



Pearson Professional Business & Personal Development

Spring 2026



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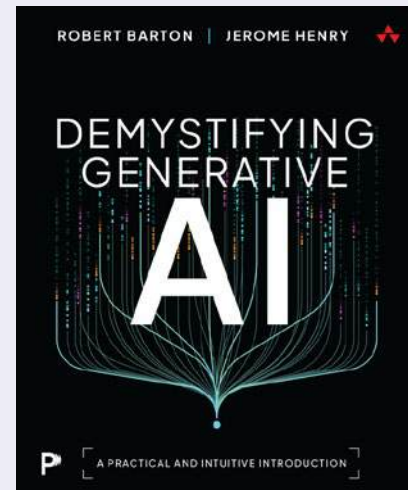
Artificial Intelligence



Demystifying Generative AI

A Practical and Intuitive Introduction, 1st edition

Jerome Henry and Rob Barton



Demystifying Generative AI: A Practical and Intuitive Introduction takes a balanced approach to teaching AI and Machine Learning (ML), combining elements of both reference and tutorial formats. Jerome Henry and Rob Barton developed this as more than just an overview; it offers a hands-on, intuitive understanding of AI/ML concepts. Unlike traditional references that are heavy on mathematical theory and often difficult to read, or high-level overviews that lack practical application, this book finds a middle ground. It provides enough theoretical background to give readers a solid foundation while also emphasizing practical, real-world examples. This approach ensures that readers can understand the principles behind AI/ML algorithms and apply them effectively to various problems, making it a practical manual rather than just a collection of recipes or a dry reference.

ISBN 9780135429419
IMPRINT Addison-Wesley Professional
400 pages
PUB DATE January 2026

About the authors

Jerome Henry, CCIE No. 24750, is a Principal Engineer in the Enterprise Infrastructure and Solutions Group at Cisco Systems. Jerome is a certified wireless networking expert (CWNE No. 45) and has developed multiple Cisco courses and authored several wireless books and video courses. With more than 10,000 hours in the classroom, Jerome was awarded the IT Training Award Best Instructor silver medal. He is based in Research Triangle Park, North Carolina.

Rob Barton is a Distinguished Engineer with Cisco. Rob has worked in the IT industry for over 26 years, the last 23 of which have been with Cisco. Rob is a published author, with titles on subjects of Quality of Service (QoS), Wireless Communications, and IoT. Additionally, he has co-authored many peer-reviewed research papers and leads Cisco's academic research partnership program.

AI Demystified

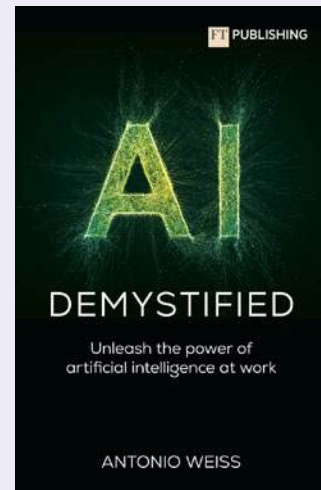
Unleash the Power of Artificial Intelligence at Work,
1st edition

Antonio Weiss

Artificial intelligence and Generative AI threaten to change everything about how we work, but how can you be prepared for these changes? This is the book for you. From a leading expert on artificial intelligence and generative AI, this practical, engaging, and pragmatic step-by-step approach to understanding AI, and how to use it effectively in your work.

Covering the foundations of AI, you'll quickly get up to speed on what it is and how it works, before deep dives into how to use it at work in areas such as strategy, marketing, communication, and product development. You'll discover how to increase profits, save time, and improve customer experience, amongst other benefits.

AI is coming – get up to speed.



ISBN 9781292742670

IMPRINT FT Publishing

256pp | 216 x 138mm

PUB DATE April 2025

RIGHTS SOLD Chinese Simplified
French

About the author

Antonio Weiss is a digital expert, leading a successful, multi-million pound software development and advisory consultancy, The PSC Digital, for over ten years. He has worked in AI and data science fields throughout, helping set up the NHS AI Lab, UK Office for Artificial Intelligence and scaling up the UK Government Digital Service. He has advised senior politicians and officials across the world on data science, generative AI and digital transformation and is currently a Senior Advisor on Digital, Data and Technology to the UK Leader of the Opposition. He has adapted and trained large language models and deployed them in business settings, including creating one of the first ever commercially available fragrances developed using generative AI.

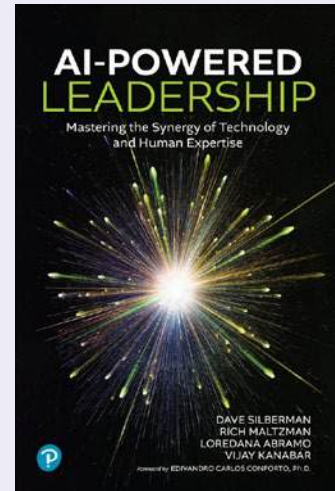


AI-Powered Leadership

Mastering the Synergy of Technology and Human Expertise, 1st edition

Dave Silberman, Rich Maltzman, Loredana Abramo, Vijay Kanabar

AI-Powered Leadership aims to empower leaders to navigate the complexities of the AI-driven world by developing human competencies and integrating them with AI capabilities, fostering a balanced, innovative, and ethically sound leadership approach that drives sustainable success. It aims to provide a comprehensive framework for leaders to understand and apply the “Both/And” strategy in leadership, where leaders don’t have to choose between traditional methods and AI-driven innovation but can leverage the strengths of both. The approach of the book is a practical, integrative framework that combines theory with actionable strategies to help leaders navigate the complex dynamics of AI in their organizations.



ISBN 9780135429570
IMPRINT Addison-Wesley Professional
272 pages
PUB DATE April 2025

RIGHTS SOLD German

About the authors

Loredana Abramo has 30+ years of experience in global telecommunications and corporate program management. A Doctor in Electrical Engineering and certified PMP®, she holds a patent for telecom automation and teaches project management at Boston University. Loredana has co-authored books on project management and is an active contributor to IEEE and PMI.

Rich Maltzman is a Master Lecturer at Boston University, author, and consultant with a 40-year telecom career. Known for promoting sustainability in project management, he has authored nine books, including GreenPMO, and hosts the podcast B'yond PM.

Dave Silberman is a senior executive, lecturer, and USA Today best-selling author specializing in workplace dynamics. A decorated U.S. veteran, he holds a Ph.D. in Human Resources Development and frequently writes for Forbes.

Vijay Kanabar, Ph.D. is a professor and director of Project Management at Boston University. A pioneer in PMI certifications, he has authored several books and research papers and won PMI's Linn Stuckenbruck Teaching Excellence Award.

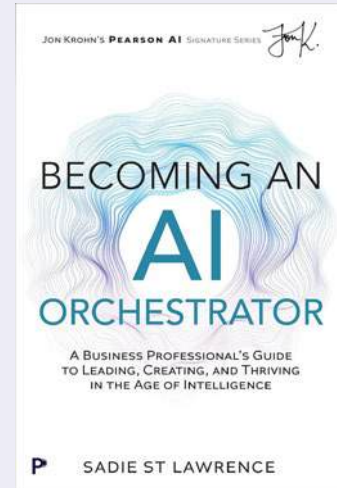
Becoming an AI Orchestrator

A Business Professional's Guide to Leading, Creating, and Thriving in the Age of Intelligence, 1st edition

Sadie Kay St Lawrence

This book is your essential guide to navigating the age of intelligence, where technology and creativity converge. Whether you're a creator, knowledge worker, or leader, you'll find invaluable insights and practical advice to help you thrive in this new era. From understanding the forces that have shaped our technological landscape to embracing the opportunities and challenges of AI, this book empowers you to lead, create, and innovate with confidence.

Discover the power of AI and unlock your potential. Through engaging stories and expert guidance, you'll learn how to harness AI to enhance your work and life.



ISBN 9780135344637
IMPRINT Addison-Wesley Professional
224 pages | 152 x 229 mm
PUB DATE **December 2025**

RIGHTS SOLD Chinese Simplified

About the author

Sadie St. Lawrence is the Founder and CEO of the Human Machine Collaboration Institute (HMCI), driving innovative research and advising to optimize human-AI collaboration in the knowledge economy, now amplified by a new ecosystem partnership with NVIDIA. She also founded Women in Data™, a global non-profit spanning 55 countries and empowering 70,000+ data professionals; it earned Top 50 Non-Profit status and was named the premier Women in AI & Tech community in 2021.



Microsoft Copilot Pro Step by Step

1st edition

Lisa Crosbie

Get more done quickly with Microsoft Copilot Pro for home or professional use and gain the skills you need to succeed with it. Jump in wherever you need answers—brisk lessons and detailed screenshots show you exactly what to do, step by step.

- Learn how to access AI-powered assistance across different devices and platforms, including web and mobile, wherever you work
- Learn core concepts of generative AI and effective prompting techniques
- Enhance productivity and creativity with Copilot Pro across various apps including Excel, Outlook, Word, PowerPoint, and OneNote
- Use Copilot Pro in drafting, editing, summarizing, and analyzing content, as well as brainstorming new ideas and generating images
- Includes practice tasks and downloadable practice files, allowing you to apply the skills and techniques learned in real-world scenarios

Artificial Intelligence



ISBN 9780135369425

IMPRINT Addison-Wesley Professional

400 pages

PUB DATE **November 2024**

RIGHTS SOLD German

About the author

Lisa Crosbie is a highly respected expert in Microsoft business applications, with a focus on leveraging Copilot and low-code solutions to transform how businesses operate. A five-time Microsoft Most Valuable Professional and Microsoft Certified Trainer, Lisa is known for her ability to break down complex technologies into easy-to-understand concepts, making them accessible and enjoyable for everyone. She is passionate about empowering beginners to take their first steps with tools like Copilot, helping them build confidence and skills from the ground up.

Microsoft Copilot Studio Step by Step

Customizing Copilot and Creating Agents, 1st edition

Lisa Crosbie

Microsoft Copilot Studio Step by Step: Customizing Copilot and creating agents is the definitive, hands-on guide for professionals seeking to master Microsoft's low-code agent-building platform. The book combines reference material with step-by-step tutorials, making complex AI concepts accessible to low-code makers, consultants, and IT pros. You will learn to design, build, and deploy AI-powered agents that automate workflows, transform business processes, and integrate with Microsoft 365 Copilot and your line of business systems. Through practical scenarios, best practices, and end-to-end examples, this book equips users with the skills to leverage Copilot Studio for organizational value, offering the depth and clarity needed to turn ideas into working solutions, and emerging as the essential resource for this rapidly growing technology.

About the author

Lisa Crosbie is a highly respected expert in Microsoft business applications, with a focus on leveraging Copilot and low-code solutions to transform how businesses operate. A five-time Microsoft Most Valuable Professional and Microsoft Certified Trainer, Lisa is known for her ability to break down complex technologies into easy-to-understand concepts, making them accessible and enjoyable for everyone. She is passionate about empowering beginners to take their first steps with tools like Copilot, helping them build confidence and skills from the ground up.

Artificial Intelligence



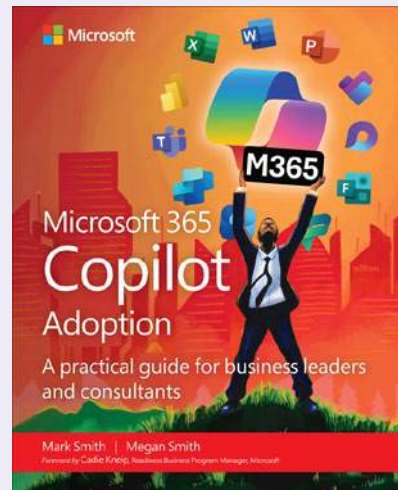
ISBN 9780135491508
IMPRINT Addison-Wesley Professional
400 pages
PUB DATE **December 2025**

Microsoft 365 Copilot Adoption

A practical guide for business leaders and consultants,
1st edition

Mark Smith and Megan Smith

Transform your organization using AI-driven solutions with *Microsoft 365 Copilot Adoption: A practical guide for business leaders and consultants*. This book draws on real-world case studies and insights from Microsoft’s early adopters to provide a practical framework for successful AI integration. It emphasizes the importance of leadership alignment, cultural readiness, and continuous skill development, equipping readers with the mindset and methods needed to foster innovation and efficiency in an AI-driven workplace. You will learn how to navigate AI adoption challenges, secure executive support, and build a culture of continuous learning and innovation.



ISBN 9780135468043
IMPRINT Addison-Wesley Professional
304 pages
PUB DATE October 2025

About the author

Mark Smith is the founder of the 90 Day Mentoring Challenge (90DayMC.com), a global program that accelerates careers through structured mentoring, skills development, and community support. Under its banner, he created The AI Advantage—a pathway designed to help any professional develop the skills to become AI-augmented in the Intelligence Age. Known online as nz365guy, Mark is a futurist and co-founder of Cloverbase, where he develops frameworks and advises global organizations—including Microsoft—on AI adoption strategy and skilling.

Megan Smith is a digital strategist, change manager, and AI educator. She is the CEO of Cloverbase, an AI adoption and skilling company that guides organizations through tailored learning journeys and mentoring programs to amplify human intelligence and connection. Megan has led Copilot enablement programs for Microsoft’s global account teams, equipping organizations to embrace AI-driven change. Together with Mark, she created the 90 Day Mentoring Challenge, a career accelerator designed to empower business leaders and consultants with the practical skills to unlock their full potential and drive meaningful innovation.

New titles for The London Book Fair 2026



The Thinking Fix

Rewire thinking patterns for better business results,
1st edition

Kieran Sheedy and Dr Deri Hughes

A study by McKinsey & Company found that nearly 60% of executives believed they were spending too much time on inefficient decision-making processes and wanted clearer frameworks to improve their efficiency.

This book provides a much-needed guide for managers who want to solve problems by mastering the thinking patterns behind them, improving how they navigate complex business challenges. This book offers a transformative approach to thinking, showing the stark difference between the ineffective thought processes that lead to confusion and decision paralysis, and those that bring swift clarity and decisive action.

Readers will gain practical insights into how to recognize and halt unproductive thinking patterns in real time. More importantly, they'll learn how to consistently deploy effective thinking strategies that cut through complexity and drive better decisions, regardless of the tools or frameworks they currently use.



ISBN 9781292496016

IMPRINT Pearson Business

224 pages

PUB DATE August 2026

About the authors

Kieran Sheedy is a seasoned management consultant and entrepreneur. He has held senior roles at IBM and as a partner in KPMG Consulting, where he led strategic change programmes for major clients. He has also founded and built businesses across sectors including hospitality, healthcare, property, and mobile telecoms—with several successful exits.

Dr Deri Hughes is a 20 year consulting veteran, including six years at leading strategy firm Bain & Company. He was CFO of Credo Business Consulting (prior to the 2017 sale to Teneo) and then founded Honeycomb Consulting Skills Training – the UK's leading provider of premium training services for professional services firms (incl. PwC and Tata Consulting Services, as well as many of the UK's fastest growing boutiques) and corporate managers (incl. Virgin Media / O2). He is the driving force behind Honeycomb's consulting skill development system, including our approaches to hypothesis-led problem structuring and decision enablement.

Apex Competitor

How to thrive in competitive markets, 1st edition

Andrew Lanzino

Most business strategy books focus on Blue Ocean Strategy, which emphasises creating uncontested markets and minimising direct competition. While this approach is ideal, the reality is that most businesses operate in Red Oceans, highly competitive markets where rivalry is unavoidable. The issue is that while Blue Ocean Strategy is inspiring, few companies can escape competition entirely. *Apex Competitor* addresses this gap by providing practical strategies for thriving in Red Ocean markets.

This book provides a structured, practical guide to navigating and succeeding in Red Oceans. Through vivid metaphors and actionable frameworks, leaders will learn how to identify market gaps, form strategic alliances, adapt to changing conditions, and leverage resilience as a competitive advantage. With in-depth case studies from companies like Amazon, Microsoft, Tesla, and Apple, *Apex Competitor* offers practical examples of these strategies in action. It empowers readers to demystify strategy, apply lessons directly to their industries, and achieve sustained dominance.



ISBN 9781292763194
IMPRINT Pearson Business
224 pages
PUB DATE **March 2026**

About the authors

Andrew Lanzino is a strategist, educator, and consultant dedicated to helping businesses thrive in competitive markets. Over the years, he has collaborated with leaders at Fortune 500 companies, entrepreneurs launching their first ventures, and MBA students at some of the world's leading business schools. His unwavering goal has been to bridge the gap between complex strategic theories and actionable tools that drive tangible success.

Smarter Spending

Improve profit through cost optimisation, 1st edition

Pedro Amendoeira & Neil Apter

9 out of 10 businesses are overpaying for goods and services from suppliers. This book teaches you how to win back time (through process improvement) and money (through cost reduction). This book has a 12-step process to help businesses be more profitable:

- 1 Preparation and objectives
- 2 Project launch
- 3 Resource planning
- 4 Key stakeholders meeting
- 5 Data collection
- 6 Data analysis
- 7 Status Quo Report
- 8 RFP / Tender process
- 9 Opportunity Report
- 10 Supplier Selection
- 11 Implementation
- 12 Ongoing Monitoring / Reporting

You'll learn how to apply the 12 steps, avoid common mistakes, and harness the power of cost and supplier optimisation to transform your profitability.



ISBN 9781292763248

IMPRINT Pearson Business

336 pages

PUB DATE **May 2026**

About the authors

Pedro Amendoeira accumulated more than 12 years of experience in management positions at various companies, including AMC Entertainment and Parfois, as Chief Financial Officer and Chief Sales Officer.

He has a degree in Management from the Faculty of Economics of Porto and a Master of Finance from the Complutense University of Madrid. Over the past fifteen years, he has successfully implemented hundreds of cost optimisation projects in small, medium and large companies.

Neil Apter is Head of Performance Development for EMEA at ERA, with global responsibility for training new consultants as Head of the ERA Academy. He is now a cost management consultant himself.

Fearless in 5

A woman's guide to confidence, communication, and courage, 1st edition

Jennifer Willey

Fearless in 5 will help women find their voices, confidence, and the connections they need to advance their careers and gain control of their lives.

This motivational, research-driven guide empowers professional women to advocate for themselves, build a powerful support network, and thrive in today's workplace. Anchored in the author's transformative "Fearless Fundamentals™"—Confidence, Communication, Connection, Control, and Courage—the book provides a timely, practical roadmap for overcoming internal and external obstacles.

Fearless in 5 fills a critical gap in the market by addressing workplace challenges with humour, empathy, and authenticity. It is not just a guide—it's a movement to help women unleash their potential and create a lasting impact.



ISBN 9781292496030

IMPRINT Pearson Business

224 pages

PUB DATE **September 2026**

About the author

Jennifer Willey is the Founder and CEO of Wet Cement, She helps organisations build cultures where everyone can reach their full potential. With over two decades of leadership experience at top tech and media companies like Yahoo, AOL, and WebMD, she has dedicated her career to advancing gender equity, fostering inclusive leadership, and empowering individuals to achieve their best.

The Rules of Leadership

1st edition

Richard Templar

A definitive code for leadership success

Some people find work so easy. They appear to be natural leaders, painlessly negotiating the system, the politics, the people, and the targets.

Is there something they know that the rest of us don't? Is it something we can all learn? The answer is a resounding yes. They know the Rules of leadership.

These Rules are the guiding principles that show you how to inspire your team in a way that gets results. They will help you say the right thing, do the right thing, and know instinctively how to handle every situation.

Others can be good. You'll be better.



ISBN 9781292766706

IMPRINT Pearson Business

288 pages | 216 x 138mm

PUB DATE **May 2026**

About the author

Richard Templar is the author of the international bestselling Rules books. Over 2 million people around the world have enjoyed and now play by Richard Templar's Rules. The complete list of titles is as follows: *The Rules of Everything*, *The Rules of Life*, *The Rules of Work*, *The Rules of Management*, *The Rules of Wealth*, *The Rules of Parenting*, *The Rules of Love*, *The Rules to Break*, *The Rules of People*, *The Rules of Thinking*, and *The Rules of Living Well*.

The Rules of Living Well

3rd edition

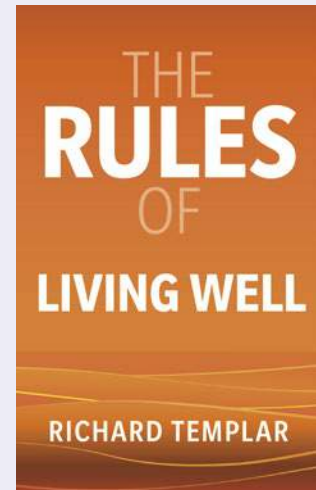
Richard Templar

A personal code for a healthier, happier you

When did life get so busy? Work, family, exercise – they’re all important but there’s never enough time. How can you effortlessly achieve a healthy balance between them all so you can reach your potential?

The Rules of Living Well are here to help. Covering everything from mindfulness, mental health, wellbeing, longevity, energy, balance, perspective, relaxation to exercise, you’ll find simple ways to have a healthy attitude and be your best self. This new edition covers 5 new rules.

What are you waiting for?



ISBN 9781292766492

IMPRINT Pearson Business

288 pages | 216 x 138mm

PUB DATE **May 2026**

About the author

Richard Templar is the author of the international bestselling Rules books. Over 2 million people around the world have enjoyed and now play by Richard Templar’s Rules. The complete list of titles is as follows: *The Rules of Everything*, *The Rules of Life*, *The Rules of Work*, *The Rules of Management*, *The Rules of Wealth*, *The Rules of Parenting*, *The Rules of Love*, *The Rules to Break*, *The Rules of People*, *The Rules of Thinking*, and *The Rules of Living Well*.

The Rules of Thinking

3rd edition

Richard Templar

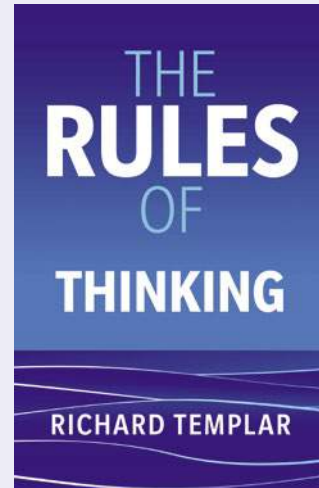
A personal code to think yourself smarter, wiser and happier

We all envy the natural thinkers of this world. They have the best ideas, make the smartest decisions, are open minded and never indecisive.

Is there something they know that the rest of us don't? Is it something we can all learn? The answer is a resounding yes. They know The Rules of Thinking.

These Rules are the guiding principles that show you how to make wiser decisions, stop procrastinating, know when to compromise, avoid mistakes, find other options, think well with others, stop obsessing about things, keep your brain active, be more creative, and have happy, healthy thoughts. You'll be that person who knows their own mind – in every sense.

Plus 5 new Rules



ISBN 9781292498881

IMPRINT Pearson Business

288 pages | 216 x 138mm

PUB DATE **May 2026**

About the author

Richard Templar is the author of the international bestselling Rules books. Over 2 million people around the world have enjoyed and now play by Richard Templar's Rules. The complete list of titles is as follows: *The Rules of Everything*, *The Rules of Life*, *The Rules of Work*, *The Rules of Management*, *The Rules of Wealth*, *The Rules of Parenting*, *The Rules of Love*, *The Rules to Break*, *The Rules of People*, *The Rules of Thinking*, and *The Rules of Living Well*.

Business



No Risk Side Hustle

1st edition

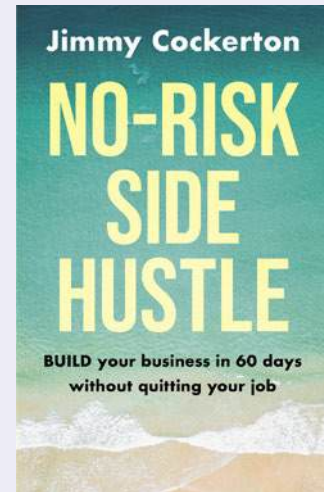
Jimmy Cockerton

Do you want to start your own business but can't risk leaving your job? *No Risk Side Hustle* will help you to test your business idea and then build it into a business, all from the safety of your existing job in 90 days. You'll understand exactly what you need to do, in a no-risk way, which also improves your chances of success.

This friendly, practical book includes the 5-step BUILD method:

- Brainstorm your idea in 1 day
- Understand your opportunity in 7 days
- Innovate your idea in 30 days
- Launch your business in 60 days
- Develop your company in 90 days

You'll also find tools, templates, strategies, and real-world examples of how to use your existing job and what you have around you to help you start a business or side hustle.



ISBN 9781292493077
IMPRINT Pearson Business
216 x 138mm | 224 pages
PUB DATE **June 2026**

About the author

Jimmy Cockerton evolved from a corporate innovator into an impact investor and entrepreneur. After launching his career at 16 and earning the prestigious Bill Gates Founder's Award at Microsoft, he led high-impact initiatives across sectors, from counter-terrorism to hybrid work models and public sector innovation. As Microsoft's Head of Impact, he helped secure major government partnerships while promoting sustainability and purpose-driven business.

In 2022, Jimmy left the corporate world to pursue deeper impact. He founded NuShore Capital, a consultancy focused on impact investing and startup advisory, quickly expanding to run investment teams and build funds for major charities. Now in his third career, Jimmy is reshaping capitalism from the ground up.



The Imposter Phenomenon

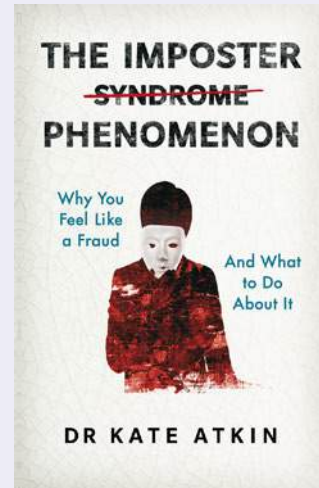
Why You Feel Like a Fraud and What You Can Do About It, 1st edition

Kate Atkin

Over 70% of people will experience the imposter syndrome at some point in their lives.

This book challenges some of the common misconceptions about the imposter syndrome. Grounded in academic research, this book covers what the imposter phenomenon is, where these thoughts can come from, the impact they can have, the stresses they cause and, importantly, what you can do about them. Containing insights from ground-breaking research investigating how finding the inner courage to accept how good you are can help banish imposter thoughts.

This book explains the pitfalls and the intricacies of what is really a phenomenon – an occurrence at certain points in time – and how you can help yourself and others who experience it.



ISBN 9781292469065

IMPRINT Pearson Business

224pp | 216 x 138mm

PUB DATE July 2025

RIGHTS SOLD Chinese Simplified
French

About the author

Kate Atkin is the author of *The Confident Manager*, and *The Presentation Workout* (Pearson Business) and co-author of *The Business of Professional Speaking*.

By the time this book is published, the author, Kate Atkin, will have completed her doctorate research on the imposter phenomenon in the workplace, coping strategies, and the role of psychological courage.

Kate regularly speaks to business audiences, both large and small, globally as well as in the UK, on how to banish, or at least diminish, the imposter phenomenon at work and how to support others. During the course of her workshops, as well as her research, Kate has spoken with hundreds of successful people who experience imposter feelings and has a unique insight into their experiences.



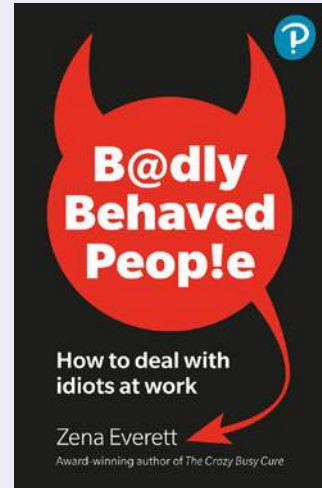
Badly Behaved People

How to Deal with Idiots at Work, 1st edition

Zena Everett

Is it me with this problem? Or is it them? How often have you asked yourself this? Are you baffled by other people's surprising, sometimes useless, difficult, conflicting, apathetic, or even toxic behaviour? We've all had to work with (and for) shirkers, underperformers, over-bearing people, timewasters, managers who can't manage, lazy people and others who seem at cross purposes with the rest of the team. It's hard to understand people who think and behave differently from us, perhaps with conflicting values. Especially if they won't listen to you.

This book dissects the complexity of your people problems in a highly engaging and empowering way. We all need to understand each other better. And if you ever wondered what exactly an executive coach does, Zena reveals the dark arts of her booming but largely unregulated profession.



ISBN 9781292739465

IMPRINT Pearson

256pp | 216 x 138mm

PUB DATE January 2025

RIGHTS SOLD Chinese Simplified

About the author

Zena Everett is an international leadership coach and in-demand Speaker. Zena is the author of *Mind Flip*, *Take the Fear out of Your Career* and the award-winning *The Crazy Busy Cure*.

Originally a recruitment entrepreneur, Zena sold her business in 2007 then studied an MSc in Career Management and Coaching. She then took further post-graduate qualifications in psychological coaching and leadership with neuroscience (MIT Sloan Business School). She has coached on the Executive MBA Programme at Oxford University's Saïd Business School and is a member of the Associate Faculty at Henley Business School. She runs bespoke, lively leadership programmes in aspiring businesses who want to boost accountability and productivity.



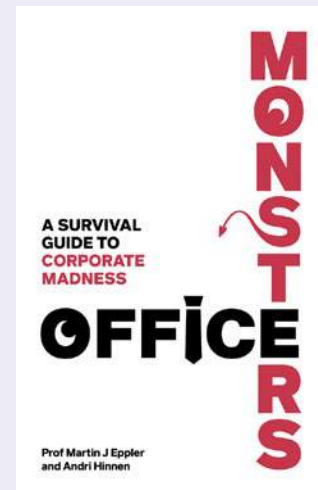
Office Monsters

A Survival Guide to Corporate Madness, 1st edition

Martin J. Eppler and Andri Hinnen

Beware – *Office Monsters* is not your typical management guide – it’s gooey, graphic, and downright monstrous. Ever been ambushed by the Yes Yeti or cornered at the coffee machine by an Energy Draining Dracula? Learn how to slay it at work by facing the monsters within and around you. A laugh-out-loud guide to mastering the most monstrous of management challenges.

Aimed at leaders, managers, and anyone seeking improvement in their work lives, the book is structured into three sections: monsters lurking within us, those pretending to be our colleagues, and the omnipresent bureaucracy beasts. Delight in meeting the overpowering Yes Yeti or the mischievous Time Trolls. Learn how to fend off the Draining Dracula or the Multitask Medusa and dare to kill the Strategy Chimera or the Project Zombie.



ISBN 9781292470474

IMPRINT Pearson Business

224pp | 216 x 138mm

PUB DATE **January 2025**

RIGHTS SOLD No German Rights
Chinese Simplified
Czech
Serbian
Slovakian

About the authors

Martin J. Eppler is the author of more than two hundred academic papers and twenty-four books, including *How to Talk about Data* (FT Publishing), of which several have won awards such as International Business Book of the Year, HR Book of the Year, and Career Book of the Year.

In addition to his university role (where he led an MBA program for many years), he is an advisor to organizations such as the United Nations, the European Central Bank, Porsche, Swiss Re, the Anti-Tobacco Fund, Salesforce, and others. He’s been a guest professor at institutions such as Cambridge University, Georgia Tech, Simon Fraser University, and CUFU Beijing.

He is the inventor of the periodic table of visualization methods, the let’s-focus software suite, the synergy map method, and the nudging approach to meetings.

Andri Hinnen MA is the Founder of Zense, a consultancy and agency that specializes in reframing complexity and communicating change. Andri is also a lecturer on storytelling and visualization at the University of St. Gallen.



THE JO OWEN SERIES

Jo Owen stands alone as the only person to win the prestigious Chartered Management Institute Gold Award four times for his books. With over 20 titles published in more than 100 editions and translated into 25 languages, his work has reached leaders and professionals across the globe. His timeless classics, including *How to Lead*, *How to Manage*, and *The Leadership Skills Handbook*, are now in their sixth editions, continuing to inspire and empower readers long after their initial release.



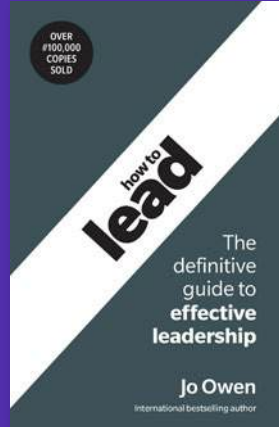
9781292476896



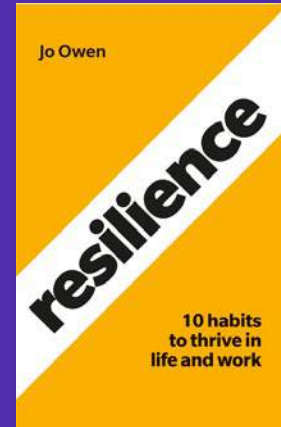
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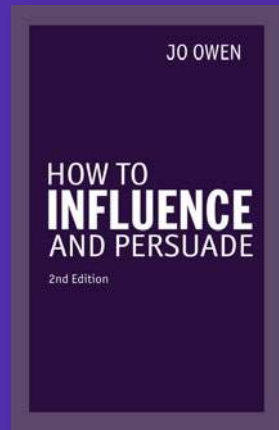
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About the author

Jo Owen is the only person to win the Chartered Management Institute Gold Award four times for his books. He has over 20 titles which have been published in over 100 editions in 25 languages worldwide. His titles include *How to Lead*, *Resilience*, *Mindset of Success*, *Global Teams* etc.

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About the author

Peter Cross is one of the UK's leading authorities on customer behaviour. Previously, he was the Customer Experience Director for John Lewis and Waitrose and Mary Portas's business partner for ten years building a business based on great customer service. He is Vice President of the Institute of Customer Service, a global Ambassador for the Retail Trust, Vice Chairman at the Fragrance Foundation and a regular commentator on TV Radio and print.



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About the author

Kendra Valentine is a story strategist who helps businesses, institutions and branded entertainment projects to communicate the value they provide through a method she calls 'strategic story design'. Through her method, she helps people solidify their value proposition and set their business strategy, helping them to create an authentic and robust story that they can share.

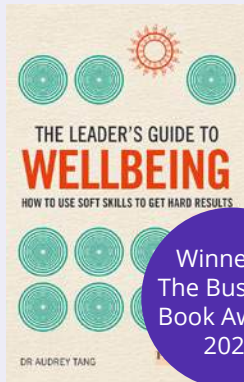


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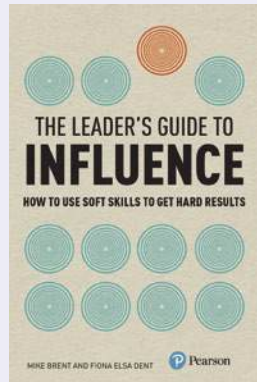
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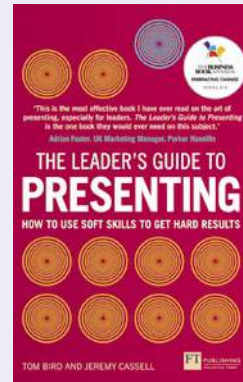
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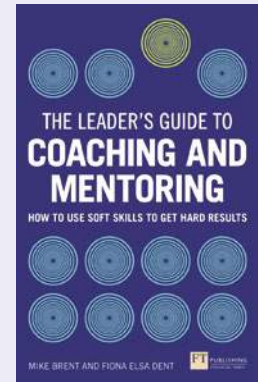
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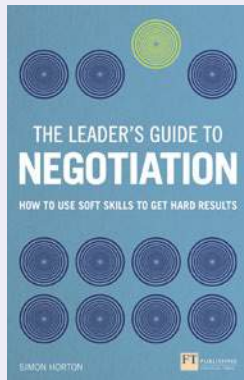
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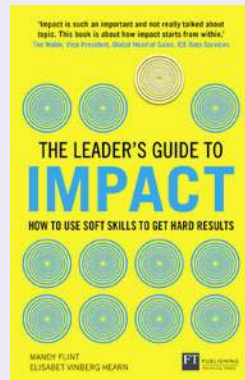
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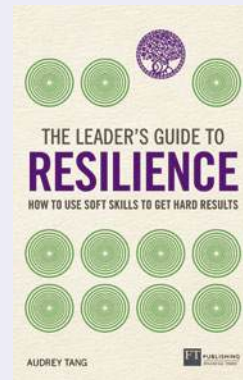
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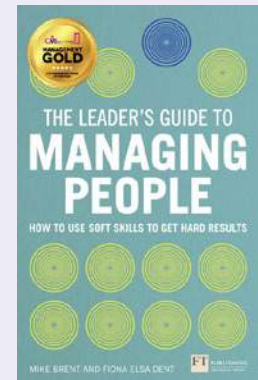
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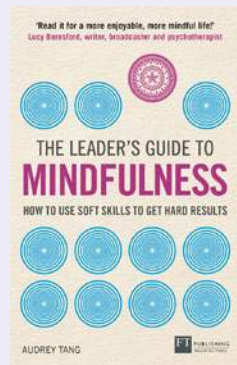
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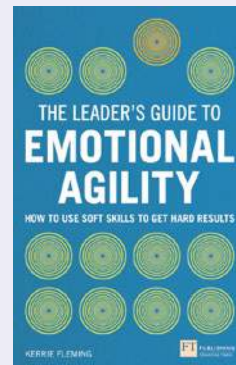
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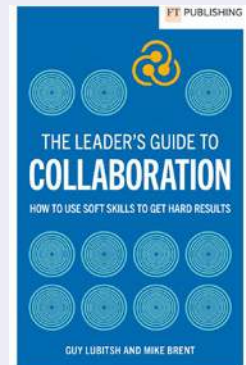
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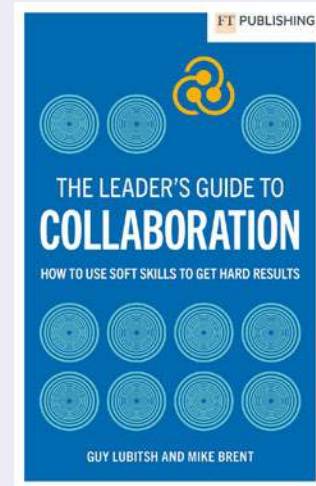
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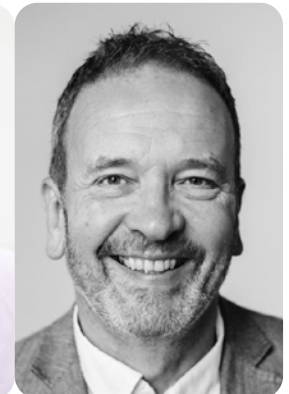
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About the authors

Professor Guy Lubitsh is an organisational psychologist, consultant, facilitator, executive coach, author and speaker. He works as a Client Director and professor of Practice at Ashridge Executive Education/Hult International Business School and in the last twenty-five years, he has been working with Executives at the highest levels of international companies in Europe, US and the Middle East.

Professor Mike Brent is an Adjunct Professor of Practice at Ashridge Executive Education, Hult international business school, and specialises in leadership, team-building, influencing, coaching and cross-cultural management. He is widely published in the areas of influencing, coaching and leadership.



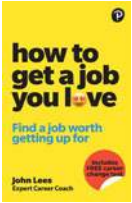
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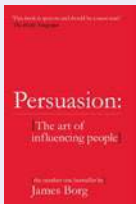
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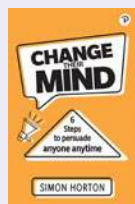
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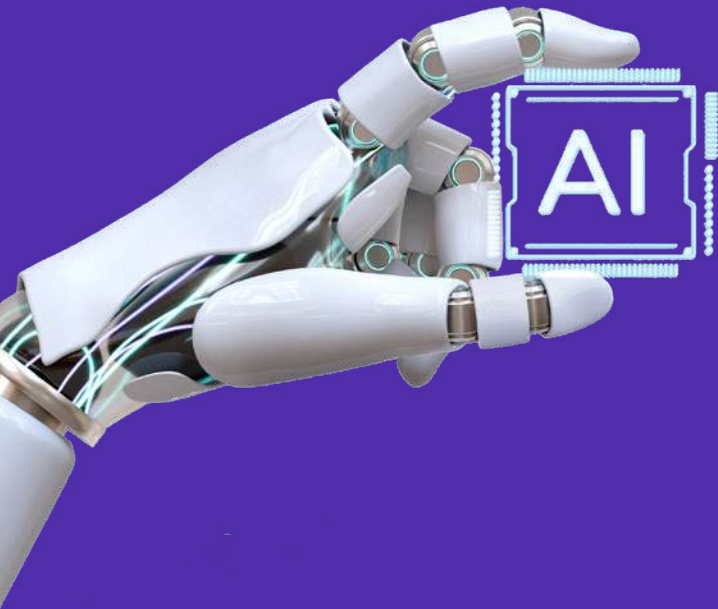
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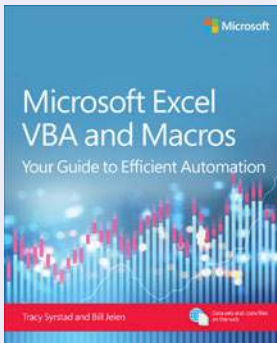


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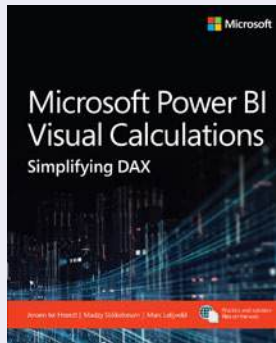
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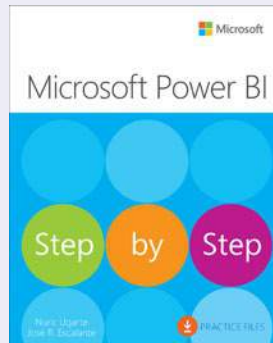
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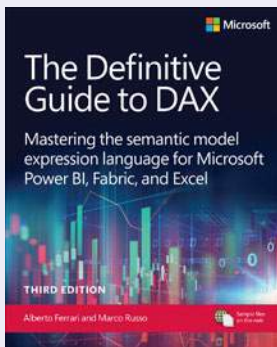
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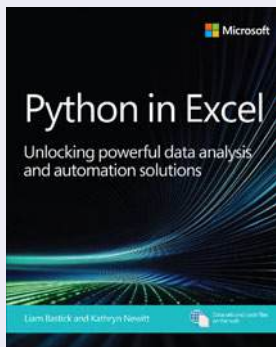
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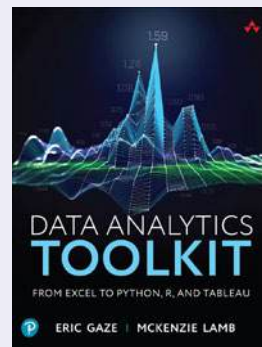
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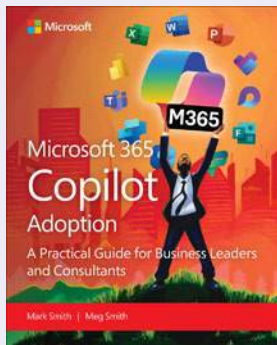
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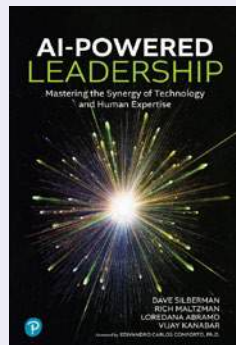
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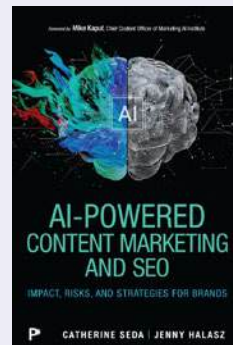
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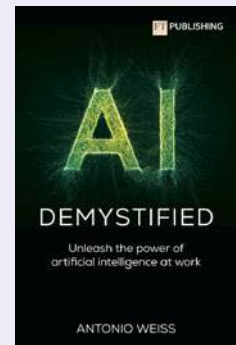
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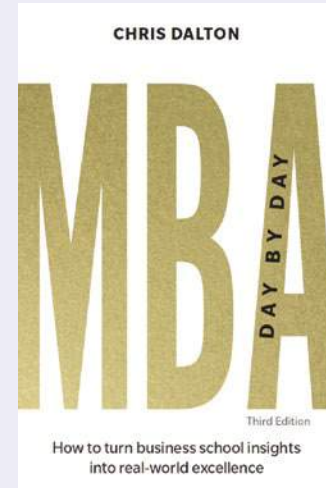
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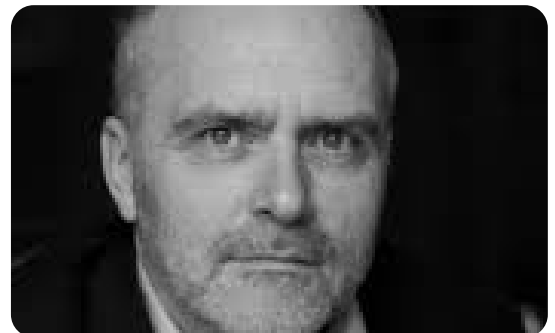
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About the author

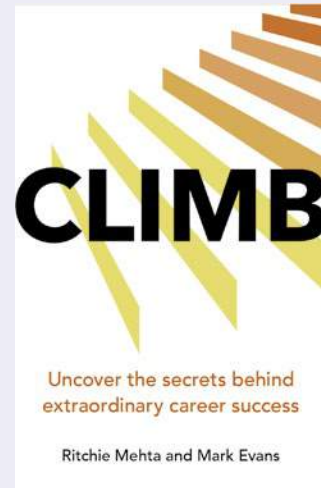
Dr Chris Dalton is Associate Professor of Management Learning and Subject Area Leader for Personal Development (PD) at Henley Business School, University of Reading, UK. A dynamic and creative tutor and facilitator, Chris joined Henley in November 2005 and was the Programme Director for Henley Distance Learning MBA (Flexible Learning) until 2010, when he took over the PD role. Chris has over 24 years of experience in management education and training.



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About the authors

Ritchie Mehta is the Founder of the School of Marketing, published author and podcaster. Honorary Fellow of Marketing at the Cambridge Judge Business School and Strategy Director at Oxford University Press. He is the author of The New Marketing Playbook (Pearson, 2021).

Mark Evans is the ex-Managing Director of Marketing and Digital at the Direct Line Group, a non-executive director at The Marketing Society, on the Luminary Programme with Accenture, Independent Advisor to HMRC and Board Advisor to the Saracens Rugby Group.



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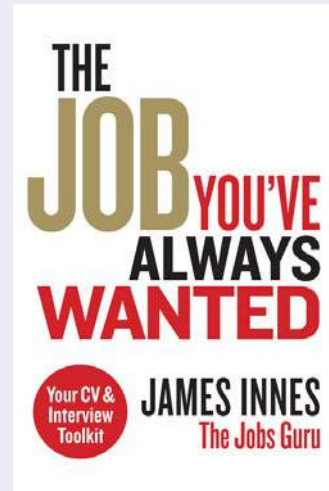
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James Innes is the Founder and Chairman of TheResumeCenter.com (USA), The Resume Centre (Canada and Australia), The CV Centre (UK, Ireland, New Zealand and South Africa) and CV Center (Germany, Austria, France and Belgium) - the world's leading CV and resume consultancies. With nearly two decades of experience heading up these organizations, James is widely considered to be one of the world's leading careers experts. James regularly participates at recruitment fairs and conferences as a guest speaker, as well as working on TV and radio.



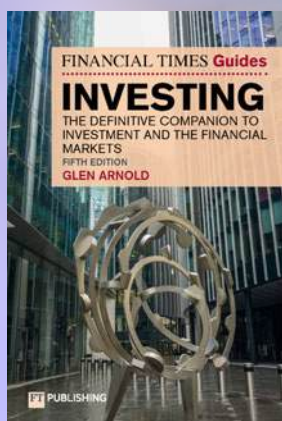
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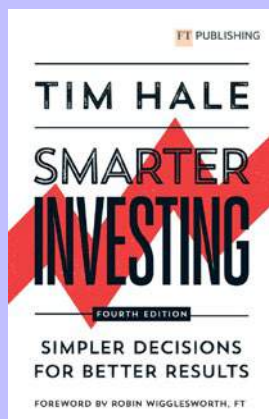
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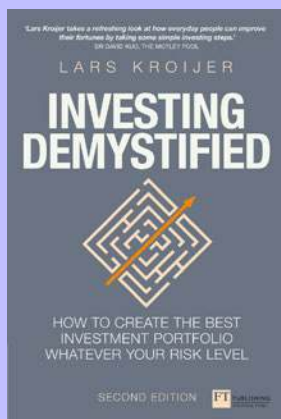
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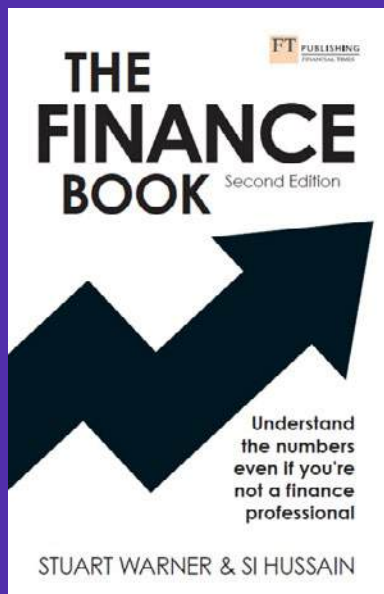


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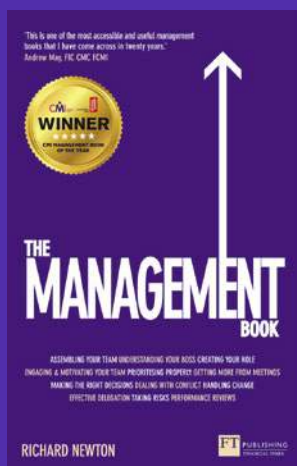
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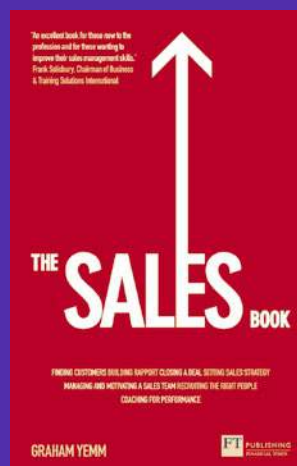
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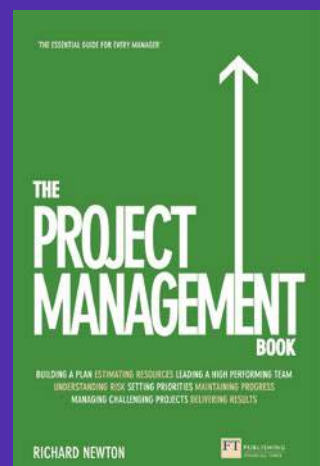
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About the author

Jonathan Guthrie was an associate editor of the FT and the head of Lex, the agenda-setting premium commentary service on global capital. Aside from Lex, Jonathan wrote regular FT columns on world finance and nature.

For six years he was city editor and writer of Lombard, an irreverent column on the square mile and corporate Britain. He has also been enterprise editor, midlands correspondent and UK companies editor. He has led investigations into Eurasian Natural Resources Corp, British Biotech and the "Gem of Tanzania" accounting fraud.



The FT Guide to Investing

5th edition

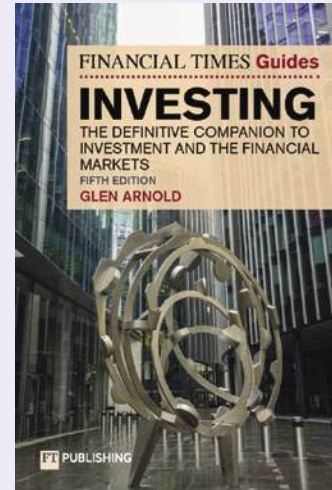
Glen Arnold

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About the author

Glen Arnold, PhD, manages his own equity portfolio and invests others' money at Henry Spain Investment Services. A former Professor of Investment, he left academia to focus on market investing. His research explored what works in investment, blending insights from top investors, academics, and his own experiences.

Arnold is the author of *The Financial Times Guide to Investing* and several other books, including *The Great Investors* and *The Financial Times Guide to Value Investing*. He has also written key textbooks like *Corporate Financial Management* and *The Financial Times Guide to Banking*.



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About the authors

Irena Vodenska, Ph.D., is a professor of finance and chair of the Administrative Sciences Department at Boston University's Metropolitan College. She received a B.S. degree in computer information systems from the University of Belgrade, an M.B.A. degree from the Owen Graduate School of Management from Vanderbilt University, a Master of Arts (M.A.) degree in economics, and a Ph.D. in statistical finance from Boston University.

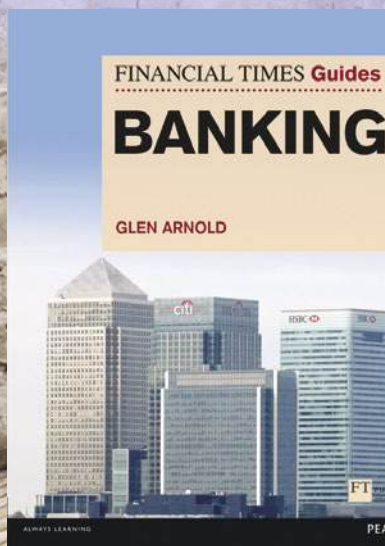
Dimitar Trajanov, Ph.D., is a visiting research professor at Boston University and a full professor at the Faculty of Computer Science and Engineering at Cyril and Methodius University –Skopje. Dimitar Trajanov is a Data Science and AI consultant for one of the biggest pharma companies in the world.

Lou Chitkushev, Ph.D., is an associate professor of computer science at Boston University's Metropolitan College. He received a Dipl. Ing. degree in electrical engineering from the University of Belgrade, an M.Sc. degree in biomedical engineering from the Medical College of Virginia, V.C.U., and a Ph.D. in biomedical engineering from Boston University. He is a co-founder and Associate Director of the Boston University Center for Reliable Information Systems and Cyber Security (RISCS).

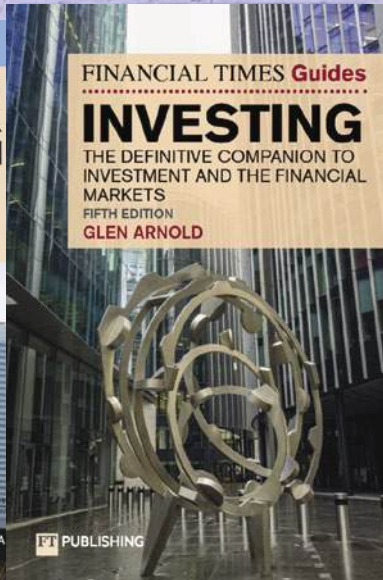
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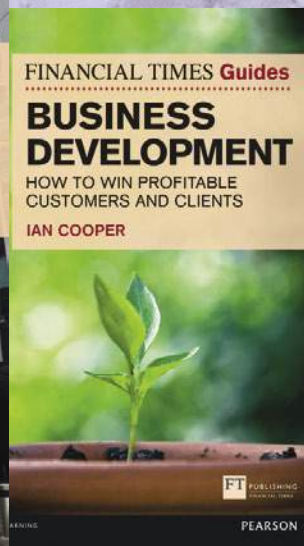
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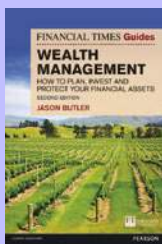
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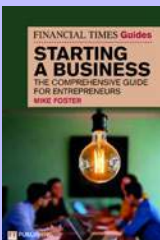
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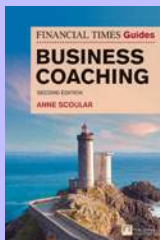
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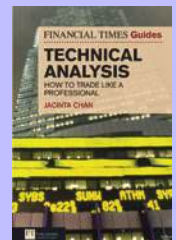
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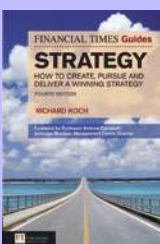
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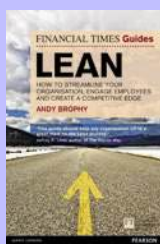
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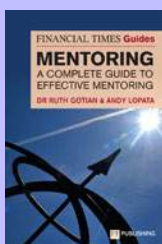
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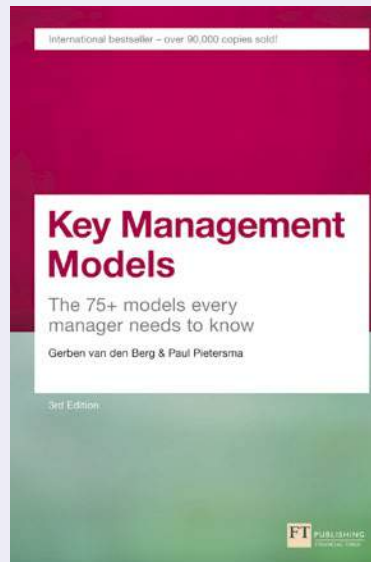
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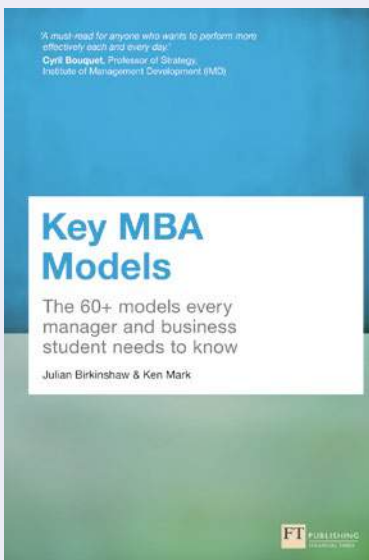
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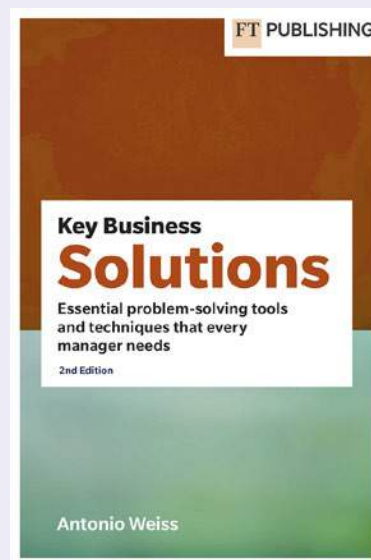
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The FT Guide to Business Ethics

The Comprehensive Guide for Making a Positive Impact, 1st edition

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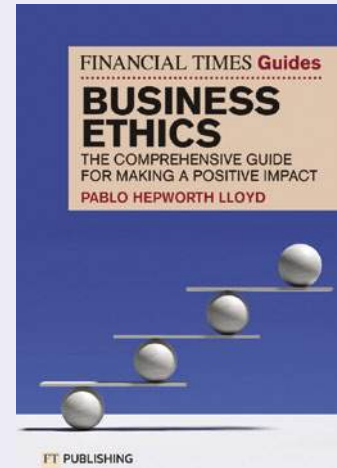
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About the author

Pablo Lloyd OBE is a successful social entrepreneur in the education sector. Over two decades the businesses he has co-founded have helped over 1 million people. He was recognised with an OBE in 2019. He now has a portfolio of non-executive and advisory roles.



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The FT Guide to Leadership

How to Lead Effectively and get Results, 2nd edition

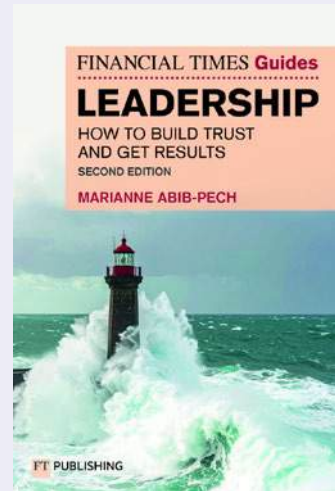
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About the author

Marianne Abib-Pech is the Founder of Leaders! a leadership consulting firm operating in Europe and Asia. She started her own leadership journey in Arthur Andersen and rose from analyst to Global CFO of Shell Aviation, a multibillion turnover business, in the short span of 10 years.



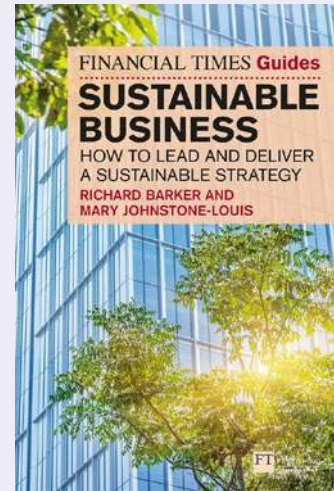
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About the authors

Richard Barker is Professor of Accounting and Deputy Dean at Saïd Business School, University of Oxford. An expert in corporate reporting, Richard's research and teaching interests span financial accounting and sustainability reporting. Richard also serves on the Financial Reporting Advisory Board (FRAB, which advises HM Treasury on government financial reporting) and on the Expert Panel of Accounting for Sustainability (A4S, a Prince of Wales charity).

Dr Mary Johnstone-Louis is a member of the Management Practice faculty at the Saïd Business School, University of Oxford. She is Head Tutor for Oxford's Leading Sustainable Corporations Programme and has worked on five continents including fieldwork in Bangladesh, South Africa, and across Latin America. She is a World Economic Forum Global Futures Council Fellow and Chair of the Board of B Lab UK.

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The FT Guide to Starting a Business

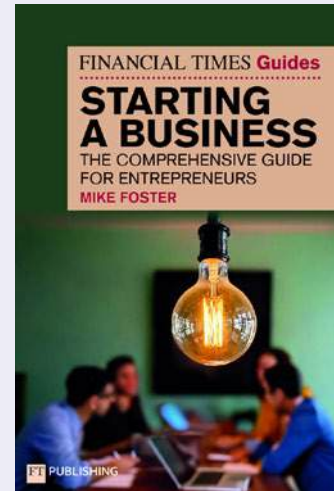
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About the author

Mike Foster is a Business Mentor who has revolutionised the way traditional business coaching works and transformed hundreds of 'service' businesses since 2012. He runs The Entrepreneur's Mentor, which works with entrepreneurs to start, develop and grow their business. Previously, he ran his own successful start-up businesses. He was also Area Manager of the Start Up team for Barclays, Oxfordshire.



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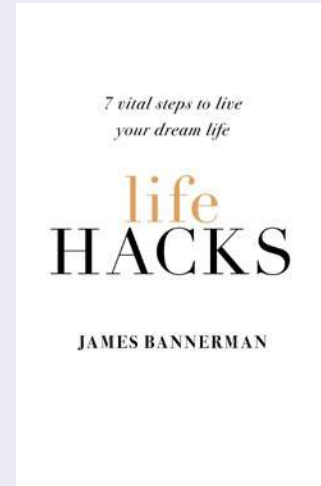
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About the author

James Bannerman combines creativity with psychology to stimulate personal development, and enhance business growth. He has been a platinum-selling songwriter (ex-BMG and managed by Simon Napier-Bell), a freelance cartoonist (eg. Punch), he has 4 years of training in clinical Transactional Analysis, and an M.A. in English Literature from Edinburgh University. More recently, as a Creative Change Agent/Innovation Consultant he has worked with a variety of companies such as British Airways, Orange, Starbucks, HSBC, and Rolls-Royce.



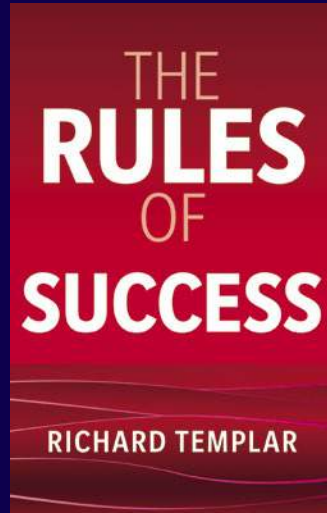
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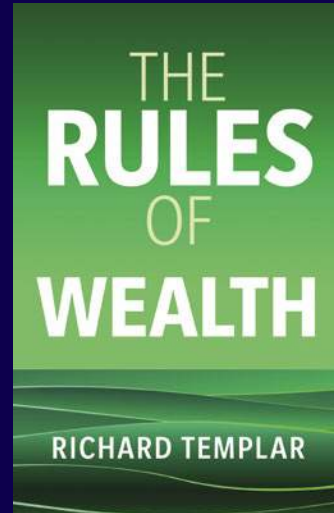
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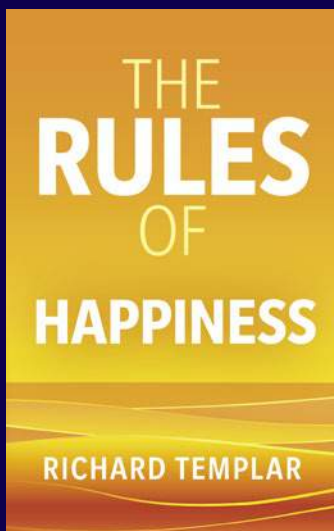
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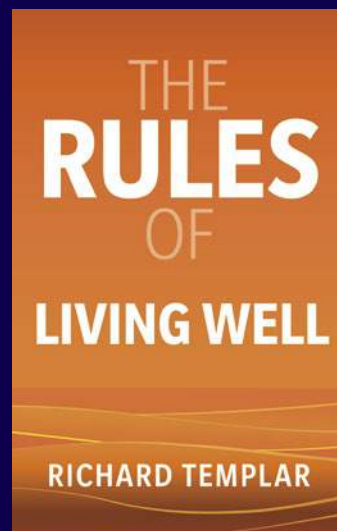
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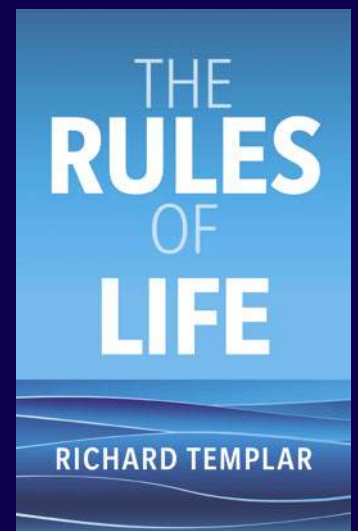
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These Rules are the guiding principles that show you how to inspire your team in a way that gets results. They will help you say the right thing, do the right thing, and know instinctively how to handle every situation.

Others can be good. You'll be better.



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About the author

Richard Templar is the author of the international bestselling Rules books. Over 2 million people around the world have enjoyed and now play by Richard Templar's Rules. The complete list of titles is as follows: *The Rules of Everything*, *The Rules of Life*, *The Rules of Work*, *The Rules of Management*, *The Rules of Wealth*, *The Rules of Parenting*, *The Rules of Love*, *The Rules to Break*, *The Rules of People*, *The Rules of Thinking*, and *The Rules of Living Well*.

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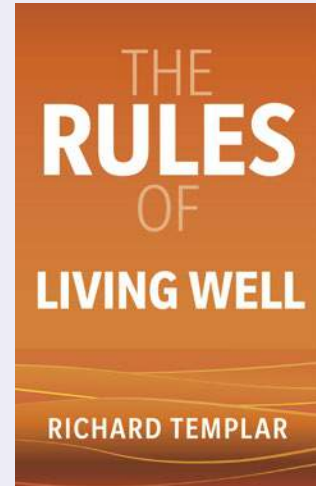
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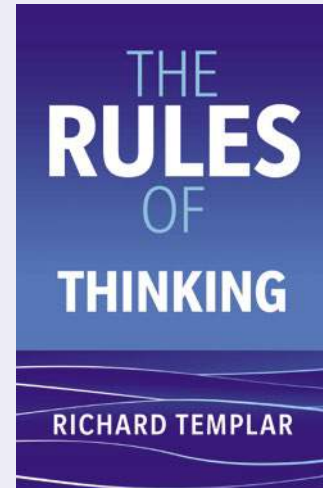
A personal code to think yourself smarter, wiser and happier

We all envy the natural thinkers of this world. They have the best ideas, make the smartest decisions, are open minded and never indecisive.

Is there something they know that the rest of us don't? Is it something we can all learn? The answer is a resounding yes. They know The Rules of Thinking.

These Rules are the guiding principles that show you how to make wiser decisions, stop procrastinating, know when to compromise, avoid mistakes, find other options, think well with others, stop obsessing about things, keep your brain active, be more creative, and have happy, healthy thoughts. You'll be that person who knows their own mind – in every sense.

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About the author

Richard Templar is the author of the international bestselling Rules books. Over 2 million people around the world have enjoyed and now play by Richard Templar's Rules. The complete list of titles is as follows: *The Rules of Everything*, *The Rules of Life*, *The Rules of Work*, *The Rules of Management*, *The Rules of Wealth*, *The Rules of Parenting*, *The Rules of Love*, *The Rules to Break*, *The Rules of People*, *The Rules of Thinking*, and *The Rules of Living Well*.

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A personal code for living a better, happier, more successful kind of life

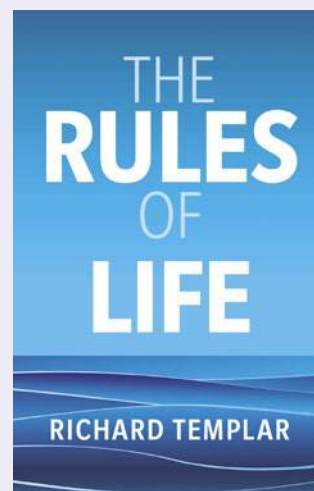
Some people seem to find life easy. They glide effortlessly onwards and upwards, always saying and doing the right things, whatever the situation. Everybody likes them – they are great to live with and great to work with. They are happy, have time for people, and always seem to know what’s important – and how to deal with those things that aren’t.

Is there something they know or do that we don’t? Is it something we could all learn? The answer is a resounding yes. They know The Rules of Life.

The Rules of Life are the guiding principles that will help you get more out of life, shrug off adversity more easily, and generally be a happier, calmer, more fulfilled person. You’ll feel the benefits, and so will everyone around you.

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About the author

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The Rules of Happiness

1st edition

Richard Templar

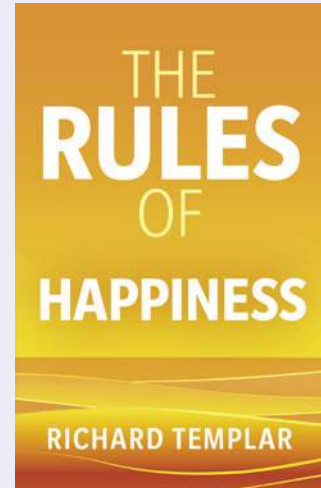
A personal code for finding your happiness

Some people seem to be happy and positive, whatever happens. Even when things go wrong, they seem able to get up and carry on without a fuss. They are optimistic, good to be around, and seem fulfilled and content.

So what do they know that the rest of us don't? The answer is they know *The Rules of Happiness*, and now you can learn them too.

These are the Rules that will help you to see the most positive side of life, stay upbeat and learn the power of contentment. With common-sense advice covering creativity, responsibility, confidence, mindfulness, the soul, time, connecting, health, giving and curiosity, you'll find a spring in your step too.

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About the author

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The Rules of Success

1st edition

Richard Templar

A personal code for taking control of your life and realising your ambitions

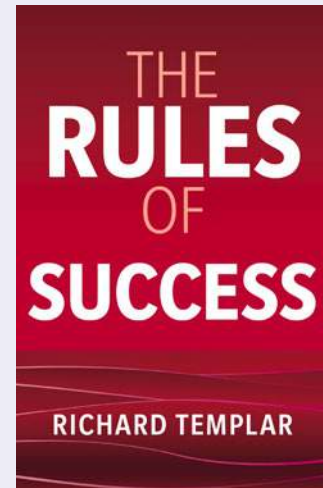
Some people seem to make a success of everything they turn their hand to. Their lives run smoothly, there seem to be no obstacles in their way, and they're in control of their destiny. They get along with everyone, they always have plenty of money, their careers are thriving, they seem happy and fulfilled and successful.

So what do they know that the rest of us don't? The answer is they know The Rules of Success and now you can learn them too.

These are the Rules that will help your life to run smoothly, without the problems that can bog other people down. From now on you can focus on the things you really care about, because these Rules will guide you effortlessly through life, feeling clear-headed, productive and in control.

It's your life. So why not make it a success?

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About the author

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The Rules of Wealth

5th edition

Richard Templar

A personal code for prosperity and plenty

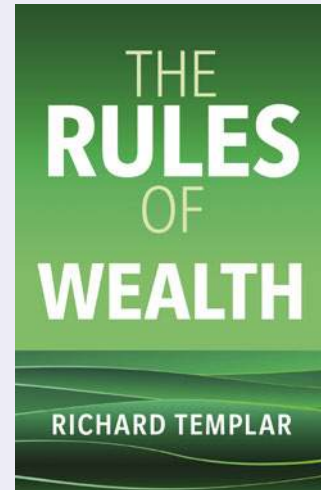
Some people seem to find money so easy. Easy to make, easy to hold on to, and easy to grow. The rest of us just find it easy to spend.

Is it all luck, or is there something rich people know or do that we don't? Is it something we could all learn? The answer is a resounding yes. They know the Rules of wealth.

The Rules of Wealth are the guiding principles that will help you generate more money, handle it more wisely, grow it more effectively, and use it to live a happier, more fulfilling and comfortable life. In this new edition of the worldwide bestseller, Richard Templar has added 10 brand new Rules to make your life even more rewarding.

If you dream of having enough money never to worry about it ever again, you need *The Rules of Wealth*.

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ISBN 9781292766577

IMPRINT Pearson Business

280 pages | 216 x 138mm

PUB DATE **May 2026**

About the author

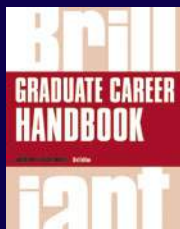
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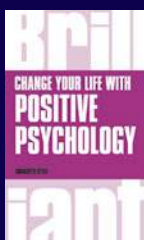
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