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#MakeoverMonday

Improving How We Visualize and Analyze Data, One Chart at a Time

Andy Kriebel & Eva Murray

Explore different perspectives and approaches to create more effective visualizations

#MakeoverMonday offers inspiration and a giant dose of perspective for those who communicate data. Originally a small project in the data visualization community, #MakeoverMonday features a weekly chart or graph and a dataset that community members reimagine in order to make it more effective. The results have been astounding; hundreds of people have contributed thousands of makeovers, perfectly illustrating the highly variable nature of data visualization. Different takes on the same data showed a wide variation of theme, focus, content, and design, with side-by-side comparisons throwing more- and less-effective techniques into sharp relief.

This book is an extension of that project, featuring a variety of makeovers that showcase various approaches to data communication and a focus on the analytical, design and storytelling skills that have been developed through #MakeoverMonday. Paging through the makeovers ignites immediate inspiration for your own work, provides insight into different perspectives, and highlights the techniques that truly make an impact.

- Explore the many approaches to visual data communication
- Think beyond the data and consider audience, stakeholders, and message
- Design your graphs to be intuitive and more communicative
- Assess the impact of layout, color, font, chart type, and other design choices

Creating visual representation of complex datasets is tricky. There’s the mandate to include all relevant data in a clean, readable format that best illustrates what the data is saying — but there is also the designer’s impetus to showcase a command of the complexity and create multidimensional visualizations that “look cool.” #MakeoverMonday shows you the many ways to walk the line between simple reporting and design artistry to create exactly the visualization the situation requires.

About the Author

Andy Cotgreave (Oxford, UK) is Technical Evangelist at Tableau Software.
**Artificial Intelligence in Practice**

*How 50 Successful Companies Used Artificial Intelligence to Solve Problems*

Bernard Marr

Author’s Previous Titles Licensed in Korean, Persian, Simplified Chinese, Spanish, Swedish, and Vietnamese.

Artificial Intelligence and Machine Learning are listed number 1 in the Forbes 2018 Top 10 Business Trends to Drive Success — AI has never been more topical.

*Artificial Intelligence in Practice* follows the same format as the author’s previous bestseller *Big Data in Practice*, featuring approximately 50 real world case studies of how companies use artificial intelligence and machine learning today. Like the previous book, the author starts with a general introduction to AI and machine learning and then goes on to individual chapters highlighting companies from some of the world’s biggest brands to smaller business, covering all sectors and industries.

Each chapter follows a similar structure: 1) an overview of the company 2) the problem AI is helping to address 3) how AI was used 4) technical details 5) key learning points.

**About the Author**

**Bernard Marr** is a bestselling business author, keynote speaker and consultant in Big Data analytics and enterprise performance. He is one of the world’s most highly respected thought leaders on data in business and regularly helps major companies and governments gain better insights from their data. Bernard is a frequent contributor to the World Economic Forum, writes a regular column for *Forbes*, and is recognized by LinkedIn as one of the world’s top 5 business influencers. He is the author of numerous books including *Big Data* (winner of the Futures Category at the CMI Management Book of the Year Awards 2016), *Big Data for Small Business For Dummies* and *Key Business Analytics*. 
Learn how to succeed in the digital economy.

The paradigms of big business have changed. Business models that were once lucrative now seem to barely move the needle. Incumbents of the old guard find themselves superseded by new, digitally-charged, data-fuelled organisations that leverage platform-based business models. How can pre-digital businesses survive? They’re loaded with resources, brand power and deeply embedded networks, they just need a new playbook. *Chasing Digital* is that playbook.

Outlining a clear and detailed framework, this book is designed to help leaders redesign their organisation from the bottom up by leveraging their strengths to create a new competitive advantage in the digital economy. From laying the foundations of transformation: developing a considered strategy, growing a conducive culture and building a receptive organisational design; to building core digital capabilities: taking advantage of data, harnessing artificial intelligence and embracing appropriate platforms; to adapting the accelerators of change: navigating board expectations, mitigating potential roadblocks and making the right investments, this playbook will give you the tools and mindsets needed to not only survive but to thrive and leave a legacy for future leaders.

- Integrate technology into your business strategy and culture
- Prioritise and manage your company’s digital transition
- Create opportunities for fast and intentional digital growth
- Learn how to minimise friction with stakeholders

Cut through the jargon and hype, and focus on what is critical to undertaking a truly successful, company-wide, digital transformation. In a world where digital is changing everything, *Chasing Digital* will help your organisation to transition beyond old business models to adopt the new digital paradigm and a new era of business. Embrace the chase.

**About the Authors**

*Anthony Stevens* is a Partner and Chief Digital Officer at one of the largest professional services firms and brands in the world, KPMG.

*Louis Strauss* is a digital consultant at KPMG and embodies the very qualities that the target market for this book is struggling to manage.
How to Speak Human
A Practical Guide to Getting the Best from the Humans You Work With
Dougal Jackson & Jennifer Jackson

The workplaces of today are vastly different from only a decade ago — we’re in the age of employee experience now!

Yet despite the arrival of a new era heralding a shift in relationships and expectations, many organisations have failed to evolve. The result? Leaders have been left asking how to gain attention, engage and influence the people they work with. What they’re really asking, though, is how to speak human.

How to Speak Human takes a practical approach to dealing with the communication challenges faced by today’s workplaces. Although speaking human should come naturally — somehow it doesn’t. Somewhere along the way, amidst the busyness, the business, the technology and the professionalism, it became harder to connect with the people around us. Harder to speak human, to get attention, to influence, to engage. We’re up against a constantly changing and complex business landscape, the competition for talented people, a workforce comprising five very different generations and the looming spectre of artificial intelligence.

This comprehensive how-to hurtles headlong and enthusiastically into the fascinations of science and theories of human-centred communication. It draws on over a decade of award-winning work with savvy leaders from organisations around the world to share strategies and practical ideas for application, illustrated by real world stories.

- Use the science of connection to create compelling communication
- Discover how to translate mind-numbing complexity into captivating simplicity
- Learn the shortcuts to hijacking attention, engaging and influencing others

About the Author

Dougal Jackson draws on a background in design and branding to bring a unique approach to a corporate landscape typically starved for creativity.

Jennifer Jackson is the owner and director of award-winning, employee experience company, Jaxzyn.
Radical Outcomes
How to Create Extraordinary Teams that Get Tangible Results
Juliana Stancampiano

Discover a new way of working that focuses on business outcomes instead of random stuff.

Billions of corporate dollars are spent every year on initiatives to help people succeed in their job, but much of it goes to waste. Across industries, people are scrambling to find what they need to grow and improve at work, and executives are left wondering why these initiatives aren’t effective. Author Juliana Stancampiano has plumbed the depths of this massive disconnect with her team. With this book, she bridges the gap.

Radical Outcomes is a blueprint for a new way of working. Instead of taking old methods and retrofitting them for new technology, Stancampiano unveils a collaborative, fast, and effective way of working that avoids randomness and organizational drag. By providing guidance on how to create simple, engaging, and effective outputs that actually get results, the book offers a new way of working that is the future of the way people and teams will work together.

Find out how to get tangible results through a structured process

• Cut through noise and information overload to give people what they really need
• Design the right output for the right outcome
• Improve and succeed no matter where you are in the organization

Find out how to create radical outcomes through high performing teams — and get started today.

About the Author
Juliana Stancampiano (www.oxygenexp.com, Seattle, WA), CEO Oxygen Exp, is a business leader and strategist focused on helping business leaders and their teams adapt, grow, and excel in support of their CEOs growth agenda.
Rituals for Work
50 Ways to Create Engagement, Shared Purpose, and a Culture of That Can Adapt to Change
Kursat Ozenc & Margaret Hagan

*Rituals for Work* explains how our personal and work lives can be more meaningful through creative rituals, including 40 rituals for individuals, teams and organizations. It introduces the reader to how rituals can make them more productive, more in sync with their values, and improve the innovation culture in their teams and organizations. The book is rich with visuals and case studies, similar to *Business Model Generation* and *Design a Better Business* books, with visuals that capture the energy and emotion of the rituals. The rituals in the book target the domains of business and management, design, and personal development, including organizational culture, meaning-making, and behavior-change and habit formation.

Unlike most books on these topics which are analytical, we give the reader the recipes for rituals for themselves (to be more productive, to bring a certain value — like empathy, gratitude, or resilience — into action, or to deal with problems), or to create their own rituals in their work or social organization (to build bonds, encourage innovation, or cope with re-orgs).

**About the Author**

*Kursat Ozenc* (www.kursatozenc.com; www.ritualdesignlab.org; Palo Alto, CA) is a Senior User Experience Designer at SAP Labs Palo Alto.

*Margaret Hagan* (www.margarethagan.com, Pittsburgh, PA) is a lecturer at the Stanford Institute of Design (the d.school), and a thought leader in the legal industry.
The 12 Week Year Field Guide

Brian Moran & Michael Lennington

Rights Already Licensed in Simplified Chinese
Author’s Previous Titles licensed in Czech, Estonian, Japanese, Korean, Latvian, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Vietnamese

Change your thinking and avoid complacency with the 12 week year

Are you ready to change your life? This full-color, hands-on template for implementing advice from the game-changing book The 12 Week Year is a field guide that makes it easy for anyone to apply the 12 week year to their own lives. Instead of getting bogged down in annualized thinking that produces pitfalls and saps productivity, follow along with this guide to redefine your “year” to be just 12 weeks long. By doing so, you’ll avoid complacency, begin to focus on what matters most, create better clarity, and develop a sense of urgency so that “now” is always the right time to act.

Applicable to business growth, career goals, and life in general, the 12 week plan will help you improve in any — or every — area. By closing the “knowing-doing gap,” you’ll discover how to execute on what you already know and greatly expand the boundaries of your capabilities. Learn to:

• 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

Take back your life, improve your thinking, and advance your business or career by implementing real-world, hands-on methods in The 12 Week Year Field Guide.

About the Author

Brian Moran (East Lansing, MI) is known as the leading expert on execution and implementation is founder and CEO of Strategic Breakthroughs, an organization committed to improving the performance and enhancing the quality of life for leaders and entrepreneurs.

Michael Lennington (Holt, MI) is the Vice President of Strategic Breakthroughs and an expert in implementing lasting change in organizations.
Across every facet of our economy, every industry, every sector, an integrity void is taking hold. It’s leading to billions of dollars in wastage, lost revenue, reputational damage and irretrievable shareholder returns. It decays the very trust on which our communities are built, and leaves us questioning the essence of who we believe in and what we stand for.

A string of misconduct and systemic failures across the banking sector. A governance meltdown by the body that governs financial reporting. Corruption by politicians who should be upholding our laws. Union officials exploiting their most vulnerable workers. Degradation of our natural environment for short term profits. Bullying, intimidation and sexual predation of employees. These are all symptoms of an integrity void.

While government seeks to hardwire integrity into business operations with legislation and regulation, shareholders and employees and the broader community are fed up with counting the costs. But what if we could bridge this integrity void from the inside out? Through a commitment to better values and behaviours and the way we do business? What would this look like in action?

Setting expectations about something that can’t be touched or measured isn’t easy. And as integrity can be hard to describe, this book seeks to explain by example. An important training tool in fostering the spirit of integrity in your workplace, this book will bring to life an array of case studies and cautionary tales, with the goal of starting a conversation about integrity across a spectrum of stakeholder groups.

About the Author

Jen Dalitz is an internationally recognized change agent, having received numerous awards and citations for her entrepreneurship and expertise in gender diversity and business strategy.
The Stress Test Every Business Needs
A Capital Agenda for Confidently Facing Digital Disruption, Difficult Investors, Recessions and Geopolitical Threats
Jeffrey R. Greene, Steve Krouskos, Harsha Basnayake & William Casey

Future-proof your business today for stronger performance tomorrow

The Stress Test Every Business Needs shows corporate leaders how to create value and flexibility in an increasingly volatile business environment that presents both great risks and opportunities every day. The authors extend the banking “stress test” concept to a company’s Capital Agenda — how executives manage capital, execute transactions, and apply corporate finance tools to strategic and operational decisions. Having a static Capital Agenda, however appropriate for your current market position, is not enough in today’s uncertain world. Long-term success comes from building resilience into each element and in the way those elements interact.

The book uses a broader definition of business stress that includes traditional macroeconomic, sovereign-risk, and commodity-related shocks, as well as technological disruption, hostile takeovers, and activist shareholders. In this expanded view, companies that make poor strategic decisions or underperform operationally — even in a benign economic and geopolitical climate — will likely find themselves facing great stresses. And that stress is symmetric; threats come from downside risks and from missed opportunities.

About the Author
Jeffrey R. Greene Corporate Development Leadership Network. Jeff is the Global Transactions Leader for the EY Life Sciences Sector, and leads the organizations Corporate Development Leadership Network — an invitation-only, permanent roundtable of the heads of MS Transaction Advisory Services presence in Asia-Pacific, beginning in Singapore.

Steve Krouskos EY Global Vice Chair, Transaction Advisory Services, EY Global Limited. Steve has more than 25 years of experience in M&A, advising corporate and private equity clients on multibillion-dollar, cross-border transactions.

Harsha Basnayake EY Asia-Pacific Managing Partner, Transaction Advisory Services. Harsha has more than 20 years of experience advising clients on complex cross-border transactions, as well as private and public sector capital decisions throughout the Asia-Pacific Region.

William Casey EY Americas Vice Chair, Transaction Advisory Services. Bill has 35 years of experience advising on capital strategy, mergers and acquisitions, spinoffs, IPOs, and securities offerings.
Visualization — in your own imagination, on the wall, and with media — supports any consultant who is learning to design and facilitate transformational change, leadership development, stakeholder involvement processes, and making sense of complex challenges. This book, from leaders in the field, shows you how. Building on Peter Block’s *Flawless Consulting*, it explains how to visually contract and scope work, gather data, provide feedback, plan interventions, implement, and support on-going sustainability in organizational and community settings.

Unlike Block’s work, *Visual Consulting* addresses the challenging problems of guiding organizational and social change processes that involve multiple levels and types of stakeholders, with interests in both local and global environments. It demonstrates how visualization and design thinking can be used to get more creative and productive results that are “owned” by everyone. The practices described apply to organizational as well as diverse, cross-boundary consulting projects. In this book, you will...

- Learn powerful visual tools for all key stages of the consulting process, including marketing your services
- Understand the predictable challenges of change and how to successfully guide organizations and communities through them
- Learn how to collaborate with clients to get sustainable results
- Find tools for using visualization comprehensively, for both inner and outer work
- Successfully guide change in both organizations and communities

The fourth instalment in the *Visual Facilitation* series, this book teaches you how to activate the full range of visual tools, methods, and models to support stepping into successful, contemporary consulting relationships.

About the Author

**David Sibbet** (San Francisco, CA; davidsibbett.com; grove.com) is a world leader in the area of graphic facilitation and visual thinking for groups.

**Gisela Wendling**, Ph.D., is rooted in humanistic psychology and organizational development, and for several years headed the Master Program in Organization Development at Sonoma State University.
Work is Love Made Visible
A Collection of Essays About the Power of Finding Your Purpose From the World’s Greatest Thought Leaders

Frances Hesselbein, Marshall Goldsmith & Sarah McArthur

Authors Previous Titles Licensed in Arabic, Bahasa Indonesian, Danish, Dutch, French, Japanese, Korean, Orthodox Chinese, Portuguese, Simplified Chinese, Spanish, Swedish, Thai, Turkish, Vietnamese

Channel happiness and find your purpose with stories from the world’s leading minds

Work is Love Made Visible offers the insights of some of the world’s greatest thought leaders as they tackle one of life’s most difficult treasure hunts: finding purpose. The word “purpose” is big. Very big. It carries the weight of a lifetime of work and struggle; the weight of legacy, and the mass of days spent not doing something else. It’s something we all grapple with at some point — some of us find our purpose, others spend a lifetime searching. A lucky few grow to realize they’ve been working their purpose all along. Most of us aren’t quite that lucky; often, fulfilling your purpose requires some kind of change — career, lifestyle, habits, family — and what then? Are we selfish for the upheaval, or are we fulfilling destiny? Once we know our purpose, how do we pursue it?

This book asked those very questions of people who have followed their purpose and succeeded on a global scale. Their un-distilled answers are here, lending you the wisdom of their experiences, their examples, inspiration, and motivations.

About the Author

Frances Hesselbein (www.hesselbeininstitute.org, New York, NY) As the recipient of twenty-one honorary doctoral degrees, the author of three autobiographies and the co-editor of 30 books in 29 languages, Frances Hesselbein is considered one of the country’s greatest leaders.

Marshall Goldsmith (http://marshallgoldsmithgroup.com, Santa Fe, CA) is the world’s authority in helping successful leaders achieve positive, lasting behavior.

Sarah McArthur As COO of Marshall Goldsmith Inc., Sarah McArthur manages the company’s daily operations and leads many exciting efforts for Marshall. Founder and CEO of *sdedit, Sarah is a writer, editor, and writing coach.
**Sages of Strategic Management**
*Inside the Minds of the Great Business Thinkers and Strategists*
Paul Barnett

*ISBN: 978-1-119-22899-8 • Jan 2019 • 400pp*

**Management insights from the most respected thinkers in the field**

*Sages of Strategic Management* features the latest razor sharp insights from some of the most important management thinkers, and an exploration of the most important and urgent management issues. Each expert interviewed brings decades of experience to bear on enduring and topical matters from financial management, leadership, and organizational design to competition, collaboration, and competitive advantage — from technology driven disruption to stakeholder versus stockholder focus and emerging opportunities and risks.

**The Joy in Business**
*Innovative Ideas to Find Positivity (and Profit) in Your Daily Work Life*
Joy J. D. Baldridge

*ISBN: 978-1-119-52857-9 • Jan 2019 • 200pp*

**Author's Previous Titles Licensed in Portuguese, Simplified Chinese**

The purpose of this book is to provide the reader with an abundance of practical and immediately applicable life-changing ideas, inspirational, thought-provoking and entertaining stories and quotes, in an instant. Each chapter is designed to be read and absorbed in approximately 60 seconds. This, in and of itself, is of great benefit to the reader because, who has time to better one's self today, with work and life moving at the lightning speed of thought. It provides an abundance of time-tested formulas that can instantly be used to solve common and uncommon day-to-day issues.

**Time to Negotiate**
*The essential role of time in achieving successful negotiation outcomes*
Steve Gates

*ISBN: 978-0-85708-757-7 • Feb 2019 • 232pp*

**Author's Previous Titles Licensed in Arabic, French, German, Polish, Simplified Chinese**

The purpose of this book is to provide the reader with an abundance of practical and immediately applicable life-changing ideas, inspirational, thought-provoking and entertaining stories and quotes, in an instant. Each chapter is designed to be read and absorbed in approximately 60 seconds. This, in and of itself, is of great benefit to the reader because, who has time to better one's self today, with work and life moving at the lightning speed of thought. It provides an abundance of time-tested formulas that can instantly be used to solve common and uncommon day-to-day issues.

**Where Am I Giving**
*A Global Adventure Exploring How to Use Your Gifts and Talents to Make a Difference*
Kelsey Timmerman

*ISBN: 978-1-119-44812-9 • Aug 2018 • 304pp*

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

*New York Times* bestselling author Kelsey Timmerman takes you on a journey to meet people who will inspire you to live a purpose-filled, generous life and make the greatest impact you can through your career, time, consumer dollars, and donations. Traveling all over the world, Kelsey explores not only different ways of giving — but also the benefits and effectiveness of these methods. He spends time with monks, students, a refugee, a Marine, a former Hollywood executive, volunteers, and aid workers to explore how they give, as well as with the people on the receiving end of their giving.
Igniting Creativity
Dismantling Barriers to New Ideas
Michael A. Roberto
ISBN: 978-1-119-54579-8 • Jan 2019 • 180pp

Many firms face a growth crisis today, with revenues increasing slowly or even shrinking. These organizations do not lack people with original ideas, just an environment in which creativity can flourish. Leaders claim to want transformative ideas, yet obstacles to creativity arise at every turn. This book explores the six mindsets that inhibit creativity in many enterprises. These mindsets represent powerful obstacles that must be dismantled for the creative process to thrive. Leaders do not need to generate more great ideas. They must clear the path so that curious thinkers throughout their teams and organizations can experiment, learn, and discover.

Innovating in Healthcare
Creating Breakthrough Services, Products, and Business Models
Regina E Herzlinger

Author’s Previous Titles Licensed in Japanese

*Innovating in Healthcare*, based on the popular Harvard Business School course taught by the world’s leading healthcare innovation expert, Professor Regina Herzlinger, explains solutions for designing, improving, and implementing innovative health care services, products and business models. The book will help anyone working in health care services or product development, from hospitals to startups — to question the status quo in health care, create a competitive strategy for a new or improved service, and implement solutions that lower costs while increasing both quality and access.
Accountable Leaders
The Blueprint to Create a Culture Where Leaders Own It, Step Up, Get Tough and Drive Extraordinary Results
Vince Molinaro

Studies show that 72% of over 2,000 respondents globally state that leadership accountability is a critical business issue in their organization. Only 31% are satisfied with the degree of accountability demonstrated by their leaders. Accountable Leaders focuses on helping companies close the leadership gap in their organizations. Based on the author’s direct consulting experience and advisor to CEOs and CHROS, this book will be a practical guide that provides a proven blueprint for organizations to build stronger leadership accountability.

About the Author
Vince Molinaro, Ph.D., CMC (Oakville, Ontario; www.lhh.com) is a speaker, consultant, and executive at Lee Hecht Harrison. As an executive, Vince has helped create one of the leading brands in the Human Capital industry, working in several key sectors including energy, pharmaceutical, professional services, technology, financial services, and the public sector. Vince is regularly called upon by the media for his innovative opinions on the for corporations and conferences. He is the author of four successful books, Leadership Solutions, The Leadership Gap, The Leadership Contract, and The Leadership Contract Field Guide and is also a Certified Management Consultant.
Fix Your Team
The Tools You Need to Rebuild Relationships, Address Conflict and Stop Destructive Behaviours
Rose Bryant-Smith & Grevis Beard

Transform team dynamics with practical, real-world tools for sustainable change

*Fix Your Team* is the manager’s essential and practical guide to diagnosis and intervention. Packed with expert insight acquired over decades of experience in workplace relations and conflict resolution, this book systematically addresses problems with team dynamics and provides a blueprint for moving forward. The authors bring a unique combination of legal nous, conflict management expertise, emotional intelligence and business experience to provide a wealth of valuable insights, with robust tools designed for easy implementation.

This book offers diagnostic guidance to help you analyse existing issues with confidence, and a clear framework for removing the dysfunction. It includes practical scenarios we can all relate to, and actionable guidance on building buy-in, executing the strategy and looking after yourself through tough transformations. By tackling problems early and providing employees with the opportunity to improve their working relationships, managers, human resources and other internal advisors demonstrate their commitment to productivity, genuine care for employees and dedication to a healthy and ethical working environment. People working in dysfunctional teams will understand better what is going on, and understand what options exist for improvement.

- Diagnose team problems and learn what tools are available to help
- Determine the best use of resources and choose an implementable fix
- Develop a business case for intervention, and get support from the top
- Build morale, productivity and collaboration within the team
- Upskill employees to ensure sustainable improvements

In today’s competitive environment, managers need to bring out the best in everyone. *Fix Your Team* is a ground-breaking handbook for management looking to improve team dynamics, with practical solutions for productivity-killing, unethical and distracting issues. It gives all managers the confidence, strategies and solutions they need to repair tricky, toxic and troubled teams to create a great workplace.

**About the Author**

Since 2007 when they co-founded Worklogic, *Rose Bryant-Smith* and *Grevis Beard* have worked with organisations across Australia to train staff and executive teams, triage workplace problems, resolve disputes, and build resilient and happy workforces.
Digitization is reshaping our careers, companies, and industries. Machine learning, artificial intelligence, and robotics are surpassing human capabilities across broad sectors of the economy but also empowering individuals to work, learn, and play in entirely new ways. Every organization faces attackers that are neutralizing traditional sources of competitive advantage and offering innovations that reset customer expectations. However, startups and other new competitors lack the scale, reach, and expertise needed to fully transform most industries. *Goliath’s Revenge* explains how established companies are shifting from playing defense to playing offense in face of technological change, to pursue long-term industry leadership. It defines the six new rules that are separating winners from losers including:

- Redefine the company mission and the business you’re in
- Balance incremental innovation with transformative innovation
- Change your financial and other metrics so they measure investment in future growth, not just near-term financial performance
- You have the customer data — make it your secret weapon!
- Bring in innovation from outside your company
- Deliver 10X Customer Expectations

The book also provides first-hand examples of companies solving the famous “innovator’s dilemma” through “smart cannibalization”. *Goliath’s Revenge* is your guide to resetting both your company strategy and your personal development to thrive in the age of digital disruption.

**About the Author**

Todd Hewlin (www.tcg-advisors.com, San Francisco, CA) is a former McKinsey partner, now Managing Director at TCG Advisors, the leading growth strategy firm in Silicon Valley, founded by bestselling author Geoffrey Moore (*Crossing the Chasm* and other books), and is a noted expert on digitization and business model innovation.

Scott Snyder, PhD, (https://mackinstitute.wharton.upenn.edu, Philadelphia, PA) is a Partner at Heidrick Consulting, leading the Digital Transformation and Innovation Offerings for global companies, and a Senior Fellow in the Management Department at the top-ranked Wharton School of Business at the University of Pennsylvania.
The 100X Leader
How to Become Someone Worth Following
Jeremie Kubicek & Steve Cockram

Forget everything you know about motivating others and building a harmonious workplace. If you want to get the best out of people, you must be willing to fight. But, that doesn’t mean you become a dominator, nor does coddling others work. The best leader you’ve ever had in your life was a liberator — someone willing to fight for your highest good, even at a personal cost. Global leadership experts, Jeremie Kubicek and Steve Cockram, explain what made that leader so unique, how to become that person yourself, and how to share the same gift with others. Liberator will help you discover how to:

• Be one of the few that people want to actually follow, by training you how to learn the art of calibration in the way you lead and communicate.
• Overhaul entire cultures by focusing on the transformation and empowerment of sub-culture leaders.
• Become a transformation machine as you learn to bring the best out of people for their highest possible good.

About the Author
Jeremie Kubicek (Edmond, OK; www.jeremiekubicek.com) is an international speaker, bestselling author, and consultant to top-level executives and leaders around the world. Steve Cockram (Bucks, UK; www.giantworldwide.com) is an international speaker and consultant to top-level executives and Global multinational leadership teams.
Effective, sustainable cultural change requires evolution, not disruption

The Corporate Culture Survival Guide is the essential primer and practical guide every organization needs. Corporate culture pioneer Schein breaks the concept of ‘culture’ down into real terms, delving into the behaviors, values, and assumptions that define it, and explains why culture is the central factor in an organization’s success — or failure. This new third edition is designed specifically for practitioners needing to apply these practices in real-world settings, and has been updated with new coverage of globalization, technology, and managerial competencies. You’ll learn how to get past subconscious bias to assess whether or not your existing culture truly serves your organization, and how to introduce and manage the change process over time for a best-case-scenario outcome. Case studies illustrate successful change in real companies, providing models and setting the bar for dismantling dysfunctional cultures.

Corporate culture begins with the founder, and evolves — or not — over time. Is your culture working for or against your organization? How can it be optimized? This book separates the truth from the nonsense to provide real-world guidance on initiating and managing cultural change.

Each of us is a part of many cultures — where you live, where you grew up, what you enjoy, how you live; in the workplace, many different people with many different cultures come together toward a common goal — will these cultures clash or synergize? The Corporate Culture Survival Guide shows you how to create an overarching corporate culture that gets everyone on the same page to drive your organization’s success.

About the Author

Edgar H. Schein (http://mitsloan.mit.edu/faculty/detail.php?in_spseqno=41040) is the world-renowned expert on organizational culture, credited with founding the field and authoring this, the defining resource on the topic.
The Drama-Free Workplace
How You Can Prevent Unconscious Bias, Sexual Harassment, Ethics Lapses, and Inspire a Healthy Culture
Patti Perez

The global #MeToo movement has highlighted the need for organizations to improve the ways they deal with problems like sexual harassment, unconscious bias, and other workplace misconduct. Most HR departments have responded by focusing their efforts narrowly on getting employees to comply with the legal minimum. However, employee use of social media to highlight workplace abuses is showing that the real disease is an unhealthy workplace culture. So, what’s the cure? What are the hallmarks of a workplace that is full of loyal and happy brand ambassadors (aka employees) and is also a profitable business? The answer is a healthy workplace culture, where everyone feels respected and able to do their best work. This book will debunk long-held myths about what causes sexual harassment and other misconduct, and explain a better, proactive way to avoid workplace drama. Key chapters include:

- Effectively Dealing with Difficult Employees
- Unconscious Bias
- Sexual Harassment
- Unethical Conduct
- Making Difficult Conversations Easy: Say This NOT That
- The Best Kept Secret for Stopping Drama? Make Sure Everyone is Heard and Feels Valued
- Early Intervention so Problems Don't Spiral Out of Control
- Why Employees (Really) Quit
- I Hate Change

About the Author

Patti Perez (www.emtrain.com, San Diego, CA) is Vice President of Workplace Strategy for Emtrain, a technology-driven HR culture/compliance company and a frequent speaker around the US on sexual harassment prevention and other workplace issues. She is a licensed California attorney, a professionally-certified HR executive, a specialist in the prevention and resolution of workplace drama, an expert witness in state and federal court, a state regulator, and an entrepreneur.
The Hard Hat for Kids
A Story About 10 Ways to Be a Great Teammate
Jon Gordon & Lauren Gallagher

An inspiring story with lessons on teamwork — written for kids, but valuable to everyone
Adapted from Jon Gordon’s bestseller The Hard Hat, The Hard Hat for Kids is an inspiring story that teaches children how to be a great teammate. An engaging tale that resonates with all children, the ‘10 Ways to be a Great Teammate’ and the “We before Me” philosophy, make this book an enjoyable read and an invaluable teaching tool for coaches, teachers, and parents. It presents practical insights and life-changing lessons that are immediately applicable to everyday situations, giving kids — and adults — a new outlook on cooperation, friendship, and the selfless nature of true teamwork.

Mickey is a talented basketball lover who has always dreamed about playing on her school’s team. On the first day of practice, she learns of a special award given to the best teammate — and soon discovers that there is a big difference between being the best player and being the best teammate. What follows is an unforgettable story about selflessness, loyalty, hard work, and compassion, and a clear lesson on putting the team first.

Author Jon Gordon is a renowned storyteller with a knack for making life lessons stick. For this book he has teamed up with Dr. Lauren Gallagher, a school psychologist and mental skills coach who shares her passion for bringing valuable lessons to children in a way that is fun and educational. This book continues Jon’s unique way of merging everyday wisdom with practical advice to make you better at everything that you do.

About the Author
Jon Gordon is a consultant, keynote speaker, and author of international bestsellers, including The Energy Bus and The No Complaining Rule. Jon is a renowned storyteller with a knack for making life lessons stick. For this book he has teamed up with Dr. Lauren Gallagher, a school psychologist and mental skills coach who shares her passion for bringing valuable lessons to children in a way that is fun and educational. Fittingly, Dr. Gallagher is also the wife of Jon’s college lacrosse teammate at Cornell University where the Hard Hat tradition began. This book continues Jon’s unique way of merging everyday wisdom with practical advice to make you better at everything that you do.
The Power of a Positive You
Proven Principles and Practices to Be a Better You
Jon Gordon

Author’s Previous Titles Licensed in Arabic, Azerbaijani, Bahasa Indonesian, Bugarian, Croatian, French, German, Italian, Japanese, Korean, Lithuanian, Orthodox Chinese, Persian, Polish, Portuguese, Romanian, Simplified Chinese, Spanish, Thai, Turkish, Ukranian, Vietnamese

We are not positive because life is easy. We are positive because life can be hard. In life, you will face numerous obstacles, negativity, and tests. There will be times when it seems as if everything in the world is conspiring against you and your vision seems more like a fantasy than a reality. That’s why being a positive YOU is essential!

Jon Gordon shares the proven principles and practices that a person can build to be the best you. He provides practical tools to help you overcome negativity and enhance your communication, connections, and commitment to yourself. Jon doesn’t just research the keys to be a better you; he has personally worked with countless individuals and has a keen understanding of how to build a better self. Jon not only infuses this book with the latest research, compelling stories, and strategies to maintain optimism through adversity... he also shares his best practices to transform negativity and practical ways to have difficult conversations — all designed to make a more positive, stronger and better you.

About the Author

Jon Gordon (jongordon.com; Ponte Vedra Beach, FL) is a consultant, keynote speaker, and international bestselling Wiley author.
On almost a daily basis, we read stories in the news about high-profile male leaders, CEOs, venture capitalists, and entrepreneurs harassing and acting inappropriately toward the women with whom they work. Following such revelations, these men generally lose their jobs, and their companies lose valuable female talent, customers/clients, and their reputations. And, although we regularly hear stories about the “bro culture” that obstructs women’s progress and creates hostile work environments for them, we haven’t heard as much about the efforts of good men who want to change the in-office behaviour of their teams and companies so that they and women they work with can realize their full potential and their businesses can thrive. This book teaches men and managers how to respond in these situations and how to lead by example.

In WE: Men, Women, and the Decisive Formula for Winning at Work, Rania Anderson lends her guidance on this exact topic. Social mores have changed, and yet, well-intentioned managers simply don’t always know what to do and what’s appropriate and useful to actively recruit, retain, and advance more women into leadership. They want to be told how this can make a difference to them and how they can make a difference — this book shows you how to improve your own results and win in business:

- A new playbook to recruit and retain high-calibre women
- Take actions to work effectively, elevate and lead with women in the workplace
- Discover how traditional social roles exert a powerful pull on people of both genders and what to do about it.
- End confusion of male leaders

In the #MeToo era when everyone else is focused on what’s wrong and what not to do, WE, is about what’s going well and what you can do.

About the Author

Rania Anderson is one of a handful of global experts on the actions that managers can take to intentionally elevate women.
Daring to Compete
How 7 Drivers of Growth Accelerate Entrepreneurs to Market Leadership
Diane Foreman, Bryan Pearce & Geoffrey Godding

Sales growth is a constant challenge for businesses of any size. Global consulting firm EY, in connection with its renowned “Entrepreneur of the Year” program, has done years of extensive research in countries around the world and distilled its findings into a proprietary model called “The 7 Drivers of Growth”. The book reveals that a sustainable growth strategy requires entrepreneurs to excel in 7 areas:

- Understand and Delight Your Customer Better Than Anyone Else;
- Be Digital First
- Hire and Cultivate The Right People and Culture
- Negotiate Strategic Transactions and Alliances
- Manage for Operational Excellence
- Secure the Right Funding and Finance;
- Reduce Risk

However, which of these 7 areas successful entrepreneurs focus on must change as their company moves from emerging to market leader. The book is both educational and inspirational and will be of interest to current and aspiring entrepreneurs and established business leaders who are trying to run their enterprises in a more entrepreneurial fashion. The book is illustrated with stories of EY Entrepreneur Of The Year Country Winners from around the world, giving readers a unique opportunity to learn from some of the best entrepreneurs on the planet.

About the Author

Diane Foreman (www.ey.com, Auckland, NZ) Diane is one of New Zealand’s most successful entrepreneurial businesswomen.

Bryan Pearce (www.ey.com, Boston, MA) Bryan is a Partner with EY based on Boston, MA. and is the firm’s Global Leader — Entrepreneurship with responsibility for the EY Entrepreneur Of The Year Program.

Geoffrey Godding (www.ey.com, London, UK) Geoffrey has been a partner at EY for over 20 years consulting to companies in Europe, Middle East, Asia and North America.
Today’s leaders face so many challenges — employee retention, operational efficiency, culture, collaboration, leading across generations, and more — but communication is at the heart of every one of those issues. A clear message with a powerful delivery gets you halfway home. Honing in on your next conversation can drive more impact, better relationships, and greater overall effectiveness. For yourself. Your career. Your company.

They say there’s nothing that can stop an idea whose time has come. So, take the lead. It’s time for you to create what’s missing. And Leadership Language will show you how.
Leading on the Frontline
Remarkable stories and essential leadership lessons from the world's danger zones
Linda Cruse
ISBN: 978-0-7303-6580-8 • Sep 2018 • 224pp
This book presents extraordinary stories of extraordinary people who confront the best and worst of humanity every day. These people accomplish big things with few resources, prioritise progress over personal comfort and prevail over seemingly impossible odds. Their lessons contain multitudes for those who aspire to be great leaders — and the very best version of themselves. Leading on the Frontline equips leaders with the skills and perspective they need to emerge victorious in a relentlessly volatile, constantly changing world.

Repute and Disrepute
The Inside-Out Approach to Managing Corporate Reputation
Rosa Chun
ISBN: 978-1-119-94226-9 • Apr 2019 • 160pp
In today's digitized, social networked world, a company or brand reputation can soar to dizzying heights or be buried in the blink of an eye. Never has it been more vital for every company to have a comprehensive strategy in place for managing its good name and for restoring and rebuilding its damaged reputation, should the worst happen. This book describes an innovative new approach to reputation management. It goes beyond the broad extrapolations from research, the corporate communication and marketing strategies found in most books to provide a wholly practical, holistic approach to reputation management.

Speaking Being
Werned Erhard, Martin Heidegger, and a Technology of Transformation
Drew Kopp & Bruce Hyde
ISBN: 978-1-119-54990-1 • Apr 2019 • 256pp
This title has two features; One, a transcript of a four-day course, “the Forum” delivered by Erhard in 1989. The other juxtaposes the transcript and provides an extended discussion to reveal Heideggerian points of intersection. This discussion has two forms: first, a series of “sidebar” discussions that occur alongside the conversations taking place between Erhard and participants; and second, wider arcs of thought that happen during session breaks, concerning what it means to speak in such a way that the unsayable gets spoken and evoked, and yet, when a being speaks and evokes Being, Being already begins to disappear.

The Fearless Organization
Creating Psychological Safety in the Workplace for Learning, Innovation, and Growth
Amy C. Edmondson
Success requires a continuous influx of new ideas, new challenges, and critical thought, and the interpersonal climate must not suppress, silence, ridicule or intimidate. 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.
The Power of Understanding Yourself
The Key to Self-Discovery, Personal Development, and Being the Best You
Dave Mitchell
ISBN: 978-1-119-51633-0 • Jan 2019 • 256pp

Designed as both a companion piece to the author’s previous book, The Power of Understanding People, and a stand-alone work, The Power of Understanding Yourself provides readers with a blueprint for examining their true purpose and approach to life and a map for their journey to personal happiness, professional success and societal contribution. This book explores personal attributes related to interactive style, diving deeper into the concepts from the author’s previous book, provides exercises for exploring everyone’s reason for being and encourages readers to pursue specific personal development goals to become their best self.

The Soul of Analytics
Marcia Elaine Walker
ISBN: 978-1-119-44131-1 • Feb 2019 • 240pp

The Soul of Analytics explores the core, human stories so often overlooked in the technical tomes related to analytics, artificial intelligence, and machine learning. It is ultimately the human heart that drives exceptional performance. Each chapter of this engaging work explores how the personal passions and unique talents of individuals engaged in analytics work influence their approach to their professions and imbues them with particular strengths. Personal stories show how engaging your authentic self can help you “find your groove” and succeed — stunningly — while enriching both your personal and professional life.
Diary of a Brilliant Kid
Top Secret Guide to Awesomeness
Andy Cope, Gavin Oattes & Will Hussey

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

The Universe and Awesomeness

*Diary of a Brilliant Kid* is the “tweenager’s” atlas for navigating life. This interactive collection of stories, quotes, theories and yes, science, guides you through the difficult years between ages 8 and 12 to help you make sense of yourself and the world around you. Everything is changing! And that’s okay! It’s actually more than okay — it’s exciting. These changes are the opening salvo of your gradual transition into “grownup,” and it’s the perfect time to define who you are, how you think and how you choose to face the world.

The journal format gives away the plot; Spoiler Alert: the Brilliant Kid is you. No matter how you feel, no matter what’s happening in your head right now, you are not broken. You are a unique collection of talents and dreams and wants and surprises, and you have an entire lifetime ahead of you. This book takes you inside your own head, out into the world and everywhere your dreams may take you.

About the Author

**Andy Cope** is the author of the best-selling and award-winning Spy Dog series (Puffin) which runs to 22 titles.

With a background in primary school teaching and a successful career in stand-up comedy, **Gavin Oattes** is now regarded as one of the most talented and sought after speakers in the UK.

**Will Hussey** is a failed hypnotist and prolific creative thinker. He’s penned various books galvanising Growth Mindsets, and co-wrote the 2018 ERA Educational Book of the Year (Crown House.)
The Little Book of Being Brilliant

Andy Cope

Author’s Previous TitlesLicensed in Albanian, Arabic, Bahasa Indonesian, Czech, Danish, Korean, Russian, Thai, Vietnamese

Transform your business and personal life with a dose of good advice, good humour, and lots of common-sense principles.

Andy Cope is an expert in the art of happiness and positive psychology. This totally accessible primer to happiness, positivity, flourishing and wellbeing is free of nonsense and academic jargon, and populated instead with the simple stuff you need; a few case studies, some funny stuff and some questions to make you think about your work, relationships and life.

The Little Book of Being Brilliant combines all the best bits from The Art of Being Brilliant, Brilliant Every Day, Brilliant Teenager and Brilliant Kid to provide readers which a book packed full of top tips, advice and info on being brilliant. Andy takes the most useful and accessible bits from all of his Brilliant books and pulls them together in The Little Book of Being Brilliant.

This new title is a great read, but the underlying message is deadly serious. We’re talking about you and your life. Read it. Do what it says. The results will reverberate positively at work and home. Success isn’t about becoming a different person. Its a matter of finding out what really works for you, and doing more of it!
Exactly Where to Start
The Practical Guide to Bringing Your BIG Idea to Life
Phil M. Jones

Get out of your own way and bring your ideas to life!

Exactly Where to Start is a playbook for everyone with a great idea, everyone with a goal in mind, and everyone with a specific destination but no journey. We’ve been told all our lives that “good things come to those who wait” — but that’s a myth. Good things come to those who do. Too often, we get stuck in the “getting ready” stage: research, analysis, brainstorming, and more research; we feel like we need to know everything there is to know about what we want to do before we ever take the first steps. Meanwhile, the people who actually go out and do the thing are taking risks, learning lessons, and making strides toward their goals every single day. Isn’t it time you joined them?

This book coaches you through the journey with precise, actionable steps that help you take that all-important first leap and keep the momentum going. Discard the distractions, break through the overwhelm, and get going for real with this real-world blueprint for turning your vision into reality.

- Snap yourself out of “analysis paralysis”
- Stop thinking you need to know everything before you even begin
- Make those big decisions and focus in on your goals
- Chart your journey’s path, and get up and get started today

Many of us have fallen into a trap: we no longer believe that “anything is possible”, yet we are surrounded by proof that everything is possible! But we are distracted, harried, overwhelmed, and maybe a little intimidated. Exactly Where to Start gives you the kick in the pants and the practical plan you need to stand up, step up, and make it happen.

About the Author

Phil M Jones (Hoboken, NJ; www.philmjones.com) is one of the most in-demand sales trainers.
Happiness
How to get into the habit of being happy
Gill Hasson

Author’s Previous Titles Licensed in Arabic, Czech, Dutch, French, German, Greek, Italian, Persian, Polish, Portugues, Russian, Spanish, Turkish, Vietnamese

Get into the habit of being happy!

We may all have different abilities, interests, beliefs and lifestyles, but there is one thing that we all have in common: We want to be happy!

Happiness shows you how to be happy by adopting lifelong “happiness habits” that bring and fulfillment and pleasure to your days.

These habits will help you manage life’s inevitable ups and downs; consistent practice will develop your happiness abilities and help you live the happy life you want.

Aristotle believed that happiness was comprised of pleasure and a sense of life well-lived. Today’s research agrees, suggesting that “happiness” is defined by your overall satisfaction with your life as well as how you feel from day to day. This book shows you that happiness is a skill made up of a particular set of habits that you can bring in your life starting today.

- Identify your own, personal definition of “happiness”
- Learn why we need to be happy and what often gets in the way
- Develop habits that help you create and maintain happiness long-term
- Learn how to be happy when you’re stuck in an unhappy situation
- Discover the often-overlooked happiness that surrounds you every day
- While happiness is not feeling good all the time you do have the ability to control how you feel

Happiness gives you the skills and perspective to recognise happiness and pursue a happy life — whatever that may mean for you.

About the Author

Gill Hasson is a careers coach with over 20 years experience in the areas of personal & career development, and is a freelance tutor/ teacher in mental health issues for mental health organisations.
Positive Thinking Pocketbook
Little Exercises for a happy and successful life
Gill Hasson

Author’s Previous Titles Licensed in Arabic, Czech, Dutch, French, German, Greek, Italian, Persian, Polish, Portuguese, Russian, Spanish, Turkish, Vietnamese

Positive thinking is more than a way to manage your thoughts — it’s about what you think and what you do. Positive thinking is an approach and set of skills that you and anyone else can learn. Whatever life has thrown at you in the past and whatever it is you want to achieve in the future, The Positive Thinking Pocketbook will help.

The Positive Thinking Pocketbook has two themes:

1. Creating a Positive Mindset — which both explains the principles of Positive Thinking and gives you tips, techniques and advice on understanding and developing your Positive Thinking.

2. Positive Thinking for a Range of Situations — which gives tips, techniques and advice on how to apply the principles of positive thinking to a range of potentially difficult situations.

For each situation or circumstance there are practical ways — ideas, advice, tips and techniques — to help you to understand and apply Positive Thinking. Whenever you want a shot of positivity, simply pick out a few ideas, tips and techniques that appeal to you and give them a try!

About the Author

Gill Hasson is a careers coach, has over 20 years experience in the areas of personal and career development, and is a freelance tutor/teacher in mental health issues for mental health organisations. She also teaches and delivers training for adult education organizations, voluntary and business organizations and the public sector. Gill is the bestselling author of Mindfulness and Emotional Intelligence.
Productivity
Get things done and find your personal path to success
Gill Hasson

Bestselling Capstone author Gill Hasson looks at personal productivity; ways of being more productive and efficient but without more stress. This book provides a tool to figure out ways to be more productive that work for you rather than ways that work for other people.

*Productivity* shows readers how to solve the problem of doing too many things too inefficiently? Some people are naturals at personal productivity, whereas others have to learn it. *Productivity* explains how to:

- Develop a personal productivity mindset
- Plan your time purposefully
- Figure out when you have the most energy for different types of tasks
- Figure out what energizes you and schedule it into your calendar as a recurring event
- Make best use of your skills and strengths
- How and when to delegate
- Manage setbacks to productivity
- Discover and implement your own productivity enhancements, one new habit at a time.

*Productivity* will make you less stressed and overwhelmed, happier, healthier and more productive.

About the Author
Gill Hasson is a careers coach, has over 20 years experience in the areas of personal & career development, and is a freelance tutor/teacher in mental health issues for mental health organisations. She also teaches and delivers training for adult education organizations, voluntary and business organizations and the public sector. Gill is the bestselling author of *Mindfulness* and *Emotional Intelligence*. 
How to Sleep Well
The Science of Sleeping Smarter, Living Better and Being Productive
Dr. Neil Stanley

It has never been more important to sleep well. Stop sabotaging your own sleep and finally wake up energized and refreshed.

How to Sleep Well is a guidebook that can change your sleep and help you live life more fully. Whether you struggle to fall asleep, sleep too lightly, wake too often or simply cannot wake up, this book can help you get on track to sleeping well and living better. It starts with the science of sleep: how much you really need, what your body does during sleep and the causes behind many common sleep problems. Next, you’ll identify the things in your life that are disrupting your sleep cycle and learn how to mitigate the impact; whether the pressure of workplace or you simply cannot quiet your own mind, these expert tips and tricks will help you get the sleep you need.

Sleep affects everything. Work and school performance, relationships, emotional outlook, your appearance and even your health. Sleeping problems can dramatically impact your quality of life, but most can be solved with a bit of self-adjustment. How to Sleep Well puts a sleep expert with over 36 years’ experience at your disposal to help you finally get the restful, restorative sleep you need to live better and be productive.

About the Author
Dr Stanley has been involved in sleep research for more than 35 years. He started his career at the Neurosciences Division of the R.A.F. Institute of Aviation Medicine, then moved to the Human Psychopharmacology Research Unit (HPRU) at the University of Surrey where, as Director of Sleep Research, he created and ran a 24 bed sleep laboratory designed for clinical trials.
This book is about how we can identify resentment and its toxic effects on our health, relationships, families, workplaces, environment, and wider society. It provides meaningful and practical ways of loosening the hold of resentment and the powerful role of gratitude in this process. It accounts for dilemmas such as bullying, abuse, betrayal, terminal illness, and war, where resentment would seem the most fitting and natural response. This book will assist readers to navigate their way through the corroding and toxic aspects of resentment to the connecting and affirming influences of gratitude.

This book is the first to explore, in the context of real experiences, the dynamic relationship between gratitude and resentment.

Rather than presenting psychological reasons and/or therapeutic solutions, each chapter explores how gratitude can bring our resentment into the light and the practical ways that it can be addressed and shifted through a practice of gratitude. This structure allows for a nuanced consideration of the ways forward and takes into account cross-cultural and gender perspectives and is embedded in research and narratives of those who have successfully taken this approach to dramatically improve their relationships with others and their effectiveness in their roles.

Gratitude and resentment are highly relational. Each has a significant impact on the quality of our relationships, our community, and the world at large.

About the Author

Kerry Howells is passionate about the role gratitude can play in enhancing not only our own personal wellbeing, but also our relationships with others and improvement of society as a whole.
LEAD
50 models for success in work and life
John Greenway, Andy Blacknell & Andy Coombe

LEAD will enable, equip and inspire leaders to navigate their unique personal and professional journeys with greater awareness, skill and success.

LEAD will be an ongoing companion for you in your personal and professional life. A coach or mentor gives you space to reflect and provokes you to action. The authors’ aspiration is that LEAD will be a virtual coach, enabling you to both self-coach and mentor others. This book will share timeless principles, inspiring stories and practical models that you can apply directly to your situation whether you are taking the lead at work, in society or at home.

The book makes clear, however, from the outset — that it isn’t all going to be plain sailing. There will be many twists and turns. Because life isn’t a straight line. How you “think and do” in those twists and turns will be pivotal to both your growth as a leader and to your success. The book’s 50 models will provide you with ideas and tools to sharpen your thinking and activate your doing as you navigate your way through.

LEAD will make a huge, lasting, and international impact upon how people lead themselves, their teams and their organisations.

About the Authora

John D. H. Greenway loves helping people find their purpose, clarify their priorities and fulfil their potential.

Andy Coombe, according to his co-authors, is a brilliant facilitator.

Andy Blacknell’s passion is in helping leaders and organisations engage people fully in their work or in their community.
Master Your Mind
Counterintuitive Strategies to Refocus and Re-energize Your Runaway Brain
Roger Seip & Robb Zbierski

You’ll get there faster if you just slow down

Master Your Mind offers a bit of perspective and a lot of insight for anyone seeking long-term success. Success in business is spelled M-O-R-E: better results, faster growth, more revenue, greater efficiency. Do more. Make more. Achieve more. And do it now. Eventually, ambition turns to stress, then to frenzy, then to emptiness as once-ambitious workers endlessly trudge the hamster wheel chasing the next promotion. While top-level performance is the holy grail of business at all levels, there is another, much better way to achieve it: slow down. Yes, you read that right — S-L-O-W. This is your permission to jump off of the hamster wheel.

Slowing down is not a luxury, it is a necessity. A frenetic brain simply doesn’t perform at optimal levels. By maintaining a snail’s pace, you actually achieve better results — at rocket speed — because you’re firing on all cylinders. You’ll think of new things, approach old problems from new perspectives, and breathe a breath of fresh air into everything you do. This book shows you how to achieve this state of steady, sustainable fire, and how to get further by crawling than you ever did while attempting to fly.

You know you’re capable of more, but the stress is eating away at your body, your brain, and your soul. Relax, take a deep breath, and buckle down. Clear your mind, and then put it to work. Stop juggling and start doing. Master Your Mind shows you how to supercharge your trajectory by taking it S-L-O-W.

About the Authors

Roger Seip (Madison, WI; www.deliverfreedom.com) is the co-founder of Freedom Personal Development, one of the world’s premier training and personal development firms.

Robb Zbierski (Arlington Heights, IL; www.freedompersonaldevelopment.com) is a professional speaker, trainer and personal coach with Freedom Personal Development.
The 25 Minute Meeting
Half the Time, Double the Impact
Donna McGeorge

Sharpen your focus and tighten your time frames to get more done in less time

The 25 Minute Meeting goes beyond “cut to the chase” and shows you how to take back your work day with smarter planning and more productive action. Meetings have become a de facto way of working, and as they pile up and stretch to interminable lengths, they eat up our days and sink productivity — if they are poorly planned and run. Done well, meetings are short, sharp, productive affairs that provide critical time and space for the interactions that drive business forward. This book shows you how to effectively and efficiently recover your time with a roadmap to the 25-minute meeting.

A clear framework walks you through the entire meeting process, with emphasis on timing and focus, with illustrative case studies showing how real-world meetings have transformed from painful to purposeful with a few simple changes. From purging the invite list, to shutting down irrelevant tangents and facilitating more efficient communication, this book can help you reclaim your lost hours without sacrificing collaboration.

A well-run meeting is a goldmine of opportunity for Getting Things Done; it is where the diverse set of talents on your team come together into a whole of achievement — it is your most valuable commodity. It’s time to leave dusty, boring, time-sucking meetings in the past and revolutionize the way we come together. The 25 Minute Meeting shows you a fresh, more productive approach to working, cooperating, collaborating, and communicating the 21st century way.

About the Author

As a speaker, author and mentor, Donna McGeorge helps organisations futureproof their business, by equipping leaders with the skills and knowledge to attract and retain talent, and maintain high engagement for an anytime, anywhere workforce.
The Polymath
Unlocking the Power of Human Versatility
Waqâs Ahmed

Every human is born with multifarious potential. Why, then, do parents, schools and employers insist that we restrict our many talents and interests; that we ‘specialize’ in just one?

We’ve been sold a myth, that to ‘specialize’ is the only way to pursue truth, identity, or even a livelihood. Yet specialization is nothing but an outdated system that fosters ignorance, exploitation and disillusionment and thwarts creativity, opportunity and progress.

Following a series of exchanges with the world’s greatest historians, futurists, philosophers and scientists, Waqas Ahmed has weaved together a narrative of history and a vision for the future that seeks to disrupt this prevailing system of unwarranted ‘hyper-specialization.’

In The Polymath, Waqas shows us that there is another way of thinking and being. Through an approach that is both philosophical and practical, he sets out a cognitive journey towards reclaiming your innate polymathic state. Going further, he proposes nothing less than a cultural revolution in our education and professional structures, whereby everyone is encouraged to express themselves in multiple ways and fulfil their many-sided potential.

Not only does this enhance individual fulfilment, but in doing so, facilitates a conscious and creative society that is both highly motivated and well equipped to address the complexity of 21st century challenges.

About the Author

In a short but colourful life so far, Waqâs Ahmed has enjoyed great success in the academic, business, art, sport, military, diplomatic and journalistic worlds.
Balance is Bullshit
How to Ditch Expectations, Uphold Your Values and Embrace a Work-Life Balance
Tamara Loehr

In the US, over 40% of households are now helmed by breadwinning women. Gender diversity has proven positive impacts for businesses, so it seems like a win-win: great for the economy, great for ambitious women. But it’s giving rise to a problem that’s really hard to talk about: across working households, women are working more outside the home, but they’re not really working less inside the home. We’re lifting our expectations of ourselves in our careers, but we’re not adjusting our expectations around partners, parenting and personal lives. We’re all in pursuit of the elusive ‘work-life balance’ and feeling guilty because it’s impossible to get there.

How To Present To Absolutely Anyone
Confident Public Speaking and Presenting in Every Situation
Mark Rhodes
ISBN: 978-0-85708-773-7 • Nov 2018 • 232pp

It takes more than stage presence to make a great presentation — you need great content. Without it, you won’t get the result you’re after, and you will dread the next talk. But if your presentation stands on its own two feet and you manage to banish the stage fright, you get a taste of success that ignites your passion and gets you excited to present every time! Packed with practical advice for both mental anguish and content creation, this book approaches public speaking holistically to arm you with real skills for success.

Leadership Hacks
Clever Shortcuts to Boost Your Impact and Results
Scott Stein
ISBN: 978-0-7303-5950-0 • Sep 2018 • 200pp

Leadership Hacks is the business leader’s guide to getting things done. Covering hacks at personal, one-on-one, and team levels, this book is packed with tips, tricks and advice that will help you eliminate the distractions and harness technology; communicate effectively, delegate clearly and coach confidently; and make meetings and missions that matter for your team. You’ll achieve greater results, open the channels of communication and look like a rock star to those still struggling with the daily deluge.

Mastering the Art of Oral Presentations
Winning Orals, Speeches, and Stand-Up Presentations
John P. Stewart & Don Fulop
ISBN: 978-1-119-55005-1 • Apr 2019 • 256pp

Mastering the Art of Oral Presentations describes the essential elements, processes, and behaviors needed for preparing and delivering an impactful, memorable formal oral presentation. It’s focus is on selling products and services of all types, in both commercial and government buying/procurement applications. It provides comprehensive guidance based on decades of successful, real-world experience and lessons learned. All material covered is applicable to both individual, and uniquely, team presentations as well. And, when considering winning approaches and strategies, it applies to the readers’ professional life and personal life as well.
Offline
Unplugging Your Brain in a Digital World
Imran Rashid & Soren Kenner

ISBN: 978-0-85708-793-5 • Jan 2019 • 240pp

 Millions if not billions of people all over the globe are quickly becoming digital junkies — affecting attention, concentration and ability to be present. In a time where our work is becoming increasingly self-driven and the office is always in our pocket, we need to redefine what work-life balance really is. In ‘Offline’ Imran Rashid highlights how you can regain control of your life by planning more efficiently against your impulses and, consequently, better protect your brain. With its new FLOW concept, the book provides you with simple solutions to sleep properly, exercise and prioritise family time and friends.
Sales Leadership
The Essential Leadership Framework to Coach Sales Champions, Inspire Excellence and Exceed Your Business Goals
Keith Rosen

Author's Previous Titles Licensed in Czech, Polish, Simplified Chinese

What if you can successfully coach in 15, 5 or even 60 seconds? Sales Leadership makes delivering meaningful and habitual coaching easy. For busy, caring managers, this removes the pressure and misconception that, “coaching is difficult and takes too long.”

In its powerful simplicity, Sales Leadership delivers a clear path to develop a coaching culture and habit, and into a coaching leader who create dream teams. Using Keith’s proven 5-Step L.E.A.D.S. Coaching Framework™, you’ll easily navigate through difficult conversations, uncover transformational coaching moments and inspire positive change.

Sales Leadership advances the development of every manager and salesperson, mapping out how to coach masterfully and habitually in 15 minutes or less using the five types of coaching questions so you can:

- Give less advice, decrease dependence and rely on your people to do their job.
- Get to the core of what needs to change and create the personal-accountability to do so.
- Save at least 20 hours a week on unproductive, wasteful activities.
- Achieve business objectives, boost sales faster and retain more customers.
- Build impenetrable trust to develop and retain your top performers.
- Get more from your A and B players, and turnaround underperformers fast.
- Create widespread buy-in around strategic change and improve daily performance metrics by aligning individual, personal goals and motivations with corporate objectives.

Sales Leadership is the only guide you’ll need so that you and your team can do more work in less time without the stress and pressure, have more impact, and enjoy the ride to becoming the ultimate sales leaders.

About the Author

Keith Rosen (Merrick, NY; www.keithrosen.com) is the CEO of Profit Builders, named one of the Best Sales Training and Coaching Companies worldwide for the last four consecutive years.
AI for Marketing and Product Innovation

Powerful New Tools for Predicting Trends, Connecting with Customers, and Closing Sales

A. K. Pradeep, Andrew Appel & Stan Sthanunathan

Get on board the next massive marketing revolution

*AI for Marketing and Product Innovation* offers creatives and marketing professionals a non-tech guide to artificial intelligence (AI) and machine learning (ML) — twin technologies that stand poised to revolutionize the way we sell. The future is here, and we are in the thick of it; AI and ML are already in our lives every day, whether we know it or not. The technology continues to evolve and grow, but the capabilities that make these tools world-changing for marketers are already here, whether we use them or not. This book helps you lean into the curve and take advantage of AI’s unparalleled and rapidly expanding power.

More than a simple primer, this book goes beyond the “what” to show you the “how”: How do we use AI and ML in ways that speak to the human spirit? How to we translate cold technological innovation into creative tools that forge deep human connections? Written by experts at the intersection of neuroscience, technology, and marketing, this book shows you the ins and outs of these ground-breaking technological tools.

Learn practical examples of how to reinvest product innovation, brand building, targeted marketing and media measurement to connect with people and enhance ROI.

Discover the true impact of AI and ML from real-world examples, and learn the thinking, best practices, and metrics you need to capture this lightning and take the next massive leap in the evolution of customer connection. *AI for Marketing and Product Innovation* shows you everything you need to know to get on board.

About the Authors

Dr. AK Pradeep helped bring neuroscience to the world of marketing and works one-on-one with CEOs of many of the world’s largest companies.

Andrew Appel is CEO and President of IRI, one of the world’s largest market research firms.

Stan Sthanunathan directs market research for Unilever, one of the world’s largest and most successful consumer packaged goods companies.
Kellogg on Branding in a Hyper-Connected World

Alice M. Tybout & Tim Calkins

Author’s Previous Titles Licensed in Arabic, Bulgarian, Japanese, Korean, Portuguese, Russian, Simplified Chinese, Spanish, Swedish, Thai, Vietnamese

Kellogg School of Management at Northwestern University is widely recognized as the best school in the world for marketing and branding and was recently ranked the #1 School of Management in the world according to The Economist. This book from the Marketing faculty provides world-class advice and cutting edge perspective to anyone involved in marketing and branding, whether for businesses, countries, or causes. After reading the book, marketers will be able to develop a clear direction for their brand and implement it, using digital tools to help strengthen brand perceptions. While the book is for practitioners, its academic foundation also makes it appropriate for assignment in MBA and Executive MBA courses. Topics include:

- Why the brand matters
- Creating a unique brand experience
- Starting with customer insights
- Digital storytelling
- Managing key customer touchpoints
- Measuring Brand Health
- Using Neuroscience to build brands

About the Author

Alice Tybout (www.kellogg.northwestern.edu, Chicago, IL) is the Harold T. Martin Professor of Marketing at Northwestern University’s Kellogg School of Management.

Tim Calkins (www.kellogg.northwestern.edu, Chicago, IL) is Clinical Professor of Marketing at Northwestern University’s Kellogg School of Management.
Most salespeople and sales leaders who marvel at the consistent year in and year out performance of sales superstars are blind to the real reason for their success. Unwilling to accept that the foundational root of all success in sales is a fanatical focus on prospecting, they waste time tilting at windmills on their quixotic pursuit of fads, silver bullets, and secret formulas they believe will deliver them into arms of success with little effort. The Fanatical Prospecting Playbook will be an essential tool for leaders that aids and coaches sales people to become more effective prospectors. For salespeople, this book will explain the how and why behind the most important activity in sales and teach the skills and techniques required to become both effective and efficient at prospecting.

About the Author

Jeb Blount (Thompson, Georgia; www.salesgravy.com) is the founder and CEO of Sales Gravy, a global leader in sales acceleration and customer experience enablement solutions. Jeb is a sales acceleration specialist who advises many of the worlds leading organizations and their executives on the impact of emotional intelligence and interpersonal skills on sales, leadership, customer experience, and strategic account management. Jeb is recognized as one of the worlds most influential sales and marketing leaders by Top Sales Magazine, Forbes, and Selling Power. HubSpot lists him among the highest ranked sales authors of all time.
The Human Algorithm
Brian Solis

Author's Previous Titles Licensed in Arabic, Bulgarian, Dutch, Italian, Japanese, Korean, Russian, Simplified Chinese, Thai, Turkish

Do you walk and scroll on your phone at the same time?

Do you ever reach for your phone for no reason just to keep from getting bored? You're not alone. On average, we look at our phones 1,500 times per week with an average of about 177 minutes every day. Most of us have obsessive relationships with our digital appendages. We feel compelled to feed our online followers. We are devout in our commitment to stay up-to-the-minute on all of the latest activities in our newsfeeds. We feel left out if we're not jumping on every new trend. This is a time to take a moment, to press pause, to scream, “WAIT!” Somewhere along the way, we lost control. We gave ourselves to the dark side of technology and were fooled into living a semblance of the life we once treasured.

With a renewed mindset and perspective, we can master these incredible gifts of technology to live a better life. We can master these tools and our time to prioritize what really matters in our world and in the worlds of those we care about. We can then embrace the inevitable duality of living parallel digital and physical lives with a conscious purpose that unlocks new levels of contentment, possibilities and passion while also inspiring those around us.

About the Author

Brian Solis is a principal analyst at Altimeter, the digital analyst group at Prophet.
The Persuasion Code
How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime
Christophe Morin & Patrick Renvoise
Already Licensed in French, Turkish

Capture, convince, and close — scientifically

Most of your attempts to persuade are doomed to fail because the brains of your audience automatically reject messages that disrupt their attention. This book makes the complex science of persuasion simple. Learn to develop better marketing and sales messages based on a scientific model: NeuroMap™. Regardless of your level of expertise in marketing, neuromarketing, neuroscience or psychology: The Persuasion Code: How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime will make your personal and business lives more successful by unveiling a credible and practical approach towards creating a breakthrough persuasion strategy.

This book will satisfy your interest in neuromarketing, scientific persuasion, sales, advertising effectiveness, website conversion, marketing strategy and sales presentations. It will teach you the value of the award-winning persuasion model NeuroMap™: the only model based on the science of how your customers use their brain to make any decision including a buying decision. You will appreciate why this scientific approach has helped hundreds of companies and thousands of executives achieve remarkable results.

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

About the Author

Dr. Christophe Morin (Honolulu, Hawaii; www.salesbrain.com) is the CEO and Chief Pain Officer at SalesBrain.

Patrick S. Renvoise (San Francisco, California; www.salesbrain.com) is the President, Co-Founder and Chief Neuromarketing Officer at SalesBrain.
**Authentic Marketing**
How to Capture Hearts and Minds by Embracing the Power of Purpose
Larry Weber
ISBN: 978-1-119-51375-9 • Jan 2019 • 256pp
Author’s Previous Titles Licensed in Hungarian, Korean, Russian, Simplified Chinese, Spanish

*Authentic Marketing* offers a forward-thinking approach to achieving an entirely new level of engagement with today’s purpose-driven and sceptical audiences. The heart of this process involves finding the soul of your organization. When moral purpose is central to an organization’s core, everything branches out from a place of authenticity. Rather than a siloed CSR effort, you develop employee and customer relationships based on real — not curated — connections with a brand’s moral mission. You build true engagement, trust and evangelism. And, along the way, your customers will actually help to co-create your brand.

**Conversational Marketing & Sales**
How to Grow Leads, Shorten Sales Cycles, and Improve Your Customers’ Experience with Real-Time Conversations
David Cancel
ISBN: 978-1-119-54183-7 • Feb 2019 • 250pp

Conversational marketing is the process of having real-time, direct conversations with customers to generate leads and close sales. Having conversations with the people who are interested in your business. Unlike traditional marketing, conversational marketing uses real-time messaging and chatbots instead of lead capture forms — that way potential customers never wait for follow-ups, and can engage with your business when it’s convenient for them.

**From Impossible to Inevitable**
How SaaS and Other Hyper-Growth Companies Create Predictable Revenue
Aaron Ross & Jason Lemkin

Why are you struggling to grow your business when others seem to be crushing their goals? There’s a template the world’s fastest growing companies follow to achieve and sustain much, much faster growth. *From Impossible to Inevitable* details the hypergrowth playbook of companies like Hubspot, Salesforce.com (the fastest growing multibillion dollar software company), and EchoSign — aka Adobe Document Services (which catapulted from $0 to $144 million in seven years). Regardless of the size of your business, you can use the same insights as these notable companies to learn what it really takes to break your own revenue records.

**Moment Marketing**
Optimizing Every Step of the Customer Journey
Randy Wootton, Eric Duerr & Ken Rufo
ISBN: 978-1-119-36129-9 • Apr 2019 • 256pp

*Moment Marketing* is a marketing handbook for the digital age. Today’s marketing requires a deep understanding of the nature of complexity, and the opportunity costs and challenges of a world awash in behavioral data. This book offers an analysis of the current paradigm; from contemporary case studies to ancient philosophy, from unexpected happenstance to carefully orchestrated campaigns, situated between the art and science of knowing when your audience is who you think they are, this invaluable guidance will help you optimize marketing for the new era.
Entrepreneur
Building Your Business From Start to Success
Lars Tvede & Mads Faurholt

Author’s Previous Titles Licensed in German, Italian, Japanese, Korean, Orthodox Chinese, Russian, Simplified Chinese

Entrepreneur explains to the reader the key steps around how to build a company, whether planning to start one and wanting to know what it takes, already running a startup, or a company looking to reinvent itself.

In this book you will learn how to develop great startup ideas, turn them into viable business models, raise capital, build world-class teams, grow your company, compete in the marketplace, form alliances, stay sane in the process and finally, take home the profits.

Furthermore, there are numerous great tips about how you as an entrepreneur can become exceptionally efficient in everything you do.

The book runs through the use of modern planning tools, social media, and common sense advise that can make you a far more efficient individual than most competitors. It then goes through every step of the entrepreneurship cycle, from outlining the rough, initial business idea and getting it into shape to raising capital, building and managing the team, forming alliances, etc.

The book is written to be read by anyone from business students to someone wanting to set up a small venture, to someone who has raised USD 100m for their global tech company.

About the Author

Lars Tvede is a Partner at the top-performing venture capital fund Nordic Eye, CEO at Beluga and advisor to a Swiss hedge fund group; he was co-founder of several technology companies that have won numerous international awards, including: Wall Street Journal Europe Innovation Award, Red Herring Global 100 Award, Bully Award and Swiss IMD Startup Award.. He has written several books on creativity, marketing, high-tech, the future, innovation and financial markets, including The Creative Society, Supertrends, Business Cycles and The Psychology of Finance.

Mads Faurholt-Jorgensen is a serial entrepreneur and has started over 20 companies within the financial sector, technology, marketing, HR and education, with several thousand employees, valued at a couple billion US dollars, and with investors such as Goldman Sachs, the Worldbank and Alibaba.
Scale or Fail
How to Build Your Dream Team, Explode Your Growth, and Let Your Business Soar
Allison Maslan

Do you ever feel stuck in the entrepreneurial twilight zone… where everything that used to work in your business suddenly is not? Your sales have slowed down or you don’t have the bandwidth to keep up with them, systems are breaking down, important tasks are slipping through the cracks, and you’ve reached a breaking point trying to hold it all together.

Congratulations! You’ve reached a crucial point in your company’s evolution. Scaling your business can seem like a terrifying leap, and it’s not always possible to wait for a safety net. To double, triple or even 10X your revenue, you must tear apart your business and reconstruct the pieces at a higher level to drive growth.

Author, Allison Maslan — has successfully scaled ten companies from scratch and has guided thousands of small businesses do the same. In Scale or Fail, she reveals her revolutionary SCALEit Method® for growing, replicating, and expanding your business — and the mindset strategies she’s learned as a trapeze artist to help you move past your fears and self-limiting beliefs.

Featuring a wealth of real-life success stories, visual tools, and exercises that are prescriptive and inspirational, this book offers proven scaling strategies and a proactive approach to:

• Create your Big Picture Vision and build a plan to achieve it
• Produce an ever-flowing stream of cash flow with consistent profits
• Establish a powerhouse team that functions well without you
• Become a true leader and feel like you deserve your success
• Improve systems and processes that facilitate scaling
• Get past the mental and strategic pitfalls that cause revenue bottlenecks

About the Author
Allison Maslan (Cardiff, CA; www.allisonmaslan.com) is the CEO of Allison Maslan International, a Global Business Mentoring Company.
Start Before You’re Ready
The young entrepreneurs guide to extraordinary success in work and life
Mick Spencer

ISBN: 978-0-7303-6626-3 • Dec 2018 • 200pp

In Start Before You’re Ready, Spencer — described by Sir Richard Branson as a ‘business leader to watch’ — speaks candidly to other future business leaders whose unconventional aspirations aren’t served by conventional advice. Through engrossing anecdotes, he shows readers to ‘start before you’re ready’ means making every day matter and every moment count. It means focusing on what you can do, rather than dwelling on what you can’t. It means learning on the go, saying ‘yes’ first then figuring out how to deliver, meeting challenges with an optimism and adventurousness that will infuse your whole life.

Employee to Entrepreneur
How to earn your freedom and do work that matters
Steve Glaveski

ISBN: 978-0-7303-6386-6 • Feb 2019 • 280pp

Is your work fulfilling or do you find yourself living for the weekend and browsing job listings as a form of escape? Amidst this growing discontentment and uncertainty in the corporate workplace, entrepreneurship is thriving and that’s because entrepreneurs see threats as opportunities that aren’t responded to in a timely manner. This book helps you:

- find a path to more meaningful work
- execute on a play-by-play framework so that you can experiment better and avoid common pitfalls faced by corporate professionals turned first-time entrepreneurs
Info We Trust
How to Inspire the World with Data
RJ Andrews

Dark and mysterious, but full of potential, data is the raw material from which new understanding can emerge. Become a hero of the information age as you learn how to dip into the chaos of data and emerge with new understanding that can entertain, improve, and inspire. Whether you call the craft data storytelling, data visualization, data journalism, dashboard design, or infographic creation — what matters is that you are courageously confronting the chaos of it all in order to improve how people see the world. Info We Trust is written for everyone who straddles the domains of data and people: data visualization professionals, analysts, and all who are enthusiastic for seeing the world in new ways.

This book draws from the entirety of human experience, quantitative and poetic. It teaches advanced techniques, such as visual metaphor and data transformations, in order to create more human presentations of data. It also shows how we can learn from print advertising, engineering, museum curation, and mythology archetypes. This human-centered approach works with machines to design information for people. Advance your understanding beyond by learning from a broad tradition of putting things “in formation” to create new and wonderful ways of opening our eyes to the world.

Info We Trust takes a thoroughly original point of attack on the art of informing. It builds on decades of best practices and adds the creative enthusiasm of a world-class data storyteller.

About the Author
RJ Andrews (San Francisco) is a data storyteller whose bold style — often described as creative arts meets data science — is a striking lesson in how to use design and science to humanize complex information.
The Cybersecurity Playbook
Practical Steps for Every Leader and Employee To Make Your Organization More Secure
Christopher Young

Today's headlines are littered with cybersecurity breaches — each more damning than the last. For too long, cybersecurity has been relegated to the corridors of IT. Every organization's weakest link in cybersecurity is its own employees, as hackers dupe them to get access to an organization's systems. Yet most employees have no idea how to help prevent attacks, why they should bother, or what to look for. But, with any manager or employee the next unsuspecting dupe, cybersecurity can no longer be someone else's problem, but the mandate of all.

While many books serve as educational resources on the topic of cybersecurity, they stop short of explaining how employees take up arms in the fight against a pernicious threat. Doing so requires demystifying cybersecurity for the business audience, giving practical prescription to these users on how they can adopt smart cybersecurity habits in their function.

To make the topic both accessible and practical, this book will move beyond simply identifying the problem and provide practical prescriptions, offering simple checklists and action plans than any manager in the organization can take to protect his organization from an unknown threat. Further, the book will be based on primary marketing research, including in-depth interviews among CIOs, CISOs and other functional business leaders (e.g., CMOs and CHROs) to measure the extent of the gap among these senior leaders in making cybersecurity a business priority.

About the Author

Christopher Young is the CEO of McAfee, LLC. He works side by side with the industry's best and brightest to protect all that matters through leading-edge cybersecurity.
Strategic Information Technology

Best Practices to Drive Digital Transformation

Arthur M. Langer & Lyle Yorks

ISBN: 978-1-119-48452-3 • Sep 2018 • 304pp

Strategic Information Technology offers CIOs a handbook for engaging with the senior management conversations surrounding strategy. The CIO role is currently undergoing a massive transition from technology-focused expert to a more strategic mindset, and this book provides proven methods for taking your seat at the table. Lessons from high-performing CIOs and a wealth of leading-edge insight provide invaluable guidance for positioning technology as a strategic driver across the business, while a focus on building the necessary connections — for example, an alliance between IT and HR — provide a multimodal approach to navigating the transition.

Text as Data

Computational Methods of Understanding Written Expression Using SAS VTA

Barry DeVille

ISBN: 978-1-119-48712-8 • Apr 2019 • 256pp

This book provides a high-level, integrated overview of text analytics and the role of SAS software in the ever-evolving information technology environment. The author uses his years of experience to show how using multiple sources of data and machine learning approaches can produce superior results. It emphasizes text as qualitative data in the context of traditional quantitative data analytics. It begins with a description of the structure and dynamics of text analytics process, before delving deeper into his combined linguistic + quantitative approach to analyzing data. Topics covered include numeric vs. textual data, expression parsing and detection, and text maps.

Data Activation

Leveraging the Transformative Power of Data to Create Innovative Products and Services

Kent Langley


Author's Previous Titles Licensed in Dari, Korean, Pashtu, Portuguese

Taking the time to invest in this book will provide you the knowledge of how to leverage the transformative power of data. Join the Data Activation as an active participant. Do not be a bystander any longer. Waiting is no more than a path to insipid decline. This book will give readers the ability to leverage the transformative power of data for their organizations by providing understanding of why this is important, examples of the work in practice, a process, Data Activation, to employ, a clear starting point for tooling and experimentation and a call to action.
Data Driven Business Transformation

How businesses can disrupt, innovate and stay ahead of the competition

Peter Jackson & Caroline Carruthers

Data Driven Business Transformation highlights the growing undeniability that data is what enables businesses to innovate, disrupt, stay nimble and gain a competitive edge, and gives practical solutions and deep insight about how to put it at the heart of any business.

It walks you through the journey of how to transform your business to unleash all that hidden value. It makes the business case, using real world examples, outlining practical steps and learnings from people who have done this and succeeded. This book hand-holds anyone through their data driven transformation and provides the knowledge, the plan, the vision and the language to transform your business.

It draws a clear distinction between ‘data transformation’, as opposed to ‘digital transformation’ (ie, technology and platforms). Equally, many books focus on data science (such as AI, machine learning, predictive analytics, etc.), and so are missing vast parts of the journey.

A change in culture is key to transforming a business to be data driven. Data needs to sit at the heart of the business. Data Driven Business Transformation describes strategies and plans to change the data culture within a business so that everyone shares the same data driven vision.

The book is peppered with informative and entertaining case studies, and is written in a conversational tone making it appealing to anyone at any stage of business development, from startup to C-Suite. It is essential for those who realise that technology (digital) is many cases in business is the problem, not the solution, whereas the power of data is transformational.

Many businesses need or want to transform to survive or to thrive. The digital transformation was all about technology and platforms driving business and customers on line. Data enabled transformation is about exploiting data to provide key insights to drive business operations and value.

About the Authors

Caroline is a ridiculous optimist whose natural curiosity never stops. She is also the first Group Director for Data Management for the Lowell Group and previously was Network Rails first Chief Data Officer but has been a data cheerleader for more years than she can remember.

Peter is passionate about data, and about how data can drive innovation to transform organisations. He was the first Head of Data at the Pensions Regulator and then went on to be the first Head of Data at Southern Water.
Why do good companies go bad? Why do corporate scandals happen so often? Is corruption in business inevitable? And, on a more pragmatic level, what can business leaders do about it? What can they do to save their companies when scandal strikes, or what can they do to avoid scandal in the first place? Broken Business shows that the popular perception that ‘just a few bad apples’ are usually the problem, isn’t true. It defines the problem and shares seven steps to both address a corporate scandal and to install the structures and culture to support integrity and good conduct.

No Small Change is a passionate, opinionated and practical manifesto arguing that the fast-changing financial services world urgently needs to rethink the whole of its approach to marketing. It proposes that an increasingly digital, fintech-driven industry needs not just more marketing, but also better marketing to make sure it’s successfully identifying consumers’ real needs, and finding powerful and successful ways to engage with them.

The central message of this book is that having a common purpose, and then engaging, igniting, listening, empowering and collaborating are the factors which will ultimately determine the success of that merger or organizational change. It draws out key themes which run through the stages of integration, and which together spell the acronym ‘because’: belonging, evolution, celebration, agility, understanding, simplicity and energy. It explores these themes, and suggests ways these ideas can be addressed and harnessed to lead to optimal outcomes.
Auditing in an Internet of Things Environment
Key Internal Control Issues in IoT and Blockchain Environments
Robert R. Moeller

ISBN: 978-1-119-46166-1 • Apr 2019 • 352pp
Author's Previous Titles Licensed in Arabic, Bulgarian, Japanese, Korean, Orthodox Chinese, Persian, Polish, Russian, Simplified Chinese, Vietnamese

Auditing in an Internet of Things Environment is a guidebook for auditors and controllers in the thick of the technological revolution. Plenty of discussion has been spent on the rise of IoT, but little attention has been paid to its concepts and processes in an auditing context. What are the risks? Where are the controls? Who is accountable? This book provides much-needed answers to help auditors establish a thorough, concrete system for effective IoT audits.
From Here to Financial Happiness
Enrich Your Life in Just 77 Days
Jonathan Clements

Author’s Previous Titles Licensed in German, Japanese, Lithuanian, Russian, Simplified Chinese

*From Here to Financial Happiness* is the day-by-day guide for anyone dreaming of a better life. Whether you’re dealing with debt, uncertain about retirement or simply want to get a grip on your finances, this book can put you on the road to happiness with a simple 11-week journey. Just 5-10 minutes a day to think about money, your habits, your goals, and your dreams. What steps can you take today to get your finances on track? What bad habits, bad investments, and misconceptions should you let go of? This book is packed with 77 days’ worth of real, actionable guidance for getting your money right — for good. It’s not an investment scheme, not extreme couponing, not something else to add to your daily to-do list. Instead, it’s about changing you — and the way you handle and think about money — so you can start building the life of your dreams.

The next 11 weeks will be a revelation: Some days you’ll learn about finance, other days you’ll learn about yourself. Many days, you will be given a concrete list of things to do — right at that moment — to start steering your financial situation onto the right path.

A better life is possible. You do have the power to change things for the better. *From Here to Financial Happiness* is your personal roadmap to financial freedom.

About the Author

Jonathan Clements is the founder of HumbleDollar.com and author of seven earlier personal finance books, including *How to Think About Money*. He sits on the advisory board and investment committee of Creative Planning, one of the country’s largest independent financial advisors.
This book will be the blueprint for turning your career success into financial success. Chances are you didn’t make much money at the beginning of your career. You had an entry level job or you had to attend graduate school to acquire the necessary skill set for a high-paying job. Now that you’ve achieved some career success, there is more cash flow than you are accustomed to, but perhaps you are finding life was simpler when you made less money and had fewer expenses. You’re seeking guidance. A common problem people face with personal finance is a lack of clear cut rules for financial success. Financial success — and the path to achieving it — is different for everyone, but there are shared lessons to be learned and steps you can take to achieve financial security, all outlined in this book.

Part I of the book lays the foundation for every personal finance decision you will make. After establishing a strong foundation, we develop your personal plan for success and create a framework for making money decisions when there aren’t clear cut rules.

Part II will help educate you, the busy professional, on key concepts for growing your wealth and investing smartly.

The third part of the book will identify when it’s time to hire someone to help with your finances, as well as how to build a team of professionals that are centered around you.

The fourth section provides some education on some of the big money decisions you make a few times in life that can dramatically change your financial situation.

About the Author

Peter Lazaroff (Saint Louis, Missouri) is the Chief Investment Officer at Plancorp, which manages $4 billion for institutions, individuals, and retirement plans.
Stay the Course
The Story of Vanguard and the Index Revolution
John C. Bogle

One name stands above all others as an inspiration and guiding light to investors, large and small — John C. Bogle. Part personal memoir, part history, this is the story of the creation of Vanguard and the Index Revolution, and all things dear to the legendary leader, investor and disruptor who created both.

Bogle’s 12th book, Stay the Course, tells the story of Vanguard, the world’s largest mutual fund organization. Written by Vanguard’s founder, the book details the firm’s history — from its tumultuous creation resulting from a failed merger, to the creation of the world’s first index mutual fund, and to its rise as a colossus with $5 trillion in global assets under management. The book also includes the histories of some of Vanguard’s most important mutual funds, a collection of Bogle’s keen insights on broad-reaching investment topics, and a look ahead at the future of investment management.

• Stay the Course should be of interest to investors, financial historians, entrepreneurs of all stripes, business people, academics, students, and yes, plan readers who simply enjoy a good story with a happy ending.
• It’s the story of creativity and innovation, of victory and defeat, of laughter and tears; of commitment to high values; of determination and stubbornness — all in the interest of serving investors, large and small.
• It is the story of the Index Revolution — and the transformational events that gave rise to The Vanguard Group, one of the elite companies in the world today.
• It is the story of John C. Bogle — and the life values and commitment and perseverance that made it all happen.

About the Author
John C. Bogle, 86, is Founder of The Vanguard Group, Inc., and President of Vanguard’s Bogle Financial Markets Research Center.
The INSURTECH Book
The Insurance Technology Handbook for Investors, Entrepreneurs and FinTech Visionaries
Sabine L.B VanderLinden, Shân M. Millie, Nicole Anderson & Susanne Chishti

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

The InsurTech sector is booming, with InsurTech innovators capturing $350m USD in investment in 2015. New startups are being funded on a weekly basis and insurance companies clearly need to become more digital and more responsive to consumers to survive.

- The insurance sector is already being affected by the proliferation of data and data analytics tools. Because it is a natural extension of the FinTech ecosystem the insurance sector is also being disrupted by the insurance specific technologies and start-up companies building and deploying them. Investment in InsurTech is in line with FinTech investment overall and is set to exceed $1,500m USD in 2016.

About the Authors

Sabine L. B. VanderLinden is the CEO and Managing Director of Startupbootcamp InsurTech, Europe’s leading early-stage and independent accelerator for insurance technology startups, Rainmakings corporate innovation and growth venture focused at the insurance and InsurTech spaces.

Shân M. Millie is a Board Advisor, Business Coach and hands-on Growth and Strategic Communications Specialist.

Nicole Anderson is Managing Partner of Reds and Partners. She acts as an investment (corporate venture, VC, family office and ICO) advisor.

Susanne Chishti CEO of FINTECH Circle, Europe’s 1st Angel Network focused on fintech opportunities, Chairman of FINTECH Circle Innovate and Co-Founder of The FINTECH Book — the 1st crowd-sourced book on Fintech globally.
The transformational potential of RegTech has been confirmed in recent years with US$1.2 billion invested in start-ups (2017) and an expected additional spending of US$100 billion by 2020. Regulatory technology will not only provide efficiency gains for compliance and reporting functions, it will radically change market structure and supervision. This book, the first of its kind, is providing a comprehensive and invaluable source of information aimed at corporates, regulators, compliance professionals, start-ups and policy makers.

The REGTECH Book brings into a single volume the curated industry expertise delivered by subject matter experts. It serves as a single reference point to understand the RegTech eco-system and its impact on the industry. Readers will learn foundational notions such as:

- The economic impact of digitization and datafication of regulation
- How new technologies (Artificial Intelligence, Blockchain) are applied to compliance
- Business use cases of RegTech for cost-reduction and new product origination
- The future regulatory landscape affecting financial institutions, technology companies and other industries

Edited by world-class academics and written by compliance professionals, regulators, entrepreneurs and business leaders, the RegTech Book represents an invaluable resource that paves the way for 21st century regulatory innovation.

About the Author

Janos Barberis founded FinTech HK, which he established to spur Hong Kong’s FinTech eco-system. This led him to produce Hong Kong’s first FinTech report viewed over 14'000 times.
The Little Book of Investing Like the Pros
Five Steps for Picking Stocks
Joshua Rosenbaum

Valuation is the key to smart investing — this book shows you how
The Little Book of Investing Like the Pros gives individual investors a crash course in the tools and techniques used on Wall Street. Written by two expert practitioners at UBS, this book provides real, effective, practical guidance that allows investors to take a hands-on approach to the market. Readers will learn the four mission-critical valuation methods that professionals lean on, empowering them with the skills and understanding to take on the challenge of choosing the best stocks, armed with the same insights as Wall Street’s smartest analysts. Valuation ratios say a lot about an investment’s potential, and this book explains how individuals can put expert techniques to work for themselves.

A total return approach to investing is about both the return of money, and the return on money. Proper valuation is the driver of all great investments, and the pros on Wall Street do it every day. The Little Book of Investing Like the Pros puts expert tools in the hands of individuals, helping them understand and effectively use the same techniques that give the pros a decided edge.

Wall Street pros need to know what a company is worth before they can decide whether the stock price represents a good value. This book reveals their methods, and helps individuals apply the same techniques to their own investment strategy. For individual investors looking to take their portfolio into their own hands, The Little Book of Investing Like the Pros is a complete, hands-on resource.

About the Author
Joshua N. Rosenbaum (New York, NY) is an Executive Director in UBS Investment Bank’s Global Industrials Group.
Stephen Duneier is a proponent of proactive thinking. Though the investing industry is typically reactive — e.g. managing risk only when risk becomes apparent — Duneier encourages investors to make decisions up front, before emotions take over. Duneier calls himself a “decision architect,” and his goal is to use cognitive science to improve the decision-making of investors. AlphaBrain will be a detailed breakdown of his philosophies, with examples of proactive thinking in action.

Alternative Data opens a gateway to the future of investing, using Open Halo technology to provide real-time performance analysis and breathtaking data visualization. Once solely available to the elites, this technology utilizes observational and transactional data covering vast numbers of stocks to analyze and forecast a company's performance, often months ahead of any official announcement. This book shows you how to leverage this capability to make smarter investment decisions and predict market moves based on much more than conjecture.

Combined with the tools and resources featured on the companion website, this book gives you the tools and techniques you need to boost your portfolio’s performance.

Liability-Driven Investment is the practitioner’s guide to this increasingly popular investment template. Already the dominant framework for pension schemes in Europe and the UK, the LDI market is expected to grow significantly with the shift from Defined Benefit to Defined Contribution, and then into Digital Asset Management — or Robo-Advice. With an aging population and significant under-saving globally, more and more finance professionals will need to know how to work within and around the LDI framework.
Financial Techtelligence
The Financial Advisor’s Guide to Harnessing the Power of Innovation and Technology to Create Wealth
Bryan Mills
ISBN: 978-1-119-18253-5 • Apr 2019 • 224pp

Financial Techtelligence is the financial advisor’s guide to practice enhancement through the strategic use of technology. You’ll delve into the four benchmarks of a successful technology strategy — Audience, Budget, Due Diligence, and Expectations — and learn how to appropriately define each step to best suit your specific practice. Rapid technological innovation has brought about game-changing tools that harness the power of cost-effective trends in marketing and practice management. This book shows you how to choose the tools that are best for your practice, and leverage their capabilities to improve the customer experience.

Getting Started in Currency Trading
Winning in Today’s Market + Companion Website, 5th Edition
Michael D. Archer
ISBN: 978-1-119-48689-3 • Jan 2019 • 464pp
Author's Previous Titles Licensed in Bulgarian, Russian, Simplified Chinese, Vietnamese

Finance professionals have long been accustomed to shifting landscapes — it is taken as a given that prevailing thought and attendant practices will change over time — but the rapid expansion of LDI has taken many by surprise. Having already been established as the dominant framework for pensions, it is clear that the emphasis on LDI will only continue to grow. Liability-Driven Investment tells you what you need to know in order to work effectively with LDI.

Private Debt
Opportunities in Corporate Direct Lending
Stephen W. Nesbitt

Private Debt provides investors with a single, comprehensive resource for understanding this asset class amidst an environment of tremendous growth. Traditionally a niche asset class pre-crisis, corporate direct lending has become an increasingly important allocation for institutional investors. Middle market direct lending has traditionally been relegated to commercial banks, but onerous regulation has opened the opportunity for private asset managers to replace banks as corporate lenders; as direct loans have thus far escaped the low rates that decimate yield, this asset class has become an increasingly attractive option for institutional and retail investors.

Liability-Driven Investment
From Analogue to Digital, Pensions to Robo-Advice
Dan Tammas-Hastings
ISBN: 978-1-119-44195-3 • Feb 2019 • 300pp

The project aims to outline the usefulness and explain the growing popularity of Liability-Driven Investing (LDI). The ultimate aim of Liability Driven Investing is to ensure that investors have sufficient funds to pay liabilities. This is a targeted approach that moves beyond the simple asset value maximization framework which is prevalent in the academic literature.
Operational Risk Modeling in Financial Services
The Exposure, Occurrence, Impact Method
Patrick Naim & Laurent Condamin
ISBN: 978-1-119-50850-2 • Feb 2019 • 256pp

Operational Risk Modeling in Financial Services provides risk professionals with a forward-looking approach to risk modelling, based on structured management judgement over obsolete statistical methods. The financial services industry is in dire need of a new standard — a proven, transformational approach to operational risk that eliminates or mitigates the common issues with traditional approaches. Operational Risk Modeling in Financial Services provides practical, real-world guidance toward a more reliable methodology, shifting the conversation toward the future with a new kind of oprisk modelling.

Private Equity Compliance
Analyzing Conflicts, Fees, and Risks
Jason A. Scharfman
ISBN: 978-1-119-47962-8 • Sep 2018 • 224pp

Mirroring trends from the hedge fund industry, recent surveys indicate that PE managers rank compliance as the single most challenging aspect of their business. Private Equity Compliance provides current and practical guidance on key private equity (PE) compliance challenges and trends. Packed with detailed, practical guidance on developing and managing a private equity compliance program, it offers up-to-date case studies and an analysis of critical regulatory enforcement actions on private equity funds in areas including conflict of interest, fees, expenses, LP fund raising disclosures, and valuations.

Professional Portfolio Management
Scott Stewart, Christopher D. Piros & Jeffrey Heisler
ISBN: 978-1-119-39741-0 • Apr 2019 • 592pp

Professional Portfolio Management presents effective portfolio management practice, not simply portfolio theory, providing a primer for people who wish to run money professionally. It includes the information a serious portfolio manager would learn over a 20-year career, grounded in academic rigor, yet reflecting real business practice and presented in an efficient format. Importantly, the book focuses on presenting tools to help manage a portfolio into the future. That is what a portfolio manager is paid to do. While the book discusses the value of historical data, it guides the reader to think more about the implications for the future.

Safe Haven
Investing for Financial Storms
Mark Spitznagel
ISBN: 978-1-119-40179-7 • Mar 2019 • 208pp

Safe Haven seeks to answer the question: what is the safest thing to invest your money in? Which investments can withstand a crash? Mark ultimately argues that an equity tail hedge is the one safe haven that is as good as — and even better than — gold. Mark will work through other areas that are typically considered safe, like farmland and real estate, before showing the reader how to align his/her portfolio to withstand a potential crash.
Short Selling for the Long Term
Joseph Parnes
ISBN: 978-1-119-52776-3 • Jan 2019 • 304pp
This book outlines the methods and formula used by Joseph Parnes, to obtain consistent returns. If the formula suggests buying a stock, then there's a 95% chance that stock will go up. If the formula suggests shorting a stock, there's an 85% chance that stock will go down. Parnes advocates the use of short selling in combination with long positions, so both advisors and individual investors can profit in rising and falling markets. While most investing books focus on just a rising market, Parnes's focus on short selling is advantageous in a falling market too, which sets this book apart.

Structured Finance
Leveraged Buyouts, Project Finance, Asset Finance and Securitization
Charles-Henri Larreur
ISBN: 978-1-119-37110-6 • Apr 2019 • 350pp
Structured Finance offers a robust core text for undergraduate students in business, economics, management, and finance. Going beyond securitisation to cover all aspects of structured finance and the various types of transactions within, this book offers a comprehensive introduction to non-recourse financial techniques and asset-based lending. Detailed explanations of the main techniques used today include leveraged buyouts, project finance, asset finance and securitisation provide high-level comparison of the similarities and differences between each.

The Conceptual Foundations of Investing
A Short Book of Need-to-Know Essentials
Bradford Cornell, Andrew Cornell & Shaun Cornell
ISBN: 978-1-119-51629-3 • Oct 2018 • 304pp
Author's Previous Titles Licensed in Simplified Chinese
The ultimate goal of LDI is to move beyond simple asset value maximisation and ensure that investors have sufficient funds to pay liabilities. This informative guide digs into that basic premise to show the various mechanisms, guidelines and practices that make up the framework's “working parts.”

The Credit Default Swap Basis, 2nd Edition
Moorad Choudhry
ISBN: 978-0-470-91583-7 • May 2019 • 224pp
Author's Previous Titles Licensed in Armenian, Japanese, Orthodox Chinese, Simplified Chinese
While credit default swaps and credit derivatives are of great concern to many in the field of finance, the Second Edition of The Credit Default Swap Basis does not directly focus on these issues. It is instead about an aspect of CDS behavior, the basis, which is of importance to all users of CDS products. An understanding of the basis is essential to anyone involved in the credit-risky debt capital markets, whether you’re an investor, trader, or broker.
The Energy Disruption Triangle
Three Sectors That Will Change How We Generate, Use, and Store Energy
David C. Fessler
ISBN: 978-1-119-34711-8  •  Feb 2019  •  304pp

The Energy Disruption Triangle is a very timely treatise on the combined impact that solar energy, electric vehicles, and energy storage will have on the way we generate and use energy. This disruption will strand a lot of the fossil fuels (coal, oil and natural gas) in the ground because it will be much cheaper to generate and use energy via solar, wind, and other green sources. The main premise of the book is that this change is going to happen sooner than anyone believes it will, and much more rapidly.

The Manual of Ideas
The Proven Framework for Finding the Best Value Investments, 2nd Edition
John Mihaljevic
ISBN: 978-1-119-05241-8  •  Apr 2019  •  336pp

The Manual of Ideas is a definitive source for value investing ideas from the brightest minds in the business. Considered an indispensable source for cutting-edge research and ideas among the world’s top investment firms and money managers, the journal The Manual of Ideas boasts a list of subscribers that reads like a Who’s Who of high finance. Serving as an “idea funnel” for the world’s top money managers, the journal gives its subscribers a look inside the minds of the world’s most successful value investors, revealing how they generate the bright ideas that lead to big profits.

Big Data and Machine Learning in Quantitative Investment
Tony Guida
ISBN: 978-1-119-52219-5  •  Dec 2018  •  280pp

Big Data and Machine Learning in Quantitative Investment is not just about demonstrating the maths or the coding. Instead, it is a book by practitioners for practitioners, covering the why and the how of applying machine learning and big data in finance. The chapters are ordered according to the level of complexity; beginning with the big picture and taxonomy, moving onto practical applications of machine learning, and finally finishing with innovative approaches using deep learning.

The Supernova Multiplier
Crossing The Invisible Bridge to Exceptional Client Service and Consistent Growth
Robert D. Knapp
ISBN: 978-1-119-53980-3  •  Mar 2019  •  176pp

The Supernova Multiplier is going to rehash every aspect of the Supernova model, and challenge an advisor to think critically about his or her performance, their team’s performance, and the collective mindset that’s underneath it all. There are some aspects of the model in which Financial Advisors are chronically underperforming; this will be their tool.
The Unrules
Man, Machines and the Quest to Master Markets
Igor Tulchinsky
ISBN: 978-1-119-37210-3 • Sep 2018 • 160pp
Author's Previous Titles Licensed in Simplified Chinese

The Unrules is a prescriptive, inspirational book for everyone navigating the tidal waves of our information age. The book is the brainchild of a formerly secretive Wall Street trader whose company, WorldQuant, spun off from multi-billion-dollar hedge fund powerhouse Millennium Management in 2007. Igor Tulchinsky, a Wharton graduate who immigrated to the U.S. from Russia at age 11, was discovered years ago by Millennium chief Izzy Englander, and now runs one of the successful money management firms in the world. The Unrules illuminates, in simple terms, the complexities and insights of a business leader on the cutting edge of the exponential revolution.

Volatility
Practical Options Theory
Adam S. Iqbal
ISBN: 978-1-119-50161-9 • Oct 2018 • 208pp

The main challenges in successful options trading are conceptual, not mathematical. Volatility: Practical Options Theory provides financial professionals, academics, students and others with an intuitive as well as technical understanding of both the basic and advanced ideas in options theory to a level that facilitates practical options trading. The approach taken in this book will prove particularly valuable to options traders and other practitioners tasked with making pricing and risk management decisions in an environment where time constraints mean that simplicity and intuition are of greater value than mathematical formalism.
The future of banking is already here — are you ready?

*Bank 4.0* explores the radical transformation taking place in banking, and follows it to its logical conclusion. What will banking look like in 30 years? The world’s best banks have been forced to adapt to changing consumer behaviors; regulators are rethinking friction, licensing and regulation; Fintech start-ups and tech giants are redefining how banking fits into consumers daily lives. To survive, banks are having to develop new capabilities, new jobs and new skills. The future of banking is not just about new thinking around value stores, payment and credit utility — it’s embedded in voice-based smart assistants like Alexa and Siri and soon smart glasses which will guide you on daily spending and money decisions. The coming Bank 4.0 era is one where either your bank is embedded in your world via tech, or it no longer exists.

In this book, we explore the future of banks amidst the evolution of technology and discover a revolution already at work. From re-engineered banking systems, to selfie-pay and self-driving cars, *Bank 4.0* proves that we’re not on Wall Street anymore. *Bank 4.0* will help you:

- Discover low-friction, technology experiences that undermine the products we sell today
- Think through the evolution of identity, value and assets as cash and cards become obsolete
- Learn how Fintech and tech “disruptors” are using behaviour, psychology and technology to reshape the economics of banking
- Examine the ways in which blockchain, A.I., augmented reality and other leading-edge tech are the real building blocks of the future of banking systems

**About the Author**

**Brett King** is a bestselling author, an award winning speaker, and the CEO and Founder of $200 million mobile bank start-up Movenbank, which has the world’s first mobile, downloadable bank account.
The last five years have seen dramatic and fundamental changes in whistleblower procedures for organisations. Prompted by a spate of important public disclosures, organizations are now mandated by law to implement effective arrangements enabling employees to speak up about perceived wrongdoing. Currently few resources exist to help with this. To help fill the gap, *The Whistleblowing Guide* examines the opportunities and challenges associated with different types of whistleblowing and speak-up arrangements, making recommendations based on best practices you can trust.

Our modern economy depends on financial markets. Yet financial markets continue to grow in size and complexity. As a result, the management of financial risk has never been more important. *Quantitative Financial Risk Management* introduces students and risk professionals to financial risk management with an emphasis on financial models and mathematical techniques. Each chapter provides numerous sample problems and end of chapter questions. The book provides clear examples of how these models are used in practice and encourages readers to think about the limits and appropriate use of financial models.

*Solving Cyber Risk* distills a decade of research into a practical framework for cyber security. Blending statistical data and cost information with research into the culture, psychology, and business models of the hacker community, this book provides insurance executives with a deeper understanding of existing future threats, and an action plan for safeguarding their organizations. Key Risk Indicators reveal vulnerabilities based on organization type, IT infrastructure and existing security measures, while expert discussion from leading cyber risk specialists details practical, real-world methods of risk reduction and mitigation.
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