Smash Hits
Our most translated titles
Fall 2019
Dear Colleague,

Welcome to this 2019 edition of our Smash Hits catalogue. This is a handpicked selection of our most translated titles, many of which are bestsellers in both their original and their many translated editions.

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

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

You can view or download our catalogues with new content at wiley.com/go/rights.

We look forward to working with you.

Ashley Mabbitt
Director, Translation Rights
Wiley
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Architecture, Construction &amp; Design</td>
<td>3</td>
</tr>
<tr>
<td>Business</td>
<td>8</td>
</tr>
<tr>
<td>Business Self-Help</td>
<td>9</td>
</tr>
<tr>
<td>Data Visualization</td>
<td>18</td>
</tr>
<tr>
<td>Management &amp; Leadership</td>
<td>19</td>
</tr>
<tr>
<td>Sales &amp; Marketing</td>
<td>29</td>
</tr>
<tr>
<td>Visual Thinking</td>
<td>34</td>
</tr>
<tr>
<td>Small Business &amp; Entrepreneurship</td>
<td>38</td>
</tr>
<tr>
<td>Finance &amp; Investing</td>
<td>39</td>
</tr>
<tr>
<td>Humanities, Social Sciences &amp; Teacher Education</td>
<td>46</td>
</tr>
<tr>
<td>Philosophy</td>
<td>48</td>
</tr>
<tr>
<td>Political Science</td>
<td>51</td>
</tr>
<tr>
<td>Psychology &amp; Psychotherapy</td>
<td>52</td>
</tr>
<tr>
<td>Sociology</td>
<td>56</td>
</tr>
<tr>
<td>Teacher Education</td>
<td>57</td>
</tr>
<tr>
<td>Theology, Religion &amp; Spirituality</td>
<td>62</td>
</tr>
<tr>
<td>Technology &amp; Computing</td>
<td>64</td>
</tr>
</tbody>
</table>
Architecture, Construction & Design

www.wiley.com
Designing Brand Identity, 5th Edition
An Essential Guide for the Whole Branding Team

Alina Wheeler & Debbie Millman (Foreword by)

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

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

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

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

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

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

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

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

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

Alina Wheeler, Philadelphia, PA
• Branding consultant whose clients have included Vanguard, Berwind, Advanta, Guardian, and IBM
• Author of Brand Atlas: Branding Intelligence Made Visible, along with the past best-selling editions of Designing Brand Identity
• Member of the advisory council for The Dictionary of Brand along with Seth Godin, Al Ries, Tom Kelley, and Hugh Dubberly
• Frequent speaker to executives, practitioners and students around the world
Architecture, 4th Edition
Form, Space, and Order
Francis D. K. Ching
Licensed in Albanian, French, Greek, Italian, Korean, Macedonian, Orthodox Chinese, Portuguese, Russian, Simplified Chinese, Spanish, Turkish
Previous Editions Licensed in Portuguese, Spanish

The Fourth Edition of an architectural classic.

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

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

Also by Francis D. K. Ching

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

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

Juhani Pallasmaa

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

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

Third edition of the classic text.

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

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

Also by Juhani Pallasmaa

The Embodied Image
Imagination and Imagery in Architecture

Juhani Pallasmaa
ISBN: 978-0-470-71191-0
Apr 2011 • 152pp
Licensed in Italian, Portuguese, Slovenian

The Thinking Hand
Existential and Embodied Wisdom in Architecture

Juhani Pallasmaa
ISBN: 978-0-470-77928-6
Mar 2009 • 160pp
Licensed in Czech, French, Italian, Portuguese, Simplified Chinese, Spanish
BIM Handbook, 3rd Edition
A Guide to Building Information Modeling for Owners, Designers, Engineers, Contractors, and Facility Managers

Rafael Sacks, Chuck Eastman, Ghang Lee & Paul Teicholz

Licensed in Korean, Portuguese, Simplified Chinese

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

This is the third edition of the BIM Handbook, which is considered across the AEC industry and academia to be the Building Information Modeling (BIM) Bible. It provides a thorough guide and reference to the subject of BIM by responding to the need for information that is both general and discipline-specific. The former chapters deal with subjects that are universal to design and construction professionals – BIM processes, technology, interoperability, education and government guides, etc. – regardless of the reader’s professional discipline, while the latter chapters show in depth how BIM can be used by architects, engineers, contractors, facility managers and fabricators. The book also provides ten case studies that illustrate the use of BIM in practice. Combined the book presents a coherent and comprehensive view of BIM that is not available from other texts.

Chuck Eastman is a professor at Georgia Tech College of Architecture. A pioneer of AEC CAD, he started researching 3D and early solid and parametric modeling systems in the mid 1970s. He started the PhD program in Architecture at Carnegie Mellon University and founded ACADIA (the North American academic building modeling conference group).

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

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

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

Ghang Lee is an Associate Professor and the Director of the Building Informatics Group (BIG) in the Department of Architectural Engineering at Yonsei University in Seoul, Korea. He has been involved in many BIM projects since the early 2000s and serves as a technical advisor to several governmental and private organizations regarding BIM-related issues.
Gill Hasson is the bestselling author of titles such as the *Mindfulness Pocketbook*, *How to Deal with Difficult People*, and *Emotional Intelligence*. Her books have sold 335,000 copies in English alone and have been translated into 14 languages. Gill teaches adult education courses in personal development and is an Associate Tutor for the University of Sussex, UK, where she teaches career and personal development, and academic study skills. Gill is also a freelance journalist and writes articles on personal development and relationships for a variety of magazines, including *Psychologies* and *Natural Health*, and for a number of websites.

### Titles by Gill Hasson

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

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

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

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

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

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

Communication
How to Connect with Anyone
Gill Hasson
ISBN: 978-0-85708-750-8
Aug 2019 • 208pp • Capstone

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

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

How To Deal With Difficult People
Smart Tactics for Overcoming the Problem People in Your Life
Gill Hasson
Nov 2014 • 208pp • Capstone
Licensed in Polish, Russian, Spanish, Vietnamese

Overcoming Anxiety
Reassuring Ways to Break Free from Stress and Worry and Lead a Calmer Life
Gill Hasson
ISBN: 978-0-85708-630-3
Nov 2015 • 200pp • Capstone
The Awakened Millionaire
A Manifesto for the Spiritual Wealth Movement

Joe Vitale

Licensed in Arabic, Bahasa Indonesian, Bulgarian, Czech, Dutch, French, Italian, Japanese, Polish, Portuguese, Russian, Simplified Chinese, Slovenian, Spanish, Turkish, Vietnamese

Radical formula transforms your money and spiritual growth into global change

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

While most consider money and spirituality a blasphemous duo, Dr Vitale shatters these social norms and shows you the true nature of money empowered with soulful purpose. At turns inspirational, motivational, and conversational, this page-turner ultimately narrows in on practical steps anyone can use to see instantaneous results, regardless of your past failures, current financial situation, or future goals.

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

Also by Joe Vitale

At Zero
The Quest for Miracles Through Ho’oponopono

Joe Vitale
ISBN: 978-1-118-81002-6
Dec 2013 • 240pp
Licensed in Bulgarian, Czech, Dutch, Finnish, French, German, Italian, Orthodox Chinese, Polish, Portuguese, Simplified Chinese, Slovakian, Spanish, Turkish, Vietnamese

Life’s Missing Instruction Manual
The Guidebook You Should Have Been Given at Birth

Joe Vitale
ISBN: 978-0-471-76849-4
Mar 2006 • 176pp
Licensed in Arabic, Czech, Estonian, French, German, Italian, Korean, Orthodox Chinese, Portuguese, Russian, Simplified Chinese, Slovakian, Turkish
The Key
The Missing Secret for Attracting Anything You Want
Joe Vitale
Nov 2009 • 224pp
Licensed in Arabic, Bahasa Indonesian, Bulgarian, Czech, Dutch, Estonian, French, German, Greek, Hungarian, Italian, Japanese, Korean, Latvian, Lithuanian, Mongolian, Orthodox Chinese, Persian, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Slovakian, Slovenian, Spanish, Thai, Turkish

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

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

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

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

Hypnotic Writing
How to Seduce and Persuade Customers with Only Your Words
Joe Vitale
ISBN: 978-0-470-00979-6
Jan 2007 • 288pp
Licensed in Italian, Japanese, Russian, Turkish, Vietnamese
Creativity is critical.

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

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

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

Sir Ken's famous 2006 talk at the prestigious TED Conference is the most watched in TED history and has been seen by millions of people in more than 160 countries. He is author of the New York Times bestsellers *The Element: How Finding Your Passion Changes Everything* and *Finding Your Element: How to Discover Your Talents and Passions and Transform Your Life*. Born in the UK, he lives in Los Angeles California.
Trap Tales
Outsmarting the 7 Hidden Obstacles to Success

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

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

Outsmart the traps that are holding you back from success!

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

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

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

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

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

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

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

Paul McGee

Licensed in Indonesian, Polish, Russian, Vietnamese

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

Celebrating 10 Years of Shut Up, Move On!

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

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

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

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

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

Paul McGee is Capstone's bestselling author of all-time. He is an international keynote speaker and performance coach, combining his background in psychology with large doses of humour and practical insights. He is managing director of his own training and education company and proud creator of SUMO.
Also by Paul McGee

**S.U.M.O. Your Relationships**
Paul McGee  
**ISBN:** 978-1-84112-743-9  
Jun 2007 • 278pp

**Self-Confidence, 2nd Edition**
Paul McGee  
**ISBN:** 978-0-85708-287-9  
Jan 2012 • 312pp  
Licensed in Dutch

**How Not to Worry**
Paul McGee  
**ISBN:** 978-0-85708-286-2  
May 2012 • 252pp  
Licensed in Dutch

**How to Succeed With People**
Paul McGee  
**ISBN:** 978-0-85708-289-3  
May 2013 • 216pp  
Licensed in Dutch, Korean, Vietnamese, Thai, Indonesian

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

**How to Have a Great Life**
Paul McGee  
**ISBN:** 978-0-85708-775-1  
July 2018 • 264pp  
Licensed in Spanish
The Art of Being Brilliant
Transform Your Life by Doing What Works For You
Andy Cope & Andy Whittaker
Licensed in Czech, Danish, Indonesian, Korean, Thai

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

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

Andy Cope is a teacher, trainer, speaker and author with 10 years in higher education and a PhD on the way.
Andy Whitaker is a businessman, NPL trainer and part time stand up comic. Together they run Art of Brilliance, a training company which works with businesses such as DHL, LloydsTSB, Pirelli, Ginsters, Alton Towers, Toyota, Waitrose, West Midlands Police, IKEA, and Astra Zeneca.

Also by Andy Cope

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

Shine
Andy Cope & Gavin Oattes
May 2018 • 240pp

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

The Art of Being a Brilliant Teenager
Andy Cope, Andy Whittaker, Darrell Woodman & Amy Bradley
ISBN: 978-0-85708-578-8
Nov 2014 • 160pp
Licensed in Albanian, Arabic, Korean, Vietnamese
Storytelling with Data
A Data Visualization Guide for Business Professionals

Cole Nussbaumer Knaflic

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

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

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

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

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

Also by Cole Nussbaumer Knaflic

Storytelling with Data
Let’s Practice!

Cole Nussbaumer Knaflic

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

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

**Keys Points of *Extraordinary Influence***:

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

**Dr. Tim Irwin** ([http://www.drtimirwin.com/](http://www.drtimirwin.com/)) is a *New York Times* bestselling author, speaker, and consultant to America’s most well-known companies (SunTrust Banks, Chick-fil-A, Bank of America, Corning, Inc., IBM, Hoechst-Celanese, Gerber Products Company, The Ritz Carlton Hotel Company, and The Coca-Cola Company, etc). Also consulting work has taken Dr. Irwin to over twenty-five countries in Europe, Latin American, Canada and the Far East. Dr. Irwin has shared his insight on numerous national media outlets including Fox Business News, Fox & Friends, CNBC, Investors’ Business Daily, Business Week, *The Wall Street Journal*. He holds a doctorate in industrial/organizational psychology and clinical psychology.
The 12 Week Year
Get More Done in 12 Weeks Than Others Do in 12 Months

Brian P. Moran & Michael Lennington

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

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

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

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

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

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

Also by Brian P. Moran & Michael Lennington

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

Brian P. Moran & Michael Lennington

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

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

Previous Edition Licensed in Japanese, Simplified Chinese

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

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

Also by Edgar H. Schein

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

The Corporate Culture Survival Guide, New and Revised Edition
Edgar H. Schein
Sep 2009 • 256pp
Licensed in Japanese, Simplified Chinese
The Leadership Challenge, 6th Edition
How to Make Extraordinary Things Happen in Organizations
James M. Kouzes & Barry Z. Posner

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

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

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

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

Also by James M. Kouzes & Barry Z. Posner

Stop Selling and Start Leading
James M. Kouzes, Barry Z. Posner & Deb Calvert
ISBN: 978-1-119-44628-6
May 2018 • 224pp
Licensed in Simplified Chinese

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

Jon Gordon’s bestselling books and talks have inspired readers and audiences around the world. His principles have been put to the test by numerous Fortune 500 companies, professional and college sports teams, school districts, hospitals, and non-profits. He is the author of 18 books that have **sold more than 2.8 million copies**, including multiple bestsellers such as *The Energy Bus*, *The Carpenter*, and *The Power of a Positive Team*. His books have been used by companies such as Campbell’s Soup, New York Public Library, and The Ritz-Carlton. He speaks at over 75 engagements internationally each year, reaching tens of thousands of people. Jon is a graduate of Cornell University and holds a Masters in Teaching from Emory University. He and his training/consulting company are passionate about developing positive leaders, organizations and teams. www.jongordon.com
The Energy Bus
10 Rules to Fuel Your Life, Work, and Team with Positive Energy
Jon Gordon & Ken Blanchard
(Foreword by)
ISBN: 978-0-470-10028-8
Jan 2007 • 192pp
Licensed in Arabic, Bahasa Indonesian, Bulgarian, Czech, French, German, Japanese, Korean, Orthodox Chinese, Polish, Romanian, Russian, Simplified Chinese, Spanish, Thai, Turkish, Ukrainian, Vietnamese

1.2M sold!

One Word That Will Change Your Life, Expanded Edition
Jon Gordon, Dan Britton & Jimmy Page
ISBN: 978-1-118-80942-6
Dec 2013 • 112pp
Licensed in Korean, Lithuanian, Persian, Thai

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

The Energy Bus
10 Rules to Fuel Your Life, Work, and Team with Positive Energy
Jon Gordon & Ken Blanchard
(Foreword by)
ISBN: 978-0-470-10028-8
Jan 2007 • 192pp
Licensed in Arabic, Bahasa Indonesian, Bulgarian, Czech, French, German, Japanese, Korean, Orthodox Chinese, Polish, Romanian, Russian, Simplified Chinese, Spanish, Thai, Turkish, Ukrainian, Vietnamese

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

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

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

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

You Win in the Locker Room First
The 7 C’s to Build a Winning Team in Business, Sports and Life
Jon Gordon & Mike Smith
ISBN: 978-1-119-15785-4
Sep 2015 • 176pp
Licensed in Bahasa Indonesian, Korean, Polish, Simplified Chinese, Spanish, Thai
Reframing Organizations, 6th Edition
Artistry, Choice, and Leadership

Lee G. Bolman & Terrence E. Deal

Licensed in Norwegian, Swedish, Vietnamese
Previous Editions Licensed in French, Norwegian, Orthodox Chinese, Portuguese, Russian, Simplified Chinese, Spanish, Swedish, Turkish

Set aside trends to focus on the fundamentals of great leadership

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

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

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

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

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

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

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

The Wizard and the Warrior
Leading with Passion and Power
Lee G. Bolman & Terrence E. Deal
ISBN: 978-0-7879-7413-8
Apr 2006 • 256pp • Jossey-Bass
Licensed in Korean, Simplified Chinese
Patrick Lencioni

Patrick Lencioni is founder and president of The Table Group, a consulting firm dedicated to building healthy organizations. The Wall Street Journal called him one of the most sought-after business speakers in the US. Lencioni’s Wiley books have sold over 5.7 million copies. His books have been translated into 30 languages. The Five Dysfunctions of a Team alone has sold over 3.3 million copies and has been on the bestseller lists of the New York Times, Wall Street Journal, BusinessWeek and others. Patrick Lencioni has addressed millions of people at conferences and events around the world over the past 15 years. Pat has written for or been featured in numerous publications including Harvard Business Review, Inc., Fortune, Fast Company, USA Today, The Wall Street Journal and BusinessWeek.

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

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

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

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

The Motive
Why So Many Leaders Abdicate Their Most Important Responsibilities
Patrick Lencioni
Apr 2020 • 240pp • Jossey-Bass

Getting Naked
A Business Fable About Shedding The Three Fears That Sabotage Client Loyalty
Patrick Lencioni
Feb 2010 • 240pp • Jossey-Bass
Licensed in Finnish, Polish, Portuguese, Simplified Chinese, Thai

360,000 sold!

3.3M sold!
Peter Drucker’s Five Most Important Questions: Enduring Wisdom for Today’s Leaders

Peter F. Drucker, Frances Hesselbein & Joan Snyder Kuhl

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

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

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

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

Related Title

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

Tal Ben-Shahar & Angus Ridgway

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

Licensed in Dutch, French, Hebrew, Japanese, Romanian, Russian, Simplified Chinese, Spanish
The Persuasion Code
How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime

Christophe Morin & Patrick Renvoise

Copyright © 2018 Wiley

Capture, convince, and close—scientifically

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

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

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

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

Related Title

AI for Marketing and Product Innovation
Powerful New Tools for Predicting Trends, Connecting with Customers, and Closing Sales
A. K. Pradeep, Andrew Appel & Stan Sthanunathan
ISBN: 978-1-119-48406-6 • Jan 2019 • 272pp
Licensed in Simplified Chinese, Turkish, Vietnamese
The New Rules of Marketing and PR, 6th Edition
How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly

David Meerman Scott

Licensed in Arabic

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

The #1 bestseller.

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

- Dozens of compelling case studies with revisions
- Real-world examples of content marketing and inbound marketing strategies
- A fresh introduction
- A new chapter on sales and service
- Coverage of the latest social media platforms, including Periscope, Meerkat, and Snapchat

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

Also by David Meerman Scott

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

David Meerman Scott

ISBN: 978-1-119-27242-7 • Aug 2016 • 304pp

Licensed in Dutch, Italian, Polish, Simplified Chinese, Slovakian, Turkish, Vietnamese
Jeb Blount (www.salesgravy.com) is a sales trainer and consultant. He advises many of the world's leading organizations and their executives on the impact of emotional intelligence and interpersonal skills on sales, leadership, customer experience, and strategic account management. He helps individuals, teams, and companies reach peak performance, fast through keynotes, seminars, workshops, and training programs delivered to high-performing sales teams and leaders across the globe. He was recently recognized as one of the Top 50 Most Influential Leaders in Sales and Marketing by Top Sales Magazine and one of the World's Top 30 Social Selling Influencers by Forbes. His books have sold more than 250,000 copies.
Marketing 4.0
Moving from Traditional to Digital

Philip Kotler, Hermawan Kartajaya & Iwan Setiawan

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

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

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

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

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

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

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

Also by Philip Kotler

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

Market Your Way to Growth
8 Ways to Win
Philip Kotler & Milton Kotler
ISBN: 978-1-118-49640-4
Mar 2013 • 240pp
Licensed in Bahasa Indonesian, Italian, Japanese, Portuguese, Simplified Chinese, Spanish, Thai, Turkish, Vietnamese
Alex Osterwalder & Yves Pigneur

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

Yves Pigneur is co-author of *Business Model Generation* and Professor of Management and Information Systems at the University of Lausanne, Lausanne, Switzerland. He has held visiting professorships at Georgia State University, Hong Kong University of Science and Technology, and the University of British Columbia.
The Design Thinking Playbook  
Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems  

Michael Lewrick, Patrick Link & Larry Leifer

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

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

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

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

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

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

Also by Michael Lewrick

The Design Thinking Toolbox  
A Guide to Mastering the Most Popular and Valuable Innovation Methods  

Michael Lewrick, Patrick Link & Larry Leifer

ISBN: 978-1-119-62919-1  
May 2020 • 352pp
Visual Meetings
How Graphics, Sticky Notes and Idea Mapping Can Transform Group Productivity

David Sibbet

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

Use eye-popping visual tools to energize your people!

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

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

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

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

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

**Also by David Sibbet**

**Visual Leaders**
New Tools for Visioning, Management, and Organization Change
David Sibbet
ISBN: 978-1-118-47165-4
Jan 2013 • 256pp
Licensed in Bahasa Indonesian, Korean, Simplified Chinese, Spanish, Vietnamese

**Visual Teams**
Graphic Tools for Commitment, Innovation, and High Performance
David Sibbet
ISBN: 978-1-118-07743-6
Nov 2011 • 320pp
Licensed in Bahasa Indonesian, Korean, Simplified Chinese, Vietnamese

**Visual Consulting**
Designing and Leading Change
David Sibbet
ISBN: 978-1-119-37534-0
Oct 2018 • 288pp
Real-world tools to build your venture, grow your business, and avoid mistakes

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

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

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

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

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

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

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

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

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

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

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

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

Maarten van Lieshout is Partner at Thirty-X.

Also by Patrick Van Der Pijl

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

Patrick Van Der Pijl, Justin Lockitz & Roland Winjen
May 2020 • 288pp
Disciplined Entrepreneurship  
24 Steps to a Successful Startup

Bill Aulet

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

24 Steps to Success!

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

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

Also by Bill Aulet

Disciplined Entrepreneurship Workbook

Bill Aulet


Licensed in French, Italian, Orthodox Chinese, Simplified Chinese, Spanish, Thai
Big Mistakes: The Best Investors and Their Worst Investments

Michael Batnick

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

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

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

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

Michael Batnick, CFA, (New York, New York) is Director of Research at Ritholtz Wealth Management. He is also a member of the investment committee and heads up the company’s internal research efforts. He spends most of his time developing and implementing risk management and portfolio strategies for the firm’s clients. Michael writes at The Irrelevant Investor blog and co-produces the weekly podcast, Animal Spirits.
In the Little Book Big Profits series, the brightest icons in the financial world write on topics that range from tried and-true investment strategies to tomorrow’s new trends. Each book offers a unique perspective on investing, allowing the reader to pick and choose from the very best in investment advice today.

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

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

**The Little Book of Investing Like the Pros**
*Five Steps for Picking Stocks*
Joshua Rosenbaum
ISBN: 978-1-118-28140-6
Nov 2019 • 320pp
Licensed in Simplified Chinese

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

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

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

**The Little Book of Common Sense Investing, Updated and Revised**
*The Only Way to Guarantee Your Fair Share of Stock Market Returns*
John C. Bogle
Nov 2017 • 272pp
Licensed in Arabic, Estonian, German, Italian, Japanese, Korean, Orthodox Chinese, Simplified Chinese, Thai, Vietnamese
Previous Edition Licensed in French, German, Korean, Lithuanian, Orthodox Chinese, Portuguese, Romanian, Russian, Simplified Chinese, Spanish
McKinsey & Company is a multinational management consulting firm, headquartered in New York City, and with 108 global offices. It conducts qualitative and quantitative analysis in order to evaluate management decisions. Eighty percent of the world's largest corporations are consulted by this firm which is considered to be the most prestigious management consultancy in the world. McKinsey publishes the *McKinsey Quarterly*, funds the McKinsey Global Institute research organization, publishes reports on management topics and has authored many influential books on management including *Valuation*, the number one bestselling book on corporate valuation.

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

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

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

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

Also by McKinsey & Company Inc.

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

Strategy Beyond the Hockey Stick
People, Probabilities and Big Moves to Beat the Odds
McKinsey & Company Inc., Chris Bradley, Martin Hirt & Sven Smit
Mar 2018 • 256pp
Licensed in German, Japanese, Portuguese, Russian, Simplified Chinese, Spanish
Warren Buffett has long been one of the most sought-after and watched figures in business.

He has become a billionaire and investment sage reaping huge profits for himself and investors. The first two editions of The Warren Buffett Way gave investors their first in-depth look at the innovative investment and business strategies behind this success. Tracing Warren Buffett’s career from the beginning, Hagstrom told readers exactly how, starting with an initial investment of only $100, Buffett built a business empire and has an estimated net worth of $44 billion. This completely revised third edition has brand new chapters on the important distinctions between investment and trading, and an examination of the most successful disciples of Warren Buffett.

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

Robert G. Hagstrom is the leading authority on Warren Buffett. He is Global Equity Strategies for Legg Mason Capital Management, and previously, he has worked for Focus Capital, Lloyd, Leith and Sawin, First Fidelity Bank, and Legg Mason Wood Walker, Inc.
The FinTech book series explores how cutting-edge technologies are disrupting the markets across a wide array of industries. The books discuss the new business and revenue models that compete with traditional financial services in the delivery of financial products and investments. From the insurance and wealth management industries to the regulatory environment, these books use crowd sourcing and best-practices to showcase the lessons learned from investors, entrepreneurs and visionaries globally.

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

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

Saifedean Ammous

Licensed in Croatian, Finnish, French, German, Italian, Korean, Orthodox Chinese, Russian, Simplified Chinese, Spanish, Turkish, Vietnamese

A guide to using and understanding the economics of Bitcoin

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

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

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

Related Title

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

Vitalik Buterin & William Mougayar

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

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

Thinking deeply about TV, movies, and music doesn’t make you an idiot, in fact it might make you a philosopher, someone who believes the unexamined life is not worth living and the unexamined cartoon is not worth watching.

Disney and Philosophy
Truth, Trust, and a Little Bit of Pixie Dust
Richard Brian Davis & William Irwin
ISBN: 978-1-119-53831-8
Oct 2019 • 304pp

Game of Thrones and Philosophy
Logic Cuts Deeper Than Swords
William Irwin & Henry Jacoby
Mar 2012 • 320pp
Licensed in German, Hungarian, Italian, Polish, Portuguese, Simplified Chinese, Spanish, Turkish

Black Mirror and Philosophy
William Irwin & David Kyle Johnson
ISBN: 978-1-119-57826-0
Mar 2020 • 330pp

Saturday Night Live and Philosophy
William Irwin
ISBN: 978-1-119-53855-4
Feb 2020 • Page: 256pp

The Ultimate Harry Potter and Philosophy
Hogwarts for Muggles
William Irwin & Gregory Bassham
ISBN: 978-0-470-39825-8
Sep 2010 • 304pp
Licensed in Danish, Hungarian, Polish, Portuguese, Orthodox Chinese, Russian, Simplified Chinese, Spanish

The Ultimate Star Wars and Philosophy
You Must Unlearn What You Have Learned
William Irwin (Series Editor), Jason T. Eberl (Editor) & Kevin S. Decker (Editor)
ISBN: 978-1-119-03806-1
Oct 2015 • 336pp
Licensed in Portuguese, Spanish
50 Great Myths of Popular Psychology
Shattering Widespread Misconceptions about Human Behavior

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

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

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

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

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

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

Barry L. Beyerstein (the late) was Professor of Psychology at Simon Fraser University and chair of the British Columbia Skeptics Society. He was Associate Editor of the Scientific Review of Alternative Medicine, and he co-authored many articles in the Skeptical Inquirer and professional journals.
Great Myths of Adolescence
Dec 2018 • 208pp
Licensed in Simplified Chinese

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

50 Great Myths About Religions
John Morreall & Tamara Sonn
May 2014 • 256pp
Licensed in Arabic, Korean, Polish, Russian

50 Great Myths About Atheism
Russell Blackford & Udo Schuklenk
Oct 2013 • 288pp
Licensed in Polish

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

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

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

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

30 Great Myths about Shakespeare
Laurie E. Maguire & Emma Smith
Dec 2012 • 224pp
Licensed in Arabic, Italian, Korean, Persian
The books in the *Practice Planners* series are designed to help psychotherapy practitioners fulfil documentation requirements efficiently and professionally so that outside review entities will reimburse them for services. These books help clarify, simplify, and accelerate the treatment-planning process so that practitioners can spend less time on paperwork and more time with clients. There are a wide array of Treatment Planners targeted to specific populations and areas of practice. In addition, there are Progress Notes Planners and Homework Planners that can be used in conjunction with the Treatment Planners or on their own. For more information visit [https://www.wiley.com/learn/practice_planners/index.html](https://www.wiley.com/learn/practice_planners/index.html).

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

**The Complete Adult Psychotherapy Treatment Planner, 5th Edition**  
Includes DSM-5 Updates  
Arthur E. Jongsma Jr., L. Mark Peterson & Timothy J. Bruce  
ISBN: 978-1-118-06786-4  
Mar 2014 • 608pp  
Licensed in Korean, Simplified Chinese  
Previous Editions Licensed in Korean, Simplified Chinese, Spanish

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

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

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

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

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

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

**The Personality Disorders Treatment Planner**  
Includes DSM-5 Updates  
ISBN: 978-0-470-90868-6  
Apr 2016 • 376pp  
Licensed in Arabic  
Previous Editions Licensed in Simplified Chinese
Western capitalism is in crisis. For decades investment has been falling, living standards have stagnated or declined, and inequality has risen dramatically. Economic policy has neither reformed the financial system nor restored stable growth. Climate change meanwhile poses increasing risks to future prosperity. In this book some of the world’s leading economists propose new ways of thinking about capitalism. In clear and compelling prose, each chapter shows how today’s deep economic problems reflect the inadequacies of orthodox economic theory and the failure of policies informed by it. The chapters examine a range of contemporary economic issues, including fiscal and monetary policy, financial markets and business behaviour, inequality and privatisation, and innovation and environmental change. The authors set out alternative economic approaches which better explain how capitalism works, why it often doesn’t, and how it can be made more innovative, inclusive and sustainable. Outlining a series of far-reaching policy reforms, Rethinking Capitalism offers a powerful challenge to mainstream economic debate, and new ideas to transform it.

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

Professor Mariana Mazzucato (PhD) holds the Chair in the Economics of Innovation and Public Value, University College London (UCL) where she established a new Institute for Innovation & Public Purpose. Mazzucato’s highly-acclaimed book The Entrepreneurial State: Debunking Public vs. Private Sector Myths (Anthem 2013; Public Affairs, 2015) was on the 2013 Books of the Year list of the Financial Times. She is winner of the 2014 New Statesman SPERI Prize in Political Economy and the 2015 Hans-Matthöfer-Preis and in 2013 she was named as one of the “3 most important thinkers about innovation” in the New Republic.
Introduction to the Practice of Psychoanalytic Psychotherapy, Second Edition

Alessandra Lemma

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

A practice-oriented textbook that demystifies psychoanalytic psychotherapy

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

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

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

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

Kimberly S. Young & Cristiano Nabuco de Abreu

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

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

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

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

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

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

John B. Arden

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

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

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

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

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

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

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

Also by John B. Arden

Brain2Brain
Enacting Client Change Through the Persuasive Power of Neuroscience
John B. Arden

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

Paul Stallard

Licensed in Dutch

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

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

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

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

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

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

Also by Paul Stallard

A Clinician’s Guide to Think Good-Feel Good, 2nd Edition
Using CBT with Children and Young People
Paul Stallard
ISBN: 978-1-119-39631-4
May 2021 • 208pp
Previous Edition Licensed in Croatian, Danish, Dutch, Finnish, Korean, Portuguese, Turkish
Elucidating key concepts in sociology and considering how applicable they are to everyday life.

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


Tim May is Professor of Sociology at the University of Salford and author of several books.
Why Don’t Students Like School? A Cognitive Scientist Answers Questions About How the Mind Works and What It Means for the Classroom

Daniel T. Willingham

Licensed in Italian, Japanese, Orthodox Chinese, Russian

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

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

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

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

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

Also by Daniel T. Willingham

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

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

Doug Lemov & Norman Atkins (Foreword by)

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

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

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

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

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

Also by Doug Lemov

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

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

Ron Ritchhart, Mark Church & Karin Morrison

A proven program for enhancing students’ thinking and comprehension abilities

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

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

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

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

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

Related Title

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


Licensed in Arabic, Italian, Japanese, Simplified Chinese, Spanish
The First-Year Teacher’s Survival Guide, 3rd Edition
Ready-to-Use Strategies, Tools and Activities for Meeting the Challenges of Each School Day

Julia G. Thompson

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

Thoroughly revised edition of the bestselling resource for new teachers—complete with discussion questions, downloadable handouts, and a staff development guide. This award-winning book gives beginning educators everything they need to survive and thrive in the classroom. The third edition covers new material including working as a part of a professional learning community (PLC), teaching media literacy and social responsibility, incorporating Common Core State Standards, handling "homework push-back" from parents, changes in classroom technology, techniques for motivating students, seeking feedback, and much more.

- A fully revised edition of a trusted resource, offering solutions to challenges and typical scenarios encountered by new teachers
- Bonus CD features downloadable versions of the book's checklists, forms, worksheets, and self-assessments
- Includes Discussion Questions and a handy training guide for Professional Development providers
- This popular resource offers teachers an essential guide for knowing what to expect when they begin their career and ideas for solving classroom problems.

Julia G. Thompson has been a public school teacher for more than thirty-five years. Through her Web site (www.juliagthompson.com) and Twitter handle (@TeacherAdvice) she offers tips for teachers on a wide variety of topics.
Navigate the transition to blended learning with this practical field guide

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

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

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

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

Heather Staker is senior research fellow in Education at the Clayton Christensen Institute for Disruptive Innovation. One of the world’s foremost experts on K-12 blended learning, she has appeared on radio, television, and in legislative hearings across the country as a spokesperson for harnessing innovation to improve schools.
Christian Theology, 6th Edition
An Introduction

Alister E. McGrath

Licensed in Korean, Portuguese

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


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

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

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

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

Also by Alister E. McGrath

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

Richard Rohr

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

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

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

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

---

Also by Richard Rohr

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

Richard Rohr


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

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

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

Jon Duckett has been designing and building websites for over a decade, working with global brands, and has authored and co-authored over a dozen books on web design, programming, usability, and accessibility.
Adventures in Minecraft, 2nd Edition
Martin O’Hanlon & David Whale

Learn valuable programming skills while building your own Minecraft adventure!

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

Among other things, you will:
- Write Minecraft programs in Python® on your Mac®, PC or Raspberry Pi®
- Build houses, structures, and make a 3D duplicating machine
- Build intelligent objects and program an alien invasion
- Build huge 2D and 3D structures like spheres and pyramids
- Build a custom game controller using a BBC micro:bit 2122
- Plan and write a complete interactive arena game

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

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

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

Adventures in Arduino
Becky Stewart
ISBN: 978-1-118-94847-7
May 2015 • 320pp
Licensed in French, Simplified Chinese

In the same series:

Adventures in Python
Craig Richardson
ISBN: 978-1-118-95179-8
May 2015 • 280pp
Licensed in Orthodox Chinese, Simplified Chinese

Adventures in Coding
Eva Holland & Chris Minnick
ISBN: 978-1-119-23268-1
Apr 2016 • 320pp
Licensed in Simplified Chinese

Adventures in Raspberry Pi, 3rd Edition
Carrie Anne Philbin
Jul 2017 • 288pp
Licensed in French
Previous Editions Licensed in Orthodox Chinese, Simplified Chinese, Swedish
Social Engineering, 2nd Edition
The Science of Human Hacking

Christopher Hadnagy

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

Harden the human firewall against the most current threats

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

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

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

Also by Christopher Hadnagy

Unmasking the Social Engineer
The Human Element of Security
Christopher Hadnagy, Paul Ekman (Foreword by) & Paul F. Kelly (Editor)
ISBN: 978-1-118-60857-9 • Apr 2014 • 256pp
Licensed in Turkish
Exploring Arduino, 2nd Edition
Tools and Techniques for Engineering Wizardry

Jeremy Blum

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

The bestselling beginner Arduino guide, updated with new projects!

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

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

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

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

Sybex publishes titles on:

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

Kim Heldman
May 2018 • 768pp
Licensed in Portuguese
Previous Editions Licensed in Japanese, Orthodox Chinese, Portuguese, Russian, Simplified Chinese

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

Mastering Autodesk Revit 2018
Lance Kirby, Eddy Krygiel & Marcus Kim
Jun 2017 • 1056pp

Mastering Windows Server® 2016
Brian Svidergol, Vladimir Meloski, Byron Wright, Santos Martinez & Doug Bassett
ISBN: 978-1-119-40506-1
May 2018 • 608pp

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

CCNA Security Study Guide
Exam 210-260
Troy McMillan
Jan 2018 • Page: 384pp
Wrox books are written by programmers for programmers, and the Wrox brand means authoritative solutions to real-world programming problems. Wrox’s unique author-editorial process delivers the best and most useful information in the timeliest manner.

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

Michael Alexander & Dick Kusleika

Licensed in Simplified Chinese

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

Maximize your Excel experience with VBA

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

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

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

Dick Kusleika is 12-year Microsoft Excel MVP and the principle contributor at the Daily Dose of Excel blog.
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Week Year Field Guide, The</td>
<td>20</td>
</tr>
<tr>
<td>12 Week Year, The</td>
<td>20</td>
</tr>
<tr>
<td>3 Big Questions for a Frantic Family, The</td>
<td>27</td>
</tr>
<tr>
<td>30 Great Myths about Shakespeare</td>
<td>49</td>
</tr>
<tr>
<td>50 Great Myths About Atheism</td>
<td>49</td>
</tr>
<tr>
<td>50 Great Myths About Religions</td>
<td>49</td>
</tr>
<tr>
<td>50 Great Myths of Human Evolution</td>
<td>49</td>
</tr>
<tr>
<td>50 Great Myths of Human Sexuality</td>
<td>49</td>
</tr>
<tr>
<td>50 Great Myths of Popular Psychology</td>
<td>48</td>
</tr>
<tr>
<td>Adolescent Psychotherapy Treatment Planner, 5th Edition, The</td>
<td>50</td>
</tr>
<tr>
<td>Adventures in Arduino</td>
<td>66</td>
</tr>
<tr>
<td>Adventures in Coding</td>
<td>66</td>
</tr>
<tr>
<td>Adventures in Minecraft, 2nd Edition</td>
<td>66</td>
</tr>
<tr>
<td>Adventures in Python</td>
<td>66</td>
</tr>
<tr>
<td>Adventures in Raspberry Pi, 3rd Edition</td>
<td>66</td>
</tr>
<tr>
<td>Al Book, The</td>
<td>44</td>
</tr>
<tr>
<td>Al for Marketing and Product Innovation</td>
<td>29</td>
</tr>
<tr>
<td>Alexander Osterwalder</td>
<td>33</td>
</tr>
<tr>
<td>Alexander, Michael</td>
<td>71</td>
</tr>
<tr>
<td>Ambrose, Susan A.</td>
<td>59</td>
</tr>
<tr>
<td>Ammous, Saifeedean</td>
<td>45</td>
</tr>
<tr>
<td>Appel, Andrew</td>
<td>29</td>
</tr>
<tr>
<td>Appelo, Jurgen</td>
<td>36</td>
</tr>
<tr>
<td>Architecture, 4th Edition</td>
<td>4</td>
</tr>
<tr>
<td>Arden, John B.</td>
<td>54</td>
</tr>
<tr>
<td>Arner, Douglas W.</td>
<td>44</td>
</tr>
<tr>
<td>Art of Being a Brilliant Teenager, The</td>
<td>17</td>
</tr>
<tr>
<td>Art of Being Brilliant, The</td>
<td>17</td>
</tr>
<tr>
<td>At Zero</td>
<td>11</td>
</tr>
<tr>
<td>Atkins, Norman</td>
<td>58</td>
</tr>
<tr>
<td>Aulet, Bill</td>
<td>38</td>
</tr>
<tr>
<td>Awakened Millionaire, The</td>
<td>11</td>
</tr>
<tr>
<td>Awakening Course, The</td>
<td>12</td>
</tr>
<tr>
<td>AWS Certified Advanced Networking Official Study Guide</td>
<td>69</td>
</tr>
<tr>
<td>Axelrod, Michael I.</td>
<td>49</td>
</tr>
<tr>
<td>Barberis, Janos</td>
<td>44</td>
</tr>
<tr>
<td>Bassett, Doug</td>
<td>69</td>
</tr>
<tr>
<td>Bassham, Gregory</td>
<td>47</td>
</tr>
<tr>
<td>Batnick, Michael</td>
<td>40</td>
</tr>
<tr>
<td>Bauman, Zygmunt</td>
<td>56</td>
</tr>
<tr>
<td>Be Brilliant Every Day</td>
<td>17</td>
</tr>
<tr>
<td>Beginning C# 7 Programming with Visual Studio 2017</td>
<td>70</td>
</tr>
<tr>
<td>Ben-Shahar, Tal</td>
<td>28</td>
</tr>
<tr>
<td>Bernarda, Greg</td>
<td>33</td>
</tr>
<tr>
<td>Bernstein, William J.</td>
<td>41</td>
</tr>
<tr>
<td>Beyerstein, Barry L.</td>
<td>48</td>
</tr>
<tr>
<td>Big Mistakes</td>
<td>40</td>
</tr>
<tr>
<td>BIM Handbook, 3rd Edition</td>
<td>7</td>
</tr>
<tr>
<td>Binggeli, Corky</td>
<td>4</td>
</tr>
<tr>
<td>Bitcoin Standard, The</td>
<td>45</td>
</tr>
<tr>
<td>Black Mirror and Philosophy</td>
<td>47</td>
</tr>
<tr>
<td>Blackford, Russell</td>
<td>49</td>
</tr>
<tr>
<td>Blanchard, Ken</td>
<td>23, 24</td>
</tr>
<tr>
<td>Blended</td>
<td>61</td>
</tr>
<tr>
<td>Blount, Jeb</td>
<td>31</td>
</tr>
<tr>
<td>Blount, Jeb</td>
<td>31</td>
</tr>
<tr>
<td>Blum, Jeremy</td>
<td>68</td>
</tr>
<tr>
<td>Bockian, Neil R.</td>
<td>50</td>
</tr>
<tr>
<td>Bogle, John C.</td>
<td>41</td>
</tr>
<tr>
<td>Bogue, Bradford</td>
<td>50</td>
</tr>
<tr>
<td>Bolman, Lee G.</td>
<td>25</td>
</tr>
<tr>
<td>Bradley, Amy</td>
<td>17</td>
</tr>
<tr>
<td>Bradley, Chris</td>
<td>41</td>
</tr>
<tr>
<td>Brain2Brain</td>
<td>54</td>
</tr>
<tr>
<td>Bridges, Michael W.</td>
<td>59</td>
</tr>
<tr>
<td>Britton, Dan</td>
<td>24</td>
</tr>
<tr>
<td>Bruce, Timothy J.</td>
<td>50</td>
</tr>
<tr>
<td>Buckley, Ross P.</td>
<td>44</td>
</tr>
<tr>
<td>Building Construction Illustrated, 6th Edition</td>
<td>5</td>
</tr>
<tr>
<td>Building Structures Illustrated, 2nd Edition</td>
<td>4</td>
</tr>
<tr>
<td>Business Blockchain, The</td>
<td>45</td>
</tr>
<tr>
<td>Business Model Generation</td>
<td>33</td>
</tr>
<tr>
<td>Business Model Shift</td>
<td>37</td>
</tr>
<tr>
<td>Business Model You</td>
<td>33</td>
</tr>
<tr>
<td>Buterin, Vitalik</td>
<td>45</td>
</tr>
<tr>
<td>Calvert, Deb</td>
<td>22</td>
</tr>
<tr>
<td>Career Anchors, 4th Edition</td>
<td>21</td>
</tr>
<tr>
<td>Carpenter, The</td>
<td>23</td>
</tr>
<tr>
<td>CCNA Security Study Guide</td>
<td>69</td>
</tr>
<tr>
<td>CCSP (ISC)² Certified Cloud Security Professional Official Study Guide</td>
<td>69</td>
</tr>
<tr>
<td>Chauhan, Sidhartha</td>
<td>69</td>
</tr>
<tr>
<td>Ching, Francis D. K.</td>
<td>4, 5</td>
</tr>
<tr>
<td>Chishti, Susanne</td>
<td>44</td>
</tr>
<tr>
<td>Christensen, Clayton M.</td>
<td>61</td>
</tr>
<tr>
<td>Christian Theology, 6th Edition</td>
<td>62</td>
</tr>
<tr>
<td>Church, Mark</td>
<td>59</td>
</tr>
<tr>
<td>Cichello, Michael</td>
<td>42</td>
</tr>
<tr>
<td>Clark, Tim</td>
<td>33</td>
</tr>
<tr>
<td>Clements, Jonathan</td>
<td>41</td>
</tr>
<tr>
<td>Clinician’s Guide to Think Good-Feel Good, 2nd Edition, A</td>
<td>55</td>
</tr>
<tr>
<td>Co-Occurring Disorders Treatment Planner, with DSM-5 Updates, The</td>
<td>50</td>
</tr>
<tr>
<td>Coffee Bean, The</td>
<td>23</td>
</tr>
<tr>
<td>Communication</td>
<td>10</td>
</tr>
<tr>
<td>Complete Adult Psychotherapy Treatment Planner, 5th Edition, The</td>
<td>50</td>
</tr>
<tr>
<td>Confidence Pocketbook</td>
<td>9</td>
</tr>
<tr>
<td>Cope, Andy</td>
<td>17</td>
</tr>
</tbody>
</table>
Courtneidge, Robert 44
Covey, David 14
Covey, Stephen M. R. 14
Craddock, Tony 44
David Bland 33
David, Richard Brian 47
De-Clutter Your Life 9
Deal, Terrence E. 25
Death by Meeting 26
Decker, Daniel 23
Decker, Kevin S. 47
Design A Better Business 37
Design Drawing, 3rd Edition 5
Design Thinking Playbook, The 34
Design Thinking Toolbox, The 34
Designing Brand Identity, 5th Edition 3
Devine, James 69
Diary of a Brilliant Kid 17
DiPietro, Michele 59
Disciplined Entrepreneurship 38
Disciplined Entrepreneurship Workbook 38
Disney and Philosophy 47
Dorsey, Pat 41
Drucker, Peter F. 28
Duckett, Jon 65
Eastman, Chuck 7
Eberl, Jason T. 47
Eckler, James F. 5
Ekman, Paul 67
Embodied Image, The 6
Emotional Intelligence Pocketbook 9
Energy Bus, The 24
Engagement 25
European Building Construction Illustrated 5
Excel 2019 Power Programming with VBA 71
Exploring Arduino, 2nd Edition 68
Extraordinary Influence 19
Eyes of the Skin, 3rd Edition, The 6
Falling Upward 63
Fanatical Prospecting 31
FINTECH Book, The 44
First-Year Teacher’s Survival Guide, 3rd Edition, The 60
Fisher, Ken 41
Five Dysfunctions of a Team, The 26
Five Temptations of a CEO, The 27
Four Obsessions of an Extraordinary Executive, The 27
Frazer, Deborah W. 50
Frisbie, Matt 70
Gallos, Joan V. 25
Game of Thrones and Philosophy 47
Getting Naked 26
Giguere, Eric 70
Goedhart, Marc 42
Goedhart, Marc 42
Gordon, Jon 23, 24
Great Myths of Adolescence 49
Great Myths of Education and Learning 49
Great Myths of Intimate Relationships 49
Green Building Illustrated 5
Group Therapy Treatment Planner, with DSM-5 Updates, The 50
Hadrany, Christopher 67
Hagstrom, Robert G. 43
Halachmi, Alan 69
Hammer, Jacob Vibe 70
Happiness 9
Hard Hat, The 24
Hasson, Gill 9, 10
Heath, Dan 58
Heldman, Kim 69
Hernandez, Joaquin 58
Hesselbein, Frances 28
Hew Len, Ihaleakala 12
Hinrichsen, Gregory A. 50
Hirsch, Jeffrey A. 41
Hirt, Martin 42
Hoffmans, Lara 41
Holland, Eva 66
Holmes, Jeffrey D. 49
Horn, Michael 61
How Great Leaders Think 25
How Learning Works 59
How Not to Worry 16
How To Deal With Difficult People 10
How to Have a Great Life 16
How to Speak so People Really Listen 16
How to Succeed With People 16
HTML and CSS 65
Hunter, Mark 31
Hupp, Stephen 49
Hussey, Will 17
Hypnotic Writing 12
Iannarino, Anthony 31
Ideal Team Player, The 26
Immortal Diamond 63
INKED 31
INSURTECH Book, The 44
Interior Design Illustrated, 4th Edition 4
Internet Addiction 53
Introduction to Architecture 5
Introduction to the Practice of Psychoanalytic Psychotherapy, Second Edition 52
Invincible Company, The
Ip, Greg
Irwin, Tim
Irwin, William
Jacobs, Michael
Jacoby, Henry
Jarzombek, Mark
JavaScript and JQuery
Jewell, Jeremy D.
Johnson, David Kyle
Johnson, Matthew D.
Jongsma Jr., Arthur E.
Joy of Leadership, The
Juroszek, Steven P.
Kartajaya, Hermawan
Kass, Douglas A.
Kelly, Paul F.
Kempner, Martha
Key, The
Kim, Jennifer
Kim, Marcus
Kindler, Noah Suojanen
Kindness
Kirby, Lance
Klott, Jack
Knaflic, Cole Nussbaumer
Knapp, Sarah Edison
Koller, Tim
Kotler, Milton
Kotler, Philip
Kouzes, James M.
Krygiel, Eddy
Kuhl, Joan Snyder
Kusleika, Dick
Leaning with Soul, Revised 3rd Edition
Learning Leadership
Lee, Ghang
Lehwess, Matt
Leifer, Larry
Lemma, Alessandra
Lernov, Doug
Lencioni, Patrick
Lennington, Michael
Lennington, Michael
Lewrick, Michael
Life in Fragments
Life's Missing Instruction Manual
Lilienfeld, Scott O.
Link, Patrick
Little Book of Common Sense Investing, Updated and Revised, The
Little Book of Economics, The
Little Book of Investing Like the Pros, The
Little Book of Main Street Money, The
Little Book of Market Myths, The
Little Book of Market Wizards, The
Little Book of Stock Market Cycles, The
Little Book That Builds Wealth, The
Lokitz, Justin
Lovett, Marsha C.
Lynn, Steven Jay
Maguire, Laurie E.
Making Thinking Visible
Malisow, Ben
Managing for Happiness
Mardyks, Stephan M.
Market Your Way to Growth
Marketing 4.0
Martinez, Santos
Mastering Autodesk Revit 2018
Mastering Windows Server® 2016
Matthews, Nick
May, Tim
Mayer, Richard E.
Mazzucato, Mariana
McGee, Paul
McGrath, Alister E.
McInnis, William P.
McKinsey & Company Inc.
McMillan, Troy
Meier, Reto
Meloski, Vladimir
Millman, Debbie
Mindfulness Pocketbook
Minick, Chris
Mongan, John
Morad, Steve
Moran, Brian P.
Morin, Christophe
Morreall, John
Morrison, Karin
Mougayar, William
Mulville, Mark
Nabuco de Abreu, Cristiano
Nagel, Christian
Nandi, Anjali
No Complaining Rule, The
Norman, Marie K.
O’Hanlon, Martin
Oattes, Gavin
Objections
Older Adult Psychotherapy Treatment Planner, with DSM-5 Updates, 2nd Edition, The
One Word That Will Change Your Life, Expanded Edition
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizational Culture and Leadership, 5th Edition</td>
<td>21</td>
</tr>
<tr>
<td>Osterwalder, Alex</td>
<td>33</td>
</tr>
<tr>
<td>Out of Our Minds, 3rd Edition</td>
<td>13</td>
</tr>
<tr>
<td>Overcoming Anxiety</td>
<td>10</td>
</tr>
<tr>
<td>Overcoming the Five Dysfunctions of a Team</td>
<td>27</td>
</tr>
<tr>
<td>Page, Jimmy</td>
<td>24</td>
</tr>
<tr>
<td>Paleg, Kim</td>
<td>50</td>
</tr>
<tr>
<td>Pallasmaa, Juhani</td>
<td>6</td>
</tr>
<tr>
<td>Papadakos, Trish</td>
<td>33</td>
</tr>
<tr>
<td>Parenting Skills Treatment Planner, with DSM-5 Updates, The</td>
<td>50</td>
</tr>
<tr>
<td>PAYTECH Book, The</td>
<td>44</td>
</tr>
<tr>
<td>Perkins, Benjamin</td>
<td>70</td>
</tr>
<tr>
<td>Personality Disorders Treatment Planner, The</td>
<td>50</td>
</tr>
<tr>
<td>Persuasion Code, The</td>
<td>29</td>
</tr>
<tr>
<td>Peter Drucker’s Five Most Important Questions</td>
<td>28</td>
</tr>
<tr>
<td>Peterson, L. Mark</td>
<td>50</td>
</tr>
<tr>
<td>Philbin, Carrie Anne</td>
<td>66</td>
</tr>
<tr>
<td>PHP &amp; MySQL</td>
<td>65</td>
</tr>
<tr>
<td>Pigneur, Yves</td>
<td>33</td>
</tr>
<tr>
<td>Positive Dog, The</td>
<td>24</td>
</tr>
<tr>
<td>Positive Thinking Pocketbook</td>
<td>10</td>
</tr>
<tr>
<td>Posner, Barry Z.</td>
<td>22</td>
</tr>
<tr>
<td>Postmodern Ethics</td>
<td>56</td>
</tr>
<tr>
<td>Power of a Positive Team, The</td>
<td>24</td>
</tr>
<tr>
<td>Power of Positive Leadership, The</td>
<td>23</td>
</tr>
<tr>
<td>Practice Perfect</td>
<td>58</td>
</tr>
<tr>
<td>Pradeep, A. K.</td>
<td>29</td>
</tr>
<tr>
<td>Prakash, Vikramadityya</td>
<td>5</td>
</tr>
<tr>
<td>Prinstein, Mitchell J.</td>
<td>49</td>
</tr>
<tr>
<td>Probation and Parole Treatment Planner, with DSM-5 Updates, The</td>
<td>50</td>
</tr>
<tr>
<td>Productivity</td>
<td>9</td>
</tr>
<tr>
<td>Professional Android, 4th Edition</td>
<td>70</td>
</tr>
<tr>
<td>Professional C# 7 and .NET Core 2.0</td>
<td>70</td>
</tr>
<tr>
<td>Professional JavaScript for Web Developers, 4th Edition</td>
<td>70</td>
</tr>
<tr>
<td>Programming Interviews Exposed Fourth Edition</td>
<td>70</td>
</tr>
<tr>
<td>Raising Kids Who Read</td>
<td>57</td>
</tr>
<tr>
<td>Reading Mind, The</td>
<td>57</td>
</tr>
<tr>
<td>Reframing Organizations, 6th Edition</td>
<td>25</td>
</tr>
<tr>
<td>REGTECH Book, The</td>
<td>44</td>
</tr>
<tr>
<td>Reid, Jon D.</td>
<td>70</td>
</tr>
<tr>
<td>Relethford, John H.</td>
<td>49</td>
</tr>
<tr>
<td>Renvoise, Patrick</td>
<td>29</td>
</tr>
<tr>
<td>Rethinking Capitalism</td>
<td>51</td>
</tr>
<tr>
<td>Rewire Your Brain</td>
<td>54</td>
</tr>
<tr>
<td>Richardson, Craig</td>
<td>66</td>
</tr>
<tr>
<td>Ridgway, Angus</td>
<td>28</td>
</tr>
<tr>
<td>Ritchhart, Ron</td>
<td>59</td>
</tr>
<tr>
<td>Robinson, Ken</td>
<td>13</td>
</tr>
<tr>
<td>Rohr, Richard</td>
<td>63</td>
</tr>
<tr>
<td>Rosenbaum, Joshua</td>
<td>41</td>
</tr>
<tr>
<td>Ruscio, John</td>
<td>48</td>
</tr>
<tr>
<td>S.U.M.O (Shut Up, Move On)</td>
<td>15</td>
</tr>
<tr>
<td>S.U.M.O. Your Relationships</td>
<td>16</td>
</tr>
<tr>
<td>Sacks, Rafael</td>
<td>7</td>
</tr>
<tr>
<td>Sales EQ</td>
<td>31</td>
</tr>
<tr>
<td>Saturday Night Live and Philosophy</td>
<td>47</td>
</tr>
<tr>
<td>Schaap, Jeremy</td>
<td>24</td>
</tr>
<tr>
<td>Schein, Edgar H.</td>
<td>21</td>
</tr>
<tr>
<td>Schein, Peter</td>
<td>21</td>
</tr>
<tr>
<td>Schuklenk, Udo</td>
<td>49</td>
</tr>
<tr>
<td>Schwartz, Jack D.</td>
<td>41</td>
</tr>
<tr>
<td>Schwartz, Pepper</td>
<td>49</td>
</tr>
<tr>
<td>Scott, David Meerman</td>
<td>30</td>
</tr>
<tr>
<td>Seed, The</td>
<td>24</td>
</tr>
<tr>
<td>Self-Confidence, 2nd Edition</td>
<td>16</td>
</tr>
<tr>
<td>Setiawan, Iwan</td>
<td>32</td>
</tr>
<tr>
<td>Seven Lost Secrets of Success, The</td>
<td>12</td>
</tr>
<tr>
<td>Seymour, Steve</td>
<td>69</td>
</tr>
<tr>
<td>Shapiro, Ian M.</td>
<td>5</td>
</tr>
<tr>
<td>Shark and the Goldfish, The</td>
<td>24</td>
</tr>
<tr>
<td>Shine</td>
<td>17</td>
</tr>
<tr>
<td>Sibbet, David</td>
<td>35</td>
</tr>
<tr>
<td>Silos, Politics and Turf Wars</td>
<td>27</td>
</tr>
<tr>
<td>Smit, Sven</td>
<td>42</td>
</tr>
<tr>
<td>Smith, Alan</td>
<td>33</td>
</tr>
<tr>
<td>Smith, Emma</td>
<td>49</td>
</tr>
<tr>
<td>Smith, Julia Christine</td>
<td>50</td>
</tr>
<tr>
<td>Smith, Mike</td>
<td>24</td>
</tr>
<tr>
<td>Social Engineering, 2nd Edition</td>
<td>67</td>
</tr>
<tr>
<td>Solomon, Lisa Kay</td>
<td>37</td>
</tr>
<tr>
<td>Sonn, Tamara</td>
<td>49</td>
</tr>
<tr>
<td>Soup</td>
<td>23</td>
</tr>
<tr>
<td>Staker, Heather</td>
<td>61</td>
</tr>
<tr>
<td>Stallard, Paul</td>
<td>55</td>
</tr>
<tr>
<td>Startup, Scaleup, Screwup</td>
<td>36</td>
</tr>
<tr>
<td>Stay Positive</td>
<td>23</td>
</tr>
<tr>
<td>Stewart, Becky</td>
<td>66</td>
</tr>
<tr>
<td>Sthanunathan, Stan</td>
<td>29</td>
</tr>
<tr>
<td>Stop Selling and Start Leading</td>
<td>22</td>
</tr>
<tr>
<td>Storytelling with Data</td>
<td>18</td>
</tr>
<tr>
<td>Storytelling with Data</td>
<td>18</td>
</tr>
<tr>
<td>Strategy Beyond the Hockey Stick</td>
<td>42</td>
</tr>
<tr>
<td>Svidergol, Brian</td>
<td>69</td>
</tr>
<tr>
<td>Tassopoulos, Tim</td>
<td>19</td>
</tr>
<tr>
<td>Teach Like a Champion 2.0</td>
<td>58</td>
</tr>
<tr>
<td>Teach Like a Champion Field Guide 2.0</td>
<td>58</td>
</tr>
<tr>
<td>Teicholz, Paul</td>
<td>7</td>
</tr>
<tr>
<td>Testing Business Ideas</td>
<td>33</td>
</tr>
<tr>
<td>The Advantage</td>
<td>26</td>
</tr>
<tr>
<td>The Motive</td>
<td>26</td>
</tr>
<tr>
<td>Theology, 4th Edition</td>
<td>62</td>
</tr>
<tr>
<td>Think Good Feel Good, 2nd Edition</td>
<td>55</td>
</tr>
</tbody>
</table>
Thinking Hand, The
Thinking Sociologically, 2nd Edition
Thompson, Julia G.
Three Signs of a Miserable Job, The
Training Camp
Trap Tales
Ultimate Harry Potter and Philosophy, The
Ultimate Star Wars and Philosophy, The
Unmasking the Social Engineer
Valuation Workbook, 6th Edition
Valuation, 6th Edition
Value Proposition Design
Van Der Pijl, Patrick
van der Pluijm, Erik
van Lieshout, Maarten
Van Maanen, John
Visual Consulting
Visual Leaders
Visual Meetings
Visual Teams
Vitale, Joe
WEALTHTECH Book, The
Wessels, David
Whale, David
Wheeler, Alina
Whittaker, Andy
Why Don't Students Like School?
Willingham, Daniel T.
Winjen, Roland
Winning Global Markets
Wizard and the Warrior, The
Woodman, Darrell
Woolway, Erica
Wright, Byron
Yezzi, Katie
You Win in the Locker Room First
Young, Kimberly S.
Zakas, Nicholas C.
Zero Limits
Visit us at the
Frankfurt Book Fair
Hall 4.2, Stand D16

Visit Wiley’s Rights & Licensing Team Page here:
http://wileyrights.gms.sg/