



# Pearson Professional Business & Personal Development

**Autumn 2023**

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# Business Titles

# The Business Model Revolution

Julia Binder and Manuel Braun

## SYNOPSIS

Organisations everywhere are being challenged to become more sustainable: to move from a linear 'take-make-waste' approach, towards one that is circular, resource productive, regenerative, and resilient in nature. But it's hard to put into action without answers to the following questions:

- How do you overhaul your business while maintaining revenue and profits?
- How do you turn linear supply chains into circular supply loops?
- How do you identify concrete business opportunities?
- How do you design your organisation for circularity?
- How to overcome the critical challenges of implementing new business models?

This book gives you a comprehensive and practical toolkit to understand how your organisation works now, the opportunities it has within the circular economy, and how to put it all into practice effectively. Transform your organisation in a way that's good for business, people and the environment.

|           |                             |
|-----------|-----------------------------|
| ISBN      | 9781292458960               |
| IMPRINT   | FT Publishing International |
| 296 pages |                             |
| PUB DATE  | <b>April 2024</b>           |



## ABOUT THE AUTHORS

**Prof. Dr. Julia Binder** is Professor of Sustainable Innovation and Business Transformation at IMD and Director of the IMD Center for Sustainable and Inclusive Business. In 2022, Julia was selected for the Thinkers50 radar list as one of the 30 thinkers to watch in the coming year. Prior to joining IMD, Julia was Deputy to the Vice President for Innovation at EPFL and led the school's sustainability initiative Tech4Impact.

**Dr. Manuel Braun** is Director at Systemiq Ltd and lecturer at the Technical University of Munich (TUM). Systemiq is a global think-and-do-tank focused on sustainability and the Circular Economy, where Manuel leads the circular business models activities – working with pioneering organizations, investors and entrepreneurs. Before that, he spent 8 years at McKinsey & Company in Munich and London, where he led sustainable product development and design projects industries. He is lecturer for executive courses and affiliate researcher at TUM.

**FT PUBLISHING**

# The Platform Business Navigator

The strategies behind the most successful platform companies

Felix Wortmann, Sven Jung, and Oliver Gassmann

## SYNOPSIS

Platform companies like Amazon, Alibaba, Apple or Google dominate today's economy, and eight out of the ten most valuable companies worldwide follow a platform business model. Platform businesses act as digital intermediaries harnessing the power of networks, thereby outperforming traditional asset-heavy companies.

- Amazon and Alibaba are facilitators of transactions between sellers and buyers.
- Apple connects app developers with app users.
- Google facilitates transactions between ordinary web surfers and advertisers.

Every product, service, and retail business has the potential to become a platform business, and *The Platform Business Navigator* will show you how. With a 5-step framework and 88 different patterns to follow, you can avoid common mistakes and ensure your business strategy works.

Suitable for entrepreneurs, executives, product managers, and business leaders, you'll also discover a huge variety of different business case studies. You can also find additional content online including videos, an interactive and a white paper to delve deeper.

## ABOUT THE AUTHOR

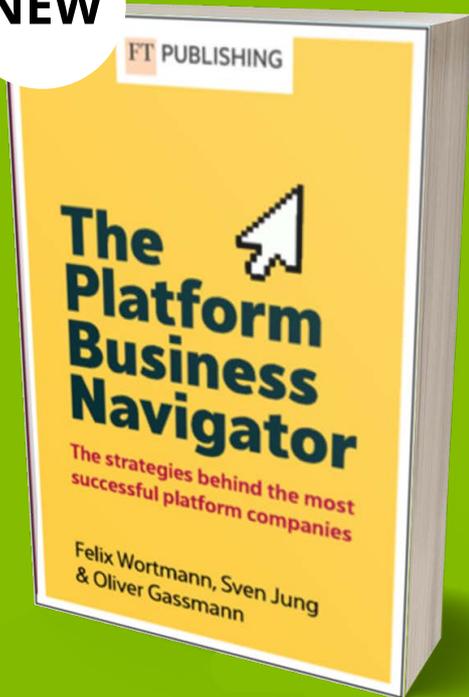
**Felix Wortmann** is Professor, Senior Lecturer, and Vice Director at the Institute of Technology Management of the University of St. Gallen (HSG). Moreover, he is the Scientific Director of the Bosch IoT Lab, a collaboration between HSG, ETH Zurich and the Bosch Group.

**Sven Jung** is currently a Visiting Fellow in the strategy department at the Harvard Business School. Prior, Sven worked for an international management consultancy, in business development at a biotech start-up, and at a Danish investment bank advising technology start-ups on their financing.

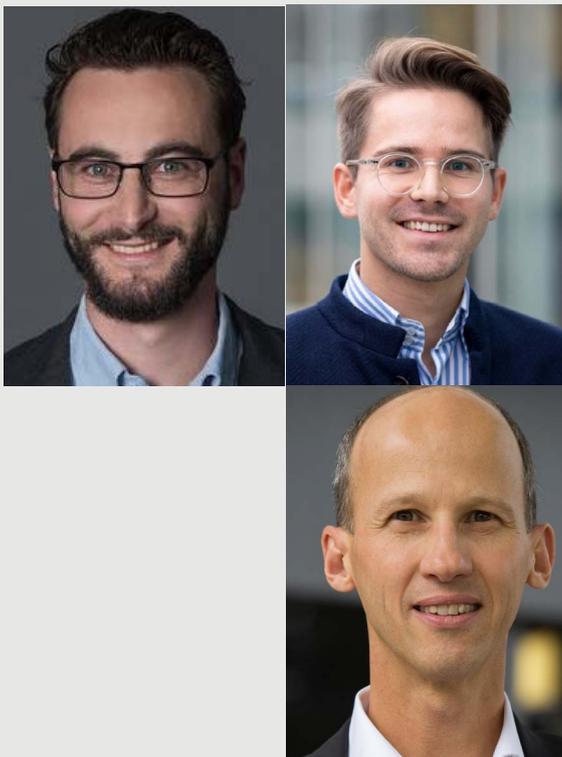
**Oliver Gassmann** is Full Professor at the University of St. Gallen, Director of its Institute of Technology Management (ITEM) and a thought leader in the field of innovation. His book *The Business Model Navigator* became a global bestseller and he has founded several spin-off companies and is acting in various boards of international companies and institutions. Gassmann has been recognized as one of the most active innovation scholars (IAMOT), as one of the leading economists of Germany (FAZ).

FT PUBLISHING

NEW



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|-----------|-----------------------------|
| ISBN      | 9781292466187               |
| IMPRINT   | FT Publishing International |
| 296 pages |                             |
| PUB DATE  | February 2024               |



# The Family Business Book

A roadmap for entrepreneurial families to prosper across generations

Alfredo de Massis and Emanuela Rondi

## SYNOPSIS

Only 30% of first-generation family businesses make it to the second generation, 12% survive from the second to the third generation and only 4% reach the fourth generation.

Family businesses account for two-thirds of all businesses around the world, 70-90% of global GDP and employ 50-80% of employees. But succeeding across generations is tricky, and only a few survive across generations.

*The Family Business Book* is your comprehensive guide to building a strategy for your organisation to prosper now and thrive across generations into the future. With a practical roadmap, you'll discover how to understand the strengths and weaknesses of your family business, how to disentangle complicated family dynamics, and how to build a strategic plan for success in the future.

Full of practical templates and actionable strategies, you can also access videos of the family business interviews online, and use the app/game for your family business journey.

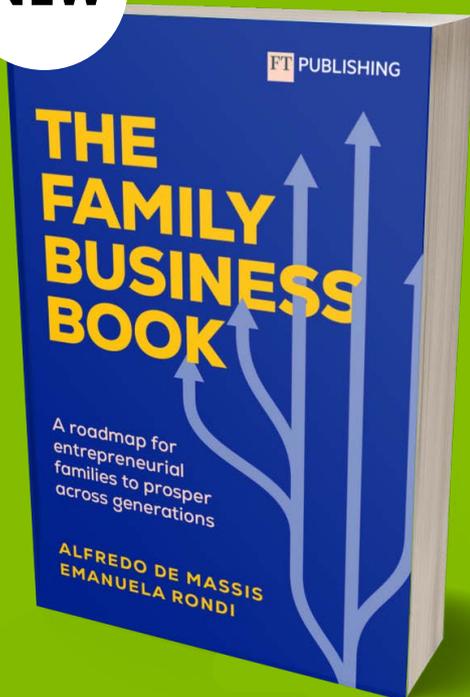
## ABOUT THE AUTHOR

**Alfredo De Massis** is a Professor of Entrepreneurship & Family Business. He is affiliated with IMD Business School (Switzerland) the Free University of Bozen-Bolzano (Italy) and serves as the Founding Director of the Centre for Family Business Management.

As one of the leading family business academics globally, Alfredo was included in Family Capital's list of Top 100 Family Business Influencers for the strong influence of his thought leadership on the global shaping of the family business field.

**Emanuela Rondi** is Assistant Professor at the University of Bergamo (Italy), she has been working on family business research for more than 10 years. PhD from Lancaster University Management School (UK), with a thesis on the role of family relationships for family firm innovation. Since 2017 she is member of the Centre for Family Business Management of the Free University of Bozen-Bolzano (Italy).

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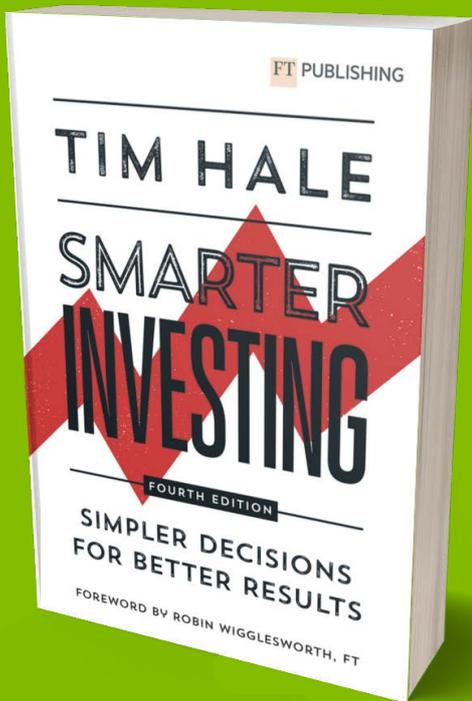
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| ISBN      | 9781292725604               |
| IMPRINT   | FT Publishing International |
| 296 pages |                             |
| PUB DATE  | April 2024                  |



FT PUBLISHING

PREVIOUS EDITIONS  
RIGHTS SOLD

CHINESE TRADITIONAL



|                         |                             |
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| ISBN                    | 9781292444406               |
| IMPRINT                 | FT Publishing International |
| 400 pages   236 x 156mm |                             |
| PUB DATE                | <b>August 2023</b>          |

# Smarter Investing

Simpler decisions for better results  
4th Edition

**Tim Hale**

## SYNOPSIS

Simple yet effective advice for anyone who wants their money to work harder than they do.

Most investment books offer a bewildering array of complex strategies for how best to invest your money. But often the chances of success are remote and the rules are impossible to follow in practice.

*Smarter Investing* introduces you to a simple and powerful set of rules for successful investing, helping you to build an investment portfolio that suits your needs, stays the course when markets get rough and quietly gets on with the job of generating better results.

*Smarter Investing* will help you:

- Establish what you want your money to do for you;
- Avoid the mistakes that generations of investors have made;
- Build a balanced portfolio that's right for you, using a simple set of understandable and accessible building blocks;
- Select robust and transparent investment products easily and effectively.

## ABOUT THE AUTHOR

**Tim Hale** graduated from the University of Oxford and holds an MBA from Cranfield School of Management. After a few years with Standard Chartered in Hong Kong working in corporate banking, he moved into the investment world, spending almost a decade at Chase Asset Management (now part of JP Morgan Asset Management) in London, Hong Kong, and New York.

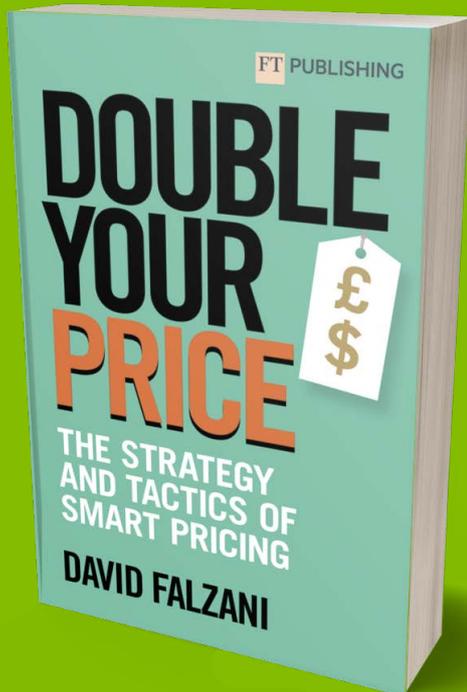


ISBN 978-1-29244-440-6



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CHINESE SIMPLIFIED  
CHINESE TRADITIONAL  
NORWEGIAN

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| ISBN                    | 9781292426341               |
| IMPRINT                 | FT Publishing International |
| 296 pages   214 x 138mm |                             |
| PUB DATE                | <b>May 2023</b>             |

# Double Your Price

The strategy and tactics of smart pricing

David Falzani

## SYNOPSIS

Getting your pricing strategy right is the difference between sustainable growth, investing in product development, and happy, engaged customers and stakeholders. Harvard Business Review research shows that pricing has almost 4 times as much influence on a company's ability to reinvest than top line sales growth. But if you don't understand the psychology of pricing, having the wrong price can undermine your chances for success.

*Double Your Price* is your practical, accessible, guide on the theory, strategy, psychology, and execution of pricing. With useful tools, and clear, realistic guidance on how to leverage pricing to drive business success, you'll be able to answer the following questions for your business or product:

- How much should we charge for our product or service?
- How much are our customers willing to pay?
- If we increase our price, will we lose customers?
- How can setting prices help us cover our costs?
- What are the benefits of a pricing strategy?
- Will increasing or decreasing prices help my business to succeed?

## ABOUT THE AUTHOR

David Falzani is a serial entrepreneur, business consultant and non-executive director. He began his career as an engineer at IBM, before joining a Silicon Valley style start-up, Madge Networks, which grew from 240 employees to 2,000 in 3 years and IPO'd on the NASDAQ. This experience led him to study for an MBA at The Wharton School (USA) and SDA Bocconi (Italy).

He has been a mentor and trainer for growth programmes at Nottingham University, and Oxford University Saïd Business School, as well as Royal Academy of Engineering's Leaders in Innovation Fellowship and Enterprise Hub – overall, supporting over 2,000 companies. David is a Professor at Nottingham University Business School's Haydn Green Institute and has published more than 60 articles and blogs.

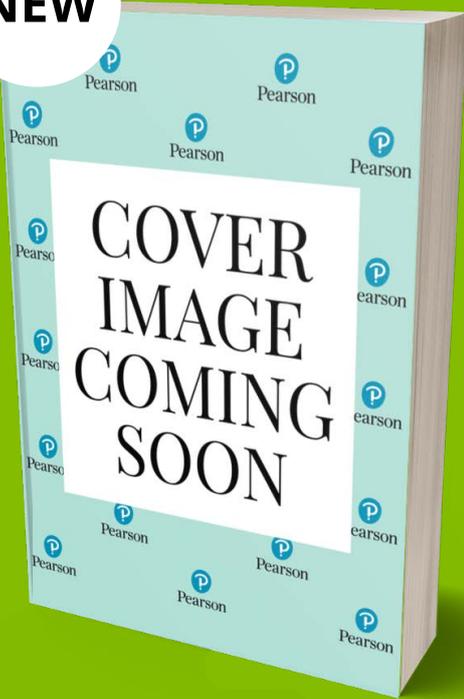


ISBN 978-1-292-42634-1



FT PUBLISHING

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**NEW**

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| ISBN      | 9781292466194               |
| IMPRINT   | FT Publishing International |
| 272 pages |                             |
| PUB DATE  | <b>April 2024</b>           |

# The Digital Transformation Canvas

Marc K Peter

## SYNOPSIS

If you don't know where to start with digital transformation, this practical and comprehensive book is your master plan. Guiding you through 7 steps of digital transformation, with multiple checklists and templates, you'll be able to put together an action plan for your organisation.

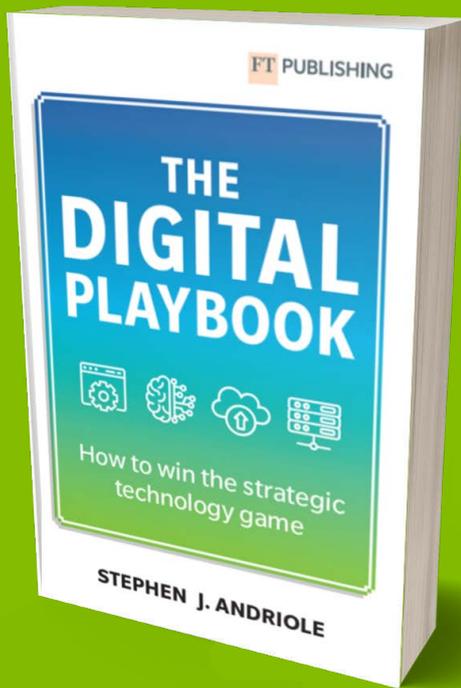
Helping you to work with teams to drive a bottom-up strategy, you'll also be able to agree on key strategic initiatives with senior management for a top-down approach too.

Suitable for anyone leading a digital transformation initiative, whatever your sector or organisation, you'll also discover engaging case studies and over 80 illustrations.



## ABOUT THE AUTHOR

Prof Marc Peter has over thirty years of experience in (digital) strategy, technology, sales, and marketing, and has worked for both SMEs as well as large corporations, including eBay, E\*TRADE and LexisNexis (RELX) in Switzerland, Australia, and the UK.



|                          |                             |
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| ISBN                     | 9781292443065               |
| IMPRINT                  | FT Publishing International |
| 296 pages   218 x 140 mm |                             |
| PUB DATE                 | <b>March 2023</b>           |

# The Digital Playbook

How to win the strategic technology game

Steve Andriole

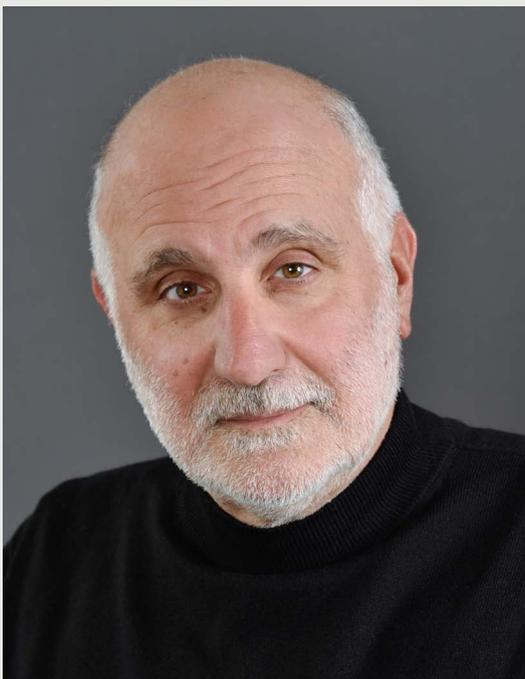
## SYNOPSIS

This book will help you understand the major trends affecting digital technology so you are prepared to make the right decisions for your organisation. It's readable, no-nonsense, and gets to the point of what you need to know quickly, helping you build a mindset for making better technology decisions.

- With case studies, and practical guidance, it's split into short sections you can dip into at any time.
- Identify what you need to know to make business and technology decisions and investments.
- Learn how to think effectively about key technology issues, like innovation, strategy, outsourcing and program management.
- Understand how companies must manage changes well, and what happens if companies manage changes poorly.
- Build a mindset to cope with an ever-changing competitive environment driven by emerging digital technology.

## ABOUT THE AUTHOR

**Steve Andriole** was the Director of the Cybernetics Technology Office of the Defense Advanced Research Projects Agency (DARPA). He was the Chief Technology Officer and Senior Vice President of Safeguard Scientifics, Inc. and the Chief Technology Officer and Senior Vice President at Cigna Corporation. He is an entrepreneur and investor in technology start-ups. He's an active consultant to industry and government. He has founded several technology companies and served on countless technology company boards of directors.



ISBN 978-1-29244-306-5



FT PUBLISHING

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# What's the Message?

Simplify complex ideas for communication and decisions

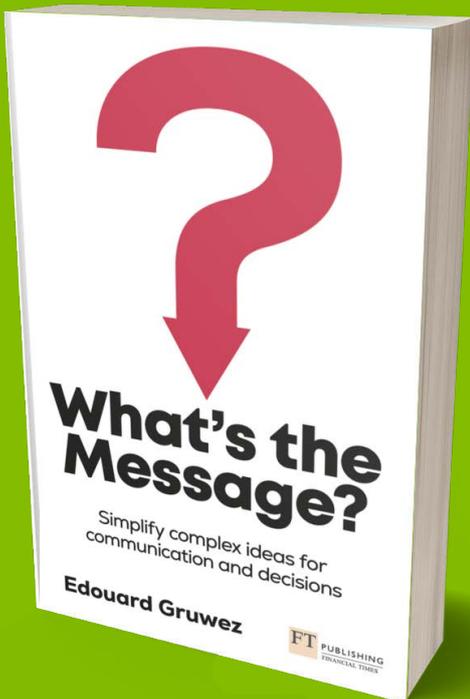
Edouard Gruwez

## SYNOPSIS

Presentations. Reports. Pitches. Interviews. Whatever the medium, you need to understand the information quickly.

What's the Message? uses the Prepare-Shape-Articulate model, you'll be able to think, communicate and decide more effectively. Not only does it make complex things clear and simple, you'll stop the information overload with fewer emails and documents and improve working relationships.

- Think of specific People to focus your mind.
- Define a Purpose to know where you're heading.
- Plan a Process or to optimise your reflection and time.
- Structure your ideas for simplicity and logic (slow thinking).
- Find Story-handles that engage us (fast thinking).
- Articulate to attract attention and stimulates comprehension.



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| ISBN      | 9781292330051               |
| IMPRINT   | FT Publishing International |
| 224 pages |                             |
| PUB DATE  | June 2024                   |



## ABOUT THE AUTHOR

**Edouard Gruwez** has almost 30 years of professional experience as senior manager in communications, HR, marketing and strategy for Volvo, GM and Ogilvy. Edouard is currently Managing Director of Ogilvy Internal Communications and founder of To The Point at Work. He is consultant to many international corporations and public authorities such as AstraZeneca, Barco, Bayer, BASF, BNP Paribas Fortis, Carrefour, Cleary Gottlieb, Danone, Deutsche Bank, Euroclear, ING, Kantar TNS, Roche, Sanofi, UWW.

# Now We're Talking

How to discuss what really matters

Sarah Rozenhuler

## SYNOPSIS

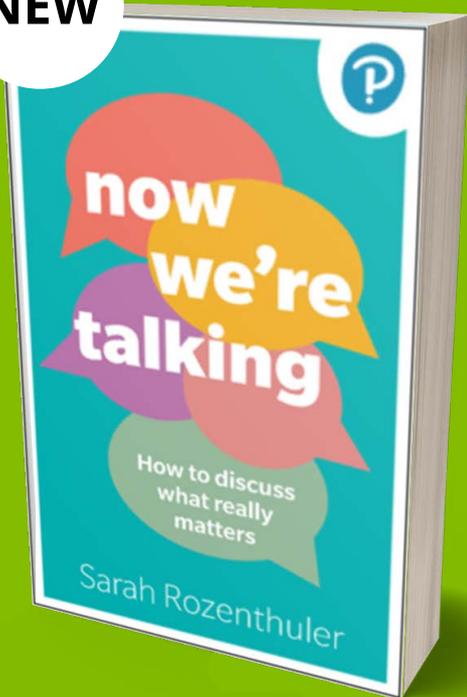
Read *Now We're Talking* to overcome the obstacles that stop you from having a difficult conversation and use 'deep dialogue' tools so you can move from avoidance or breakdown to breakthrough. You will learn how to:

- Use the key Four Secrets enabling you to tackle the conversations you dread most, from letting people go, to giving feedback and saying 'no';
- Find your ground and prepare to have a difficult conversation by managing your mindset, uncovering what's true for you and practising your opening;
- Build a bridge and create rapport by deepening listening, staying present and including feelings to get to the heart of the matter;
- Read the room and intervene effectively by disrupting dysfunctional dynamics and bringing in the missing vitamins of the conversation;
- Hold space and navigate conflict by creating a safe space where people acknowledge their differences and generate a shared understanding;
- Apply cutting-edge tools so people talk about key issues, strengthen their relationships and uncover the hidden possibilities in a difficult situation.

## ABOUT THE AUTHOR

**Sarah Rozenhuler** is a chartered psychologist, leadership consultant and published author with nearly 20 years international experience consulting to organizations across Europe, Asia, Australia, and US. With extensive expertise in dialogue, she specialises in coaching senior leaders and their teams to access their individual and collective intelligence respectively, resolve difficult challenges and have the conversations that matter most. She is also the author of *Powered by Purpose* (FT Publishing).

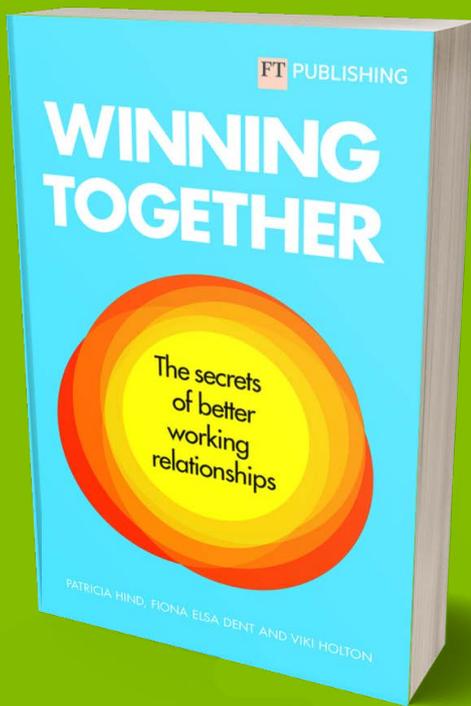
NEW



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| ISBN      | 9781292727257               |
| IMPRINT   | FT Publishing International |
| 272 pages |                             |
| PUB DATE  | April 2024                  |



FT PUBLISHING



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|-------------------------|-----------------------------|
| ISBN                    | 9781292421223               |
| IMPRINT                 | FT Publishing International |
| 256 pages   215 x 135mm |                             |
| PUB DATE                | <b>May 2023</b>             |

# Winning Together

The secrets of better working relationships

Patricia Hind, Fiona Dent and Viki Holton

## SYNOPSIS

The key to career success and job satisfaction are effective working relationships. This book will help you to understand why relationships matter so much, what is happening when they go wrong and the different skills you need in different working environments. It will provide you with the tools and techniques required to make your relationships great, whether you are working in an office, working virtually, or blending both.



## ABOUT THE AUTHORS

**Patricia Hind** is a Chartered Business Psychologist, a researcher, author, and Professor of Management Development at Ashridge Executive Education. A specialist in Leadership and Executive Development she has worked globally with individuals across all sectors.

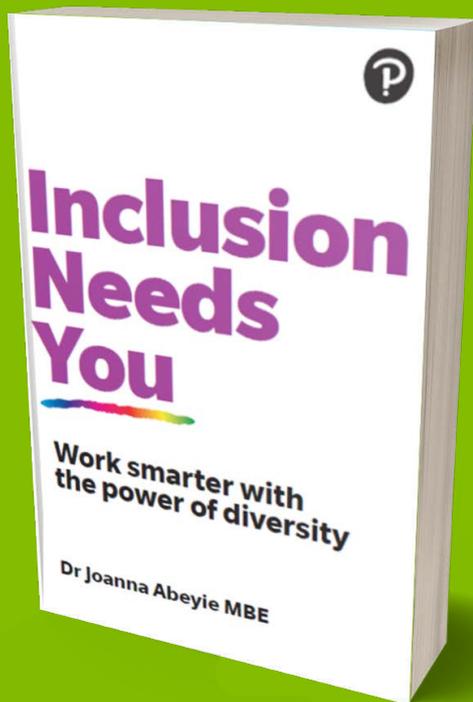
**Fiona Elsa Dent** is an independent executive coach, leadership trainer, author and Professor of Practice at Ashridge Executive Education. She has many years' experience working with people at all levels of organisational life helping them be the best they can be.

**Viki Holton** is an Adjunct Senior Research Fellow at Ashridge Executive Education. Her interests include team coaching, women's leadership, career strategies and development.

FT PUBLISHING



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|-----------|---------------|
| ISBN      | 9781292435558 |
| IMPRINT   | Pearson       |
| 256 pages |               |
| PUB DATE  | May 2024      |

# Inclusion Needs You

Work smarter with the power of diversity

Joanna Abeyie

## SYNOPSIS

A no-nonsense book that tells us why we are really still dealing with inequity in the workplace and what we need to stop doing if we really want to do something about it.

This is for you if want:

- A deeper understanding of D&I, and answers to the most commonly asked questions;
- Clear guidance on how to recognise and address your blocking behaviours;
- A practical action plan you can start using to improve diversity and inclusion at work immediately;
- Proactive (not reactive) approaches to inclusion – what to start doing, and what to stop doing;
- To feel empowered about your role in the inclusion agenda and inspire others;
- Full of information on how you can become an ally.

*Inclusion Needs You* will help you make change happen.

## ABOUT THE AUTHOR

Dr Joanna Abeyie MBE is a multi-award-winning social impact entrepreneur, champion of diversity, inclusion, and equality as well as making a mark as an award-winning journalist and broadcaster.

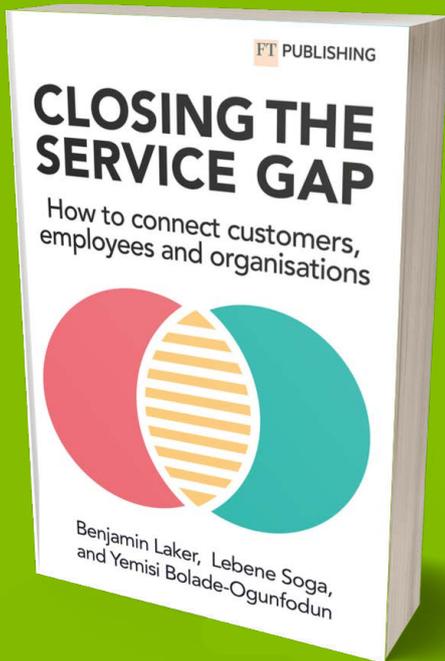
Launching her first charity Elevation Networks Charitable Trust at 18 alongside six colleagues in 2006, following this Joanna went on to start her own Social Enterprise Shine Media in 2008, which saw her place over 3000 people from diverse backgrounds into work within the creative industries.

Joanna's latest enterprise is founding Blue Moon, a flagship inclusive Executive Search Business and Diversity and Inclusion Consultancy Practice. Before BM, Joanna founded Hyden, part of FTSE 250 Global Recruiter SThree, an executive search and consultancy business.



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CHINESE SIMPLIFIED



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| ISBN                    | 9781292444352               |
| IMPRINT                 | FT Publishing International |
| 232 pages   232 x 156mm |                             |
| PUB DATE                | May 2023                    |

# Closing the Service Gap

How to connect customers, employees and organisations

Benjamin Laker

## SYNOPSIS

How connected are the customers, employees and the organisation in your organisation? This book helps you build deep connections between each to serve your customers and build a successful brand.

This book gives you a strategy to connect your customers, employees and organisation to close the service gap so you can generate sustainable and scalable revenue.

- Understand how to use the RenDanHeYi model to connect your employees, customers, and the organisation.
- Create a connected organisation that generates sustainable and scalable revenue for the business.
- Transform your leadership to one that empowers and enables employees.
- Discover case studies and research from leading companies including Apple, Haier and Microsoft.

## ABOUT THE AUTHOR

**Ben Laker**, Professor of Leadership at Henley Business School and has authored several books, most recently the *Financial Times* bestseller, *Too Proud To Lead* (Bloomsbury), which focused on corporate and political collapses and scandals – it was critically acclaimed by *The Telegraph* and *The New York Times*, among others.

In addition to his role leading postgraduate research programmes – including PhD and DBA – at Henley Business School, Prof Laker also serves as a regular contributor to *Forbes*, *Harvard Business Review*, *MIT Sloan Management Review* and *The Washington Post*, in which he shares, promotes and distils key lessons from his books and research.



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CHINESE SIMPLIFIED  
CHINESE TRADITIONAL  
KOREANOTHER  
EDITIONSGREEK, PORTUGUESE  
SPANISH, SWEDISH

# Logistics and Supply Chain Management

6th Edition

Martin Christopher

## SYNOPSIS

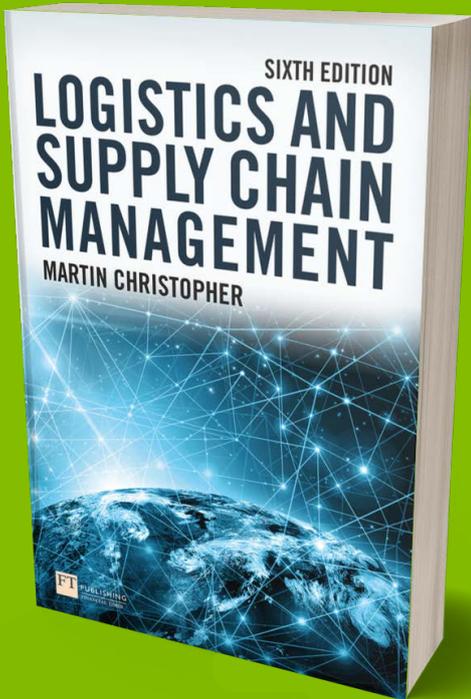
A critical concern for every business, effective logistics and supply chain management is key to achieving competitive advantage. Better development and management of your supply chain network will not only cut costs but enhance your customer value. And in today's volatile marketplace, supply chains need to be more flexible and capable of adapting to change than ever.

In fact, the real competition today is not between companies but between supply chains. The winning approach to supply chains is an integrated perspective that takes account of networks of relationships, sustainability and product design, as well as the logistics of procurement, distribution and fulfilment.

*Logistics & Supply Chain Management* provides you with the core tools, processes and initiatives you need to stay one step ahead.

The sixth edition of this bestselling book has been completely updated: as well as additional examples and case studies throughout, there are two new chapters covering:

- The Digital Supply Chain
- Sourcing and supply management



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| ISBN                    | 9781292416182               |
| IMPRINT                 | FT Publishing International |
| 360 pages   156 x 234mm |                             |
| PUB DATE                | January 2023                |

## ABOUT THE AUTHOR

**Martin Christopher** is Emeritus Professor of Marketing & Logistics at Cranfield School of Management. He also chairs the Advisory Board of the internationally renowned Centre for Logistics and Supply Chain Management. Martin's work in the field has gained international recognition & he's a regular contributor to conferences and workshops around the world.



FT PUBLISHING

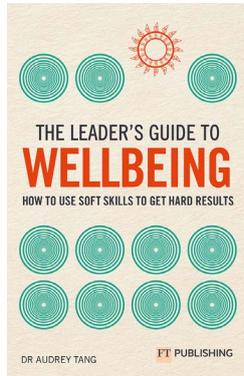
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# Leadership & Management

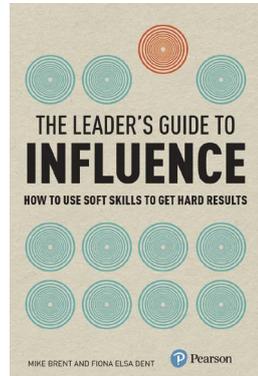
# The Leader's Guides

How to use soft skills to get hard results.



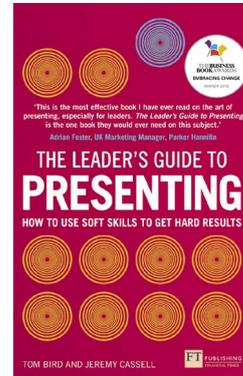
**The Leader's Guide to Wellbeing**

9781292457178



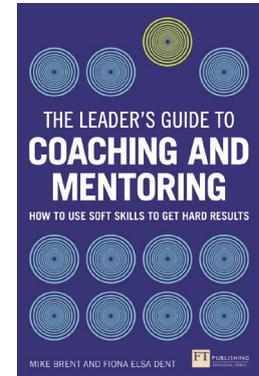
**The Leader's Guide to Influence**

9780273729860



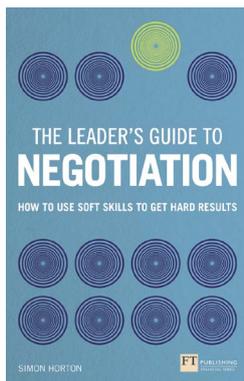
**The Leader's Guide to Presenting**

9781292119984



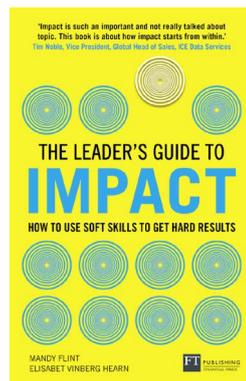
**The Leader's Guide to Coaching and Mentoring**

9781292074344



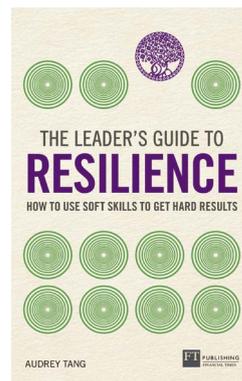
**The Leader's Guide to Negotiation**

9781292112800



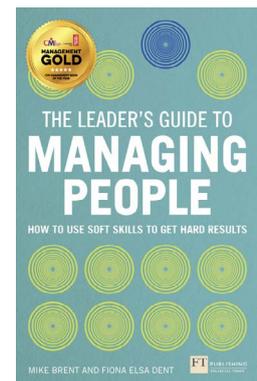
**The Leader's Guide to Impact**

9781292243771



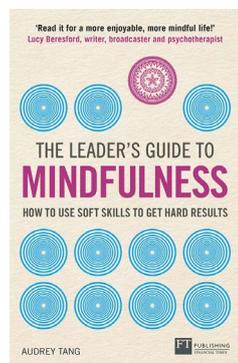
**The Leader's Guide to Resilience**

9781292331294



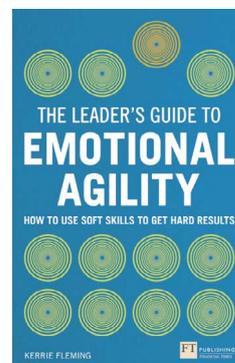
**The Leader's Guide to Managing People**

9780273779452



**The Leader's Guide to Mindfulness**

9781292248400



**The Leader's Guide to Emotional Agility**

9781292083049

# The Leader's Guide to Wellbeing

How to use soft skills to get hard results

Audrey Tang

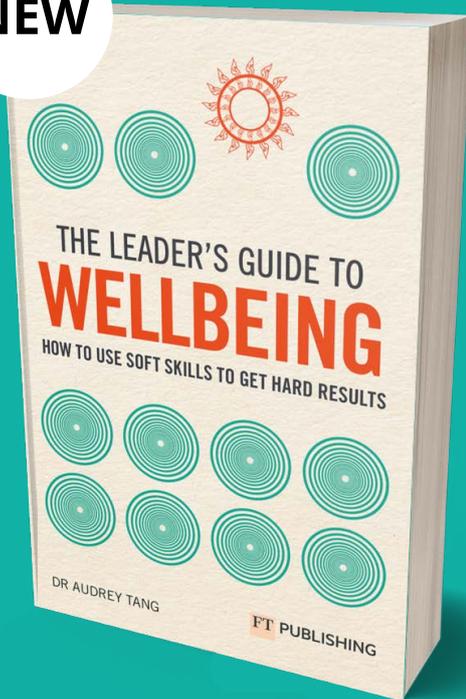
## SYNOPSIS

*The Leader's Guide to Wellbeing* is your essential toolkit to build your emotional wellbeing, learn how to model or teach it to others, and share the positive benefits it brings to others.

Wellbeing is so much more than a daily check-in. An emotionally healthy team is a sustainable, high performing team. This book will offer you an understanding of the powerful potential of your emotions, practical ways to channel them for impactful results, and offer you direction, support and encouragement, wherever your leadership role extends. In short, it will teach you to be well.

With lots of exercises to practise regularly, this book will help you make lasting positive, transformational change.

|                         |                             |
|-------------------------|-----------------------------|
| ISBN                    | 9781292457178               |
| IMPRINT                 | FT Publishing International |
| 352 pages   218 x 136mm |                             |
| PUB DATE                | October 2023                |



## ABOUT THE AUTHOR

**Audrey Tang** is a Chartered Psychologist (CPsychol) qualified teacher, and award-winning author. She is the host of the podcast 'Retrain Your Brain for Success', and The Wellbeing Lounge on NLiveRadio, presenter for 'Psych Back to Basics' on DisruptiveTV, and resident psychologist on Channel 4's 'Don't Diet Lose Weight', and The Chrissy B Show (Sky)

Audrey regularly offers expert comment as a psychologist through TV, Radio and published media. A member of the International Positive Psychology Association (IPPA), she speaks at National and International conferences in the fields of resilience, leadership and team cohesion, is a CPD accredited trainer and FIRO-B profiler, and regularly teaches and hosts webinars & lectures offering accessible and effective psychology and coaching tools for personal and professional success.



FT PUBLISHING



9 781292 457178

# Supercharged Leader

Elisabet Vinberg Hearn, Mandy Flint

## SYNOPSIS

Based on research, *Supercharged Leader* identifies the mindsets and skillset that leaders are going to need in an increasingly complex and fast-changing world of work. These skills will help you build long-term capability of a leader, and to deal with things we don't even know about yet.

- Supercharged INCLUSION (incl. diversity, valuing differences, belonging, psychological safety, great communicator/listener).
- Supercharged AGILITY (incl. entrepreneurial, adaptable, handling tradeoffs/dilemmas).
- Supercharged STRATEGY (incl. purpose-driven, systems thinking, long-term, complexity management, visionary thinking).
- Supercharged COLLECTIVE INTELLIGENCE (incl. creativity, teamwork, innovation, ethical AI).
- Supercharged LEARNING (incl. curiosity, feedback, trying/testing, critical thinking).
- Supercharged CONNECTIVITY (incl. networking, building a collaborative ecosystem, digital connectivity).

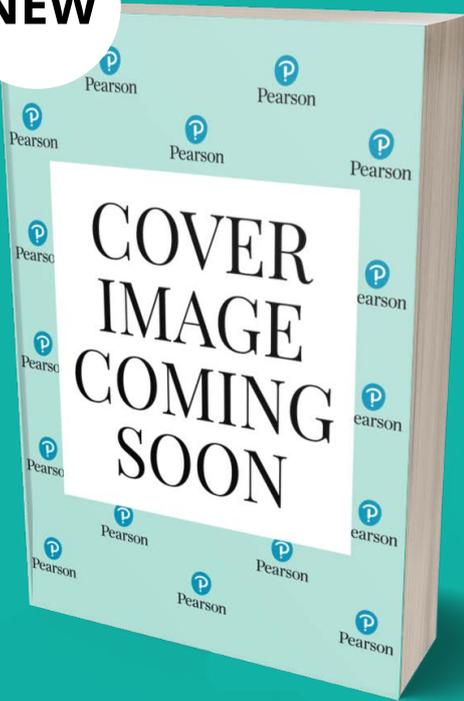
Each chapter is designed to help you build and develop the skillset with practical solutions and tools you can use. Plus pre and post-assessments so you can monitor your progress. Finally, you'll be able to build your Supercharged Plan so you can create a long-term plan for success.

## ABOUT THE AUTHOR

**Mandy Flint** is an international leadership and cultural change strategist. An expert on leadership impact, teams and cultural behavioural change. She is CEO of Excellence in Leadership and works across the world delivering transformational change programmes and C-suite coaching. Mandy studied at Harvard Business School and is a fellow of the London Metropolitan Business School. She is also an established speaker at leadership and cultural change events around the globe. Mandy worked as a senior leader for American Express internationally for 14 years

**Elisabet Vinberg Hearn** is an international expert on leadership impact, teams and people-first digital transformations, operating as leadership strategist, speaker and executive coach. She is co-founder of Think Solutions and CEO of Katapult Partners. Elisabet has an MBA in Leadership & Sustainability and has recently studied Sustainability Management at Cambridge University and AI strategy at MIT CSAIL.

NEW



|           |                             |
|-----------|-----------------------------|
| ISBN      | 9781292459004               |
| IMPRINT   | FT Publishing International |
| 256 pages |                             |
| PUB DATE  | April 2024                  |



# 7 Secrets of Great Leaders

Use what they know to get to the top

Lorraine Warne and Kate Kirk

## SYNOPSIS

The best leaders have a growth mindset they are open to ideas, willing to learn, empathetic and proactive but how do you build a growth mindset? Based on the latest research into neuroscience, psychology and pedagogical methods, The 7 Secrets of Great Leaders distils the habits you need to become a great leader with a growth mindset:

- mindfulness
- focus
- emotional control
- motivation
- reframing
- communication
- emotional intelligence

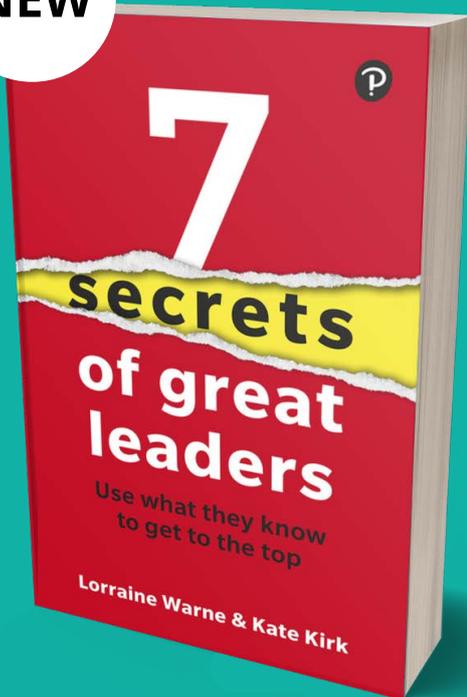
You'll be able to understand your own mindset, the habits that might be holding you back, and how to change them. Helping you to overcome fixed beliefs, this practical book helps you understand, build and reinforce these skills so you can be a more effective team leader and lead high-performing teams.

## ABOUT THE AUTHOR

**Lorraine Warne** is founder and Head of People at international leadership development company Cambridge Inner Game Leadership (CIGL). She has over 20 years of experience delivering innovative, customised training to senior managers, directors, and rising stars in companies of all sizes, from the largest international to two-person start-ups.

**Kate Kirk** has worked across communications in a number of roles, from writing and editing to marketing and PR. She has worked for international organizations such as the World Health Organization and the Asian Development Bank, leading international business schools (including the Cambridge Judge Business School and INSEAD), and for clients as diverse as the European headquarters of an international think tank and a cafe in a converted medieval chapel.

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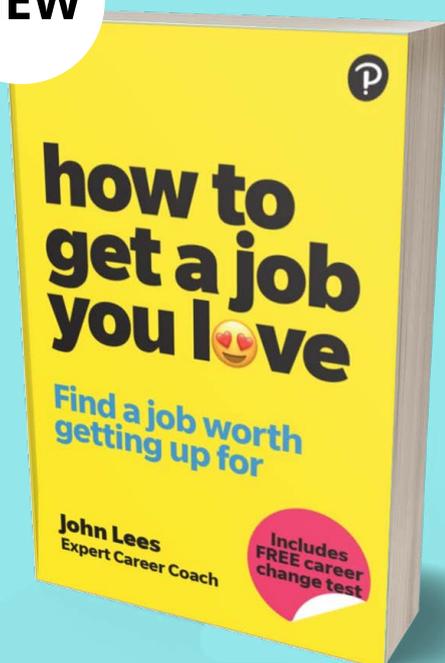
|           |               |
|-----------|---------------|
| ISBN      | 9781292729060 |
| IMPRINT   | Pearson       |
| 256 pages |               |
| PUB DATE  | April 2024    |





# Careers

NEW



|                         |                      |
|-------------------------|----------------------|
| ISBN                    | 9781292463308        |
| IMPRINT                 | Pearson Business     |
| 272 pages   234 x 156mm |                      |
| PUB DATE                | <b>December 2023</b> |

# How To Get a Job You Love

Find a job worth getting up for

John Lees

## SYNOPSIS

Are you stuck in a job you hate? Are you unsure of how to make a change or what you really want?

*How to Get a Job You'll Love* is your all-in-one career change programme from the UK's best-known career coach. Taking you from start to end, you'll be able to work out what it is you want to do, get the confidence to explore, and make your job hunt or career change happen. For anyone wanting to find a stimulating and enjoyable job, it'll help you answer the question: 'How do I take the first step towards something new?'

Find a job that feels worth getting up for on a cold Monday morning.

## ABOUT THE AUTHOR

**John Lees** is one of the UK's most prominent career transition coaches, and regularly in the media as a career thought leader. He has published 15 books on careers and work. His books have been translated into Arabic, Georgian, Polish, Japanese and Spanish. John Lees Associates helps career changers across the UK, and John is a regular conference keynote speaker and has run career workshops in Australia, Germany, Ireland, New Zealand, Mauritius, South Africa, Spain, Switzerland and several parts of the USA.



ISBN 978-1-292-46330-8



9 781292 463308 >

 Pearson

# Move Up or Move On

Angela Lane and Sergy Gorbatov

## SYNOPSIS

Do any of the following apply to you?

- I feel stuck in my job, with no way out.
- I'm passed over for jobs, projects, or clients.
- I feel dissatisfied with the contribution I'm making.
- I'm overwhelmed by my new job.

No matter where you are in your career, this book is a blueprint for pursuing a career on your terms. If you're feeling stuck or unsure of what to do next, this is the book for you. With a 10-step process for understanding your strengths, the diagnostic tool will help you to understand where you are now, your career options, what you need to do, and how to keep evaluating your progress towards your goals.

With case studies and examples revealing the secrets of why some people have more success at work while others falter, you'll be able to understand what you need to do to get where you want to be.

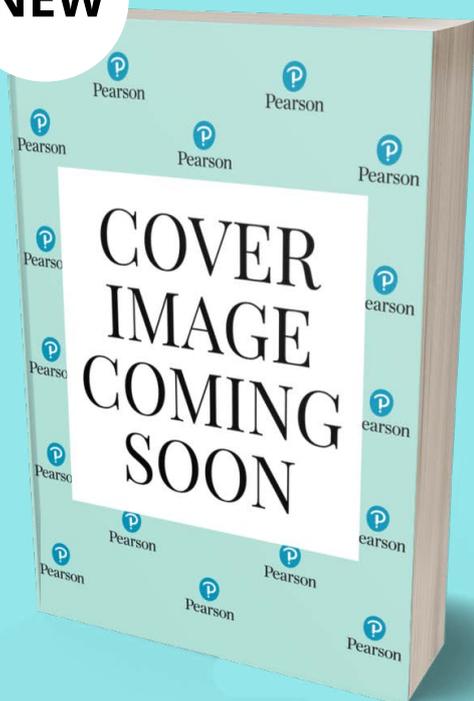
Get out of your career rut and get the job you deserve.

## ABOUT THE AUTHOR

**Angela Lane** is a senior executive with more than 25 years of experience leading global Human Resource functions. Angela is an influential HR thinker, producing award-winning strategies in talent management and leadership development. Angela has led transformational change of the talent landscape across a range of Fortune 250 companies, by equipping leaders with practical tools, steeped in the science of high performance.

**Dr. Sergy Gorbatov** writes, speaks and teaches about the complex science of human performance and careers. Outside of academia, Sergey is Area HR Director, LATAM - Aesthetics at AbbVie, a Fortune 100 company. In this role, Sergey leads and supports an incredibly talented team of professionals who are responsible for the talent management portfolio across the world. Together, they establish and activate the strategies for ensuring the best talent for the business in the critically important roles.

NEW



ISBN 9781292730301

IMPRINT Pearson

256 pages

PUB DATE **June 2024**



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# Brand You

Stand out from the crowd through authentic personal branding, 3rd Edition

David Royston-Lee and Sylvana Storey

## SYNOPSIS

Unleash the power of the authentic 'You'

We all know that branding is a key ingredient to business success, but do you know that purposely branding yourself to fit in with the expectations of others can be damaging? Research shows that trying to fit yourself into perceptions of what your brand should be can be detrimental to your mental and physical health.

Brand You is an antidote to that. It will help you discover your true authentic self, understanding the wealth of assets you bring to your world and the value these bring to your career, community and society at large. With the strong core of self-confidence, purpose and resilience this gives you, you will be better able to present, promote and apply your brand.

- Present yourself to the world with authenticity.
- Align your professional and personal life with your brand.
- Attract people who are in need of your unique talents and values.
- Develop a social media strategy to enhance your network.

This edition brings new chapters and exercises focussing on authenticity in personal brand development and promotion, as well as providing a general refresh to bring the book up-to-date with societal priorities and culture changes.

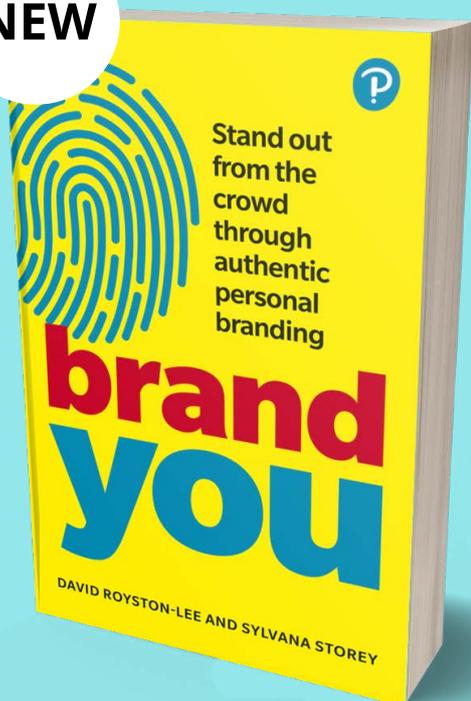
## ABOUT THE AUTHOR

**David Royston-Lee** is a business psychologist, with a management consulting and marketing communication background. He works with leaders to enhance their work through greater understanding of their talents and motivations.

**Sylvana Storey**, CEO of Global Organizational Integrators, is a recognised business psychologist with 25+ years experience as a Managing Consultant.

She is a contributory author of *Business Psychology in Practice*, *Business Psychology in Action*. She is a regular contributor to the Huffington Post and sits on the Institute of Advanced Studies Development Board, Durham University.

NEW



ISBN 9781292457284

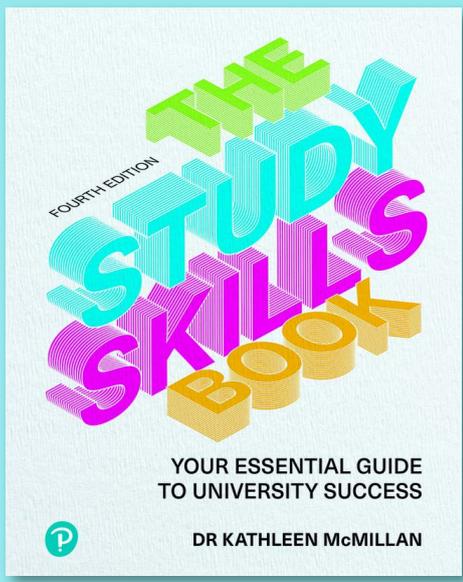
IMPRINT Pearson

272 pages

PUB DATE **November 2023**



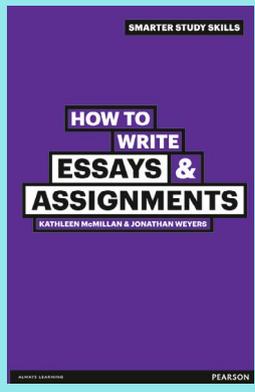
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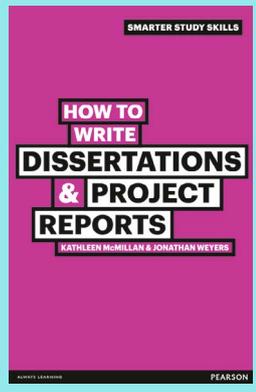
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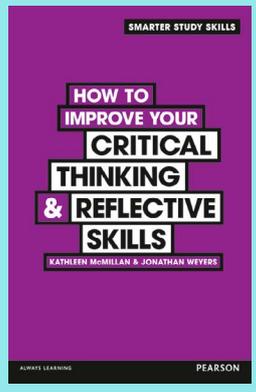
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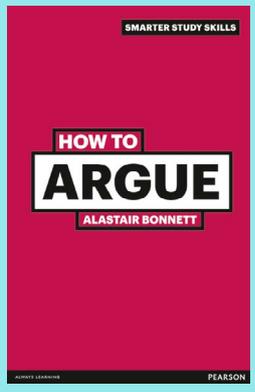
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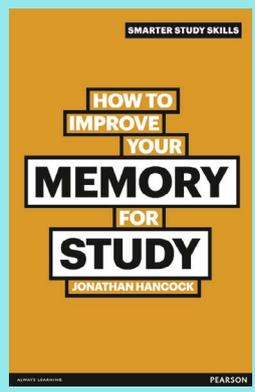
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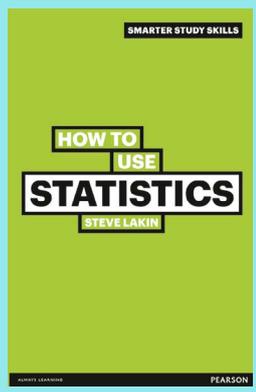
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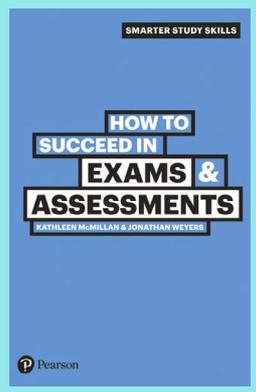
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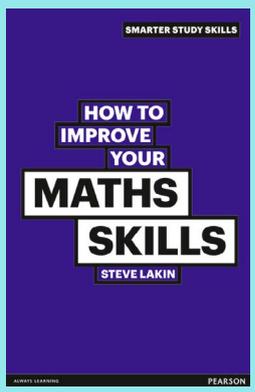
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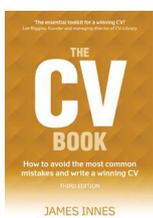
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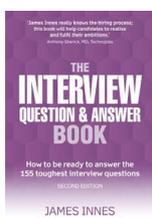


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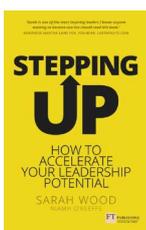
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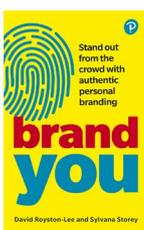
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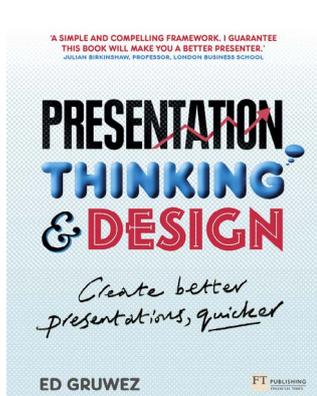
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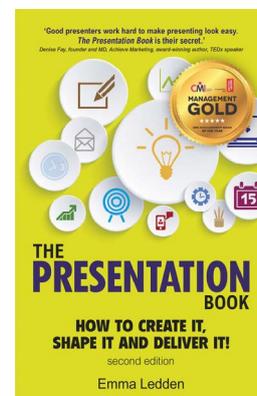
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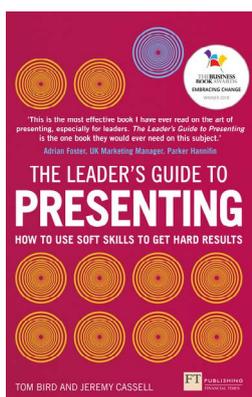
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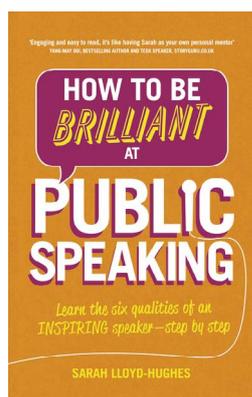
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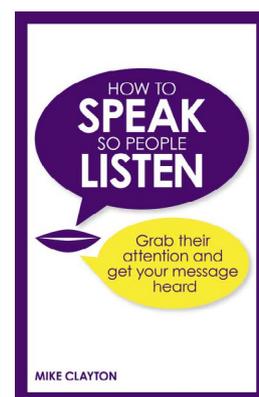
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# Personal Development

# The Power of Women

Stop blocking and start empowering women

Parves Khan

## SYNOPSIS

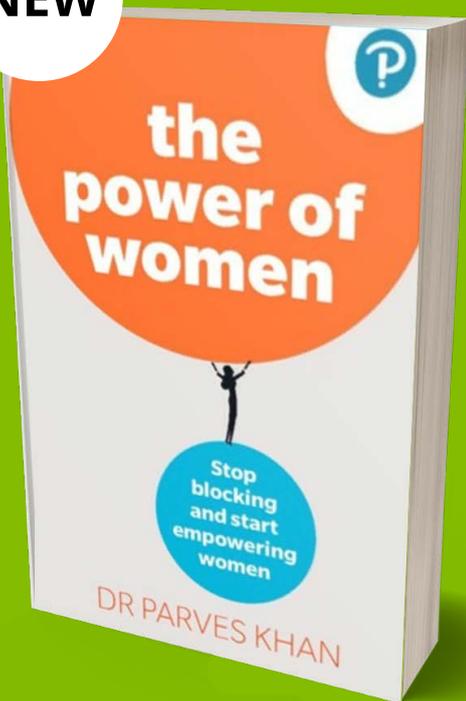
Toxic behaviour is hampering equality for both men and women at work. Based on in-depth research by the author, *The Power of Women* will help both women and men identify these negative behaviours and give you practical steps on how to confront them effectively. Illustrated by interviews, research and case studies, you'll discover exercises and recommendations so you can lead with courageous vulnerability, deepen your self-awareness and tackle blind spots, listen to understand, and create connections.

## ABOUT THE AUTHOR

**Dr Parves Khan** is currently CEO of ESOMAR, a global professional association driving excellence in research, insight and data. She has been working in the field of data analytics for over two decades. Her passion is bringing data to life with powerful curation and storytelling. She has been at the helm of global insight functions across FTSE 100 businesses, drawing on her experience and skills in using insights to shape and drive business and marketing strategies and product innovations. She is also a mentor to young female researchers through Women in Research.

In May 2021, Dr Khan was awarded the accolade of being one of the UK's 20 top most inspirational women in Data & Technology by Women in Data which is a movement and a force for change in the realm of data science and analytics.

NEW



|           |               |
|-----------|---------------|
| ISBN      | 9781292730301 |
| IMPRINT   | Pearson       |
| 256 pages |               |
| PUB DATE  | June 2024     |



# The Mindfulness Habit

Build your calm, day by day

Lisa Wren

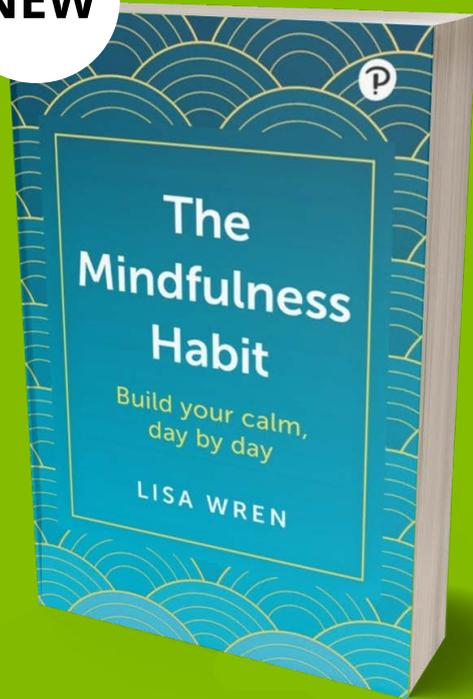
## SYNOPSIS

Stress, overwhelm and exhaustion are commonplace for us all, and over time can lead to poor mental and physical health and burnout. One solution to this is mindfulness, which can help you feel calmer, healthier, happier, and more intentional. But just finding the time can be a struggle.

*The Mindfulness Habit* gives you a clear and practical way to make mindfulness part of your daily routine. With a structured plan, you'll learn the theory of mindfulness, listen to the practices, and discover your own personal mindful approach and how to integrate this into your life. You'll feel less stressed, more motivated, more productive, and make better decisions.

Written by a trained mindfulness teacher, with years of professional experience delivering mindfulness in the workplace, this book draws on established mindfulness techniques and theory alongside a host of practical tools and exercises.

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|-----------|---------------|
| ISBN      | 9781292460802 |
| IMPRINT   | Pearson       |
| 256 pages |               |
| PUB DATE  | March 2024    |



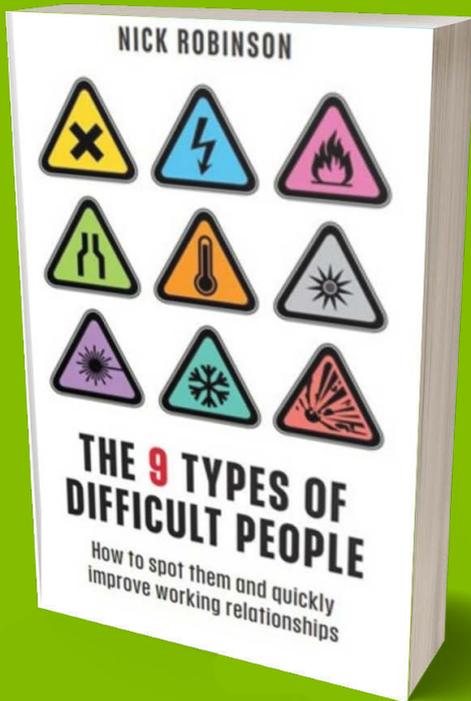
## ABOUT THE AUTHOR

**Lisa Wren** has practiced mindfulness since 2012. She began her learning journey at the Oxford University Mindfulness Centre and has been teaching since 2015. Lisa works with the internationally recognized mindfulness teaching standard MBI-TAC and meets all criteria in its competency domains; she is trained in both MBCT (Mindfulness-Based Cognitive Therapy) and MBSR (Mindfulness-Based Stress Reduction).

Lisa has a successful portfolio career, she manages the high-performing IP & Rights team as Director, R&P for Pearson and teaches internationally in her role as Global Mindfulness Lead.



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| ISBN                    | 9781292726069        |
| IMPRINT                 | Pearson              |
| 256 pages   216 x 138mm |                      |
| PUB DATE                | <b>November 2023</b> |

# The 9 Types of Difficult People

How to spot them and quickly improve working relationships

Nick Robinson

## SYNOPSIS

This book is for anyone who has experienced a difficult person at work. Revealing the 9 different types of difficult people, there's a quick quiz so you can work out the personality type you're dealing with, and how to communicate with them effectively.

- Tools and techniques for each personality type.
- Short exercises for you to build the right mindset for success.
- Videos and an online quiz for each personality type.
- Read the stories for each type, so you can learn to spot the warning signs.



## ABOUT THE AUTHOR

Nick Robinson has been working as an Executive Coach since 1999, helping people to make their management and team roles as effective as possible and to be fulfilled at work. He coaches people in large and small businesses and organisations in the private, public and third sectors.



|           |                      |
|-----------|----------------------|
| ISBN      | 9781292330020        |
| IMPRINT   | Pearson Business     |
| 256 pages |                      |
| PUB DATE  | <b>February 2024</b> |

# Bulletproof

Be fearless and resilient – no matter what

Chantal Burns

## SYNOPSIS

You are bulletproof. Even though it might not seem like it, the only barrier to feeling resilient and living to your fullest potential is you.

This book reveals how.

- Are you tired of being told to think positive? What if you didn't have to manage your emotions or wear your 'game' face?
- Do you ever feel like the odds are stacked against you or that you're running on empty?
- What if you could stop trying to improve yourself and spend more time being yourself? And get off the endless hamster wheel of self-improvement?

The truth is that it doesn't matter what state of mind you're in you can function brilliantly whatever.

This book will reveal the best kept secret about the true nature of resilience and how the realisation of one simple truth will show you why every human being is bulletproof inside.

## ABOUT THE AUTHOR

Chantal Burns founded Star Consultancy in 2000, specialising in applying psychology to all endeavours whether personal or business, and using the most effective technologies to help people achieve great results. She has been working internationally as a performance consultant and executive coach training thousands of people at all levels from CEOs through to junior execs.



# The Rules Series

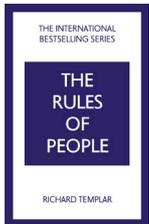
**The International Bestselling Rules Books**  
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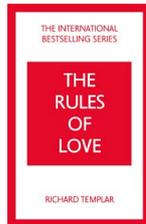
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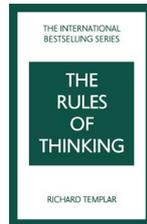
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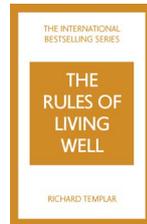
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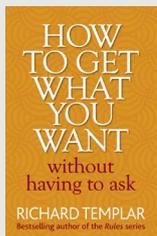


**The Rules of Living Well 2e**

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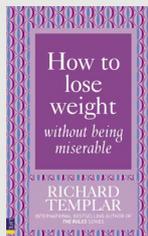
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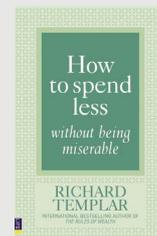
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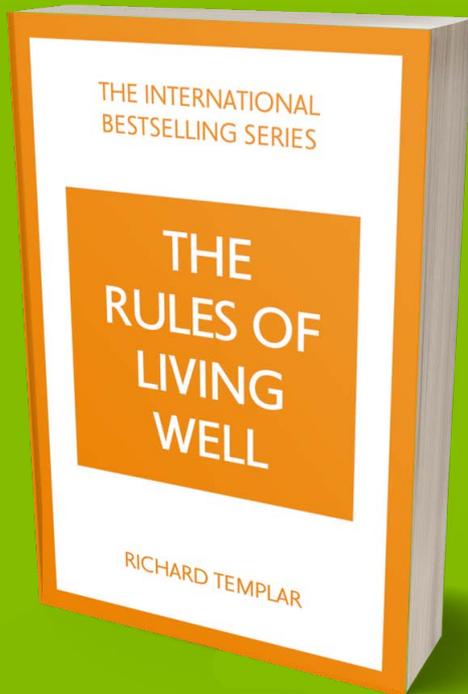
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| ISBN                    | 9781292435640     |
| IMPRINT                 | Pearson Education |
| 272 pages   210 x 130mm |                   |
| PUB DATE                | <b>May 2023</b>   |

# The Rules of Living Well

A Personal Code for a Healthier, Happier You  
2nd Edition

**Richard Templar**

## SYNOPSIS

Get ready to experience the Rules effect. Begin to 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.

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

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.

What are you waiting for?

## ABOUT THE AUTHOR

**Richard Templar** is the author of the international bestselling Rules books. Over 3 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 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*.

- Over 3 Million people around the world have enjoyed and now play by Richard Templar's Rules.
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- By International Bestselling Author Richard Templar

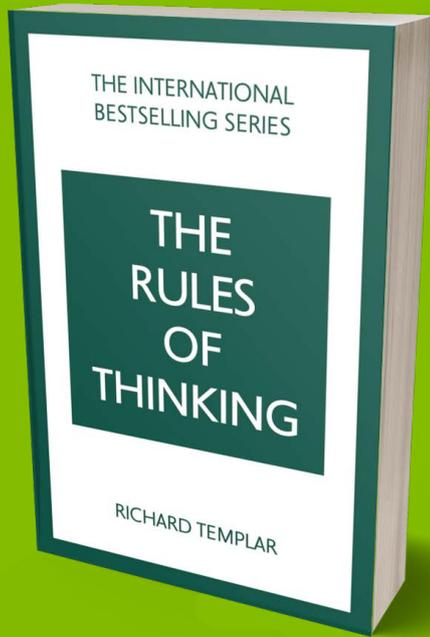
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| ISBN                    | 9781292435824    |
| IMPRINT                 | Pearson Business |
| 272 pages   210 x 130mm |                  |
| PUB DATE                | March 2023       |

# The Rules of Thinking

A Personal Code to Think Yourself Smarter, Wiser and Happier  
2nd Edition

Richard Templar

## SYNOPSIS

Get ready to experience the Rules effect. Begin to 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.

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

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.

## ABOUT THE AUTHOR

**Richard Templar** is the author of the international bestselling Rules books. Over 3 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 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.*

- Over 3 Million people around the world have enjoyed and now play by Richard Templar's Rules.
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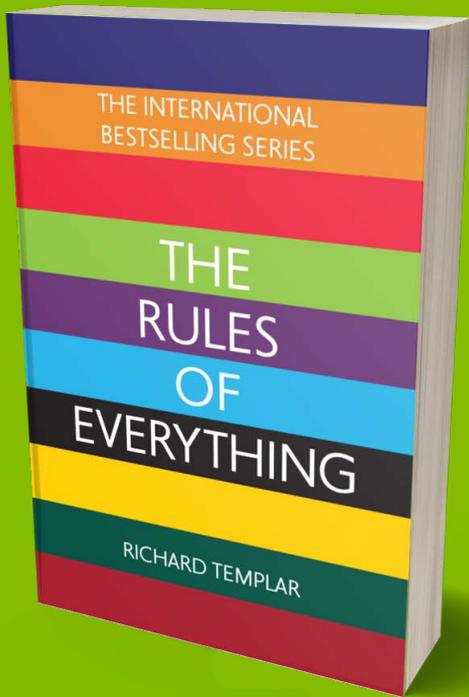
# The Rules of Everything

Richard Templar

## SYNOPSIS

Whether it's at work or in their relationships, as parents or managing their money, the Rules have described how happy and successful people behave for over 25 years.

*The Rules of Everything* contains the top 100 rules from the bestselling Rules books, as voted for by readers, so you can follow the common-sense advice on how to be happier and more successful.



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| ISBN                           | 9781292432120    |
| IMPRINT                        | Pearson Business |
| 240 pages   213 x 135mm   300g |                  |
| PUB DATE                       | July 2022        |

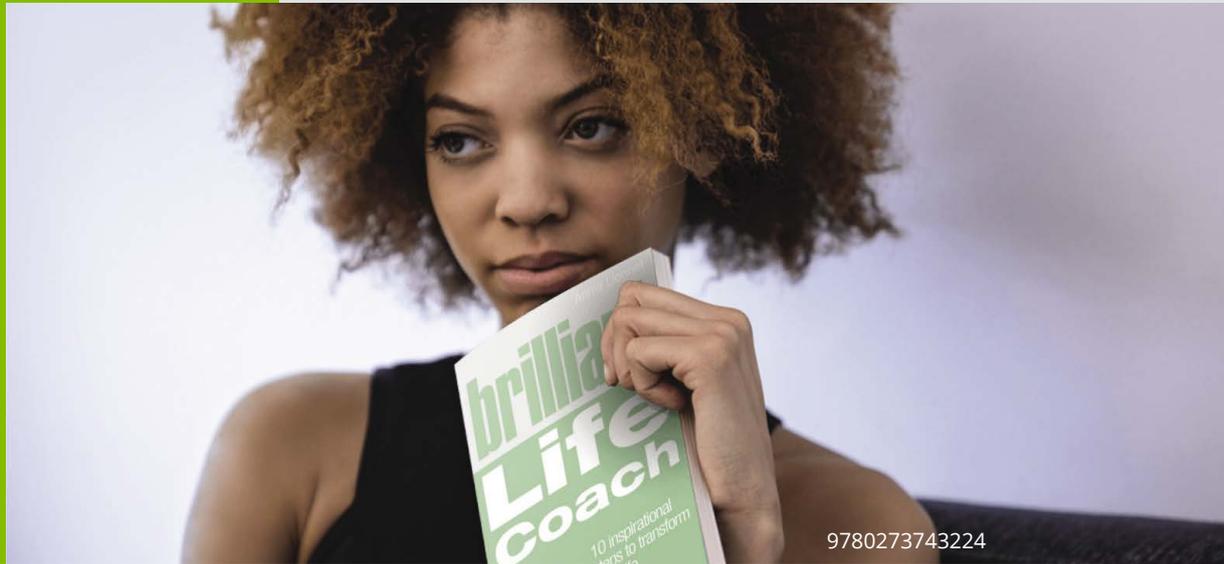
## ABOUT THE AUTHOR

**Richard Templar** is the author of the international bestselling Rules books. Over 3 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 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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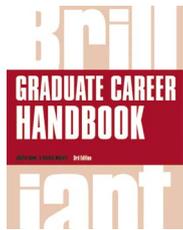
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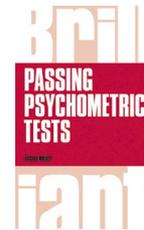
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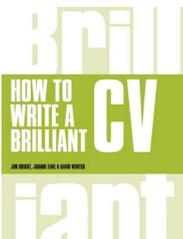
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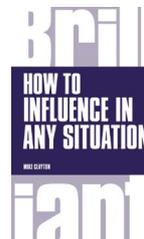
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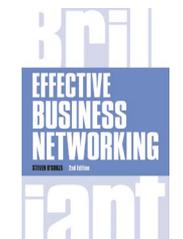
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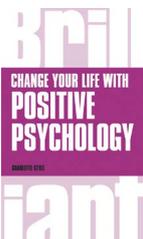
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# Brilliant Teaching Assistant

2nd Edition

Louise Burnham

## SYNOPSIS

Teaching assistants play a crucial role in today's schools. In addition to supporting the learning of pupils and helping to take care of children's emotional and social needs, they need to be able to turn their hands to most things in school – from dealing with an injured pupil to supervising outings. But what does it really take to excel as a teaching assistant?

This book will give you the knowledge, practical guidance and tools you need to shine inside and outside the classroom as a teaching assistant. Through real-life examples, case studies, activities, do and don't lists and tips, you'll explore the varied roles teaching assistants occupy in schools and learn how to deal with common issues that may arise.

- Understand the school curriculum, timetabling and planning.
- Better support the pupils in your care.
- Explore digital teaching and learning.
- Manage pupil behaviour in the classroom.
- Work more effectively with other school staff.

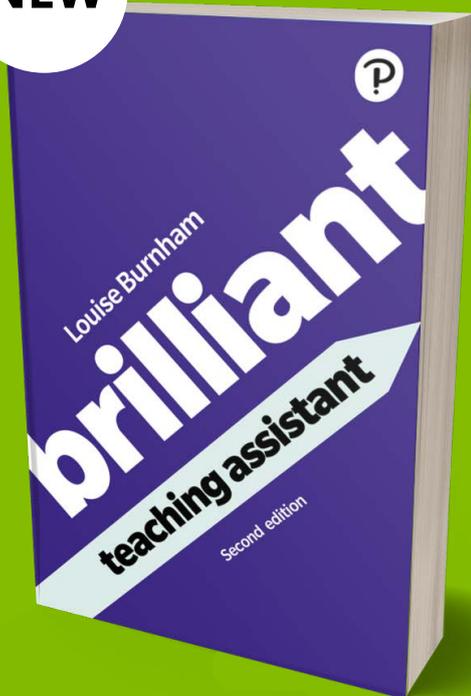
This edition adds a new chapter on equality and diversity in schools and new material on digital learning, as well as a general refresh to bring the book up to date with the latest legislation and guidance on working practices in schools.

## ABOUT THE AUTHOR

**Louise Burnham** is a teacher, assessor and qualifications developer. She has worked in education for thirty years, both in primary schools and further education colleges. Her roles in schools have included senior management as EYFS manager as well that of SENDCo. She led teaching assistant training in a south London college for many years and currently continues to teach part time in a primary school as well as working as an assessor and advisor for teaching assistants and students of early years, and volunteering for a local toddler group.

She has written over 20 books for early years/TA students and her name is well known in this area as a result, particularly for the textbooks for Supporting Teaching and learning at levels 2 and 3.

**NEW**



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| ISBN      | 9781292460833     |
| IMPRINT   | Pearson Business  |
| 240 pages |                   |
| PUB DATE  | <b>April 2024</b> |

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| ISBN                    | 9781292725567    |
| IMPRINT                 | Pearson Business |
| 213 pages   135 x 300mm |                  |
| PUB DATE                | July 2023        |

# Brilliant Coaching

How to be a brilliant coach in your workplace

3rd Edition

Julie Starr

## SYNOPSIS

Every manager and leader has the potential to be a brilliant coach. Great coaching increases people's engagement, learning and performance. Coaching is the must-have leadership skill that helps you get the best from your team, and *Brilliant Coaching* shows how you can have it too.

By adopting methods specifically developed and proven in business, you'll discover what it takes to be a leader or manager who can coach, and apply simple coaching principle in everyday scenarios.

With *Brilliant Coaching* you'll unlock your inner coaching ability and reap the visibly rewards quickly.



*"Extremely effective tips on coaching principles backed up by true-to-life examples and exercises throughout. A 'brilliant' tool for success."*

Stephen R. Covey, author of *The 7 Habits of Highly Effective People*



**MANAGEMENT GOLD: CMI MANAGEMENT BOOK OF THE YEAR – 2018**

## ABOUT THE AUTHOR

**Julie Star** is an expert and thought leader in the field of coaching. Since 2002, her best-selling book *The Coaching Manual* has supported the evolution of the coaching profession through simple, powerful principles and practical approaches. Her books are translated into many languages and are required reading on coach training programmes around the world. With over 20 years and thousands of hours coaching experience, Julie supports CEO's and executives from the world's largest organizations. Her approach is challenging, compassionate and empowers clear leadership.

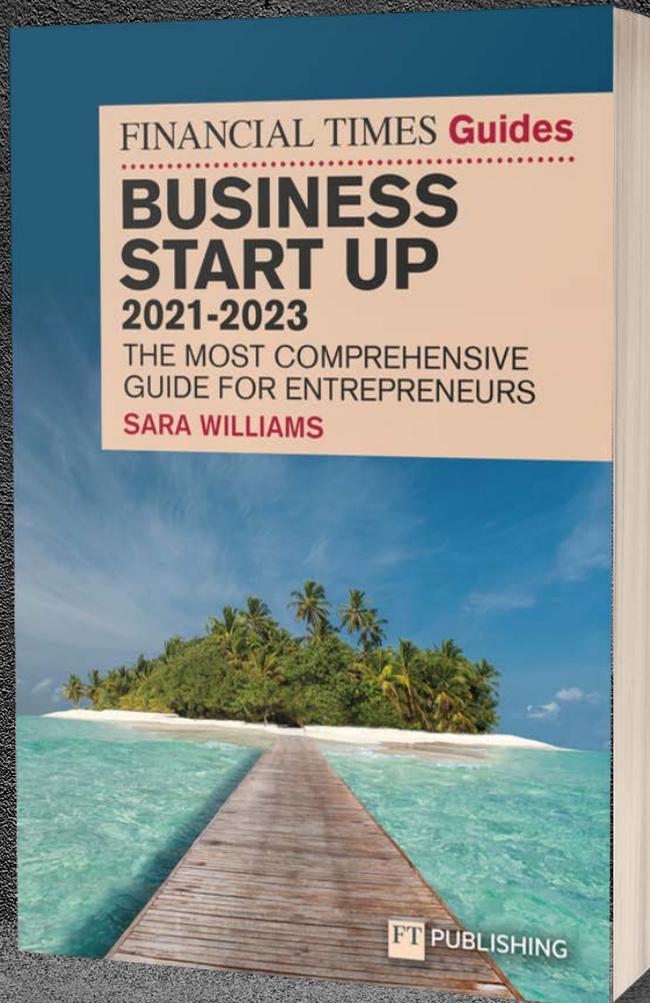


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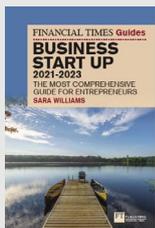
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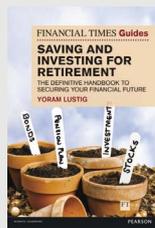
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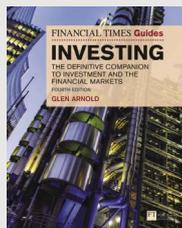
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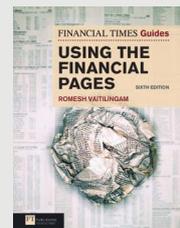
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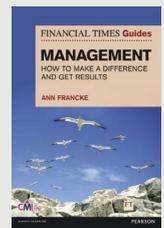
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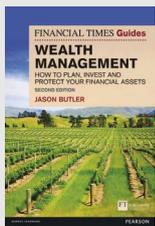
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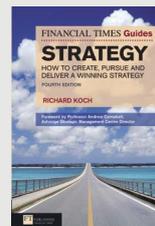
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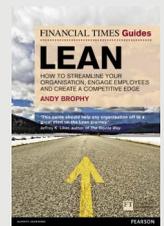
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# The Financial Times Guide to Mentoring

A complete guide to what mentoring is and how to do it effectively in your organisation

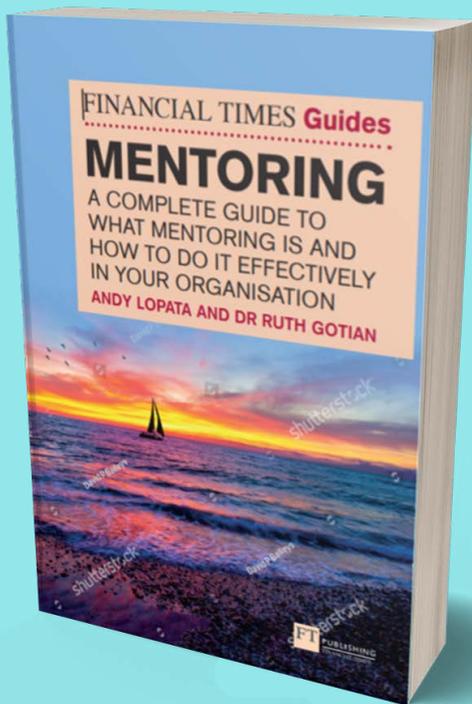
**Andy Lopata and Ruth Gotian**

## SYNOPSIS

This book will equip senior leaders and professionals to be more effective and supportive mentors and ensure that their mentoring relationships are more productive and impactful.

A step-by-step practical guide on mentoring and how to deploy it effectively in your organisation to improve results, engagement and retention.

- Understand what mentoring is, how it works, and how to build rapport and manage difficult situations.
- How to implement a powerful and engaging mentoring programme across your teams and your organisation.
- Know how to help mentors and mentees to find the right match.
- Read case studies and examples that highlight techniques and approaches from the world's biggest companies.



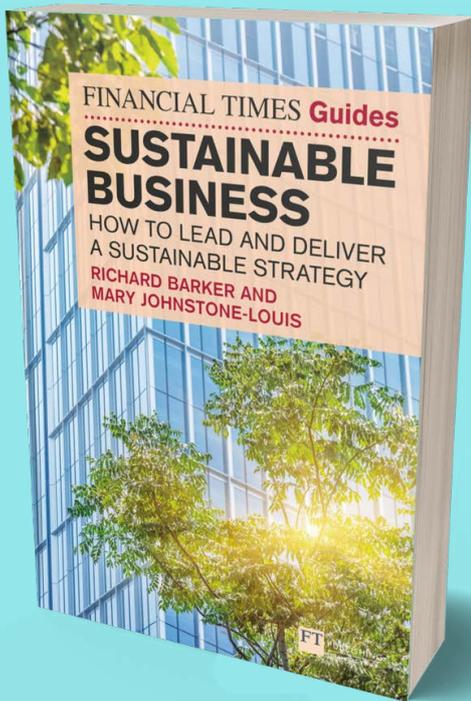
|                         |                   |
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| ISBN                    | 9781292726687     |
| IMPRINT                 | FT Press          |
| 256 pages   234 x 156mm |                   |
| PUB DATE                | <b>April 2024</b> |



## ABOUT THE AUTHORS

**Andy Lopata** is an expert in professional relationships and networking for over 20 years, author of five books, blogger for Psychology Today and podcast host. He teaches mentoring to senior executives at leading global organisations such as Philip Morris International, Accor Group and to the global Board of Mercer.

**Dr. Ruth Gotian** is the Chief Learning Officer and Assistant Professor of Education in Anesthesiology and former founding Assistant Dean of Mentoring and Executive Director of the Mentoring Academy at Weill Cornell Medicine. In 2021, she was selected as one of 30 people worldwide to be named to the Thinkers50 Radar List, dubbed the Oscars of management thinking, and recently won the Thinkers50 Distinguished Achievement "Radar" Award ranking. In 2022, she was named one of the top 20 mentors in the world by the International Federation of Learning & Development.



# The Financial Times Guide to Sustainable Business

How to lead and deliver a sustainable strategy

Richard Barker and Mary Johnstone-Louis

## SYNOPSIS

This book helps business leaders to frame, understand and act upon the environmental and social challenges faced by their organisations.

Built on a successful executive programme at Oxford University's Saïd Business School, *The Financial Times Guide to Sustainable Business* will help you lead positive change and drive sustainability in your organisation.

|                                |               |
|--------------------------------|---------------|
| ISBN                           | 9781292435589 |
| IMPRINT                        | FT Press      |
| 272 pages   210 x 140mm   390g |               |
| PUB DATE                       | April 2024    |



## 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.

FT PUBLISHING



|                         |                             |
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| ISBN                    | 9781292400389               |
| IMPRINT                 | FT Publishing International |
| 272 pages   232 x 156mm |                             |
| PUB DATE                | <b>August 2022</b>          |

# The Financial Times Guide to High Impact Negotiation

Kasia Jagodzinska

## SYNOPSIS

*The Financial Times Guide to High Impact Negotiation* provides a comprehensive and strategic roadmap to the whole negotiation process from preparation to execution. Follow the practical steps to complete negotiation successfully, build relationships and finalise your deal.

Strategy, tactics and templates to prepare for high-impact negotiations that result in successful long-lasting deals.



## ABOUT THE AUTHOR

**Kasia Jagodzinska** serves as a Senior Adviser to the United Nations on matters concerning multiparty negotiations. Her repertoire of experience also includes working as a Professor at several universities in Switzerland, France, Italy and Poland. She is the Founder of Negotiation Booster and an International Consultant for the Schraner Negotiation Institute.

She brings a wealth of international business experience from the EU, the US and the Middle East, which she combines with an academic career.

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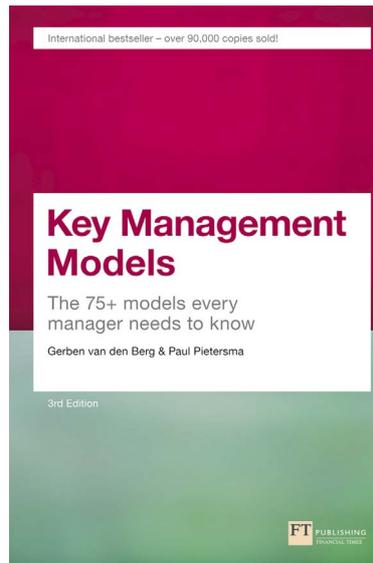
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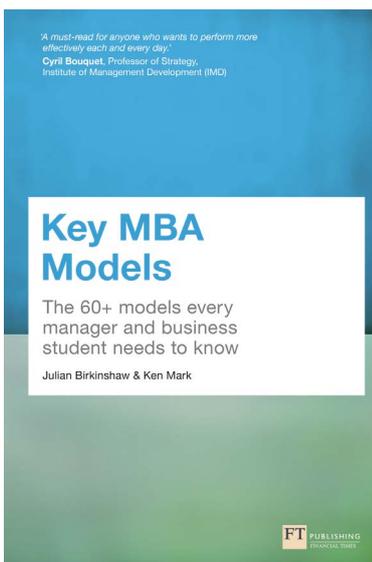
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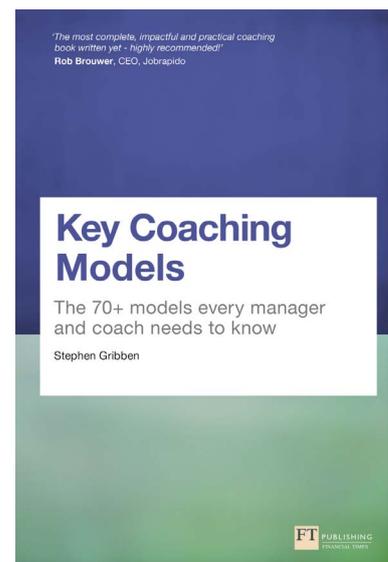
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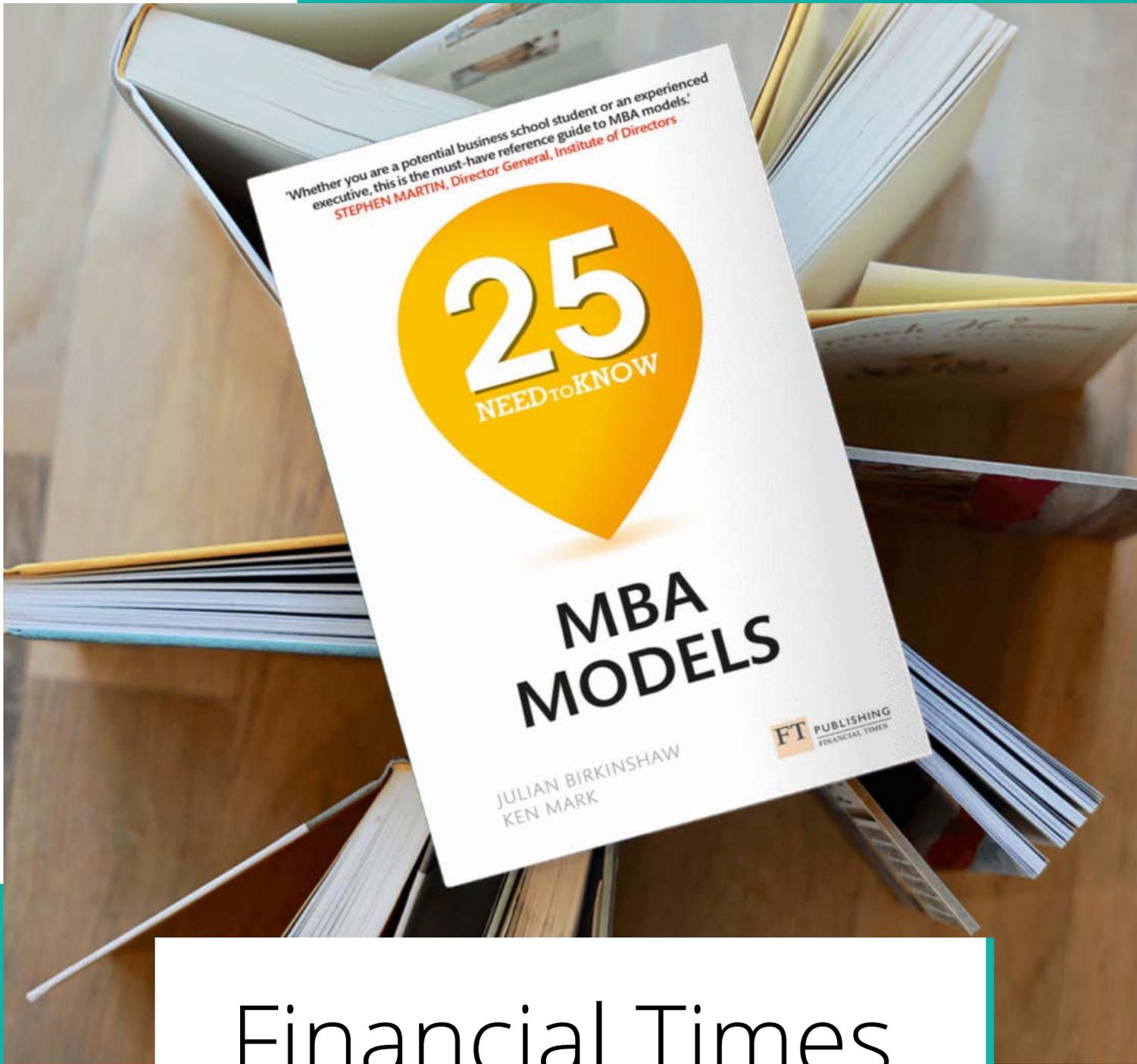
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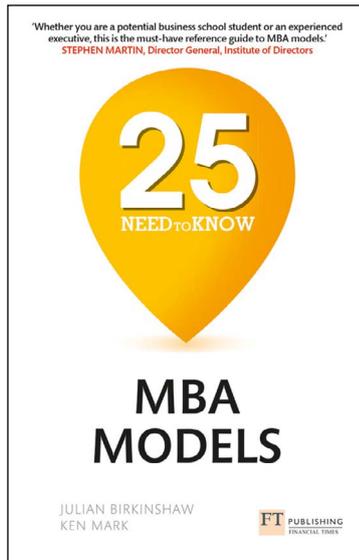
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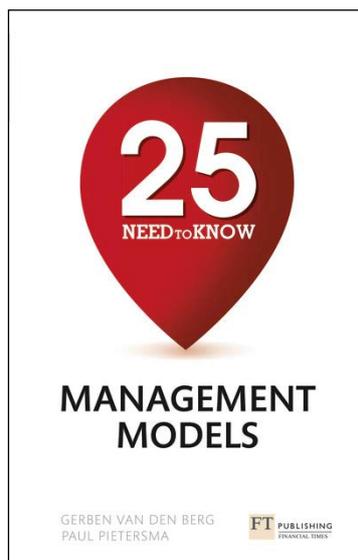
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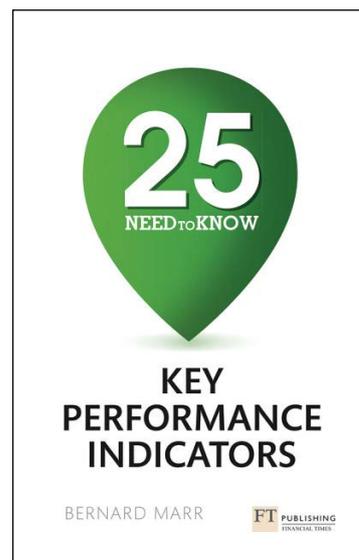
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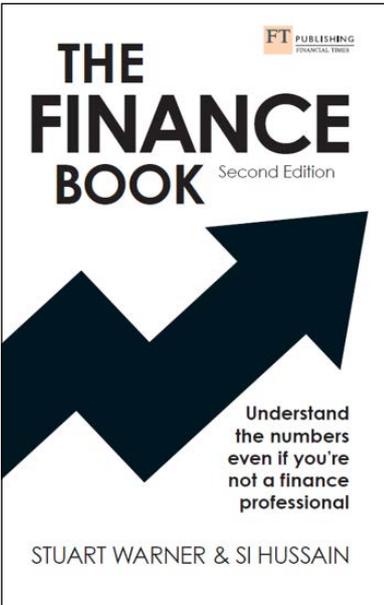
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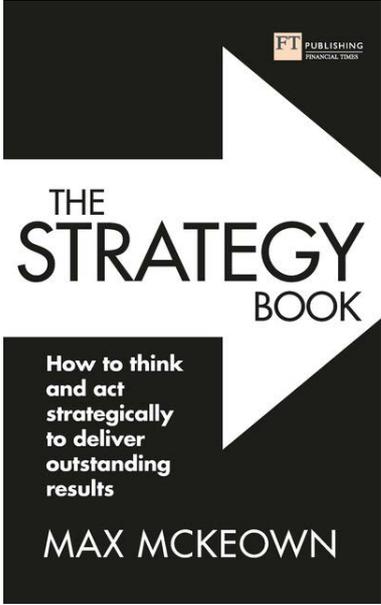
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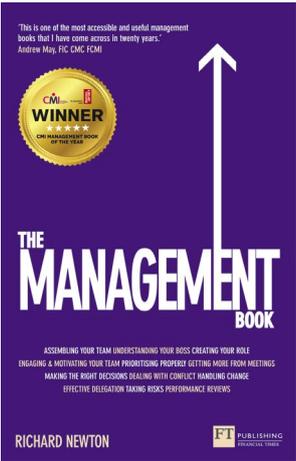
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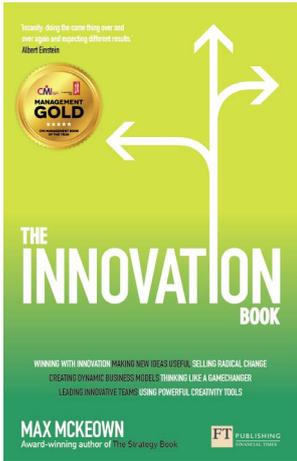
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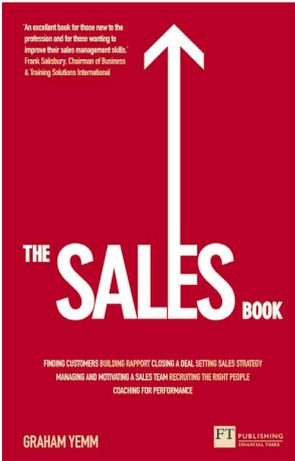
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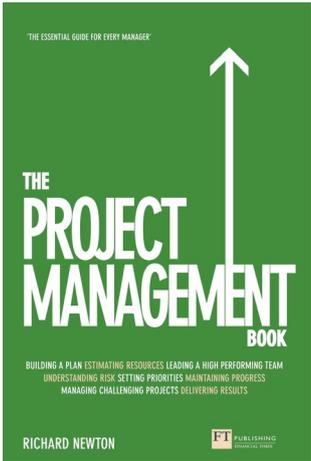
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