Global Trade Catalogue

Autumn 2021

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January 2021 - June 2022
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Financial Times Guides

Everything you need to know about a big subject

Business Start Up 2021/23 Edition
9781292408378

Saving and Investment for Retirement
9781292129297

Investing
9781292214078

Using the Financial Pages
9780273727873

Management
9780273792864

Wealth Management
9781292004693

Exchange Traded Funds and Index Funds
9780273769408

Technical Analysis
9780273751335

Strategy
9780273745471

Lean
9780273770503
Whether you’re about to start your own business or have already taken the plunge and want to keep everything on track, make sure you have a copy of The Financial Times Guide to Business Start Up on your shelf. Regularly updated, this edition covers all the latest legal and financial changes you need to be aware of following the Budget.

- Everything you need to know to start up and run your business
- Comply with the most up-to-date financial, tax and legal requirements
- 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
- All you need to know to make your start up a success.

Sara Williams is a former investment analyst and financial journalist. She has contributed many articles on tax and finance for national newspapers, and for a number of years wrote for Which?, including the Which? Tax-Saving Guide and the Which? Book of Tax. She is also the author of Perfectly Legal Ways to Pay Less Tax. Sara is the former executive chair of AIM-listed media business Vitesse Media Plc, which offers research, digital and social media, and event management in the tax, business and investment areas. Its titles include What Investment, SmallBusiness.co.uk, Information Age, GrowthBusiness.co.uk and Growth Company Investor. She holds qualifications in investment advice and management.
It is one thing to have a great idea for a business. It is another altogether to convince a backer to give the green light. This book guides you to do just that. The essential knowledge you need to write a winning business plan quickly and without fuss. With advice that's instantly applicable, whether your business is a start-up or a more established company looking to grow, this is the one guide you need to create a credible and persuasive plan.

**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.
FT Guide to High Impact Negotiation
Edition: 1
Kasia Jagodzinska

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

Summary
FT 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.

What type of reader would benefit? Executives and leaders negotiating high-level and high-value deals and partnerships

What's the Moment of Truth?
Often the simple act of labelling a negotiation as “difficult” or “high-stake” is enough to throw some negotiators off the rationality cliff and jeopardize the chances of reaching executable agreements and compromise the company goals. The time you will invest in reading this book will allow you to avoid the pitfalls associated with high-impact negotiations.

Prof. 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 Schranner 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.
Inside the Leaders’ Club
Edition: 1
Michael Skapinker

What you’ll learn
Better navigate the major business, leadership, societal, technological and geo-political issues affecting businesses and the economy over the next few years.

Summary
Inside the Leaders’ Club recounts the advice and insight on how senior executives from top companies are overcoming the pressing problems affecting business today from the prestigious FT Forum events.

What type of reader would benefit?
Senior business executives, aspiring business leaders and HR professionals in major corporates who are all interested in the challenges of the future business leader.

What’s the Moment of Truth?
Get an insight into what top executives think are the most pressing issues of today, and how they are dealing with them.

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.
Confused by charts? Don't know your area chart from your Venn diagram? The Chart Doctor Book will help you understand data visualisation and how to do it well.

Alan Smith is a Financial Times Journalist and his column, the Chart Doctor, is one of their most popular.
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.

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. For the last 15 years, he has been editor of Europe’s largest and longest running change management journal ZOE (part of Handelsblatt).

Fabienne Buenzli, 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, or 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. Prior to her academic career, she has worked as a public relations and communications specialist.
6 practical steps to persuade anyone. Discover a more ethical style of persuasion so you can achieve your persuasion goals but also build better relationships. Learn insights from psychology, neuroscience and business research. Enjoy the 30 stories and case studies from leaders and experts from all walks of life.

What type of reader would benefit?
This book has mass market appeal, it will benefit anyone looking to improve their persuasion and influence skills.

What’s the Moment of Truth?
People often use the same tactics on different people – you can be more effective by better understanding who you’re trying to persuade.

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 and raised two children on her own.
The Finance Book
Edition: 2
Stuart Warner and Si Hussain

What you’ll learn
Readers will be able to read and interpret financial statements with confidence, understand financial and business language, learn how to analyse financial performance, make better financial decisions and deepen their learning via interactive resources.

Summary
Covering profit, cash, revenue, financial statements, working capital, and many other accounting fundamentals, you will find all the essential tools you need to make better financial decisions for your business. The Finance Book is focused on business application and structured to be quick and easy to use with zero prior knowledge required. We “tell you what you need to know” to understand and apply the core finance concepts in business.

What type of reader would benefit?
Written for non-finance people, it is aimed at those who work or aspire to work in business. It will appeal to professionals already in business and those thinking about a career in business including board directors, business managers, MBA students, graduates and undergraduates.

What's the Moment of Truth?
Written specifically for the non-finance professional, The Finance Book de-mystifies the language of finance, enabling you to understand business from a financial perspective.
The FT Guide to Diversity & Inclusion

How to develop and implement a D&I strategy for business performance and results

About the book

Written by a respected D&I expert, The FT Guide to Diversity and Inclusion shows you everything you need to know about how to create and implement a D&I strategy that will have a positive impact on people performance and business results.

This book gives you a step-by-step guide to the tools, theory and the latest new thinking you need to design a compelling D&I strategy for your organisation. Clear, compelling and comprehensive, this book is designed for leaders and executives to ensure they can bring talented people together from different backgrounds and thinking, creating greater success and benefits to business performance and profitability.

This book takes you through a fair and equal approach developed specifically for senior business leaders. It will help you:

- Design and implement a D&I strategy that will have a positive impact on performance and results.
- Recognize the value of diversity and inclusion and how it can impact clients positively as well as the organization.
- How to link the D&I strategy to your wider business goals and set metrics to check its return on investment.
- Learn techniques on how to drive D&I through your organization and articulate why it is critical to employees.
- Elect executive sponsors to ensure commitment is demonstrated from the top.

Author

Vikki Leach is Global Head, Inclusion & Diversity at Kantar and a senior professional with over 15 years’ experience in global organisations for Inclusion & Diversity and Corporate Social Responsibility. She is a member of Henley Business School and has been shortlisted for both Head of Diversity of the Year at the European Diversity Awards and Diversity Leader of the Year at the Tech Leaders Award.
The Financial Times Guide to Strategy
5e
How to create, pursue and deliver a winning strategy

Key strategic tools and techniques you need to develop your own strategy

About the book
YOUR COMPLETE GUIDE TO STRATEGY. PLAIN AND SIMPLE.

The FT Guide to Strategy is your unbeatable reference on strategy. It offers an incisive overview of both corporate level and business unit level strategy, an A to Z of the world's leading strategic thinkers and introduces the key strategic tools and techniques you need to develop your own strategy.

In one engaging read it leads you through each critical step in creating, delivering and understanding successful strategy. This is the smartest and most readable strategy guide available anywhere.

Updates for this edition:
- A new tool – the “Simplify” framework helps you to decide which simplifying route is better for your firm and how to do it
- New examples to make the book more interesting and current

Author
Richard Koch is a former management consultant, entrepreneur, and writer of several books on how to apply the Pareto principle (80/20 rule) in all walks of life. Richard has also used his concepts to make a fortune from several private equity investments made personally. Richard's investments have included Filofax, Plymouth Gin, the Great Little Trading Company and Betfair. Previously he had been a consultant at Boston Consulting Group and later a partner at Bain and Company, before leaving to start management consulting firm L.E.K. Consulting with Jim Lawrence and Iain Evans.
Mastering Risk Management

A practical guide to understanding risk and how to manage it

A practical guide, from the basic techniques, through to advanced applications, showing you what risk management is, and how you can develop a successful strategy for your company.

About the book

*Mastering Risk Management* provides a step-by-step guide from the basic to advanced elements of risk management. Following the 3-part framework, it covers:

1. What do we mean by risk management?
2. Risk management tools
3. What keeps management awake at night

Focusing on practical applications, it gives you the knowledge needed to understand what risk management is and puts in place a workable way of managing it.

Author

**Tony Blunden** is an Executive Director of Chase Cooper Limited, a risk management solutions company that provides solutions for enterprise risk including broad risk management approaches such as Sarbanes-Oxley. He heads its consultancy division and has worked with over 250 international organisations. During his over 30 years in risk management he has spoken at over 100 international conferences and contributed to a wide variety of publications, all on risk management. He is an Honorary Professor at Glasgow Caledonian University and a Fellow of the Institute of Chartered Secretaries and Administrators, the Governance Institute.

**John Thirlwell** has worked in financial services in the City of London, both an executive and non-executive director on banking and insurance boards for over 30 years. He is currently non-executive Chair of the Board of a consumer credit company and a board adviser on risk management. He was Chief Risk Officer and a director of an investment bank and was a director of the British Bankers’ Association where he was responsible for negotiating risk aspects of the Basel Capital Accord and EU Capital Requirements Directive. He founded and chaired the BBA’s Global Operational Loss Database.
The Leader’s Guides

How to use soft skills to get hard results.

The Leader’s Guide to Influence
9780273729860

The Leader’s Guide to Presenting
9781292119984

The Leader’s Guide to Coaching and Mentoring
9781292074344

The Leader’s Guide to Negotiation
9781292112800

The Leader’s Guide to Impact
9781292243771

The Leader’s Guide to Resilience
9781292331294

25 Need to Know Series

The 25 key models that will tell you what you need to know, fast, so you make the most out of business opportunities.

25 Need-To-Know Strategy Tools
9781292016436

25 Need-To-Know Key Performance Indicators
9781292016474

25 Need-to-Know MBA Models
9781292178899

25 Need-To-Know Management Models
9781292016351

25 Need-To-Know Management Ratios
9781292016399
The Freelance Consultant

Successfully start up, run and build your freelance consultant service

About the book
Worldwide there are tens of millions of people working as consultants, coaches and experts, making a living based on sharing their expertise with others. A few of these people make a very comfortable living. But lots of them struggle to create a successful livelihood for themselves. There are many who are seeking help in how to setup, run and thrive as advisors, consultants, coaches and experts.

There is no one book which tells you how to do it and thrive, whatever field is your specialism. The Successful Advisor will explain how to build a business advising, sharing expertise and helping other people.

The book will be clearly structured into 4 key sections:

1. Understanding the Business: an introduction to the business of consulting and advice giving.
2. Your Business, Your Strategy: taking the reader through the steps to decide what services to provide to which customers.
3. Finding Customers and Making a Living: how to identify customers and sell to them at the right price.
4. Becoming a Great Advisor: how to develop and continually improve your skills.

Author

Richard Newton runs his own independent consulting business, Enixus for 15 years. He has, and he continues to work, globally. As part of his work he has advised other companies on setting up consultancies, and on their engagement management processes. He is also a non-executive director of the consultancy Issoria. Before this he has worked for the consultancies Coopers & Lybrand, Ernst & Young and A.T. Kearney. Through his own business he has worked with almost all the major consultancies in the world.

Richard is the author of 11 books, which have been translated into 17 languages. Five of his books have gone to a second editions. Two of his books have sold over 20,000 copies in English. His book The Management Book, won the CMI's Management Book of the Year in 2013. He is also the author of the highly regarded The Management Consultant, which has just been published in its second edition (FT books, 18 October 2019).
Going Digital
7 steps to transformation

How to make change happen in business.

About the book

Change and digital transformation is now a constant in organisations, but how do you do it successfully? Going Digital helps leaders and managers navigate the fast pace of change in today's workplace by focusing on the real day-to-day challenges that organisations are facing.

Organised thematically and covering AI, diversity, crises, and other topics, each chapter covers the story arc of what businesses have done to address disruption. You will also learn what worked (and what didn't) from case studies including companies such as the FT, Renault, Nissan, CNN, UBS and others.

Uncover the hidden challenges of digital transformation and learn from what often goes unsaid.

Author

Lyndsey Jones is an executive editor at the FT and has successfully overseen global transformation projects in the FT newsroom. She also advises other media companies on what it takes to deliver new working practices and editorial operations.

Lyndsey Jones’ FT articles: https://www.ft.com/stream/9852ea84-262a-4f7f-b869-64e0a554b4a8

Balvinder Singh Powar incubates start-ups, works in culture change for companies and has been a mediator to resolve workplace conflicts. He is an expert in building high performance teams, learning about what goes wrong and making it right. He is an award-winning professor at IE Business School in Madrid. He has a wide network on LinkedIn and some of his videos on YouTube have views of around 15,000.
The Performance Management Playbook
15 conversations to better manage and motivate employees

How to make performance management a valuable, ongoing conversation using the Performance Management Canvas and templates.

About the book
The Performance Management Playbook takes the stress and bureaucracy out of performance management by giving you the tools to give effective feedback, set expectations, and motivate direct reports. You'll be able to move performance management from one-off appraisals alone to a more rewarding regular and informal conversations.

Introducing the Performance Management Canvas and 15 performance conversation templates, this practical and visual book covers everything from daily feedback to annual conversations about pay and reward; from poor performance to setting expectations and career development. Use the Canvas and templates to improve your confidence and capability in giving constructive feedback, and create opportunities for employees to take ownership of their performance.

Each chapter covers one core aspect of performance management, explaining why it matters, the risks of ignoring it, and how it creates value for you, your team and the organisation when done well. There are also Reflection Questions and Activities for each chapter so managers can start thinking about how to improve performance, through great conversations, feedback and coaching.

With 30+ case studies from Google, Microsoft, Westminster City Council and the NHS, you can also learn how other organisations have used the Canvas and templates in practice.

Take the hard work out of performance management.

Author
Hedda Bird is Founder and Managing Director of 3C Performance Management Specialists, which has grown from start-up about 18 years ago, to become a leading specialist in performance management, with a client list ranging from Global Financial Services, FTSE 100 Business, Universities, Central and Local Government, the NHS and many more.
A simple solution to complex problems

A 3-step process for solving complex problems of any kind: Frame, Ideate, Decide

About the book
Problem solving skills are in high demand, yet we’re not taught how to do it properly. We’re expected to learn as we go, despite research showing that people are ill-equipped to solve complex problems, often mistaking the symptoms for the underlying pain, jumping to solutions, looking exclusively for confirming evidence, and not integrating the viewpoints of critical stakeholders.

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.

[The authors have created an app and are currently suggesting making a free version available to be advertised within the book. It will enhance the book content, but is not essential to read the book.]

Author

Arnaud Chevallier is Professor of Strategy at IMD, directing the Global Management Foundations and the Foundation Stage Singapore programs. He has consulted with multiple organizations across industries, including Facebook, SAP, STADA, and Shell.

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.
Brilliant Selling

Third Edition

The #1 UK sales book for UK professionals.

Brilliant Selling has been praised both as a must have reference for salespeople, and as a great dip-in guide for those who only need to sell occasionally. Comprehensive, but written in an engaging style, this updated new edition gives you the lowdown on what works and how you can be a brilliant salesperson.

About the book

Want to beat your sales target?

You can sell anything you want and targets are always achievable – Brilliant Selling will show you how. Whether you’re new to selling or want to take yourself to the next level, Brilliant Selling will show you how to instantly improve your sales performance.

Packed with practical tips and advice from sales professionals who know what works, and what doesn’t, you’ll discover trade secrets to guarantee your success. As well as learning all the key skills, you’ll find out how to use your personality to perfect your technique and understand customer’s needs so that you’re always one step ahead.

Get ready to succeed!

Author

Jeremy Cassell and Tom Bird are both professional and charismatic trainers and presenters with an in-depth knowledge of legal sector issues. They have delivered over 250 workshops in law firms around the world during the last 10 years – in London, Moscow, Lisbon, Madrid, Prague, Netherlands and Leipzig (Germany).

The authors’ company focuses predominantly on sales, business development and presenting and they work globally with both corporates and the world’s leading professional service firms (PSFs) to develop their people skills in these areas. They also speak at conferences on selling and business development and have recently grown their activity with small and medium sized businesses where sales is a critical element of success.

This activity, supported by the growth of their training and consulting business keeps them ideally placed to provide a current and future focused view of sales and selling.
Everyone Included
Improve belonging, diversity and inclusion in your team

Make every member of your team feel like they belong

About the book
Diversity and inclusion (D&I) isn't just an HR exercise – it can make a real different to your team performance too. By making everyone in your team feel like they belong, you'll be able to boost motivation and productivity.

Make inclusion, belonging and wellbeing central to your team. By helping everyone feel that they belong, your team will foster genuine inclusion and be ready to adapt and evolve in the future.

With a step-by-step plan to design and implement a diversity and inclusion plan that brings results:

1. **Where are you now?** – Understand your team profile now by conducting a belonging Audit to identify your how inclusive your team is.
2. **What do I do next?** – Design a D&I plan, including a business case to win support, and identify key metrics to measure its effectiveness
3. **How do I keep going?** – Ensure your programme continually improves and remains relevant by creating measurements and feedback loops

A comprehensive, step-by-step guide to creating a diversity and inclusion strategy that delivers results for your team.

Author

Helen May has a career in Leadership Development, Culture Change and Talent Development that spans 20 years, heading up functions in blue-chips and latterly as a consultant, working with a broad range of corporates. She is now the Managing Director of Helen May Associates, a leadership and culture consultancy, and Leadership for Extraordinary Futures, a business that supports organisations in developing and implementing diversity programmes. She also runs a social enterprise Diverse Futures which supports minority groups such as Autistic Entrepreneurs, Autistic Professionals and Neurodivergent Young Adults.
When Teams Work
How to encourage high-performing teams

Secrets to high performing teams from every walk of life

About the book

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.

But how much do we really know about them, what makes a successful team and why do teams fail?

We will look at how sports and business teams are developed and work, as well as giving examples and learning lessons from specialist teams in the many different areas such as the military, restaurants, orchestra’s, aerobatics and many more.

Author

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 and the co-author of The Leader’s Guide to Coaching & Mentoring, The Leader’s Guide to Influence and The Leader’s Guide to Managing People (FT Publishing).

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. In March 2002 he moved to Gloucester Rugby, winning the Zurich Championship Final, Powergen Cup and topped the Zurich Premiership table.
Supercharged Teams
30 tools for great teamwork

Powerful tools to get the best from your team

About the book
We all work as part of a team, but the pressure and speed of work means great teamwork can be last thing on our list of priorities. But great teamwork is the key to doing great work.

The good news is that good teamwork can be achieved with the right tools. Supercharged Teams gives you the power to make sure your team succeeds in today's challenging working environments.

What this book will give you:
- 30 tools to supercharge you, your team and the way your team works
- Techniques to rethink, challenge and evaluate your team at every level, whether you lead a team or belong to one
- A clear understanding of how work is changing, and the best approaches to be an effective team in today's work environment
- Case studies and live examples from companies like Unilever, Diageo, Essity, ABI, Channel 4, and the Public Sector to bring the tools to life
- The power to Supercharge Your Team, today

Author
Pam Hamilton is considered a world expert on teamwork, including workshop design, facilitation, innovation, capability building and behaviour change. MD of Paraffin, Pam and her team lead global behaviour change programmes for the biggest companies in the world including Diageo, Unilever, GSK, ABI, Essity, BBC, ITV, Pernod Ricard, Tesco and others. Pam is also extending her work into the Public Sector, and is currently working intensively with Portsmouth City Council, Royal Borough of Kensington and Chelsea Council, The Royal Navy, and The Ministry of Housing on a number of public sector collaboration projects.
We are certainly living in a period of hyper-change; economic shocks, political upheavals, natural disasters and global health pandemics are part of ‘normal’ life. So, what got us here, won't take us there. Existing marketing frameworks are only effective during BAU environments. What is called for is a new dynamic set of action-oriented marketing principles to navigate a VUCA world, which is what *The New Marketing Playbook* delivers.

**Audience**

A range of audiences from people working in marketing, strategy, leadership and operations of large companies to business directors and decision-makers working in smaller organisations. It would also appeal to people currently studying and wanting to learn about the latest tools and techniques of our industry.

**Ritchie Mehta** is the Founder and CEO of Learn et al and the School of Marketing, a leading education platform that has over 8 FTSE 100 and 250 clients and partners including; Unilever, Three, TSB, RBS, Direct Line Group, Global and Pearson. A business leader, speaker and consultant who has worked with a range of organisations including HSBC, RBS, Direct Line Group, Toyota to name a few. A recognised academic who was an Honorary Fellow of the Cambridge Judge Business School, Adjunct Professor at the Hult International Business School and Business Lecturer at Pearson Business School. Holds an MBA (Distinction) from Warwick Business School, MPhil (1st) in Innovation and Strategy from the Cambridge Judge Business School, MA (Hons) 1st class in Business from Edinburgh University and BSc in Financial Management from Manchester Business School.
Extensively updated, this award-winning book will help you apply the most effective metrics to all your marketing investments and use them to systematically improve ROI

About the book

Now updated with new techniques and even more practical insights, this is the definitive guide to today's most valuable marketing metrics. Four leading marketing researchers help you choose the right metrics for every challenge, and use models and dashboards to translate numbers into real management insight. Marketing Metrics: The Definitive Guide to Measuring Marketing Performance, 4th Edition now contains:

Solutions for the crucial but challenging issue of measuring the value of sponsorships

Up-to-the-minute coverage of performance measurement and sales attribution in complex omnichannel marketing environments

Return on Advertising Spend and other advanced metrics

Linkages between financial markets, accounting, and marketing metrics

Quantitative techniques marketers can use to influence or participate in C-suite decisions

Marketing Accountability Standards Board (MASB) and ISO advances in marketing measurement and brand evaluation

Other recent advances in quantifying marketing performance and ROI

The authors show how to use marketing dashboards to view market dynamics from multiple perspectives, maximize accuracy, and “triangulate” to optimal solutions. You'll discover high-value metrics for virtually every facet of marketing: promotional strategy, advertising, and distribution; customer perceptions; market share; competitors’ power; margins and pricing; products and portfolios; customer profitability; sales forces, channels, and more.

For each metric, the authors present real-world pros, cons, and tradeoffs – and help you understand what the numbers really mean. Last but not least, they show you how to build comprehensive models to support planning – and to optimize every marketing decision you make.

Author

Neil T. Bendle is an Assistant Professor of Marketing at the Ivey Business School, Western University, Canada. He holds a PhD from the Carlson School of Management, University of Minnesota, and an MBA from Darden. He has been published in journals such as Marketing Science and the Journal of Consumer Research.

Paul W. Farris is Landmark Communications Professor and Professor of Marketing at The Darden Graduate Business School, University of Virginia, where he has taught since 1980. Previously he was on the faculty of the Harvard Business School and worked in marketing management for Unilever.

Phillip E. Pfeifer is Richard S. Reynolds Professor of Business Administration at The Darden Graduate Business School, currently specializes in direct/interactive marketing. He has published a popular MBA
Jerry Weissman (Burlingame, CA), the world’s #1 corporate presentations consultant, is known worldwide for his confidential executive coaching sessions. Weissman’s private client list includes the top brass at Salesforce, Netflix, Twilio, Intuit, Cisco, Microsoft, and many other top companies. His techniques have helped more than 600 firms hone persuasive IPO road show presentations that have raised hundreds of billions of 9780136933557 dollars in the stock market.
Rise Above
Leadership lessons from the RAF

Practical strategies to improve your leadership with inspirational real-life examples from over 100 years of the RAF

About the book

- Understand that we are all leaders, whatever our level in the organisation by learning the RAF Leadership model.
- Discover the key differences between leadership in the RAF and other areas to get a fresh perspective on what works in times of conflict to get the best results for the team.
- Improve your own personal leadership competencies by transferring what works in the RAF to guide your own personal development and enhance your skills as a leader.
- Get inspiration from real-life leadership examples from over 100 years of consistent success, while at the same time acquiring an understanding of how a modern Air Force operates.
Agile NOW

Your quick start introduction to agile

Join the agile revolution and learn how agile can help you work smarter, faster and be more productive NOW.

About the book

Agile may be the best-kept management secret on the planet and if you want a quick-start introduction, then Agile NOW is essential reading. Agile is a different way of thinking that's steeped in common sense and produces immediate results. That's why there's a quiet revolution going on.

Agile will help you design better products, get faster results, cut down costs, and keep improving as you go. With a simple system called The Golden Triangle - Prioritising, Time Boxing and Change Management - you can hit the ground running and get started immediately.

Agile NOW is slim, accessible and easy to dip into - yet covers all the essential theory and provides practical advice. Agile is for everyone - from one-person start-ups to multinationals - the promise of quicker, cheaper, better has universal appeal. Agile NOW shows you how to get going fast at minimal cost.

Author

Rob Cole is a project management consultant with over 20 years' experience. He runs high profile projects and specialises in project troubleshooting. He has been involved in the Agile community from it's earliest days in the DSDM consortium and regularly uses APM on projects of all sizes, and trains teams in it's practical day-to-day uses. He is the author of Brilliant Project Management and Brilliant Agile Project Management.
Start with What Works

A faster way to grow your business

Create and lead new growth opportunities for your business using the resources you already have at hand

About the book

*Start with What Works* helps you to create new growth opportunities using the resources you already have at hand. It sounds obvious but frequently, managers discount the value of their familiar resources, and instead, they look outside for something new. This can demotivate employees and be costly in terms of money and time.

It's often a lot quicker, cheaper and safer to see your existing resources with fresh eyes. This book shows you how to recognise overlooked potential in existing resources, and how to flip the right switches to activate that potential.

Covering nine lessons you can use for a variety of situations, each will feature a case study and a new mindset to adopt. With practical tools and templates, each will trigger fruitful discussions and insights for your organisation.

You'll learn how to apply them to the situations you face, so that you can identify new opportunities, and turn those opportunities into action.

Author

*Andy Bass PhD* helps leaders do better and faster work with resources they have already. He has been a consultant for over a decade and has worked internationally with some of the world's top businesses including Deutsche Bank, Aon, L'Oreal and KPMG. He has also worked with leading businesses schools and associations, including Warwick, Aston and Strathclyde, and has a central position in the Aston Business School alumni association.
Stand Out

5 key skills to advance your career

Rediscover your human skills and get an advantage in the changing workplace

About the book

We're online and communicating all day but this ever-increasing chatter is also damaging our interpersonal skills at a time when our jobs are at risk from AI. Without care, we are running the risk of turning into human-robots.

Stand Out will help you rediscover your human skills such as listening, socialising, and storytelling so you can relate better to others and get an advantage in the changing workplace.

Author

Debra Stevens is the founder of Dramatic Training Solutions a specialist soft skills training company covering all aspects of communication, behaviour and leadership. Debra has over 25 years of experience working with large companies globally across 6 continents. She has trained 10’s of thousands of people in soft skills and has worked with companies such as Coca-Cola, Royal Caribbean Cruise Lines, Royal Bank of Scotland, Pearson Education and Stena Ferries. Her style of training is always immersive, real and human and her coaching is compassionate and honest. She is passionate about helping people find authentic ways to connect with others, which she believes have always been important but will become, essential for survival in the new workplace.
What did Mandela do that you can use on a wet Thursday morning when the computer says no?

*Change Activist* looks at the lives of historically successful social activists as role models, analysing great lives and turning their most effective strategies into a simple guide to a more authentic life.

**The only way to do it, is to do it.**

**About the book**
Change Activists make things happen - quickly and effectively. The tools of activism can be used by everyone to effect rapid change for themselves, and across any kind of organisation. This book shows you how to use activist tools in your working life to get big results, fast. And how success, profit and principles are mutually achievable – so you can have a job and give a damn.

Would things go better, generally if you felt on fire about what you care about and could focus on what will really work to become more energised, more fulfilled, more successful in line with your values. The book has a radical premise, to awaken you change activist and find your power, through love and action.

**It's your life – don't be plastic about it!**

**Author**
Carmel's background is a mixture of social activism and business. She is a campaigner and fierce optimist about creating a better world.

While researching her first book 'Change Activist', in 2000, Carmel interviewed five headteachers in the London borough of Hackney who told her that many of their pupils arrived at school too hungry or malnourished to learn. Carmel started buying and delivering breakfast food to these schools, with remarkable results as children's concentration, behaviour, punctuality and educational attainment significantly improved. As demand for her help grew, Carmel took time out from her City technology consultancy, setting up Magic Breakfast in 2003.

Today, Magic Breakfast and the National School Breakfast Programme (DfE funded to March 2021) provides healthy breakfasts to around 400,000 children in England and Scotland during term time. Carmel was awarded an MBE for her services to school food in the New Year's Honours 2016. In 2018 she received an Honorary Doctorate from the Open University for improving access to education. She became the 2018 Woman of the Year Campaigner Category at a ceremony in July 2018. Carmel still works full time on Magic Breakfast as well as media work, speaking, writing and faffing around on social media.
Build Your Community

Turn your connections into a powerful online community

*Build Your Customer Community*, explains how you can harness their passion and expertise so you can cut support costs by up to 100%, generate millions of dollars in new business, and double customer spending.

**About the book**

The key to thrive in the future is to stop treating customers as a passive audience, and embrace them as an engaged community where you can capture their full potential. *Build Your Customer Community* is your step-by-step guide to start your community, delight your members, and reap the rewards.

You're going to learn why smart businesses have community members telling them exactly what they want to buy, help co-develop their products with them, and use their community as a testbed for marketing ideas before any major campaign.

You will learn how to:

- Get customers to solve each other's problems, reduce your support costs, and drastically improve customer satisfaction.
- Increase customer spending and reduce churn by building a powerful sense of community among your customers.
- Turn your customers into the ultimate sales team who identify leads and help you close sales.
- Identify exactly what customers desire and get your customers co-creating the products and services they want to buy.
- Become the definitive destination for expertise in your sector by harnessing the full expertise of your customers.

**Author**

Richard Millington is the founder of FeverBee. Over the past 16 years, Richard has helped to develop over 270+ successful communities, including those for Apple, Facebook, Google, The World Bank, SAP, Oracle, Amazon, Autodesk, Lego, The United Nations, Novartis, and many more.

Richard is the author of both *Buzzing Communities* and *The Indispensable Community*.

*Buzzing Communities* has been widely cited as introducing best practice into developing successful online communities. Richard has delivered keynote talks in the USA, Canada, UK, Australia, France, Belgium, Spain, Germany, Italy, Turkey, Switzerland, Romania, Lithuania, and several others.

Richard has also trained over 1,250 community professionals through FeverBee's community management academy.
Study smarter and achieve the grades you deserve with the help of these handy guides, covering everything you will need to research, write and revise effectively.

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“Over a quarter of UK students (37%) are experiencing their state of mental wellbeing changing for the worse since starting higher education”*.

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Discover Your Emotional Intelligence

Improve your personal and professional impact

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

About the book

Emotional intelligence is the key to understand yourself and others better.

Low emotional intelligence can lead to disagreements, conflict and mean you fail to cope with tough situations. By contrast, high emotional intelligence means you are better at identifying, understanding, and managing your emotions. You will have better relationships, be more confident and resilient, and have lower levels of anxiety and stress. You'll be better placed to achieve your personal and professional goals.

This book will help you improve your Emotional Intelligence – take the EI profiling tool to understand which areas you can improve and use the activities to develop your skills.

Improve your emotional intelligence to be your best self.

Author

Philip Holder has been inspiring delegates across the globe for more than twenty-five years by assisting them in understanding and developing the so-called ‘soft aspects’ of Business, Management and Leadership. Following extensive research into the field of behavioural science, he developed one of the earliest, full-EQ based assessments of Emotional Intelligence called Mind-Scapability; which was later adopted by more than twenty, leading, global organisations. Professionally, Phil has held senior-level roles as Director of Learning and Head of Leadership & Management with the largest UK training business. He has run independently owned: Recruitment, Training, Consulting and more recently, end to end Organisational Development companies, all of which have provided bespoke HR solutions and services to companies throughout the world.
Do One Thing
The breakthrough you need for the progress you want

*Do One Thing* is for anyone who feels like they don't know what they want and don't know where to start. With tools to tackle the blocks in your life that are stopping you from achieving your goals, you'll find out how to overcome these and make the change you want.

**About the book**

*Do One Thing* will help you achieve the life you dream of by helping to remove the blocks in your way. Blocks can be anything that stops you from making a change or achieving what you want.

Broken into 12 practical topics with 60 ideas for you to try – from self-help, learning, productivity tips, to spirituality and ways to start giving back – you'll find practical advice to break down your blocks into manageable hurdles you can face one by one. You can then overcome these working by day, week, or month to reach your long-term goals.

For the time-poor, there's also a breakthrough idea in each chapter - 'if you only do one thing...' and a 'quick read' section for a train, plane journey or while waiting for a meeting - if you haven't got time or want to refresh your memory. Learn from the candid thoughts of others who achieved their goals, from professional wrestlers, French philosophers, skate-punk bands and project managers. You'll also discover the importance of mentors and how they can help you achieve your goals.

**Author**

*Dr Geraint Evans* has spent the last 20+ years as an award-winning marketing consultant, delivering work for brands such as Odeon, Whitbread, Tesco and Boots. He is also a Visiting Research Fellow at St Mary's University, London and a award winning academic author, holding a PhD in marketing and entrepreneurship, and is also a Fellow of The Chartered Institute of Marketing.
The Mentoring Manual 2e
Your step by step guide to being a better mentor

Understand what mentoring really is and how to do it well

About the book
As a mentor you must be many things: role model, expert, advocate, cheerleader, enforcer and friend. Plus, you must make a positive, lasting difference to the knowledge, skills and prospects of your mentee.

So, being a mentor is a big responsibility. But with The Mentoring Manual, getting it right is easy.

Based on methods developed - and proven – in business, this highly practical book will show you how mentoring works, take you step-by-step through everything you need to know and do, and show you how both parties can get the best from the relationship.

- Understand what mentoring really is and how to do it well
- Feel fully confident in your ability to be a great mentor
- Develop key skills like listening, collaboration and coaching
- Help your mentee feel more knowledgeable, confident and valued
- Pass on your skills, experience and expertise to colleagues and contacts

To support you further The Mentoring Manual has a range of free to download resources – templates, tools and checklists.

Author
Julie Starr 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.
**The Coaching Manual**

Your definitive guide to personal coaching

**Whether you’re new to coaching or already an experienced coach, you’ll find clear guidance and principles to help you coach more effectively and with greater impact.**

**About the book**

Translated around the world, and recommended reading on many coaching programmes this bestselling book is trusted globally as the definitive guide to coaching.

This carefully revised edition will guide you through the entire process from first meeting to when coaching ends, with methods, tips and techniques that simply work.

- Understand and develop the core skills and beliefs of an effective coach
- Know how to ask insightful questions that deliver valuable answers
- Gain practical help to plan coaching assignments that accelerate and improve your results
- Adeptly handle the main barriers to great coaching
- Feel fully confident in your ability to coach in any situation

Whether you’re new to coaching or already an experienced coach, you’ll find clear guidance and principles to help you coach more effectively and with greater impact.

To support you further *The Coaching Manual* has a range of free to download resources – templates, tools and checklists.

**Author**

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

A BRAND NEW SET OF RULES: DISCOVER HOW TO ACHIEVE A HEALTHY BALANCE IN YOUR LIFE, AND BE YOUR BEST SELF.

About the book
A personal code for a healthier, happier you

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

The Rules of Healthy Living 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?

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