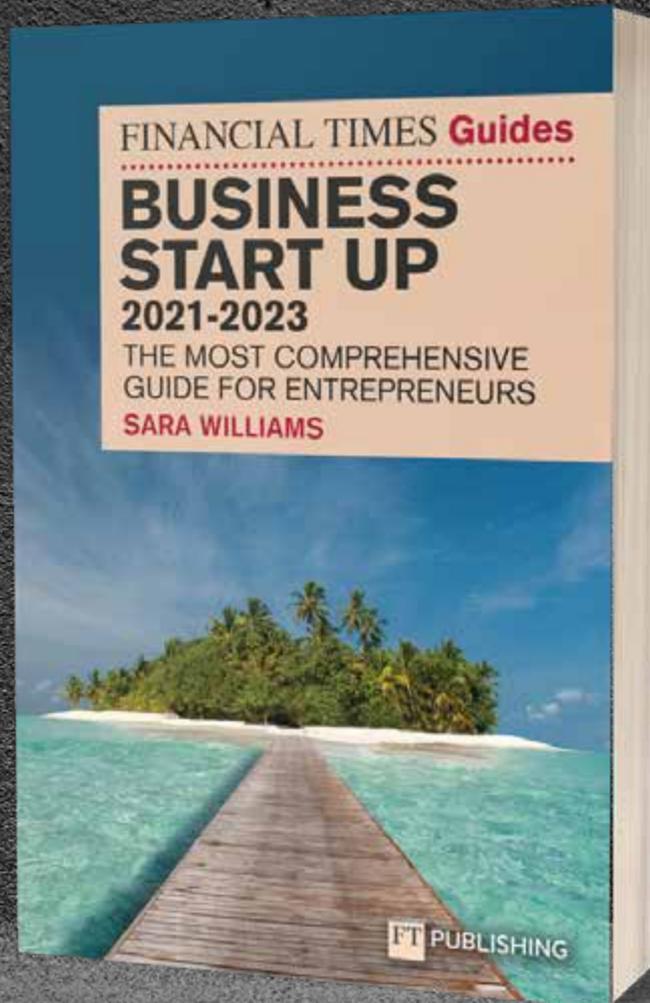




# Global Trade Catalogue Spring 2022

**Titles Publishing:  
April 2021 - December 2022**

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# Financial Times Guides

Everything you need to know about a big subject



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2021/23 Edition**

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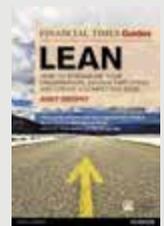
**Technical Analysis**

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**Strategy**

9780273745471



**Lean**

9780273770503

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VIETNAMESE

# FT Guide to Business Start Up 2021-2023

Sara Williams

## SYNOPSIS

This essential guide to business start up is bang up-to-date and covers everything you need to know about starting up your own business. It gives you all the critical information about finance, tax and law and guides you through the minefields of recruitment, marketing, sales and pricing.

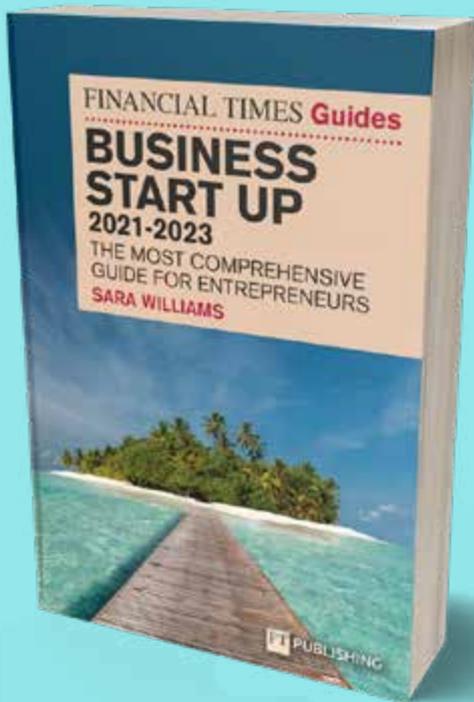
There are many different alterations in the business environment which have been accounted for throughout the guide, these include:

- financial changes caused by Covid
- switch to working from home, continued switch away from retail to online
- proposals on free ports, moves to increase commitment to carbon-free environment
- changes in UK law and the business relationship with the EU after Brexit



*'As comprehensive an introduction to setting up a business as anyone could need.'*

The Daily Telegraph



ISBN	9781292408378
IMPRINT	FT Press
456 pages	
PRICE	<b>£24.99</b>
PUB DATE	<b>November 2021</b>

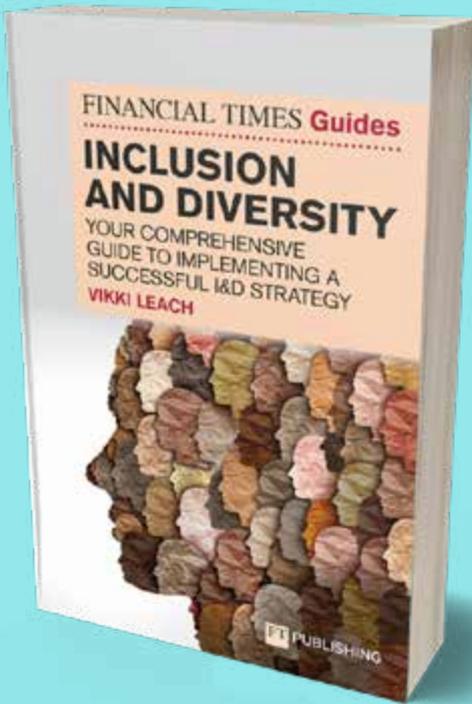
## ABOUT THE AUTHOR

**Sarah Williams** is the former executive chair of AIM-listed media business Vitesse Media Plc, which offers research, digital and social media, and event management in the tax, business and investment areas. Its titles include What Investment, SmallBusiness.co.uk, Information Age, GrowthBusiness.co.uk and Growth Company Investor. She holds qualifications in investment advice and management.



# The Financial Times Guide to Inclusion and Diversity

Vikki Leach



ISBN	9781292341040
IMPRINT	FT Press
224 pages	
PRICE	<b>£27.99</b>
PUB DATE	<b>November 2021</b>

## SYNOPSIS

87% of companies state I&D is a value or priority area for them, but only 10% of I&D programmes are fully mature. This is even though research shows that organisations with an inclusive culture perform better, are more innovative and agile, and achieve better business outcomes.

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

This book gives you a step-by-step guide to the tools, theory and the latest new thinking you need to design a compelling I&D strategy for your organisation.



*'This book is a great practical guide. It gives clear tangibles on how to take action, and steps to take to make real impact. I highly recommend this book to anyone looking to learn about inclusion and diversity and making a difference.'*

Nikki Walker, CEO, Quality Compliance Systems (QCS)

## ABOUT THE AUTHOR

**Vikki Leach** is Global Head, Inclusion & Diversity at Kantar and a senior professional with over 15 years' experience in global organisations for Inclusion & Diversity and Corporate Social Responsibility. She is a member of Henley Business School and has been shortlisted for both Head of Diversity of the Year at the European Diversity Awards and Diversity Leader of the Year at the Tech Leaders Award.



# The Financial Times Guide to Strategy

How to create, pursue and deliver a winning strategy, 5th Edition

Richard Koch

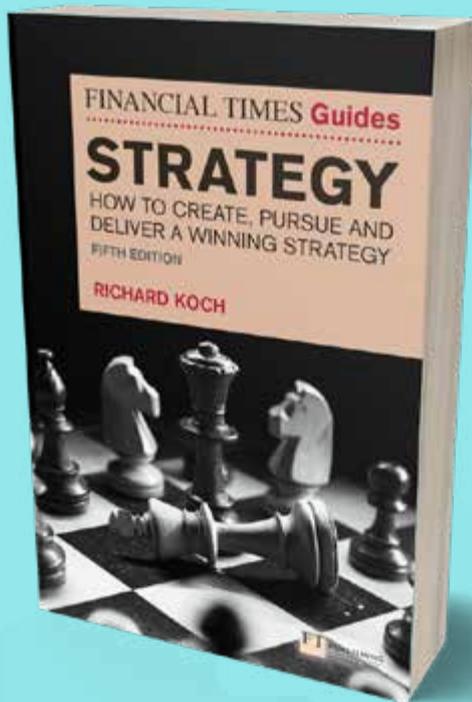
## SYNOPSIS

*The Financial Times Guide to Strategy* is your unbeatable reference on strategy.

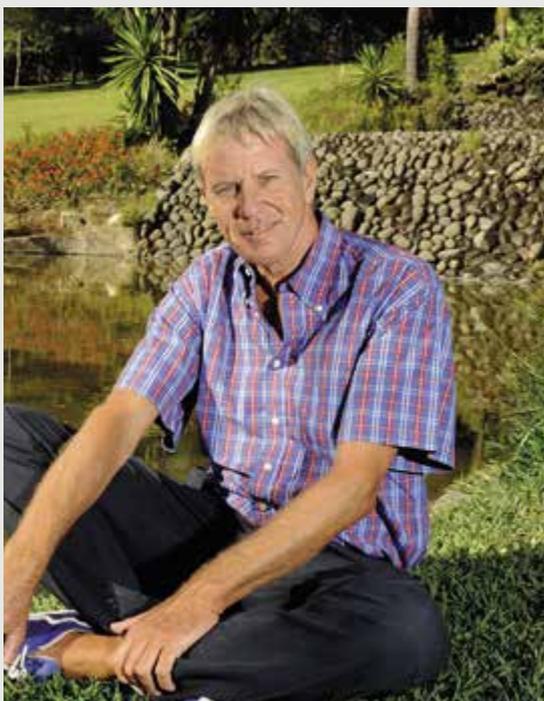
It offers an incisive overview of both corporate level and business unit level strategy, an A to Z of the world's leading strategic thinkers and introduces the key strategic tools and techniques you need to develop your own strategy.

Based on long experience and conversations with leading strategists around the world, Richard Koch helps you discover each critical step in creating, delivering and understanding successful strategy.

The 5th edition of this bestselling book is your easy-to-read, jargon-free guide to the strategic models and thinkers you really need to know about. Updated with new tools and examples, *The Financial Times Guide to Strategy* shows you which questions to ask, how to go about answering them, and then what action to take. This is the smartest and most readable strategy guide available anywhere.



ISBN	9781292370088
IMPRINT	FT Publishing International
232 pages   232 x 156 mm   600g	
PRICE	<b>£19.99</b>
PUB DATE	<b>September 2021</b>



## ABOUT THE AUTHOR

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

## OTHER BOOKS ON STRATEGY

9781292264134 – The Strategy Book

9781292218137 – Strategy Plain and Simple

9781292262987 – Agile Strategy

9781292328331 – Key Strategy Tools



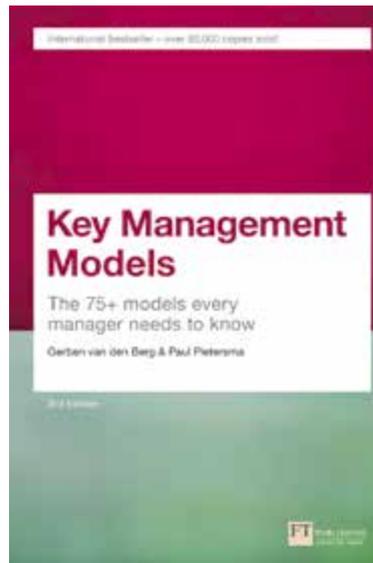
# Financial Times Key Series

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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.



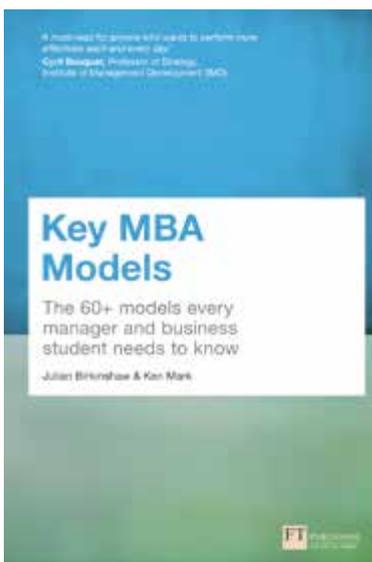
**Key Strategy Tools**  
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**Key Management Tools**  
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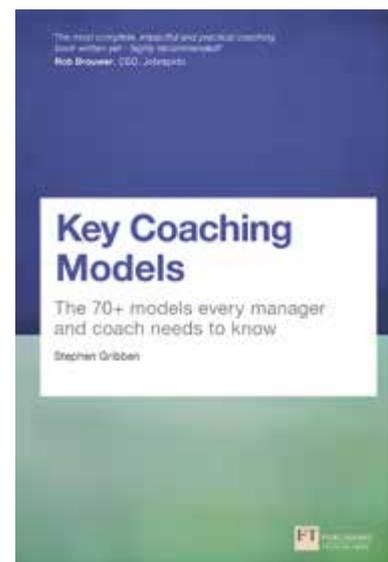
**Key Marketing Metrics**  
9781292360867



**Key MBA Models**  
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**Key Business Solutions**  
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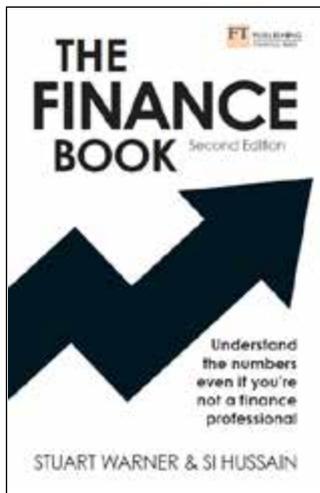
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# Finance & Investing

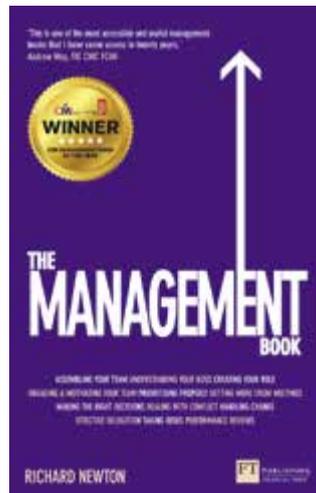
# Financial Times X Book Series

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



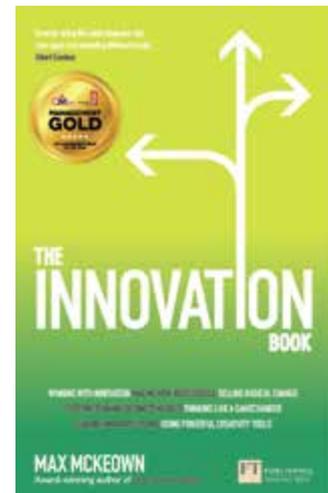
**The Finance Book**

9781292401980



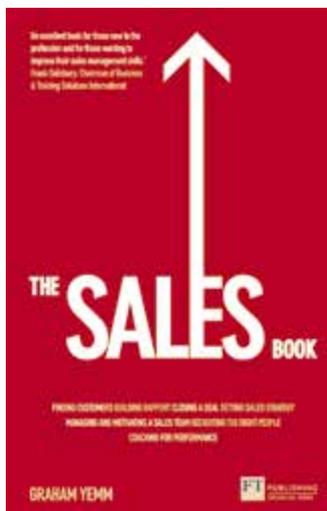
**The Management Book**

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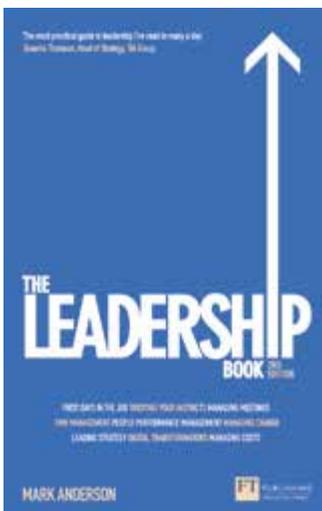
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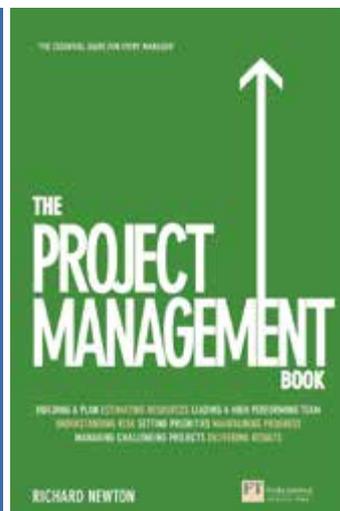
**The Sales Book**

9780273792918



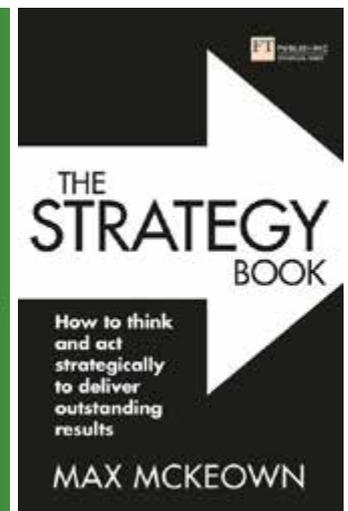
**The Leadership Book**

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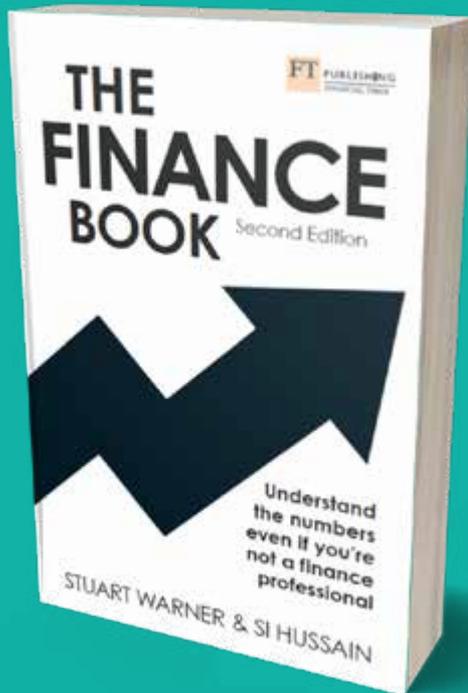


**The Strategy Book**

9781292264134

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ARABIC  
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GERMAN  
ENGLISH  
CHINESE SIMPLIFIED



ISBN	9781292401980
IMPRINT	FT Publishing International
PRICE	<b>£14.99</b>
PUB DATE	<b>March 2022</b>

# The Finance Book

Second Edition

Stuart Warner and Si Hussain

## SYNOPSIS

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

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

It will help you to:

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

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

➤ **OVER 20,000 SOLD**

➤ **SHORTLISTED IN THE 'PRACTICAL MANAGER' CATEGORY FOR THE 2018 MANAGEMENT BOOK OF THE YEAR PRIZE BY THE CHARTERED MANAGEMENT INSTITUTE (CMI) AND THE BRITISH LIBRARY.**

## ABOUT THE AUTHORS

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

**Saieem (Si) Hussain** BSc (Hons) FCA is a Chartered Accountant. He trained at KPMG and qualified in 1990. Si has spent 30+ years delivering financial and business training to thousands of professionals. He has held senior positions in several listed companies, including Chief Executive of BPP Professional Education.



# 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.

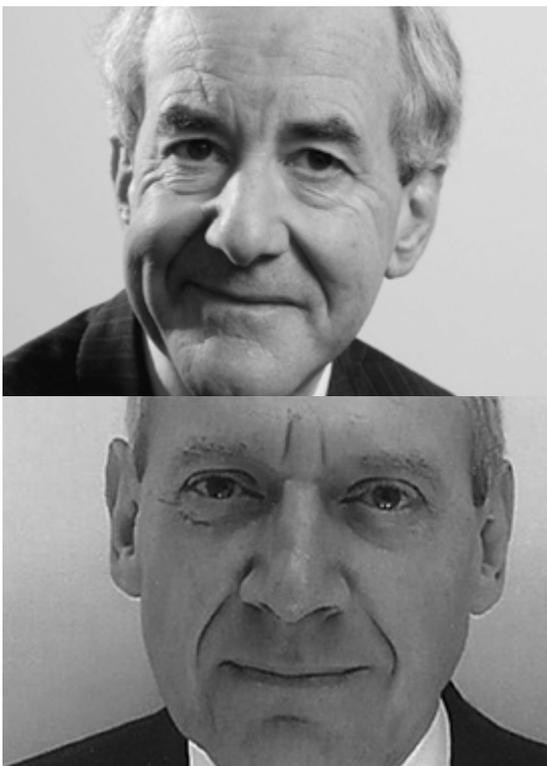


ISBN	9781292331317
IMPRINT	FT Publishing International
328 pages	
PRICE	<b>£65.00</b>
PUB DATE	<b>December 2021</b>

## 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 an executive and non-executive director on banking and insurance boards for over 30 years





# Business Skills

# How Charts Work

Understand and Explain Data with Confidence

Alan Smith

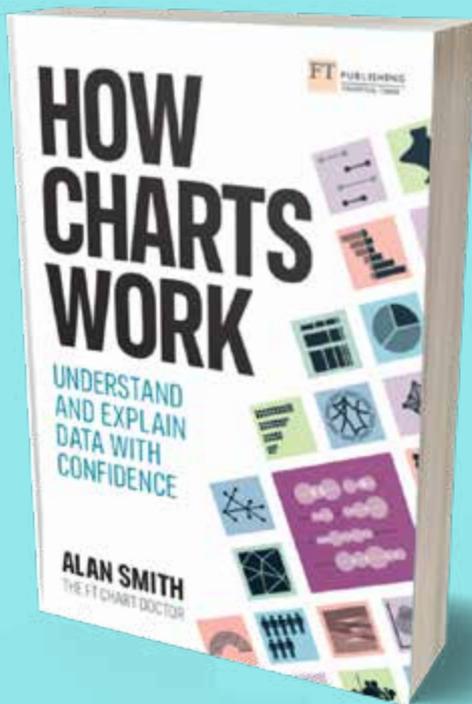
## SYNOPSIS

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

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

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

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



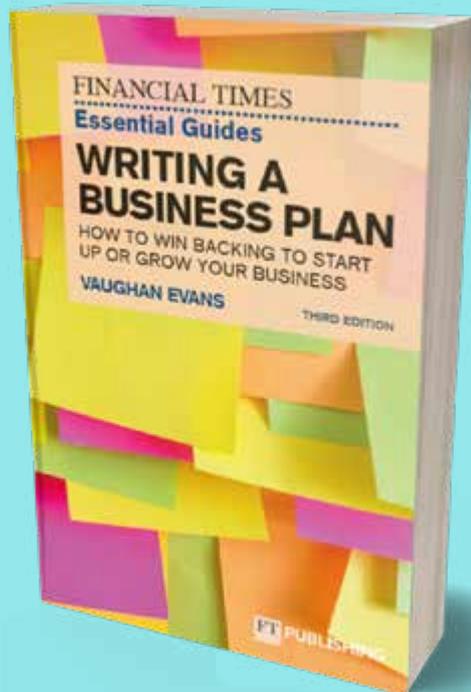
ISBN	9781292342795
IMPRINT	FT Publishing International
272 pages	
PRICE	<b>£27.99</b>
PUB DATE	<b>JULY 2022</b>



## 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.

RIGHTS SOLD

JAPANESE  
KOREAN  
SPANISH

ISBN	9781292416175
IMPRINT	FT Publishing International
PRICE	<b>£21.99</b>
PUB DATE	<b>May 2022</b>

# 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

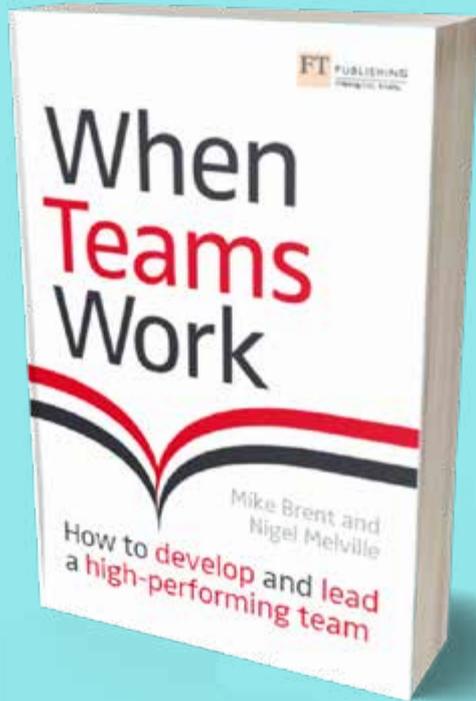
**Vaughan Evans** is an independent strategy consultant, prolific writer and dynamic speaker ([www.vaughanevansandpartners.com](http://www.vaughanevansandpartners.com)). He has specialised in strategy and business planning for business clients, small and large, and strategic due diligence for private 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**



ISBN	9781292278483
IMPRINT	FT Publishing International
256 pages	
PRICE	<b>£14.99</b>
PUB DATE	<b>May 2022</b>

# 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

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GERMAN

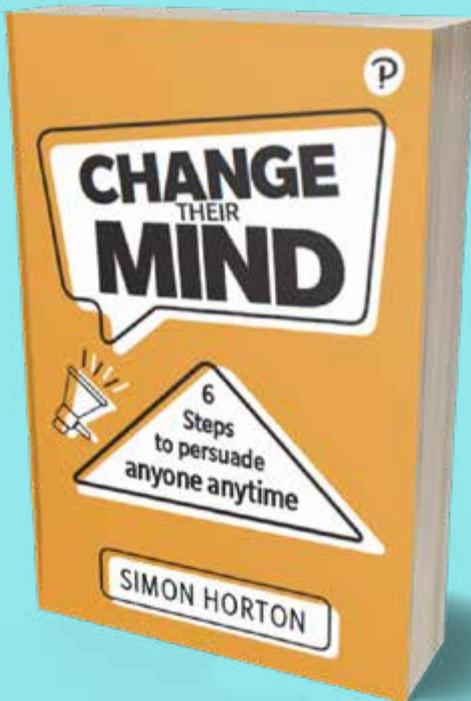
# Change Their Mind

## 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.



ISBN	9781292406794
IMPRINT	Pearson
PRICE	<b>£14.99</b>
PUB DATE	<b>April 2022</b>



### ABOUT THE AUTHORS

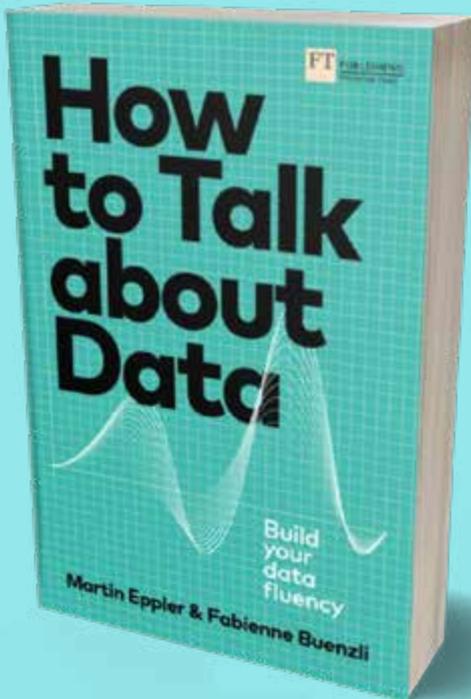
**Simon Horton** has written successful books on negotiation and is one of the world's leading experts and trainers on negotiation. Over a 20-year career in the field, he has worked with many of the world's leading businesses. He is a Visiting Lecturer at Imperial College and regularly appears on television, 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.

# 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
PRICE	<b>£16.99</b>
PUB DATE	<b>June 2022</b>



## 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.

# 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.

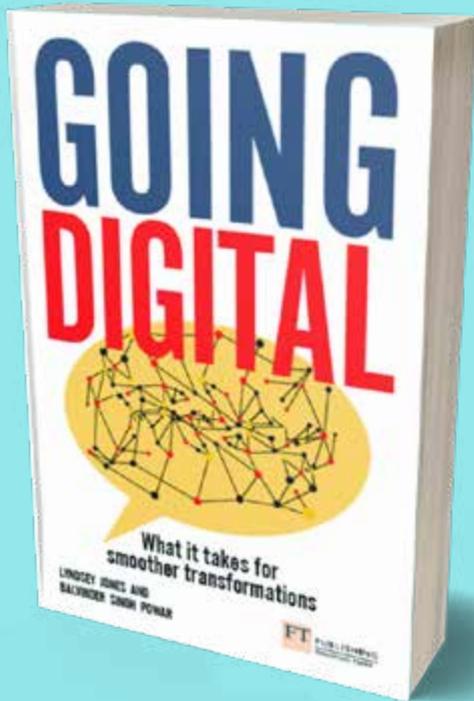
Change and digital transformation is now a constant in organisations, but how do you do it successfully? *Going Digital* helps leaders and managers navigate the fast pace of change in today's workplace by focusing on the real day-to-day challenges that organisations are facing.

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



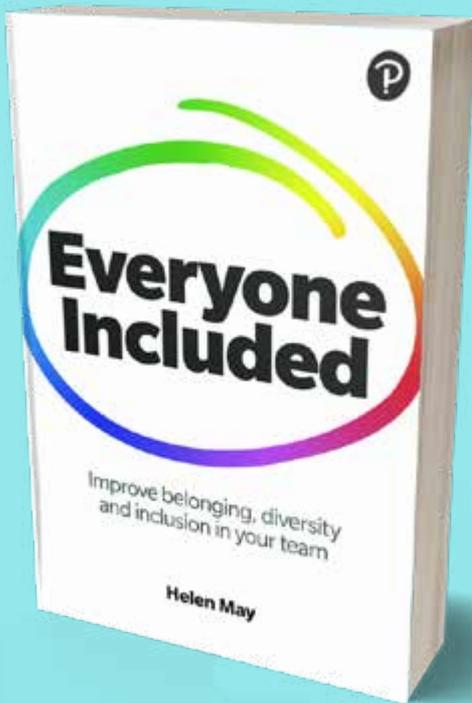
ISBN	9781292375670
IMPRINT	FT Publishing International
272 pages	
PRICE	<b>£17.99</b>
PUB DATE	<b>December 2021</b>

## 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	9781292342603
IMPRINT	Pearson Business
200 pages	
PRICE	<b>£16.99</b>
PUB DATE	<b>January 2022</b>

# 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.

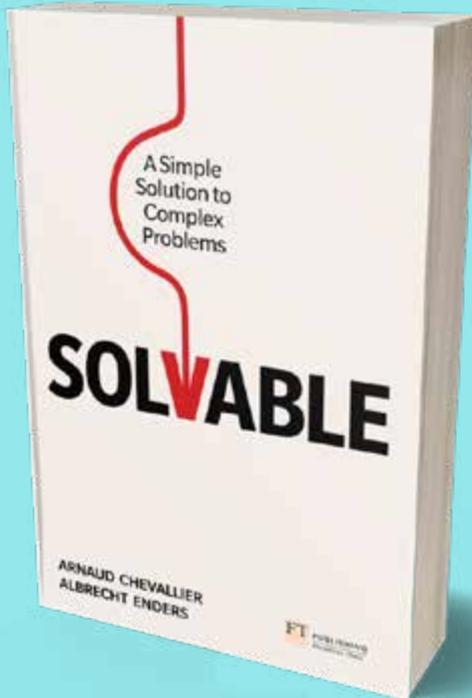
*Everyone Included* is your comprehensive, step-by-step guide to creating a diversity and inclusion strategy that delivers results for your team.



## 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.

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BUSINESS SCHOOL



ISBN	9781292374284
IMPRINT	FT Publishing International
272 pages	
PRICE	<b>£16.99</b>
PUB DATE	<b>May 2020</b>

# 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.

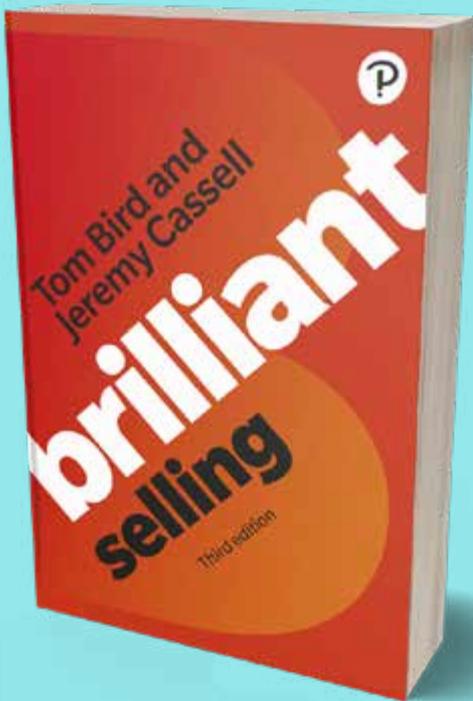


### ABOUT THE AUTHORS

**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.

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GERMAN, GREEK  
ITALIAN, KOREAN  
POLISH, PORTUGUESE  
SPANISH



ISBN	9781292139012
IMPRINT	Pearson
344 pages	
PRICE	<b>£14.99</b>
PUB DATE	<b>December 2021</b>

# Brilliant Selling

## 3rd Edition

Tom Bird and Jeremy Cassell

### SYNOPSIS

Want to beat your sales target? You can sell anything you want and targets are always achievable.

Whether you're new to selling or want to take yourself to the next level, *Brilliant Selling* will show you how to instantly improve your sales performance.

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

- Learn how to influence anyone
- Understand the importance of giving before getting
- Discover what your customer really wants
- Get ready to succeed!



*'Brilliant Selling will appeal to all sales people whatever their experience level. It can be used as a quick reference for ideas and tips, or for a comprehensive tour through the sales process.'*

Tim Robertson, Central & Eastern Europe Sales Executive, IBM Corp.



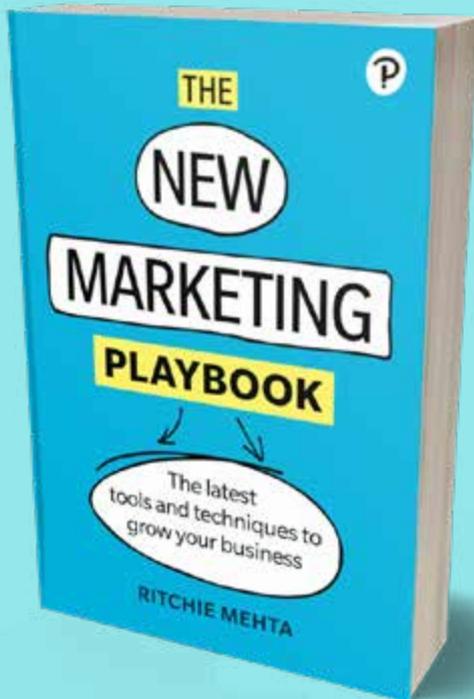
### ABOUT THE AUTHORS

**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

**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

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CHINESE SIMPLIFIED



ISBN	9781292373805
IMPRINT	Pearson Business
344pages   235 x 157 mm   530g	
PRICE	<b>£19.99</b>
PUB DATE	<b>July 2021</b>

# The New Marketing Playbook

The latest tools and techniques to grow your business

Ritchie Mehta

## SYNOPSIS

We are living in a period of hyper-change; economic shocks, political upheavals, natural disasters, and global health pandemics are part of 'normal' life. Existing marketing models are designed for a 'business as usual' mode so how do you prepare for this new environment?

You need *The New Marketing Playbook* – a dynamic set of action-oriented marketing tools, techniques and principles to keep you at the top of your marketing game. With its easy to understand and actionable marketing framework, your organisation will be able to navigate a dynamic and changing environment in order to grow and thrive.

The text combines theory, practise, insights, and case studies that will help transform your marketing activities to unearth undiscovered insights about your customers.



*'A must-have book for anyone interested in marketing to learn, step by step, how marketing is actually done.'*

Jaideep Prabhu, Professor of Marketing at the Cambridge Judge Business School, Cambridge University

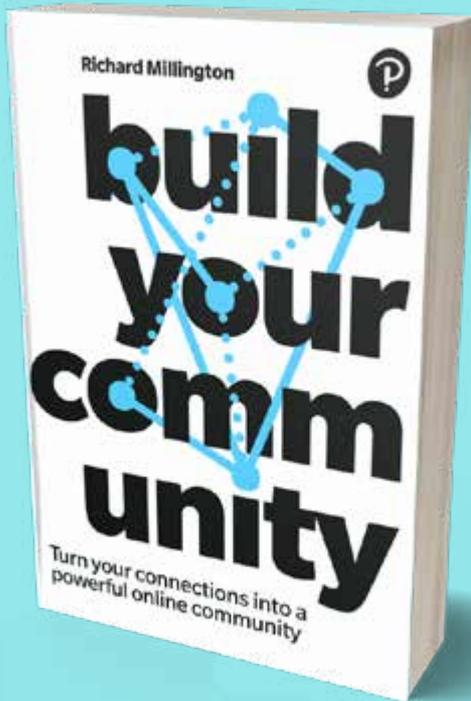
## ABOUT THE AUTHOR

**Ritchie Mehta** is the Founder and CEO of Learn et al and the School of Marketing, a leading education platform that has over 8 FTSE 100 and 250 clients and partners including; Unilever, Three, TSB, RBS, Direct Line Group, Global and Pearson. A business leader, speaker and consultant who has worked with a range of organisations including HSBC, RBS, Direct Line Group, Toyota to name a few.



RIGHTS SOLD

CHINESE SIMPLIFIED



ISBN	9781292329994
IMPRINT	Pearson Business
312 pages   232 x 156 mm   460g	
PRICE	<b>£16.99</b>
PUB DATE	<b>May 2021</b>

# Build Your Community

Turn your connections into a powerful online community

Richard Millington

## SYNOPSIS

Every single day a growing number of organisations are turning their employees, customers, and members into an online community. The results of these efforts are incredible.

*Build Your Community* is about the evergreen principles of building a successful and thriving community. This book will take you step-by-step through the process to launch and manage a community for almost any kind of group. Covering the technology, what makes a community tick, and how to attract and keep your audience highly engaged. Whether you're building a community for your business or for your passion, this book is going to help you create the ideal community for your needs.

*Build Your Community* fuses proven principles from the world of psychology with user experience and design-thinking into a foolproof approach helping you to:

- Start from scratch and attract your first members.
- Find and design the perfect platform for your community.
- Keep members engaged, sharing expertise, and helping each other.
- Create a magnetic community culture.

## ABOUT THE AUTHOR

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



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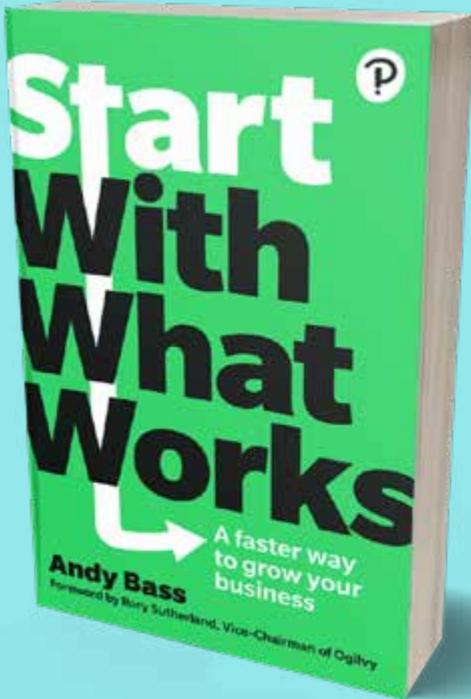
# Start with What Works

Andy Bass

## SYNOPSIS

*Start with What Works* helps you to create and lead new growth opportunities for your business using the resources you already have at hand. You'll find out how to use the people, customers, relationships, intellectual property and know-how you have first, before making expensive and potentially risky investments.

It sounds obvious but frequently, managers discount the value of their familiar resources, and instead, they look outside for something new. This can demotivate employees and be costly in terms of money and time. It's often a lot quicker, cheaper and safer to see your existing resources with fresh eyes. This book shows you how to recognise overlooked potential in existing resources, and how to flip the right switches to activate that potential. Covering ten lessons you can use for a variety of situations, each will feature a case study and a new mindset to adopt. With practical tools and templates, each will trigger fruitful discussions and insights for your organisation. You'll learn how to apply them to the situations you face, so that you can identify new opportunities, and turn those opportunities into action.



ISBN	9781292341118
IMPRINT	Pearson Business
280 pages   215 x 140 mm   358g	
PRICE	<b>£16.99</b>
PUB DATE	<b>APRIL 2021</b>



## ABOUT THE AUTHOR

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

## OTHER BOOKS WITH A SIMILAR SUBJECT

9781292232003 – Agile Now

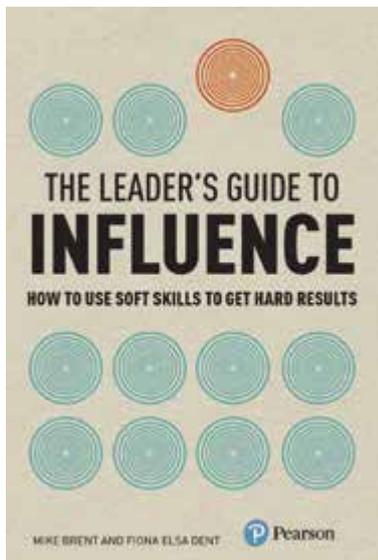
9781292327099 – The Really Good Idea Test



# Leadership & Management

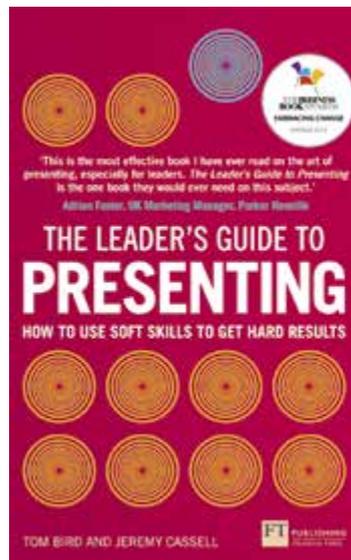
# The Leader's Guides

How to use soft skills to get hard results.



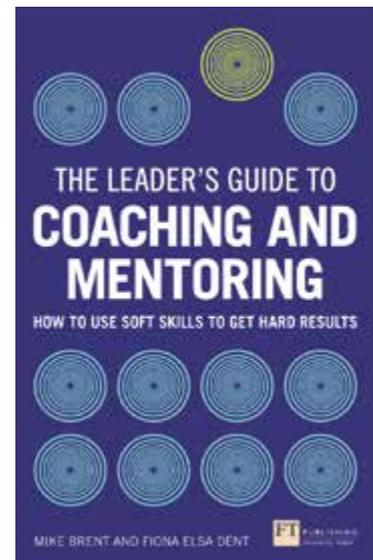
## The Leader's Guide to Influence

9780273729860



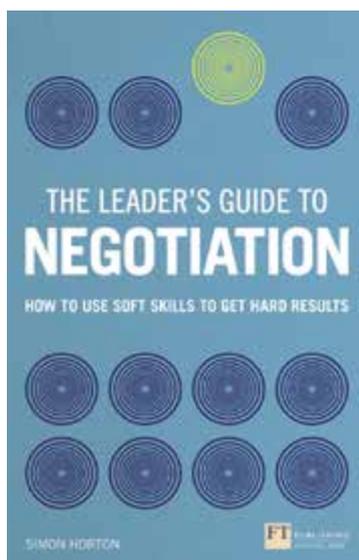
## The Leader's Guide to Presenting

9781292119984



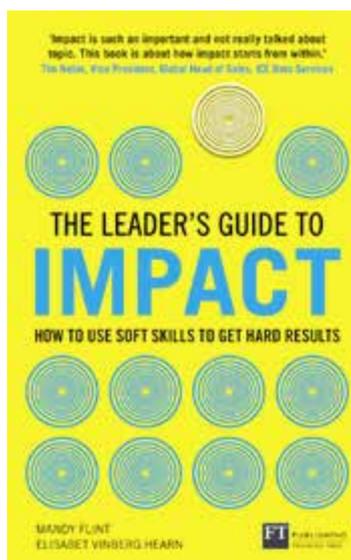
## The Leader's Guide to Coaching and Mentoring

9781292074344



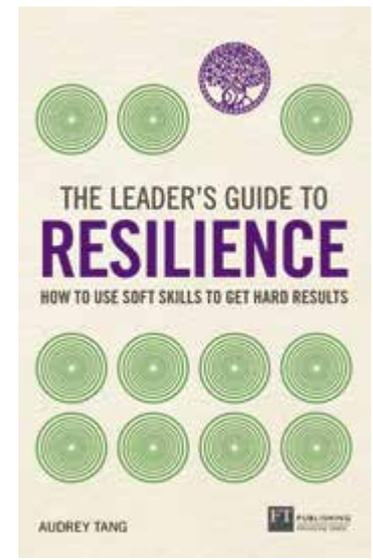
## The Leader's Guide to Negotiation

9781292112800



## The Leader's Guide to Impact

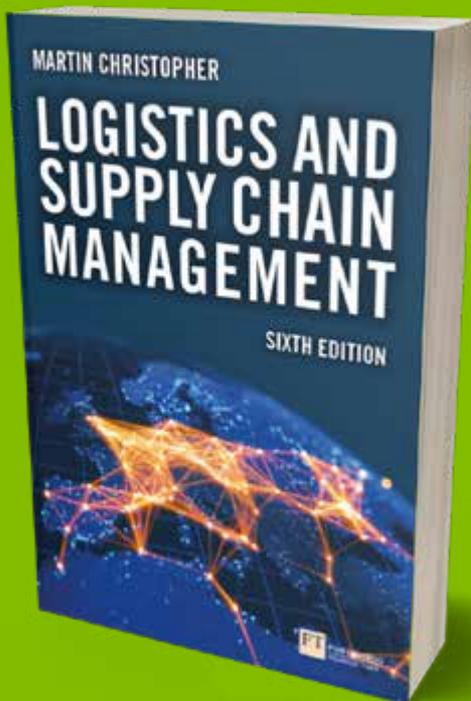
9781292243771



## The Leader's Guide to Resilience

9781292331294

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CHINESE SIMPLIFIED  
GREEK, KOREAN  
PORTUGUESE  
SPANISH, SWEDISH

ISBN	9781292416182
IMPRINT	FT Publishing International
PRICE	<b>£45.00</b>
PUB DATE	<b>January 2022</b>

# 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.

# Inside the Leaders Club

How top companies deal with pressing business issues

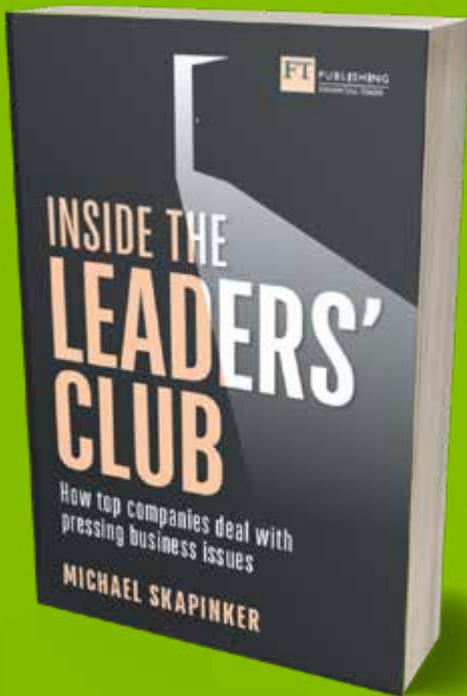
Michael Skapinker

## 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.

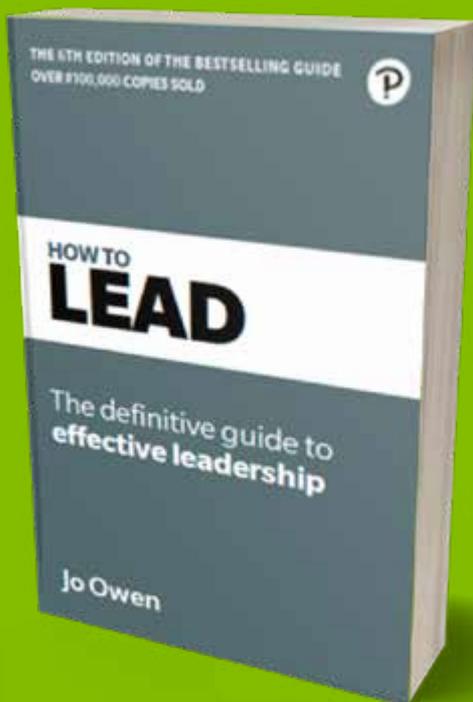


ISBN	9781292406749
IMPRINT	Pearson
PRICE	<b>£16.99</b>
PUB DATE	<b>May 2022</b>

## 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	9781292425443
IMPRINT	Pearson Business
PRICE	<b>£16.99</b>
PUB DATE	<b>July 2022</b>

# How to Lead

## 6th Edition

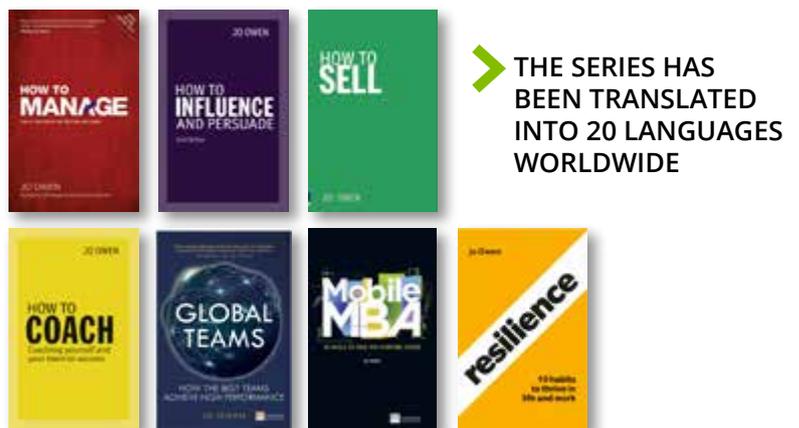
Jo Owen

### SYNOPSIS

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

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

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



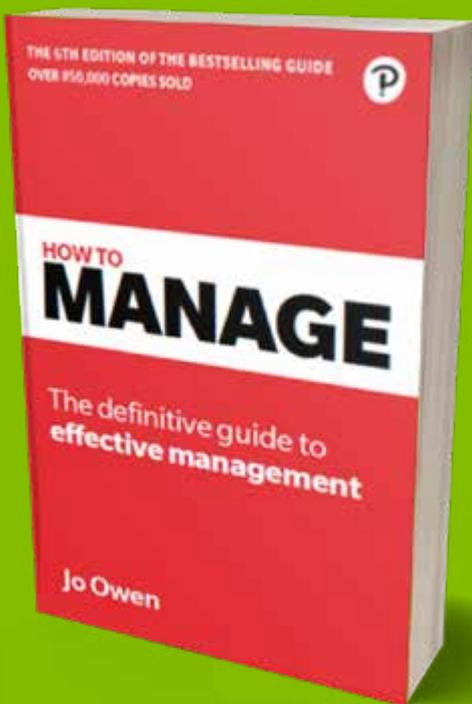
### ABOUT THE AUTHOR

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

### OTHER BOOKS BY JO OWEN

- 9781292232607 – How to Manage, 5e
- 9780273776796 – How to Influence and Persuade, 2e
- 9780273731276 – How to Sell, 1e
- 9780273786382 – How to Coach, 1e
- 9781292171913 – Global Teams, 1e
- 9780273750215 – The Mobile MBA, 1e
- 9781292282268 – Resilience, 1e





ISBN	9781292426457
IMPRINT	Pearson Business
PRICE	<b>£16.99</b>
PUB DATE	<b>July 2022</b>

# How to Manage

## 6th Edition

Jo Owen

### SYNOPSIS

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

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



### ABOUT THE AUTHOR

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

### OTHER BOOKS BY JO OWEN

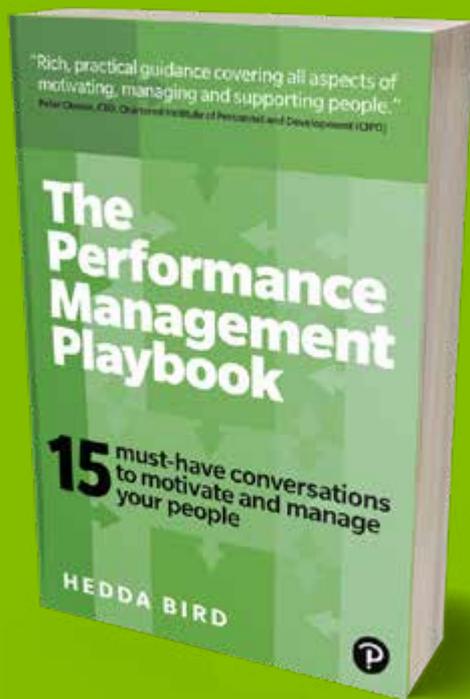
9781292282268 – Resilience

9781292425443 – How to Lead

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CHINESE SIMPLIFIED



ISBN	9781292370033
IMPRINT	Pearson Business
240 pages   232 x 154 mm   380g	
PRICE	<b>£24.99</b>
PUB DATE	<b>August 2021</b>

# The Performance Management Playbook

15 must-have conversations to motivate and manage your people

Hedda Bird

## SYNOPSIS

*The Performance Management Playbook* takes the stress out of managing people. This practical book covers the must-have conversations from daily feedback to annual pay reviews; from dealing with poor performance to setting challenging expectations.

With 15 conversation guides to improve your confidence in managing performance, numerous activities to make you and your team less stressed, happier and more productive, as well as toolkits to help you improve performance now, no matter what appraisal process your organisation has in place, this book makes it easy to dip in and develop great performance conversations specific to the challenges you face.

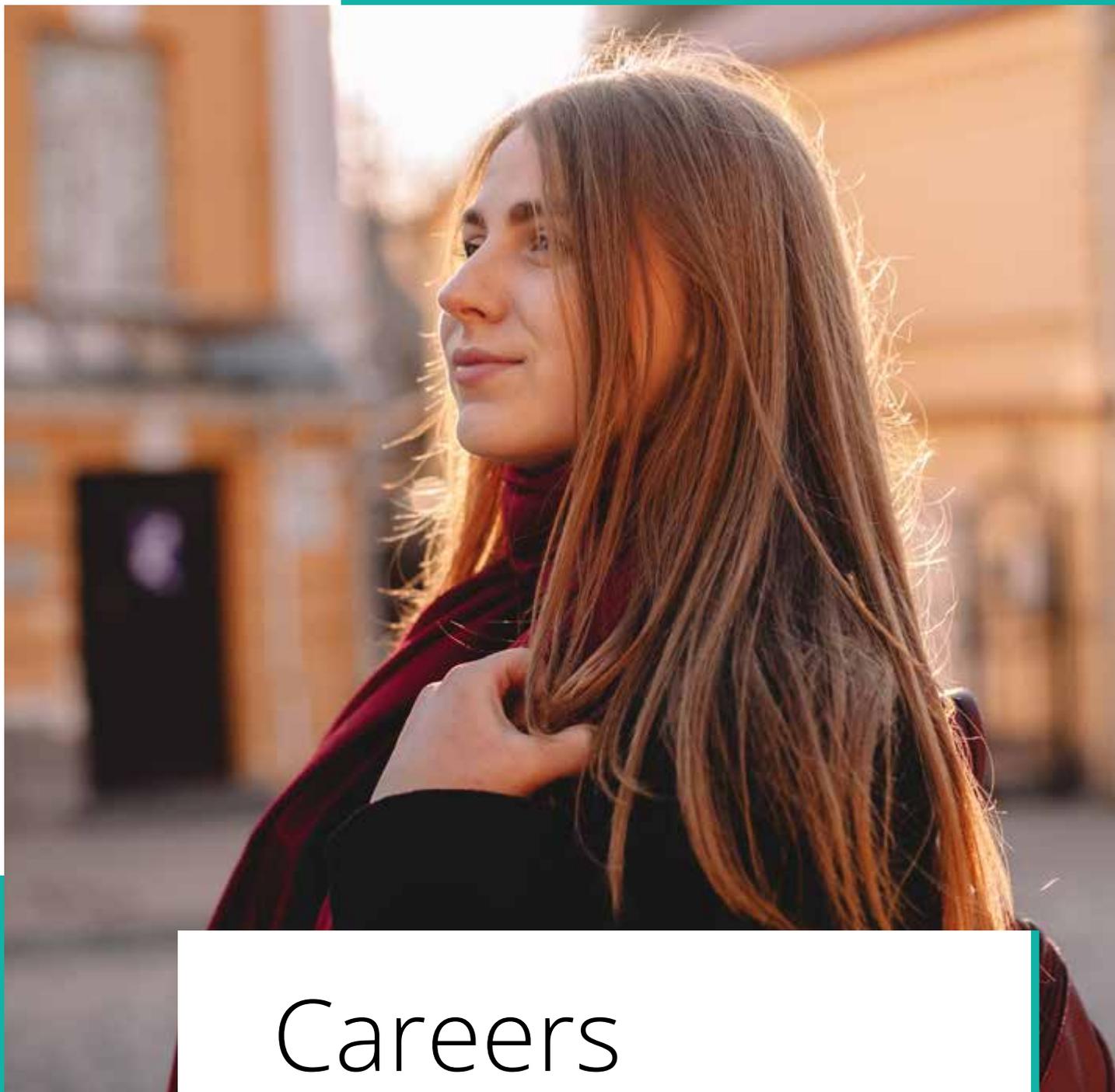
Learn from 25 real world examples: from global and local organisations; from 100 employees to over a million; from sectors as varied as financial services, transport, technology, central and local government, TV production, mining, healthcare and construction.

*The Performance Management Playbook* will help you move from anxiety-ridden one-off appraisals to more rewarding regular and meaningful conversations about performance.

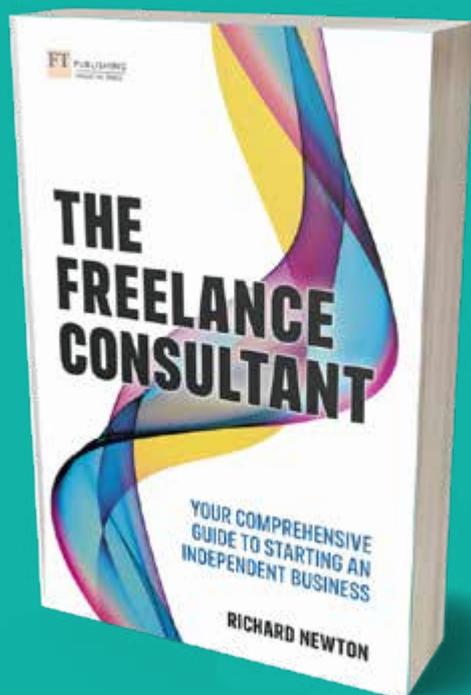
## ABOUT THE AUTHOR

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





# Careers



ISBN	9781292360836
IMPRINT	FT Publishing International
296 pages   232 x 152 mm   380g	
PRICE	<b>£27.99</b>
PUB DATE	<b>April 2021</b>

# The Freelance Consultant

Do What You Love and Get Paid for It, 2nd Edition

Richard Newton

## SYNOPSIS

Expert consultant Richard Newton explains how to build a freelance consultant business.

Freelance consulting, coaching, IT contracting and other self-employed professional roles are fast becoming the preferred way to find fulfilling work, generate a great income, and futureproof careers, whilst giving all the benefits and freedoms of being your own boss but few know how to make it really work.

*The Freelance Consultant* is the comprehensive guide into turning your expertise into a viable, and valuable, business.

The Freelance Consultant will explain how to:

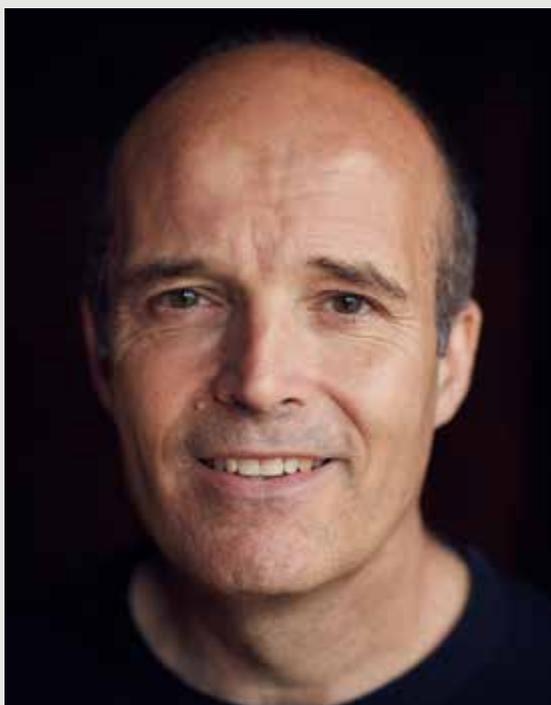
- Setup, run and thrive in your freelance, consultant or coaching business.
- Acquire those vital first paying clients.
- Know what it takes to become a successful, differentiated and valuable advisor.
- Build your business, define your services and set your prices.
- Understand your customers and identify, manage, and retain key clients.
- Keep developing and continually improving your skills and growing your business.

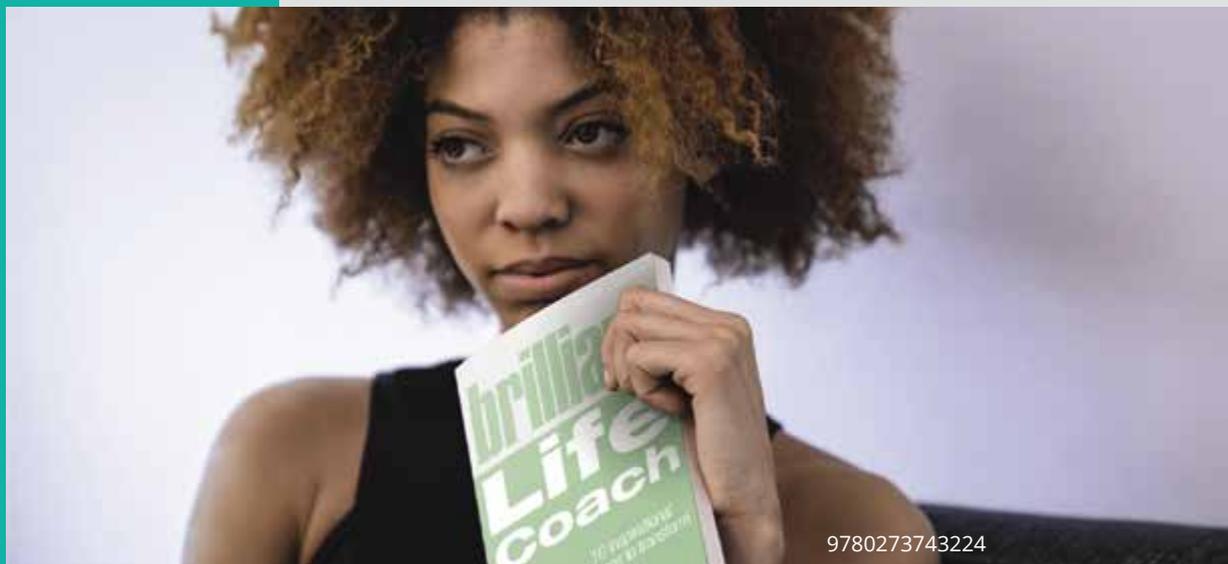
## ABOUT THE AUTHOR

**Richard Newton** is an author and business adviser. He worked for the management consultancy practices of Cooper & Lybrand, Ernst & Young, and A.T Kearney, and continues to provide consultancy through his own company, Nixus. Richard has worked with many professional services firms on major projects, and has helped a number of firms with engagement processes and service line definitions. He is the author of several books including *The Project Manager* and the award winning *The Management Book*.

### OTHER BOOKS BY RICHARD NEWTON

The Freelance Book 1e 9781292360836  
 The Management Consultant 1e 9781292282237  
 The Project Management Step by Step 2e 9781292142197  
 Brilliant Checklists for Project Managers 2e 9781292081106  
 Brilliant Managing Yr Team Through Change 1e 9781292063607  
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 Managing Change Step by Step 1e 9780273711773  
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 Brilliant Checklists for Project Managers 1e 9780273740766  
 The Project Manager 2e 9780273723424  
 The Project Manager's Book of Checklists 1e 9780273715580  
 The Project Management Step by Step 1e 9780273714699

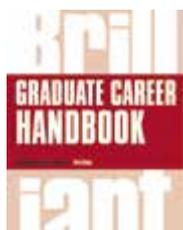




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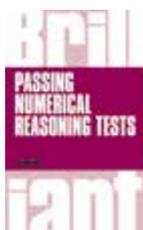
## Brilliant Series

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



**Brilliant Graduate Career Handbook**

9781292158877



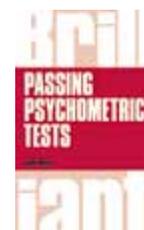
**Brilliant Passing Numerical Reasoning Tests**

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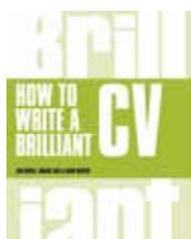
**Brilliant Passing Verbal Reasoning Tests**

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**Brilliant Passing Psychometric Tests**

9781292016511



**Brilliant How to Write a Brilliant CV**

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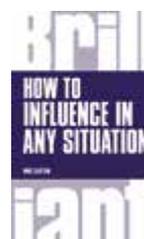
**Brilliant Personal Effectiveness**

9781292077567



**Brilliant Persuasion**

9781292135731



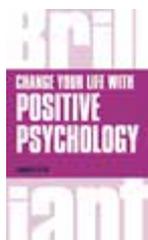
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**Brilliant Effective Business Networking**

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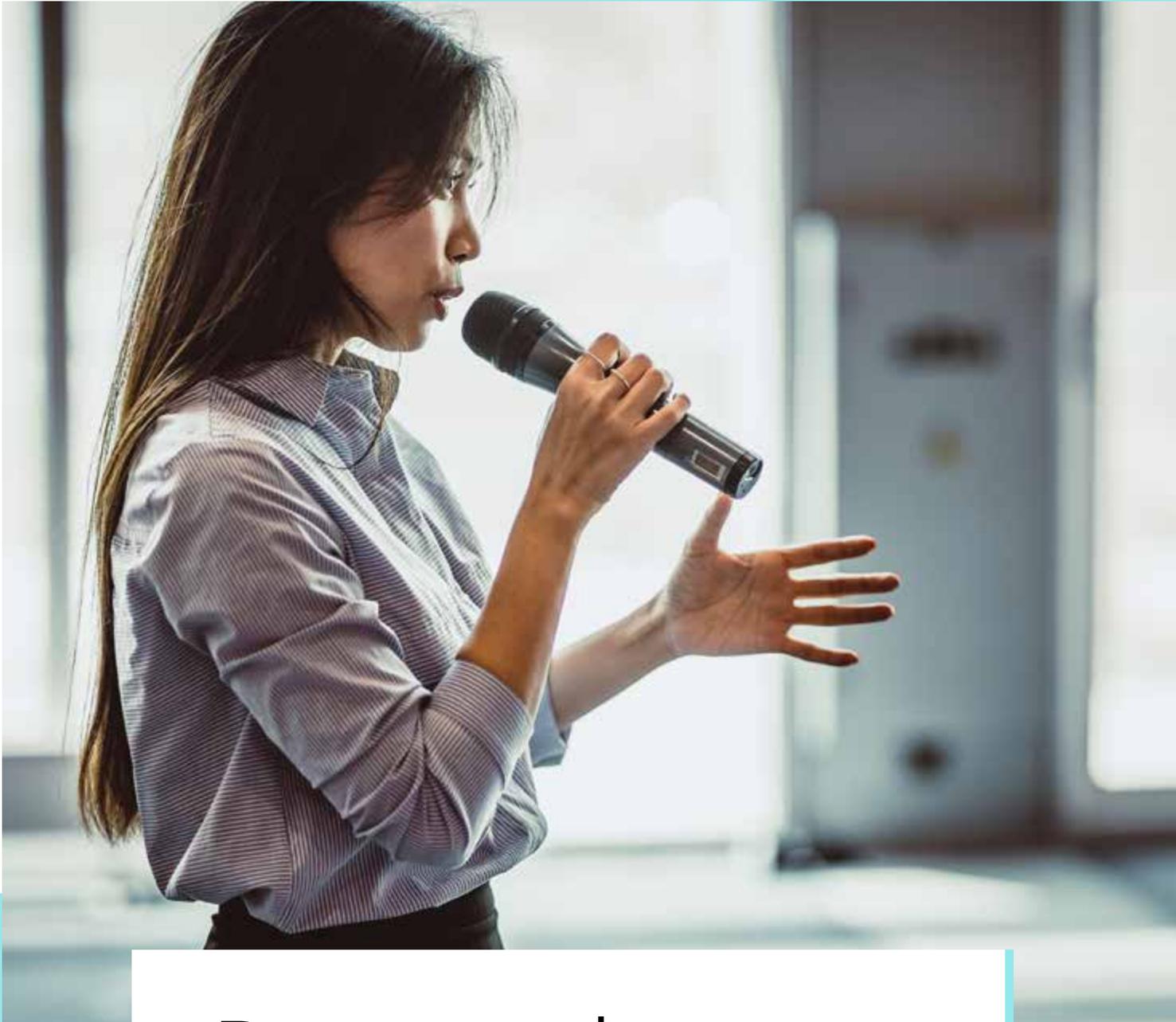
**Brilliant Tactics to Pass Aptitude Tests**

9780273714941



**Brilliant Assertiveness**

9780273768678



# Personal Development

# Bulletproof

How to be resilient and feel fearless

**Chantal Burns**

## SYNOPSIS

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

This book reveals how.

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

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

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

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

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

ISBN	9781292330020
IMPRINT	Pearson Business
256 pages	
PRICE	<b>£12.99</b>
PUB DATE	<b>July 2022</b>



## 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

# Change Activist

Make Big Things Happen Fast, 3rd Edition

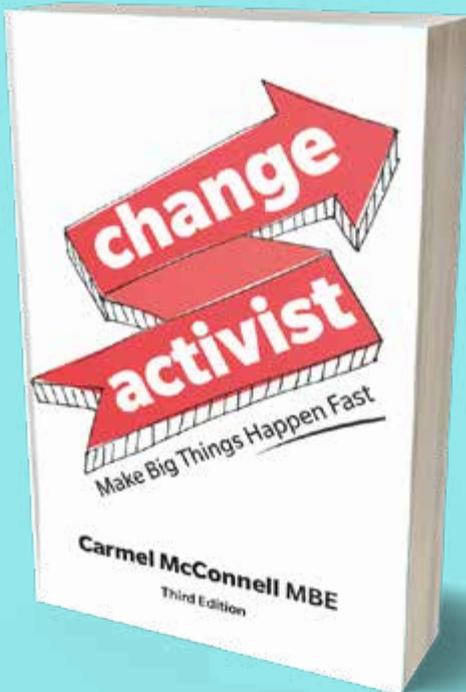
Carmel McConnell

## 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.



ISBN	9781292350868
IMPRINT	Pearson Education
296 pages	
PRICE	<b>£9.99</b>
PUB DATE	<b>February 2022</b>

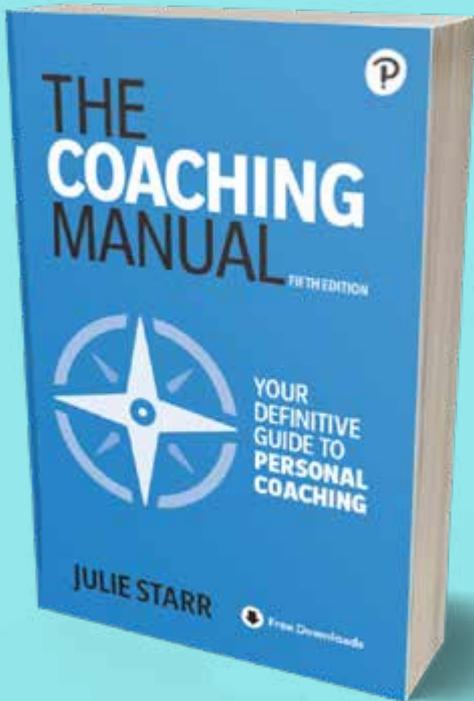


## ABOUT THE AUTHOR

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.

## RIGHTS SOLD

BULGARIAN  
DUTCH  
LITHUANIAN  
POLISH  
RUSSIAN  
ROMANIAN



ISBN	9781292374246
IMPRINT	Pearson Business
320 pages   232 x 156 mm   460g	
PRICE	<b>£16.99</b>
PUB DATE	<b>November 2021</b>

# The Coaching Manual

## Your Step-by-Step Guide to Becoming a Great Coach, 5th Edition

Julie Starr

### SYNOPSIS

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

- Understand and develop the core skills and beliefs of an effective coach
- Know how to ask insightful questions that deliver valuable answers
- Gain practical help to plan coaching assignments that accelerate and improve your results
- Adeptly handle the main barriers to great coaching
- Feel fully confident in your ability to coach in any situation
- Whether you're new to coaching or already an experienced coach, you'll find clear guidance and principles to help you coach more effectively and with greater impact.'



*'Full of important information that all coaches just need to know! I would absolutely recommend this book to any coach, neophyte or experienced.'*

Cherie Carter-Scott, Ph.D. MCC

### ABOUT THE AUTHOR

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

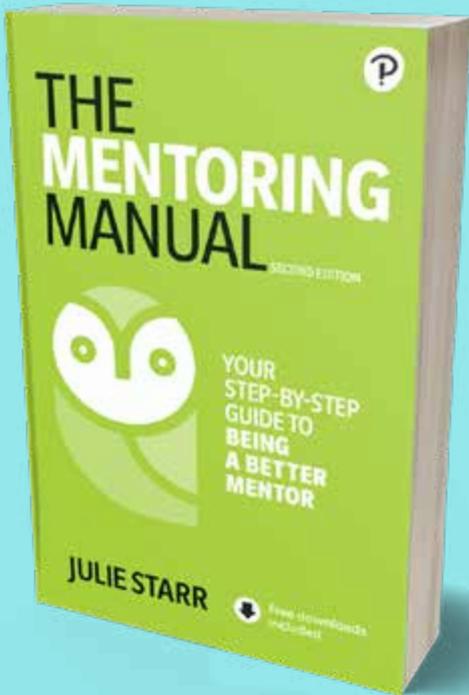
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9781292282268 – The Mentoring Manual



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DUTCH



ISBN	9781292374215
IMPRINT	Pearson Business
304 pages   213 x 137 mm   400g	
PRICE	<b>£12.99</b>
PUB DATE	<b>November 2019</b>

# The Mentoring Manual

Your Step-by-step Guide to Being a Better Mentor, 2nd Edition

Julie Starr

## SYNOPSIS

*The Mentoring Manual* is based on methods developed - and proven - in business, this highly practical book will show you how mentoring works, take you step-by-step through everything you need to know and do, and show you how both parties can get the best from the relationship. Get the most from mentoring: help your mentee, develop your skills and make a positive difference.

Understand what mentoring really is and how to do it well.

*The Mentoring Manual* is based on methods developed - and proven - in business, this highly practical book will show you how mentoring works, take you step-by-step through everything you need to know and do, and show you how both parties can get the best from the relationship. Get the most from mentoring: help your mentee, develop your skills and make a positive difference.



*'A clear, pragmatic and accessible guide for mentors.'*

Professor David Clutterbuck and co-founder of the European Mentoring and Coaching Council

## ABOUT THE AUTHOR

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

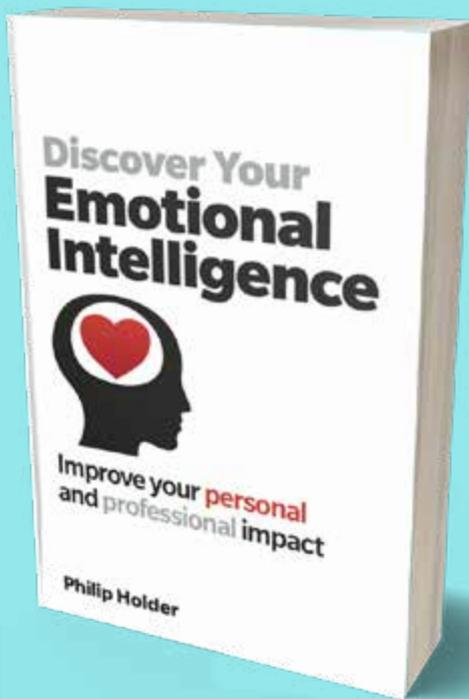
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RIGHTS SOLD

CHINESE SIMPLIFIED



ISBN	9781292373768
IMPRINT	Pearson Education
264 pages   214 x 138 mm   340g	
PRICE	<b>£16.99</b>
PUB DATE	<b>June 2021</b>

# Discover Your Emotional Intelligence

Philip Holder

## SYNOPSIS

Emotional intelligence is your awareness of emotions whether your own or other people's and how you apply this to your thinking or actions. Covering a range of traits, you can be strong in some areas but low in others. People with low EI tend to be moody, unpredictable, irrational, and argumentative. By contrast, people with high EI are more positive, less stressed, productive, open and positive. They are better able to identify, understand, use, and manage their emotions in a more productive, open and positive way.

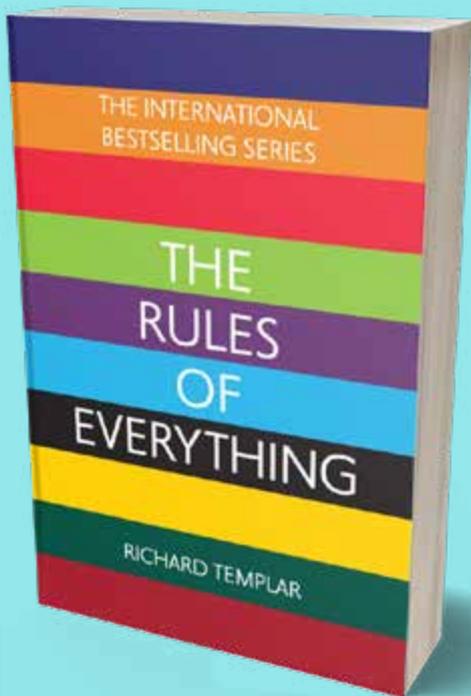
This book will help you develop your Emotional Intelligence. First, take the test to find out your score across a range of emotional traits, and then use the book masterclass to develop your skills.

*Discover your Emotional Intelligence* will give you your own emotional intelligence score and the tools to radically improve it. With practical activities, reflective exercises and prompts to develop any of the 42 dimensions of your emotional intelligence, you will be able to diffuse conflicts, improve your relationships and overcome life's challenges to achieve your personal and professional goals.

## ABOUT THE AUTHOR

**Philip Holder** has been inspiring delegates across the globe for more than twenty-five years by assisting them in understanding and developing the so-called 'soft aspects' of Business, Management and Leadership. Following extensive research into the field of behavioural science, he developed one of the earliest, full-EQ based assessments of Emotional Intelligence called MindScapability; which was later adopted by more than twenty, leading, global organisations. Professionally, Phil has held senior-level roles as Director of Learning and Head of Leadership & Management with the largest UK training business.





ISBN	9781292432120
IMPRINT	Pearson Business
240 pages   213 x 135 mm   300g	
PRICE	<b>£10.99</b>
PUB DATE	<b>June 2022</b>

## ➤ NEW YEAR, NEW BOOK AND BRAND NEW LOOK

# 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

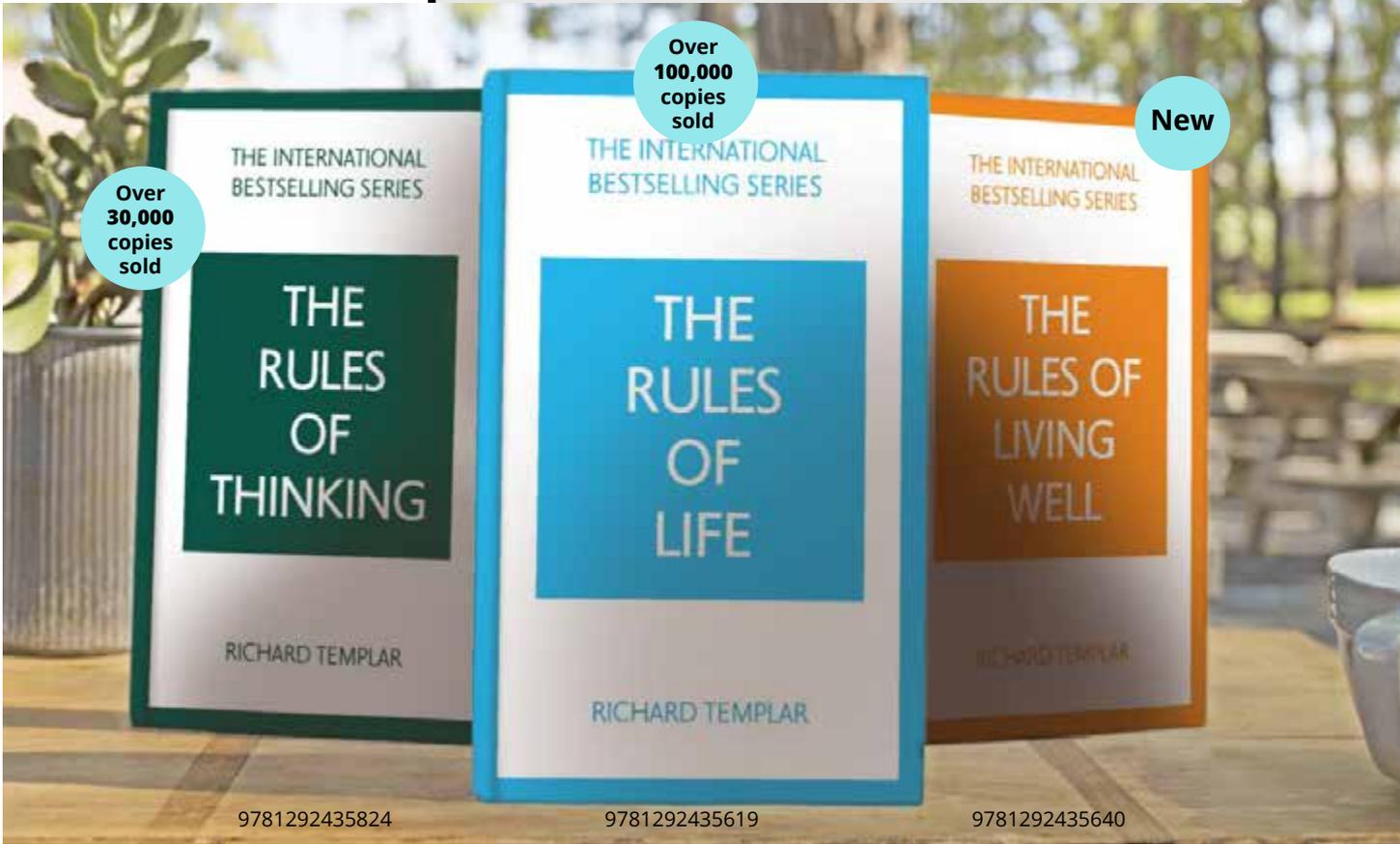
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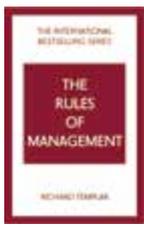
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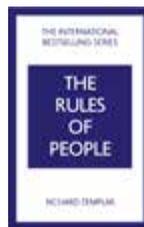
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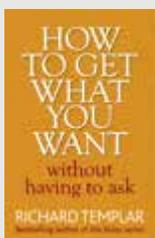


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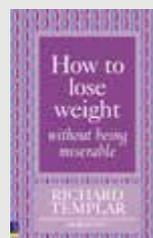
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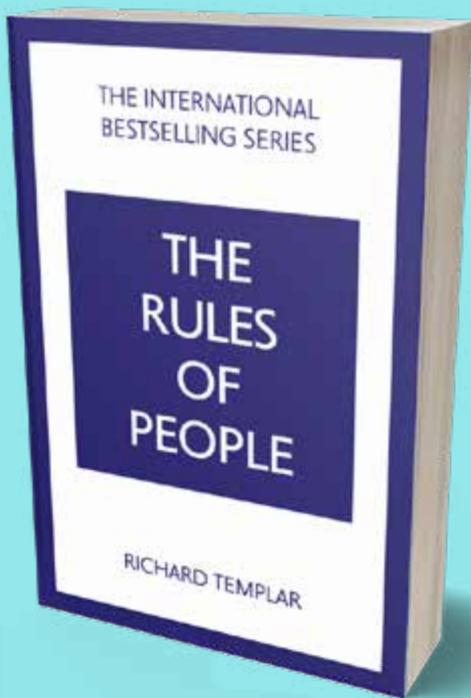
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ISBN	9781292441146
IMPRINT	Pearson Business
PRICE	<b>£12.99</b>
PUB DATE	<b>November 2022</b>

# Rules of People

2nd Edition

Richard Templar

## SYNOPSIS

A personal code for getting the best from everyone.

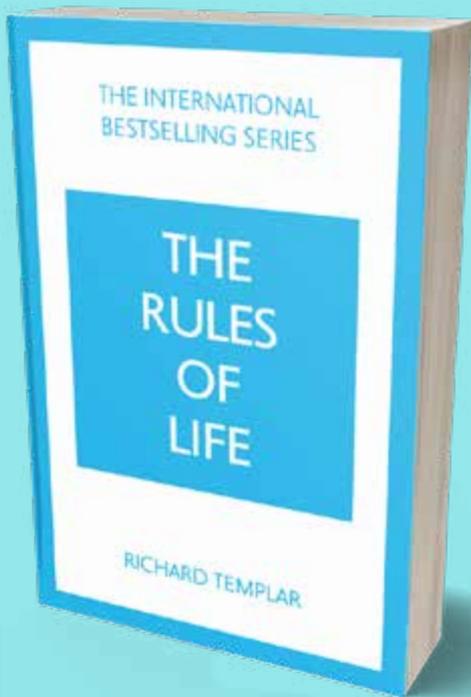
We all know someone who is a natural 'people person'. They seem to understand what people really want, what they really think and what they really mean. They can effortlessly get people onside, and keep them happy and motivated.

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.

## 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	9781292435619
IMPRINT	Pearson Business
PRICE	<b>£12.99</b>
PUB DATE	<b>November 2022</b>

# Rules of 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.

## 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*.

# Rules to Break

4th Edition

Richard Templar

## SYNOPSIS

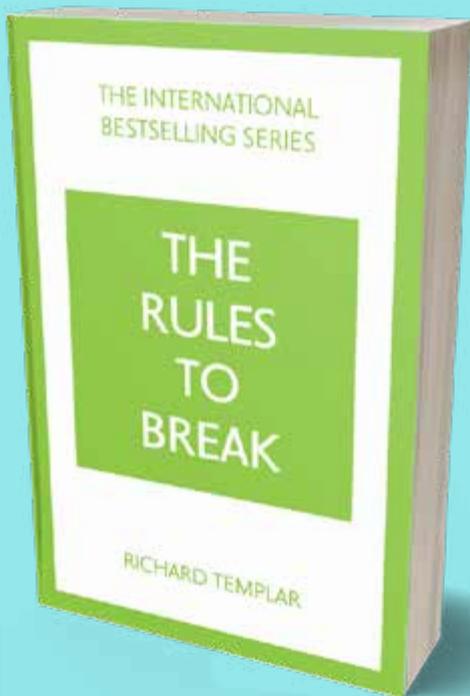
A personal code for living your life your way.

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

How do you sort the gold dust from the sawdust?

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

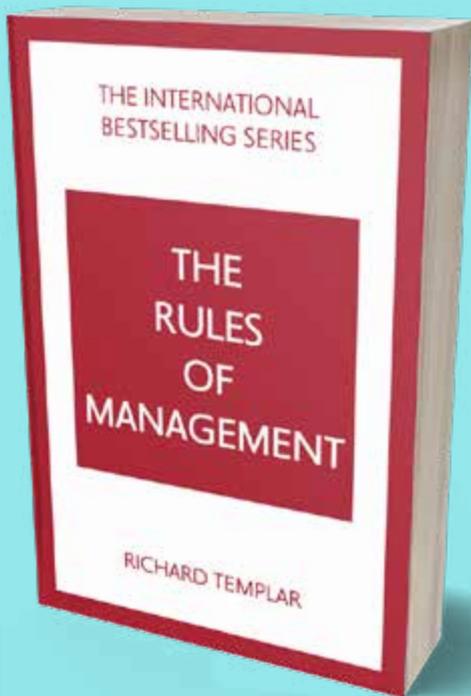
It's your life. Why not live it your way?



ISBN	9781292441177
IMPRINT	Pearson Business
PRICE	<b>£12.99</b>
PUB DATE	<b>December 2022</b>

## 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	9781292435763
IMPRINT	Pearson Business
PRICE	<b>£12.99</b>
PUB DATE	<b>March 2022</b>

# Rules of Management

## 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.

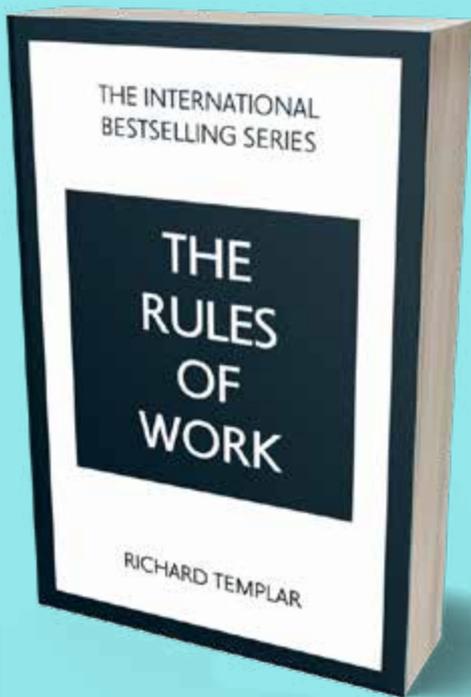
These Rules are the guiding principles that show you how to inspire your team in a way that gets results. They will help you say the right thing, do the right thing, and know instinctively how to handle every situation.

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*.



ISBN	9781292439679
IMPRINT	Pearson Business
PRICE	<b>£12.99</b>
PUB DATE	<b>February 2022</b>

# Rules of Work

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*.



*'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

## 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*.



# Study Skills and Revision

# The Study Skills Book

## 4th Edition

Kathleen McMillan

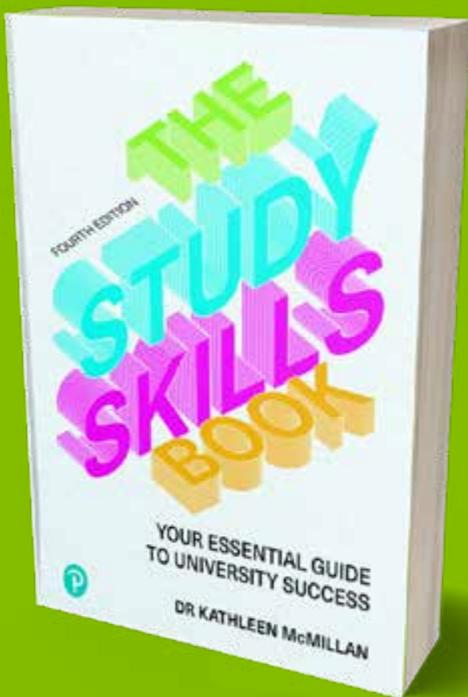
### SYNOPSIS

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

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

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

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



ISBN	9781292373966
IMPRINT	Pearson
472 pages   235 x 185 mm   840g	
PRICE	<b>£16.99</b>
PUB DATE	<b>July 2021</b>



### 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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