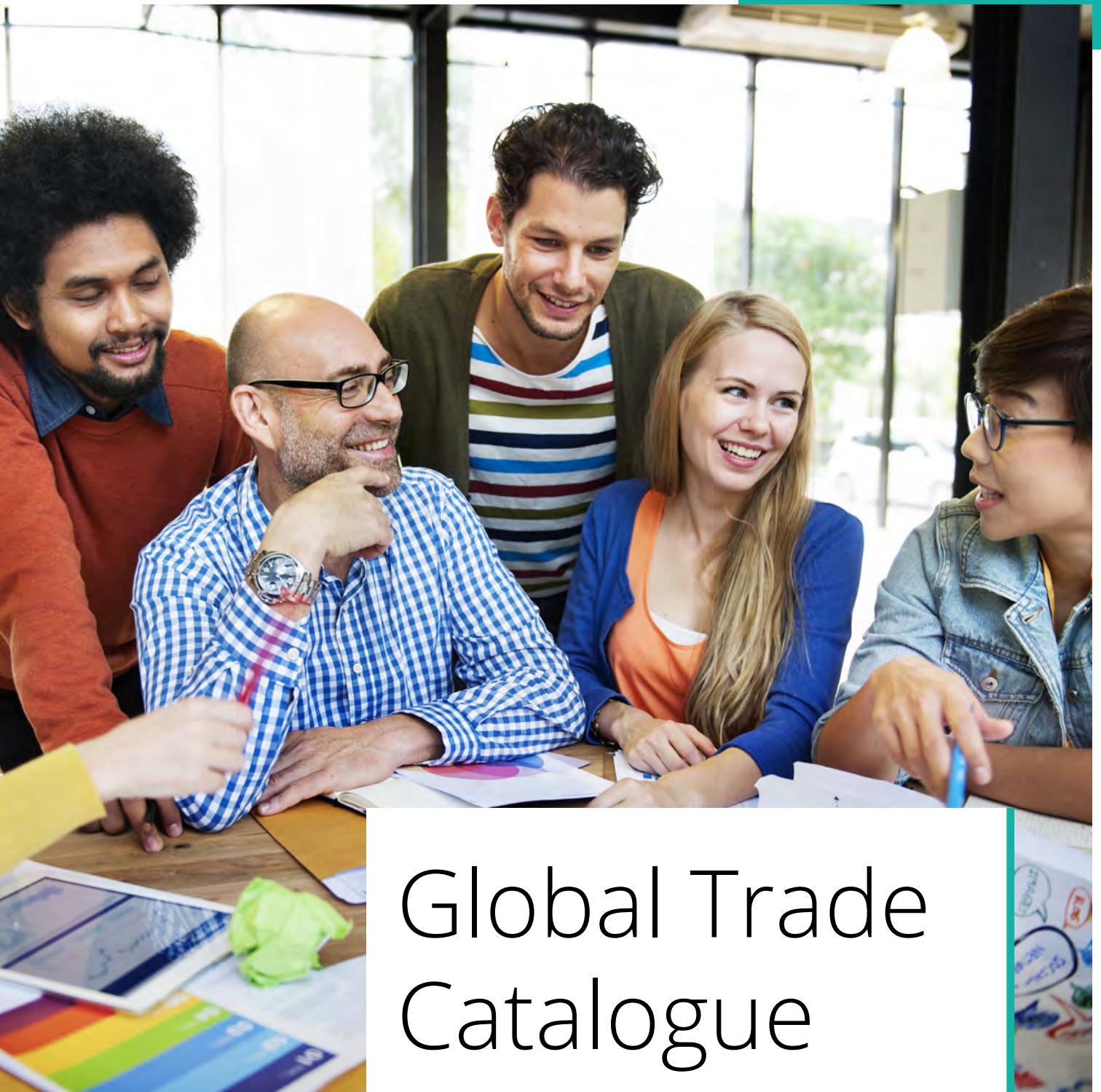
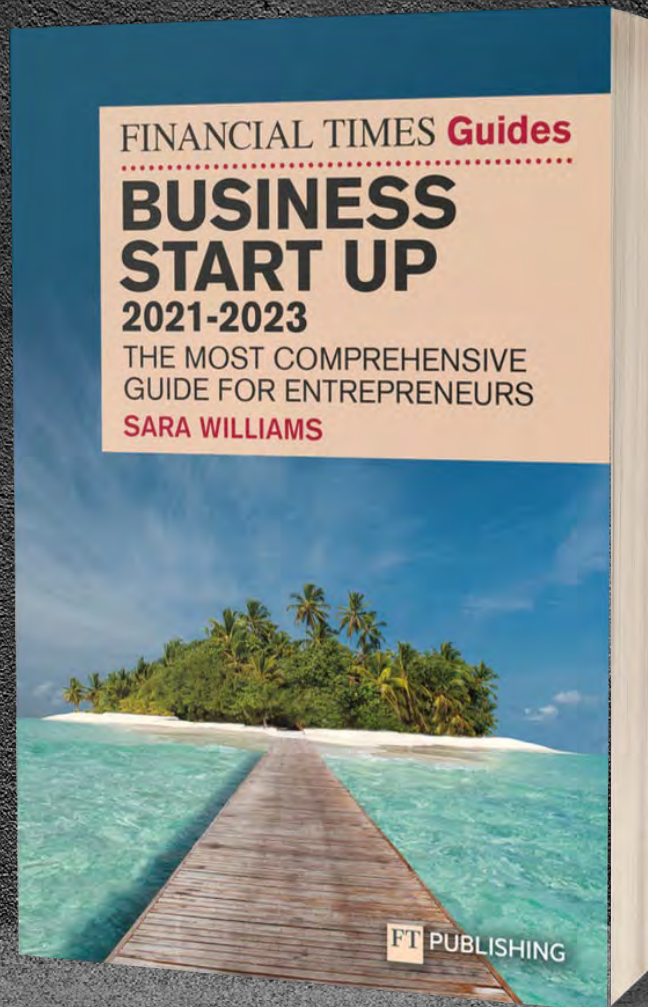




Global Trade Catalogue Spring 2023

**Titles Publishing:
April 2022 - December 2023**

	Financial Times Guides	3
	Financial Times Key Series	8
	Financial Times 25 Need-to-know Series	10
	Finance & Investing	12
	Business Skills	17
	Leadership & Management	29
	Careers	39
	Personal Development	41
	Study Skills and Revision	56
	Forward Publishing Plan Summary	58



Financial Times Guides

Everything you need to know about a big subject



9780273759539

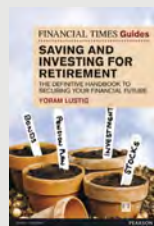
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Investing

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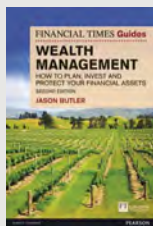
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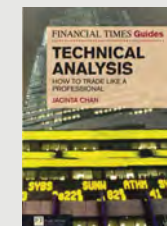
Wealth Management

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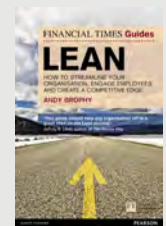
Technical Analysis

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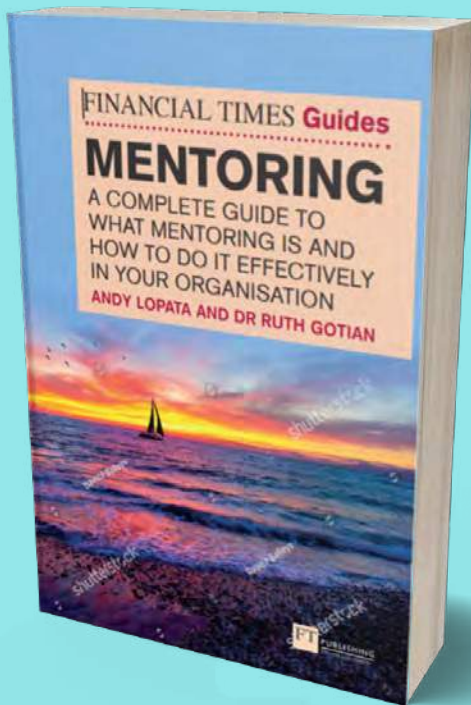
Strategy

9780273745471



Lean

9780273770503



ISBN	9781292726687
IMPRINT	FT Press
256 pages 234 x 156mm	
PUB DATE	August 2023

The Financial Times Guide to Mentoring

A complete guide to what mentoring is and how to do it effectively in your organisation

Andy Lopata and Dr Ruth Gotian

SYNOPSIS

This book will equip senior leaders and professionals to be more effective and supportive mentors and ensure that their mentoring relationships are more productive and impactful.

A step-by-step practical guide on mentoring and how to deploy it effectively in your organisation to improve results, engagement and retention.

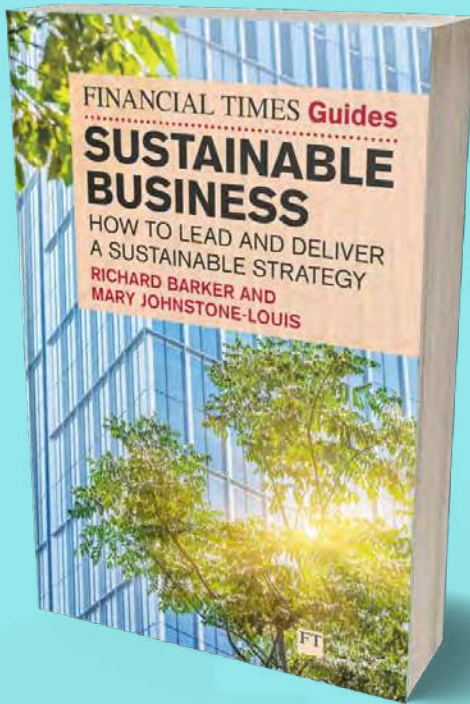
- Understand what mentoring is, how it works, and how to build rapport and manage difficult situations.
- How to implement a powerful and engaging mentoring programme across your teams and your organisation.
- Know how to help mentors and mentees to find the right match
- Read case studies and examples that highlight techniques and approaches from the world's biggest companies.

ABOUT THE AUTHORS

Andy Lopata is an expert in professional relationships and networking for over 20 years, author of five books, blogger for Psychology Today and podcast host. Teaches mentoring to senior executives at leading global organisations such as Philip Morris International, Accor Group and to the global Board of Mercer. Other clients include Glaxo SmithKline, Astrazeneca, HSBC, Academi Wales (Welsh Government leaders), The Prime Ministers' Office in Dubai (through Duke Fuqua Business School). He is also the author FT Publishing title: Recommended.

Dr. Ruth Gotian is the Chief Learning Officer and Assistant Professor of Education in Anesthesiology and former founding Assistant Dean of Mentoring and Executive Director of the Mentoring Academy at Weill Cornell Medicine. She has been hailed by the journal Nature and Columbia University as an expert in mentorship and leadership development and has won multiple international mentoring awards. In 2021, she was selected as one of 30 people worldwide to be named to the Thinkers50 Radar List, dubbed the Oscars of management thinking, and recently won the Thinkers50 Distinguished Achievement "Radar" Award ranking. In 2022, she was named one of the top 20 mentors in the world by the International Federation of Learning & Development.

FT PUBLISHING



ISBN	9781292435589
IMPRINT	FT Press
272 pages 210 x 140 mm 390g	
PUB DATE	April 2023

The Financial Times Guide to Sustainable Business

How to lead and deliver a sustainable strategy

Richard Barker and Mary Johnstone-Louis

SYNOPSIS

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

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



ABOUT THE AUTHORS

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

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

FT PUBLISHING



ISBN	9781292400389
IMPRINT	FT Publishing International
272 pages	
PUB DATE	August 2022

The Financial Times Guide to High Impact Negotiation

Kasia Jagodzinska

SYNOPSIS

The Financial Times Guide to High Impact Negotiation provides a comprehensive and strategic roadmap to the whole negotiation process from preparation to execution. Follow the practical steps to complete negotiation successfully, build relationships and finalise your deal.

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



ABOUT THE AUTHOR

Kasia Jagodzinska serves as a Senior Adviser to the United Nations on matters concerning multiparty negotiations. Her repertoire of experience also includes working as a Professor at several universities in Switzerland, France, Italy and Poland. She is the Founder of Negotiation Booster and an International Consultant for the Schraner Negotiation Institute.

She brings a wealth of international business experience from the EU, the US and the Middle East, which she combines with an academic career.

FT PUBLISHING



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Financial Times Key Series

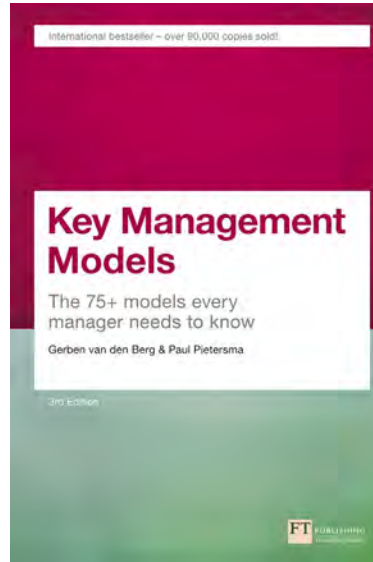
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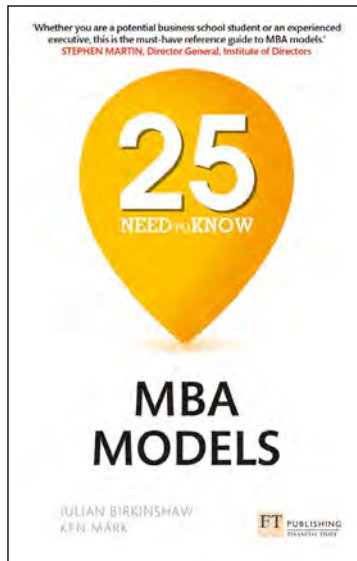
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Covering 25 key models from programmes around the world, these titles cut through the jargon to give you the key need-to-know information on each subject.



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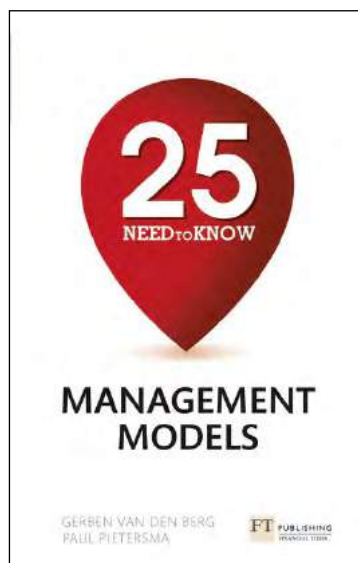
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**25 Need-To-Know Key
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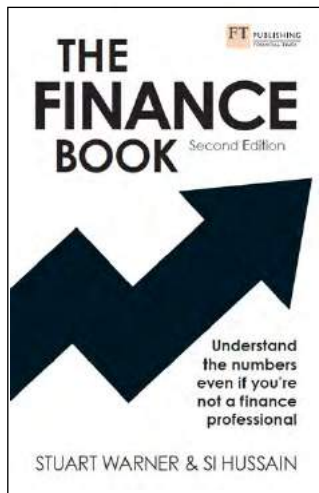
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Finance & Investing

Financial Times X Book Series

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



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9781292401980



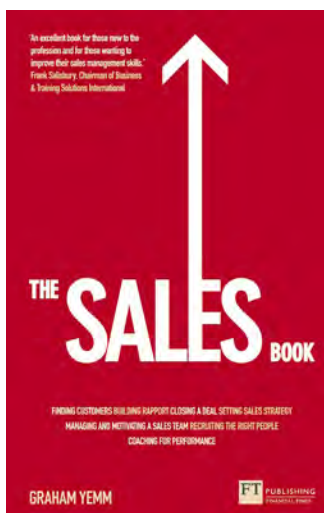
The Management Book

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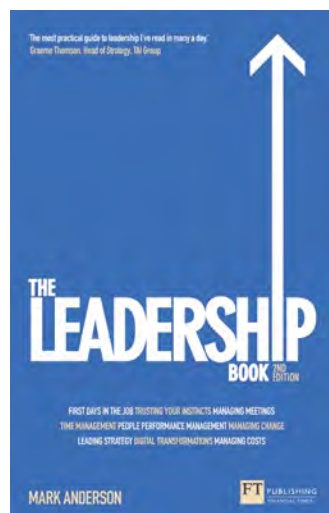
The Innovation Book

9781292011905



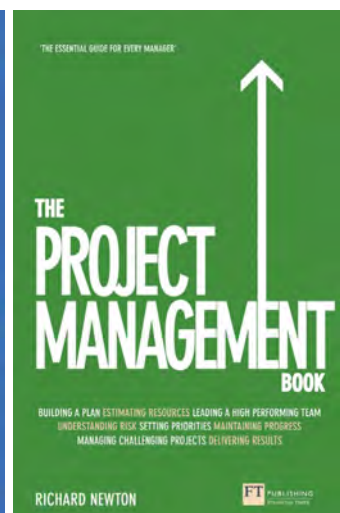
The Sales Book

9780273792918



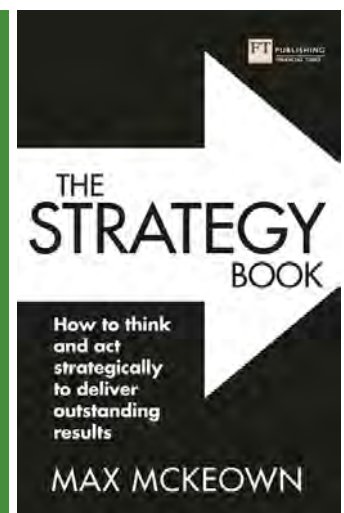
The Leadership Book

9780273776703



The Project Management Book

9780273785866



The Strategy Book

9781292264134



ISBN	9781292725604
IMPRINT	FT Publishing International
296 pages • 234 x 156mm	
PUB DATE	November 2023

The Family Business Book

A roadmap for entrepreneurial families to prosper and thrive across generations

Alfredo De Massis and Emanuela Rondi

SYNOPSIS

Only 30% of first-generation family businesses make it to the second generation, 12% survive from the second to the third generation and only 4% reach the fourth generation.

Family businesses account for two-thirds of all businesses around the world, 70-90% of global GDP and employ 50-80% of employees. But succeeding across generations is tricky, and only a few survive across generations.

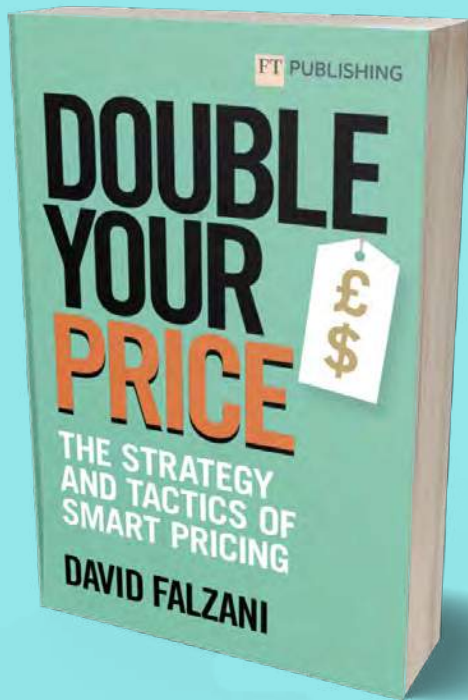
The Family Business Book is your comprehensive guide to building a strategy for your organisation to prosper now and thrive across generations into the future. With a practical roadmap, you'll discover how to understand the strengths and weaknesses of your family business, how to disentangle complicated family dynamics, and how to build a strategic plan for success in the future.

Full of practical templates and actionable strategies, you can also access videos of the family business interviews online, and use the app/game for your family business journey.

ABOUT THE AUTHORS

Alfredo De Massis is a Professor of Entrepreneurship & Family Business who serves as adviser to family enterprises and policy maker, affiliated with IMD Business School (Switzerland) – where he holds the Wild Chair in Family Business, the Free University of Bozen-Bolzano (Italy) – where he leads the Research Cluster in Entrepreneurship, Innovation & Management and serves as the Founding Director of the Centre for Family Business Management, and Lancaster University Management School (UK). He also serves as Chairman of the Board of Zhejiang University's Institute of Family Business and Institute for Entrepreneurs, in China. As one of the leading family business academics globally, Alfredo has been included in Family Capital's list of Top 100 Family Business Influencers in February 2022, for the strong influence of his thought leadership on the global shaping of the family business field.

Emanuela Rondi is Assistant Professor at the University of Bergamo (Italy), she has been working on family business research for more than 10 years. PhD from Lancaster University Management School (UK), with a thesis on the role of family relationships for family firm innovation. Since 2017 she is member of the Centre for Family Business Management of the Free University of Bozen-Bolzano (Italy).



ISBN	9781292426341
IMPRINT	FT Publishing International
296 pages	
PUB DATE	May 2023

Double your price

The Definitive Companion to Investment and the Financial Markets, 4th Edition

David Falzani

SYNOPSIS

Getting your pricing strategy right is the difference between sustainable growth, investing in product development, and happy, engaged customers and stakeholders. Harvard Business Review research shows that pricing has almost 4 times as much influence on a company's ability to reinvest than top line sales growth. But if you don't understand the psychology of pricing, having the wrong price can undermine your chances for success.

Double Your Price is your practical, accessible, guide on the theory, strategy, psychology, and execution of pricing. With useful tools, and clear, realistic guidance on how to leverage pricing to drive business success, you'll be able to answer the following questions for your business or product:

- How much should we charge for our product or service?
- How much are our customers willing to pay?
- If we increase our price, will we lose customers?
- How can setting prices help us cover our costs?
- What are the benefits of a pricing strategy?
- Will increasing or decreasing prices help my business to succeed?

ABOUT THE AUTHOR

David Falzani is a serial entrepreneur, business consultant and non-executive director. He began his career as an engineer at IBM, before joining a Silicon Valley style start-up, Madge Networks, which grew from 240 employees to 2,000 in 3 years and IPO'd on the NASDAQ. This experience led him to study for an MBA at The Wharton School (USA) and SDA Bocconi (Italy).

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

FT PUBLISHING

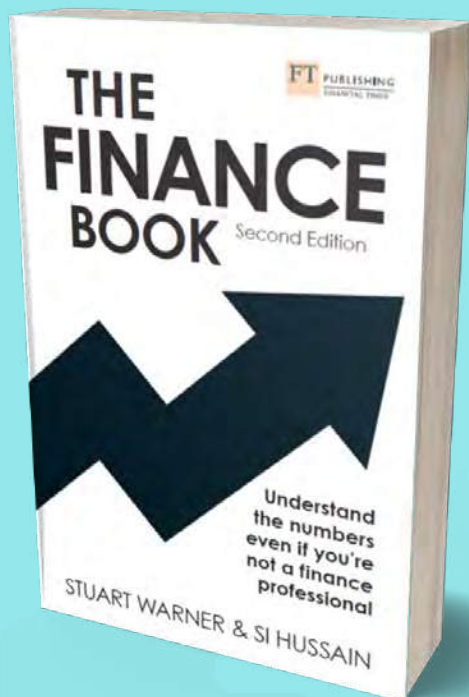
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ARABIC
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GERMAN
ENGLISH
CHINESE SIMPLIFIED



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

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.



FT PUBLISHING

ISBN 978-1-292-40198-0



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Business Skills



ISBN	9781292457284
IMPRINT	FT Publishing International
272 pages • 216 x 138mm	
PUB DATE	November 2023

Brand You

Own your personal power and promote it to the world, 3e

David Royston-Lee and Sylvana Storey

SYNOPSIS

We all know that branding is a key ingredient to business success, but do you know that purposely branding yourself to fit in with the expectations of others can be damaging? Research shows that trying to fit yourself into perceptions of what your brand should be can be detrimental to your mental and physical health.

Brand You is an antidote to that. It will help you discover your true authentic self, understanding the wealth of assets you bring to your world and the value these bring to your career, community and society at large. With the strong core of self-confidence, purpose and resilience this gives you, you will be better able to present, promote and apply your brand:

- Present yourself to the world with authenticity
- Align your professional and personal life with your brand
- Attract people who are in need of your unique talents and values
- Develop a social media strategy to enhance your network
- Download an exclusive fieldbook to track your responses and progress

This edition brings new chapters and exercises focussing on authenticity in personal brand development and promotion, as well as providing a general refresh to bring the book up-to-date with societal priorities and culture changes.

ABOUT THE AUTHORS

David Royston-Lee is a business psychologist, with a management consulting and marketing communication background. He works with leaders to enhance their work through greater understanding of their talents and motivations. His early career was in recruitment becoming Secretary General of the Institute of Employment Consultants where he devised the first examinations in Recruitment Practice and Interviewing. He moved on to KPMG, as a Management Consultant working on the management of change particularly in mergers and acquisitions. David then moved to Ogilvy and Mather (the advertising agency) as their first Human Resources Director and finally to the Communication Advertising & Marketing Foundation as Chief Executive before setting up his own business. He is also Chairman of Future Resume Ltd – which provides a new approach to aid the recruitment process.

Sylvana Storey is a recognised business psychologist with 25+ years experience as a Managing Consultant in: Organisational Development and Culture Change; Global Leadership Capability; and Diversity, Equity and Inclusion. She is credited for her skill at designing and leading multiple cultural and behavioural transformation strategies and interventions as well as, being a trusted adviser and executive coach to 'C' level for a variety of companies across the globe.



ISBN	9781292727257
IMPRINT	FT Publishing International
256 pages • 216 x 138mm	
PUB DATE	September 2023

Now We're Talking

The Four Secrets of Difficult Conversations

Sarah Rozenthuler

SYNOPSIS

Research suggests that in organisations 70% of managers avoid having difficult conversations. This leads to poor decision-making, a cynical atmosphere that rots communication, and people competing rather than collaborating. Avoiding difficult conversations saps our energy and keeps us feeling stuck and blocks positive outcomes.

Read Now We're Talking to overcome the obstacles that stop you from having a difficult conversation and use 'deep dialogue' tools so you can move from avoidance or breakdown to breakthrough. You will learn how to:

- Use the key Four Secrets enabling you to tackle the conversations you dread most, from letting people go, to giving feedback and saying 'no'
- 'Find your ground' and prepare to have a difficult conversation by managing your mindset, uncovering what's true for you and practising your opening
- 'Build a bridge' and create rapport by deepening listening, staying present and including feelings to get to the heart of the matter
- 'Read the room' and intervene effectively by disrupting dysfunctional dynamics and bringing in the 'missing vitamins' of the conversation
- 'Hold space' and navigate conflict by creating a safe space where people acknowledge their differences and generate a shared understanding
- Apply cutting-edge tools so people talk about key issues, strengthen their relationships and uncover the hidden possibilities in a difficult situation

ABOUT THE AUTHOR

Sarah Rozenthuler is a chartered psychologist, leadership consultant and published author with nearly 20 years' international experience consulting to organizations across Europe, Asia, Australia, and US. With extensive expertise in dialogue, I specialise in coaching senior leaders and their teams to access their individual and collective intelligence respectively, resolve difficult challenges and have the conversations that matter most. She is also the author of *Powered by Purpose* (FT Publishing).



ISBN	9781292330051
IMPRINT	FT Publishing International
224 pages • 216 x 138mm	
PUB DATE	DELAYED

What's the Message?

3 steps to clear and persuasive thinking

Edouard Gruwez

SYNOPSIS

Presentations. Reports. Pitches. Interviews. Whatever the medium, you need to understand the information quickly.

What's the Message? uses the Prepare-Shape-Articulate model, you'll be able to think, communicate and decide more effectively. Not only does it make complex things clear and simple, you'll stop the information overload with fewer emails and documents and improve working relationships.

Prepare

1. Think of specific People to focus your mind
2. Define a Purpose to know where you're heading
3. Plan a Process or to optimise your reflection and time

Shape

4. Structure your ideas for simplicity and logic (slow thinking)
5. Find Story-handles that engage us (fast thinking)

Articulate

6. Articulate to attract attention and stimulates comprehension

ABOUT THE AUTHOR

Edouard Gruwez has almost 30 years of professional experience as senior manager in Communications, HR, marketing and strategy for Volvo, GM and Ogilvy. Edouard is currently Managing Director of Ogilvy Internal Communications and founder of 'To The Point at Work'. He is consultant to many international corporations and public authorities such as AstraZeneca, Barco, Bayer, BASF, BNP Paribas Fortis, Carrefour, Cleary Gottlieb, Danone, Deutsche Bank, Euroclear, ING, Kantar TNS, Roche, Sanofi, UWW.



ISBN	9781292443065
IMPRINT	FT Publishing International
296 pages	
PUB DATE	March 2023

The Digital Book

How to make good business decisions about technology

Steve Andriole

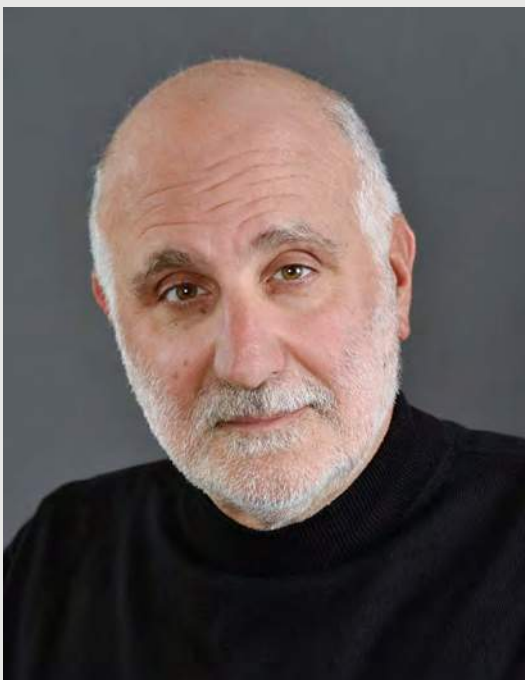
SYNOPSIS

This book will help you understand the major trends affecting digital technology so you are prepared to make the right decisions for your organisation. It's readable, no-nonsense, and gets to the point of what you need to know quickly, helping you build a mindset for making better technology decisions.

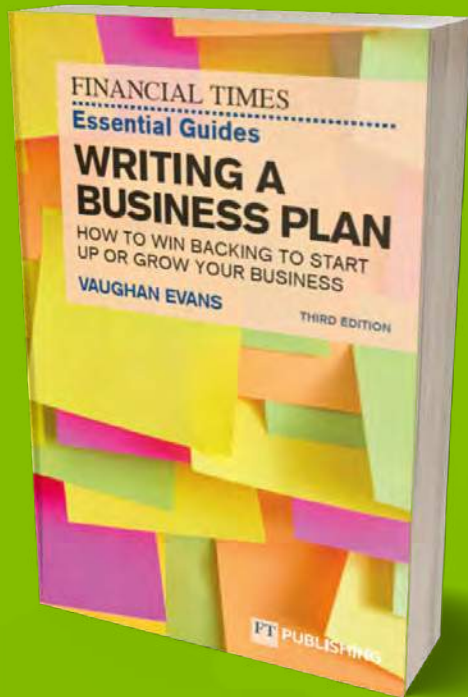
- With case studies, and practical guidance, it's split into short sections you can dip into at any time.
- Identify what you need to know to make business and technology decisions and investments.
- Learn how to think effectively about key technology issues, like innovation, strategy, outsourcing and program management.
- Understand how companies must manage changes well, and what happens if companies manage changes poorly.
- Build a mindset to cope with an ever-changing competitive environment driven by emerging digital technology.

ABOUT THE AUTHOR

Steve Andriole was the Director of the Cybernetics Technology Office of the Defense Advanced Research Projects Agency (DARPA). He was the Chief Technology Officer and Senior Vice President of Safeguard Scientifics, Inc. and the Chief Technology Officer and Senior Vice President at Cigna Corporation. He is an entrepreneur and investor in technology start-ups. He's an active consultant to industry and government. He has founded several technology companies and served on countless technology company boards of directors.



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

The FT Essential Guide to Writing a Business Plan 3e

Vaughan Evans

SYNOPSIS

Whether you seek financial backing or board consent, *The Financial Times Essential Guide to Writing a Business Plan* will give you the critical knowledge you need to get the go-ahead. By focusing clearly on your objective, it will help you to gather the necessary evidence and address all your backer's concerns.

This brand-new edition draws out the specific challenges faced by start-ups, particularly on pinning down your perceived market niche and determining your competitive advantage. There are new chapters on pitching the plan and performing against the plan, using key performance indicators and milestones. Finally, new appendices outline alternative sources of funding and display an example business plan from start to finish.

Written by a seasoned practitioner with years of experience in both writing and evaluating business plans for funding, it will help you formulate a coherent, consistent and convincing plan with your backer's needs in mind. Follow its guidance and your plan will have every chance of winning the backing you need for your business to succeed.

ABOUT THE AUTHOR

Vaughan Evans is an independent strategy consultant, prolific writer and dynamic speaker (www.vaughanevansandpartners.com). He has specialised in strategy and business planning for business clients, small and large, and strategic due diligence for private equity clients over four decades. He is also the author of FT Publishing titles: *FT Essential Guide to Writing a Business Strategy*, *Key Strategy Tools*, *25 Need to Know Strategy Tools* and *Strategy Plain and Simple*.

SELLS WELL WITH

9781292408378 – FT Guide to Starting a Business
2021-2023

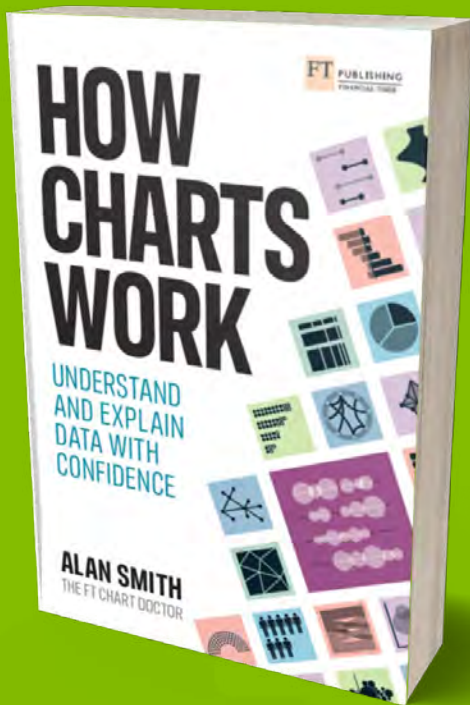


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CHINESE SIMPLIFIED
CHINESE TRADITIONAL
FRENCH, JAPANESE

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

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.



ABOUT THE AUTHOR

Alan Smith is Head of Visual and Data Journalism at Financial Times. A data visualization specialist, he writes the FT's popular 'Chart Doctor' column. Alan is an experienced presenter, having lectured extensively on how to communicate with data. His TEDx talk, 'Why you should love statistics,' was a TED.com featured talk in 2017. Previously, he worked at the UK's Office for National Statistics, where he founded its award-winning Data Visualisation Centre. Alan received a BA in geography from the University of Lancaster and holds an MSc in GIS from Salford University. He was appointed Officer of the Order of the British Empire (OBE) in Queen Elizabeth II's 2011 Birthday Honours list.

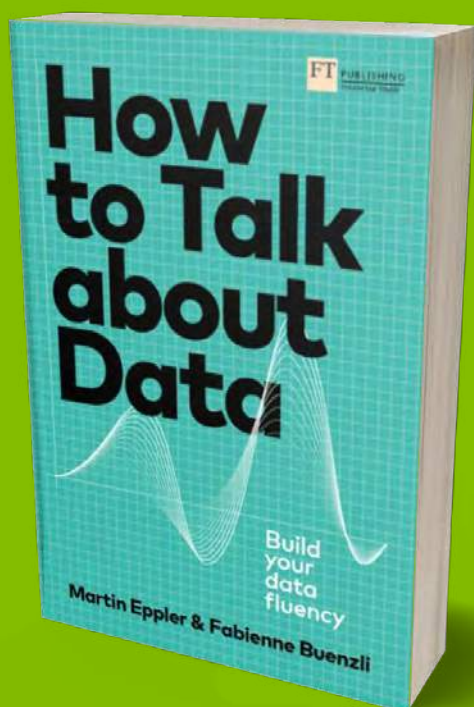
FT PUBLISHING

ISBN 978-1-292-34279-5



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CHINESE SIMPLIFIED
HUNGARIAN

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

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.

ABOUT THE AUTHORS

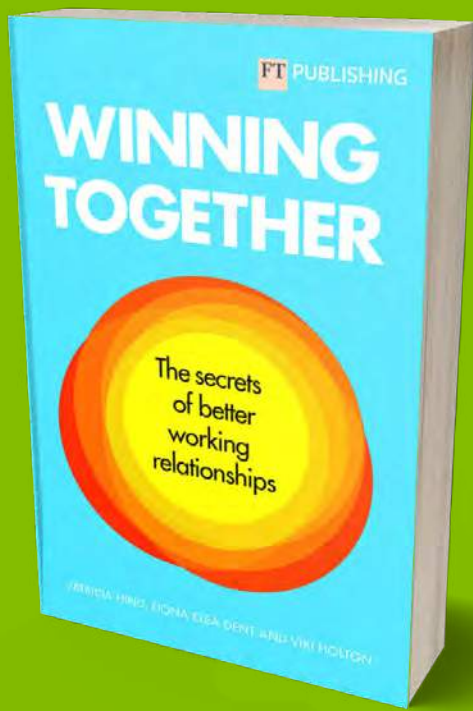
Martin J. Eppler PhD is a chaired professor of communications management at St. Gallen University, one of Europe's top 10 business schools, where he is the director of a global MBA program. He is the author of 22 books, including the getabstract international business book of the year winner 'Meet up!' (Cambridge University Press). He is a 10 times 'MBA course of the year' winner and received numerous best paper awards for his research on communication issues in management.

Fabienne Bünzli, PhD is a lecturer and project manager at the University of St. Gallen where she conducts research on persuasive communication. Her research has been published in journals such as the *Journal of Nonprofit Management & Leadership*, *Journalism*, and the *Journal of Philanthropy and Marketing*. Her work has been recognized with the Best Paper Award of the Swiss Association of Communication and Media Research in 2018.

ISBN 978-1-292-42119-3



FT PUBLISHING



ISBN	9781292421223
IMPRINT	FT Publishing International
256 pages	
PUB DATE	December 2022

Winning Together

The 7 secrets of better working relationships

Patricia Hind, Fiona Dent and Viki Holton

SYNOPSIS

The key to career success and job satisfaction are effective working relationships. This book will help you to understand why relationships matter so much, what is happening when they go wrong and the different skills you need in different working environments. It will provide you with the tools and techniques required to make your relationships great, whether you are working in an office, working virtually, or blending both.



ABOUT THE AUTHORS

Patricia Hind is a Chartered Business Psychologist, a researcher, author, and Professor of Management Development at Ashridge Executive Education. A specialist in Leadership and Executive Development she has worked globally with individuals across all sectors.

Fiona Elsa Dent is an independent executive coach, leadership trainer, author and Professor of Practice at Ashridge Executive Education. She has many years' experience working with people at all levels of organisational life helping them be the best they can be.

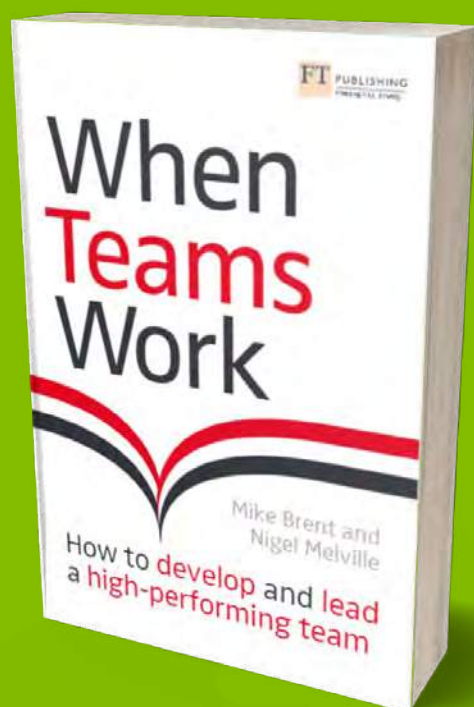
Viki Holton is an Adjunct Senior Research Fellow at Ashridge Executive Education. Her interests include team coaching, women's leadership, career strategies and development.

FT PUBLISHING

ISBN 978-1-292-42122-3



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

When Teams Work

How to develop and lead a high-performing team

Mike Brent and Nigel Melville



SYNOPSIS

Discover the secrets to high performing teams from the success stories of sport, military and restaurants and what to do if your team isn't working.

Teams are everywhere: At work we are part of many different teams: the department team, the sales team, the planning team and the project team. At play we join the football team, the netball team, the swimming team, the bridge team and the dance team. Socially we support teams, watch teams and are served by teams in restaurants, hotels, shops and at events.

Effective teamworking is a perennial issue there are so many difficulties and traps. We have all worked in teams and seen these problems at first hand and have suffered from them. This book will help you to identify the most common issues and give you and your team the tools to improve them and achieve better teamwork and performance.

ABOUT THE AUTHORS

Mike Brent specialises in leadership, team-building, influencing, coaching, cross cultural management, leading change and personal development. His interests include how to foster self-awareness and creativity, and how to challenge effectively. Mike is widely published in the areas of influencing, coaching and leadership.

Nigel Melville is a former England national rugby union team scrum half and captain and currently serves as Director of Professional Rugby for Rugby Football Union. On retirement, Melville entered coaching and as Director of Rugby at London Wasps, Melville coached the team to their first professional Premiership title in 1996, followed by three National Cup Final appearances, winning two.

OTHER BOOKS ON TEAM WORKING:

9781292334646 – Supercharged Teams

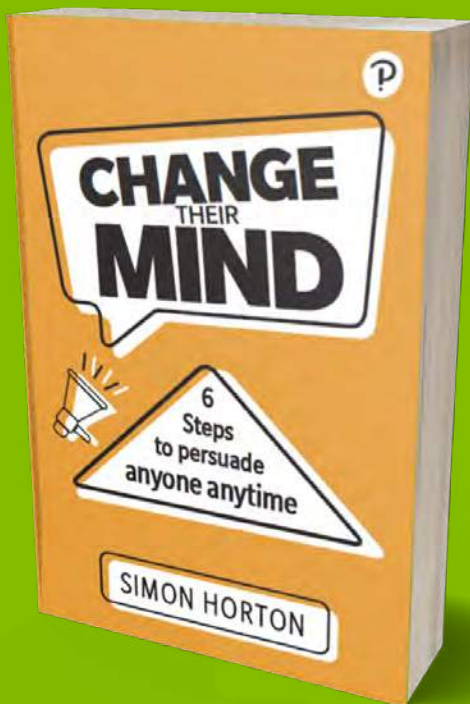
ISBN 978-1-292-27848-3



FT PUBLISHING

RIGHTS SOLD

GERMAN



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



Change Their Mind

6 Practical Steps to Persuade Anyone Anytime

Simon Horton



SYNOPSIS

Change their Mind outlines the 6 steps you can follow to persuade anyone anytime. By understanding the person you're trying to persuade more deeply, you can build better relationships and get better outcomes. Based on insights from psychology, neuroscience and business research, this practical book will show you exactly what to do and how to do it well.

ABOUT THE AUTHORS

Simon Horton has written successful books on negotiation and is one of the world's leading experts and trainers on negotiation. Over a 20-year career in the field, he has worked with many of the world's leading businesses. He is a Visiting Lecturer at Imperial College and regularly appears on television, radio, national newspapers and magazines as a guest expert on the related topics. He has performed as a stand-up comedian and as a trapeze artist.

Kim Tasso is an expert in influence and psychology and has written seven books on relationships, business and selling. During her 30 years in business she has helped many small and large businesses identify and successfully navigate strategic change. She has also coached many individuals through personal changes to success.

ISBN 978-1-292-40679-4



 Pearson

9 781292 406794

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?

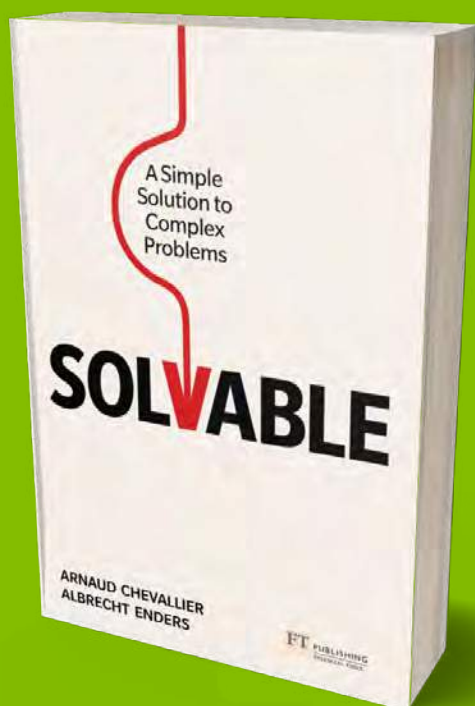
Based on research from a wide array of disciplines including management, psychology, medicine, engineering, and design these methods are used at companies such as Boeing, Peugeot, Skanska, Facebook, and the TUI Group.

SUPPORTED BY IMD BUSINESS SCHOOL

ABOUT THE AUTHORS

Arnaud Chevallier is Professor of Strategy at IMD. He prepares executives for the strategic challenges that corporations face in today's dynamic global marketplace by helping them make better decisions in volatile and uncertain conditions. Prior to his work at IMD, he served in various academic leadership positions at Rice University and the University of Monterrey. Before joining academia, Arnaud worked in Accenture's Strategy and Business Architecture division, out of Houston and London.

Albrecht Enders is Professor of Strategy and Innovation and Dean of Programs and Innovation at IMD. His major research, teaching and consulting interests are in the areas of managing discontinuous change and top team strategy development processes.



ISBN	9781292374284
IMPRINT	FT Publishing International
248 pages 230 x 160 mm 380g	
PUB DATE	May 2020



ISBN 978-1-292-37428-4



FT PUBLISHING

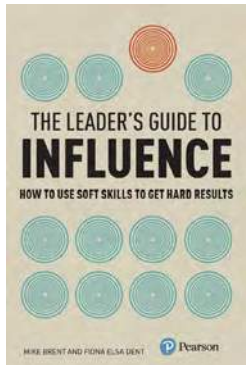
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Leadership & Management

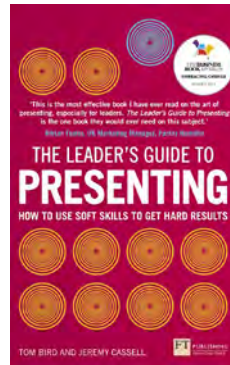
The Leader's Guides

How to use soft skills to get hard results.



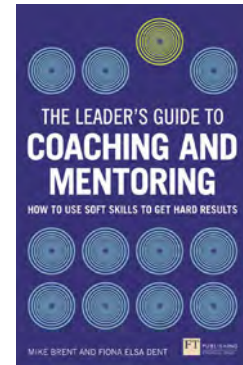
The Leader's Guide to Influence

9780273729860



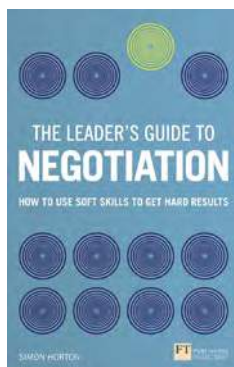
The Leader's Guide to Presenting

9781292119984



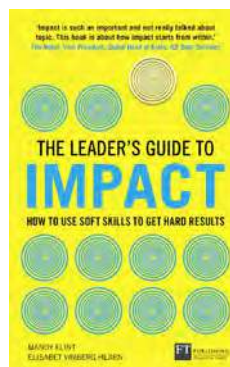
The Leader's Guide to Coaching and Mentoring

9781292074344



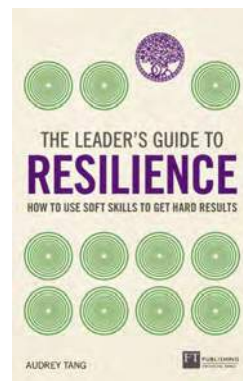
The Leader's Guide to Negotiation

9781292112800



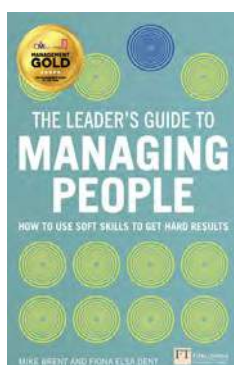
The Leader's Guide to Impact

9781292243771



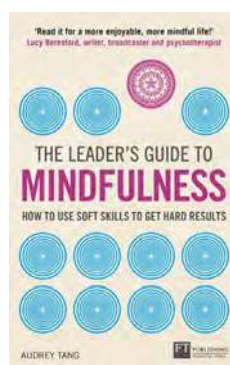
The Leader's Guide to Resilience

9781292331294



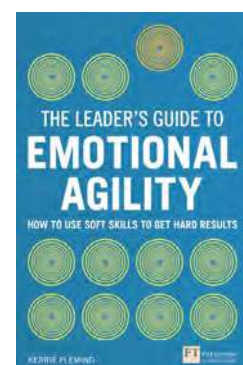
The Leader's Guide to Managing People

9780273779452



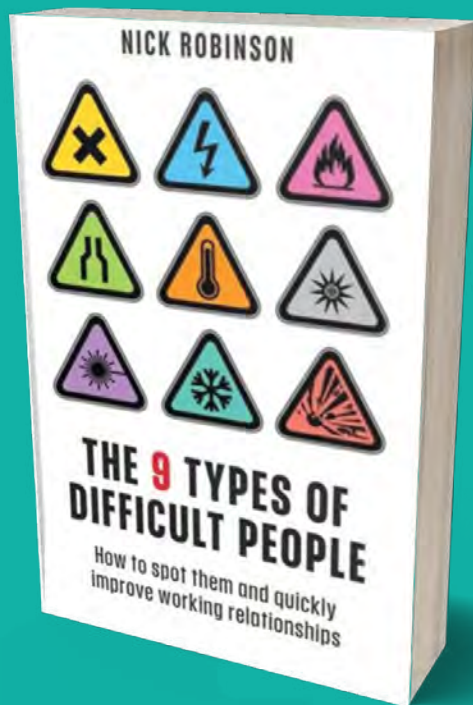
The Leader's Guide to Mindfulness

9781292248400



The Leader's Guide to Emotional Agility

9781292083049



ISBN	9781292726069
IMPRINT	Pearson
256 pages • 216 x 138mm	
PUB DATE	October 2023

The 9 Types of Difficult People

How to spot them and quickly improve working relationships

Nick Robinson

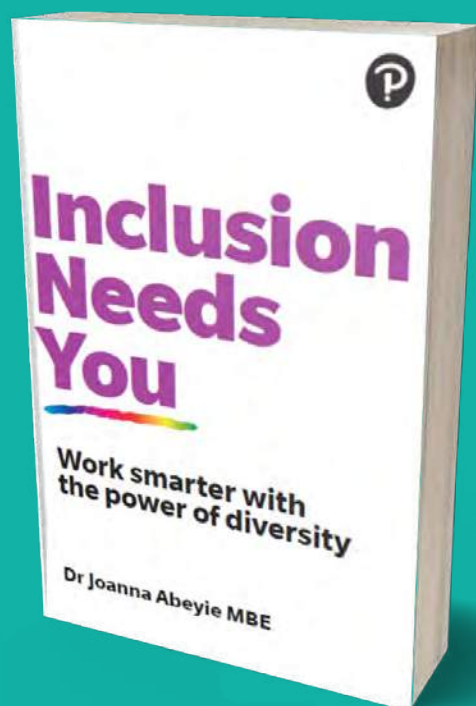
SYNOPSIS

This book is for anyone who has experienced a difficult person at work. Revealing the 9 different types of difficult people, there's a quick quiz so you can work out the personality type you're dealing with, and how to communicate with them effectively.

- Tools and techniques for each personality type
- Short exercises for you to build the right mindset for success
- Videos and an online quiz for each personality type
- Read the stories for each type, so you can learn to spot the warning signs

ABOUT THE AUTHOR

Nick Robinson has been working as an Executive Coach since 1999, helping people to make their management and team roles as effective as possible and to be fulfilled at work. He coaches people in large and small businesses and organisations in the private, public and third sectors.



ISBN 9781292435558

IMPRINT Pearson

256 pages

PUB DATE August 2023

Inclusion Needs You

Work smarter with the power of diversity

Joanna Abeyie

SYNOPSIS

A no-nonsense book that tells us why we are really still dealing with inequity in the workplace and what we need to stop doing if we really want to do something about it.

This is for you if want:

- A deeper understanding of D&I, and answers to the most commonly asked questions
- Clear guidance on how to recognise and address your blocking behaviours
- A practical action plan you can start using to improve diversity and inclusion at work immediately
- Proactive (not reactive) approaches to inclusion – what to start doing, and what to stop doing
- To feel empowered about your role in the inclusion agenda and inspire others
- Full of information on how you can become an ally

Diversity Needs You will help you make change happen.

ABOUT THE AUTHOR

Dr Joanna Abeyie MBE is a multi-award-winning social impact entrepreneur, champion of diversity, inclusion, and equality as well as making a mark as an award-winning journalist and broadcaster. Joanna has spent the last 14 years increasing the employment of diverse talent through inclusive hiring practices and creating inclusive working cultures.

Launching her first charity Elevation Networks Charitable Trust at 18 alongside six colleagues in 2006, following this Joanna went on to start her own Social Enterprise Shine Media in 2008, which saw her place over 3000 people from diverse backgrounds into work within the creative industries.

Joanna's latest enterprise is founding Blue Moon, a flagship inclusive Executive Search Business and Diversity and Inclusion Consultancy Practice. Before BM, Joanna founded Hyden, part of FTSE 250 Global Recruiter SThree, an executive search and consultancy business.

Remarkable Brand Experiences

Deborah Saunders

SYNOPSIS

Remarkable Brand Experiences is an easy-to-read, selection of real-world examples and vignettes designed to inspire and ignite the imagination regarding what's possible to help companies on their journey from, as Jim Collins would say, "good to great". The purpose of this book is to inspire and stimulate ideas by presenting a selection of remarkable brands that are winning the battle for customers' hearts, minds, & wallets through orchestrating and delivering a uniquely branded experience. The examples are drawn from companies large and small, from a range of different sectors, doing some simply wonderful things to build differentiated brands through carefully orchestrating the customer experience.



ISBN	9781292142135
IMPRINT	Pearson
PUB DATE	DELAYED

ABOUT THE AUTHOR

Deborah Saunders is a passionate advocate of customer experience, and its essential role in building strong and enduring brands. With over 20 years' experience in marketing and strategy consulting, she has worked with businesses big and small, across three continents, in helping them transform the way they interact with customers and create strong brands.

Closing the Service Gap

How to connect customers, employees and organisations

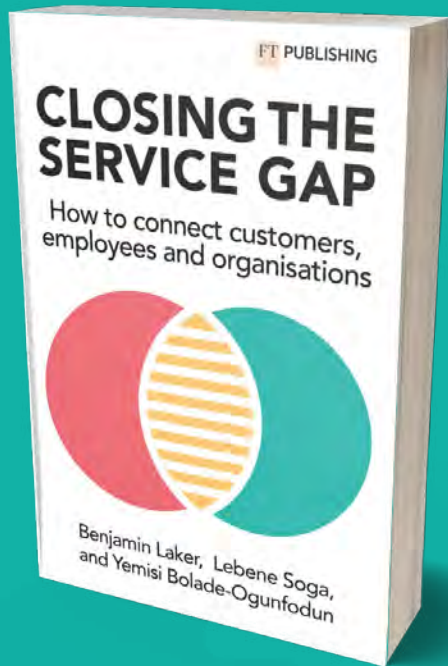
Benjamin Laker

SYNOPSIS

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

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

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



ISBN	9781292444352
IMPRINT	FT Publishing International
232 pages	
PUB DATE	May 2023



ABOUT THE AUTHOR

Ben Laker, Professor of Leadership at Henley Business School.

Prof Laker has authored several books, most recently the *Financial Times* bestseller, *Too Proud To Lead* (Bloomsbury), which focused on corporate and political collapses and scandals – it was critically acclaimed by *The Telegraph* and *The New York Times*, among others. In addition to his role leading postgraduate research programmes – including PhD and DBA – at Henley Business School, Prof Laker also serves as a regular contributor to *Forbes*, *Harvard Business Review*, *MIT Sloan Management Review* and *The Washington Post*, in which he shares, promotes and distils key lessons from his books and research.

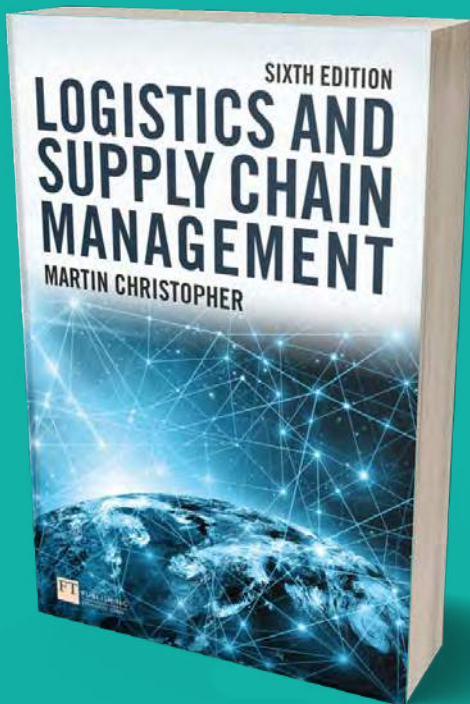
ISBN 978-1-292-44435-2



FT PUBLISHING

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RIGHTS SOLD

CHINESE SIMPLIFIED
GREEK, KOREAN
PORTUGUESE
SPANISH, SWEDISH

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

Logistics and Supply Chain Management

6th Edition

Martin Christopher

SYNOPSIS

A critical concern for every business, effective logistics and supply chain management is key to achieving competitive advantage. Better development and management of your supply chain network will not only cut costs but enhance your customer value. And in today's volatile marketplace, supply chains need to be more flexible and capable of adapting to change than ever.

In fact, the real competition today is not between companies but between supply chains. The winning approach to supply chains is an integrated perspective that takes account of networks of relationships, sustainability and product design, as well as the logistics of procurement, distribution and fulfilment.

Logistics & Supply Chain Management provides you with the core tools, processes and initiatives you need to stay one step ahead.

The sixth edition of this bestselling book has been completely updated: as well as additional examples and case studies throughout, there are two new chapters covering:

- The Digital Supply Chain
- Sourcing and supply management

ABOUT THE AUTHOR

Martin Christopher is Emeritus Professor of Marketing & Logistics at Cranfield School of Management. He also chairs the Advisory Board of the internationally renowned Centre for Logistics and Supply Chain Management. Martin's work in the field has gained international recognition & he's a regular contributor to conferences and workshops around the world.



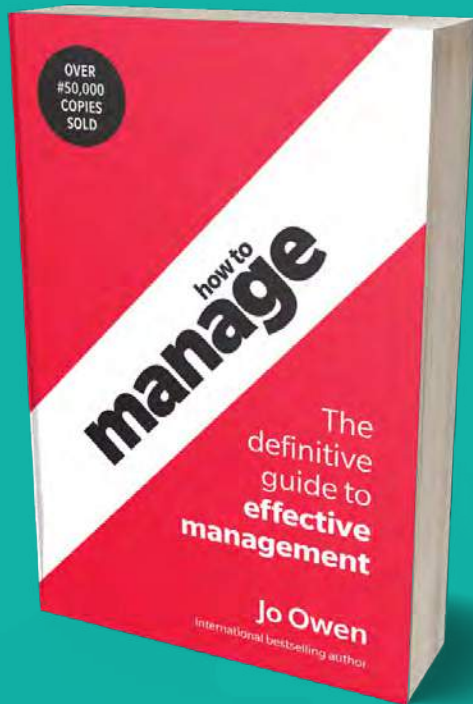
FT PUBLISHING



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JO OWEN COLLECTION

RIGHTS SOLD MULTIPLE LANGUAGES



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

How to Manage

6th Edition

Jo Owen

SYNOPSIS

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

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



ABOUT THE AUTHOR

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

OTHER BOOKS BY JO OWEN

9781292282268 – Resilience

9781292425443 – How to Lead

➤ OWEN TITLES AND RIGHTS SOLD IN
20 LANGUAGES WORLDWIDE

ISBN 978-1-292-42645-7

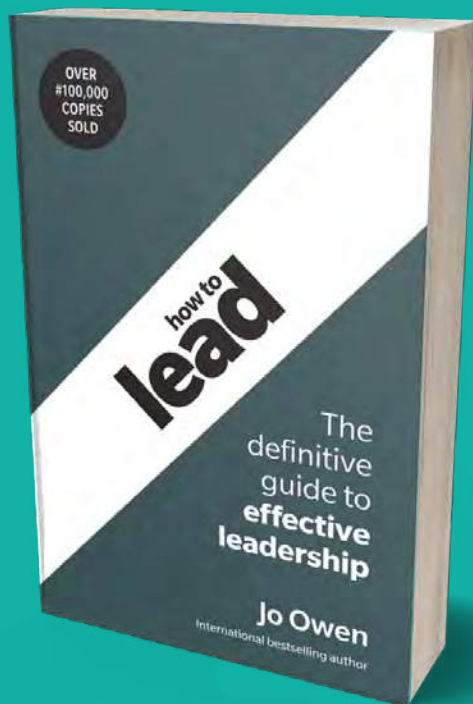


 Pearson

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JO OWEN COLLECTION

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LANGUAGES

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

How to Lead

6th Edition

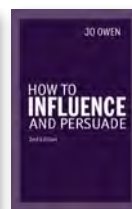
Jo Owen

SYNOPSIS

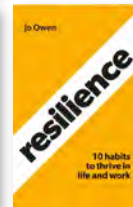
Anyone can learn to be a great leader. And everyone can learn to lead better. This book will show you how.

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

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



➤ THE SERIES HAS
BEEN TRANSLATED
INTO 20 LANGUAGES
WORLDWIDE



ABOUT THE AUTHOR

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

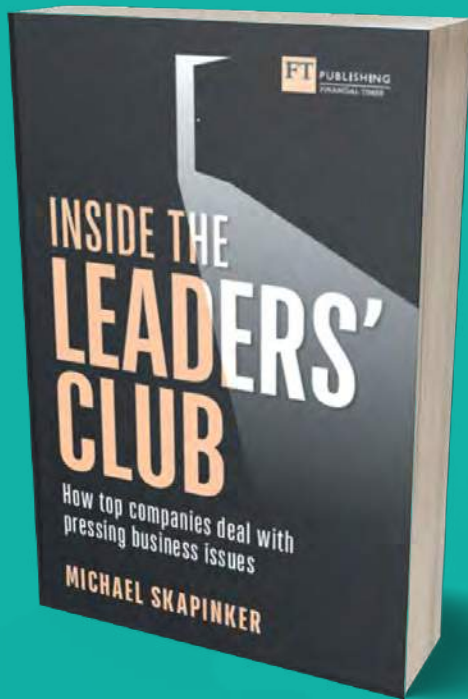
OTHER BOOKS BY JO OWEN

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 978-1-292-42544-3





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

Inside the Leaders Club

How top companies deal with pressing business issues

Michael Skapinker



SYNOPSIS

We are in increasingly uncertain times where senior executives are looking for high level and practical business advice from experts and peers on what works - what doesn't and how to navigate their way through the challenges of modern corporate life.

Inside the Leaders' Club is based on discussions with business leaders who share their expert tips. It will cover all elements of leadership from how to manage a business to examining what the role of a business leader is in tackling climate change.

This book offers leadership advice through the insights of our world class speakers and practical advice through the shared experiences and expertise of the senior executives who are members of the FT Forums - expertly curated, analysed and presented by senior FT editors.

ABOUT THE AUTHOR

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

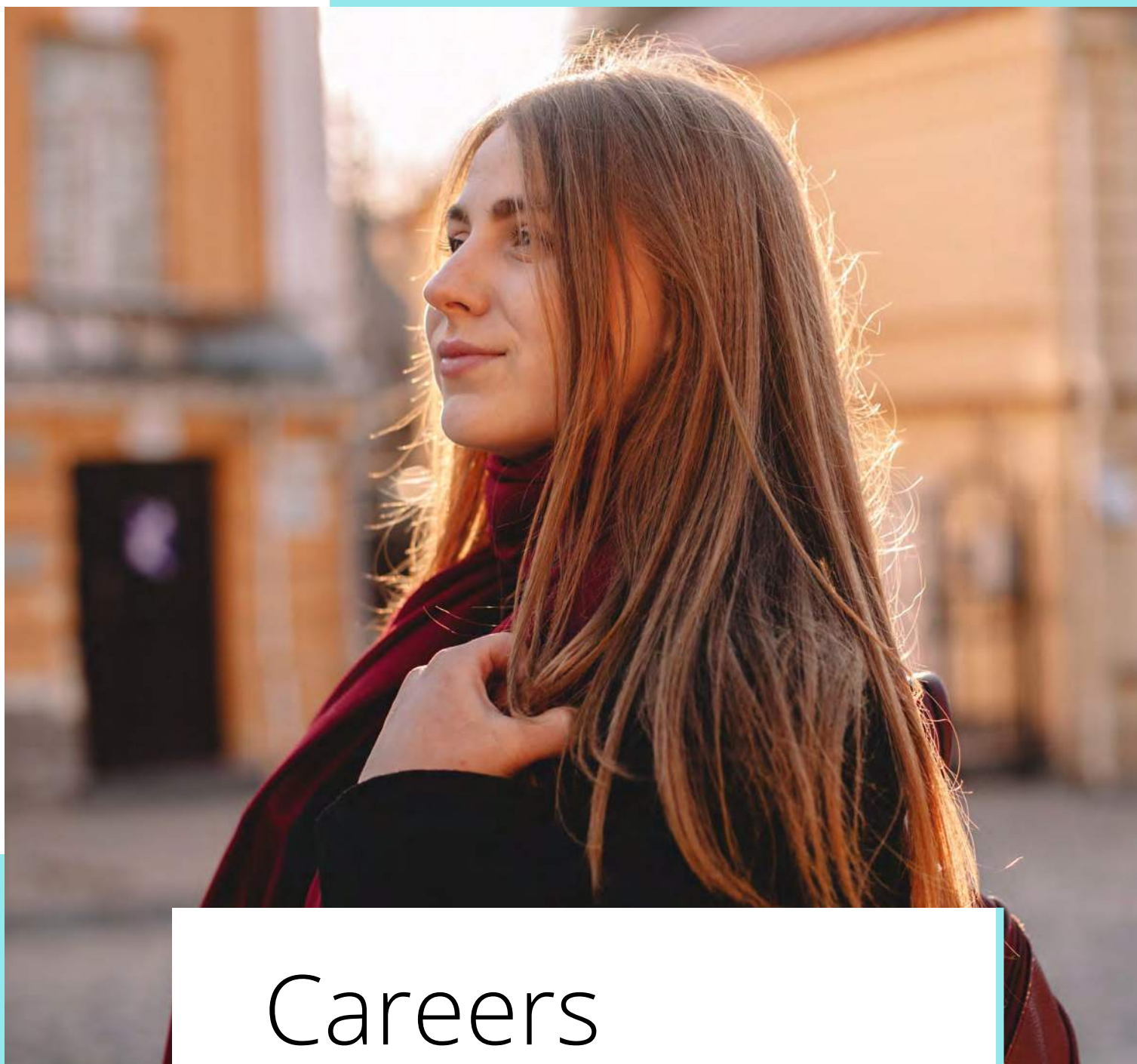


ISBN 978-1-292-40674-9



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FT PUBLISHING



Careers



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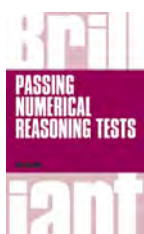
Brilliant Series

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



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9781292083278



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Change Your Life with Positive Psychology

9781292083353



Brilliant Employability Skills

9781292158907



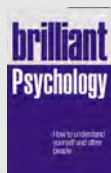
Brilliant Communication Skills

9781292081076



Brilliant Teaching Assistant

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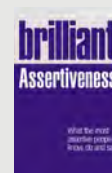
Brilliant Business Plan

9780273742524



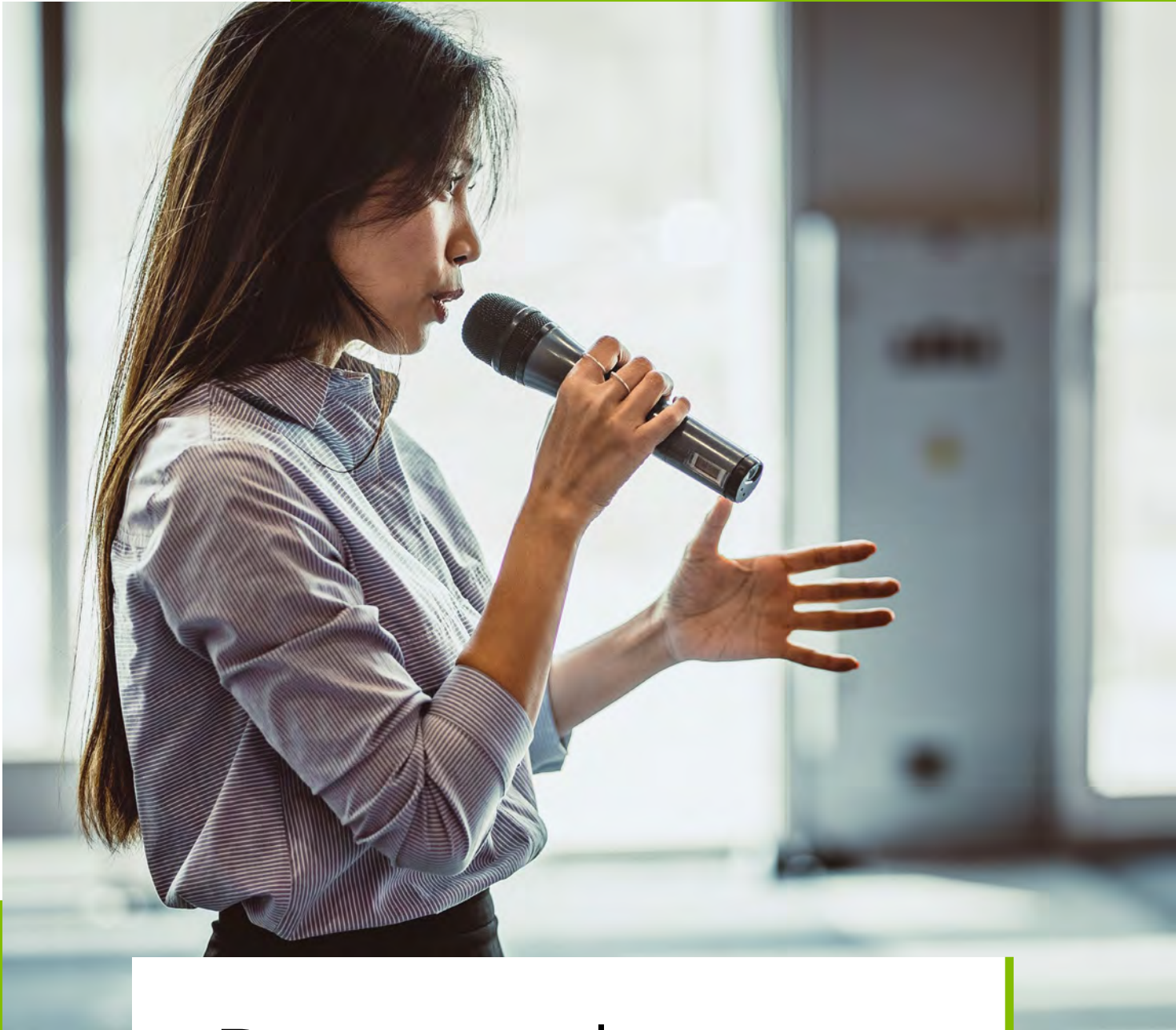
Brilliant Tactics to Pass Aptitude Tests

9780273714941

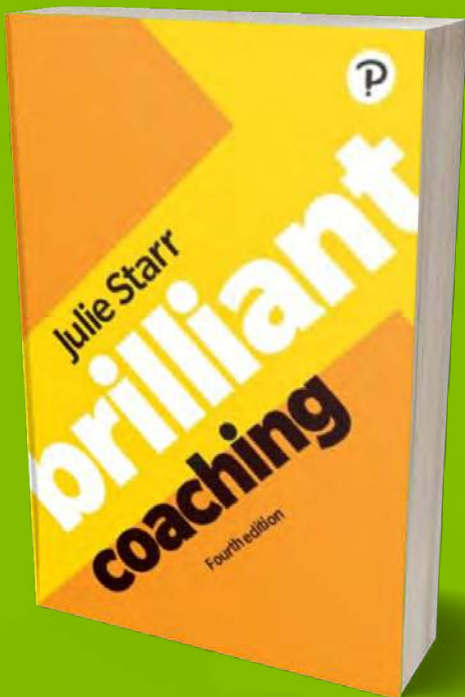


Brilliant Assertiveness

9780273768678



Personal Development



ISBN	9781292725567
IMPRINT	Pearson Business
272 pages 216 x 138mm	
PUB DATE	August 2023

Brilliant Coaching

How to be a brilliant coach in your workplace, 4th Edition

Julie Starr

SYNOPSIS

Great coaching increases people's engagement, learning and performance. Coaching is the must-have leadership skill that helps you get the best from your team. This book shows you how.

By adopting methods specifically developed and proven in business, you'll discover what it takes to be a leader or manager who can coach, and learn to apply simple coaching principles in everyday scenarios. With Brilliant Coaching you'll unlock your inner coaching ability and quickly reap visible rewards.

- Exercises, reflective questions and tips to help you develop key coaching skills
- Models to support you in putting your coaching skills into action
- Guidance on effective coaching of virtual teams
- Free online resources to supplement your learning

This edition provides new material on coaching remotely and pointers to help avoid unconscious bias in coaching, as well as a general refresh to bring the book up-to-date with the organisational culture of today.

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.





ISBN	9781292330020
IMPRINT	Pearson Business
256 pages	
PUB DATE	May 2023

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.



ABOUT THE AUTHOR

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



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

Change Activist

Make Big Things Happen Fast,
3rd Edition

Carmel McConnell

SYNOPSIS

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

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

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

ABOUT THE AUTHOR

Carmel McConnell MBE believes you are more in control than you think. With her lifetime of experience using the ideas from successful social activism to create change in the business community and in the world of charity, she makes the case for change activism as a mindset to improve your life and get better at action, to find and fulfil your potential with each baby step.



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 **NEW YEAR, NEW BOOK AND
BRAND NEW LOOK**

The Rules of Everything

10 habits to sustain high performance

Richard Templar

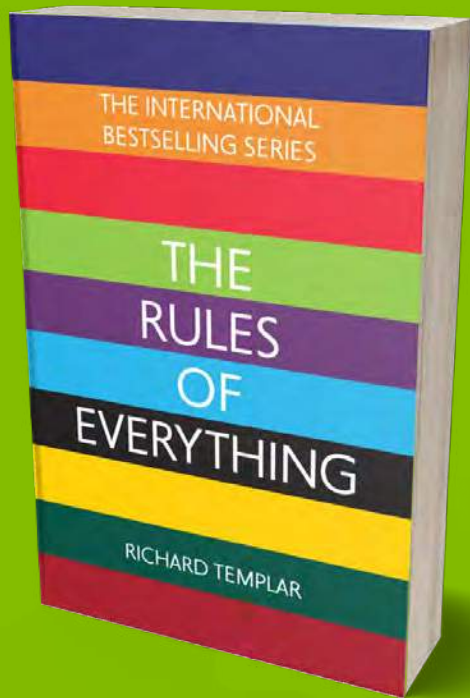
SYNOPSIS

Whether it's at work or in their relationships, as parents or managing their money, the Rules have described how happy and successful people behave for over 25 years.

The Rules of Everything contains the top 100 rules from the bestselling Rules books, as voted for by readers, so you can follow the common-sense advice on how to be happier and more successful.

ABOUT THE AUTHOR

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



ISBN	9781292432120
IMPRINT	Pearson Business
240 pages 213 x 135 mm 300g	
PUB DATE	July 2022

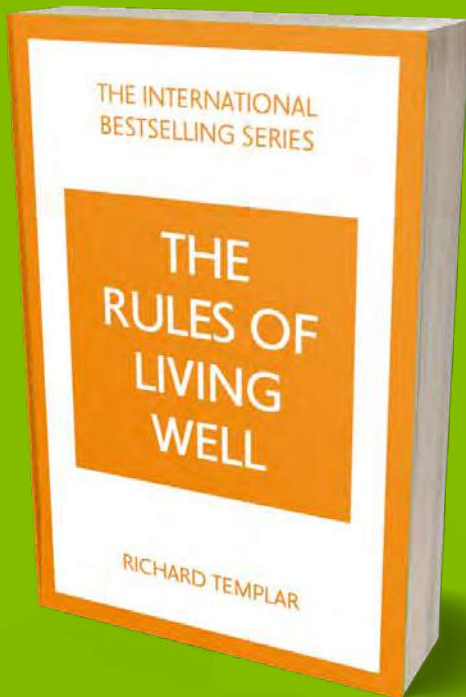
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ISBN	9781292435640
IMPRINT	Pearson Education
272 pages 210 x 130 mm	
PUB DATE	May 2023

The Rules of Living Well

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

Richard Templar

SYNOPSIS

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

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

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

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

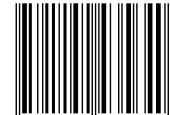
What are you waiting for?

ABOUT THE AUTHOR

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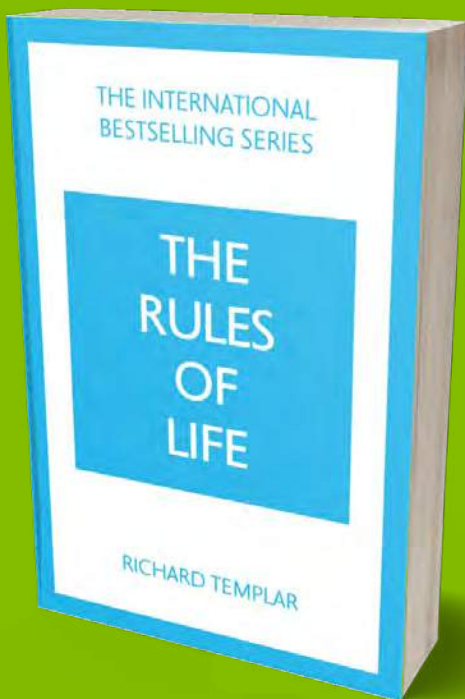
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RULES BOOK COLLECTION



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

The Rules of Life

A Personal Code for Living a Better, Happier, More Successful Life
5th Edition

Richard Templar

SYNOPSIS

The Rules of Life: A Personal Code for Living a Better, Happier, More Successful Life became a global phenomenon, topping bestseller charts around the world. Author Richard Templar brings together practical rules that happy, successful people follow, even if they've never thought about it. These are realistic, commonsense things you can do differently, starting today... small things that make a powerful difference.

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ISBN 978-1-292-43561-9



RULES BOOK COLLECTION



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

The Rules of People

A personal code for getting the best from everyone, 2nd Edition

Richard Templar

SYNOPSIS

A personal code for getting the best from everyone.

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

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

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

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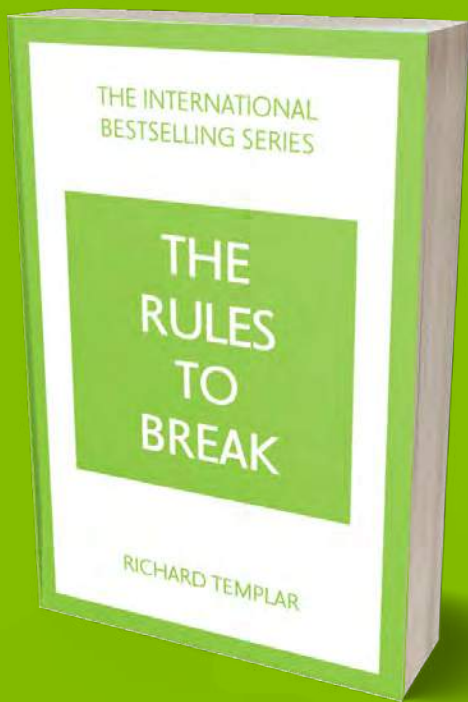
ABOUT THE AUTHOR

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ISBN 978-1-292-44114-6



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

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 that you can follow a path that you've chosen, rather than blindly following someone else's.

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

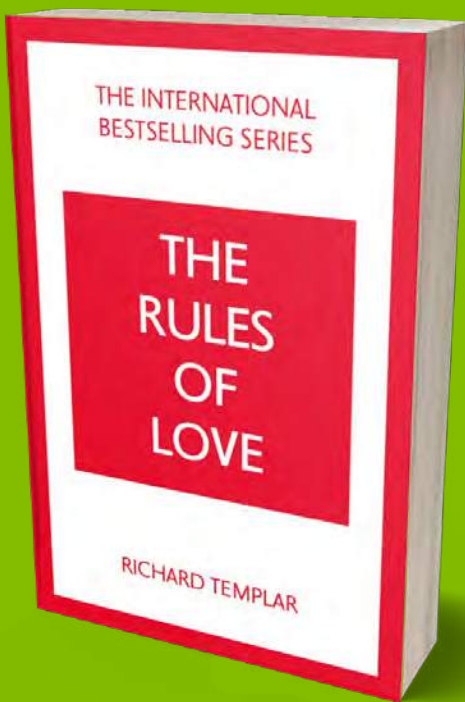
ABOUT THE AUTHOR

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 978-1-292-44117-7



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ISBN	9781292435671
IMPRINT	Pearson Business
288 pages 210 x 130 mm	
PUB DATE	February 2023

The Rules of Love

A Personal Code for Happier, More Fulfilling Relationships, 4th Edition

Richard Templar

SYNOPSIS

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

Strong, loving relationships are what life is all about. And some people are really good at them. They find a partner who makes them happy and they know instinctively how to handle tricky times while keeping things fresh and rewarding. They have partnerships that stand the test of time and they make it look effortless.

Is there something these people know that we don't? Is it something we can all benefit from? The answer is a resounding yes. They know *The Rules of Love*.

These Rules are the guiding principles that will help you form strong and enduring relationships, and support you when things aren't going the way that you wanted them to. In this new edition, Richard Templar has added 10 brand new Rules to help make your relationships even more rewarding. You'll feel the benefits, and so will everybody around you.

For a life of fulfilling and rewarding relationships, you need *The Rules of Love*.

ABOUT THE AUTHOR

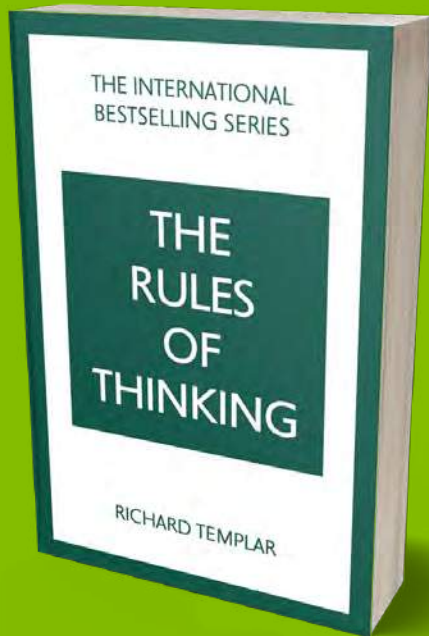
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THAI, UKRAINIAN
VIETNAMESE



ISBN	9781292435824
IMPRINT	Pearson Business
272 pages 210 x 130 mm	
PUB DATE	March 2023

The Rules of Thinking

A Personal Code to Think Yourself
Smarter, Wiser and Happier
2nd Edition

Richard Templar

SYNOPSIS

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

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

We all envy the natural thinkers of this world. They have the best ideas, make the smartest decisions, are open minded and never indecisive.

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

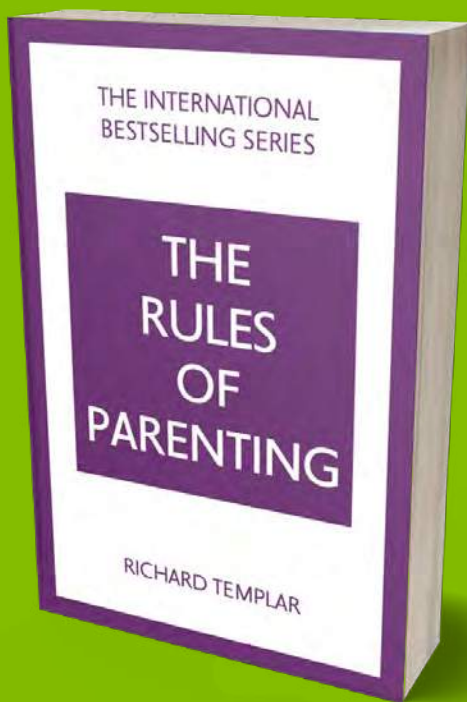
These Rules are the guiding principles that show you how to make wiser decisions, stop procrastinating, know when to compromise, avoid mistakes, find other options, think well with others, stop obsessing about things, keep your brain active, be more creative, and have happy, healthy thoughts. You'll be that person who knows their own mind in every sense.

ABOUT THE AUTHOR

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

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

The Rules of Parenting

A Personal Code for Bringing Up Happy, Confident Children
4th Edition

Richard Templar

SYNOPSIS

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

A personal code for bringing up happy, confident children.

Some parents make it look easy. They always seem to know the right things to do and say, however tricky the situation. They have a seemingly instinctive ability to raise happy, confident, and well-balanced children.

Is there something these parents know that the rest of us don't? Is it something we could all learn? The answer is a resounding yes. They know *The Rules of Parenting*.

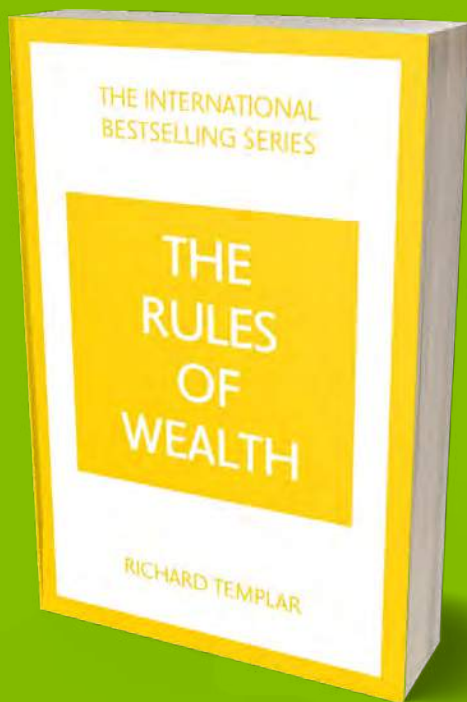
The Rules of Parenting are the golden principles that will guide you smoothly through the everyday challenges of raising children. In this new edition, Richard Templar has added 10 new Rules to help you bring your whole family across all the generations even closer together.

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

ABOUT THE AUTHOR

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

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ISBN	9781292441115
IMPRINT	Pearson Business
272 pages 210 x 130 mm	
PUB DATE	February 2023

The Rules of Wealth

A Personal Code for Prosperity and Plenty, 5th Edition

Richard Templar

SYNOPSIS

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

A personal code for prosperity and plenty

Some people seem to find money so easy. Easy to make, easy to hold on to, and easy to grow. The rest of us just find it easy to spend.

Is it all luck, or is there something rich people know or do that we don't? Is it something we could all learn? The answer is a resounding yes. They know *The Rules of Wealth*.

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

If you dream of having enough money never to worry about it ever again, you need *The Rules of Wealth*.

ABOUT THE AUTHOR

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

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

The Rules of Work

A definitive code for personal success, 5th Edition

Richard Templar

SYNOPSIS

A definitive code for personal success

For some people, work is a breeze. They glide effortlessly onwards and upwards, always saying and doing the right thing, getting paid more, getting promotions, getting results.

Is there something successful people know that we don't? You bet there is. They know *The Rules of Work*.

These Rules are the guiding principles that will improve what you do and how you do it. They will give you the unmistakable air of confidence that will win you admiration, respect, and help you towards your next promotion. In this new edition of the international bestseller, Richard Templar has added 10 new Rules to help you get heard, noticed, acknowledged and followed.

To get ahead and stay on top, you need *The Rules of Work*.

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ABOUT THE AUTHOR

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'The Rules of Work is an eye-opener for all those who would like to rise to the top, but don't seem to be able to find the map.'

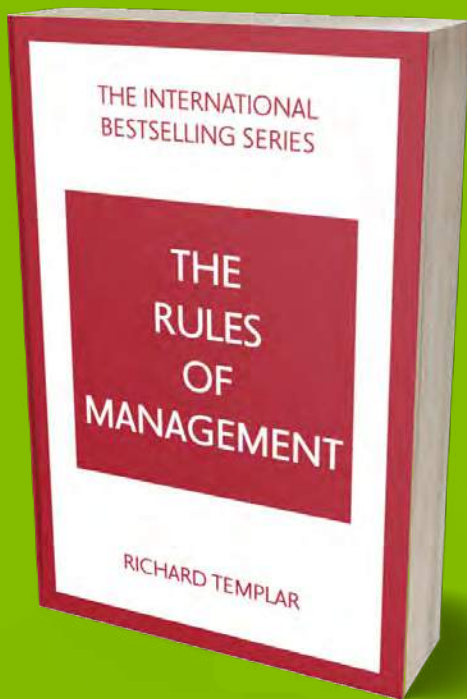
Sir Antony Jay, author of *Yes Minister* and *Yes, Prime Minister*, and founder of Video Arts

ISBN 978-1-292-43967-9



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

The Rules of Management

A definitive code for managerial success, 5th Edition

Richard Templar

SYNOPSIS

A definitive code for managerial success

Some people find management so easy. They appear to be natural leaders, painlessly negotiating the system, the politics, the people, and the targets.

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

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

In this new edition of the international bestseller, Richard Templar has added 10 new Rules to help you make management even easier and your success greater. And when you are headhunted or promoted (again), nobody will be surprised. Least of all you.

Others can be good. You'll be better.

ABOUT THE AUTHOR

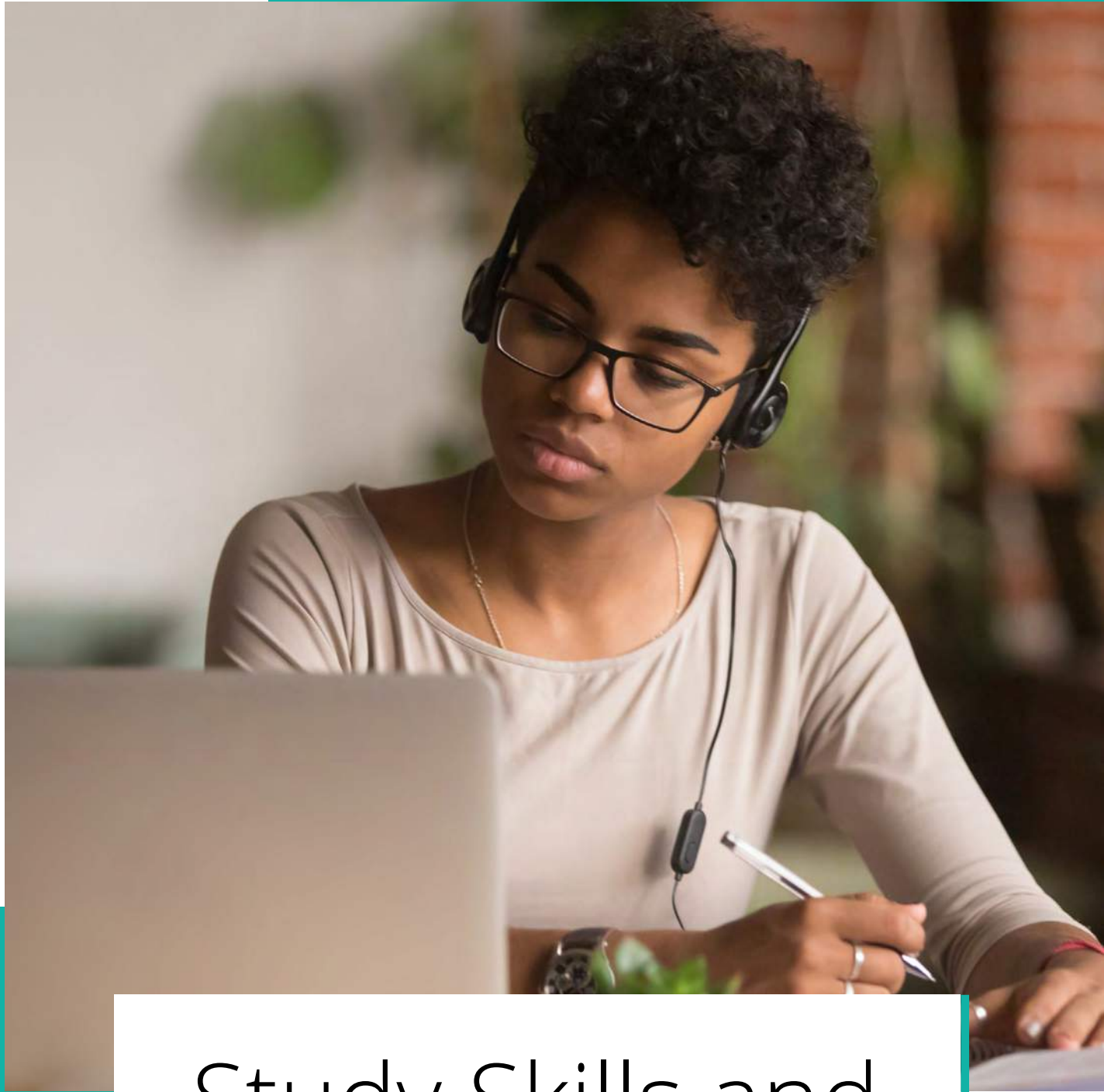
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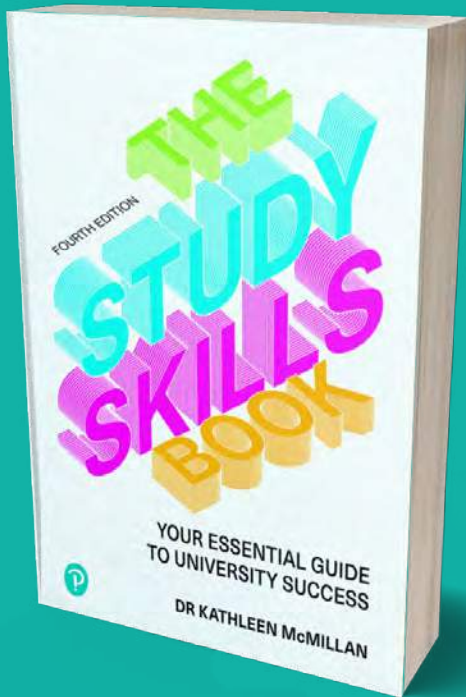
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Study Skills and Revision



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

The Study Skills Book

4th Edition

Kathleen McMillan

SYNOPSIS

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

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

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

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



ABOUT THE AUTHOR

Dr Kathleen McMillan is an academic and educator who has taught at all university levels. Firstly, as a lecturer she designed and delivered courses in European politics. From her experience as an assessor and examiner she identified students' difficulties in acquiring deeper understanding of their subject and translating that into successful attainment. This awareness led to further research into language acquisition as a foundation of learning and study.

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