Smash Hits
Our most translated titles
Spring 2019
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Director, Translation Rights
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Designing Brand Identity,
5th Edition
An Essential Guide for the Whole Branding Team
Alina Wheeler & Debbie Millman (Foreword by)

Licensed in Arabic, French, Orthodox Chinese, Portuguese, Simplified Chinese, Spanish, Ukrainian

Previous Editions Licensed in Korean, Polish, Portuguese, Russian, Simplified Chinese, Spanish, Vietnamese

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

ISBN: 978-1-118-98082-8
Dec 2017 • 336pp

200,000 sold!
Architecture, 4th Edition
Form, Space, and Order

Francis D. K. Ching

Licensed in Albanian, French, Greek, Italian, Korean, Macedonian, Orthodox Chinese, Portuguese, Russian, Simplified Chinese, Spanish, Turkish

Previous Editions Licensed in Arabic, Indonesian, Italian, Korean, Orthodox Chinese, Portuguese, Russian, Serbian, Simplified Chinese, Spanish, Turkish

The Fourth Edition of an architectural classic.

This is a revered reference, with over half a million copies sold, now updated with contemporary examples and interactive 3D models. This bestselling visual reference consistently appears on lists of “must haves” for an architect’s library — it helps both students and professionals understand the vocabulary of architectural design by examining how space and form are ordered in the environment. The new fourth edition features contemporary examples of precedent-setting architecture, and an expanded CD that brings the book’s architectural concepts to life through interactive three-dimensional models and hundreds of meticulous hand-rendered drawings throughout.

Francis D. K. Ching is a registered architect and Professor Emeritus at the University of Washington in Seattle. He is the bestselling author of numerous books on architecture and design, all published by Wiley. His works have been translated into over 16 languages, and are regarded as classics for their renowned graphic presentation.

Also by Francis D. K. Ching

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, French, Greek, Japanese, Orthodox Chinese, Portuguese, Russian, Simplified Chinese, 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
Previous Editions Licensed in Portuguese, Simplified Chinese, Spanish, Turkish
Project Management 2.0
Leveraging Tools, Distributed Collaboration, and Metrics for Project Success

Harold Kerzner

Licensed in Italian, Simplified Chinese, Turkish

Get connected and improve outcomes with a more modern approach to project management

Project Management 2.0 tackles the new emerging approach and toolset for practicing project management in a virtual world. Author Harold Kerzner is recognized as the thought leader in project management, and in this book, he shows how PM 2.0 offers better outcomes with a focus on new tools, better governance, improved collaboration, and more meaningful reporting using KPIs, metrics, and dashboards. This full color guide explores the impact PM 2.0 changes are having on organizations around the world, and provides a detailed comparison with PM 1.0 to help practitioners adopt new techniques and tools to use within their existing project management approach.

Harold Kerzner, MS, PhD, MBA, is Senior Executive Director for Project Management at the International Institute of Learning, Inc., a global learning solutions company offering professional training and consulting services. He has consulted for corporations worldwide, and is a recognized expert on project, program, and portfolio management; total quality management; and strategic planning.
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The Eyes of the Skin, 3rd Edition
Architecture and the Senses

Juhani Pallasmaa

Licensed in Danish, Hungarian, Korean, Macedonian, Polish, Romanian, Russian, Simplified Chinese, Spanish
Previous Editions Licensed in Czech, French, German, Italian, Korean, Portuguese, Simplified Chinese, Slovenian, Spanish, 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, Persian, Portuguese, Slovenian, Spanish

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, Persian, Polish, Portuguese, Russian, Simplified Chinese, Slovenian, Spanish, Turkish
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.
The Power of Self-Confidence
Become Unstoppable, Irresistible, and Unafraid in Every Area of Your Life

Brian Tracy

Licensed in Arabic, Bahasa Indonesian, Bulgarian, French, Hungarian, Italian, Japanese, Korean, Lithuanian, Malayalam, Persian, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Spanish, Thai, Turkish

From the bestselling author: 55 books translated into almost 40 languages.

This book explains that confidence is “mental fitness” and teaches exercises to achieve it. Each chapter is a lesson in ways to exercise mental fitness by moving out of your comfort zone and taking risks with no guarantee of success.

Self-confidence is the ability to move out of your comfort zone and take risks with no guarantee of success.

*The Power of Self Confidence* explains that confidence is “mental fitness.” It can be developed by engaging in a series of regular exercises to build up and maintain higher and higher levels of self confidence in every area of your life. This book revolves around the idea that with self-confidence, everything is possible. Each chapter will be a lesson in ways to exercise mental fitness, which include:

- The Foundations of Self-Confidence
- Purpose and Personal Power
- Achieving Confidence and Mastery
- Succeeding in Personal Relationships
- Dealing with Difficult People
- Self Confidence in Action

*Brian Tracy* is Chairman and CEO of Brian Tracy International www.briantracy.com, a company specializing in the training and development of individuals and organizations. He is among the top speakers, trainers, and seminar leaders in the world today. Before founding his company, Brian had successful careers in sales and marketing, investments, real estate development and syndication, importation, distribution, and management consulting. He has consulted for more than 1,000 companies and addressed more than 5,000,000 people.

Also by Brian Tracy

*Change Your Thinking, Change Your Life*
How to Unlock Your Full Potential for Success and Achievement

Brian Tracy
Sep 2003 • 288pp
Licensed in Arabic, Hindi, Italian, Japanese, Marathi, Orthodox Chinese, Romanian, Russian, Simplified Chinese, Tamil, Vietnamese

*Getting Rich Your Own Way*
Achieve All Your Financial Goals Faster Than You Ever Thought Possible

Brian Tracy
Sep 2004 • 304pp
Licensed in Arabic, Croatian, Italian, Malayalam, Polish, Romanian, Russian, Vietnamese
The Power of Doing Less
Why Time Management Courses Don’t Work And How To Spend Your Precious Life On The Things That Really Matter

Fergus O’Connell

Licensed in Arabic, Bahasa Indonesian, Czech, Danish, Dutch, French, Italian, Russian, Spanish

How to be happier by enjoying the moment.

This is a bright, subversive self-help book that asks a lot of interesting questions about life and work and provides even more interesting answers. The days before work burnout, sixty-plus hour work weeks and chronic fears of having our jobs outsourced seem like a distant dream but this book can help anyone to recapture the feeling of control, ease and security of those days, and again become their own man or woman. It covers overload and burn out, maintaining work/life balance, the philosophy of action, decision making, work-sharing and the social implications of toiling ‘til you drop, and makes a powerful case that learning when and how to say ‘no’ is the life skill you need the most. It is packed with practical tips on how to get more from less, manage your time better and separate the work that works from the work that hurts. It’s full of entertaining quotes, revolutionary ideas, fun illustrations and disturbing statistics that will have everyone questioning the status quo in new ways.

Fergus O’Connell has been described by The Sunday Business Post as having ‘more strings to his bow than a Stradivarius’. He is one of the world’s leading authorities on project management and his experience covers projects around the world; he has taught project management in Europe, North America, South America and Asia. He holds two patents. O’Connell is the author of twelve business books. The first of these, How to Run Successful Projects – the Silver Bullet, has become both a bestseller and a classic and has been constantly in print for over twenty years.

Also by Fergus O’Connell

Stuff I Wish I’d Known When I Started Working

Fergus O’Connell

ISBN: 978-0-85708-570-2 • Nov 2014 • 192pp • Capstone
Licensed in Thai, Vietnamese
Mindfulness Pocketbook
Little Exercises for a Calmer Life

Gill Hasson

Licensed in Arabic, Czech, Dutch, French, Greek, Italian, Polish, Portuguese, Spanish

Follow-up to the bestselling Mindfulness: Be Mindful. Live in the Moment

Gill Hasson, author of the bestselling Mindfulness is back and this time you can fit her advice in your pocket! This little book is packed with over 100 quick exercises, each dealing with a different situation, to help you get calm, collected, and balanced. So whenever you start to feel the stress mounting, reach for your Mindfulness Pocketbook, find the relevant exercise and instantly make life better!

So if you feel like life is moving too fast and you're struggling to keep up with constant demands and commitments, don't let anxiety and worry get the better of you — integrate these mindfulness exercises, practices, and reflections into your daily life and get in control and feel more confident, calm, and present.

Slow down, take a deep breath, and take that step toward an easier and more manageable life. The Mindfulness Pocketbook will help you:

- Move in the direction of greater calm, balance, and wellbeing
- Increase your insight and awareness
- Break free from unhelpful thoughts and thinking patterns, feel more confident, and have better self-esteem
- Be more able to manage other people's demands, stress, anxiety, and worry

Gill Hasson is the bestselling author of the Mindfulness Pocketbook, Mindfulness, How to Deal with Difficult People and Emotional Intelligence. Her books have sold 325'000 copies in English alone. 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 Take A Break, and for a number of websites.

Also by Gill Hasson

Mindfulness
Be mindful.
Live in the moment.

Gill Hasson
ISBN: 978-0-85708-444-6
Jul 2013 • 214pp • Capstone
Licensed in Czech, German, Italian, Polish

Productivity
Get Things Done and Find Your Personal Path to Success

Gill Hasson
Apr 2019 • 116pp • Capstone
Also by Gill Hasson

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
Managing Emotions to Make a Positive Impact on Your Life and Career
Gill Hasson
Apr 2014 • 208pp • Capstone
Licensed in Arabic, French, Persian

Emotional Intelligence Pocketbook
Little Exercises for an Intuitive Life
Gill Hasson
ISBN: 978-0-85708-730-0
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Gill Hasson
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Gill Hasson
Apr 2018 • 200pp
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Overcoming Anxiety
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Gill Hasson
ISBN: 978-0-85708-630-3
Nov 2015 • 200pp • Capstone

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Gill Hasson
ISBN: 978-0-85708-754-6
Dec 2018 • 120pp
Licensed in Spanish

Positive Thinking
Find Happiness and Achieve Your Goals Through the Power of Positive Thought
Gill Hasson
Jan 2017 • 208pp • Capstone
Licensed in Greek, Indonesian, Korean, Simplified Chinese, Vietnamese
The 10X Rule
The Only Difference Between Success and Failure
Grant Cardone

How to achieve “Massive Action” results and accomplish your business dreams!

While most people operate with only three degrees of action—no action, retreat, or normal action—if you’re after big goals, you don’t want to settle for the ordinary. To reach the next level, you must understand the coveted 4th degree of action. This 4th degree, also known as the 10X Rule, is that level of action that guarantees companies and individuals realize their goals and dreams.

The 10X Rule unveils the principle of “Massive Action,” allowing you to blast through business clichés and risk-aversion while taking concrete steps to reach your dreams. It also demonstrates why people get stuck in the first three actions and how to move into making the 10X Rule a discipline. Find out exactly where to start, what to do, and how to follow up each action you take with more action to achieve Massive Action results.

Grant Cardone is a New York Times bestselling author, international sales expert, sales trainer, and motivational speaker. He has created three multimillion-dollar companies, including Cardone Training Technologies, Cardone Group, and Twin Capital Management.

Also by Grant Cardone

If You’re Not First, You’re Last
Sales Strategies to Dominate Your Market and Beat Your Competition
Grant Cardone
ISBN: 978-0-470-62435-7 • Jun 2010 • 272pp
Licensed in Arabic, Bulgarian, Czech, French, German, Orthodox Chinese, Russian, Spanish, Thai, Vietnamese
Radical formula transforms your money and spiritual growth into global change

The Awakened Millionaire is a practical manifesto guiding you to new dimensions of personal wealth, spiritual growth, and as a result, global transformation. Crafted by Dr Joe Vitale, a famed millionaire, best-selling author, and star of the blockbuster movie “The Secret,” you’ll discover a controversial formula that accomplishes what few believe possible: combining money and spirituality together to bring you more of both, while transforming you into a force for good in a world that desperately needs it. This book is a call to action, pushing you to wake up, stand up, and transform yourself into a powerful expression of your passion, your wealth, and your desire to make a difference. It is an invitation to become a true Awakened Millionaire, starting today.

While most consider money and spirituality a blasphemous duo, Dr Vitale shatters these social norms and shows you the true nature of money empowered with soulful purpose. At turns inspirational, motivational, and conversational, this page-turner ultimately narrows in on practical steps anyone can use to see instantaneous results, regardless of your past failures, current financial situation, or future goals. But his mission is not to simply transform you. Dr Vitale’s mission is to create a swarm of Awakened Millionaires transforming the world with every action they take, while enjoying personal luxury and soulful fulfillment new levels of money and spiritual growth can give them. The book reveals:

• How to turn your passion into wealth
• How to transform money into a spiritual tool
• How to create a soulful mission that changes the world

If you desire both wealth and spirituality, this book finally reveals how.

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 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.

Also by Joe Vitale

At Zero
The Quest for Miracles Through Ho’oponopono
Joe Vitale
ISBN: 978-1-118-81002-6
Dec 2013 • 240pp
Licensed in Bulgarian, Czech, Danish, Dutch, Finnish, French, German, Italian, Orthodox Chinese, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Slovakian, 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, Bahasa Indonesian, Bulgarian, Czech, Dutch, Estonian, Finnish, French, German, Italian, Japanese, Korean, Latvian, Lithuanian, Orthodox Chinese, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Slovakian, Thai, 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

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 Bahasa Indonesian, Bulgarian, Czech, Danish, Dutch, Finnish, French, German, Hebrew, Hungarian, Italian, Japanese, Korean, Latvian, Lithuanian, Orthodox Chinese, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Slovakian, Spanish, Turkish, Vietnamese

The Seven Lost Secrets of Success
Million Dollar Ideas of Bruce Barton, America’s Forgotten Genius
Joe Vitale
Oct 2007 • 224pp
Licensed in Bahasa Indonesian, Czech, Italian, Japanese, Korean, Malayalam, Polish, Russian, Slovakian

The Awakening Course
The Secret to Solving All Problems
Joe Vitale
ISBN: 978-1-118-14827-3
Jan 2012 • 256pp
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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 Bulgarian, French, Hebrew, Hungarian, Italian, Japanese, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Spanish, Thai, Turkish, Vietnamese

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 Bahasa Indonesian, Bulgarian, Italian, Japanese, Korean, Russian, Spanish, Turkish, Vietnamese
Brainhack
Tips and Tricks to Unleash Your Brain’s Full Potential

Neil Pavitt

Licensed in Arabic, Italian, Japanese, Simplified Chinese, Thai

Hack into the secret power of your brain

Your brain has 100 billion neurons, 100 trillion connections, and you only command 5% of it. Now it’s time to take back control! In Brainhack, creativity coach Neil Pavitt gives you tips and tricks to re-programme your brain, developing the skills and insights that can transform how you think, solve problems and make decisions.

This book will help you:

- Learn to think smarter
- Become more focused
- Discover creative approaches to problem-solving
- Generate ideas with innovative techniques
- Unlock your brain blocks

Neil Pavitt has over 25 years’ experience as an award winning Creative Director and Writer in advertising and television working for companies like Saatchi & Saatchi and Sky. He is the founder of Lightbulb Consultancy, who specialise in demystifying the creative process for clients such as Lloyds Bank, AstraZeneca and Goldman Sachs.

Related Title

Brainfluence
100 Ways to Persuade and Convince Consumers with Neuromarketing

Roger Dooley

ISBN: 978-1-118-11336-3 • Dec 2011 • 304pp

Licensed in German, Hungarian, Japanese, Korean, Orthodox Chinese, Polish, Portuguese, Russian, Simplified Chinese, Spanish
Written in association with *Psychologies*, the leading magazine for intelligent people, this Capstone self-help series provides an inspirational approach to the perennial topics of *Confidence, Focus, Ambition, Strength* and *Calm*.

**Real Ambition**
*Quit Dreaming and Create Success Your Way*
Psychologies Magazine
**ISBN:** 978-0-85708-663-1
Aug 2016 • 216pp
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Jan 2016 • 192pp
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*Build Your Resilience and Bounce Back from Anything*
Psychologies Magazine
**ISBN:** 978-0-85708-669-3
Aug 2017 • 192pp
Licensed in Arabic, French, Italian, Vietnamese

**Real Calm**
*Take Control and Start Living the Life You Want*
Psychologies Magazine
**ISBN:** 978-0-85708-666-2
May 2017 • 208pp
Licensed in Arabic, French, Vietnamese
Stop Talking, Start Doing Action Book
Practical Tools and Exercises to Give You a Kick in the Pants

Sháá Wasmund

A motivational kick in the pants to get the most out of your life

Have you got an itch? To start your own business, go to the North Pole, retrain, lose weight, get promoted, learn to play the ukulele? Or do you just have a nagging sense that there must be more to life? If there is something you really want to do, but secretly fear you'll never do it then you need this book.

The original Stop Talking, Start Doing helped readers to move from talking to doing. To climb into the ring and face their fears about making their thing happen. It helped readers to understand why they had fears and why starting was easier than they thought. It encouraged them to start somewhere, anywhere.

The Stop Talking, Start Doing Action Book will help you to identify where or what that starting point should be, and how to build from there to make your thing happen. It will help you to evaluate why you have procrastinated until now and identify the small steps you need to take to make it happen.

But it will help you to plan beyond that. It will help you see how you can execute your idea through small, simple steps that are right for you, rather than one undefined, daunting task. Find sources of inspiration that work for you and learn how you can draw upon them as you go, draw confidence from previous experiences, and find the self-discipline you need to make swift decisions along the way.

- Identify your personal starting point
- Take the first steps to set your plan into motion
- Find your inspiration and self-discipline
- Build confidence in your quick decisions along the way

Sháá Wasmund, MBE is Founder of the UK’s number one resource for small businesses and entrepreneurs Smarta.com, a bestselling author, entrepreneur and keynote speaker.

Also by Sháá Wasmund

The Smarta Way To Do Business
By Entrepreneurs, For Entrepreneurs
Matt Thomas & Sháá Wasmund
ISBN: 978-1-907312-52-6 • Dec 2010 • 336 pages • Capstone
Out of Our Minds, 3rd Edition
The Power of Being Creative

Ken Robinson

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.

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.
The Little Book of Thinking Big
Aim Higher and Go Further Than You Ever Thought Possible

Richard Newton

Licensed in Arabic, Czech, Dutch, Korean, Spanish, Thai, Turkish

Sunday Times #1 bestseller
You can think big or you can think small, it all starts in the mind. What have you got to lose? If you aim for the stars you might just get there. Sometimes it pays off to think BIG and Richard Newton is here to get us thinking on a bigger scale than we ever imagined.

With the right thinking tools and the right approach you can release your inspiration and creativity, reset your ambition and direct your attention to the things that truly matter to you. And that can change your life.

Short and punchy with quick tips and inspiring graphics, The Little Book of Thinking Big will have your imagination, creativity and determination firing on all cylinders. You’ll come away with a set of BIG goals to fuel and drive your BIG life.

Richard Newton is an entrepreneur, consultant and writer. After spending almost ten years writing about business for The Sunday Telegraph and The Mail on Sunday, Richard decided to switch sides, walk the talk and run his own business. He co-founded a software company that supplies brand management solutions for many of the world’s largest consumer brands.

He is now co-founder, director, board adviser and mentor at a number of tech companies and start-ups including Call Trunk, Screendragon and Txt2Buy. (Calltrunk, an audio and video search tool, is tipped to be one of the fastest growing search companies of 2014.)

He runs consultancy Newton Principles and writes about being creative in business, the importance of good language in business and the urgency to do things.

Also by Richard Newton

Dream It, Do It, Live It
9 Easy Steps To Making Things Happen For You
Richard Newton & Ciprian Adrian Rusen
ISBN: 978-0-85708-456-9 • May 2013 • 216pp • Capstone
Licensed in Arabic, Russian
Outsmart the traps that are holding you back from success!

*Trap Tales* is your guide to avoiding the seven obstacles that ensnare people every day. We all fall into traps, and we often don’t even realize it until we’re deeply entrenched. Like quicksand, traps are easy to step into, but difficult to escape—it seems that the harder we try to climb out, the deeper we sink. But what if there were another way? What if we knew the right strategies to escape the traps we have fallen into? What if we could spot traps from a distance, and avoid them entirely?

In this book, authors David M. R. Covey and Stephan M. Mardyks train you in the art of Trapology. You’ll meet Alex and Victoria, who have fallen into traps you’re sure to recognize. As you read their stories, you’ll learn about the seven most common traps in life and work, and how even the smartest and seemingly most accomplished people find themselves stuck and unable to see their way out. Traps are masters of disguise, but there are telltale signs that give them away every time. If you discover that you’re trapped right now, consider this book your lifeline—the lessons contained in *Trap Tales* will teach you how to escape these traps and how to sidestep them in the future.

This book, unlike most books, offers counter-intuitive strategies and unconventional wisdom to:

- Learn the seven biggest traps in life and work that catch people unaware
- Identify the traps that are holding you back right now
- Discover your escape route and climb out of the quicksand
- Become a “Trapologist” and avoid traps altogether

The core message of *Trap Tales* is hope—the belief that anybody can change the trajectory of their life, at any stage of their life. Stop letting traps steal your time, money, energy, and happiness—*Trap Tales* provides survival training of a different sort, allowing you to write your own tale of success.

David M. R. Covey is co-CEO and cofounder of SMCOV, as well as managing partner and cofounder of ThomasLeland. An expert in leadership and global licensing, he has lived the Seven Habits since birth.

Stephan M. Mardyks is co-CEO and cofounder of SMCOV, as well as managing partner and cofounder of ThomasLeland. He is widely seen as a world-renowned expert in the field of Global Learning and Development.
S.U.M.O (Shut Up, Move On)
The Straight-Talking Guide to Succeeding in Life, 10th Anniversary Edition

Paul McGee

Licensed in Indonesian, Polish, Russian, Vietnamese

Previous Editions Licensed: Arabic, Bulgarian, Czech, Greek, Hindi, Indonesian, Italian, Polish, Portuguese, Simplified Chinese, Swedish, Thai, Turkish

Celebrating 10 Years of Shut Up, Move On!
Paul McGee’s international bestselling personal development heavyweight S.U.M.O. has helped hundreds of thousands of people around the world fulfil their potential, seize opportunities, succeed at work, and respond to adverse situations with a positive attitude.

Weighing in with humour, insight, practical tips, and personal anecdotes, it’s a thought provoking and possibly life-changing read.

Now newly updated to celebrate 10 years since its first publication and including up-to-date case studies and examples, as well brand new exercises to test yourself, S.U.M.O: 10th Anniversary Edition will help SUMO fans, as well as SUMO amateurs, get more out of this bestselling, self-help classic.

If you are wrestling with life’s challenges, these S.U.M.O. principles will help you do so more successfully.

- E+R=O or Event + Response = Outcome. It’s not just what happens to you but how you respond to it that shapes your life – you do have control.
- Change Your T-Shirt – take responsibility for your own life and don’t be a victim.
- Develop Fruity Thinking – change your thinking and change your results.
- Hippo Time is OK – understand how setbacks affect you and how to recover from them.
- Remember the Beachball – increase your understanding and awareness of other people’s world.
- Learn Latin – change comes through action not intention. Overcome the tendency to put things off.
- Ditch Doris Day – create your own future rather than leave it to chance. Forget the attitude ‘que sera, sera, whatever will be, will be.’

Paul McGee is Capstone's bestselling author of all-time. 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.
S.U.M.O. Your Relationships
Paul McGee
Jun 2007 • 278pp
Licensed in Arabic, Bulgarian, Hindi

Self-Confidence, 2nd Edition
Paul McGee
Jan 2012 • 312pp
Licensed in Arabic, Hindi, Italian, Japanese, Korean

How Not to Worry
Paul McGee
May 2012 • 252pp
Licensed in Czech, Dutch, Simplified Chinese

How to Succeed With People
Paul McGee
May 2013 • 216pp
Licensed in Czech, Dutch, Vietnamese, Thai, Indonesian

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

How to Have a Great Life
Paul McGee
ISBN: 978-0-85708-775-1
July 2018 • 264pp
Licensed in Spanish
The Art of Being Brilliant
Transform Your Life by Doing What Works For You

Andy Cope & Andy Whittaker

Licensed in Czech, Danish, Indonesian, Korean, Russian, Thai

A pep talk in your pocket
This short, small, highly illustrated book will fill you to the brim with happiness, positivity, wellbeing and, most importantly, success! Andy Cope and Andy Whittaker are experts in the art of happiness and positive psychology and The Art of Being Brilliant is crammed full of good advice, instructive case studies, inspiring quotes, some funny stuff and important questions to make you think about your work, relationships and life. You see being brilliant, successful and happy isn’t about dramatic change, it’s about finding out what really works for you and doing more of it! The authors lay down their six common-sense principles that will ensure you focus on what you’re good at and become super brilliant both at work and at home.

- A richly illustrated, two-colour, small book full of humour, inspiring quotes and solid advice
- A great read with a serious underlying message - how to foster positivity and bring about success in every aspect of your life
- Outlines six common-sense principles that will help you be the best you can be

Andy Cope is a teacher, trainer, speaker and author with 10 years in higher education and a PhD on the way.

Andy Whitaker is a businessman, NLP trainer and part time stand up comic. Together they run Art of Brilliance, a training company which works with businesses such as DHL, LloydsTSB, Pirelli, Ginsters, Alton Towers, Toyota, Waitrose, West Midlands Police, IKEA, and Astra Zeneca.
What To Do When Machines Do Everything
How to Get Ahead in a World of AI, Algorithms, Bots, and Big Data

Malcolm Frank, Paul Roehrig & Ben Pring

Licensed in Bahasa Indonesian, Korean, Portuguese, Russian, Simplified Chinese, Spanish, Turkish

The essential playbook for the future of your business

What To Do When Machines Do Everything is a guide book to succeeding in the next generation of the digital economy. When systems running on Artificial Intelligence can drive our cars, diagnose medical patients, and manage our finances more effectively than humans it raises profound questions on the future of work and how companies compete. Illustrated with real-world cases, data, and insight, the authors provide clear strategic guidance and actionable steps to help you and your organization move ahead in a world where exponentially developing new technologies are changing how value is created.

Written by a team of business and technology expert practitioners — who also authored Code Halos: How the Digital Lives of People, Things, and Organizations are Changing the Rules of Business — this book provides a clear path to the future of your work.

Malcolm Frank is the Executive Vice President of strategy and marketing at Cognizant, a global technology consultancy of over 250,000 employees.

Paul Roehrig is Vice President of strategy and marketing for Cognizant Digital Business and a founder of the Center for the Future of Work.

Ben Pring leads Cognizant’s Center for the Future of Work, which helps clients bring the future of work to life — today.
The Business Blockchain
Promise, Practice, and Application of the Next Internet Technology

William Mougayar & Vitalik Buterin (Foreword by)

Licensed in French, Japanese, Korean, Orthodox Chinese, Polish, Portuguese, Russian, Simplified Chinese, Spanish, Vietnamese

The definitive pioneering blueprint covering the what, why and how of the blockchain.

Blockchains are new technology layers that rewire the Internet and threaten to side-step older legacy constructs and centrally served businesses. At its core, a blockchain injects trust into the network, cutting off some intermediaries from serving that function and creatively disrupting how they operate. Metaphorically, blockchains are the ultimate non-stop computers. Once launched, they never go down, and offer an incredible amount of resiliency, making them dependable and attractive for running a new generation of decentralized services and software applications.

The Business Blockchain charts new territory in advancing our understanding of the blockchain by unpacking its elements like no previous book. William Mougayar anticipates a future that consists of thousands, if not millions of blockchains that will enable not only frictionless value exchange, but also a new flow of value, redefining roles, relationships, power and governance. In this book, Mougayar asserts that we shouldn’t ask ourselves what problems the blockchain solves, because that gives us a narrow view on its potential. Rather, we should imagine new opportunities, and tackle even more ambitious problems that cross organizational, regulatory and mental boundaries.

- For business managers, the biggest question surrounding the Internet of Things is what to do with it. This book examines the way IoT is being used today—and will be used in the future—to help you craft a robust plan for your organization.
- Grasp the depth and breadth of the Internet of Things
- Create a secure IoT recipe that aligns with your company’s strategy
- Capitalize on advances while avoiding disruption from others
- Leverage the technical, organizational, and social impact of IoT
- Learn where IoT fits into your organization, and how to turn disruption into profit with the expert guidance in Building the Internet of Things.

William Mougayar has been described as the most sophisticated blockchain business thinker. He is a blockchain industry insider with 34 years of technology industry experience as an executive, analyst, consultant, entrepreneur, startup mentor, author, blogger, educator, thought leader and investor. His work has already shaped and influenced the understanding of blockchain for people around the world, via his generous blogging and rigorous research insights. He is a direct participant in the crypto-technology market, working alongside startups, entrepreneurs, pioneers, leaders, innovators, creators, enterprise executives and practitioners; in addition to being an investor, advisor, and board member in some of the leading organizations in this space, such as the Ethereum Foundation, OpenBazaar and Coin Center.
Building the Internet of Things
Implement New Business Models, Disrupt Competitors, Transform Your Industry

Maciej Kranz

Licensed in Arabic, Bahasa Indonesian, Dutch, Italian, Korean, Russian, Simplified Chinese, Spanish, Vietnamese

Connect your organization to the Internet of Things with solid strategy and a proven implementation plan

Building Internet of Things provides front-line business decision makers with a practical handbook for capitalizing on this latest transformation. Focusing on the business implications of Internet of Things (IoT), this book describes the sheer impact, spread, and opportunities arising every day, and how business leaders can implement IoT today to realize tangible business advantages. The discussion delves into IoT from a business, strategy and organizational standpoint, and includes use-cases that illustrate the ripple effect that this latest disruption brings; you’ll learn how to fashion a viable IoT plan that works with your organization’s strategy and direction, and how to implement that strategy successfully by integrating IoT into your organization tomorrow.

Maciej Kranz is Vice President of the Corporate Strategic Innovation Group at Cisco Systems. He leads the team focused on incubating new businesses, accelerating internal innovation, and driving co-innovation with customers, partners and startups through a global network of Cisco Innovation Centers.
Storytelling with Data
A Data Visualization Guide for Business Professionals

Cole Nussbaumer Knaflic

Licensed in Arabic, Bahasa Indonesian, Dutch, French, German, Italian, Japanese, Korean, Orthodox Chinese, Polish, Portuguese, Russian, Simplified Chinese, Spanish, 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 for organizations seeking to improve data presentation and pens the popular blog www.storytellingwithdata.com.

Related Titles

The Big Book of Dashboards
Visualizing Your Data Using Real-World Business Scenarios
Steve Wexler, Jeffrey Shaffer & Andy Cotgreave
ISBN: 978-1-119-28271-6 • Jun 2017 • 448pp
Licensed in Korean, Simplified Chinese

#MakeoverMonday
Improving How We Visualize and Analyze Data, One Chart at a Time
Andy Kriebel & Eva Murray
Dec 2018 • 496pp
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

Licensed in Arabic, Estonian, German, Italian, Japanese, Korean, Orthodox Chinese, Simplified Chinese, Thai, Vietnamese

Previous Edition Licensed in Bahasa Indonesian, Croatian, French, German, Japanese, Korean, Lithuanian, Macedonian, Orthodox Chinese, Portuguese, Romanian, Russian, Simplified Chinese, Spanish, Thai, Vietnamese

The bestselling investing ‘bible’ offers new insights and perspectives

The Little Book of Common Sense Investing is the classic guide to getting smart about the market. Legendary mutual fund pioneer John C. Bogle reveals his key to getting more out of investing: low-cost index funds. Bogle describes the simplest and most effective investment strategy for building wealth over the long term: buy and hold, at very low cost, a mutual fund that tracks a broad stock market Index such as the S&P 500.

While the stock market has tumbled and then soared since the first edition of Little Book of Common Sense was published in April 2007, Bogle’s investment principles have endured and served investors well. This tenth anniversary edition includes updated data and new information but maintains the same long-term perspective as in its predecessor. Bogle has also added two new chapters designed to provide further guidance to investors: one on asset allocation, the other on retirement investing.

A portfolio focused on index funds is the only investment that effectively guarantees your fair share of stock market returns. Bogle shows you how to make index investing work for you and help you achieve your financial goals, and finds support from some of the world’s best financial minds: not only Warren Buffett, but Benjamin Graham, Paul Samuelson, Burton Malkiel, Yale’s David Swensen, Cliff Asness of AQR, and many others.

While index investing allows you to sit back and let the market do the work for you, too many investors trade frantically, turning a winner’s game into a loser’s game. The Little Book of Common Sense Investing is a solid guidebook to your financial future.

John C. Bogle is Founder of The Vanguard Group, Inc., and President of the Bogle Financial Markets Research Center. He created Vanguard in 1974 and served as Chairman and Chief Executive Officer until 1996 and Senior Chairman until 2000.

Related Title

Stay the Course
The Story of Vanguard and the Index Revolution

John C. Bogle


Licensed in Korean, Orthodox Chinese, Simplified Chinese
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, Romanian, Simplified Chinese, Spanish

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Joshua Rosenbaum
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Nov 2019 • 320pp
Licensed in Simplified Chinese

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Jack D. Schwager
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June 2009 • 224pp
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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 • Wiley
Licensed in German, Japanese, Korean, Romanian, Simplified Chinese
Valuation, 6th Edition
Measuring and Managing the Value of Companies

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

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

McKinsey’s trusted guide is the number one bestselling book on corporate valuation: now it its 25th year.

McKinsey & Company is a multinational management consulting firm, headquartered in New York City, and with 108 global offices. It conducts qualitative and quantitative analysis in order to evaluate management decisions. Eighty percent of the world’s largest corporations are consulted by this firm which is considered to be the most prestigious management consultancy in the world. McKinsey publishes the McKinsey Quarterly, funds the McKinsey Global Institute research organization, publishes reports on management topics and has authored many influential books on management including Valuation, the number one bestselling book on corporate valuation.

McKinsey & Company Inc. (New York, NY) is a management consulting firm that helps leading corporations and organizations make distinctive, lasting, and substantial improvements in their performance. Over the past seven decades, the firm's primary objective has remained constant: to serve as an organization's most trusted external advisor on critical issues facing senior management.

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

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

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

Also by McKinsey & Company Inc.

Valuation Workbook, 6th Edition
Step-by-Step Exercises and Tests to Help You Master Valuation + WS
McKinsey & Company Inc., Tim Koller, Marc Goedhart, David Wessels & Michael Cichello
ISBN: 978-1-118-87387-8
Oct 2015 • 256pp

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, Portuguese, Russian, Simplified Chinese, Spanish
The Warren Buffett Way, 3rd Edition
Robert G. Hagstrom

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.
The FINTECH Book
The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries

Susanne Chishti & Janos Barberis

Licensed in German, Japanese, Orthodox Chinese, Polish, Portuguese, Russian, Spanish, Turkish, Vietnamese

A front-line industry insider’s look at the financial technology explosion.

The FINTECH Book is your primary guide to the financial technology revolution, and the disruption, innovation and opportunity therein. Written by prominent thought leaders in the global fintech investment space, this book aggregates diverse industry expertise into a single informative volume to provide entrepreneurs, bankers and investors with the answers they need to capitalize on this lucrative market. Key industry developments are explained in detail, and critical insights from cutting-edge practitioners offer first-hand information and lessons learned. The financial technology sector is booming and The FINTECH Book is the first crowd-sourced book on the subject globally, making it an invaluable source of information for anybody working in or interested in this space.

Susanne Chishti is CEO of FINTECH Circle, Europe’s first Angel Network focused on FinTech opportunities and London’s FINTECH Tours. She is also the Chairman of FINTECH Circle Innovate and recognized in the European Digital Financial Services ‘Power 50’ 2015, an independent ranking of the most influential people in digital financial services in Europe. She is in the top 15 FinTech UK Twitter influencers.

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.

Also by Susanne Chishti & Janos Barberis

The INSURTECH Book
The Insurance Technology Handbook for Investors, Entrepreneurs and Change-Makers
Susanne Chishti & Janos Barberis
ISBN: 978-1-119-36221-0
May 2018 • 328pp

The WEALTHTECH Book
The Investment Technology Handbook for Money Managers, Entrepreneurs and Change-Makers
Susanne Chishti & Janos Barberis
May 2018 • 336pp

The REGTECH Book
The Regulation Technology Handbook for Investors, Entrepreneurs and Change-Makers
Susanne Chishti & Janos Barberis
Mar 2019 • 224pp
The Bitcoin Standard
The Decentralized Alternative to Central Banking

Saifedean Ammous

Licensed in Croatian, Finnish, French, German, Korean, Orthodox Chinese, 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

Investigating Cryptocurrencies
Understanding, Extracting, and Analyzing Blockchain Evidence

Nick Furneaux

ISBN: 978-1-119-48058-7 • Aug 2018 • 320pp • Wiley
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The 12 Week Year
Get More Done in 12 Weeks Than Others Do in 12 Months

Brian P. Moran & Michael Lennington

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
It’s Okay to Manage Your Boss
The Step-by-Step Program for Making the Best of Your Most Important Relationship at Work

Bruce Tulgan

Licensed in Arabic, Estonian, Korean, Portuguese, Russian, Thai

The follow-up to the bestselling It’s Okay to Be the Boss. A novel approach to managing up, It’s Okay to Manage Your Boss is an invaluable resource for employees who want to work more effectively with their managers.

Tulgan argues that as managers demand more and more from their employees, they are also providing them with less guidance than ever before. Since the number-one factor in employee success is the relationship between employees and their immediate managers, employees need to take greater responsibility for getting the most out of that relationship. Drawing on years of experience training managers and employees, Tulgan reveals the essential things employees should get from their bosses to guarantee success at work: clear expectations; the skills needed to perform their jobs; honest feedback, recognition or rewards.

Bruce Tulgan is an adviser to business leaders all over the world and a sought-after speaker and seminar leader. He is the founder of Rainmaker Thinking, a workplace research and training firm, and has written for the New York Times, USA Today, Harvard Business Review, and HR Magazine. He is the author of numerous books, including the bestselling It’s Okay to Be the Boss, and the classics Managing Generation X, and Not Everyone Gets a Trophy. Tulgan holds a fourth-degree black belt in karate and is married to Debby Applegate, winner of the 2007 Pulitzer Prize for Biography.

Also by Bruce Tulgan

The 27 Challenges Managers Face
Step-by-Step Solutions to (Nearly) All of Your Management Problems

Bruce Tulgan
ISBN: 978-1-118-72559-7
Oct 2014 • 256pp • Jossey-Bass
Licensed in Arabic, Korean, Portuguese, Russian, Simplified Chinese, Spanish, Vietnamese

Not Everyone Gets A Trophy
How to Manage Generation Y

Bruce Tulgan
ISBN: 978-0-470-25626-8
Mar 2009 • 192pp • Jossey-Bass
Licensed in Russian, Spanish

Bridging the Soft Skills Gap
How to Teach the Missing Basics to Today’s Young Talent

Bruce Tulgan
ISBN: 978-1-118-72564-1
Oct 2015 • 288pp • Jossey-Bass
Licensed in Arabic, Portuguese, Russian, Simplified Chinese, Vietnamese
Organizational Culture and Leadership, 5th Edition
Edgar H. Schein & Peter Schein

Licensed in German, Italian, Japanese, Orthodox Chinese, Russian, Simplified Chinese, Vietnamese

Previous Edition Licensed in Japanese, Korean, Russian, Simplified Chinese, Vietnamese

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 German, Italian, Japanese, Orthodox Chinese, Simplified Chinese

The Corporate Culture Survival Guide, New and Revised Edition
Edgar H. Schein
Sep 2009 • 256pp
Licensed in Japanese, Polish, Simplified Chinese
The Future of Work
Attract New Talent, Build Better Leaders, and Create a Competitive Organization

Jacob Morgan
Licensed in Arabic, French, Italian, Korean, Simplified Chinese, Vietnamese

Predicting the future of employee, management, and organizational interaction.
Throughout the history of business employees had to adapt to managers, and managers had to adapt to organizations. In the future this is reversed with managers and organizations adapting to employees. This means that in order to succeed and thrive organizations must rethink and challenge everything they know about work. The demographics of employees are changing and so are employee expectations, values, attitudes, and styles of working. Conventional management models must be replaced with leadership approaches adapted to the future employee. Organizations must also rethink their traditional structure, how they empower employees, and what they need to do to remain competitive in a rapidly changing world. This is a book about how employees of the future will work, how managers will lead, and what organizations of the future will look like.

Jacob Morgan is a futurist and globally recognized thought leader on the future of work and collaboration. He is the principal and co-founder of Chess Media Group, a management consulting and strategic advisory firm that focuses on the future of work and collaboration. Jacob has worked with many leading companies, and speaks at conferences and events around the world. He is the author of the bestselling, The Collaborative Organization, and has a column for Forbes.

Also by Jacob Morgan
The Employee Experience Advantage
How to Win the War for Talent by Giving Employees the Workspaces They Want, the Tools They Need, and a Culture They Can Celebrate
Jacob Morgan & Marshall Goldsmith (Foreword by)
ISBN: 978-1-119-32162-0
May 2017 • 304pp
Licensed in Japanese, Vietnamese

The Future of Leadership
Jacob Morgan
Feb 2020 • 200pp
The Leadership Challenge, 6th Edition
How to Make Extraordinary Things Happen in Organizations

James M. Kouzes & Barry Z. Posner

Licensed in Arabic, 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
Low-Hanging Fruit
77 Eye-Opening Ways to Improve Productivity and Profits

Jeremy Eden & Terri Long

Licensed in Arabic, Czech, Italian, Japanese, Korean, Orthodox Chinese, Russian, Thai

A straightforward, valuable guide to reduce effort and raise profits.

Step inside any organization, even a very successful one, and you’ll probably find a lot of waste if you know where to look. From providing a feature that consumers don’t care about to exhausting efforts on tasks that only require adequate attention, there are countless areas where resources go down the drain. In *Low-Hanging Fruit* Jeremy Eden and Terri Long provide 77 of their most effective techniques for improvement, each drawn from their success working with major companies. For more than twenty years, Jeremy Eden and Terri Long have helped companies of all sizes make millions by harvesting their ‘low-hanging fruit’. In this practical guide, Eden and Long share valuable, refreshing insights in entertaining chapters that get straight to the point. This book shows how to smoothly shift approach, priorities, and mindset to reveal the hidden potential in any organization. Everyone, from a member of a small team to a global executive, can learn from this book how to identify and solve hidden problems, improve productivity, and increase profits.

Jeremy Eden and Terri Long have worked with the CEOs of a wide range of companies in both size and industry to guide their teams through a galvanizing earnings growth process. They have worked with companies such as PNC Financial, H.J. Heinz, Manpower, The Schwan Food Company, Energy East, Webster Financial, and Standard Register, among many others.
The Carpenter
A Story About the Greatest Success Principles of All

Jon Gordon & Ken Blanchard (Foreword By)

Licensed in Arabic, Bahasa Indonesian, Czech, Croatian, German, Italian, Korean, Orthodox Chinese, Persian, Polish, Romanian, Spanish, Thai, Turkish, Vietnamese

Bestselling author Jon Gordon’s most inspiring book, this was selected as a top 10 business book of 2014 by Time magazine.

The Carpenter is the story of Michael, who wakes up in hospital after collapsing while on a morning jog. Michael’s collapse was caused by the fear and stress of building his growing business. Michael visits the man who saved his life: a carpenter, who Michael quickly learns is so much more — he is also a builder of lives, careers, people, and teams. As the carpenter shares his wisdom, Michael attempts to save his business in the face of adversity, rejection, fear, and failure. Along the way he learns that there’s no such thing as an overnight success but there are timeless principles to help you stand out, excel, and make an impact on people and the world.

Drawing upon his work with countless leaders, sales people, professional and college sports teams, non-profit organizations and schools, Jon Gordon shares an entertaining and enlightening story that will inspire you to build a better life, career, and team with the greatest success strategies of all.

Jon Gordon (www.jongordon.com) has published numerous bestselling books that have sold more than 2.7 million copies. His books have been used by companies such as Campbell’s Soup, New York Public Library, and The Ritz-Carlton. He speaks at over 75 engagements internationally each year, reaching tens of thousands of people.

Also by Jon Gordon

The Power of Positive Leadership
How and Why Positive Leaders Transform Teams and Organizations and Change the World
Jon Gordon
May 2017 • 208pp
Licensed in Arabic, Korean, Polish, Portuguese, Simplified Chinese, Turkish, Vietnamese

The Coffee Bean
Jon Gordon
ISBN: 978-1-119-43027-8
Jun 2019 • 188pp • Wiley
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

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, Korean, Portuguese, Spanish

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

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 Arabic, Korean, Russian, Simplified Chinese
The Ideal Team Player
How to Recognize and Cultivate
The Three Essential Virtues

Patrick Lencioni

Bestselling author Patrick Lencioni’s most recent Smash Hit!

Building a great team is a complex endeavor. It’s not as simple as collecting the right skill sets — the human element is actually a more critical factor in long-term performance. A collection of people can either clash and crash, or feed off one another’s energy to produce incredible results. In The Ideal Team Player Lencioni brings us more deep teambuilding insight in fable form. We continue the story from The Five Dysfunctions as we follow Jeff Shanley to Napa, where he draws on the lessons learned from DecisionTech CEO Kathryn Petersen as he takes over the family business. Frustrated by a series of bad hires, Jeff turns to a local college basketball coach to learn the secrets of building a great team. The reader learns along with Jeff as the coach relates the three major traits that impact the team’s success more than any technical approach, and the teambuilding recipe that yields great results every time. A nonfiction model follows the story to show how to implement these ideas in the real world, and find the right people for the job by:

- Discovering the types of people every team needs
- Learning the three critical traits used to evaluate team players
- Utilizing evaluation criteria on an ongoing basis

The Ideal Team Player explains how to evaluate prospects and pick the stars that shine brightest together.

Patrick Lencioni is founder and president of The Table Group, a consulting firm dedicated to building healthy organizations. The Wall Street Journal called him one of the most sought-after business speakers in the US. Lencioni’s Wiley books have sold over 5.6 million copies.

The Five Dysfunctions of a Team
A Leadership Fable

Patrick Lencioni

Licensed in Arabic, Bahasa Indonesian, Danish, Dutch, Estonian, Finnish, French, German, Hungarian, Italian, Korean, Polish, Russian, Simplified Chinese, Spanish, Thai, Turkish, Ukrainian

Bestselling author Patrick Lencioni’s most recent Smash Hit!

Building a great team is a complex endeavor. It’s not as simple as collecting the right skill sets — the human element is actually a more critical factor in long-term performance. A collection of people can either clash and crash, or feed off one another’s energy to produce incredible results. In The Five Dysfunctions of a Team Lencioni brings us more deep teambuilding insight in fable form. We continue the story from The Five Dysfunctions as we follow Jeff Shanley to Napa, where he draws on the lessons learned from DecisionTech CEO Kathryn Petersen as he takes over the family business. Frustrated by a series of bad hires, Jeff turns to a local college basketball coach to learn the secrets of building a great team. The reader learns along with Jeff as the coach relates the three major traits that impact the team’s success more than any technical approach, and the teambuilding recipe that yields great results every time. A nonfiction model follows the story to show how to implement these ideas in the real world, and find the right people for the job by:

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The Five Dysfunctions of a Team explains how to evaluate prospects and pick the stars that shine brightest together.

Patrick Lencioni is founder and president of The Table Group, a consulting firm dedicated to building healthy organizations. The Wall Street Journal called him one of the most sought-after business speakers in the US. Lencioni’s Wiley books have sold over 5.6 million copies. The Five Dysfunctions of a Team alone has sold over 3.3 million copies and has been on the bestseller lists of the New York Times, Wall Street Journal, BusinessWeek and others.

Also by Patrick Lencioni

The Advantage
Why Organizational Health Trumps Everything Else in Business

Patrick Lencioni

Licensed in Arabic, Czech, Dutch, French, German, Japanese, Korean, Orthodox Chinese, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Spanish, Thai, Ukrainian, Vietnamese

The Five Dysfunctions of a Team
A Leadership Fable

Patrick Lencioni

Licensed in Arabic, Bulgarian, Czech, Danish, Finnish, French, German, Greek, Hebrew, Hungarian, Italian, Lithuanian, Norwegian, Polish, Portuguese, Romanian, Russian, Serbian, Slovakian, Swedish, Thai, Ukrainian, Vietnamese

3.3M sold!

360,000 sold!
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Patrick Lencioni
Mar 2004 • 270pp • Jossey-Bass
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Patrick Lencioni
Feb 2010 • 240pp • Jossey-Bass
Licensed in Finnish, Polish, Portuguese, Simplified Chinese, Swedish, Thai

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A Leadership Fable About Destroying the Barriers That Turn Colleagues Into Competitors
Patrick Lencioni
Mar 2006 • 224pp • Jossey-Bass
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The 3 Big Questions for a Frantic Family
A Leadership Fable... About Restoring Sanity To The Most Important Organization In Your Life
Patrick Lencioni
ISBN: 978-0-7879-9532-4
Sep 2008 • 240pp • Jossey-Bass
Licensed in German, Korean, Polish, Portuguese

The Three Signs of a Miserable Job
A Fable for Managers (And Their Employees)
Patrick Lencioni
Aug 2007 • 272pp • Jossey-Bass
Licensed in Arabic, Bahasa Indonesian, Dutch, German, Italian, Japanese, Korean, Orthodox Chinese, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Spanish, Turkish

The Four Obsessions of an Extraordinary Executive
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Patrick Lencioni
ISBN: 978-0-7879-5403-1
Sep 2000 • 208pp • Jossey-Bass
Licensed in Arabic, Bulgarian, German, Indonesian, Japanese, Korean, Orthodox Chinese, Polish, Portuguese, Russian, Simplified Chinese, Spanish, Vietnamese

The Five Temptations of a CEO
A Leadership Fable
Patrick Lencioni
Jul 2008 • 160pp • Jossey-Bass
Licensed in German, Portuguese, Romanian, Simplified Chinese
Previous Editions Licensed in Arabic, Dutch, Korean

Overcoming the Five Dysfunctions of a Team
A Field Guide for Leaders, Managers, and Facilitators
Patrick Lencioni
ISBN: 978-0-7879-7637-8
Apr 2005 • 176pp • Jossey-Bass
Licensed in Bulgarian, German, Indonesian, Korean, Norwegian, Orthodox Chinese, Polish, 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 High-Potential Leader_
How to Grow Fast, Take on New Responsibilities, and Make an Impact

Ram Charan & Geri Willigan

ISBN: 978-1-119-28695-0 • Apr 2017 • 240pp • Wiley

Licensed in Arabic, Bahasa Indonesian, Korean, Simplified Chinese, Spanish, Turkish
The Joy of Leadership
How Positive Psychology Can Maximize Your Impact (and Make You Happier) in a Challenging World

Tal Ben-Shahar & Angus Ridgway

Licensed in Dutch, French, Hebrew, Japanese, Romanian, Russian, Simplified Chinese, Spanish

The difference between flourishing and floundering is 10X. The difference between quantity and quality is a factor of 10. The difference in levels of engagement is exponential. People functioning at the highest level are what the authors call 10x leaders. Research on these leaders consistently brought up five major strengths. This book teaches readers to become 10x better leaders using these 5 key areas (SHARP):

- **Strengths**: 10X leaders stop trying to eliminate weaknesses and learn to focus on their strengths
- **Health**: 10X leaders stop trying to eliminate stress and learn how to integrate periods of restoration
- **Absorption**: 10X leaders stop waiting for the lightning of focus and creativity to strike and learn how to achieve consistent engagement and presence
- **Relationships**: 10X leaders stop trying to exert power and control and learn to cultivate healthy relationships through positivity and authenticity
- **Purpose**: 10X leaders stop grinding out tasks and learn how to find meaning and commitment in everything they do

The 10X elixir of peak performance comes not from focusing on just one of these areas, but from learning to light the fire of all five aspects of SHARP and functioning naturally with them on a daily basis. If one of the five isn’t taken care of it affects the performance of the whole. But if you focus on all five areas, you will not only be more likely to find what helps you most, you have the best chance of enjoying the synergy of performance multiplication.

**Tal Ben-Shahar** (Israel; www.potentialife.com) is a speaker and author of the international bestsellers *Happier* and *Being Happy*. He taught two of the largest classes in Harvard University’s history, Positive Psychology and The Psychology of Leadership. Today, Tal consults and lectures around the world to executives in multi-national corporations, the general public, and at-risk populations. The topics he lectures on include leadership, happiness, education, innovation, ethics, self-esteem, resilience, goal setting, and mindfulness. His books have been translated into more than twenty-five languages, and have appeared on best-sellers lists around the world. He obtained his PhD in Organizational Behavior and BA in Philosophy and Psychology from Harvard. He is Co-Founder and Chief Learning Officer at Potential life, a leadership development organization.

**Angus Ridgway** (London, UK) is Co-Founder and CEO of Potential life. Previously he was with McKinsey, and led the Strategy Practice in Europe, Middle East and Africa, overseeing the work of over 1,000 colleagues. Additionally, for over 10 years he led Leadership Development functions at McKinsey, most recently for the global group of 1,500 Partners. His interest in leadership came from his astonishment at the diversity of leadership profiles he saw in his clients over the years.
The Persuasion Code
How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime

Christophe Morin & Patrick Renvoise

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 NeuroMap™: 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 • Dec 2018 • 272pp
Licensed in Simplified Chinese, Vietnamese
The New Rules of Marketing and PR, 6th Edition
How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly

David Meerman Scott

Licensed in Arabic

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

The #1 bestseller.
A step-by-step action plan for harnessing the power of modern marketing and PR to directly communicate with buyers, raise visibility, and increase sales. This practical guide is written for marketing professionals, PR professionals, and entrepreneurs who want to grow their businesses and create success. Learn how companies, nonprofits, and organizations of all sizes can leverage web-based content to get timely, relevant information to eager, responsive buyers for a fraction of the cost of big-budget campaigns. This extensively revised fifth edition includes:

- Dozens of compelling case studies with revisions
- Real-world examples of content marketing and inbound marketing strategies
- A fresh introduction
- A new chapter on sales and service
- Coverage of the latest social media platforms, including Periscope, Meerkat, 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
Content Rules, 2nd Edition
How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business

Ann Handley & C.C. Chapman

Previous Editions Licensed: Czech, Italian, Japanese, Korean, Polish, Portuguese, Russian, Simplified Chinese, Turkish, Vietnamese

The guide to creating engaging web content and building a loyal following, revised and updated

Blogs, YouTube, Facebook, Twitter and other publishing platforms are giving everyone a “voice,” including organizations and their customers. To be successful, businesses must speak directly with their customers or prospects through a comprehensive strategy that allows them to reach new customers at every stage of the buying cycle. They must find their voice and create bold and compelling content that people want to consume and which speaks to their needs or wants or desires. Yeah, yeah... so you know all that. But how can you create bold stories, videos, and blog posts that cultivate fans, arouse passion for your products or services, and ignite your business? The second edition of Content Rules is a how-to book of both the art and science of developing marketing content that people care about interwoven with case studies of companies that are successfully spreading their ideas online--and using them to establish credibility and build a loyal customer base. Business owners and marketers who read this book will learn:

• The art of storytelling and the science of journalism
• What it means to be a “publisher” and why what you publish is the cornerstone of your marketing
• How to find an authentic “voice” and craft bold content that will resonate with prospects and buyers and encourage them to share it with others
• How to leverage social media and social tools to get your content and ideas distributed as widely as possible

Ann Handley (Andover, MA; marketingprofs.com) is the Chief Content Officer of Marketing Profs, a rich and trusted resource of marketing know-how.

C.C. Chapman (Milford, MA; www.cc-chapman.com) is the co-author of the International bestseller Content Rules and is also the author of Amazing Things Will Happen.

Also by Ann Handley

Everybody Writes
Your Go-To Guide to Creating Ridiculously Good Content

Ann Handley

ISBN: 978-1-118-90555-5 • Nov 2014 • 320pp

Licensed in Italian, Japanese, Korean, Russian, Simplified Chinese, Turkish
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

Most salespeople and sales leaders who marvel at the consistent year in and year out performance of sales superstars are blind to the real reason for their success. Unwilling to accept that the foundational root of all success in sales is a fanatical focus on prospecting, they waste time tilting at windmills on their quixotic pursuit of fads, silver bullets, and secret formulas they believe will deliver them into arms of success with little effort.

Superstars are aware that failure in sales is not caused by a deficit of talent, skills, or training. Not a poor territory or inferior product. Not sub-par communication and presentation skills. Not a failure to ask for the business and close. Not terrible sales managers. The brutal fact is the number one reason for failure in sales is an empty pipe. The root cause of an empty pipeline is the failure to consistently prospect.

For leaders, this book will be a core resource that aids teaching and coaching salespeople to become more effective prospectors. For salespeople, this book will explain the how and why behind the most important activity in sales and teach the skills and techniques required to become both effective and efficient at prospecting.

Jeb Blount (Thompson, Georgia; 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.

Also by Jeb Blount

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 • Wiley
Licensed in Bahasa Indonesian, Italian, Portuguese, Simplified Chinese, Turkish, Vietnamese

Objections
Jeb Blount & Mark Hunter
TBA • 240pp
Licensed in Arabic, Italian, Portuguese, Russian, Simplified Chinese, Vietnamese
Jeffrey Gitomer’s Sales Bible, New Edition
The Ultimate Sales Resource

Jeffrey Gitomer

Licensed in Arabic, German, Hungarian, Italian, Polish, Vietnamese
Previous Editions Licensed in Arabic, Bulgarian, Italian, Romanian, Serbian, Turkish, Vietnamese

The Sales Bible softbound — new edition with social media answers

Global sales authority Jeffrey Gitomer’s bestselling classic, The Sales Bible, has been updated and appended in this new edition, offering you the ultimate sales methods and strategies that really work — every day, in real-world selling situations. With over 200,000 copies of the previous editions sold, The Sales Bible was listed as one of ‘The Ten Books Every Salesperson Should Own and Read’ by the Dale Carnegie Sales Advantage Program.

The Sales Bible is your personal, trusted, authoritative resource to reach your sales potential and shine like a star. Accept no substitutes. Here are a few highlights:

• The 10.5 Commandments of Selling
• Generate leads and close sales in any market environment
• Find 25 proven ways to set hard-to-get appointments
• Use top-down selling to fill your sales pipeline with prospects who are ready to buy now
• Ask the right questions to make more sales in half the time
• How to use the top social media platforms to create inbound leads and prove value

The Sales Bible has helped tens of thousands of salespeople all over the world reach their potential and close the deal — and it can help you. So what are you waiting for?

Jeffrey Gitomer is a global authority on sales and customer loyalty, giving public and corporate seminars, running annual sales meetings, and conducting live and virtual training programs on selling, attitude, trust, customer loyalty, and personal development.

Also by Jeffrey Gitomer

Jeffrey Gitomer’s Little Book of Leadership
The 12.5 Strengths of Responsible, Reliable, Remarkable Leaders That Create Results, Rewards, and Resilience

Jeffrey Gitomer & Paul “Doc” Hersey
ISBN: 978-0-470-94457-8
Jun 2011 • 224pp
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Jeffrey Gitomer’s Very Little but Very Powerful Book on Closing
Ask the Right Questions, Transfer the Value, Create the Urgency, and Win the Sale

Jeffrey Gitomer
ISBN: 978-1-118-98652-3
Dec 2015 • 80pp
Licensed in Italian, Polish, Portuguese, Russian, Spanish
Marketing 4.0
Moving from Traditional to Digital

Philip Kotler, Hermawan Kartajaya & Iwan Setiawan

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

Today’s customers have less time and attention to devote to your brand — and they are surrounded by alternatives every step of the way. You need to stand up, get their attention, and deliver the message they want to hear. This book examines the marketplace’s shifting power dynamics, the paradoxes wrought by connectivity, and the increasing sub-culture splintering that will shape tomorrow’s consumer; this foundation shows why Marketing 4.0 is becoming imperative for productivity, and this book shows you how to apply it to your brand today.

Marketing 4.0 takes advantage of the shifting consumer mood to reach more customers and engage them more fully than ever before. Exploit the changes that are tripping up traditional approaches, and make them an integral part of your methodology. This book gives you the world-class insight you need to make it happen.

- Discover the new rules of marketing
- Stand out and create WOW moments
- Build a loyal and vocal customer base
- Learn who will shape the future of customer choice

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 (Jakarta, Indonesia) runs MarkPlus Consulting, the largest marketing consulting firm in Indonesia, and is co-author with Kotler of several books.

Iwan Setiawan (Jakarta, Indonesia) is a business writer and senior consultant at MarkPlus Consulting, where he consults for clients on marketing strategies.
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Ten Types of Innovation
The Discipline of Building Breakthroughs

Larry Keeley, Ryan Pikkel, Brian Quinn & Helen Walters

Innovation principles to bring about meaningful and sustainable growth in your organization

Using a list of more than 2,000 successful innovations, including Cirque du Soleil, early IBM mainframes, the Ford Model-T, and many more, the authors applied a proprietary algorithm and determined ten meaningful groupings — the Ten Types of Innovation — that provided insight into innovation. The Ten Types of Innovation explores these insights to diagnose patterns of innovation within industries, to identify innovation opportunities, and to evaluate how firms are performing against competitors. The framework has proven to be one of the most enduring and useful ways to start thinking about transformation.

- Details how you can use these innovation principles to bring about meaningful — and sustainable — growth within your organization
- Author Larry Keeley is a world renowned speaker, innovation consultant, and president and co-founder of Doblin, the innovation practice of Monitor Group; BusinessWeek named Keeley one of seven Innovation Gurus who are changing the field

The Ten Types of Innovation concept has influenced thousands of executives and companies around the world since its discovery in 1998. The Ten Types of Innovation is the first book explaining how to implement it.

Larry Keeley (www.monitortalent.com; Cambridge, MA) is a world renowned speaker, innovation consultant, and president and co-founder of Doblin, the innovation practice of Monitor Group, which was founded by Michael Porter and is one of the world's leading global consulting practices. BusinessWeek named Keeley one of seven Innovation Gurus who are changing the field, and cited Doblin for having many of the most sophisticated tools for delivering innovation effectiveness. Larry also teaches innovation strategy at Illinois Institute of Technology and at the Institute of Design in Chicago, the first design school in the U.S. with a Ph.D. program.

Helen Walters is a writer and editor at Doblin and Monitor Group, and was previously innovation and design editor at BusinessWeek. She is the TED conference's official on-site blogger and has some 13,600 followers on Twitter, while her daily blog of innovation-related updates, Thought You Should See This, has over 20,000 subscribers. She is still a regular writer on innovation and design, is a contributing editor to her alma mater, Creative Review, and contributes opinion pieces to publications including Design Observer, Fast Company and Core77.com.
Business Model Generation
A Handbook for Visionaries, Game Changers, and Challengers
Alexander Osterwalder & Yves Pigneur

Features practical innovation techniques used today by leading consultants and companies worldwide

Business Model Generation is a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. If your organization needs to adapt to harsh new realities, but you don't yet have a strategy that will get you out in front of your competitors, you need Business Model Generation.

Co-created by 470 “Business Model Canvas” practitioners from 45 countries, the book features a beautiful, highly visual, 4-color design that takes powerful strategic ideas and tools, and makes them easy to implement in your organization. It explains the most common Business Model patterns, based on concepts from leading business thinkers, and helps you reinterpret them for your own context. You will learn how to systematically understand, design, and implement a game-changing business model — or analyze and renovate an old one. Along the way, you’ll understand at a much deeper level your customers, distribution channels, partners, revenue streams, costs, and your core value proposition.

Alexander Osterwalder is based in Lausanne, Switzerland and is a speaker, workshop facilitator and strategy consultant to organizations in 20 countries on all continents and writes a popular blog on business model innovation.

Yves Pigneur is Professor of Management Information Systems at the University of Lausanne, and visiting professor at Georgia State University, Hong Kong University of Science and Technology, and the University of British Columbia.
Value Proposition Design
How to Create Products and Services Customers Want

Alexander Osterwalder, Yves Pigneur, Greg Bernarda, Alan Smith & Trish Papadakos

Licensed in Arabic, Bahasa Indonesian, Czech, Danish, Dutch, Estonian, French, Georgian, German, Greek, Hebrew, Italian, Japanese, Korean, Norwegian, Orthodox Chinese, Persian, Polish, Portuguese, Russian, Simplified Chinese, Spanish, Thai, Turkish, Ukrainian, Vietnamese

The authors of the international bestseller Business Model Generation explain how to create value propositions customers can’t resist

Value Proposition Design helps readers tackle the core challenge of every business — creating compelling products and services customers want to buy. This highly practical book, paired with its online companion, teaches the processes and tools needed to create products that sell.

Using the same stunning visual format as the authors’ global bestseller, Business Model Generation, this sequel explains how to use the “Value Proposition Canvas” to design, test, create, and manage products and services customers actually want.

Value Proposition Design is for anyone who has been frustrated by new product meetings based on hunches and intuitions; it’s for anyone who has watched an expensive new product launch fail in the market. The book will help you understand the patterns of great value propositions, get closer to customers, and avoid wasting time with ideas that won’t work. You’ll learn the simple process of designing and testing value propositions, that perfectly match customers’ needs and desires.

In addition the book gives you exclusive access to an online companion on Strategyzer.com. You will be able to assess your work, learn from peers, and download pdfs, checklists, and more.

Dr. Alexander Osterwalder and Alan Smith are co-founders of Strategyzer.com, a company specializing in tools to design, test, and manage strategies, business models and value propositions.

Dr. Yves Pigneur is a professor of management and information systems at the University of Lausanne.

Greg Bernarda is a consultant and certified Strategyzer coach specialized in strategy and innovation.

Trish Papadakos is a renowned designer and photographer.

Alan Smith is obsessed with design, business, and the ways we do them. A design-trained entrepreneur, he has worked across film, television, print, mobile, and web.
The Design Thinking Playbook
Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems

Michael Lewrick, Patrick Link & Larry Leifer

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

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 Swisscomm, 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.
A one-page tool to reinvent yourself and your career

The global bestseller *Business Model Generation* introduced a unique visual way to summarize and creatively brainstorm any business or product idea on a single sheet of paper. *Business Model You* uses the same powerful one-page tool to teach readers how to draw “personal business models,” which reveal new ways their skills can be adapted to the changing needs of the marketplace to reveal new, more satisfying, career and life possibilities. Produced by the same team that created *Business Model Generation*, this book is based on the *Business Model Canvas* methodology, which has quickly emerged as the world's leading business model description and innovation technique. This book shows readers how to:

- Understand business model thinking and diagram their current personal business model
- Understand the value of their skills in the marketplace and define their purpose
- Articulate a vision for change
- Create a new personal business model harmonized with that vision, and most important, test and implement the new model
- When you implement the one-page tool from Business Model
- You, you create a game-changing business model for your life and career.

**Tim Clark** is a professor of business, multimillionaire entrepreneur and author. He was editor of the international bestseller *Business Model Generation*. As a psychology major at Stanford University, Clark developed a keen interest in vocational counseling. Following the sale of his latest company, Clark devoted himself exclusively to teaching and writing, focusing on his “entrepreneurship for everyone” approach to personal career development.

**Alexander Osterwalder**, PhD is an international speaker, workshop facilitator and strategy consultant. He writes a popular blog on business model innovation at www.businessmodelalchemist.com.

**Yves Pigneur**, PhD, is a professor of business at the University of Lausanne, Switzerland.
VISUAL THINKING

Visual Meetings
How Graphics, Sticky Notes and Idea Mapping Can Transform Group Productivity

David Sibbet

Licensed in Bahasa Indonesian, Dutch, German, Italian, Japanese, 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: 978-1-118-47165-4
Jan 2013 • 256pp • Wiley
Licensed in Bahasa Indonesian, Korean, Portuguese, Russian, Simplified Chinese, Spanish, Vietnamese

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

David Sibbet
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Nov 2011 • 320pp
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Visual Consulting
Designing and Leading Change

David Sibbet
ISBN: 978-1-119-37534-0
Oct 2018 • 288pp • Wiley
**Gear Up**
Test Your Business Model Potential and Plan Your Path to Success

Lena Ramfelt, Jonas Kjellberg & Tom Kosnik

Licensed in Arabic, Danish, Dutch, German, Greek, Italian, Polish, Russian, Simplified Chinese, Thai, Vietnamese

A business boot-camp developed at Harvard Business School and Stanford University.

Big, bright and brilliant, *Gear Up* is an engaging and practical workbook for anyone looking to pursue a fresh business opportunity or grow an existing one. It features clear, easy-to-follow steps to test a business idea, assess its potential, and make it work! Based on a revolutionary 9-component framework, *Gear Up* offers entrepreneurs, intrapreneurs, innovative executives, and business students a toolkit to bring their ideas to life and transform them into highpotential ventures. *Gear Up* also comes with educators’ support materials available at gearupventures.com. The authors’ combination of academic knowledge and real-life experience is the foundation for the book.

**Lena Ramfelt** holds a PhD from Stockholm University. She joined forces with Tom Kosnik at Stanford and the two of them have been teaching together for the past 15 years. Together they interviewed, explored and captured information on these growing Silicon Valley companies. Lena now splits her time between consulting and tuition.

**Tom Kosnik** is a Professor at Stanford University. Tom started his teaching journey at Harvard. This is where he laid the foundation for *Gear Up* by initiating the work with the DDART framework — Diagnose, Decision, Analysis and Reality Test developed after many years of research with the goal to support students, entrepreneur and business to decipher new and exciting business opportunities. Tom regularly speaks at events around the world.

**Jonas Kjellberg** is a serial entrepreneur and was a member of the Skype leadership team. Jonas had a vision to take lessons learned from hyper-growth companies, include that with what was taught at world class universities and revamp it to create a user-friendly mix and make it accessible to the world.

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**Related Titles**

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VISUAL THINKING

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)

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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
Patrick Van Der Pijl, Justin Lockitz & Roland Winjten
Sep 2019 • 288pp
Disciplined Entrepreneurship
24 Steps to a Successful Startup

Bill Aulet

Licensed in Arabic, Croatian, French, German, Italian, Japanese, Korean, Mongolian, Orthodox Chinese, Persian, Polish, Portuguese, Russian, 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
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HTML and CSS
Design and Build Websites
Jon Duckett

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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

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Jon Duckett
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220,000 sold!
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Martin O’Hanlon & David Whale

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Learn valuable programming skills while building your own Minecraft adventure!

If you love playing Minecraft and want to learn how to code and create your own mods, this book was designed just for you.

Among other things, you will:

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- Build houses, structures, and make a 3D duplicating machine
- Build intelligent objects and program an alien invasion
- Build huge 2D and 3D structures like spheres and pyramids
- Build a custom game controller using a BBC micro:bit 2122
- Plan and write a complete interactive arena game

Adventures in Minecraft teaches you how to make your favorite game even better, while you learn to program by customizing your Minecraft journey.

Martin O’Hanlon (Birmingham, UK) describes himself as a professional Geek and amateur snowboarder. Martin blogs about technology, Minecraft and Raspberry Pi at stuffaboutcode.de.

David Whale (Essex, UK) is a professional software engineer. He regularly volunteers for The Institution of Engineering and Technology, which provides support at many schools, public workshops and tech camps.

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Christopher Hadnagy

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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, Turkish, Simplified Chinese
Eben Upton & Gareth Halfacree

Licensed in French, Italian, Portuguese, Simplified Chinese, Spanish
Previous Editions Licensed in Czech, French, German, Italian, Japanese, Korean, Orthodox Chinese, Polish, Portuguese, Simplified Chinese, Spanish

This is the 4th Edition of the runaway bestseller, *Raspberry Pi User Guide*. The Raspberry Pi was created by the UK Non-profit Raspberry Pi Foundation to help get kids interested in programming. Affordable, portable, and utterly adorable, the Pi exceeded all expectations, introducing millions of people to programming since its creation. As the creator of Raspberry Pi, Eben Upton is the most expert author there could be: there is no more authoritative source, and Gareth Halfacree is a long-time tech author and expert on the Raspberry Pi. *Raspberry Pi User Guide* has become the Unofficial Official guide: the go-to book for anyone starting out with the Pi. While ‘unofficial’, the book has the Raspberry Pi Foundation’s blessing and has Raspberry Pi’s logo in prominent place on the cover. This edition covers the revision 3 Raspberry Pi board and its software, and includes new material on Minecraft on the Pi, and Raspberry Pi and Arduino.

Eben Upton is the co-creator of the Raspberry Pi board and the co-founder of the Raspberry Pi Foundation.

Gareth Halfacree is a long-time tech author and expert on the Raspberry Pi.

Related Title
Exploring Raspberry Pi
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Derek Molloy
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Exploring Arduino, 2nd Edition
Tools and Techniques for Engineering Wizardry

Jeremy Blum

Licensed in Spanish
Previous Editions Licensed in Korean, Orthodox Chinese, Portuguese, Russian, Simplified Chinese, 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.
Wireshark for Security Professionals
Using Wireshark and the Metasploit Framework

Jessey Bullock & Jeff T. Parker

Licensed in Italian, Korean, Orthodox Chinese, Portuguese, Simplified Chinese

Master Wireshark to solve real-world security problems

If you don't already use Wireshark for a wide range of information security tasks, you will after this book. Mature and powerful, Wireshark is commonly used to find root cause of challenging network issues. This book extends that power to information security professionals, complete with a downloadable, virtual lab environment.

Wireshark for Security Professionals covers both offensive and defensive concepts that can be applied to essentially any InfoSec role. Whether into network security, malware analysis, intrusion detection, or penetration testing, this book demonstrates Wireshark through relevant and useful examples.

- Master the basics of Wireshark
- Explore the virtual w4sp-lab environment that mimics a real-world network
- Gain experience using the Debian-based Kali OS among other systems
- Understand the technical details behind network attacks
- Execute exploitation and grasp offensive and defensive activities, exploring them through Wireshark
- Employ Lua to extend Wireshark features and create useful scripts

Jessey Bullock is a Senior Application Security Engineer with a game company. Having previously worked at both NGS and iSEC Partners as a consultant, he has a deep understanding of application security and development, operating systems internals, and networking protocols. Jessey has experience working across multiple industry sectors, including health care, education, and security. Jessey holds multiple security certifications, including CISSP, CCNA, CWNA, GCFE, CompTIA Security+, CompTIA A+, OSCP, GPEN, CEH, and GXPN.

Jeff T. Parker is a seasoned IT security consultant with a career spanning 3 countries and as many Fortune 100 companies. Now in Halifax, Canada, Jeff enjoys life most with his two young children, hacking professionally while they're in school.

Related Title
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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.
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Roger A. Grimes & Eric Knorr (Foreword by)

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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.
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Peter Fleckenstein, MD, Emeritus Chief Radiologist and Lecturer of Radiological Anatomy, University of Copenhagen, Denmark.

Jørgen Tranum-Jensen, MD, Professor of Anatomy, Panuminstituttet, University of Copenhagen, Denmark.
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Emergency Triage is the core text for the MTS, which utilises a risk averse system of prioritisation for patients in all unscheduled care settings. As such, it is an essential text for all emergency department staff using the MTS, in particular triage nurses. The book is both a training tool and a reference for daily use in the Emergency Department and prehospital settings.

This edition features revised protocols that reflect new approaches to prioritisation, with accompanying revised flowcharts — the core part of the book.

Kevin Mackway-Jones, Professor of Emergency Medicine, Manchester Royal Infirmary, Manchester, UK.

Janet Marsden, Professor of Ophthalmology and Emergency Care, Manchester Metropolitan University, Manchester, UK.

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A. Victor Hoffbrand, MA DM FRCP FRCP(Edin) DSc FMedSci, Emeritus Professor of Haematology University College London Honorary Consultant Haematologist Royal Free Hospital London, UK.

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Trisha Greenhalgh, OBE, FRCGP, FRCP, is internationally recognised as an expert author, practitioner and researcher in evidence-based medicine and primary care. She is Professor of Primary Health Care and Dean for Research Impact, Barts and the London School of Medicine and Dentistry, London, UK.

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James D. Brierley, BSc, MB, FRCP, FRCR, FRCPC, Professor, Department of Radiation Oncology, Princess Margaret Cancer Centre and the University of Toronto, Canada. Dr Brierley trained in Clinical Oncology in the UK and developed his interest in cancer staging and surveillance when moving to Canada and has been involved in cancer surveillance, locally, nationally and internationally. He is Co-Chair of the UICC TNM Prognostic Factors Project. He has co-edited the TNM Supplement 4th edition (Wiley 2012) and the UICC Manual of Clinical Oncology (Wiley 2015).

Mary K. Gospodarowicz, MD, FRCP, FRCR (Hon), Medical Director, Princess Margaret Cancer Centre, University Health Network; Regional Vice-President of Cancer Care Ontario for Toronto South; Toronto, Ontario, Canada. Dr Gospodarowicz is the Past-President of UICC. She has a long-standing interest in cancer classification with an emphasis on staging and prognostic factors and she has been involved in the UICC TNM Project for many years. Her interests include the application of modern information and communication technologies in cancer control. Dr Gospodarowicz was coeditor of the 7th edition of the TNM Classification of Malignant Tumours (Wiley 2009) and editor of the 2nd and 3rd editions of the UICC Prognostic Factors in Cancer (Wiley 2001, 2006).

Christian Wittekind, MD, Professor of Pathology, Chairman Institute of Pathology, University of Leipzig, Germany. Dr Wittekind been involved in cancer staging and tumour classifications for over 20 years. He is a member of the UICC TNM Core Committee, Head of the German Speaking TNM-Komitee, and personally responds to all the questions to the UICC TNM helpdesk. He was the coeditor of the 5th, 6th and 7th edition of the TNM classification of Malignant Tumours (Wiley 1997, 2002, 2009) editor of the 2nd, 3rd, and 4th edition of the TNM Supplement (Wiley 2001, 2003 and 2012) and editor of the 6th edition of the TNM Atlas (Wiley 2014).
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Jan Lindhe is a world-renowned clinical research scientist specialising in periodontology. Niklaus P. Lang is Honorary Professor at the Faculty of Dentistry, The University of Hong Kong, Honorary Professor at University College London, Guest Professor at the University of Zurich and Professor Emeritus at the University of Bern.
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Ole Fejerskov is former professor of Cariology and Restorative Dentistry at Aarhus University and former head of the Danish National Research Foundation. He is Professor at the Institute of Biomedicine at Aarhus University, Denmark.

Bente Nyvad is Professor of Cariology at the School of Dentistry at Aarhus University, Denmark. She is an Associate Editor of Caries Research.

Edwina Kidd is Professor Emerita of Dental Cariology at King’s College London Dental Institute.
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Stuart J. Froum

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Stuart J. Froum, DDS, is a Diplomate of American Board of Periodontology, Clinical Professor Department of Periodontology and Implant Dentistry, New York University Krieser Dental Center, Director of Clinical Research at the Department of Periodontology and Implant Dentistry, NYU Dental Center, and maintains a Private Practice limited to Periodontics & Implant Dentistry in New York City. Dr. Froum is Past President of the American Academy of Periodontology. He lectures nationally and internationally, has authored over 100 published research articles, and has authored and contributed to several books related to periodontics and implant dentistry.

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Steven F. Swaim, DVM, is a professor emeritus at Auburn University.

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Dominique Penninck, DVM, PhD, DACVR, DECVDI, is Professor of Diagnostic Imaging in the Department of Clinical Sciences, Cummings School of Veterinary Medicine, Tufts University.

Marc-André d’Anjou, DMV, DACVR, is Clinical Radiologist at Centre Vétérinaire Rive-Sud in the Montréal area as well as at the Faculty of Veterinary Medicine of the Université de Montréal, where he was a professor for ten years.

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Karen Tobias, DVM, MS, DACVS, is a Full Professor at the University of Tennessee College of Veterinary Medicine in Knoxville, Tennessee, USA.
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John Morreall & Tamara Sonn

Great Myths titles tackle a host of fascinating myths, misconceptions, and prejudices. Each chapter explores a separate myth and provides readers with accurate and up-to-date information to counter and dispel misunderstandings in engaging, easy-to-understand language suitable for academics and general readers alike.

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John Morreall is Professor of Religious Studies at the College of William & Mary, Virginia, and winner of the Choice Outstanding Academic Book in 2000 for Comedy, Tragedy, and Religion.

Tamara Sonn is the William R. Kenan Distinguished Professor of Humanities in the Department of Religious Studies at the College of William and Mary.
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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.

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Stefan G. Hofmann, PhD, is Professor of Psychology and the Director of the Psychotherapy and Emotion Research Laboratory at Boston University. He has been a Board Member of the Academy of Cognitive Therapy and is an advisor to the DSM-V Development Process. He is the author of more than 170 peer-reviewed journal articles and book chapters, and has published seven books. His primary research interests focus on treatment research for which he has received many research awards. In addition to lecturing clinicians worldwide in cognitive behavioral therapy, he is a licensed psychologist and has a private practice.

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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.

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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.

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Susan A. Ambrose is Vice Provost for Teaching and Learning and Professor of Education at Northeastern University in Boston, Massachusetts.

Michael W. Bridges is Director of Faculty Development at UPMC St. Margaret Hospital in Pittsburgh, Pennsylvania.

Michele DiPietro is Associate Director for Graduate Programs at the Eberly Center and instructor in the Department of Statistics at Carnegie Mellon.

Marsha C. Lovett is Associate Director for Faculty Development at the Eberly Center and associate teaching professor in the Department of Psychology at Carnegie Mellon.

Marie K. Norman is a teaching consultant and research associate at the Eberly Center and adjunct professor of anthropology at Carnegie Mellon.

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*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.

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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.
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Michael Horn, Heather Staker & Clayton M. Christensen
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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.
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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.

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Richard Rohr

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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.*

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