






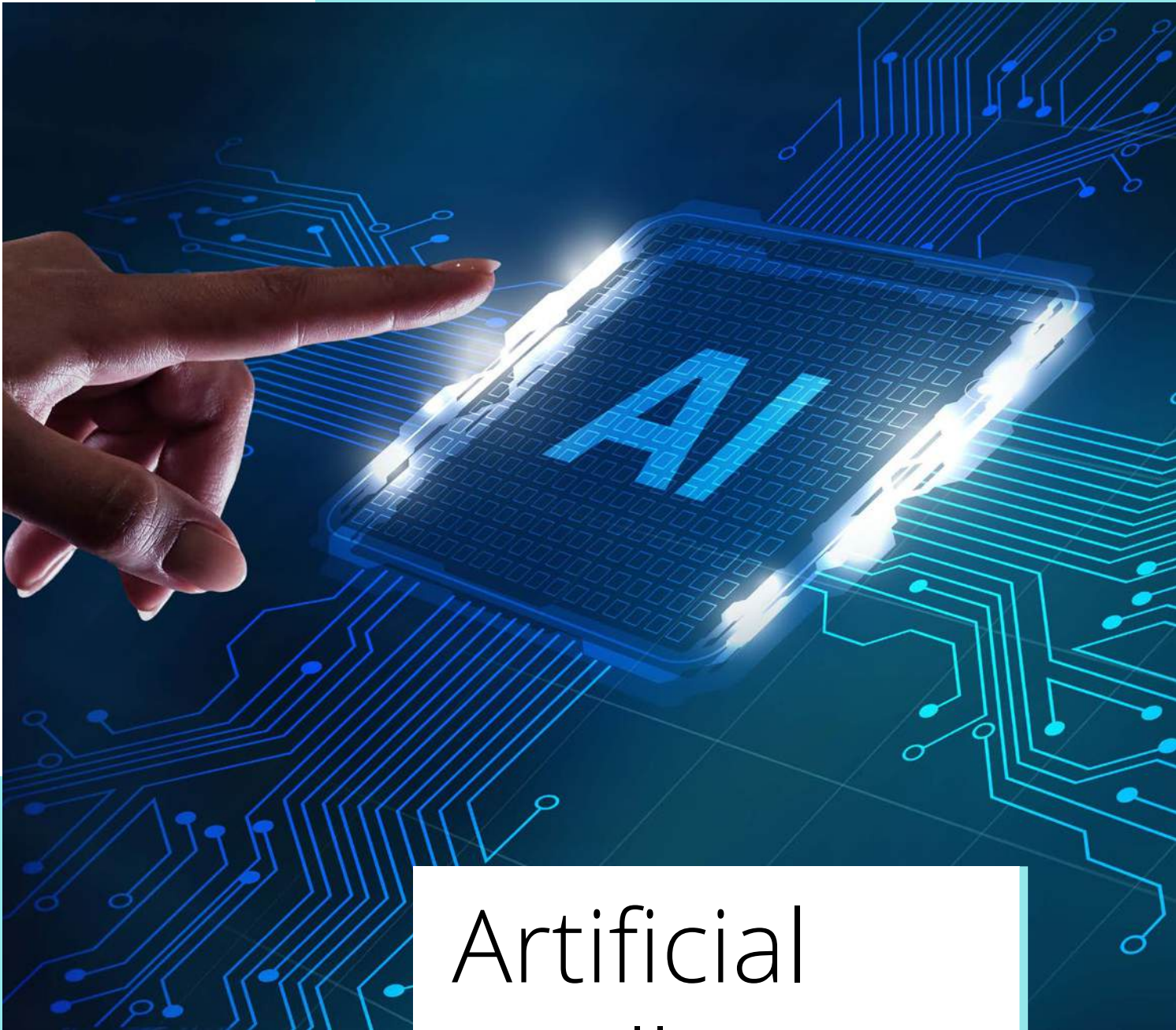




Pearson Professional Business & Personal Development

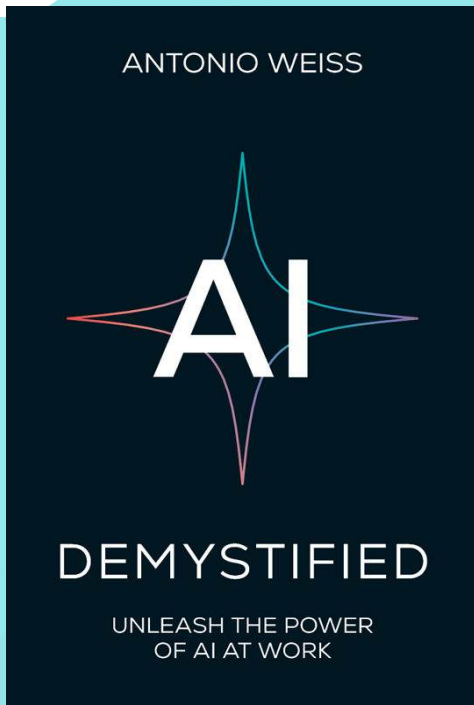
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Artificial Intelligence

NEW



ISBN	9781292742670
IMPRINT	Pearson
256pp 216 x 138mm	
PUB DATE	April 2025

AI Demystified

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.



Using Artificial Intelligence

Absolute Beginner's Guide

Michael R. Miller

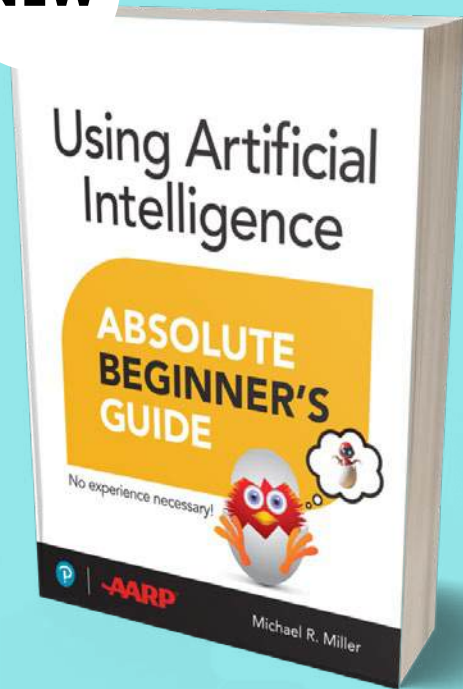
SYNOPSIS

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.

NEW



ISBN	9780135356050
IMPRINT	Que Publishing
352 pages	
PUB DATE	December 2024

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

NEW



ISBN	9780138286507
IMPRINT	Pearson
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



RIGHTS SOLD

CHINESE SIMPLIFIED
GERMAN,
PORTUGUESE

The AI Revolution in Project Management

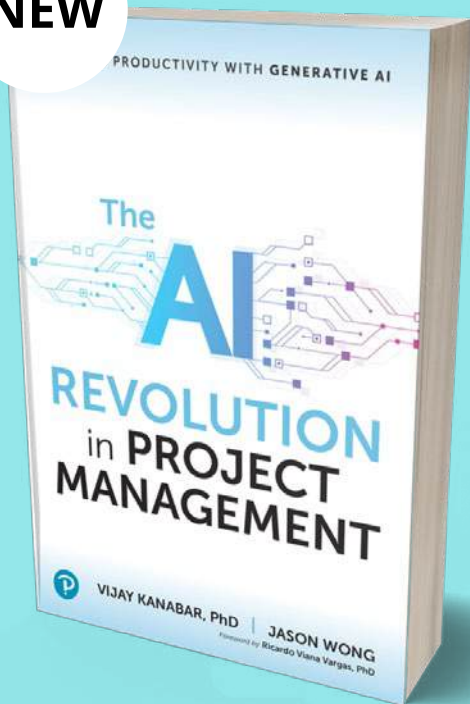
Vijay Kanabar & Jason Wong

SYNOPSIS

In a world where technology is rapidly evolving the fusion of project management and artificial intelligence stands at the forefront of innovation. The AI Revolution in Project Management delves deep into the transformative power of generative AI tools that promise to reshape industries and revolutionize how we manage projects.

Whether you're looking to build dynamic teams using AI choose a project development approach or monitor project performance this book has got you covered. Each chapter provides insightful narratives and includes a supplemental Technical Guide that provides tips on using the AI technology. With case studies and prompts the dialogues showcase AI in action from stakeholder engagement to risk management. Dive in with experts who've spent countless hours using these AI tools in project scenarios to offer a transparent view into generative AI-driven project management.

NEW



ISBN 9780138297336

IMPRINT Pearson

400 pages | 230x155mm

PUB DATE **December 2023**



ABOUT THE AUTHORS

Dr. Vijay Kanabar is an associate professor and the director of Project Management Programs at Boston University's Metropolitan College. He has a track record of advising organizations such as Blue Cross Blue Shield Staples United Way and Fidelity Investments on training and technology needs.

Jason Wong is an IT leader at a Boston-based hospital and an adjunct professor at Boston University where he teaches project program and portfolio management and shares his profound understanding of generative AI with students guiding them to master the methods necessary for developing generative AI systems

ISBN-13: 978-0-13-829733-6
ISBN-10: 0-13-829733-9



RIGHTS SOLD

CHINESE SIMPLIFIED,
CHINESE TRADITIONAL,
CROATIAN, FRENCH,
GERMAN, JAPANESE,
KOREAN, POLISH,
PORTUGUESE, SPANISH

The AI Revolution in Medicine

Peter Lee, Carey Goldberg & Isaac Kohane

SYNOPSIS

Just months ago, millions of people were stunned by ChatGPT's amazing abilities – and its bizarre hallucinations. But that was 2022. GPT-4 is now here: smarter, more accurate, with deeper technical knowledge. GPT-4 and its competitors and followers are on the verge of transforming medicine. But with lives on the line, you need to understand these technologies – stat.

What can they do? What can't they do – yet? What shouldn't they ever do? To decide, experience the cutting edge for yourself. Join three insiders who've had months of early access to GPT-4 as they reveal its momentous potential – to improve diagnoses, summarize patient visits, streamline processes, accelerate research, and much more. You'll see real GPT-4 dialogues – unrehearsed and unfiltered, brilliant and blundering alike – all annotated with invaluable context, candid commentary, real risk insights, and up-to-the-minute takeaways.

There has never been technology like this. Whether you're a physician, patient, healthcare leader, payer, policymaker, or investor, AI will profoundly impact you – and it might make the difference between life or death. Be informed, be ready, and take charge – with this book.

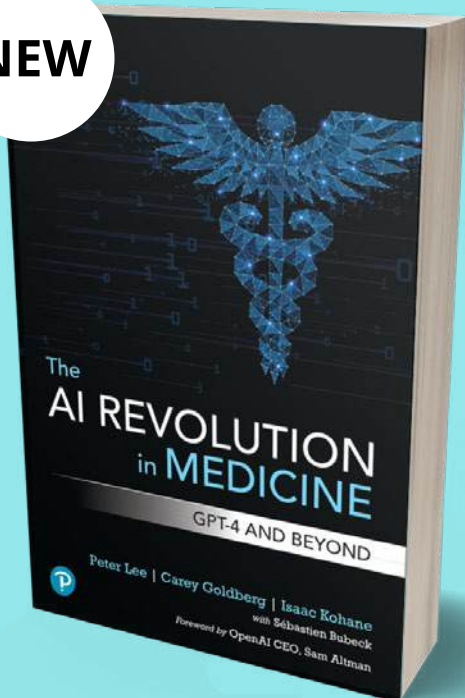
ABOUT THE AUTHORS

Peter Lee PhD, Corporate VP for Research and Incubations at Microsoft, has focused for the past six years on AI's uses in healthcare and the life sciences. He formerly led computing projects at DARPA and chaired the computer science department at Carnegie Mellon University.

Carey Goldberg, a longtime medical and science journalist, has covered topics ranging from healthcare costs to genomic research. She has been on staff for The New York Times, Los Angeles Times, Boston Globe, WBUR/NPR, and Bloomberg News.

Isaac Kohane, MD, PhD, inaugural chair of Harvard Medical School's Department of Biomedical Informatics, has worked on medical AI since the 1990s. He is urgently focused on helping doctors become more effective and fulfilled as they work with machine intelligence.

NEW



ISBN	9780138200138
IMPRINT	Pearson
304 pages	
PUB DATE	April 2023



ISBN-13: 978-0-13-820013-8
ISBN-10: 0-13-820013-0



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 Pearson



New Titles for Frankfurt 2024

The Rules of Success

Richard Templar

SYNOPSIS

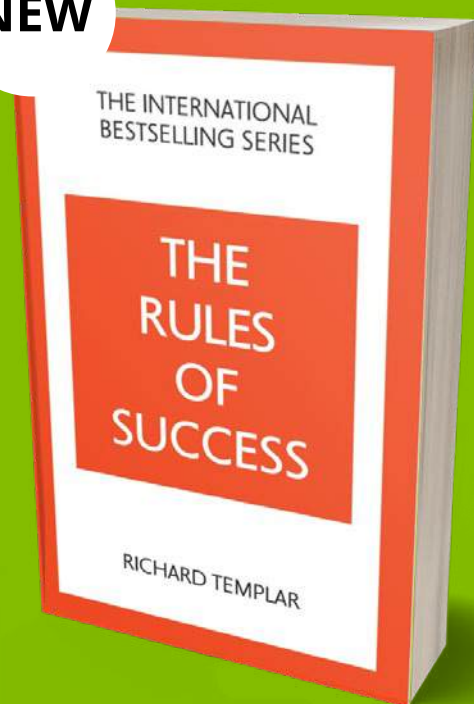
Some people seem to make a success of everything they turn their hand to. Their lives run smoothly, there seem to be no obstacles in their way, and they're in control of their destiny. They get along with everyone, they always have plenty of money, their careers are thriving, they seem happy and fulfilled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

NEW



ISBN 9781292474748

IMPRINT Pearson

256pp | 216 x 138mm

PUB DATE **May 2025**

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*.

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.



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



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.

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.

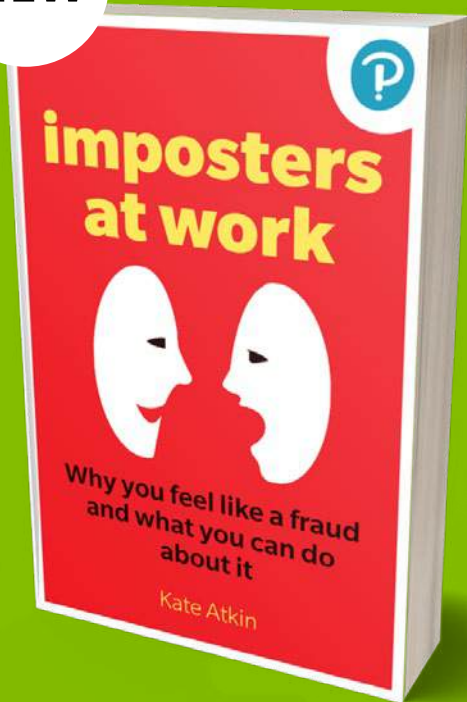
NEW



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



NEW



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

Imposters at Work

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

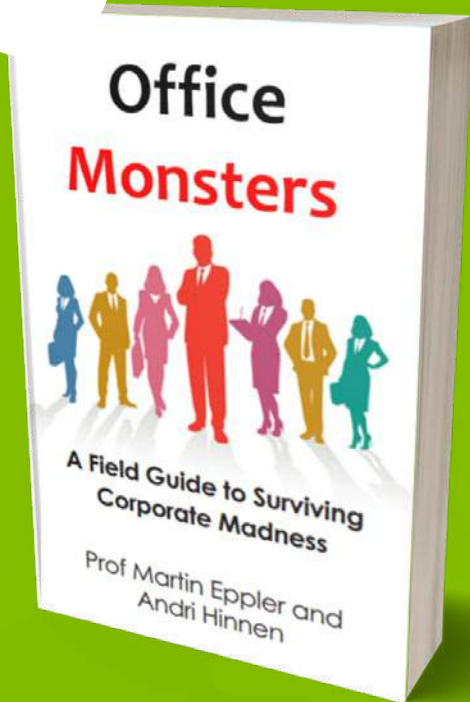
Kate Atkin is the author of *The Confident Manager*, and *The Presentation Workout* (Pearson Business) and co-author of *The Business of Professional Speaking*.

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.



NEW



ISBN	9781292470474
IMPRINT	Pearson Business
224pp 216 x 138mm	
PUB DATE	January 2025

Office Monsters

A field guide to surviving 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*.

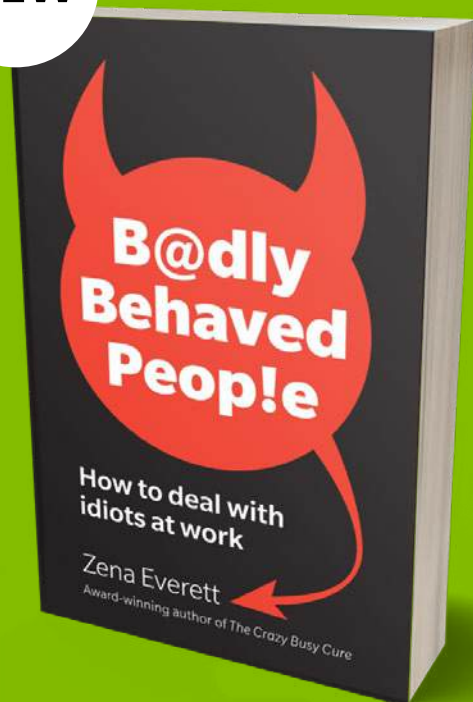
In addition to his university role (where he led an MBA program for many years), he is an advisor to organizations such as the United Nations, the European Central Bank, Porsche, Swiss Re, the Anti-Tobacco Fund, Salesforce, and others. He's been a guest professor at institutions such as Cambridge University,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



NEW



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.



NEW



ISBN	9781292330051
IMPRINT	FT Publishing
224pp 216 x 138mm	
PUB DATE	June 2025

What's the Message?

Simplify complex ideas for communication and decisions

Edouard Gruwez

SYNOPSIS

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

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

Prepare

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

Shape

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

Articulate

6. Articulate to attract attention and stimulates comprehension

Use The Clear Thinking Formula for concise information and easier decisions.



ABOUT THE AUTHOR

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

FT PUBLISHING

NEW



ISBN	9781292747477
IMPRINT	Pearson France
256pp 234 x 156mm	
PUB DATE	May 2025

The Cyber Security Handbook

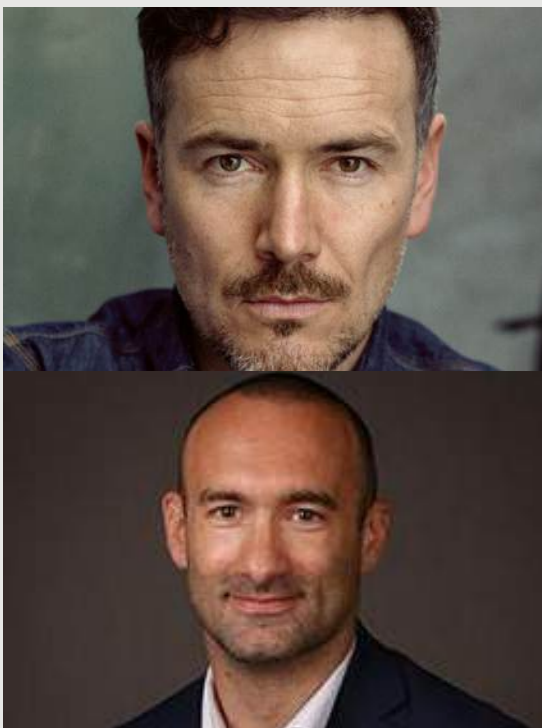
Stephen Delahunty and Sébastien Jardin

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.

Mad Skills Management

Unleash your extraordinary
neurodiverse potential

Sabrina Menasria

SYNOPSIS

Neurodiversity is to humankind the equivalent of biodiversity compared to nature, a wide range of diverse brains that build up our human interaction breadth.

Neurodiversity is on everyone's agenda. In the wake of the Silicon Valley top priorities, this growing concern has made it to Europe. Indeed the most tremendous and extraordinary skills that it conveys – mad skills – are a true opportunity for all organizations.

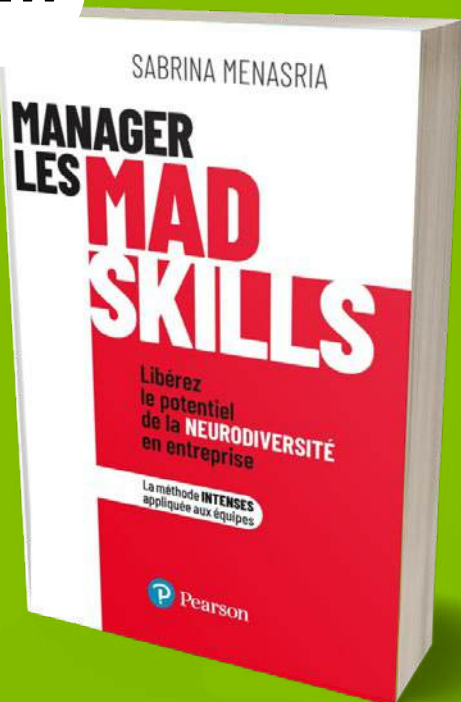
In an era of uncertainty and adaptability, betting on neuroatypics' unique and outstanding capabilities – either those who are affected with conditions such as ADHD or more 'ordinary' people (high potential individuals, highly sensitive persons...) – provides companies with a solid competitive asset. What are their superpowers? How to hire, manage and grow them? How to be inclusive from early stages to offboarding including daily business?

Take the mad skills turn to ensure business resilience.

ABOUT THE AUTHORS

Sabrina Menasria is the founder of SINGULARITY, a French agency that specializes in neurodiverse talents. She was elected "Woman of the year 2019" by The University of California (Berkeley). She is a columnist for Harvard Business Review. As a tremendous speaker, she gives conferences all over the world. She also launched her own Pensées singulières podcast and just published her first book INTENSES. Les 7 Clefs de la réalisation de soi.

NEW



ISBN	9782744068744
IMPRINT	Pearson France
232pp 145 x 210 mm	
PUB DATE	October 2024





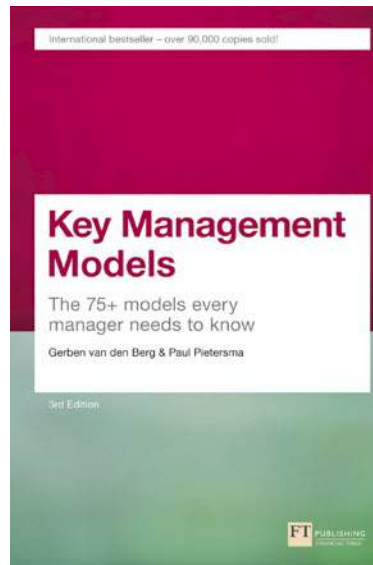
Business

Financial Times Key Series ➤ TRANSLATED INTO 16 LANGUAGES WORLDWIDE

The essential guide to all the models, tools and indicators you'll ever need to know about, giving you short, practical overviews in an easy-to-use, ready reference format.



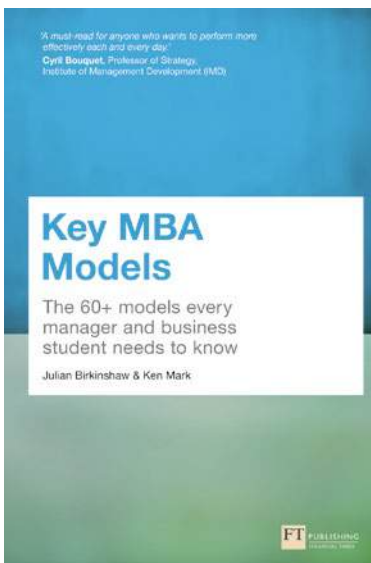
Key Strategy Tools
978129232833



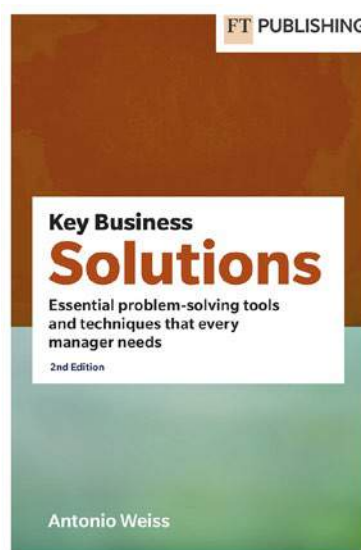
Key Management Tools
9781292016276



Key Marketing Metrics
9781292360867



Key MBA Models
9781292016856



Key Business Solutions, 2e
9781292466620



Key Coaching Models
9781292151908

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CHINESE SIMPLIFIED

PREVIOUS
EDITIONSJAPANESE, KOREAN,
MONGOLIAN,
PORTUGUESE,
RUSSIAN, SPANISH

ISBN	9781292466620
IMPRINT	FT Publishing International
254 pages 234 x 156mm	
PUB DATE	March 2024

Key Business Solutions

Essential problem-solving tools and techniques that every manager needs

2nd Edition

Antonio Weiss

SYNOPSIS

The tools and techniques you need to solve even the toughest business problems.

This concise practical book explains how to resolve every challenge faced on a day-to-day basis in your business by presenting an unbeatable inventory of proven problem-solving tools and techniques to help you tackle your toughest business dilemmas effectively.

Using case studies, a 'best practice example' and a visual illustration, every dilemma is brought to life equipping you with the very best tools to confront any problem your business may face.

This edition adds brand new material on user-centred design, prototyping, agile working, data privacy and security, data science, artificial intelligence and creating diverse, inclusive teams.

ABOUT THE AUTHOR

Dr Antonio Weiss is a Senior Partner at The PSC a public services consultancy advising senior clients on user-centred design innovation thinking and utilising technology to redesign public services to meet citizens' needs. He is a globally recognised and published thought-leader on strategy and management with over 15 years' experience advising high-profile organisations such as the NHS UK Government Digital Service Office for Artificial Intelligence and the UK Space Agency.

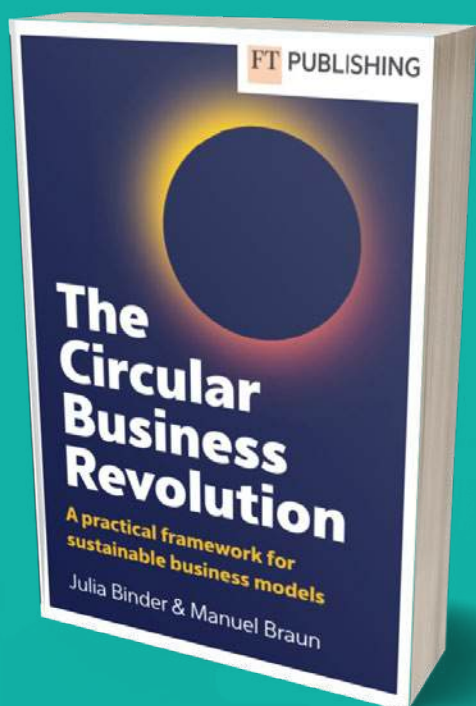


FT PUBLISHING

ISBN 978-1-29246-662-0



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ISBN	9781292458960
IMPRINT	FT Publishing International
296 pages	
PUB DATE	August 2024

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.



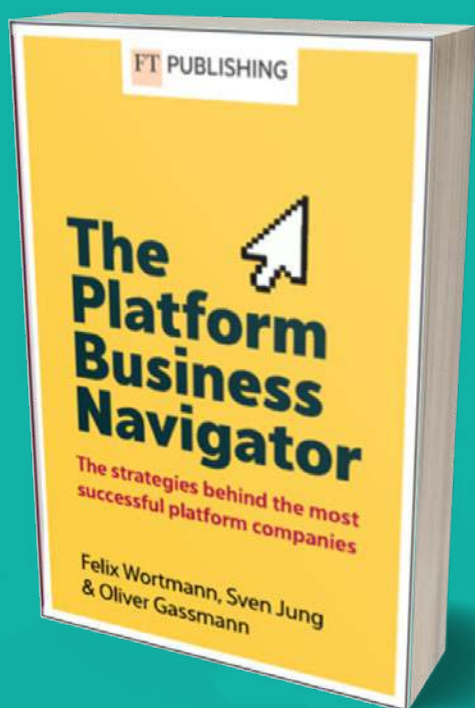
ISBN 978-1-292-45896-0



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FT PUBLISHING

RIGHTS SOLD CHINESE SIMPLIFIED



ISBN	9781292466187
IMPRINT	FT Publishing International
296 pages	
PUB DATE	February 2024

The Platform Business Navigator

The strategies behind the most successful platform companies

Felix Wortmann, Sven Jung, and Oliver Gassmann

SYNOPSIS

Platform companies like Amazon, Alibaba, Apple or Google dominate today's economy, and eight out of the ten most valuable companies worldwide follow a platform business model. Platform businesses act as digital intermediaries harnessing the power of networks, thereby outperforming traditional asset-heavy companies.

- Amazon and Alibaba are facilitators of transactions between sellers and buyers.
- Apple connects app developers with app users.
- Google facilitates transactions between ordinary web surfers and advertisers.

Every product, service, and retail business has the potential to become a platform business, and *The Platform Business Navigator* will show you how. With a 5-step framework and 88 different patterns to follow, you can avoid common mistakes and ensure your business strategy works.

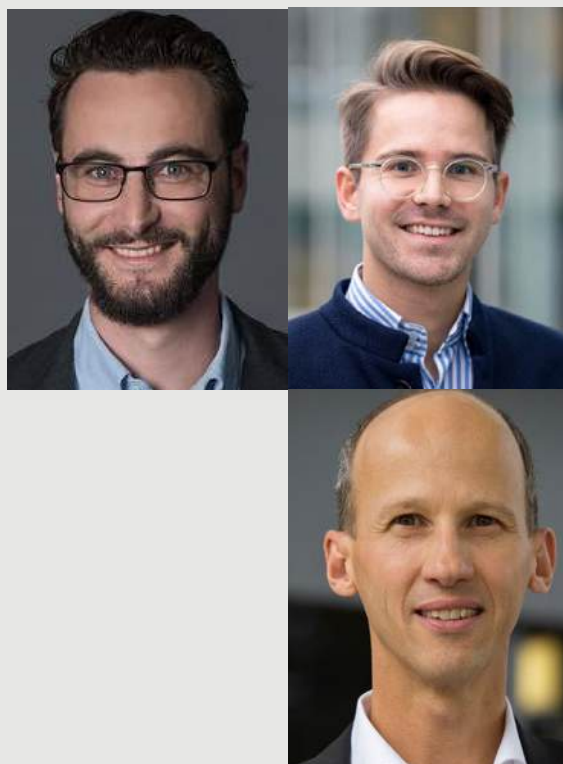
Suitable for entrepreneurs, executives, product managers, and business leaders, you'll also discover a huge variety of different business case studies. You can also find additional content online including videos, an interactive and a white paper to delve deeper.

ABOUT THE AUTHOR

Felix Wortmann is Professor, Senior Lecturer, and Vice Director at the Institute of Technology Management of the University of St. Gallen (HSG). Moreover, he is the Scientific Director of the Bosch IoT Lab, a collaboration between HSG, ETH Zurich and the Bosch Group.

Sven Jung is currently a Visiting Fellow in the strategy department at the Harvard Business School. Prior, Sven worked for an international management consultancy, in business development at a biotech start-up, and at a Danish investment bank advising technology start-ups on their financing.

Oliver Gassmann is Full Professor at the University of St. Gallen, Director of its Institute of Technology Management (ITEM) and a thought leader in the field of innovation. His book *The Business Model Navigator* became a global bestseller and he has founded several spin-off companies and is acting in various boards of international companies and institutions. Gassmann has been recognized as one of the most active innovation scholars (IAMOT), as one of the leading economists of Germany (FAZ).



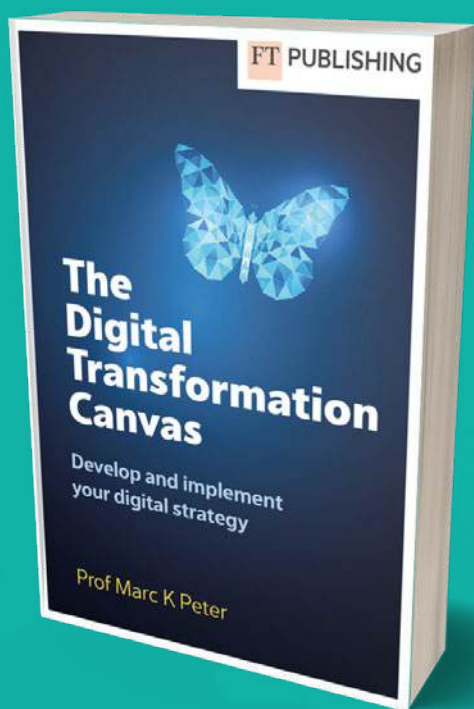
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ISBN 978-1-29-246618-7



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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.



ISBN 978-1-29-246619-4



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FT PUBLISHING

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

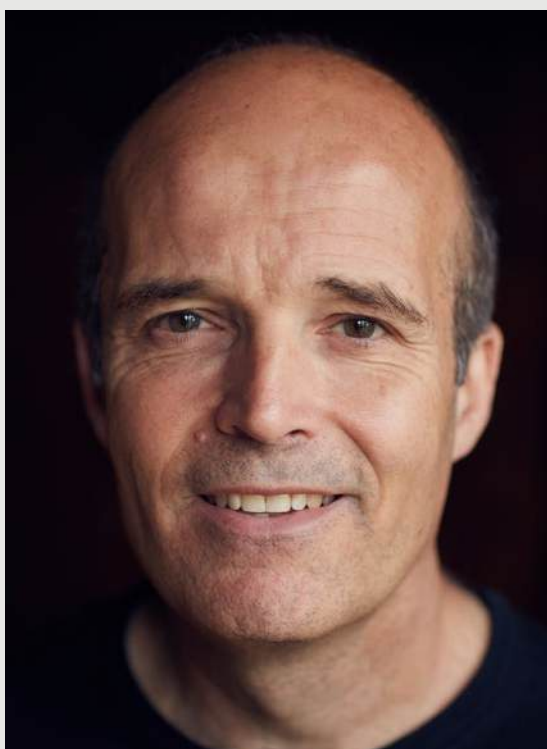
You've been given a project to run. You know you need to get it right, but you don't know exactly what you need to do and in what order to make sure it all runs smoothly and you come out of it looking great. Sound familiar? If so, this is the book for you.

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.



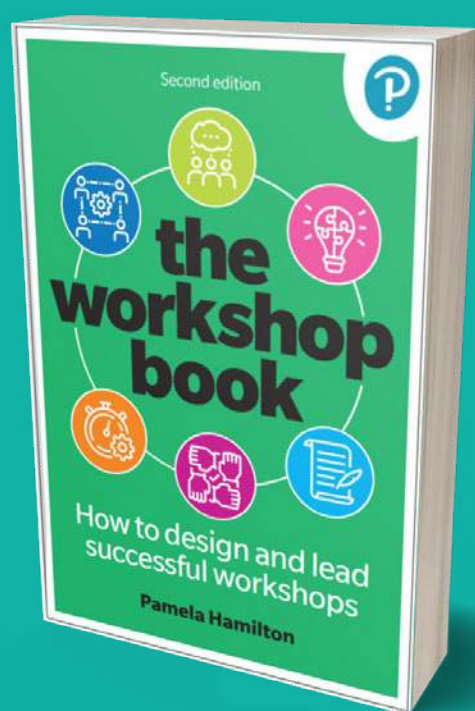
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PREVIOUS
EDITION

RUSSIAN



ISBN	9781292737317
IMPRINT	Pearson Business
256 pages 216 x 138mm	
PUB DATE	November 2024

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:

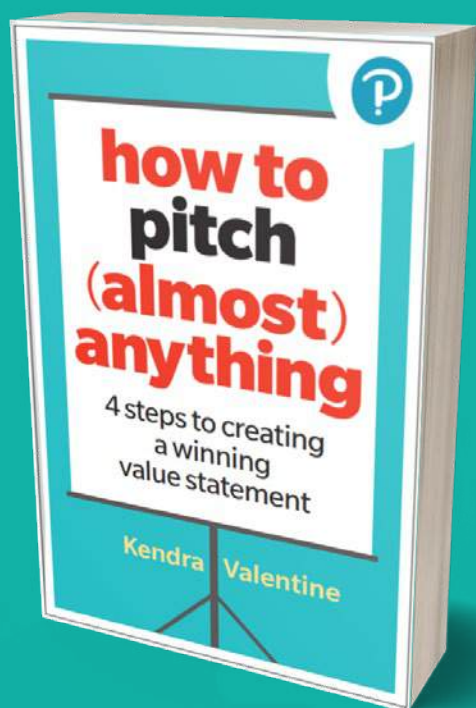
- The tools you need to design and lead successful workshops
- Ways to keep teams focused, engaged and motivated
- How to structure sessions to generate maximum productivity in a limited session
- The inspiration and creativity to generate great ideas for any industry or brief
- Tips and tricks on how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

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.





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.

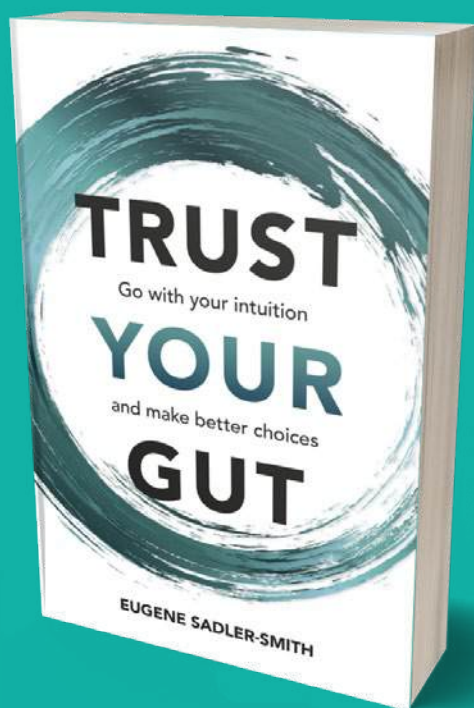
ABOUT THE AUTHOR

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.



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CHINESE SIMPLIFIED



ISBN	9781292462165
IMPRINT	Pearson Business
256 pages 216 x 138mm	
PUB DATE	October 2024

Trust Your Gut

Go with your intuition and make better choices

Eugene Sadler Smith

SYNOPSIS

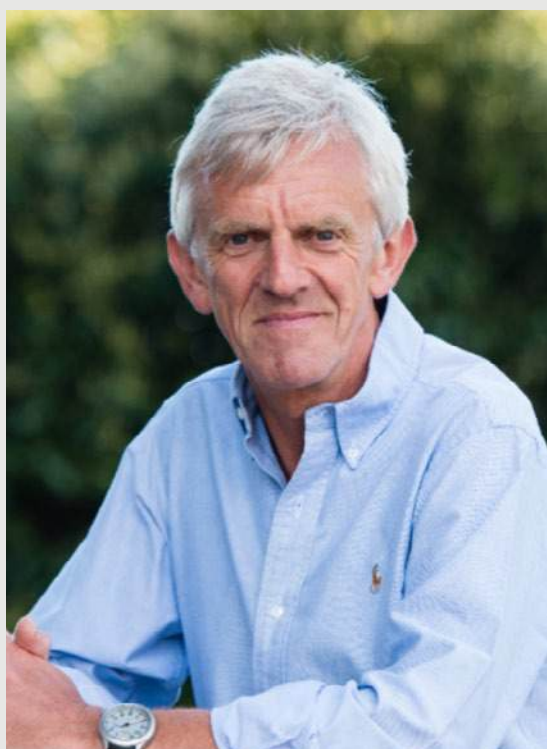
This book is about a skill that's uniquely human, can't be replicated by machines, and opens the door to improved decision-making, problem-solving, interpersonal functioning, creativity, invention and innovation. It's your business superpower for the information age.

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.

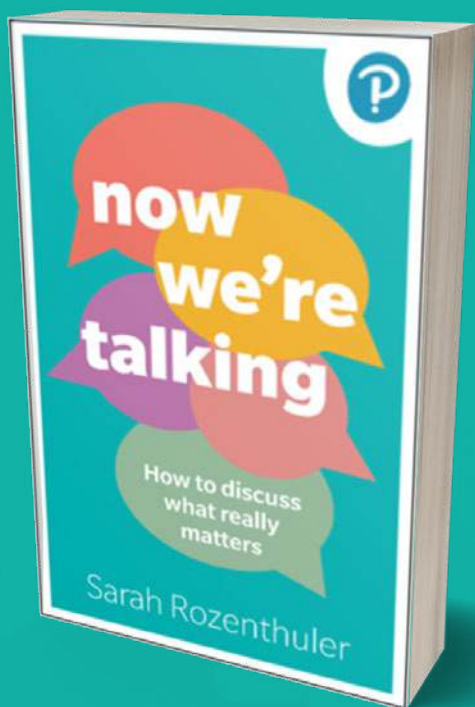
ABOUT THE AUTHOR

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.



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CHINESE SIMPLIFIED



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;
- Apply cutting-edge tools so people talk about key issues, strengthen their relationships and uncover the hidden possibilities in a difficult situation.

ABOUT THE AUTHOR

Sarah 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).



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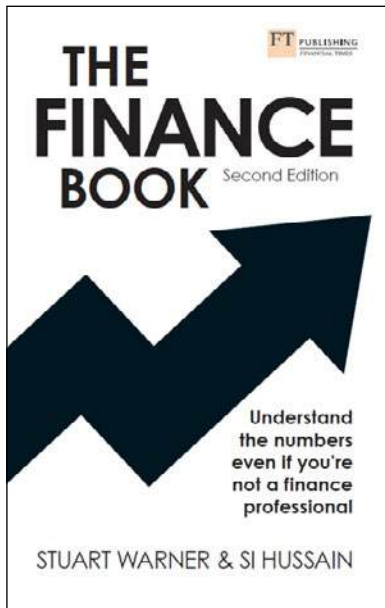
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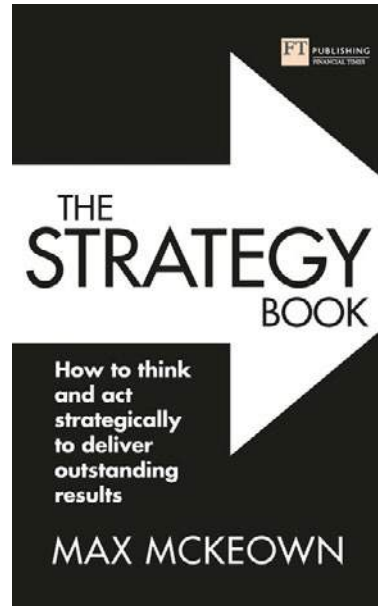
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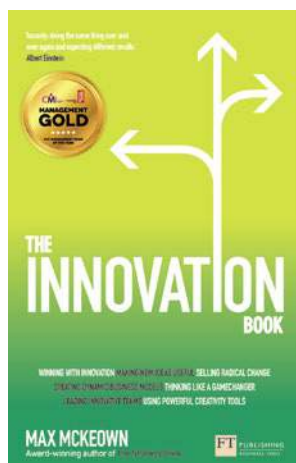
The Strategy Book

9781292264134



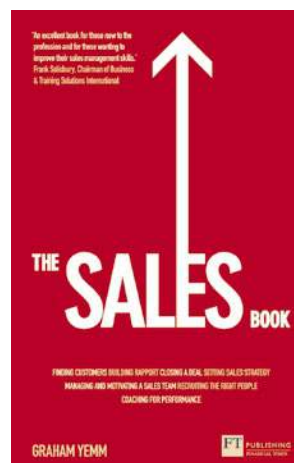
The Management Book

9780273750338



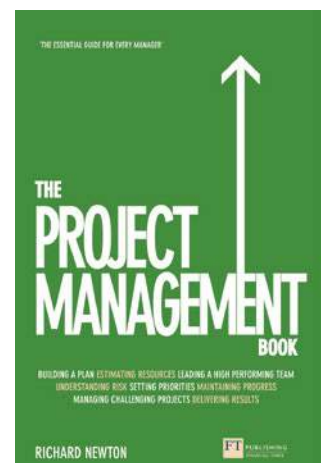
The Innovation Book

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The Sales Book

9780273792918

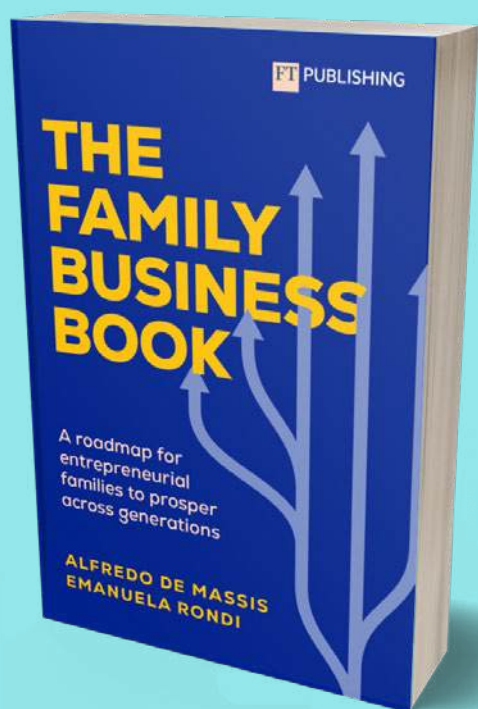


The Project Management Book

9780273785866

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ISBN	9781292725604
IMPRINT	FT Publishing International
296 pages	
PUB DATE	November 2024

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

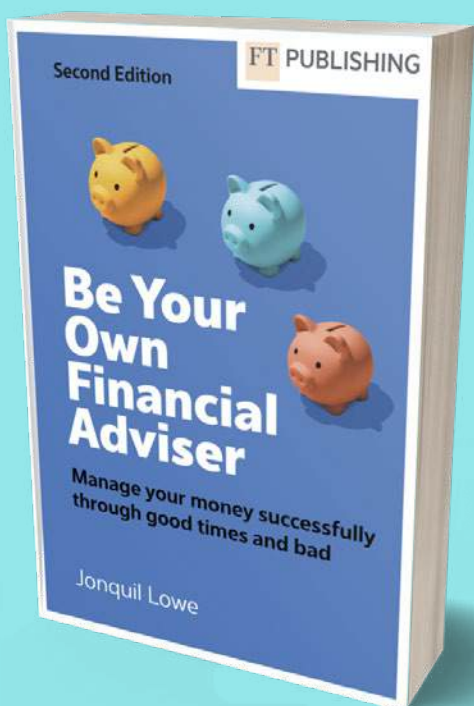
Alfredo De Massis is a Professor of Entrepreneurship & Family Business. He is affiliated with IMD Business School (Switzerland) the Free University of Bozen-Bolzano (Italy) and serves as the Founding Director of the Centre for Family Business Management.

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).



FT PUBLISHING



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

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.

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.



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Leadership & Management

The Leader's Guides

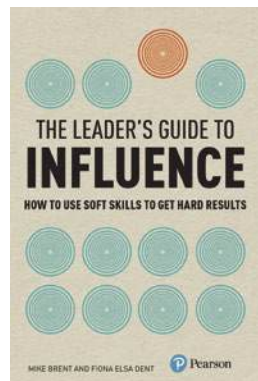
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2024



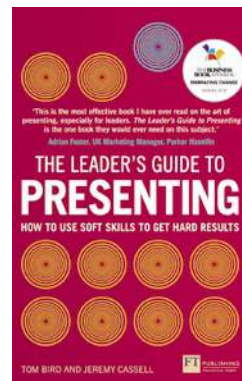
**The Leader's Guide
to Wellbeing**

9781292457178



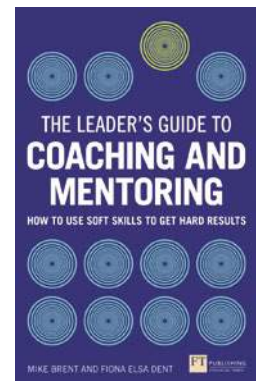
**The Leader's Guide
to Influence**

9780273729860



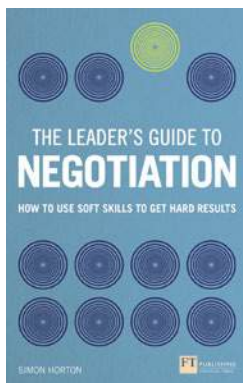
**The Leader's Guide
to Presenting**

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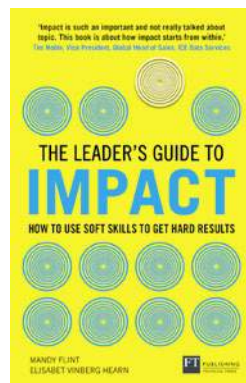
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Mentoring**

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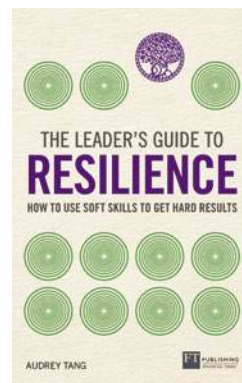
**The Leader's Guide
to Negotiation**

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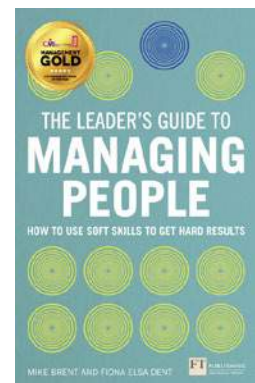
**The Leader's Guide
to
Impact**

9781292243771



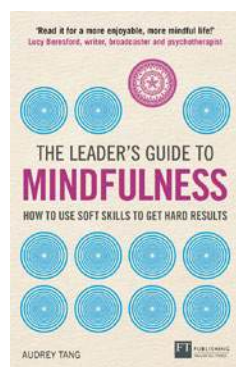
**The Leader's Guide
to Resilience**

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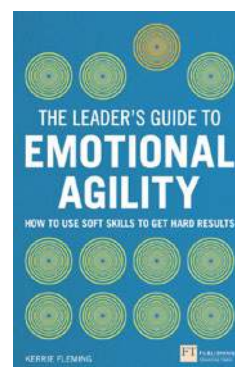
**The Leader's Guide
to Managing People**

9780273779452



**The Leader's Guide
to Mindfulness**

9781292248400



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

9781292083049

Quiet Leader

What you can learn from the power of introverts

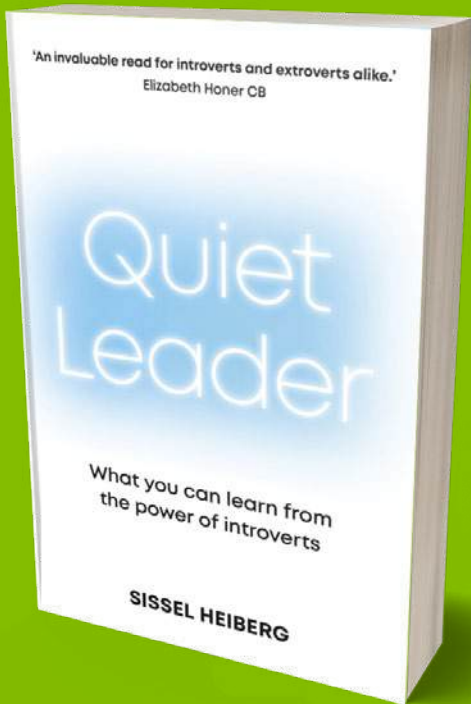
Sissel Heiberg

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.



ISBN 9781292462158

IMPRINT Pearson

256 pages | 216 x 138mm

PUB DATE **September 2024**



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

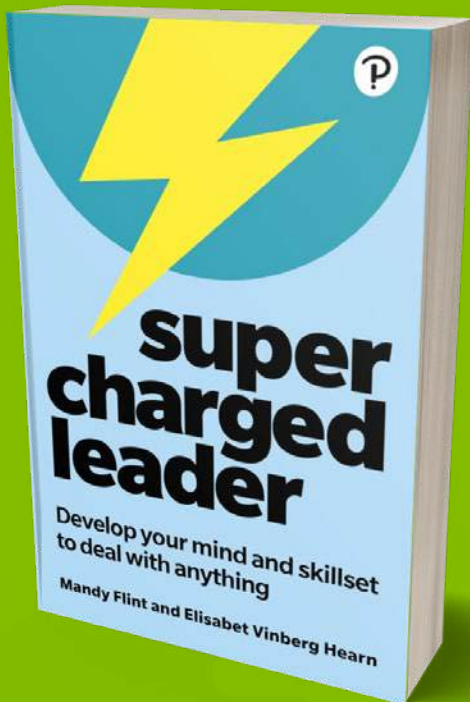


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Supercharged Leader

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

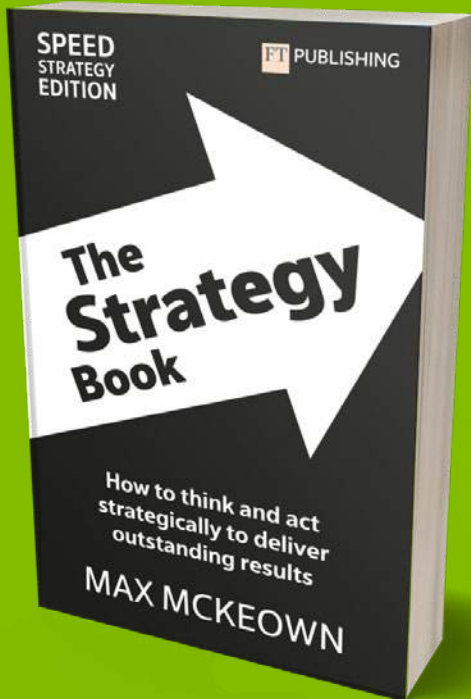
Mandy Flint is an international leadership and cultural change strategist. An expert on leadership impact, teams and cultural behavioural change. She is CEO of Excellence in Leadership and works across the world delivering transformational change programmes and C-suite coaching. Mandy studied at Harvard 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.



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EDITIONSCHINESE SIMPLIFIED,
JAPANESE,
PORTUGUESE,
SWEDISH, THAI,
TURKISH

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

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



Careers & Workforce Skills

Career Skills

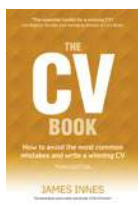
Whether you're seeking a career change or simply figuring out your next steps, Pearson is here to guide you every step of the way. Unlock your full potential, boost your employability, and take your career to new heights with the tools and resources you need for success.

Finding a New Job



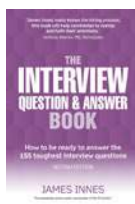
How to Get a Job You Love

9781292463308



The CV Book

9781292086477



The Interview Question & Answer Book

9781292086552



The Cover Letter Book 3e

9781292086392



The Interview Book

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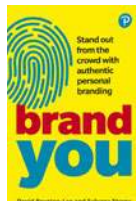
Career Development

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Move Up or Move On

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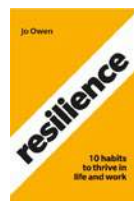
Brand You 3e

9781292457284



Stand Out

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Resilience

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Stepping Up

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Winning Together

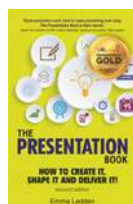
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Public Speaking & Presentations



The Speaker's Coach

9781292250946



The Presentation Book

9781292171982



Speak Out, Listen Up 2e

9781292468099



Leader's Guide to Presenting

9781292119984

Leadership & Management



Supercharged Leader

9781292459004



How to Lead

9781292425443



How to Manage

9781292426457



Powered by Purpose

9781292308791



Supercharged Teams

9781292334646

PREVIOUS EDITION

CHINESE 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.

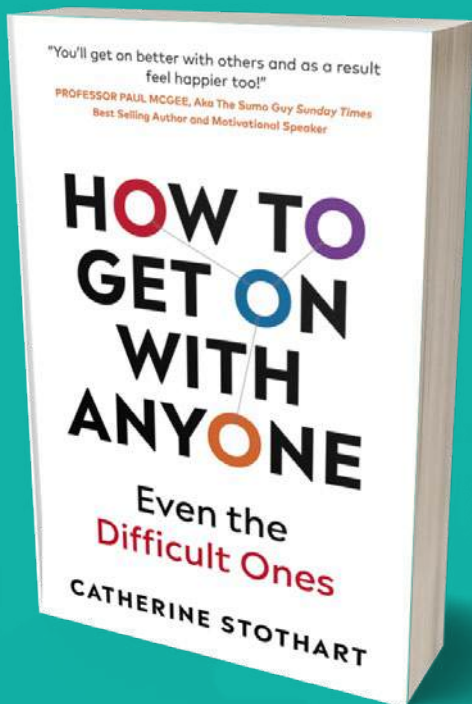
John Higgins is a highly regarded and respected coach, speaker and researcher operating across the globe with clients, research partners and personal connections at all levels of organisational and political life. He has been widely published in many high-profile journals including the Harvard Business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



ISBN 978-1-29-246809-5



FT PUBLISHING

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

Communicate positively with any personality type

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.

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

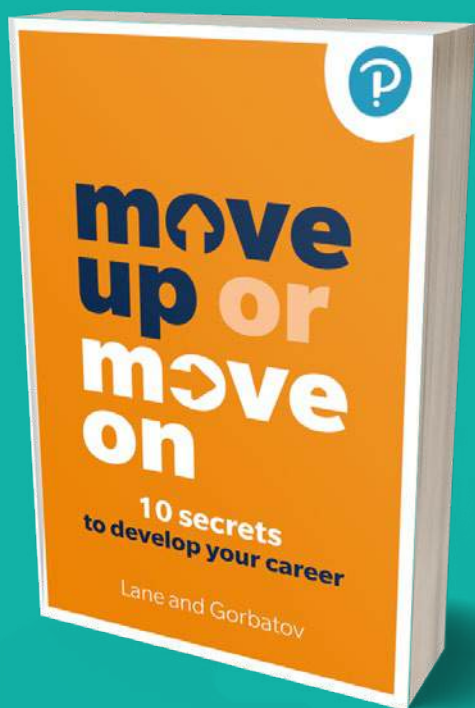


ISBN 978-1-292-73427-9



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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.



ISBN 978-1-29-273030-1



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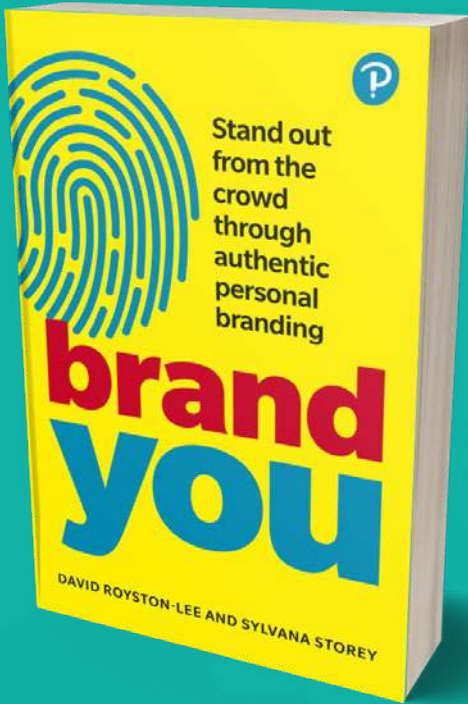
RIGHTS SOLD ARABIC, BULGARIAN
 PREVIOUS EDITIONS ALBANIAN, CZECH, GREEK, KOREA, SPANISH

Brand You

Stand out from the crowd through authentic personal branding

3rd Edition

David Royston-Lee and Sylvana Storey



SYNOPSIS

Unleash the power of the authentic 'You'

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

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

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

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

ABOUT THE AUTHOR

David Royston-Lee is a business psychologist, with a management consulting and marketing communication background. He works with leaders to enhance their work through greater understanding of their talents and motivations.

Sylvana Storey, CEO of Global Organizational Integrators, is a recognised business psychologist with 25+ years experience as a Managing Consultant.

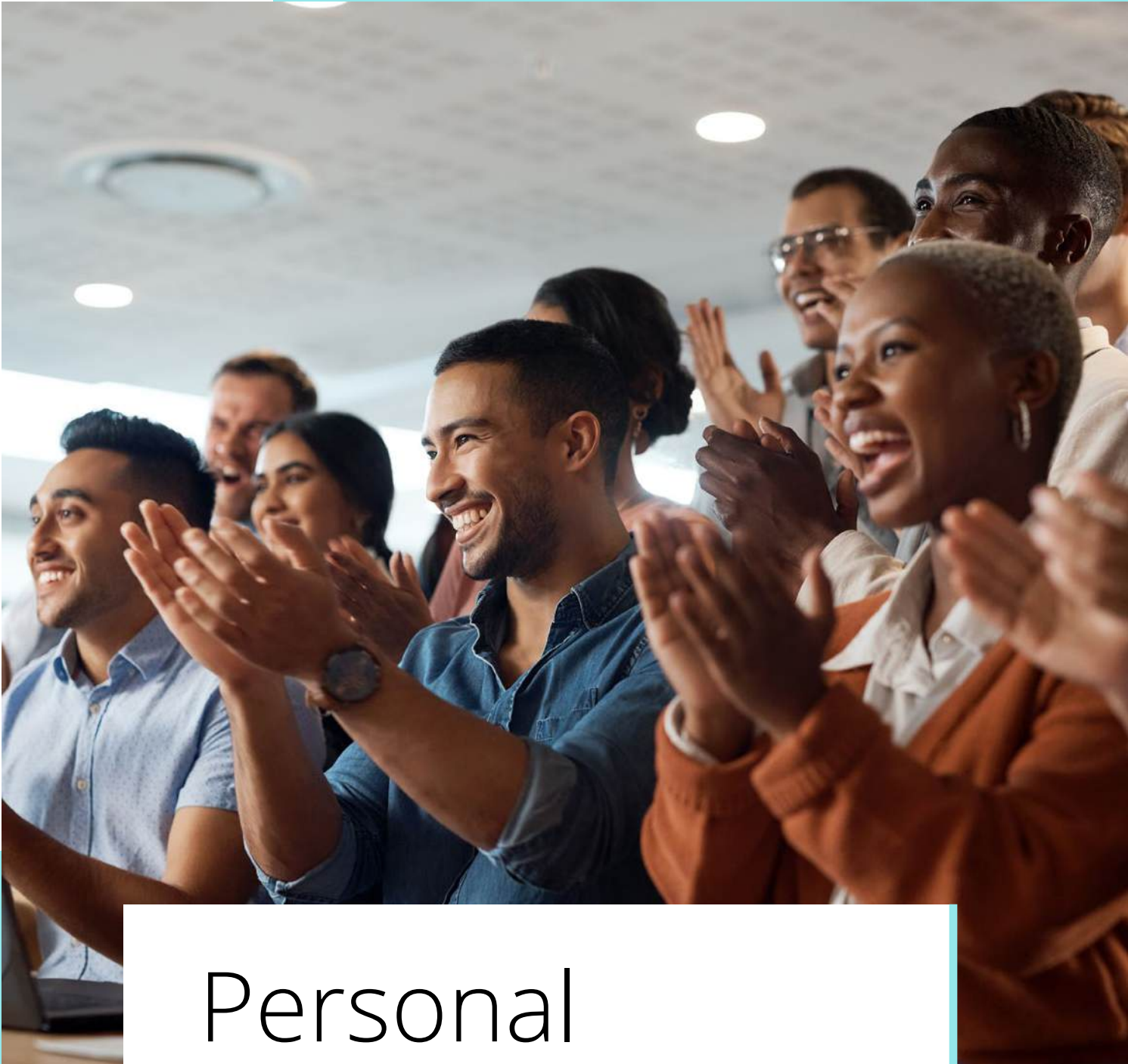
She is a contributory author of *Business Psychology in Practice*, *Business Psychology in Action*. She is a regular contributor to the Huffington Post and sits on the Institute of Advanced Studies Development Board, Durham University.

ISBN	9781292457284
IMPRINT	Pearson
272 pages	
PUB DATE	November 2023



ISBN 978-1-292-45728-4





Personal Development

The Mindfulness Habit

Build your calm, day by day

Lisa Wren



ISBN	9781292460802
IMPRINT	Pearson
256 pages	
PUB DATE	May 2024

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.

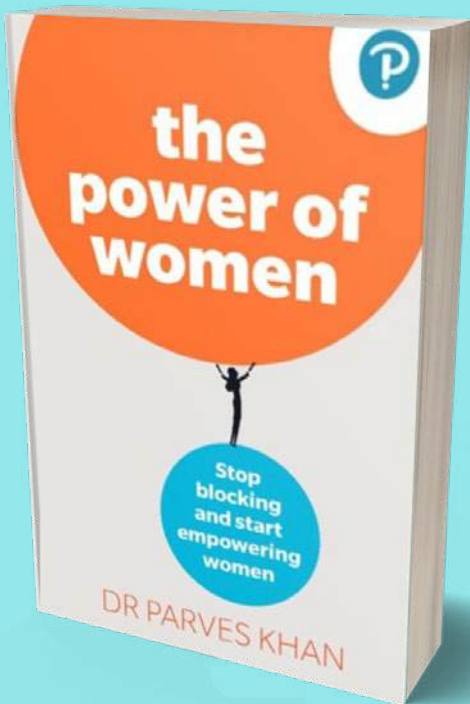


ISBN 978-1-29246-080-2



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RIGHTS SOLD

CHINESE SIMPLIFIED,
POLISH, VIETNAMESE

ISBN	9781292730301
IMPRINT	Pearson
256 pages	
PUB DATE	February 2024

The Power of Women

Stop blocking and start empowering women

Parves Khan

SYNOPSIS

Drawing on interviews with 70 corporate executives, a survey of 2,000 employees and comprehensive desk research, Dr Parves Khan exposes an uncomfortable truth: that women themselves are unintentionally contributing to their own oppression. This book uncovers the subtle ways that women internalise and propagate gender biases, unwittingly becoming agents of their own inequality, and, more importantly, how we can stop this. Each chapter includes exercises and recommendations for readers to foster environments where potential knows no gender bounds.

This isn't a book merely about gender; it's a testament to the change that's possible when women and men rally together, advocating for progress, fostering solidarity and creating a fertile ground where everyone can rise. The message is clear: true empowerment requires acknowledging personal agency while dismantling systemic barriers.

If you're ready to challenge the status quo, embrace personal agency and drive profound transformation in your workplace, *The Power of Women* is your practical, revelatory guide.

Shortlisted for The Business Book Awards 2024

ABOUT THE AUTHOR

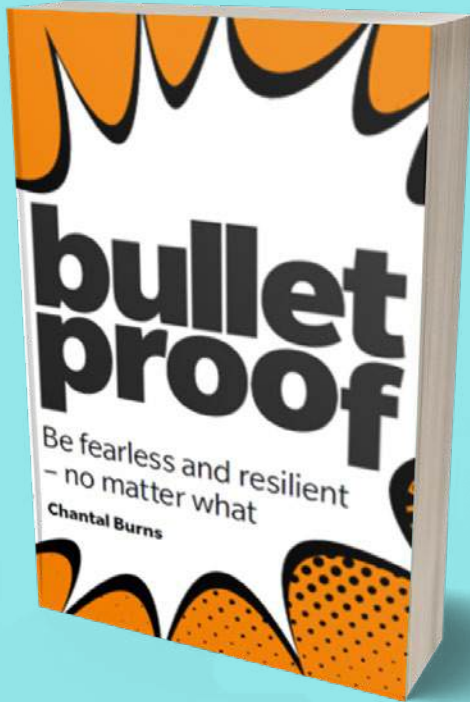
Dr Parves Khan is currently CEO of ESOMAR, a global professional association driving excellence in research, insight and data. She has been working in the field of data analytics for over two decades. Her passion is bringing data to life with powerful curation and storytelling. She has been at the helm of global insight functions across FTSE 100 businesses, drawing on her experience and skills in using insights to shape and drive business and marketing strategies and product innovations. She is also a mentor to young female researchers through Women in Research.

In May 2021, Dr Khan was awarded the accolade of being one of the UK's 20 top most inspirational women in Data & Technology by Women in Data which is a movement and a force for change in the realm of data science and analytics.

ISBN 978-1-29-273030-1



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ISBN	9781292330020
IMPRINT	Pearson Business
256 pages	
PUB DATE	March 2024

Bulletproof

Be fearless and resilient – no matter what

Chantal Burns

SYNOPSIS

You are bulletproof. Even though it might not seem like it, the only barrier to feeling resilient and living to your fullest potential is you.

This book reveals how.

- Are you tired of being told to think positive? What if you didn't have to manage your emotions or wear your 'game' face?
- Do you ever feel like the odds are stacked against you or that you're running on empty?
- What if you could stop trying to improve yourself and spend more time being yourself? And get off the endless hamster wheel of self-improvement?

The truth is that it doesn't matter what state of mind you're in you can function brilliantly whatever.

This book will reveal the best kept secret about the true nature of resilience and how the realisation of one simple truth will show you why every human being is bulletproof inside.

ABOUT THE AUTHOR

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



ISBN 978-1-29233-002-0



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RIGHTS SOLD

BULGARIAN, CHINESE
SIMPLIFIED, CHINESE
TRADITIONAL, CZECH,
ITALIAN, SPANISH

The 9 Types of Difficult People

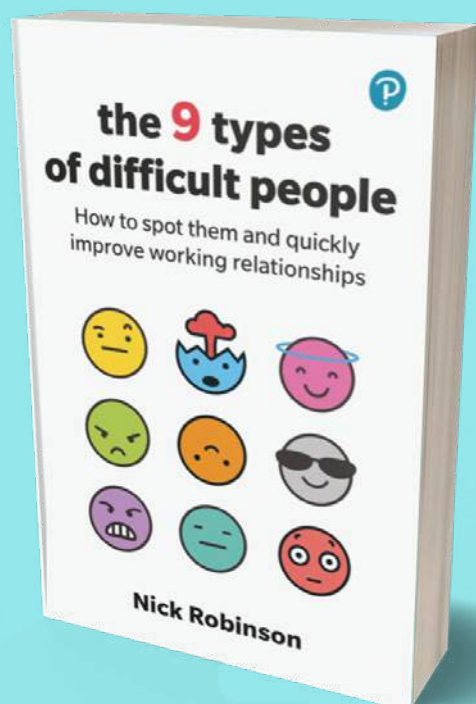
How to spot them and quickly improve working relationships

Nick Robinson

SYNOPSIS

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

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



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



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



ABOUT THE AUTHOR

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



The Rules Series

The International Bestselling Rules Books
Over 3 million people around the world have enjoyed and now play by Richard Templar's Rules



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9781292432120

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The Rules of People 2e

9781292441146



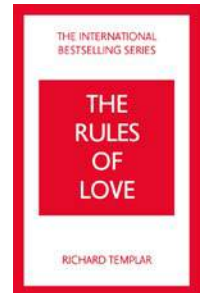
The Rules of Life 5e

9781292435619



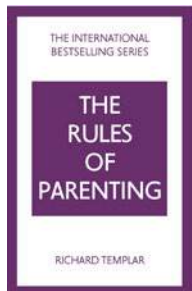
The Rules to Break 4e

9781292441177



The Rules of Love 4e

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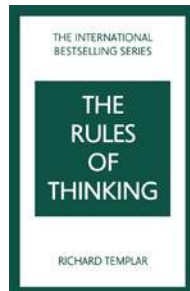
The Rules of Parenting 4e

9781292435770



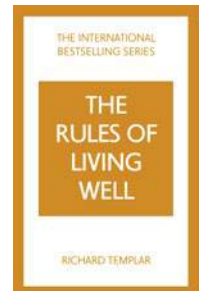
The Rules of Wealth 5e

9781292441115



The Rules of Thinking 2e

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The Rules of Living Well 2e

9781292435640

➤ OVER 50 LANGUAGES SOLD WORLDWIDE

➤ NEW FOR 2025: THE RULES OF SUCCESS

The Rules of Success

Richard Templar

SYNOPSIS

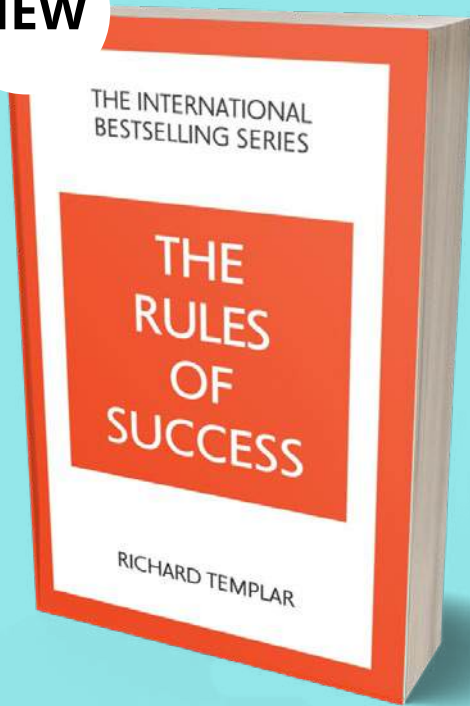
Some people seem to make a success of everything they turn their hand to. Their lives run smoothly, there seem to be no obstacles in their way, and they're in control of their destiny. They get along with everyone, they always have plenty of money, their careers are thriving, they seem happy and fulfilled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

NEW



ISBN	9781292474748
IMPRINT	Pearson
256pp 216 x 138mm	
PUB DATE	May 2025

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*.

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.

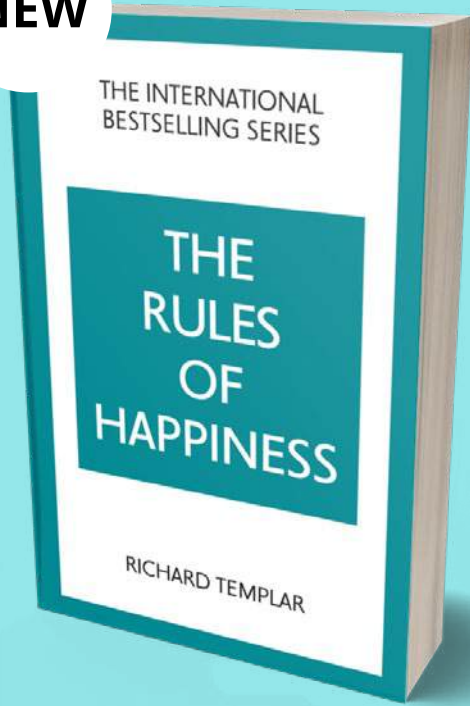
These are the Rules that will help you to see the most positive side of life, stay upbeat and learn the power of contentment. With common-sense advice covering creativity, responsibility, confidence, mindfulness, the soul, time, connecting, health, giving and curiosity, you'll find a spring in your step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

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

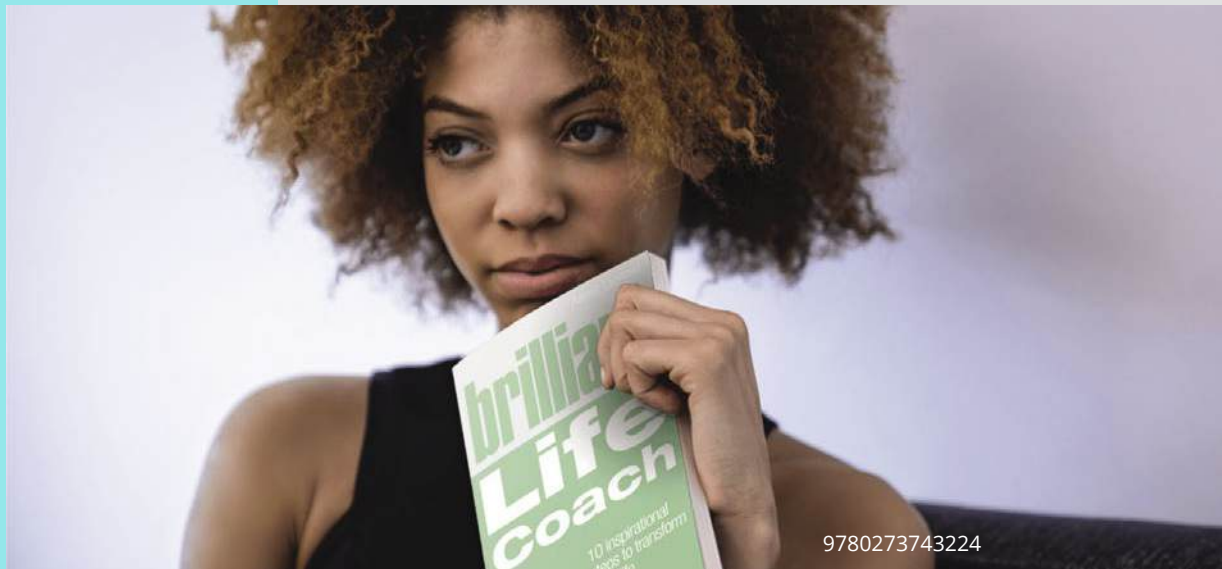
ABOUT THE AUTHOR

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



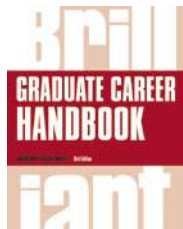
ISBN	9781292479514
IMPRINT	Pearson
256pp 216 x 138mm	
PUB DATE	January 2026



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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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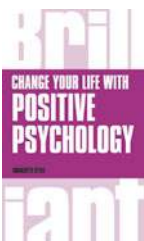
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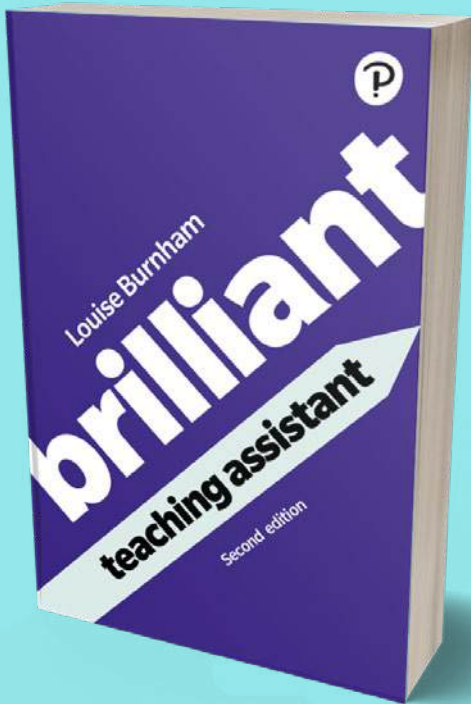
Brilliant Selling

9781292139012

Brilliant Teaching Assistant

2nd Edition

Louise Burnham



ISBN	9781292460833
IMPRINT	Pearson Business
240 pages	
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

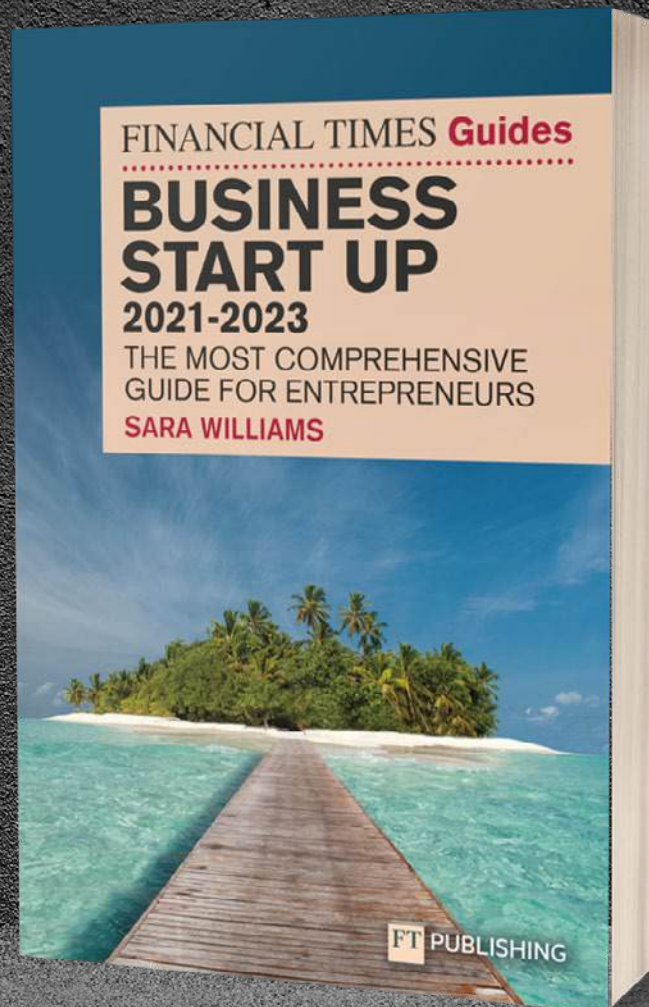
Louise Burnham is a teacher, assessor and qualifications developer. She has worked in education for thirty years, both in primary schools and further education colleges. Her roles in schools have included senior management as EYFS manager as well as that of SENDCo. She led teaching assistant training 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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Financial Times Guides

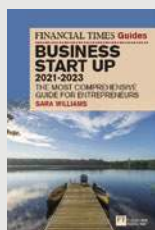
Everything you need to know about a big subject



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**Business Start Up
2021/23 Edition**

9781292408378



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for Retirement**

9781292129297



Investing

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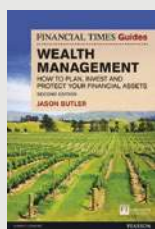
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Pages**

9780273727873



Management

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Wealth Management

9781292004693



**Exchange Traded Funds
and Index Funds**

9780273769408



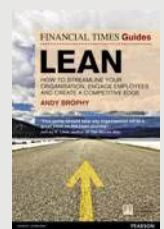
Technical Analysis

9780273751335



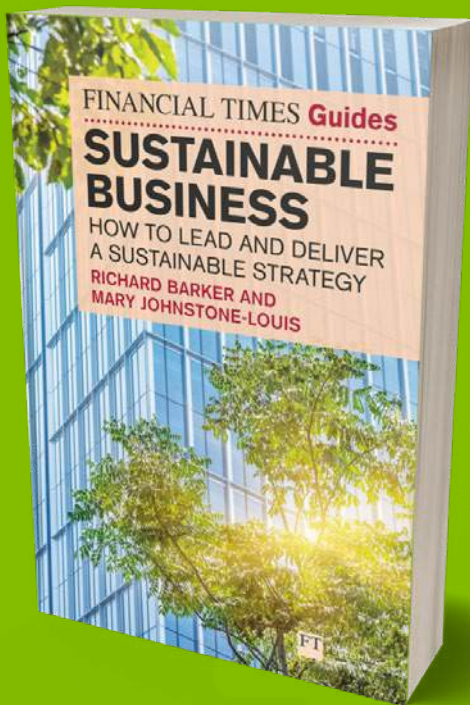
Strategy

9780273745471



Lean

9780273770503



ISBN	9781292435589
IMPRINT	FT Press
272 pages 210 x 140mm 390g	
PUB DATE	June 2025

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.



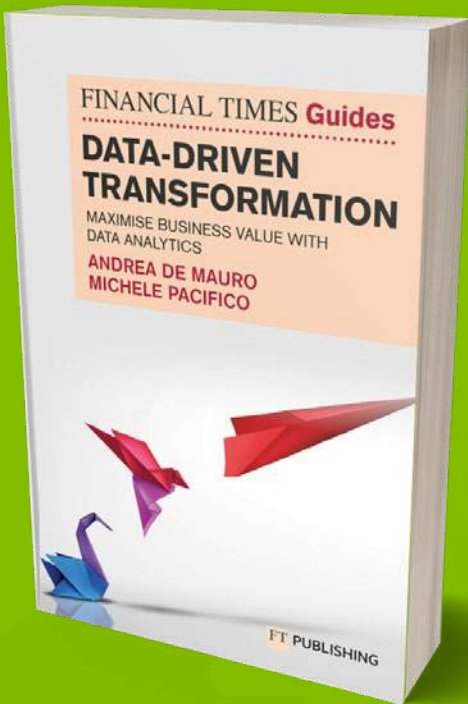
Featured in the Pearson Business Book Club. **Scan the QR code to watch a recording of the session**



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.



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.



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FT PUBLISHING

The Financial Times Guide to Mentoring

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

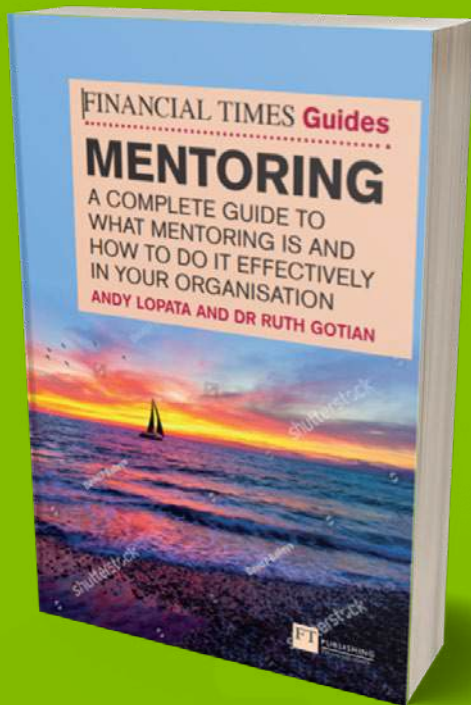
Andy Lopata and Ruth Gotian

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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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.

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