

# Business Rights Guide

## Autumn/Winter 2022

For more information about these titles, please contact:  
[translationrights@wiley.com](mailto:translationrights@wiley.com)



# **Business & Management.....5**

<b>Contract Strategies for Major Projects: Mastering the Most Difficult Element of Project Management/Merrow .....</b>	<b>5</b>
<b>Reinventing Virtual Events: How To Turn Ghost Webinars Into Hybrid Go-To-Market Simulations That Drive Explosive Attendance/Michael.....</b>	<b>5</b>
<b>The Invisible Game: The Secrets and the Science of Winning Minds and Winning Deals/Mueller .....</b>	<b>6</b>
<b>Pricing with Confidence: Ten Rules for Increasing Profits and Staying Ahead of Inflation, 2e/Holden.....</b>	<b>6</b>
<b>Speak with Confidence: Overcome Self-Doubt, Communicate Clearly, and Inspire Your Audience/Acker.....</b>	<b>7</b>
<b>Behavioral Economics for Leaders: Research-Based Insights on the Weird, Irrational, and Wonderful Ways Humans Navigate the Workplace/Sutter .....</b>	<b>7</b>
<b>The Myth of the Silver Spoon: Navigating Family Wealth and Creating an Impactful Life/Keffeler .....</b>	<b>8</b>
<b>Leading in a Non-Linear World: How to Build Mindsets for the Future of Work and Life/Gomes</b>	<b>8</b>
<b>The Merger &amp; Acquisition Leader's Playbook: A Practical Guide to Integrating Organizations, Executing Strategy, and Driving New Growth after M&amp;A or Private Equity Deals/Bradt.....</b>	<b>9</b>
<b>The Empathy Advantage: Leading the Empowered Workforce/McGowan .....</b>	<b>9</b>
<b>Enterprise China: Competing in and with the Middle Kingdom/Black.....</b>	<b>10</b>
<b>Bridging the Soft Skills Gap: How to Teach the Missing Basics to the New Hybrid Workforce, 2e/Tulgan .....</b>	<b>10</b>
<b>The Negotiation Book, 3e: Your Definitive Guide to Successful Negotiating/Gates .....</b>	<b>11</b>
<b>Disability Friendly: How to Move from Clueless to Inclusive/Kemp .....</b>	<b>11</b>
<b>Make It in America: How International Companies and Entrepreneurs Can Successfully Enter and Scale in U.S. Markets/Sawyer.....</b>	<b>12</b>
<b>The Privacy Mission: Achieving Ethical Data for Our Lives Online/Machon.....</b>	<b>12</b>
<b>Work Here Now: Think Like a Human and Build a Powerhouse Workplace/Swift .....</b>	<b>13</b>
<b>BeneFactors: Why Some Fundraising Professionals Always Succeed/Birkholz .....</b>	<b>13</b>
<b>Innovation for Social Change: How Wildly Successful Nonprofits Inspire and Deliver Results/Kral.....</b>	<b>14</b>
<b>Focused Fundraising: How to Raise Your Sights and Overcome Overload/Cannon .....</b>	<b>14</b>
<b>The Generosity Crisis: The Case for Radical Connection to Solve Humanity's Greatest Challenges/Crimmins.....</b>	<b>15</b>
<b>What Works: A Comprehensive Framework to Change the Way We Approach Goal Setting/McMullin.....</b>	<b>15</b>
<b>Launchpad Republic: America's Entrepreneurial Edge and Why It Matters/Wolk.....</b>	<b>16</b>
<b>The Soul of Startups: The Untold Stories of How Founders Affect Culture/Theen .....</b>	<b>16</b>
<b>Net Zero Business Models: Winning in the Global Net Zero Economy/Van Clieaf .....</b>	<b>17</b>
<b>The Successful Hybrid Team: What the Best Hybrid Teams Know About Culture that Others Don't (But Wish They Did)/Farque.....</b>	<b>17</b>
<b>Augmented Lean: A Human-Centric Framework for Managing Frontline Operations/Linder .....</b>	<b>18</b>
<b>Digital Operating Model: The Future of Business/Sinha.....</b>	<b>18</b>

**At the Speed of Irrelevance: How America Blew Its AI Leadership Position and How to Regain It/Naqvi ..... 19**

## **Business Self-Help..... 19**

<b>Stop Talking, Start Doing: A Kick in the Pants in Six Parts, 2e/Wasmund .....</b>	<b>19</b>
<b>Unashamedly Superhuman: Harness Your Inner Power and Achieve Your Greatest Professional and Personal Goals/Steele .....</b>	<b>20</b>
<b>In Your Power: React Less, Regain Control, Raise Others/Melnick .....</b>	<b>20</b>
<b>Allies and Advocates: Creating an Inclusive and Equitable Culture/Cabral .....</b>	<b>21</b>
<b>The Unexpected Leader: Discovering the Leader Within You/Baker .....</b>	<b>21</b>
<b>Superpower: An Inspiring Story to Overcome Self-Doubt and Unleash Your Authentic Greatness/Leavell .....</b>	<b>22</b>
<b>Clarity: Clear Mind, Better Performance, Bigger Results/Smart .....</b>	<b>22</b>
<b>The Self-Care Mindset: Rethinking How We Change and Grow, Harness Well-Being, and Reclaim Work-Life Quality/Bronee .....</b>	<b>23</b>
<b>How to Present: The Ultimate Guide to Speaking with Confidence and Influencing People/Bowden .....</b>	<b>23</b>
<b>Say More About That: ...And Other Ways to Speak Up, Push Back, and Advocate for Yourself and Others/Cabral .....</b>	<b>24</b>
<b>Relationship Economics: Transform Your Most Valuable Business Contacts Into Personal and Professional Success, 3e/Nour .....</b>	<b>24</b>
<b>The Visibility Mindset: How Asian American Leaders Create Opportunities and Push Past Barriers/Chao.....</b>	<b>25</b>
<b>How to Persuade: The Skills You Need to Get What You Want/Bowden .....</b>	<b>25</b>
<b>Cultivate: The 6 Non-Negotiable Traits of a Winning Team/Bond .....</b>	<b>26</b>
<b>The Locker Room Playbook: A Practical Guide to Heal Hurt, Overcome Adversity, and Build Unity/West.....</b>	<b>26</b>
<b>Leadership Hacks: Clever Shortcuts to Boost Your Impact and Results/Stein .....</b>	<b>27</b>
<b>Everybody Writes: Your New and Improved Go-To Guide to Creating Ridiculously Good Content, 2e/Handley .....</b>	<b>27</b>
<b>The Peace Index: A Five-Part Framework to Conquer Chaos and Find Fulfillment/Kubicek .....</b>	<b>28</b>
<b>Kind Folks Finish First: The Considerate Path to Success in Business and Life/Jacobs.....</b>	<b>28</b>
<b>Business Model You: The One-Page Way to Reinvent Your Work at Any Life Stage, 2e/Clark..</b>	<b>29</b>
<b>How to be a Coffee Bean: 111 Life-Changing Ways to Create Positive Change/Gordon .....</b>	<b>29</b>
<b>Crazy Busy: Keeping Sane in a Stressful World/Launspach.....</b>	<b>30</b>
<b>The One Word Journal: Your Weekly Journey for Life-Change/Gordon.....</b>	<b>30</b>
<b>The Toolbox: Methods and Mindsets for Maximizing Social Impact/Harold .....</b>	<b>31</b>
<b>Sort Your Career Out: And Make More Money/James.....</b>	<b>31</b>
<b>Tackle What's Next: Own Your Story, Stack Wins, and Achieve Your Goals in Business and Life/Wood .....</b>	<b>32</b>
<b>The Way Up: Climbing the Corporate Mountain as a Professional of Color/Pierre .....</b>	<b>32</b>
<b>Career Anchors Revisited, 5e: The Changing Nature of Work and Careers/Schein .....</b>	<b>33</b>
<b>Take Control: The Career You Want, Where You Want It/Burnison .....</b>	<b>33</b>

<b>Growing with Gratitude: Building Resilience, Happiness, and Mental Wellbeing in Our Schools and Homes/Manuel.....</b>	<b>34</b>
<b>The Essential Entrepreneur: What It Takes to Start, Scale, and Sell a Successful Business/Turner .....</b>	<b>34</b>
<b>Storytelling with You: Plan, Create, and Deliver a Stellar Presentation/Nussbaumer Knaflic.....</b>	<b>35</b>
<b>Digital Trailblazer: Essential Lessons to Jumpstart Transformation and Accelerate Your Technology Leadership/Sacolick .....</b>	<b>35</b>
<b>Business Technology .....</b>	<b>36</b>
<b>Metaverse: A Business and Ethical Survival Guide/Rosa .....</b>	<b>36</b>
<b>Age of Invisible Machines: A Practical Guide to Creating a Hyperautomated Ecosystem of Intelligent Digital Workers/Wilson .....</b>	<b>36</b>
<b>Get in the Game: How to Level Up Your Business with Gaming, Esports, and Emerging Technologies/Stringfield .....</b>	<b>37</b>
<b>People-Driven Experience: The Battle for Trust in the Digital Age/Harles .....</b>	<b>37</b>
<b>The Automation Mindset: Learning to Embrace Automation As a Vehicle for Innovation and Growth/Tella.....</b>	<b>38</b>
<b>How to Measure Anything in Cybersecurity Risk, 2e/Hubbard.....</b>	<b>38</b>
<b>Seeing the Unseen: Behind Chinese Tech Giants' Global Venturing/Chen .....</b>	<b>39</b>
<b>The Human Side of Digital Business Transformation/Lardi.....</b>	<b>39</b>
<b>Executive's Guide to Cyber Risk: Securing the Future Today/Moyo .....</b>	<b>40</b>
<b>Data Quality: Empowering Businesses with Analytics and AI/Southehal.....</b>	<b>40</b>
<b>Leadership &amp; Management .....</b>	<b>41</b>
<b>Wise Decisions: A Science-Based Approach to Making Better Choices/Loehr.....</b>	<b>41</b>
<b>Vertical Growth: How Self-Awareness Transforms Leaders and Organisations/Bunting .....</b>	<b>41</b>
<b>Handbook of Principles of Organizational Behavior: Indispensable Knowledge for Evidence-Based Management, 3e/Locke.....</b>	<b>42</b>
<b>The Digital Leader: Finding a Faster, More Profitable Path to Exceptional Growth/Charan.....</b>	<b>42</b>
<b>Talent Tectonics: Navigating Global Workforce Shifts, Building Resilient Organizations and Reimagining the Employee Experience/Hunt.....</b>	<b>43</b>
<b>The Four Factors of Trust: How Organizations Can Earn Lifelong Loyalty/Reichheld.....</b>	<b>43</b>
<b>The New Leader's 100-Day Action Plan, 5e: Take Charge, Build Your Team, and Deliver Better Results Faster/Bradt.....</b>	<b>44</b>
<b>Energy Leadership, 2e: The 7 Level Framework for Mastery In Life and Business/Schneider ...</b>	<b>44</b>
<b>Joy Works: Empowering Teams in the New Era of Work/Liu .....</b>	<b>45</b>
<b>Driving Results: Six Lessons Learned from Transforming An Iconic Company/Garfield .....</b>	<b>45</b>
<b>True North: Leading Authentically in Today's Workplace, Emerging Leader Edition, 3e/George .....</b>	<b>46</b>
<b>Sustainable Leadership: Lessons of Vision, Courage, and Grit from the CEOs Who Dared to Build a Better World/Murphy.....</b>	<b>46</b>
<b>Culture Is the Way: How Leaders at Every Level Build an Organization for Speed, Impact, and Excellence/Mayberry .....</b>	<b>47</b>
<b>OKRs for All: Making Objectives and Key Results Work for your Entire Organization/Vellore..</b>	<b>47</b>

Decisions Over Decimals: Striking the Balance between Intuition and Information/Frank .....48

## **Marketing & Sales .....48**

Value Creation Selling: Corporate Strategy, Sales Effectiveness & Customer Satisfaction for Value Creation within your Company/Larreche .....48

Make Your Brand Matter: Experience-Driven Solutions to Capture Customers and Keep Them Loyal/Soechtig.....49

Decoded: The Science Behind Why We Buy/Barden .....49

No Forms. No Spam. No Cold Calls.: The Next Generation of Account-Based Sales and Marketing/Conant .....50

Stress Less, Sell More : 220 Ways to Prioritize Your Well-Being, Prevent Burnout, and Hit Your SalesTarget /Riseley .....50

Leading Growth: The Proven Formula for Consistently Increasing Revenue/Iannarino .....51

Bootstrapping Ethics: Integrity Risk Management for Real World Application/Evill.....51

Selling in a Crisis: 21 Ways to Stay Motivated, Destroy Your Competition, and Crush Your Number in Volatile Times/Blount .....52

Time's Up!: The Subscription Business Model for Professional Firms/Dunn.....52

## **Finance.....53**

The Win-Win Wealth Strategy: 7 Investments the Government Will Pay You to Make/Wheelwright .....53

Digital Transformation Payday: Navigate the Hype, Lower the Risks, Increase Return on Investments/Bottke.....53

Money Magnet: How to Attract and Keep a Fortune That Counts/McKnight .....54

Freelance Your Way to Freedom: How to Free Yourself from the Corporate World and Build the Life of Your Dreams/Fasulo .....54

Girls That Invest: Your Guide to Financial Independence through Shares and Stocks/Kaur.....55

The Money Sandwich: A Complete Guide to Money, Family and Financial Freedom/Bineham .55

Wealth Habits: Six Ordinary Steps to Achieve Extraordinary Financial Freedom/Valentino .....56

Cashed Up with Commercial Property: A Step-by-Step Guide to Building a Cash Flow Positive Portfolio/Tarrant.....56

Choosing to Prosper: Triumphant Over Adversity, Breaking Out of Comfort Zones, Achieving Your Life and Money Dreams/Sokunbi.....56

# Business & Management

## Contract Strategies for Major Projects: Mastering the Most Difficult Element of Project Management

Edward W. Merrow

978-1-119-90209-6 / 1-119-90209-6

TBC pp.

Pub: 01/09/23

### Business & Management

A world-leading authority on building dams, oil rigs, and renewable energy projects, explains how to save \$1 billion on your next project.

Organizations that invest huge amounts of capital in major building/industrial projects almost never do the engineering and building themselves. They hire engineering and construction contractors to do it for them. Unfortunately, selecting contractors and negotiating the terms of a major project is one of the most difficult aspects of project management...and organizations waste billions of dollars and add months or years of delay by doing it wrong. Contracting is also the area of project management that is most prone to firmly held opinions unencumbered by any facts. We intend to remedy that situation with this book. Drawing on a proprietary database of over 1100 major projects, this book explains:

- Owners are from Mars; contractors are from Venus
- All the biggest risks in contracting belong to the owner and contracting "games" will normally be won by contractors, not owners
- Most risk transfer from owners to contractors is an illusion
- Contractors do good projects well and bad projects poorly
- Contractors may have shareholders, but they are not your shareholders!
- Mixing different contract types with different contractors on the same project is unwise

**Edward Merrow** ([www. IPAGlobal.com](http://www.IPAGlobal.com)) is founder and CEO of Independent Project Analysis, Inc., the world's leading evaluator of billion-dollar "mega-projects"--massive power installations, factories, etc in the areas of energy, chemical, pharmaceutical, and mining. IPA benchmarks cost, schedules, safety, start-up, and operational performance, to determine if they are competitive.

# Reinventing Virtual Events: How To Turn Ghost Webinars Into Hybrid Go-To-Market Simulations That Drive Explosive Attendance

Justin Michael, Julia Nimchinski

978-1-394-15925-3 / 1-394-15925-0

TBC pp.

Pub: 01/02/23

### Business & Management

*Reinventing Virtual Events* reveals a new way to produce online experiences that are entirely interactive called "Customer-Centric Events." You will learn how to turn your ghost webinars into hybrid go-to-market simulations that drive explosive attendance and revenue growth with your customer center stage.

This book shatters conventional wisdom to create unconventional webinars that will dazzle your prospective customers and flood your pipeline. We will teach you next-level tips, tactics, and strategies to be wildly successful at orchestrating your online events in never-before-seen ways.

- transform your product-centric pitch-offs into innovative customer-centric events that activate, engage, and retain your ideal audience.
- build buzz, engagement, and high levels of interactivity during and after your virtual event
- attract the top speakers in your industry to participate in your events.
- mash up the formats and themes into hybrids that out-innovate your competitors.
- brand your event with such world-class excellence that your audience won't believe they don't have to pay for it.
- recession-proof your go-to-market strategy with customer-centric events as the new foundation.

**Justin Michael** (<https://hypccycl.com/>) is the co-founder of HYPCCYCL, the number one GTM Community in Business to business selling and global established thought leader on Sales Excellence. Justin has more than 20 years of experience in Sales. Justin has worked for Salesforce, LinkedIn, and celebrities including Sean Parker and Mark Wahlberg. **Julia Nimchinski** (Tel Aviv, Israel) is the other co-founder of HYPCCYCL. She is also the inventor of Go-To-Market Simulations, in which salespeople practice marketing drills and marketing leaders try sales drills. Julia has previously launched the world's most successful cold call competition and sales method hunt ever: RevGarage (RevenueGarage.com).

# The Invisible Game: The Secrets and the Science of Winning Minds and Winning Deals

Kai-Markus Mueller, Gabriele Rehbock

978-1-394-15298-8 / 1-394-15298-1

256 pp.

Pub: 01/17/23

**Business & Management**

*The Invisible Game* shows salespeople how to carve out a vital role for themselves. Their greatest future leverage will be in situations that require high-stakes judgment calls machines cannot make.

Over 75% of managers describe their decision-making as situational and intuitive, "judgment calls" rather than objective reasoning based on hard facts. The invisible underlying processes that drive these judgment calls have become one of the most popular and fascinating business topics of the 21<sup>st</sup> century, as numerous best-selling books and Nobel Prizes attest. The problem is that no one has yet shown businesspeople how to apply those insights in ways that give them a lasting edge in high-stakes decision-making, such as negotiations. *The Invisible Game* fills that void. Our book serves a huge market and a huge need by giving businesspeople their first practical, accessible way to internalize and apply fascinating psychological mechanisms – such as heuristics and biases – to their own advantage.

Every sales negotiation takes place on two gameboards: the visible and the invisible. With *The Invisible Game*, salespeople can literally reset their minds so that they can recognize and play the invisible game with confidence and ultimately win both games.

**Kai-Markus Mueller** and **Gabby Rehbock** offer readers a unique combination of neuroscience and sales expertise. Kai is a neuroscientist by training, an experienced professor of consumer behavior, and the inventor of the NeuroPricing® concept. Gabriele is an award-winning industrial salesperson with broad international experience. Together they strike a balance between readability and rigor. They make complex concepts easy to grasp and apply.

# Pricing with Confidence: Ten Rules for Increasing Profits and Staying Ahead of Inflation, 2e

Reed K. Holden, Jeet Mukherjee

978-1-119-91018-3 / 1-119-91018-8

240 pp.

Pub: 10/24/22

**Business & Management**

Inflation is the highest it's been in decades; this is the playbook for every business who must raise prices to stay ahead of inflation but is worried about customer price resistance.

**Navigate Inflation, Keep Valuable Customers, Increase Profits**

As you read this, inflation is steadily and (not so) slowly eating into your profit margins. Simultaneously, your sales teams are using discounts and rebates as crutches to help them close sales, even as this habit threatens the profitability of your business.

In the newly revised second edition, the authors deliver a compelling argument against the conventional view that there is a tension between revenue growth and profit growth. In the book, you'll learn how your firm can enjoy both even as it stays ahead of inflation.

- The importance of a sound pricing strategy to protect profits
- How stellar analytics and quality metrics can help you set the perfect price
- Innovation as the life blood of organizational growth
- How to set sales team and customer expectations, keep valuable customers, and achieve value from technology
- Building your "selling backbone" to prepare for tough negotiations and draft profitable RFPs

**Dr. Reed K. Holden** (<https://www.holdenadvisors.com/>) is Founder of Holden Advisors, a specialty pricing consulting firm. He consults to senior executives in Fortune 500 companies including AMD, Credit Suisse, IBM, International Paper, Standard & Poor's, Xerox Global Services, and Scotiabank. Dr. Holden is the co-author of the second and third editions of *The Strategy and Tactics of Pricing* (Prentice Hall), and Adjunct Associate Professor at Columbia University. **Jeet Mukherjee**, VP Head of Pricing at Holden Advisors, has two decades of global experience in management consulting, strategy, analytics, marketing and pricing.

# Speak with Confidence: Overcome Self-Doubt, Communicate Clearly, and Inspire Your Audience

Mike Acker

978-1-394-15974-1 / 1-394-15974-9

240 pp.

Pub: 12/12/22

## Business & Management

Whether you're giving a keynote or a small sales presentation, learn how to enhance your communication skills and style with confidence.

### Build your communication confidence and master the ability to inspire your audience

In *Speak with Confidence: Overcome Self-Doubt, Communicate Clearly, and Inspire Your Audience*, keynote speaker, author, and executive communication coach Mike Acker delivers a practical and hands-on playbook to building the confidence you need to nail your next presentation, speech, virtual talk, or social media post. In this proven pathway to becoming a capable and confident speaker, you'll discover how to combine your identity, message, and skills into one persuasive package.

The author explains how to uncover your identity, define your message, and develop your skills and techniques to become a master communicator. From overcoming imposter syndrome to eliminating a victim mentality, you'll explore concrete methods for improving your presence and ability to take command of a room. You'll also find:

- The elements of a confident message, including a personal investment in the topic you're discussing
- Strategies for overcoming limiting beliefs that hold you back and artificially reduce your ability to lead
- Ways to understand your audience and learn to hone in on the place where your purpose intersects with your audience's needs

An essential new strategy guide for anyone seeking to improve their ability to speak to a group, *Speak with Confidence* is the public speaking blueprint you've been waiting for.

**Mike Acker** (<https://www.stepstoadvance.com>) is the Founder and President of ADVANCE Coaching and Consulting. He is a keynote speaker, author, and communication coach with over twenty years of speaking, leadership development, and organizational management experience.

# Behavioral Economics for Leaders: Research-Based Insights on the Weird, Irrational, and Wonderful Ways Humans Navigate the Workplace

Matthias Sutter

978-1-119-98297-5 / 1-119-98297-9

256 pp.

Pub: 01/09/23

## Business & Management

Learn what makes you tick, how others react to incentives, and what that means for teamwork and productivity--the fascinating field of behavioral economics made easy for individuals and managers.

You and your colleagues don't always make rational decisions. Sometimes that's a problem that leaders must address, and sometimes that can be a good thing--when employees put their colleagues interests ahead of their own. The author, a leading economist from Germany's world-renowned Max Planck Institute explains the latest surprising insights based on behavioral economics research. The book explains how people tick, how they react to incentives (monetary/non-monetary in nature) and what that means for working together--or against each other--at work.

The book summarizes new and classic behavioral science research that applies the everyday business world, so leaders can improve teams and organizations, the research-based way. Find out which factors are important for professional success, from career entry to senior management.

- Start your career on the right footing, advance quicker, and strategize how to meet your goals
- Understand what's holding your colleagues back from productivity and implement evidence-based changes
- Identify hidden biases in yourself and others to overcome inequalities and inefficiencies
- Become a better leader and decision-maker by learning to interpret people's actions

**Matthias Sutter** (<https://www.iza.org/>) is a behavioral economist with the Max Planck Institute in Germany and Austria. He has been Director at the Max Planck Institute for Research on Collective Goods since 2017. He is also Professor of Experimental Economic Research at the Universities of Cologne and Innsbruck.



# The Myth of the Silver Spoon: Navigating Family Wealth and Creating an Impactful Life

Kristin Keffeler, Sharna Goldseker

978-1-119-90970-5 / 1-119-90970-8

256 pp.

Pub: 11/28/22

**Business & Management**

The next generation within wealthy families are often said to be born with a silver spoon in their mouths. Perceived as free from life's toughest challenges. "Having it all." But being raised in affluence brings a unique set of pressures and hidden tripwires. Great wealth casts a long shadow. Inheritors commonly face intense familial expectations, public scrutiny and judgment, and confusing or debilitating self-narratives, under which many flounder. And we—as family, friends, and society—slowly lose their contribution to our lives and the common good.

*The Myth of the Silver Spoon* helps guide the next gen of the affluent, their families, and the ecosystem of professionals who influence them—wealth advisors, estate attorneys, tax attorneys, philanthropic advisors, family office professionals, and career coaches—to identify and confront negative thinking and behaviors related to wealth.

Through new research, meaningful storytelling, and actionable concepts, Kristin Keffeler helps readers clear the internal and external clutter from their paths that accumulates from growing up with wealth. She shows readers how to:

- Put words to their difficulties and dismantle the hidden tripwires of affluence
- Address challenges at their root, including when raising children of their own, instilling guardrails against entitlement and feelings of helplessness
- Identify structures for finding and sustaining one's own vision of a fulfilling, impactful life

**Kristin Keffeler** (illumination360.com) is the founder of illumination360, a consulting firm specializing in business design, human motivation and behavioral change, family dynamics, family governance, intergenerational collaboration, and the "inner work" of money. She also serves as Chief Learning Officer of the Johnson Financial Group.

# Leading in a Non-Linear World: How to Build Mindsets for the Future of Work and Life

Jean Gomes

978-1-119-67272-2 / 1-119-67272-4

256 pp.

Pub: 01/17/23

**Business & Management**

*Leading in a Non-Linear World* leads readers through a groundbreaking set of science-based strategies to help them face rising demand, uncertainty and change posed by disruptive technologies and seismic shifts in globalisation. The book shows how our mindset, more than our knowledge and expertise, has the potential to be our greatest asset in facing the future. Jean Gomes reviews the latest brain research revealing that our mindset is the interplay of feeling, thinking, and seeing, and how we can build it to significantly increase our wellbeing and performance.

This book provides readers with a new science-based definition of mindset and the tools to:

- Build and strengthen their mindset
- Increase their sustainability and wellbeing
- Understand and build the ultimate strategic mindset
- Learn how to create the mindset that's foundational to the success of the world's fastest growing companies
- How to build an open mindset that allows leaders to create flexible, adaptive cultures capable of naturally responding to change

**Jean Gomes** is trusted advisor to hundreds of CEOs and senior leaders. He is a regular keynote speaker on personal leadership and organisational performance. He has designed and delivered award winning global leadership programs. Jean lectures at Saïd Business School, University of Oxford, INSEAD's LEAP leadership program and The Henley Business School. Jean is an expert leadership coach and facilitator, regularly undertaking high-challenge assignments across the globe for brands including Google, Nike, Coca-Cola, Condé Nast, eBay, GE, Microsoft, Pfizer, Sony, The Bank of England, Alexander McQueen, Stella McCartney, BMW, Warner Music and Toyota. Jean is founder and CEO, of DPA, a leadership consultancy. DPA develop leaders to transform their business model, grow a culture of innovation, create breakthrough performance through people and teams, and to maximise their personal impact.

# The Merger & Acquisition Leader's Playbook: A Practical Guide to Integrating Organizations, Executing Strategy, and Driving New Growth after M&A or Private Equity Deals

George B. Bradt, Jeffrey Pritchett

978-1-119-89984-6 / 1-119-89984-2

400 pp.

Pub: 09/19/22

Business & Management

Meant to create value potentially fueled by synergies, the reality is that most mergers and acquisitions fail. It's estimated that 83% of mergers and acquisitions do not hit their desired results.

*The Merger & Acquisition Leader's Playbook* tells you why most mergers fail. More importantly, it tells you how to make your next one a sweeping success. In the book, a team of private equity experts deliver a masterful walkthrough of how to integrate organizations by driving commercial success, instead of focusing purely on cutting costs.

- Concrete strategies for increasing the odds of success and reducing the risk of failure, of a new merger or acquisition
- A comprehensive, easily deployed and implemented plan to realize synergies
- Proven tools, techniques, and tricks of the trade to help leaders stay on top of their latest merger and keep everything on track

**George Bradt** ([www.primegenesis.com](http://www.primegenesis.com)) is a Principal of CEO Connection and Managing Director of PrimeGenesis, the executive onboarding and transition acceleration group he founded in 2003. Clients include: American Express, Bausch + Lomb, Johnson & Johnson, Kimberly-Clark, and Kraft Foods, among others. He is a frequent speaker on executive transitions. **Jeff Pritchett** ([www.cerberus.com](http://www.cerberus.com)) is Managing Director and a Senior Operating Executive for Cerberus Operations and Advisory, a division of the leading private equity firm Cerberus. He is Lead Operating Partner for several Cerberus' investment platforms, including Global Real Estate, Global Residential Opportunities and Global Corporate Credit.

# The Empathy Advantage: Leading the Empowered Workforce

Heather E. McGowan, Chris Shipley

978-1-394-15551-4 / 1-394-15551-4

TBC pp.

Pub: 02/13/23

Business & Management

The labor market is the toughest it's been for employers since WWII. This book explains how leaders must change, now that the balance of power has shifted to employees--for maximum productivity, and minimum turnover.

In this book, you will learn about the three interlocking trends that brought us the empowered workforce: The Great Resignation, the Great Reshuffle, and the Great Reset. The Great Resignation was not simply the result of pandemic-induced stress and exhaustion; it has been building for more than a decade. The pandemic simply brought it into focus. The Great Reshuffle saw people leave their low-paying, high-contact jobs to new lines of work where they would be treated well by their employers and paid a living wage to do work they loved. These two trends collided with the existential crisis of the pandemic to trigger The Great Reset, a collective mindset shift in workers who have reordered their priorities and now weigh the rewards and benefits of their work against the work's risks and costs.

*The Empathy Advantage* offers insights into how this powerful shift is a transformative opportunity for your company to create the workplace conditions that inspire a complex, diverse, and multi-generational workforce to outperform your competition.

- An illuminating introduction to the latest generation of workers, and how COVID-19 forced them to reimagine what work means to them
- Discussions of how the next generation of employees doesn't look, sound, work, or think like most employers, and how to form strong relationships with them anyway
- New rules for leadership for thriving companies, including how to move from manager to leader and, finally, to enabler

**Heather McGowan** ([heathermcgowan.com](http://heathermcgowan.com)) is a globally known speaker, writer, Future of Work Strategist, and is recognized as #1 Global Voice for Education on LinkedIn media network. Her corporate clients include Accor Hotels, AARP, PCMA, Morningstar, Autodesk, and BD Medical. **Chris Shipley** ([cshipley.com](http://cshipley.com)) has advised hundreds of companies on positioning, business modeling, and innovation practices and serves on the boards of several startups and advisory panels.

# Enterprise China: Competing in and with the Middle Kingdom

J. Stewart Black, Allen J. Morrison

978-1-394-15342-8 / 1-394-15342-2

240 pp.

Pub: 12/05/22

**Business & Management**

The book first identifies our competitive rival in China, which is not the multitude of multi-billion-dollar enterprises but is the multi-trillion-dollar monolith we call "Enterprise China." This vast organization includes the State and its over 300 million employees, the 150,000 State-Owned Enterprises (SOEs) that constitute about 30% of China's overall economy, and the large State-Influenced Enterprises (SIEs) that account for an additional 40% of the economy.

Enterprise China isn't a threat simply because of its size; rather, it is a threat because it is large and has a strategy to free itself of Western dependency, dominate domestically, and lead in the key global industries of tomorrow. Given that China is the world's biggest market and largest supplier in many important segments, Western businesses executives competing in and with China are seeking guidance on how to analyze China's competitive strategy playbook, articulate the business implications, and put forward the strategic options for the future.

**Allen J. Morrison** is a Professor of Global Management at the Thunderbird School of Global Management at Arizona State University (ASU). He is a popular keynote speaker on topics of global leadership, leading innovation, responsible leadership, and strategic change. He has conducted capability assessments, organized and delivered executive seminars, and run top management retreats for over one hundred and fifty multinational companies around the world. **J. Stewart Black** is a Professor of Management Practice in Global Leadership and Strategy at INSEAD. He specializes in competitive strategy, organizational transformations, leading change, and global leadership. Across his career Dr. Black has lived and worked in Asia, Europe, and North America. During that time, he has worked with over 200 organizations and 10,000 executives. Much of this work has been with senior teams as they determine strategic direction, digital transformation, and the required leadership capabilities to implement their strategies. In addition, he is frequently a keynote speaker at conferences and events on the topics of leading change, organizational culture, global leadership, innovation, and strategy.

# Bridging the Soft Skills Gap: How to Teach the Missing Basics to the New Hybrid Workforce, 2e

Bruce Tulgan

978-1-119-91206-4 / 1-119-91206-7

304 pp.

Pub: 10/03/22

**Business & Management**

**Nurture and develop well-rounded team players by focusing on soft skills development**

People entering the professional world are better educated than ever before. Their technical skills are often off-the-charts, helping them make short work of even the most challenging tasks. At the same time, however, many of these very same people lack soft skills we've often taken for granted.

In the newly revised second edition of *Bridging the Soft Skills Gap: How to Teach the Missing Basics to the New Hybrid Workforce*, veteran business advisor, speaker, and consultant Bruce Tulgan delivers a practical and incisive roadmap to developing crucial professionalism, critical thinking, and teamwork skills. You'll also find:

- A collection of 92 instructive lesson plans designed to break soft skills down into their component parts and teach them one manageable piece at a time
- An exploration of the soft skills gap, including what it means and how its impact on your organization will be felt
- Explanations of why you can't hire your way around a soft skills gap

**Bruce Tulgan** (rainmakerthinking.com.) is an adviser to business leaders all over the world and a sought-after speaker and seminar leader. He is founder of management training firm RainmakerThinking, Inc., where he works with top companies on improving their management practices. Bruce is the author of the bestselling *It's Okay to be the Boss*, *Managing Generation X*, as well as *Not Everybody Gets a Trophy*, *Winning the Talent Wars* and *11 Manager's Pocket Guides*. He has written pieces for numerous publications, including the *New York Times*, *USA Today*, the *Harvard Business Review*, and *Human Resources*.

# The Negotiation Book, 3e: Your Definitive Guide to Successful Negotiating

Steve Gates

978-0-85708-950-2 / 0-85708-950-1

272 pp.

Pub: 01/24/23

**Business & Management**

Negotiation is one of the most important skills in business. Fact! We all have to negotiate at some point; whether in the office or at home. Successful negotiating can lead to great results that can in turn have a profound effect on our lives – financially, personally and professionally. No other skill will give you a better chance of optimizing opportunities in life.

This book helps you to understand the dynamics and strategies of commercial negotiation, and tap into the psychology, tactics and behaviors that will give you the advantage in any negotiation situation.

- What has changed in the past 6 years? The fundamentals are the same but the context and environment has changed as have the priorities and requirements of many organisations.
- Explores the rapid pace of change and what impact this is having on relationships and deal making and long term agreements.
- Upside down economics: even items which depreciate now appear to appreciate in value.
- What is happening to trust? Committing to a deal with someone you have never met!
- What is happening to risk? The need to negotiate greater flexibility in contracts.
- What is happening to social contact?
- Online negotiations and personal chemistry.
- The implications of sustainability and environmental challenges to the commercial imperatives of contracts

**Steve Gates**, founder and CEO, has built The Gap Partnership over the past 20 years to become the largest niche negotiation training consultancy in the world. His understanding of negotiation process, strategy, tactics, behaviour and psychology has enabled his team to shape and mould the most effective negotiation solutions in the world. Steve is the author of *The Negotiation Book* and has written numerous articles on the subject of negotiation.

# Disability Friendly: How to Move from Clueless to Inclusive

John D. Kemp

978-1-119-83009-2 / 1-119-83009-5

256 pp.

Pub: 10/17/22

**Business & Management**

The Diversity, Equity, and Inclusion movement has a massive blind spot - people with disabilities.

## **Create a true culture of inclusion**

Although progress has been made around equality for many marginalized groups, people with disabilities are still massively underrepresented in organizations' Diversity, Equity, and Inclusion efforts. People with disabilities make up at least 15% of the population, yet they are still too often overlooked. Many people with disabilities are highly motivated, create fantastic work, and add tremendous value to organizations.

*Disability Friendly* is a clarion call to businesses around the world to realize the opportunities presented by employing people with disabilities. It explains the potential of disabled employees, how to create a culture of inclusion, and, in the process, help people with disabilities become proud contributors.

- Concrete strategies for redesigning work and its processes to embrace all contributing citizens
- Ways to incorporate disability supports into a business' diversity and inclusion practices and initiatives
- Methods for reducing the massive cost associated with government disability support payments and repurpose these as investments in the human potential of people with disabilities

**John Kemp** ([viscardicenter.org](http://viscardicenter.org)), is one of the world's leading disability activists and has conducted over 1,000 training programs to help employers become disability-friendly. He delivers 40-50 keynote speeches per year and has testified twice before Congress on disability legislation. Kemp is President and CEO of The Viscardi Center, a school and consulting organization with 400 employees which has been named a Top Disability Employer for four years in a row, by the National Organization on Disability. Kemp authors numerous disability-centric op-ed pieces. Kemp co-founded and operated a national consulting and training firm assisting federal contractors and federal financial recipients comply with federal disability requirements and practice 'disability nondiscrimination' in the delivery of goods and services. He has written journal articles, newsletters, and co-authored a book with Dr. Stanley Klein: *Reflections from a Different Journey* (2004)

# Make It in America: How International Companies and Entrepreneurs Can Successfully Enter and Scale in U.S. Markets

Matthew Lee Sawyer

978-1-119-88514-6 / 1-119-88514-0

256 pp. Pub: 12/05/22

## Small Business & Entrepreneurship

**A valuable handbook for entering, launching, and growing business in the United States**

*Make It in America* provides valuable insights, useful tools, and practical advice on a wide range of topics, including: financing, marketing, managing legal and tax requirements, protecting intellectual property, working with Americans, and navigating the visa and immigration system. The book includes case study lessons from businesses that came to the U.S. from South Korea, Scotland, Italy, India, Germany, France, England, Denmark, Colombia, Canada, and Australia.

**Matthew Sawyer** ([rocketmarketdevelopment.com](http://rocketmarketdevelopment.com)) is Managing Director of Rocket Market Development LLC, a consulting firm that focuses on market intelligence, marketing strategy, and strategic communication. Since 2014, his firm has helped American, Canadian, European and South Asian companies and entrepreneurs grow in U.S. markets. Sawyer is an advisor to The Aspen Institute's Business and Society program and is a Mentor at NUMA New York, a business acceleration center for international companies. He previously held senior management positions in both American companies (Digitas, Snapple Beverages, and Pitney Bowes) and foreign-based companies (BIC, Chinet, and Jivox). He's also an Adjunct Professor of integrated marketing and communications at Columbia University and New York University.

# The Privacy Mission: Achieving Ethical Data for Our Lives Online

Annie Machon

978-1-119-90696-4 / 1-119-90696-2

240 pp. Pub: 11/21/22

## Business Ethics

**Future-proof yourself and your organization against known threats to privacy and online safety**

The subject of data ethics has never been more urgent. This is no longer an academic or niche geek issue as it has been since the inception of the internet and the world wide web. Data ethics is an issue that affects all of us now as our personal and professional lives increasingly take place online.

- Who controls access to the hardware, who runs the software, who can spy on us, hack us, data farm us?
- What are the threats that we need to mitigate against democratically, societally, and personally?
- How can corporations protect us and how can that help their bottom line?

*The Privacy Mission* aims to answer these questions and summarise both the overarching concepts and principles about why data ethics is important. It offers practical solutions for companies, policy makers and individuals to push back against known threats and future proof themselves going forward.

**Annie Machon** ([anniemachon.ch](http://anniemachon.ch)) began her career working as an intelligence officer for MI5 and has extensive experience as an international public speaker, writer, media commentator, and political campaigner. She is now the director of the World Ethical Data Foundation, head of planning the World Ethical Data Forum. Machon has given keynote presentations at many international conferences focusing on technology, digital civil liberties, security and surveillance. She also served for four years as the European Director of the drug reform organisation, LEAP: and, while helping to establish various national LEAP groups across the continent, presented to the UN, European parliaments and contributed to films such as "The Culture High". Machon now does extensive media commentary on intelligence matters, Middle Eastern politics, internet freedoms, and much more.

# Work Here Now: Think Like a Human and Build a Powerhouse Workplace

Melissa Swift

978-1-119-89527-5 / 1-119-89527-8

TBC pp.

Pub: 01/17/23

HR Management

**Make work suck less and improve the performance of your people with this practical, hands-on guide**

The COVID-19 pandemic and an ever-changing array of new ways of working seem to have all of us asking, "Does work really have to suck this bad?" It looks like a small taste of flexibility and freedom has made many of us rethink the nature of the work we do and how we do it.

In *Work Here Now: Think Like a Human and Build a Powerhouse Workplace*, Mercer's North American Transformation Leader Melissa Swift delivers an eye-opening roadmap to better work that generates wins for companies and employees alike. In the book, you'll explore different ways to improve the growth-impeding, borderline inhumane people management practices we've created and endured over time. You'll also find:

- 50 strategies to create a powerhouse workplace at organizational level
- 50 strategies to create a powerhouse workplace at team level
- A simple framework to help you make people-centered decisions

**Melissa Swift** is the North American Transformation Leader, Mercer. Melissa partners with clients to help them bring their workforces to a different and better future. Her work leverages data analytics, a healthy dose of pragmatism, and a humanist view of the workplace to create extraordinary outcomes for organizations. A fast-moving world requires changes to the work we do, shifts in the skills and behaviors required to do that work, and fundamental re-sets on many different ways of working. Melissa has led multidisciplinary teams that help make these changes happen. She has been featured as one of "20 digital transformation leaders to follow on Twitter in 2020."

# BeneFactors: Why Some Fundraising Professionals Always Succeed

Joshua M. Birkholz, Amy Lampi

978-1-119-93279-6 / 1-119-93279-3

224 pp.

Pub: 10/17/22

Non-Profit Organizations

**Overcome modern fundraising challenges and equip your non-profit or charity to meet the digital age head-on**

Contemporary fundraisers and development professionals are meeting a new and challenging set of obstacles as they go out into the world and try to raise money for their causes and organizations.

In *BeneFactors* a team of veteran philanthropy strategists and consultants deliver an exciting and practical playbook for modern fundraising that can be deployed in a variety of non-profit organizations and settings. You'll explore eight factors for mastering fundraising in the innovative era of philanthropy.

- Innovative strategies for navigating the digital fundraising transformation and how to guide your donors through the giving process
- How to use data science and predictive fundraising analytics to inform your decision-making process and find better results
- Ways to banish excessive risk aversion and uncover a boldness you didn't know you had in you

**Josh Birkholz** ([bwf.com](http://bwf.com)) is the CEO of the international fundraising services firm, BWF. In his nearly two decades of consulting the leading nonprofits, universities, and healthcare centers around the world, Josh has redefined modern program design, fundraising in an evolving economy, and positioning in the high-net-worth marketplace. Josh is the author of *Fundraising Analytics: Using Data to Guide Strategy* (Wiley, 2008) and contributor to the books *A Kaleidoscope of Prospect Development* (CASE, 2008) and *Return on Character* (Harvard Business Review Press, 2015). In his roles as chair of the Advisory Council on Methodology, Vice Chair, and now Chair of the Board for the Giving USA Foundation, he informed the Giving USA annual books since 2014. **Amy Lampi** ([bwf.com](http://bwf.com)) is an associate vice president at BWF with more than 20 years of fundraising experience in the performing arts, education, and healthcare. As a development generalist, she has a wide range of experience from multichannel annual giving and development operations to major gifts and management of a development team..

# Innovation for Social Change: How Wildly Successful Nonprofits Inspire and Deliver Results

Leah Kral

978-1-119-98746-8 / 1-119-98746-6

272 pp.

Pub: 12/05/22

## Non-Profit Organizations

**Transform your nonprofit's ability to innovate for the future**

In *Innovation for Social Change*, distinguished author Leah Kral delivers a practical manual for nonprofits and charitable organizations seeking to innovate their way toward new and exciting possibilities. In the book, you'll explore hands-on design thinking strategies and techniques you can use as a disciplined process for exploring what's possible in your organization. You'll learn how to identify hidden needs, deal with the knock-on effects of your ideas, and focus your efforts where they can have the most impact.

You'll also discover how to transform your ideas into action, building small experiments and learning from them before scaling them up organization-wide, and how to create an ecosystem for everyday innovation. Finally, the author explains what we can learn from social entrepreneurs as they boldly challenge the status quo.

- Six basic and mutually reinforcing principles that will help you become more innovative today
- Instructive and engaging case studies from nonprofits with a variety of missions, visions, and political backgrounds
- Strategies for applying straightforward principles from economics to supercharge nonprofit innovation

**Leah Kral** ([www.mercatus.org](http://www.mercatus.org)) is Senior Director of Strategic Management Systems, Mercatus Center at George Mason University, a non-profit, free-market-oriented research, education, and outreach think tank. In her role, she provides tailored workshops and consulting to internal teams and to a network of nonprofit partners across the country. Leah is a frequent speaker at a number of nonprofit industry events and often writes articles about her findings through Mercatus. She speaks frequently to nonprofit students at GMU and beyond.

# Focused Fundraising: How to Raise Your Sights and Overcome Overload

Christopher M. Cannon, Michael Felberbaum

978-1-119-83527-1 / 1-119-83527-5

240 pp.

Pub: 09/05/22

## Non-Profit Organizations

As digital disruption and chaos from the ever-changing world make the job of the fundraiser that much harder, this book will provide fundraisers (and their employers alike) with tools to improve upon their fundraising skills by employing mindfulness techniques and showing them what are the most important details to focus on.

*Focused Fundraising* delivers a must-read combination of the latest mindfulness techniques and operational strategies that will equip you to succeed in an increasingly chaotic, noisy, and confusing fundraising environment. You'll find concrete strategies to navigate the challenges of modern fundraising, including technology changes, scarce resources, and shifting donor expectations.

- Hands-on skills for sharpening your focus while those around you are giving in to endless distractions
- An insightful combination of big-picture views and micro-considerations that offer a practical roadmap to set and stick with your priorities
- Practical applications of tried-and-true mindfulness and nonprofit strategy research that you can implement immediately in your organization

**Christopher M. Cannon** ([zurigroup.com](http://zurigroup.com)) focuses on organizational and operational optimization, with an emphasis on higher education and healthcare fundraising. He manages Zuri Group's management consulting efforts and oversees projects for dozens of clients that raise billions of dollars each year. Having served in most development roles in his 20+ year career, Cannon wrote *An Executive's Guide to Fundraising Operations* (Wiley, 2011) to support fundraisers' decision making, data use, and adoption of digitality and strategic information management. **Michael Felberbaum** ([yale.edu](http://yale.edu)) leads Yale University's Advancement Technology efforts. He manages Yale's team and resources necessary to support its annual and strategic fundraising campaigns. His approach to digitality and focus is shaped by his adherence to mindfulness techniques. A frequent public speaker, writer, and nonprofit board member, he has established an alternative approach to measuring productivity, coined causitivity.

# The Generosity Crisis: The Case for Radical Connection to Solve Humanity's Greatest Challenges

Brian Crimmins, Nathan Chappell,  
Michael Ashley

978-1-394-15057-1 / 1-394-15057-1

TBC pp. Pub: 12/12/22

**Non-Profit Organizations**

Progress. It is one of the defining expectations of the modern era. But are continued improvements to the human condition assured? What would happen if the only institutions explicitly committed to feeding, healing, sheltering, educating, enlightening and nurturing our communities went away?

This book delivers a startling analysis of the changing nature of generosity in America and why its decline could herald the end of the modern non-profit. The demise of philanthropy is coming if we do not change course – in fewer than 50 years, we could be living in a world in which inequality has never been as stark or as dangerous.

The answer lies in establishing radical connection – between us and the value-driven organizations that strive to improve life on Earth. You are invited to join an urgently needed conversation around generosity as an antidote to isolation and the requirement that technology be harnessed as the only scalable solution to reversing the generosity crisis by enabling radical connection; by inviting us to take society's most intractable problems personally.

**Nathan Chappell** (donorsearch.net) serves as a Senior Vice President at DonorSearch Aristotle, a cutting-edge platform for donor prospect research and data. In 2019 Nathan was listed as one of the Top 100 Influencers in Philanthropy. Possessing a personal vision to inspire a worldwide increase in generosity, Nathan presented the first TEDx on the topic of artificial intelligence and the future of generosity.

**Brian Crimmins** (onehundredmea.com) is a global leader in social impact and he serves as CEO Officer for Changing Our World.

**Michael Ashley** is a former Disney screenwriter and the author of more than 30 books on numerous subjects. He co-authored *Own the A.I. Revolution* (McGraw Hill) which launched at the United Nations and was named by Soundview as one of 2019's top business books. Fast Company Press will be publishing his latest coauthored book, *Decoding Talent: How AI and Big Data Can Solve Your Company's People Puzzle* in Q1 of 2022.

# What Works: A Comprehensive Framework to Change the Way We Approach Goal Setting

Tara McMullin

978-1-119-90607-0 / 1-119-90607-5

224 pp. Pub: 11/07/22

**Small Business & Entrepreneurship**

Set and achieve your goals in a brand-new way for a more fulfilling life

In *What Works: A Comprehensive Framework to Change the Way We Approach Goal Setting*, celebrated speaker, coach, and author Tara McMullin shows you how to transform the way you set and achieve your goals to create a gentler and more fulfilling way to work toward what you truly want. In the book, you'll explore what's driving your pursuit of "more" (more money, more things, more prestige, etc.), set commitments to help orient your growth, and organize your actions as part of a holistic learning process.

The author's actionable strategies and tools go beyond mere platitudes about "slowing down" and "appreciating what you have" to a concrete demonstration of how to prioritize practice over achievement. You'll also find:

- An antidote to our culture's relentless pursuit of "more"
- Ways to end the habit of constantly striving for something else at the cost of your own wellbeing
- Strategies for ending your internal monologue of constant comparison to other people

An essential book for the productivity obsessed, unfulfilled career ladder-climbers, and overachievers who are ready to try a new approach to life and work, *What Works* represents a powerful and exciting new way to tackle life's challenges.

**Tara McMullin** (explorelwhatworks.com) is the founder of *What Works* and co-founder of *YellowHouse.Media*. She is a coach, community builder, podcaster, and writer with over 50,000 followers. Tara is also an international speaker, presenting on marketing, mindset, and business strategy at conferences such as TEDxWaltham, SXSWi, World Domination Summit, What If, ShePodcasts, RebelleCon, and BlogHer. Her work has been featured in *Fast Company*, *Forbes*, *Inc*, and *The Huffington Post*.



# Launchpad Republic: America's Entrepreneurial Edge and Why It Matters

Howard Wolk, John Landry

978-1-119-90005-4 / 1-119-90005-0

256 pp.

Pub: 08/08/22

Small Business & Entrepreneurship

Entrepreneurship is a rebellious act, and America's democratic system is unique in enabling new companies to challenge established ones. As a result, the country enjoys not just more robust start-up activity, but also a dynamism that forces big companies to improve—or face the consequences. It protects both property rights and the right to compete in ways not enjoyed elsewhere, encouraging investment and innovation. Aside from assessing how American entrepreneurial capitalism unfolded, the authors address current challenges such as the rise of the "Big Tech", concerns about inequality, inclusivity and sustainability, and the evolution toward stakeholder capitalism. They compare the American approach to both Continental Europe's consensus-oriented framework and China's authoritarian model.

- Insights into how America's political, legal and cultural history helped make the country the most dynamic economy in the world since inception
- A framework for understanding how the country's balanced and limited government, decentralized financial and corporate system, and responsiveness to consumers all served to enable innovation and improved standard of living while avoiding many of the pitfalls of cronyism and protectionism
- Fascinating comparisons between the United States and other countries, both historical and contemporary, that provide important context to many of today's critical issues

**Howard L. Wolk** is Co-President of The Cross Country Group (CCG). Howard began his career at the New York City law firm of Simpson Thacher & Bartlett, and then joined the White House as Associate Counsel for the transition team during the Clinton Administration, also serving as a member of Vice President Gore's Task Force on Reinventing Government. **John Landry**, a senior consultant with The Winthrop Group, has more than 20 years of experience as a historian, business writer, and editor, including 13 years as an editor at *Harvard Business Review*. He has written or edited scores of articles, blog posts, and books and has worked closely with CEOs and other senior executives to select and develop their ideas for publication.

# The Soul of Startups: The Untold Stories of How Founders Affect Culture

Sophie Theen

978-1-119-88559-7 / 1-119-88559-0

240 pp.

Pub: 08/08/22

Small Business & Entrepreneurship

**Discover how a founder's personality can impact the culture of a startup**

In *The Soul of Startups: The Untold Stories of How Founders Affect Culture*, award-winning HR and diversity and inclusion professional Sophie Theen delivers an insightful and eye-opening discussion of the importance of culture in the vibrant and, sometimes, chaotic world of startup enterprise. In the book, you'll hear from a people management expert who has sat alongside those who launch exciting new ventures.

The author describes company founders who lacked the emotional maturity and intelligence to start an organization on which an entire team would rely for their wellbeing, as well as those who excelled at creating environments that allowed their team members to thrive, personally and professionally. You'll also find:

- Unvarnished truths from people who have lived through the ups and downs of the startup experience
- Celebrations of the people who have worked for—and with—the celebrity CEOs to help them realize their vision
- Illuminating stories of the journeys of startup operators, including the good, the bad, and the ugly

**Sophie Theen's** expertise is focused on reinventing talent management FinTech industries. She introduced Social Hiring as a people strategy into Revolut, 11:FS, and Oakam with a view to increase candidate experience and employee engagement levels. She's led recruitment projects with Ford, General Motors, and IBM, before shifting her passion and focus to setting up the future of HR in startups like Revolut & 11:FS. Via Chief of Stories, a HR & Culture consultancy she founded since 2019, Sophie had worked with over 16 startups in Europe. She is a regular mentor and career coach in the startup community specifically supporting HR newcomers. She is an award-winning Diversity & Inclusion professional that had inspired other women to be courageous in championing or fighting for efforts they believe important to the tech industry. Having been on the Women in FinTech Power List for three consecutive years and the first HR professional to win the Top 35 Standout in FinTech, she is opening doors to conventional HR to be practiced in the disruptive world of FinTech.

# Net Zero Business Models: Winning in the Global Net Zero Economy

Mark Van Clieaf, John Montgomery

978-1-119-89506-0 / 1-119-89506-5

TBC pp. Pub: 02/07/23

Business & Management

**Future-proof your business with net-zero emissions strategies that align with new economic realities**

In *Net Zero Business Models: Winning in the Global Net Zero Economy*, two accomplished business transformation thought leaders deliver a revolutionary new take on how to transition from business models that are contributing to worldwide climate disaster to net zero models consistent with long-term sustainability. In the book, you'll discover what net zero emissions means, how to implement net zero emission business models, what the overall transition to a net zero emissions economy looks like, and, ultimately, how civilization itself will transition to net zero.

The authors offer new processes and tools for diagnosing current business models and designing a viable transition to net zero. They establish a universal language for conversations about decarbonizing the economy by synthesizing business model design terminology and new integrated measurement and reporting statistics. Readers will also find:

- Accessible and comprehensible presentations of net zero emissions concepts, business models, and economies
- Concrete strategies for transforming existing business models into net zero-compatible models
- Frameworks for analyzing the consequences of conforming existing business models to a net zero emissions economy

**Mark Van Clieaf** is Managing Director at Future Zero, a leading consultancy advising Global Institutional Investors, Boards, CEO's, CFO's on Organization Design, Enterprise Performance measurement, CEO succession planning and selection, and Named Officer Long-Term Incentive Plan design all aligned to shareholder and societal value. He brings over 30 years consulting experience in Boardrooms and C-Suites on 3 continents across a broad range of industries. **John Montgomery** is the President and co-founding director of the Benefit Company Bar Association, a Co-Founding Director and Secretary of the Conscious Leadership Guild, a partner with NOW Partners and serves on the advisory boards of B Lab Europe and several benefit corporations.

# The Successful Hybrid Team: What the Best Hybrid Teams Know About Culture that Others Don't (But Wish They Did)

Perrine Farque

978-1-119-88855-0 / 1-119-88855-7

336 pp. Pub: 12/12/22

Management / Teams

**Proven strategies to build, nurture, and retain world-class talent in a hybrid environment**

In *The Successful Hybrid Team: What the Best Hybrid Teams Know About Culture that Others Don't (But Wish They Did)*, Perrine Farque delivers an eye-opening look into what distinguishes world-class teams from the also-rans. The book explores the permanent changes being made in the modern workplace, how hybrid work is fundamentally changing the nature of teams, and the overwhelming importance of culture in determining performance.

The author introduces a four-pillar framework that details what you need to do to hire, lead, and retain a high-performing team in a hybrid world. You'll discover how to create a unified hybrid leadership team, how to build extreme clarity and transparency, how to overcommunicate through digital channels, and how to unify cross-cultural remote teams with cultural awareness. The book also offers:

- A deep dive into topics like how and why meetings are important, and how to best leverage them in a hybrid environment
- Descriptions of the most common pitfalls experienced by those leading hybrid teams and how to avoid them
- Useful tips, resources, and checklists that supplement the four-pillar framework discussed in the book

**Perrine Farque** is a multi-award-winning diversity and inclusion expert and an internationally recognized keynote and TEDx speaker who has helped transform the culture of organizations such as Facebook, Microsoft, IBM, PagerDuty and other global brands. She is the Founder and Director of Inspired Human, a London-based agency specialized in helping organizations grow their business through diversity and inclusion programs. She has been nominated as one of the Top 50 Most Influential Women in UK Tech by *Computer Weekly*. She is the author of *Inclusion: The Ultimate Secret for an Organization's Success* and *7 Deadly Mistakes to Avoid With Diversity*.

# Augmented Lean: A Human-Centric Framework for Managing Frontline Operations

Natan Linder, Trond Arne Undheim

978-1-119-90600-1 / 1-119-90600-8

416 pp.

Pub: 10/17/22

Management Science / Operations Research

**The future of work, in a word: augmented. The best companies use both technology and the innate wisdom of those on the shopfloor to augment, not simply automate**

This book delivers an urgent and incisive exploration of how to facilitate agile processes amongst a millennial workforce that already lives by many of its tenets. The book demonstrates how to abandon legacy industrial technology that is failing modern operations and hindering operational excellence and digital progress. As an executive and leader, you cannot fall prey to hyped-up notions of industry 4.0's factory of the future automation, artificial intelligence, internet of things, sensors, digital twins, and augmented reality fixing every problem. Instead, to truly reduce cognitive load, complexity, and frustrations in the workplace, we must build cyber-physical technologies so that humans remain at the center. Leaders must ensure that the technology they deploy at an industrial scale has fluid interfaces that demonstrably simplifies work and makes operations more flexible without introducing fear, uncertainty, or doubt.

- A step-by-step walkthrough of the *Augmented Lean* framework that shows readers when, how, and why to augment your workforce through cyber-physical principles that go beyond both Lean and Agile management practices
- Concrete strategies on how to scale these operational augmentation methods throughout your organization based on real-world case studies of operators in the trenches of manufacturing whose impact far outweighs their seniority in the corporate hierarchy
- Insightful advice for how to use the augmentation framework in small- and medium-sized enterprises where license and training costs are prohibitive when only using off-the-shelf industry 4.0 approaches

**Natan Linder**, co-founder and CEO, Tulip, and co-founder and Chairman of the Board of Formlabs, the pioneer and industry leader in professional desktop 3D printing. **Trond Arne Undheim**, is a futurist, podcaster, venture partner at Antler and Hitachi Ventures, ecosystem evangelist at Tulip, nonresident Fellow at the Atlantic Council.

# Digital Operating Model: The Future of Business

Rajesh Sinha

978-1-119-82683-5 / 1-119-82683-7

240 pp.

Pub: 08/08/22

Strategic Management

Shows business leaders how they can easily build their agile growth strategy using the power of emerging technologies to become disruptors and innovators in their field.

**Build your company's next-generation growth strategy by using emerging technologies to disrupt your field and energize your business**

In *Digital Operating Model: The Future of Business*, digital strategist and execution expert Rajesh Sinha delivers a robust and practical operating blueprint for digital transformation. Applicable to any industry, any size company, this playbook helps executives, professionals, managers, founders, owners, and other business leaders understand the importance and realize the benefits of a digital future for their companies--all without having to spend massive amounts of money in the process.

The author explores effective methods to create multiple digital accelerators, develop cultural alignment that fosters innovation and delivers rapid solutions, and shares insights into the new mantras of our goods-and-services on-demand economy. Readers will also find:

- Step-by-step guidance to implementing a digital platform strategy that leads to exponential business growth
- Methods for designing and applying new businesses processes that create better experiences internally for your teams and externally for your customers and customers' customers, which also leads to exponential business growth
- Real-life examples and case studies of businesses that have achieved successful digital acceleration and grown dramatically in the process

**Rajesh Sinha** is an entrepreneur, philanthropist, and founder and chairman of Fulcrum Group, a leading business platform, and digital engineering services company that offers technology consulting to companies globally. Under Sinha's guidance, the company has transformed 100 million lives with the power of digital platforms and engineering. A recognized authority on digital transformation, he is a recipient of the Great Indian Entrepreneur Award, CEO Tech United Award, and has been a finalist for EY Entrepreneur of the Year.

# At the Speed of Irrelevance: How America Blew Its AI Leadership Position and How to Regain It

Al Naqvi, Mani Janakiram

978-1-119-86127-0 / 1-119-86127-6

256 pp.

Pub: 08/08/22

## Strategic Management

On the eve of the Sino-American great power competition General Mattis challenged America to move forward at *the speed of relevance*. To compete effectively America needed to excel in its AI capacity. The call fell on deaf ears - and years later the nation found itself sliding towards a state of irrelevance on the global stage. A series of blunders contributed to what President Biden calls American AI's "failing and falling behind."

This is the story of American AI's fall from grace. Capturing the live moments of American excitement and mastery of AI to the tragedy of ending up behind China, the authors give a behind the scenes account of what transpired. Get an inside view on who dropped the ball at a time when America needed its best leadership. As the mystery unravels, it shows the great misses and deceptions, colossal mistakes, policy failures, and negligence that cost America its leadership position.

This story could become the story of America's own decline and fall. But there is hope. In the past America has shown resilience to bounce back from the agony of defeat to win in the long run. This book gives a path to rebuild American AI and secure such a victory.

Whether you are a business leader or a policy analyst, a supply chain expert or an academic, a congressman or an agency head *At the Speed of Irrelevance: How America Blew Its AI Leadership Position and How to Regain It* will change your thinking about your responsibility to your firms, agencies, and the country. This will be the most timely and patriotic book you will ever read.

**Al Naqvi** is a Professor and President at the American Institute of Artificial Intelligence. He teaches classes on applied AI, deep learning, and cognitive transformation. He has authored several books on AI including Wiley's *Artificial Intelligence for Asset Management and Investment*, and *Artificial Intelligence for Audit, Forensic Accounting, and Valuation*. **Mani Janakiram** is a Mfg. Supply Chain and Analytics executive and also an academician.

# Business Self-Help

## Stop Talking, Start Doing: A Kick in the Pants in Six Parts, 2e

Shaa Wasmund, Richard Newton

978-0-85708-926-7 / 0-85708-926-9

208 pp.

Pub: 11/21/22

## Business Self-Help

This revised and updated edition of *Stop Talking, Start Doing* is a short, clear and cleverly illustrated book that will inspire you to take action. Whatever you want to achieve, this is the kick in the pants you need to get to where you truly want to be.

Have you got an itch to start your own business, go to the North Pole, retrain, lose weight, get promoted, learn to play the ukulele? Or do you just have a nagging sense that there must be more to life? If there is something you really want to do, but secretly fear you'll never do it, then you need this. This is your kick in the pants!

To make your thing happen, you have to climb into the ring. You have to face your fears and move from talking to doing. In this special 10<sup>th</sup> year edition of the bestselling *Stop Talking, Start Doing*, Shaa Wasmund will introduce new topics such as:

- How the world changed in 2020 and what that means for the future
- 10 years on, what's still stopping people?
- Healthy mindset and mental health
- Even more exercises included

**Shaa Wasmund** was born in the US and raised in the UK. She studied at the London School of Economics before becoming the only licensed female boxing promoter in the world at the time, working with the legendary Super Middle Weight Champion Chris Eubank. She then set up her own PR company and met the formidable Sir James Dyson who became her first client, where she helped grow the Dyson brand to what it is today. She has had multiple online businesses, including one with Sir Bob Geldof and another sold to BSkyB. She also ran an investment fund and launched what became the largest online resource for small businesses in the UK. In 2017 she created an incredible online community 'The 6 Figure Club' and has taught thousands of like-minded entrepreneurs how to build successful online businesses.

# Unashamedly Superhuman: Harness Your Inner Power and Achieve Your Greatest Professional and Personal Goals

Jim Steele

978-1-119-82851-8 / 1-119-82851-1

272 pp. Pub: 11/14/22

## Business Self-Help

*Unashamedly Superhuman* is a neuroscience-based peak performance training for anyone interested in reversing the impact of distraction and uncertainty. This book will help you accomplish your wildest professional goals while reclaiming time, space, and freedom in your personal life.

### Tap into pools of pure potential you didn't even know you had

*Unashamedly Superhuman* delivers an incisive and eye-opening guide to unlocking the hidden wells of potential in each of us. Grounded in the latest neuroscience research and some of the best executive coaching techniques on the market today, the book shows you how to minimize distraction, eliminate unnecessary uncertainty and indecision, and reveal what you're truly capable of.

In the book, you'll discover how to realize your wildest professional and personal goals by:

- Harnessing the power of flow to increase your productivity beyond what you thought possible
- Tap into mindfulness to uncover what your mind is really capable of
- Meaningfully challenge -- without creating intolerable frustration -- by leading yourself and others on adventures

**Jim Kerr** was an award-winning salesman, team leader and a senior manager, subsequently involved in a business start-up, culminating in co-creating and managing an international performance consultancy as Director and Global Partner. Jim draws from a wealth of business experience having spent more than two decades helping clients across Europe, the middle East and the US deliver on their performance and growth objectives. As a result, he has the ability to adapt and flex his approach in order to meet the specific client and audience needs.

# In Your Power: React Less, Regain Control, Raise Others

Sharon Melnick

978-1-119-89886-3 / 1-119-89886-2

TBC pp. Pub: 11/14/22

## Business Self-Help

### Be Powerful in a World that Can Make You Feel Powerless

Whether dealing with an underperforming team member, an undervaluing boss, an undermining colleague, a difficult family member or partner, or the overwhelm of too much to do, we can find ourselves feeling "out of our power." In this state of feeling 'done to,' emotionally hijacked, or in a mental swirl, the typical things we do to try to make it better often make it worse.

Based on her research at Harvard Medical School and twenty years as a business psychologist, Dr. Sharon Melnick, shows you how to get back "in your power," where you see how much you *can* control to show up as your best self and get the outcome you want. *In Your Power* guides you through twelve Power Portals, giving you a new approach to stop reacting to others' limitations and instead raise yourself and others to be limitless. You will be able to:

- Reframe the problem to instantly find new solutions that benefit everyone and improve the culture you are all dealing with
- Neutralize the emotional effects of other people's negativity, rather than internalizing it, and recover quickly
- Align others with your vision and powerful truth so they are emotionally moved and engaged to act

**Sharon Melnick** ([sharonmelnick.com](http://sharonmelnick.com)) is a speaker, coach, and trainer on resilience, power, and women's leadership. She is a Marshall Goldsmith Top 100 Coach and has been nominated for a Thinkers50 global Coaching and Mentoring Award. She has coached and trained 40,000 professionals at over 50 Fortune 500 companies, and her clients include P&G, Pfizer, Genentech, Eli Lilly, Deloitte, Google, TikTok, and many others. Sharon has discussed resilience at over 200 conferences worldwide, including presentations the White House, the UN, and the Reykjavik Global Forum. She had been featured in *Fast Company*, *Forbes*, *US News and World Report*, Fox News, CBS, and many other outlets, and she is a featured contributor to WomenWorking, the largest global women's professional community.

# Allies and Advocates: Creating an Inclusive and Equitable Culture

Amber Cabral

978-1-119-91370-2 / 1-119-91370-5

TBC pp.

Pub: 11/28/22

**Business & Society**

From inclusion strategist Amber Cabral, *Allies to Advocates* simplifies complex topics, gives real-world examples, and provides tactics to help everyone see their own role in creating an inclusive work environment.

**Learn to create an inclusive environment with this actionable and insightful resource**

*Allies and Advocates: Creating an Inclusive and Equitable Culture* delivers a powerful and useful message about inclusion and diversity in everyday life. Author Amber Cabral, a celebrated inclusion strategist, speaker, and writer, shows readers how to move away from discriminatory and unjust behaviors to supporting and building meaningful connections with people across our diverse backgrounds and identities.

While some books settle for vague advice and catchphrases, readers of *Allies and Advocates* will benefit from the book's:

- Straightforward style and applicable action items
- Real-world examples highlighting inclusion best practices
- Implementable tactics to assist people in seeing how they can help create an inclusive environment

**Amber Cabral** is an Inclusion Strategist, certified coach, writer, and speaker. Formerly a Diversity Strategist at Walmart Stores, Inc., she founded Cabral Co, a diversity, equity and inclusive leadership-focused consulting firm, to help organizations ignite behavior shifts to create inclusive cultures. Cabral also coaches and inspires high-achievers to transform their passions into executable ideas and content. Passionate about developing the next generation of decision-makers, Amber serves on the Executive Board for non-profit organizations committed to promoting diverse representation and empowering women and girls across the globe. She speaks on a variety of inclusion, culture, and social justice topics. Through her work, she has been featured on television and both print and digital media. In her free time, she hosts a podcast called *You Can Have Whatever You Want®* and writes articles focused on inclusion, culture, equity, and working-class life.

# The Unexpected Leader: Discovering the Leader Within You

Jacqueline M. Baker, Jacqueline M. Welch

978-1-119-87767-7 / 1-119-87767-9

224 pp.

Pub: 09/12/22

**Business Self-Help**

**Expand your leadership skill set by looking for it in unexpected places**

Effective leadership isn't confined to easily identifiable silos. It appears everywhere, and sometimes in the most unexpected of places.

In *The Unexpected Leader: Discovering the Leader Within You*, veteran leadership trainer and consultant Jacqueline M. Baker delivers an incisive and actionable discussion of how to refine, define, and elevate leadership by absorbing lessons from other leaders and actualizing the leader within. You'll learn how to meet the demands of a rapidly changing workforce with a new approach to leadership development.

In the book, you'll find:

- Examples of how exemplary leadership can show up anywhere and in anyone
- New strategies for implementing the latest leadership techniques in a demographically and culturally diverse workforce
- Modern lessons on unique and authentic leadership from people unexpectedly thrust into positions where great leadership was essential

**Jacqueline M. Baker** ([jacquelinembaker.com](http://jacquelinembaker.com)) is the principal consultant for Redefining Leadership and operates as a global trainer in the areas of everyday leadership and modern etiquette, hosting leadership trainings at fortune 500 companies and at organizations across the globe. Baker has been in the modern etiquette and leadership space for over 10 years and is the author of *Leader by Mistake: Your Guide to Becoming a Leader One Mistake at a Time* (2017).

# Superpower: An Inspiring Story to Overcome Self-Doubt and Unleash Your Authentic Greatness

Kate Leavell

978-1-119-89043-0 / 1-119-89043-8

192 pp.

Pub: 08/08/22

## Business Self-Help

**Learn to find your own superpowers with this inspiring journey of self-acceptance**

In *Superpower*, bestselling author Kate Leavell delivers a compelling story of self-love, appreciation, and the power of sharing and connecting with those around us through vulnerability and understanding. In the book, a soccer coach tells his players about the adventures of "the new kid" at school who's afraid of being teased and bullied. Through the help of a special teacher, he and his classmates learn to overcome challenges and harness the power of seeking to understand new perspectives and viewpoints. The class experiences the power of connection inside the activities during puzzle week, and along with their new student, finds the confidence to embrace their unique traits and appreciate and celebrate the uniqueness in each other.

In *Superpower*, you'll find:

- Games to help you discover common interests and get to know those around you on a deeper level
- Exercises to learn about what it means to have different perspectives and learn from the stories of others
- Discussion questions for deeper reflection and for group book studies

**Kate Leavell** (kateleavell.com) is a former NCAA lacrosse coach and key member of the Jon Gordon Companies core team where she creates content for workshops based on Jon's proven principles, develops collegiate leadership infrastructure, delivers training, workshops, consulting, and keynotes, and advises all levels of business leadership and sports teams across the country.

# Clarity: Clear Mind, Better Performance, Bigger Results

Jamie Smart

978-0-85708-936-6 / 0-85708-936-6

280 pp.

Pub: 06/13/22

## Business Self-Help

*Clarity 2e* will show you how to get real clarity of thought. You'll learn how to clear your mind and become less stressed and more productive -- and as a result, more confident in your abilities.

**Achieve unheard-of results by focusing your mind and achieving real clarity of thought**

In the newly revised Second Edition of *Clarity: Clear Mind, Better Performance, Bigger Results*, renowned speaker, writer, and coach Jamie Smart delivers a practical roadmap to turning that infinitely long to-do list into manageable and focused tasks. In the book, you'll learn to de-clutter your mind and concentrate on one important thing at a time. You'll also discover how to clear your mind, become less stressed, and achieve greater levels of productivity.

- New case studies--and updates to case studies appearing in the first edition--that highlight the strategies contained in the book
- New diagrams and formulae that make it easier to eliminate the noise and focus on what's critical
- Peer-reviewed research that forms the foundation of the evidence-based techniques discussed within

**Jamie Smart** is an internationally renowned writer, speaker, coach and consultant. He shows individuals and organizations the unexpected keys to clarity; the ultimate leverage point for creating more time, better decisions and meaningful results. Jamie is a gifted speaker, equally engaging in front of large audiences and more intimate groups. He's passionate about helping individuals and businesses to deepen their understanding of CLARITY® and to create the results that matter to them. In addition to working with a handful of coaching clients and leading selected corporate programmes, Jamie runs professional development workshops for business leaders, trainers, coaches and consultants. He has appeared on Sky TV and on the BBC, as well as in numerous publications including *The Daily Telegraph*.

# The Self-Care Mindset: Rethinking How We Change and Grow, Harness Well-Being, and Reclaim Work-Life Quality

Jeanette Bronee

978-1-119-98685-0 / 1-119-98685-0

256 pp.

Pub: 11/21/22

## Business Self-Help

Inclusion. Wellbeing. Care. This is the future of work. The new generation no longer wants to accept that work hurts and that success means we sacrifice our well-being and health. Throw in the fact that our three core relationships - "self," "others," and "work," are overlapping like never before, and to create the future of work, we must rethink self-care in the workplace and stop seeing it as something we do on our own time, but rather a mindset that provides us with the fuel and tools to change and grow.

*The Self-Care Mindset* is an extension of Jeanette's most valuable teachings; rooted in solving the burnout crisis and navigating change and uncertainty through a more inclusive and holistic approach to self-care where we protect and harness our most important resource: our humanity.

Once presented with the many paradoxes surrounding self-care, readers will be walked through three sections: "Think," "Engage," and "Act." In each section, they will be introduced and given proven tools and frameworks Jeanette has designed to help navigate FUD (fear, uncertainty, and doubt) including, the "Power Pause," the "C.A.R.E. Framework," and "AAA."

Focusing on "work-life balance" is outdated and not relevant to our new world. Now is the time we focus our efforts on "work-life quality" and this starts with recognizing that work is an ecosystem of relationships, and it starts with the one we have with ourselves.

**Jeanette Bronée** ([jeanettebronee.com](http://jeanettebronee.com)) is an international wellbeing expert focused on rethinking self-care in the workplace as the foundation for peak performance, engagement, and creating cultures of belonging where people work better, together. As a global keynote and 2-time TEDx speaker, she shows leaders how to create a wellbeing culture as the foundation for sustainable personal and professional success. Both a mindset coach and a certified mindfulness and mind-body health practitioner she shows her audience how to redefine resilience by using *The Self-Care Mindset®* to harness change by becoming more aware, adaptable, and agile.

# How to Present: The Ultimate Guide to Speaking with Confidence and Influencing People

Michelle Bowden

978-1-119-91235-4 / 1-119-91235-0

TBC pp.

Pub: 12/19/22

## Business Self-Help

Do you get nervous when presenting at work? Do you want to showcase your knowledge, influence people and accelerate your career? *How to Present* reveals the winning formulas that ensure you are a confident, clear and influential presenter every time.

Presentation skills expert Michelle Bowden shares her internationally proven system for exceptional presenting, starting with analysis (plan what you would like to achieve), then design (put your presentation together) and delivery (communicate your message for results). This second edition is fully updated with all new strategies for presenting in online and hybrid sessions. Presenting online can be effective and engaging--you just need to know what to do, and then do it!

- maximise your impact in meetings, conferences and conversations
- manage your nerves so you feel calm and confident
- engage your audience and master the art of persuasion
- structure your message cleverly and with deliver with authority
- command attention and achieve your goals

**Michelle Bowden** is a Certified Speaking Professional and communication skills coach. Over the past 22 years, she has delivered her *Persuasive Presentation Skills Masterclass* more than 920 times for over 12,000 people. Her client list is a 'Who's Who' of international business, from banking and finance to information technology, pharmaceutical, telecommunications, and retail--and her coaching has helped those businesses win multi-million-dollar bids and projects. Michelle is also the author of *How to Persuade: The Skills You Need to Get What You Want*. [michellebowden.com.au](http://michellebowden.com.au)



# Say More About That: ...And Other Ways to Speak Up, Push Back, and Advocate for Yourself and Others

Amber Cabral

978-1-119-83932-3 / 1-119-83932-7

240 pp.

Pub: 08/01/22

**Business Self-Help**

From *Allies and Advocates* author Amber Cabral, *The Art of Pushback* equips readers with the tools they need to call out wrongdoing at home, at work, and in public settings.

**Concrete strategies to call out wrongdoing at home, at work, at school, and elsewhere**

In *Say More About That*, veteran inclusion strategist, coach, writer, and speaker Amber Cabral delivers an incisive and practical guide to assertively addressing inequitable treatment you see at home, work, school, and other settings. The book offers a complete communications toolkit for equity advocacy you can deploy on your own behalf and on behalf of others.

You'll get the tactics, context, and tools that make being brave and speaking up a lot easier. You'll also find:

- A thorough discussion of the fundamentals of inclusion and equity, including concepts of advocacy and allyship, privilege, and identity
- An examination of the social landscape that makes speaking up so daunting
- Explorations of the most effective language and tactics you can use to make a stand for yourself or others

**Amber Cabral** is an Inclusion Strategist, certified coach, writer, and speaker. Formerly a Diversity Strategist at Walmart Stores, Inc., she founded Cabral Co, a DE&I leadership-focused consulting firm, to help organizations ignite behavior shifts to create inclusive cultures. Cabral also coaches and inspires high-achievers to transform their passions into executable ideas and content. Passionate about developing the next generation of decision-makers, Amber serves on the Executive Board for non-profit organizations committed to promoting diverse representation and empowering women and girls across the globe. She speaks on a variety of inclusion, culture, and social justice topics. Through her work, she has been featured on television and both print and digital media. In her free time, she hosts a podcast called *You Can Have Whatever You Want*® and writes articles focused on inclusion, culture, equity, and working-class life.

# Relationship Economics: Transform Your Most Valuable Business Contacts Into Personal and Professional Success, 3e

David Nour, Lin Wilson

978-1-119-85589-7 / 1-119-85589-6

272 pp.

Pub: 02/20/23

**Business Self-Help**

**Fuel your growth through some of your most valuable and strategic contacts**

Building sustainable relationships, both professionally and personally, is the biggest competitive advantage in a world where automation, artificial intelligence, and machine learning are eliminating the human experience, which is what creates emotional connections. In the newly revised and completely re-written third edition of *Relationship Economics* renowned growth strategist, innovation consultant, and international speaker David Nour delivers an eye-opening discussion of how to prioritize and maximize your return on strategic relationships to fuel unprecedented professional and personal growth.

Drawing on the author's extensive experience consulting with leaders of Fortune 500 clients, the book demonstrates how to invest in people for extraordinary returns. You'll gain a deeper understanding of how the global pandemic and its onslaught of disruptive forces are impacting every facet of digital, in-person, and global relationships. You'll also find:

- Actionable tactics to employ in relationship management, like Relationship Currency® and Relationship Capital®
- Deep discussion of the fundamental measures of business relationships
- Impactful strategies for turning your contacts into better executions, performance, and results

**David Nour** ([nourgroupp.com](http://nourgroupp.com)) is one of the foremost thought leaders on the quantifiable value of business relationships. As Managing Partner of The Nour Group, Inc., David is solving *Fortune* 500 client challenges with intracompany, as well as externally focused, Strategic Relationship Planning. David is an author, senior management advisor, and a featured keynote speaker for corporate, association and academic forums. He has been featured in a variety of publications, including *The Wall Street Journal*, *The New York Times*, *The Atlanta Journal and Constitution*, *The Atlanta Business Chronicle*, *Georgia Trend*, and *Pink Magazine*.

# The Visibility Mindset: How Asian American Leaders Create Opportunities and Push Past Barriers

Bernice M. Chao, Jessalin Lam

978-1-119-89049-2 / 1-119-89049-7

240 pp.

Pub: 11/21/22

## Business Self-Help

The essential guide for the Asian American community - and allies - on overcoming barriers and finding success in the workplace today, complete with actionable strategies and insightful interviews from inspiring leaders.

### Explore the challenges faced by Asian professionals and how to overcome them

Find your voice, own your story, and elevate your professional life. In *The Visibility Mindset: How Asian American Leaders Create Opportunities and Push Past Barriers*, a team of dedicated creative professionals and educators delivers an incisive treatment addressing the importance of cultural upbringing in our lives and careers. In the book, you'll explore the varied realities and experiences of Asian Americans in the diasporic Asian community and how they have impacted the personal and professional lives of real people.

The authors also discuss:

- The model minority myth, bamboo ceilings, and other stereotypes that have barred Asians from leadership ranks for decades
- Straightforward exercises, strategies, and real-life examples of how to break down career barriers to advancement
- Stories from leaders across a variety of industries addressing how they personally overcame many of the challenges discussed in the book

**Jessalin Lam** is the co-founder of Asians in Advertising, a global non-profit for Asians focused on community, opportunities for career growth and showcasing Asian talent. She is a DEI Champion, lifelong learner, and mentor with combined experience across learning and development, diversity and inclusion, marketing, and consulting. Jessalin has been part of 3AF NextGen Leaders to launch their annual mentorship program. Jessalin has been recognized as the 2022 Asian Hustle Network Top 50 Unsung Heroes, 2021 Nancy Hill Award Recipient, 2018 Ad Club of NY i'mPart Women Fellowship, and 2016 ADCOLOR Futures.

# How to Persuade: The Skills You Need to Get What You Want

Michelle Bowden

978-1-119-89187-1 / 1-119-89187-6

320 pp.

Pub: 09/19/22

## Business Self-Help

### Do you want to get to 'yes'?

Every day we are faced with moments where we either win or lose. The question is: How persuasive are you? Could you be winning more of the time? In *How to Persuade*, best-selling author Michelle Bowden shows you the research-proven techniques to master the art of persuasion in any situation--whether it's securing that next big deal, convincing your manager to hit 'approve,' or even winning an argument with your friends.

Through real-world examples and engaging activities, this book shows you how to transform your weaknesses into strengths. You'll build your own personalised plan to move people from 'no' to 'yes'--every time. Learn how to:

- Recognise and improve your persuasive strengths and weaknesses
- Build undeniable likeability and trust to compel people to action
- Arouse passion and enthusiasm for your ideas
- Win that next big pitch
- Persuade anyone, anywhere, anytime

**Michelle Bowden** is a Certified Speaking Professional and communication skills coach. Over the past 22 years, Michelle has delivered her Persuasive Presentation Skills Masterclass more than 920 times for over 12,000 people. Her client list is a Who's Who of international business, from banking and finance to information technology, pharmaceutical, telecommunications, and retail--and her coaching has helped those businesses win multi-million-dollar bids and projects. Michelle is also the best-selling author of *How to Present: The Ultimate Guide to Presenting Your Ideas and Influencing People Using Techniques that Actually Work*.

# Cultivate: The 6 Non-Negotiable Traits of a Winning Team

Walter Bond, Antoinette Bond

978-1-119-90911-8 / 1-119-90911-2

256 pp.

Pub: 01/09/23

## Business Self-Help

Recruit, develop, and retain a high-performing team

*Cultivate: The Six Non-Negotiable Traits of a Winning Team* is a robust and empowering narrative about three corporate team leaders discovering how to build a high-performing team. Over the course of the story, you'll follow these frustrated leaders as they take an introspective look into their own flaws, strengths, fears, habits, and shortcomings and learn firsthand how they impact their teams' cultures.

The authors demonstrate how leaders build the cultures they work in and explain why it's up to them to manage and improve it. The book is packed with tried-and-true teamwork fundamentals that are simple to understand and apply. Readers will also find:

- Explanations of why companies are struggling to recruit, develop, and retain strong teams
- Practical and applicable tips for employee and team member retention
- Explorations of the six traits of high-performing teams that are the signature of all elite business units

A journey through the fundamentals of recruiting, building, and maintaining a high-performing team in your own organization, *Cultivate* will earn a place in the libraries of executives, managers, and other business leaders struggling to adapt to the human resources and retention challenges posed by the new economy. In business, Winning, Losing, or Championship organizations are totally dependent on a leader's ability to CULTIVATE!

**Walter Bond** ([walterbond.com](http://walterbond.com)) is a former NBA athlete turned hall of fame speaker and business coach? After he retired from basketball, he jumped feet first into a world of coaching and public speaking, taking all of the things he learned about teams and applying them to some of the country's most well-known organizations. He has worked with household names such as Jersey Mike's Subs, Wells Fargo, and Microsoft has helped them create teams that work. **Antoinette Bond** ([www.antoINETTEbond.com](http://www.antoINETTEbond.com)) is the co-founder and CEO for iTeam Consulting Group and the Chief Operations Officer for Walter Bond Worldwide and the Bond Group. She works alongside her husband, Walter as a business coach to help entrepreneurs and executives take their companies to the next level.

# The Locker Room Playbook: A Practical Guide to Heal Hurt, Overcome Adversity, and Build Unity

Damon West, Stephen Mackey

978-1-119-90268-3 / 1-119-90268-1

112 pp.

Pub: 11/21/22

## Business Self-Help

**Discover how to achieve success together with this hands-on guide to the lessons found in *The Locker Room***

In *The Locker Room Playbook* bestselling author Damon West and player development coach Stephen Mackey teach you how to apply the principles and concepts found in *The Locker Room*. You'll find lists of core lessons, chapter summaries, detailed lesson breakdowns, discussion questions, exercises, and key takeaways in every chapter. You'll also discover:

- Insightful commentary on key concepts, including respect, loyalty, character, teamwork, prejudice, integrity, and mental health
- Crucial blueprints for helping athletes, professionals, and students learn how to navigate all aspects of their lives
- How to rely on your teammates, coaches, colleagues, leaders, and partners to achieve success together

**Damon West** ([damonwest.org](http://damonwest.org)) is a motivational speaker, author of *The Change Agent*, and coauthor of *The Coffee Bean* and *The Coffee Bean for Kids* with Jon Gordon. Since *The Coffee Bean* released in 2019, West has grown his speaking platform into a nationally recognized brand. His speaking clients include Fortune 100 companies, NFL and NBA teams, dozens of major Division One college athletic programs, the US Military, and school districts all over America. The US Army brings Damon into bases monthly to train troops on the Coffee Bean mindset and to speak about social justice and racism. He is also a Professor of Criminal Justice at The University of Houston Downtown, teaching a class called "Prisons in America." **Stephen Mackey** ([mackeyspeaks.com](http://mackeyspeaks.com)) is a motivational speaker and character development coach whose 2Words Character Development Program reaches over 500,000 students, athletes, and. Built on the core principles of servant leadership, work ethic, personal code, goal setting, grit, and growth mindset, Mackey's live talks, camps, seminars, articles, and videos help coaches and athletes go beyond the game and connect the dots between sports and life.

# Leadership Hacks: Clever Shortcuts to Boost Your Impact and Results

Scott Stein

978-1-119-89289-2 / 1-119-89289-9

352 pp.

Pub: 07/18/22

## Business Self-Help

With rapid change and hybrid workplaces becoming the new way of working, leaders are struggling to achieve their outcomes. How do you stay ahead in the face of constantly shifting priorities, competitors, and deadlines? With this fully revised and updated edition of *Leadership Hacks*, you'll discover how to cut through the madness and get back to achieving results.

The author helps leaders--from CEOs to frontline managers to small business owners--identify ways to make a difference to the people they manage and the tasks they undertake. Here, he details proven hacks at every level: personal, one-on-one, team, hybrid and remote. With his tips, shortcuts and advice, you can rise above the daily deluge and make real progress.

This is a book for leaders looking for the life, work, and business hacks that will help you manage and inspire others. Whether you're feeling burned out or thriving but still looking for better strategies to get things done, this book will open your mind to new possibilities. If you're leading a hybrid workforce, you'll especially love the hacks for keeping your people productive and reducing costs.

- identify what distractions slow you down
- fast-track your productivity to do more in less time
- streamline delegation so your people perform faster
- learn the communication and technology shortcuts that get faster results
- create/lead hybrid workforces that increase performance.

**Scott Stein** has worked with thousands of global leaders, helping them to become better leaders by fast-tracking their thinking and their approach with their people--both in person and virtually. Scott is a highly sought-after international speaker and mentor who delivers online as well as face-to-face. His strategies inspire leaders and their people to do the things that matter, in less time but with greater success. He has worked with global businesses including American Express, Carlton & United Breweries, McDonalds, REA Group, Westpac, Link Group, Toyota, and Habitat for Humanity. Scott is also a Certified Speaking Professional recognized by the Professional Speakers Association, as one of the top speakers across the globe.

# Everybody Writes: Your New and Improved Go-To Guide to Creating Ridiculously Good Content, 2e

Ann Handley

978-1-119-85416-6 / 1-119-85416-4

368 pp.

Pub: 10/24/22

## Business Self-Help

**A hands-on field guide to consistently creating page-turning content that your audience loves. (And that delivers real results.)**

In the newly revised and updated edition of *Everybody Writes*, marketer and author Ann Handley improves on her *Wall Street Journal* bestselling book that's helped hundreds of thousands become better, more confident writers.

In this brand-new edition, she delivers all the practical, how-to advice and insight you need for the process and strategy of content creation, production, and publishing.

This new edition also includes:

- All-new examples, tools, resources
- Updated step-by-step writing framework
- Added and expanded chapters that reflect the evolution of content marketing (and evolution of Ann's thinking about what works today)
- The same witty and practical how-to approach
- How to attract and retain customers with stellar online communication
- How to choose your words well, sparingly, and with honest empathy for your customers
- Best practices and ideas for crafting credible, trustworthy content
- "Things Marketers Write": The fundamentals of 19 specific kinds of content that marketers like you write
- Inspiration. Confidence. Fun.

**Ann Handley** ([www.marketingprofs.com](http://www.marketingprofs.com)) is a veteran of creating and managing content. She is the Chief Content Officer of MarketingProfs, a training and education company with the largest community of marketers in its category. Handley is a monthly columnist for *Entrepreneur* magazine, a member of the LinkedIn Influencer program, and the coauthor of the bestselling book on content marketing, *Content Rules*.

# The Peace Index: A Five-Part Framework to Conquer Chaos and Find Fulfillment

Jeremie Kubicek

978-1-119-98592-1 / 1-119-98592-7

192 pp.

Pub: 10/10/22

**Business Self-Help**

**Without personal peace, we're at war with ourselves--and with the world**

Look around you. It doesn't take long to witness unrest, disruption, and chaos. We feel it in our bones, and we see it in our streets. Violent outbursts and market crashes take their toll. Journalism thrives on breaking news, and social media highlights broken lives. It's tempting to isolate and insulate. We often settle for cynical minds and calloused hearts as a means of coping with the chaos.

Thankfully, there's a proven path to peace. Author Jeremie Kubicek serves as your tour guide on a path that yields practical solutions. His ground-breaking *Peace Index* equips you to identify your perceived level of peace in five critical areas: Purpose, People, Place, Personal Health, and Provision.

But don't get comfortable or critical--your score is a moving target that changes every day, hour-by-hour, just like life. You need a solid strategy that keeps you grounded and growing, personally and professionally.

Get ready to:

- Experience a deeper understanding of the dangerous threats that aim to steal your authentic joy
- Create a clear game plan to combat chaos and win bigger in work and life
- Embody an undeniable peaceful presence in a world that desperately craves hope and healing

The stakes are high. The cost is big. Now--more than ever--our society needs people of peace, modeling a different way and a different world.

Be the change you wish to see--starting today!

**Jeremie Kubicek** ([giantworldwide.com](http://giantworldwide.com)) is a thought leader who specializes in transformational leader development. He is CEO of GiANT TV, and Chairman and co-founder of GiANT Worldwide, where he helps people grow through powerful content across the globe. He is the coauthor of *5 Voices*, *5 Gears*, and *The 100X Leader* with Steve Cockram.

# Kind Folks Finish First: The Considerate Path to Success in Business and Life

Sam Jacobs, Kerri Linsenbigler

978-1-119-98300-2 / 1-119-98300-2

240 pp.

Pub: 11/21/22

**Business Self-Help**

**You don't have to be ruthless to get ahead--kindness will get you there faster**

From the CEO of the Pavilion community, Sam Jacobs, *Kind Folks Finish First* weaves practical business lessons with fresh perspectives on how you can achieve success. The ideas in this book are backed by the author's personal experience building a nearly \$200-million business rooted in kindness, reciprocity, and deeply held values. More than that, they're proven principles that have helped thousands reach their goals in every arena.

In business, we've been told to never leave money on the table. Don't split the difference. You need to be ruthless in order to make it to the top. *Kind Folks Finish First* shows you that isn't the only path. Being a good person and earning money aren't mutually exclusive. Helping others isn't a sacrifice; it's a long-term strategy that can spur your success if only you're willing to take the exit ramp, reset your destination, and fuel your future with generosity.

- Walk through a proven process to discover what you really stand for
- Learn how to assume control of your life and how to leverage reciprocity to drive professional success.
- Align your personal life with your professional life
- Unlock your highest potential to create true happiness

Anyone looking for a kinder, gentler, more values-driven and authentic way to succeed will love this book. The secret is finally getting out--kind people really do get ahead faster.

**Sam Jacobs** ([joinpavilion.com](http://joinpavilion.com)) founded Pavilion in 2016 as a small dinner group, realizing that kindness, support of your peers, and reciprocity of knowledge will get you farther in life. Pavilion is now a thriving community with more than 7,500 members around the world, a \$25 million investment led by Elephant Ventures, and a valuation of nearly \$200 million. Sam is also the host of the *Sales Hacker* podcast, a regular guest on business podcasts, and frequent speaker at industry conferences.

# Business Model You: The One-Page Way to Reinvent Your Work at Any Life Stage, 2e

Timothy Clark, Alexander Osterwalder, Yves Pigneur, Bruce Hazen

978-1-119-87964-0 / 1-119-87964-7

TBC pp. Pub: 11/07/22

## Business Self-Help

**GLOBAL HIT \* Finally, a book that shows you how to replace career uncertainty with career confidence, step-by-step**

Before they make important decisions, entrepreneurs, scientists, and other professionals maximize results and minimize risk by testing future scenarios using *models*. Now you, too, can use models to test *career* decisions: with the single-page visual method that's already helping hundreds of thousands of professionals worldwide.

Careers were complicated enough before explosive changes swept the world, igniting even greater complexity and triggering uncertainty--along with hidden opportunities. All of this compels professionals to reinvent how they work. But how? The key is to draw a visual "picture" of your work--a *model*--that quickly gives you an entirely new understanding of what your work means to employers, customers, colleagues--and *you*. This model instantly triggers new insights and identifies next career moves you can make with confidence.

**Tim Clark** ([businessmodelyou.com](http://businessmodelyou.com)) is an entrepreneur, career consultant, and the author or translator of six books. As a psychology major at Stanford University, Clark developed a keen interest in vocational counseling. **Bruce Hazen** ([threequestionsconsulting.com](http://threequestionsconsulting.com)) is a career and management consultant, and President of Three Questions Consulting. He combines business systems experience with his clinical psychology background to address the needs of clients ranging from startups to Adidas America, Hewlett Packard, Knowledge Universe, Wells Fargo Bank, and PacifiCorp. **Alexander Osterwalder** ([strategyzer.com](http://strategyzer.com)) is the lead author of the international bestsellers *Business Model Generation*, *Value Proposition Design*, *The Invincible Company*, and co-author of *Testing Business Ideas* and *High-Impact Tools for Teams*. **Yves Pigneur** ([strategyzer.com](http://strategyzer.com)) is co-author of Osterwalder, and is a professor of management and information systems at the University of Lausanne. **Alan Smith** ([strategyzer.com](http://strategyzer.com)) is co-founder of Strategyzer.

# How to be a Coffee Bean: 111 Life-Changing Ways to Create Positive Change

Jon Gordon, Damon West

978-1-119-43028-5 / 1-119-43028-3

TBC pp. Pub: 02/07/23

## Business Self-Help

**Create positive and lasting change in your life with proven concepts from *The Coffee Bean***

In *How to be a Coffee Bean*, bestselling coauthors of *The Coffee Bean*, Jon Gordon and Damon West, present 111 simple and effective strategies to help you lead a coffee bean lifestyle--one full of healthy habits, encouragement, and genuine happiness. From athletes to students and executives, countless individuals have been inspired by *The Coffee Bean* message. Now, *How to be a Coffee Bean* teaches you how to put *The Coffee Bean* philosophy into action to help you create real and lasting change in your life.

*How to be a Coffee Bean* presents thought-provoking ideas to help you create positive change, including:

- How to fuel your mind, body, and soul to energize yourself and others
- How to make a difference in the lives of others every day
- How to look for opportunities to be a messenger of hope and perseverance through your background, experiences, successes, and failures

**Jon Gordon** ([jongordon.com](http://jongordon.com)) has inspired millions of readers around the world. He is the author of 26 books, including five children's books and twelve bestsellers: *The Energy Bus*, *The Carpenter*, *Training Camp*, *You Win in the Locker Room First*, *The Power of Positive Leadership*, *The Power of a Positive Team*, *The Coffee Bean*, *Stay Positive*, *The Garden*, *Relationship Grit*, *Stick Together*, and *Row the Boat*. He is passionate about developing positive leaders, organizations, and teams. **Damon West** ([damonwest.com](http://damonwest.com)) is a motivational speaker, author of *The Change Agent*, and coauthor of *The Coffee Bean* and *The Coffee Bean for Kids* with Jon Gordon. Over the past few years, he has been sharing the coffee bean lesson with college football teams such as Clemson, Alabama, Georgia, and Texas, and countless schools and businesses. Damon is passionate about the coffee bean message and loves sharing how it changed his life and how it can change yours, too.

# Crazy Busy: Keeping Sane in a Stressful World

Thijs Launspach

978-0-85708-945-8 / 0-85708-945-5

272 pp.

Pub: 11/14/22

Motivational

**Abolish stress. Rediscover joy. Replenish your energy.**

In *Crazy Busy* acclaimed psychologist Thijs Launspach examines why we often work ourselves to the bone and what we can do to prevent this. He explains how to cope with stress and create more peace and calm in your life. He draws on the latest scientific knowledge, the methods used by experts and the stories told by those who have learned the hard way what stress can do to both body and mind. All to provide you with the answer to the question: how can you free yourself from a life of stress?

The number of burnouts has risen dramatically over the past ten years. In fact, it has now reached epidemic proportions: approximately one in seven of all workers suffers badly from stress or has been forced to take a break from work because of stress-related complaints. And even if you don't reach the actual burnout stage, stress can still make your life a lot less enjoyable.

Why are our lives so hectic? Have we all become workaholics? Why are we so susceptible to FOMO (the Fear Of Missing Out)? And most importantly, what can you do to cope with the stress in your life and prevent a burnout?

- Do you find yourself rushing to get things finished more than once a week?
- Do others often offer you well-intentioned advice on 'how to slow things down a little'.
- Do you ever suspect that the stress you feel prevents you from being as happy as you would like to be?
- Are you more addicted to your smartphone than you would care to admit? Is it the first thing you reach for when you wake up in the morning?
- Do you often find yourself longing to stop and take a break from it all?

**Thijs Launspach** is a psychologist, best-selling author and TEDx speaker. He has written several books on stress management, burn-out and millennials in the workplace. He's a public speaker, a guest lecturer and a regular guest in talk shows. Thijs has taught classes at the University of Amsterdam and currently teaches at The School of Life. His company - in which he helps people achieve a more calm and relaxed life - is called Rustburo.

# The One Word Journal: Your Weekly Journey for Life-Change

Jon Gordon, Dan Britton, Jimmy Page

978-1-119-90764-0 / 1-119-90764-0

256 pp.

Pub: 10/31/22

Motivational

**Discover the life-changing power of a single word**

Millions of people around the world try to improve their lives by doing it all. They attempt every self-help method, try every diet, and follow every fad. But imagine what they--and you--could accomplish if all that effort and determination was focused on a single word?

In *The One Word Journal: Your Daily Journey for Life-Change*, bestselling authors Jon Gordon, Dan Britton, and Jimmy Page deliver a powerful new approach to simplifying and transforming your life and business. You'll learn how to access the core of your intention every week of the year as you explore 52 weekly lessons, principles, and wins that unleash the power of your *One Word*.

- Straightforward strategies for improving the six dimensions of your life: the mental, physical, emotional, relational, spiritual, and financial
- Writing prompts and discussion questions that help you live out your one word with meaning and mission
- A foolproof method to cut out complexity and clutter and focus on just one thing

**Jon Gordon** ([jongordon.com](http://jongordon.com)) has inspired millions of readers around the world. He is the author of 26 books, including five children's books and twelve bestsellers: *The Energy Bus*, *The Carpenter*, *Training Camp*, *You Win in the Locker Room First*, *The Power of Positive Leadership*, *The Power of a Positive Team*, *The Coffee Bean*, *Stay Positive*, *The Garden*, *Relationship Grit*, *Stick Together*, and *Row the Boat*. He is passionate about developing positive leaders, organizations, and teams. **Dan Britton** ([fca.org](http://fca.org)) is the Chief Field Officer for the Fellowship of Christian Athletes. He is the coauthor of 6 books, including *One Word*, *Life Word*, and *One Word for Kids*, and works to help people pursue their passion. Dan is a frequent speaker for companies, nonprofits, sports teams, schools, and churches. **Jimmy Page** ([fca.org](http://fca.org)) is a speaker, writer, trainer, and leadership coach. He is the coauthor of several books, including *One Word*, *Life Word*, and *One Word for Kids*, and currently serves as the Divisional Vice President with the Fellowship of Christian Athletes. His mission is to inspire and activate the heroic potential and greatness in others.

# The Toolbox: Methods and Mindsets for Maximizing Social Impact

Jacob Harold

978-1-119-86333-5 / 1-119-86333-3

TBC pp. Pub: 12/05/22

## Non-Profit Organizations

**Transform your corner of the world with strategies from a social change visionary**

*The Toolbox* delivers an expert guide to doing good in the 21<sup>st</sup> century. In the book, you'll explore nine tools that have driven world-shaking social movements and billion-dollar businesses--tools that can work just as well for a farmers market or fire department or small business.

The author describes each of the tools--including storytelling, mathematical modeling, and design thinking--in a stand-alone chapter, intertwining each with a consistent narrative and full-color visual structure.

- A consistent focus and emphasis on the work of social good and how it can be applied in any business, government agency, or nonprofit organization
- Dozens of poems, photos, equations, diagrams, and stories to illustrate and enrich of the core ideas of the book.
- A fulsome, three-chapter introduction offering a crash course in the basics of social impact strategy in the 21<sup>st</sup> century
- A comprehensive strategic playbook for contributing to the shared work of building a better world

**Jacob Harold** ([www.candid.org](http://www.candid.org)) is a speaker and former Executive Vice President of Candid, one of the world's largest sources of information with regards to nonprofits. Candid is the result of a merger between Guidestar (the largest online information center on nonprofit organizations) merged with Foundation Center (one of the largest databases on grantmakers in the world). Harold was previously President and CEO of Guidestar and is a leading candidate to become President and CEO of Candid. During his time at Guidestar, Harold oversaw the tripling of Guidestar's reach. He has been named to Nonprofit Times' "Power and Influence Top 50 every year since 2014. Prior to Guidestar, he had roles at the Hewlett Foundations as well as the Bridgespan Group. He is a frequent keynote speaker and has given talks around the world. He's also a frequent writer whose essays have been used in a number of higher ed classrooms.

# Sort Your Career Out: And Make More Money

Glen James, Shelley Johnson

978-1-119-89955-6 / 1-119-89955-9

TBC pp. Pub: 03/27/23

## Personal Career Development

The significant lifestyle changes, Great Resignation, and inflation that have flowed on from the COVID-19 pandemic suggest that work-life balance, career and work flexibility, and fair compensation are presently top-of-mind for employees globally; while some want to improve on their current role, others are looking to change fields entirely. *Sort Your Career Out* is the new and timely bible of *practical* career advice for anyone looking to change jobs, land a pay rise, secure a promotion, and generally build their career strategy.

- This book is for anyone who is in the early stage of their career and looking for practical advice on the steps they can take for success, whether that means higher pay, advancing in their role, or better work-life flexibility.
- This book is a practical guide for anyone rethinking their career and looking for advice on how they can find and embrace new opportunities.
- Perfect for the school leaver, new grad, or early career worker who is ready to think about the next step, *Sort Your Career Out* offers case studies and practical tips for moving up and moving on.

**Glen James** is a multiple-award-winning retired financial adviser with experience helping countless people get on top of their finances. He has a particular interest in personal finance and small business for millennials. Glen is a regular contributor to a variety of national money publications, the successful author of *Sort Your Money Out* (Wiley, 2021), and creator and host of the *my millennial money* podcast and platform. **Shelley Johnson** is an HR Consultant and has led HR teams within medium and large businesses for the past 10 years. She worked in senior roles within international not-for-profit organisations and has a true depth of understanding around employment lifecycle, career mapping, and recruitment. She is the host of the *my millennial career* podcast, which was a finalist in the 2020 Australian Podcast Awards.



# Tackle What's Next: Own Your Story, Stack Wins, and Achieve Your Goals in Business and Life

Eric Wood

978-1-119-93186-7 / 1-119-93186-X

224 pp.

Pub: 10/31/22

## Personal Career Development

Transform the next chapter of your life into the best one yet

In *Tackle What's Next: Own Your Story, Stack Wins, and Achieve Your Goals in Business and Life*, NFL veteran and motivational speaker Eric Wood delivers an inspirational and insightful take on how you can prepare for the next big thing in your life. Whether you're riding high or feeling low, the author shows you how to make your "What's next?" into your best yet.

In the book, Wood draws on his own experiences transitioning out of his NFL career and provides you with the tools you need to achieve success in your own circumstances. You'll explore:

- How to pivot between opportunities when life forces you to unexpectedly change direction
- Strategies for closely examining what you're good at, what you're great at, and what you can contribute to the world with your unique combination of gifts and talents
- Ways to adjust your perspective to maintain resilience and toughness in the face of adversity

A can't-miss read for anyone looking for proven and straightforward ways to make the next chapter of their life even more exciting than what's come before, *Tackle What's Next* is your own personal handbook to achievement, resilience, and success.

**Eric Wood** ([ericwoodmedia.com](http://ericwoodmedia.com)) is a former NFL center for the Buffalo Bills where he was a starter, 2-time Walter Payton Man of the Year nominee, and a pro bowler. Eric played his entire 9-season NFL career for the Bills before an unexpected spinal injury ultimately ended his on-field career in 2018. With much left to offer the sport, Eric stayed involved in football as a commentator for the Buffalo Bill's Radio Network, as a sports columnist for the Atlantic, and as a sideline analyst for the ACC Network. Through his podcast *What's Next* Wood discusses the challenges and experiences of fellow professionals who have reached success in their respective positions. In his mission to motivate and inspire audiences, he provides performance coaching seminars and keynotes events for businesses and sports.

# The Way Up: Climbing the Corporate Mountain as a Professional of Color

Errol Pierre

978-1-119-89326-4 / 1-119-89326-7

256 pp.

Pub: 12/19/22

## Personal Career Development

Practical and actionable advice for minorities seeking concrete strategies to help them move up the corporate ladder

In *The Way Up: Climbing the Corporate Mountain as a Professional of Color*, accomplished executive Dr. Errol L. Pierre delivers a pragmatic and actionable guide to help underrepresented individuals from all ethnic backgrounds achieve their professional goals and elevate their careers in today's virtual workplace. The book takes a step-by-step approach to understanding the skills and strategies required to move from entry-level and middle management roles to the executive ranks.

- A collection of key lessons and short stories containing practical advice designed to help readers achieve their professional potential
- Strategies proven to work in the real-world, full of innovative insights and practical know-how
- Tips on navigating the offices and Zoom calls that make up today's employment environment

**Errol Pierre** ([healthfirst.org](http://healthfirst.org)) is the Senior Vice President of State Programs at Healthfirst Inc., the largest non-profit health plan in New York. He manages their Medicaid and Long-Term Care business unit representing over \$8 billion dollars in annual revenue and close to 500 people and operations at more than 24 community offices across New York City, Long Island, and the Hudson Valley region. Pierre was previously the COO at Empire BlueCross BlueShield. He is an in-demand speaker and panelist on leadership, diversity, and healthcare in America and has addressed hundreds of audiences including the National Urban League for Young Professionals, 100 Black Men, and Fordham University.

# Career Anchors Revisited, 5e: The Changing Nature of Work and Careers

Edgar H. Schein, John Van Maanen,  
Peter A. Schein

978-1-119-89948-8 / 1-119-89948-6

TBC pp.

Pub: 12/26/22

Personal Career Development

*Career Anchors* helps you explore and better understand your workplace skills and competencies, career motives, and values. Rather than a participant workbook, the fifth edition will be a trade book with a free assessment that's accessible with a unique pin included in the book.

With this program, you will gain new insight into your career values and how they relate to your past and future choices. This easy-to-use workbook includes information about career development and updated descriptions of the eight career anchors categories:

- The rapidly changing world of business including more information on globalization, heightened competition, new technologies, greater organizational instability and uncertainty, and shifting societal values, all of which influence career trajectories and career anchors
- Updated descriptions of the career anchors
- A role mapping process that helps to consider the various external demands and pressures with suggested action steps.
- A work career and family/life priority grid that includes suggestions for how the work, family, and personal patterns identified can interact (for better or worse) with each of the eight career anchors
- An updated "looking ahead" section that begins with a comprehensive look at how the world of work is changing and what these changes may mean for each of the career anchors
- Developmental activities that participants can use as next steps in their career development

**Edgar H. Schein** (scheincli.org) is the world-renowned expert on organizational culture, credited with founding the field and authoring the defining resource on the topic. He is Professor Emeritus of the Massachusetts Institute of Technology (MIT) Sloan School of Management. **Peter A. Schein** (scheincli.org) is the co-founder and COO of OCLI.org. **John Van Mannen** (mitsloan.mit.org) is the Erwin H. Schell Professor of Management, Emeritus and a Professor of Organization Studies, Emeritus at the MIT Sloan School of Management.

# Take Control: The Career You Want, Where You Want It

Gary Burnison

978-1-394-15005-2 / 1-394-15005-9

320 pp.

Pub: 10/17/22

Personal Career Development

The workscape has changed. Have you?

The workscape has changed--one of the most dramatic transformations of the past few years. Think about it. For so many people just starting their careers, working virtually is all they know. For everyone else who has had the remote option, work is no longer synonymous with a physical location. In this push-pull world, that means navigating and negotiating between the flexibility and opportunity you want--and the commitment and performance that organizations need. In other words, you need to *take control*.

Whether you're focused on getting your next job or you are striving to get ahead where you are, this is the book to guide your career path. In the first section, you'll understand how you're wired--your A.C.T. (being authentic, making a connection, and giving others a taste of you who are you), tapping your right brain, and learning as the secret to sustainable success. In the second section, you'll figure out how to get the job--and get ahead, from targeting your next opportunity to nailing the interview. And in the third section, you'll master working with others--from the 4 Career Knockout Punches, to getting along with your boss and workers, navigating culture, and communicating and connecting.

In *Take Control*, you'll discover how you can have the career you've always wanted.

**Gary Burnison** (www.kornferry.com) is the Chief Executive Officer of Korn Ferry, the preeminent global people and organizational advisory firm. Korn Ferry helps leaders, organizations and societies succeed by releasing the full power and potential of people. Its nearly 8,200 colleagues deliver services through Korn Ferry and its Hay Group and Futurestep divisions. He is also a member of the Firm's Board of Directors. Gary is a regular contributor to CNBC, CNN, Fox Business and other international news outlets.

# Growing with Gratitude: Building Resilience, Happiness, and Mental Wellbeing in Our Schools and Homes

Ash Manuel

978-1-119-89184-0 / 1-119-89184-1

TBC pp.

Pub: 11/14/22

## General Self-Help

Educators, wellbeing leaders, and parents are in desperate need of help in guiding children and teens through mental health and wellbeing issues, especially following the upheavals of the pandemic. This book is a resource for schools, educators, organisations, and even coaches and parents to help young people deal with daily challenges to their resilience. It shares activities, routines, tools, tips, and frameworks for embedding a culture of gratitude that bolsters mental wellbeing--helping students of all ages to succeed and achieve their goals, in school and in life.

In this book, you'll find fun, practical activities and strategies to develop an attitude of gratitude: the positive mindset that kids and teens need to successfully weather ups and downs, successes and setbacks.

- Learn how to make time for wellbeing in an already busy day
- Understand the psychology behind positive habits
- Discover and share the five habits of happiness
- Engage kids with games, activities, and reflections
- Get tips to manage your own wellbeing

**Ash Manuel** is a wellbeing expert who has worked in education for more than twenty years. His Growing with Gratitude programme helps schools and organisations understand how a gratitude mindset can build a better culture for happiness and success. Ash's work is supported by research through the University of South Australia and University of Adelaide and has benefited over 800 schools in 45 countries. Ash was winner of the 2021 Breakthrough Mental Health Research Foundation Innovation in Mental Health, Social and Emotional Wellbeing Award at the South Australian Community Achievement Awards.

# The Essential Entrepreneur: What It Takes to Start, Scale, and Sell a Successful Business

Richard Turner

978-1-119-98455-9 / 1-119-98455-6

TBC pp.

Pub: 12/26/22

## Small Business & Entrepreneurship

### A toolkit for entrepreneurial success

In *The Essential Entrepreneur*, celebrated entrepreneur and business strategist Richard Turner delivers a practical, step-by-step approach to starting and growing a thriving enterprise. If you're ready to take your fledgling business to the next level--and finally follow that brilliant big idea--this guide covers everything you'll need to navigate the challenges ahead.

Richard shares straightforward advice and hands-on, real-world lessons outlining the key points you need to know to start and grow your venture. And his lessons are supported by the experience and wisdom of a panel of diverse experts: Tobi Pearce (co-founder of SWEAT), Flavia Tata Nardini (of Fleet Space), Simon Haigh (of Haigh's Chocolates), and Kirsten Bernhardt (skilled investment manager).

- Make a splash in your industry by taking advantage of market weaknesses, disrupting the status quo and creating new openings
- Sort the good ideas from bad: validate your business product or service, and maximise its value
- Position your brand so that what you do is clear and instantly recognisable
- Create a business plan that really works, factoring in timing, going to market, finance, growth and more
- Understand the logistics of a successful and profitable operation, from sourcing suppliers to production, warehousing and distribution

**Richard Turner** is a renowned Australian entrepreneur, innovator, and business leader. The founder of four successful companies across four different industry sectors, Richard is a former Australian Entrepreneur of the Year. His most recent venture, ZEN Energy, was previously named one of the fastest-growing companies in Australia. Richard is a specialist in re-invention and industry disruption. He is a former Entrepreneur in Residence for the University of South Australia, and he continues to mentor early stage and scaling businesses.

# Storytelling with You: Plan, Create, and Deliver a Stellar Presentation

Cole Nussbaumer Knaflic

978-1-394-16030-3 / 1-394-16030-5

384 pp.

Pub: 10/03/22

Personal Career Development

**Be heard. Change minds. Get people to act. (Inspire them to clap.)**

Whether presenting in a meeting, delivering a keynote on stage, or simply talking with your colleagues about your latest project, *you* play a critical role in how information is shared. You determine whether people engage, understand, and take action.

*storytelling with you* prepares you to develop your story and deliver it with prowess. It unlocks the secrets that have propelled the author from self-described introvert to sought-after presenter, distilling lessons learned into this immensely powerful and practical guide.

The journey starts by building the foundation for effective communication: gaining an understanding of your audience and message. You'll then learn to transform your ideas into compelling stories and illustrative content. Once the materials are set, you'll turn your attention inward and explore strategies to hone your delivery and communicate with confidence, preparing you for exceptional meetings and knockout presentations.

Give your hard work a voice and amplify your impact by communicating in a way that makes people want to listen and respond--*storytelling with you* will help you do it.

This book is written for anyone who prepares or delivers presentations. This can take the form of business meetings, conferences, presentations, and speeches.

**Cole Nussbaumer Knaflic** tells stories with data. She is founder & CEO of storytelling with data (SWD) and author of best-selling books *storytelling with data: let's practice!* (Wiley, 2019) and *storytelling with data: a data visualization guide for business professionals* (Wiley, 2015), which has been translated into a dozen languages, is used as a textbook by more than 100 universities, and serves as the course book for tens of thousands of SWD workshop participants. Cole and her team have delivered interactive learning sessions highly sought after by data-minded individuals, companies, and philanthropic organizations all over the world. They also help people create graphs that make sense and weave them into compelling stories through the popular SWD community, blog, podcast, and other resources.

# Digital Trailblazer: Essential Lessons to Jumpstart Transformation and Accelerate Your Technology Leadership

Isaac Sacolick

978-1-119-89453-7 / 1-119-89453-0

288 pp.

Pub: 07/11/22

Personal Career Development

**Invaluable stories and lessons that will help you tackle one of the most challenging jobs in technology and business -- leading transformation**

In *Digital Trailblazer: Essential Lessons to Jumpstart Transformation and Accelerate Your Technology Leadership*, Isaac Sacolick, a technology leadership expert and a former CIO and CTO, delivers a hands-on guide to help technology and business professionals at all stages of their careers acquire the skills necessary to drive transformative change. With an eye-opening collection of stories and more than 50 lessons, Sacolick gives readers a view into what goes on behind-the-scenes in leading digital transformations. From tense IT Ops conference calls to make-or-break executive meetings, Sacolick presents the challenging scenarios faced by product, technology, and data leaders and helps readers learn to lead transformations and become Digital Trailblazers.

- Step out of your comfort zone and develop the management and leadership skills required to influence executives and win over detractors in driving technology changes
- Learn how to transform experiences, lead data driven organizations, and foster high performance teams
- Discover how to deliver innovation, empower agile self-organization, and evolve standard digital practices that drive culture changes in your organization

**Isaac Sacolick** is the Founder and President of StarCIO, a digital transformation consulting company that enables organizations to be smarter, faster, and more innovative with data and technology. He has been recognized as an industry-leading, agile, innovative CIO. IDG, Enterprise Mobility Exchange and Enterprise Management 360 identified him as a top influencer in digital transformation. In addition, he has been listed by *The Huffington Post*, *Forbes*, and *HP Enterprise* as a top social CIO and was recognized as a Top 100 CIO in STEM. He is also a contributing editor at InfoWorld and CIO.com where he writes the Driving Digital Transformation blog.

# Business Technology

## Metaverse: A Business and Ethical Survival Guide

Nicola Rosa

978-1-119-91180-7 / 1-119-91180-X

224 pp. Pub: 01/02/23

### Business Technology

**An expansive discussion of the mechanics, framework, and implications of the metaverse**

In *Understanding the Metaverse: A Business and Ethical Guide*, expert product and customer experience strategist Nick Rosa delivers a timely exploration of what is bound to be one of the most important technologies of our time. The author explains the technology that underpins the metaverse as it exists today and that will form the basis for its rapid evolution in the future. He also describes the commercial, ethical, and sociological implications of this technology, showing you the threats and opportunities that individuals and businesses are likely to encounter as they approach the metaverse for the first time.

- How the technology is shaping human evolution and society
- How game mechanics and experience design are key to unlocking the full potential of the Metaverse creating a new frontier for social interaction
- How Blockchain, digital currencies, and tokenomics are opening a new financial landscape for brands, creators and communities
- How Artificial Intelligence and deep learning will shape the way businesses will conduct commerce in the Metaverse
- The ethical implications of designing highly emotionally impactful immersive experiences
- The potential dangers derived by the misuse of biometric and personal data to exploit consumer behaviour and for mass manipulation

**Nick Rosa** is the Metaverse Strategy Lead for Europe at Accenture. He is a product strategist, experience designer, and digital transformation expert; he's also one of the directors at the Academy of International Extended Reality and the Chairman of the Immersive Technologies Council at the British Interactive Media Association.

Age of Invisible Machines: A Practical Guide to Creating a Hyperautomated Ecosystem of Intelligent Digital Workers  
Robb Wilson, Josh Tyson

978-1-119-89992-1 / 1-119-89992-3

256 pp. Pub: 10/03/22

### Business Technology

*Age of Invisible Machines* delivers an eye-opening and startlingly insightful blueprint for leveraging conversational AI in order to make your organization self-driving—with a growing ecosystem of interconnected automations accelerating all aspects of your business.

Conversational AI is changing the nature of every job at every company and this book is relevant for anyone who will be affected by the acceleration of these technologies. You'll learn how to develop a strategy for hyperautomation by identifying the outdated processes and systems holding your organization back. You'll discover ways of internalizing and orchestrating new technologies that are force-multipliers for rapid growth. A must-read for every business leader, Wilson's book debunks common myths about conversational AI while laying bare the inevitable complexity of restructuring your business to unlock the massive opportunities this new era affords.

- Compelling discussions of the ethical dilemmas that lie in wait as mass adoption of conversational AI takes hold
- Fascinating explorations of what a self-driving organization looks like and how you can use conversational AI to create a durable competitive advantage
- Strategies behind creating an ecosystem for hyperautomation that any company can begin implementing immediately

**Robb Wilson** (robb.wilson@onereach.ai) is founder, Lead Designer, and Chief Architect at OneReach.ai, a boutique software company specializing in conversational AI applications. Robb, OneReach, and their proprietary software platform (CS2.0) have earned hundreds of awards, including being named the 2019 AI Company of the Year and the Gold Edison Award for their CS2.0 software in both 2019 and 2020. It's regarded by Gartner (IT service mgmt. company) as a leading conversational AI platform alongside the likes of Google, Microsoft, IBM, and Amazon. He is also the founder/owner of *UX Magazine*.

# Get in the Game: How to Level Up Your Business with Gaming, Esports, and Emerging Technologies

Jonathan Stringfield

978-1-119-85536-1 / 1-119-85536-5

256 pp.

Pub: 08/01/22

## Business Technology

**An essential guide for marketers and execs wishing to integrate their brands with modern games and esports**

*Get in the Game* delivers a roadmap to understanding and navigating marketing and business integrations into the gaming ecosystem: who plays games (and why), how modern games are created and oriented around the world of esports, and where brands can get involved with modern games.

This book explains the breadth and depth of the gaming audience, describing the rapidly changing demographics of modern games and the various motivations gamers have for playing games. It also unpacks the history of gaming and how it has impacted the creative processes and output from the industry. Finally, it offers a practical guide for brands wishing to integrate themselves into new gaming environments, with an emphasis on maximizing success for marketers, developers, content creators, and fans.

- A thorough introduction to why marketers and executives must pay closer attention to gaming, as well as existing roadblocks to understanding the gaming industry
- Comprehensive explorations of the psychology and motivations of gaming, and implications towards messaging and brand safety.
- Practical discussions of gaming as a competitive platform or streaming viewing experience.
- In-depth examinations of gaming ad placements, deep marketing integrations between companies and games, and future directions for the industry and how it relates to the emergence of the metaverse.

**Jonathan Stringfield** is VP and Global Head of Business Marketing, Measurement and Insights at Activision Blizzard across the Media and Esports businesses. In this role he oversees a global team responsible for crafting legendary marketing experiences, conducting rigorous science to substantiate the unique power of gaming to advertisers, and supplying partner teams with evidence-based insights that drive innovation. Previously, Stringfield was Director, Marketing Insights and Analytics at Twitter where he was responsible for all measurement and ad effectiveness research for the US advertising business.

# People-Driven Experience: The Battle for Trust in the Digital Age

Robert Harles

978-1-119-81298-2 / 1-119-81298-4

256 pp.

Pub: 12/19/22

## Business Technology

*Humanizing Digital* will provide a blueprint for what businesses can do to ensure they effectively adjust their assumptions about consumers, re-evaluate all scenarios and strengthen their capability to predict and respond accordingly. This will in turn foster better communication, improve marketing, collaboration & innovation, buttress democracy and generate profitable growth.

**Explore the human side of the latest digital technologies and trends**

In *Human-Driven Experience: The Battle for Trust in a Digital Age*, veteran digital strategist delivers a must-read exploration of how to capture the attention of consumers whose tolerance for inauthenticity is at an all-time low. In the book, you'll discover ways to harness the sometimes whiplash-inducing pace of change in the marketplace to accelerate innovation in your own organisation.

The author discusses the need for increased mobility between functional areas like information technology, digital and marketing and how privacy and security must become essential components of your brand's promise to consumers. You'll also find:

- Strategies for creating end-to-end digital experiences that hit home with consumers
- Techniques for rising above the ever-loudening din of inauthentic advertising and marketing that has made consumers increasingly sceptical of new and established brands
- Incisive discussions of how data is becoming ever more targeted, identifiable and real-time and what to do about it.

**Rob Harles** is responsible for developing Accenture's Digital offerings in Social Media and Emerging Channels globally, and creating digital programs that drive measurable strategic impact for clients worldwide. He has extensive experience building successful digital businesses in the areas of strategy, digital architecture and design, digital marketing, social media, and emerging channels. In addition to this he has specific expertise in artificial intelligence, machine learning, chatbot/digital automation, eCommerce, content marketing, SEO/SEM, as well as the practical application of quantitative and qualitative analytics.

# The Automation Mindset: Learning to Embrace Automation As a Vehicle for Innovation and Growth

Vijay Tella

978-1-119-89875-7 / 1-119-89875-7

TBC pp. Pub: 03/20/23

## Business Technology

**Explore the true potential and impact of business automation**

Digital transformation of the business landscape is well underway, and businesses are being reshaped faster than ever before. Agility and adaptability are now critical components of these business' survival. But building these traits requires a holistic approach with an unrelenting focus on automation. How does one go about developing that focus?

*The Automation Mindset* delivers a guide to implementing automation in the real world, avoiding jargon and vague bromides in favor of concrete examples of the successful integration of automated technologies and descriptions of the positive results they had on the companies that deployed them.

- Hands-on advice for C-suite executives, front-line managers, and everyday employees to implement effective automation frameworks
- Insightful explorations of the innovation and growth advantages of automation
- Deep treatments of how automation is about more than just RPA--or Robotic Process Automation--and efficiency

**Vijay Tella** ([www.workato.com](http://www.workato.com)) is founder and CEO of Workato, a modern enterprise automation platform specialized in syncing data among different platforms, including software by Salesforce.com, Marketo Inc. and ServiceNow Inc. Its customers include Zillow Group Inc., Broadcom Inc. and Coupa Software Inc. It's part of a growing pool of automation businesses and as of January, 2021, it's one of Silicon Valley's newest unicorns valued at \$1.7 billion. Workato has also been named to the Forbes Cloud 100 AND the Deloitte Fast 500. Tella has an extensive background in tech as an entrepreneur and an executive, having co-founded Qik, and having served as Chief Strategy Office at Oracle.

# How to Measure Anything in Cybersecurity Risk, 2e

Douglas W. Hubbard, Richard Seiersen

978-1-119-89230-4 / 1-119-89230-9

TBC pp. Pub: 02/13/23

## Business Statistics & Math

This book presents real solutions for assessing cybersecurity risk by skillfully applying the quantitative language of risk analysis to information security. It simplifies the complexity of quantifying uncertainty and sheds light on matters with little data or seemingly intangible goals—and dispels long-held beliefs about cybersecurity practices as well as provides authoritative guidance to solving problems by measuring risk. The book provides practical guide to better risk assessment by describing a very simple quantitative solution, building on it with more advanced methods, and providing detailed advice for choosing the one that best fits the reader's needs.

New to this edition will be a new case example, some new simple measurement/estimation methods (e.g., pseudo-random number generator and the new methods for combining expert opinion), and a discussion of some objections to quantitative methods. In addition two new chapters will be added: (1) advanced Bayesian methods and (2) practical roll-out of a program from ground zero to maturity.

**Douglas W. Hubbard** is the inventor of the Applied Information Economics (AIE) method (a measurement methodology that has earned him critical praise from The Gartner Group, Giga Information Group, and Forrester Research ) and founder of Hubbard Decision Research (HDR). He is an internationally recognized expert in the field of IT value and is a popular speaker at numerous conferences. He has written articles for *Nature*, *The IBM Journal of Research and Development*, *OR/MS Today*, *Analytics*, *CIO*, *Information Week*, and *Architecture Boston*.

**Richard Seiersen** is the co-founder and CEO of Soluble.ai, redefining security to work for, not against, engineers. Prior to Soluble he was General Manager Cyber Security & Privacy at GE Healthcare (a global medical technologies subsidiary of GE). He has been the CISO at leading companies, including LendingClub, Twilio, and GE. He got his start in security companies building vulnerability management products for companies like Qualys and Tripwire.

# Seeing the Unseen: Behind Chinese Tech Giants' Global Venturing

Guoli Chen, Jiangan Li

978-1-119-88583-2 / 1-119-88583-3

240 pp.

Pub: 08/22/22

**Business Technology**

**Meet the overnight tech success stories of China's globalizing business landscape**

In this book, you will gain an accurate, concise understanding of Chinese tech companies' reflections as they scale. You will understand the different generations of Chinese tech giants from Alibaba, Tencent, Baidu and Huawei to Pinduoduo, Meituan, ByteDance, Xiaomi and more.

In this *Seeing the Unseen*, the analysis behind the success and lessons learned is summarized into a unique framework that touches on People, Organization, and Product and Leadership (POP-Leadership). The book covers:

- How Chinese history, folklore and Mao Zedong's political strategies have shaped the strategies of Chinese tech leaders, even today
- The mindsets of Chinese tech and internet companies and how they have evolved over the last two decades
- The unique business culture and leadership styles that steered these companies through uncertain and ultra-competitive periods
- How Chinese companies structure their organizations and products and how they remain agile as they scale
- The limitations of Chinese POP-Leadership, and what these companies must shed to keep up with international players in global markets
- How Chinese POP-Leadership is now becoming international, and how international players are leveraging these learnings
- How the worldwide expansion of Chinese companies will alter the business landscape in the coming decades

**Guoli Chen** is a Professor of Strategy at INSEAD. He is considered an expert in China strategy, value innovation, strategic leadership, and corporate governance. Prior to joining INSEAD, he was an investment banker at Daiwa Securities where he provided financial consulting in the areas of IPOs, fundraising, and company restructuring.

**Jiangan Li** is the founder and CEO of Momentum Works, a venture capital firm that combines strategic understanding, execution experience, and a network of partners for start-up.

# The Human Side of Digital Business Transformation

Kamales Lardi

978-1-119-87101-9 / 1-119-87101-8

320 pp.

Pub: 12/19/22

**Business Technology**

Addresses the integral, people-related factors in digital business transformations and provides a clear framework for success

**Master the essential human component of digital transformation**

In *The Human Side of Digital Business Transformation*, veteran emerging technology expert Kamales Lardi delivers an essential and practical exploration of the real-world implementation of digital transformation. The book teaches readers how to drive digital business transformation success by addressing a key element -- the people side of transformation. This includes managing internal stakeholders, such as leadership teams and employees, as well as external stakeholders, such as customer, partners and supplier.

The author provides a proven digital business transformation framework that facilitates the successful execution of new digital solutions. She also discusses:

- Digital maturity and transformation readiness assessments complete with supplementary, online tools
- Best practices and key learnings that drive the human side of transformation
- Real-world case studies and examples from renowned business leaders that offer success factors

**Kamales Lardi**, combines over 21 years of deep cross-industry experience with the latest digital and technology solutions. Kamales has developed deep knowledge and practical experience in a range of emerging technology solutions, such as blockchain, AI, virtual and augmented reality, 3D-printing, IoT and sensor technologies, and robotics process automation among others. Since establishing Lardi & Partner Consulting GmbH in 2012, Kamales has advised many multinational companies across various industries in Europe, Asia and Africa. Kamales is listed in the "Top 10 Global Influencers & Thought Leaders in Digital Transformation" (Thinkers360). She is a Teaching Fellow and Chairperson of the MBA Advisory Board at Durham University Business School, and was recently appointed Chair of the FORBES Business Council Women Executives. She is a dynamic and influential speaker and presents regularly at corporate and industry conferences.



# Executive's Guide to Cyber Risk: Securing the Future Today

Siegfried Moyo

978-1-119-86311-3 / 1-119-86311-2

208 pp.

Pub: 08/01/22

**Computer Security & Cryptography**

**A solid, non-technical foundation to help executives and board members understand cyber risk**

In the *Executive's Guide to Cyber Risk: Securing the Future Today*, distinguished information security and data privacy expert Siegfried Moyo delivers an incisive and foundational guidance for executives tasked with making sound decisions regarding cyber risk management. The book offers non-technical, business-side executives with the key information they need to understand the nature of cyber risk and its impact on organizations and their growth.

In the book, readers will find:

- Strategies for leading with foresight (as opposed to hindsight) while maintaining the company's vision and objectives
- Focused, jargon-free explanations of cyber risk that liken it to any other business risk
- Comprehensive discussions of the fundamentals of cyber risk that enable executive leadership to make well-informed choices

**Siegfried Moyo** (Madrid, Spain) has 15+ years hands-on experience in information security enhancing cyber resilience and managing cyber risk, from a technical and advisory standpoint, to leading teams in information security and data privacy, to enable business/enterprise to meet objectives and goals. He is Manager Information Security and Data Privacy EU Region/Business Information Security Officer at Philip Morris International (Madrid). He is responsible for supporting markets within the EU on information Security and data privacy for all related domains. In addition, he identifies gaps in defences and prioritizes them based on risk in alignment. Prior to being based in Madrid, he was Manager Information Security and Data Privacy/Business Information Security Officer at Philip Morris International responsible for the Middle East, Africa, and Southeast Europe.

# Data Quality: Empowering Businesses with Analytics and AI

Prashanth Southekal

978-1-394-16523-0 / 1-394-16523-4

TBC pp.

Pub: 02/07/23

**Data Mining & Knowledge Discovery**

Quality data is the key for business enterprises to offer improved performance in operations, compliance, and decision making. According to McKinsey, data driven organizations provide EBITDA increases between 15 to 25% than peers. However, to be a data driven organization, data quality is very important. But most companies are plagued with poor data quality. A HBR study found that just 3% of the data in a business enterprise meets quality standards. According to Gartner, 27% of data in the world's top companies is flawed--so companies are looking for practical guidance to improve data quality.

This book examines the four-phase DARS approach (Define-Assess-Realize-Sustain) for companies to manage high quality data in organizations. This approach provides a combination of strategy and tactical elements to deliver the greatest value from data to the business. It is a playbook that offers prescriptive recommendations based on proven best practices to realize and sustain data quality.

**Dr. Prashanth Southekal** is the Founder and Managing Principal of DBP Institute ([dbp--institute.com](http://dbp--institute.com)), a data and analytics consulting, research, and education firm. He has consulted and advised over 80 organizations including P&G, GE, FedEx, Shell, Apple, McDonalds, and SAP helping them to transform data into a valuable, measurable, and monetizable asset. Dr. Southekal is the inventor of the DEAR model, a systematic and structured approach for data-driven decision-making. He is the author of *Data for Business Performance* and *Analytics Best Practices* (ranked #1 on the list of 100 BEST ANALYTICS BOOKS OF ALL TIME by BookAuthority.Org). He writes regularly on data, analytics, and machine learning in Forbes and CFO.University and has trained over 3,000 professionals worldwide in data and analytics. Dr. Southekal is also an Adjunct Professor of Data and Analytics at IE Business School (Madrid, Spain) (CDO Magazine included him in the top 75 Global Academic Data Leaders of 2022).

# Leadership & Management

## Wise Decisions: A Science-Based Approach to Making Better Choices

James E. Loehr, Sheila Ohlsson

978-1-119-93140-9 / 1-119-93140-1

256 pp.

Pub: 12/12/22

### Decision Sciences

**A concrete and hands-on method for improving your everyday decisions**

Every 15 minutes, each of us can make ten or more small decisions. Some of them are relatively inconsequential, while others can change the course of our lives. What if you could improve all of your decisions, across the board, and start to build a healthier, more productive, and meaningful life?

In *Wise Decisions: A Science-Based Approach to Making Better Choices*, a team of accomplished industry experts delivers an evidence- and research-based blueprint for making the best decisions you can with the information you have. You'll learn to make the targeted, repeated investment of energy required to turn your decision-making process into one informed by reason, emotion, intuition, and science.

In the book, you'll discover:

- How to put the decision-making process under a microscope and learn what makes a decision truly wise
- Ways to help children, teens, and families make wise decisions
- How to train yourself to make wise decisions with voice training and other strategies

**Jim Loehr** (humanperformanceinstitute.com) is cofounder of the Johnson & Johnson Human Performance Institute, which has helped develop and inspire over 250,000 leaders worldwide since its inception in 1992. Loehr is the author of numerous books, including *Leading with Character* and *The Personal Credo Journal*. **Sheila Walker** (sheilaohlssonwalker.com) is Senior Scientist at the Institute for Applied Research in Youth Development at Tufts University and a Visiting Assistant Professor at the John Hopkin University School of Education. Sheila earned a doctorate in Behavioral Genetics from the Social, Genetic and Developmental Psychiatry Centre at King's College in London.

# Vertical Growth: How Self-Awareness Transforms Leaders and Organisations

Michael Bunting, Carl Lemieux

978-0-7303-9551-5 / 0-7303-9551-0

272 pp.

Pub: 11/14/22

### Business Self-Help

Many people have an idea of what they should do to further their performance, but they struggle to make real change; they fail to identify and understand when their actions fall short of their values. This book shows how to implement better self-awareness and a growth mindset using a simple, elegant framework. It includes illustrative stories about successful leaders as well as specific practices and tools that readers can apply to enhance both performance and wellbeing.

Great leaders and teams don't know everything, and they don't get it right every time. What sets them apart is their commitment to continual learning and vertical growth. Vertical growth is about cultivating self-awareness to see self-defeating thoughts, assumptions and behaviours, and then consciously creating new behaviours aligned with our best intentions and aspirations.

By embracing the deliberate practices and processes for vertical growth laid out in this book, you'll not only radically improve your leadership and personal wellbeing--you'll also foster the highest levels of trust, psychological safety, motivation, and creativity in those you work with.

- Identify when, where and how to develop new leadership behaviours to get better results
- Regulate your emotional responses in real time and handle the most difficult challenges with balance, wisdom and accountability
- Cultivate practices for self-awareness that foster lifelong internal growth and personal happiness
- Uncover and change the limiting assumptions and beliefs that keep you, your team and organisation locked in unproductive habits and behaviours

**Michael Bunting** is the founder of WorkSmart Australia, a B Corp certified leadership consultancy. He is a speaker and consultant, and teaches mindful leadership at an Exec MBA level, on Sydney University's #1 ranked Global Executive MBA. He is author of bestselling title *The Mindful Leader*, co-author of *Extraordinary Leadership in Australia and New Zealand*, with James Kouzes and Barry Posner, and author of *A Practical Guide to Mindful Meditation*, with Patrick Kearney.

# Handbook of Principles of Organizational Behavior: Indispensable Knowledge for Evidence-Based Management, 3e

Edwin A. Locke, Craig L. Pearce

978-1-119-82854-9 / 1-119-82854-6

650 pp. Pub: 09/26/22

## Organizational Behavior

Explore invaluable management advice informed by the latest in organizational and industrial behaviour research

*Handbook of Principles of Organizational Behavior* delivers a comprehensive and authoritative discussion of sound management practices informed by the most recent evidence and research in organizational and industrial psychology.

- Complimentary and downloadable video material linked to each chapter
- Executive interviews and author interviews, new cases, assessments, inventories and exercises
- Updated chapters written by world-leading experts on the covered topics

**Edwin A. Locke** is one of the most prolific and most prominent experts in the field of Organizational Behavior: and is the #1 most cited person in management textbooks and the #4 most cited person in organizational behavior textbooks, according to an article published in *Academy of Management Learning and Education* (2018). He is cited more than 130,000 times on Google Scholar, placing him in the top 1/10<sup>th</sup> of 1% of professors. He is a Fellow of the Academy of Management; the Society for Industrial and Organizational Psychology; the Association for Psychological Science and the International Association of Applied Psychology. He has garnered numerous prestigious awards, including the Lifetime Achievement Award from the Academy of Management and the Distinguished Scientific Contribution Award from the Society for Industrial and Organizational Psychology. **Craig L. Pearce** is also prominent in the field of Organizational Behavior. On Google Scholar he is ranked #13 in Organizational Psychology and #11 in Teams. Beyond academia, he was a member of the top management of Panda Restaurant Group (owner of Panda Express), where he was responsible for creating a private corporate university for the multi-billion-dollar company, with approximately 30,000 employees.

# The Digital Leader: Finding a Faster, More Profitable Path to Exceptional Growth

Ram Charan, Raj B. Vattikuti

978-1-119-90008-5 / 1-119-90008-5

160 pp. Pub: 07/26/22

## Organizational Development

Digitally transform your organization, one manageable step at a time

*The Digital Leader* delivers an authoritative and engaging roadmap demonstrating how to digitalize your business by taking small, achievable steps that yield measurable, near-term results. In this handbook of concrete strategies and methods, the authors show you how to pinpoint and implement bite-sized projects that sync up with your business priorities.

You'll learn how to find and choose between the digital enablement options available to you while discovering the tools you need to explain their value to stakeholders and get much-needed buy-in from executives, managers, and employees. You'll also:

- Learn about the value of experimentation, continuous innovation, and how to generate dramatic transformation by using incremental changes to your advantage
- Find out how to digitalize one piece of your business at a time, instead of taking on a gargantuan transformation all at once that is destined for failure
- Discover how to straddle the technology and business worlds and help define each of them to the other

**Ram Charan**, ([ram-charan.com](http://ram-charan.com)) is a world-renowned business consultant, author and speaker who has spent the past 40 years working with many top companies, CEOs, and boards. In his work Ram is known for cutting through the complexity of running a business to uncover the core business problem. Ram has authored more than 30 books since 1998 that have sold over 4 million copies in more than a dozen languages. Three of his books were Wall Street Journal bestsellers, including *Execution*, coauthored with former Honeywell CEO Larry Bossidy, which spent more than 150 weeks on the *New York Times* bestseller list. He also has written for publications including *Harvard Business Review*, *Fortune*, *BusinessWeek*, *Time*, *Chief Executive* and *USA TODAY*. **Raj Vattikuti** is a philanthropist and entrepreneur, and is executive chairman of Altimetrik, which he founded in 2012 with a vision to accelerate digital business for the most influential companies in the world.

# Talent Tectonics: Navigating Global Workforce Shifts, Building Resilient Organizations and Reimagining the Employee Experience

Steven T. Hunt

978-1-119-88518-4 / 1-119-88518-3

320 pp. Pub: 09/12/22

Human Resource Management

**How to attract, retain, develop, and engage people for a changing world of work**

Shifting demographics combined with the digitalization of all aspects of life are transforming the nature of work. This is forcing companies to rethink how they design jobs and recruit, develop, and engage employees.

In the book, you'll find insights from the perspective of a person who has worked with thousands of companies around the globe using technology to build effective workforces. The book explores how business strategy, organizational psychology, and work technology interact to create nimble companies. The book discusses the future, but its focus is on the present, identifying things companies can do now to attract critical talent and create resilient organizations including:

- How to manage different types of employee experiences to create engaged and adaptable workforces
- How technology can enable large organizations to act more like small, agile, entrepreneurial companies.
- Rethinking employee recruitment, development, and engagement to create supportive, inclusive, and resilient organizational culture.

**Steven T. Hunt, PhD**, ([steventhunt.com](http://steventhunt.com)) is Chief Expert Work & Technology at SAP. An internationally recognized industrial-organizational psychologist, he has played a central role in creating human resource solutions that have positively influenced millions of employees around the globe. He has personally worked with more than a thousand companies around the world exploring the intersection of business performance, human resource technology, and employee psychology. A recognized HR thought leader, Dr. Hunt regularly speaks on topics related to the changing nature of jobs, organizations, talent management, and the experience of work and has written hundreds of articles and several books on strategic HR methods.

# The Four Factors of Trust: How Organizations Can Earn Lifelong Loyalty

Ashley Reichheld, Amelia Dunlop

978-1-119-85501-9 / 1-119-85501-2

TBC pp. Pub: 11/07/22

Management

**The essential, data-driven blueprint to build trust in your organization.**

Did you know that trusted companies outperform their peers by up to 400%? That customers who trust a brand are 88% more likely to buy again? And that 79% of employees who trust their employer are more motivated to work (and less likely to leave)? The importance of trust is at an all-time high--just as our inclination to trust is at an all-time low.

Trust ultimately comes down to just Four Factors: Humanity, Capability, Transparency, and Reliability. These Four Factors make up Deloitte's HX TrustID™, a groundbreaking measurement tool poised to become the gold standard for evaluating organizational performance.

- Create better business outcomes by understanding how trust affects human behaviors
- Measure your company's trust score--revealing strengths, deficits, and opportunities to (re)build trust with key stakeholders
- Design actionable strategies to improve trust with your customers, workforce, and partners
- Build trust and earn loyalty through every business function from marketing to operations to talent experience

**Ashley Reichheld** is a principal in Deloitte Digital and the Customer, Brand & Experience practice leader for the Automotive, Transportation, Hospitality & Services sectors. Her work and ideas have been featured in *Wall Street Journal*, *AdWeek*, and *Skift* as well as in conferences such as CES, Fortune's Most Powerful Women, and the Five9 CX Summit. **Amelia Dunlop**, author of *A New Measure of Trust* is CXO at Deloitte Digital and leader of US Customer Strategy & Applied Design practice for Deloitte Consulting LLP. Dunlop writes and speaks regularly about human experience, creativity, and customer strategy, and contributes to the *Wall Street Journal's CMO Journal*, *Ad Age* and *Adweek*. She serves on the board of the MacDowell Colony, a national not-for-profit organization that creates space for artists.

# The New Leader's 100-Day Action Plan, 5e: Take Charge, Build Your Team, and Deliver Better Results Faster

George B. Bradt, Jayme A. Check, John A. Lawler

978-1-119-88453-8 / 1-119-88453-5

272 pp. Pub: 07/18/22

Management / Leadership

**Maximize your remote and in-person leadership impact in your first 100 days**

*The New Leader's 100-Day Action Plan* has sold over 100,000 copies because it's so practical. The author team of accomplished private equity/M&A transition leaders explains in great detail, how to succeed in new leadership roles, build high-performance teams, execute winning strategies, and achieve organizational goals. The heavily revised 5th edition explains how to your due diligence before accepting a new role, and how to lead in remote or hybrid environments and how to leverage diversity, equity, and inclusion to meet team goals, drive growth and enhance any organization.

- Roadmaps, tools and tips to understanding, improving, and leading organizational change, including digital initiatives
- New chapters focused on crisis situations, post-M&A integrations, turnarounds, and transformations
- Practical counsel on managing your Board

**George Bradt** (primegenesis.com) is Principal of CEO Connection and Managing Director of PrimeGenesis, the executive onboarding and transition acceleration group he founded in 2003. He works with clients such as American Express, Bausch+Lomb, Johnson & Johnson, Kimberly-Clark, and Kraft Foods, among others. He is a frequent speaker on executive transitions. **Jayme Check** has developed and led teams in a variety of industries in both traditional and entrepreneurial environments from Wall Street to Asia with a particular focus on high-growth environments. **John Lawler** is PrimeGenesis' new CEO. Previously, he was CEO of three private equity backed companies, leading significant business and cultural transformations in a variety of industries. In his former roles, John built new divisions of high-growth legal technology businesses via acquisition and targeted investment and integration.

# Energy Leadership, 2e: The 7 Level Framework for Mastery In Life and Business

Bruce D Schneider

978-1-119-89954-9 / 1-119-89954-0

288 pp. Pub: 08/15/22

Management / Leadership

**Awaken your potential by harnessing the power of your energy.**

How do you awaken the extraordinary potential in yourself and others? *Energy Leadership* offers a simple yet powerful answer to that question, and it all boils down to one word--energy.

Whether you're looking to create profound change in your personal life or build a conscious work culture humming with creativity, innovation, and unimaginable growth, you'll find the practical Energy Leadership® framework and Core Energy Coaching® skills contained within these pages to be an invaluable resource on your journey. And now, for the first time ever, you'll receive additional information once available only to participants in iPEC's advanced coach training program.

- Recognize the seven distinct levels of energy that are the key to understanding why everyone thinks and acts the way they do.
- Achieve peak performance by exploring the six factors that influence your energy and implementing specific techniques to shift energy in the moment.
- Identify what blocks and diminishes your energy and discover proven strategies for overcoming these and other obstacles to success.
- Become more powerful and effective in all aspects of your life.
- Motivate yourself and others to reach their full potential.

**Bruce D. Schneider** is Founder of Institute for Professional Empowerment Coaching (iPEC), one of the world's most highly regarded coach-training organizations and one of only about a dozen accredited coach training programs in the country. Recognized as a pioneer in the field of professional coaching and one of the top coaches in the world, he's also a licensed psychotherapist. He is a Master Certified Coach, Licensed Psychotherapist, Advanced Clinical Hypnotherapist, and renowned Speaker.

# Joy Works: Empowering Teams in the New Era of Work

Alex Liu

978-1-119-98805-2 / 1-119-98805-5

144 pp.

Pub: 11/28/22

Management / Leadership

The CEO of Kearney, one of the world's leading global consulting firms, explains why "Joy" is a critical business idea, and how leaders can restore it to their people, in the wake of the pandemic, the Great Resignation, and ongoing challenges every business is facing.

## What If Joy Powered Your Workplace?

Why would the managing partner of an international management consulting firm write a book about joy? Because it's an overlooked and desperately needed tool for engaging an anxious, disconnected, hybrid workforce. When people feel safe and inspired at work, they can accomplish so much more--but most leaders don't realize this is possible. Author Alex Liu explains how to create more joy for your people at work, both in person and in video meetings, with a step-by-step action plan for approaching joy at work using the three key drivers that determine employee happiness--people, praise, and purpose. .

Readers will learn how "joy works" from a diverse collection of psychologists, academics, athletes, nonprofit and board leaders, and a Broadway producer, as well as business leaders at Cisco, T-Mobile, SAP, and UPS. Liu also explains:

- "Ikigai," a Japanese concept meaning "reason for being," a framework we can all use to find joy and meaning in our work.
- The link between social justice and joy, with stories from leaders who have committed to making social progress a priority.
- How younger generations view joy at work, and the shifting balance of power in work cultures.
- Reflective leadership -- a new approach to power leaders through uncertain and challenging times.

**Alex Liu** (kearney.com) is Managing Partner and Chairman Of the Board of Directors at Kearney, a global management consulting firm. His research in workplace culture and workplace satisfaction has been featured in *Harvard Business Review*, and he appears regularly on CNBC, at the World Economic Forum, and in the *Financial Times*, and *The Economist*.

# Driving Results: Six Lessons Learned from Transforming An Iconic Company

Gary A. Garfield

978-1-119-82247-9 / 1-119-82247-5

208 pp.

Pub: 07/18/22

Management / Leadership

**Discover the keys to effective organizational transformation from an author who did it as the CEO of an iconic company**

In *Driving Results: Six Lessons Learned from Transforming an Iconic Company*, now-retired Chief Executive Officer Gary Garfield delivers an incisive and eye-opening road map of how to transform any organization, department, or group. Through a series of massive changes, Garfield drove record results while the CEO. By sharing his learnings on driving change in this insightful book, you'll learn how you can use the six essential elements to drive results through change at your organization or with your team.

- Startling insights into the symptoms of a dysfunctional organization or group--and how to turn it around
- Comprehensive explanations of each of the six keys to transformation and how to implement them in any company or team
- Strategies for selling change throughout your organization or group to ensure its success
- The hallmarks of successful change leaders
- The importance of culture and how to change it
- Critical people issues that so often arise during transformation efforts and how to deal with those issues

**Gary Garfield** is the former CEO of Bridgestone Americas Corp, the north American division of the Bridgestone Tire Company, borne out of Bridgestone's acquisition of one of its largest competitors, Firestone (upwards of 55,000 employees across 5 continents). Gary is a speaker at and consultant, as well as a frequent guest lecturer at a number of colleges and universities such as Yale, Wharton, Vanderbilt, West Point, and many more. Gary also sits on the board of two startups for whom he acts as a strategic advisor.

# True North: Leading Authentically in Today's Workplace, Emerging Leader Edition, 3e

Bill George, Zach Clayton

978-1-119-88610-5 / 1-119-88610-4

320 pp.

Pub: 09/05/22

Management / Leadership

**A Clarion Call to Emerging Leaders: Step Up and Lead Now!**

*True North: Emerging Leaders* issues a challenge to emerging leaders--from Gen X to Millennials and Gen Z--to lead their organizations authentically through never-ending crises to make this world a better place for everyone. Emerging leaders do so by discovering their "True North"--who they are--and then finding their "North Star"--their leadership purpose. To navigate today's complexities, George and Clayton show emerging leaders how to lead with their hearts, not just their heads, with passion, compassion, and moral courage by being true to their values to reach their full potential as they take on great challenges and navigate complex issues.

The **Emerging Leader Edition** is filled with dramatic stories from successful leaders such as Microsoft's Satya Nadella and Merck's Ken Frazier to PepsiCo's Indra Nooyi and General Motors' Mary Barra, and emerging leaders like OneTrust's Kabir Barday and Kanbrick's Tracy Britt Cool of how they overcame great challenges to build highly successful organizations.

- Becoming an authentic leader, equipped to lead inclusively with moral clarity through challenges and crises
- Cultivating regular introspection to ground yourself with self-awareness, live your values, and use your unique strengths
- Integrating all aspects of your life--including who you are at home, at work, and in the community
- Being an inclusive leader prepared to take on fraught issues like stakeholder challenges, racial and sexual equality, and sexual misconduct

**Bill George** (billgeorge.org) is former CEO of Medtronic and Senior Fellow at Harvard Business School, where he teaches leadership in executive education programs. He is author of bestselling books: *Authentic Leadership*, *True North*, *Finding Your True North*, and *7 Lessons for Leading in Crisis*, and coauthor of *True North Groups* with Doug Baker. He serves on the boards of Goldman Sachs, World Economic Forum, and has served on the board of ExxonMobil, Novartis, and Target.

# Sustainable Leadership: Lessons of Vision, Courage, and Grit from the CEOs Who Dared to Build a Better World

Clarke Murphy

978-1-119-87215-3 / 1-119-87215-4

224 pp.

Pub: 09/27/22

Management / Leadership

**Deliver Extraordinary Sustainability Results for Your Business**

In *Sustainable Leadership: Lessons of Vision, Courage, and Grit from the CEOs Who Dared to Build a Better World*, accomplished leadership expert Clarke Murphy shares a can't-miss toolkit for delivering remarkable sustainability results. You'll learn what it takes to become a Sustainable Leader and how you can turn your sustainability promises into tangible action on the ground.

Drawing on the real-life stories of Sustainable Leaders from across the world, Murphy proves that sustainability success is within reach for every business executive. He debunks the myth that sustainability is at odds with profitability and reveals the inside track on how to make sustainability your new growth strategy.

- A step-by-step framework on how to build your Sustainable Leadership legacy.
- Pragmatic examples of balancing the demands of shareholders and other stakeholders.
- Lessons from CEOs on how they stayed the course in the face of setbacks.

**Clarke Murphy** is a leadership expert and CEO of Russell Reynolds Associates, a global leadership advisory and executive search firm with 1500 employees and 46 offices in 26 countries. Clarke advises the world's top companies on leadership strategies that fuel profitable growth and value for all stakeholders, and he has led Russell Reynolds Associates to become the first search firm to focus on sustainability. His work on sustainable leadership has been published by *Bloomberg*, the *Wall Street Journal*, the World Economic Forum, and *Authority Magazine*. He also speaks at headline sustainability conferences on this topic, including the United Nations Global Compact's Leaders Summit and the Economist's Sustainability Week 2020.

# Culture Is the Way: How Leaders at Every Level Build an Organization for Speed, Impact, and Excellence

Matthew Mayberry

978-1-119-91365-8 / 1-119-91365-9

TBC pp.

Pub: 02/07/23

Management / Leadership

**Only Leaders Who Understand Culture Can Bring Out the Best in Their People**

In too many industries and organizations, the business world is a cutthroat environment that seems to care much more about profits than about the employees who deliver the actual results. *Culture Is the Way* explains how leaders at every level can create a culture that drives organizational excellence and brings out the best in all employees. Smart leaders will use this book to build a culture where people don't want to leave, where they can become the best version of themselves, and ultimately, transform organizational performance.

If your organization is not getting the best from its people, it's probably you and other leaders don't understand it, so you neglect it. Without realizing it, you leave your people uninspired and underperforming--because employees can't do their best work without a strong, inspiring culture. But when leaders model a great culture, employees find they enjoy work more, give more, and are more resilient--everybody wins. Creating that culture of excellence is every leader's job, and this book explains how.

- How to identify your culture's "North Star"--the purpose that will inspire you and all your employees to excellence
- Five common roadblocks that stop leaders from using culture to get the best from their people
- How to implement a playbook for cultural excellence and peak employee performance

**Matt Mayberry** ([mattmayberryonline.com](http://mattmayberryonline.com)) is a former pro football player, keynote speaker and expert consultant on leadership development, culture change, and organizational performance. His clients include JP Morgan Chase, Allstate Insurance, Phillips 66, Ambit Energy, Southern Glazer's Wine & Spirits, Optum, Mack Trucks, Fifth Third Bank, Federal Bureau of Investigation, and WESCO. His leadership insight has been featured in Forbes, Fox News, Business Insider, and other major media outlets.

# OKRs for All: Making Objectives and Key Results Work for your Entire Organization

Vetri Vellore

978-1-119-81159-6 / 1-119-81159-7

304 pp.

Pub: 11/07/22

Management / Teams

**Transform your organization and get everyone pulling in the same direction by doing OKR's better**

The spiritual successor to KPIs (key performance indicators), OKRs, or objectives and key results, are rapidly gaining popularity and helping some of the world's most successful businesses solve their strategic execution problems. However, some companies struggle with their implementation, finding that using OKRs as top-down directives changes little.

In *OKR's for All*, Objectives and Key Results (OKR) expert Vetri Vellore delivers an impactful and actionable guide on how to use OKRs for more than a quarterly, executive-level review tool. You'll discover how to roll out an OKR system that closes the gap between strategy and project, and starts at the bottom of your organization and helps managers and teams organize their daily decisions around shared and important goals.

- A seven-part blueprint and framework to strategically put purpose at the center of your work, whether you are a CX, team lead, or individual contributor.
- How to build an OKR strike team, align your departments, manage your people, and roll out your new strategic OS.
- Valuable and implementable case studies from companies you know and love
- Best practices to follow and common pitfalls and mistakes to avoid when applying OKRs throughout your organization

**Vetri Vellore** ([ally.io](http://ally.io)) is the founder and CEO of Ally, an OKR platform and services provider that helps entire organizations, create, manage, and execute shared goals. Ally has 650+ enterprise clients, including Slack, Microsoft, Nike, Allbirds, McKinsey, and other leading companies. Prior to starting Ally, Vetri turned around the \$200M+ Systems Management enterprise software business at Microsoft, where he lead the Visual Studio platform team and managed the partner ecosystem. He is a frequent speaker at industry events like SaaStr.



# Decisions Over Decimals: Striking the Balance between Intuition and Information

Christopher J. Frank, Paul F. Magnone,  
Oded Netzer

978-1-119-89848-1 / 1-119-89848-X

256 pp.

Pub: 10/10/22

Decision Sciences

No amount of purely quantitative information will provide all the answers needed to run an organization, grow a business, or lead a team. Combining quantitative information with human judgment, developed through experience and close observation, is indispensable. This book will bust the big data myth and teach how to master the balancing act of the quantitative and the intuitive; to bridge the gap between analytics and intuition.

Agile decision making is imperative as you lead in a data-driven world. Amid streams of data and countless meetings, we make hasty decisions, slow decisions, and often no decisions. Uniquely bridging theory and practice, *Decision over Decimals* breaks this pattern by uniting data intelligence with human judgment to get to action -- a sharp approach the authors refer to as Quantitative Intuition (QI). QI raises the power of thinking beyond big data without neglecting it and chasing the perfect decision while appreciating that such a thing can never really exist.

Successful decision-makers are fierce interrogators. They square critical thinking with open-mindedness by blending information, intuition, and experience. Balancing these elements is at the heart of *Decisions Over Decimals*.

- Effectively framing the problem for stakeholders
- Synthesizing intelligence from incomplete information
- Delivering decisions that stick

**Christopher Frank** is Vice President of Global Marketplace Insights at American Express where he leads the advertising, brand, and communications research and analytics group. He is an adjunct professor at Columbia University. **Paul Magnone** is head of global strategic alliances at Google where he is developing a growing ecosystem of partners that will unlock the next generation of business value via the cloud and related technologies. He is an adjunct faculty member at Columbia University. **Oded Netzer** Vice Dean of Research and Arthur J. Samberg Professor of Business at Columbia Business School, an affiliate of the Columbia Data Science Institute, and an Amazon Scholar.

# Marketing & Sales

## Value Creation Selling: Corporate Strategy, Sales Effectiveness & Customer Satisfaction for Value Creation within your Company

Jean-Claude Larreche, Steve Gates

978-1-394-15858-4 / 1-394-15858-0

256 pp.

Pub: 02/13/23

Marketing & Sales

In sales, it's not just about convincing a client to pay the highest price, selling the highest volume, generating the highest profit, or obtaining the highest client satisfaction. It is about integrating all of these elements to contribute to the company's value creation mission in a sustainable way.

*Value Creation Selling* takes the reader through a number of essential areas: Sales & negotiation training; Decision-making; Building key competencies in negotiation, sales and revenue management; and The value creation mindset. In this new book, Jean-Claude Larreche explores how we create value in sales and negotiation – and explains that value selling is always followed by value creation. The book will be made up of four key parts:

- Corporate Strategy for Value Creation
- Sales Effectiveness for Value Creation
- The Salesperson as a Leader
- Customer Satisfaction for Value Creation

Only when all four of the above are understood and incorporated into the sales strategy can true value creation selling be successfully implemented.

**Jean-Claude Larreche** is Emeritus Professor of Marketing and the Alfred H. Heineken Chaired Professor of Marketing, Emeritus at INSEAD. He is a renowned consultant working with leading Fortune Global 500 corporations. When he was 35 years old, he was appointed a non-executive director of the multinational firm ReckittBenckiser, and he served in that capacity for an exceptionally long tenure of 18 years. He served on the INSEAD Board of Directors for 18 years. He is the Founding Chairman and CEO of StratX, a strategic development consultancy with offices in Paris and Boston.

# Make Your Brand Matter: Experience-Driven Solutions to Capture Customers and Keep Them Loyal

Steven Soechtig

978-1-119-86034-1 / 1-119-86034-2

224 pp.

Pub: 08/22/22

## Marketing & Sales

**Combine brand and experience into a single, exciting whole to drive growth**

The Digital Transformation era has come and gone. Experiential concepts like personalization, transparency, transference, uniqueness, and immediacy are now table stakes in an increasingly connected and responsive market. Companies that failed to ante up are already gone--or fading fast.

*Make Your Brand Matter* delivers an eye-opening discussion of the post-Digital Transformation era in which we now live. The book walks you through the evolution of brand and experience, leveraging examples of historical and digitally native brands that have succeeded and failed to seize the digital moment.

You'll discover brands that enabled new customer acquisition, customer value optimization, and customer loyalty, all the while realizing that brand and experience are two sides of the same coin. The book also offers:

- Strategies, techniques, and activities for teams to capture digital opportunities
- Discussions of why brand and experience reinforce one another and how experiences must embrace, reflect, and enforce brand identity
- Tactics to accelerate the customer's progression from evaluator to loyal advocate

**Steven Soechtig**, CEO of Ogilvy Experience, has worked at the intersection of brand and experience for over 20 years. Previously at McKinsey as an Expert Partner in the Digital Marketing practice, which offered an opportunity to work at a board and C-Level with senior brand and experience leaders to develop five-year strategies for differentiation and market growth. The deep understanding of the intersection of brand and experience positioned Steve to take on his current role as CEO of Ogilvy Experience, where he currently leads an organization built to advise clients on the core topics of this book.

# Decoded: The Science Behind Why We Buy

Phil Barden, Rory Sutherland

978-1-119-67308-8 / 1-119-67308-9

336 pp.

Pub: 11/14/22

## Marketing & Sales

**A groundbreaking exploration of purchasing behaviour and its essential role in smarter marketing practices to benefit your organization**

If you understand why people buy, you are already one step ahead in reaching out to them effectively with your products and services. *Decoded: The Science Behind Why We Buy* offers a groundbreaking exploration into the science of purchasing. The book specifically demonstrates why decision science has proven invaluable to the field of marketing by helping to explain purchasing behaviours.

*Decoded* delivers a practical framework and guidelines for applying science to the marketing practices you use every day. As a marketing professional, you can look to this book for behavioural knowledge, timely case studies, and an understanding of methodologies. You'll gain advice on how to employ knowledge about behaviours for more effective brand management, from strategy to implementation to new product development.

You'll also gain useful insight into the latest research on consumer motivations that lead to purchasing decisions. Learn more about what happens in the human brain as buyers make their choices. This updated edition of *Decoded* provides new material that marketers can apply to informed, successful practices.

- Gain an understanding of the Jobs to Be Done (JTBD) approach
- Take a closer look at the Ferrero neuroscience study that supports JTBD
- See updated and relevant case studies of JTBD at work
- Discover how to engage customers through digital touchpoints

**Phil Barden** is a proven marketer with over 25 years' experience, including senior and international roles at high profile companies such as Unilever, Diageo and T-Mobile. Fascinated by the insights from decision science and by the value these can bring to marketing, he has latterly immersed himself in this new field. He is now one of very few experts to combine a practitioner's perspective with a profound knowledge of decision science, making him very much in demand among clients and conference organisers alike.

# No Forms. No Spam. No Cold Calls.: The Next Generation of Account-Based Sales and Marketing

Latané Conant

978-1-119-98287-6 / 1-119-98287-1

272 pp.

Pub: 10/03/22

## Marketing & Sales

The fastest growing companies are the ones making a concerted effort to meet the customers at their painpoints and needs, and message solutions in a way that is personalized and relevant. *No Forms. No Spam. No Cold Calls.* is the playbook for entering this new era.

### Unlock the full potential of modern marketing and sales

In the newly revised and updated edition, celebrated speaker, writer, and Chief Market Officer of 6sense, Latané Conant, delivers an eye-opening and engaging guide for salespeople and marketers to use technology to identify prospects and put them at the center of everything they do.

You'll learn how to prioritize which accounts to work, engage the entire buying team, uncover hidden intent signals, and measure real success. You'll also discover:

- Strategies for building a tech-stack that prioritizes your customers
- Ways for chief marketing officers to stop playing defense and go on offense
- Insights for the modern sales leader, including how to sellers up to win, design successful territories, and hire and retain top sellers
- How the modern era of marketing and sales is different from what it used to be and how to capitalize on your new capabilities

**Latané Conant** (6sense.com) is CMO of 6sense, the industry-leading account engagement software that helps B2B companies achieve predictable revenue growth. She is an industry influencer, speaker, and writer who has spoken at SaaStr, is a Forbes Council member, and frequently appears in industry media like Best in SaaS, Ad Age, DemandGen, and many others. Prior to 6sense she was the CMO and a sales leader at Appirio.

# Stress Less, Sell More: 200 Ways to Prioritize Your Well-Being, Prevent Burnout, and Hit Your Sales Target

Jeff Riseley

978-1-394-15339-8 / 1-394-15339-2

256 pp.

Pub: 02/07/23

## Mental Health

Data from the World Health Organization is showing that every \$1 invested into scaled up treatment for common Mental Health disorders there is a \$4 return on improved health and productivity. In short - the opportunity to improve sales performance through better Mental Health is massive.

The reality of the situation is anxiety in sales is not optional. It's part of everyday life. There are roughly 220 selling days in a year. This book is created to help salespeople and teams better navigate these days in a mentally healthy way.

There are three major roadblocks that prevent the Mental Health conversation from taking place within sales teams: 1) Don't know where to start, 2) Don't know how to have consistent conversations, 3) Don't know how to fit them into the sales conversation.

The book aims to address all three of those roadblocks in a format that makes it easy for teams to start Mental Health conversations consistently and fit it into their busy selling day.

Jeff Riseley (saleshealthalliance.com/) is the founder of Sales Health Alliance, an alliance of salespeople, sales leaders, health experts and technology providers who are building awareness around mental health within sales. Sales Alliance is the first company focused on helping salespeople improve their sales performance through better Mental Health. Riseley is currently working with some of the biggest companies within sales as their expert when it comes to Mental Health. He has spent over a decade working within sales and has firsthand experience with the affects poor mental health can have on sellers such as anxiety and insomnia. Through his own learning in fields like positive psychology, neuroscience and physiology, Riseley has learned tactical strategies, rooted in science that can help sellers feel better and perform better each day.

# Leading Growth: The Proven Formula for Consistently Increasing Revenue

Anthony Iannarino

978-1-119-89033-1 / 1-119-89033-0

288 pp.

Pub: 09/27/22

## Sales Management

From expert sales leader, speaker, and bestselling author Anthony Iannarino, *Leading Growth* is a growth-focused guidebook for sales professionals seeking to accelerate their success.

### Increase revenue and achieve sustainable sales growth and success

In *Leading Growth: The Proven Formula for Consistently Increasing Revenue*, veteran B2B sales professional and coach Anthony Iannarino delivers an expert guide to enabling revenue growth in your sales team. In the book, you'll explore the fundamentals of organizational leadership, including vision, transformation, strategy, communication, and decision-making. You'll also define new frameworks for growth involving the people, planning, pipeline, and efficacy that make up your strategy.

The author also presents:

- Strategies to help salespeople create and win new opportunities for revenue growth
- Ways to grow revenue when you're required to deal with a "task force" or team of decision-makers who seem bent on preventing any kind of meaningful change
- Methods for shortening an ever-lengthening sales cycle

**Anthony Iannarino** ([thesalesblog.com](http://thesalesblog.com)) is the founder of B2B Sales Coach & Consultancy--a boutique sales coaching and consulting firm with a focus on helping salespeople and sales organizations grow, develop, and reach their full potential. He is the bestselling author of several books and an Adjunct Faculty member at Capital University's School of Management and Leadership where he teaches Personal Selling, Social Media Marketing, and Persuasive Marketing in the MBA program.

# Bootstrapping Ethics: Integrity Risk Management for Real World Application

Rupert Evill

978-1-119-87490-4 / 1-119-87490-4

256 pp.

Pub: 01/09/23

## Sales Management

Risk, ethics and compliance requirements are a daily reality for most organisations. Regulators and stakeholders (including employees) demand more of most organisations, from equality, to anti-corruption, to supply chain ethics.

Start-ups stutter and unicorns crash to earth when they get risk wrong. What should be done? Where should you start? How can risk management enable, not hinder, the organization's strategic goals? This book answers these questions – rightsizing risk for every organization – using frontline-tested tools, tips, and techniques. Whether you're a purpose-driven changemaker or just struggling to comply with a seemingly unending stream of regulation, we will make risk work for you.

Making this topic accessible, breaking it down into components with significant overlap and quick wins, focusing on experience over theoretical. They can all read academic & corporate guidance, but what we should do is make that tactical, practical and actionable. This book will cover:

- Values and authenticity
- Managing expectations
- Diversity, equity & inclusion
- Human rights and modern slavery
- Discrimination and harassment
- Managing conflict
- Managing external stakeholders
- Environment and communities

**Rupert Evill** is the founder of Ethics Insight. He has 20 years of experience managing investigations, risk assessments, crisis response, and ethics & compliance advisory support across more than 30 sectors in 50 countries. Rupert has augmented his professional experience with a Postgraduate Diploma in Behavioral Analysis and Investigative Interviewing. He is a Certified Fraud Examiner.

# Selling in a Crisis: 21 Ways to Stay Motivated, Destroy Your Competition, and Crush Your Number in Volatile Times

Jeb Blount

978-1-394-16235-2 / 1-394-16235-9

TBC pp.

Pub: 11/21/22

## Sales Management

In an economic downturn, you are going to have those days, weeks, and even months where everything will go wrong. But if you can look up, you can get up. The difference between those who fail in a crisis and those who survive and thrive is when they are knocked down, bruised, and battered, they refuse to stay down. They get back up, dust themselves off, and run headlong back into the game.

In times of crisis, sooner or later we are all going to experience, setbacks, defeat, adversity, failure, and even tragedy. No one is immune. And when it happens, it won't always be easy to maintain a positive attitude, keep your enthusiasm, or see the opportunity in your adversity. When it happens to you, there is a real possibility that you will become overwhelmed, you will feel self-pity, and you will cry out – “why me?” This happens because you are human. But you must find that little voice inside of you that demands that you, “look up, and get up.”

In sales, activity is everything. You must be disciplined to manage your time and activity. In a crisis, it's unlikely that you will be consistently hitting your numbers, but you don't want anyone questioning your commitment to daily sales activity or your work ethic. If you are consistently achieving your activity targets, you will engage prospects, you will advance deals in your pipeline, close sales, and you will retain customers. Activity is measurable and tangible. When you consistently exceed your activity targets, people can see that you are working hard and a team player.

**Jeb Blount (salesgravy.com)** is the founder and CEO of Sales Gravy, a global leader in sales acceleration and customer experience enablement solutions. Blount is a sales acceleration specialist who advises many of the world's leading organizations and their executives on the impact of emotional intelligence and interpersonal skills on sales, leadership, customer experience, and strategic account management. He is recognized as one of the world's most influential sales and marketing leaders by *Top Sales Magazine*, *Forbes*, and *Selling Power*. HubSpot lists him among the highest ranked sales authors of all time.

# Time's Up!: The Subscription Business Model for Professional Firms

Paul Dunn, Ronald J. Baker

978-1-119-89352-3 / 1-119-89352-6

368 pp.

Pub: 12/12/22

## Strategic Marketing

**Put values - and value - over volume with a professional services subscription model**

Professional firms are built on relationships. But you wouldn't know it by observing their predominant business model -- a model centered on selling transactions and inputs, not outcomes that deepen and strengthen relationships.

*Time's Up!* offers you a guide to building a more valuable firm, one where relationships and lifetime customer value are at the center of how you create and capture value. You'll learn how to:

- Create customer lifetime values that far exceed acquisition and retention costs
- Move customer relationships to the center of your firm
- Leverage the collective knowledge of your customers
- Elevate customers from where they are to their desired future by providing transformations, where the customer is the product.

**Paul Dunn** is a Senior Fellow at one of the world's leading think tanks and holds a Lifetime Service Award to the Accounting Profession in the UK and is a Social Innovation Fellow in Singapore. In addition, he is chairman of the ground-breaking giving movement B1G1, which has helped create over 230 million giving impacts worldwide. Dunn is also the Chief Storyteller for Clarity-hq.com--a new start-up winning awards and customers in the Accounting space. He founded Results Corporation, a marketing organization; Results Accountants' Systems (RAS) which focused on accountants in public practice; and the "Accountants' Boot Camp" process which enabled over 17,000 Accountants worldwide to work with their clients in new ways. **Ronald J. Baker** is the founder of VeraSage Institute--the leading think tank dedicated to educating professionals internationally--and a radio talk-show host on the [www.VoiceAmerica.com](http://www.VoiceAmerica.com) (The Soul of Enterprise: Business in the Knowledge Economy) and the Chief Value Officer at Armanino LLP. He is an instructor with the California CPA Education Foundation and has authored over twenty courses for them as well as the author of seven books.

## Finance

### The Win-Win Wealth Strategy: 7 Investments the Government Will Pay You to Make

Tom Wheelwright

978-1-119-91154-8 / 1-119-91154-0

256 pp.

Pub: 08/01/22

Finance & Investments

**Build the financial future you deserve with tax-effective investing**

In *The Win-Win Wealth Strategy: 7 Investments the Government Will Pay You to Make*, celebrated entrepreneur, investor, and bestselling author Tom Wheelwright, CPA transforms the way you think about building wealth and challenges the paradigm that tax incentives are immoral loopholes. Backed by deep research in 15 countries, he identifies seven investing strategies that are A-OK with governments worldwide and will fatten your wallet while making the world a better place.

- How to tax-effectively invest in business, technology, energy, real estate, insurance, agriculture, and retirement accounts
- How to use tax incentives to help pay for your next car, house, or tuition bill
- Why "the rich" are not "a drain on society" and, more importantly, how to become one of them

**Tom Wheelwright** ([tomwheelwright.com](http://tomwheelwright.com)) is a CPA, CEO of WealthAbility, Rich Dad Advisor, entrepreneur, international speaker and the bestselling author of *Tax-Free Wealth: How to Build Massive Wealth By Permanently Reducing Your Taxes*. Wheelwright is the CPA for Robert Kiyosaki (*Rich Dad Poor Dad*) and has spoken on stage on every continent to over 100,000 entrepreneurs, small business owners and investors. He also is the host of two popular podcasts: *The WealthAbility Show with Tom Wheelwright CPA* and *The WealthAbility for CPAs Show*. His background includes 14 years as adjunct professor in the Masters of Tax Program at Arizona State University, 4 years as in-house tax advisor for a Fortune 1000 company, 7 years with Ernst & Young, including three years in its National Tax Department, and 25 years building CPA firms. Wheelwright is a contributor to *Entrepreneur* magazine, and his work has been seen in *Forbes*, *The Wall Street Journal*, *The Washington Post* and on FOX and Friends, Marketplace / NPR, ABC News Radio and hundreds of other media outlets.

## Digital Transformation Payday: Navigate the Hype, Lower the Risks, Increase Return on Investments

Tim Bottke

978-1-119-89417-9 / 1-119-89417-4

240 pp.

Pub: 12/05/22

Business & Finance

**The Data-Driven Guide for your Digital Transformation Payday**

*Digital Transformation Payday* delivers a provocative, new perspective on digital business transformation--using research to get beyond the hype and uncover its real financial payback.

Have you ever asked yourself: "Should I really embark on a digital transformation journey that is likely full of pain, failure, and high cash-outs? One that puts a lot of pressure on our stock price and my nerves? Who will thank me for that? Will there ever be a measurable return on invest for all these technologies that supports positive market value impact?" If so, this book is for you.

You'll find unique insights and guidance for managers, executives, board members, and investors as you navigate an immense array of strategic and operational choices, opportunities, and pitfalls. You'll also learn to demystify digital strategy and technology buzzwords, better define the initial focal point and process of your firm's digital transformation, and establish new ways of thinking in terms of value impacts--and how to measure them--right from the start.

- A proven framework for defining your next digital transformation effort end to end, and configuring your initiatives for maximum return on investment
- Empirical data to help you understand your company's odds of navigating your chosen digital transformation initiatives with financial payback

**Dr. Tim Bottke** is a Senior Strategy Partner at Deloitte Digital, and Associate Professor of Digital Transformation at the top-ranked SDA Bocconi School of Management in Milan, Italy. He has 2 decades of experience advising executives on technology and sustainable transformation in more than two dozen countries.

# Money Magnet: How to Attract and Keep a Fortune That Counts

Steve McKnight

978-0-7303-8380-2 / 0-7303-8380-6

TBC pp.

Pub: 01/02/23

Personal Finance

Many people struggle with money and are stuck in the survival stage--having just enough to keep the home fires burning, and ideally a little extra for emergencies. But attracting money is a skill that can be learned by anyone, and it's easier than you think to move from surviving to thriving as a money magnet. Uncover the wealth mindset and proven formulas and strategies that help readers make, manage and multiply their money, for a brighter, more prosperous future.

- If your current mindset isn't helping you to attract and keep enough money, then you need to upgrade your thinking and actions. Hint: it's not about materialism; it's about making meaningful choices.
- Uncover the not-so-secret formula for financial success and how it works. It's not rocket science: you'll learn the right money attitude and how to combine it with easy-to-understand mathematical building blocks. Your own persistence will get you there!
- With this book, it's easier than ever to employ the right habits and change your thinking to better your financial prospects. No one is ever too rich, too poor, too young, too old, or too smart to become a master of money! All it takes is a plan, and Steve McKnight will help you build the right plan for you.
- Take the guesswork out of managing your finances. Learn the exact steps you need to take to create a plan, grow your capital, and plan for your future (including retirement!).
- First start with a desire to improve (the right mindset!). Then add skills that will help you make, manage and multiply your money (build your knowledge!). Next, apply what you've learned, starting slowly and growing as you improve (become a money magnet and attract prosperity!).

**Steve McKnight** is a respected property investor, accomplished author, and media commentator. He is also one of Australia's most successful real estate authors. His first book, *From 0 to 130 Properties in 3.5 Years*, has sold more than 160,000 copies, and its sequel, *From 0 to 260+ Properties in 7 Years*, was also a #1 bestseller. McKnight's areas of expertise include property, finance, and economics.

# Freelance Your Way to Freedom: How to Free Yourself from the Corporate World and Build the Life of Your Dreams

Alexandra Fasulo

978-1-119-89323-3 / 1-119-89323-2

256 pp.

Pub: 11/21/22

Personal Finance

**Master the new realities of work with this step-by-step guide to freelancing**

In *Freelance Your Way to Freedom: How to Make 7-Figures Online, Free Your Mind, and Work from Anywhere in the World*, freelancing phenomenon Alex Fasulo delivers a practical, step-by-step guide to navigating the potential and perils of launching your very own side hustle. In the book, the author draws on her own experience transforming a \$36,000/year Fiverr side hustle into a million-dollar enterprise. She explains how to manage those critical moments in business when decisions need to be made quickly and without warning.

You'll find concrete tips and hands-on examples to make the gig economy work for you, *Freelance Your Way to Freedom* also includes:

- The good, the bad, and the ugly about the new work economy
- Relatable struggles, mindset challenges, and a woman's perspective on solopreneurship
- Anecdotes and examples that show you how to apply the advice and guidance contained within

**Alex Fasulo** ([alexfasulo.com](http://alexfasulo.com)) 'the Freelance Fairy' is regarded as one of the first personalities and educational brands in the world of gig economy freelancing. Diving into freelancing at the end of 2015 via the Israeli freelancing marketplace, Fiverr, Alex leveraged her profile to move from earning \$68,000 in 2017 to \$273,000 in 2018. Quickly putting her on the map as the millennial who maneuvered the gig economy into personal success. Using her notoriety and momentum, Alex went on to write five e-books covering everything from time management, to managing businesses on the road as a digital nomad. Alex also collaborated with videographers in 2020 to release what is now an online educational portal featuring four online courses, downloadable templates, and algorithmic fact sheets. Scaling her Fiverr business to a whopping \$378,000 in earnings for 2020..

# Girls That Invest: Your Guide to Financial Independence through Shares and Stocks

Simran Kaur

978-1-119-89378-3 / 1-119-89378-X

256 pp.

Pub: 08/29/22

Personal Finance

**Your step-by-step guide to financial independence-- from the creator of the #1 investing education podcast, *Girls That Invest*.**

Ever wondered how on earth the stock market works, but felt too intimidated to ask "those" questions? This is the book for you! In this guide to investing in stocks (aka shares), Simran Kaur teaches the essential principles you can apply to any market, anywhere in the world.

Because money provides freedom: The freedom to say yes or no, the freedom to handle whatever life throws at you, and the freedom to grow and prosper. This book is your invitation to join the thriving community of women who are building a better financial future.

- Understand the stock market and different types of investments
- Grow your money, beat inflation and secure your future
- Decode the jargon around markets, diversification, earnings and more
- Explore different investor strategies and find the right one for you
- Put it all together, step-by-step, and start your investment portfolio

**Simran Kaur** is co-host of the number-one global stock market podcast: *Girls That Invest*. She is passionate about educating and uplifting women so they can grow their hard-earned money, find financial security, and build generational wealth. *Girls That Invest* has become a hallmark in the investing education space, and its huge online community resonates with and encourages women and minorities who are keen to navigate the world of investing.

# The Money Sandwich: A Complete Guide to Money, Family and Financial Freedom

Marc Bineham

978-1-119-91062-6 / 1-119-91062-5

288 pp.

Pub: 08/15/22

Personal Finance

Drawing on 30+ years of experience as a financial advisor, author Marc Bineham shares his expert advice (and real-life case studies!) about how to take control of your money, get to grips with debt, and invest now for your future wellbeing.

**Sandwiched between adult kids and ageing parents, and seeking financial freedom? Take control of your finances today and secure a stress-free future tomorrow.**

Managing money can be a major source of stress, especially for members of the 'Sandwich Generation' -- those in the last decade or two of their working lives and feeling stretched by supporting adult kids on one side, ageing parents on the other and with their own retirement on the horizon.

*The Money Sandwich* provides practical, easy-to-understand knowledge, tips and action lists on all aspects of financial management for your pre- and post-retirement years.

You'll learn how to:

- manage debt and take control of your money
- build a diverse but secure investment portfolio
- understand superannuation (finally!) and how to optimise it
- navigate insurance, aged care and estate planning
- set up your children for a worry-free financial future.

**Marc Bineham**, now part of the sandwich generation himself, has had a long career of over 30 years in the financial advice industry, helping coach families to get on top of their money worries, manage their money better, and live a more fulfilled and less stressful life. As an international speaker, Marc educates his audience on money, financial freedom and how they can make our money work for them... even when while they sleep.



# Wealth Habits: Six Ordinary Steps to Achieve Extraordinary Financial Freedom

Candy Valentino

978-1-394-15229-2 / 1-394-15229-9

TBC pp.

Pub: 11/28/22

Personal Finance

From entrepreneur and founder Candy Valentino, *Wealth Habits* teaches you how to do ordinary things to achieve extraordinary wealth—based on Valentino's 25 years of experience building multiple million-dollar companies.

At 19, Candy Valentino built a brick-and-mortar service business with no college, no connections, and no money—and it was bringing in millions of dollars before any of her friends had graduated college. In the 24 years since then, she's built many more businesses in product manufacturing, e-commerce, retail, and real estate investing—all with no formal business training. How? Here's the secret: not by doing anything extraordinary. Just by doing a lot of ordinary things really well.

Wealth Habits is not a flashy book. It's a gritty book that will teach you how to do those ordinary things well in order to create, grow, and retain wealth over time. By following the six proven steps Valentino followed in her own ascent to wealth, you can achieve sustainable, extraordinary wealth too.

**Candy Valentino** (candyvalentino.com) started her first successful business right out of high school and has spent the last two decades as a successful business leader, entrepreneur, and philanthropist. She has created, developed, scaled, and exited several businesses in multiple industries. She is frequently asked to consult, speak, and mentor others, so after the sale of her last company, she created Founders Organization. Through events, experiences and the unique mastermind group, FOUNDERS, Valentino is able to shorten the path of success for others while sharing the wins (and losses) that business owners experience during their first, 5th, 10th or 20th year in business.

# Choosing to Prosper: Triumphant Over Adversity, Breaking Out of Comfort Zones, Achieving Your Life and Money Dreams

Bola Sokunbi

978-1-119-82736-8 / 1-119-82736-1

208 pp.

Pub: 07/11/22

Personal Finance

Bola Sokunbi, the popular author of the Clever Girl Finance books, shows you how she's built her business and provides motivation to pursue and achieve your own wildest dreams.

**Overcome obstacles, achieve your life's goals, and live your life on your own terms!**

In *Choosing to Prosper! Triumphant Over Adversity, Breaking Out of Comfort Zones, and Achieving Dreams*, celebrated company founder and finance leader Bola Sokunbi delivers an uplifting and practical message of success and resilience in the face of formidable obstacles. The book challenges readers to examine their own financial and personal dreams and find the strength and resilience they need to achieve them. The author provides the tools readers need to build confidence, find their voice, and realize personal growth.

Imposter syndrome, mental health challenges, and common familial obstacles are all explored in the context of the author's incredible and inspirational life experiences.

- First-hand stories that highlight the challenges faced by women of color and proven ways to overcome them
- Expert and honest advice on how women can build a successful, career and/or a profitable, and flexible business depending on their chosen path
- Hands-on strategies for women to achieve their extraordinary goals and dreams

**Bola Sokunbi** is a Certified Financial Education Instructor (CFEI), investor, finance expert, speaker, podcaster, influencer, and the founder and CEO of Clever Girl Finance, a personal finance platform that empowers women to achieve real wealth and live life on their own terms. She started Clever Girl Finance in 2015 to provide women with the tools and resources she wished she had when she began her financial journey.