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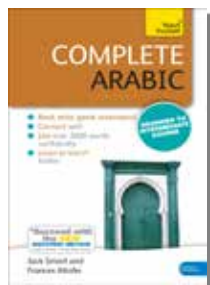
LEARNING

AND

SELF-IMPROVEMENT

TEACH YOURSELF LANGUAGE SERIES

COMPLETE ARABIC / TURKISH / CANTONESE /
MANDARIN CHINESE / BRAZILIAN PORTUGUESE /
JAPANESE / MIDDLE EGYPTIAN



Teach Yourself language courses – creating confident language speakers for over 75 years.

The in-depth *Complete* courses are designed to take language learners from beginner to intermediate level (CEFR A1-B1/B2) using the Discovery Method, allowing you to work out rules and patterns yourself to make the language stick.

The *Complete* modern language book-and-audio courses teach the four key skills of reading, writing, listening and speaking.

The *Complete* historical language courses focus on reading, writing and understanding, allowing learners to engage with original texts in their true context.

NOVEMBER 2015

Book/CD, 400 pages



TEACH YOURSELF LANGUAGE SERIES

LIVING FRENCH / GERMAN / ITALIAN / SPANISH



The complete course for learning to communicate with confidence and independence.

This new edition includes an up-to-date culture and vocabulary guide, allowing you to broaden your knowledge of contemporary language and customs.

The material covers a variety of everyday topics in a simple, concise manner. There are plenty of examples and explanations to illustrate how the language works and to build confidence. Each unit, designed to build systematically on what you have already learned, contains:

- clear grammar explanations
- vocabulary lists
- reading material consisting of a story, dialogue or letter
- questions for speaking practice
- exercises

There are also revision units to help you practise what you are learning. At the back of the book, an exercise key enables you to check your answers while grammar and vocabulary sections provide a useful reference.

The accompanying CD will help you with listening and speaking. In addition to a full pronunciation section, it contains reading passages and dialogues from the course book, followed by comprehension questions in German, together with model answers.

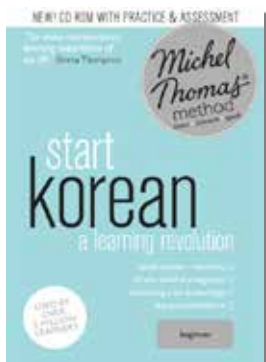
SEPTEMBER 2015

Book/CD, 432 pages



MICHEL THOMAS

START KOREAN / SWEDISH / NORWEGIAN



The revolutionary method that has helped over 5 million people learn a language.

How does it work?

You learned your own language naturally and enjoyably: now you can learn other languages in the same way.

Why is it so successful?

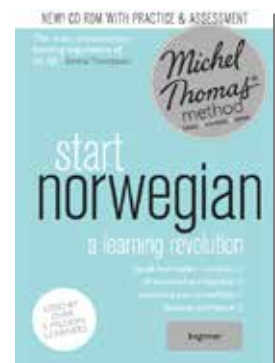
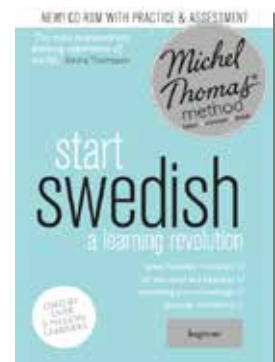
The Michel Thomas Method draws on the principles of instructional psychology. Knowledge is structured and organised for the student so that you assimilate the language easily and don't forget it. The method deconstructs the language into building blocks that are introduced sequentially in such a way that the learner creates his/her response and moves on to ever-more-complex sentences.

How far will I get?

In this two-hour course, you'll learn the 50 essential words at the heart of your chosen language and how to put them together to make yourself understood.

Learn Anywhere

Don't be tied to chunky books or your computer, Michel Thomas Method audio courses let you learn whenever you want: at home, in your car, or on the move with your MP3 player.

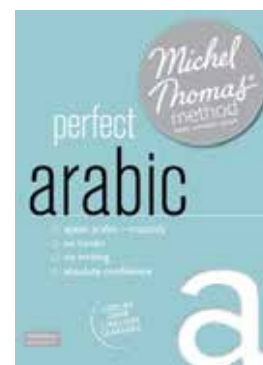


SEPTEMBER 2015

2 CDs

MICHEL THOMAS

PERFECT ARABIC / POLISH



Guaranteed success, incredible progress and absolute confidence in Arabic.

Already completed Michel Thomas Total Arabic / Polish?

Take your language to the next level with this acclaimed follow-on to the Michel Thomas Method Total Course.

No books. No writing. No memorizing.

- Guaranteed success. Speak and understand perfectly

- Incredible progress. Get what you want, fast

- Absolute confidence. Unleash your natural learning style without trying

Stress-free audio learning

Michel Thomas teaches you through your own language, so there's no stress, and no anxiety. He builds it up, step by step, and you don't move on until you've absorbed and understood the previous point. And, as Michel Thomas said, 'What you understand, you know; and what you know, you don't forget.' With parallels to the way you learned your own language, each language is learned in 'real-time' conditions. There is no need to stop for homework, additional exercises or vocabulary memorization.

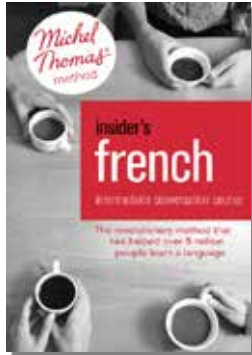


FEBRUARY 2016

11 CDs

MICHEL THOMAS

INSIDER'S FRENCH / GERMAN



Through authentic, lively conversations around engaging topics, and the unique Michel Thomas Method for learning, this course focuses on the colloquial language and conversation strategies used by native speakers so that you can fit in and communicate more naturally.

INSIDER'S includes:

- Ten authentic conversations around a comprehensive range of subjects that reflect contemporary German culture
- Language plus: conversation strategies, pronunciation and intonation to help learners express themselves naturally
- Listening and speaking practice to help learners progress to the next level
- Cultural insights into the unspoken rules of the language

This course includes a 100+ page book, MP3 audio CD-ROM, and interactive review and practice on CD-ROM.

Why is the Michel Thomas Method so successful?

The Michel Thomas Method draws on the principles of instructional psychology. Knowledge is structured and organised for the student so that you assimilate the language easily and don't forget it. The method deconstructs the language into building blocks that are introduced sequentially in such a way that the learner creates his/her response and moves on to ever-more-complex sentences.

Michel Thomas, the preeminent language teacher, always said that learners start by mastering basic linguist structures (as in his Total and Perfect courses), which provide the bare walls of the house, but that that it was up to us, the learner, to decorate it in our own personal way. Insider's German reflects Michel Thomas's 'Phase 2' courses that he and his team offered at his New York language school, allowing increased vocabulary, improved speaking, comprehension and reading and writing skills - the tools with which to decorate their houses.

DECEMBER 2015
Book/CD, 128 pages

TEACH YOURSELF: ABSOLUTE BEGINNER SERIES



26th JUNE 2015
Book/CD, 400 pages

Ideal for complete beginners, this course comprises a book and audio support which is easy to download to your computer or MP3 player.

If you are an absolute beginner or simply looking for a solid foundation to your language studies for school, work or travel, this engaging course will help get you on your way to speaking, writing, reading and understanding your new language.

Through an engaging story line, clear language presentations, and extensive practice and review, you will pick up the language you need to communicate naturally in everyday situations - from shopping and travelling to food and daily life.

Available languages: [Portuguese - Brazil](#); [Danish](#); [Thai](#); [Norwegian](#); [Indonesian](#); [English as a Foreign Language](#)



7th APRIL 2016

Book/CD, 168 pages

GET STARTED IN BEGINNER'S ENGLISH

CINDY CHEETHAM

Through authentic conversations, clear language presentations, and extensive practice and review, you will learn the English you need to communicate naturally in everyday situations - from booking a hotel room to talking about friends and family.

What will I learn?

By the end of the course you will reach a solid A2 level of the CEFR (Common European Framework of Reference.) The course focuses on British English but offers American alternatives. Basic English is slowly and carefully introduced to ensure you progress confidently through the course and build up a foundation to allow you to feel confident in everyday situations and move to the next level of your learning.

What do I get?

- 10 units of learning content - covering everyday topics from booking a hotel room to talking about friends and family
- Discovery Method - figure out rules and patterns yourself to make the language stick.
- Outcomes-based learning - focus your studies with clear aims.
- Vocabulary building - thematic lists and activities to help you learn vocabulary quickly.
- Test yourself - see and track your own progress.
- Teachers' guide - to support teachers in the classroom
- Multiple-language introduction to assist non-native English speakers.

[Cindy Cheetham](#) has twenty nine years' experience in the ELT sector gained in London, Portugal, Brazil and Spain.

BUSINESS



14th JANUARY 2016

Paperback, 128 pages

MBA IN A WEEK

ALAN FINN

In today's working environment, which is changing faster than ever, the skills and knowledge associated with an MBA are hugely valuable. But you don't need to take out a mortgage in order to speak the language and share the success of MBA graduates. The 'in a week' structure covers the essentials of an MBA over just 7 days:

Sunday: Business history and law

Monday: Finance, economics and accounting

Tuesday: Entrepreneurship, ethics and social responsibility

Wednesday: Strategy and marketing

Thursday: Operations management

Friday: Organisational behaviour

Saturday: Qualitative and quantitative research in management consulting

From service in Royal Naval nuclear submarines to management consultancy, [Alan Finn's](#) career began in engineering and is now in B2B marketing for industry, helping organisations to grow.



10th MARCH 2016

Paperback, 128 pages

BRAND MANAGEMENT IN A WEEK

JULIA HITCHENS & PAUL HITCHENS

The ability to manage your brand successfully is crucial to anyone who wants to advance their career.

So what are you waiting for? Let this book put you on the fast track to success!

Sunday: Determine your brand focus

Monday: Define your brand strategy

Tuesday: Express your brand identity

Wednesday: Evolve your brand culture

Thursday: Build your employer brand

Friday: The importance of design

Saturday: Sustaining the brand

[Paul and Julia Hitchens](#) formed Verve Interactive Ltd in 1996. Verve is an independent Creative Brand Consultancy.



10th MARCH 2016

Paperback, 128 pages

DIFFICULT CONVERSATIONS IN A WEEK

MARTIN MANSER

Sunday: Why are conversations difficult?

Monday: Considering emotions

Tuesday: Listening well

Wednesday: Treating colleagues with respect

Thursday: Preparing well

Friday: Seeking change

Saturday: Develop trusting relationships

[Martin Manser](#) has led seminars on good communication on four continents.



14th JANUARY 2016

Paperback, 160 pages

BUSINESS ECONOMICS IN A WEEK

THOMAS COSKERAN

A basic understanding of economics is a vital skill that nobody in business should be without. In this short, accessible book, Thomas Coskeran shares a lifetime of hard-earned wisdom and practical advice, giving you, in straightforward language, all the economics you will need to apply in your business. The 'in a week' structure explains the essentials of economics over just 7 days:

[Thomas Coskeran](#) has taught economics in business schools for much of the last twenty years, most recently at Durham University Business School.



14th JANUARY 2016

Paperback 128 pages

PR IN A WEEK

BRIAN SALTER

An understanding of public relations is crucial to anyone who wants to advance their career.

Written by Brian Salter, a leading expert on public relations as both a practitioner and a journalist, this book quickly teaches you the insider secrets you need to know to in order run a successful public relations strategy.

So what are you waiting for? Let this book put you on the fast track to success!

[Brian Salter](#) has worked as a public relations expert and journalist on four continents. He has written several successful and well-respected books on the subject of public relations.



10th MARCH 2016

Paperback, 128 pages

NETWORKING IN A WEEK

JULIA HITCHENS & PAUL HITCHENS

The ability to build and maintain a wide network of relationships is crucial to anyone who wants to advance their career.

Written by Alison Straw and Dena Micheli, leading experts on networking, this book quickly teaches you the insider secrets you need to know to in order to become widely known, remembered and liked.

[Alison Straw](#) is an independent consultant and executive coach. Her career has been devoted to helping individuals, groups and organisations develop.

[Dena Michelli](#) is an executive coach and leadership development specialist who works across cultures in business school and organisational settings



10th MARCH 2016

Paperback, 128 pages

RIGHTS SOLD IN: Portuguese
- Brazil (Novo Seculo); Korean
(Econ); Indonesian (Indeks)

STRATEGY IN A WEEK

STEPHEN BERRY

The ability to develop and implement a successful strategy is crucial to anyone who wants to advance their career.

Written by Stephen Berry, a leading expert on strategy as both a coach and a practitioner, this book quickly teaches you the insider secrets you need to know to in order to build a winning strategy.

[Alison Straw](#) is an independent consultant and executive coach. Her career has been devoted to helping individuals, groups and organisations develop.

[Stephen Berry](#) is a leading expert on strategy as both a coach and a practitioner.



7th APRIL 2016

Paperback, 128 pages

SUCCESSFUL BUSINESS PLANS IN A WEEK

STEPHEN BERRY

The ability to write a successful business plan is crucial to anyone who wants to advance their career.

Written by Iain Maitland, a leading expert on appraisals as both a coach and a practitioner, this book quickly teaches you the insider secrets you need to know to in order to write and receive support for a business plan.

[Iain Maitland](#) is an entrepreneur who has set up and run several successful businesses. He is the editor of Property Auctions Confidential and Auction Trader and writes for the Sunday Times and Guardian. He is the author of 44 business books.

5th MAY 2016

Paperback, 128 pages

BUSINESS COMMUNICATION IN A WEEK

MARTIN MANSER

The ability to communicate clearly in business situations is crucial to anyone who wants to advance their career.

Written by Martin Manser, a leading experts on business communcation, this book quickly teaches you the insider secrets you need to know to in order to be understood.

[Martin Manser](#) has been a leading communication trainer for many years. His books on written communication have been on bestseller lists, and he has taught a range of courses at London College of Communication and at many global organisations..

5th MAY 2016

Paperback, 128 pages

MARKET RESEARCH IN A WEEK

JUDY BARTKOWIAK

The ability to research the market for a product or service is crucial for anyone who wants to advance their career.

Written by Judy Bartkowiak, a leading expert on market research as both a coach and a practitioner, this book quickly teaches you the insider secrets you need to know to in order understand your consumers.

[Judy Bartkowiak's](#) training courses and coaching practice have helped thousands of people to apply the skills of NLP in their everyday lives. She is a qualified NLP Trainer, NLP Master Practitioner, NLP Sports Practitioner, NLP Business Practitioner and NLP Children's Practitioner.

5th MAY 2016

Paperback, 128 pages

PUBLIC SPEAKING IN A WEEK

MATT AVERY

Sunday: Write a speech to which people will want to listen that is well-researched, uses stimulating content and is tailored to the needs of the audience

Monday: Learn how to use effective speaking techniques such as projection, commanding the space and interaction with your audience

Tuesday: Discover more advanced public speaking techniques such as using audio and visual aids, varying your pace, and adding tone and inflection

Wednesday: Ensure you are fully prepared through memorizing key points and rehearsing with others

Thursday: Control your nerves with relaxation techniques and confidence tricks of the trade

Friday: Engage with your audience by keeping to your script, making eye contact and varying your delivery

Saturday: Understand the common mistakes to avoid so that you won't lose your audience's attention

[Mattt Avery](#) is a successful life coach and mentor, whose tried and tested methodologies have been helping people to achieve genuine, lasting happiness for more than a decade.



5th MAY 2016

Paperback, 128 pages

START YOUR OWN BUSINESS IN A WEEK

KEVIN DUNCAN

Sunday: Get started with realistic goals and a detailed business plan, and do your market research

Monday: Learn strategies for building a network of contacts and how to handle meetings

Tuesday: Learn how to get the product or service right and increase your margin

Wednesday: Choose the most effective ways to communicate with customers.

Thursday: Market yourself and your business and learn how to cut the jargon and describe what you do in 30 seconds

Friday: Motivate yourself to work hard and ignore distractions.

Saturday: Avoid difficulties and problems through using personal planning and business planning tripwires

[Kevin Duncan](#) is a well-known 'business troubleshooter' who has helped hundreds of small businesses to start and grow.

DELIVER GREAT TRAINING COURSES IN A WEEK

KEVIN DUNCAN

Sunday: What is training?

Monday: Identifying training needs clearly

Tuesday: Designing the course carefully

Wednesday: Planning variety creatively

Thursday: Delivering your training successfully

Friday: Evaluate the training thoroughly

Saturday: Refine your skills constantly

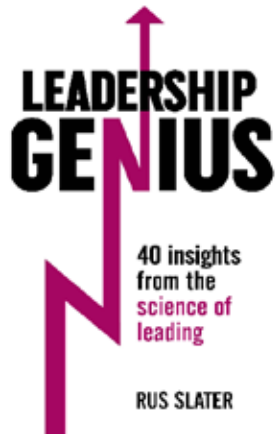
[Martin Manser](#) has led many workshops on business communication for national and international companies and organizations since 2001

MANAGEMENT DEVELOPMENT



11th FEBRUARY 2016

Paperback, 128 pages



10th SEPTEMBER 2015

Paperback, 256 pages

LEADERSHIP GENIUS

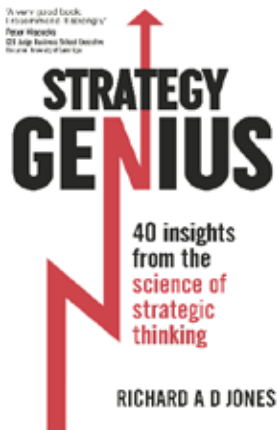
RUS SLATER

Leadership Genius makes it easy to apply what researchers know about brilliant leadership to the real world. 40 individual chapters focus on one or more scientific studies into a topic that you, as a leader, need to be aware of.

In business, conventional wisdom often says one thing while research says another. *Leadership Genius* cuts through the noise to bring you proven research and techniques for applying it that will simply make you a better leader.

Quick to read and intensely practical, this book will bring a little leadership genius into your day.

[Rus Slater](#) delivers leadership training for many of the world's leading organisations including Toyota, BP, Hyundai, Aston Martin, BT, Mott McDonald, Invensys and Hilton. This is his sixth book, and his titles have been translated into languages ranging from Turkish to Korean.



8th OCTOBER 2015

Paperback, 256 pages

STRATEGY GENIUS

RICHARD A D JONES

Imagine having instant access to the world's smartest thinking on strategy - and being shown exactly what to do to guarantee that you get your own strategy right, every time.

'Strategy is one of those topics that many people talk about without having much idea what they mean. Richard Jones is one of the exceptions. A very good book; I recommend it strongly' Peter Hiscocks, CEO Judge Business School Executive Education, University of Cambridge

[Richard A D Jones](#) is a strategic and change management consultant and entrepreneur in the field of telecoms and technology. He has consulted at board and government level for companies and ventures from Kansas to Kazakhstan and from the Arctic to Africa.



5th NOVEMBER 2015

Paperback, 336

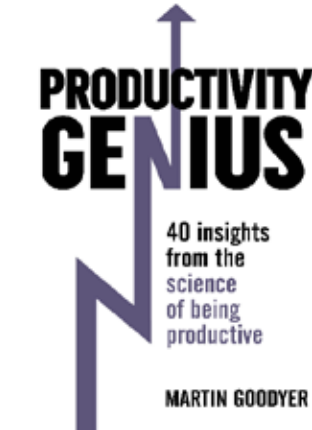
COMMUNICATION GENIUS

TONY BUON

Too often, conventional wisdom says one thing while research says another. *Communication Genius* cuts through the noise to bring you proven research and techniques for applying it that will simply make you a better all-round communicator.

With chapters on body language, emotional intelligence, neuro-linguistic programming (NLP), presentations, mimicry, groupthink and the latest neuroscience, *Communication Genius* explodes some myths and gives you the best that science has to offer on communication.

[Tony Buon](#) holds graduate and post-graduate degrees in psychology, behavioural sciences, and workplace Education. He has taught Leadership, Psychology and Human Resources Management up to Master's Level in Universities and Colleges in Australia and the UK.



5th NOVEMBER 2015

Paperback, 288

PRODUCTIVITY GENIUS

MARTIN GOODYER

There is a raft of myth and hearsay around productivity as well as thousands of books, most of which disagree with each other. *Productivity Genius* presents a new and different approach. It cuts through the noise to bring you proven research from around the world that you can use to reach your goals at work.

Martin Goodyer, a workplace psychologist who is a leading authority on communication, has read thousands of journal articles, books and pieces of research, so that you don't have to. He has pulled together the 40 most rigorous and compelling pieces to each form a chapter of *Productivity Genius*. And each chapter not only describes the research, it also shows you how to take advantage of it in your work.

[Martin Goodyer](#) is a leading authority on both personal and organisational productivity. He is a highly respected coach who lectures to large business audiences around the world



5th NOVEMBER 2015

Paperback, 288 pages

SECRETS OF GREAT LEADERS

DR CAROL O'CONNOR

What do great leaders know that the rest of us don't? Do they have a secret recipe for success? Is there a special alchemy to leading people? The Secrets of Great Leaders reveals the 50 things you need to know to motivate and inspire those around you.

Each chapter outlines one of the 50 ideas and gives three strategies for putting it into practice. Some of the ideas will surprise you, all will inspire you. Put these simple strategies together and you have a recipe for professional success, a formula that will unlock your leadership potential.

Whether you want to motivate your team, master public speaking or establish guiding principles and set priorities, this book provides the tools and techniques you need to be a great leader. With nuggets of wisdom gathered over years of experience, for every type of leadership situation, it gives you everything you need to know.



11th FEBRUARY 2016

Paperback, 128 pages

RIGHTS SOLD IN: French (Dunod); Korean (Econ); Spanish (De Agostini); Indonesian (Indeks); Marathi (Mehta)

LEADERSHIP IN A WEEK

DR CAROL O'CONNOR

In this short, accessible book, Carol O'Connor shares a lifetime of hard-earned wisdom and practical advice, giving you, in straightforward language, all the leadership expertise you need to be a great leader.

Dr Carol O'Connor is the author of eight business books and director of Vision in Practice Ltd, a leadership development consultancy and publisher. She has spent more than 30 years teaching, writing and consulting about leadership, innovation and strategic thinking.



11th FEBRUARY 2016

Paperback, 128 pages

MANAGING STRESS AT WORK IN A WEEK

STEPHEN EVANS-HOWE

In this short, accessible book, Stephen Evans-Howe shares a lifetime of hard-earned wisdom and practical advice, giving you, in straightforward language, all the insight you need to understand and manage stress. The 'in a week' structure explains the essentials of stress at work over just 7 days:

Sunday: Examine the common causes of stress from a work/organisational perspective and an individual level

Monday: Understand the basic psychological and physiological aspects of stress

Tuesday: Gain an overview of the issues of stress surrounding job roles and responsibility, and consider potential solutions

Wednesday: Understand the stress associated with workload, work pressure and work environment and develop the tools to deal with it

Thursday: Create a supportive environment to combat conflict and certain behaviours

Friday: Gain an insight into change management and how it can help relieve stress within your team

Saturday: Use practical steps to help individuals take responsibility for managing their own stress

Stephen Evans-Howe is a senior manager at a FTSE-250 company. He is an expert in organizational issues around stress, and has helped hundreds of employees and colleagues to reduce their stress, or to be effective in spite of stress.

NIGEL CUMBERLAND



Recruit the right people
in seven simple steps

14th JANUARY 2016

Paperback, 128 pages

FINDING AND HIRING TALENT IN A WEEK

NIGEL CUMBERLAND

Written by Nigel Cumberland, a leading expert on recruitment as both a coach and a practitioner, this book quickly teaches you the insider secrets you need to know to in order to build a brilliant team.

Nigel Cumberland has delivered management training for organisations based on five different continents. An experienced manager himself, he has been a regional Finance Director with a FTSE 100 company, and has run his own award-winning executive search firm.

ROGER MASON



Make sense of financial
statements in seven simple steps

14th JANUARY 2016

Paperback, 128 pages

UNDERSTANDING AND INTERPRETING ACCOUNTS IN A WEEK

ROGER MASON

This book explains the contents of a set of accounts, particularly published statutory accounts.

Sunday: The Right Approach

Monday: Introduction to published accounts

Tuesday: Income statement

Wednesday: Statement of Financial Position

Thursday: The remainder of a set of accounts

Friday: Cash and investment ratios

Saturday: In-depth work with public accounts

Roger Mason is a chartered accountant, who has thirty years experience working with small and large businesses.

MARTIN MANSE



The success toolkit for
managers in seven simple steps

14th JANUARY 2016

Paperback, 128 pages

MANAGING YOURSELF IN A WEEK

MARTIN MANSE

Sunday: Know yourself

Monday: Manage your focus

Tuesday: Manage your time

Wednesday: Manage your mind

Thursday: Manage your emotions

Friday: Manage your relationships

Saturday: Manage stress

At the end there are questions to ensure you have taken it all in and cartoons, diagrams and visual aids throughout

Martin Manser is a business trainer and consultant and has led courses at the London College of Communication (University of the Arts, London), CAPITA Business Services Limited, Department for Education, Network Rail, SPIE Matthew Hall (AMEC).



10th MARCH 2016

Paperback, 128 pages

LEADING TEAMS IN A WEEK

NIGEL CUMBERLAND

Sunday: Getting started with a team

Monday: Aligning and goal-setting

Tuesday: Communication and processes within a team

Wednesday: Managing poor performance or difficult team members

Thursday: Delegating and managing work within a team

Friday: Growing the team through training and development

Saturday: Succession planning in the team

Nigel Cumberland has delivered management training for organisations based on five different continents.

NEGOTIATION



11th FEBRUARY 2016

Paperback 128 pages

NEGOTIATION SKILLS IN A WEEK

PETER FLEMING

The ability to negotiate is a skill that nobody in business should be without. In this short, accessible book, Peter Fleming shares a lifetime of hard-earned wisdom and practical advice, giving you, in straightforward language, all the expertise you need to be a great negotiator.

[Peter Fleming](#), MA HRM, has over 30 years experience as an International Management Consultant and Principal of PFA International. He is a Chartered Marketer and Chartered Fellow of the Institute of Personnel Development and has trained thousands of negotiators from all over the world.



14th FEBRUARY 2016

Paperback 128 pages

NEGOTIATION SKILLS IN A WEEK

PETER FLEMING

The 'in a week' structure explains the essentials of negotiating over just 7 days:

Sunday: Get your preparation right

Monday: Who will I meet?

Tuesday: Higher-level techniques

Wednesday: Exchanging proposals and trading concessions

Thursday: Listening and consulting skills

Friday: The small print

Saturday: Keep track of successful outcomes

MARKETING



10th MARCH 2016

Paperback 128 pages

RIGHTS SOLD IN: Portuguese
(Planeta); Spanish (De Agostini)

DIRECT MARKETING IN A WEEK

PATRICK FORSYTH

Sunday: Why use direct mail?

Monday: Building and maintaining your database

Tuesday: The components of direct mail

Wednesday: Creative approaches

Thursday: Physical campaigns

Friday: Digital campaigns

Saturday: Integration and follow-up

Patrick Forsyth runs Touchstone Training & Consultancy, an independent firm specialising in the improvement of marketing, sales and communications skills, based in the U.K.



10th MARCH 2016

Paperback 128 pages

MARKETING IN A WEEK

ERIC DAVIES

The ability to understand marketing is crucial to anyone who wants to advance their career - whether or not they actually work in marketing.

Written by Eric Davies, a leading expert on marketing as both a coach and a practitioner, this book quickly teaches you the insider secrets you need to know to in order to ensure your products or services are marketed successfully.

Eric Davies is a leading marketing expert who consults companies across the globe.



7th APRIL 2016

Paperback 128 pages

RIGHTS SOLD IN: Portuguese (Planeta); Spanish (De Agostini); Chinese Simplified (Shanghai Academy); Thai (Se-Education)



10th MARCH 2016

Paperback 128 pages

MARKETING PLANS IN A WEEK

ROS JAY

Written by Ros Jay, a leading expert on marketing as both a coach and a practitioner, this book quickly teaches you the insider secrets you need to know to create a successful marketing plan.

[Ros Jay](#) is a freelance business writer and editor. She has written a number of books on marketing topics and also advises small businesses on corporate image and marketing. John Sealey is a successful marketing consultant and leading business enhancement expert.

SOCIAL MEDIA MARKETING IN A WEEK

NICK SMITH

Sunday: Understand what social media marketing is, its purpose, benefits and potential pitfalls

Monday: Gain insight with cases studies of companies that have achieved positive results from social media

Tuesday: Get started with key strategies and tactics and learn how to find and engage with your audience

Wednesday: Learn how to set up and configure Blogging, Facebook, Twitter and LinkedIn

Thursday: Learn how to set up and configure YouTube, Google, Pinterest, StumbleUpon, and other ones to watch

Friday: Utilize other people's content to help you become the authority in your marketplace, in one hour a day or less

Saturday: Discover the tools and techniques that will help you to continually manage your social media campaign

[Nick Smith](#) runs a successful online marketing consultancy advising companies how to increase sales and profits using the power of the Internet and by leveraging forgotten assets hidden in their business.



11th FEBRUARY 2016

Paperback 128 pages



10th MARCH 2016

Paperback 128 pages

MOBILE MARKETING IN A WEEK

NICK SMITH

The 'in a week' structure explains the essentials of mobile marketing over just 7 days:

Sunday: Why the future is mobile

Monday: Basic mobile traffic getting tactics

Tuesday: Social mobile marketing

Wednesday: Mobile pay per click (PPC) marketing

Thursday: Mobile apps for SMEs

Friday: SMS marketing

Saturday: Building the ultimate mobile marketing system

DIGITAL MARKETING IN A WEEK

NICK SMITH

The highly motivational 'in a week' structure of the book provides seven straightforward chapters explaining the key points, and at the end there are optional questions to ensure you have taken it all in.

Sunday: Search Engine Optimisation

Monday: Social media marketing

Tuesday: Pay Per Click (PPC) marketing

Wednesday: Mobile marketing

Thursday: Email marketing

Friday: Free and paid-for publicity

Saturday: Building the ultimate sales website

[Nick Smith](#) runs a consultancy advising SMEs on digital marketing. He has already written three highly successful titles in digital marketing in the In a Week series.

10th MARCH 2016

Paperback 128 pages

SMALL BUSINESS MARKETING IN A WEEK

JANE HEATON

In this short, accessible book Jane shares a lifetime of hard-earned wisdom and practical advice.

Sunday: Adopt a content marketing mindset.

Monday: Understand the different types of content.

Tuesday: Define your content marketing strategy.

Wednesday: Get started with content planning.

Thursday: Create compelling content.

Friday: Get ready to share.

Saturday: Learn how to measure success.

Jane Heaton is a marketing consultant, content specialist and writer who helps people master the principles and practice of marketing and communications.

CAREER DEVELOPMENT



11th FEBRUARY 2016

Paperback 128 pages

SMALL BUSINESS MARKETING

JOHN SEALEY

Sunday - Understand the principles.

Monday - Attract the right type of customers.

Tuesday - Keep your customers longer

Wednesday - Increase customer loyalty and frequency.

Thursday - Increase the value of your sales.

Friday - Grow your business by attracting new clients.

Saturday - Improve the return on your investment.

John Sealey has run his own small business for over 13 years, providing marketing services to a wide variety of SMEs. He is an acknowledged expert in local internet and mobile marketing.

7th APRIL 2016
Paperback 128 pages

CAREER CHANGE IN A WEEK

PATRICIA SCUDAMORE & HILTON CATT

Sunday: Use research to test the strength of your ideas and identify your transferable skills

Monday: Understand the financial implications of changing your job and find ways to supplement your income

Tuesday: Overcome lack of skills and experience by gaining new qualifications and considering work experience

Wednesday: Assess the opportunities available within your company and convince your employers of your aspirations

Thursday: Create an effective CV for the outside job market and learn how to get noticed without experience.

Pat Scudamore and Hilton Catt are experienced career consultants and trainers, having both worked in HR and recruitment for 30 years. They are authors of many successful books on career management.

ASSERTIVENESS IN A WEEK

DENA MICHELLI

The ability to assert yourself - to stand up for yourself while ensuring a win-win outcome - is crucial to anyone who wants to advance their career.

Written by Dena Michelli, a leading expert on appraisals as both a coach and a practitioner, this book quickly teaches you the insider secrets you need to know to in order to be assertive.

So what are you waiting for? Let this book put you on the fast track to success!

Dena Michelli is an executive coach and leadership development specialist who works across cultures in business school and organisational settings.

11th FEBRUARY 2016
Paperback 128 pages

RIGHTS SOLD IN: Portuguese - Brazil (Novo Seculo); French (Dunod); Portuguese (Planeta); Spanish (De Agostini); Chinese Simplified (Shanghai Academy)

HILTON CATT & PAT SCUDAMORE



11th FEBRUARY 2016

Paperback 128 pages

RIGHTS SOLD IN: Spanish (De Agostini)

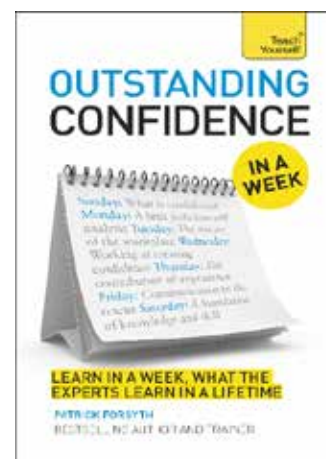
JOB HUNTING IN A WEEK

PATRICIA SCUDAMORE & HILTON CATT

The ability to find the right job at the right time is crucial to anyone who wants to advance their career.

Written by Pat Scudamore and Hilton Catt, leading experts on job hunting as both coaches and HR practitioners, this book quickly teaches you the insider secrets you need to know to in order find the right job for you.

Pat Scudamore and Hilton Catt are experienced career consultants and trainers, having both worked in HR and recruitment for 30 years. They are authors of many successful books on career management.



11th FEBRUARY 2016

Paperback 128 pages

OUTSTANDING CONFIDENCE IN A WEEK

PATRICK FORSYTH

The ability to maintain confidence is crucial to anyone who wants to advance their career.

So what are you waiting for? Let this book put you on the fast track to success!

Sunday: What is confidence?

Monday: Self analysis

Tuesday: The nature of the work place

Wednesday: Working at creating confidence

Thursday: The contribution of appearance

Friday: Communications to the rescue

Saturday: A foundation of knowledge and skill

Patrick Forsyth runs Touchstone Training & Consultancy, and has many years of experience as a consultant and trainer.

7th APRIL 2016
Paperback 128 pages

COVER LETTERS IN A WEEK

PATRICIA SCUDAMORE & HILTON CATT

Sunday: Understand the importance of first impressions and the common mistakes people make

Monday: Ensure your application is taken seriously with a cover letter that is concise, complements your CV and is targeted to the job you have applied for

Tuesday: Discover how to style and structure your cover letter with advice on forms of address, etiquette, fonts, margins and the importance of 'white space'

Wednesday: Design your cover letter to engage your audience and overcome the competition for advertised jobs

Thursday: Design a speculative cover letter to approach the invisible job market

Friday: Learn how to address cover letters to agencies and recruitment consultants

ALISON STRAW & MO SHAPIRO



How to prepare for a job interview in seven simple steps

7th APRIL 2016
Paperback 128 pages

JOB INTERVIEWS IN A WEEK

PATRICIA SCUDAMORE & HILTON CATT

The ability to succeed at interviews is crucial to anyone who wants to advance their career.

Written by Alison Straw and Mo Shapiro, leading experts on interviews as both coaches and practitioners, this book quickly teaches you the insider secrets you need to know to in order to perform brilliantly when interviewed.

Mo Shapiro, partner of INFORM T&C is a Master Practitioner in NLP and Coaching. **Alison Straw** is an independent Consultant and Executive Coach.

DI KAMP



A performance appraisal masterclass in seven simple steps

14th JANUARY 2016

Paperback 128 pages

RIGHTS SOLD IN: Spanish (De Agostini)

APPRAISALS IN A WEEK

DI KAMP

Sunday: Why appraise?

Monday: Formulating a successful appraisal

Tuesday: The appraiser's role 1: setting the framework

Wednesday: The appraiser's role 2: attitudes and approaches

Thursday: The interview 1: reviewing achievement

Friday: The interview 2: looking ahead

Saturday: Completing the appraisal: after the interview

Di Kamp is Chief Executive of Meta (UK) Ltd. The company specialises in helping organisations and individuals to develop excellence in management practice. Di has helped a number of organisations to enhance their performance development systems, and has trained both managers and their appraisees in how to use appraisals to enhance performance.

MIKE BOURNE



Managing change in seven simple steps

14th JANUARY 2016

Paperback 128 pages

RIGHTS SOLD IN: Mongolian (Bolov Sudar); Indonesian (Indeks); Portuguese - Brazil (Novo Seculo)

CHANGE MANAGEMENT IN A WEEK

DI KAMP

Written by Mike and Pippa Bourne, this book quickly teaches you the insider secrets you need to know to in order to successfully manage change. The 'in a week' structure explains the essentials of change management over just 7 days. At the end there are questions to ensure you have taken it all in and cartoons, diagrams and visual aids throughout help make Change Management In A Week an enjoyable and effective learning experience.

Mike Bourne is a member of the Centre for Business Performance at Cranfield School of Management where his work involves helping companies change and improve through implementing performance measurement systems. **Pippa Bourne** is an experienced author of successful business books.



14th JANUARY 2016

Paperback 128 pages

RIGHTS SOLD IN: Mongolian
(Bolov Sudar)

DECISION MAKING IN A WEEK

MARTIN MANSER

Martin Manser, a leading expert on decision making in business, this book quickly teaches you the insider secrets you need to know to in order to choose the right path.

The 'in a week' structure explains the essentials of decision making over just 7 days. At the end there are questions to ensure you have taken it all in and cartoons, diagrams and visual aids throughout help make *Decision Making In A Week* an enjoyable and effective learning experience.

Martin Manser has been leading seminars on management skills and business communication for national and international companies and organisations since 2001.



14th JANUARY 2016

Paperback 128 pages

RIGHTS SOLD IN: French
(Dunod); Portuguese (Planeta);
Spanish (Gestion); Thai (Se
Education); Romania (Cosmos);
Chinese Simplified (Shanghai
Academy)



14th JANUARY 2016

Paperback 128 pages

RIGHTS SOLD IN: Portuguese
(Saraiva)

MANAGING YOUR BOSS IN A WEEK

SANDI MANN

Written by Sandi Mann, a leading expert on managing upwards as both a coach and a practitioner, this book quickly teaches you the insider secrets you need to know to in order to form a successful relationship with your boss.

Dr Sandi Mann is Senior Lecturer in Psychology at the University of Central Lancashire and Managing Director of Advantage Psychology consultancy. She works with a range of organisations delivering training and consultancy in a range of areas including employee relationships, communications, stress and emotional intelligence issues.

PEOPLE MANAGEMENT IN A WEEK

DR NORMA BARRY

Sunday: Understand how people management relates to leadership, and the features and tools of a people management role.

Monday: Explore the various managerial levels and roles and the responsibilities and qualities of people managers.

Tuesday: Gain an overview of people management styles.

Wednesday: Examine the external and internal organisational contexts of people managerial jobs.

Thursday: Use your power and influence effectively to motivate teams, tackle poor performance and provide positive feedback and encouragement.

Friday: Develop your coaching and mentoring ability.

Saturday: Maintain successful performance through effective delegation, planning and strategy, and good communication

Dr Norma Barry has four decades experience in managerial roles for a wide variety of businesses and organizations.



14th JANUARY 2016

Paperback 128 pages

RIGHTS SOLD IN: Spanish (De
Agostini)

JOB APPLICATION IN A WEEK

PATRICIA SCUDAMORE & HILTON CATT

After considering what employers want and how you could meet their needs you will be able to formulate a plan for what needs to go into your CV, what you need to put in your cover letters and what you need to say about yourself on application forms. You will discover how to measure up the competition and how to make sure your name, and not someone else's, is on the interview list.

You will also discover the importance of getting the right messages across in interviews - and what the right messages are. You will learn how to dictate the interview agenda to keep it on familiar territory where the best parts of your application will come out.

Pat Scudamore and Hilton Catt are experienced careers consultants and trainers, and the authors of many successful books on career management.



STARTING A NEW JOB IN A WEEK

CHRISTINE HARVEY

Sunday: Starting afresh

Monday: Your new boss

Tuesday: Your new colleagues

Wednesday: Your new team

Thursday: Your new customers

Friday: Your first day

Saturday: Your first month

[Christine Harvey](#) is a business speaker, broadcaster and author. She delivers training for UK clients including Sony, British Gas, Lloyds Merchant Bank, Shell and Standard Chartered.

7th APRIL 2016

Paperback 128 pages



PLANNING YOUR CAREER IN A WEEK

CHARLES JACKSON & WENDY HIRSH

Sunday: What do you want from work?

Monday: What kind of job would you enjoy?

Tuesday: What are you good at?

Wednesday: Identifying your career options

Thursday: Collecting information

Friday: Making the choice

Saturday: Taking the first steps

[Wendy Hirsh](#) and [Charles Jackson](#) have written extensively about career development practice. They advise many leading employers in both the public and private sectors on developing strategies for career development and the design of career interventions.

7th APRIL 2016

Paperback 128 pages

RIGHTS SOLD IN: Portuguese - Brazil (Novo Seculo); Portuguese (Saraiva)



DEALING WITH DIFFICULT PEOPLE IN A WEEK

BRIAN SALTER & NAOMI LANGFORD-WOOD

Written by Brian Salter and Naomi Langford-Wood, leading experts on dealing with difficult people as both coaches and practitioners, this book quickly teaches you the insider secrets you need to know to in order to overcome the barriers presented by difficult colleagues or customers.

[Brian Salter](#) and [Naomi Langford-Wood](#) are business and communication specialists, consultants and speakers on the international conference circuit. Together, they have also co-authored over 16 business books.

5th MAY 2016

Paperback 128 pages

RIGHTS SOLD IN: French (Dunod); Portuguese (Planeta); Spanish (De Agostini); Thai (Se Education)



PEOPLE SKILLS IN A WEEK

CHRISTINE HARVEY

Written by Christine Harvey, a leading expert on workplace communication, this book quickly teaches you the insider secrets you need to know to in order to communicate better.

[Christine Harvey](#) is an award winning sales executive, author of six best-selling business books in 22 languages, a board member for corporations, a popular conference speaker, plus a trainer to the U.S military and corporations worldwide.

5th MAY 2016

Paperback 128 pages

RIGHTS SOLD IN: Indonesian (Indeks)

5th MAY 2016

Paperback 128 pages

RIGHTS SOLD IN: French
(Dunod); Portuguese (Saraiva)

5th MAY 2016

Paperback 128 pages

TIME MANAGEMENT IN A WEEK

ROBERT ASHTON

The highly motivational 'in a week' structure of the book provides seven straightforward chapters explaining the key points, and at the end there are optional questions to ensure you have taken it all in. There are also cartoons and diagrams throughout, to help make this book a more enjoyable and effective learning experience.

[Robert Ashton](#) is an accomplished social entrepreneur. He's started and sold businesses, written 12 books and runs a successful charity.

TACKLING TOUGH INTERVIEW QUESTIONS IN A WEEK

MO SHAPIRO AND ALISON STRAW

Written by Mo Shapiro and Alison Straw, leading experts on interviews as both coaches and practitioners, this book quickly teaches you the insider secrets you need to know to shine at an interview.

[Mo Shapiro](#) is a Master Practitioner in NLP and Coaching. She has an outstanding record as a communications and presentation skills coach and an international public speaker. Mo contributes regularly to all broadcast media, has authored Successful Interviewing and Neuro-linguistic Programming and co-authored Tackling Tough Interview Questions.

[Alison Straw](#) is an independent Consultant and Executive Coach. Her career has been devoted to helping individuals, groups and organisations develop. She is passionate about engaging and inspiring people and has worked with many senior executives supporting them in developing themselves, their careers and their organisations. She

READING SKILLS



SPEED READING IN A WEEK

TINA KONSTANT

The ability to read, understand and remember material is crucial to anyone who wants to advance their career.

Written by Tina Konstant, a leading expert on speed reading as both a coach and a practitioner, this book quickly teaches you the insider secrets you need to know to in order to quickly deal with large amounts of reading.

[Tina Konstant](#) consults in the oil and gas sector and writes on a range of subjects from Effective Reading and Information Management to Copywriting and Change Management.

10th MARCH 2016

Paperback 128 pages

RIGHTS SOLD IN: Thai (Bizkit);
Portuguese (Planeta); Spanish (De
Agostini)

ACCOUNTING/FINANCE



7th APRIL 2016

Paperback 128 pages

RIGHTS SOLD IN: Thai (Se Education); Portuguese (Planeta); Spanish (De Agostini); China (Shanghai Academy)

FINANCE FOR NON-FINANCIAL MANAGERS IN A WEEK

ROGER MASON

The ability to understand finance is crucial to anyone who wants to advance their career.

Written by Roger Mason, a leading expert on business finance as both a coach and a practitioner, this book quickly teaches you the insider secrets you need to know to in order become confident with financial issues.

Roger Mason is a Chartered Certified Accountant and has many years practical experience as Financial Director of various British companies. He now lectures on financial and business topics. In addition he has edited a financial publication and written many books.

PROJECT MANAGEMENT



11th FEBRUARY 2016

Paperback 128 pages

RIGHTS SOLD IN: Korea
(Econ); Indonesia (Indeks); Polish
(Otwarte); Spanish (De Agostini)



14th JANUARY 2016

Paperback 128 pages

RIGHTS SOLD IN: Thai (Se
Education); Chinese Simplified
(Penguin); Spanish (De Agostini)

PROJECT MANAGEMENT IN A WEEK

MARTIN MANSER

The ability to manage a project successfully is crucial to anyone who wants to advance their career..

Written by Martin Manser, a leading expert on project management as both a coach and a practitioner, this book quickly teaches you the insider secrets you need to know to in order to run a project successfully from start to finish.

So what are you waiting for? Let this book put you on the fast track to success!

Martin Manser's books on management skills have sold over 100,000 copies, and he is a well-respected tutor at the London College of Communication.

SUCCESSFUL KEY ACCOUNT MANAGEMENT IN A WEEK

GRANT STEWART

The ability to manage key accounts successfully is crucial to any salesperson who wants to advance their career.

Written by Grant Stewart, a leading expert on key account management as both a coach and a practitioner, this book quickly teaches you the insider secrets you need to know to in order to grow successful relationships with key customers.

Grant Stewart has specialised in Key Accounts, Sales Management and Business Development for many companies and has run his own training and consultancy company for the last 16 years. He is a Group Course Director for the Chartered Institute of Marketing and the Institute of Professional Sales.

SALES



14th JANUARY 2016

Paperback 128 pages

RIGHTS SOLD IN: Chinese Simplified (Penguin); Spanish (De Agostini); Portuguese - Brazil (Saraiva)



10h MARCH 2016

Paperback 128 pages

SUCCESSFUL SELLING IN A WEEK

CHRISTINE HARVEY

The ability to sell products and services successfully is crucial to anyone who wants to advance their career.

Written by Christine Harvey, a leading expert on selling as both a coach and a practitioner; this book quickly teaches you the insider secrets you need to know in order to achieve profitable sales.

So what are you waiting for? Let this book put you on the fast track to success!

[Christine Harvey](#) is an award winning sales executive, author of six best-selling business books in 22 languages, a board member for corporations, a popular conference speaker, plus a trainer to the U.S military and corporations worldwide.

COPYWRITING IN A WEEK

ROBERT ASHTON

The ability to write great copy is crucial to anyone who wants to advance their career.

Written by Robert Ashton, a leading expert on copywriting as both a coach and a practitioner; this book quickly teaches you the insider secrets you need to know in order to write brilliant copy.

[Robert Ashton](#) is a social entrepreneur and established business author. His books have been translated into 15 languages and sell in almost 100 countries around the world. He attributes his success in business and in print to his ability to translate complexity into clear, compelling copy. In this book Robert shares the secrets of effective, persuasive writing.



10h MARCH 2016

Paperback 128 pages



10h MARCH 2016

Paperback 128 pages

SEO AND SEARCH MARKETING IN A WEEK

NICK SMITH

Sunday: Understand the functions of the major search engines and what SEO and Search Marketing are and what they do

Monday: Learn about your competition and target audience, and organize your website's structure

Tuesday: Discover the importance of keywords, and how to generate your keyword list and find the best low-cost research tools

Wednesday: Learn how to make changes to the pages on your site to increase the chance of ranking

Thursday: Ensure all of your links are found and indexed by search engines and generate backlinks

Friday: Monitor and manage your progress through tools such as Analytics, Webmaster and shortened URLs

[Nick Smith](#) is Managing Director of Closeup Media. He is an expert in online marketing, who has helped hundreds of large and small companies achieve their goals.

ECOMMERCE IN A WEEK

NICK SMITH

Sunday: Getting ready to start your store

Monday: Basic e-commerce setup

Tuesday: Social marketing for e-commerce

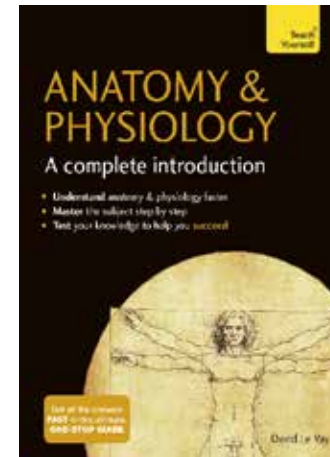
Wednesday: Pay-per-click (PPC) marketing for e-commerce

Thursday: Search engine optimization (SEO) for e-commerce

Friday: Customer service for e-commerce

Saturday: Bringing it all together into the ultimate e-commerce marketing system

TEXTBOOKS FOR STUDENTS



8th OCTOBER 2016

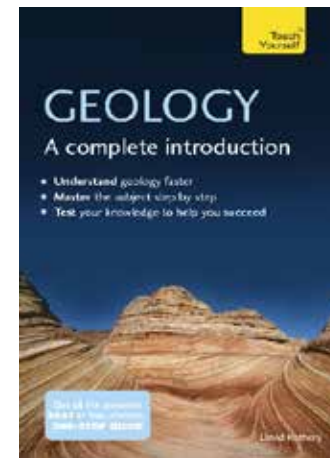
Paperback 384 pages

ANATOMY & PHYSIOLOGY

DAVID LE VAY

Anatomy & Physiology: A Complete Introduction is designed to give you everything you need to succeed, all in one place. It covers the key areas that students are expected to be confident in, outlining the basics in clear, jargon-free English and providing added-value features like summaries of key books and even lists of questions you might be asked in your seminar or exam.

David le Vay, MS, FRCS, was a consultant surgeon for many years and a well-known author and editor.



8th OCTOBER 2016

Paperback 384 pages

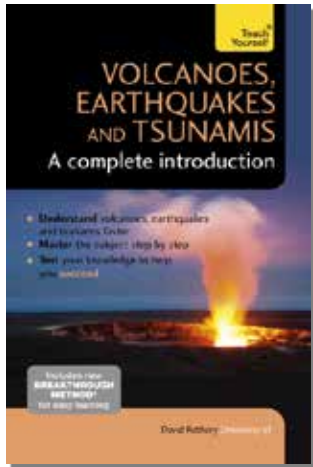
GEOLOGY

DAVID ROTHERY

Written by David Rothery, who is Professor of Planetary Geosciences at the Open University, Geology: A Complete Introduction is designed to give you everything you need to succeed, all in one place. It covers the key areas that students are expected to be confident in, outlining the basics in clear English, and then providing added-value features like a glossary of the essential jargon terms, links to useful websites, and even examples of questions you might be asked in a seminar or exam.

The book uses a structure chosen to cover the essentials of most school and university courses on Geology.

David Rothery is a volcanologist, geologist, planetary scientist and Professor of Planetary Geosciences at the Open University.



3rd DECEMBER 2015

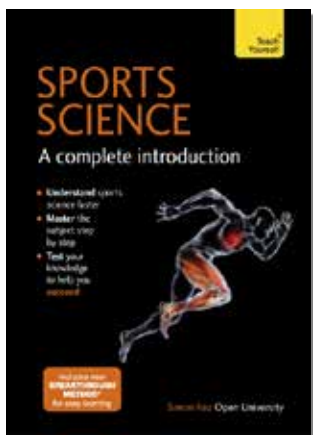
Paperback, 384 pages

VOLCANOES, EARTHQUAKES AND TSUNAMIS

DAVID ROTHERY

The book uses a structure chosen to cover the essentials of most university courses, with an introduction on how the Earth moves, followed by separate sections on volcanoes (including eruptions, types of volcano, volcanic hazards, volcanoes and climate, monitoring volcanoes, predicting eruptions and living with volcanoes), earthquakes (including faults, measurement, seismic monitoring, prediction, prevention and preparedness) and tsunamis.

David Rothery is a volcanologist, geologist, planetary scientist and Professor of Planetary Geosciences at the Open University.



3rd DECEMBER 2015

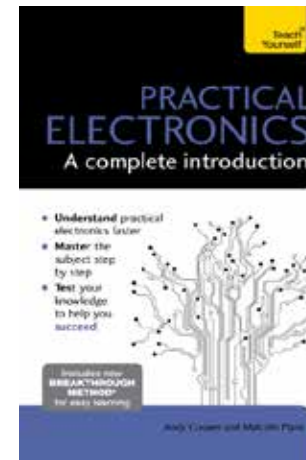
Paperback, 224 pages

SPORTS SCIENCE: A COMPLETE INTRODUCTION

SIMON REA

Each chapter covers a key introductory area, so by the end of the book you'll have a clear understanding of the essential principles of sport science. Starting with key points in anatomy and physiology, it covers sports psychology, biomechanics and also introduces sports nutrition, as well as how to plan research in sport.

Simon Rea is a Lecturer on the Sport and Fitness award at the Open University. He has been teaching in Higher and Further Education for over 20 years, has spent time training personal trainers, and has also worked as a performance coach in first class cricket. His specialist areas are strength and conditioning and nutrition for sports performance.



11th FEBRUARY 2016

Paperback, 384 pages

PRACTICAL ELECTRONICS

ANDY COOPER AND MALCOLM PLANT

Now completely revised, Practical Electronics: A Complete Introduction covers the key areas of electronics you need to be confident in, whether you are a keen amateur hobbyist, an engineering student or a professional who wants to keep up to date. It outlines the basics in clear jargon-free English and provides added-value features like key ideas, memorable quotations and even lists of questions you might be asked in a seminar or exam.

Malcolm Plant has been a leading figure in electronics education as a creative technical developer and ethical challenger.

Andrew Cooper was one of the pioneers of the use of microcontrollers in education and has developed microcontroller software, hardware.



10th MARCH 2016

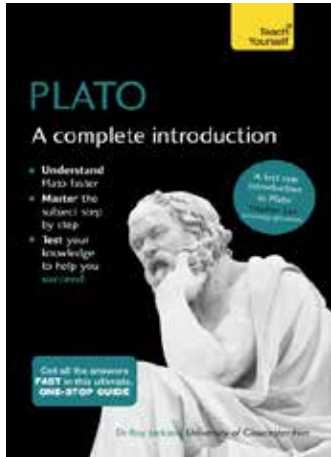
Paperback, 320 pages

MEDIA STUDIES

JOANNE HOLLOWES

The book uses a structure that mirrors the way Media Studies is taught on many university courses. Chapters include essential coverage of the history, organization and production of the media industries, and regulation of the media. The analysis of media texts is covered in detail, as are the issues of identity and gender, the idea of globalization and the shifting face of social media in its many contexts.

Joanne Hollowes has designed and taught courses in media studies in UK universities for over twenty years. She also has extensive experience as a programme leader, subject leader and external examiner for Media Studies.



10th MARCH 2016

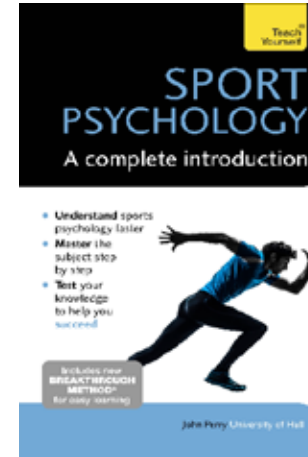
Paperback, 352 pages

PLATO

ROY JACKSON

Written by Dr Roy Jackson, who Senior Lecturer at the University of Gloucestershire, Plato: A Complete Introduction is designed to give you everything you need to succeed, all in one place. It covers the key areas that students are expected to be confident in, outlining the basics in clear jargon-free English, and then providing added-value features like summaries of key books, and even lists of questions you might be asked in your seminar or exam.

Dr Roy Jackson is Reader in Philosophy of Religion at the University of Gloucestershire. He has previously lectured in Philosophy and Religion at various universities, including Kent, Durham, and King's College London. He has a doctorate from the University of Kent and a PGCE from Roehampton University.



14th JANUARY 2016

Paperback, 320 pages

SPORT PSYCHOLOGY

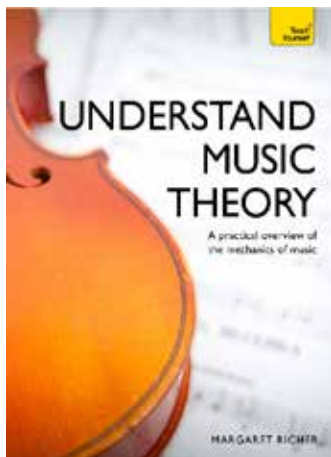
JOHN PERRY

Sport Psychology employs the 'Breakthrough Method' to help you advance quickly at any subject, whether you're studying for an exam or just for your own interest. The Breakthrough Method is designed to overcome typical problems you'll face as learn new concepts and skills.

- Problem: "I find it difficult to remember what I've read."; Solution: this book includes end-of-chapter summaries and questions to test your understanding.

- Problem: "Lots of introductory books turn out to cover totally different topics than my course."; Solution: this book is written by a university lecturer who understands what students are expected to know.

John Perry is Senior Lecturer in Sport and Exercise Psychology at Leeds Trinity University and he is the programme leader for courses in Sport and Exercise Sciences and Sport Psychology.



27th AUGUST 2016

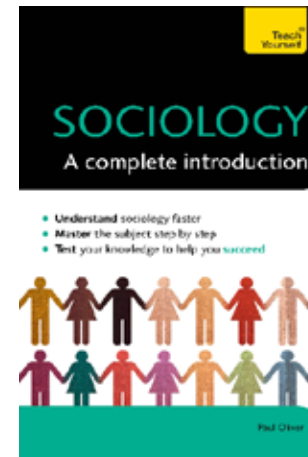
Paperback, 192 pages

UNDERSTAND MUSIC THEORY

MARGARET RICHER

Understand Music Theory offers a practical approach which uses active learning to impart knowledge. Suitable for complete beginners, and assuming no previous knowledge, each chapter includes examples, illustrations, clear explanations, tips and self-tests before moving on.

Margaret Richer has an MA in Music with a specialization in teaching piano. She has taught piano and music theory to adults for several years.



3rd DECEMBER 2016

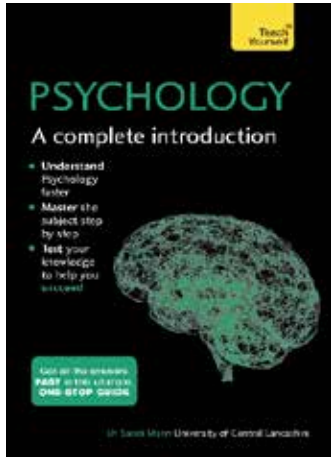
Paperback, 336 pages

SOCIOLOGY

PAUL OLIVER

the text is split into four parts, with an emphasis throughout on understanding and treating all concepts with clarity and precision. The first part covers theoretical issues including research methods. Part two looks at the social environment, including urbanization, work, politics, religion and the mass media. The final two parts examine global society and the position of the individual.

Dr Paul Oliver was for many years the director of the Doctor of Education programme at the University of Huddersfield.



2nd JUNE 2016

Paperback, 320 pages

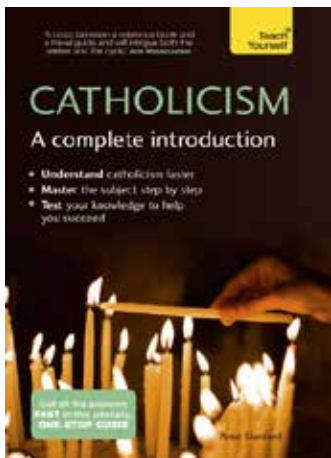
PSYCHOLOGY

SANDI MANN

The book uses a structure that mirrors the way Psychology is taught on many university courses. Chapters include key topics in psychology research; cognitive issues, including language, emotion, memory and perception; individual differences - intelligence, personality and gender; social psychology; mental health and psychological disorders/abnormal psychology and the treatment of such; the nervous system; and sleep.

Dr Sandi Mann is Senior Lecturer in Psychology at the University of Central Lancashire. She has authored or co-authored more than ten psychology books as well as numerous papers and articles.

HOBBIES



3rd OCTOBER 2015

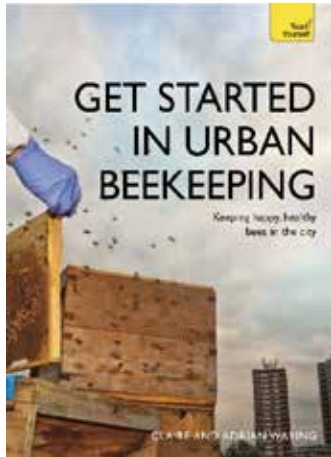
Paperback, 288 pages

CATHOLICISM

PETER STANFORD

Each of the four parts in the book covers a key introductory area, so by the end of the book you'll have a clear understanding of the essential tenets. Starting with the basics, and then exploring the history of Catholicism, the tenets of Papacy and Authority and also the Church in the Modern World, it is a comprehensive account of Catholic doctrine, faith and history. This new edition also considers the impact of the election of Pope Francis and the shift that his era is creating.

Peter Stanford is a writer, journalist and broadcaster. A former editor of the Catholic Herald, he has written over ten books on history, politics and religion, is a regular contributor to broadsheet media, and has been the presenter of several radio and television documentaries. He was one of the BBC Commentary team for the Papal visit to Britain and is a regular panellist on the BBC's The Moral Maze.



11th FEBRUARY 2016

Paperback, 224 pages

GET STARTED IN URBAN BEE KEEPING

ADRIEN WARING AND CLARE WARING

Written by two of the UK's most well-known and respected experts in the beekeeping community, this is the definitive, and most authoritative, guide to keeping bees in a city environment.

Straightforward, up-to-date, and systematically organized, this book covers everything you might need, whether you're already an urban beekeeper or just starting out. It gives practical and clear information on the essentials that all apiarists need (whether in or out of the city), while covering in detail the particular requirements of urban bees. Specifically designed to be interactive, and easy to use, this at a glance title also features write-in checklists, interactive boxes in which you can record key information and dates, and a calendar that tells you what to do when and reminds you to carry out regular beekeeping tasks.

[Adrian Waring](#), NDB, has been a beekeeper since September 1961 and keeps around 40 colonies. He was until recently General Secretary of the British Beekeepers' Association, and is County Bee Instructor for Northamptonshire. He lectures widely on the subject of bees to audiences of all ages. [Claire Waring](#) has been a beekeeper for 25 years and is Editor of Bee Craft magazine. She is a former General Secretary of the British Beekeepers' Association, and the author or co-author of several books on beekeeping.



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WRITE SHORT STORIES AND GET THEM PUBLISHED

ADRIEN WARING AND CLARE WARING

Written by one of the country's leading experts on the short story, *Write Short Stories - And Get Them Published* is ideal if you want to write creatively in a genre that is increasingly attracting attention from publishers, and which offers plenty of competition and festival opportunities for you to showcase your work.

It will help unlock your imagination and creativity, and to discover stories you didn't know you had. It will help you to observe the world around you more sharply, as well as to structure, shape and polish your story. It is full of practical exercises that will both inspire imagination and refine skills, and confidence-building suggestions and hints.

[Zoe Fairbairns'](#) short stories have been broadcast on BBC Radio 4 and are published in her collection *How Do You Pronounce Nulliparous?*



5th NOVEMBER 2016

Paperback, 224 pages

GET STARTED IN HISTORICAL FICTION WRITING

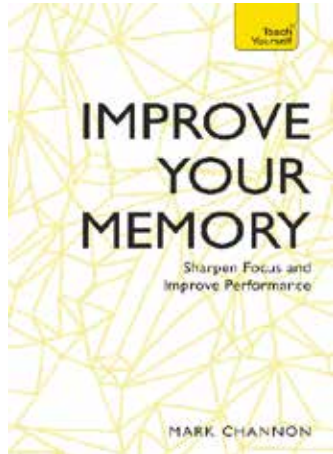
EMMA DARWIN

Are you inspired by novelists such as Hilary Mantel and Philippa Gregory? *Get Started in Writing Historical Fiction* is designed for anyone who wants to write in this genre of fiction, whatever their preoccupation or 'era'. Designed to build confidence and help fire up creativity, it is also an essential guide to mastering the practicalities of writing historical fiction, from where to start with research to how to capture the voices of the past.

It carries the distinctive learning features of the flagship Teach Yourself Creative Writing series, with Snapshots designed to get you writing quickly, Key Idea to help crystallize thought, and a wealth of supplementary material, including a plotting grid, which will be indispensable for aspiring novelists.

[Emma Darwin](#) is the author of several successful historical novels, including *The Mathematics of Love* and *A Secret Alchemy* (Headline Review, 2008). The great-great-granddaughter of Charles, she also writes short fiction, and has had her stories published and broadcast. She has appeared at literary festivals from Hay on Wye to New Zealand, and she teaches, lectures and blogs. She is an associate lecturer at the Open University, teaching creative writing.

SELF HELP



11th FEBRUARY 2016

Paperback, 256 pages

IMPROVE YOUR MEMORY

MARK CHANNON

Written by a former memory champion, *Improve Your Memory: Sharpen Focus and Improve Performance* shows how a radically improved memory can add real value, helping you build your career and your personal life. As well as offering practical techniques to help you remember numbers, dates and facts, it contains innovative insight into new ways of learning and processing information that could completely change your life.

[Mark Channon](#) originally trained as an actor, before becoming one of the first 8 people in the world to become a Grand Master of Memory in the 1995 World Memory Championships



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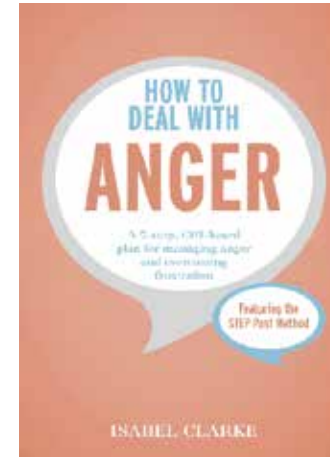
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THE SUCCESS CODE

JOHN LEES

This is a book about getting noticed, but not a conventional book. It doesn't tell you to sell yourself, get out there, impress with power dressing or to have an elevator speech. Getting noticed doesn't have to mean over-selling. Over the course of this book, you will discover exciting research, positive psychology and advice from a range of experts that will help you make an authentic impact.

[John Lees](#) is a thought leader in the field of work and careers: author, speaker, broadcaster.



10th MARCH 2016

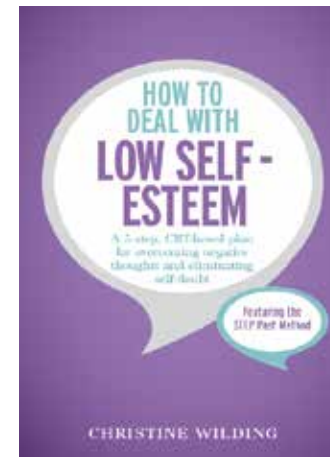
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HOW TO DEAL WITH ANGER

ISABEL CLARKE

Everyone feels angry from time to time, and anger is a natural and normal way to respond to the things in life which frustrate us. But it is all too easy to allow feelings of anger and displeasure to colour your life and your relationships with other people. Managing these feelings is important as apart from making us difficult to live with, anger has negative effects on our blood pressure and makes us more susceptible to heart attacks, depression, anxiety and general wellbeing.

[Isabel Clarke](#) is a consultant clinical psychologist, working in acute mental health in the NHS. She has a background in anger management issues, working with both clients and professionals, and ran an anger management service for over ten years.



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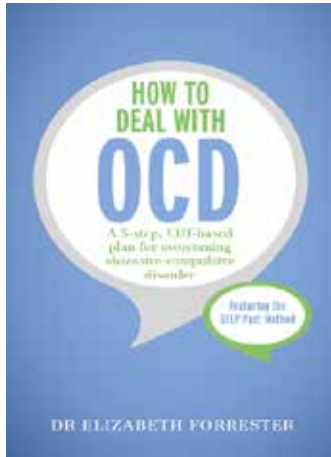
Paperback, 240 pages

HOW TO DEAL WITH SELF ESTEEM

CHRISTINE WILDING

Everyone can identify with feelings of uncertainty. To worry about our status in the world and to fear that we are not living up to our potential is a common and understandable concern. But when our self-esteem becomes low our our estimation of ourselves becomes over-critical, it is all too common to let negative feelings become a burden. If this sound familiar to you, this book will provide you with practical help to deal with and overcome the problem.

[Christine Wilding](#) holds a postgraduate diploma in CBT from the University of London, is an accredited member of the British Association of Counselling



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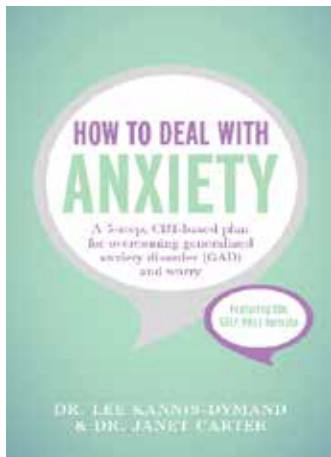
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HOW TO DEAL WITH OCD

ELIZABETH FORRESTER

OCD, or Obsessive Compulsive Disorder, is a common and difficult condition characterised by intrusive thoughts which produce worry and the compulsive desire to carry out repetitive behaviours aimed at reducing anxiety. OCD symptoms can range from mild to severe, and can really impact upon our mental health and ability to enjoy life. Recovery from OCD is possible, however.

Dr Elizabeth Forrester is an independent Consultant Clinical Psychologist. As a research therapist at the University of Oxford, she worked for several years with Professor Paul Salkovskis before taking up the post of Consultant Clinical Psychologist at the Centre for Anxiety Disorders & Trauma



5th NOVEMBER 2015

Paperback, 384 pages

HOW TO DEAL WITH ANXIETY

LEE KANNIS-DYMAND & JANET D CARTER

It is all too common to allow concerns about our health, our security, our relationships or our place in the world to become a negative cycle and a burden. Anxiety gets called GAD when the worry is repetitive, becomes associated with a variety of emotional and physical symptoms, and begins to impact upon our ability to enjoy life. If these problems sound familiar to you, this book will provide you with practical help to deal with and overcome the problem.

Dr Lee Kannis is a clinical psychologist who lectures in the clinical psychology program at the University of the Sunshine Coast, Australia, as well as, maintaining a private practice.



11th FEBRUARY 2016

Paperback, 128 pages

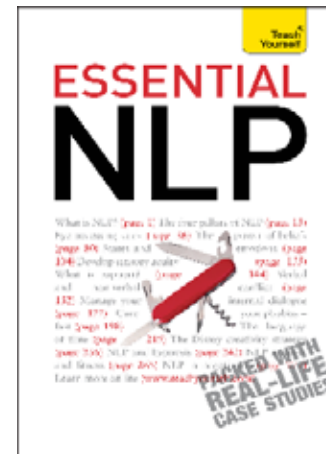
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NLP IN A WEEK

MO SHAPIRO

A knowledge of NLP can help you in all areas of your life and work. In this short, accessible book, Mo Shapiro shares a lifetime of hard-earned wisdom and practical advice, giving you, in straightforward language, all the insight you need to enjoy the benefits of neuro-linguistic programming for yourself.

Mo Shapiro, partner of INFORM T&C is a Master Practitioner in NLP and Coaching. She has an outstanding record as a communications and presentation skills coach & trainer and an international public speaker. Mo contributes regularly to all broadcast media, has authored Successful Interviewing and Neuro-linguistic Programming and co-authored Tackling Tough Interview Questions.



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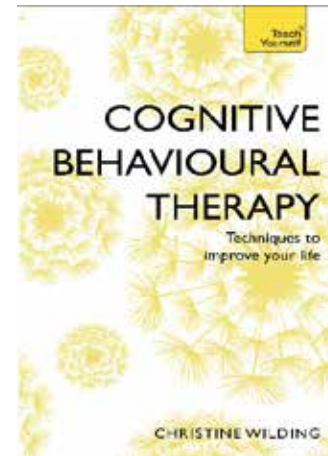
ESSENTIAL NLP

STEVE BAVISTER AND AMANDA VICKERS

This new edition of a popular guide to Neuro-Linguistic Programming draws on the latest neuroscience findings to give you a better understanding of NLP, and what it can do for you both professionally and personally. It introduces the foundations of NLP and the key principles of the technique, explaining the theory behind submodalities, the power of beliefs and values, and the importance of well-formed outcomes.

Steve Bavister and Amanda Vickers are NLP Master Practitioners and consultants in presentation skills, personal impact and all aspects of communication

PSYCHOLOGY



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COGNITIVE BEHAVIOURAL THERAPY

CHRISTINE WILDING

Cognitive Behavioural Therapy is now hugely popular, and as a self-help technique that has helped millions of people in the UK alone, and as an NHS-funded treatment for illnesses like depression.

Teach Yourself: Cognitive Behavioural Therapy was one of the first and most successful books on CBT. This new edition shows how CBT techniques, which focus on using altered patterns of thinking to achieve goals and overcome problems, can make a major difference to your mentality.

Christine Wilding's books on CBT have sold over 50,000 copies. She holds a postgraduate diploma in CBT from the University of London and is an accredited member of the British Association of Counselling



14th JANUARY 2016

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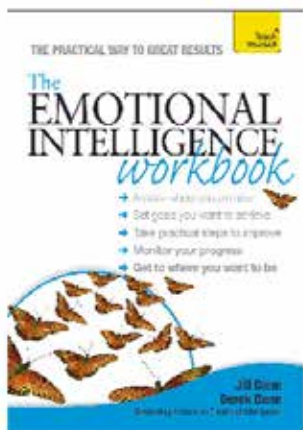
EMOTIONAL INTELLIGENCE IN A WEEK

JILL DANN

Emotional intelligence is crucial to anyone who wants to advance their career.

Written by Jill Dann, a leading expert on emotional intelligence, this book quickly teaches you the insider secrets you need to know to in order to show emotional intelligence in the workplace.

Jill Dann is a one-to-one individual and organisational consultant. She has designed emotional intelligence training in a variety of business settings throughout the world.



10th SEPTEMBER 2015

Paperback, 288 pages

EMOTIONAL INTELLIGENCE WORKBOOK

JILL DANN & DEREK DANN

This new Teach Yourself Workbook doesn't just tell you what emotional intelligence is. It accompanies you every step of the way, with diagnostic tools, goal-setting charts, practical exercises, and many more features ideal for people who want a more active style of learning.

[Jill Dann](#) FBCS CITP, and [Derek Dann](#) FCMI, are successful executive coaches who have helped hundreds of people unlock their emotional intelligence.



10th MARCH 2016

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PSYCHOMETRIC TESTING IN A WEEK

GARETH LEWIS & GENE CROZIER

The ability to understand and perform well in psychometric tests is crucial to anyone who wants to advance their career.

Written by Gareth Lewis and Gene Crozier, leading experts on psychometric testing, this book quickly teaches you the insider secrets you need to know to in order to make psychometric tests work for you.

[Gareth Lewis](#) is a psychologist who has written, researched and used psychometric tests for over 20 years. [Gene Crozier](#) has 20 years experience in management development.



10th SEPTEMBER 2015

Paperback, 304 pages

HOW TO BE HAPPIER

PAUL JENNER

Everyone wants to be happy. But it's a lot easier said than done. Most books on happiness are fixated on particular routes to happiness, such as wealth, NLP, positive thinking, or mindfulness. This book takes a more joined-up approach, using each of these techniques, but also including the latest scientific research on what really makes us happy (clue: it's not the things you think).

[Paul Jenner](#) is an author and journalist specialising in happiness.

COACHING



11th FEBRUARY 2016

Paperback, 128 pages

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COACHING IN A WEEK

MATT SOMER

Understand coaching fast, without cutting corners

The ability to coach is an essential skill that nobody in business should be without. In this short, accessible book, Matt Somers shares a lifetime of hard-earned wisdom and practical advice, giving you, in straightforward language, all the coaching tools and techniques you will need to apply in your business.

[Matt Somers](#) is the UK's leading trainer of managers as coaches.

COACHING YOUR OWN LIFE

JEFF ARCHER

Do your goals and ambitions need an overhaul - or a complete rethink?

This updated new edition of a dynamic and motivating guide will give you the resources and toolkit to coach yourself to an improved and enhanced performance in all areas of your life.

[Jeff Archer](#) is a Life Coach and Personal Trainer. Founder and manager of The Tonic coaching and personal training company, he offers all-round lifestyle solutions in addition to professional and office-focused training.

MINDFULNESS



5th MAY 2016

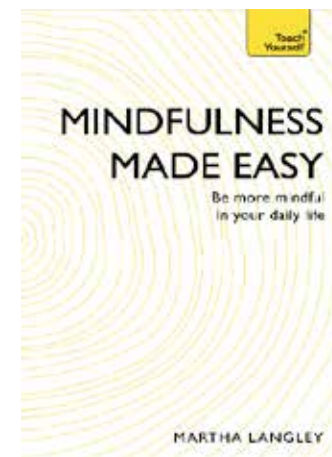
Paperback, 128 pages

MINDFULNESS AT WORK IN A WEEK

CLARA SEEGER

Mindfulness is more than a buzzword. It is a vital skill to help you survive and get ahead in your career. Executive coach and business trainer Dr Seeger has been practising and teaching mindfulness since before it was fashionable, and in this short, accessible book she shares a lifetime of hard-earned wisdom and practical advice.

[Dr. Clara Seeger](#) is a NeuroLeadership and Emotional Intelligence Coach.



3rd DECEMBER 2015

Paperback, 256 pages

MINDFULNESS MADE EASY

MARTHA LANGLEY

If you are suffering from low moods, feeling anxious, or just want to learn an amazing technique for gaining control of your mind and feelings, this book is a clear and approachable introduction to the power of mindfulness.

[Martha Langley](#) is a mindfulness expert who is involved in enabling self-help and recovery through her work with a number of important support groups across the UK.

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