  
Licensed in Arabic, Turkish

**The Child Psychotherapy Treatment Planner, 5th Edition**  
Arthur E. Jongsma, Jr., L. Mark Peterson, William P. McInnis & Timothy J. Bruce  
July 2019 • 528pp  
Previous Editions Licensed in Arabic, Hebrew, Korean, Japanese, Simplified Chinese, Spanish, Turkish

**The Co-Occurring Disorders Treatment Planner, with DSM-5 Updates**  
Arthur E. Jongsma Jr. & Jack Klott  
July 2019 • 336pp

**The Parenting Skills Treatment Planner, with DSM-5 Updates**  
Arthur E. Jongsma Jr. & Sarah Edison Knapp  
Apr 2015 • 336pp  
Licensed in Korean, Turkish

**The Personality Disorders Treatment Planner**  
Includes DSM-5 Updates  
ISBN: 978-0-470-90868-6  
Apr 2016 • 376pp  
Licensed in Arabic  
Previous Editions Licensed in Simplified Chinese
Introduction to the Practice of Psychoanalytic Psychotherapy, 2nd Edition

Alessandra Lemma

Licensed in Arabic, Greek, Korean, Simplified Chinese, Turkish

*A practice-oriented textbook that demystifies psychoanalytic psychotherapy*

Teaching and learning psychoanalytic therapy is a less clear-cut process than for other therapies, and it is easy for students to feel overwhelmed. This accessible guide is based on the author’s own long experience of teaching trainee practitioners, and is built on the core premise that psychoanalysis is not so much skill-based as dependent upon development of the analytic attitude, guided by principles of technique that are used in the clinical situation.

The book provides step-by-step guidance and useful pointers in key areas such as how to make interpretations, how to carry out assessments, how to formulate cases in psychodynamic terms and how to approach endings. It presents critical information in an accessible way with case studies and practice guidelines, explaining the processes which underpin psychoanalytic psychotherapy as clearly and simply as possible.

The Second Edition is updated throughout, with notable new material on findings from neuroscience and the increasing evidence base for psychoanalytic psychotherapy, the US relational school and the development of Dynamic Interpersonal Therapy, and recent studies in transference.

**Alessandra Lemma** is Director of the Psychological Therapies Development Unit at the Tavistock and Portman NHS Foundation Trust, and a Consultant Adult Psychotherapist at the Portman Clinic. She is a Fellow of the British Psychological Society, Visiting Professor and Clinical Director of the Psychological Interventions Research Centre at University College London, Visiting Professor at Sapienza University of Rome and Honorary Professor of Psychological Therapies at the University of Essex. She is the Editor of the *New Library of Psychoanalysis* book series, and one of the regional Editors for the *International Journal of Psychoanalysis*. She has published extensively on psychoanalysis, the body and trauma.
Internet Addiction
A Handbook and Guide to Evaluation and Treatment

Kimberly S. Young & Cristiano Nabuco de Abreu

Licensed in Arabic Bahasa Indonesian, Korean, Orthodox Chinese, Polish, Portuguese, Simplified Chinese

This book provides a theoretical framework to understand how to define and conceptualize compulsive use of the Internet from a clinical perspective. It includes various theoretical models from the psychiatric, psychological, communication, and sociological fields. The authors are experts in these various fields and draw from their experiences around the world to explore the cultural and global impact of this subject.

This book combines these fields to conceptualize and diagnosis associated features of Internet addiction. It also explores the prevalence of the disorder, validated assessment tools to differentiate normal from compulsive patterns of computer and online usage, and identifies the most addictive or problematic online applications. It includes articles that review epidemiology and subtypes of Internet addiction such as online pornography, Internet gambling, and online games. It examines the impact of Internet addiction on children, individuals, and families from psychiatric and psychological perspectives and address current theories on the risk factors associated with the development of the disorder.

Finally, utilizing treatment outcome data, the book explores evidenced-based treatment approaches from a variety of clinical perspectives including child and adult interventions, group therapy, couples and family therapy, and inpatient rehabilitation.

Dr. Kimberly Young, PsyD. is the founder and clinical director of the Center for Internet Addiction Recovery. She is the author of Caught in the Net, the first book to address Internet Addiction, Tangled in the Web and her most recent, Breaking Free of the Web: Catholics and Internet Addiction. She has published over 40 articles on the impact of online abuse. Her work has been featured in The New York Times, The London Times, USA Today, Newsweek, Time, CBS News, Fox News, Good Morning America, and ABC’s World News Tonight. She serves on the editorial board of CyberPsychology & Behavior and the International Journal of Cyber Crime and Criminal Justice.

Dr. Cristiano Nabuco de Abreu is the director of the Ambulatório Integrado dos Transtornos do Impulso (Integrated Impulse Disorders Outpatient Unit) at the University of San Paulo. He is a nationally-known speaker and has given interviews to major television networks, such as Globo, Cultura, SBT, and Band. He currently serves as the Chairman of the Brazilian Society of Cognitive Therapies (SBTC) and has published ten books.
Rewire Your Brain
Think Your Way to a Better Life

John B. Arden

Licensed in Orthodox Chinese, Persian, Portuguese, Russian, Simplified Chinese, Turkish

How to rewire your brain to improve virtually every aspect of your life—based on the latest research in neuroscience and psychology on neuroplasticity and evidence-based practices

Not long ago, it was thought that the brain you were born with was the brain you would die with, and that the brain cells you had at birth were the most you would ever possess. Your brain was thought to be “hardwired” to function in predetermined ways. It turns out that's not true. Your brain is not hardwired, it’s “softwired” by experience.

This book shows you how you can rewire parts of the brain to feel more positive about your life, remain calm during stressful times, and improve your social relationships. Written by a leader in the field of Brain-Based Therapy, it teaches you how to activate the parts of your brain that have been underactivated and calm down those areas that have been hyperactivated so that you feel positive about your life and remain calm during stressful times. You will also learn to improve your memory, boost your mood, have better relationships, and get a good night sleep.

- Reveals how cutting-edge developments in neuroscience, and evidence-based practices can be used to improve your everyday life
- Dr. Arden is a leader in integrating the new developments in neuroscience with psychotherapy and Director of Training in Mental Health for Kaiser Permanente for the Northern California Region

Explaining exciting new developments in neuroscience and their applications to daily living, Rewire Your Brain will guide you through the process of changing your brain so you can change your life and be free of self-imposed limitations.

John B. Arden, PhD, has 35 years of experience providing psychological services and directing mental health programs. He developed one of the largest mental health training programs in the United States and has authored or co-authored 13 books, including Brain-Based Therapy with Adults. Dr. Arden is Director of Training in Mental Health for the Kaiser Permanente Medical Centers in Northern California, where he oversees training programs in 24 medical centers.

Also by John B. Arden

Brain2Brain
Enacting Client Change Through the Persuasive Power of Neuroscience

John B. Arden

ISBN: 978-1-118-75688-1 • Mar 2015 • 288pp
Licensed in Arabic, French, Italian, Korean, Polish, Spanish, Turkish
Think Good Feel Good, 2nd Edition
A Cognitive Behavioural Therapy Workbook for Children and Young People

Paul Stallard

Licensed in Dutch

Previous Edition Licensed in Arabic, Dutch, Finnish, Greek, German, Icelandic, Italian, Japanese, Korean, Lithuanian, Polish, Portuguese, Simplified Chinese, Spanish, Turkish

Newly updated edition of the highly successful core text for using cognitive behaviour therapy with children and young people

The previous edition of *Think Good, Feel Good* was an exciting, practical resource that pioneered the way mental health professionals approached Cognitive Behaviour Therapy with children and young people. This new edition continues the work started by clinical psychologist Paul Stallard, and provides a range of flexible and highly appealing materials that can be used to structure and facilitate work with young people. In addition to covering the core elements used in CBT programmes, it incorporates ideas from the third wave CBT therapies of mindfulness, compassion focused therapy and acceptance and commitment therapy.

- Written by an experienced professional with all clinically tested material
- Fully updated to reflect recent developments in clinical practice
- Wide range of downloadable materials
- Includes ideas for third wave CBT, Mindfulness, Compassion Focused Therapy and Acceptance and Commitment Therapy

*Think Good, Feel Good, Second Edition: A CBT Workbook for Children and Young People* is a “must have” resource for clinical psychologists, child and adolescent psychiatrists, community psychiatric nurses, educational psychologists, and occupational therapists. It is also a valuable resource for those who work with young people including social workers, school nurses, practice counsellors, teachers and health visitors.

Paul Stallard is Professor of Child and Family Mental Health at the University of Bath and Head of Psychological Therapies (CAMHS) for Oxford Health NHS Foundation Trust. He has worked with children and young people since qualifying as a clinical psychologist in 1980. He is the author of “Think Good Feel Good: A cognitive behaviour therapy workbook for children and young people” and Editor of the book series “Cognitive Behaviour Therapy with children, adolescents and families”.

Also by Paul Stallard

A Clinician’s Guide to Think Good-Feel Good, 2nd Edition
Using CBT with Children and Young People
Paul Stallard
ISBN: 978-1-119-39631-4
May 2021 • 208pp
Previous Edition Licensed in Croatian, Danish, Dutch, Finnish, Korean, Portuguese, Turkish
Thinking Sociologically, 2nd Edition
Zygmunt Bauman & Tim May

Licensed in Danish, Estonian, Italian, Japanese, Korean, Norwegian, Polish, Spanish, Swedish

Elucidating key concepts in sociology and considering how applicable they are to everyday life.

A lucid, stimulating and original book which charts a course through sociology’s main concerns for example, individualism versus community, and privilege versus deprivation. This volume is a completely revised and expanded edition that includes new materials on health and fitness, intimacy, time, space and disorder, risk, globalization, identity, organizations, and new technologies. It was written for the benefit and enjoyment of students, professional sociologists and social scientists, and anyone else interested in the dynamics and issues that structure everyday life. Includes useful pedagogical features such as chapter introductions, end-of-chapter summaries and detailed recommended reading lists.

Zygmunt Bauman is a world-renowned sociologist and author, known for his recent groundbreaking work in social theory. His book Modernity and the Holocaust won the distinguished Amalfi prize for the best sociology book of 1989.

Tim May is Professor of Sociology at the University of Salford and author of several books.

Also by Zygmunt Bauman

<table>
<thead>
<tr>
<th>Postmodern Ethics</th>
<th>Life in Fragments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zygmunt Bauman</td>
<td>Essays in Postmodern Morality</td>
</tr>
<tr>
<td>Licensed in Bulgarian, Croatian, French, German, Italian, Macedonian, Portuguese, Romanian, Simplified Chinese, Spanish</td>
<td>May 1995</td>
</tr>
<tr>
<td></td>
<td>Licensed in Bulgarian, French, Italian, Portuguese, Simplified Chinese, Turkish</td>
</tr>
</tbody>
</table>
Why Don’t Students Like School?  
A Cognitive Scientist Answers Questions About How the Mind Works and What It Means for the Classroom

Daniel T. Willingham

Easy-to-apply, scientifically-based approaches for engaging students in the classroom

Cognitive scientist Dan Willingham focuses his acclaimed research on the biological and cognitive basis of learning. His book will help teachers improve their practice by explaining how they and their students think and learn. It reveals the importance of story, emotion, memory, context, and routine in building knowledge and creating lasting learning experiences.

- Nine, easy-to-understand principles with clear applications for the classroom
- Includes surprising findings, such as that intelligence is malleable, and that you cannot develop ‘thinking skills’ without facts
- How an understanding of the brain’s workings can help teachers hone their teaching skills

‘Mr. Willingham’s answers apply just as well outside the classroom. Corporate trainers, marketers and, not least, parents-anyone who cares about how we learn—should find his book valuable reading.’ — Wall Street Journal

Daniel T. Willingham is professor of psychology at the University of Virginia, where he has taught since 1992. He writes the popular Ask the Cognitive Scientist column for American Educator magazine.

Also by Daniel T. Willingham

- Raising Kids Who Read: What Parents and Teachers Can Do
  Daniel T. Willingham
  ISBN: 978-1-118-76972-0
  Apr 2015 • 240pp • Jossey-Bass
  Licensed in Arabic, French, Korean, Portuguese, Spanish, Simplified Chinese

- The Reading Mind: A Cognitive Approach to Understanding How the Mind Reads
  Daniel T. Willingham
  ISBN: 978-1-119-30137-0
  Jun 2017 • 256pp • Jossey-Bass
  Licensed in Arabic, Korean, Simplified Chinese, Spanish, Swedish
Janice VanCleave’s Big Book of Science Experiments

Janice VanCleave

Licensed in Italian

Previous Titles Licensed in Arabic, Bahasa Indonesian, Greek, Hungarian, Japanese, Korean, Orthodox Chinese, Polish, Portuguese, Russian, Simplified Chinese, Slovenian, Spanish, Thai, Turkish, Vietnamese

Janice VanCleave once again ignites children’s love for science in her all-new book of fun experiments—featuring a fresh format, new experiments, and updated content standards

From everyone’s favorite science teacher comes Janice VanCleave’s Big Book of Science Experiments. This user-friendly book gets kids excited about science with lively experiments designed to spark imaginations and encourage science learning. Using a few handy supplies, you will have your students exploring the wonders of science in no time. Simple step-by-step instructions and color illustrations help you easily demonstrate the fundamental concepts of astronomy, biology, chemistry, and more. Children will delight in making their own slime and creating safe explosions as they learn important science skills and processes.

Author Janice VanCleave passionately believes that all children can learn science. She has helped millions of students experience the magic and mystery of science with her time-tested, thoughtfully-designed experiments. This book offers both new and classic activities that cover the four dimensions of science—physical science, astronomy, Biology, and Earth Science—and provide a strong foundation in science education for students to build upon. An ideal resource for both classroom and homeschool environments, this engaging book:

- Enables students to experience science firsthand and discuss their observations
- Offers low-prep experiments that require simple, easily-obtained supplies
- Presents a modern, full-color design that appeals to students
- Includes new experiments, activities, and lessons
- Correlates to National Science Standards

Janice VanCleave’s Big Book of Science Experiments is a must-have book for the real-world classroom, as well as for any parent seeking to teach science to their children.

Janice VanCleave is a classroom science teacher and author of more than 50 science books that have sold more than 2 million copies. In addition to authoring science books, she created the popular website, www.scienceprojectideasforkids.com, and has tutored thousands of students and educators from around the world through her website.
Teach Like a Champion 2.0
62 Techniques that Put Students on the Path to College

Doug Lemov & Norman Atkins (Foreword by)

Licensed in Arabic, Dutch, Hungarian, Italian, Korean, Portuguese, Russian, Romanian, Simplified Chinese, Spanish

Previous Editions Licensed in Arabic, Bahasa Indonesian, Dutch, Hungarian, Korean, Orthodox Chinese, Portuguese, Romanian, Russian, Simplified Chinese, Spanish

A new edition of this huge international bestseller which took the world of education by storm!

Teach Like a Champion is widely known as the “teaching bible”. This international bestseller is filled with effective teaching techniques to help teachers, especially those in their first few years, become champions in the classroom. The techniques are concrete, engaging, and easy to implement. New to this edition are over 70 video clips (25 in 1st edition), showing real teachers demonstrating the techniques in their classrooms, as well as sample lesson plans, templates, and other great tools and resources. There are rich updates to many of the techniques from the original book, as well as a selection of entirely new techniques.

Lemov uses what he learned watching thousands of classes and videos of classes taught by teachers with incredible results, and he put everything he thought he saw them doing through the “Monday test”: if he felt it wasn’t something a teacher could do at 8.25am on Monday morning, it was out.

Doug Lemov holds a Bachelor of Arts from Hamilton College, a Master of Arts from Indiana University, and an MBA from the Harvard Business School.

Also by Doug Lemov

Teaching in the Online Classroom
Surviving and Thriving in the New Normal
Doug Lemov
Oct 2020 • 192pp • Jossey-Bass
Licensed in Simplified Chinese, Spanish

Practice Perfect
42 Rules for Getting Better at Getting Better
Doug Lemov, Erica Woolway, Katie Yezzi & Dan Heath (Foreword by)
ISBN: 978-1-118-21658-3
Oct 2012 • 288pp • Jossey-Bass
Licensed in Italian, Korean, Portuguese, Russian
Making Thinking Visible
How to Promote Engagement, Understanding, and Independence for All Learners

Ron Ritchhart, Mark Church & Karin Morrison

Licensed in Japanese, Korean, Orthodox Chinese, Simplified Chinese, Spanish, Thai

A proven program for enhancing students’ thinking and comprehension abilities

Making Thinking Visible is a research-based approach to teaching thinking, begun at Harvard’s Project Zero, that develops students’ thinking dispositions, while at the same time deepening their understanding of the topics they study. Rather than a set of fixed lessons, Making Thinking Visible is a varied collection of practices, including thinking routines small sets of questions or a short sequence of steps as well as the documentation of student thinking. Using this process thinking becomes visible as the students’ different viewpoints are expressed, documented, discussed and reflected upon.

- Helps direct student thinking and structure classroom discussion
- Can be applied with students at all grade levels and in all content areas
- Includes easy-to-implement classroom strategies
- The book also comes with a DVD of video clips featuring Making Thinking Visible in practice in different classrooms.

Ron Ritchhart, Ed.D. is a senior researcher at Project Zero, Harvard Graduate School of Education. He is the author of Intellectual Character from Jossey-Bass.

Mark Church is the Learning, Assessment, and Instructional Resource Supervisor for the Traverse City Area Public Schools in Michigan.

Karin Morrison is director of The Development Centre at Independent Schools Victoria, Australia and instructor for the WIDE World online course, Making Thinking Visible, at Harvard.

Also by Ron Ritchhart

The Power of Making Thinking Visible
Practices to Engage and Empower All Learners
Ron Ritchhart & Mark Church
ISBN: 978-1-119-62604-6 • Apr 2020 • 320pp • Jossey-Bass
Licensed in Orthodox Chinese, Simplified Chinese
The First-Year Teacher’s Survival Guide

Julia G. Thompson

Previous Editions licensed in Bahasa Indonesian, Spanish, Georgian, Simplified Chinese, and Korean

The updated fourth edition of the award-winning book that offers beginning educators everything they need in order to survive and thrive!

Designed for new educators, this award-winning book covers the basic strategies, activities, and tools teachers need to know in order to succeed in the classroom. Now it its fourth edition, The First-Year Teacher’s Survival Guide contains new and updated material on essential topics including: classroom management (how to prevent or minimize disruptions), sustaining professional growth, differentiated instruction, nurturing a growth mindset, and much more.

The fourth edition also offers downloadable forms and worksheets, and video instruction on key topics. In addition, this must-have guide:

- Offers ideas for dealing with homework and instructional concerns from parents and guardians
- Includes suggestions for helping new professionals maintain a successful work-life balance
- Contains guidelines to classroom technology and ideas for using digital tools to create engaging lessons
- Proposes proven strategies for forging positive, supportive relationships with students
- Presents recommendations for successfully managing the most common discipline problems

This must-have guide is filled with the information and tips new teachers need in order to face classroom situations with confidence.

Julia G. Thompson has been a public school teacher for more than thirty-five years. Through her Web site (www.juliagthompson.com) and Twitter handle (@TeacherAdvice) she offers tips for teachers on a wide variety of topics.

Related Title

How Learning Works
7 Research-Based Principles for Smart Teaching
Susan A. Ambrose, Michael W. Bridges, Michele DiPietro, Marsha C. Lovett, Marie K. Norman & Richard E. Mayer (Foreword by)

Licensed in Arabic, Italian, Japanese, Simplified Chinese, Spanish
Blended
Using Disruptive Innovation to Improve Schools

Michael Horn, Heather Staker & Clayton M. Christensen
(Foreword by)

Licensed in Japanese, Korean, Portuguese, Russian, Simplified Chinese, Spanish

Navigate the transition to blended learning with this practical field guide

Blended is the practical field guide for implementing blended learning techniques in K-12 classrooms. A follow-up to the bestseller Disrupting Class by Clayton M. Christensen, Michael Horn, and Curtis Johnson, this hands-on guide expands upon the blended learning ideas presented in that book to provide practical implementation guidance for educators seeking to incorporate online learning with traditional classroom time.

Readers will find a step-by-step framework upon which to build a more student-centered system, along with essential advice that provides the expertise necessary to build the next generation of K-12 learning environments. Leaders, teachers, and other stakeholders will gain valuable insight into the process of using online learning to the greatest benefit of students, while avoiding missteps and potential pitfalls.

If online learning has not already rocked your local school, it will soon. Blended learning is one of the hottest trends in education right now, and educators are clamoring for “how-to” guidance. Blended answers the call by providing detailed information about the strategy, design, and implementation of a successful blended learning program.

Michael B. Horn is co-founder and executive director of Education at the Clayton Christensen Institute for Disruptive Innovation and co-author of Disrupting Class: How Disruptive Innovation Will Change the Way the World Learns (McGraw-Hill, 2008) with Clayton Christensen and Curtis Johnson.

Heather Staker is senior research fellow in Education at the Clayton Christensen Institute for Disruptive Innovation. One of the world’s foremost experts on K–12 blended learning, she has appeared on radio, television, and in legislative hearings across the country as a spokesperson for harnessing innovation to improve schools.

Related Title

Future Wise
Educating Our Children for a Changing World
David Perkins

Licensed in Arabic, Hebrew, Simplified Chinese, Spanish, Vietnamese
Christian Theology, 6th Edition
An Introduction
Alister E. McGrath
Licensed in Korean, Portuguese
Previous Editions Licensed in Arabic, Dutch, German, Hungarian, Italian, Korean, Orthodox Chinese, Persian, Romanian, Simplified Chinese, Slovenian


This edition now features new and extended material, numerous new illustrations, and companion resources, ensuring it retains its reputation as the ideal introduction to Christian theology. Substantial new material on the Holy Spirit has been added and there is increased coverage of postcolonial theology, and feminist theology, and prodigious development of world theology.

A new 2-color design includes more pedagogical features including textboxes and sidebars to aid learning.

A prolific author, McGrath is renowned for his ability to write accessible books that engage a broad spectrum of readers. He is the author of some of the most widely used textbooks on theology, and also books for a general audience. McGrath brings a unique background in both theology and science to his research and writing, having earned doctorates from Oxford University in both molecular biophysics and Christian theology. As a former atheist, McGrath is respectful yet critical of the movement. In recent years, he has been especially interested in the emergence of “scientific atheism”, and has researched the distinctive approach to atheist apologetics found in the writings of the Oxford zoologist and scientific populist, Richard Dawkins. He regularly engages in debates with leading atheists, as well as being much in demand as a speaker at conferences around the world.

Alister E. McGrath is Professor of Theology, Ministry and Education at King's College London, UK, and head of its Centre for Theology, Religion, and Culture.

Also by Alister E. McGrath
Theology, 4th Edition
The Basics
Alister E. McGrath
ISBN: 978-1-119-15808-0 • Nov 2017 • 296pp
Licensed in Korean
Previous Editions Licensed in Dutch, German, Japanese, Korean, Orthodox Chinese, Portuguese
Falling Upward
A Spirituality for the Two Halves of Life

Richard Rohr

Licensed in Czech, Dutch, Japanese, Korean, Lithuanian, Norwegian, Orthodox Chinese, Polish, Portuguese, Romanian, Simplified Chinese, Spanish

A fresh way of thinking about spirituality that grows throughout life.

In *Falling Upward*, Father Richard Rohr seeks to help readers understand the tasks of the two halves of life and to show them that those who have fallen, failed, or “gone down” are the only ones who understand “up.” Most of us tend to think of the second half of life as largely about getting old, dealing with health issues, and letting go of life, but the whole thesis of this book is exactly the opposite. What looks like falling down can largely be experienced as “falling upward.” In fact, it is not a loss but somehow actually a gain, as we have all seen with elders who have come to their fullness.

Richard Rohr is a Franciscan priest of the New Mexico Province. He founded the Center for Action and Contemplation in Albuquerque, New Mexico, in 1986, where he presently serves as Founding Director. Father Rohr is the author of more than twenty books, an internationally known speaker, and a regular contributing writer for *Sojourners* and *Tikkun* magazines, and the CAC’s quarterly journal, *Radical Grace*.

Also by Richard Rohr

**Immortal Diamond**
The Search for Our True Self

Richard Rohr


Licensed in Czech, Danish, Hungarian, Korean, Orthodox Chinese, Polish
HTML and CSS
Design and Build Websites

Jon Duckett

Licensed in Dutch, German, Italian, Orthodox Chinese, Polish, Russian, Simplified Chinese, Turkish, Vietnamese

A full-colour introduction to the basics of HTML and CSS from the publishers of Wrox! Joining the professional web designers and programmers are new audiences who need to know a little bit of code for work or for their personal blogs: this is the book for them. It’s full-colour throughout and utilizes information graphics and lifestyle photography to explain the topics in a simple way, making HTML and CSS accessible to everyone including hobbyists, students, and professionals. The unique structure of the book means that the reader can either progress through the chapters from beginning to end, or just dip into topics of particular interest at leisure.

Jon Duckett has been designing and building websites for over a decade, working with global brands, and has authored and co-authored over a dozen books on web design, programming, usability, and accessibility.

Also by Jon Duckett

JavaScript and JQuery
Interactive Front-End Web Development
Jon Duckett
ISBN: 978-1-118-53164-8
Jul 2014 • 640pp
Licensed in German, Italian, Orthodox Chinese, Polish, Portuguese, Russian

PHP & MySQL
Database-Driven Websites
Jon Duckett
ISBN: 978-1-119-14922-4
Dec 2020 • 672pp
Licensed in German, Italian, Korean, Portuguese, Russian
Social Engineering, 2nd Edition
The Science of Human Hacking

Christopher Hadnagy

Harden the human firewall against the most current threats

Social Engineering: The Science of Human Hacking reveals the craftier side of the hacker’s repertoire — why hack into something when you could just ask for access? Undetectable by firewalls and antivirus software, social engineering relies on human fault to gain access to sensitive spaces; in this book, renowned expert Christopher Hadnagy explains the most commonly-used techniques that fool even the most robust security personnel, and shows you how these techniques have been used in the past. This new Second Edition has been updated with the most current methods used by sharing stories, examples, and scientific study behind how those decisions are exploited.

Human nature and emotion is the secret weapon of the malicious social engineering, and this book shows you how to recognize, predict, and prevent this type of manipulation by taking you inside the social engineer’s bag of tricks.

Christopher Hadnagy is Chief Human Hacker, Social-Engineer, Inc and lead developer, author and professional social engineer at Social-Engineer, Inc. Chris was part of the original team working on the ethical hacking tool Backtrack, he has spoken and trained at industry events including RSA, BlackHat, and DefCon, and he is an Offensive Security Certified Professional (OSCP). He founded the DefCon Social Engineering Capture the Flag competition and he tweets at @humanhacker with more than 21k followers.

Also by Christopher Hadnagy

Unmasking the Social Engineer
The Human Element of Security
Christopher Hadnagy, Paul Ekman (Foreword by) & Paul F. Kelly (Editor)
ISBN: 978-1-118-60857-9 • Apr 2014 • 256pp
Licensed in German, Korean, Polish, Simplified Chinese, Turkish
Hacking the Hacker
Learn From the Experts Who Take Down Hackers

Roger A. Grimes

Licensed in French, Korean, Russian, Simplified Chinese, Spanish

Meet the world’s top ethical hackers and explore the tools of the trade

Hacking the Hacker takes you inside the world of cybersecurity to show you what goes on behind the scenes, and introduces you to the men and women on the front lines of this technological arms race. Twenty-six of the world’s top white hat hackers, security researchers, writers, and leaders, describe what they do and why, with each profile preceded by a no-experience-necessary explanation of the relevant technology. Dorothy Denning discusses advanced persistent threats, Martin Hellman describes how he helped invent public key encryption, Bill Cheswick talks about firewalls, Dr. Charlie Miller talks about hacking cars, and other cybersecurity experts from around the world detail the threats, their defenses, and the tools and techniques they use to thwart the most advanced criminals history has ever seen. Light on jargon and heavy on intrigue, this book is designed to be an introduction to the field; final chapters include a guide for parents of young hackers, as well as the Code of Ethical Hacking to help you start your own journey to the top.

- Cybersecurity is becoming increasingly critical at all levels, from retail businesses all the way up to national security. This book drives to the heart of the field, introducing the people and practices that help keep our world secure.
- Go deep into the world of white hat hacking to grasp just how critical cybersecurity is
- Read the stories of some of the world’s most renowned computer security experts
- Learn how hackers do what they do—no technical expertise necessary
- Delve into social engineering, cryptography, penetration testing, network attacks, and more

As a field, cybersecurity is large and multi-faceted—yet not historically diverse. With a massive demand for qualified professional that is only going to grow, opportunities are endless. Hacking the Hacker shows you why you should give the field a closer look.

Roger A. Grimes has worked in the field of computer security for over 27 years. As a professional penetration tester, he successfully broke into every company he was hired to hack within an hour, with a single exception that took three hours. He consults worldwide and has been the InfoWorld magazine (www.infoworld.com) computer security columnist since 2005.

(ISC)² books published by Wiley provide aspiring and experienced cybersecurity professionals with unique insights and advice for delivering on (ISC)²’s vision of inspiring a safe and secure world.
Exploring Arduino, 2nd Edition
Tools and Techniques for Engineering Wizardry

Jeremy Blum

Licensed in Korean, Polish, Russian, Spanish
Previous Editions Licensed in Othodox Chinese, Polish, Portuguese, Russian, Spanish

The bestselling beginner Arduino guide, updated with new projects!

Exploring Arduino makes electrical engineering and embedded software accessible. Learn step by step everything you need to know about electrical engineering, programming, and human-computer interaction through a series of increasingly complex projects. Arduino guru Jeremy Blum walks you through each build, providing code snippets and schematics that will remain useful for future projects. Projects are accompanied by downloadable source code, tips and tricks, and video tutorials to help you master Arduino. You’ll gain the skills you need to develop your own microcontroller projects!

This new 2nd edition has been updated to cover the rapidly-expanding Arduino ecosystem, and includes new full-color graphics for easier reference. Servo motors and stepper motors are covered in richer detail, and you’ll find more excerpts about technical details behind the topics covered in the book. Wireless connectivity and the Internet-of-Things are now more prominently featured in the advanced projects to reflect Arduino’s growing capabilities. You’ll learn how Arduino compares to its competition, and how to determine which board is right for your project. If you’re ready to start creating, this book is your ultimate guide!

Jeremy Blum is the head of electrical engineering at Shaper, where he is using computer vision to reinvent the way people use handheld power tools. Jeremy was previously a lead electrical architect/engineer for multiple confidential products at Google [x], including Google Glass. Jeremy received his Master’s and Bachelor’s degrees in Electrical and Computer Engineering from Cornell University.

Jeremy's life goal is to build tools and products that empower anybody to change the world using engineering. Jeremy maintains an active account of his various projects at his website: JeremyBlum.com.
For over 30 years Sybex has published premium learning products and solutions for current and aspiring professionals working with cutting-edge technologies. Our customers come from every corner of the globe and work in a variety of industries, but they all have one thing in common: the drive to acquire the serious technical skills needed to excel in a competitive marketplace.

Sybex publishes titles on:

- Certification
- IT Administration
- Architecture and Design
- 3D Animation and CGI
- Internet Marketing

Kim Heldman
June 2020 • 696pp
Licensed in Portuguese
Previous Editions Licensed in Japanese, Orthodox Chinese, Portuguese, Russian, Simplified Chinese

AWS® Certified Advanced Networking Official Study Guide
Specialty Exam
Sidhartha Chauhan, James Devine, Alan Halachmi, Matt Lehwess, Nick Matthews, Steve Morad & Steve Seymour
ISBN: 978-1-119-43983-7
Apr 2018 • 576pp
Licensed in Simplified Chinese

Mastering Autodesk Revit 2020
Robert Yori, Marcus Kim & Lance Kirby
Dec 2019 • 1104pp

CCSP (ISC)² Certified Cloud Security Professional Official Study Guide
Ben Malisow
Dec 2019 • 400pp
Previous Editions Licensed in Simplified Chinese

Official Google Cloud Certified Professional Data Engineer Study Guide
Dan Sullivan
ISBN: 978-1-119-61843-0
June 2020 • 352pp

Security Fundamentals
Crystal Panek
ISBN: 978-1-119-65072-0
Nov 2019 • 304pp

CompTIA Cloud Essentials+ Study Guide
Exam CLO-002, 2nd Edition
Quentin Docter & Cory Fuchs
ISBN: 978-1-119-64222-0
Jan 2020 • 368pp
Wrox books are written by programmers for programmers, and the Wrox brand means authoritative solutions to real-world programming problems. Wrox's unique author-editorial process delivers the best and most useful information in the timeliest manner.

View a complete list of titles and participate in the P2P Programmer Forums on www.wrox.com.
Excel 2019 Power Programming with VBA

Michael Alexander & Dick Kusleika

Licensed in Polish, Simplified Chinese

Previous Editions Licensed in German, Orthodox Chinese, Polish, Portuguese, Russian, Simplified Chinese, Spanish

Maximize your Excel experience with VBA

Excel 2019 Power Programming with VBA is fully updated to cover all the latest tools and tricks of Excel 2019. Encompassing an analysis of Excel application development and a complete introduction to Visual Basic for Applications (VBA), this comprehensive book presents all of the techniques you need to develop both large and small Excel applications. Over 800 pages of tips, tricks, and best practices shed light on key topics, such as the Excel interface, file formats, enhanced interactivity with other Office applications, and improved collaboration features.

- Understanding how to leverage VBA to improve your Excel programming skills can enhance the quality of deliverables that you produce--and can help you take your career to the next level.
- Explore fully updated content that offers comprehensive coverage through over 900 pages of tips, tricks, and techniques
- Leverage templates and worksheets that put your new knowledge in action, and reinforce the skills introduced in the text
- Improve your capabilities regarding Excel programming with VBA, unlocking more of your potential in the office
- Excel 2019 Power Programming with VBA is a fundamental resource for intermediate to advanced users who want to polish their skills regarding spreadsheet applications using VBA.

Mike Alexander is the author of several books on advanced business analysis. He has more than 15 years experience consulting and developing reporting solutions for a variety of industries. In addition to consulting, Mike is also serves as the principle contributor at www.datapigtechnologies.com, where he shares free video tutorials with the Microsoft Excel and Access communities. Mike has been named a Microsoft MVP for his ongoing contributions to the Excel community.

Dick Kusleika is 12-year Microsoft Excel MVP and the principle contributor at the Daily Dose of Excel blog.
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advantage, The</td>
<td>30</td>
</tr>
<tr>
<td>AI Book, The</td>
<td>53</td>
</tr>
<tr>
<td>AI for Marketing and Product Innovation</td>
<td>33</td>
</tr>
<tr>
<td>Alexander, Michael</td>
<td>82</td>
</tr>
<tr>
<td>Ambrose, Susan A.</td>
<td>71</td>
</tr>
<tr>
<td>Ammous, Saifedean</td>
<td>54</td>
</tr>
<tr>
<td>Appel, Andrew</td>
<td>33</td>
</tr>
<tr>
<td>Appelo, Jurgen</td>
<td>45</td>
</tr>
<tr>
<td>Architecture, 4th Edition</td>
<td>4</td>
</tr>
<tr>
<td>Arden, John B.</td>
<td>64</td>
</tr>
<tr>
<td>Arner, Douglas W.</td>
<td>53</td>
</tr>
<tr>
<td>Artificial Intelligence in Practice</td>
<td>22</td>
</tr>
<tr>
<td>Atkins, Norman</td>
<td>69</td>
</tr>
<tr>
<td>At Zero</td>
<td>12</td>
</tr>
<tr>
<td>Aulet, Bill</td>
<td>40</td>
</tr>
<tr>
<td>Awakened Millionaire, The</td>
<td>12</td>
</tr>
<tr>
<td>Awakening Course, The</td>
<td>13</td>
</tr>
<tr>
<td>AWS® Certified Advanced Networking Official Study Guide</td>
<td>80</td>
</tr>
<tr>
<td>Axelrod, Michael I.</td>
<td>59</td>
</tr>
<tr>
<td>Baastrup, Loa</td>
<td>47</td>
</tr>
<tr>
<td>Barberis, Janos</td>
<td>53</td>
</tr>
<tr>
<td>Bartoletti, Ivana</td>
<td>53</td>
</tr>
<tr>
<td>Bassham, Gregory</td>
<td>56</td>
</tr>
<tr>
<td>Batnick, Michael</td>
<td>50</td>
</tr>
<tr>
<td>Bauman, Zygmunt</td>
<td>66</td>
</tr>
<tr>
<td>Be Brilliant Every Day</td>
<td>17</td>
</tr>
<tr>
<td>Beginning C# 7 Programming with Visual Studio 2017</td>
<td>81</td>
</tr>
<tr>
<td>Ben-Shahar, Tal</td>
<td>29</td>
</tr>
<tr>
<td>Bernarda, Greg</td>
<td>42</td>
</tr>
<tr>
<td>Bernstein, William J.</td>
<td>49</td>
</tr>
<tr>
<td>Beyerstein, Barry L.</td>
<td>58</td>
</tr>
<tr>
<td>Big Mistakes</td>
<td>50</td>
</tr>
<tr>
<td>BIM Handbook, 3rd Edition</td>
<td>7</td>
</tr>
<tr>
<td>Binggeli, Corky</td>
<td>4</td>
</tr>
<tr>
<td>Bitcoin Standard, The</td>
<td>54</td>
</tr>
<tr>
<td>Blackford, Russell</td>
<td>59</td>
</tr>
<tr>
<td>Black Mirror and Philosophy</td>
<td>56</td>
</tr>
<tr>
<td>Blanchard, Ken</td>
<td>26</td>
</tr>
<tr>
<td>Blaund, David</td>
<td>43</td>
</tr>
<tr>
<td>Blended</td>
<td>72</td>
</tr>
<tr>
<td>Blount, Jeb</td>
<td>35</td>
</tr>
<tr>
<td>Blum, Jeremy</td>
<td>79</td>
</tr>
<tr>
<td>Bockian, Neil R.</td>
<td>61</td>
</tr>
<tr>
<td>Bogle, John C.</td>
<td>49</td>
</tr>
<tr>
<td>Bogue, Bradford</td>
<td>61</td>
</tr>
<tr>
<td>Bolman, Lee G.</td>
<td>28</td>
</tr>
<tr>
<td>Bradley, Amy</td>
<td>17</td>
</tr>
<tr>
<td>Bradley, Chris</td>
<td>51</td>
</tr>
<tr>
<td>Brain2Brain</td>
<td>64</td>
</tr>
<tr>
<td>Bridges, Michael W.</td>
<td>71</td>
</tr>
<tr>
<td>Bruce, Timothy J.</td>
<td>61</td>
</tr>
<tr>
<td>Buckley, Ross P.</td>
<td>53</td>
</tr>
<tr>
<td>Building Codes Illustrated</td>
<td>4</td>
</tr>
<tr>
<td>Building Construction Illustrated, 6th Edition</td>
<td>5</td>
</tr>
<tr>
<td>Building Structures Illustrated, 2nd Edition</td>
<td>4</td>
</tr>
<tr>
<td>Business Blockchain, The</td>
<td>54</td>
</tr>
<tr>
<td>Business Model Generation</td>
<td>42</td>
</tr>
<tr>
<td>Business Model Shift</td>
<td>46</td>
</tr>
<tr>
<td>Business Model You</td>
<td>58</td>
</tr>
<tr>
<td>Buterin, Vitalik</td>
<td>43</td>
</tr>
<tr>
<td>Butler, Donna</td>
<td>54</td>
</tr>
<tr>
<td>Cagan, Marty</td>
<td>11</td>
</tr>
<tr>
<td>Calvert, Deb</td>
<td>37</td>
</tr>
<tr>
<td>Career Anchors, 4th Edition</td>
<td>25</td>
</tr>
<tr>
<td>Career Handbook, The</td>
<td>24</td>
</tr>
<tr>
<td>Carpenter, The</td>
<td>11</td>
</tr>
<tr>
<td>Carpenter, The</td>
<td>26</td>
</tr>
<tr>
<td>CCSP (ISC)2 Certified Cloud Security Professional Official Study Guide</td>
<td>80</td>
</tr>
<tr>
<td>Chauhan, Sidhartha</td>
<td>80</td>
</tr>
<tr>
<td>Ching, Francis D. K.</td>
<td>4</td>
</tr>
<tr>
<td>Chishti, Susanne</td>
<td>53</td>
</tr>
<tr>
<td>Christensen, Clayton M.</td>
<td>72</td>
</tr>
<tr>
<td>Christian Theology, 6th Edition</td>
<td>73</td>
</tr>
<tr>
<td>Church, Mark</td>
<td>70</td>
</tr>
<tr>
<td>Clark, Tim</td>
<td>43</td>
</tr>
<tr>
<td>Clements, Jonathan</td>
<td>49</td>
</tr>
<tr>
<td>Clinician's Guide to Think Good-Feel Good, 2nd Edition, A</td>
<td>65</td>
</tr>
<tr>
<td>Coffee Bean, The</td>
<td>26</td>
</tr>
<tr>
<td>Cohen, David G.</td>
<td>39</td>
</tr>
<tr>
<td>Communication</td>
<td>11</td>
</tr>
<tr>
<td>CompTIA Cloud Essentials+ Study Guide</td>
<td>80</td>
</tr>
<tr>
<td>Confidence Pocketbook</td>
<td>10</td>
</tr>
<tr>
<td>Co-Occurring Disorders Treatment Planner, with DSM-5 Updates, The</td>
<td>61</td>
</tr>
<tr>
<td>Cope, Andy</td>
<td>16, 17</td>
</tr>
<tr>
<td>Courtneidge, Robert</td>
<td>53</td>
</tr>
<tr>
<td>Craddock, Tony</td>
<td>53</td>
</tr>
<tr>
<td>Crowder, T. J.</td>
<td>81</td>
</tr>
<tr>
<td>Davis, Richard Brian</td>
<td>56</td>
</tr>
<tr>
<td>Deal, Terrence E.</td>
<td>28</td>
</tr>
<tr>
<td>Death by Meeting</td>
<td>30</td>
</tr>
<tr>
<td>Decker, Daniel</td>
<td>26</td>
</tr>
<tr>
<td>Decker, Kevin S.</td>
<td>56</td>
</tr>
<tr>
<td>De-Clutter Your Life</td>
<td>10</td>
</tr>
<tr>
<td>Design A Better Business</td>
<td>46</td>
</tr>
<tr>
<td>Design Drawing, 3rd Edition</td>
<td>5</td>
</tr>
<tr>
<td>Designing Brand Identity, 5th Edition</td>
<td>3</td>
</tr>
<tr>
<td>Design Thinking Life Playbook, The</td>
<td>41</td>
</tr>
<tr>
<td>Design Thinking Playbook, The</td>
<td>41</td>
</tr>
<tr>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>---------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Design Thinking Quick Start Guide, The</td>
<td>47</td>
</tr>
<tr>
<td>Design Thinking Toolbox, The</td>
<td>41</td>
</tr>
<tr>
<td>Devine, James</td>
<td>80</td>
</tr>
<tr>
<td>DeWitt, Richard</td>
<td>57</td>
</tr>
<tr>
<td>Diary of a Brilliant Kid</td>
<td>16</td>
</tr>
<tr>
<td>DiPietro, Michele</td>
<td>71</td>
</tr>
<tr>
<td>Disciplined Entrepreneurship</td>
<td>40</td>
</tr>
<tr>
<td>Disciplined Entrepreneurship Workbook</td>
<td>40</td>
</tr>
<tr>
<td>Disney and Philosophy</td>
<td>56</td>
</tr>
<tr>
<td>Docter, Quentin</td>
<td>80</td>
</tr>
<tr>
<td>Do More Faster</td>
<td>39</td>
</tr>
<tr>
<td>Donnellan, B.</td>
<td>59</td>
</tr>
<tr>
<td>Dorsey, Pat</td>
<td>49</td>
</tr>
<tr>
<td>Drucker, Peter F.</td>
<td>29</td>
</tr>
<tr>
<td>Duckett, Jon</td>
<td>76</td>
</tr>
<tr>
<td>Eastman, Chuck</td>
<td>7</td>
</tr>
<tr>
<td>Eberl, Jason T.</td>
<td>56</td>
</tr>
<tr>
<td>Edmondson, Amy</td>
<td>32</td>
</tr>
<tr>
<td>Ekman, Paul</td>
<td>77</td>
</tr>
<tr>
<td>Embodied Image, The</td>
<td>6</td>
</tr>
<tr>
<td>Emotional Intelligence Pocketbook</td>
<td>10</td>
</tr>
<tr>
<td>Empowered</td>
<td>37</td>
</tr>
<tr>
<td>Energy Bus, The</td>
<td>27</td>
</tr>
<tr>
<td>Engagement</td>
<td>28</td>
</tr>
<tr>
<td>Englander, Elizabeth K.</td>
<td>58</td>
</tr>
<tr>
<td>Erber, Joan T.</td>
<td>59</td>
</tr>
<tr>
<td>European Building Construction Illustrated</td>
<td>5</td>
</tr>
<tr>
<td>Everybody Writes</td>
<td>38</td>
</tr>
<tr>
<td>Excel 2019 Power Programming with VBA</td>
<td>82</td>
</tr>
<tr>
<td>Exploring Arduino, 2nd Edition</td>
<td>79</td>
</tr>
<tr>
<td>Extraordinary Influence</td>
<td>21</td>
</tr>
<tr>
<td>Eyes of the Skin, 3rd Edition, The</td>
<td>6</td>
</tr>
<tr>
<td>Falling Upward</td>
<td>74</td>
</tr>
<tr>
<td>Fanatical Prospecting</td>
<td>35</td>
</tr>
<tr>
<td>Fearless Organization, The</td>
<td>32</td>
</tr>
<tr>
<td>Feld, Brad</td>
<td>39</td>
</tr>
<tr>
<td>50 Great Myths About Atheism</td>
<td>59</td>
</tr>
<tr>
<td>50 Great Myths About Religions</td>
<td>59</td>
</tr>
<tr>
<td>50 Great Myths of Human Evolution</td>
<td>59</td>
</tr>
<tr>
<td>50 Great Myths of Human Sexuality</td>
<td>59</td>
</tr>
<tr>
<td>50 Great Myths of Popular Psychology</td>
<td>58</td>
</tr>
<tr>
<td>FINTECH Book, The</td>
<td>53</td>
</tr>
<tr>
<td>First-Year Teacher’s Survival Guide, The</td>
<td>71</td>
</tr>
<tr>
<td>Fisher, Ken</td>
<td>49</td>
</tr>
<tr>
<td>Five Dysfunctions of a Team, The</td>
<td>30</td>
</tr>
<tr>
<td>Five Temptations of a CEO, The</td>
<td>31</td>
</tr>
<tr>
<td>Four Obsessions of an Extraordinary Executive, The</td>
<td>31</td>
</tr>
<tr>
<td>Frazer, Deborah W.</td>
<td>61</td>
</tr>
<tr>
<td>Frisbie, Matt</td>
<td>81</td>
</tr>
<tr>
<td>Fuchs, Cory</td>
<td>80</td>
</tr>
<tr>
<td>Future Leader, The</td>
<td>21</td>
</tr>
<tr>
<td>Future Wise</td>
<td>72</td>
</tr>
<tr>
<td>Gallos, Joan V.</td>
<td>28</td>
</tr>
<tr>
<td>Game of Thrones and Philosophy</td>
<td>56</td>
</tr>
<tr>
<td>Get Sh*t Done</td>
<td>18</td>
</tr>
<tr>
<td>Getting Naked</td>
<td>30</td>
</tr>
<tr>
<td>Giguere, Eric</td>
<td>81</td>
</tr>
<tr>
<td>Gitomer, Jeffrey</td>
<td>18</td>
</tr>
<tr>
<td>Goedhart, Marc</td>
<td>51</td>
</tr>
<tr>
<td>Good Place and Philosophy, The</td>
<td>56</td>
</tr>
<tr>
<td>Gordon, Dave</td>
<td>27</td>
</tr>
<tr>
<td>Gordon, Jon</td>
<td>26, 27</td>
</tr>
<tr>
<td>Gordon, Kathryn</td>
<td>27</td>
</tr>
<tr>
<td>Great Myths of Adolescence</td>
<td>59</td>
</tr>
<tr>
<td>Great Myths of Education and Learning</td>
<td>59</td>
</tr>
<tr>
<td>Great Myths of Intimate Relationships</td>
<td>59</td>
</tr>
<tr>
<td>Green Building Illustrated</td>
<td>5</td>
</tr>
<tr>
<td>Gregoire, Marc</td>
<td>81</td>
</tr>
<tr>
<td>Grimes, Roger A.</td>
<td>78</td>
</tr>
<tr>
<td>Group Therapy Treatment Planner, with DSM-5 Updates, The</td>
<td>61</td>
</tr>
<tr>
<td>Hacking the Hacker</td>
<td>78</td>
</tr>
<tr>
<td>Hadnagry, Christopher</td>
<td>77</td>
</tr>
<tr>
<td>Hagstrom, Robert G.</td>
<td>52</td>
</tr>
<tr>
<td>Halachmi, Alan</td>
<td>80</td>
</tr>
<tr>
<td>Hammer, Jacob Vibe</td>
<td>81</td>
</tr>
<tr>
<td>Handley, Ann</td>
<td>38</td>
</tr>
<tr>
<td>Happiness</td>
<td>10</td>
</tr>
<tr>
<td>Hard Hat, The</td>
<td>27</td>
</tr>
<tr>
<td>Hasson, Gill</td>
<td>10</td>
</tr>
<tr>
<td>Hathaway, Ian</td>
<td>39</td>
</tr>
<tr>
<td>Heath, Dan</td>
<td>69</td>
</tr>
<tr>
<td>Heldman, Kim</td>
<td>80</td>
</tr>
<tr>
<td>Hesselbein, Frances</td>
<td>29</td>
</tr>
<tr>
<td>Hinrichsen, Gregory A.</td>
<td>61</td>
</tr>
<tr>
<td>Hirsch, Jeffrey A.</td>
<td>49</td>
</tr>
<tr>
<td>Hirt, Martin</td>
<td>51</td>
</tr>
<tr>
<td>Hoffmans, Lara</td>
<td>49</td>
</tr>
<tr>
<td>Holmes, Jeffrey D.</td>
<td>59</td>
</tr>
<tr>
<td>Horn, Michael</td>
<td>72</td>
</tr>
<tr>
<td>How Great Leaders Think</td>
<td>28</td>
</tr>
<tr>
<td>How Learning Works</td>
<td>71</td>
</tr>
<tr>
<td>How Not to Worry</td>
<td>14</td>
</tr>
<tr>
<td>How To Deal With Difficult People</td>
<td>11</td>
</tr>
<tr>
<td>How to Have a Great Life</td>
<td>15</td>
</tr>
<tr>
<td>How to Speak So People Really Listen</td>
<td>15</td>
</tr>
<tr>
<td>How to Succeed With People</td>
<td>15</td>
</tr>
<tr>
<td>HTML and CSS</td>
<td>76</td>
</tr>
<tr>
<td>Hupp, Stephen</td>
<td>59</td>
</tr>
<tr>
<td>Hussey, Will</td>
<td>16</td>
</tr>
<tr>
<td>Hypnotic Writing</td>
<td>13</td>
</tr>
<tr>
<td>Iannarino, Anthony</td>
<td>35</td>
</tr>
<tr>
<td>Ideal Team Player, The</td>
<td>30</td>
</tr>
<tr>
<td>Immortal Diamond</td>
<td>74</td>
</tr>
<tr>
<td>INKED</td>
<td>35</td>
</tr>
<tr>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Inspired, 2nd Edition</td>
<td>37</td>
</tr>
<tr>
<td>INSURTECH Book, The</td>
<td>53</td>
</tr>
<tr>
<td>Interior Design Illustrated, 4th Edition</td>
<td>4</td>
</tr>
<tr>
<td>Internet Addiction</td>
<td>63</td>
</tr>
<tr>
<td>Introduction to Architecture</td>
<td>5</td>
</tr>
<tr>
<td>Introduction to the Practice of Psychoanalytic Psychotherapy, 2nd Edition</td>
<td>62</td>
</tr>
<tr>
<td>Invincible Company, The</td>
<td>43</td>
</tr>
<tr>
<td>Ip, Greg</td>
<td>49</td>
</tr>
<tr>
<td>Irwin, RB</td>
<td>56</td>
</tr>
<tr>
<td>Irwin, Tim</td>
<td>21</td>
</tr>
<tr>
<td>Irwin, William</td>
<td>56</td>
</tr>
<tr>
<td>Jacobs, Michael</td>
<td>60</td>
</tr>
<tr>
<td>Jacoby, Henry</td>
<td>56</td>
</tr>
<tr>
<td>Janice VanCleave's Big Book of Science Experiments</td>
<td>68</td>
</tr>
<tr>
<td>Jarzombek, Mark</td>
<td>5</td>
</tr>
<tr>
<td>JavaScript</td>
<td>81</td>
</tr>
<tr>
<td>JavaScript and JQuery</td>
<td>76</td>
</tr>
<tr>
<td>Jewell, Jeremy D.</td>
<td>59</td>
</tr>
<tr>
<td>Johnson, David Kyle</td>
<td>56</td>
</tr>
<tr>
<td>Johnson, Matthew D.</td>
<td>59</td>
</tr>
<tr>
<td>Jones, Chris</td>
<td>37</td>
</tr>
<tr>
<td>Jongsma, Arthur E., Jr.</td>
<td>61</td>
</tr>
<tr>
<td>Joy of Leadership, The</td>
<td>29</td>
</tr>
<tr>
<td>Juroszek, Steven P.</td>
<td>5</td>
</tr>
<tr>
<td>Kartajaya, Hermawan</td>
<td>36</td>
</tr>
<tr>
<td>Kass, Douglas A.</td>
<td>49</td>
</tr>
<tr>
<td>Kelly, Paul F.</td>
<td>77</td>
</tr>
<tr>
<td>Kempner, Martha</td>
<td>59</td>
</tr>
<tr>
<td>Key, The</td>
<td>12</td>
</tr>
<tr>
<td>Kim, Marcus</td>
<td>80</td>
</tr>
<tr>
<td>Kindler, Noah Suojanen</td>
<td>81</td>
</tr>
<tr>
<td>Kindness</td>
<td>11</td>
</tr>
<tr>
<td>Kirby, Lance</td>
<td>80</td>
</tr>
<tr>
<td>Klott, Jack</td>
<td>61</td>
</tr>
<tr>
<td>Knaflic, Cole Nussbaumer</td>
<td>20</td>
</tr>
<tr>
<td>Knapp, Sarah Edison</td>
<td>61</td>
</tr>
<tr>
<td>Koller, Tim</td>
<td>51</td>
</tr>
<tr>
<td>Kotler, Milton</td>
<td>36</td>
</tr>
<tr>
<td>Kotler, Philip</td>
<td>36</td>
</tr>
<tr>
<td>Kouzes, James M.</td>
<td>25</td>
</tr>
<tr>
<td>Kuhl, Joan Snyder</td>
<td>29</td>
</tr>
<tr>
<td>Kusleika, Dick</td>
<td>82</td>
</tr>
<tr>
<td>Leading with Soul, Revised 3rd Edition</td>
<td>28</td>
</tr>
<tr>
<td>Learning Leadership</td>
<td>25</td>
</tr>
<tr>
<td>Lee, Ghang</td>
<td>7</td>
</tr>
<tr>
<td>Lehwess, Matt</td>
<td>80</td>
</tr>
<tr>
<td>Leifer, Larry</td>
<td>41</td>
</tr>
<tr>
<td>Lemma, Alessandra</td>
<td>62</td>
</tr>
<tr>
<td>Lemov, Doug</td>
<td>69</td>
</tr>
<tr>
<td>Lencioni, Patrick</td>
<td>30</td>
</tr>
<tr>
<td>Len, ihaleakala Hew</td>
<td>13</td>
</tr>
<tr>
<td>Lennington, Michael</td>
<td>23</td>
</tr>
<tr>
<td>Leslie, Anne</td>
<td>53</td>
</tr>
<tr>
<td>Lewrick, Michael</td>
<td>41</td>
</tr>
<tr>
<td>Life in Fragments</td>
<td>66</td>
</tr>
<tr>
<td>Life's Missing Instruction Manual</td>
<td>12</td>
</tr>
<tr>
<td>Lilienfeld, Scott O.</td>
<td>58</td>
</tr>
<tr>
<td>Link, Patrick</td>
<td>41</td>
</tr>
<tr>
<td>Little Book of Common Sense Investing, Updated and Revised, The</td>
<td>49</td>
</tr>
<tr>
<td>Little Book of Economics, The</td>
<td>49</td>
</tr>
<tr>
<td>Little Book of Investing Like the Pros, The</td>
<td>49</td>
</tr>
<tr>
<td>Little Book of Main Street Money, The</td>
<td>49</td>
</tr>
<tr>
<td>Little Book of Market Myths, The</td>
<td>49</td>
</tr>
<tr>
<td>Little Book of Market Wizards, The</td>
<td>49</td>
</tr>
<tr>
<td>Little Book of Stock Market Cycles, The</td>
<td>49</td>
</tr>
<tr>
<td>Little Book That Builds Wealth, The</td>
<td>49</td>
</tr>
<tr>
<td>Lokitz, Justin</td>
<td>46</td>
</tr>
<tr>
<td>Lovett, Marsha C.</td>
<td>71</td>
</tr>
<tr>
<td>Lynn, Steven Jay</td>
<td>58</td>
</tr>
<tr>
<td>Making Thinking Visible</td>
<td>70</td>
</tr>
<tr>
<td>Malisow, Ben</td>
<td>80</td>
</tr>
<tr>
<td>Managing for Happiness</td>
<td>45</td>
</tr>
<tr>
<td>Market Your Way to Growth</td>
<td>36</td>
</tr>
<tr>
<td>Marr, Bernard</td>
<td>22</td>
</tr>
<tr>
<td>Mastering Autodesk Revit 2020</td>
<td>80</td>
</tr>
<tr>
<td>Mastrogiacomo, Stefano</td>
<td>43</td>
</tr>
<tr>
<td>Matthews, Nick</td>
<td>80</td>
</tr>
<tr>
<td>Mayer, Lena</td>
<td>47</td>
</tr>
<tr>
<td>Mayer, Richard E.</td>
<td>71</td>
</tr>
<tr>
<td>May, Tim</td>
<td>66</td>
</tr>
<tr>
<td>Mazzucato, Mariana</td>
<td>60</td>
</tr>
<tr>
<td>McGee, Paul</td>
<td>14</td>
</tr>
<tr>
<td>McGrath, Alister E.</td>
<td>73</td>
</tr>
<tr>
<td>McInnis, William P.</td>
<td>61</td>
</tr>
<tr>
<td>McKinsey &amp; Company Inc.</td>
<td>51</td>
</tr>
<tr>
<td>Meier, Reto</td>
<td>81</td>
</tr>
<tr>
<td>Mendelson, Jason</td>
<td>39</td>
</tr>
<tr>
<td>Mental Health &amp; Wellbeing in the Workplace</td>
<td>11</td>
</tr>
<tr>
<td>Millie, Shân M.</td>
<td>53</td>
</tr>
<tr>
<td>Millman, Debbie</td>
<td>3</td>
</tr>
<tr>
<td>Mindfulness Pocketbook, 2nd Edition</td>
<td>10</td>
</tr>
<tr>
<td>Mongan, John</td>
<td>81</td>
</tr>
<tr>
<td>Morad, Steve</td>
<td>80</td>
</tr>
<tr>
<td>Moran, Brian P.</td>
<td>23</td>
</tr>
<tr>
<td>Morin, Christophe</td>
<td>33</td>
</tr>
<tr>
<td>Morreall, John</td>
<td>59</td>
</tr>
<tr>
<td>Morrison, Karin</td>
<td>70</td>
</tr>
<tr>
<td>Motive, The</td>
<td>30</td>
</tr>
<tr>
<td>Mougayar, William</td>
<td>54</td>
</tr>
<tr>
<td>Mulville, Mark</td>
<td>5</td>
</tr>
<tr>
<td>Nabuco de Abreu, Cristiano</td>
<td>63</td>
</tr>
<tr>
<td>Nagel, Christian</td>
<td>81</td>
</tr>
<tr>
<td>Nandi, Anjali</td>
<td>61</td>
</tr>
<tr>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>No Complaining Rule, The</td>
<td>26</td>
</tr>
<tr>
<td>Norman, Marie K.</td>
<td>71</td>
</tr>
<tr>
<td>Oattes, Gavin</td>
<td>16, 17</td>
</tr>
<tr>
<td>Objections</td>
<td>35</td>
</tr>
<tr>
<td>Official Google Cloud Certified Professional Data Engineer Study Guide</td>
<td>80</td>
</tr>
<tr>
<td>Older Adult Psychotherapy Treatment Planner, with DSM-5 Updates, 2nd Edition, The</td>
<td>61</td>
</tr>
<tr>
<td>Organizational Culture and Leadership, 5th Edition</td>
<td>24</td>
</tr>
<tr>
<td>Osann, Isabell</td>
<td>47</td>
</tr>
<tr>
<td>Osterwalder, Alex</td>
<td>42, 43</td>
</tr>
<tr>
<td>Out of Our Minds, 3rd Edition</td>
<td>9</td>
</tr>
<tr>
<td>Overcoming Anxiety</td>
<td>11</td>
</tr>
<tr>
<td>Overcoming the Five Dysfunctions of a Team</td>
<td>31</td>
</tr>
<tr>
<td>Paleg, Kim</td>
<td>61</td>
</tr>
<tr>
<td>Pallasmaa, Juhani</td>
<td>6</td>
</tr>
<tr>
<td>Panek, Crystal</td>
<td>80</td>
</tr>
<tr>
<td>Papadakos, Trish</td>
<td>42</td>
</tr>
<tr>
<td>Parenting Skills Treatment Planner, with DSM-5 Updates, The</td>
<td>61</td>
</tr>
<tr>
<td>PAYTECH Book, The</td>
<td>53</td>
</tr>
<tr>
<td>Perkins, Benjamin</td>
<td>81</td>
</tr>
<tr>
<td>Perkins, David</td>
<td>72</td>
</tr>
<tr>
<td>Personality Disorders Treatment Planner, The</td>
<td>61</td>
</tr>
<tr>
<td>Persuasion Code, The</td>
<td>33</td>
</tr>
<tr>
<td>Peter Drucker’s Five Most Important Questions</td>
<td>29</td>
</tr>
<tr>
<td>Peterson, L. Mark</td>
<td>61</td>
</tr>
<tr>
<td>PHP &amp; MySQL</td>
<td>76</td>
</tr>
<tr>
<td>Pigneur, Yves</td>
<td>42, 43</td>
</tr>
<tr>
<td>Positive Dog, The</td>
<td>27</td>
</tr>
<tr>
<td>Positive Thinking Pocketbook</td>
<td>11</td>
</tr>
<tr>
<td>Posner, Barry Z.</td>
<td>25</td>
</tr>
<tr>
<td>Postmodern Ethics</td>
<td>66</td>
</tr>
<tr>
<td>Power of a Positive Team, The</td>
<td>27</td>
</tr>
<tr>
<td>Power of Making Thinking Visible, The</td>
<td>70</td>
</tr>
<tr>
<td>Power of Positive Leadership, The</td>
<td>26</td>
</tr>
<tr>
<td>Practice Perfect</td>
<td>69</td>
</tr>
<tr>
<td>Pradeep, A. K.</td>
<td>33</td>
</tr>
<tr>
<td>Prakash, Vikramaditya</td>
<td>5</td>
</tr>
<tr>
<td>Prinstein, Mitchell J.</td>
<td>59</td>
</tr>
<tr>
<td>Probation and Parole Treatment Planner, with DSM-5 Updates, The</td>
<td>61</td>
</tr>
<tr>
<td>Productivity</td>
<td>10</td>
</tr>
<tr>
<td>Professional Android, 4th Edition</td>
<td>81</td>
</tr>
<tr>
<td>Professional C++, 4th Edition</td>
<td>81</td>
</tr>
<tr>
<td>Professional C# 7 and .NET Core 2.0</td>
<td>81</td>
</tr>
<tr>
<td>Professional JavaScript for Web Developers, 4th Edition</td>
<td>81</td>
</tr>
<tr>
<td>Programming Interviews Exposed Fourth Edition</td>
<td>81</td>
</tr>
<tr>
<td>Puschmann, Thomas</td>
<td>53</td>
</tr>
<tr>
<td>Qvist-Sorensen, Ole</td>
<td>47</td>
</tr>
<tr>
<td>Raising Kids Who Read</td>
<td>67</td>
</tr>
<tr>
<td>Reading Mind, The</td>
<td>67</td>
</tr>
<tr>
<td>Reframing Organizations, 6th Edition</td>
<td>28</td>
</tr>
<tr>
<td>Reid, Jon D.</td>
<td>81</td>
</tr>
<tr>
<td>Relationship Grit</td>
<td>27</td>
</tr>
<tr>
<td>Relethford, John H.</td>
<td>59</td>
</tr>
<tr>
<td>Renvoise, Patrick</td>
<td>33</td>
</tr>
<tr>
<td>Rethinking Capitalism</td>
<td>60</td>
</tr>
<tr>
<td>Rewire Your Brain</td>
<td>64</td>
</tr>
<tr>
<td>Ridgway, Angus</td>
<td>29</td>
</tr>
<tr>
<td>Ritchhart, Ron</td>
<td>70</td>
</tr>
<tr>
<td>Robinson, Ken</td>
<td>9</td>
</tr>
<tr>
<td>Rohr, Richard</td>
<td>74</td>
</tr>
<tr>
<td>Rosenbaum, Joshua</td>
<td>49</td>
</tr>
<tr>
<td>Ruscio, John</td>
<td>58</td>
</tr>
<tr>
<td>Sacks, Rafael</td>
<td>7</td>
</tr>
<tr>
<td>Sales EQ</td>
<td>35</td>
</tr>
<tr>
<td>Saturday Night Live and Philosophy</td>
<td>56</td>
</tr>
<tr>
<td>Schaap, Jeremy</td>
<td>27</td>
</tr>
<tr>
<td>Schein, Edgar H.</td>
<td>24</td>
</tr>
<tr>
<td>Schein, Peter</td>
<td>24</td>
</tr>
<tr>
<td>Schuklenk, Udo</td>
<td>59</td>
</tr>
<tr>
<td>Schwager, Jack D.</td>
<td>49</td>
</tr>
<tr>
<td>Schwartz, Pepper</td>
<td>59</td>
</tr>
<tr>
<td>Scott, David Meerman</td>
<td>34</td>
</tr>
<tr>
<td>Security Fundamentals</td>
<td>80</td>
</tr>
<tr>
<td>Seed, The</td>
<td>27</td>
</tr>
<tr>
<td>Self-Care Handbook, The</td>
<td>11</td>
</tr>
<tr>
<td>Self-Confidence</td>
<td>14</td>
</tr>
<tr>
<td>Setiawan, Iwan</td>
<td>36</td>
</tr>
<tr>
<td>Seven Lost Secrets of Success, The</td>
<td>13</td>
</tr>
<tr>
<td>Seymour, Steve</td>
<td>80</td>
</tr>
<tr>
<td>Shark and the Goldfish, The</td>
<td>27</td>
</tr>
<tr>
<td>Shine</td>
<td>17</td>
</tr>
<tr>
<td>Sibbet, David</td>
<td>44</td>
</tr>
<tr>
<td>Silos, Politics and Turf Wars</td>
<td>31</td>
</tr>
<tr>
<td>Smith, Alan</td>
<td>42, 43</td>
</tr>
<tr>
<td>Smith, Julia Christine</td>
<td>61</td>
</tr>
<tr>
<td>Smith, Mike</td>
<td>27</td>
</tr>
<tr>
<td>Smit, Sven</td>
<td>51</td>
</tr>
<tr>
<td>Social Engineering, 2nd Edition</td>
<td>77</td>
</tr>
<tr>
<td>Solis, Brian</td>
<td>19</td>
</tr>
<tr>
<td>Solomon, Lisa Kay</td>
<td>46</td>
</tr>
<tr>
<td>Sonn, Tamara</td>
<td>59</td>
</tr>
<tr>
<td>Soup</td>
<td>26</td>
</tr>
<tr>
<td>Staker, Heather</td>
<td>72</td>
</tr>
<tr>
<td>Stallard, Paul</td>
<td>65</td>
</tr>
<tr>
<td>Startup Communities</td>
<td>39</td>
</tr>
<tr>
<td>Startup Community Way, The</td>
<td>39</td>
</tr>
<tr>
<td>Startup, Scaleup, Screwup</td>
<td>45</td>
</tr>
<tr>
<td>Stay Positive</td>
<td>26</td>
</tr>
<tr>
<td>Sthanunathan, Stan</td>
<td>33</td>
</tr>
<tr>
<td>Stop Selling and Start Leading</td>
<td>25</td>
</tr>
<tr>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>-------</td>
<td>------</td>
</tr>
<tr>
<td>Storytelling with Data</td>
<td>20</td>
</tr>
<tr>
<td>Storytelling with Data: Let's Practice!</td>
<td>20</td>
</tr>
<tr>
<td>Strategy Beyond the Hockey Stick</td>
<td>51</td>
</tr>
<tr>
<td>Sullivan, Dan</td>
<td>80</td>
</tr>
<tr>
<td>S.U.M.O (Shut Up, Move On)</td>
<td>14, 16, 17</td>
</tr>
<tr>
<td>S.U.M.O. Your Relationships</td>
<td>14</td>
</tr>
<tr>
<td>Szuchman, Lenore T.</td>
<td>59</td>
</tr>
<tr>
<td>Tassopoulos, Tim</td>
<td>21</td>
</tr>
<tr>
<td>Teach Like a Champion 2.0</td>
<td>69</td>
</tr>
<tr>
<td>Teach Like a Champion Field Guide 2.0</td>
<td>69</td>
</tr>
<tr>
<td>Team Alignment Map, The</td>
<td>43</td>
</tr>
<tr>
<td>Tech Trends in Practice</td>
<td>22</td>
</tr>
<tr>
<td>Teicholz, Paul</td>
<td>7</td>
</tr>
<tr>
<td>Testing Business Ideas</td>
<td>43</td>
</tr>
<tr>
<td>Theology, 4th Edition</td>
<td>73</td>
</tr>
<tr>
<td>Think Good Feel Good, 2nd Edition</td>
<td>65</td>
</tr>
<tr>
<td>Thinking Hand, The</td>
<td>6</td>
</tr>
<tr>
<td>Thinking Sociologically, 2nd Edition</td>
<td>66</td>
</tr>
<tr>
<td>30 Great Myths about Shakespeare</td>
<td>59</td>
</tr>
<tr>
<td>Thommen, Jean-Paul</td>
<td>41</td>
</tr>
<tr>
<td>Thompson, Julia G.</td>
<td>71</td>
</tr>
<tr>
<td>3 Big Questions for a Frantic Family, The</td>
<td>31</td>
</tr>
<tr>
<td>Three Signs of a Miserable Job, The</td>
<td>31</td>
</tr>
<tr>
<td>TIP</td>
<td>27</td>
</tr>
<tr>
<td>Training Camp</td>
<td>27</td>
</tr>
<tr>
<td>12 Week Year, The</td>
<td>23</td>
</tr>
<tr>
<td>12 Week Year Field Guide, The</td>
<td>23</td>
</tr>
<tr>
<td>Ultimate Harry Potter and Philosophy, The</td>
<td>56</td>
</tr>
<tr>
<td>Ultimate Star Wars and Philosophy, The</td>
<td>56</td>
</tr>
<tr>
<td>Unmasking the Social Engineer</td>
<td>77</td>
</tr>
<tr>
<td>Valuation, 6th Edition</td>
<td>51</td>
</tr>
<tr>
<td>Value Proposition Design</td>
<td>42</td>
</tr>
<tr>
<td>VanCleave, Janice</td>
<td>68</td>
</tr>
<tr>
<td>Van Der Pijl, Patrick</td>
<td>46, 58</td>
</tr>
<tr>
<td>van der Pluijm, Erik</td>
<td>46</td>
</tr>
<tr>
<td>van Lieshout, Maarten</td>
<td>46</td>
</tr>
<tr>
<td>Van Maanen, John</td>
<td>24</td>
</tr>
<tr>
<td>Venture Deals</td>
<td>39</td>
</tr>
<tr>
<td>Virtual Selling</td>
<td>35</td>
</tr>
<tr>
<td>Virtual Training Bible, The</td>
<td>35</td>
</tr>
<tr>
<td>Virtual Collaboration</td>
<td>47</td>
</tr>
<tr>
<td>Virtual Consulting</td>
<td>44</td>
</tr>
<tr>
<td>Visual Leaders</td>
<td>44</td>
</tr>
<tr>
<td>Visual Meetings</td>
<td>44</td>
</tr>
<tr>
<td>Visual Teams</td>
<td>44</td>
</tr>
<tr>
<td>Vitale, Joe</td>
<td>12</td>
</tr>
<tr>
<td>Ward, Matt</td>
<td>22</td>
</tr>
<tr>
<td>Warren Buffett: Inside the Ultimate Money Mind</td>
<td>52</td>
</tr>
<tr>
<td>WEALTHTECH Book, The</td>
<td>53</td>
</tr>
<tr>
<td>Wessels, David</td>
<td>51</td>
</tr>
<tr>
<td>Wheeler, Alina</td>
<td>3</td>
</tr>
<tr>
<td>Whittaker, Andy</td>
<td>17</td>
</tr>
<tr>
<td>Why Don't Students Like School?</td>
<td>67</td>
</tr>
<tr>
<td>Wiele, Inga</td>
<td>47</td>
</tr>
<tr>
<td>Willingham, Daniel T.</td>
<td>67</td>
</tr>
<tr>
<td>Winjen, Roland</td>
<td>46</td>
</tr>
<tr>
<td>Winkel, Steven R.</td>
<td>4</td>
</tr>
<tr>
<td>Winning Global Markets</td>
<td>36</td>
</tr>
<tr>
<td>Wizard and the Warrior, The</td>
<td>28</td>
</tr>
<tr>
<td>Woodman, Darrell</td>
<td>17</td>
</tr>
<tr>
<td>Woolway, Erica</td>
<td>69</td>
</tr>
<tr>
<td>Worldviews</td>
<td>57</td>
</tr>
<tr>
<td>YESSS!</td>
<td>15</td>
</tr>
<tr>
<td>Yezzi, Katie</td>
<td>69</td>
</tr>
<tr>
<td>Yori, Robert</td>
<td>80</td>
</tr>
<tr>
<td>Young, Kimberly S.</td>
<td>63</td>
</tr>
<tr>
<td>You Win in the Locker Room First</td>
<td>27</td>
</tr>
<tr>
<td>Zakas, Nicholas C.</td>
<td>81</td>
</tr>
<tr>
<td>Zero Limits</td>
<td>13</td>
</tr>
</tbody>
</table>
Visit Wiley’s Rights & Licensing Team Page here: