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Ashley Mabbitt
Director, Translation Rights
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Architecture, Construction & Design

www.wiley.com
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

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

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

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

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

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

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

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

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

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

**Titles by Francis D. K. Ching**

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Francis D. K. Ching
ISBN: 978-1-118-74508-3
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Previous Editions Licensed in Portuguese, Spanish

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ISBN: 978-1-119-48035-8
May 2018 • 480pp
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The Eyes of the Skin, 3rd Edition

Architecture and the Senses

Juhani Pallasmaa

Licensed in Greek, Hungarian, Korean, Macedonian, Polish, Simplified Chinese, Spanish

Previous Editions Licensed in German, Portuguese, Simplified Chinese, Slovenian, Turkish

Third edition of the classic text.

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

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

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**Also by Juhani Pallasmaa**

**The Embodied Image**
Imagination and Imagery in Architecture

Juhani Pallasmaa

ISBN: 978-0-470-71191-0

Apr 2011 • 152pp

Licensed in Italian, Portuguese, Slovenian

**The Thinking Hand**
Existential and Embodied Wisdom in Architecture

Juhani Pallasmaa

ISBN: 978-0-470-77928-6

Mar 2009 • 160pp

Licensed in Czech, French, Italian, Portuguese, Simplified Chinese, Spanish
BIM Handbook, 3rd Edition
A Guide to Building Information Modeling for Owners, Designers, Engineers, Contractors, and Facility Managers

Rafael Sacks, Chuck Eastman, Ghang Lee & Paul Teicholz

Licensed in Korean, Portuguese, Simplified Chinese
Previous Editions Licensed in Italian, Korean, Portuguese, Simplified Chinese

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.
Business
Out of Our Minds, 3rd Edition
The Power of Being Creative

Ken Robinson

Licensed in Japanese, Portuguese, Simplified Chinese, Thai, Ukrainian, Vietnamese

Previous Edition Licensed in Italian, Korean, Orthodox Chinese, Polish, Romanian, Spanish, Turkish, Ukrainian

Creativity is critical.

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

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

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

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

Gill Hasson is the bestselling author of titles such as the Mindfulness Pocketbook, How to Deal with Difficult People, and Emotional Intelligence. Her books have sold 335'000 copies in English alone and have been translated into 14 languages. Gill teaches adult education courses in personal development and is an Associate Tutor for the University of Sussex, UK, where she teaches career and personal development, and academic study skills. Gill is also a freelance journalist and writes articles on personal development and relationships for a variety of magazines, including Psychologies and Natural Health, and for a number of websites.

Titles by Gill Hasson

Mindfulness Pocketbook  
Little Exercises for a Calmer Life  
Gill Hasson  
ISBN: 978-0-85708-589-4  
Mar 2015 • 128pp • Capstone  
Licensed in Arabic, Czech, Dutch, French, Greek, Italian, Polish, Portuguese, Spanish

Productivity  
Get Things Done and Find Your Personal Path to Success  
Gill Hasson  
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Gill Hasson  
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Gill Hasson  
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Aug 2018 • 184pp  
Licensed in German
Joe Vitale is President of Hypnotic Marketing, Inc., a marketing consulting firm. He has been called “The Buddha of the Internet” for his combination of spirituality and marketing acumen. His books have sold more than 525,000 copies in English. His articles are widely read and his professional clients include The Red Cross, PBS, and Hermann Children’s Hospital, in addition to many other small and large international businesses. Joe is an inspiring speaker who has spoken before hundreds of business groups.

Titles by Joe Vitale

**The Awakened Millionaire**
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Joe Vitale
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Joe Vitale
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Previous Editions Licensed in French, Hebrew, Italian, Polish, Simplified Chinese, Spanish, Vietnamese

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

Zero Limits
The Secret Hawaiian System for Wealth, Health, Peace, and More
Joe Vitale & Ihaleakala Hew Len
ISBN: 978-0-470-10147-6
Aug 2007 • 256pp
Licensed in Bulgarian, Czech, Danish, Dutch, French, German, Hebrew, Hungarian, Japanese, Korean, Latvian, Lithuanian, Orthodox Chinese, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Slovakian, Slovenian, Spanish, Vietnamese
Paul McGee is Capstone’s bestselling author of all-time. His books have sold a total of 250,000 copies combined in the English language and have been translated into 17 languages. He is an international keynote speaker and performance coach, combining his background in psychology with large doses of humour and practical insights. He is managing director of his own training and education company and proud creator of SUMO.

**Titles by Paul McGee**

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  - May 2012 • 252pp
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May 2013 • 216pp
Licensed in Dutch, Korean, Vietnamese, Thai, Indonesian

How to Have a Great Life
Paul McGee
ISBN: 978-0-85708-775-1
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How to Speak So People Really Listen
Paul McGee
ISBN: 978-0-85708-720-1
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Also by Paul McGee
Trap Tales
Outsmarting the 7 Hidden Obstacles to Success

David Covey, Stephan M. Mardyks & Stephen M. R. Covey
(Foreword by)

Licensed in Arabic, Bahasa Indonesian, German, Japanese, Orthodox Chinese, Russian, Simplified Chinese, Ukranian, Vietnamese, Thai

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

Titles by Andy Cope

Zest
How to Squeeze the Max out of Life
Andy Cope, Gavin Oattes, and Will Hussey
ISBN: 978-0-85708-880-0
July 2019 • 248pp

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

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

The Art of Being Brilliant
Transform Your Life by Doing What Works For You
Andy Cope & Andy Whittaker
Oct 2012 • 216pp
Licensed in Czech, Danish, Indonesian, Korean, Thai, Vietnamese

The Little Book of Being Brilliant
Andy Cope
ISBN: 978-0-85708-797-3
Apr 2019 • 248pp
Licensed in Arabic

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

The Art of Being a Brilliant Teenager
Andy Cope, Andy Whittaker, Darrell Woodman & Amy Bradley
ISBN: 978-0-85708-578-8
Nov 2014 • 160pp
Licensed in Albanian, Arabic, Korean, Vietnamese
Don't simply show your data — tell a story with it!

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

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

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

Also by Cole Nussbaumer Knaflic

Storytelling with Data
Let's Practice!
Cole Nussbaumer Knaflic
Licensed in Dutch, Korean, Orthodox Chinese, Simplified Chinese, Vietnamese
Extraordinary Influence
How Great Leaders Bring out the Best in Others

Tim Irwin & Tim Tassopoulos

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

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

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

Keys Points of *Extraordinary Influence*:

- Transformation and higher performance occurs through authentic and intentional affirmation of another person’s core.
- “Words of Life” are the unique language of the core.
- New research shows an actual shift in brain chemistry when someone receives words of life. There are actual neurological benefits.
- Criticism is highly ineffective in creating sustainable change and leads to many detrimental outcomes.
- Research with CEOs for this book documents how transformation occurs in real people.
- Criticism except under carefully determined conditions is extraordinarily ineffective in bringing out the best in others.
- Performance appraisal in most organization is dreaded by all and routinely fails to achieve its intended purpose. It does not enlist greater commitment the organization’s goals.

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

Bernard Marr, with Matt Ward

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

Cyber-solutions to real-world business problems

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

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

- Understand how specific business problems are addressed by innovative machine learning methods
- Explore how current artificial intelligence applications improve performance and increase efficiency in various situations
- Expand your knowledge of recent AI advancements in technology
- Gain insight on the future of AI and its increasing role in business and industry
- Artificial Intelligence in Practice: How 50 Successful Companies Used Artificial Intelligence to Solve Problems is an insightful and informative exploration of the transformative power of technology in 21st century commerce.

Bernard Marr is the founder and CEO of Bernard Marr & Co and an internationally best-selling business author, futurist, keynote speaker and strategic advisor to companies and governments. He is one of the world’s most highly respected voices and a renowned expert when it comes to topics such as artificial intelligence and big data. Marr advises many of the world’s best-known organizations on strategy, digital transformation and business performance. He is the author of Big Data in Practice: How 45 Successful Companies used Big Data Analytics to Deliver Extraordinary Results and Big Data: Using SMART Big Data, Analytics and Metrics To Make Better Decisions and Improve Performance, both published with Wiley.

Matt Ward is the research lead for Bernard Marr & Co. Matt has a background in investigative journalism and spent the last few years working closely with Bernard Marr on the latest technology topics. Matt is an expert and experienced writer in the field of business technology and artificial intelligence, where he has worked with companies such as IBM, Intel, Citibank and NASA.
The 12 Week Year
Get More Done in 12 Weeks Than Others Do in 12 Months

Brian P. Moran & Michael Lennington

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

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

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

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

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

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

Also by Brian P. Moran & Michael Lennington

The 12 Week Year Field Guide
Get More Done in 12 Weeks Than Others Do in 12 Months

Brian P. Moran & Michael Lennington
ISBN: 978-1-119-47524-8 • Nov 2018 • 144pp
Licensed in Russian, Simplified Chinese
Organizational Culture and Leadership, 5th Edition
Edgar H. Schein & Peter Schein

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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

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

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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.

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Jon Gordon's bestselling books and talks have inspired readers and audiences around the world. His principles have been put to the test by numerous Fortune 500 companies, professional and college sports teams, school districts, hospitals, and non-profits. He is the author of 20 books that have sold more than 2.8 million copies, including multiple bestsellers. He speaks at over 75 engagements internationally each year, reaching tens of thousands of people. Jon is a graduate of Cornell University and holds a Masters in Teaching from Emory University. He and his training/consulting company are passionate about developing positive leaders, organizations and teams. www.jongordon.com
Also by Jon Gordon

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Lee G. Bolman & Terrence E. Deal

Set aside trends to focus on the fundamentals of great leadership

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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

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Peter Drucker’s Five Most Important Questions
Enduring Wisdom for Today’s Leaders

Peter F. Drucker, Frances Hesselbein & Joan Snyder Kuhl

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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.

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Patrick Lencioni is founder and president of The Table Group, a management consulting firm specializing in executive team development and organizational health. The Wall Street Journal called him one of the most sought-after business speakers in the US. As a consultant and keynote speaker, he has worked with thousands of senior executives in organizations ranging from Fortune 500s and high-tech start-ups to universities and nonprofits. His books have sold over 5.7 million copies and have been translated into 30 languages.

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The Fearless Organization
Creating Psychological Safety in the Workplace for Learning, Innovation, and Growth

Amy Edmondson

Licensed in Arabic, Danish, Dutch, German, Italian, Japanese, Korean, Portuguese, Russian, Simplified Chinese, Swedish

Conquer the most essential adaptation to the knowledge economy

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

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

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

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

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

Christophe Morin & Patrick Renvoise

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

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- 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.

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A. K. Pradeep, Andrew Appel & Stan Sthanunathan

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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.

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David Meerman Scott

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SALES & MARKETING

Jeb Blount

Jeb Blount (www.salesgravy.com) is a sales trainer and consultant. He advises many of the world’s leading organizations and their executives on the impact of emotional intelligence and interpersonal skills on sales, leadership, customer experience, and strategic account management. He helps individuals, teams, and companies reach peak performance, fast through keynotes, seminars, workshops, and training programs delivered to high-performing sales teams and leaders across the globe. He was recently recognized as one of the Top 50 Most Influential Leaders in Sales and Marketing by Top Sales Magazine and one of the World’s Top 30 Social Selling Influencers by Forbes. His books have sold more than 280,000 copies.

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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 Katajaya (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.

Also by Philip Kotler

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Marty Cagan, widely recognized as the primary thought leader for technology product management, is the founder of the Silicon Valley Product Group (SVPG). He served as an executive responsible for defining and building products for some of the most successful companies in the world, including Hewlett-Packard, Netscape Communications, and eBay.
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Ann Handley is a veteran of creating and managing content. She is the Chief Content Officer of MarketingProfs, a training and education company with the largest community of marketers in its category. Ann is a monthly columnist for Entrepreneur magazine, a member of the LinkedIn Influencer program, and the coauthor of the best-selling book on content marketing, Content Rules. She is also a keynote speaker, mom, and writer at AnnHandley.com.
Brad Feld

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

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24 Steps to Success!

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

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

Also by Bill Aulet

Disciplined Entrepreneurship Workbook
Bill Aulet
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The Design Thinking Playbook
Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems

Michael Lewrick, Patrick Link & Larry Leifer

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

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

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- 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.

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Alexander Osterwalder is based in Lausanne, Switzerland and is the lead author of the international bestseller *Business Model Generation*, passionate entrepreneur, and demanded speaker. He co-founded Strategyzer, a software company specializing in tools and content for strategic management and innovation. He invented the Business Model Canvas, the strategic management tool to design, test, build, and manage business models, which is used by companies like Coca Cola, GE, P&G, Mastercard, Ericsson, LEGO, or 3M. He is a frequent keynote speaker in leading organizations and top universities around the world, including Stanford, Berkeley, MIT, IESE and IMD. His books have sold more than 1 million copies in English and are bestsellers in many of the 30 languages in which they are available.

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

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

David Sibbet

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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.

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

Jurgen Appelo

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

Startup, Scaleup, Screwup is an expert guide for emerging and established businesses to accelerate growth, facilitate scalability, and keep pace with the rapidly changing economic landscape. The contemporary marketplace is more dynamic than ever before. Increased global competition, the impact of digital transformation, and disruptive innovation factors require businesses to implement agile management and business strategies to compete and thrive. This indispensable book provides business leaders and entrepreneurs the tools and guidance to meet growth and scalability challenges head on.

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

- Apply 42 effective tools to sustain and accelerate your business growth
- Avoid the mistakes and pitfalls associated with rapid business growth or organizational change
- Develop a clear growth plan to integrate into your overall business model
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Startup, Scaleup, Screwup: 42 Tools to Accelerate Lean & Agile Business Growth is a must-read for entrepreneurs, founders, managers, and senior executives. Author Jurgen Appelo provides a comprehensive guide to business growth. Practical methods and expert advice make this book an essential addition to any business professional's library.

Jurgen Appelo is an author, consultant and trainer with 120 trainees globally who license his workshops on making management fun, to help creative organizations survive and thrive in the 21st century. He is regularly invited to talk at business seminars and conferences around the world. His company offers games, tools, and practices, that make for better management, with fewer managers. Jurgen is CEO of the business network Happy Melly, and co-founder of the Agile Lean Europe network and the Stoos Network.

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Jul 2016 • 304pp • Wiley

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

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

Patrick van der Pijl is CEO of Business Models Inc. and producer of the worldwide bestseller Business Model Generation.
Justin Lokitz is an experienced strategy designer and managing director of the Business Models Inc. offices in San Francisco and Silicon Valley, CA, USA.
Erik van der Pluijm is Founder and Creative Director at Thirty-X.
Maarten van Lieshout is Partner at Thirty-X.

Also by Patrick Van Der Pijl

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

Patrick Van Der Pijl, Justin Lockitz & Roland Winjen
Jan 2021 • 288pp
Visual Collaboration
A Powerful Toolkit for Improving Meetings, Projects, and Processes

Ole Qvist-Sorensen & Loa Baastrup

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

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

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

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

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

Ole Qvist-Sørensen, MA, is a Founder and Partner at Bigger Picture, a consulting firm specializing in strategy communication and visual facilitation.

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

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Big Mistakes
The Best Investors and Their Worst Investments

Michael Batnick

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

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

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

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

Michael Batnick, CFA, (New York, New York) is Director of Research at Ritholtz Wealth Management. He is also a member of the investment committee and heads up the company's internal research efforts. He spends most of his time developing and implementing risk management and portfolio strategies for the firm's clients. Michael writes at The Irrelevant Investor blog and co-produces the weekly podcast, Animal Spirits.
Valuation, 6th Edition
Measuring and Managing the Value of Companies

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

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McKinsey’s trusted guide is the number one bestselling book on corporate valuation: now in 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.

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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
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 series explores how cutting-edge technologies are disrupting the markets across a wide array of industries. The books discuss the new business and revenue models that compete with traditional financial services in the delivery of financial products and investments. From the insurance and wealth management industries to the regulatory environment, these books use crowd sourcing and best-practices to showcase the lessons learned from investors, entrepreneurs and visionaries globally.

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

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

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The Decentralized Alternative to Central Banking

Saifedean Ammous

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

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Worldviews
An Introduction to the History and Philosophy of Science, 3rd Edition

Richard DeWitt

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

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

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

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

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

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

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- Engaging and accessible writing style that appeals to students and lay readers alike.

Scott O. Lilienfeld is a Professor of Psychology at Emory University. He is a recipient of the 1998 David Shakow Early Career Award for Distinguished Contributions to Clinical Psychology from Division 12 (Society for Clinical Psychology) of the APA, past president of the Society for a Science of Clinical Psychology, and a Fellow of the Association for Psychological Science.

Steven Jay Lynn is a Professor of Psychology at the State University of New York at Binghamton. He is past President of the APA’s Division of Psychological Hypnosis, and the recipient of the Chancellor’s Award of the SUNY for Scholarship and Creative Activities.

John Ruscio is an Associate Professor of Psychology at The College of New Jersey. His scholarly interests include quantitative methods for psychological research and the characteristics of pseudoscience that distinguish subjects within and beyond the fringes of psychological science.

Barry L. Beyerstein (the late) was Professor of Psychology at Simon Fraser University and chair of the British Columbia Skeptics Society. He was Associate Editor of the Scientific Review of Alternative Medicine, and he co-authored many articles in the Skeptical Inquirer and professional journals.
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Rethinking Capitalism
Economics and Policy for Sustainable and Inclusive Growth

Michael Jacobs (Editor) & Mariana Mazzucato (Editor)

“Thought provoking and fresh — this book challenges how we think about economics.”
— Gillian Tett, Financial Times

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

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

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

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

**The Complete Adult Psychotherapy Treatment Planner, 5th Edition**  
Includes DSM-5 Updates  
Arthur E. Jongsma Jr., L. Mark Peterson & Timothy J. Bruce  
ISBN: 978-1-118-06786-4  
Mar 2014 • 608pp  
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**The Child Psychotherapy Treatment Planner, 5th Edition**  
Arthur E. Jongsma Jr., L. Mark Peterson, William P. McInnis & Timothy J. Bruce  
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Arthur E. Jongsma Jr. & Jack Klott  
July 2019 • 336pp

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**The Group Therapy Treatment Planner, with DSM-5 Updates**  
Arthur E. Jongsma Jr. & Kim Paleg  
Apr 2015 • 336pp  
Licensed in Korean  
Previous Editions Licensed in Simplified Chinese
Introduction to the Practice of Psychoanalytic Psychotherapy, Second Edition

Alessandra Lemma

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

A practice-oriented textbook that demystifies psychoanalytic psychotherapy

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

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

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

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

Kimberly S. Young & Cristiano Nabuco de Abreu

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

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

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

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

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

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

John B. Arden

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

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

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

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

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

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

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

Also by John B. Arden

Brain2Brain
Enacting Client Change Through the Persuasive Power of Neuroscience

John B. Arden

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

Paul Stallard

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

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

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

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

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

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

Also by Paul Stallard

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

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

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

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

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

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

Also by Zygmunt Bauman

Postmodern Ethics
Zygmunt Bauman
Dec 1993
Licensed in Bulgarian, Croatian, French, German, Italian, Macedonian, Portuguese, Romanian, Simplified Chinese, Spanish

Life in Fragments
Essays in Postmodern Morality
Zygmunt Bauman
ISBN: 978-0-631-19266-4
May 1995
Licensed in Bulgarian, French, Italian, Portuguese, Simplified Chinese, Turkish
Why Don’t Students Like School? A Cognitive Scientist Answers Questions About How the Mind Works and What It Means for the Classroom

Daniel T. Willingham

Licensed in Italian, Japanese, Orthodox Chinese, Russian

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

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

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

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

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

Also by Daniel T. Willingham

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

The Reading Mind: A Cognitive Approach to Understanding How the Mind Reads
Daniel T. Willingham
ISBN: 978-1-119-30137-0
Jun 2017 • 256pp • Jossey-Bass
Licensed in Arabic, Korean, Simplified Chinese, Swedish
Teach Like a Champion 2.0
62 Techniques that Put Students on the Path to College

Doug Lemov & Norman Atkins (Foreword by)

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

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

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

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

Also by Doug Lemov

Teach Like a Champion Field Guide 2.0
A Practical Resource to Make the 62 Techniques Your Own
Doug Lemov, Joaquin Hernandez & Jennifer Kim
ISBN: 978-1-119-25414-0
Oct 2016 • 696pp
Previous Edition: 978-1-118-11682-1
Licensed in Arabic, Simplified Chinese

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

Ron Ritchhart, Mark Church & Karin Morrison

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

A proven program for enhancing students’ thinking and comprehension abilities

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

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

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

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

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

Also by Ron Ritchhart

The Power of Making Thinking Visible
Practices to Engage and Empower All Learners

Ron Ritchhart & Mark Church

ISBN: 978-1-119-62604-6 • Apr 2020 • 320pp • Jossey-Bass
The First-Year Teacher’s Survival Guide

Julia G. Thompson

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

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

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

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

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

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

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

Related Title

How Learning Works
7 Research-Based Principles for Smart Teaching
Susan A. Ambrose, Michael W. Bridges, Michele DiPietro, Marsha C. Lovett, Marie K. Norman & Richard E. Mayer (Foreword by)
Licensed in Arabic, Italian, Japanese, Simplified Chinese, Spanish
Blended
Using Disruptive Innovation to Improve Schools

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

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

Navigate the transition to blended learning with this practical field guide

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

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

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

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

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

Related Title
Future Wise
Educating Our Children for a Changing World
David Perkins
Licensed in Arabic, Hebrew, Spanish, Vietnamese
Christian Theology, 6th Edition
An Introduction

Alister E. McGrath

Licensed in Korean, Portuguese

Previous Editions Licensed in Arabic, Dutch, Hungarian, Italian, Korean, Orthodox Chinese, Persian, Romanian, Simplified Chinese, Slovenian


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

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

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

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

Also by Alister E. McGrath

Theology, 4th Edition
The Basics
Alister E. McGrath


Previous Editions Licensed in Dutch, German, Japanese, Korean, Orthodox Chinese, Portuguese
Falling Upward
A Spirituality for the Two Halves of Life

Richard Rohr

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

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

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

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

Also by Richard Rohr

Immortal Diamond
The Search for Our True Self

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

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

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

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

Also by Jon Duckett

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

450,000 sold!

PHP & MySQL
Database-Driven Websites
Jon Duckett
ISBN: 978-1-119-14922-4
Dec 2020 • 672pp
Licensed in German, Italian, Korean, Portuguese, Russian

420,000 sold!
Social Engineering, 2nd Edition
The Science of Human Hacking

Christopher Hadnagy

Licensed in Italian, Polish, Russian, Simplified Chinese
Previous Edition Licensed in Polish, Simplified Chinese

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 Turkish
Hacking the Hacker
Learn From the Experts Who Take Down Hackers

Roger A. Grimes

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

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

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

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

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

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

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

Jeremy Blum

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

The bestselling beginner Arduino guide, updated with new projects!

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

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

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

Jeremy’s life goal is to build tools and products that empower anybody to change the world using engineering. Jeremy maintains an active account of his various projects at his website: JeremyBlum.com.
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Excel 2019 Power Programming with VBA
Michael Alexander & Dick Kusleika

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- Improve your capabilities regarding Excel programming with VBA, unlocking more of your potential in the office
- Excel 2019 Power Programming with VBA is a fundamental resource for intermediate to advanced users who want to polish their skills regarding spreadsheet applications using VBA.

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

Dick Kusleika is 12-year Microsoft Excel MVP and the principle contributor at the Daily Dose of Excel blog.
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