Financial Times Guides
Everything you need to know about a big subject
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 Dr 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.

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. Teaches mentoring to senior executives at leading global organisations such as Philip Morris International, Accor Group and to the global Board of Mercer. Other clients include Glaxo SmithKline, Astrazeneca, HSBC, Academi Wales (Welsh Government leaders), The Prime Ministers' Office in Dubai (through Duke Fuqua Business School). He is also the author FT Publishing title: Recommended.

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. She has been hailed by the journal Nature and Columbia University as an expert in mentorship and leadership development and has won multiple international mentoring awards. 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.


ABOUT THE AUTHORS

**Richard Barker** is Professor of Accounting and Deputy Dean at Said 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 Said 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.
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.
The most comprehensive and authoritative guide to defining, constructing, and using the metrics every marketer needs today. It's a book I keep handy on my shelf and refer to frequently.

Jim Lecinski, Vice President, Americas Customer Solutions, Google

Key Marketing Metrics

The 50+ metrics every manager needs to know

Neil T. Bendle, Paul W. Farris, Phillip E. Pfeifer & David J. Reibstein

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9780273785866

The Strategy Book
9781292264134
The Family Business Book
A roadmap for entrepreneurial families to prosper and thrive 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 AUTHORS
Alfredo De Massis is a Professor of Entrepreneurship & Family Business who serves as adviser to family enterprises and policy maker, affiliated with IMD Business School (Switzerland) – where he holds the Wild Chair in Family Business, the Free University of Bozen-Bolzano (Italy) – where he leads the Research Cluster in Entrepreneurship, Innovation & Management and serves as the Founding Director of the Centre for Family Business Management, and Lancaster University Management School (UK). He also serves as Chairman of the Board of Zhejiang University's Institute of Family Business and Institute for Entrepreneurs, in China. As one of the leading family business academics globally, Alfredo has been included in Family Capital’s list of Top 100 Family Business Influencers in February 2022, 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).
Double your price
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/or trainer for growth programmes at Nottingham University, and Oxford University Said 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.
The Finance Book
Second Edition
Stuart Warner and Si Hussain

SYNOPSIS
The knowledge and tools every professional needs to make better decisions for their business.

*The Finance Book* will help you think and manage like a financial strategist. Written specifically for non-finance professionals, it will give you all you need to know to manage your business more effectively and think more strategically.

It will help you to:
- Read and interpret financial statements with confidence
- Understand financial and business language
- Learn how to analyse financial performance
- Make better financial decisions
- Deepen your learning via interactive resources.

Covering business finance, accounting fundamentals, budgeting, profitability and cash management, you'll find the tools you need in order to make the best financial decisions for your business.

OVER 20,000 SOLD
SHORTLISTED IN THE ‘PRACTICAL MANAGER’ CATEGORY FOR THE 2018 MANAGEMENT BOOK OF THE YEAR PRIZE BY THE CHARTERED MANAGEMENT INSTITUTE (CMI) AND THE BRITISH LIBRARY.

ABOUT THE AUTHORS
Stuart Warner Bsc (Hons) FCA is the author of four books. His goal is to help businesses increase productivity and profits through innovative and engaging finance training. He delivers finance-based training programmes around the world across multiple sectors.

Saieem (Si) Hussain BSc (Hons) FCA is a Chartered Accountant. He trained at KPMG and qualified in 1990. Si has spent 30+ years delivering financial and business training to thousands of professionals. He has held senior positions in several listed companies, including Chief Executive of BPP Professional Education.
Brand You
Own your personal power and promote it to the world, 3e

David Royston-Lee and Sylvana Storey

SYNOPSIS

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
- Download an exclusive fieldbook to track your responses and progress

This edition brings new chapters and exercises focusing 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 AUTHORS

**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. His early career was in recruitment becoming Secretary General of the Institute of Employment Consultants where he devised the first examinations in Recruitment Practice and Interviewing. He moved on to KPMG, as a Management Consultant working on the management of change particularly in mergers and acquisitions. David then moved to Ogilvy and Mather (the advertising agency) as their first Human Resources Director and finally to the Communication Advertising & Marketing Foundation as Chief Executive before setting up his own business. He is also Chairman of Future Resume Ltd – which provides a new approach to aid the recruitment process.

**Sylvana Storey** is a recognised business psychologist with 25+ years experience as a Managing Consultant in: Organisational Development and Culture Change; Global Leadership Capability; and Diversity, Equity and Inclusion. She is credited for her skill at designing and leading multiple cultural and behavioural transformation strategies and interventions as well as, being a trusted adviser and executive coach to ‘C’ level for a variety of companies across the globe.
Now We’re Talking
The Four Secrets of Difficult Conversations
Sarah Rozenthuler

SYNOPSIS
Research suggests that in organisations 70% of managers avoid having difficult conversations. This leads to poor decision-making, a cynical atmosphere that rots communication, and people competing rather than collaborating. Avoiding difficult conversations saps our energy and keeps us feeling stuck and blocks positive outcomes.

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 Rozenthuler 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, I specialise 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).
What’s the Message?
3 steps to clear and persuasive thinking

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.

Prepare
1. Think of specific People to focus your mind
2. Define a Purpose to know where you’re heading
3. Plan a Process or to optimise your reflection and time

Shape
4. Structure your ideas for simplicity and logic (slow thinking)
5. Find Story-handles that engage us (fast thinking)

Articulate
6. Articulate to attract attention and stimulates comprehension

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, UWV.

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PUB DATE DELAYED
The Digital Book
How to make good business decisions about technology
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 Sciences, 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.
The FT Essential Guide to Writing a Business Plan 3e
Vaughan Evans

**SYNOPSIS**

Whether you seek financial backing or board consent, *The Financial Times Essential Guide to Writing a Business Plan* will give you the critical knowledge you need to get the go-ahead. By focusing clearly on your objective, it will help you to gather the necessary evidence and address all your backer’s concerns.

This brand-new edition draws out the specific challenges faced by start-ups, particularly on pinning down your perceived market niche and determining your competitive advantage. There are new chapters on pitching the plan and performing against the plan, using key performance indicators and milestones. Finally, new appendices outline alternative sources of funding and display an example business plan from start to finish.

Written by a seasoned practitioner with years of experience in both writing and evaluating business plans for funding, it will help you formulate a coherent, consistent and convincing plan with your backer’s needs in mind. Follow its guidance and your plan will have every chance of winning the backing you need for your business to succeed.

**ABOUT THE AUTHOR**

*Vaughan Evans* is an independent strategy consultant, prolific writer and dynamic speaker (www.vaughanevansandpartners.com). He has specialised in strategy and business planning for business clients, small and large, and strategic due diligence for private equity clients over four decades. He is also the author of FT Publishing titles: *FT Essential Guide to Writing a Business Strategy*, *Key Strategy Tools*, 25 Need to Know Strategy Tools and *Strategy Plain and Simple*.

**SELLS WELL WITH**

9781292408378 – *FT Guide to Starting a Business* 2021-2023
How Charts Work
Understand and Explain Data with Confidence

Alan Smith

SYNOPSIS

The Chart Doctor Book brings the secrets of effective data visualisation in a way that will help you bring data alive.

Charts, graphs and tables are essential devices in business, but all too often they present information poorly. This book will help you:

• Feel confident understanding different types of charts, graphs and tables and how to read them
• Recognise the true story behind the data presented and what the information really shows
• Know the principles and rules of how best to represent information so you can create your own information-driven (and beautiful) visuals
• Design visuals that people engage with, understand and act upon.

Don’t value design over information – present data persuasively.

ABOUT THE AUTHOR

Alan Smith is Head of Visual and Data Journalism at Financial Times. A data visualization specialist, he writes the FT's popular 'Chart Doctor' column. Alan is an experienced presenter, having lectured extensively on how to communicate with data. His TEDx talk, 'Why you should love statistics,' was a TED.com featured talk in 2017. Previously, he worked at the UK's Office for National Statistics, where he founded its award-winning Data Visualisation Centre. Alan received a BA in geography from the University of Lancaster and holds an MSc in GIS from Salford University. He was appointed Officer of the Order of the British Empire (OBE) in Queen Elizabeth II's 2011 Birthday Honours list.
How to Talk about Data
Build your Data Fluency

Martin Eppler and Fabienne Bünzli

SYNOPSIS
Data literacy is one of the key skills that companies are looking for but it’s a specialist skill currently. This book is your comprehensive guide to becoming data literate: understand data analytics, how to use data insights effectively in your organisation, and how to talk about data with experts and non-experts confidently.

ABOUT THE AUTHORS

Martin J. Eppler PhD is a chaired professor of communications management at St. Gallen University, one of Europe’s top 10 business schools, where he is the director of a global MBA program. He is the author of 22 books, including the getabstract international business book of the year winner ‘Meet up!’ (Cambridge University Press). He is a 10 times ‘MBA course of the year’ winner and received numerous best paper awards for his research on communication issues in management.

Fabienne Bünzli, PhD is a lecturer and project manager at the University of St. Gallen where she conducts research on persuasive communication. Her research has been published in journals such as the Journal of Nonprofit Management & Leadership, Journalism, and the Journal of Philanthropy and Marketing. Her work has been recognized with the Best Paper Award of the Swiss Association of Communication and Media Research in 2018.
Winning Together
The 7 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.
When Teams Work
How to develop and lead a high-performing team

Mike Brent and Nigel Melville

SYNOPSIS
Discover the secrets to high performing teams from the success stories of sport, military and restaurants and what to do if your team isn't working.

Teams are everywhere: At work we are part of many different teams: the department team, the sales team, the planning team and the project team. At play we join the football team, the netball team, the swimming team, the bridge team and the dance team. Socially we support teams, watch teams and are served by teams in restaurants, hotels, shops and at events.

Effective teamworking is a perennial issue there are so many difficulties and traps. We have all worked in teams and seen these problems at first hand and have suffered from them. This book will help you to identify the most common issues and give you and your team the tools to improve them and achieve better teamwork and performance.

ABOUT THE AUTHORS

Mike Brent specialises in leadership, team-building, influencing, coaching, cross cultural management, leading change and personal development. His interests include how to foster self-awareness and creativity, and how to challenge effectively. Mike is widely published in the areas of influencing, coaching and leadership.

Nigel Melville is a former England national rugby union team scrum half and captain and currently serves as Director of Professional Rugby for Rugby Football Union. On retirement, Melville entered coaching and as Director of Rugby at London Wasps, Melville coached the team to their first professional Premiership title in 1996, followed by three National Cup Final appearances, winning two.

OTHER BOOKS ON TEAM WORKING:
9781292334646 – Supercharged Teams
Change Their Mind
6 Practical Steps to Persuade Anyone Anytime

Simon Horton

SYNOPSIS

Change their Mind outlines the 6 steps you can follow to persuade anyone anytime. By understanding the person you’re trying to persuade more deeply, you can build better relationships and get better outcomes. Based on insights from psychology, neuroscience and business research, this practical book will show you exactly what to do and how to do it well.

ABOUT THE AUTHORS

Simon Horton has written successful books on negotiation and is one of the world’s leading experts and trainers on negotiation. Over a 20-year career in the field, he has worked with many of the world’s leading businesses. He is a Visiting Lecturer at Imperial College and regularly appears on television, radio, national newspapers and magazines as a guest expert on the related topics. He has performed as a stand-up comedian and as a trapeze artist.

Kim Tasso is an expert in influence and psychology and has written seven books on relationships, business and selling. During her 30 years in business she has helped many small and large businesses identify and successfully navigate strategic change. She has also coached many individuals through personal changes to success.
ABOUT THE AUTHORS

Arnaud Chevallier is Professor of Strategy at IMD. He prepares executives for the strategic challenges that corporations face in today’s dynamic global marketplace by helping them make better decisions in volatile and uncertain conditions. Prior to his work at IMD, he served in various academic leadership positions at Rice University and the University of Monterrey. Before joining academia, Arnaud worked in Accenture’s Strategy and Business Architecture division, out of Houston and London.

Albrecht Enders is Professor of Strategy and Innovation and Dean of Programs and Innovation at IMD. His major research, teaching and consulting interests are in the areas of managing discontinuous change and top team strategy development processes.

SYNOPSIS

Solvable offers a simple solution with a 3-step process “frame, ideate, decide” and concrete tools that you can use to become a better problem solver and successfully engage relevant people, whatever the challenge or situation.

By framing the problem-solving approach as a quest, your problem is the hero (the protagonist) aiming to obtain a treasure (the hero’s aspiration) protected by a dragon (the obstacle). So how can the hero get the treasure and conquer the dragon?

Based on research from a wide array of disciplines including management, psychology, medicine, engineering, and design, these methods are used at companies such as Boeing, Peugeot, Skanska, Facebook, and the TUI Group.

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ABOUT THE AUTHORS
Leadership & Management
The Leader’s Guides

How to use soft skills to get hard results.

The Leader’s Guide to Influence
9780273729860

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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 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.
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

Diversity 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. Joanna has spent the last 14 years increasing the employment of diverse talent through inclusive hiring practices and creating inclusive working cultures.

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.
Remarkable Brand Experiences

Deborah Saunders

SYNOPSIS

Remarkable Brand Experiences is an easy-to-read, selection of real-world examples and vignettes designed to inspire and ignite the imagination regarding what’s possible to help companies on their journey from, as Jim Collins would say, “good to great”. The purpose of this book is to inspire and stimulate ideas by presenting a selection of remarkable brands that are winning the battle for customers’ hearts, minds, & wallets through orchestrating and delivering a uniquely branded experience. The examples are drawn from companies large and small, from a range of different sectors, doing some simply wonderful things to build differentiated brands through carefully orchestrating the customer experience.

ABOUT THE AUTHOR

Deborah Saunders is a passionate advocate of customer experience, and its essential role in building strong and enduring brands. With over 20 years’ experience in marketing and strategy consulting, she has worked with businesses big and small, across three continents, in helping them transform the way they interact with customers and create strong brands.
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.

Prof Laker 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.
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

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.
How to Manage
6th Edition

Jo Owen

SYNOPSIS
Managing well is about getting things done. And everyone can learn to be a better manager. This book will show you what you need to do.

_How to Manage_ is the definitive how-to of management. Based on years of management practice in some of the world’s leading organisations, it cuts through the theory to show you how to develop the skills, behaviours, political abilities and emotions to thrive as a manager.

ABOUT THE AUTHOR
Jo Owen has worked with over 100 of the best, and a couple of the worst, organisations on our planet. He is a founder of eight NGOs which have a collective turnover of £100 million annually. He led businesses in Japan, North America and Europe; he created a business bank; he was a partner at Accenture and is one of the founders of Teach First which is now the largest graduate recruiter in the UK.

OTHER BOOKS BY JO OWEN
9781292282268 – Resilience
9781292425443 – How to Lead

Owen Titles and Rights Sold in 20 Languages Worldwide
How to Lead
6th Edition

Jo Owen

SYNOPSIS
Anyone can learn to be a great leader. And everyone can learn to lead better. This book will show you how.

Its clear focus on practical, straightforward advice and guidance, delivered with refreshing honesty and humour, and with a relentless focus on the practical skills of leadership, will make sure you quickly understand and master all the core skills you’ll need to succeed.

Based on original research into some of the world’s best organisations across the public, private and voluntary sectors, How to Lead cuts right through all the myths and mysteries to get straight to the heart of what you need to do and how you need to do it in order to succeed.

ABOUT THE AUTHOR
Jo Owen has worked with over 100 of the best, and a couple of the worst, organisations on our planet. He is a founder of eight NGOs which have a collective turnover of £100 million annually. He led businesses in Japan, North America and Europe; he created a business bank; he was a partner at Accenture and is one of the founders of Teach First which is now the largest graduate recruiter in the UK.

OTHER BOOKS BY JO OWEN
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9780273786382 – How to Coach, 1e
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9781292282268 – Resilience, 1e
Inside the Leaders Club
How top companies deal with pressing business issues

Michael Skapinker

SYNOPSIS
We are in increasingly uncertain times where senior executives are looking for high level and practical business advice from experts and peers on what works - what doesn't and how to navigate their way through the challenges of modern corporate life.

Inside the Leaders’ Club is based on discussions with business leaders who share their expert tips. It will cover all elements of leadership from how to manage a business to examining what the role of a business leader is in tackling climate change.

This book offers leadership advice through the insights of our world class speakers and practical advice through the shared experiences and expertise of the senior executives who are members of the FT Forums - expertly curated, analysed and presented by senior FT editors.

ABOUT THE AUTHOR
Michael Skapinker is a Financial Times contributing editor and management educator. During a 34-year career at the FT, he has held many positions, including editor of the FT Weekend edition and management editor. He is also an award-winning columnist. He has run leadership programmes at many of the world's top companies and organisations, including the European Central Bank, GSK, Siemens, PwC and Santander.
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Brilliant Series

Brilliant books are practical, outcome-focussed and straight to the point. They deliver ONLY the essential practical, proven knowledge and advice that you need, when you need it.

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Personal Development
Brilliant Coaching
How to be a brilliant coach in your workplace, 4th Edition

Julie Starr

SYNOPSIS
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. This book shows you how.

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 learn to apply simple coaching principles in everyday scenarios. With Brilliant Coaching you'll unlock your inner coaching ability and quickly reap visible rewards.

• Exercises, reflective questions and tips to help you develop key coaching skills
• Models to support you in putting your coaching skills into action
• Guidance on effective coaching of virtual teams
• Free online resources to supplement your learning

This edition provides new material on coaching remotely and pointers to help avoid unconscious bias in coaching, as well as a general refresh to bring the book up-to-date with the organisational culture of today.

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.
Bulletproof
How to be resilient and feel fearless
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.
ABOUT THE AUTHOR

Carmel McConnell MBE believes you are more in control than you think. With her lifetime of experience using the ideas from successful social activism to create change in the business community and in the world of charity, she makes the case for change activism as a mindset to improve your life and get better at action, to find and fulfil your potential with each baby step.
NEW YEAR, NEW BOOK AND BRAND NEW LOOK

The Rules of Everything
10 habits to sustain high performance

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.

ABOUT THE AUTHOR

The Rules of Living Well


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**


- Over 3 Million people around the world have enjoyed and now play by Richard Templar's Rules.
- OVER 50 LANGUAGES SOLD WORLDWIDE under rights sold
- Available in over 75 countries under rights sold
- By International Bestselling Author Richard Templar
The Rules of Life
A Personal Code for Living a Better, Happier, More Successful Life
5th Edition
Richard Templar

SYNOPSIS
The Rules of Life: A Personal Code for Living a Better, Happier, More Successful Life became a global phenomenon, topping bestseller charts around the world. Author Richard Templar brings together practical rules that happy, successful people follow, even if they've never thought about it. These are realistic, commonsense things you can do differently, starting today... small things that make a powerful difference.

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ABOUT THE AUTHOR
The Rules of People
A personal code for getting the best from everyone, 2nd Edition
Richard Templar

SYNOPSIS
A personal code for getting the best from everyone.
We all know someone who is a natural ‘people person’. They seem to understand what people really want, what they really think and what they really mean. They can effortlessly get people onside, and keep them happy and motivated.
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 People.
These Rules are the guiding principles that show you how to connect with strangers, build strong relationships with friends and colleagues, and even get the best out of difficult people. They will help you say the right thing, do the right thing, and know instinctively how to handle every situation. You’ll have relaxed, easy relationships and you’ll be that person who gets on with everyone.

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ABOUT THE AUTHOR
Rules to Break
4th Edition

Richard Templar

SYNOPSIS
A personal code for living your life your way.
From a very young age you've been inundated with other people's well-intended rules. Whether from teachers, friends or parents, these helpful principles and bits of gracious advice are supposed to help you get on in life. The trouble is, many of these rules aren't true (at least not all the time) and yet they have a major influence on your life whether you realise it or not.

How do you sort the gold dust from the sawdust?
In The Rules to Break, international bestselling author Richard Templar exposes the most common phoney rules, explains what's wrong with them and then offers a refreshing alternative and a new way of thinking. Above all, he'll help you master the ability to truly think for yourself, so than you can follow a path that you've chosen, rather than blindly following someone else's.

It's your life. Why not live it your way?

ABOUT THE AUTHOR
The Rules of Love

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.

Strong, loving relationships are what life is all about. And some people are really good at them. They find a partner who makes them happy and they know instinctively how to handle tricky times while keeping things fresh and rewarding. They have partnerships that stand the test of time and they make it look effortless.

Is there something these people know that we don't? Is it something we can all benefit from? The answer is a resounding yes. They know The Rules of Love.

These Rules are the guiding principles that will help you form strong and enduring relationships, and support you when things aren't going the way that you wanted them to. In this new edition, Richard Templar has added 10 brand new Rules to help make your relationships even more rewarding. You'll feel the benefits, and so will everybody around you.

For a life of fulfilling and rewarding relationships, you need The Rules of Love.

ABOUT THE AUTHOR

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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

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The Rules of Parenting
A Personal Code for Bringing Up Happy, Confident Children
4th 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 bringing up happy, confident children.

Some parents make it look easy. They always seem to know the right things to do and say, however tricky the situation. They have a seemingly instinctive ability to raise happy, confident, and well-balanced children.

Is there something these parents know that the rest of us don’t? Is it something we could all learn? The answer is a resounding yes. They know The Rules of Parenting.

The Rules of Parenting are the golden principles that will guide you smoothly through the everyday challenges of raising children. In this new edition, Richard Templar has added 10 new Rules to help you bring your whole family across all the generations even closer together.

You’ll get more out of being a parent, and your family will become all they can be.

ABOUT THE AUTHOR


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The Rules of Wealth
A Personal Code for Prosperity and Plenty, 5th 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 prosperity and plenty

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

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

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

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

ABOUT THE AUTHOR

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- OVER 50 LANGUAGES SOLD WORLDWIDE under rights sold
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The Rules of Work
A definitive code for personal success, 5th Edition
Richard Templar

SYNOPSIS
A definitive code for personal success
For some people, work is a breeze. They glide effortlessly onwards and upwards, always saying and doing the right thing, getting paid more, getting promotions, getting results.
Is there something successful people know that we don't? You bet there is. They know The Rules of Work.
These Rules are the guiding principles that will improve what you do and how you do it. They will give you the unmistakable air of confidence that will win you admiration, respect, and help you towards your next promotion. In this new edition of the international bestseller, Richard Templar has added 10 new Rules to help you get heard, noticed, acknowledged and followed.
To get ahead and stay on top, you need The Rules of Work.

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ABOUT THE AUTHOR

‘The Rules of Work is an eye-opener for all those who would like to rise to the top, but don't seem to be able to find the map.’

Sir Antony Jay, author of Yes Minister and Yes, Prime Minister, and founder of Video Arts
The Rules of Management
A definitive code for managerial success, 5th Edition

Richard Templar

SYNOPSIS
A definitive code for managerial success

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

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

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

In this new edition of the international bestseller, Richard Templar has added 10 new Rules to help you make management even easier and your success greater. And when you are headhunted or promoted (again), nobody will be surprised. Least of all you.

Others can be good. You'll be better.

ABOUT THE AUTHOR


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Study Skills and Revision
The Study Skills Book
4th Edition
Kathleen McMillan

SYNOPSIS
The Study Skills Book is an indispensable resource for university students at any level or ability who want to build confidence, improve performance, and succeed in their studies and beyond.

Clear and comprehensive, it covers all types of academic writing, independent learning, research, revision and exam sitting. Using tried and tested tools and techniques to help students find an individual learning style that works best for their needs, this book is every student’s essential guide to the evolving university.

Is there a secret to successful study? The answer is ‘Yes!’

The Study Skills Book is an indispensable resource for university students at any level or ability who want to build confidence, improve performance, and succeed in their studies and beyond.

ABOUT THE AUTHOR
Dr Kathleen McMillan is an academic and educator who has taught at all university levels. Firstly, as a lecturer she designed and delivered courses in European politics. From her experience as an assessor and examiner she identified students’ difficulties in acquiring deeper understanding of their subject and translating that into successful attainment. This awareness led to further research into language acquisition as a foundation of learning and study.
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