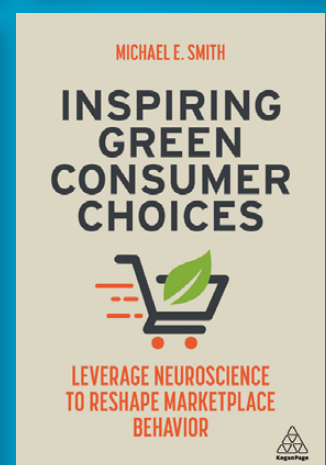
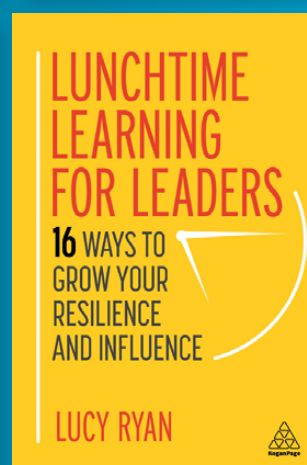
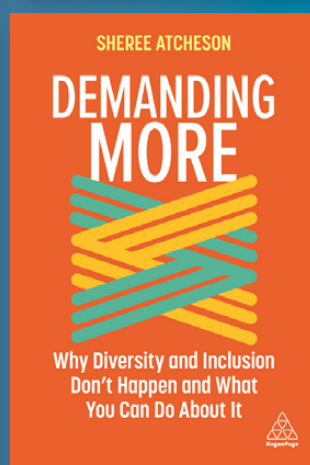
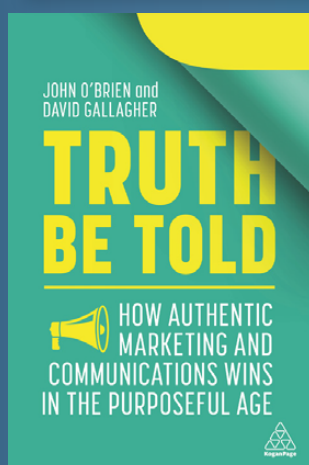
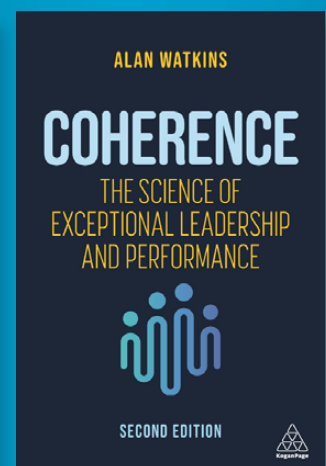
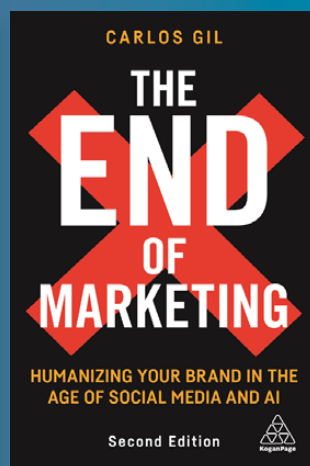
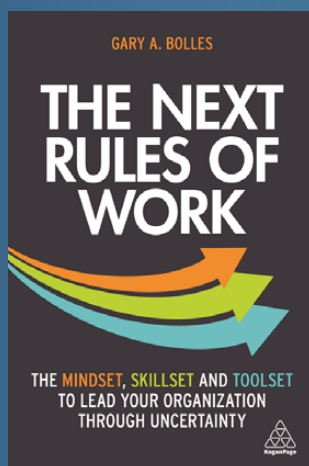




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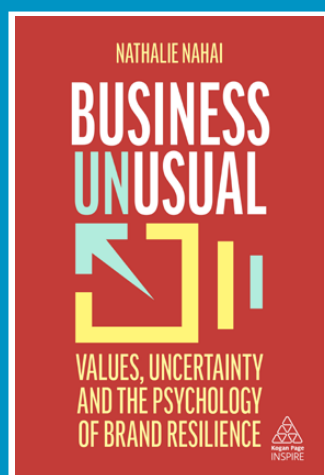
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Business Unusual

Values, Uncertainty and the Psychology of Brand Resilience



Edition: **New Title** 1
Date: 03/09/2021
Paperback: 9781398602212 £14.99
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Hardback: 9781398602236 £45.00
Pages: 248
Format (mm): 216x138
Band: General
Subject: Kogan Page Inspire

Author Information

Nathalie Nahai is a speaker, author and web psychologist. Having worked with clients like Google, Unilever and Accenture among others, she is an expert on the psychology behind consumer behaviours, teaching companies to ethically apply behavioural science to enhance their online presence, communications, product design and customer experience. The host of the Hive Podcast as well as several *Guardian* podcasts, she has appeared in *The Atlantic*, *The Wall Street Journal*, *Business Insider*, *Forbes*, *Marie Claire*, *Stylist*, *The Telegraph* and TV and radio numerous times to discuss emerging technologies. She is based in Barcelona, Spain.

Keynote

Explore how to build business resilience in the face of uncertainty and learn to thrive in often digital-first environments by connecting with your people and customers in a meaningful way.

This book

- « Explores how companies can stay contextually relevant and resilient to change by connecting with a values-driven business audience incorporating customers, partners and teams
- « Details how leaders and corporations can develop strong ties to their supporters and meet their evolving expectations with authentic emotionally-intelligent communications
- « Applies the concepts of brand and business authenticity, resilience and purpose to digital-first environments with case studies that include Adidas x Parley, Allbirds, Mercado Libre, BlackRock and Bloom & Wild
- « Is part of the Inspire series, which offers insightful analyses of the new, VUCA world of business, from digital transformation to the age of artificial intelligence and beyond

Description

It ALL feels pretty overwhelming right now. From the looming economic downturn, to racial and societal tensions threatening to boil over; people are feeling uncertain, overwhelmed and disillusioned. How do business leaders create resilient organizations that can reassure people, deliver and truly connect with a values-driven audience, often through digital-first channels?

In *Business Unusual*, leading web psychologist **Nathalie Nahai** details how your customers and your people demand more than business as usual. This book details the psychology behind how we feel about businesses, their communications and their leaders in an often digital-first world. From understanding new consumer behaviour online, as well as new expectations from people including your team, this book will allow you to build a resilient business that is built on trust, an engaged and fulfilled workforce, and contextually relevant and sensitive communications and branding.

Business Unusual details the trailblazers that are meeting the new expectations of business. With case studies of companies that connect with people and avoid the lure of woke-washing, learn how to develop a futureproof brand that people believe in, both in and out of the organization.

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- 1 Times they are a-changing: evolving behaviours
- 2 We demand more
- 3 Up close and personal: deepening the people-business interactions
- 4 The lure of woke-washing: values and virtue signalling
- 5 Emotionally intelligent communication: what not to do
- 6 How to recover when it hits the fan
- 7 Adapting to virtual-first relationships without losing touch
- 8 How to create online events and experiences that don't suck
- 9 What kind of world do we want to build?

Keynote

Learn to face the chaos in the new era of disruption with this exhilarating and at times provocative account of digital transformation.

This book

- « Gives leaders practical transformation strategies for their business alongside a fascinating account of how and why the world is changing in the post-digital age
- « Proves why incremental digital change doesn't work and explains how to transform organizations to compete with game-changing, digital-first giants and be resilient against future, currently inconceivable, disruptors
- « **New to this edition:** hones in on the emergence of a Hybrid age which sees the digital and real-life worlds merged and treated interchangeably; it covers how businesses should evolve and deal with the often conflicting needs of customers and employees alike whilst driving innovation through cultural change

Description

If ever there was a time to learn how to adapt and bounce back from whatever the world throws at you - it's now. Disruption has come back with a vengeance: learn how to keep your business relevant and meet your customers' new expectations or be left behind. *Digital Darwinism* is the call to arms for business leaders to use new technologies to do better and show up. There are opportunities aplenty for those ready to grab them.

Bestselling author and business influencer **Tom Goodwin** is back with this entirely revised new edition of ***Digital Darwinism***. This book guides you through the unrelenting pace of change and uncertainty facing business leaders today. Currently in a hybrid world where digital and real-world experiences collide and are expected to seamlessly blend into one another, never has the need to be on top of your digital transformation been felt more strongly. With new expectations from customers and employees alike, how will your business grow and survive the future?

Learn how to become truly customer-centric, drive digital transformation through a culture of real innovation and challenge assumptions of how things have been done before. The survival of your business depends on it.

Rights Sold

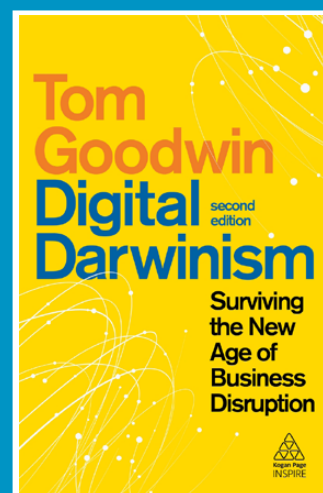
1st edition: Chinese (Simplified), German, Italian, Portuguese, Spanish, Thai, Turkish, Vietnamese

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- 1 Change in Context**
- 2 The Electrical Revolution that Never Was
- 3 The Three Eras of Technology
- 4 Unleashing the Power of the Paradigm Shift
- 2 Unleashing the Power of Now**
- 5 Digital Transformation
- 6 A Hybrid World
- 7 Starting your Disruption
- 8 Today's Business Dynamics
- 3 Anticipating the Future**
- 9 A Changing Canvas
- 10 Tooling Ourselves for the Future
- 11 A Final Focus on Driving Cultural Change

Digital Darwinism

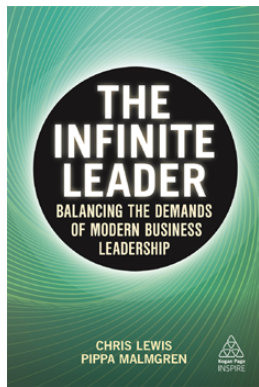
Surviving the New Age of Business Disruption



Edition:	2	
Date:	03/10/2021	
Paperback:	9781398601925	£14.99
Ebook:	9781398601932	£14.99
Hardback:	9781398601949	£45.00
Pages:	240	
Format (mm):	216x138	
Band:	General	
Subject:	Kogan Page Inspire	

Author Information

Tom Goodwin is a writer, speaker and advertising and media provocateur and consultant. He has been voted a top 10 voice in Marketing by LinkedIn, one of 30 people to follow on Twitter by *Business Insider*, and a 'must-follow' by *Fast Company*. An industry commentator on the future of marketing and business, he is a columnist for *TechCrunch* and *Forbes* and frequent contributor to *The Guardian*, *GQ*, *Ad Age*, *Wired*, *Ad Week*, *Inc*, *MediaPost* and *Digiday*. He is based between London, UK, and New York City in the United States.



The Infinite Leader

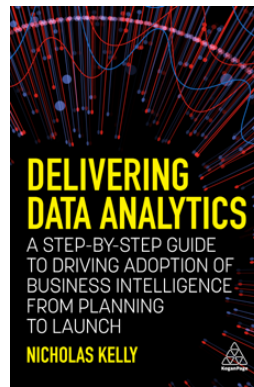
Balancing the Demands of Modern Business Leadership

Chris Lewis, Pippa Malmgren

1e, Oct 2020, 248pp

Paperback: 9781789666496 £14.99
Ebook: 9781789666502 £14.99
Hardback: 9781789666519 £45.00
Band: General
Subject: Kogan Page Inspire

Master leadership adaptability and balance the demands and opportunities facing businesses today.



Delivering Data Analytics

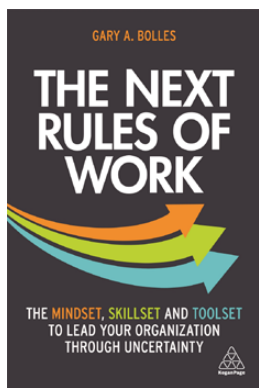
A Step-By-Step Guide to Driving Adoption of Business Intelligence from Planning to Launch

Nicholas Kelly

1e, Dec 2021, 240pp

Paperback: 9781398602946 £29.99
Ebook: 9781398602953 £29.99
Hardback: 9781398602977 £90.00
Band: Professional/Academic
Subject: Digital & Technology

Increase adoption and usage of data analytics with a step-by-step agile process to gain stakeholder buy-in and create actionable business value.



The Next Rules of Work

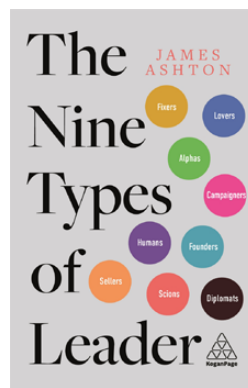
The Mindset, Skillset and Toolset to Lead Your Organization through Uncertainty

Gary A. Bolles

1e, Aug 2021, 224pp

Paperback: 9781398601635 £19.99
Ebook: 9781398601642 £19.99
Hardback: 9781398601666 £60.00
Band: General
Subject: Leadership

Lead through constant change by infusing your organization with the mindset, skillset and toolset needed to solve tomorrow's problems.



The Nine Types of Leader

How the Leaders of Tomorrow Can Learn from The Leaders of Today

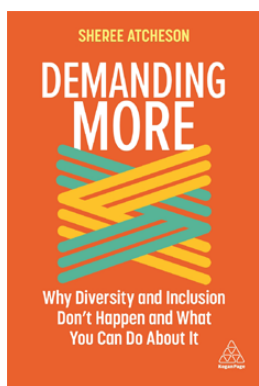
James Ashton

1e, Jan 2021, 288pp

Paperback: 9781789666960 £12.99
Ebook: 9781789666977 £12.99
Hardback: 9781789666984 £40.00
Band: General
Subject: Leadership

Through candid interviews and encounters with some of the world's most successful business people, find out what makes great leaders tick, learn what it takes to be credible and read about the things that they'd do differently if they had to do it all again.

Rights Sold: 1st edition: Portuguese



Demanding More

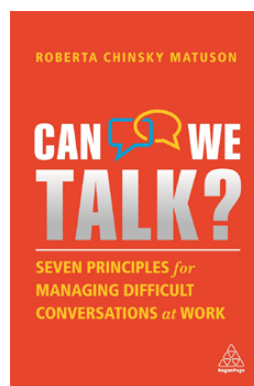
Why Diversity and Inclusion Don't Happen and What You Can Do About It

Sheree Atcheson

1e, Apr 2021, 232pp

Paperback: 9781398600447 £14.99
Ebook: 9781398600539 £14.99
Hardback: 9781398600546 £45.00
Band: General
Subject: Business & Management Skills

Be the change and learn how privilege, unchecked and unconscious biases and allyship are the key to making diversity and inclusion a reality.



Can We Talk?

Seven Principles for Managing Difficult Conversations at Work

Roberta Chinsky Matuson

1e, Sep 2021, 256pp

Paperback: 9781398601307 £19.99
Ebook: 9781398601314 £19.99
Hardback: 9781398601338 £60.00
Band: Professional/Academic
Subject: Business & Management Skills

Improve your relationships with your boss, peers and teammates, and ensure your voice is heard by engaging in difficult conversations with confidence, clarity, compassion, curiosity, compromise, credibility and courage.

Keynote

Uncover the scandals and scams that have rocked the cryptocurrency world and learn how it also could bring positive change for banking and the global economy.

This book

- « Unveils the biggest scams and frauds that have shocked the world of cryptocurrency, from the disappearing Crypto Queen with OneCoin, to Prodeum, the initial coin offering crash and Quadriga where the founder seems to have faked his own death to escape prosecution
- « Contains exclusive interviews and commentaries from many of the key people who have been actively investigating the biggest crypto-scams, from the Metropolitan Police, to insolvency practitioners, researchers, BBC journalists and tech geeks
- « Goes beyond the sensationalist and concludes on the real potential for change and good that cryptocurrencies bring; from challenging the greedy practices of the banking and remittance industries, to reaching over 2.5 billion unbanked users, allowing for greater transparency and ethical behaviours

Description

Crypto is big news. You may be an existing user yourself or have friends that laud its promise of getting rich fast. Arm yourself with knowledge to come out on top in the crypto wars.

If thousands of people can lose billions of dollars in OneCoin which was masterminded by the now famous Missing Crypto Queen and has been called 'one of the biggest scams in history' by *The Times*, what makes you think your money is safe? **Crypto Wars** reveals some of the most shocking scams that have fleeced people of their hard-earned cash. In this book, you get exclusive access to the back story of the biggest ponzi schemes, bizarre hoaxes and brutal exit strategies from the charlatans of crypto.

Crypto expert and educator, **Erica Stanford**, will show you how market-wide manipulation schemes, unregulated processes and a new collection of technologies that are often misunderstood, have been exploited to create the wild west of crypto, run by some less than reputable characters. From OneCoin, to Plus Token, Trumpcoin and Centra Tech, **Crypto Wars** uncovers the scandals, unpicks the system behind them and allows you to better understand a new technology that has the potential to revolutionize banking and our world for the better.

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3	Mt Gox – Hacks, Leaking Billions and an Unauthorised Trading Bot		
4	The Double Ponzi and the Elusive Unbeatable Trading Bot		
5	Sorry We Have Run – The \$17 billion Exit Scam		
6	The Wild West, Joke and Scam Projects That Still Raised Millions, Money Doublers and Corrupt Exchanges		
7	Crypto Exit Scams		
8	If It Looks Like a Duck, Walks Like a Duck, Swims Like a Duck and Quacks Like a Duck, Then It's a Ponzi		
9	Crypto Mining Scams – Creating Nothing Out of Thin Air, Hacks and Cryptojacking		

Crypto Wars

Faked Deaths, Missing Billions and Industry Disruption



Edition:	New Title	1
Date:	03/07/2021	
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Ebook:	9781398600706	£12.99
Hardback:	9781398600690	£40.00
Pages:	248	
Format (mm):	198x129	
Band:	General	
Subject:	Business Stories	

Author Information

Erica Stanford is a serial entrepreneur in the Cryptocurrency space. She launched Cryptocurrency Simplified in 2017, a leading educational platform that provides information on cryptocurrency, blockchain, tokenization and future tech in easy to understand language. Following that, she also launched and now runs the UK's biggest and most recommended crypto networking and events organization, Crypto Curry Club. An in-demand crypto expert, speaker and commentator, she is the guest associate lecturer in cryptocurrency for Warwick Business School and has featured in *The Express*, *Finance News*, *Coin Rivet*, and on the BBC. She is based in London, England.



Coherence

The Science of Exceptional Leadership and Performance

Alan Watkins

2e, Sep 2021, 296pp

Paperback: 9781398601185 £24.99
Ebook: 9781398601192 £24.99
Hardback: 9781398601208 £75.00
Band: Professional/Academic
Subject: Leadership

Start your journey to enlightened leadership and unlock your true potential with this guide to improving the physiological factors which can limit career success.



Platform Strategy

Transform Your Business with AI, Platforms and Human Intelligence

Tero Ojanperä, Timo Vuori

1e, Oct 2021, 248pp

Paperback: 9781398602663 £19.99
Ebook: 9781398602670 £19.99
Hardback: 9781398602687 £60.00
Band: Professional/Academic
Subject: Business Improvement

Learn how to become a platform business with seven steps that will futureproof and diversify your offering.



Resetting Management

Thrive with Agility in the Age of Uncertainty

Stéphane JG Girod, Martin Králik

1e, June 2021, 232pp

Paperback: 9781789667172 £19.99
Ebook: 9781789667189 £19.99
Hardback: 9781789667196 £60.00
Band: Professional/Academic
Subject: Leadership

Learn how to master the principles of strategic, organizational and leadership agility that will redefine management. Help your business remain flexible and renew its competitive advantage in the face of uncertainty.



Your Rights at Work

Everything You Need to Know

TUC

6e, Sep 2021, 256pp

Paperback: 9781398603905 £14.99
Ebook: 9781398603929 £14.99
Hardback: 9781398603912 £45.00
Band: Professional/Academic
Subject: Work/Life Balance

Provides a complete guide to employment rights, from hiring to redundancy, maternity leave to retirement, written by practitioners at the TUC.



Business Experimentation

A Practical Guide for Accelerating Innovation and Performance in Your Business

Rob James, Jules Goddard

1e, Sep 2021, 256pp

Paperback: 9781398601673 £24.99
Ebook: 9781398601680 £24.99
Hardback: 9781398601703 £75.00
Band: Professional/Academic
Subject: Innovation

Accelerate innovation and agility with a step-by-step business experiment process designed to enhance performance and increase competitive advantage.



Be A Free Range Human

Escape the 9-5, Create a Life You Love and Still Pay the Bills

Marianne Cantwell

2e, Sep 2019, 320pp

Paperback: 9780749497095 £14.99
Ebook: 9780749497101 £14.99
Hardback: 9781789660166 £45.00
Band: General
Subject: Work/Life Balance

Escape the 'career cage' and get the freedom and fulfilment you crave with this energizing and straight-talking guide to designing the free range career lifestyle that really works for you.

Rights Sold: **1st edition:** Arabic; **2nd edition:** Portuguese, Spanish, Turkish

Keynote

Call the shots, run the show and be in charge of your own life with this energizing and helpful guide to starting your own business.

This book

- « Motivates, inspires and provides you with the tools you need to start and run your own business and be your own boss
- « Features real-life case studies and practical tools and templates to help you take control and apply what you learn to your own life
- « Is written by successful serial entrepreneur Carl Reader, from his wealth of business experience, in clear and plain language to cut through the business jargon

Description

Do you dream of ditching the day job, doing your own thing and being your own boss? Are you ready to *Boss It*?

In this invigorating and highly practical book, serial entrepreneur **Carl Reader** provides exactly the fire and guidance you need to get started. Designed to cut through the business jargon, this handy guide will take you through everything you need to establish and run your own business - from the mindset it takes to turn a dream into a plan, to the need-to-know practical stuff for running and growing a business.

Featuring case studies, templates and exercises to help you put what you read into action, and turn that dream into a reality, this motivational book will enable you to be your own boss, to take control of your income, your time and your life... and ***Boss It***.

Rights Sold

1st edition: Russian

Boss It

Control Your Time, Your Income and Your Life



Edition:	1
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Ebook:	9781789666427 £14.99
Hardback:	9781789666434 £45.00
Pages:	264
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Band:	General
Subject:	Entrepreneurs

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6 How to make the important first step		
3 Do it		
7 Building your systems and processes		
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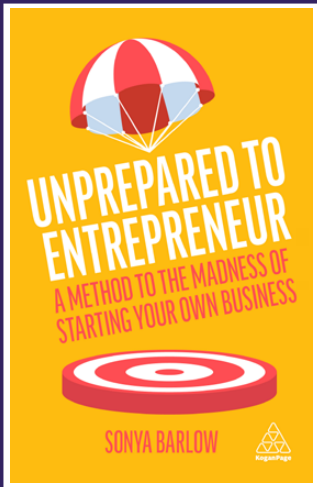
Author Information

Carl Reader is a serial entrepreneur, speaker and business commentator, and the chairman of business advisory firm d&t. During his long and varied career, he has bought and sold, founded and co-founded and invested in and sought investment for businesses. He has helped countless business owners either start or grow their business through his columns, keynote talks and advice.

Recognized as one of *City AM*'s Top 100 Entrepreneurs in 2016, he is Chair of the Practitioners Panel at ACCA, a former board director of the British Franchise Association and an Ambassador for the Association of Independent Professionals and Self-Employed.

Unprepared to Entrepreneur

A Method to the Madness of Starting Your Own Business



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Hardback:	9781398601482	£45.00
Pages:	248	
Format (mm):	216x138	
Band:	General	
Subject:	Entrepreneurs	

Author Information

Sonya Barlow is an award-winning entrepreneur and diversity consultant. The recipient of the We Are the City Rising Star Award, she featured as one of the Most Influential Women in Tech UK 2020 by Computer Weekly and was a PwC finalist in the 2018 Tech Woman of the Year Award. The founder of global network Like Minded Females, her work promotes entrepreneurship and upskilling for all. Her clients include PwC, Santander, Vodafone and the Allbright and she has featured in *Metro*, *Business Recorder*, *Enterprise Nation*, BBC Radio5 and BBC Breakfast. She is based in London, England.

Keynote

Uncover how you can be your own boss, launch a successful business and live the life you want, bypassing business school, funding rounds and exclusive members clubs.

This book

- « Demonstrates an alternative way to launch your business that defies some of the old school rules of business and argues the most important thing is to just get your idea out there
- « Contains a diverse list of examples of entrepreneurs who have done it by foregoing traditional routes, from award-winning professional network founders like BVP, bestselling products like Mr Lee's Noodles and innovative new offerings like Doorsteps
- « Taps into the disruptive trends that are opening up opportunities for entrepreneurs like social media selling, innovation labs and quick data validation or pro-social business grants
- « Demystifies the process of launching a successful business: you don't need to know it all to launch and highlights the important elements to tick off so you're spending time where it matters

Description

Times have changed: you can launch a successful enterprise with your phone, sell through social media and tap into a whole world of opportunities.

Unprepared to Entrepreneur is an honest guide to launching your own business, sharing real stories from real people who have tested, failed and won at business. It profiles the underdogs, those who brainstormed ideas whilst travelling on the bus, started a business from their phone and managed to create three income streams whilst maintaining a full-time job in the city to show you that you can do it too. From a working Google doc as your business plan, to ideation strategies that live and die off Instagram engagement; they won't teach you this at business school.

The author takes a look at the resilience needed to make it in business, the incredible tax on mental health and the non-negotiable steps to creating a viable business. This is the ultimate guide to side hustling, freelancing and entrepreneurial freedom of the future.

Table of Contents

- 1 My year of strategically winging it
- 2 Don't ask for permission, ask for forgiveness
- 3 If I get it wrong, will they laugh at me?
- 4 Slide into their DMs: how to network, pitch and grow your influence every day
- 5 Do Post-It notes count as a business plan?
- 6 When do I get a day off?
- 7 What's your Instagram following?
- 8 The 3 S's of success
- 9 How to make (business) friends and win clients
- 10 Where is my money?
- 11 I'm too invested to delegate!
- 12 Now what?

Keynote

Master the 16 essential leadership skills you need to successfully grow as a leader, with bite-sized and action-packed guidance that will turbocharge your and your team's success.

This book

- « Details the 16 key essential leadership skills that will enable successful and futureproof leadership ensuring readers gain skills where it matters
- « Tackles one critical leadership challenge in each chapter, and offers actionable guidance so what you are learning sticks with the help of reflective questions and application exercises
- « Is designed to dip in and out and each chunk can be digested within under an hour; short-burst learning just the way time-poor leaders like it
- « Includes the latest learnings from positive psychology, neuroscience and leadership distilled in non-technical terms by an established and experienced business coach

Description

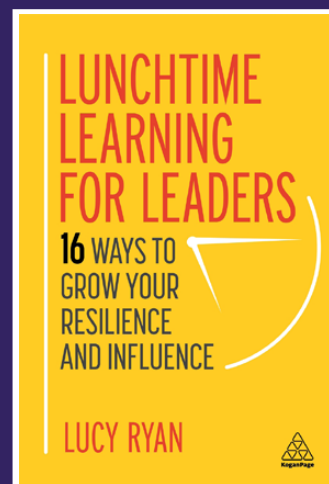
You've got a rare empty slot in your diary today, squeezed between meetings, phone calls and dealing with the incessant incoming emails. You can grab a sandwich, power through and run yourself down, or you can STOP. You can pick up this book, choose a chapter that inspires you and learn something new.

This isn't a time for standing still; developing and growing as a leader is imperative if you want your team and company to be successful. **Lunchtime Learning for Leaders** is an actionable guide to everything you need to know to be a successful leader. Each chapter is a short-burst overview of a key leadership challenge thousands of leaders before you have faced and successfully tackled with the help of the author **Lucy Ryan**. And all of them can be mastered in under an hour! From leading your team through change, adapting your leadership style to the task at hand, gathering influence to building resilience, this book is your essential guide to becoming the best leader you can be.

Dedicate just a few hours and invest in **Lunchtime Learning for Leaders**. You will reap the benefits and come out better prepared for whatever comes next on your business leadership journey.

Lunchtime Learning for Leaders

16 Ways to Grow Your Resilience and Influence



Edition:	New Title	1
Date:	03/10/2021	
Paperback:	9781398602540	£19.99
Ebook:	9781398602557	£19.99
Hardback:	9781398602564	£60.00
Pages:	240	
Format (mm):	216x138	
Band:	General	
Subject:	Leadership	

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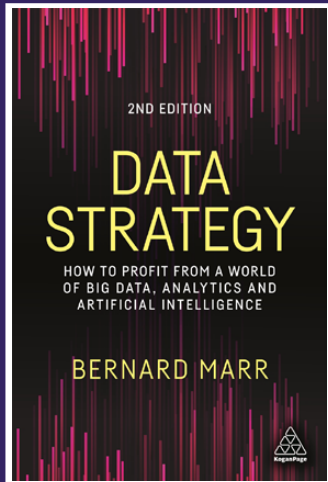
Introduction	9	Why There's More to Change than the Change Curve
1 Leading with Insight		
1 How to Find your Balance: Leading, Managing and Letting Go	10	How to Have Difficult, Courageous Conversations (Up, Down and Across the Organization)
2 Having the Energy to Lead: How Managing your Energy is the Fast-track to Resilience	11	From Surviving to Thriving: How to Lead a Resilient Organization
3 The Science of Positive Leadership	4	Leading with Influence
4 Reflecting on Confidence and Vulnerability	12	What's your Leadership Brand? Ensuring You Are Remembered for the Right Reasons!
2 Leading your Team		
5 It's your Job to Empower Others	13	From Inform to Inspire: How to Influence Others and Land a Successful Presentation
6 Strengths-based Coaching: Leveraging the Strengths of your Team Through Conversation	14	Take Action! Stop Thinking, Start Doing, Make Mistakes, Learn Quickly
7 Leading a Diverse, Inclusive Team	5	What's Next?
8 The Customer-focused Leader	15	What Next? From Succession to Legacy Building
3 Hitting Road Bumps	16	Reflecting on Happiness

Author Information

Dr Lucy Ryan is a an executive and leadership coach, consultant, business psychologist and the founder of Mindspring, a leadership training consultancy. With clients that include Siemens, Bauer Media, the BBC, RAC, Barclays, the NHS, Sony, Channel 4 and BMW, Ryan has worked with over 10,000 business leaders across 29 countries. An Honorary Lecturer at the University of East London in the Application of Positive Psychology to Coaching and Organisations Ryan is also an in-demand keynote speaker on business psychology and resilience. She is based in Cheltenham, England.

Data Strategy

How to Profit from a World of Big Data, Analytics and Artificial Intelligence



Edition: **2**
 Date: **03/10/2021**
 Paperback: **9781398602588** **£19.99**
 Ebook: **9781398602595** **£19.99**
 Hardback: **9781398602601** **£60.00**
 Pages: **272**
 Format (mm): **234x156**
 Band: **Professional/Academic**
 Subject: **Strategic Management**

Author Information

Bernard Marr is a bestselling author, keynote speaker, strategic performance consultant and analytics, KPI & Big Data guru based in Buckinghamshire, UK. He has worked with and advised many of the world's best-known organizations including Accenture, DHL, Gartner, Microsoft, SAP and Shell, among many others on their business and data strategies. He writes on the topic of data and analytics for various publications including Forbes, HuffPost and LinkedIn Pulse. He has featured on the LinkedIn Top Voices: UK Influencers list in 2018 and 2019, ranking #1 in 2018.

Keynote

Master the skills and tools needed to leverage data, create a data-driven strategy and gain the competitive advantage.

This book

- « Offers expertise on how to adopt a futureproof data approach by developing organizational competencies and infrastructure
- « **New to this edition:** the latest advances in artificial intelligence and machine learning, updated examples and use cases, expanded content on ethics, privacy and data security, and new insights on understanding customers and markets
- « **Online resources:** bonus chapter, 'Beyond the big data buzz', looks at areas such as the explosion of data, the importance of the Internet of Things, how businesses can benefit from data and an industry by industry breakdown of the power of data

Description

90% of today's data was generated in the last two years and the amount of data we have available is predicted to double every two years. Data is an integral strategic asset for all businesses. Learn how to leverage this data and generate valuable insights from bestselling author and Big Data guru Bernard Marr.

Data has massive potential for all businesses when used correctly, from small organizations to tech giants and huge multinationals. But this resource is too often not being fully utilized and is far from being arguably the world's most valuable resource. **Data Strategy** is the must-read guide on how to create a robust data-driven approach that will harness the power of data to revolutionize your business. Explaining how to collect, use and manage data, this book prepares any organization with the tools and strategies needed to thrive in the digital economy.

This new edition of this bestselling title is fully updated with insights on understanding your customers and markets and how to provide them with intelligent services and products. With case studies and real-world examples throughout, **Bernard Marr** offers unrivalled expertise on how to gain the competitive advantage in a data-driven world.

Rights Sold

1st edition: Chinese (Simplified), Russian, Spanish, Turkish, Vietnamese

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| 1 Why every business is a data business | 14 Building the data competencies in your organization |
| 2 Finding your strategic data needs | 15 Executing and revisiting your data strategy |
| 3 Using data to improve decision-making | 16 A look ahead |
| 4 Using data to understand your customers and markets | |
| 5 Using data to provide more intelligent services | |
| 6 Using data to make more intelligent products | |
| 7 Using data to improve your business processes | |
| 8 Monetizing your data | |
| 9 Defining your data use cases | |
| 10 Sourcing and collecting the data | |
| 11 Data governance, ethics and trust | |
| 12 Turning data into insights | |
| 13 Creating the technology and data infrastructure | |

Keynote

Zoom past the competition and learn from the world of Formula One to lead your business through disruption and change.

This book

- « Demonstrates how Formula One is the perfect case study for a high-performance industry; constantly innovating to deliver better performance, leadership clarity, team work and using new technologies to move forward
- « Includes a foreword from two-times World Champion Mika Hakkinen alongside exclusive insights from Lewis Hamilton, David Coulthard and Jacques Villeneuve
- « New to this edition: contains three entirely new chapters that track how the industry is moving with its times detailing how it is a champion for sustainability, diversity and inclusion and technological innovation

Description

Have you ever wondered what has made McLaren the undisputed kings of Formula One? Do you want to know how Lewis Hamilton has managed to equal legendary driver Michael Schumacher's record of winning races? And most of all, do you want to find out how to inject that winning streak to your business strategy?

In this riveting insider's account of over 40 years in the Formula One industry, **Mark Gallagher** explains what it takes to succeed in a competitive business with high technology, high finance and immensely high stakes. Like any global business, Formula One demands the best from its people. To thrive within it requires impeccable leadership and communications skills. You also need to bring in the ability to design, manufacture, develop and launch a constantly improving high-technology product, constantly working to immovable deadlines with an immense supply chain and tight regulations.

The Business of Winning sets out a one-stop management guide for business leaders keen to emulate this high-speed, high-impact approach to business. This entirely revised new edition unveils how Formula One is using new technologies to finesse the most minute of details, whilst reaching new audiences, playing its part in sustainability with the aim of being carbon neutral by 2030 and showing the way to diversity and inclusion.

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- 1 Formula One: a Global Business
- 2 Insights on Leadership
- 3 Building Winning Teams
- 4 The Pit Stop
- 5 Change Management and Disruption
- 6 Formula One's Safety Revolution
- 7 Innovating to Succeed
- 8 Digital Transformation
- 9 The Diversity Challenge
- 10 Racing Towards Sustainability
- 11 The E-Sports Revolution
- 12 Learning from F1's Top Drivers

The Business of Winning

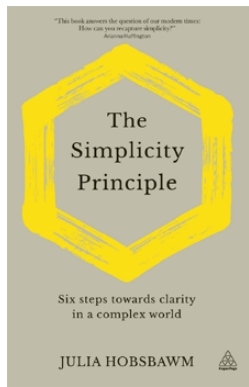
Strategic Success from the Formula One Track to the Boardroom



Edition:	2	
Date:	03/10/2021	
Paperback:	9781398602700	£14.99
Ebook:	9781398602717	£14.99
Hardback:	9781398602724	£45.00
Pages:	264	
Format (mm):	234x156	
Band:	General	
Subject:	Leadership	

Author Information

Mark Gallagher has worked in Formula One for almost 40 years and has spent the last 20 working as senior executive within the management of Red Bull Racing and Cosworth. Gallagher heads up a corporate training company that uses his vast experience of the Formula One industry to deliver leadership training and work with teams, sponsors and drivers. He also makes regular appearances in the media, notably with Sky News and the BBC. He speaks for multinational companies at business events globally. He is based near Oxford, UK.



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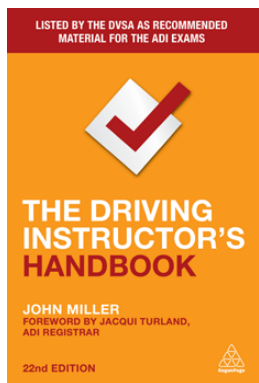
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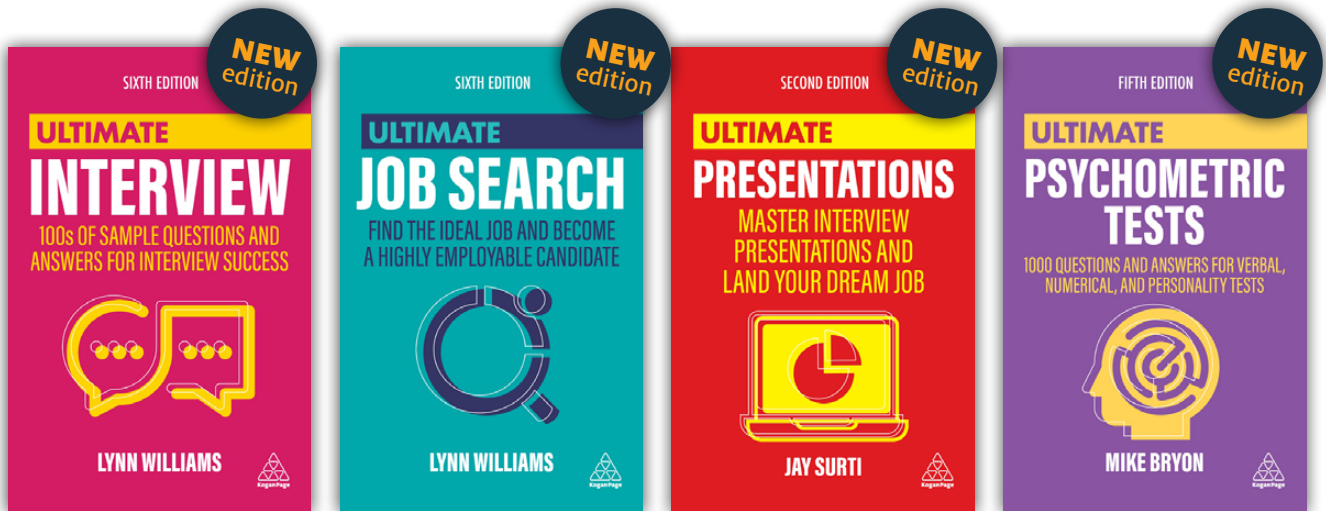
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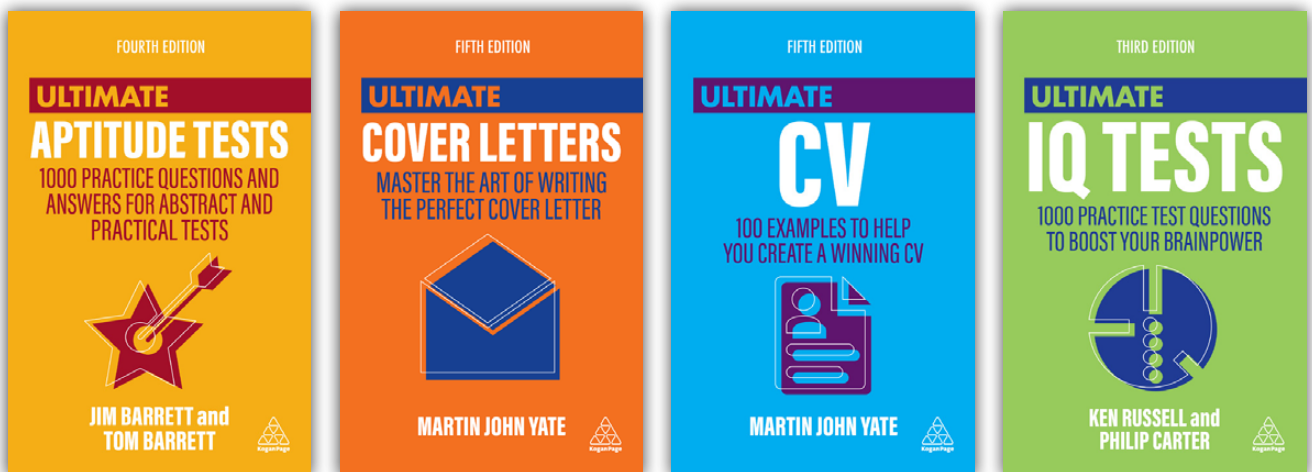


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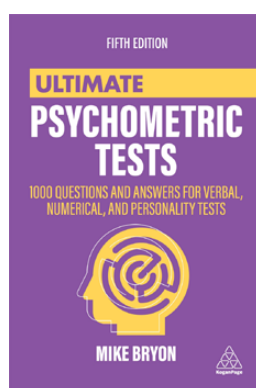
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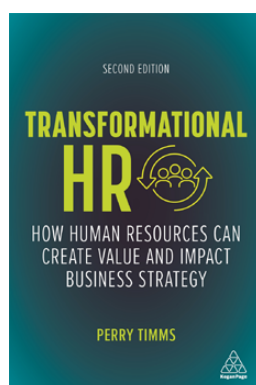
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Digital Talent

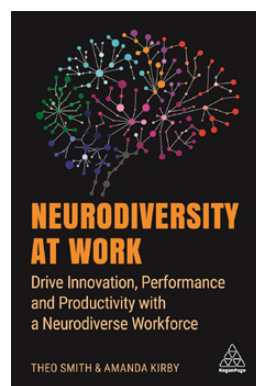
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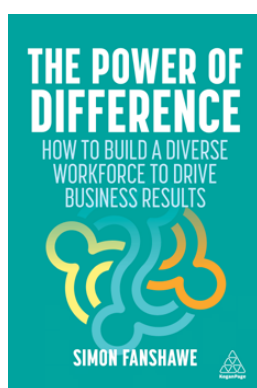
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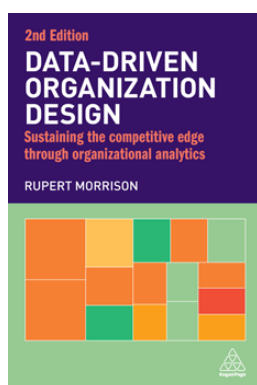
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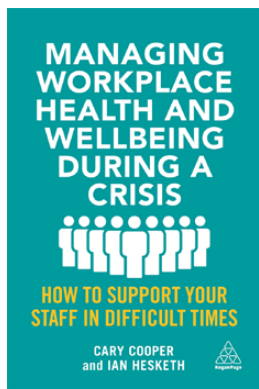
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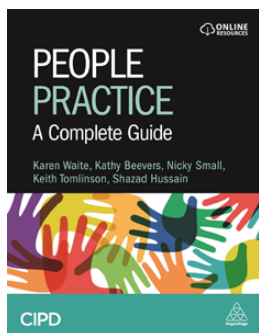
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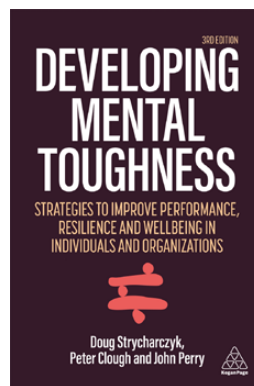
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Rights Sold: **2nd edition:** Korean, Polish, Romanian



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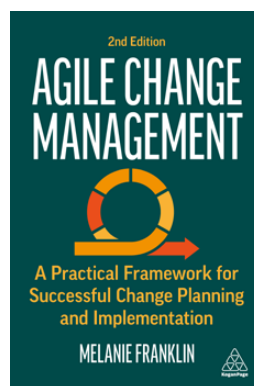
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Agile Change Management

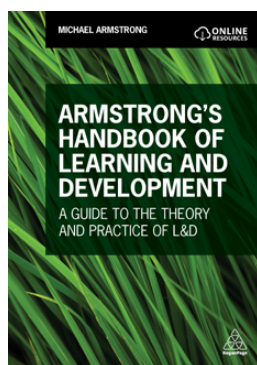
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Melanie Franklin

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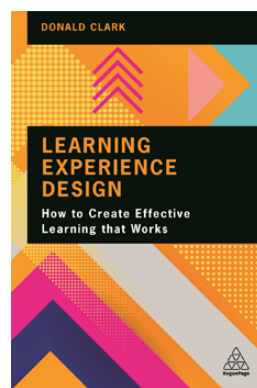
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Michael Armstrong

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Learning Experience Design

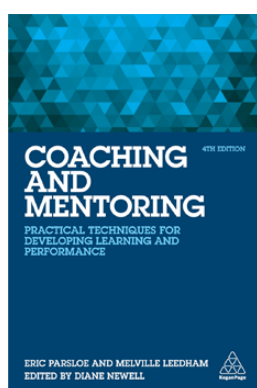
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Donald Clark

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Rights Sold: **3rd edition:** Polish, Russian



Leadership Team Coaching in Practice

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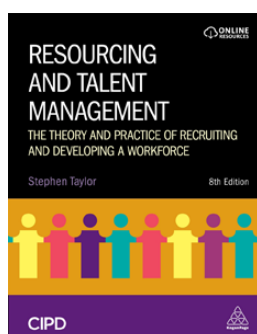
Peter Hawkins

3e, Dec 2021, 392pp

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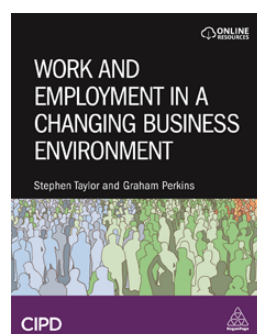
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Stephen Taylor

8e, Dec 2021, 536pp

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Gain a thorough understanding of the key aspects of hiring and developing a workforce with this essential textbook that is fully aligned with the Level 7 CIPD Resourcing and Talent management module.



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Stephen Taylor, Graham Perkins

1e, June 2021, 416pp

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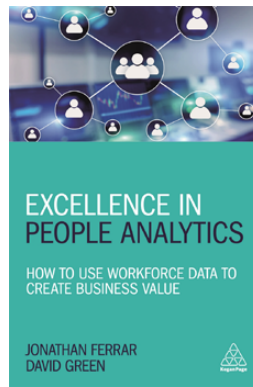
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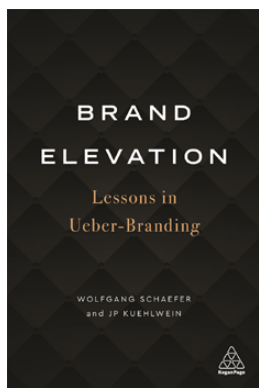
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Jonathan Ferrar, David Green

1e, July 2021, 256pp

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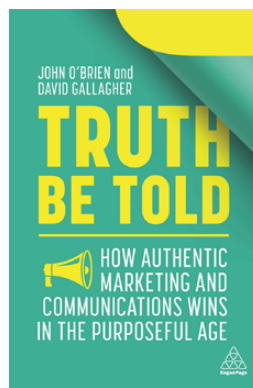
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Rights Sold: **1st edition:** Chinese (Simplified), Portuguese



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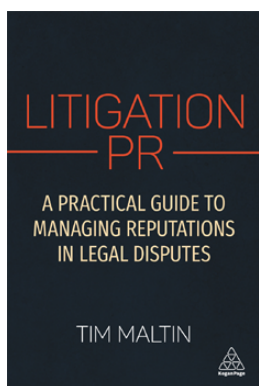
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Harness the opportunities for marketing in the age of purpose and learn why it's so important to be a 'truth teller' by creating authentic communication campaigns, generating honest content and avoiding accusations of 'purpose washing'.



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Tim Maltin

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Excel in this unique branch of PR by learning to manage reputations during litigation and build a narrative that appeals to the press while respecting the legal process.



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Apply the lessons from the world's most elite organizations and make customer excellence a habit by creating frictionless and authentic human connections.

Keynote

Gain insights into Amazon's inner workings and the secrets behind its disruptive strategies, to learn valuable lessons that can be applied to retailers globally.

This book

- « Provides fascinating insight into Amazon's retail strategy and its most disruptive new developments, including drone delivery and check-out free supermarkets
- « Examines the impact that these revolutionary strategies have had on the wider retail sector, offering lessons that can be applied to consumers and businesses globally
- « Contains original research from the authors' combined 35 years as leading retail analysts, including content drawn from the esteemed *Future of Retail* trends reports
- « **New to this edition:** material on Amazon's response to the coronavirus pandemic, the convergence of physical and digital retail, e-commerce economics and sustainability, as well as updates to Amazon's bricks and mortar grocery strategies and future policy implications

Description

Amazon - one of the world's most valuable companies - is worth more than Walmart, Home Depot, Samsung, Netflix and Tesla combined. What are the secrets to its success? How can these insights be applied to other businesses in the e-commerce sector?

The retail industry is facing unprecedented challenges. Across all sectors and markets, retailers are shifting their business models and customer engagement strategies to ensure they survive. **Amazon** offers unique insight into the company's persistent dissatisfaction with the status quo and innovation and how it has fundamentally changed the ways in which we shop.

This fully updated second edition explores Amazon's response to the coronavirus pandemic, the convergence of physical and digital retail, e-commerce economics and sustainability, as well as future policy implications. Written by industry-leading retail analysts and with the first edition now translated into more than a dozen languages, **Amazon** is an invaluable resource for discovering the lessons that can be learned from the company's unprecedented rise to dominance.

Rights Sold

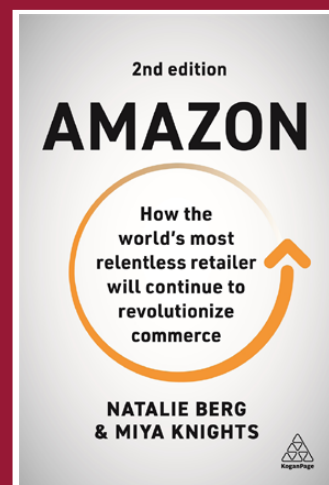
1st edition: Chinese (Complex), Chinese (Simplified), Dutch, Greek, Italian, Japanese, Korean, Portuguese, Russian, Spanish, Thai, Ukrainian, Vietnamese

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| 3 The Prime ecosystem - redefining loyalty for today's modern shopper | 13 Retail fulfilment - winning the customer over the final mile |
| 4 Retail apocalypse - reality or myth? | 14 The last-mile infrastructure |
| 5 End of pure-play e-commerce - Amazon's transition to bricks-and-mortar retailing | 15 Conclusion - peak Amazon? |
| 6 Amazon's grocery ambitions - creating a platform to sell you everything else | |
| 7 Amazon's Whole Foods Market - a brave new era | |
| 8 A private label juggernaut - here comes the squeeze | |
| 9 Technology and frictionless retail | |
| 10 AI and voice - the new retail frontier | |

Amazon

How the World's Most Relentless Retailer will Continue to Revolutionize Commerce



Edition:	2
Date:	03/10/2021
Paperback:	9781398601420 £19.99
Ebook:	9781398601437 £19.99
Hardback:	9781398601444 £60.00
Pages:	288pp
Format (mm):	234x156
Band:	Professional/Academic
Subject:	Retail

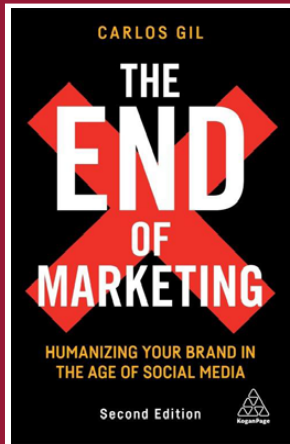
Author Information

Natalie Berg is a retail analyst and Founder of NBK Retail, a consultancy specializing in retail strategy and future trends. Based in London, UK, she was formerly the Global Research Director at Planet Retail, and is a regular conference speaker and media commentator whose views on retail have been published in the *FT*, *Forbes*, *BBC* and *The Times*.

Miya Knights is Head of Industry Insight at Eagle Eye Solutions and has extensive experience as an analyst, journalist and editor specializing in enterprise technology use in retail. Based in Sussex, UK, she is the owner of *Retail Technology* magazine, and has appeared on the *BBC*, *ITN* and *Sky News*, as well as regularly speaking at or moderating industry events.

The End of Marketing

Humanizing Your Brand in the Age of Social Media



Edition:	2	
Date:	03/08/2021	
Paperback:	9781398601345	£14.99
Ebook:	9781398601352	£14.99
Hardback:	9781398601369	£45.00
Pages:	288	
Format (mm):	216x138	
Band:	Professional/Academic	
Subject:	Digital Marketing	

Author Information

Carlos Gil is an international keynote speaker and award-winning digital storyteller, based in Florida, USA. He has over a decade of experience leading social media strategy for global brands including LinkedIn, Winn-Dixie, Save-A-Lot, and BMC Software. His work has been featured in *Harvard Business Review*, *Inc.*, *Entrepreneur*, and *Social Media Examiner*, and his speaking includes keynotes for clients across the United States, Europe and South America. He is the CEO and Founder of Gil Media Co., working with Fortune 500 clients including DocuSign, Western Union and Keller Williams.

Keynote

Marketing as we know it is dead. Learn how to spend less time reaching only a limited number of followers and build more time listening to what's relevant to customers, clients and your community.

This book

- « Describes how notable brands successfully deliver crisis management strategies and humanize their messaging
- « Features case studies and examples from social media giants such as DJ Khaled, Kim Kardashian, Kanye West and Ja Rule and platforms including TikTok and Twitch
- « Provides an action-oriented social media audit which will help prioritize what content to post and convert more conversations into sales
- « Advises on how to become a 'marketing savage' and engage customers and competitors alike

Description

More and more people appreciate the value of authentic marketing and an authentic community, not simply the number of likes on a post. But how can brands adapt to the current environment, without alienating their customers or clients and losing business? How can businesses remain relevant in an era when a TikTok influencer has more impact than a billion dollar corporation?

The End of Marketing revolutionizes the way brands, agencies and marketers should approach marketing. Using lessons from celebrities including DJ Khaled, Kim Kardashian, Ja Rule and Kanye West and organizations such as Marriott, Miller High Life, Airbnb, Zoom and Netflix, this book will teach you how to reclaim organic engagement, develop strategies for engaging customers and become a marketing savage.

This fully updated edition of *The End of Marketing* explains how notable brands manage social issues from a marketing and awareness standpoint to optimize their customer experience. It will teach you how to remain relevant in a world where algorithms dominate, organic reach is dwindling and consumers don't want to be sold to, they want to be engaged.

Rights Sold

1st edition: Chinese (Simplified), Czech, Estonian, Portuguese, Vietnamese; **2nd edition:** Spanish

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1	Marketing is Dead
2	Stranded in a Digital Ocean
3	How to be Savage AF - Like Randy
4	Don't be Mad at Facebook; You Just Suck at Marketing
5	Swipe Right: Sales & Marketing is No Different Than Finding Your Match on Tinder
6	Growth Hacking Your Way to Greatness
7	Marketing Lessons from Social Media Giants DJ Khaled and Kim Kardashian
8	Transforming Your Advocates into the Faces of Your Brand
9	Judgement Day: The Battle of AI Versus Humans
10	The Power of Personality and Persuasion
11	Bringing it All Together
12	2030: The New Frontier
13	Managing Through Crisis

Keynote

Plan, implement and optimize a tailored, end-to-end digital marketing strategy that aligns to wider business objectives with this bestseller, including updates on mobile, automation, AI and new data protection laws.

This book

- « Reduces costly trial and error to identify and streamline a measurable digital marketing strategy tailored to business objectives
- « Balances essential theory with global business practice using practical templates, case studies and expert contributions such as display advertising and SEO
- « **Online resources:** Lecture slides, activity sheets, test banks, practical implementation guides and templates

Description

Optimize your digital channels and ensure your marketing strategy aligns with business objectives, with this second edition of the bestselling guide to digital marketing - recommended by the Chartered Institute of Marketing.

There is no shortage of digital marketing resources yet finding a book that covers all disciplines can be a challenge. This essential and highly readable book provides an accessible, step-by-step framework to the planning, integration and measurement of each digital platform and technique, all tailored to achieve overarching business objectives.

Now featuring cutting edge updates on social media, SEO, content marketing, user experience and customer loyalty, **Digital Marketing Strategy** is an ideal road map for navigating:

- Marketing automation, personalization, messaging and email
- Online and offline integration
- The power of technologies, such as AI
- New data protection and privacy strategies

Accompanied by downloadable practical implementation guides spanning SEO, paid-search, email, lead-generation and more, **Digital Marketing Strategy** will show you how to effectively select, align and manage digital channels and operations, to streamline a winning digital marketing strategy for measurable, optimized results. It is an essential guide for any marketer to build an effective and practical digital strategy.

Rights Sold

1st edition: Russian, Turkish, Vietnamese; **2nd edition:** Chinese (Simplified), Greek

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Digital Marketing Strategy

An Integrated Approach to Online Marketing



Edition:	2
Date:	03/04/2019
Paperback:	9780749484224 £29.99
Ebook:	9780749484231 £29.99
Hardback:	9780749498085 £90.00
Pages:	384
Format (mm):	234x156
Band:	Professional/Academic
Subject:	Digital Marketing

Author Information

Bestselling author **Simon Kingsnorth** is a recognized digital leader and strategist, and is currently Global Head of Digital Marketing at Citi Private Bank, based in the UK. Highly experienced at leading teams in digital marketing, digital transformation and user experience, he is a regular keynote speaker and contributor to industry publications.



Video Marketing

Create Engaging Video Campaigns to Drive Brand Growth and Sales

Jon Mowat

2e, Aug 2021, 256pp

Paperback: **9781398601147** £19.99
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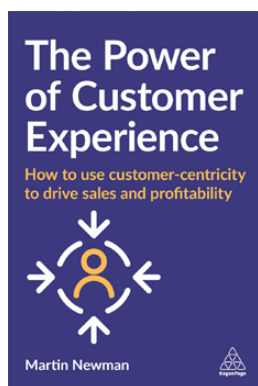
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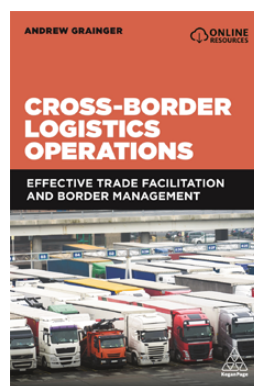
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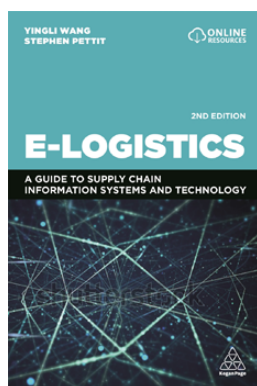
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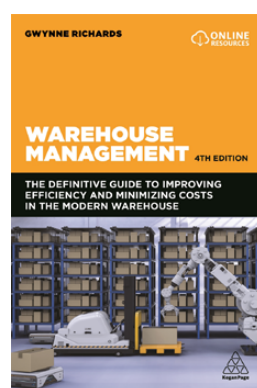
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Ozlem Bak

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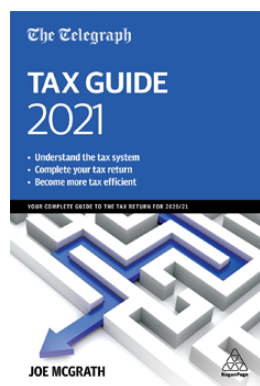
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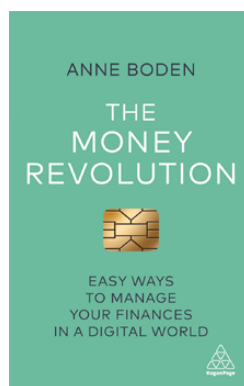
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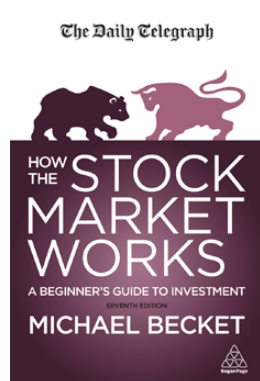
Anne Boden

1e, 03/06/2019, 216pp

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Rights Sold: **1st edition:** Chinese (Simplified), Korean, Russian



How The Stock Market Works

A Beginner's Guide to Investment

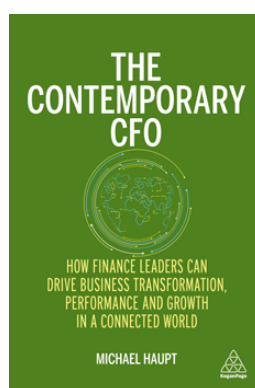
Michael Becket

7e, 03/08/2021, 160pp

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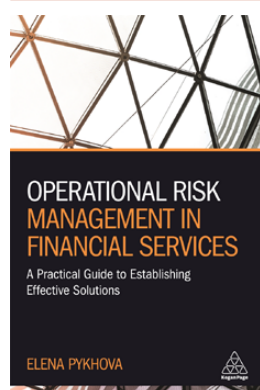
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Michael Haupt

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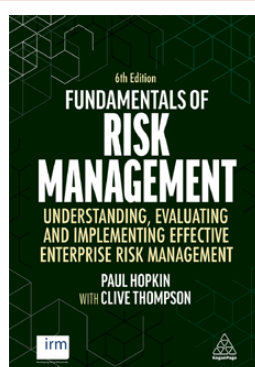
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Elena Pykhova

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Fundamentals of Risk Management

Understanding, Evaluating and Implementing Effective Enterprise Risk Management

Clive Thompson, Paul Hopkin

6e, 03/12/2021, 488pp

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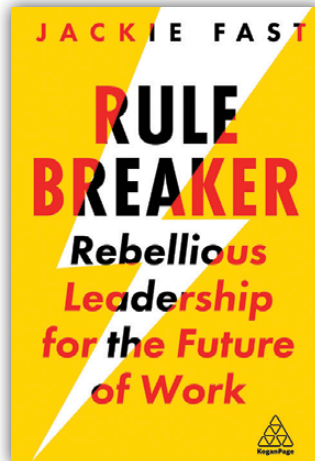
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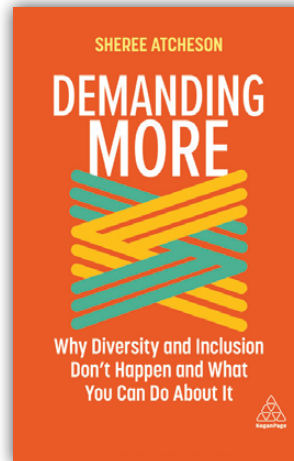
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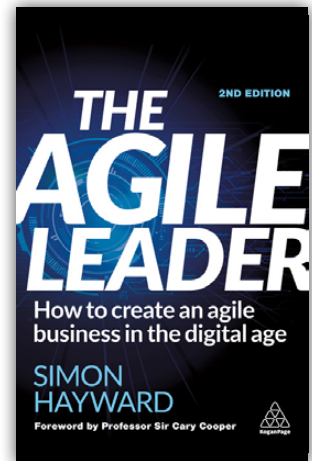
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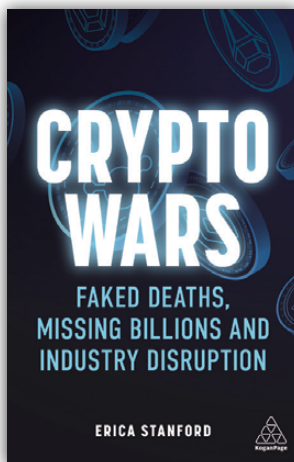
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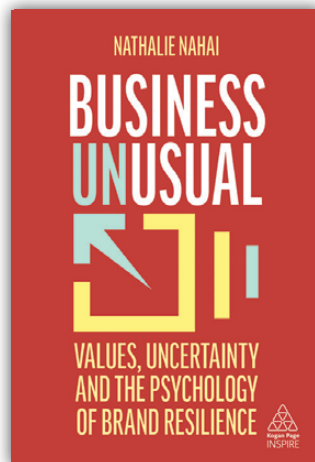
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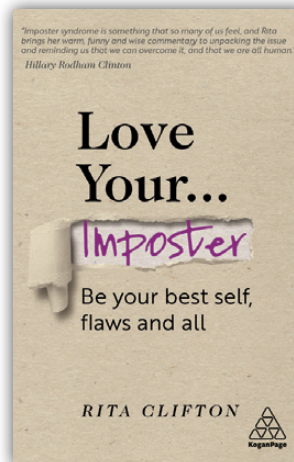
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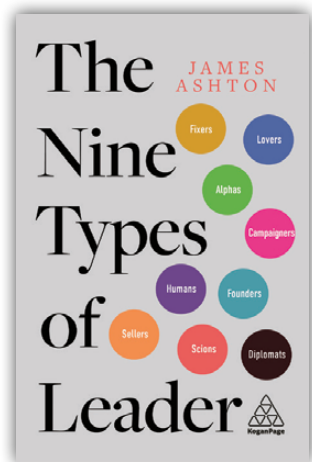
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