



Pearson

Global Trade Catalogue

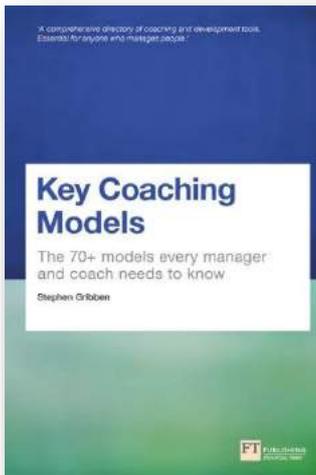
Spring 2017

Titles Publishing:

December 2016 - December 2017

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Key Coaching Models 1/E

The 70+ Models Every Manager and Coach Needs to Know

Stephen Gribben

FT Publishing

ISBN 13: 9781292151908

Publication Date: 27th September 2016

Extent: 288 pgs

KEY SELLING POINTS:

KEY COACHING MODELS IS AN ESSENTIAL DIRECTORY OF 72 TOOLS FOR MANAGERS TO USE TO UNLOCK PERFORMANCE THAT NO MANAGER SHOULD BE WITHOUT.

All managers and leaders are now expected to use coaching techniques to get the most out of their people. With 72 proven, easy to use coaching models to enhance performance, job satisfaction and motivation, they will be effective for Individuals, Teams and Organisations. Each model is explained and illustrated as it would be done in a coaching session, to give a genuine coaching perspective and context beyond the theory.

So you can read and apply it quickly, each model has a figure or diagram and is broken into short, accessible sections:

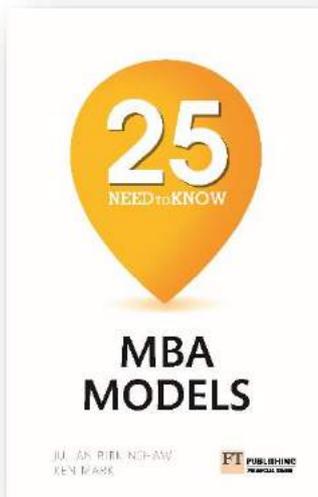
- What is it?
- Where does it come from?
- When should I apply it?
- How do I apply it?
- Coaching tips

Key Coaching Models also includes links to further resources and coaching at www.theonlinecoach.co.uk

Benchmark: 9781292081496 (*The Little Book of Big Coaching Models*)

AUTHOR BIO

Stephen Gribben is a recognised expert in his field, having been a renowned and successful Executive Coach since 1998. He built and launched the world's first self-coaching website in 2008 and has worked with global organisations including: American Express, AOL, Barclays, BT, BuzzFeed, Chanel, the Daily Mail Group, Google, Microsoft, Nike, and many more. With a background in behavioural psychology and emotional intelligence, Stephen has become one of the most successful and highly regarded executive coaches in his industry having designed and delivered more than 24,000 hours of coaching at events, seminars, academy programmes and conferences around the world.



25 Need To Know MBA Models 1/e:

Julian Birkinshaw and Ken Mark
FT Publishing

RIGHTS SOLD: PORTUGUESE (BRAZIL)

ISBN 13: **9781292178899**

UK Price: **£24.99**

Publication Date: **11th January 2017**

Extent: 200 pages

KEY SELLING POINTS:

25 Need-to-Know MBA Models provides easy access to the most useful models, tools and concepts that are covered on MBA programmes. Whether you are a student about to embark on an MBA or a manager who wants to understand the ideas taught, this guide will help you to get ahead.

Covering 25 key models that have been picked from programmes around the world, *25 Need-to-Know MBA Models* cuts through the jargon to give you the core information on each model: what it is, when to use it, how to use it with key practical tips.

- Want new ways of looking at old problems?
- Need a range of management decision-making tools at your fingertips?
- Only want what you need to know, rather than reams of theory?
- Includes 10 handy dos and don'ts of using MBA models

With indispensable models that will help you make the most out of every business opportunity, this book tells you what you need to know, fast.

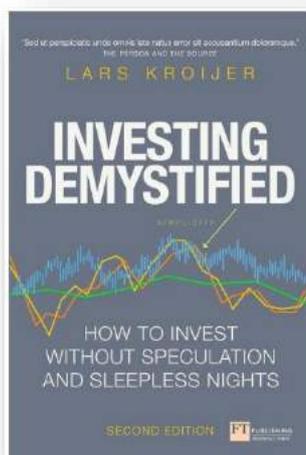
Benchmark: 9781292016856 (*Key MBA Models*)

*Also published Travel exclusive edition

AUTHOR BIO

Julian Birkinshaw is Professor and Chair of Strategy & Entrepreneurship at LBS. He's a Fellow of the British Academy & holds PhD & MBA degrees. He was recently placed 39th on the global "Thinkers 50" list of thought leaders in the field of management.

Ken Mark is a businessman, entrepreneur, research & writer. He's written more than 100 case studies for use in MBA classrooms.



Investing Demystified 2e:

How to Invest Without Speculation and Sleepless Nights

Lars Kroijer
FT Publishing

ISBN 13: **9781292156125** UK Price: **£24.99**

Publication Date: **9th February 2017**

Extent: 288 pages

KEY SELLING POINTS:

Don't spend your time worrying whether you can beat the markets: you don't need to beat them to be a successful investor. By showing you how to build a simple and rational portfolio and tailor it to your specific needs, *Investing Demystified* will help you generate superior returns.

With his straightforward and jargon-free advice, Lars Kroijer simplifies the often complex world of finance and tells you everything you need to know – and everything that you don't need to worry about – in order to make the most from your investments.

In *Investing Demystified* you will:

- **Discover** the mix of stocks, bonds and cash needed for a top performing portfolio
- **Learn** why the most broadly diversified and simplest portfolio makes the most sense
- **Understand** the right level of risk for you and how this affects your investments
- **Find** out why a low cost approach will yield benefits whilst leaving you with a higher quality portfolio
- **Understand** the implications of tax and liquidity

'In a world of the next big investment fad, Lars Kroijer takes us back to the essence of smart investing: diversify, diversify, diversify. And don't overpay for that either.'

Coenraad Vrolijk, Managing Director of Blackrock

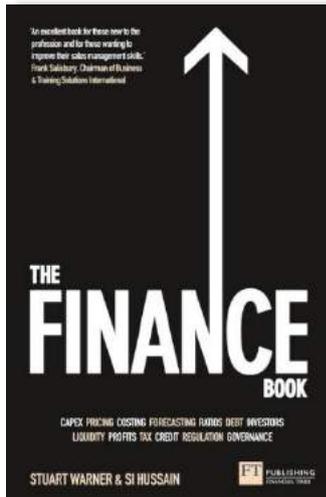
'An important book that debunks common myths about investing. A must-read for ordinary investors.'

Anita Raghavan, New York Times and author of "The Billionaire's Apprentice"

Benchmark: 9780273781349 (*Investing Demystified* 1/E)

AUTHOR BIO

Lars Kroijer was the CEO of Holte Capital Ltd, a London-based special situations hedge fund which he founded in 2002 before returning external capital in the spring of 2008. Prior to establishing Holte Capital, Lars served in the London office of HBK Investments. In addition, he previously worked at SC Fundamental and the investment banking division of Lazard Freres in New York. Lars graduated Magna Cum Laude from Harvard University and received a MBA from Harvard Business School. He is also the author of *Money Mavericks* (Pearson, 2010).



The Finance Book 1/E:

Stuart Warner and Si Hussain
FT Publishing

Pages: 392

ISBN 13: 9781292123646 UK Price:
£14.99 Publication Date: March 2017

KEY SELLING POINTS:

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:

- Have the confidence to read and interpret financial statements
- Ask the right questions about financial performance
- Apply important financial tools and ratios
- Learn how to think financially and make better strategic financial decisions

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.

AUTHOR BIO

Stuart Warner is a Chartered Accountant, author, non-executive adviser and trainer, with over two decades of experience in finance. He is a director of Financial Fluency Ltd and delivers finance based training programmes around the world to both finance and non-finance professionals.

Si Hussain is an experienced CEO. Over the past decade, Si has held chief executive and senior management roles in several listed national and multinational businesses. Si qualified in 1991 as a chartered accountant. During his quarter-century career Si has been author and examiner across a number of business subjects and has delivered training extensively in finance, economics and accounting to students and professionals from around the world.

OTHER TITLES IN THE SAME SERIES

Translated into 9 languages Worldwide



9780273776703



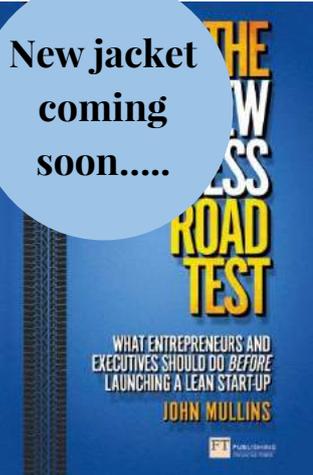
9780273750338



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The New Business Road Test 5th edition:

What entrepreneurs and executives should do before launching a lean start-up

John Mullins
FT Publishing

RIGHTS SOLD:
4E: CHIS, SPANISH
2E: ARABIC, ENGLISH(INDIA),
ITALIAN, JAPANESE, KOREAN,
ROMANIAN
1E: CHIS

Total TCM
Sales:
9,705 units
£167,189.74

ISBN 13: **9781292208398** Extent: **344**

Publication Date: **11th October 2017** UK Price: **£27.99**

ROAD TEST YOUR IDEA BEFORE YOU LAUNCH YOUR LEAN START-UP

Thinking about starting a new business? Stop! Is there a genuine market for your idea? Do you really want to compete in that industry? Are you the right person to pursue it? No matter how talented you are or how much capital you have, if you're pursuing a fundamentally flawed opportunity then you're heading for failure. So before you launch your lean start-up, take your idea for a test drive and make sure it has a fighting chance of working.

Now in its fifth edition, *The New Business Road Test* is the essential handbook for anyone wanting to launch a start-up.

The accompanying app (available on iTunes and Android) makes it easy to assemble all the evidence you need for your road test, wherever you are. www.newbusinessroadtest.com

Feel calm, confident and in control – whatever you're doing, wherever you are.

- **New edition of the classic book for entrepreneurs** – revised and with a classic, modern look.
- **Free app** – John will make the app free for this edition to help promote book sales.
- **Highly practical** – the 'seven domains' framework is easy to use and gives investors the key issues to examine before they invest.
- **Research driven** – John teaches MBA students at London Business School and is well thought of in the entrepreneurial community.

'Mullins has hit the nail on the head. I wish this book had been given to every entrepreneur who appeared before me on Dragons' Den.'

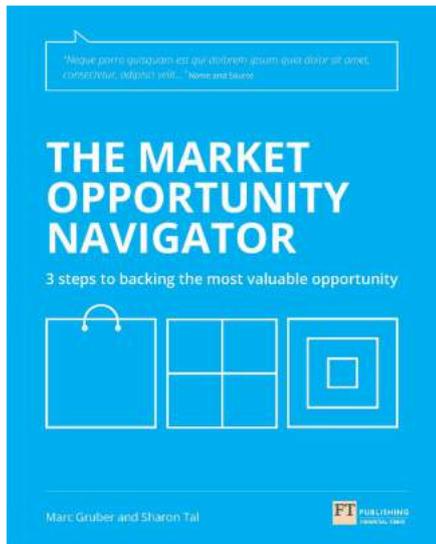
Doug Richard, founder of School for Startups

Benchmark: 9781292003740 (*The New Business Road Test 4/E*)

John Mullins is a veteran of three entrepreneurial ventures and a professor at the London Business School where he teaches and studies entrepreneurship, venture capital, and the management of rapidly growing businesses. He holds an MBA from the Stanford Graduate School of Business and a PhD in marketing from the University of Minnesota. He is co-author of three other books including the widely acclaimed *Getting to Plan B: Breaking Through to a Better Business Model*.



Pearson



The Market Opportunity Navigator 1/E: 3 steps for discovering and strategizing your most valuable opportunities

Prof Dr. Marc Gruber & Dr. Sharon Tal
FT Publishing

ISBN 13: **9781292178929**

UK Price: **£24.99**

Publication Date: **28th June 2017** Extent: **280**

Avoid failure by making the smart choice from the start.

Choosing the right market for your innovation is the first, and trickiest, question for innovators. Research has shown that all too often entrepreneurs don't spend enough time researching the first stage – instead they jump at the first opportunity that looks good, and fail to properly evaluate other opportunities. These common mistakes means that you often choose the wrong market and pursue too many opportunities at once.

The Market Opportunity Navigator helps you to balance focus and flexibility, by giving a clear, structured and practical framework to better identify, evaluate and focus on the right market opportunities. With three dedicated and reusable worksheets covering:

1. **Market Opportunity Set** – assess your core strengths and identify which market opportunities exist for your business
2. **Attractiveness Map** – evaluate your market opportunities to reveal the most attractive option for focus
3. **Smart Focus Strategy** – create a strategic plan for your chosen market opportunity that keeps you open-minded and agile

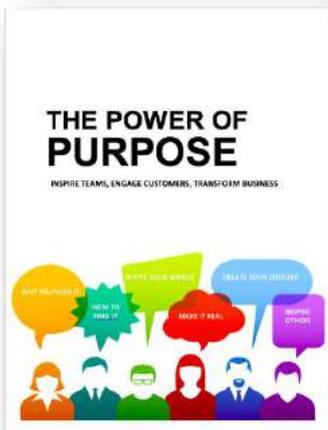
Get the most value for your innovations with *The Market Opportunity Navigator*.

Benchmark titles: 9780470876411 (*Business Model Generation*) **42,718 units sold**

9781292003740 (*The New Business Road Test*)

Professor Dr Marc Gruber is a world-leading authority in the domain of innovation, entrepreneurship and technology commercialization. He heads the Chair of Entrepreneurship & Technology Commercialisation at the Swiss Federal Institute of Technology Lausanne (Ecole Polytechnique Fédérale de Lausanne, EPFL) in Switzerland, the worldwide #1 university among all universities established in the last 50 years, and works as an Associate Editor for the #1 empirical research journal in management, the *Academy of Management Journal* (AMJ).

Dr Sharon Tal is a co- founder and former executive director of the Entrepreneurship Centre at the Technion, Israel Institute of Technology, and a well-recognized lecturer on marketing for high-tech start-ups. In her PhD research, Sharon analysed the market entry decision of hundreds of start-ups and its consequences on firm performance and flexibility.



The Power of Purpose 1/E:

Inspire Teams, Engage Customers, Transform Business

John O'Brien & Andrew Cave
Pearson Business

ISBN 13: **9781292202044**

Extent: **256**

UK Price: **£14.99**

Publication Date: **12th June 2017**

KEY SELLING POINTS:

Purpose is the secret ingredient – with purpose you have the key to exceptional performance, greater wellbeing and clarity in a VUCA world. *The Power of Purpose* is your simple, easy-to-use guide to identify, clarify and shape your business purpose.

But how do you find such purpose and ensure it propels your business forward?

The Power of Purpose shares a simple framework to help you identify, clarify and shape your business purpose. You'll gain a competitive advantage and boost your bottom line, but the benefits are not just commercial – you'll also inspire a new generation of employees, foster innovation, simplify decisions and build customer and brand loyalty.

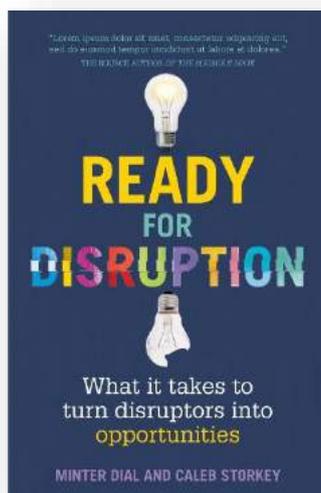
Based on qualitative interviews with well-established and emerging leaders on how they bring ethical purpose in business to life, as well as sharing the results from a questionnaire with purpose-led businesses, you'll find a step-by-step approach for apply purpose to simplify complexity, harness a purpose-powered workforce and create customer loyalty.

How can purpose provide clarity? How can it accelerate success? How can it build a long term sustainable business? *The Power of Purpose* is your secret ingredient.

Competitor benchmark: 9780241958223 (Sinek, *Start With Why* 1/E: Penguin 2011) Amazon #1 bestseller

John O'Brien is an ethical purpose expert who has worked closely with clients including HRH The Prince of Wales, individual entrepreneurs and over half the FTSE 100. He is co-founder of Destria Partners, the international purpose agency based in London, whose clients include Virgin Atlantic, Etihad, L'Occitane, and the UK Government. He is Chairman of the not-for-profit arm of sister company BrandPie Ltd, who help clients create brand purpose definition, including EY, The Royal Albert Hall, Margaret Dabbs & AstraZeneca and is Chair of the London based Knot network of ethical leaders: www.theknot.so

Andrew Cave is a renowned business journalist and author of 25 years' experience. He has written for the Daily Telegraph since 1996, for three years as the New York based US Business Correspondent, five years as Associate City Editor and four years writing the City Life column. Andrew currently writes the weekly business profile in the Sunday Telegraph and regular columns for Forbes, CityAM and CorpComms Magazine. He also writes obituaries of business leaders for The Times. Andrew is the co-author of *The Secrets of CEOs*, based on interviews with 200 global chief executives. Andrew joined Destria Partners in 2016 as lead on business media advisory activities.



Ready For Disruption 1/E:

What it takes to turn disruptors into opportunities

Minter Dial and Caleb Storkey

FT Publishing

ISBN 13: **9781292186399**

UK Price: **£14.99**

Extent: 256

Publication Date: **12th June 2017**

USE DISRUPTION TO YOUR ADVANTAGE – MAKE IT AN OPPORTUNITY

Ready for Disruption paints a complete picture of the major disruptive forces currently facing us – defining them, mapping them out and putting them into context. Covering not just the new technologies, but how they are used and related, this book provides a global view of how to navigate the disruptive forces and use them to your advantage.

Organized into four main sections: Internet Related, Emerging Technologies, Mobile and Mindset, each chapter covers a different force and follows the same structure:

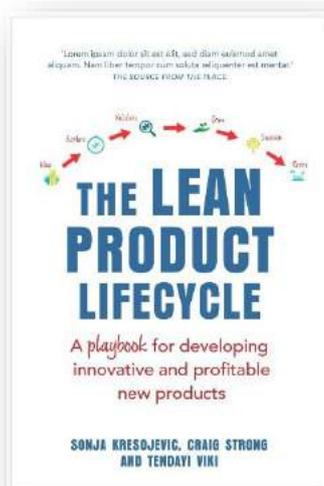
- What is it? – A definition of the disruptive force in question
- What do you need to know? – The key statistics, challenges and players. Plus useful examples.
- What are the risks? – Why do you need to worry? What are the implications for your business?
- What are the opportunities? – What should you do about it as a leader? Questions to ask and a framework for direction.
- Contributor voices – comments and quotes from over 20 contributor experts.

PUT THE DISRUPTIVE FORCES INTO CONTEXT AND BETTER UNDERSTAND WHY AND HOW THEY WILL BE IMPORTANT OPPORTUNITIES FOR YOUR BUSINESS.

Benchmark: N/A

Minter Dial is an international professional speaker and recognized expert on branding, new tech and digital strategy. President and founder of The Myndset Company, the list of blue-chip clients with which he works includes Orange, Kering Group, Remy-Cointreau, Samsung, Credit Agricole, LVMH, L'Oreal, Total, Publicis and Tencent. He is also an Associate at Netexplo, a worldwide observatory of new technology trends, and board member of Lastminute.com Group.

Caleb Storkey is a seasoned entrepreneur, consultant, trainer and recognised expert in marketing, digital strategy and start-ups. Founder and CEO of Storkey Media (an integrated marketing agency) he works internationally with blue-chip businesses ranging from Barclays, Canon and LinkedIn through to highly disruptive and fast growth tech start-ups. Caleb is the Co-Founder of Linkilaw; a legal marketplace start-up focused on disrupting legaltech.



The Lean Product Lifecycle 1/E:

A Playbook for Developing Innovative and Profitable New Products

Sonja Kresojevic, Craig Strong and Tendayi Viki
Pearson

ISBN 13: 9781292186412

UK Price: £16.99 Extent: 192

Publication Date: 11th May 2017

***The Lean Product Lifecycle* is a playbook that provides frameworks, methods and tools to develop innovative new products and business models, while managing your core portfolio.**

Follow the 6 key phases of a product's life – idea, explore, validate, grow, sustain and retire – and discover how to develop products according to their life stage and ensure the right investment for each. For each stage there is a step-by-step guide of product development best practices using examples and case studies from several companies and start-ups.

Using the tools and templates in this book, you'll be able to:

- Take a new product from idea to scale within a market.
- Understand the difference between executing on products that are already successful in the market and searching for profitable business models for new products.
- Use the right tools and methods for validating new products ideas and business models.
- Understand how to manage mature products and retire old products using lean innovation principles.

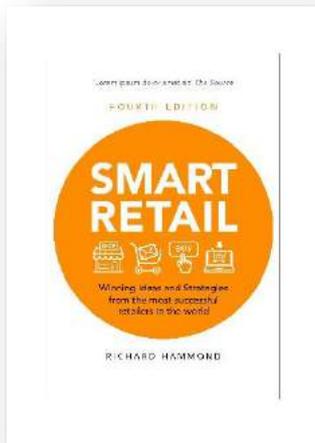
Discover how lessons from lean start-ups can transform your business.

Benchmark: 9781292003740 (*The New Business Road Test*)

Sonja Kresojevic (SVP, Global Product Lifecycle, Pearson) is a senior executive with over 15 years of global experience building products and driving agile and lean transformation for companies in the media, publishing and education sector. She has been leading the development and implementation of the Lean Product Lifecycle at Pearson for the past 3 years.

Craig Strong (VP Product Development at Insight Software.com) is an agile and lean digital product development specialist who has applied a systems thinking approach to transformation and management. He has been pioneering innovative development practices for many years across multiple domains including media, financial services, business intelligence and education.

Tendayi Viki PhD, MBA (Principal Consultant, Benneli Jacobs) is the founder and principal consultant at Benneli Jacobs and Company, a strategy and innovation consultancy firm that helps large organizations develop ecosystems to innovate like startups. He has worked as a consultant, advisor and coach for several large organizations including Airbus, Standard Bank and The British Museum.



Smart Retail 4/E:

Winning Ideas and Strategies from the Most Successful Retailers in the World.

Richard Hammond
Pearson

RIGHTS SOLD:

3E: CZECH, US ENGLISH

2E: LITHUANIAN, MARATHI, TAMIL, TURKISH

1E: CHIS, CZECH, GREEK, INDONESIAN,
ROMANIAN, THAI

ISBN 13: 9781292082202

Publication Date: 22nd November 2016

Extent: 352 pages

KEY SELLING POINTS:

Fully updated for 2015, this is the definitive guide to retail that experts recommend and learners love.

Discover the secrets of some of the world's biggest and leading shops and online retailers and get a competitive edge. Covering everything from creating the ultimate retail experience to understanding the customer and the importance of motivated shop floor workers, this is the book that will guide you, your managers, team-workers, and anybody working in or learning about retail to success and profits.

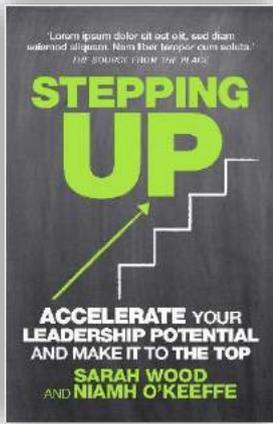
- **Fully updated** to reflect the fast-moving and ever-changing world of retail
- **Includes five essential new chapters** featuring the very latest thinking, new case studies and the most cutting edge tactical thinking and strategic planning.
- **Examines and coaches on traditional retail models** alongside the rise in multi-channel, multi-platform retail and the exponential rise in the use of technology.
- **Practical, inspiring, comprehensive and authoritative**, it's easy to follow and quick to put into practice
- **Delivers outcomes that retailers want:** how to grow their sales, boost their profits, develop loyalty and deliver an exceptional, memorable and envied customer experience.
- **A wide appeal** including retail entrepreneurs, existing managers of all levels, shop-floor staff and anybody interested in what retail is, how it works and what it means in the 21st Century.

THE CLASSIC, HIGHLY REGARDED AND DEFINITIVE GUIDE TO RETAIL SUCCESS.

Benchmark: 9780273744542 (*Smart Retail 3/E*)

AUTHOR BIO

Richard Hammond has lived and breathed retail at every level – initially in executive positions within Head Office teams and latterly as a consultant, specialising in retail. In his consulting work, Richard has helped leading retail brands such as Whitbread and KFC to engage and motivate their people and has recently undertaken consulting work with BP, Kingfisher, EE and Samsung.



Stepping Up 1/E

Accelerate your leadership potential and make it to the top

Dr Sarah Wood & Niamh O'Keeffe

FT Publishing

ISBN 13: 9781292186429

Extent: 256

UK Price: £14.99

Publication Date: 11th September 2017

Getting to the top can seem like an impossible mission to those in junior and middle manager ranks. Sometimes it can feel like top leadership is an exclusively male club, only accessible to those already highly networked via family and private schooling.

Stepping Up debunks the notion of what a typical leader should look like, or where they are from. Leadership is an option for anyone with leadership ambition. Forget climbing the corporate ladder, nowadays success is more about criss-crossing across multiple roles and companies, and possessing a continuous learning appetite for new opportunities and welcoming new responsibilities.

Follow the practical five point framework on how to step up and get to the top:

1. **Vision** - How to set out a clear and compelling vision of the future of the organisation
2. **Votes** - How to create networks of followership, and alliances of equals, so that others rise with you and shore up a consensus/buy-in to your vision
3. **Victories** - How to establish a track record of wins with your teams to demonstrate success
4. **Values** - How to be authentic, how to bring out your key talents and strengths for benefit of all
5. **Velocity** - How to bring energy to every situation, and how to energize and enthuse those around you

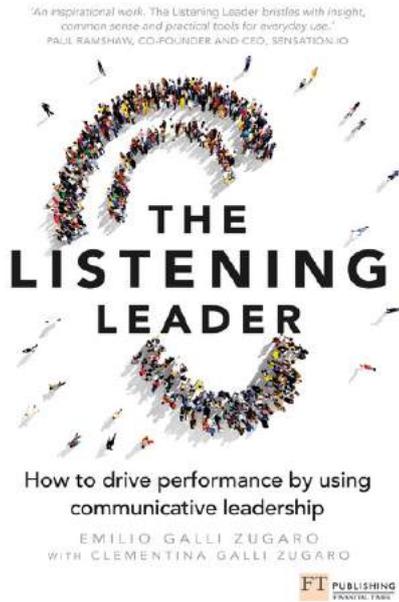
Accelerate your skills and take charge of your leadership career.

USP's: Practical, Aspirational, Diversity friendly, Award winning author

Benchmark title: 9780273751328 (O'Keeffe, *Your First 100 Days*)

Dr Sarah Wood (PhD) is Co-founder and Co-CEO of Unruly, a social advertising company bought by Rupert Murdoch/News Corporation in 2015 for £114million. Sarah was critical in brokering the deal with News Corporation. Sarah is also an associate lecturer at University of Cambridge, teaching a Masters course since 2012. In collaboration with Cass Business School, Sarah's company Unruly hosts a pop up university offering free lectures by business leaders to inspire new entrepreneurs. Sarah has experience of writing and publishing a book on a niche history topic. Recent awards include Veuve Cliquot "Business Woman of the Year, 2016", Forbes' "Top 15 Woman to Watch", Red magazine "Digital Woman of the Year" and Computer Weekly's "Most influential Women in UK IT".

Niamh O'Keeffe is Founder and MD of First100 and CEO assist leadership advisory businesses. Formerly a strategy consultant with Accenture. Niamh's executive coaching clients include senior executives at Accenture, Barclays, BP, BT, Eircom, Microsoft, Oliver Wyman and Vodafone. She is author of 3 Pearson/FT Publishing International titles: *Your First 100 Days*, *Lead your Team in your First 100 Days* and *Your Next Role*



The Listening Leader 1/E: Powerful Communication Tools to Help You Drive Performance

RIGHTS SOLD: Italian, Vietnamese

Emilio Galli Zugaro
FT Publishing

ISBN 13: **9781292142166** UK Price: **£24.99**

Publication Date: **9th January 2017**

Extent: 256 pages

KEY SELLING POINTS:

DISCOVER THE ART OF COMMUNICATIVE LEADERSHIP: HOW TO REALLY LISTEN SO YOU CAN WIN AND HOLD THE TRUST OF YOUR STAKEHOLDERS.

Leaders often say *'I communicate'* when, in fact, they mean *'I tell'*. Yet being able to really listen is the key to growth and results. *The Listening Leader* provides a clear framework for taking action to implement a communicative leadership style

By actively listening to your organisation and external stakeholders you will be able to better navigate today's VUCA (volatile, uncertain, complex and ambiguous) economy and digitally transparent world; make a genuine difference to the performance of your organization; better respond to the expectations and needs of their stakeholders and dramatically increase your competitiveness in the market.

BECOME A GREAT LEADER, IMPROVE YOUR PERFORMANCE AND SUCCEED IN BUSINESS BY COMMUNICATING AND LISTENING MORE EFFECTIVELY.

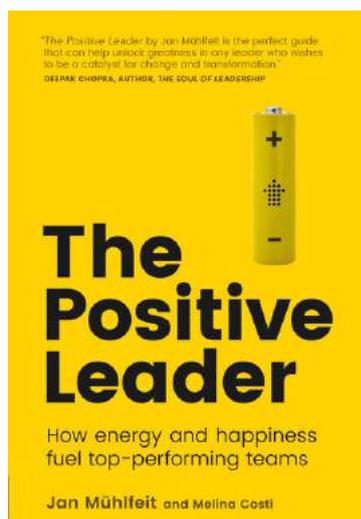
"It might be an inconvenient truth for some: successful leaders have to be more than great managers. Communicative leadership, as shown in this excellent book, leads you there." Joachim Faber, Chairman Deutsche Börse AG (German Stock Exchange)

Benchmark: 9780273762539 (*Who Cares Wins*)

AUTHOR BIO

Emilio Galli Zugaro is a seasoned communications, leadership and business expert: with 36 years' experience, he has the longest tenure in his function in the FORTUNE 100 list. He has spent 23 years as a senior leader with global management responsibility with Allianz, a world leader in insurance and investments, and also has a background in journalism and has been a University lecturer for nearly 20 years.

Clementina Galli Zugaro is currently working for her MSc in Work and Organisational Psychology at Maastricht University. Her career to date has focused on applying psychological theories and techniques to the business world, especially in HR and strategic consulting. Clementina has had experience in a range of sectors including talent assessment, consulting and behavioural finance.



The Positive Leader 1/E

Jan Mühlfeit

RIGHTS SOLD: CZECH

Pearson

ISBN 13: 9781292166155

UK Price: £16.99

Publication Date: November 2016

Extent: 344 pages

KEY SELLING POINTS:

Academic studies have shown that a positive mind-set results in 31% higher levels of productivity.*

The Positive Leader gives you a four-point approach to becoming a happier and more inspirational leader.

- ✓ Discover and work to your strengths
- ✓ Identify your mission and vision
- ✓ Become a 'Chief Energy Officer'
- ✓ Lead yourself to happiness

Based on cutting edge research, and with truly actionable advice, The Positive Leader shows you how. Former Chairman of Microsoft Europe, Jan Mühlfeit, turns the lessons he's learnt from his years at the coalface of leadership into a 'how to' guide for busy managers.

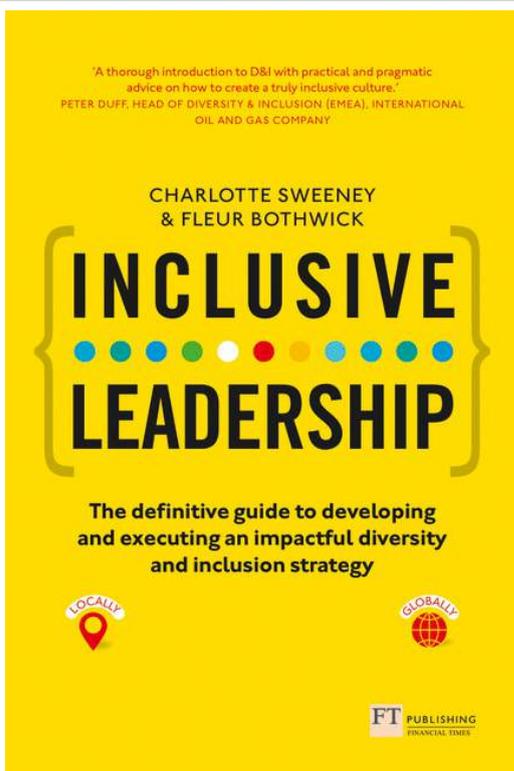
Discover how to banish stress and negativity, rediscover your best self and become an inspirational leader – starting now.

* 'Positive Intelligence', Shawn Achor, Harvard Business Review, Jan/Feb 2012

AUTHOR BIO

Jan Mühlfeit is a global strategist, executive coach and mentor. He is the Former Chairman of Microsoft Europe, where he worked for 22 years. He is currently an 'entrepreneur in residence' at INSEAD and a coach for Exec MBA students at Cambridge University. Jan is also a member of the Business Advisory Board at Imperial College London.

Melina Costi is a professional business writer with a background in marketing management.



Inclusive Leadership

The Definitive Guide to Developing and Executing a Powerful Diversity and Inclusion Strategy

Charlotte Sweeney, Fleur Bothwick

Pearson

ISBN 13: 9781292112725

UK Price: £24.99

Publication Date: August 2016

Extent: 336 pages

Key Selling Points:

Leaders have been grappling with the challenge of creating more diverse and inclusive companies for well over a decade, but why has progress been so slow?

Written by two experts with over 30 years' experience in the field, they share their tried and tested roadmap to creating and delivering an effective strategy that helps to create a more inclusive workplace.

Inclusive Leadership illustrates the whole journey. From when Diversity and Inclusiveness is first muted in your company as something to do, through to creating the right change management methodology, to engaging mid-level managers, to becoming an inclusive leader and reaping the rewards of your hard work. Checklists, mindmaps, infographics and case studies from a number of global companies of all sizes covering what went well...and what didn't...help you along the way.

This is the 'must have' book on how to create a more inclusive and diverse company or team. It's the first of its kind to be written by professionals who are seen as two of the leading experts in this field.

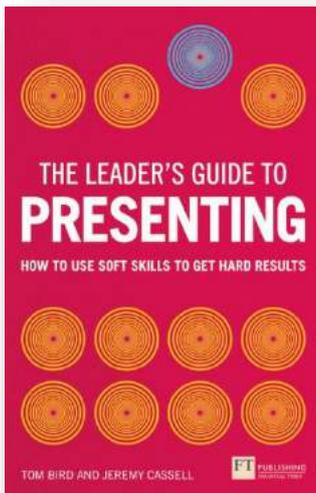
Benchmark

9780749471293 The Inclusion Imperative

Contributor Bio

Charlotte Sweeney is an experienced and pragmatic change agent with over 20 years experience of leading significant change programmes in large global organisations, coaching, facilitation and training.

Fleur Bothwick has a Masters in HR Strategic Management and is an advisory member of the Pink Shoe Club Senate and an Ambassador for the CMI. She's the founder of Project Vanguard and in the Queen's 2013 New Years Honours List, she received an OBE in recognition of her contribution to Diversity and Inclusion in the workplace.



The Leader's Guide to Presenting: How to Use Soft Skills to Get Hard Results

Tom Bird and Jeremy Cassell
FT Publishing

ISBN 13: **9781292119984**

UK Price: **£16.99**

Publication Date: **9th February 2017**

Extent: 240 pages

KEY SELLING POINTS:

Presentations are an inevitable part of a leader's day to day. They are fundamental to delivering information, motivating staff and building relationships.

The Leader's Guide to Presenting is a highly practical guide to delivering engaging and influential presentations. From informal to formal settings, you'll discover how persuasion, influence and communication are critical to your own impact, the motivation and engagement of others and, ultimately, the success of your organisation.

- ✚ How to present when the stakes are high
- ✚ How to structure your message to gain agreement
- ✚ How to deliver with maximum impact and get the outcome you want
- ✚ How to pitch for success and handle difficult conversations

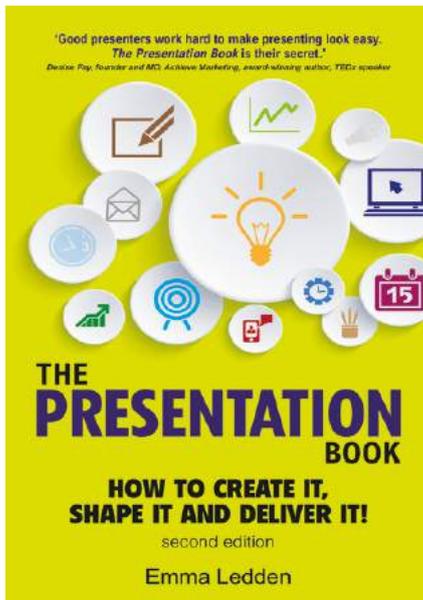
MASTER THE ART OF PRESENTING, SET THE STANDARD AND INSPIRE CHANGE.

Benchmark: 9781292002583 (*The Presentation Book* 1/E)

AUTHOR BIO

Jeremy Cassell has worked as a freelance trainer for 12 years. Before that he was National Training Manager for L'Oreal and National Sales Training Manager for Walker's, part of Pepsi. Before entering the business world, he gained experience in teaching English and history. He has worked as a TEFL teacher and is an NLP Master Practitioner and trainer.

Tom Bird's business career stretches over 20 years and spans sales and sales management as well as personal development and performance improvement. He is a director of RTP and has been involved professionally in developing people to realise more of their potential since 2000. To supplement his business experience Tom qualified as a Master Practitioner of NLP (the study of modelling success) and achieved a Post Graduate Diploma in Coaching and Development.



The Presentation Book 2/E: How to create it, shape it and deliver it!

Emma Ledden
Pearson Business

RIGHTS SOLD: 1E:
ARABIC, ENGLISH (India)

ISBN 13: **9781292171982** UK Price: **£12.99**

Publication Date: **19th December 2016**

Extent: 176 pages

KEY SELLING POINTS:

MAKE THE NEXT PRESENTATION YOU DO, THE BEST YOU'VE EVER DONE.

The Presentation Book shows how you can easily put your nerves behind you and calmly and confidently deliver a clear, sharp and very influential presentation.

With Emma Ledden's expert help, quick tips and proven three-step visual approach, you'll learn how to:

- **Plan and prepare properly** – learn the secrets of the great presenters and how you can use them too
- **Profile your audience** – quickly understand what your audience needs and exactly how to deliver it
- **Shape your message** – transform your raw data into three cleverly crafted points
- **Design your slides** – get the right visuals in the right place, at the right time

Inform, inspire and entertain your audience and deliver your next presentation like a pro.

'The best book on presentation skills I have ever come across.' Robert Freese, Director, Talent and Organisation Development, First Data Corporation

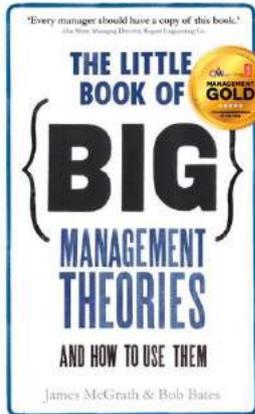
'Finally, a book that can guide the inexperienced and experienced to better results from the presentations they deliver.' Mary O'Reilly, Senior Manager, Talent, Development and Learning, Deloitte & Touche

'Very engaging ... and useful ... this book will encourage presenters to improve and refine their approach.' Elaine McGleenan, Director, Learning and Organisational Development, KPMG

Benchmark: 9781292002583 (*The Presentation Book 1/E*)

AUTHOR BIO

Emma Ledden is a leading international Presentation and Communication Skills specialist, working with private and public organisations as well as individual business leaders. During her career to date she has done it all – MTV VJ, BBC TV presenter, radio host, business woman and most recently author of *The Presentation Book* and *The Communication Book*.



The Little Book of Big Management Theories

2/E... and how to use them

James McGrath
Pearson

RIGHTS SOLD:

1E: ARABIC, CZECH, ESTONIAN, FRENCH,
GERMAN, JAPANESE, KOREAN,
NORWEGIAN, PORTUGUESE, RUSSIAN,
SPANISH, THAI, VIETNAMESE

ISBN 13: 9781292200620

UK Price: £12.99

Publication Date: 12th July 2017

Extent: 272

25 ★★★★★ reviews on Amazon.co.uk

The 1st edition of this book won the Practical Manager category of the 2015 CMI Management Book of the Year Awards.

101 management theories from the world's best management thinkers – the fast, focussed and express route to success.

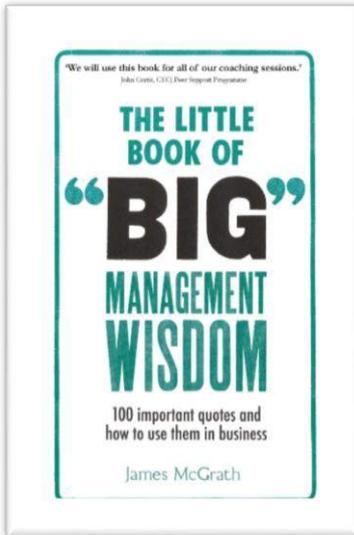
As a busy manager, you need solutions to everyday work problems fast. *The Little Book of Big Management Theories* gives you access to the very best theories and models that every manager should know and be able to use. Cutting through the waffle and hype, McGrath and Bates concentrate on the theories that really matter to managers day-to-day. Each theory is covered in two pages – telling you what it is, how to use it and the questions you should be asking – so you can immediately apply your new knowledge in the real world.

- Quickly resolve a wide range of practical management problems
- Be a better, more decisive manager who gets the job done
- Better motivate and influence your staff, colleagues and stakeholders
- Improve your standing and demonstrate that you are ready for promotion
- **NEW:** Two new sections: Coaching and Mentoring and Evaluation and Decision Making.
- **NEW:** Original content to be reviewed, previous theories replaced where essential and 8-15 potential new theories added.

All you need to know and how to apply it – in a nutshell.

Benchmark: 9780273785262 (*The Little Book of Big Management Theories 1/E*)

James McGrath worked as an accountant and senior manager in industry, local government and as a self-employed management consultant before becoming Course Director for the MA in Education and Professional Development at the City of Birmingham University. He is also co-author of *The Little Book of Big Management Theories* and author of *The Little Book of Big Management Questions* and *The Little Book of Big Decision Models*.



The Little Book of Big Management

Wisdom: 90 important quotes and how to use them in business 1/E

Jim McGrath

Pearson

RIGHTS SOLD:
BULGARIAN, ROMANIAN, SPANISH

ISBN 13: 9781292148434

UK Price: £12.99

Publication Date: November 2016

Extent: 256 pages

KEY SELLING POINTS:

90 MANAGEMENT QUOTES FROM THE WORLD'S BEST THINKERS – THE INTRIGUING, FAST, AND FOCUSED ROUTE TO SUCCESS.

Cutting through the waffle and hype, *The Little Book of Big Management Wisdom* delivers the quotations that will really help managers with their day-to-day tasks. Learn from the quotations so you can improve your managerial skills.

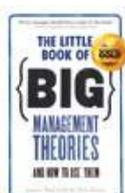
Each quotation is covered in two pages – giving you the context, what it means, and importantly how to use it in business and the questions you should be asking – so you can immediately apply it in the real world.

With a number of sections covering typical everyday managerial tasks, quotations cover managing the business, managing yourself and your career, managing others, leading others, motivation, decision making, power, customers and planning.

James McGrath worked as an accountant and senior manager in industry, local government and as a self-employed management consultant before becoming Course Director for the MA in Education and Professional Development at the City of Birmingham University. He is also co-author of *The Little Book of Big Management Theories* and author of *The Little Book of Big Management Questions* and *The Little Book of Big Decision Models*.

OTHER TITLES BY THE SAME AUTHOR

Translated into 14 languages Worldwide



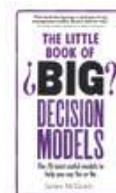
9780273785262



9781292013602



9781292081496



9781292098364

OVER 28,000
THOUSAND
COPIES SOLD IN
THE LITTLE
BOOK SERIES



Be Decisive – Now!

The 2-in-1 Manager: Speed Read – instant tips; Big Picture – lasting results

Jos van Rozen

Pearson

RIGHTS SOLD: ARABIC

ISBN 13: 9781292119779

UK Price: £12.99

Publication Date: August 2016

Extent: 296 Pages

Key Selling Points:

Discover how to Be Decisive - Now!

This 2-in-1 guide is designed to help you be a more effective decision maker in an instant, whilst giving you the deeper knowledge to ensure long-lasting results.

With the unique 2-in-1 approach, you can learn your way. Use the 7 **Speed Read** tips immediately, then take your time exploring the **Big Picture** chapters.

- Make the right decisions quickly and effectively
- Understand the problem properly and work out your priorities
- Ensure your decision is the right one and avoid the common mistakes
- Know the value of risk planning and how to do it successfully
- Look back to learn lessons on better decisions next time

As an ambitious manager, you need the right information at the right time to help you advance in your career. **'The 2-in-1 Manager'** will ensure you improve and succeed in business, right now and in the future.

Benchmark
9781292098364 The Little Book of Big Decision Models

Contributor Bio

Jos van Rozen is a Strategy and Business Case Consultant helping companies make great decisions and deliver value. For over fifteen years, he has worked with project managers, strategic planners and business management teams across acquisitions, capital programs, merger integrations, new product development and pricing decisions

OTHER TITLES IN THE SERIES:



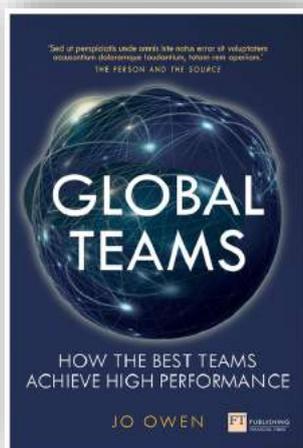
9781292119625



9781292119663



9781292119298



Global Teams 1/E: How the Best Survive and Succeed

Jo Owen
FT Publishing

RIGHTS SOLD: ITALIAN

ISBN 13: 9781292171913

Publication Date: 16th November 2016

Extent: 304 pages

KEY SELLING POINTS:

The challenges of making decisions, setting goals, communicating, building trust and managing the team are far harder when you are separated by time, language, culture and priorities.

Global Teams will enable leaders, teams and organisation to deal with the challenges they face:

- **The team leader** - how to build a high performance culture
- **The team members** - how trust and communication is essential
- **The organisation** - how to create a context for the team to succeed
- **How to make it work** - your blueprint for success

Working for a matrix international organisation, with its ensuing diverse global teams, based in a variety of geographic locations is a fact of life for most leaders and managers today. These teams may be permanent, or they may come together temporarily to deliver a specific project.

Based on original research with some of the world's leading companies, *Global Teams* is the definitive, practical guide on making the sharp end of globalisation work for you and your organisation.

AUTHOR BIO

Jo Owen has worked with over 100 organisations around the world in most major industries and has written 15 books on leadership and management including the best-selling *How to Lead*, *How to Manage* and *Tribal Business School*. He is the founder of eight charities which have a collective turnover of £100 million and was awarded the OBE by the Queen for starting Teach First which is now the largest graduate recruiter in the UK. He built a business in Japan without speaking Japanese; he created HBOS business banking; was a partner at Accenture and started his career at P&G.

OTHER TITLES BY THE SAME AUTHOR

Translated into 16 languages Worldwide



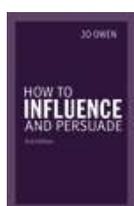
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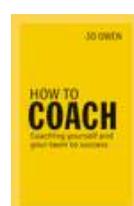
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9780273776796



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OVER 39,000
THOUSAND
COPIES SOLD IN
THE LATEST
EDITIONS OF
THE JO OWEN
SERIES



Speedmailing 1/e

Richard Wolfe

Pearson

ISBN 13: 9781292142265

UK Price: £9.99

Publication Date: October 2016

Extent: 80 Pages

RIGHTS SOLD: DUTCH

Key Selling Points:

DREAMING OF AN EMPTY INBOX, BUT DON'T KNOW HOW TO MAKE IT HAPPEN?

We're bombarded with emails every day, but no one tells you how to improve this vital skill. Discover how to **regain control of your email** – and get back to your job – in **5 simple steps**.

Email doesn't have to be overwhelming. With Speedmailing's 5-step process you can manage emails quickly and efficiently.

The benefits of Speedmailing:

- Empty your inbox every day
- Increase your productivity and peace of mind
- Your to-do list in one place
- A system of reminders
- Nothing slips through the gaps
- Better communication
- Less post-holiday stress
- Works on any platform or device

CONTROL YOUR EMAIL: DON'T LET EMAIL CONTROL YOU.

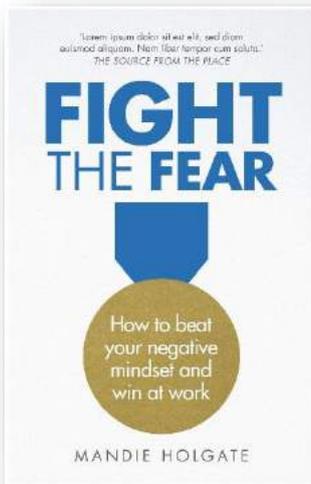
"If you want to tame the monster that email has become, this book is for you. Forget emailing – the future is Speedmailing!"

Shirley Taylor, International Bestselling Author of Model Business Letters, Emails & Other Business Documents 7th Edition

Previous Edition: N/A

Author Bio

Richard Wolfe set up Email Handyman in 2008 to help people deal more effectively with their daily deluge of email. They offer in-house and online workshops for individuals and companies in 7 languages and over 10 countries worldwide. Richard is fascinated with how we create technology to increase our productivity and then often seem to achieve the opposite. After business school and many years in the Internet industry, Richard decided to dedicate himself to helping people use one of the most ubiquitous technologies around today: Email.



Fight The Fear 1/E:

How to Beat your Negative Mindset and Win at Work

Mandie Holgate

Pearson

ISBN 13: **9781292155951**

Publication Date: **26th October 2016**

Extent: 176 Pages

KEY SELLING POINTS:

DO YOU KNOW WHAT'S REALLY STANDING BETWEEN YOU AND SUCCESS AT WORK? IT'S YOU! CHANGE YOUR MINDSET TO DEAL WITH YOUR BUSINESS FEARS AND YOU INCREASE YOUR CHANCES OF SUCCESS.

Fear of failure, fear of public speaking, fear of being you, fear of asking for what you want, fear of saying NO and fear of change, the list is endless and yet we all have fears in business.

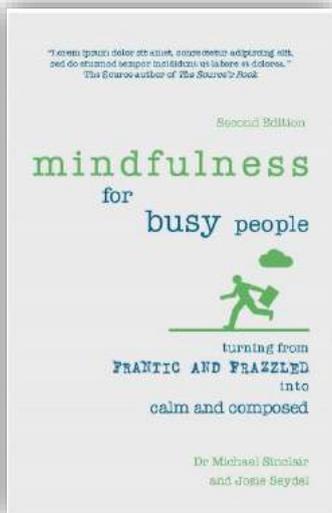
Fight the Fear will help you get the results you want by helping you to overcome your business fears one step at a time. In short, easy-to-read, jargon-free chapters, you'll discover proven strategies, skills and tools to deal with typical business situations we all dread such as saying no, appearing confident without being arrogant, asking for what you want, public speaking and picking up the phone.

CHANGE THE WAY YOU LOOK AT WORK, YOUR THOUGHTS, YOUR BELIEFS, YOUR VALUES AND GAIN THE RESPECT YOU DESERVE.

Benchmark: 9781292065731 (*Instant Motivation*)

AUTHOR BIO

Mandie Holgate is a Business Coach, keynote speaker, author, broadcaster and trainer and Founder of The Business Woman's Network. She teaches professionals, entrepreneurs and business owners the skills to create strategies that work. She has worked with clients from companies including Lloyd, Institute of Directors, Anglia Ruskin University, and many others she can't name. She is also a Business Mentor and Coach and in the Growth Accelerator programme. Woman's Own Magazine named Mandie as one of their 2015 inspirational women of the year.



Mindfulness for Busy People 2nd edition

Turning from Frantic and Frazzled into calm and composed

Dr Michael Sinclair & Josie Seydel
Pearson

ISBN 13: 97811292186405

UK Price: £12.99

Extent: 248

Publication Date: 11th December 2017

Total TCM Sales:
16,887 units
£192,037

RIGHTS SOLD:

IE: CHIS, CHIT, CZECH, FRENCH

36 ★★★★★ reviews on Amazon.co.uk

Be calm, be present, be *mindful*.

Mindfulness for Busy People will show you how to apply the transformative power of mindfulness to your busy life, helping you to de-stress, find your own unique space of calm, and ready yourself for whatever challenges you face.

Helping you to cultivate and practice mindfulness straight away, you'll discover:

- A no-nonsense, light-hearted, and clear introduction to mindfulness and its benefits
- Unique and clever 'I-haven't-got-time-for-this' exercises that you can do anywhere, anytime
- A fulfilling way to feel less stressed with immediate effect
- A new found confidence, resilience and a greater sense of optimism
- Improved focus, energy, efficiency and creativity

Changes to this edition

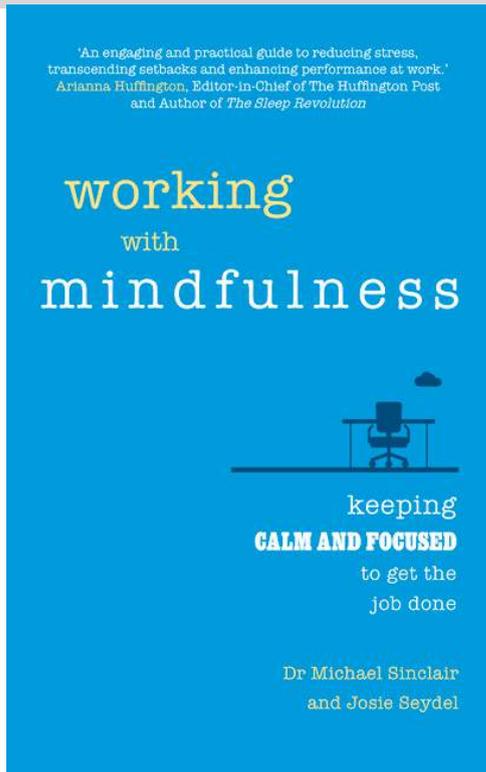
- The new edition will be shorter, with the authors ensuring all the text is to the point.
- Fewer personal anecdotes and more case studies
- More activities and exercises to break up the text

Feel calm, confident and in control – whatever you're doing, wherever you are.

Benchmark: 9780273789901 (*Mindfulness for Busy People 1/e*)

Dr Michael Sinclair CPsychol AFBPSS CSci is an experienced Consultant and Practitioner Psychologist, who has provided high quality mindfulness-based psychological treatment and training for over 15 years. He currently works as the Clinical Director of City Psychology Group (CPG) in London where he also provides mindfulness-based psychological therapy and coaching to corporate executives and CEO's. He is regularly sought after by the media as an expert in his field.

Josie Seydel CPsychol AFBPSS is a Counselling Psychologist and an Associate Fellow of the British Psychological Society. She has been practicing mindfulness meditation since 1995 and has been a Chartered Psychologist since 2003. For 5 years she worked as Clinical Associate with City Psychology Group, in the City of London, providing Mindfulness based psychological therapy to people of all ages as well as pioneering Mindfulness workshops to large public audiences.



Working with Mindfulness

Michael Sinclair, Josie Seydel

Pearson

ISBN 13: 9781292098326

UK Price: £13.99

Publication Date: April 2016

Extent: 360 Pages

Key Selling Points:

Mindfulness is big business and *Mindfulness for Busy People* has now sold over 17,000 copies

- This follow up book focuses solely on how to maximise the benefits of Mindfulness whilst at work to be more productive, more focused and get things done - calmly and without stress
- It offers readers a clear understanding of Mindfulness - what it is, how it works and how it is relevant to work and professional development
- It promises improvements in a whole host of key skills and performance areas including resilience, productivity, efficiency, problem-solving, delegating and prioritising
- It is highly practical - each chapter will have a powerful section of tips, exercises and practices for readers
- There is easy-to-use and accessible audio download material to help readers apply and practice their knowledge
- It will appeal to anyone working in a high-pressure, stressful environment who is looking for ways to de-stress, calm down and manage their workload.

You will discover how to:

Improve your resilience whilst reducing stress

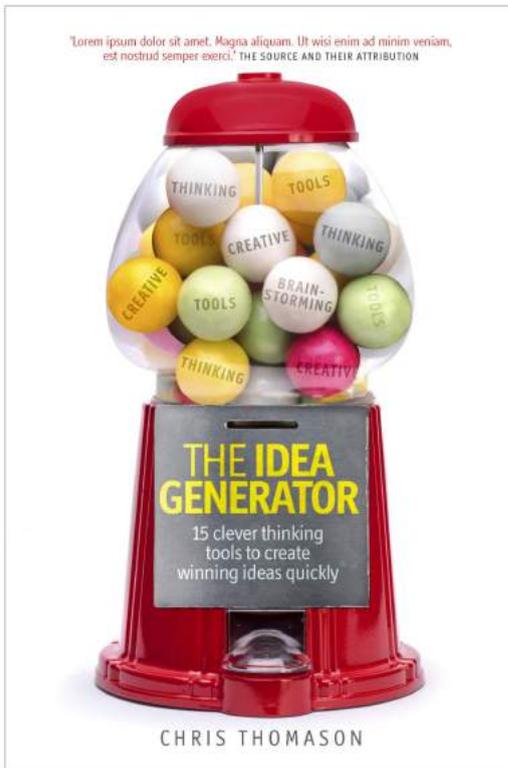
Increase your productivity, performance and efficiency

Enhance your decision making, problem solving, delegating and prioritising skills Develop healthy working relationships with colleagues and clients

Based on the groundbreaking science of mindfulness, and explained by two eminent Psychologists, you'll discover how mindfulness can help you create a healthy working life *and* boost your confidence to excel in business.

Contributor Bio

Dr Michael Sinclair is a Consultant Counselling Psychologist and the Clinical Director of City Psychology Group (CPG) in London, UK



The Idea Generator 1/e

Chris Thomason

Pearson

ISBN 13: 9781292156019

UK Price: £14.99

Publication Date: October 2016

Extent: 192 Pages

Key Selling Points:

ARE YOU USING THE BEST CREATIVE THINKING TOOLS?

Brainstorming is the go-to method for generating ideas and solutions in teams, but it's been proven to be ineffective for over 50 years. The Idea Generator gives you 15 simple, easy-to-use tools that can be used and reused for a variety of purposes to help you generate ideas quickly and focus on developing only the best ideas.

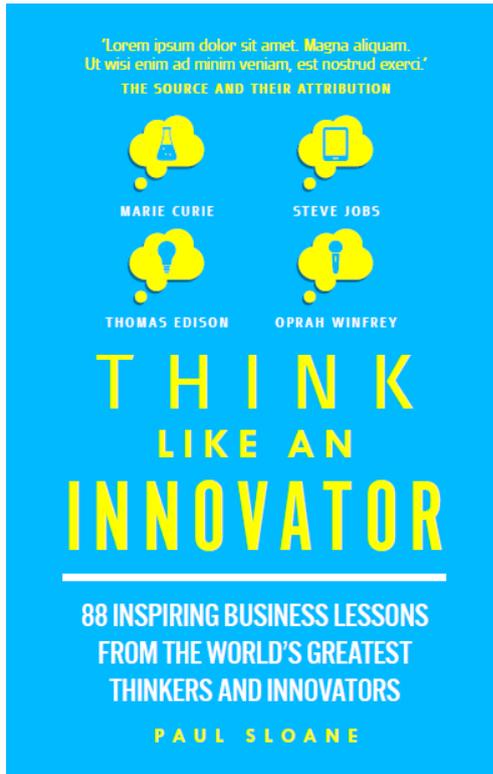
Find a more effective, productive, quicker alternative to brainstorming new ideas.

- Develop and shape your ideas into winning results on your own – or in a group.
- Achieve more insightful thinking on strategic opportunities
- Quickly find solutions to the business issues that affect you
- Utilise the time saved to share your best ideas and produce game-changing solutions in a team workshop setting.

DON'T GET STUCK IN A BRAINSTORM BRAINDRAIN. USE THE IDEA GENERATOR FOR FAST RESULTS.

Author Bio

Chris Thomason has spent fifteen years working at the intersection of innovation, business growth and customer experience. He's an engineer who started his career in the UK automotive industry. He emigrated to South Africa to work in the gold and platinum mining industry and was fortunate to experience the transition to democracy first hand. He also spent time running a gold mine in Mozambique at the height of the civil war there.



Think Like An Innovator Paul

Sloane

Pearson

RIGHTS SOLD:
CHIS, JAPANESE, ROMANIAN

ISBN 13: 9781292142234

UK Price: £12.99

Publication Date: September 2016

Extent: 296 Pages

Key Selling Points:

Innovation can take you from failure to success, but if you need a helping hand then Think Like An Innovator can help you.

With over 80 different leaders, innovators and business people, each covered in 500 words or less, you'll find out:

- Who they are – a brief bio about the person
- Their Challenge – the issue they faced and why it was a challenge
- Their Innovation – the innovative solution they proposed
- Lessons for you – insights for you on how to apply their innovation to your life

Split in to 8 categories, you can find inspiration from:

Artists - e.g. David Bowie, J K Rowling, Pablo Picasso

Business Leaders - e.g. Jeff Bezos, Levi Strauss, Sidney Bernstein
Genius' - e.g. Beethoven, Michelangelo, Shakespeare

Inventors - e.g. Johannes Gutenberg, Louis Braille, Thomas Edison

Mavericks - e.g. Anita Roddick, Nelson, Steve Jobs

Pioneers - e.g. Dick Fosbury, Florence Nightingale, Marconi Scientists - e.g.

Alexander Fleming, Charles Darwin, Galileo Visionaries - e.g. John F

Kennedy, Oprah Winfrey, Walt Disney

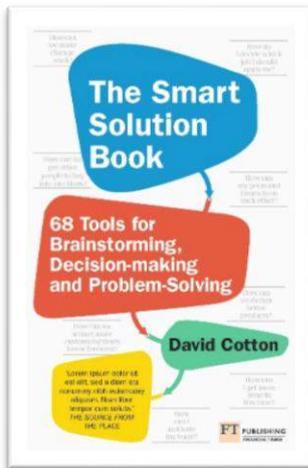
Think Like An Innovator is full of inspiring insights to transform your working day.

Benchmark

9781292011905 The Innovation Book

Contributor Bio

Paul Sloane is the UK's top leadership speaker on innovation and the founder of Destination Innovation. He is the author of over 20 books on lateral thinking and innovation which have sold over 2 million copies in total. He took a first in Engineering at Cambridge. He was a top Salesman with IBM and went on to be Managing Director at Ashton Tate and VP International for MathSoft. He has over 25,000 followers on Twitter and is well known as a blogger, speaker and workshop leader on the topics of creativity, lateral thinking and the leadership of innovation.



The Smart Solution Book: 68 Tools for Brainstorming, Problem- Solving and Decision-Making 1/E

David Cotton

Pearson

ISBN 13: 9781292142319

UK Price: £16.99

Publication Date: November 2016

Extent: 192 Pages

THE MOST COMPREHENSIVE COLLECTION OF PROBLEM-SOLVING TOOLS, GAMES AND TECHNIQUES USED BY BRAINSTORMERS, GAMECHANGERS AND TRAILBLAZERS.

As working life becomes more complex, we are increasingly faced with problems which may at first seem insoluble. *The Smart Solution Book* is your guide to solving these problems, whatever their size.

The Smart Solution Book explains each tool in detail – what it is, when and how to use it, its strengths and its limitations. The tools range from quick fixes, which can be used by someone working alone, to large scale solutions which can be used by groups of 100 and more. You can also use the tools separately or in combination with each other.

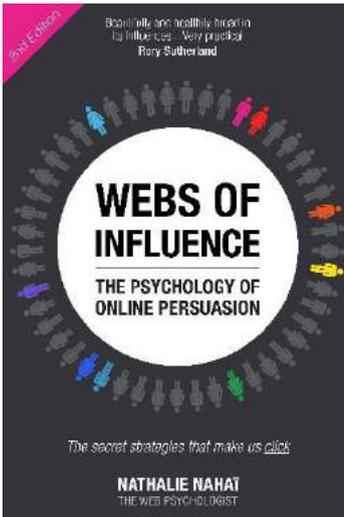
- Frame problems so that they can be solved
- Find a solution to even the most intractable problem
- Enjoy the process of problem solving, whether alone or in collaboration with others
- Become more creative in your thinking so that, over time, solutions begin to present themselves

***The Smart Solution Book* will change your way of thinking about business problems: apply the techniques and see the solutions unfold.**

Benchmark: 9780273750291 (*Key Business Solutions*)

AUTHOR BIO

David Cotton spent 21 years with Arthur Andersen and PwC before becoming a freelance trainer in 2002. He has worked in four continents and more than 40 countries, delivering a wide range of training including management, leadership and business networking. David's clients span local and national government and nearly every industry sector. He has published scores of articles and more than a dozen books, including *Key Management Development Models* (FT Publishing, 2015).



Webs of Influence 2/E: The Psychology of Online Persuasion

Nathalie Nahai
Pearson Business

RIGHTS SOLD:
SPANISH (N/S America)

ISBN 13: 9781292134604 UK Price: £15.99

Publication Date: 27th January 2017

Extent: 256 Pages

KEY SELLING POINTS:

As legions of businesses scramble to set up virtual-shop, we face an unprecedented level of competition to win over and keep new customers online.

At the forefront of this battleground is your ability to connect with your customers, nurture your relationships and understand the psychology behind what makes them click.

In this book *The Web Psychologist*, Nathalie Nahai, expertly draws from the worlds of psychology, neuroscience and behavioural economics to bring you the latest developments, cutting edge techniques and fascinating insights that will lead to online success.

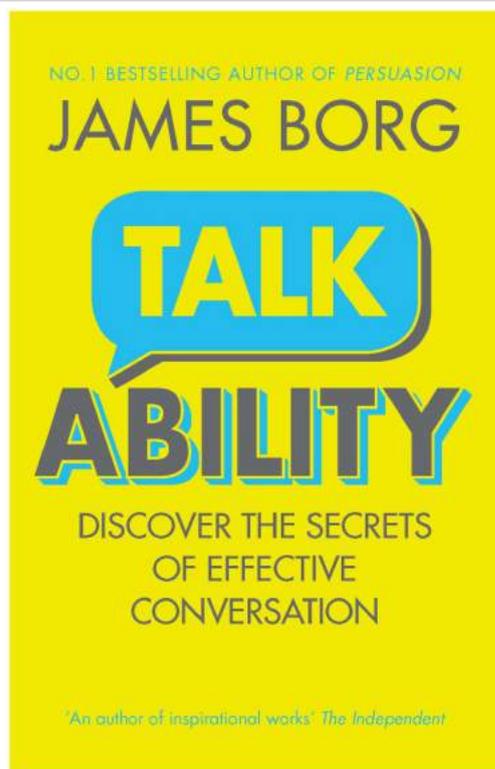
Webs of Influence delivers the tools you need to develop a compelling, influential and profitable online strategy which will catapult your business to the next level – with dazzling results.

Benchmark: 9780273772958 (*Webs of Influence* 1/E)

AUTHOR BIO

Nathalie Nahai is an award-winning speaker, lecturer and Web Psychologist, who consults with businesses to psychologically optimise their online engagement. With a background in psychology and digital strategy, she is one of the few leading voices in this field to have both academic and hands-on experience in engineering online persuasion.

Also a member of #OgilvyChange, Nathalie has a large online readership and an established internet presence. You'll find her articles at www.thewebpsychologist.com, and her tweets @TheWebPsych



Talkability

Discover The Secrets of Effective Conversation

James Borg

RIGHTS SOLD:
ITALIAN, RUSSIAN

Pearson

ISBN 13: 9781292013640

UK Price: £12.99

Publication Date: 10th August 2016

Extent: 256 Pages

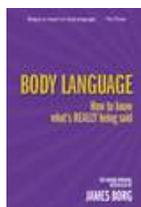
Key Selling Points:

A new book from James Borg – on what to say and how to say it – so you can get more from the way you talk.

All the day-to-day conversations that you have in your private and working life result in a particular outcome. How many times do you come away from a situation and think you could have handled it better? The realization that you should have used different words or said things in a different tone which might have produced a more positive result or avoided friction. How often have you felt frustrated at your inability to state your case and to explain your thoughts well enough for the other person to grasp your point?

Make no mistake – talk is our most precious commodity. Human interaction and face to face communication came long before social media websites, e-mail and texting. Yet more and more people have lost the art of conversing effectively and successfully as the ‘screen’ replaces conversation. *Talkability* provides tried and tested suggestions to help you get your points across and make things happen.

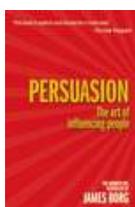
OTHER TITLES BY THE SAME AUTHOR



BODY LANGUAGE 3E - 9781292004518

RIGHTS SOLD:

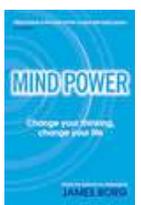
3E - English (US), Serbian, Vietnamese
2E - Arabic, Czech, Estonian, Italian, Russian, Turkish
1E - Chinese Simplified, Chinese Traditional, Croatian, English (India), English (US), French, Indonesian, Italian, Korean, Malaysian, Panjabi, Polish, Portuguese, Romanian, Russian, Serbian, Spanish, Tamil, Turkish, Vietnamese



PERSUASION 4E - 9781292004495

RIGHTS SOLD:

4E - Arabic, Serbian
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1E - Dutch, Polish, Russian



MIND POWER 1E - 9780273730071

RIGHTS SOLD:

1E - Arabic, Bulgarian, Estonian, French, Indonesian, Italian, Japanese, Korean, Lithuanian, Polish, Romanian, Russian, Thai, Turkish

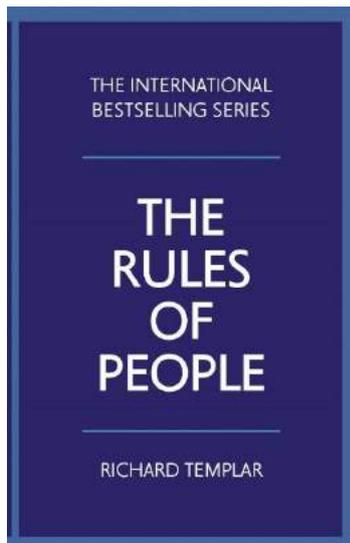
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RULES SERIES SOLD IN MORE THAN 50
WORLDWIDE LANGUAGES



The Rules of People

A personal code for getting the best from everyone

Richard Templar

Pearson

ISBN 13: 9781292191638 **UK Price:** £10.99

Publication Date: 25th September 2017

Extent: 256

A brand new set of rules from the international bestselling series.....

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*.

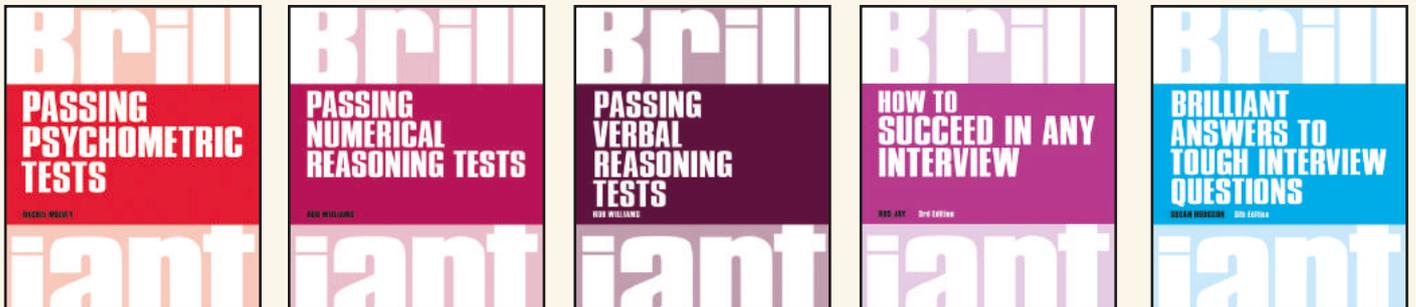
These Rules are the guiding principles that show you how to connect with strangers, build strong relationships with friends and colleagues, and even get the best out of difficult people. They will help you say the right thing, do the right thing, and know instinctively how to handle every situation. You'll have relaxed, easy relationships and you'll be that person who gets on with everyone.

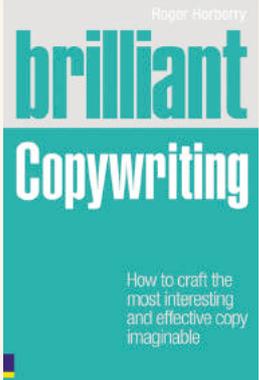
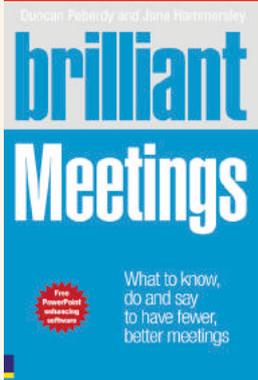
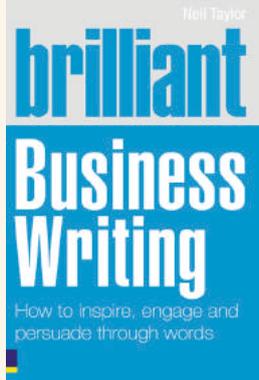
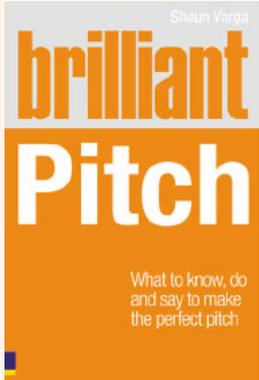
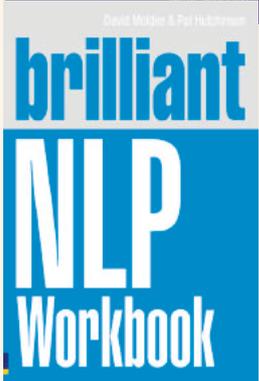
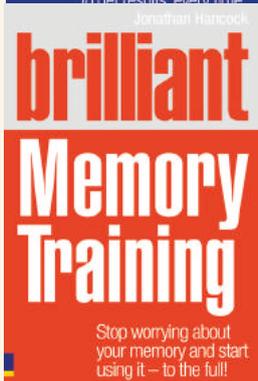
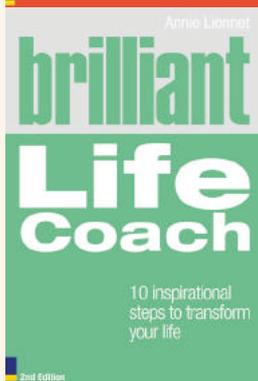
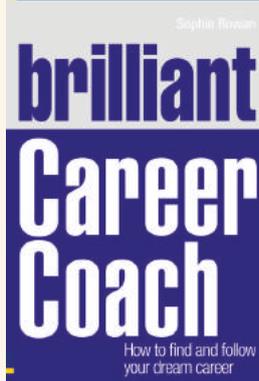
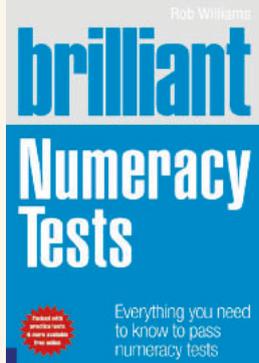
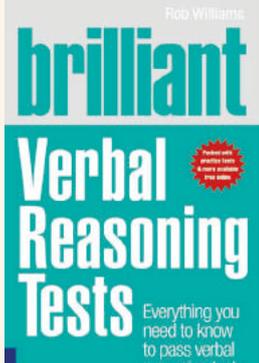
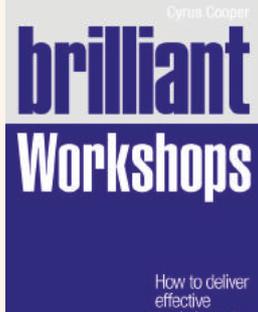
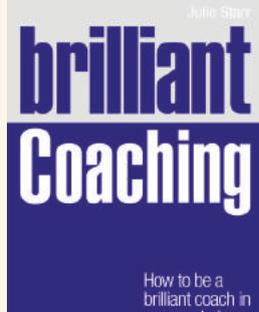
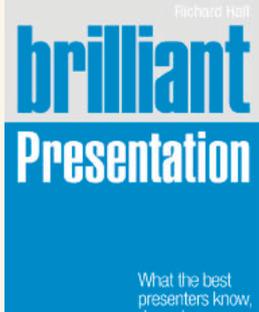
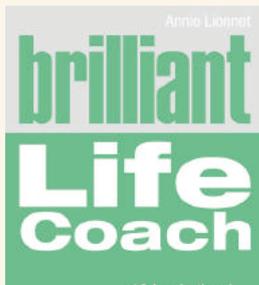
Benchmark: 9781292085609 (*The Rules of Life 4/E*)

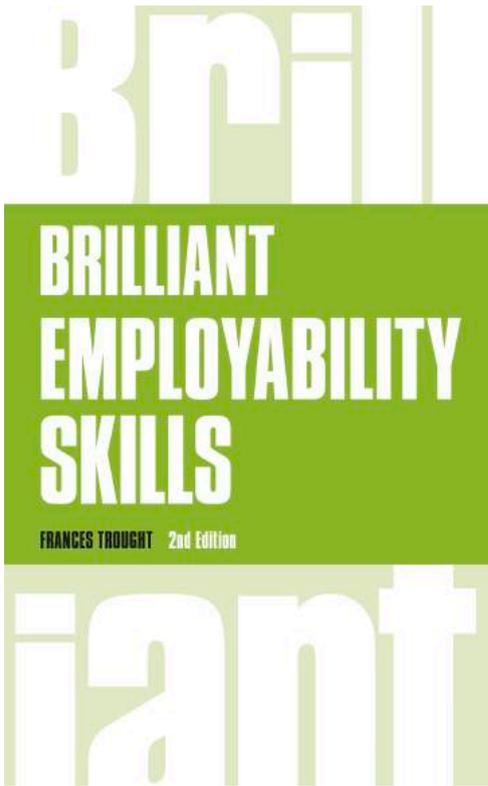
Competitor benchmark: 9780091906818 (*How to Win Friends and Influence People*)

The late **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* and the latest bestseller, *The Rules to Break*.

New Brilliant Titles: 2016/2017







Brilliant Employability Skills 2/e

Frances Trought

Pearson

ISBN 13: 9781292158907

UK Price: £14.99

Publication Date: 23rd February 2017

Extent: 288

Key Selling Points:

What makes you stand out in the market for that great graduate job?

In the competitive market for graduate jobs, securing a good degree no longer sets you apart from other candidates – this book will provide you with the tools and techniques to allow you to gain and communicate the range of employability skills and behaviours that will make you stand out from the crowd and get the job that you want.

Brilliant Employability Skills has been fully updated and expanded to help you to identify and develop your transferrable skills and create your own individual employability profile in order to compete successfully in today's highly competitive market place for graduate jobs.

Brilliant outcomes:

- Learn what employers want and how to show what you can offer
- Identify & gain the employability skills that you will need
- Create your own unique employability brand and communicate it to employers

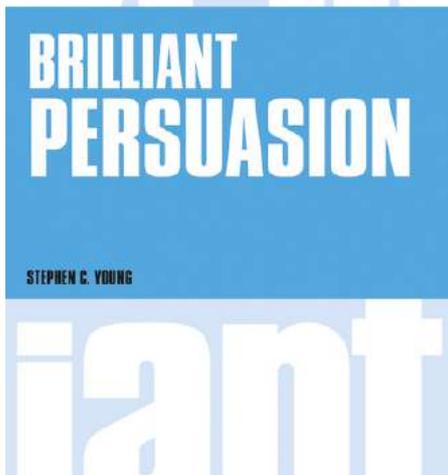
Previous Edition:

9780273749936 Brilliant Employability Skills 1/e

Contributor Bio

Frances Trought has worked in Higher Education for the past 12 years both as an academic and in support of students developing their employability skills. She has worked with many institutions including London South Bank University and Coventry University. Frances is currently the Talent Developer at Pearson College and is also an Employability Consultant developing courses, delivering guest lectures and coaching student's one to one. Frances has partnered with Shell UK Plc, Manpower and alumni students to develop opportunities for students and is passionate about employability with 1000+ followers on Twitter.

Brilliant Persuasion 1/E



Stephen C. Young
Pearson Business

ISBN 13: **9781292135731** UK Price: **£12.99**

Publication Date: **1st December 2016**

Extent: 288 Pages

KEY SELLING POINTS:

Follow in the footsteps of some of the worlds' most successful sales and business professionals.

Brilliant Persuasion delivers jargon-free, practical guidance on what to say and how to say it to create the results you seek. This book will enable you to develop the basic techniques and power of persuasive linguistics, and then put these into practice to increase your effectiveness at influencing and persuading colleagues and customers.

Brilliant Persuasion reveals the structure of persuasive language patterns and delivers guidance on how to learn and employ them, enabling you to substantially remove resistance, increase responsiveness and build powerful rapport with your colleagues and clients. These linguistic skills will immediately enable you to sell more, get a better job, get a promotion or pay-rise, get backing for your ideas, and progress you from where you are now to where you need to be.

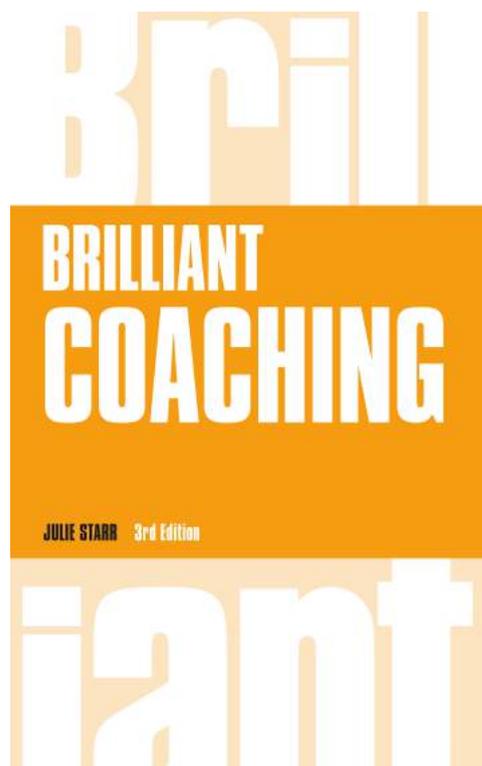
- Understand and acquire the basic techniques of persuasive linguistics
- Impress and persuade others to your way of thinking
- Learn how to use these invaluable techniques in everyday business scenarios

Benchmark: 9781292083315 (*Brilliant NLP: What the Most Successful People Know, Do and Say*)

AUTHOR BIO

Stephen C. Young FIRC, ICF, ACSTH, is the founder and principle coach of *Proactive Persuasion*, a leading UK training consultancy specialising in the delivery of unique immersion-style seminars about persuasion. He is a professionally qualified career and management coach and has twenty five years' experience in the recruitment industry.

He worked for a selection of advertising and executive search consultancies before in 1993 establishing his own highly successful executive search consultancy which he ran in Central London for twelve years employing a specialist team.



Brilliant Coaching 3e

Julie Starr

Pearson

ISBN 13: 9781292139074

UK Price: £14.99

Publication Date: August 2016

Extent: 240 Pages

RIGHTS SOLD:

2E: HUNGARIAN

1E: ENGLISH (India), ITALIAN, POLISH,
RUSSIAN

Key Selling Points:

Written by Julie Starr, one of the UK's leading Coaching experts and author the UK's bestselling Coaching book The Coaching Manual, this is the third edition of the highly regarded and 5-star rated book that's sold over 11,000 copies in the UK.

Based on proven methods that have been developed through years of experience in real business settings, this fully updated edition will show readers simple, practical to learn and supercharge powerful coaching tools, skills and models.

A must-have skill that leaders and managers need, readers will discover exactly what it takes to be an effective and inspiring coach, learn core coaching methods and understand how to apply their skills to common coaching scenarios.

New to this edition includes brand new content on ego, engagement, influencing and flexibility alongside a thorough root and branch review to ensure all content reflects the latest thinking.

Benchmark
9780273762423 Brilliant Coaching 2e

Contributor Bio

Julie Starr is a highly respected coach and management consultant who works with both organisations and individuals. She has over 20 years' experience within business and change management focusing on the opportunity presented by people. She combines many years of coaching experience with a constant study related to human success and fulfilment, to develop coaching practices and principles that really work.

UK TRADE PUBLISHING PROGRAMME 2017

ISBN	Full Title	Author	Published	Status
9781292178899	25 Need-to-Know MBA Models	Birkinshaw Julian	13/01/2017	published
9781292135731	Brilliant Persuasion	Young Stephen C.	20/01/2017	published
9781292082202	Smart Retail	Hammond Richard	17/01/2017	published
9781292142166	The Listening Leader	Galli Zugaro Emilio	17/01/2017	published
9781292171982	The Presentation Book, 2/E	Ledden Emma	17/01/2017	published
9781292139074	Brilliant Coaching 3e	Starr Julie	06/02/2017	print-run-confirmation
9781292119984	The Leader's Guide to Presenting	Bird Tom	08/02/2017	print-run-confirmation
9781292158907	Brilliant Employability Skills	Trought Frances	16/03/2017	print-run-confirmation
9781292123646	The Finance Book	Warner Stuart	24/03/2017	print-run-confirmation
9781292134604	Webs of Influence: The Psychology of Online Persuasion	Nahai Nathalie	10/03/2017	print-run-confirmation
9781292156125	Investing Demystified	Kroijer Lars	17/04/2017	commissioned
9781292202044	Purpose Matters	O'Brien John	12/06/2017	commissioned
9781292178929	The Market Opportunity Navigator	Gruber Marc	28/06/2017	commissioned
9781292186412	The Lean Product Lifecycle	Viki Tendayi	13/07/2017	commissioned
9781292200620	The Little Book of Big Management Theories	McGrath James	12/07/2017	commissioned
9781292186399	Ready for Disruption	Dial Minter	10/08/2017	commissioned
9781292135700	Brilliant Business Models	Bock Adam J.	11/09/2017	commissioned
9781292186429	Stepping Up	Wood Sarah	11/09/2017	commissioned
9781292191638	The Rules of People	Templar Richard	25/09/2017	commissioned
9781292208398	The New Business Road Test	Mullins John	11/10/2017	commissioned
9781292129334	33 Models for Strategic Thinking	Mueller Simon	09/11/2017	commissioned
9781292186405	Mindfulness for Busy People	Sinclair Michael	11/12/2017	commissioned

