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Nielsen Market Overview
In Q3 business and personal development book sales are up 5% YTD vs the same period in 2020.

This has been driven by an increase in sales of self help and personal development books.

As people start returning to work, sales in the market should continue to grow.

https://www.theguardian.com/books/2021/jan/25/bookshops-defy-pandemic-to-record-highest-sales-for-eight-years
Best selling business books

- Persuasion
- FT Guide to Investing 3e
- The Finance Book 1e
- Smarter Investing 3e
- The Coaching Manual 4e
- Leadership Plain and Simple 2e
- The Strategy Book 3e
- The Rules of Management 4e
- FT Guide to Investment Trusts 2e
- The Little Book of Big Management Theories 2e
- Accounts Demystified 7e
Introduction to Professional Business Publishing
Learning. For life.

We are the world’s leading learning company

We exist to help learners achieve their potential through learning at every stage of their lives, creating a better, more equitable world.
Professional business & career learning

Professional business & career learning from the world's leading learning company

We publish as FT Publishing and Pearson Business, covering business and professional development, from those starting out to senior executives.

FT Publishing: *World-class thinking, authority and insight on what matters*

**Topics:** Leadership, Finance, Investing, Strategy, Entrepreneurship

Pearson Business: *Bright ideas and better ways to build skills and careers*

**Topics:** Management, Personal development, Project management, Personal finance

Back List - over 800 available titles | Front List: 20-30 new titles a year
Rules Series

The International Bestselling Rules Series
By Award Winning Author, Richard Templar

Over 2 million people around the world have enjoyed and now play by Richard Templar’s Rules.

The Rules Of Thinking published September 2020 and has since sold 25,000 copies. We are confident The Rules of Living well published in January 2021 will follow in its success.
In 2020 the personal development market was worth over £35million in the UK according to Nielsen. Grand View Research reported increasing consciousness about self-recognition and the pursuit of happiness is expected to grow sales for personal development programs by 5.1% from 2020-2027.
Business Books

These titles cover hot business topics finance, leadership, strategy, whilst remaining very open to the general consumer market.
“Smart Thinking” relates to doing more, better. It is the ability to solve new problems using one’s current knowledge, and the good news is that it is a skill that one can develop.

Our industry expert authors provide the insight and knowledge to help you enhance your smart thinking skills.

These books usually sell really well in WH Smith Travel Business Chart.
The FT Guides series

- Imprint: FT Publishing  
  Price: £19.99 - £50.00
- Format: 234 x 156/187mm  
  SERIES VALUE: > £2,000,000 (all titles)
- YEARS ACTIVE: 1995 – present  
  TITLE COUNT: 37 (in print/commissioned)
- PREMISE: Everything you need to know about a big subject
- TOPICS: Leadership, Management, Finance, Investing, Strategy
- LEARNER LEVEL: Leaders and executives; ambitious professionals and consumers
- FOR CONSUMERS: A comprehensive, practical, and accessible reference guide to a subject you’re familiar with but want to learn something new or develop new skills
- FOR CORPORATE: Trusted, informative, authoritative, clever books, written for ambitious professionals and consumers on a big subject
Change Their Mind

6 practical steps to persuade anyone

• Discover a more ethical style of persuasion
• Build better relationships
• Learn insights from psychology, neuroscience and business research
• Enjoy 30 stories and case studies from leaders and experts

Simon Horton has written successful books on negotiation and is one of the world's leading experts and trainers on negotiation. He is also a lecturer at Imperial College and regularly appears on television, radio, national newspapers and magazines as a guest expert on the related topics.

Leader’s Guide to Negotiation rights sold in Arabic and Chinese Simplified

As of 2020, there were over a million sales, marketing and related associate professionals in employment in the United Kingdom
A 3-step process for solving complex problems of any kind: Frame, Ideate, Decide

- Concrete tools that you can use to become a better problem solver
- Successfully engage relevant people, whatever the challenge or situation
- Based on research from a wide array of disciplines

Authors are currently planning on creating a free app which will enhance the book content, but is not essential to read the book

The ability to solve problems is an essential part of any employee's skill set, even if it isn't specified on the job description
Discover Your Emotional Intelligence

Discover your Emotional Intelligence score, what it means, and how to radically improve it so you can guide your thinking and behaviour

• Low emotional intelligence can lead to disagreements

• Have better relationships, be more confident and resilient

• Be better placed to achieve your personal and professional goals

Following extensive research into the field of behavioural science, Philip Holder has been inspiring delegates across the globe in understanding and developing the soft skills required of Business, Management and Leadership.

According to Fabriq, out of 500 nearly 50% of people they surveyed said they find it hard to get closer to someone
Inside the Leaders’ Club

Navigate the major issues affecting businesses and the economy over the next few years

- Advice from senior executives of top companies
- Insight into the most pressing issues effecting businesses from the FT forum events
- Examples of how these issues are being tackled

Michael Skapinker is an award-winning columnist, a Financial Times contributing editor and management educator. As addition to a 34-year career at the FT, he has also run leadership programmes at many of the world’s top companies and organisations, including the European Central Bank, GSK, Siemens, PwC and Santander.

Growing businesses face a range of challenges. As a business grows, different problems and opportunities demand different solutions - what worked a year ago might not now. All too often, avoidable mistakes turn what could have been a great business into a failure
The Chart Doctor Book brings the secrets of effective data visualisation in a way that will help you bring data alive.

- Feel confident understanding different types of charts, graphs and tables
- Know the principles and rules of how best to represent information
- Design visuals that people engage with, understand and act upon

Alan Smith is a TedX Speaker and Head of Visual and Data Journalism at Financial Times. He writes the FT’s popular Chart Doctor column.

According to a recent Blue Hill Research study, 28% of a data analyst’s time is spent preparing data. On average that is about 2 hours per day just on data preparation alone.
Talk about Data

Data literacy is one of the key skills that companies are looking for

- Understand data analytics
- How to use data insights effectively in your organisation
- How to talk about data with experts and non-experts confidently

Martin J. Eppler, PhD, is a chaired professor at St. Gallen University, one of Europe’s top 10 business schools. He is the author of 22 books. For the last 15 years, he has been editor of Europe’s largest and longest running change management journal ZOE (part of Handelsblatt).

Of the 9.2 million job adverts in the UK, just over one in ten (996,000) required data expertise.
How to make change happen in business

• Navigate the fast pace of change in today’s workplace

• What businesses have done to address disruption caused by AI, diversity, crises, and other topics

• Learn what worked (and what didn’t) from case studies including companies such as the FT, Renault, Nissan, CNN, UBS and others

Lyndsey Jones is an executive editor at the FT and has successfully overseen global transformation projects in the FT newsroom.

Balvinder Singh Powar is an award-winning professor at IE Business School in Madrid who incubates start-ups, works in culture change for companies and has been a mediator to resolve workplace conflicts.

According to a new McKinsey Global Survey of executives, the Covid-19 crisis has pushed companies to accelerate the digitization of their customer and supply-chain interactions and of their internal operations by three to four years.
The Finance Book

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

• Think and manage like a financial strategist
• Written specifically for non-finance professionals
• Manage your business by thinking strategically

QuickBooks Survey: A new study examining the financial management habits of US small businesses has revealed that more than 40 percent consider themselves financially illiterate.
Everything you need to know to start up and run your own business

• How to fund your business, whether through traditional channels or online platforms
• Discover how to develop your idea and refine your business model
• Build your online presence, benefit from social media and advertise effectively online

Statistics show, in 2020, 4.35 million new business applications were submitted. That’s a 24% increase from 2019.
The essential knowledge you need to write a winning business plan

- Advice that’s instantly applicable
- For start-up businesses or a more established company looking to grow
- The one guide you need to create a credible and persuasive plan

There are approximately 660,000 new start-ups registered in the UK every year according to The Telegraph. Sadly, not all of them make it. In the first year alone, 20% of these businesses will no longer exist.
FT Guide to High Impact Negotiation

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

• A comprehensive and strategic roadmap to the negotiation process
• Practical steps to complete a negotiation successfully
• Build relationships and finalise your deal

Prof. Kasia Jagodzinska serves as a Senior Adviser to the United Nations on matters concerning multiparty negotiations. She is a professor at several universities in Switzerland, France, Italy, Poland and she is an International Consultant with a wealth of international business experience from the EU, the US and the Middle East.

There are about 5.7 million sales representatives around the world. 52.8% meet with prospects face-to-face, while 47.2% work from an office.
Questions?
# Contacts

## Pearson Licensing Contacts Summary

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<tr>
<th>Name</th>
<th>Position</th>
<th>Email</th>
<th>Region</th>
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