








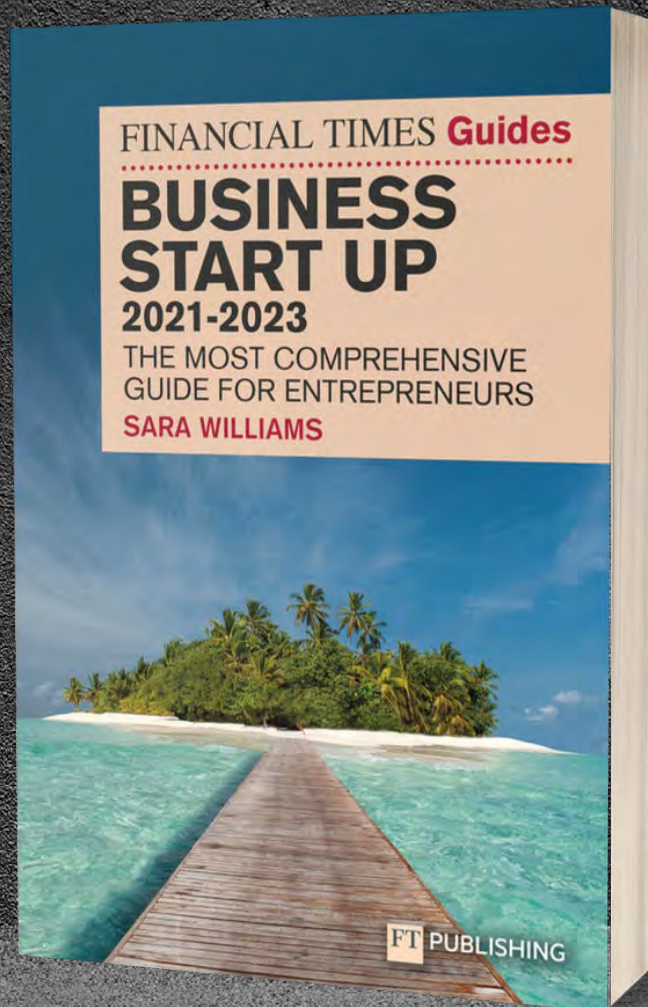




Global Trade Catalogue Autumn 2022

**Titles Publishing:
January 2022 - June 2023**

	Financial Times Guides	3
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	Finance & Investing	9
	Business Skills	14
	Leadership & Management	25
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Financial Times Guides

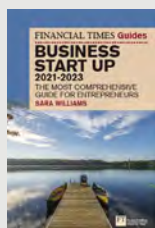
Everything you need to know about a big subject



9780273759539

9781292232546

9780273791829



Business Start Up
2021/23 Edition

9781292408378



Saving and Investment
for Retirement

9781292129297



Investing

9781292214078



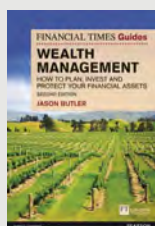
Using the Financial
Pages

9780273727873



Management

9780273792864



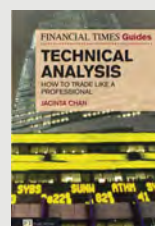
Wealth Management

9781292004693



Exchange Traded Funds
and Index Funds

9780273769408



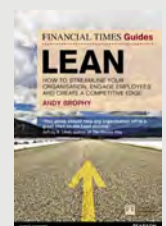
Technical Analysis

9780273751335



Strategy

9780273745471



Lean

9780273770503

The Financial Times Guide to Sustainable Business

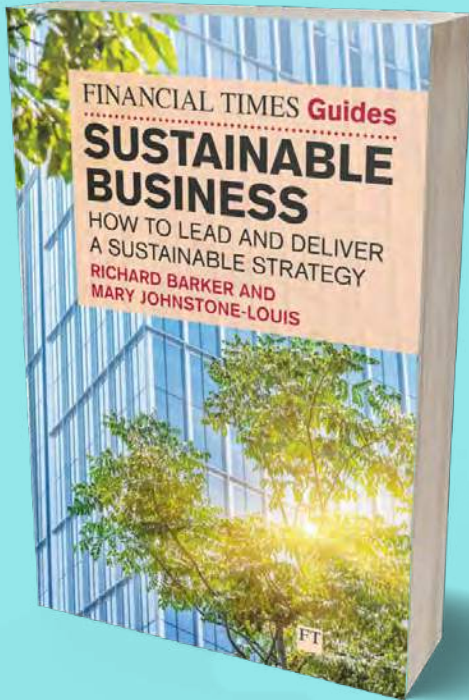
How to lead and deliver a sustainable strategy

Richard Barker and Mary Johnstone-Louis

SYNOPSIS

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

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



ISBN 9781292435589

IMPRINT FT Press

272 pages | 210 x 140 mm | 390g

PUB DATE **April 2023**

ABOUT THE AUTHORS

Richard Barker is Professor of Accounting and Deputy Dean at Saïd Business School, University of Oxford. An expert in corporate reporting, Richard's research and teaching interests span financial accounting and sustainability reporting. Richard also serves on the Financial Reporting Advisory Board (FRAB, which advises HM Treasury on government financial reporting) and on the Expert Panel of Accounting for Sustainability (A4S, a Prince of Wales charity).

Dr Mary Johnstone-Louis is a member of the Management Practice faculty at the Saïd Business School, University of Oxford. She is Head Tutor for Oxford's Leading Sustainable Corporations Programme and has worked on five continents including fieldwork in Bangladesh, South Africa, and across Latin America. She is a World Economic Forum Global Futures Council Fellow and Chair of the Board of B Lab UK.





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.

ISBN	9781292400389
IMPRINT	FT Publishing International
272 pages	
PUB DATE	January 2023



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.



FT PUBLISHING

9 781292 400389



Financial Times Key Series

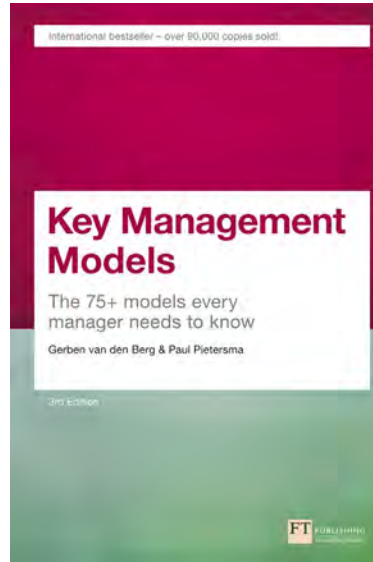
Financial Times Key Series TRANSLATED IN 16 LANGUAGES WORLDWIDE

The essential guide to all the models/tools/indicators you'll ever need to know about, giving you short, practical overviews in an easy-to-use, ready reference format.



Key Strategy Tools

978129232833



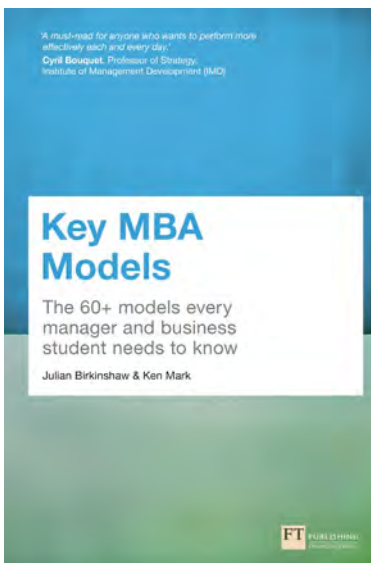
Key Management Tools

9781292016276



Key Marketing Metrics

9781292360867



Key MBA Models

9781292016856



Key Business Solutions

9780273750291



Key Coaching Models

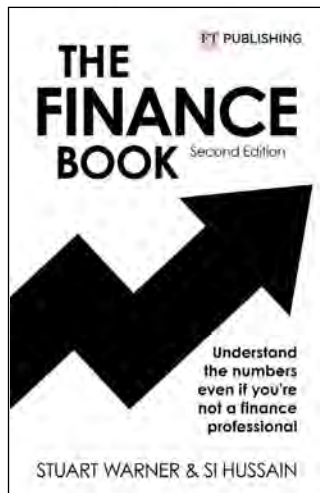
9781292151908



Finance & Investing

Financial Times X Book Series

Breaking soft, complex or unwieldy hard topics up into practical bite-sized chunks.



The Finance Book

9781292401980



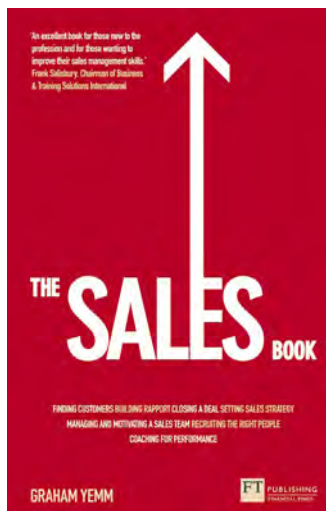
The Management Book

9780273750338



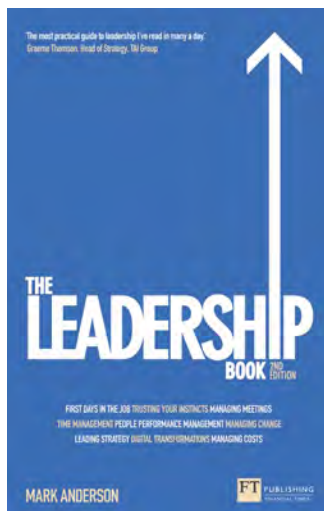
The Innovation Book

9781292011905



The Sales Book

9780273792918



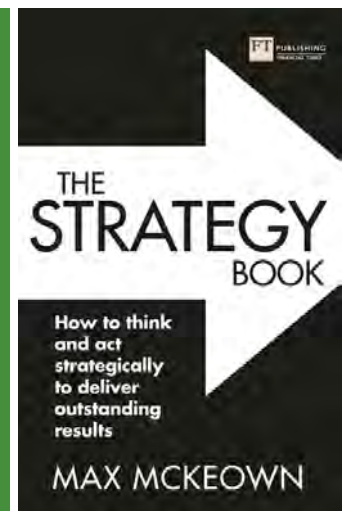
The Leadership Book

9780273776703



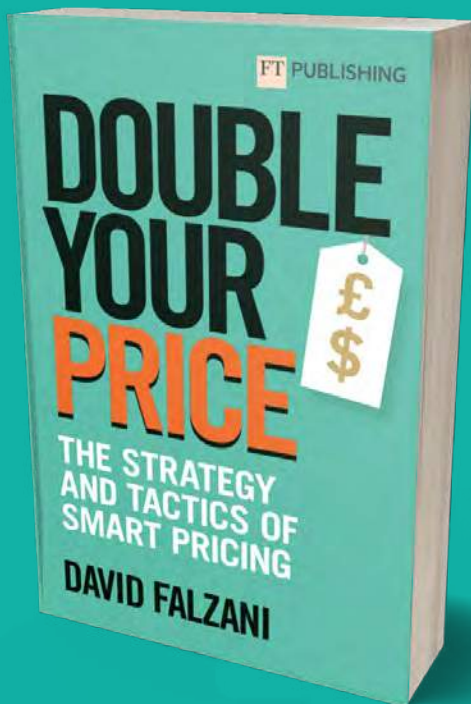
The Project Management Book

9780273785866



The Strategy Book

9781292264134



ISBN	9781292426341
IMPRINT	FT Publishing International
PUB DATE	April 2023

Double Your Price

The Strategy and Tactics of Smart Pricing, 1st Edition

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

RIGHTS SOLD

ARABIC
VIETNAMESE
GERMAN
ENGLISH
CHINESE SIMPLIFIED

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.



ISBN 9781292401980
IMPRINT FT Publishing International
360 pages | 210 x 140 mm | 620g
PUB DATE April 2022

➤ 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.



ISBN 978-1-292-40198-0



FT PUBLISHING

9 781292 401980

MASTERING SERIES

RIGHTS SOLD CHINESE SIMPLIFIED

Mastering Risk Management

Tony Blunden and John Thirlwell

SYNOPSIS

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.

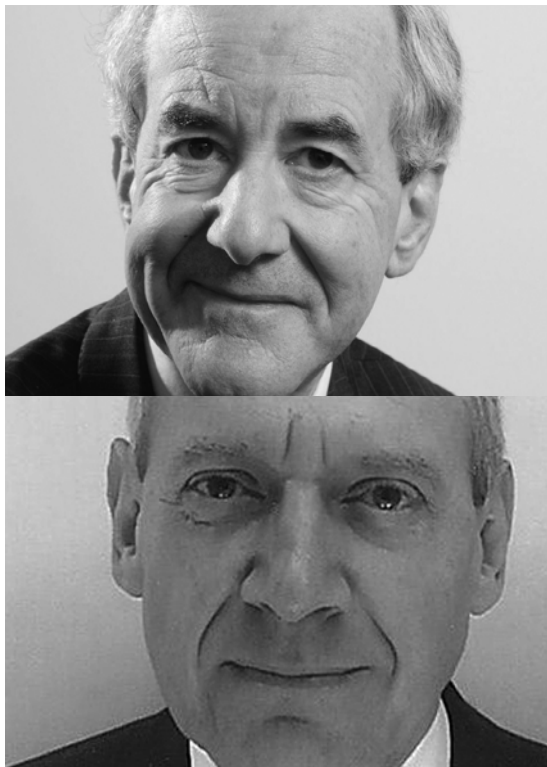


ISBN	9781292331317
IMPRINT	FT Publishing International
408 pages 240 x 170 mm 690g	
PUB DATE	February 2022

ABOUT THE AUTHORS

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.

John Thirlwell has worked in financial services in the City of London, both as an executive and non-executive director on banking and insurance boards for over 30 years.



FT PUBLISHING

ISBN 978-1-292-33131-7



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Business Skills



ISBN	9781292443065
IMPRINT	FT Publishing International
PUB DATE	August 2023

The Digital Book

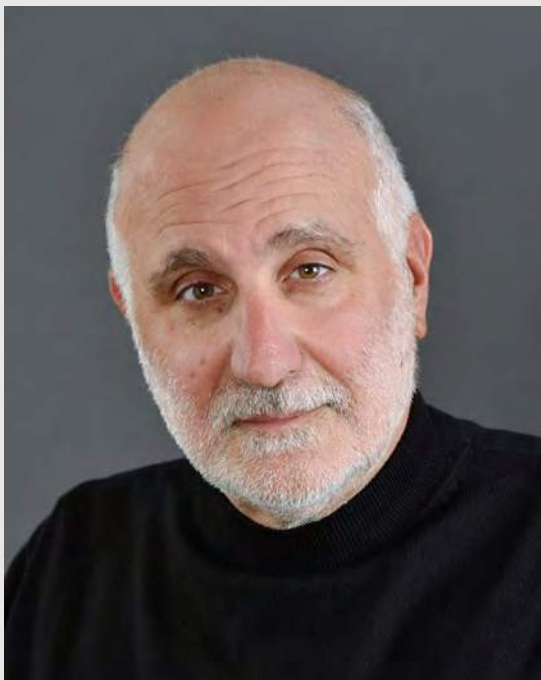
How to make good business decisions about technology

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.

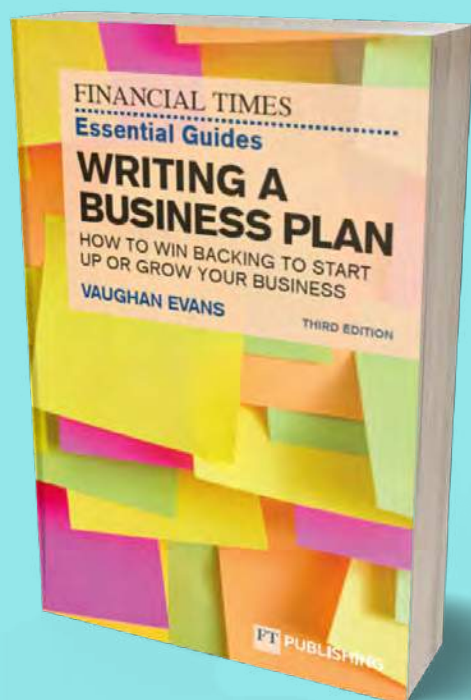
- With case studies, and practical guidance, it's split into short sections you can dip into at any time.
- Identify what you need to know to make business and technology decisions and investments.
- Learn how to think effectively about key technology issues, like innovation, strategy, outsourcing and 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 Scientifics, Inc. and the Chief Technology Officer and Senior Vice President at Cigna Corporation. He is an entrepreneur and investor in technology start-ups. He's an active consultant to industry and government. He has founded several technology companies and served on countless technology company boards of directors.

RIGHTS SOLD

JAPANESE
KOREAN
SPANISH
CHINESE SIMPLIFIED

ISBN	9781292416175
IMPRINT	FT Publishing International
296 pages 230 x 150 mm 480g	
PUB DATE	August 2022

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



FT PUBLISHING

RIGHTS SOLD

FRENCH
JAPANESE

How Charts Work

Understand and Explain Data with Confidence

Alan Smith

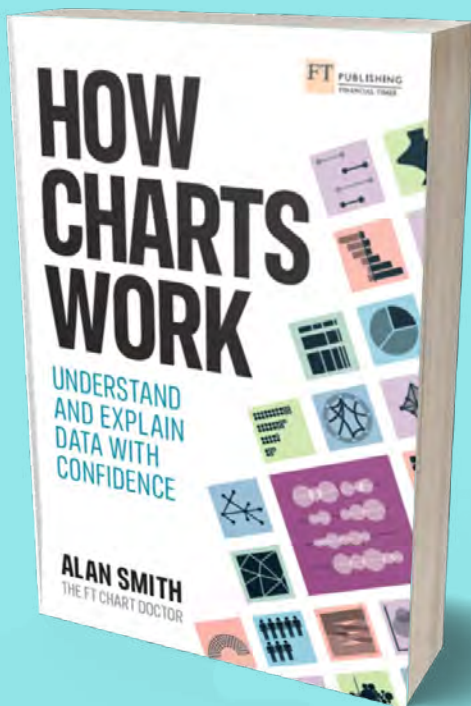
SYNOPSIS

How Charts Work 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.



ISBN	9781292342795
IMPRINT	FT Publishing International
272 pages	
PUB DATE	October 2022

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.



FT PUBLISHING

ISBN 978-1-292-34279-5



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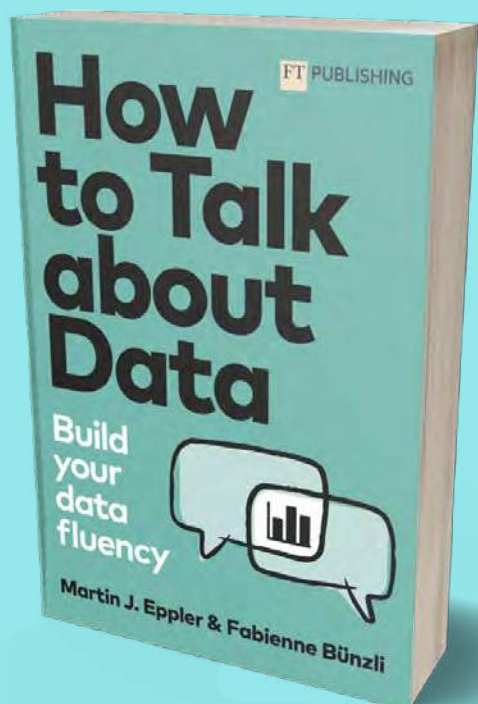
How to Talk about Data

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.



ISBN	9781292421193
IMPRINT	FT Publishing International
272 pages 230 x 160 mm 420g	
PUB DATE	June 2022

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.



ISBN 978-1-292-42119-3



FT PUBLISHING

RIGHTS SOLD

CHINESE SIMPLIFIED

Going Digital

What it takes for smoother transformations

Lyndsey Jones and Balvinder Singh Powar

SYNOPSIS

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

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.



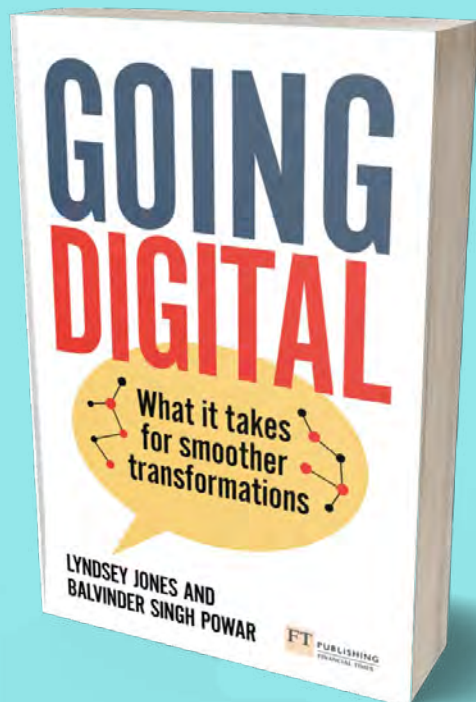
'Here is the essential guide to how managers should adapt their businesses to the digital revolution. Written by a journalist who was the driving force behind the shift from print to digital in the Financial Times newsroom, the book offers many examples of how to change mindsets and work practices - and keep employees on board.'

Lionel Barber, Editor of the Financial Times 2005-2020

ABOUT THE AUTHORS

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.

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.



ISBN	9781292375670
IMPRINT	FT Publishing International
168 pages 20 x 130 mm 200g	
PUB DATE	February 2022

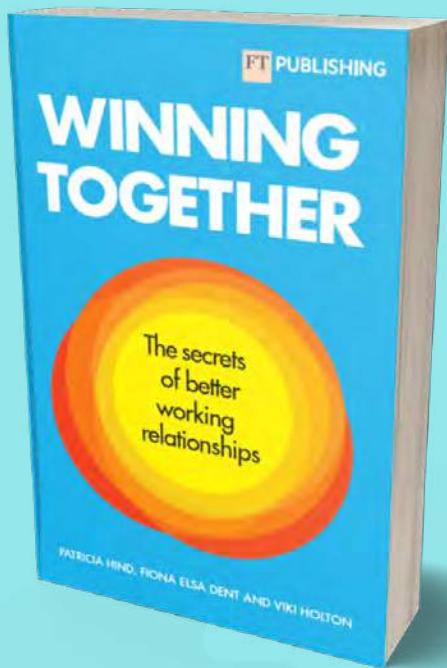


ISBN 978-1-292-37567-0



FT PUBLISHING

9 781292 375670



ISBN	9781292421223
IMPRINT	FT Publishing International
256 pages	
PUB DATE	April 2023

Winning Together

The secrets of 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.

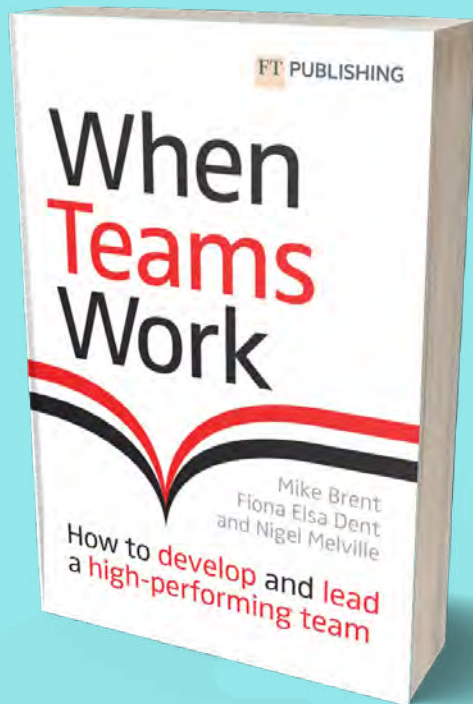


ABOUT THE AUTHORS

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.



ISBN	9781292278483
IMPRINT	FT Publishing International
216 pages 210 x 140 mm 300g	
PUB DATE	August 2022

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:

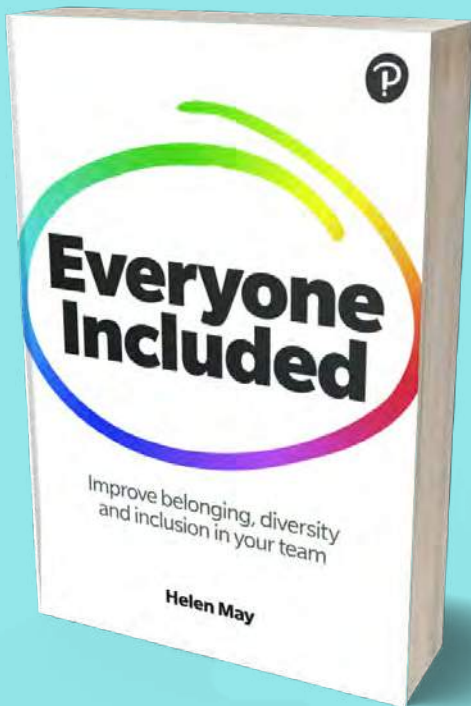
9781292334646 – Supercharged Teams

ISBN 978-1-292-27848-3



FT PUBLISHING

9 781292 278483



ISBN	9781292342603
IMPRINT	Pearson Business
200 pages 230 x 150 mm 280g	
PUB DATE	January 2022

Everyone Included

How to improve belonging, diversity and inclusion in your team

Helen May

SYNOPSIS

Diversity and inclusion (D&I) isn't just an HR exercise, it can make a real difference to your team performance too.

Everyone Included helps you 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. You'll be able to make a step-by-step plan to design and implement a diversity and inclusion plan that brings results:

Where are you now?

Understand your team profile now by conducting a belonging audit to identify how inclusive your team is.

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.

How do I keep going?

Ensure your programme continually improves and remains relevant by creating measurements and feedback loops.

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



ABOUT THE AUTHOR

Helen May is the founder of Belonging@Work, a consultancy which partners with client organisations to create cultures where everyone is included. Through her research, writing and leadership of global programmes for her clients, Helen has established herself as a strong thought leader and visionary in the diversity and leadership space.

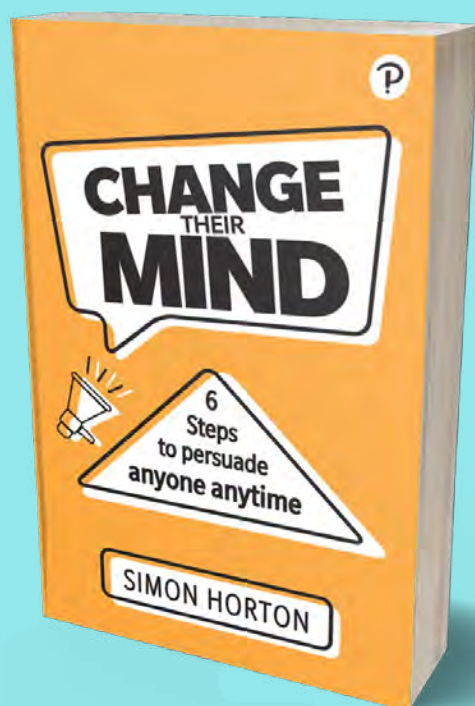
ISBN 978-1-292-34260-3



 Pearson

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RIGHTS SOLD

GERMAN
CHINESE SIMPLIFIED

ISBN	9781292406794
IMPRINT	Pearson
240 pages 210 x 140 mm 280g	
PUB DATE	June 2022

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.

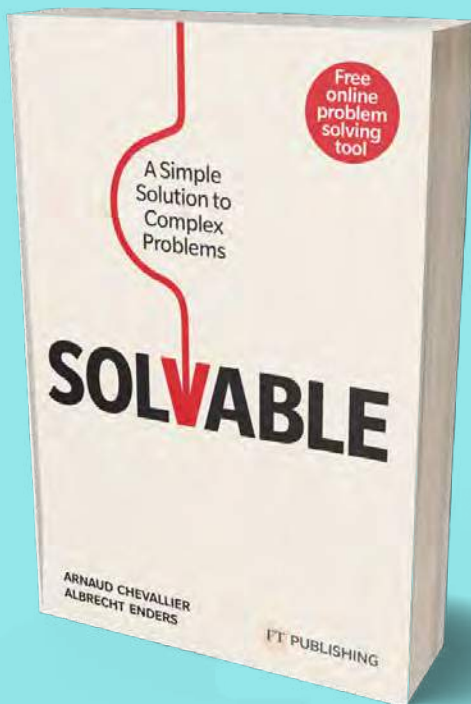
ISBN 978-1-292-40679-4



 Pearson

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CHINESE SIMPLIFIED
CHINESE TRADITIONAL

➤ **SUPPORTED BY IMD
BUSINESS SCHOOL**

ISBN	9781292374284
IMPRINT	FT Publishing International
248 pages 230 x 160 mm 380g	
PUB DATE	June 2022

Solvable

A Simple Solution to Complex Problems

Arnaud Chevallier and Albrecht Enders

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.

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.

ISBN 978-1-292-37428-4



FT PUBLISHING

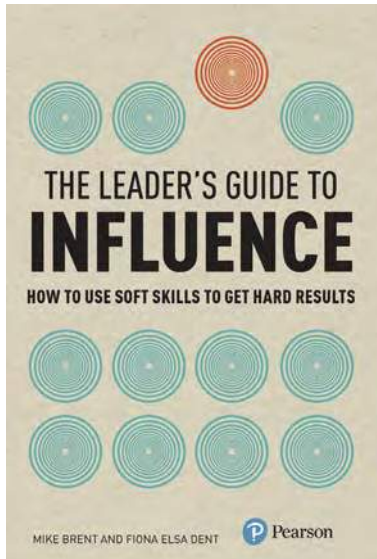
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Leadership & Management

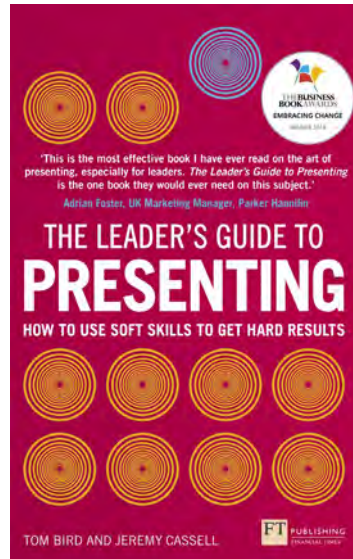
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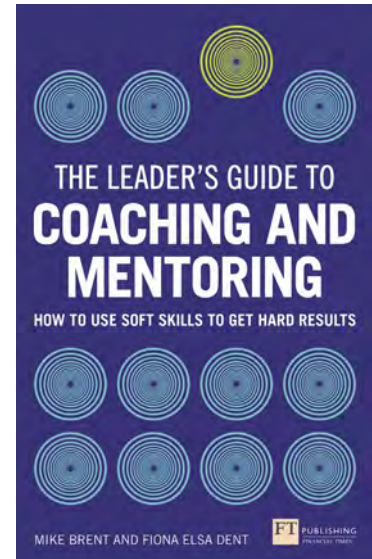
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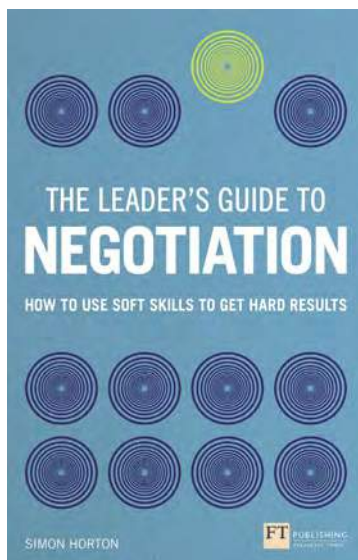
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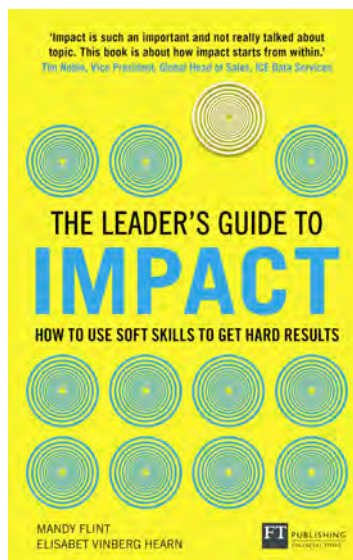
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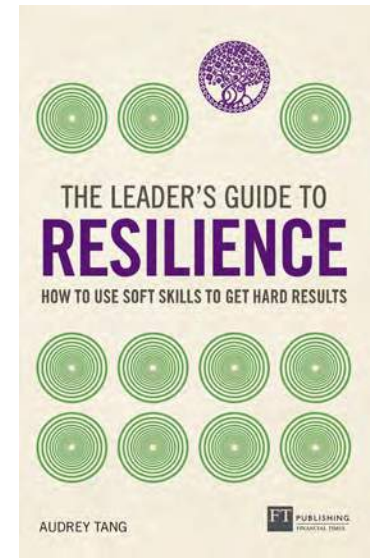
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9781292112800



The Leader's Guide to Impact

9781292243771



The Leader's Guide to Resilience

9781292331294



ISBN	9781292435558
IMPRINT	Pearson
256 pages	
PUB DATE	May 2023

Diversity Needs YOU

How inclusive habits can improve where you work

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.



ISBN	9781292444352
IMPRINT	FT Publishing International
PUB DATE	May 2023

Closing the Service Gap

How to connect customers, employees and organisations

Benjamin Laker

SYNOPSIS

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

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

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

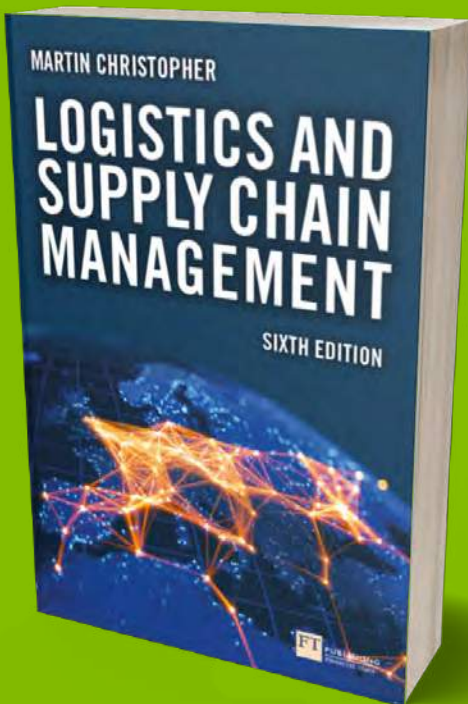


ABOUT THE AUTHOR

Ben Laker, Professor of Leadership at Henley Business School.

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.

RIGHTS SOLD

CHINESE SIMPLIFIED
GREEK, KOREAN
PORTUGUESE
SPANISH, SWEDISH

ISBN	9781292416182
IMPRINT	FT Publishing International
360 pages	
PUB DATE	January 2023

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

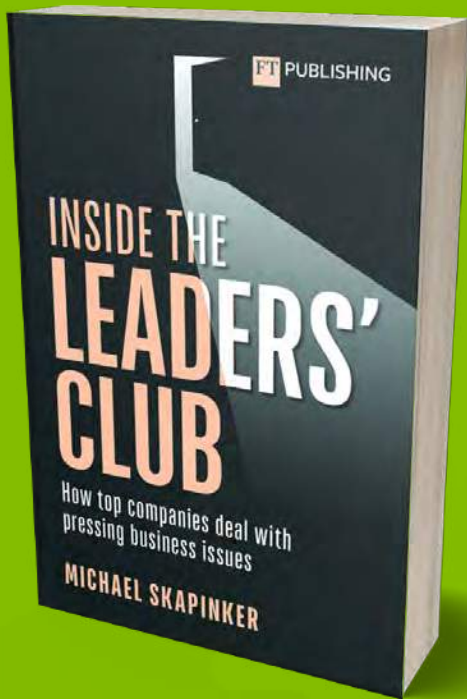
ABOUT THE AUTHOR

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.



FT PUBLISHING

9 781292 416182



ISBN	9781292406749
IMPRINT	Pearson
256 pages 220 x 140 mm 270g	
PUB DATE	July 2022

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.

ISBN 978-1-292-40674-9

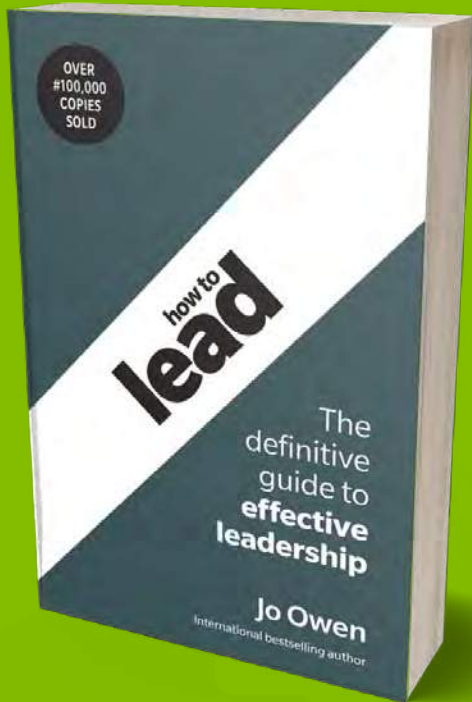


FT PUBLISHING

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JO OWEN COLLECTION

RIGHTS SOLD

MULTIPLE
LANGUAGES

ISBN	9781292425443
IMPRINT	Pearson Business
320 pages 210 x 140 mm 390g	
PUB DATE	July 2022

How to Lead

6th Edition

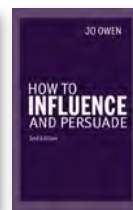
Jo Owen

SYNOPSIS

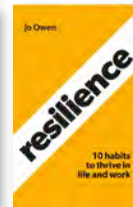
Anyone can learn to be a great leader. And everyone can learn to lead better. This book will show you how.

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.



➤ THE SERIES HAS
BEEN TRANSLATED
INTO 20 LANGUAGES
WORLDWIDE



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.

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9781292232607 – How to Manage, 5e
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 9781292282268 – Resilience, 1e

ISBN 978-1-292-42544-3

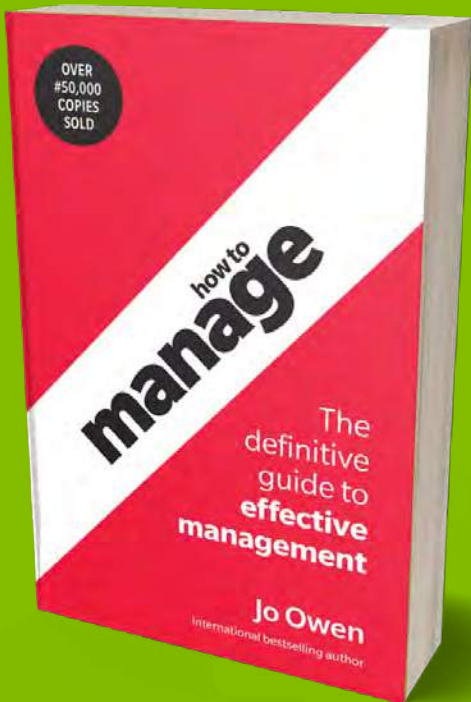


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JO OWEN COLLECTION

RIGHTS SOLD

MULTIPLE
LANGUAGES

ISBN	9781292426457
IMPRINT	Pearson Business
320 pages 210 x 140 mm 400g	
PUB DATE	August 2022

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.

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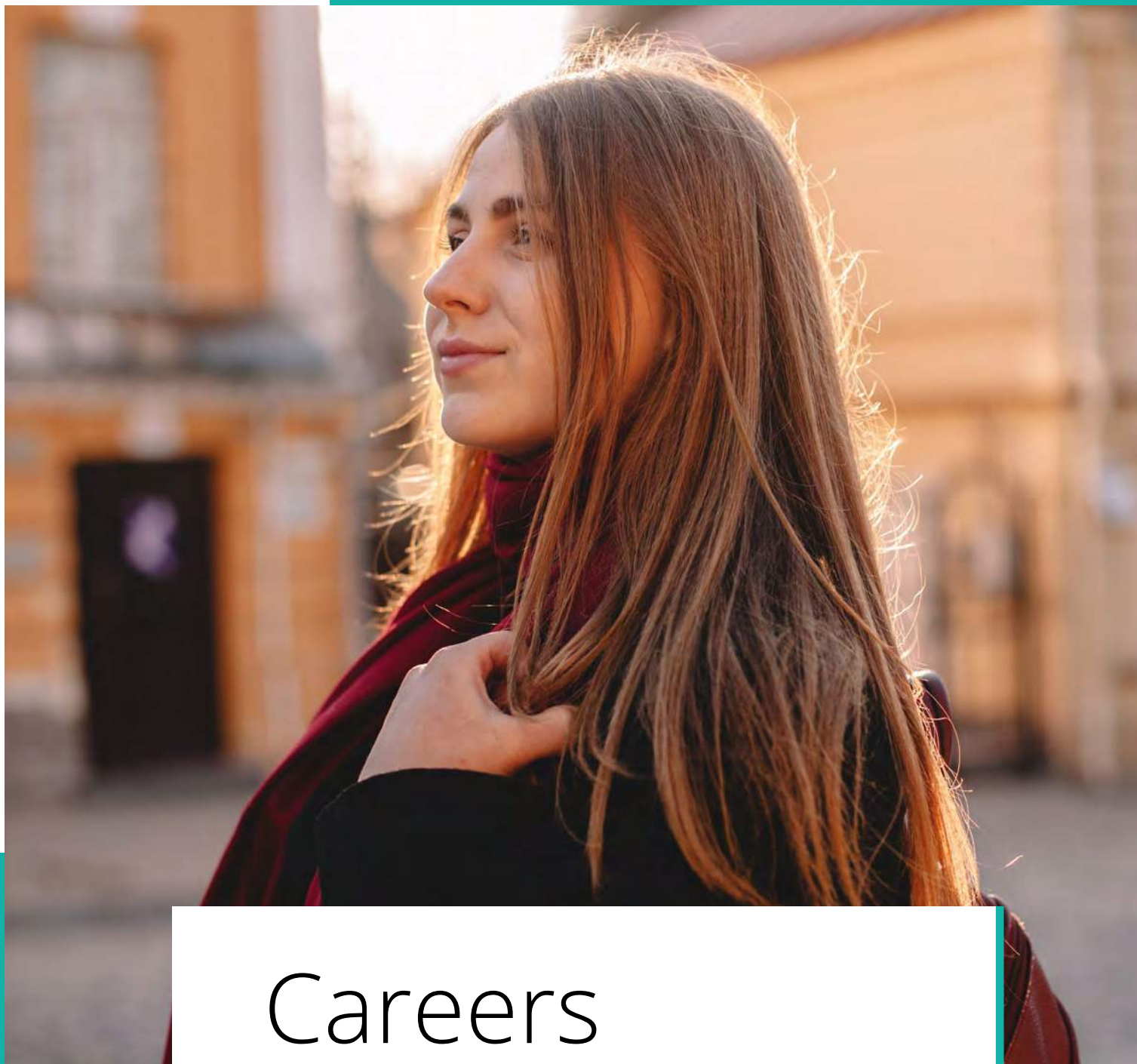
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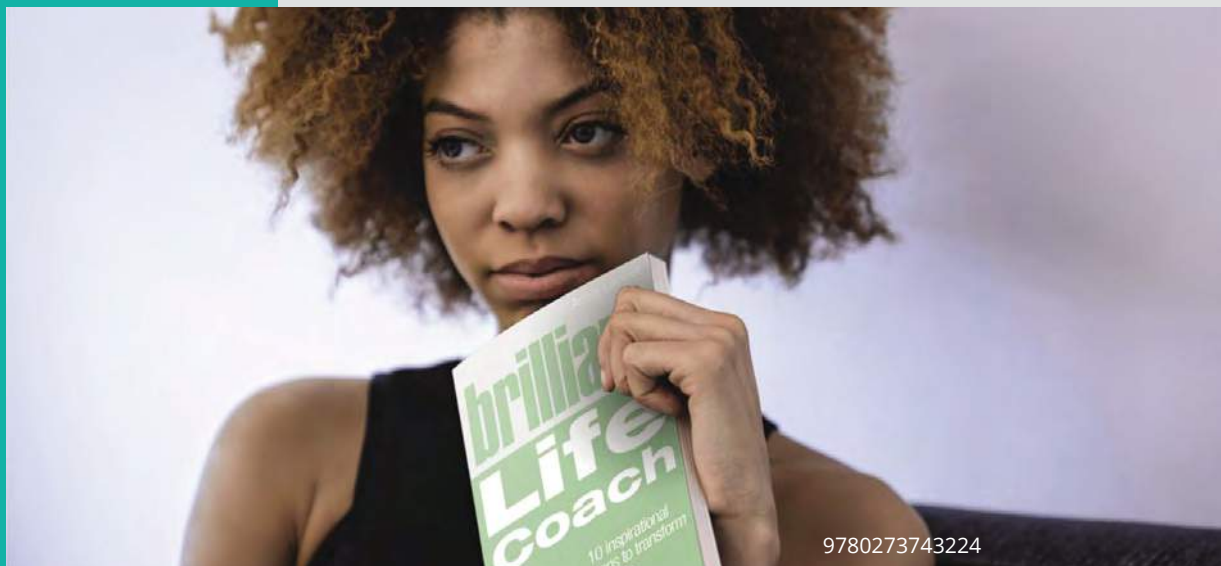
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Careers



9780273743224

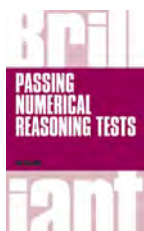
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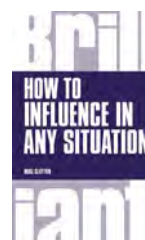
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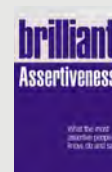
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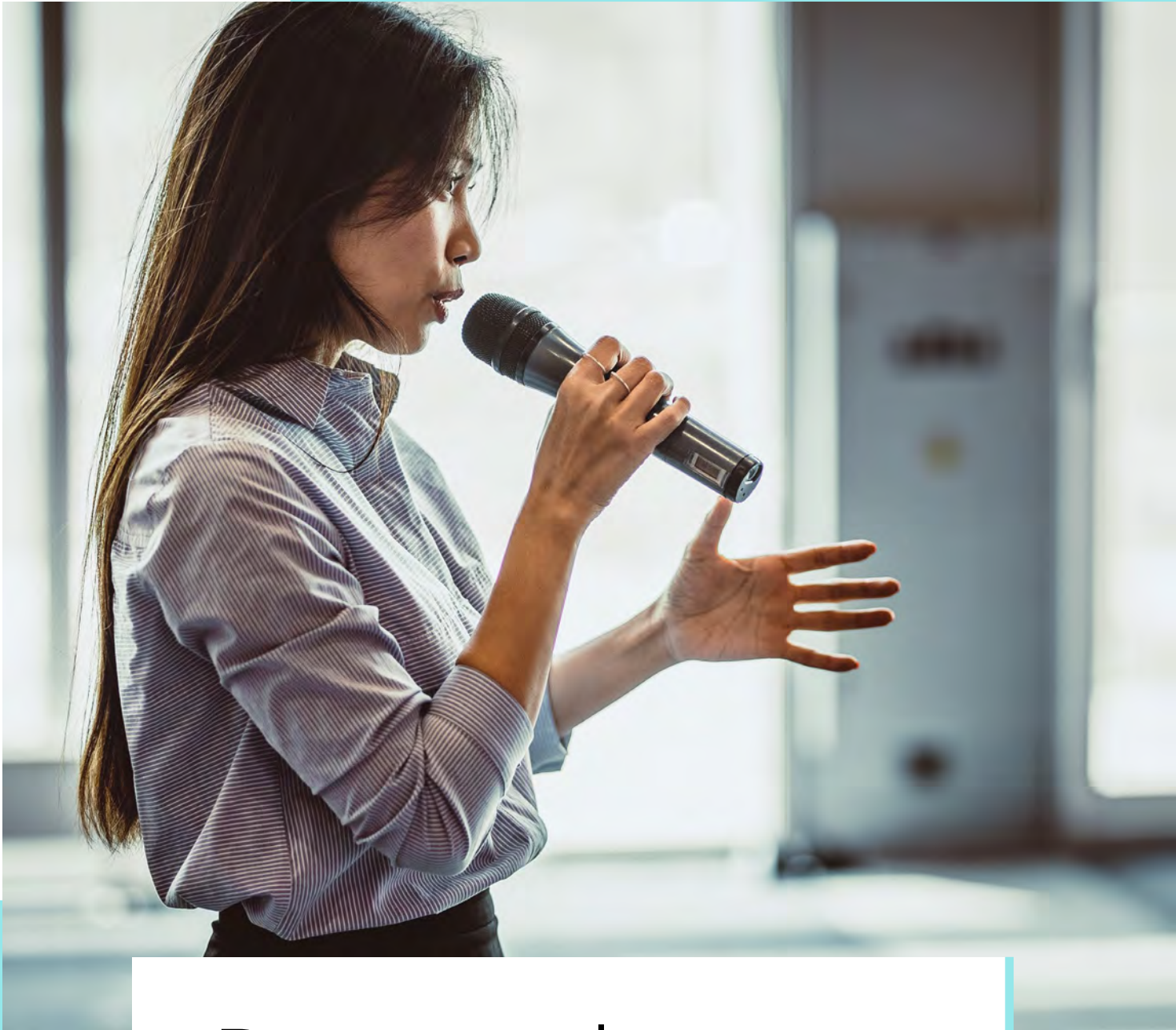
Brilliant Tactics to Pass Aptitude Tests

9780273714941



Brilliant Assertiveness

9780273768678



Personal Development



ISBN	9781292330020
IMPRINT	Pearson Business
256 pages	
PUB DATE	March 2023

Bulletproof

Be fearless and resilient – no matter what

Chantal Burns

SYNOPSIS

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

This book reveals how.

Are you tired of being told to think positive? What if you didn't have to manage your emotions or wear your 'game' face?

Do you ever feel like the odds are stacked against you or that you're running on empty?

What if you could stop trying to improve yourself and spend more time being yourself? And get off the endless hamster wheel of self-improvement?

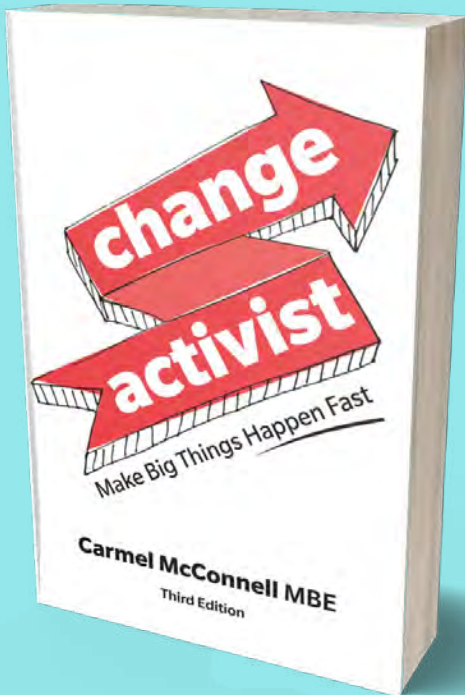
The truth is that it doesn't matter what state of mind you're in you can function brilliantly whatever.

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



ABOUT THE AUTHOR

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



ISBN	9781292350868
IMPRINT	Pearson Education
296 pages 210 x 140 mm 340g	
PUB DATE	May 2022

Change Activist

Make Big Things Happen Fast, 3rd Edition

Carmel McConnell

SYNOPSIS

Change Activists make things happen, quickly and effectively, in line with their values. This book shows you how to use activist tools in your personal and professional life to get big results, fast, turning effective strategies into a simple guide to rapid change for themselves, and across any kind of organisation to show how success, profit and principles are mutually achievable so you can have a job and give a damn.

This book is for anyone wanting to make change happen in their life, in their workplace or community and possibly for a better world. It shows how social activists ask better questions, take baby steps to move to the next level. From green campaigns to building profitable, trusted teams, to Government policy, Carmel offers practical tools and strategies in your personal and professional life.

Change Activist describes how to navigate the ups and downs of making change happen; from start up to scale up, to winning backers and allies. Through interviews with global change leaders including *Big Issue* co-Founder Lord John Bird, Kenyan education leader Qabale Duba and Indian vaccination activist Varsha Vanugobal, this new edition practically unpacks the elements of successful change activists to show that we are all capable of more, if we take action.



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.

The Rules Series

The International Bestselling Rules Books.
Over 2 million people around the world have enjoyed and now play by Richard Templar's Rules.



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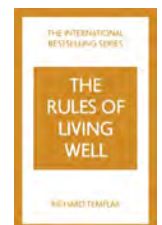
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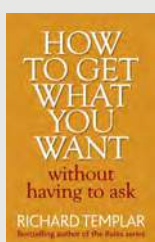


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Also by Richard Templar



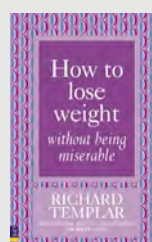
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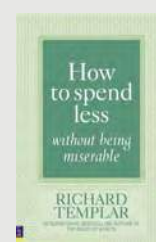
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9780273725541



How to Spend Less

9780273725558



ISBN	9781292432120
IMPRINT	Pearson Business
272 pages 210 x 130 mm 340g	
PUB DATE	June 2022

The Rules of Everything

10 habits to sustain high performance

Richard Templar

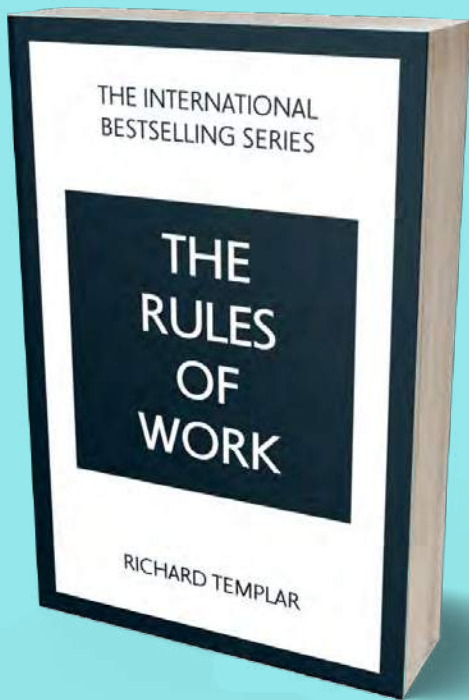
SYNOPSIS

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

Richard Templar is the author of the international bestselling Rules books. Over 2 million people around the world have enjoyed and now play by Richard Templar's Rules. The complete list of titles is as follows: *The Rules of Life*, *The Rules of Work*, *The Rules of Management*, *The Rules of Wealth*, *The Rules of Parenting*, *The Rules of Love*, *The Rules to Break*, *The Rules of People*, *The Rules of Thinking*, and *The Rules of Living Well*.



ISBN	9781292439679
IMPRINT	Pearson Business
304 pages 210 x 130 mm 360g	
PUB DATE	July 2022

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*.

- 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

ABOUT THE AUTHOR

Richard Templar is the author of the international bestselling Rules books. Over 2 million people around the world have enjoyed and now play by Richard Templar's Rules. The complete list of titles is as follows: *The Rules of Life*, *The Rules of Work*, *The Rules of Management*, *The Rules of Wealth*, *The Rules of Parenting*, *The Rules of Love*, *The Rules to Break*, *The Rules of People*, *The Rules of Thinking*, and *The Rules of Living Well*.



'The Rules of 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

ISBN 978-1-292-43967-9



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ISBN	9781292435763
IMPRINT	Pearson Business
272 pages 210 x 130 mm 340g	
PUB DATE	August 2022

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

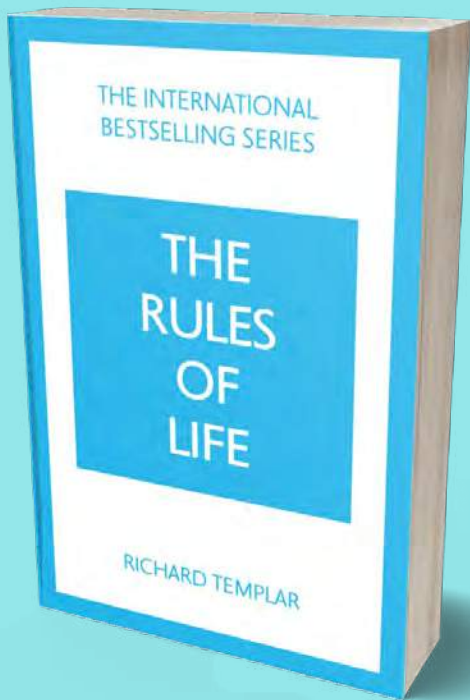
Richard Templar is the author of the international bestselling Rules books. Over 2 million people around the world have enjoyed and now play by Richard Templar's Rules. The complete list of titles is as follows: *The Rules of Life*, *The Rules of Work*, *The Rules of Management*, *The Rules of Wealth*, *The Rules of Parenting*, *The Rules of Love*, *The Rules to Break*, *The Rules of People*, *The Rules of Thinking*, and *The Rules of Living Well*.

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ISBN 978-1-292-43576-3



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ISBN	9781292435619
IMPRINT	Pearson Business
272 pages 210 x 130 mm	
PUB DATE	October 2022

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.

- Over 3 Million people around the world have enjoyed and now play by Richard Templar's Rules.
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- Available in over 75 countries under rights sold
- By International Bestselling Author Richard Templar

ABOUT THE AUTHOR

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ISBN 978-1-292-43561-9



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ISBN	9781292441146
IMPRINT	Pearson Business
264 pages 210 x 130 mm	
PUB DATE	November 2022

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.

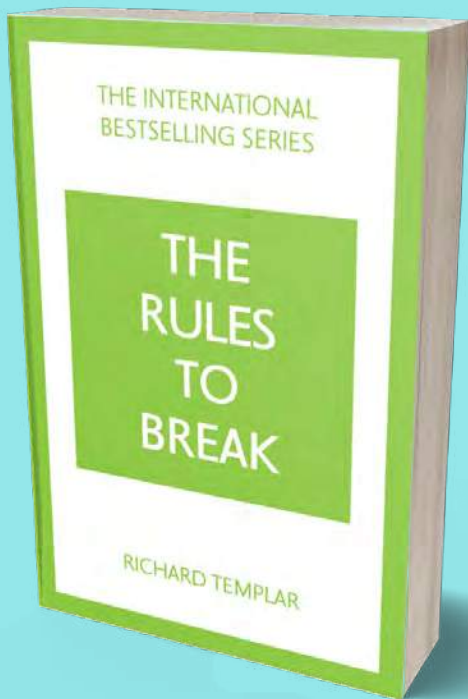
Is there something they know that the rest of us don't? Is it something we can all learn? The answer is a resounding yes. They know *The Rules of People*.

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.

- 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

ABOUT THE AUTHOR

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ISBN	9781292441177
IMPRINT	Pearson Business
248 pages 210 x 130 mm	
PUB DATE	December 2022

The Rules to Break

A personal code for living your life your way, 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 that 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?

- Over 3 Million people around the world have enjoyed and now play by Richard Templar's Rules.
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- Available in over 75 countries under rights sold
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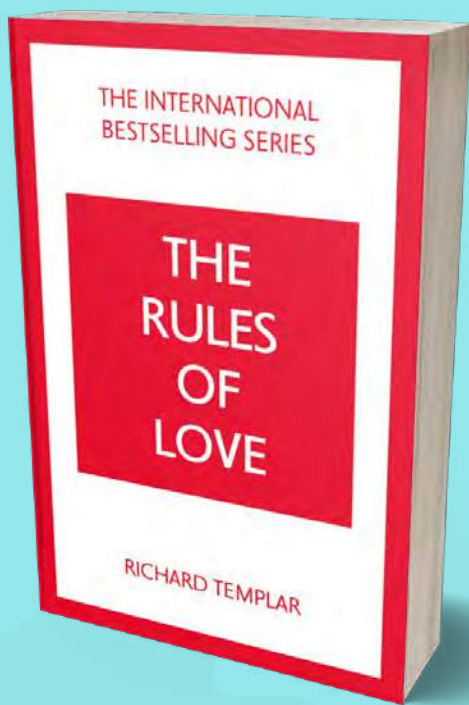
ABOUT THE AUTHOR

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ISBN 978-1-292-44117-7



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ISBN	9781292435671
IMPRINT	Pearson Business
288 pages 210 x 130 mm	
PUB DATE	15-Feb-23

The Rules of Love

A Personal Code for Happier, More Fulfilling Relationships, 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.

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

Richard Templar is the author of the international bestselling Rules books. Over 2 million people around the world have enjoyed and now play by Richard Templar's Rules. The complete list of titles is as follows: *The Rules of Life*, *The Rules of Work*, *The Rules of Management*, *The Rules of Wealth*, *The Rules of Parenting*, *The Rules of Love*, *The Rules to Break*, *The Rules of People*, *The Rules of Thinking*, and *The Rules of Living Well*.

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ISBN	9781292435770
IMPRINT	Pearson Business
296 pages 210 x 130 mm	
PUB DATE	February 2023

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*.

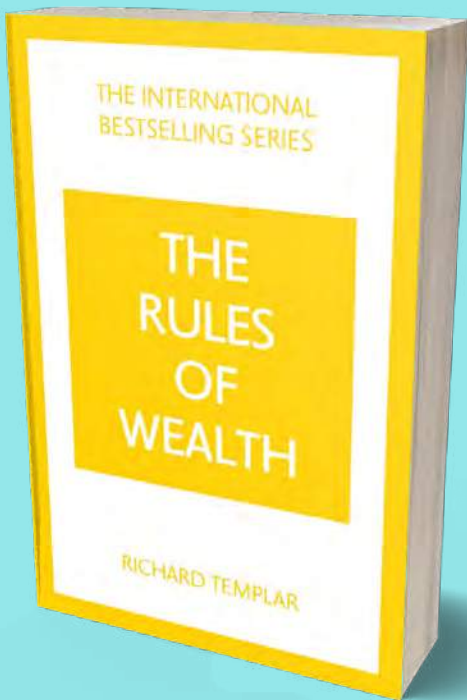
The Rules of Parenting are the golden principles that will guide you smoothly through the everyday challenges of raising children. In this new edition, Richard Templar has added 10 new Rules to help you bring your whole family across all the generations even closer together.

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

ABOUT THE AUTHOR

Richard Templar is the author of the international bestselling Rules books. Over 2 million people around the world have enjoyed and now play by Richard Templar's Rules. The complete list of titles is as follows: *The Rules of Life*, *The Rules of Work*, *The Rules of Management*, *The Rules of Wealth*, *The Rules of Parenting*, *The Rules of Love*, *The Rules to Break*, *The Rules of People*, *The Rules of Thinking*, and *The Rules of Living Well*.

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ISBN	9781292441115
IMPRINT	Pearson Business
272 pages 210 x 130 mm	
PUB DATE	15-Feb-23

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*.

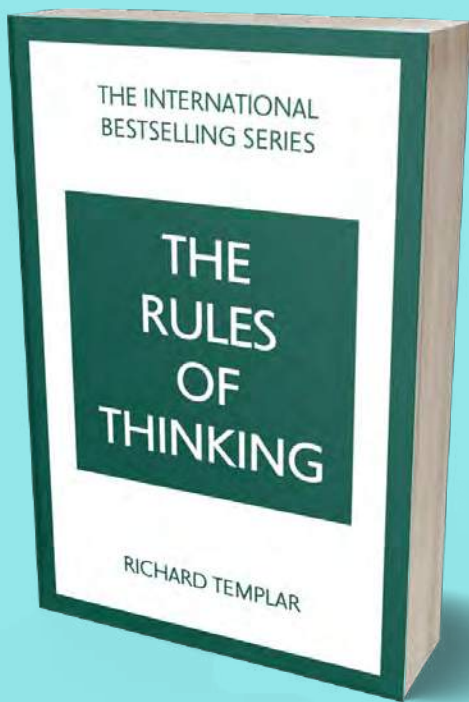
The Rules of Wealth are the guiding principles that will help you generate more money, handle it more wisely, grow it more effectively, and use it to live a happier, more fulfilling and comfortable life. In this new edition of the worldwide bestseller, Richard Templar has added 10 brand new Rules to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

Richard Templar is the author of the international bestselling Rules books. Over 2 million people around the world have enjoyed and now play by Richard Templar's Rules. The complete list of titles is as follows: *The Rules of Life*, *The Rules of Work*, *The Rules of Management*, *The Rules of Wealth*, *The Rules of Parenting*, *The Rules of Love*, *The Rules to Break*, *The Rules of People*, *The Rules of Thinking*, and *The Rules of Living Well*.

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ISBN	9781292435824
IMPRINT	Pearson Business
272 pages 210 x 130 mm	
PUB DATE	15-Mar-23

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.

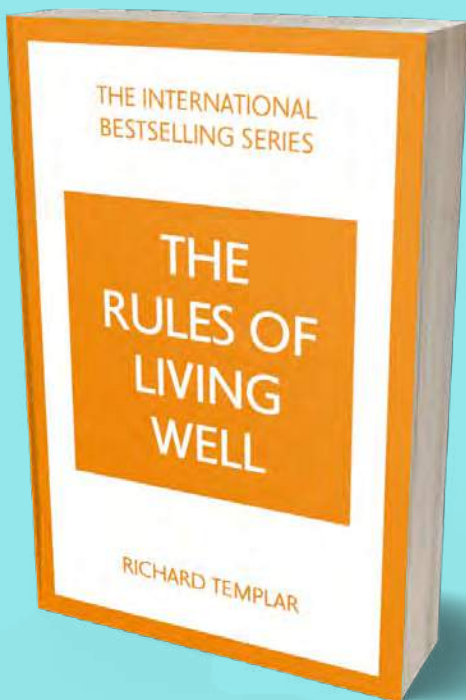
Is there something they know that the rest of us don't? Is it something we can all learn? The answer is a resounding yes. They know *The Rules of Thinking*.

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.

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ISBN	9781292435640
IMPRINT	Pearson Business
272 pages 210 x 130 mm	
PUB DATE	April 2023

The Rules of Living Well

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

Richard Templar

SYNOPSIS

Get ready to experience the Rules effect. Begin to get more out of life, shrug off adversity more easily and generally be a happier, calmer, more fulfilled person. You'll feel the benefits, and so will everyone around you.

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

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

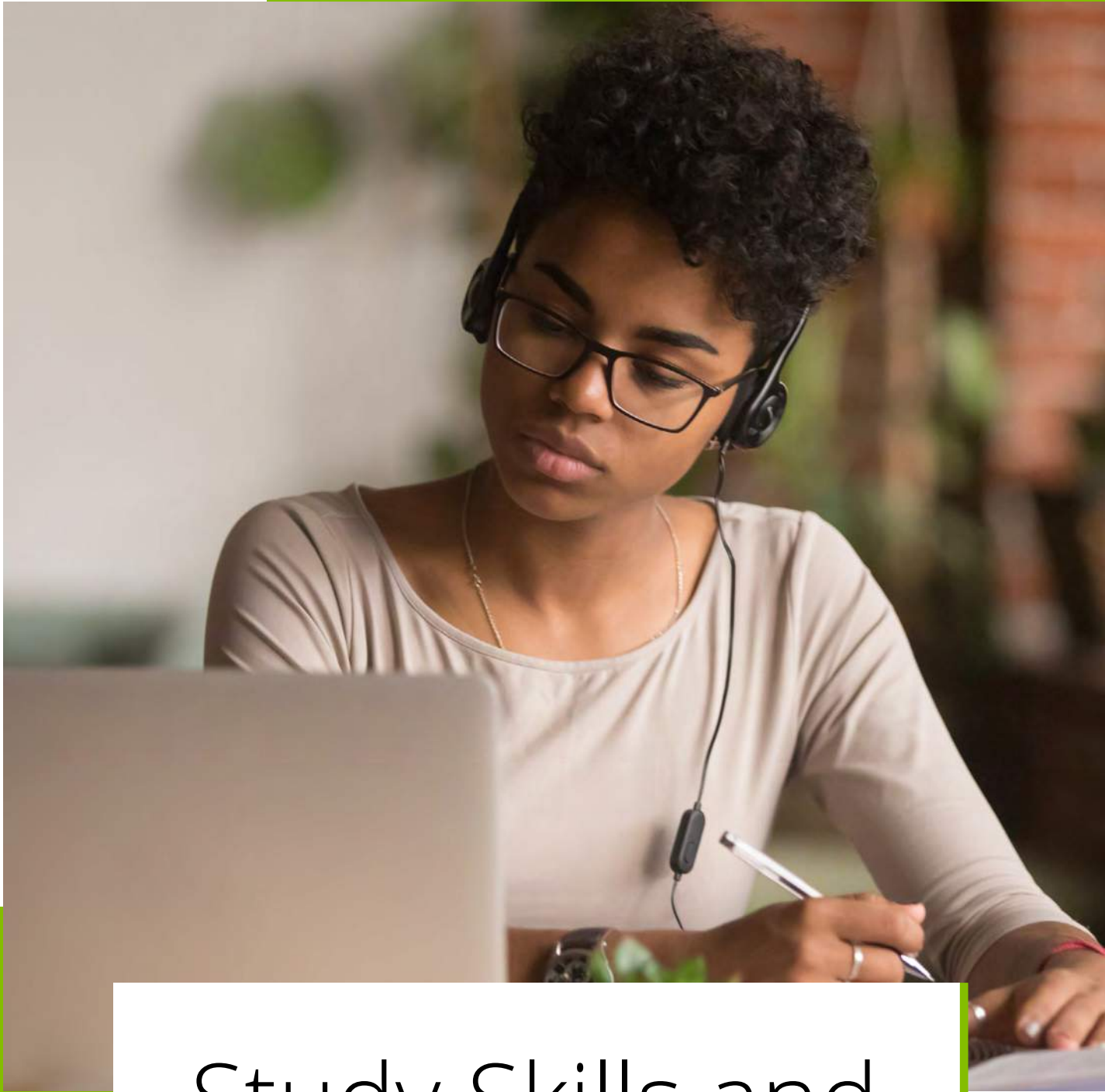
The Rules of Living Well are here to help. Covering everything from mindfulness, mental health, wellbeing, longevity, energy, balance, perspective, relaxation to exercise, you'll find simple ways to have a healthy attitude and be your best self.

What are you waiting for?

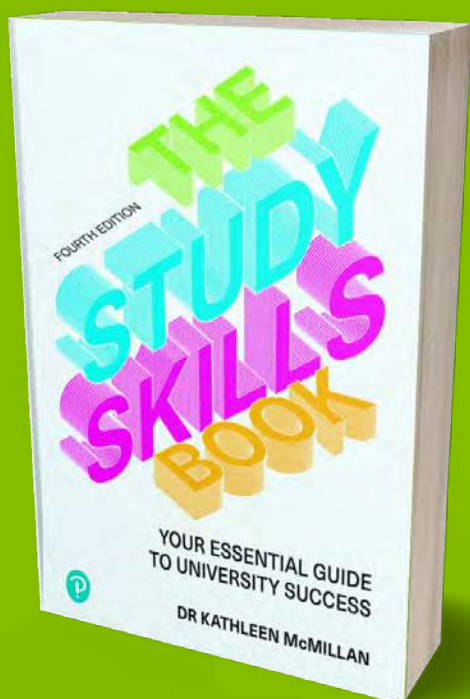
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Study Skills and Revision



ISBN	9781292373966
IMPRINT	Pearson
472 pages 235 x 185 mm 840g	
PUB DATE	July 2021

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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