



Pearson Professional Business & Personal Development

Autumn 2025



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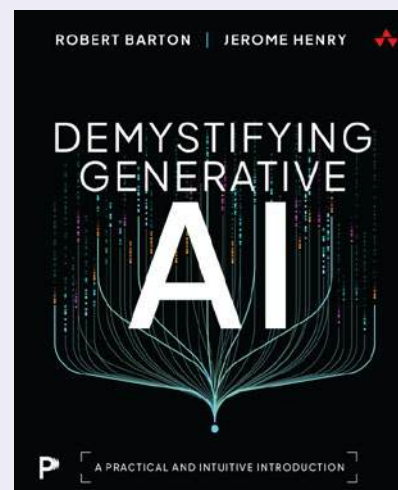
Artificial Intelligence



Demystifying Generative AI

A Practical and Intuitive Introduction, 5th 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 **August 2025**

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

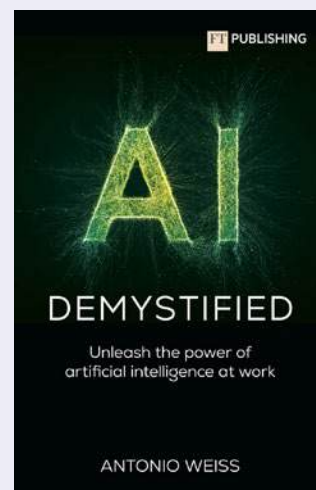
Unleash the Power of Artificial Intelligence at Work

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

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.

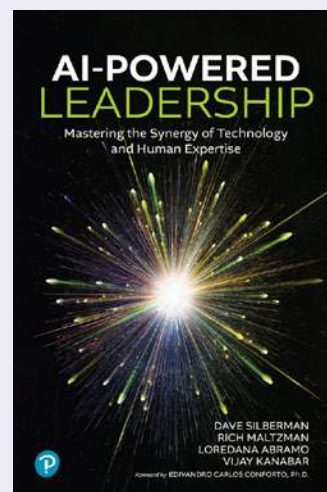


AI-Powered Leadership

Mastering the Synergy of Technology and Human Expertise

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.

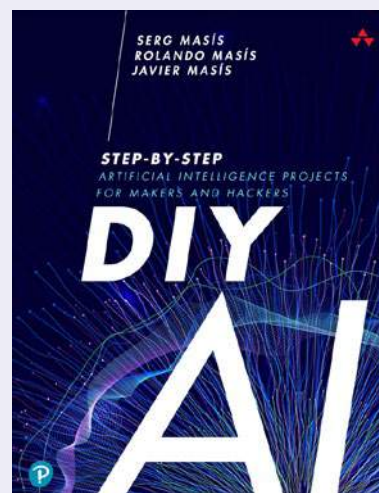
DIY AI

Step-by-Step Artificial Intelligence Projects for Makers and Hackers

Serg Masís, Rolando Masís, Javier Masís

The market of A.I. enthusiasts and professionals is underserved by books that are either too academic, or too shallow and cursory, with example toy datasets that aren't helpful for real-world applications. Few books cover projects that can be implemented at home and, most importantly, for pleasure. The play or fun component is missing from existing titles.

DIY AI has eight open-source projects that are designed to teach practical AI while appealing to Makers and other Do-It-Yourself types. Projects can become valuable beyond a teaching device because readers will be able to optionally implement four of these projects in embedded devices or use their own data should they choose to do so. The book is being published at a time when open-source AI software is mature enough and hardware powerful enough for use by anyone.



ISBN 9780137977734
 IMPRINT Addison-Wesley Professional
 380 pages
 PUB DATE April 2026

About the authors

Serg Masís (Morrisville, NC) is a Data Scientist at Syngenta, a leading agribusiness company with a mission to improve global food security, and a bestselling author on books about responsible practices in machine learning. Before that, he had a prior career in entrepreneurship, web and app development, and analytics for more than fifteen years.

Rolando Masís (Princeton, NJ) is a scientist, filmmaker and AR/VR app developer. He obtained his bachelor's in Molecular, Cellular and Developmental Biology from Yale University and is currently a senior neuroscience graduate student at Princeton University. Rolando's work focuses on leveraging ML methods to better understand how we behave and remember across different environments. His passion to spread knowledge lead him to develop guides and tutorials for underrepresented students in science and in AR/VR.

Javier Masís (Princeton, NJ) is a postdoctoral research fellow in cognitive psychology at Princeton University and an accomplished Jazz and Rock musician. He obtained his PhD in neuroscience at Harvard University, and his bachelor's summa cum laude in molecular biology and neuroscience at Princeton University. His work focuses on building models of how the brain learns and makes decisions.

Explore

more of our past sessions and unlock valuable insights by watching the recordings **on demand**

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Six ways to control your financial destiny with Jonquil Lowe author of *Be Your Own Financial Adviser 2e*



Dispelling the myths about mindfulness with Lisa Wren author of *The Mindfulness Habit*



The most powerful word in management and leadership with Chris Dalton author of *MBA Day by Day 2e*



Six keys to unlock the innovative potential of teams with Natalie Turner author of *Yes, You Can Innovate*



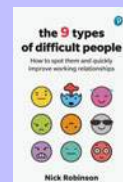
Take control of your career with John Lees author of *How to Get a Job You Love*



Why you're avoiding having that difficult conversation with Sarah Rozenthuler author of *Now We're Talking*



Demystifying the superpowers of ChatGPT with Greg Orme author of *The Human Edge*



The way to manage difficult people with Nick Robinson author of *The 9 Types of Difficult People*

New titles for Frankfurt 2025



No Risk Side Hustle

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.

cover
coming
soon

ISBN 9781292493077
IMPRINT Pearson Business
216 x 138mm | 224 pages
PUB DATE **August 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.



Life Hacks

James Bannerman

This book isn't going to turn you into a genius. But you knew that already.

What it will do is take you on a creative and psychological journey - through the 7 vital steps you need to take to live your dream life (and help others to live theirs. Working through Attitude, Authenticity, Ambition, Adaptability, Action, Achievement and Appreciation, you'll be better placed to live a happier, healthier and more prosperous life.

Think more deeply about who you are and what you want to achieve in your life.

Maybe you are a genius after all?

cover
coming
soon

ISBN 9781292759661

IMPRINT Pearson Business

216 x 138mm | 256 pages

PUB DATE May 2026

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.



Smart Hacks

James Bannerman

This book isn't going to turn you into a genius. But you knew that already.

What it will do is increase the number of genius moments in your life. You know, those amazing times when you cleverly solve a problem that others have been struggling with or come up with a brilliant idea that makes the ordinary extraordinary.

We could all do with a touch more inner genius. The ability to see what others miss. The ability to shape an ingeniously persuasive argument. The ability to create, adapt, adjust, rethink, tweak and polish. This is the stuff that amazing careers and great businesses are built on.

And while we can't all be the next Einstein, Shakespeare or Steve Jobs, we can all develop and hone our genius thinking skills. With the help of this inspiring book you'll be able to:

- Solve problems and dissolve obstacles
- Spot opportunities that others miss
- Win arguments with persuasive lines
- Turn the distinctly average into something truly special

You might be surprised by just how smart you can be...

cover
coming
soon

ISBN 9781292759708

IMPRINT Pearson Business

216 x 138mm | 256 pages

PUB DATE May 2026

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.



The FT Guide to Investing

5th edition

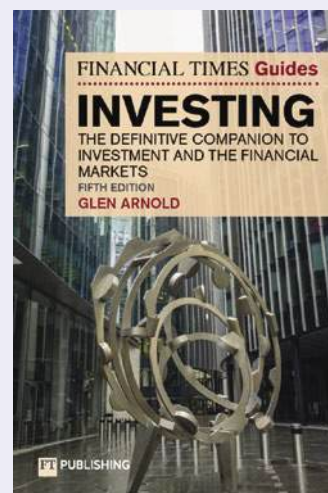
Glen Arnold

The definitive introduction to the art of successful stock market investing

This bestselling investing bible debunks the myth that only the wealthy can afford to buy shares and shows you how you can be just as successful trading on your own as you would be employing a fund manager. You'll discover that investing can be both profitable and fun and have the key tools and understanding you need to help you build a successful personal portfolio.

Bestselling author Glen Arnold covers the basics of what investors do and why companies need them, through to the practicalities of buying and selling shares and how to make the most from your money.

The fifth edition of this investing classic has been thoroughly updated to bring the book up-to-date with the latest rules and regulations, with fresh examples, Financial Times articles and links to further guidance throughout.



ISBN 9781292467061

IMPRINT FT Publishing

234 x 156mm | 592 pages

PUB DATE **January 2026**

RIGHTS SOLD German

RIGHTS SOLD (PREVIOUS EDITION)

Chinese Simplified, Korean, Russian

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*.



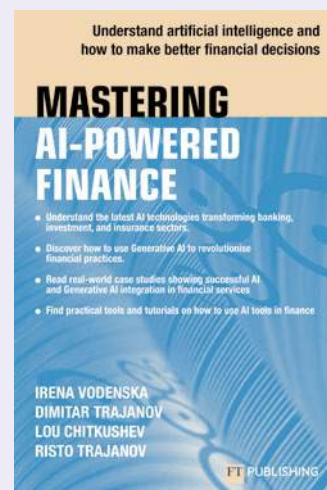
Mastering AI Powered Finance

Irena Vodenska, Dimitar Trajanov,
Lou Chitkushev and Risto Trajanov

This book is a comprehensive, practical guide for financial professionals to understand artificial intelligence and use it to make better, ethical financial decisions.

Combining theoretical insights with hands-on practical exercises, readers will understand and be able to implement traditional AI and cutting-edge Generative AI solutions across the financial industry.

- Understand the latest AI technologies transforming banking, investment, and insurance sectors.
- Discover how to use Generative AI to revolutionise financial practices.
- Read real-world case studies showing successful AI and Generative AI integration in financial services
- Find practical tools and tutorials on how to use AI tools in finance



ISBN 9781292759661
IMPRINT Pearson Business
234 x 156mm | 350 pages
PUB DATE **May 2026**

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 holds a B.S. in computer information systems, an M.B.A., an M.A. 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 Cyril and Methodius University in Skopje. He was the founding dean of the Faculty of Computer Science and Engineering in Macedonia and later headed the Department of Information Systems and Network Technologies.

Lou Chitkushev, Ph.D., is an associate professor of computer science at Boston University's Metropolitan College. He is a co-founder and Associate Director of the Boston University Center for Reliable Information Systems and Cyber Security (RISCS).

Risto Trajanov is a data scientist with a master's degree from Rice University, sponsored by the Fulbright Program. He works at Deutser, where he automates research processes, and also develops a product to help investors detect greenwashing by monitoring companies' ESG behavior.



Business



The Imposter Phenomenon

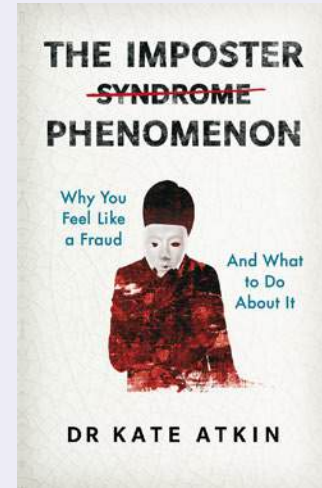
Why You Feel Like a Fraud and What You Can Do About It

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

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

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.



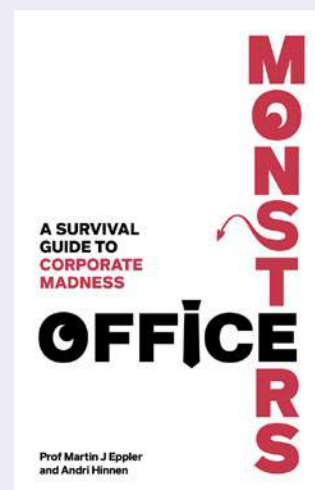
Office Monsters

A Survival Guide to Corporate Madness

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.



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IMPRINT Pearson Business
224pp | 216 x 138mm
PUB DATE **January 2025**

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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 CUF 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

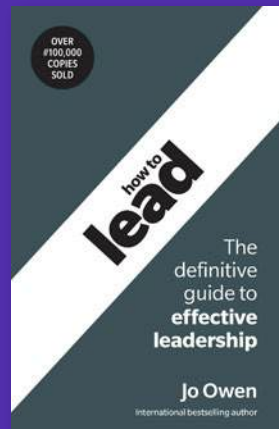
Jo Owen stands alone as the only person to win the prestigious Chartered Management Institute Gold Award four times for his books. With over 20 titles published in more than 100 editions and translated into 25 languages, his work has reached leaders and professionals across the globe. His timeless classics, 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.



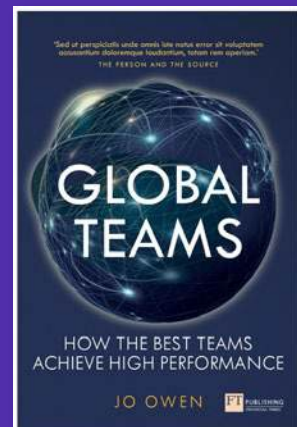
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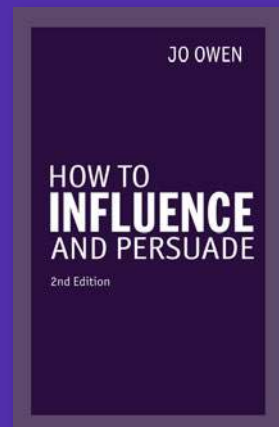
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Impact

Do More with Less

Jo Owen

Impact: Do More with Less is the definitive guide to the new rules of survival and success at work, based on extensive and original global research. It will help you have a real impact with minimal resources, budget or authority.

For anyone who wants to get ahead, you'll learn how to acquire informal power and amplify your formal power. This highly practical book will help you build the essential skills you need in this hybrid world of work: influencing, persuading, building your power network, finding sponsors, working on the right agenda, and promoting yourself and your agenda. Each chapter has practical techniques and tools you can practise and use to get ahead.

If you want to have an impact, you need this book.



ISBN 9781292476896

IMPRINT Pearson

256pp | 216 x 138mm

PUB DATE July 2025

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German

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.

Many of his books continue to sell well long after first publication: they have a long tail of performance. *How to Lead*, *How to Manage* and *The Leadership Skills Handbook* are in their sixth editions.



The Business Model Navigator

Third Edition

Oliver Gassmann and Karolin Frankenberger

A strong business model is the bedrock of business success. But all too often we fail to adapt, clinging to outdated business models that are no longer promising the results we need. The Business Model Navigator allow you to innovate, test and implement new business models within your industry.

Discover the idea of business model innovation, from structuring the process of innovation of a company's business model to encouraging outside-the-box thinking. With expert authors, *The Business Model Navigator* combines learning research with evidence of high practical impact, allowing you to master the transformation journey and lead your business to success.



ISBN 9781292480701

IMPRINT FT Publishing

400pp | 234 x 156mm

PUB DATE May 2025

RIGHTS SOLD No German Rights

RIGHTS SOLD (PREVIOUS EDITION)

Arabic, Chinese Simplified, Japanese

About the authors

Prof. Dr. Oliver Gassmann is Full Professor and Director at the Institute of Technology Management at the University of St. Gallen, Switzerland. Gassmann has been recognized as one of the most active innovation scholars (IAMOT) and as one of the leading economists in Germany (FAZ). He has also founded three spin-off companies and serves on several academic, economic and political boards.

Prof. Dr. Karolin Frankenberger is Full Professor and Director at the Institute of Management & Strategy at the University of St. Gallen. She is also the Academic Director of the St. Gallen Executive MBA. Prior to her academic career Frankenberger worked seven years with the management consultancy McKinsey & Company. Her academic research has won several prestigious awards and recently she was named Thinker of the month by Thinkers50, the world's foremost resource for sharing leading management ideas of our age. Frankenberger has also founded a spin-off and she is actively involved in supporting company leaders, from numerous industries worldwide, in their strategy and innovation challenges.



Start with the Customer

How to Deliver World-Class Customer Service

Peter Cross

Written by one of the country's foremost authorities on customer behaviour, *Happy Customers* is a guide to delivering world-class customer service in a world where the "big four" – a climate crisis, a cost-of-living crisis, a global pandemic and a digital revolution – have changed customer behaviour beyond recognition.

This book will reveal the golden rules and cardinal sins of service so you can:

- Understand how and why customer service has changed
- Lay the building blocks of a service culture
- Plan for a future filled with happy customers

Find out how excellent customer service is your ultimate business differentiator.



ISBN 9781292471457
 IMPRINT Pearson Business
 256pp | 216 x 138mm
 PUB DATE **July 2025**

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.



Anyone Can Innovate

Your Step-by-Step Guide to Successful Innovation

Simon Willis

Every company, not-for-profit and government department talks about the importance of innovation, but we struggle to do it effectively and encounter the common pitfalls.

This mythbusting, practical book demystifies innovation and reveals a proven 5-step framework that makes it easy for anyone. Revealing the secrets of how to do innovation better, you'll also discover how to build and lead an innovation team, communicate effectively, and get your ideas adopted. Full of practical advice and templates, you just need to follow the plan:

- Clear the ground
- Find purpose
- Generate ideas
- Secure support
- Get it implemented



ISBN 9781292736167

IMPRINT Pearson Business

224pp | 216 x 138mm

PUB DATE May 2025

RIGHTS SOLD German

About the author

Simon Willis manages strategic government partnerships globally at Mastercard as well innovation projects. He also oversees climate change-related product innovation.

Formerly global head of public sector innovation at Cisco for many years, Simon has also worked at Govtech start-ups and twice run UK voluntary sector organizations. The first half of his career was spent working for the UK Government on digital transformation and social security reform at DWP and at Her Majesty's Treasury as UK head of financial crime and lead delegate to the FATF.



How to pitch almost anything

Four steps to creating a winning value statement

Simon Willis

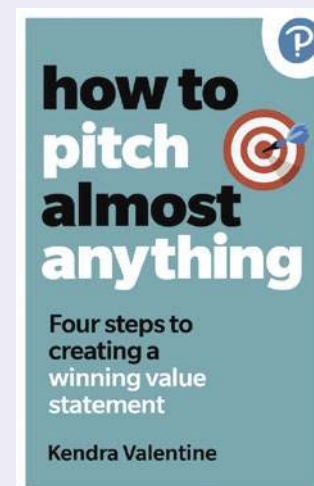
Do you struggle to explain your business or offering?

Do you need a pithy way to pitch your value to potential customers?

Are you looking for a simple yet comprehensive pitch template that will work for years to come?

You need *How to Pitch (Almost) Anything*. A simple framework combining value propositions and storytelling that you can use to pitch your business (new or old), introduce a project, or explain your services, whether verbally or in writing. It will also help you clarify who your audience is, so you can better demonstrate your value.

Understand exactly what you need to execute to communicate with your audience today, so you're prepared for tomorrow.



ISBN 9781292735313

IMPRINT Pearson Business

256 pages | 216 x 138mm

PUB DATE April 2024

RIGHTS SOLD German

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.



MBA Day by Day

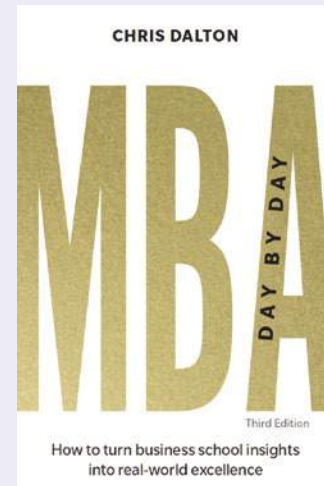
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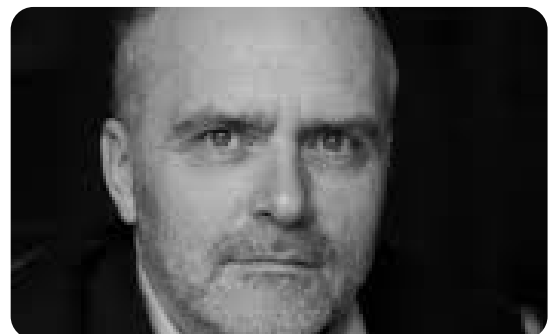
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Arabic, Chinese Simplified, Chinese Traditional, English (India)

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.



The Workshop Book

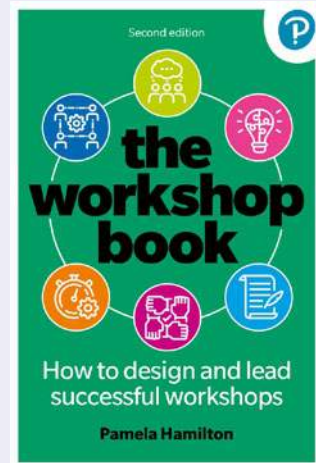
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Russian

About the author

Pam Hamilton is the author of *Supercharged Teams: 30 Tools of Great Teamwork* and *The Workshop Book*. She is a Capabilities, Teamwork, Workshops, Innovation and Insights expert and has developed a proven public sector co-creation method called Project Bridge to bring people and organisations together to solve complex issues in our communities.



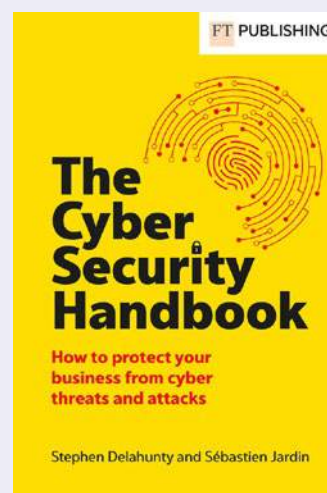
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About the authors

Stephen Delahunty a Cyber Crisis Management Consultant, gained his expertise as a global lead facilitator at the IBM Cyber Range. His extensive background in television, including roles at Sony Pictures, and NBCUniversal, and directing live TV, fuels his innovative approach to creating truly impactful immersive educational simulations.

Sébastien Jardin holds the position of Director of Cyber Resilience at Deloitte France. He works closely with the CISOs and CIOs of prominent organisations to develop and conduct customised training sessions for the C-Suite, specifically addressing the organisation's key risks through immersive simulations. His responsibilities include sharpening the response instincts of senior management in critical situations, thus elevating cybersecurity to a strategic priority that extends beyond traditional IT boundaries.

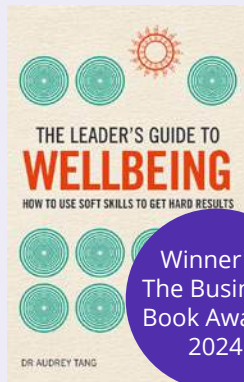


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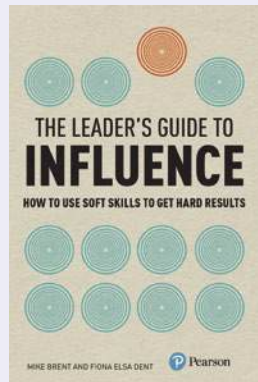
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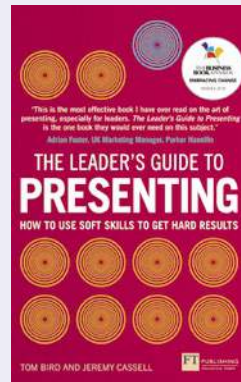
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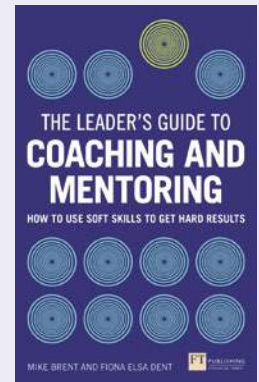
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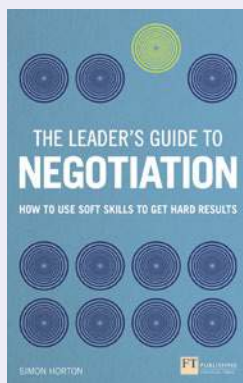
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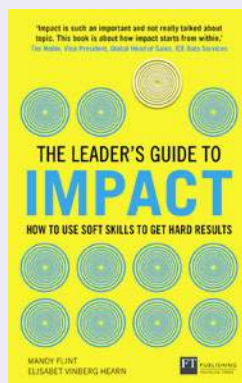
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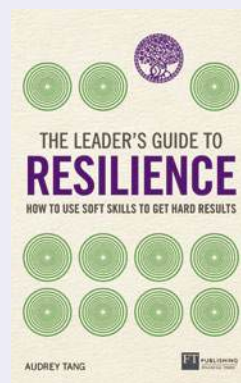
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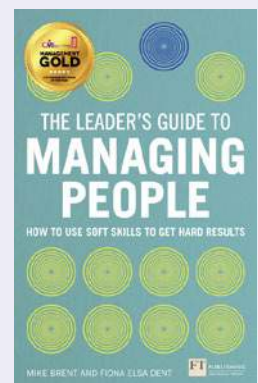
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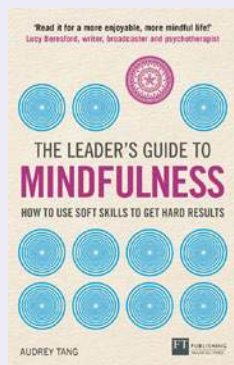
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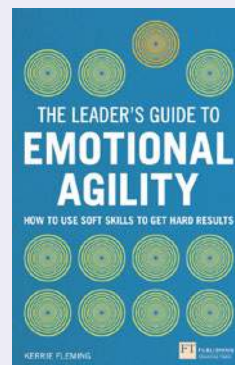
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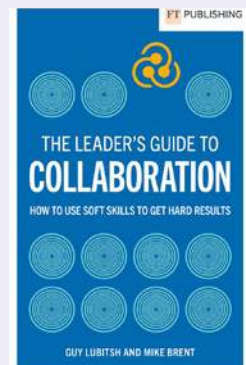
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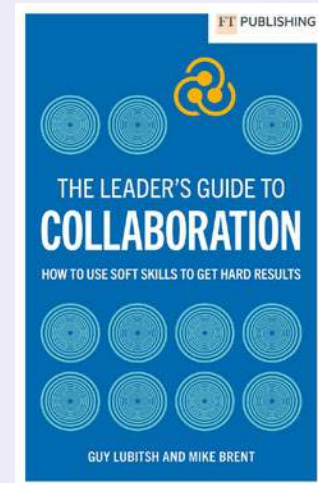
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How to Use Soft Skills to Get Hard Results

Guy Lubitsh and Mike Brent

The Leader's Guide to Collaboration is your practical toolkit to be more successful at work through effectively delivering outcomes with others. Featuring a 3-step framework (Purpose – Process – Relationships) to encourage better collaboration, you'll be able to lead a high-performing team. Find practical tools for leaders and teams to boost collaboration and teamwork.

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ISBN 9781292469171
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 PUB DATE **December 2025**

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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.



Quiet Leader

What You Can Learn From the Power of Introverts

Sissel Heiberg

You don't have to be an extrovert to be a good leader.

This book will help all introverts in business understand the value they add, help them become better leaders, and how to understand and overcome the extrovert bias they might encounter. Rather than changing your personality, *Quiet Leader* will help you use your strengths as an introvert to bring out the best in colleagues and team members, and better understand how to become better leaders themselves. With tangible examples and new ideas, you'll find ways to enhance your introvert skills by adopting the strategies and tools provided.

Building on research and interviews by the author, each chapter focuses on the strength of introverts, explaining why it is a valuable leadership trait and includes a toolkit with strategies and tools to develop, build and use these skills more in work.



ISBN 9781292462158

IMPRINT Pearson

256 pages | 216 x 138mm

PUB DATE **September 2024**

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About the author

Sissel Heiberg is an introverted business leader with almost 20 years of governance experience in the extrovert-dominated field of investment banking. In her career she has had a wide range of professional experiences that have led her to reflect on her own journey as a business leader and the existing leadership stereotypes.

She would like to use her background to provide a new perspective to help other introverted leaders and expand the conversation on what good leadership looks like.



Supercharged Leader

Develop Your Mind and Skillset to Deal with Anything

Elisabet Vinberg Hearn, Mandy Flint

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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.



ISBN 9781292459004
IMPRINT FT Publishing
256 pages
PUB DATE April 2024

About the authors

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.



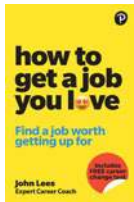
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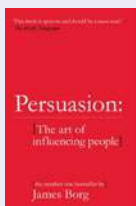
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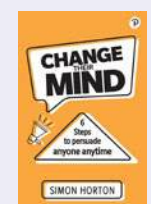
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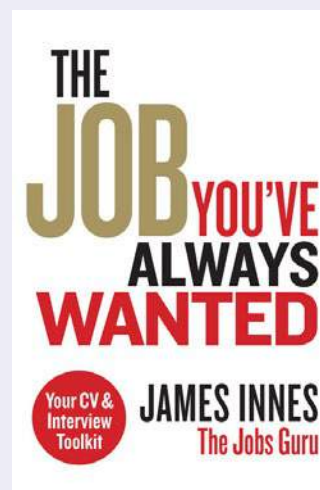
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James Innes is the Founder and Chairman of TheResumeCenter.com (USA), The Resume Centre (Canada and Australia), The CV Centre (UK, Ireland, New Zealand and South Africa) and CV Center (Germany, Austria, France and Belgium) - the world's leading CV 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.



Climb

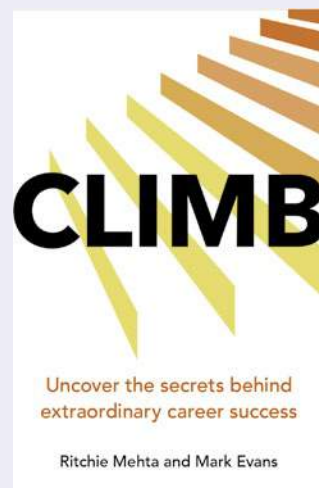
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About the authors

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.

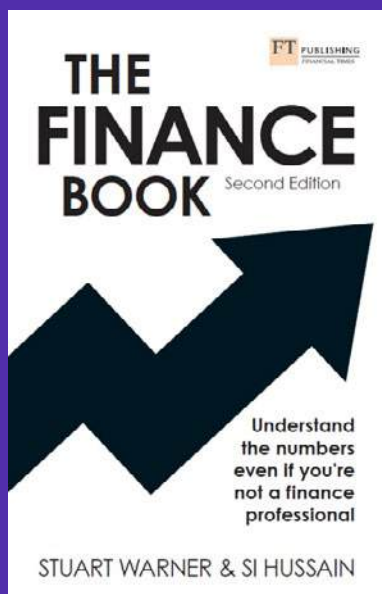


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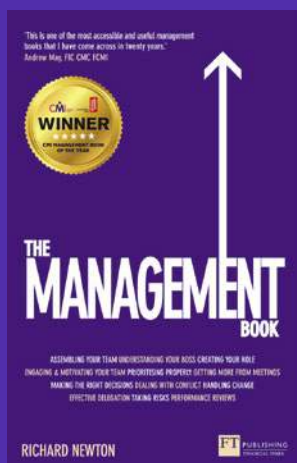
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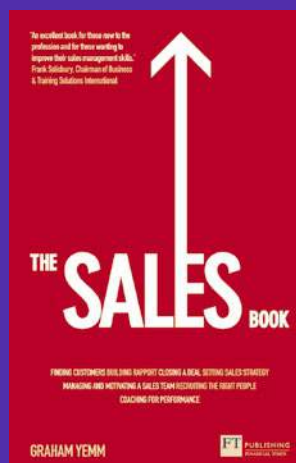
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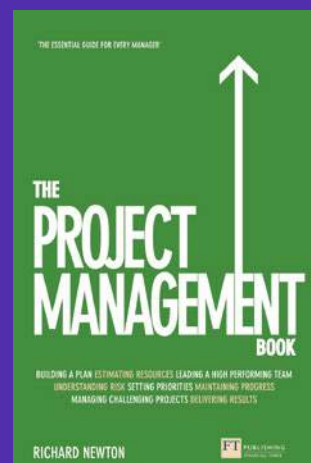
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About the author

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.



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About the authors

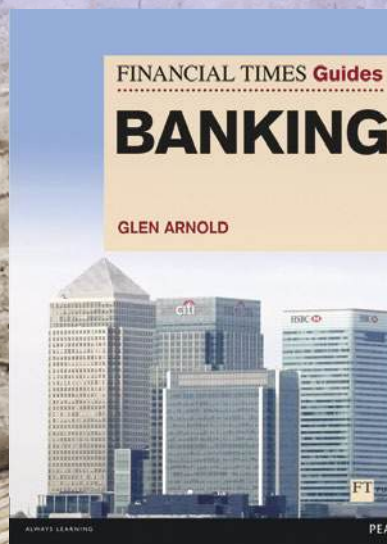
Jonquil Lowe is an economist and Senior Lecturer in Economics and Personal Finance at The Open University where she combines creating courses about personal finance researching key issues such as access to financial services and the impact of macroeconomics changes on financial planning and working as a consumer advocate on various industry bodies.



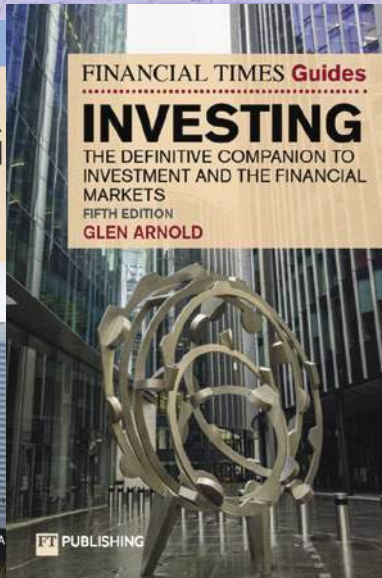
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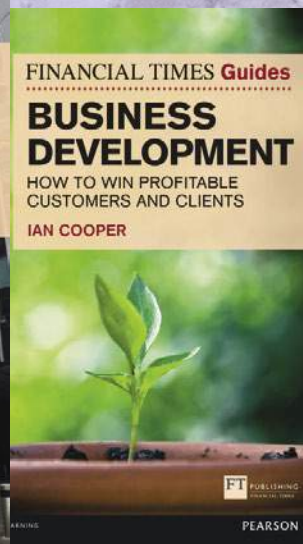
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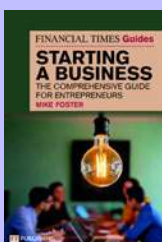
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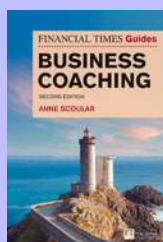
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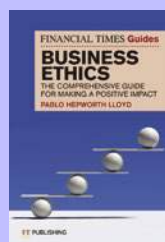
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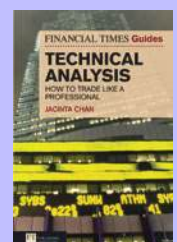
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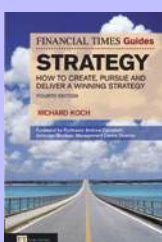
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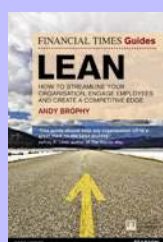
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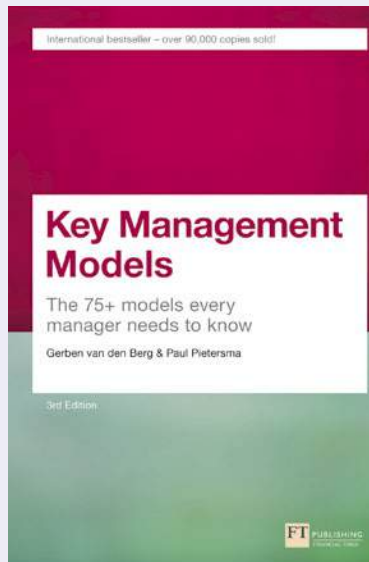
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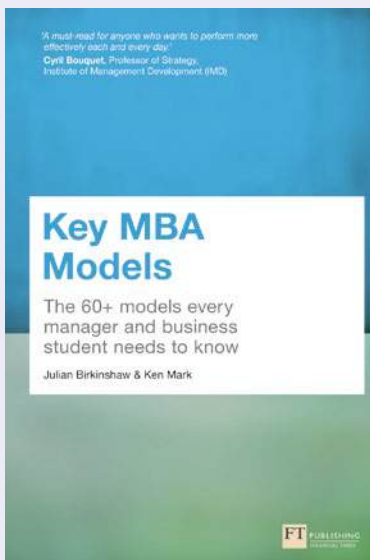
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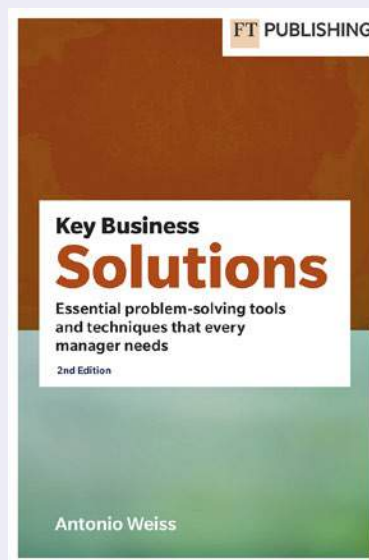
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The FT Guide to Leadership

How to Lead Effectively and get Results, 2nd Edition

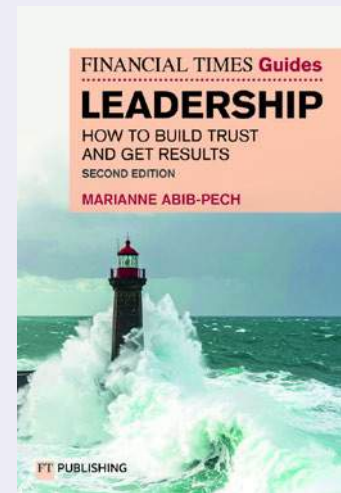
Marianne Abib-Pech

The Financial Times Guide to Leadership is a one-stop shop for professionals at every stage of their leadership journey. Whether you're just starting out or are looking to upgrade your current skills, this practical guide takes you through the core building tools of self-awareness, influence and execution.

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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.



The FT Guide to Starting a Business

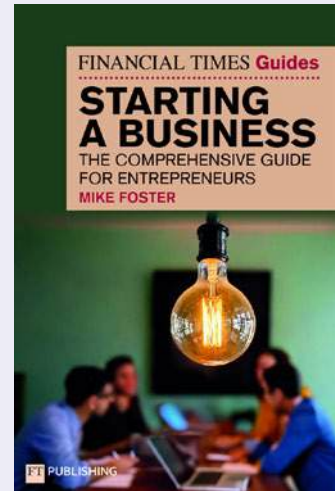
The Comprehensive Guide for Entrepreneurs

Mike Foster

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With case studies and interviews from other successful business owners, you'll feel equipped to make your start-up a success.



ISBN 9781292483764

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PUB DATE **November 2025**

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.



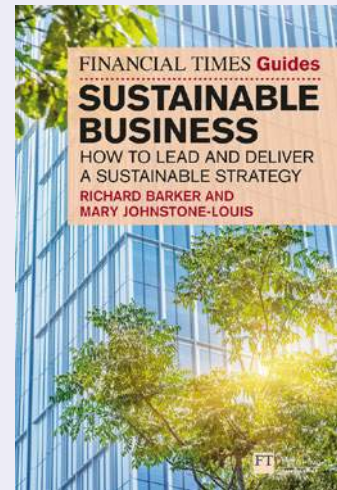
The Financial Times Guide to Sustainable Business

How to Lead and Deliver a Sustainable Strategy

Richard Barker and Mary Johnstone-Louis

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

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IMPRINT FT Publishing

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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.

Featured in the Pearson Business Book Club. Scan the QR code to watch a recording of the session



The FT Guide to Business Ethics

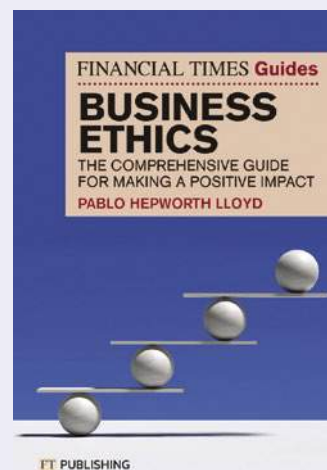
The Comprehensive Guide for Making a Positive Impact

Pablo Hepworth Lloyd

Put your conscience to work and lead with purpose.

In today's world, success isn't just about profit—it's about principles. In *The Financial Times Guide to Ethical Business*, you'll discover how ethics and responsibility form the foundation of every successful organisation. Whether you're a seasoned leader or just beginning your career, this book provides a powerful toolkit to help you positively influence your company, no matter your level of authority.

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About the author

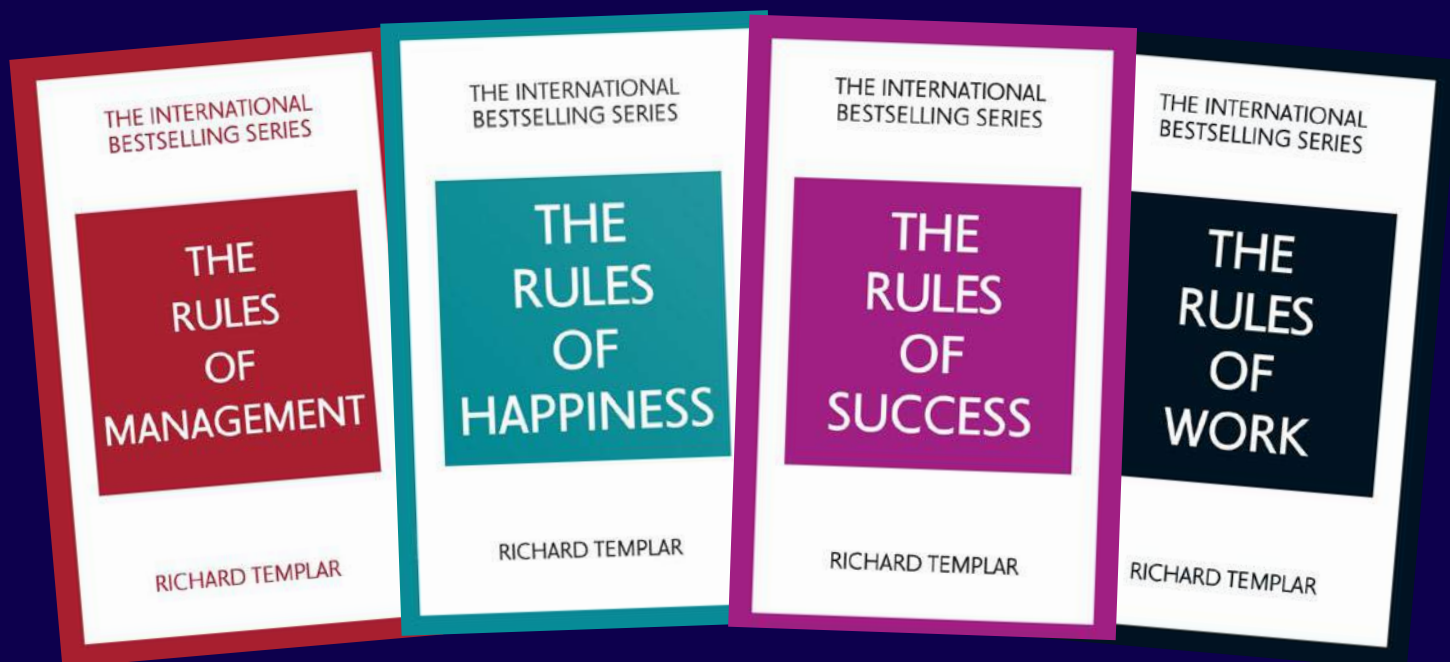
Pablo Lloyd OBE is a successful social entrepreneur in the education sector. Over two decades the businesses he has co-founded have helped over 1 million people. He was recognised with an OBE in 2019. He now has a portfolio of non-executive and advisory roles.



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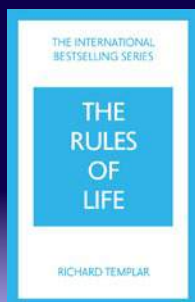
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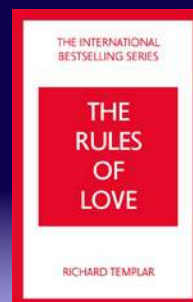
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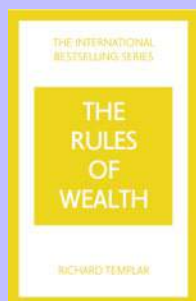
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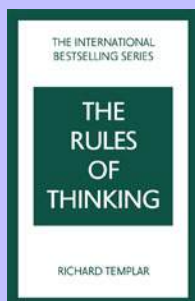
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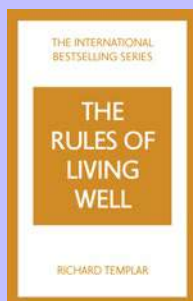
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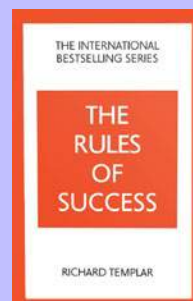
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The Rules of Success

Richard Templar

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

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 Happiness

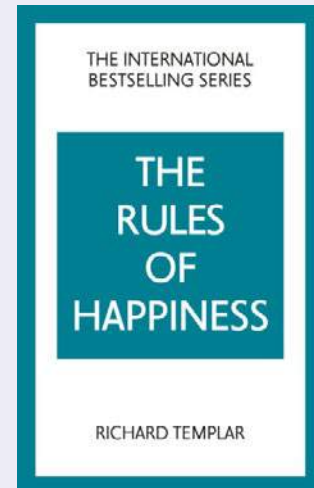
Richard Templar

Some people seem to be happy and positive, whatever happens. Even when bad things happen, 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.

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



ISBN 9781292479514

IMPRINT Pearson

256pp | 216 x 138mm

PUB DATE **January 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 Mindfulness Habit

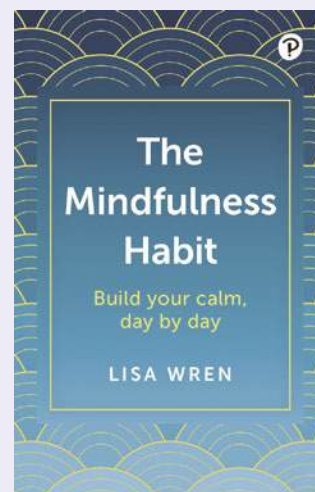
Build Your Calm, Day by Day

Lisa Wren

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.



ISBN 9781292460802

IMPRINT Pearson

256 pages

PUB DATE May 2024

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German
Romanian

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.

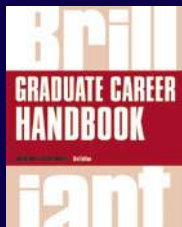




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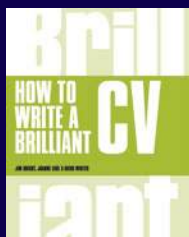
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