








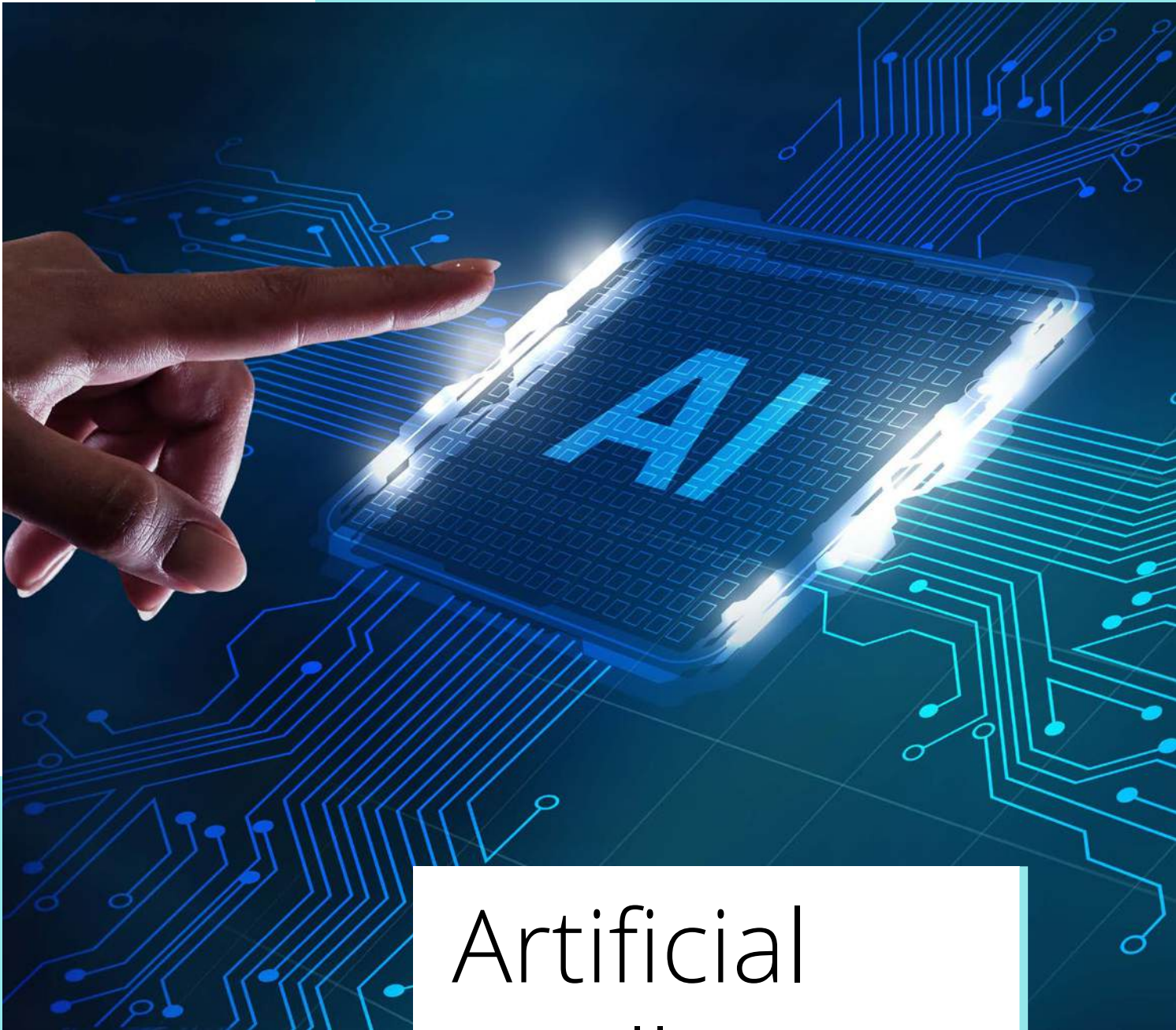




Pearson Professional  
Business & Personal  
Development  
**Spring 2025**

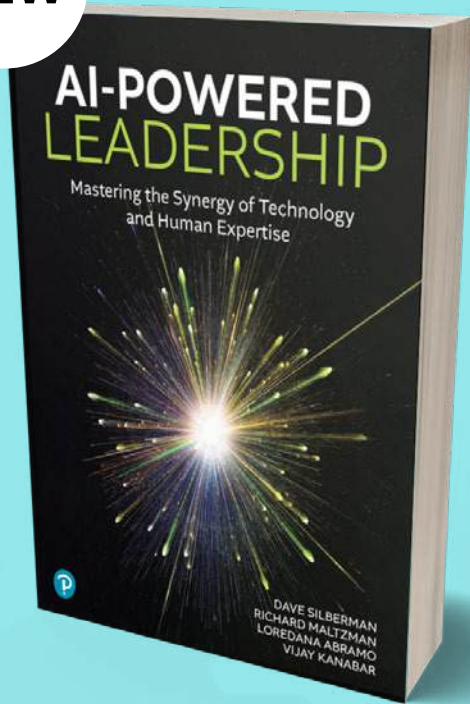
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# Artificial Intelligence



NEW



ISBN	9780135429570
IMPRINT	Addison-Wesley Professional
PUB DATE	March 2025

# AI-Powered Leadership

Mastering the Synergy of Technology and Human Expertise

**Dave Silberman, Rich Maltzman, Loredana Abramo, Vijay Kanabar**

## SYNOPSIS

It's not enough to fully understand the technology of AI, leaders must understand how to employ power skills to elevate the interactions between AI and humans and the importance of the conversation between humans and humans, and humans and AI. Critical thinking, leadership, conflict management, stakeholder engagement and other power skills are essential in all projects.

*AI-Powered Leadership* aims to empower leaders to navigate the complexities of the AI-driven world by developing human competencies and integrating them with AI capabilities, fostering a balanced, innovative, and ethically sound leadership approach that drives sustainable success. It aims to provide a comprehensive framework for leaders to understand and apply the "Both/And" strategy in leadership, where leaders don't have to choose between traditional methods and AI-driven innovation but can leverage the strengths of both. The approach of the book is a practical, integrative framework that combines theory with actionable strategies to help leaders navigate the complex dynamics of AI in their organizations.

## ABOUT THE AUTHORS

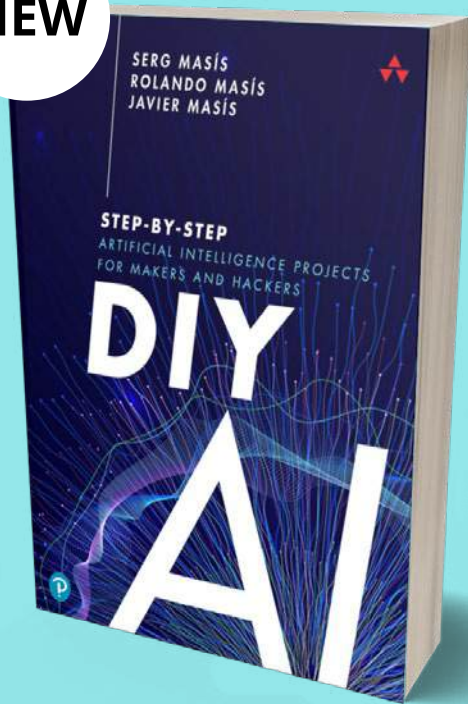
**Loredana Abramo** has 30+ years of experience in global telecommunications and corporate program management. A Doctor in Electrical Engineering and certified PMP®, she holds a patent for telecom automation and teaches project management at Boston University. Loredana has co-authored books on project management and is an active contributor to IEEE and PMI.

**Rich Maltzman** is a Master Lecturer at Boston University, author, and consultant with a 40-year telecom career. Known for promoting sustainability in project management, he has authored nine books, including *GreenPMO*, and hosts the podcast *B'yond PM*.

**Dave Silberman** is a senior executive, lecturer, and USA Today best-selling author specializing in workplace dynamics. A decorated U.S. veteran, he holds a Ph.D. in Human Resources Development and frequently writes for *Forbes*.

**Vijay Kanabar**, Ph.D. is a professor and director of Project Management at Boston University. A pioneer in PMI certifications, he has authored several books and research papers and won PMI's Linn Stuckenbruck Teaching Excellence Award.

NEW



ISBN	9780137977734
IMPRINT	Addison-Wesley Professional
380 pages	
PUB DATE	September 2025

# DIY AI

## Step-by-Step Artificial Intelligence Projects for Makers and Hackers

Serg Masís, Rolando Masís, Javier Masís

### SYNOPSIS

The market of A.I. enthusiasts and professionals is underserved by books that are either too academic, or too shallow and cursory, with example toy datasets that aren't helpful for real-world applications. Few books cover projects that can be implemented at home and, most importantly, for pleasure. The play or fun component is missing from existing titles.

*DIY AI* has eight open-source projects that are designed to teach practical AI while appealing to Makers and other Do-It-Yourself types. Projects can become valuable beyond a teaching device because readers will be able to optionally implement four of these projects in embedded devices or use their own data should they choose to do so. The book is being published at a time when open-source AI software is mature enough and hardware powerful enough for use by anyone.

On the surface, the book's topic is artificial intelligence, but its approach is one of a book for hobbyists. It's a fun, step-by-step, hands-on book for people who want to learn to apply this technology in their own projects.

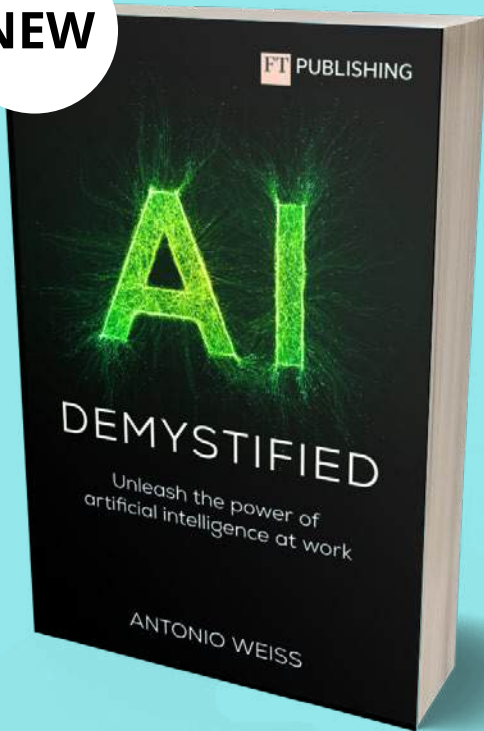
### ABOUT THE AUTHORS

**Serg Masís** (Morrisville, NC) is a Data Scientist at Syngenta, a leading agribusiness company with a mission to improve global food security, and a bestselling author on books about responsible practices in machine learning. Before that, he had a prior career in entrepreneurship, web and app development, and analytics for more than fifteen years.

**Rolando Masís** (Princeton, NJ) is a scientist, filmmaker and AR/VR app developer. He obtained his bachelor's in Molecular, Cellular and Developmental Biology from Yale University and is currently a senior neuroscience graduate student at Princeton University. Rolando's work focuses on leveraging ML methods to better understand how we behave and remember across different environments. His passion to spread knowledge lead him to develop guides and tutorials for underrepresented students in science and in AR/VR.

**Javier Masís** (Princeton, NJ) is a postdoctoral research fellow in cognitive psychology at Princeton University and an accomplished Jazz and Rock musician. He obtained his PhD in neuroscience at Harvard University, and his bachelor's summa cum laude in molecular biology and neuroscience at Princeton University. His work focuses on building models of how the brain learns and makes decisions.

NEW



ISBN	9781292742670
IMPRINT	FT Publishing International
256pp   216 x 138mm	
PUB DATE	<b>April 2025</b>

# AI Demystified

Unleash the Power of Artificial Intelligence at Work

**Antonio Weiss**

## SYNOPSIS

Artificial intelligence and Generative AI threaten to change everything about how we work, but how can you be prepared for these changes? This is the book for you. From a leading expert on artificial intelligence and generative AI, this practical, engaging, and pragmatic step-by-step approach to understanding AI, and how to use it effectively in your work.

Covering the foundations of AI, you'll quickly get up to speed on what it is and how it works, before deep dives into how to use it at work in areas such as strategy, marketing, communication, and product development. You'll discover how to increase profits, save time, and improve customer experience, amongst other benefits.

AI is coming – get up to speed.

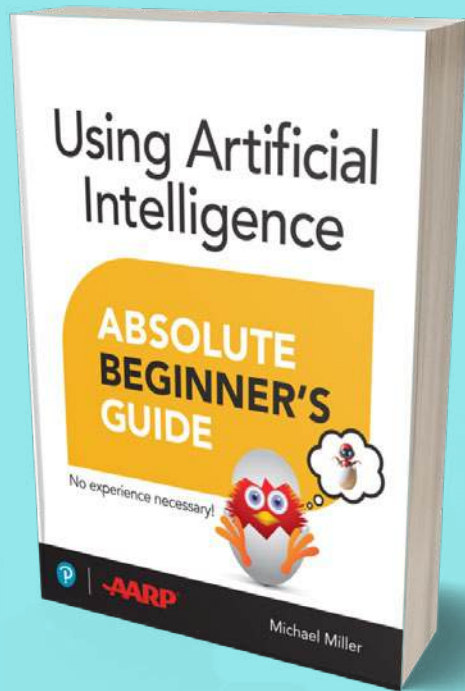


## ABOUT THE AUTHORS

**Antonio Weiss** is a digital expert, leading a successful, multi-million pound software development and advisory consultancy, The PSC Digital, for over ten years. He has worked in AI and data science fields throughout, helping set up the NHS AI Lab, UK Office for Artificial Intelligence and scaling up the UK Government Digital Service. He has advised senior politicians and officials across the world on data science, generative AI and digital transformation and is currently a Senior Advisor on Digital, Data and Technology to the UK Leader of the Opposition. He has adapted and trained large language models and deployed them in business settings, including creating one of the first ever commercially available fragrances developed using generative AI.

**FT PUBLISHING**

RIGHTS SOLD CHINESE SIMPLIFIED



ISBN	9780135356050
IMPRINT	Que Publishing
352 pages	
PUB DATE	<b>December 2024</b>

# Using Artificial Intelligence

## Absolute Beginner's Guide

Michael R. Miller

### SYNOPSIS

Navigate the AI revolution with confidence: understand, use, and benefit responsibly.

AI is a radical new technology, and it can be confusing and intimidating to use. This book provides a clear, accessible guide to using AI safely and effectively in daily life.

There are seemingly unlimited options to employ AI daily, and almost as many AI tools available. Sorting through these options and understanding how they work are just a few things we will need to do moving forward. Just as critical is being aware of and able to recognize AI's limitations and risks. AI is rife with misinformation and opens the door to sophisticated scams. AI can be seen as threatening to human security and having the potential to replace humans in many areas.



### ABOUT THE AUTHORS

**Michael Miller** has written more than 200 non-fiction books over the past three decades. Collectively, his books have sold more than a million copies worldwide. His best-selling books for Que include *My iPad for Seniors*, *My Video Chat for Seniors*, *My TV for Seniors*, *My Social Media for Seniors*, *My Facebook for Seniors*, *My Smart Home for Seniors*, *My Samsung Galaxy S7 for Seniors*, *Computer Basics: Absolute Beginner's Guide*, and *Easy Computer Basics*.



RIGHTS SOLD

CHINESE SIMPLIFIED  
GERMAN

ISBN	9780138286507
IMPRINT	Addison-Wesley
320 pages	
PUB DATE	July 2024

# The AI Revolution

## In Customer Service and Support

Ross Smith, Mayte Cubino & Emily McKeon

### SYNOPSIS

Learn how to deploy custom models leading to a revolution in the world of customer service and support.

*The AI Revolution in Customer Service and Support* is a practical guide for professionals who want to harness the power of generative AI within their organizations to create more powerful customer and employee experiences. This book is designed to equip you with the knowledge and confidence to embrace the AI revolution and integrate the technology, such as large language models (LLMs), machine learning, predictive analytics, and gamified learning, into the customer experience. Start your journey toward leveraging this technology effectively to optimize organizational productivity.

### IN THIS BOOK YOU'LL LEARN

- About AI, machine learning, and data science
- How to develop an AI vision for your organization
- How and where to incorporate AI technology in your customer experience flow
- About new roles and responsibilities for your organization
- How to improve customer experience while optimizing productivity
- How to implement responsible AI practices
- How to address concerns and build strategies for reskilling and upskilling your people

### ABOUT THE AUTHORS

**Ross Smith Jr** is a Fellow of the Royal Society of the Arts Co-Founder of the Future World Alliance the author of *The Practical Guide to Defect Prevention* and holds seven patents. He is a co-founder of the Future World Alliance a nonprofit committed to responsible AI for the next generation.

**Mayte Cubino** is the EMEA Director for MS Office and Project/Planner Technical Engineering Support at Microsoft and the Site Lead and board member of Microsoft Portugal.

**Emily McKeon** (Seattle WA) is currently a Communication Director at Microsoft focused on global strategic business and executive communications designed to strengthen employee engagement and drive value for the Customer Service and Support business.

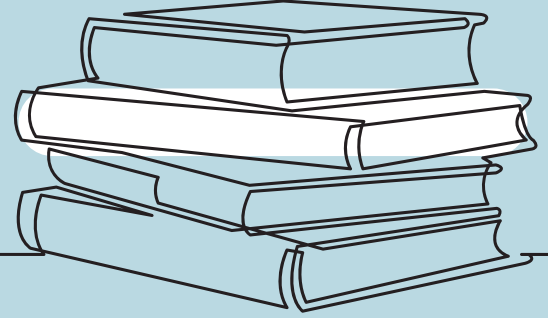


ISBN-13: 978-0-13-828650-7  
ISBN-10: 0-13-828650-7





# > The Pearson Business Book Club



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Dispelling the myths about mindfulness with Lisa Wren author of *The Mindfulness Habit*



The most powerful word in management and leadership with Chris Dalton author of *MBA Day by Day 2e*



Six keys to unlock the innovative potential of teams with Natalie Turner author of *Yes, You Can Innovate*



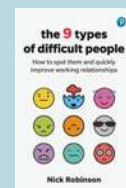
Take control of your career with John Lees author of *How to Get a Job You Love*



Why you're avoiding having that difficult conversation with Sarah Rozenhuler author of *Now We're Talking*



Demystifying the superpowers of ChatGPT with Greg Orme author of *The Human Edge*



The way to manage difficult people with Nick Robinson author of *The 9 Types of Difficult People*

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# New Titles for London 2025



PREVIOUS  
EDITION  
RIGHTS SOLD

BULGARIAN, CHINESE SIMPLIFIED,  
CHINESE TRADITIONAL, DUTCH,  
GERMAN, GEORGIAN, HEBREW,  
INDONESIAN, ITALIAN, JAPANESE,  
KOREAN, POLISH, PORTUGUESE,  
RUSSIAN, THAI, VIETNAMESE

**NEW**



ISBN	9781292480701
IMPRINT	FT Publishing International
400pp   234 x 156mm	
PUB DATE	<b>May 2025</b>

# The Business Model Navigator

Third Edition

Oliver Gassmann and Karolin Frankenberger

## SYNOPSIS

A strong business model is the bedrock of business success. But all too often we fail to adapt, clinging to outdated business models that are no longer promising the results we need. The Business Model Navigator allow you to innovate, test and implement new business models within your industry.

Discover the idea of business model innovation, from structuring the process of innovation of a company's business model to encouraging outside-the-box thinking. With expert authors, *The Business Model Navigator* combines learning research with evidence of high practical impact, allowing you to master the transformation journey and lead your business to success.



## ABOUT THE AUTHOR

**Prof. Dr. Oliver Gassmann** is Full Professor and Director at the Institute of Technology Management at the University of St. Gallen, Switzerland. Gassmann has been recognized as one of the most active innovation scholars (IAMOT) and as one of the leading economists in Germany (FAZ). He has also founded three spin-off companies and serves on several academic, economic and political boards.

**Prof. Dr. Karolin Frankenberger** is Full Professor and Director at the Institute of Management & Strategy at the University of St. Gallen. She is also the Academic Director of the St. Gallen Executive MBA. Prior to her academic career Frankenberger worked seven years with the management consultancy McKinsey & Company. Her academic research has won several prestigious awards and recently she was named Thinker of the month by Thinkers50, the world's foremost resource for sharing leading management ideas of our age. Frankenberger has also founded a spin-off and she is actively involved in supporting company leaders, from numerous industries worldwide, in their strategy and innovation challenges.

**FT PUBLISHING**



# Start with the Customer

How to Deliver World-Class Customer Service

Peter Cross

## SYNOPSIS

Written by one of the country's foremost authorities on customer behaviour, *Happy Customers* is a guide to delivering world-class customer service in a world where the "big four" - a climate crisis, a cost-of-living crisis, a global pandemic and a digital revolution - have changed customer behaviour beyond recognition.

This book will reveal the golden rules and cardinal sins of service so you can:

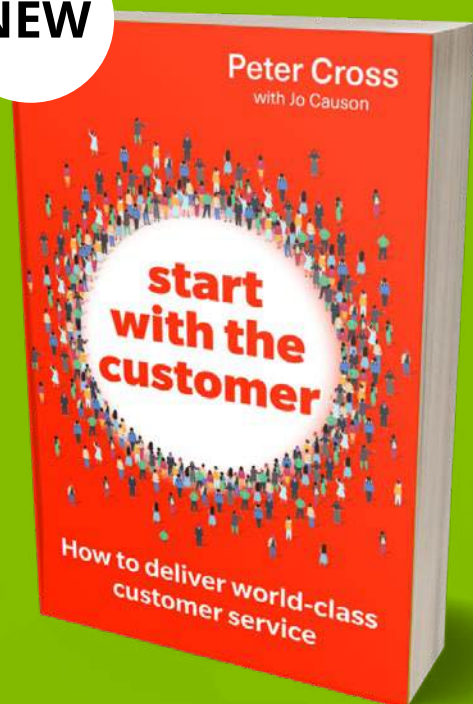
- Understand how and why customer service has changed
- Lay the building blocks of a service culture
- Plan for a future filled with happy customers

Find out how excellent customer service is your ultimate business differentiator.

## ABOUT THE AUTHOR

**Peter Cross** is one of the UK's leading authorities on customer behaviour. Previously, he was the Customer Experience Director for John Lewis and Waitrose and Mary Portas's business partner for ten years building a business based on great customer service. He is Vice President of the Institute of Customer Service, a global Ambassador for the Retail Trust, Vice Chairman at the Fragrance Foundation and a regular commentator on TV Radio and print.

NEW



ISBN	9781292471457
IMPRINT	Pearson Business
256pp   216 x 138mm	
PUB DATE	July 2025

# The Leader's Guide to Collaboration

How to Use Soft Skills to Get Hard Results

Guy Lubitsh and Mike Brent

## SYNOPSIS

The Leader's Guide to Collaboration is your practical toolkit to be more successful at work through effectively delivering outcomes with others. Featuring a 3-step framework (Purpose – Process – Relationships) to encourage better collaboration, you'll be able to lead a high-performing team. Find practical tools for leaders and teams to boost collaboration and teamwork.

- Use the team questionnaire to better understand the dynamics of your team.
- Discover the benefits and risks of collaboration – how to collaborate effectively, but also the dangers of over-collaboration.
- Understand how to flex behaviours and have courageous conversations so you and your team can flourish.

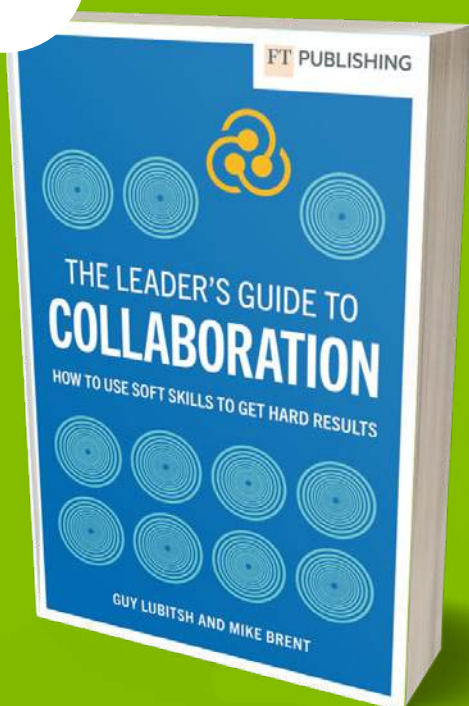
As a leader, you'll be able to build the skills, mindset and attitude for better collaboration with you and your team.

## ABOUT THE AUTHOR

**Professor Guy Lubitsh** is an organisational psychologist, consultant, facilitator, executive coach, author and speaker. He works as a Client Director and professor of Practice at Ashridge Executive Education/ Hult International Business School and in the last twenty-five years, he has been working with Executives at the highest levels of international companies in Europe, US and the Middle East.

**Professor Mike Brent** is an Adjunct Professor of Practice at Ashridge Executive Education, Hult international business school, and specialises in leadership, team-building, influencing, coaching and cross-cultural management. He is widely published in the areas of influencing, coaching and leadership.

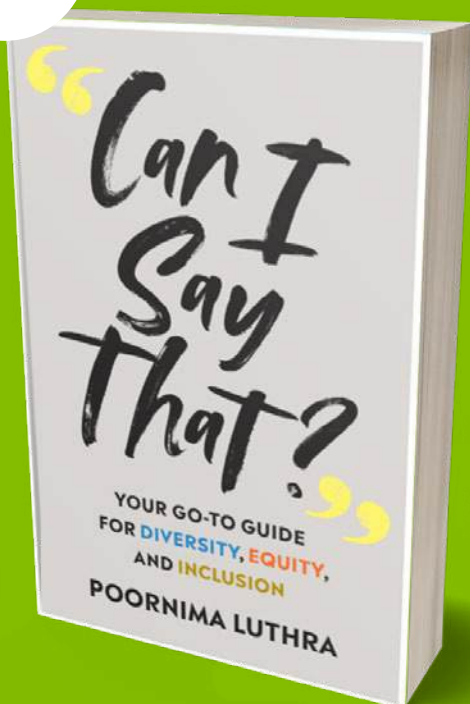
NEW



ISBN	9781292469171
IMPRINT	FT Publishing International
256pp   216 x 138mm	
PUB DATE	August 2025



NEW



ISBN 9781292737133

IMPRINT Pearson Business

224pp | 216 x 138mm

PUB DATE April 2025

# Can I Say That?

Your Go-To Guide for Diversity, Equity, and Inclusion

Dr Poornima Luthra

## SYNOPSIS

When it comes to Diversity, Equity and Inclusion (DEI), fear is holding us back from moving the needle further and faster. This book will empower you to overcome your fears and build the courage to be inclusive.

This book is for you if you:

- Want to know more about diversity, equity, and inclusion but don't know where to start.
- Are worried about saying the wrong thing.
- Don't feel comfortable talking about DEI.
- Are worried conversations might escalate or end in conflict.
- Don't want to be the only one fighting for change.



## ABOUT THE AUTHOR

**Dr. Poornima Luthra** (she/her) is the author of 'Diversifying Diversity: Your guide to being an active ally of inclusion in the workplace' and 'The Art of Active Allyship', the author of the HBR articles 'Do your global teams see DEI as an American issue?' and '7 ways to practice active allyship'. Her book 'The Art of Active Allyship' has been selected as the top 10 best new management books by the prestigious Thinkers50. She is currently co-authoring her third book in the DEI space titled 'Leading through Bias' which will be published by Palgrave-Macmillan in November 2023 with the Danish version of the book being published by Djøf in 2024.

Poornima is Associate Professor at the Copenhagen Business School and the founder and CEO of TalentED Consultancy ApS. She has been recognised as one of the world's 30 up-and-coming thinkers whose ideas will make an important impact on management thinking in the future by the prestigious Thinkers50. Poornima is also the recipient of the Professional Women of Colour Denmark 2021 Impact award, a finalist in the Trailblazer category of the 2022 Nordic Blaze Inclusion Awards, and is a sought after keynote speaker in Europe, UK and Asia.



NEW



ISBN	9781292485119
IMPRINT	Pearson Business
288pp   234 x 156mm	
PUB DATE	<b>August 2025</b>

# You Got the Job

Craft the Perfect CV, Ace the Interview, and Get Hired

James Innes

## SYNOPSIS

You are looking for a new job but you don't know where to start. With this book, you can be fully prepared for every stage of job hunting and applications. From the application stage with writing winning CVs and cover letters, to tricky interviews, you'll feel completely at ease and confident that you can land the job. Discover how to:

- tackle job hunting and job applications with ease
- write a CV that impresses
- write a cover letter that gets an interview
- understand the interview process and be ready for any interview questions.

No matter what your age, background, job or level of experience, *You Got the Job* reveals all the insider tips and winning methods to make sure you can apply for and get the job you want.

*You Got the Job* has full online support – more questions, CV templates, tools and reader offers – all available through The CV Centre® online.

## ABOUT THE AUTHOR

**James Innes** is the Founder and Chairman of TheResumeCenter.com (USA), The Resume Centre (Canada and Australia), The CV Centre (UK, Ireland, New Zealand and South Africa) and CV Center (Germany, Austria, France and Belgium) - the world's leading CV and resume consultancies.

With nearly two decades of experience heading up these organizations, James is widely considered to be one of the world's leading careers experts. James regularly participates at recruitment fairs and conferences as a guest speaker, as well as working on TV and radio.



FT PUBLISHING

NEW



ISBN	9781292484709
IMPRINT	Pearson Business
288pp   216 x 138mm	
PUB DATE	<b>November 2025</b>

# Rise Up

Insider Strategies for Career Success from Top Leaders

Ritchie Mehta and Mark Evans

## SYNOPSIS

By 2030, 375m (14%) of workers, may need to switch jobs. We will all need different skills and follow different career paths. Rise Up is your practical coach to help figure out your career journey.

Built upon research with over 200 successful businesspeople, this book reveals the tools you need to achieve extraordinary success. With a 4-step framework, the 'RISE' process helps you to:

1. Reflect on your strengths, skills, and spirit to find your career flow
2. Identify opportunities to expand your career
3. Strategise key strategies and approaches to manage your career growth
4. Execute optimising results to achieve exponential career growth

Career and life success isn't determined by innate talent, privilege, or special gifts. Instead, it's about recognising that you have the power to create your own success. By mastering how to navigate opportunities effectively, individuals can achieve truly transformational results.

## ABOUT THE AUTHORS

**Ritchie Mehta** is the Founder of the School of Marketing, published author and podcaster. Honorary Fellow of Marketing at the Cambridge Judge Business School and Strategy Director at Oxford University Press. He is the author of *The New Marketing Playbook* (Pearson, 2021).

**Mark Evans** is the ex-Managing Director of Marketing and Digital at the Direct Line Group, a non-executive director at The Marketing Society, on the Luminary Programme with Accenture, Independent Advisor to HMRC and Board Advisor to the Saracens Rugby Group.



NEW



# MBA Day by Day

How to Turn World-Class Business Thinking into Everyday Business Brilliance, 3rd Edition

Chris Dalton

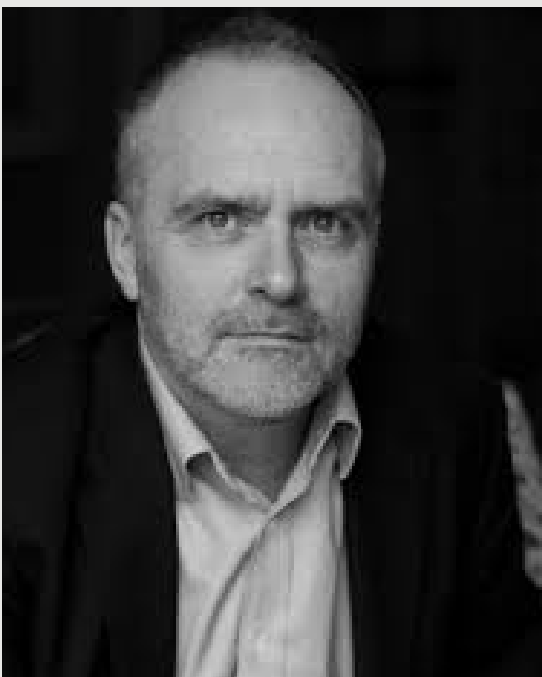
## SYNOPSIS

An MBA can boost your salary, increase your professional reputation and expand your networking opportunities but it's also very expensive. *MBA Day by Day* delivers many of the key benefits of a top-notch business education, without the hefty price tag and big-time investment and will guide, challenge and inspire you to better results, wherever you are in your career.

Use the powerful combination of the best business models with your own experience and awareness to quickly develop the same game-changing thinking, tactical behaviours and dynamic strategies that MBA graduates know really work.

Covering leadership, decision-making, strategy, marketing and finance, you'll find out what it really takes to be a leader in business and use MBA strategies, models and thinking to take your business knowledge and practice to a brilliant new level – today, tomorrow and every day.

ISBN	9781292483634
IMPRINT	Pearson Business
336pp   216 x 138mm	
PUB DATE	<b>December 2025</b>



## ABOUT THE AUTHOR

**Dr Chris Dalton** is Associate Professor of Management Learning and Subject Area Leader for Personal Development (PD) at Henley Business School, University of Reading, UK. A dynamic and creative tutor and facilitator, Chris joined Henley in November 2005 and was the Programme Director for Henley Distance Learning MBA (Flexible Learning) until 2010, when he took over the PD role. Chris has over 24 years of experience in management education and training.



# The Rules of Happiness

Richard Templar

## SYNOPSIS

Some people seem to be happy and positive, whatever happens. Even when bad things happen, they seem able to get up and carry on without a fuss. They are optimistic, good to be around, and seem fulfilled and content.

So what do they know that the rest of us don't? The answer is they know The Rules of Happiness and now you can learn them too.

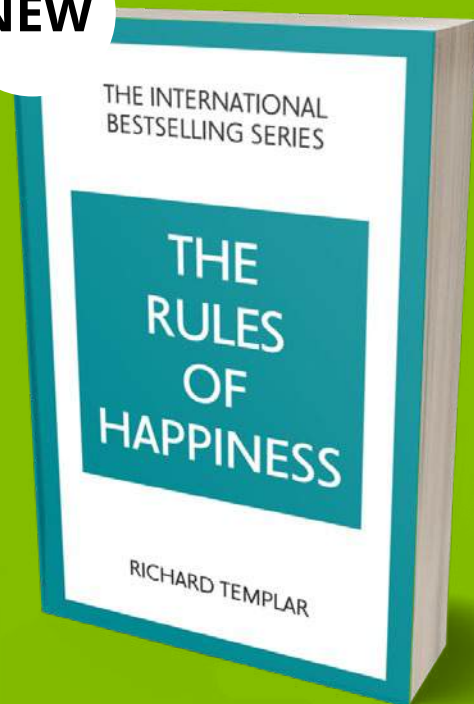
These are the Rules that will help you to see the most positive side of life, stay upbeat and learn the power of contentment. With common-sense advice covering creativity, responsibility, confidence, mindfulness, the soul, time, connecting, health, giving and curiosity, you'll find a spring in your step too.

It's your life. So why not make it happy?

## ABOUT THE AUTHOR

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

**NEW**



ISBN	9781292479514
IMPRINT	Pearson Business
256pp   216 x 138mm	
PUB DATE	<b>December 2025</b>

# The Truth About Investing

Debunking Myths for Better Returns

Jonathan Guthrie

## SYNOPSIS

The *Truth About Investing* is your down-to-earth, humorous guide to investing.

This book will share the secrets of the well-regarded investment analysis by the Lex team at the Financial Times so you can use it to improve your investing.

Written by the Former Head of Lex at the Financial Times, it reveals the principles, insights and hacks so you can:

- Feel confident knowing how to value companies, pick stocks and funds
- Reduce your cognitive errors, analyse your returns and make better, safer returns.
- Understand the role of psychology and how to avoid common mistakes.

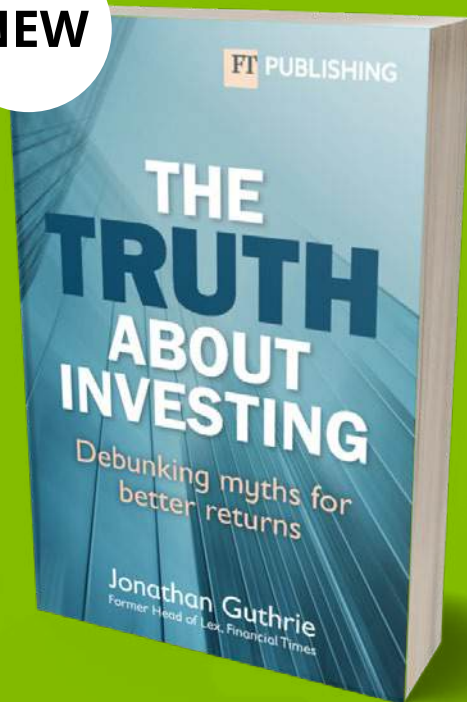
This is the book that unkinks your thinking on investments.

## ABOUT THE AUTHOR

**Jonathan Guthrie** was an associate editor of the FT and the head of Lex, the agenda-setting premium commentary service on global capital. Aside from Lex, Jonathan wrote regular FT columns on world finance and nature.

For six years he was city editor and writer of Lombard, an irreverent column on the square mile and corporate Britain. He has also been enterprise editor, midlands correspondent and UK companies editor. He has led investigations into Eurasian Natural Resources Corp, British Biotech and the "Gem of Tanzania" accounting fraud.

NEW



ISBN	9781292739489
IMPRINT	FT Publishing International
	256pp   216 x 138mm
PUB DATE	<b>September 2025</b>



# The FT Guide to Business Ethics

The Comprehensive Guide for Making a Positive Impact

**Pablo Hepworth Lloyd**

## SYNOPSIS

Put your conscience to work and lead with purpose.

In today's world, success isn't just about profit—it's about principles. In *The Financial Times Guide to Ethical Business*, you'll discover how ethics and responsibility form the foundation of every successful organisation. Whether you're a seasoned leader or just beginning your career, this book provides a powerful toolkit to help you positively influence your company, no matter your level of authority.

Packed with practical insights and advice from the author and ten other C-suite executives, this groundbreaking guide will challenge you to raise the bar on ethical standards, redefine the true purpose of business, and set benchmarks that go beyond ESG and B-Corp models. It's time for leaders to put conscience at the heart of decision-making and shape organisations that truly serve their people, communities, and the planet.

This is the ultimate guide for decision-makers committed to driving ethical, responsible, and sustainable change.

## ABOUT THE AUTHOR

**Pablo Lloyd** OBE is a successful social entrepreneur in the education sector. Over two decades the businesses he has co-founded have helped over 1 million people. He was recognised with an OBE in 2019. He now has a portfolio of non-executive and advisory roles.

**NEW**



ISBN	9781292752518
IMPRINT	FT Publishing International
400pp   234 x 156mm	
PUB DATE	<b>October 2025</b>





# The FT Guide to Starting a Business

The Comprehensive Guide for Entrepreneurs

**Mike Foster**

## SYNOPSIS

Are you looking to start a business? Build your entrepreneurial mindset?

Helping you from start to finish, this comprehensive, practical and user-friendly book contains everything you need to know about starting a business. As well as assessing and finessing your idea, you'll learn about marketing, sales, finance, legal structures, and operations. You'll also discover how to build your entrepreneurial mindset, and confidence and avoid common pitfalls.

With case studies and interviews from other successful business owners, you'll feel equipped to make your start-up a success.

## ABOUT THE AUTHOR

**Mike Foster** is a Business Mentor who has revolutionised the way traditional business coaching works and transformed hundreds of 'service' businesses since 2012. He runs The Entrepreneur's Mentor, which works with entrepreneurs to start, develop and grow their business. Previously, he ran his own successful start-up businesses. He was also Area Manager of the Start Up team for Barclays, Oxfordshire.

**NEW**



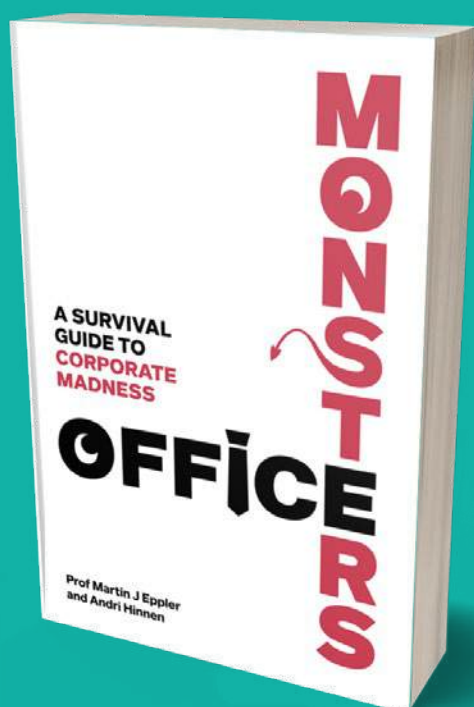
ISBN	9781292483764
IMPRINT	FT Publishing International
400pp   234 x 156mm	
PUB DATE	<b>November 2025</b>





Business

RIGHTS SOLD

CZECH, GERMAN,  
SERBIAN

ISBN 9781292470474

IMPRINT Pearson Business

224pp | 216 x 138mm

PUB DATE January 2025

# Office Monsters

## A Survival Guide to Corporate Madness

Martin J. Eppler and Andri Hinnen

### SYNOPSIS

Beware – *Office Monsters* is not your typical management guide – it's gooey, graphic, and downright monstrous. Ever been ambushed by the Yes Yeti or cornered at the coffee machine by an Energy Draining Dracula? Learn how to slay it at work by facing the monsters within and around you. A laugh-out-loud guide to mastering the most monstrous of management challenges.

Aimed at leaders, managers, and anyone seeking improvement in their work lives, the book is structured into three sections: monsters lurking within us, those pretending to be our colleagues, and the omnipresent bureaucracy beasts. Delight in meeting the overpowering Yes Yeti or the mischievous Time Trolls. Learn how to fend off the Draining Dracula or the Multitask Medusa and dare to kill the Strategy Chimera or the Project Zombie.

By the end, you'll be equipped with a practical manual to help you discover and address your very own professional monsters, turning your work villains into allies and finding ways to subdue even the mightiest beasts of bureaucracy and corporate life.

### ABOUT THE AUTHOR

**Martin J. Eppler** is the author of more than two hundred academic papers and twenty-four books, including *How to Talk about Data* (FT Publishing), of which several have won awards such as *International Business Book of the Year*, *HR Book of the Year*, and *Career Book of the Year*.

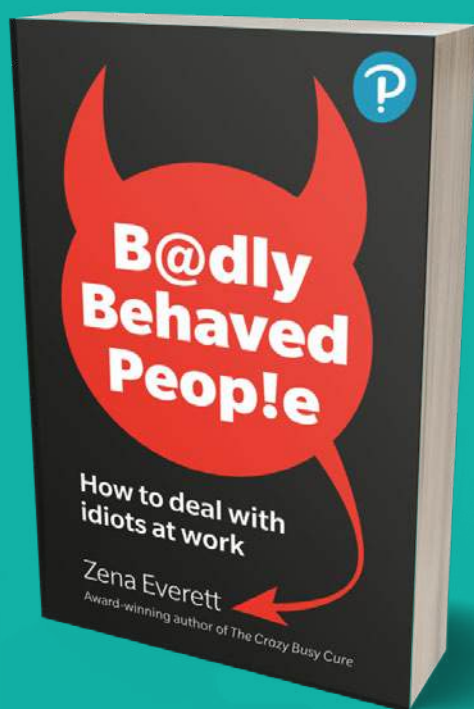
In addition to his university role (where he led an MBA program for many years), he is an advisor to organizations such as the United Nations, the European Central Bank, Porsche, Swiss Re, the Anti-Tobacco Fund, Salesforce, and others. He's been a guest professor at institutions such as Cambridge University, Georgia Tech, Simon Fraser University, and CUFE Beijing.

He is the inventor of the periodic table of visualization methods, the let's-focus software suite, the synergy map method, and the nudging approach to meetings.

**Andri Hinnen MA** is the Founder of Zense, a consultancy and agency that specializes in reframing complexity and communicating change. Andri is also a lecturer on storytelling and visualization at the University of St. Gallen.







ISBN	9781292739465
IMPRINT	Pearson
256pp   216 x 138mm	
PUB DATE	January 2025

# Badly Behaved People

## How to Deal with Idiots at Work

Zena Everett

### SYNOPSIS

Is it me with this problem? Or is it them? How often have you asked yourself this? Are you baffled by other people's surprising, sometimes useless, difficult, conflicting, apathetic, or even toxic behaviour? We've all had to work with (and for) shirkers, underperformers, over-bearing people, timewasters, managers who can't manage, lazy people and others who seem at cross purposes with the rest of the team. It's hard to understand people who think and behave differently from us, perhaps with conflicting values. Especially if they won't listen to you.

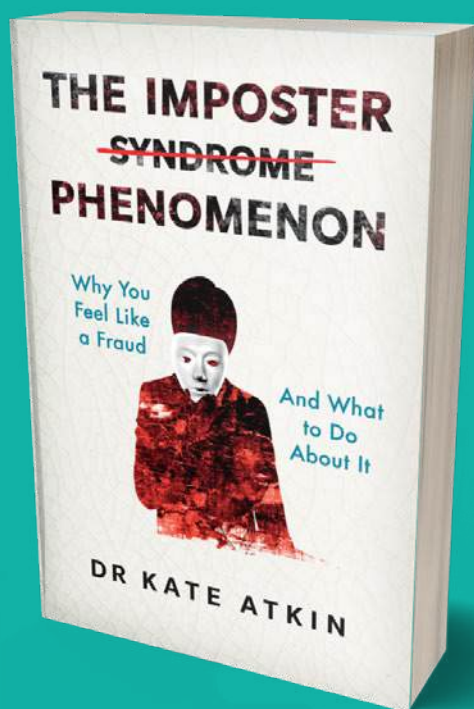
This book dissects the complexity of your people problems in a highly engaging and empowering way. We all need to understand each other better. And if you ever wondered what exactly an executive coach does, Zena reveals the dark arts of her booming but largely unregulated profession.

### ABOUT THE AUTHORS

**Zena Everett** is an international leadership coach and in-demand Speaker. Zena is the author of *Mind Flip*, *Take the Fear out of Your Career* and the award-winning *The Crazy Busy Cure*.

Originally a recruitment entrepreneur, Zena sold her business in 2007 then studied an MSc in Career Management and Coaching. She then took further post-graduate qualifications in psychological coaching and leadership with neuroscience (MIT Sloan Business School). She has coached on the Executive MBA Programme at Oxford University's Saïd Business School and is a member of the Associate Faculty at Henley Business School. She runs bespoke, lively leadership programmes in aspiring businesses who want to boost accountability and productivity.





ISBN	9781292469065
IMPRINT	Pearson Business
224pp   216 x 138mm	
PUB DATE	July 2025

# The Imposter Phenomenon

Why You Feel Like a Fraud and What You Can Do About It

Kate Atkin

## SYNOPSIS

Over 70% of people will experience the imposter syndrome at some point in their lives.

Celebrities such as Michelle Obama, Sheryl Sandberg and Tom Hanks have all spoken about their imposter feelings and even Einstein described himself as an “involuntary swindler”. But self-doubt and a lack of confidence are not the same as imposter syndrome, and in fact, it isn't really a syndrome at all.

This book challenges some of the common misconceptions about the imposter syndrome. Grounded in academic research, this book covers what the imposter phenomenon is, where these thoughts can come from, the impact they can have, the stresses they cause and, importantly, what you can do about them. Containing insights from ground-breaking research investigating how finding the inner courage to accept how good you are can help banish imposter thoughts.

This book explains the pitfalls and the intricacies of what is really a phenomenon – an occurrence at certain points in time – and how you can help yourself and others who experience it.

## ABOUT THE AUTHOR

**Kate Atkin** is the author of *The Confident Manager*, and *The Presentation Workout* (Pearson Business) and co-author of *The Business of Professional Speaking*.

By the time this book is published, the author, Kate Atkin, will have completed her doctorate research on the imposter phenomenon in the workplace, coping strategies, and the role of psychological courage.

Kate regularly speaks to business audiences, both large and small, globally as well as in the UK, on how to banish, or at least diminish, the imposter phenomenon at work and how to support others. During the course of her workshops, as well as her research, Kate has spoken with hundreds of successful people who experience imposter feelings and has a unique insight into their experiences.

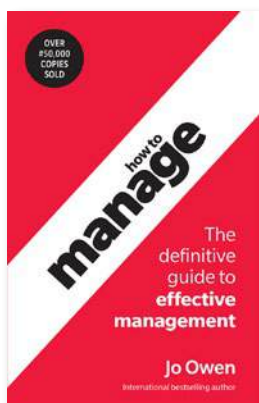


# THE JO OWEN SERIES

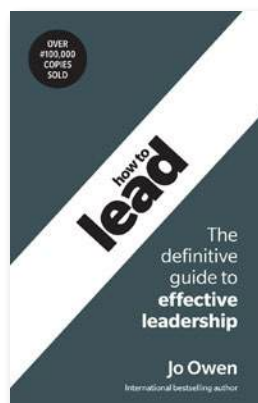
Jo Owen stands alone as the only person to win the prestigious Chartered Management Institute Gold Award four times for his books. With over 20 titles published in more than 100 editions and translated into 25 languages, his work has reached leaders and professionals across the globe. His timeless classics, including *How to Lead*, *How to Manage*, and *The Leadership Skills Handbook*, are now in their sixth editions, continuing to inspire and empower readers long after their initial release.



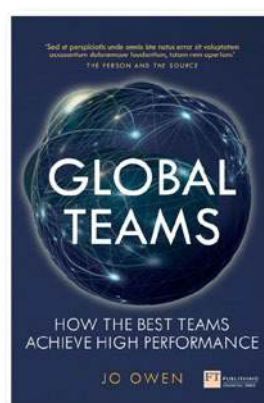
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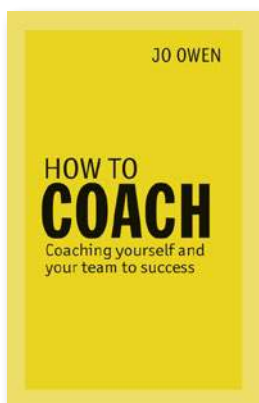
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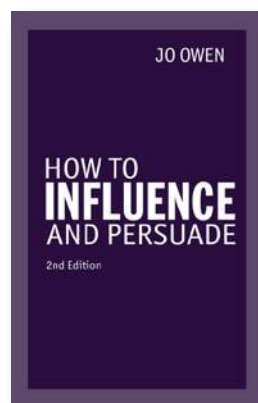
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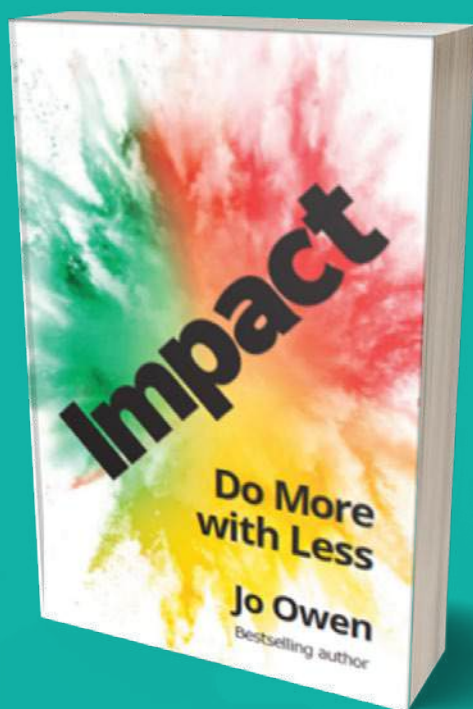


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ISBN	9781292476896
IMPRINT	Pearson
256pp   216 x 138mm	
PUB DATE	July 2025

# Impact

## Do More with Less

Jo Owen

### SYNOPSIS

*Impact: Do More with Less* is the definitive guide to the new rules of survival and success at work, based on extensive and original global research. It will help you have a real impact with minimal resources, budget or authority.

For anyone who wants to get ahead, you'll learn how to acquire informal power and amplify your formal power. This highly practical book will help you build the essential skills you need in this hybrid world of work: influencing, persuading, building your power network, finding sponsors, working on the right agenda, and promoting yourself and your agenda. Each chapter has practical techniques and tools you can practise and use to get ahead.

If you want to have an impact, you need this book.

### ABOUT THE AUTHOR

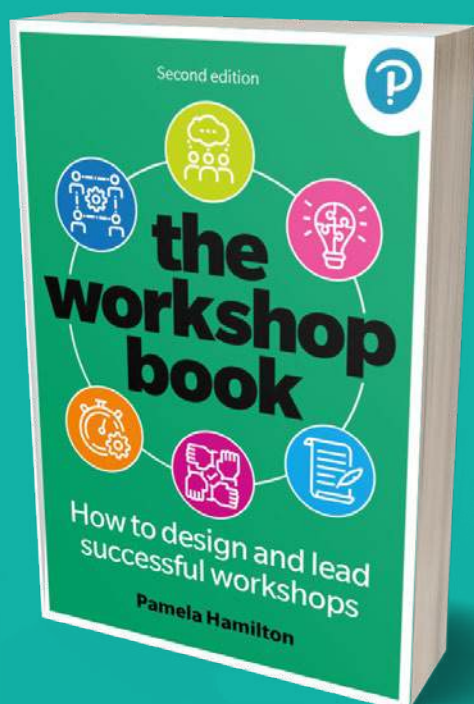
**Jo Owen** is the only person to win the Chartered Management Institute Gold Award four times for his books. He has over 20 titles which have been published in over 100 editions in 25 languages worldwide. His titles include *How to Lead*, *Resilience*, *Mindset of Success*, *Global Teams* etc.

Many of his books continue to sell well long after first publication: they have a long tail of performance. *How to Lead*, *How to Manage* and *The Leadership Skills Handbook* are in their sixth editions.



PREVIOUS  
EDITION

RUSSIAN



ISBN	9781292737317
IMPRINT	Pearson Business
256 pages   216 x 138mm	
PUB DATE	<b>November 2024</b>

# The Workshop Book

## How to Design and Lead Successful Workshops

### 2nd Edition

Pam Hamilton

#### SYNOPSIS

Workshops are one of the best ways of harnessing the intelligence and creativity of any team. Successful workshops are surprisingly easy if you combine the right preparation with proven tools and techniques.

With *The Workshop Book* you'll discover:

- The tools you need to design and lead successful workshops
- Ways to keep teams focused, engaged and motivated
- How to structure sessions to generate maximum productivity in a limited session
- The inspiration and creativity to generate great ideas for any industry or brief
- Tips and tricks on how you can add your own flair to your workshops

No matter what your level of workshop experience, you can design and lead a whole variety of workshops to get the best out of any team.



Featured in the Pearson Business Book Club. **Scan the QR code to watch a recording of the session**

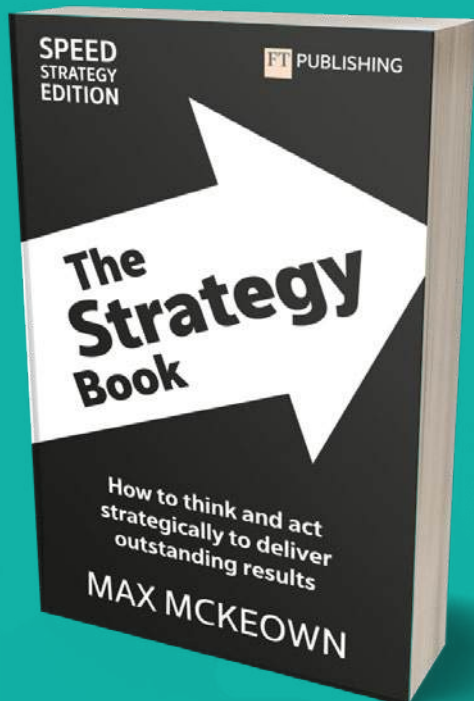


#### ABOUT THE AUTHOR

**Pam Hamilton** is the author of *Supercharged Teams: 30 Tools of Great Teamwork* and *The Workshop Book*. She is a Capabilities, Teamwork, Workshops, Innovation and Insights expert and has developed a proven public sector co-creation method called Project Bridge to bring people and organisations together to solve complex issues in our communities.



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ENGLISH (AUDIO)  
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EDITIONSCHINESE SIMPLIFIED,  
JAPANESE,  
PORTUGUESE,  
SWEDISH, THAI,  
TURKISH

ISBN	9781292466637
IMPRINT	FT Publishing International
302 pages   216 x 138mm	
PUB DATE	<b>October 2024</b>

# The Strategy Book

How to Think and Act Strategically to Deliver Outstanding Results

4th Edition

Max McKeown

## SYNOPSIS

Thinking strategically is what separates managers and leaders. With this essential guide you'll learn how to create winning strategy and lead your team to deliver it. From understanding what strategy can do for you through to creating a strategy and engaging others with strategy this book provides practical guidance and expert tips and is peppered with punchy memorable examples from real leaders winning (and losing) with real world strategies.

This expanded edition adds a brand new chapter on strategy and culture and additional material on Speed Strategy, tactics and techniques used by strategists.

## ABOUT THE AUTHOR

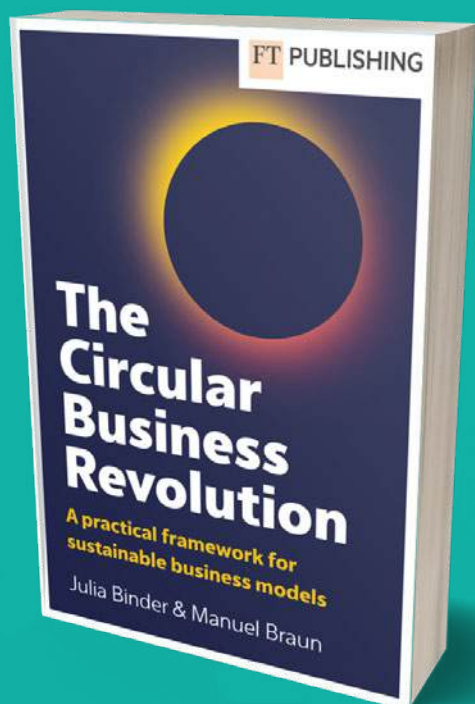
**Dr. Max McKeown** works as a strategic coach with Fortune 100 companies and is also a popular keynote speaker at conferences worldwide. *The Strategy Book* was winner of the Commuter Read at the Chartered Management Institute Book of the Year 2013 and Amazon's Best Business Books of 2012. He is also author of *The Innovation Book* and *Adaptability: The Art of Winning in an Age of Uncertainty* and four other books.



FT PUBLISHING



RIGHTS SOLD

ENGLISH (AUDIO)  
ESTONIAN

ISBN	9781292458960
IMPRINT	FT Publishing International
296 pages	
PUB DATE	<b>August 2024</b>

# The Circular Business Revolution

A Practical Framework for Sustainable Business Models

Julia Binder and Manuel Braun

## SYNOPSIS

Organisations everywhere are being challenged to become more sustainable: to move from a linear 'take-make-waste' approach, towards one that is circular, resource productive, regenerative, and resilient in nature. But it's hard to put into action without answers to the following questions:

- How do you overhaul your business while maintaining revenue and profits?
- How do you turn linear supply chains into circular supply loops?
- How do you identify concrete business opportunities?
- How do you design your organisation for circularity?
- How to overcome the critical challenges of implementing new business models?

This book gives you a comprehensive and practical toolkit to understand how your organisation works now, the opportunities it has within the circular economy, and how to put it all into practice effectively. Transform your organisation in a way that's good for business, people and the environment.

## ABOUT THE AUTHORS

**Prof. Dr. Julia Binder** is Professor of Sustainable Innovation and Business Transformation at IMD and Director of the IMD Center for Sustainable and Inclusive Business. In 2022, Julia was selected for the Thinkers50 radar list as one of the 30 thinkers to watch in the coming year. Prior to joining IMD, Julia was Deputy to the Vice President for Innovation at EPFL and led the school's sustainability initiative Tech4Impact.

**Dr. Manuel Braun** is Director at Systemiq Ltd and lecturer at the Technical University of Munich (TUM). Systemiq is a global think-and-do-tank focused on sustainability and the Circular Economy, where Manuel leads the circular business models activities – working with pioneering organizations, investors and entrepreneurs. Before that, he spent 8 years at McKinsey & Company in Munich and London, where he led sustainable product development and design projects industries. He is lecturer for executive courses and affiliate researcher at TUM.

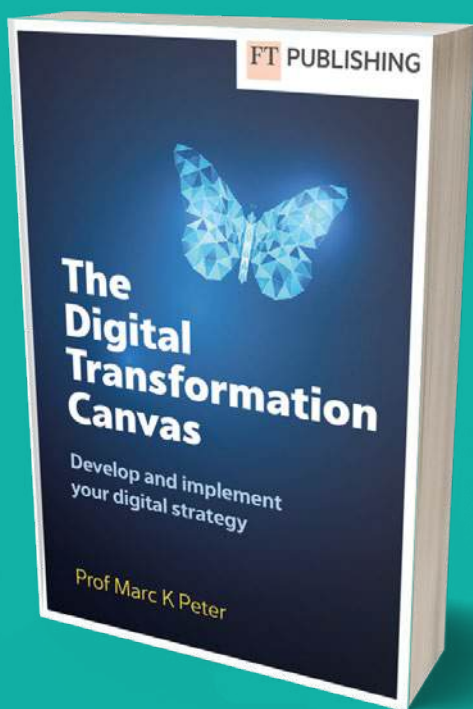
ISBN 978-1-292-45896-0



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FT PUBLISHING

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INDONESIAN

ISBN	9781292466194
IMPRINT	FT Publishing International
272 pages	
PUB DATE	May 2024

# The Digital Transformation Canvas

Develop and Implement your Digital Strategy

Marc K Peter

## SYNOPSIS

If you don't know where to start with digital transformation, this practical and comprehensive book is your master plan. Guiding you through 7 steps of digital transformation, with multiple checklists and templates, you'll be able to put together an action plan for your organisation.

Helping you to work with teams to drive a bottom-up strategy, you'll also be able to agree on key strategic initiatives with senior management for a top-down approach too.

Suitable for anyone leading a digital transformation initiative, whatever your sector or organisation, you'll also discover engaging case studies and over 80 illustrations.

## ABOUT THE AUTHOR

Prof Marc Peter has over thirty years of experience in (digital) strategy, technology, sales, and marketing, and has worked for both SMEs as well as large corporations, including eBay, E\*TRADE and LexisNexis (RELX) in Switzerland, Australia, and the UK.



FT PUBLISHING

ISBN 978-1-29-246619-4



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PREVIOUS  
EDITIONSROMANIAN, RUSSIAN,  
TURKISH, VIETNAMESE

ISBN 9781292463773

IMPRINT Pearson

242 pages | 234 x 156mm

PUB DATE **May 2024**

# Project Management Step by Step

How to Plan and Manage a Highly  
Successful Project

3rd Edition

Richard Newton

## SYNOPSIS

You've been given a project to run. You know you need to get it right, but you don't know exactly what you need to do and in what order to make sure it all runs smoothly and you come out of it looking great. Sound familiar? If so, this is the book for you.

This practical guide to project management walks you through how to set up, run and successfully deliver a project. With an accessible step-by-step approach, actionable tips and advice, Project Management Step By Step is your essential guide to becoming a capable project manager.

This new edition adds a brand new chapter on Agile and further guidance on addressing problems and issues on your project.

## ABOUT THE AUTHOR

**Richard Newton** is a well-known well connected and highly experienced project manager. He is a delivery/transformation director with a background in programme and change management helping organisations deliver complex initiatives and improve their change capabilities. His 35+ year career has taken him through international consultancies directorships in industry NED roles in SMEs and since 2005 he has run the independent consultancy Enixus. He has worked globally with organisations varying from start-ups to major corporations and ranging across public private and not for profits.

ISBN 978-1-292-46377-3



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 Pearson





ISBN	9781292736167
IMPRINT	Pearson Business
224pp   216 x 138mm	
PUB DATE	May 2025

# Anyone Can Innovate

Your Step-by-Step Guide to Successful Innovation

Simon Willis

## SYNOPSIS

Every company, not-for-profit and government department talks about the importance of innovation, but we struggle to do it effectively and encounter the common pitfalls.

This mythbusting, practical book demystifies innovation and reveals a proven 5-step framework that makes it easy for anyone. Revealing the secrets of how to do innovation better, you'll also discover how to build and lead an innovation team, communicate effectively, and get your ideas adopted. Full of practical advice and templates, you just need to follow the plan:

- Clear the ground
- Find purpose
- Generate ideas
- Secure support
- Get it implemented

## ABOUT THE AUTHOR

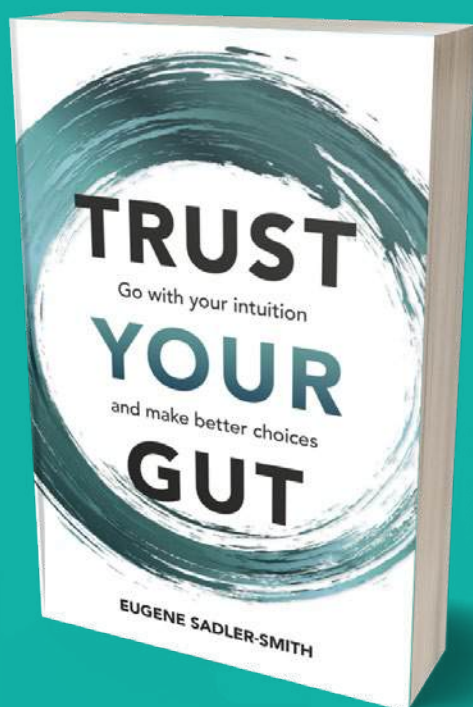
**Simon Willis** manages strategic government partnerships globally at Mastercard as well innovation projects. He also oversees climate change-related product innovation.

Formerly global head of public sector innovation at Cisco for many years, Simon has also worked at Govtech start-ups and twice run UK voluntary sector organizations. The first half of his career was spent working for the UK Government on digital transformation and social security reform at DWP and at Her Majesty's Treasury as UK head of financial crime and lead delegate to the FATF.



RIGHTS SOLD

CHINESE SIMPLIFIED



ISBN	9781292462165
IMPRINT	Pearson Business
256 pages   216 x 138mm	
PUB DATE	<b>October 2024</b>

# Trust Your Gut

Go With Your Intuition and Make Better Choices

Eugene Sadler Smith

## SYNOPSIS

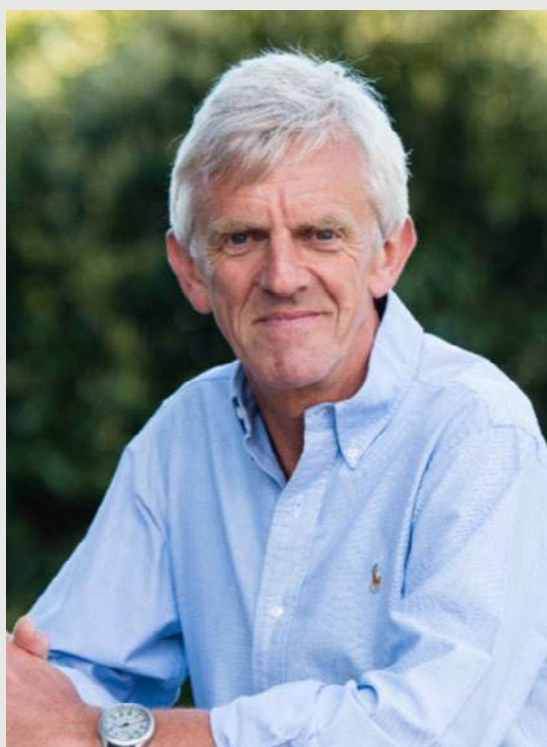
This book is about a skill that's uniquely human, can't be replicated by machines, and opens the door to improved decision-making, problem-solving, interpersonal functioning, creativity, invention and innovation. It's your business superpower for the information age.

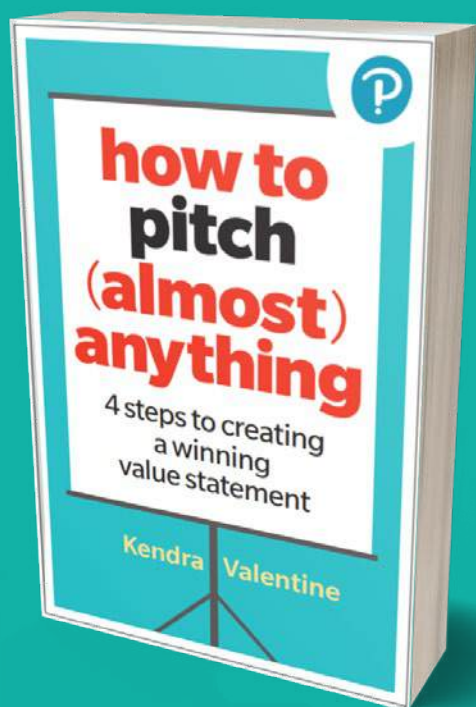
That skill is intuition, and this book will show you how to nurture your intuitive intelligence and boost your decision-making and problem-solving power in more authentic, satisfying and sustainable ways because it comes from the head, heart and gut.

By harnessing the power of your intuitions, you'll be able to take quicker and more accurate decisions in fast-moving situations with limited information, gain insights into other people's states of mind, motives and intentions, sense what's the right thing to do when you're ethically challenged, seek-out creative solutions to your decisions and dilemmas, and much more.

## ABOUT THE AUTHOR

**Eugene Sadler-Smith** is Professor of Organizational Behaviour at Surrey Business School University of Surrey. He is a widely recognized authority and one of the world's most highly cited researchers on the subject of intuition (see relevant Web of Science and Google Scholar metrics). He has spoken frequently on this topic at leading international academic conferences (e.g. US Academy of Management) and to professional audiences (e.g. Chartered Institute of Personnel and Development). His research has also been featured on TV and in the media.





ISBN	9781292735313
IMPRINT	Pearson Business
256 pages   216 x 138mm	
PUB DATE	April 2024

# How to Pitch (Almost) Anything

## 4 Steps to Creating a Winning Value Statement

Kendra Valentine

### SYNOPSIS

Do you struggle to explain your business or offering?

Do you need a pithy way to pitch your value to potential customers?

Are you looking for a simple yet comprehensive pitch template that will work for years to come?

You need *How to Pitch (Almost) Anything*. A simple framework combining value propositions and storytelling that you can use to pitch your business (new or old), introduce a project, or explain your services, whether verbally or in writing. It will also help you clarify who your audience is, so you can better demonstrate your value.

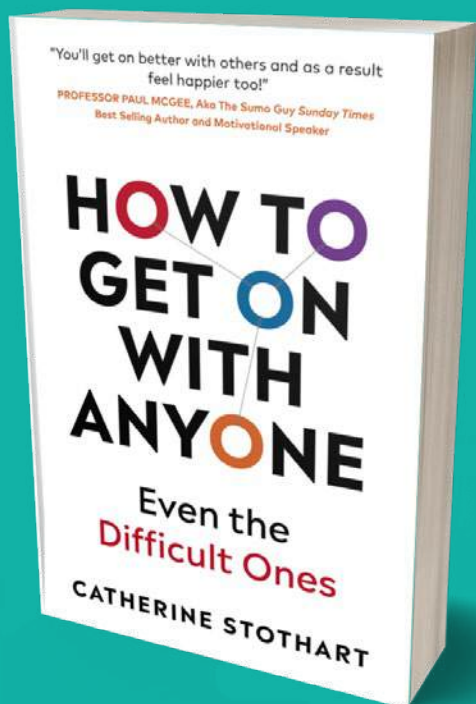
Understand exactly what you need to execute to communicate with your audience today, so you're prepared for tomorrow.

### ABOUT THE AUTHOR

**Kendra Valentine** is a story strategist who helps businesses, institutions and branded entertainment projects to communicate the value they provide through a method she calls 'strategic story design'. Through her method, she helps people solidify their value proposition and set their business strategy, helping them to create an authentic and robust story that they can share.





PREVIOUS  
EDITIONARABIC, RUSSIAN,  
SPANISH, UKRAINIAN

ISBN	9781292734279
IMPRINT	Pearson Business
296 pages   216 x 138mm	
PUB DATE	August 2024

# How To Get On With Anyone

Even the Difficult Ones

2nd Edition

Catherine Stothart

## SYNOPSIS

Do you ever find yourself struggling to communicate? Are there certain people no matter how hard you try you just can't get on with? Do you often find yourself in uncomfortable or awkward situations with others and don't know how to react?

With this practical guide you'll discover the life changing knowledge principles and skills you need to improve your interactions and relationships with anyone regardless of personality type.

Updated to include a brand new chapter on leadership and new material on communicating digitally and tackling unconscious bias, this essential guide will help you to better understand yourself and others increasing your confidence and strengthening your relationships. Free workbook templates and self-assessment quiz available for download to enhance your learning.



Featured in the Pearson Business Book Club. Scan the QR code to watch a recording of the session



## ABOUT THE AUTHOR

**Catherine Stothart** is a Leadership Coach with 30 years' experience in leadership development. She has coached and trained hundreds of managers in the private sector and in education to engage and motivate their teams and manage and develop themselves. Her current multinational clients include Airbus and Google



ISBN 978-1-292-73427-9



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CHINESE SIMPLIFIED,  
GERMAN, ROMANIAN

ISBN	9781292727257
IMPRINT	FT Publishing International
272 pages	
PUB DATE	May 2024

# Now We're Talking

## How to Discuss What Really Matters

Sarah Rozenhuler

### SYNOPSIS

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

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



Featured in the Pearson Business Book Club. **Scan the QR code to watch a recording of the session**



### ABOUT THE AUTHOR

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



FT PUBLISHING



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PREVIOUS  
EDITIONCHINESE SIMPLIFIED,  
DANISH, ITALIAN,  
VIETNAMESE

ISBN	9781292468099
IMPRINT	FT Publishing
224 pages   216 x 138mm	
PUB DATE	April 2024

# Speak Out, Listen Up

## How to Have Conversations That Matter

### 2nd Edition

Megan Reitz & John Higgins

#### SYNOPSIS

*Speak Up, Listen Up* helps you to navigate power differences and ensure your voice gets heard. But it's no good speaking up if you can't then listen in return, so, using our TRUTH framework, we also help you to understand how your power enables others to speak up and how it might silence them.

- Trusting in your opinion and the opinion of others
- Risk of speaking out or silencing those who would
- Understanding workplace power, politics and psychological safety
- Titles that we use to judge whether to speak and who to listen to
- How to choose the right words, place and time for speaking out and listening up

This second edition of the bestselling 'Speak Up' adds a brand-new chapter on employee activism and new material on speaking up in the age of AI.



Featured in the Pearson Business Book Club. **Scan the QR code to watch a recording of the session**



#### ABOUT THE AUTHORS

**Megan Reitz** is Professor of Leadership and Dialogue at Hult International Business School where she speaks researches consults and supervises on the intersection of leadership change dialogue and mindfulness. She is on the Thinkers50 ranking of global business thinkers and is ranked in HR Magazine;s Most Influential Thinkers listing.

**John Higgins** is a highly regarded and respected coach, speaker and researcher operating across the globe with clients, research partners and personal connections at all levels of organisational and political life. He has been widely published in many high-profile journals including the Harvard Business Review, the Sloan Management Review, the British Medical Journal and the European Business Review.



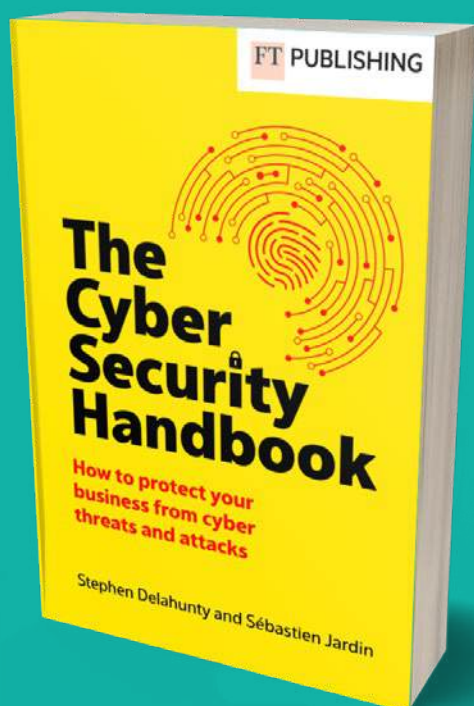
ISBN 978-1-29-246809-9



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FT PUBLISHING





ISBN	9781292747477
IMPRINT	FT Publishing International
256pp   234 x 156mm	
PUB DATE	June 2025

# The Cyber Security Handbook

How to Protect Your Business from Cyber Threats and Attacks

Stephen Delahunty and Sébastien Jardin

## SYNOPSIS

In *The Cyber Security Handbook*, you'll discover how to prepare your organisation for cyber security attacks and threats. With a practical framework, real-world case studies, and actionable strategies, you'll be able to navigate the complex landscape of cyber threats.

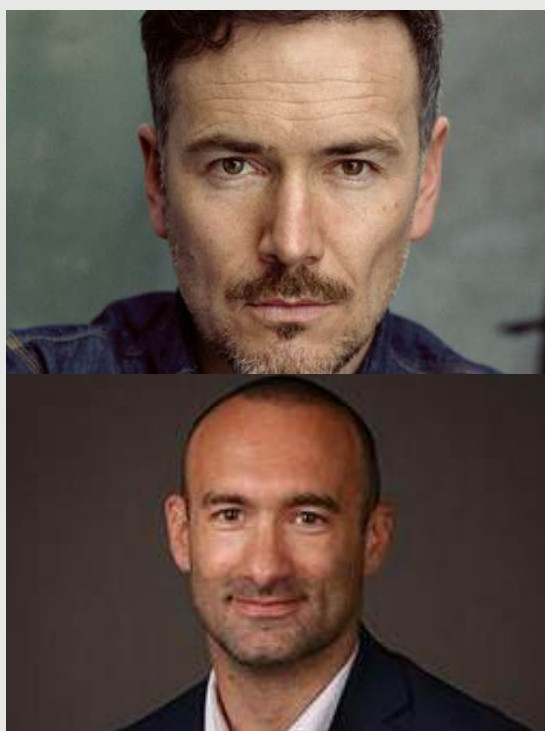
Discover how to identify and assess risks, develop proactive crisis management plans, and instil a culture of cyber resilience throughout your organisation. With a comprehensive framework for implementation and continuous improvement, you'll see tangible results in enhanced security, reduced risk exposure, and strengthened business continuity. Don't just react to cyber threats—take proactive steps to protect your business and thrive in the face of adversity.

You can also find videos, downloadable templates, and checklists online.

## ABOUT THE AUTHORS

**Stephen Delahunty** a Cyber Crisis Management Consultant, gained his expertise as a global lead facilitator at the IBM Cyber Range. His extensive background in television, including roles at Sony Pictures, and NBCUniversal, and directing live TV, fuels his innovative approach to creating truly impactful immersive educational simulations.

**Sébastien Jardin** holds the position of Director of Cyber Resilience at Deloitte France. He works closely with the CISOs and CIOs of prominent organisations to develop and conduct customised training sessions for the C-Suite, specifically addressing the organisation's key risks through immersive simulations. His responsibilities include sharpening the response instincts of senior management in critical situations, thus elevating cybersecurity to a strategic priority that extends beyond traditional IT boundaries.





# Leadership & Management

# The Leader's Guides

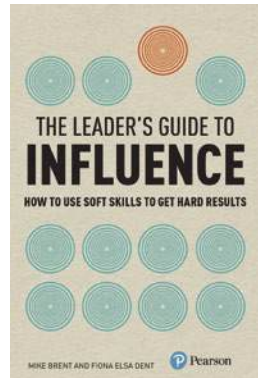
How to use soft skills to get hard results.

Winner of  
The Business  
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2024



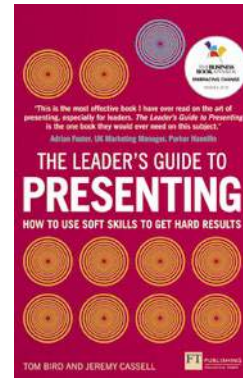
**The Leader's Guide to Wellbeing**

9781292457178



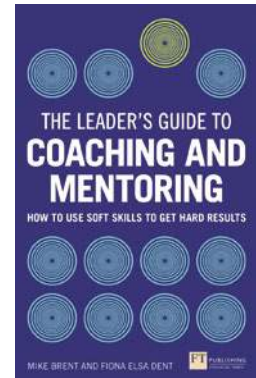
**The Leader's Guide to Influence**

9780273729860



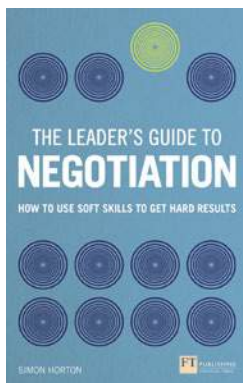
**The Leader's Guide to Presenting**

9781292119984



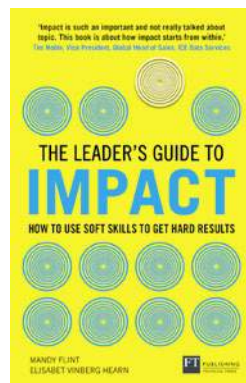
**The Leader's Guide to Coaching and Mentoring**

9781292074344



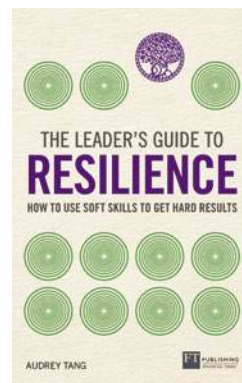
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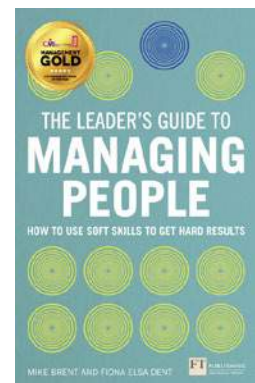
**The Leader's Guide to Impact**

9781292243771



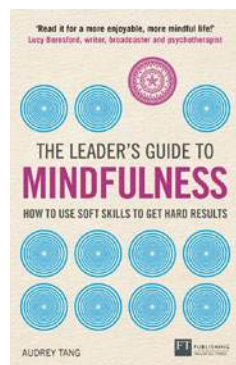
**The Leader's Guide to Resilience**

9781292331294



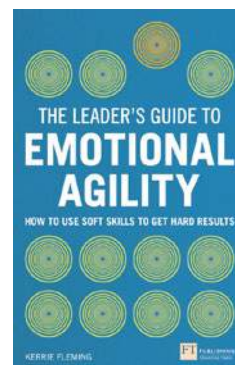
**The Leader's Guide to Managing People**

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9781292248400



**The Leader's Guide to Emotional Agility**

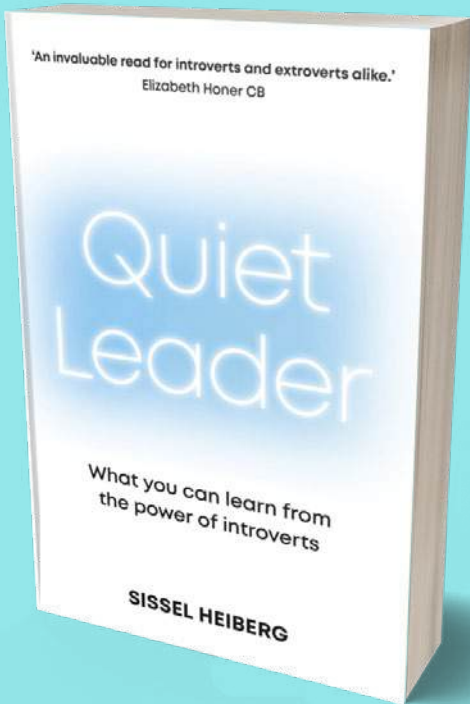
9781292083049



**The Leader's Guide to Collaboration**

9781292469171





ISBN	9781292462158
IMPRINT	Pearson
256 pages   216 x 138mm	
PUB DATE	September 2024

# Quiet Leader

## What You Can Learn From the Power of Introverts

Sissel Heiberg

### SYNOPSIS

You don't have to be an extrovert to be a good leader.

This book will help all introverts in business understand the value they add, help them become better leaders, and how to understand and overcome the extrovert bias they might encounter. Rather than changing your personality, Quiet Leader will help you use your strengths as an introvert to bring out the best in colleagues and team members, and better understand how to become better leaders themselves. With tangible examples and new ideas, you'll find ways to enhance your introvert skills by adopting the strategies and tools provided.

Building on research and interviews by the author, each chapter focuses on the strength of introverts, explaining why it is a valuable leadership trait and includes a toolkit with strategies and tools to develop, build and use these skills more in work.



Featured in the Pearson Business Book Club. **Scan the QR code to watch a recording of the session**



### ABOUT THE AUTHOR

**Sissel Heiberg** is an introverted business leader with almost 20 years of governance experience in the extrovert-dominated field of investment banking. In her career she has had a wide range of professional experiences that have led her to reflect on her own journey as a business leader and the existing leadership stereotypes.

She would like to use her background to provide a new perspective to help other introverted leaders and expand the conversation on what good leadership looks like.

ISBN 978-1-29246-215-8

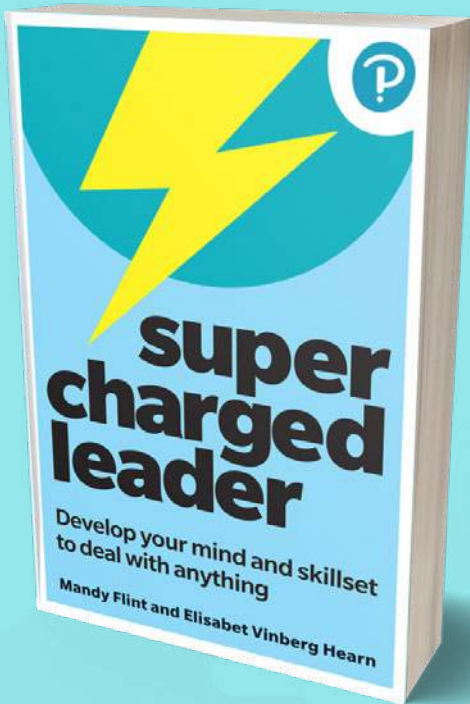


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# Supercharged Leader

Develop Your Mind and Skillset to Deal with Anything

Elisabet Vinberg Hearn, Mandy Flint



ISBN	9781292459004
IMPRINT	FT Publishing International
256 pages	
PUB DATE	April 2024

## SYNOPSIS

Based on research, *Supercharged Leader* identifies the mindsets and skillset that leaders are going to need in an increasingly complex and fast-changing world of work. These skills will help you build long-term capability of a leader, and to deal with things we don't even know about yet.

- Supercharged INCLUSION (incl. diversity, valuing differences, belonging, psychological safety, great communicator/listener).
- Supercharged AGILITY (incl. entrepreneurial, adaptable, handling tradeoffs/dilemmas).
- Supercharged STRATEGY (incl. purpose-driven, systems thinking, long-term, complexity management, visionary thinking).
- Supercharged COLLECTIVE INTELLIGENCE (incl. creativity, teamwork, innovation, ethical AI).
- Supercharged LEARNING (incl. curiosity, feedback, trying/testing, critical thinking).
- Supercharged CONNECTIVITY (incl. networking, building a collaborative ecosystem, digital connectivity).

Each chapter is designed to help you build and develop the skillset with practical solutions and tools you can use. Plus pre and post-assessments so you can monitor your progress. Finally, you'll be able to build your Supercharged Plan so you can create a long-term plan for success.

## ABOUT THE AUTHOR

**Mandy Flint** is an international leadership and cultural change strategist. An expert on leadership impact, teams and cultural behavioural change. She is CEO of Excellence in Leadership and works across the world delivering transformational change programmes and C-suite coaching. Mandy studied at Harvard Business School and is a fellow of the London Metropolitan Business School. She is also an established speaker at leadership and cultural change events around the globe. Mandy worked as a senior leader for American Express internationally for 14 years

**Elisabet Vinberg Hearn** is an international expert on leadership impact, teams and people-first digital transformations, operating as leadership strategist, speaker and executive coach. She is co-founder of Think Solutions and CEO of Katapult Partners. Elisabet has an MBA in Leadership & Sustainability and has recently studied Sustainability Management at Cambridge University and AI strategy at MIT CSAIL.

ISBN 978-1-292-45900-4



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# Careers & Workforce Skills



# Career Skills

Whether you're seeking a career change or simply figuring out your next steps, Pearson is here to guide you every step of the way. Unlock your full potential, boost your employability, and take your career to new heights with the tools and resources you need for success.

## Finding a New Job



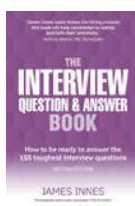
**How to Get a Job You Love**

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9781292086477



**The Interview Question & Answer Book**

9781292086552



**The Cover Letter Book 3e**

9781292086392



**The Interview Book**

9781292086514

## Career Development



**Move Up or Move On**

9781292730301



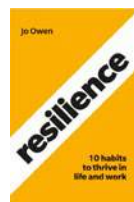
**Brand You 3e**

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**Stand Out**

9781292311401



**Resilience**

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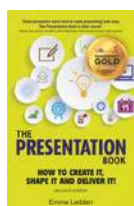
Shortlisted for  
The Business  
Book Awards  
2024

## Public Speaking & Presentations



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**The Presentation Book**

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**Speak Out, Listen Up 2e**

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**Leader's Guide to Presenting**

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## Leadership & Management



**Supercharged Leader**

9781292459004



**How to Lead**

9781292425443



**How to Manage**

9781292426457



**Powered by Purpose**

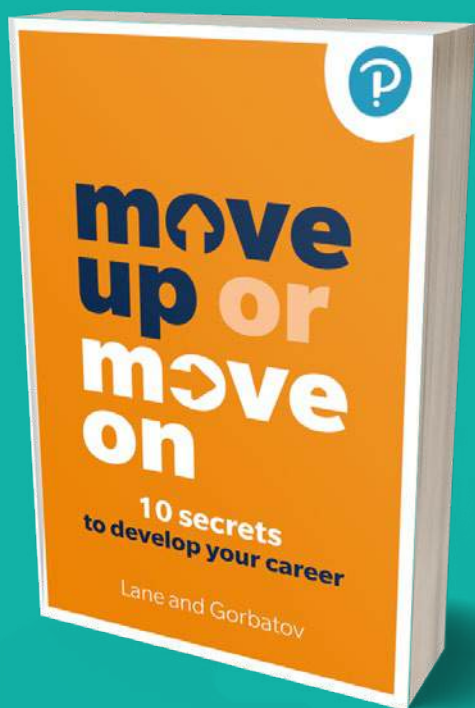
9781292308791



**Supercharged Teams**

9781292334646

RIGHTS SOLD FRENCH



# Move Up or Move On

## 10 Secrets to Develop Your Career

Angela Lane and Sergy Gorbatov

### SYNOPSIS

Do any of the following apply to you?

- I feel stuck in my job, with no way out.
- I'm passed over for jobs, projects, or clients.
- I feel dissatisfied with the contribution I'm making.
- I'm overwhelmed by my new job.

No matter where you are in your career, this book is a blueprint for pursuing a career on your terms. If you're feeling stuck or unsure of what to do next, this is the book for you. With a 10-step process for understanding your strengths, the diagnostic tool will help you to understand where you are now, your career options, what you need to do, and how to keep evaluating your progress towards your goals.

With case studies and examples revealing the secrets of why some people have more success at work while others falter, you'll be able to understand what you need to do to get where you want to be.

Get out of your career rut and get the job you deserve.

ISBN	9781292730301
IMPRINT	Pearson
256 pages	
PUB DATE	June 2024



Featured in the Pearson Business Book Club. **Scan the QR code to watch a recording of the session**



### ABOUT THE AUTHOR

**Angela Lane** is a senior executive with more than 25 years of experience leading global Human Resource functions. Angela is an influential HR thinker, producing award-winning strategies in talent management and leadership development. Angela has led transformational change of the talent landscape across a range of Fortune 250 companies, by equipping leaders with practical tools, steeped in the science of high performance.

**Dr. Sergy Gorbatov** writes, speaks and teaches about the complex science of human performance and careers. Outside of academia, Sergy is Area HR Director, LATAM - Aesthetics at AbbVie, a Fortune 100 company. In this role, Sergy leads and supports an incredibly talented team of professionals who are responsible for the talent management portfolio across the world. Together, they establish and activate the strategies for ensuring the best talent for the business in the critically important roles.

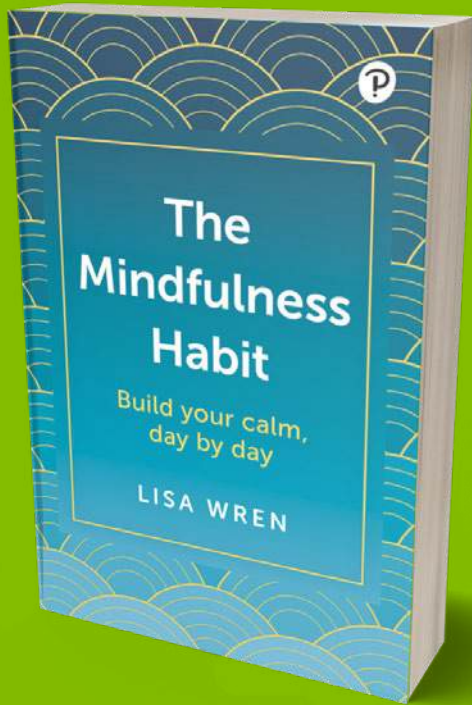




# Personal Development



RIGHTS SOLD

CHINESE SIMPLIFIED,  
GERMAN, ROMANIAN

ISBN	9781292460802
IMPRINT	Pearson
256 pages	
PUB DATE	May 2024

# The Mindfulness Habit

## Build Your Calm, Day by Day

Lisa Wren

### SYNOPSIS

Stress, overwhelm and exhaustion are commonplace for us all, and over time can lead to poor mental and physical health and burnout. One solution to this is mindfulness, which can help you feel calmer, healthier, happier, and more intentional. But just finding the time can be a struggle.

*The Mindfulness Habit* gives you a clear and practical way to make mindfulness part of your daily routine. With a structured plan, you'll learn the theory of mindfulness, listen to the practices, and discover your own personal mindful approach and how to integrate this into your life. You'll feel less stressed, more motivated, more productive, and make better decisions.

Written by a trained mindfulness teacher, with years of professional experience delivering mindfulness in the workplace, this book draws on established mindfulness techniques and theory alongside a host of practical tools and exercises.



Featured in the Pearson Business Book Club. **Scan the QR code to watch a recording of the session**



### ABOUT THE AUTHOR

**Lisa Wren** has practiced mindfulness since 2012. She began her learning journey at the Oxford University Mindfulness Centre and has been teaching since 2015. Lisa works with the internationally recognized mindfulness teaching standard MBI-TAC and meets all criteria in its competency domains; she is trained in both MBCT (Mindfulness-Based Cognitive Therapy) and MBSR (Mindfulness-Based Stress Reduction).

Lisa has a successful portfolio career, she manages the high-performing IP & Rights team as Director, R&P for Pearson and teaches internationally in her role as Global Mindfulness Lead.



ISBN 978-1-29246-080-2



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# The Rules Series

**Richard Templar** is the author of the international bestselling Rules books. Translated in over 50 languages and sold worldwide, over 3 million people around the world have enjoyed and now play by Richard Templar's Rules.



9781292435763

9781292432120

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**The Rules of People  
2e**

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**The Rules of Life  
5e**

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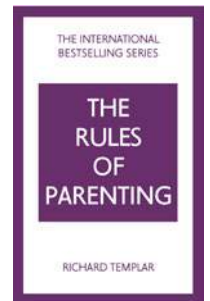
**The Rules to Break  
4e**

9781292441177



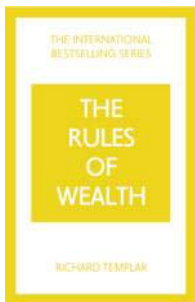
**The Rules of Love  
4e**

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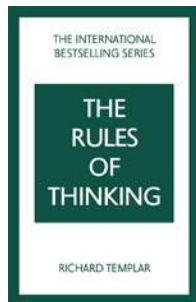
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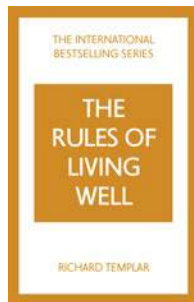
**The Rules of Wealth  
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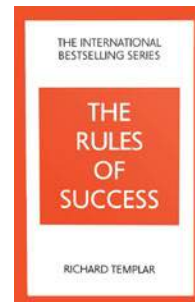
**The Rules of Thinking  
2e**

9781292435824



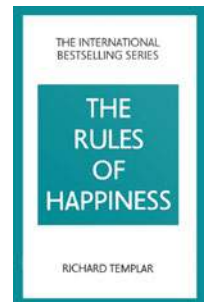
**The Rules of Living Well  
2e**

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**The Rules of Success**

9781292474748  
**COMING SOON**



**The Rules of Happiness**

9781292479514  
**COMING SOON**

# The Rules of Success

Richard Templar

## SYNOPSIS

Some people seem to make a success of everything they turn their hand to. Their lives run smoothly, there seem to be no obstacles in their way, and they're in control of their destiny. They get along with everyone, they always have plenty of money, their careers are thriving, they seem happy and fulfilled and successful.

So what do they know that the rest of us don't? The answer is they know *The Rules of Success* and now you can learn them too.

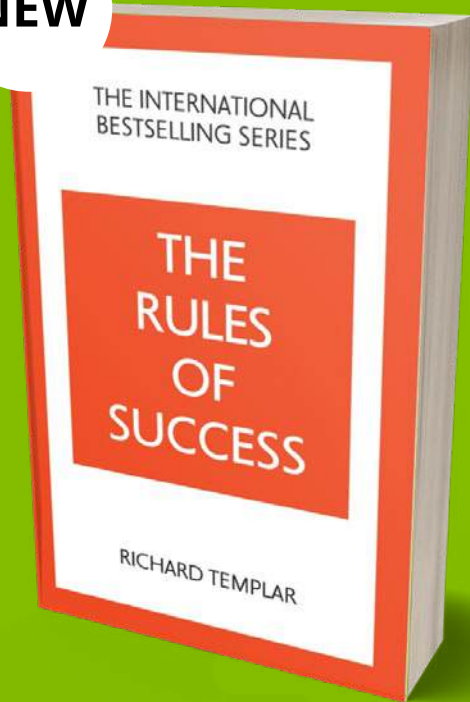
These are the Rules that will help your life to run smoothly, without the problems that can bog other people down. From now on you can focus on the things you really care about, because these Rules will guide you effortlessly through life, feeling clear-headed, productive and in control.

It's your life. So why not make it a success?

## ABOUT THE AUTHOR

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

**NEW**



ISBN	9781292474748
IMPRINT	Pearson
256pp   216 x 138mm	
PUB DATE	<b>May 2025</b>



# The Rules of Happiness

Richard Templar

## SYNOPSIS

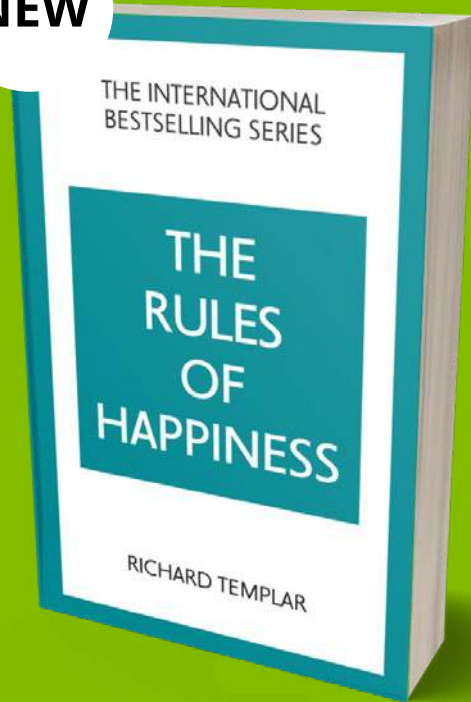
Some people seem to be happy and positive, whatever happens. Even when bad things happen, they seem able to get up and carry on without a fuss. They are optimistic, good to be around, and seem fulfilled and content.

So what do they know that the rest of us don't? The answer is they know The Rules of Happiness and now you can learn them too.

These are the Rules that will help you to see the most positive side of life, stay upbeat and learn the power of contentment. With common-sense advice covering creativity, responsibility, confidence, mindfulness, the soul, time, connecting, health, giving and curiosity, you'll find a spring in your step too.

It's your life. So why not make it happy?

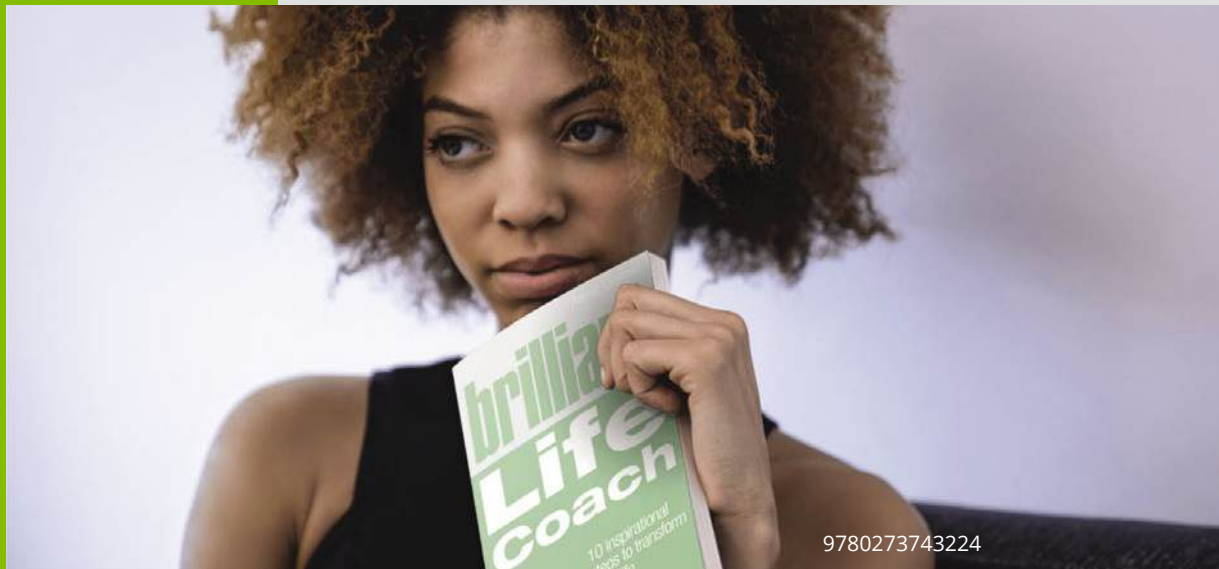
**NEW**



ISBN	9781292479514
IMPRINT	Pearson
256pp   216 x 138mm	
PUB DATE	<b>January 2026</b>

## ABOUT THE AUTHOR

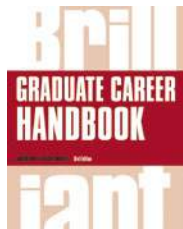
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9780273743224

## Brilliant Series

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



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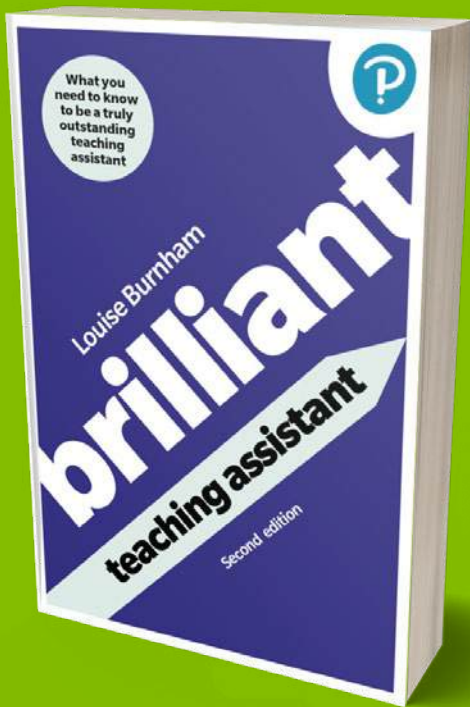
**Brilliant Selling**

9781292139012

# Brilliant Teaching Assistant

2nd Edition

Louise Burnham



ISBN	9781292460833
IMPRINT	Pearson Business
240 pages   216 x 138mm	
PUB DATE	June 2024

## SYNOPSIS

Teaching assistants play a crucial role in today's schools. In addition to supporting the learning of pupils and helping to take care of children's emotional and social needs, they need to be able to turn their hands to most things in school – from dealing with an injured pupil to supervising outings. But what does it really take to excel as a teaching assistant?

This book will give you the knowledge, practical guidance and tools you need to shine inside and outside the classroom as a teaching assistant. Through real-life examples, case studies, activities, do and don't lists and tips, you'll explore the varied roles teaching assistants occupy in schools and learn how to deal with common issues that may arise.

- Understand the school curriculum, timetabling and planning.
- Better support the pupils in your care.
- Explore digital teaching and learning.
- Manage pupil behaviour in the classroom.
- Work more effectively with other school staff.

This edition adds a new chapter on equality and diversity in schools and new material on digital learning, as well as a general refresh to bring the book up to date with the latest legislation and guidance on working practices in schools.

## ABOUT THE AUTHOR

**Louise Burnham** is a teacher, assessor and qualifications developer. She has worked in education for thirty years, both in primary schools and further education colleges. Her roles in schools have included senior management as EYFS manager as well as that of SENDCo. She led teaching assistant training in a south London college for many years and currently continues to teach part time in a primary school as well as working as an assessor and advisor for teaching assistants and students of early years, and volunteering for a local toddler group.

She has written over 20 books for early years/TA students and her name is well known in this area as a result, particularly for the textbooks for Supporting Teaching and Learning at levels 2 and 3.

ISBN 978-1-292-46083-3



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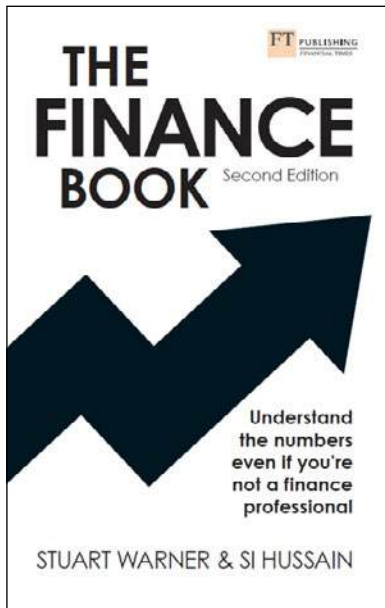




# Finance

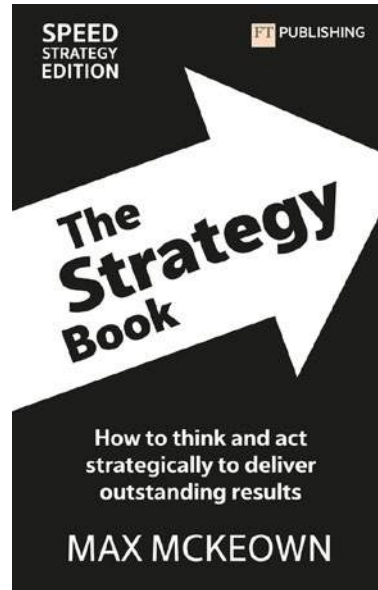
# Financial Times X Book Series

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



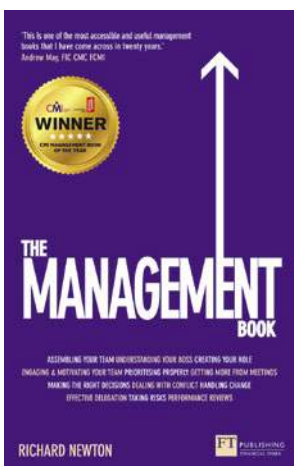
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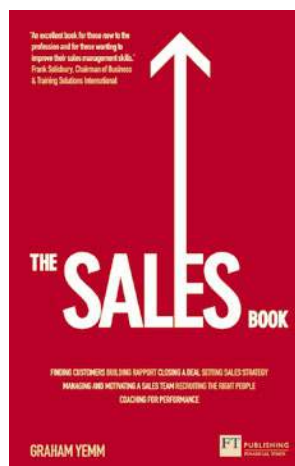
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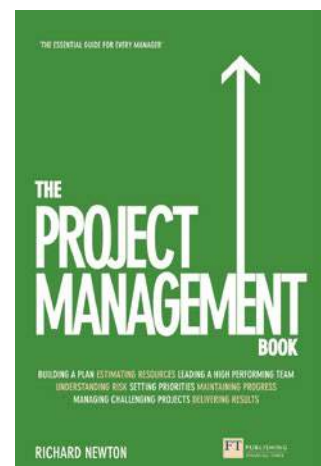
**The Innovation Book**

9781292011905



**The Sales Book**

9780273792918



**The Project Management Book**

9780273785866





ISBN	9781292458397
IMPRINT	FT Publishing International
352 pages   234 x 156mm	
PUB DATE	<b>August 2024</b>

# Be Your Own Financial Adviser

Manage Your Money Successfully Through Good Times and Bad  
2nd Edition

Jonquil Lowe

## SYNOPSIS

The essential guide to making better financial decisions.

Navigating the financial industry isn't easy. While there are no shortage of commercials advertisements mail email and marketing calls to entice you to take out loans buy insurance and invest your money choosing which of these products is right for you can be difficult. Sound financial planning requires a systematic strategy.

This book will empower you to take control of your finances helping you to make well-informed confident decisions to achieve your financial goals and avoid pitfalls equipping you with the strategy and tools you need to do so.



Featured in the Pearson Business Book Club. **Scan the QR code to watch a recording of the session**



## ABOUT THE AUTHOR

**Jonquil Lowe** is an economist and Senior Lecturer in Economics and Personal Finance at The Open University where she combines creating courses about personal finance researching key issues such as access to financial services and the impact of macroeconomics changes on financial planning and working as a consumer advocate on various industry bodies.

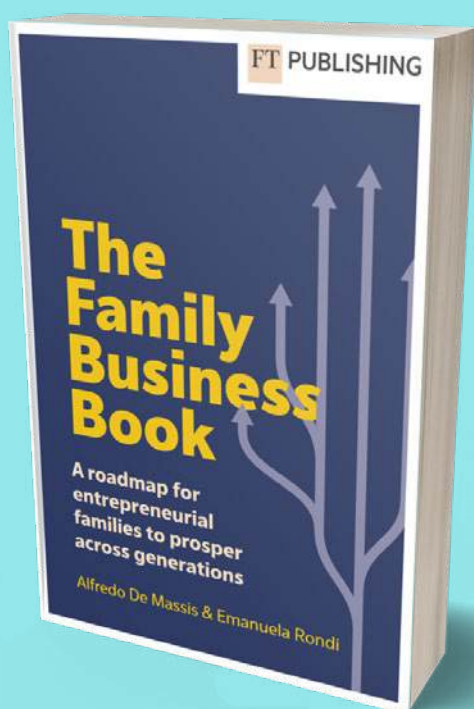


FT PUBLISHING



RIGHTS SOLD

CHINESE SIMPLIFIED



ISBN	9781292725604
IMPRINT	FT Publishing International
296 pages	
PUB DATE	<b>November 2024</b>

# The Family Business Book

A Roadmap for Entrepreneurial Families to Prosper Across Generations

Alfredo de Massis and Emanuela Rondi

## SYNOPSIS

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

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

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

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

## ABOUT THE AUTHOR

**Alfredo De Massis** is a Professor of Entrepreneurship & Family Business. He is affiliated with IMD Business School (Switzerland) the Free University of Bozen-Bolzano (Italy) and serves as the Founding Director of the Centre for Family Business Management.

As one of the leading family business academics globally, Alfredo was included in Family Capital's list of Top 100 Family Business Influencers for the strong influence of his thought leadership on the global shaping of the family business field.

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



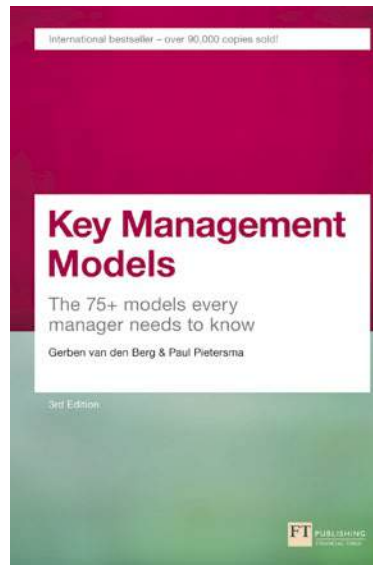
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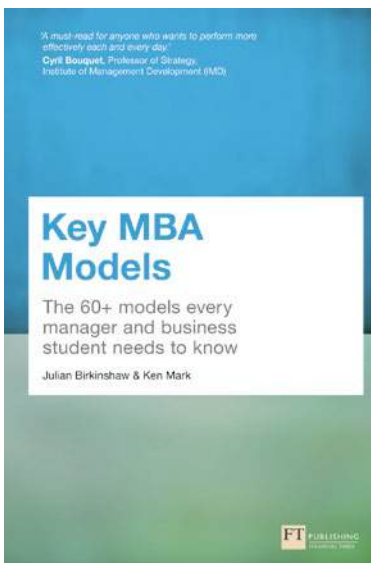
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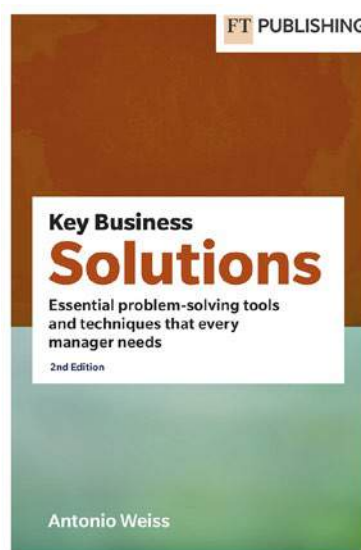
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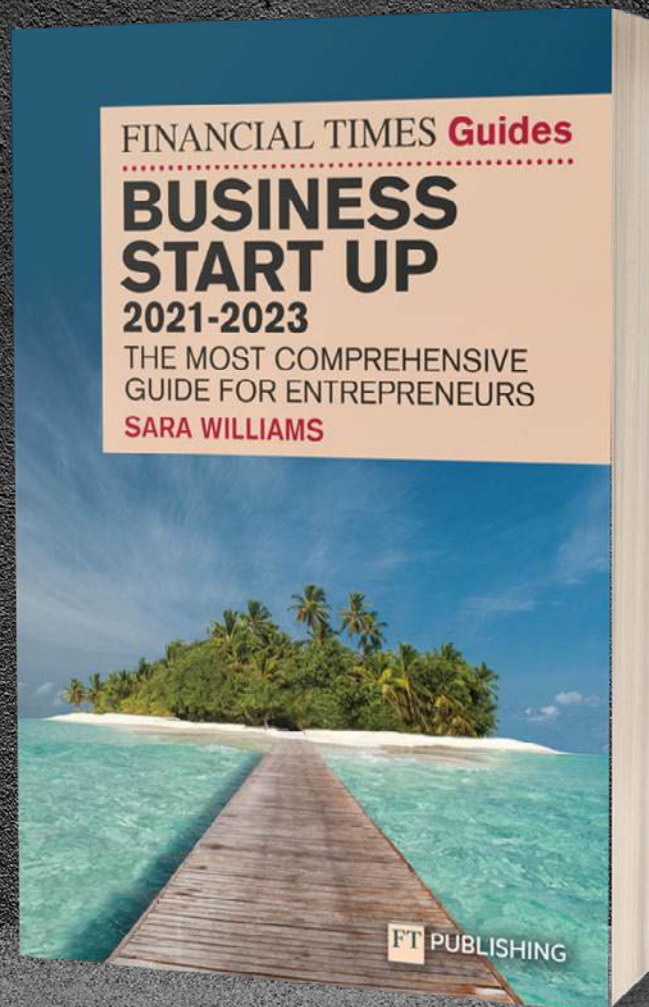
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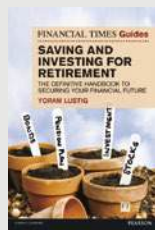
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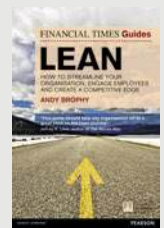
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# The Financial Times Guide to Mentoring

A Complete Guide to Effective Mentoring

Andy Lopata and Ruth Gotian

## SYNOPSIS

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

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

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



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ISBN	9781292726687
IMPRINT	FT Press
256 pages   234 x 156mm	
PUB DATE	May 2024

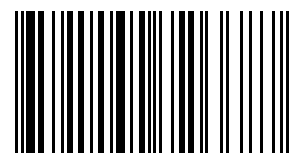
## ABOUT THE AUTHORS

**Andy Lopata** is an expert in professional relationships and networking for over 20 years, author of five books, blogger for Psychology Today and podcast host. He teaches mentoring to senior executives at leading global organisations such as Philip Morris International, Accor Group and to the global Board of Mercer.

**Dr. Ruth Gotian** is the Chief Learning Officer and Assistant Professor of Education in Anesthesiology and former founding Assistant Dean of Mentoring and Executive Director of the Mentoring Academy at Weill Cornell Medicine. In 2021, she was selected as one of 30 people worldwide to be named to the Thinkers50 Radar List, dubbed the Oscars of management thinking, and recently won the Thinkers50 Distinguished Achievement "Radar" Award ranking. In 2022, she was named one of the top 20 mentors in the world by the International Federation of Learning & Development.

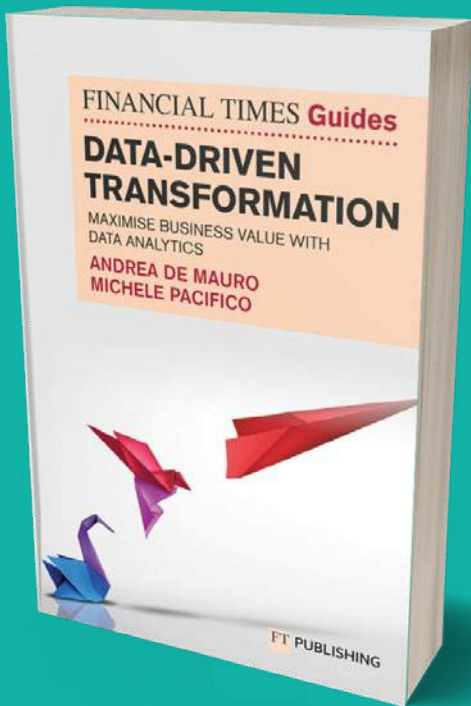


FT PUBLISHING



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ISBN	9781292462141
IMPRINT	FT Publishing International
296 pages   234 x 156mm	
PUB DATE	September 2024

# The FT Guide to Data-Driven Transformation

## Maximise Business Value with Data Analytics

Andrea De Mauro and Michele Pacifico

### SYNOPSIS

This is the book that helps managers maximise the business value brought by data to their organisation. Despite data transformation and data analytics being recognised as key questions for organisations only 24% of companies report that they have created a data-driven organization and a meagre 21% state they have established a data culture. Business leaders and analytics managers are currently struggling to move from theory to practice and this book is all about solving this problem for them.

Written by experts in the area this comprehensive and practical book will help you to understand what data transformation and data analytics is and give you frameworks templates tools and checklists to use in your business so you can use data more effectively.

### ABOUT THE AUTHORS

**Andrea De Mauro** is currently Head of Data & Analytics at Vodafone. He has more than 15 years of international experience managing Data Analytics and Data Science organizations.

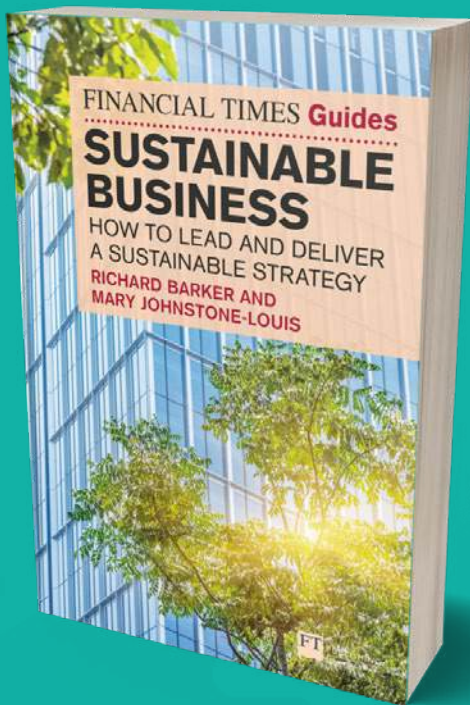
**Michele Pacifico** is currently Senior Product Manager for Commercial Analytics in the global analytics team of Nestlé. He has spent the last 15 years in various Business Intelligence and Data Analytics roles in Fast Moving Consumer Goods and software industries mostly focusing on business facing responsibilities across countries and organizations.



FT PUBLISHING



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# The Financial Times Guide to Sustainable Business

## How to Lead and Deliver a Sustainable Strategy

Richard Barker and Mary Johnstone-Louis

### SYNOPSIS

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

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

ISBN	9781292435589
IMPRINT	FT Press
272 pages   210 x 140mm	
PUB DATE	June 2025



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### ABOUT THE AUTHORS

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

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

FT PUBLISHING



ISBN	9781292470481
IMPRINT	FT Publishing International
400pp   234 x 156mm	
PUB DATE	<b>January 2026</b>

# The FT Guide to Leadership

How to Lead Effectively and get Results  
2nd Edition

**Marianne Abib-Pech**

## SYNOPSIS

The Financial Times Guide to Leadership is a one-stop shop for professionals at every stage of their leadership journey. Whether you're just starting out or are looking to upgrade your current skills, this practical guide takes you through the core building tools of self-awareness, influence and execution.

With thought-provoking exercises and action points throughout, plus handy chapter summaries for when you need to access information, this book is your roadmap to becoming a better leader. This definitive guide to leadership includes:

- What good leadership looks like
- How to build your own leadership style
- Techniques to lead and influence others
- How to build and execute your vision

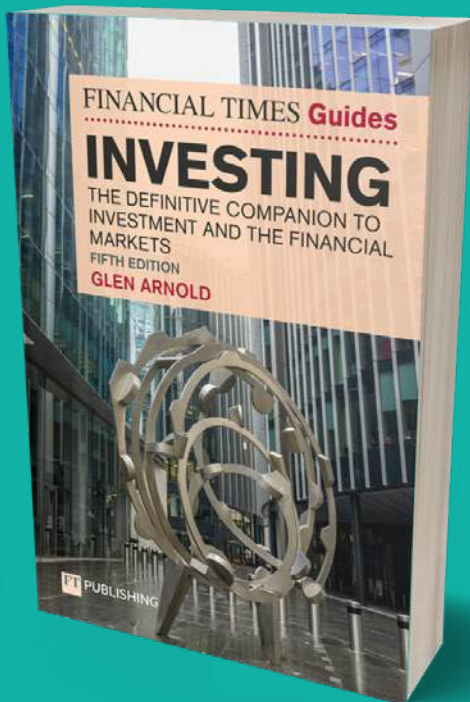
Everything you need to know to become an authentic and dynamic leader.



## ABOUT THE AUTHORS

**Marianne Abib-Pech** is the Founder of Leaders! a leadership consulting firm operating in Europe and Asia. She started her own leadership journey in Arthur Andersen and rose from analyst to Global CFO of Shell Aviation, a multibillion turnover business, in the short span of 10 years.





ISBN	9781292467061
IMPRINT	FT Publishing International
592pp   234 x 156mm	
PUB DATE	<b>January 2026</b>

# The FT Guide to Investing

The Definitive Companion to Investment and the Financial Markets, 5th Edition

**Glen Arnold**

## SYNOPSIS

The definitive introduction to the art of successful stock market investing

This bestselling investing bible debunks the myth that only the wealthy can afford to buy shares and shows you how you can be just as successful trading on your own as you would be employing a fund manager. You'll discover that investing can be both profitable and fun and have the key tools and understanding you need to help you build a successful personal portfolio. Author Glen Arnold covers the basics of what investors do and why companies need them, through to the practicalities of buying and selling shares and how to make the most from your money.

- Understand different types of investment vehicles
- Discover tools needed to build a successful portfolio
- Find out how to analyse companies with a view to investment, understanding their accounts, and measuring their performance and risk

The fifth edition of this investing classic has been thoroughly updated to bring the book up-to-date with the latest rules and regulations, with fresh examples, *Financial Times* articles and links to further guidance throughout.

## ABOUT THE AUTHORS

**Glen Arnold**, PhD, runs his own equity portfolio, and invests other people's money in exactly the same shares in a Managed Portfolio Service at Henry Spain Investment Services. He used to teach in the City and was a Professor of Investment but concluded that academic life was not nearly as much fun, nor as intellectually stimulating, as making money in the markets. For decades, his research focus explored the question: 'What works in investment?' drawing on the ideas of the great investors, academic discoveries and his own experience, good and bad.

As well as being author of the UK's number 1 investment book, *The Financial Times Guide to Investing*, he wrote the investing classics, *The Great Investors*, *The Financial Times Guide to Value Investing*, *Get Started In Shares*, and the four volumes of *The Deals of Warren Buffett*. He has also written several market-leading university textbooks including *Corporate Financial Management*, as well as the best-selling book on banking, *The Financial Times Guide to Banking*.



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