Who is Kogan Page?

Kogan Page is a leading independent business book publisher, publishing content from global business experts on the trends and topics shaping business today. Recognized as Digital Publisher of the Year 2020, Academic & Professional Publisher of the Year 2019 and awarded the International Achievement Award at the Independent Publishers Guild (IPG) Awards, we are committed to accessibility standards and deliver the highest quality content from authors who are leading experts in their field.

We publish content across a broad range of subject areas within business:
- Business & Management
- Human Resources, Learning & Development
- Marketing & Communications
- Logistics, Supply Chain & Operations
- Skills, Careers & Employability
- Kogan Page Inspire
- Risk & Compliance
- Accounting, Finance & Banking

Translation rights

Our Rights team actively works to promote and license translation rights to a network of international publishers through all major book fairs including London, Beijing and Frankfurt, and to rights buyers through email campaigns and digital channels. We have secured translation rights for our books in over 50 languages including Chinese, Vietnamese, Russian, Japanese, Dutch, Greek, Thai, Spanish, Portuguese, Italian, Ukrainian and Korean.

What’s important to us?

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We are proud to have partnered with Carbon Neutral Britain to calculate and offset Kogan Page Ltd’s carbon footprint. In July 2021, our internal efforts led us to become certified as a Carbon Neutral Business. We also partner with suppliers and vendors who follow sustainability guidelines and processes.

Diversity

We take action to ensure we are a diverse and representative organization. We are an active member of the Independent Publishers Guild Diversity and Inclusivity Action Group, we support the Publishers Association Inclusivity Action Plan, partner with Creative Access to support under-represented groups entering the creative industries, and monitor representation across our staff and authors.

Accessibility

We are one of few publishers globally to receive the Global Certified Accessible accreditation and ASPIRE verification service gold rating. This certification is the gold standard for accessible publications within the industry. Testament to our work in creating accessibility in digital textbooks, we also achieved the BIC Excellence Plus award, were a finalist for the DAISY Award for Accessibility in Publishing and were awarded the IPG Digital Publisher of the Year Award 2020.

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How To Be a Digital Nomad
Build a Successful Career While Travelling the World

This book

• Provides practical insights that guide the reader through the steps, considerations and factors of embarking on a digital nomad experience.
• Offers an engaging overview of how digital nomadism has become a global phenomenon, providing insights into the opportunities and benefits of this unique lifestyle.
• Is written by an experienced digital nomad and features engaging interviews from a wide range of other successful digital nomads, who are pursuing flexible careers as freelancers, entrepreneurs and professionals.

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Introduction: So you want to be a digital nomad?
1 Getting started
2 Different approaches
3 Making and saving money abroad
4 International travel debunked
5 Preparing to set sail
6 So, where to?
7 The emotional rollercoaster
8 When things go wrong
9 Digital nomadism: A lifestyle or a phase?

Keynote

With practical insights and travel advice, this book is all you need to become a digital nomad. Discover the opportunities and adventures that await you with How to Be a Digital Nomad.

Description

You don’t need to sacrifice your career to travel the world. Join the 35 million digital nomads who are living, working and exploring to the fullest.

With this book, discover the incredible opportunities of digital nomadism and learn how you can travel the world while also sustaining a successful work-life balance. How to Be a Digital Nomad gives you everything you need to build a successful career on your terms.

This book is both a practical guide and an insightful exploration of this unique lifestyle. It includes interviews with a diverse range of remote workers, telling stories that span five decades of digital nomadism, and highlights the unique opportunities this lifestyle offers you and your career. Whether you’re looking for a few months away, a working gap year or an entirely new lifestyle, this book will show you how you can take control of your career while travelling the world.

Author Information

Kayla Ihrig is the founder and CEO of Writing From Nowhere, through which she consults on digital nomadism, building online skills and social media marketing. In 2017, she booked a one-way flight and left her job working at an architecture firm.

Ever since, she has been a digital nomad, building a successful career while travelling the world. She has appeared in Yahoo! Finance, Go-Daddy and The Offbeat Life. She spends many months travelling, but she is based in Groningen, Netherlands.
This book
- Offers 52 practical and varied insights that you can use to improve and maintain your wellbeing at work and beyond
- Is written by a leading wellbeing expert who has worked extensively to improve wellbeing for both individuals and leading organizations including Amazon, Microsoft and Dyson
- Includes insights that are backed by psychological research and that can be applied to any work life or career, from graduate employees to CEOs

Keynote
Lead a more fulfilling work life with 52 inspiring insights for improving your wellbeing throughout the year.

Description
There’s one thing that’s more important than productivity and promotion: your wellbeing. Discover how you can lead a fulfilling work life with 52 inspiring insights, one for every week.

Too often, a busy and competitive work life can distract us from focusing on our wellbeing and mental health. 52 Weeks of Wellbeing is packed full of practical and accessible tips that you can incorporate into your everyday life, leaving you healthier and more fulfilled.

Ryan Hopkins has vast experience of offering ground-breaking wellbeing insights and tips to individuals and organizations across the world. This book distils his insights, which are backed by psychological research and inspiring stories of success. From unconventional concepts such as Kintsugi to the power of digital detoxes, begin your journey towards a more fulfilling work life with 52 Weeks of Wellbeing.

Author Information
Ryan Hopkins is a leading wellbeing consultant who specializes in improving mental health, productivity and happiness at work. He has worked with global organizations including Microsoft, Salesforce and Dyson to transform the wellbeing and productivity of their workforce.

His popular 'Toilet Break Wellbeing' video series has helped thousands discover new ways to improve their wellbeing. He is the host of the Audacious Goals Club podcast, in which he interviews inspiring guests about their achievements. He is based in London, UK.

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2. Reducing the noise
3. Improving communication
4. How to say no
5. Self compassion
6. Giving thanks
7. Touching base
8. Small, smart choices
9. The non-negotiables
10. Getting into nature
11. Escape the comfort zone
12. The negativity bias
13. The concept of hygge
14. Focus on what matters
15. Your authentic self
16. The power of routine
17. Kintsugi
18. Why wait?
19. Cosmic insignificance
20. The joy of missing out
21. Pay it forward
22. You hold the pen
23. Solitude
24. Disconnecting from technology
25. Separating emotions from thoughts
26. Email apnea
27. Compound interest
28. Cornerstone habits
29. Wonder and curiosity
30. No complaints
31. You can’t do everything
32. Your personal narrative
33. Distraction
34. Rest ethics
35. Eudaimonic wellbeing
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38. Day-to-day structure
39. The pareto principle
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41. Seasonal affective disorder
42. Little and often
43. Building resilience
44. The art of doing nothing
45. Askida ekmek
46. The sore spot
47. Oubaitori
48. The odds are stacked
49. Dealing with negativity
50. Positive thinking
51. Stepping away from work
52. Gaining perspective
53. Conclusion
This book
• Features original psychological research and interviews with leading professionals, academics and experts
• Offers an in-depth exploration of how you can navigate your work life, improve your skills and self-confidence and reach your fullest potential
• Is written by a renowned psychologist, mediator and thought leader who brings a combination of first-hand academic and corporate insights and expertise to the book

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2. Knowing when to go
3. Planning and uncertainty
4. Don’t burn the bridge
SECTION TWO: Reinventing yourself
5. From follower to leader
6. From imposter to player
7. From setback to success
SECTION THREE: From stuck to unstuck
8. Facing the obstacles
9. Build your support network
10. Conclusion

Keynote
Discover the psychological insights, strategies and opportunities that will allow you to Reinvent Yourself and reach your full potential.

Description
We are all striving towards a fulfilling and rewarding career and work life. Discover the psychological insights that will unlock your talent, build your confidence and allow you to develop a versatile mindset.

You deserve a career that allows you to harness your skills, build your network and lead a rewarding and satisfying life. In Reinvent Yourself, Susan Kahn offers original psychological insights and strategies that will show you how to focus your efforts, build your network and navigate any challenge in your work life.

Drawing upon both psychological research and first-hand stories from a diverse range of experts, businesspeople and academics, this book is a call-to-action for you to overcome any doubts and pursue a rewarding and freeing career path. Build your influence and unlock your talents through the illuminating insights, strategies and stories from Reinvent Yourself.

Author Information
Dr Susan Kahn is a business psychologist, coach and consultant. As a coach, she works with individuals and their organizations to help them develop and enhance their authentic leadership style. She is also a lecturer at Birkbeck, University of London, teaching coaching and organizational psychology, and is a faculty member at the School of Life working with businesses to develop their emotional intelligence. She is based in London, UK.
This book

- Includes insights that are based on first-hand research conducted with an international array of female business leaders, from the USA and Canada to Italy and France.
- Explores the ongoing inequalities and unique barriers that women in leadership face before offering unique and practical strategies for overcoming them.
- Is written by three leading global business professors, who bring decades of academic and corporate expertise to the book alongside their lived experiences as hugely successful female leaders.

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1 Unlocking the key to innovation
2 Courage: building confidence and ambition
3 Career: what does success mean?
4 Compromise and conflict
5 Change and creativity
6 Connections, networks and relationships
7 Champions and career mobility
8 Compass and caring
9 Conclusion

Keynote

Improve your leadership skills and Take the Lead as a female business person through fascinating research, inspiring interviews and groundbreaking insights on self-improvement.

Description

The business world is in need of more powerful and insightful female leaders. Discover the strategies and inspiration you need to Take the Lead.

Only 26% of leadership positions in business are occupied by women. This book explores how we can close this prevailing gender gap before offering practical strategies on how you can Take the Lead as a business leader. Combining academic rigour with corporate expertise, this book features first-hand research and interviews with global female leaders within organizations including Morgan Stanley, HSBC, Google and PwC to offer the strategies and insights that will propel you to success.

From managing conflict and building confidence to growing your network and shaping your career, Take the Lead offers the strategies and inspiration you need to boost your leadership skills and establish yourself as a successful and influential changemaker.

Author Information

Dr Shaheena Janjuha-Jivraj is an Associate Professor at HEC Paris in Qatar and is based in Doha, Qatar. She was previously Associate Professor at Henley Business School.

Professor Anne-Valérie Corboz is Associate Dean and Professor at HEC Paris Executive Education, specializing in strategy and leadership. She is based in Paris, France.

Delphine Mourot is the Director of HEC Paris in the UK. She is also an executive coach, specializing in career transitions and diversity. She is based in London, UK.
**Taming the Machine**

Ethically Harness the Power of AI

**This book**

- Uncovers how AI has become a unique tool which, when used effectively, can improve your productivity, creativity and innovation in your working life
- Demystifies the mechanisms behind AI and other technologies, clarifying how these technologies are developing, how they can be ethically used and what the future may hold
- Is written by an AI expert with extensive expertise and experience in the academic, governmental and corporate worlds

**Keynote**

Demystify AI and discover how it can improve your productivity and innovation at work with *Taming the Machine*, an accessible and comprehensive insight into the practical mechanisms, ethics and potential of AI.

**Description**

AI has huge potential to improve our productivity and innovation at work. *Taming the Machine* uncovers how you can tap into AI’s full potential, uncovering the mechanisms and ethics behind this technology.

This book investigates how AI can become your personal assistant, a creative spark, an editor and a research tool all at once. It explores the untapped potential of AI tools and platforms that will allow you to dramatically improve your work performance and productivity.

Written by a world-class AI expert and ethicist, the book also outlines the mechanisms and future potential of AI. Drawing upon interviews with global experts, it delves into the ethical questions and uncovers how AI technologies can develop without negatively impacting our culture and society.

Step into the future and supercharge your working life by *Taming the Machine*.

**Author Information**

**Nell Watson** is a researcher, writer, speaker and tech ethicist. She specializes in exploring how technologies such as AI and machine vision can benefit business and society while remaining ethically sound. She is an AI Singularity Expert at Singularity University and a Senior Scientific Advisor to The Future Society at Harvard. She also works as an Executive Consultant for Apple, is a prominent keynote speaker and is based in Belfast, UK.

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- Introduction
- 1 The rise of thinking machines
- 2 The sorcerer’s apprentice
- 3 AI and me
- 4 Taskmasters
- 5 Ethics and AI
- 6 AI as employee
- 7 AI and cyber security
- 8 The god machine
- 9 Beyond AI?
This book

- Offers practical tips on how readers can prevent and counteract the most prolific cyber attacks, including those which are targeted at individuals and business
- Includes fascinating stories of some of the most elaborate, insidious and impactful cyber attacks, complemented by interviews with cyber experts, insiders and hackers including Lisa Forte, Daniel Cuthbert and Brad Smith
- Is written by a global expert in cybersecurity, who offers practical and insightful guidance which is accessible to readers who are not tech-literate

Keynote

Discover the strategies, secrets and stories behind the cyber attacks that target businesses and individuals across the world and learn how you can safeguard yourself against them.

Description

When it comes to cyber attacks, everyone's a potential victim. But you don't have to be helpless against these threats.

_Hacked_ offers the knowledge and strategies you need to protect yourself and your business. In this book, cybersecurity expert Jessica Barker uncovers how hackers are weaponizing cutting-edge tactics and technologies to target individuals and organizations, before showing how you can safeguard yourself against any potential attacks and how to react if you do become a target.

Featuring expert commentary from world-leading cybersecurity experts and ethical hackers, this book uncovers the fascinating stories of the most insidious and notorious cyber attacks, including how the Mirai malware almost took down the internet and how a supply chain attack infiltrated the US government and other global institutions.

From social engineering and data theft to ransomware and Distributed Denial-of-Service (DDoS) attacks, there are numerous strategies that hackers use to target our finances and data. Uncover their secrets and learn how to safeguard your data with _Hacked_.

Author Information

Jessica Barker is the co-founder and co-CEO of Cygenta, a leading consultancy which advises businesses such as Mastercard, Microsoft and Cisco on their cybersecurity and cyber risk. She is also a prominent thought leader on the topics of cybersecurity and cybercrime and was named as the ‘Cyber Citizen of the Year 2022’ by the National Cyber Awards. She is the author of _Confident Cyber Security_ (also published by Kogan Page). She is based in London, UK.
This book

- Invites the reader to take a new groundbreaking approach to their working life: one which encourages productive and innovative thinking while also prioritizing wellbeing and satisfaction
- Draws upon psychological insights and inspiring stories of success from a diverse range of business leaders, experts and entrepreneurs
- Is written by a world-renowned psychologist and wellbeing consultant, who draws upon both his expertise and lived experiences to provide inspiring and insightful strategies and guidance

Keynote

It seems that burnout and overwork are almost inevitable in today’s competitive work landscape. But there is an alternative: Find Your Pace and rediscover the joy of leading a rewarding and satisfying career.

Description

Modern working life is fast-paced, hectic and competitive. Rather than overworking and risking burnout, learn how you can lead a rewarding and satisfying career by finding your pace and defining your own success.

Leading psychologist and wellbeing expert Lee Chambers has found his success not by overworking within the competitive, fast-paced business world, but by taking an alternative path: one that embraces uncertainty, prioritizes wellbeing and is defined by purpose. With Find Your Pace, discover how you can do the same. Through inspiring interviews and case studies, the book uncovers how you can adopt a mindset and approach that leads to a fulfilling and innovative career.

Spanning psychology, business thinking and wellbeing, this book invites you to completely rethink your outlook on personal development and career progression. It offers fascinating insights on how you can break out of a competitive mindset and break free of external pressures. Build your confidence, reclaim your career and Find Your Pace.

Author Information

Lee Chambers is an entrepreneur, psychologist and Founder and CEO of Essentialise Workplace Wellbeing. He is an expert on workplace wellbeing, productivity, resilience and diversity and has worked with PwC, ACC, Qoppa, PLP and WW. He is a Psychology Mentor at Migrant Leaders and the Director and Co-Founder of Wellbeing Lancashire.

Drawing upon his personal experience for his insights on mental resilience and wellbeing, Chambers is widely recognized as a prominent thought leader and speaker. He is based in Preston, UK.
This book

• Explains why only those who have a real understanding of how risk works will succeed in business
• Shows why some apparently successful businesses were built on taking excessive risk and were always likely to end in disaster
• Features interviews and case studies from business leaders including Martha Lane-Fox, Nicholas Taleb and Andre Lacroix as well as Formula 1 champions, skydivers and members of the NFL
• Is written by award-winning journalist who has interviewed some of the world’s leading business executives, financiers and sports people

Keynote

Play the risk game to your advantage by learning from successful business leaders, entrepreneurs and individuals who took a risk, and won.

Description

Success requires taking a risk, or two. But have you ever bet the house on a seemingly good idea for it to become a bad business decision?

Risk isn’t just about being risky and having a blasé attitude to responsibility. It’s about understanding risk more broadly - from the level of risk involved in a decision and how to reduce it, to the difference between short-term and long-term risk.

Based on fifteen years researching and interviewing leaders from around the world, including Baroness Martha Lane Fox, Andre Lacroix, Ed Smith, Ayrton Senna from Formula 1 and more, journalist Graham Ruddick, has found that there’s a pivotal trait leaders have when it comes to success: they understand risk.

Join icons from the worlds of business, finance, journalism and sport who know how to make risk work for them and push the boundaries so you can elevate your business.

Author Information

Graham Ruddick is the editor and founder of the Off to Lunch newsletter and Business Studies podcast.

He has been Retail Editor at the Daily Telegraph, Media Editor and then Senior Business Reporter at the Guardian and from 2018 to 2022 he was Deputy Business Editor at The Times.

He was shortlisted for business and finance journalist of the year at the Press Awards in 2019 and is based in London, UK.
Female Founders
Business Lessons from Women in Technology

This book

• Provides a practical, interesting resource showing women how to position their business, get access to finance and lead a groundbreaking technology start-up
• Is written by Anne Boden, founder of award-winning challenger bank, Starling
• Features case studies and interviews with successful women tech founders including June Angelides of Mums in Tech, investor Deepali Nagia of Alma Angels, regulator Jan Puntis of Slaughter and May, Emma Sinclair of EnterpriseAlumni and Check Warner of Ada Ventures

Keynote

Female Founders brings together the voices of female business role models so you can truly hear what it takes to build a billion dollar business.

Description

How do female technology entrepreneurs overcome hurdles, redress power imbalances and reach coveted technology unicorn status?

High growth enterprises and tech unicorns are those companies with a value of more than £1 billion. But building a unicorn is not an easy task. And its even more difficult for female-led enterprises than it is for male-led start-ups.

Female Founders brings together the experiences of the leading women tech entrepreneurs and VC investors. In this book these successful businesswomen share their thoughts on every aspect of launching a high-growth business, from coming up with a unicorn-worthy idea, through to building a multi-talented team to winning investment. Their tales of success and failure are drawn together by commentary and insightful analysis by award-winning technology founder and architect of Starling Bank, Anne Boden, creating an easy-to-follow guide for any female tech founder.

Rather than talking about who might be the next Bezos, Gates or Jobs, Female Founders tells the true stories of those women who are guaranteed to inspire and help the next generation of female entrepreneurs.

Author Information

Anne Boden, based in London, founded Starling Bank in 2014, after a distinguished 30 year career in financial services. She led Starling from its early days as a fast-growing fintech start-up to become a leading bank. She stepped aside as CEO in June 2023, but remains on the Board.

She is widely considered as a thought-leader in the fintech sector. She was awarded an MBE for services to fintech in 2018 and is chair of the government’s Women-led High-growth Enterprise Taskforce. She also sits on the Business Advisory Council of the Mayor of London. She is the author of The Money Revolution, published by Kogan Page.
This book

- Features practical advice on over 100 leadership skills plus tips, exercises and examples
- Allows you to create your own personalized formula with different learning pathways throughout the book
- New to this edition: updated throughout and crucially addresses the deep changes in the workplace accelerated by permanent hybrid working and the challenges of AI
- Is written by award-winning author, Jo Owen

Keynote

Master the essential skills that have the power to unlock your leadership effectiveness with the updated handbook from award-winning author, Jo Owen.

Description

Featuring everything you need to know about being an effective leader, The Leadership Skills Handbook will help you develop signature strengths and accelerate leadership success.

The Leadership Skills Handbook gives you the 100 essential tools you need to be an outstanding leader. Taking you beyond just theory, it shows you what works in real life, in a concise, easy-to-follow format. Based on research from over a thousand leaders around the world, from the public, private and voluntary sectors, it identifies the key practical skills that will make you even more successful.

Thoroughly updated to take into account the permanent move to remote and hybrid working and the challenges raised for leadership by artificial intelligence (AI), Jo Owen shows you how you can learn to disagree well, the best ways to get things done, develop your human and political skills in an increasingly AI world and explains how leaders can add value to any organization.

Learn how to become the leader that people want to follow with The Leadership Skills Handbook.

Rights Sold

Arabic, Chinese simplified, French, Italian, Greek, Russian, Turkish

Author Information

Jo Owen is a best-selling and multi-award-winning leadership author, keynote speaker and social entrepreneur. He is a founder of eight charities, including the UK’s largest graduate recruiter Teach First. His books The Mindset of Success, Myths of Leadership and Management Stripped Bare, also published by Kogan Page, have been translated into eight different languages.

Jo Owen is the first person to win the Chartered Institute of Management Gold Award four times for four of his books. He is based in London UK.
You Can’t Make Money From a Dead Planet

The Sustainable Method for Driving Profits

This book

• Outlines that business is both an engine for good as well as an engine for growth
• Illustrates that sustainability can be a driver for innovation and not just a ‘need to do’
• Includes case studies from sustainability change-makers
• Develops a unique toolkit to apply to your own business, irrespective of sector
• Shows businesses if they want to attract and retain the best talent in the world then they need to have a clear, demonstrable and honest purpose

Keynote

Learn how to make your business more sustainable while not sacrificing growth, profits and innovation.

Description

Doing good is no longer a luxury or a ‘nice to have’, it’s a necessity.

While businesses, both big and small, have undoubtedly caused the majority of our environmental and sustainability problems, they are also the only thing that can solve these issues at scale. You Can’t Make Money from a Dead Planet looks at the challenges we face and shows how business needs to change in order to be the driver of the solution.

Bestselling author and sustainability strategist Mark Shayler explains why there is no contradiction between being profitable and doing the right thing for the planet and doing the right thing for your customers. Providing the insights, the enthusiasm and the tools to align your business with sustainability, it blends explanations of the challenges that we face, with stories from those businesses that have excelled in sustainability.

Exploring current sustainability approaches and trends including net-zero, circular economy, ESG, B-Corps, zero waste and environmental management systems, You Can’t Make Money From a Dead Planet explains, debunks and helps you navigate the sustainable agenda while growing your business.

Author Information

Mark Shayler works with businesses and corporations to reduce their environmental impact and his clients include Coca-Cola, Nike, Bacardi, WPP, Samsung Electronics Europe, Welsh Water, Hiiit Denim and Novatech. He is a founding partner of the Do Lecture series and is a Visiting Fellow in Sustainable Design at Loughborough University. He lives near Leicester, UK.
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  Invest in your mental wellbeing and satisfaction at work
  9781398610316 • £12.99

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  The leaders who are changing our world
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  By Neil Mullarkey
  Build your confidence, communication and creativity at work
  9781398610767 • £12.99

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  By Solitaire Townsend
  How businesses can fix the future
  9781398609327 • £9.99

koganpage.com
Discern a way forward through industry disruption and volatility, and devise a high-growth strategy that will ensure your business thrives and outperforms its competitors.

Rebecca Homkes is a high-growth strategy specialist, Lecturer at the London Business School and Director at the Strategic Management Centre in London. Formerly a Fellow at the White House’s President’s Council of Economic Advisors in Washington DC, she is an in-demand speaker and has directed the McKinsey & Co and LSE Centre for Economic Performance Global Management Project since 2007. She writes for the Harvard Business Review, Bloomberg Businessweek, Fortune, and Forbes. She is based in Miami, Florida and London, UK.

Uncover the success stories and strategies behind 21 of the world’s most fascinating and influential business leaders.

Sally Percy is a freelance journalist, editor and author specializing in the business and finance sectors. She is the editor of Edge, the official magazine of the Institute of Leadership & Management, and is a contributor to Forbes. She frequently makes radio appearances and writes for a number of publications including The Telegraph, The Times, Accounting and Business, CFO World, Economia and Financial Risks Today. Sally is based in London, UK.

Upgrade your career and organization with this handbook offering expert guidance on the business analysis role, supported by tools and templates.

Helen Winter has over 20 years’ business analysis experience, having worked as a consultant on large-scale transformation programmes within the financial services, regulation, insurance and utilities sectors. She is an active volunteer for IIBA (International Institute of Business Analysis) and the founder of Business Bullet, an online magazine promoting business analysis and providing guidance for professionals. She is based in Wolverhampton, UK.

Unlock your full potential and uncover new innovative skills through this comprehensive and engaging guide to leadership success.

Wayne Clarke is Founding Partner of both the Global Growth Institute and the World Class Manager online programme. He has provided leadership guidance to over 700 CEOs and 25,000 managers across the world and has been recognized as one of the "Top 10 most influential thinkers" by HR Magazine. He is also a visiting lecturer on the MBA and International Business Masters programme at Bayes Business School. As a consultant, he has worked with major organizations such as the BBC, the UN, HSBC and UCL. Wayne is based in London, UK.

Rights Sold: Italian, Thai
Navigate the practicalities of building and nurturing a data culture that is right for your organization with this hands-on guide.

Shorful Islam is CEO of Be Data Solutions, Founder of Subatomic Analytics, Chief Data Scientist at Tribal Worldwide and Data and Behavioural Science Advisor to OutThink. With over 20 years of experience, Islam has helped some of the world’s largest companies with their data strategies and has led data analytics teams at a wide range of organizations. Islam is experienced in building data cultures within organizations, allowing data analysts and data scientists to thrive. He is based in London, UK.

Learn how to design and operationalize a responsible AI strategy for your organization with this guide for business leaders, covering its strategic, operational and technical bases.

Olivia Gambelin is a leading AI ethicist who specializes in the practical application of ethics to technological and artificial intelligence innovation. She is the founder of Ethical Intelligence, an AI ethics advisory firm. Gambelin works directly with business leaders on the operational and strategic development of responsible AI, has advised multiple organizations on utilizing ethics as a decision-making tool and also advises on AI policy, governance and regulation. Gambelin is based between San Francisco, USA and Brussels, Belgium.

Design and execute a competitive strategy for your organization that ensures that value creation is focused on the customer segments most integral to business success.

Rupert Morrison is an industry leader and entrepreneur in data-driven business. He is the founder and CEO of Arahi and was previously the CEO and co-founder of Concentra Analytics. He is the author of Data-Driven Organizational Design and Organizational Planning and Analysis, both published by Kogan Page, and is based in London, UK.

Jon Andrew is co-founder of Arahi. He has over 30 years’ experience in value creation, working alongside CEOs and management teams, and is based in London, UK.
Get your business involved in the metaverse and learn how to build your company’s presence within Web3. Engage with emerging case studies from prominent brands and see the benefits of the metaverse first-hand.

Chris Duffey spearheads Adobe’s Creative Cloud strategic development partnerships across the enterprise space. Based in New York City, New York, Duffey serves on the Board of Directors for Association of National Advertisers New York (ANA NY) and the Consumer Technology Association’s (CTA) Board of Industry Leaders. He has been featured in The Wall Street Journal, The Guardian, Adweek, New York Post and Business Insider. Duffey is the author of Superhuman Innovation, also published by Kogan Page.

Rights Sold: Chinese simplified, Portuguese, Turkish

Learn how to initiate and manage a corporate venturing programme successfully to realize financial and strategic growth for your organization.

Dietmar Grichnik is Director of the Institute of Technology Management at the University of St. Gallen, Switzerland.

Manuel Hess is Assistant Professor at the Global Centre for Entrepreneurship and Innovation, University of St. Gallen, Switzerland.

Jana Reuther is Research Associate at the Chair for Entrepreneurship at the University of St. Gallen, Switzerland.

Alexander Stoeckel is Director of Venture Capital at Philip Morris International in Lausanne, Switzerland.

Michael Hilb is a board member and professor at the University of Fribourg, Switzerland.

Rights Sold: Arabic, Korean

Learn how to prioritize threats, implement a cyber security programme and effectively communicate risks.

Christopher J Hodson is Chief Information Security Officer (CISO) at Contentful, a software development company offering a content platform for digital-first businesses. Based in Reading, UK, he has 18 years’ experience across the financial, retail, energy and media industry sectors and was previously CISO, EMEA at Tanium and CISO, EMEA and Data Protection Officer at Zscaler. He is a Curriculum Advisor, speaker and writer for the CompTIA Cybersecurity Advisory Board and a Guest Lecturer at Royal Holloway, University of London.

Delve into the inner workings of the cyber criminal mind and how to defend against their attacks with this strategic deep dive into the human side of cybersecurity.

Sarah Armstrong-Smith is recognized as one of the most influential women in cybersecurity and UK tech, with over 20 years’ experience delivering and advising C-suite leaders on large scale business and ICT continuity, cybersecurity, data protection and resilience programmes. She is Chief Security Adviser at Microsoft and has previously held roles at EY, Fujitsu, AXA and the London Stock Exchange Group. She is based in Bath, UK.
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koganpage/confident-series
**Armstrong’s Essential Skills for People Professionals**
A Complete Guide for HR Practitioners
Michael Armstrong
1e, May 2024, 256pp
*Paperback:* 9781398614765 £26.99
=Ebook:* 9781398614789 £26.99
*Hardback:* 9781398614772 £80.00
*Band:* Professional/Academic
*Subject:* Human Resources Management

A complete guide to the skills needed for a successful career as a people professional.

Michael Armstrong is the UK’s bestselling author of HRM books. With over a million copies sold, his books have been translated into 21 languages. Based in London, UK, he is managing partner of E-Reward and was previously a chief examiner of the Chartered Institute of Personnel and Development (CIPD). He is the author of many HR titles including *Armstrong’s Handbook of Human Resource Management Practice* and *Armstrong’s Handbook of Performance Management*, all published by Kogan Page.

**Sustainable Human Resource Management**
Using HRM to achieve long-term social, environmental and business goals
John Opute
1e, Feb 2023, 344pp
*Paperback:* 9781398606494 £39.99
*Hardback:* 9781398606715 £125.00
*Band:* Professional/Academic
*Subject:* Human Resources Management

Use this practical textbook to understand what sustainable HRM is, how to implement it and what the benefits are for employees, organizations, the environment and society.

Dr Rafal Sitko is the Global Coordinator for a postgraduate course Sustainable HRM at Heriot-Watt University. He is also the Programme Director for the MA in International Business Administration and is an Assistant Professor in Business Management. Based in Dubai, he has more than 10 years’ teaching and research experience in different areas of human resource management.

**Research Methods in Human Resource Management**
Investigating a Business Issue
Valerie Anderson, Rita Fontinha, Fiona Robson
5e, Apr 2024, 504pp
*Paperback:* 9781398610163 £49.99
=Ebook:* 9781398611092 £49.99
*Hardback:* 9781398611108 £165.00
*Band:* Professional/Academic
*Subject:* CIPD

Use this essential handbook to develop the knowledge and skills needed to successfully complete a research project.

Valerie Anderson, Chartered MCIPD, is Reader in HRD at University of Portsmouth with extensive HRM and HRD management and consultancy experience.

Rita Fontinha is a Lecturer of International Business and Strategy specializing in Strategic and International HRM at Henley Business School.

Fiona Robson, Academic FCIPD is Head of Discipline for Business Management and Joint Programmes at AFG College in partnership with the University of Aberdeen. She is based in Doha, Qatar.

**Essentials of International Human Resource Management**
The Theory and Practice of Managing People Globally
John Opute
1e, Feb 2024, 336pp
*Paperback:* 9781398613454 £41.99
=Ebook:* 9781398613461 £41.99
*Hardback:* 9781398613478 £125.00
*Band:* Professional/Academic
*Subject:* Human Resources Management

Formulate and implement appropriate international HRM practices with this textbook that explores the impact of relevant political, socio-economic, technological and cultural issues.

John Opute is Associate Professor in International HRM at London South Bank University, UK, and Course Director of its International HRM MSc. He has over 20 years’ industry experience of general and human resources management and has held key HR positions in several multinational companies across the globe.
**Organizational Learning Communities**

Using Social Learning and Collaboration to Improve Performance

Andy Lancaster

1e, June 2024, 272pp

Paperback: 9781398615496 £31.99


Hardback: 9781398615526 £95.00

**Subject:** Learning and Development

Understand how to build and foster learning communities in your organization to drive individual employee and overall business performance.

Andy Lancaster leads learning at the Chartered Institute of Personnel and Development (CIPD) where he is responsible for the vision and creation of innovative learning solutions to support the people profession. He has more than 30 years’ experience in learning and organizational development in commercial, technological and not-for-profit organizations. Based in Windsor, UK, he is a regular conference speaker and industry writer and is the author of Driving Performance Through Learning, also published by Kogan Page.

**Artificial Intelligence for Learning**

Using AI and Generative AI to Support Learner Development

Donald Clark

2e, May 2024, 320pp

Paperback: 9781398615663 £31.99


Hardback: 9781398615779 £95.00

**Subject:** Learning and Development

Critically assess the impact of artificial intelligence on the L&D function and understand how to use it to improve learning in the workplace.

Donald Clark has over 37 years’ experience in online learning, simulations, virtual reality and artificial intelligence projects. He was a founding member of Epic Group plc and the Founder and CEO of Wildfire Learning. He is a frequent global speaker, blogger, advisor and researcher on AI in learning and is also a Visiting Professor at the University of Derby. His books Learning Experience Design, Learning Technology and Learning in the Metaverse are also published by Kogan Page.

**Agile L&D**

A Toolkit to Improve Organizational Learning and Drive Performance

Natal Dank

1e, Feb 2024, 288pp

Paperback: 9781398613256 £31.99

Ebook: 9781398613263 £31.99

Hardback: 9781398613270 £95.00

**Subject:** Learning and Development

Understand how to use agile methods and processes to upskill and reskill your workforce in a changing world of work.

Natal Dank is the co-founder of PXO Culture, a consultancy specializing in people experience with a focus on HR and business agility. She is also the Chief HR Trendsetter at the HR Trend Institute and was named by HR Magazine as one of the Most Influential HR Thinkers of 2022. Based in Scotland, UK, she is the co-author of Agile HR, also published by Kogan Page.

**Learning Metrics**

How to Measure the Impact of Organizational Learning

Ajay Pangarkar, Teresa Kirkwood

1e, May 2024, 288pp

Paperback: 9781398615366 £31.99

Ebook: 9781398615373 £31.99

Hardback: 9781398615380 £95.00

**Subject:** Learning and Development

Use this practical guide to measure the impact of learning and development activity on employee and business performance.

Ajay Pangarkar is the co-founder of CentralKnowledge where he works with global organizations to plan, align and execute learning strategies that drive strategic change. He is an award-winning learning expert and professor at Sprott School of Business at Carleton University in Ottawa, Canada.

Teresa Kirkwood is the co-founder and Vice President, Operations of CentralKnowledge and President of its e-learning division. She develops training infrastructures and solutions that contribute directly to a company’s strategic objectives. She is based in Ottawa, Canada.
Organizational Culture
A Guide to Inclusive Transformation
Marie Carasco
1e, June 2024, 240pp
Paperback: 9781398614994 £32.99
Ebook: 9781398615007 £32.99
Hardback: 9781398615021 £95.00
Band: Professional/Academic
Subject: Organizational Development

Transform the culture of your organization and support a diverse workforce by engaging employees with community and interest-driven initiatives.

Marie Carasco is VP of Organization Development, Culture and Diversity at GitHub, a Microsoft company. She is Adjunct Professor of Human Capital Management at New York University School of Professional Studies, and Founder and Chief Social Scientist of Talent en Floré LLC, an executive coaching and organization change consulting practice based in New York City, New York.

Fundamentals of Organizational Behaviour
Principles and Applications for Improving Workplace Performance
Chia-Yu Kou-Barrett
1e, Mar 2024, 336pp
Paperback: 9781398613331 £39.99
Hardback: 9781398613355 £125.00
Band: Professional/Academic
Subject: Organizational Development

Explore the practical implications and relevance of organizational behaviour with this concise textbook that successfully bridges the gap between theory and practice.

Chia-Yu Kou-Barrett is Lecturer in Organizational Behaviour and Applied Psychology at Cranfield School of Management. Prior to this, she was an Assistant Professor in Organizational Behaviour at Smurfit Business School, University College Dublin. She has published her work in top-ranked peer-review journals, presented at a number of international conferences and co-authored several book chapters.

Neuroscience for Business Transformation
Practical Insights to Overcome Workforce Resistance to Organizational Change
Tibisay Vera, Melanie Franklin
1e, Feb 2024, 288pp
Paperback: 9781398614406 £34.99
Ebook: 9781398614413 £34.99
Hardback: 9781398614420 £115.00
Band: Professional/Academic
Subject: Change Management

This practical guide explains how to apply insights from neuroscience to overcome resistance to business change from individuals, teams and the wider organization.

Tibisay Vera is the UK Director of the Academy of Neuroscience and Education and the Founder and Director of Sparkling Performance. She designs and delivers programmes in applying neuroscience to change management and how to improve wellbeing during times of transformation.

Melanie Franklin is a globally recognized thought leader in change management, is the Director of Agile Change Management Ltd and Founder of the Continuous Change Community. She is the author of Agile Change Management, also published by Kogan Page.

Making Sense of Change Management
A Complete Guide to the Models, Tools and Techniques of Organizational Change
Esther Cameron, Mike Green
6e, Jan 2024, 544pp
Paperback: 9781398612853 £39.99
Hardback: 9781398612884 £125.00
Band: Professional/Academic
Subject: Change Management

Master the models, tools and techniques of successful change management with the sixth edition of this definitive text.

Esther Cameron is the Founder of Simple Connected Conversations, a consultancy that helps leaders and their teams shift their working paradigms to healthier, regenerative and dynamic practices to deal with change.

Mike Green was previously the Managing Director of Transitional Space, a consultancy firm specializing in change management, leadership development and coaching. He was a Visiting Executive Fellow at Henley Business School and delivered accredited programmes in change management to senior managers and change agents globally.

Rights Sold: Arabic
Discover what digital coaching can do for an organization and how to get the most out of this innovative employee development technology.

Anna Tavis, based in New York City, New York, is Clinical Professor and Academic Director of Human Capital Management Department at NYU’s School of Professional Studies. She is co-author of Humans at Work, also published by Kogan Page.

Woody Woodward, based in Washington, D.C., is Clinical Assistant Professor of Executive Coaching & Organizational Consulting at NYU’s School of Professional Studies. He is an organizational psychologist and sits on the Board of Directors of the International Coaching Federation Thought Leadership Institute.

Use the evidence-based guide to understand how to take a people-centric approach to organizational change.

Professor Julie Hodges is a leading expert on change in organizations and is currently a Professor of Organizational Change at Durham University Business School, UK. Prior to this, she worked as a business consultant for over 20 years in several profit and non-profit organizations including PwC, Vertex and the UK British Council. She is the author of Managing and Leading People through Organizational Change and Consultancy, Organizational Development and Change, both published by Kogan Page.

Design exceptional employee experience (EX) in your organization to improve motivation, engagement and productivity and drive both employee and overall business performance.

Emma Bridger is an award-winning employee engagement specialist and the Director of People Lab, an employee engagement consultancy. Based in Hastings, UK, she has designed and developed courses for many organizations such as the CIPD and is the author of Employee Engagement, also published by Kogan Page.

Belinda Gannaway is the Director of Strategy for experience design consultancy Fathom XP. Prior to this she was the Digital Transformation Culture Director at Brilliant Noise and the Account Lead at NixonMcInnes.

Rights Sold: Korean

Align staff, skills and resources to meet both the short-term goals and long-term aims of your organization with the second edition of this practical guide.

Ross Sparkman is the Head of Strategic Workforce Planning at Nike. Previously, he was the Head of Strategic Workforce Planning & Analytics at LinkedIn and GE Aviation, the Strategic Workforce Planning Leader at Devon Energy and a Senior Consultant at Deloitte Consulting where he specialized in Human Capital Strategy and Workforce Planning & Analytics. He is based in San Francisco, California.

Rights Sold: Vietnamese, Chinese (simplified)
Learn how to engage with and support equality, diversity and inclusion in the workplace with this textbook that explores contemporary topics including diversity resistance, ‘rhetoric vs reality’ and neurodiversity.

Ciarán McFadden is a Senior Lecturer in Organizational Behaviour and Human Resource Management at the University of Stirling, UK. His interdisciplinary research explores the workplace and career experiences of LGBTQ+ and neurodiverse employees, labour market discrimination and identity in organizations and has been published in numerous peer-reviewed journals and several books.

Understand how technologies such as artificial intelligence, machine learning and automation as well as analytics can improve talent acquisition and recruitment.

Bas van de Haterd is a professional speaker, consultant and trainer with a particular focus on using technology to improve recruitment. Based in Utrecht, Netherlands, he has more than 20 years’ experience and his consulting clients include Dutch Rail, Dutch Post and Twente University.

Kevin Wheeler is a HR, talent acquisition and L&D consultant specializing in advising global firms on how to improve their recruitment function. Based in Fremont, California, he is a frequent keynote speaker and industry writer.

Use data, analytics and metrics to make better HR decisions for your business.

Bernard Marr is one of the leading voices in technology and innovation. A futurist and strategic performance consultant, he has advised many of the world’s best-known organizations on their business and data strategies. A frequent keynote speaker, he also writes on the topics of data and analytics for various publications including Forbes and the Huffington Post. Bernard Marr is also the author of Data Strategy (2021) and The Intelligence Revolution (2020) published by Kogan Page.

Confidently use predictive analytic and statistical techniques to identify key relationships and trends in HR-related data to aid strategic organizational decision-making.

Dr Martin R Edwards is an Associate Professor in Management at UQ Business School, University of Queensland, Australia.

Kirsten Edwards is HR Lead for Advanced Analytics and Data Science at Rio Tinto and has over 20 years’ broad international experience in analytics, HR and management consulting, based in Queensland, Australia.

Daisung Jang has over 10 years’ experience of data analysis and is an expert on R. He is a lecturer in UQ Business School, University of Queensland, Australia.
Use this practical guide from leading voices in the coaching industry to design and implement a team of teams approach to coaching and drive organizational performance.

**Team of Teams Coaching**

*Using a Teaming Approach to Drive Business Performance*

Peter Hawkins, Salomé van Coller-Peter

1e, Mar 2024, 288pp

- **Paperback**: 9781398613959 £31.99
- **Ebook**: 9781398613966 £31.99
- **Hardback**: 9781398613973 £95.00

**Band**: Professional/Academic  
**Subject**: Coaching

**Use this textbook to gain a thorough understanding of the key concepts of reward management and the latest developments in the area.**

**Reward Management**

*Alternatives, Consequences and Contexts*

Stephen J Perkins, Sarah E Jones

5e, Feb 2024, 496pp

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- **Ebook**: 9781398612907 £49.99
- **Hardback**: 9781398612914 £165.00

**Band**: Professional/Academic  
**Subject**: CIPD

**Use this textbook to understand how and why to align people management strategies with organisational objectives.**

**Strategic People Management and Development**

*Theory and Practice*

Gary Rees, Ray French

6e, Dec 2022, 408pp

- **Paperback**: 9781398607606 £46.99
- **Ebook**: 9781398607613 £46.99
- **Hardback**: 9781398607620 £155.00

**Band**: Professional/Academic  
**Subject**: CIPD

**Use this practical guide from leading voices in the coaching industry to design and implement a team of teams approach to coaching and drive organizational performance.**

Peter Hawkins is a global thought leader in the coaching industry. He is Emeritus Professor of Leadership at Henley Business School, UK and Dean of Leadership at the European Leadership University (Amsterdam). His books *Leadership Team Coaching* and *Leadership Team Coaching in Practice* are both published by Kogan Page.

Salomé van Coller-Peter is an Associate Professor at Stellenbosch Business School, South Africa. She is also the CEO of Coach South Africa and has more than 30 years’ of coaching experience.

Gillian Watson has worked as university educator and academic leader for three decades. She has co-authored and edited several CIPD textbooks, developed many postgraduate-level business programmes and has led a variety of academic teams.

Stefanie Reissner is a Professor of Work and Organization Studies at Essex Business School, UK, researching topics such as identity, reflexivity and learning. She is a senior fellow of the Higher Education Academy and an associate academic member of the CIPD.

**Developing Skills for Business Leadership**

*Building Personal Effectiveness and Business Acumen*

Gillian Watson, Stefanie Reissner

3e, June 2023, 488pp

- **Paperback**: 9781398604964 £49.99
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- **Hardback**: 9781398604988 £165.00

**Band**: Professional/Academic  
**Subject**: CIPD

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Reimagining Luxury
Building a Sustainable Future for Your Brand
Diana Verde Nieto
1e, Jan 2024, 240pp
Paperback: 9781398613638 £31.99
Ebook: 9781398613645 £31.99
Hardback: 9781398613652 £95.00
Band: Professional/Academic
Subject: Luxury Marketing

Transform your luxury brand’s culture and practices and become authentically sustainable whilst continuing to grow. Diana Verde Nieto is the Co-founder and CEO of Positive Luxury, an ESG platform that helps luxury companies adapt and transform their business for a sustainable future. Based in London, UK, she has been trained by former USA Vice President, Al Gore at the Alliance of Climate Protection and was honoured by the World Economic Forum as a Young Global Leader. Diana Verde Nieto serves on many advisory boards, including the United Nations Department of Economic and Social Affairs.

Brand Management
Principles and Applications for Effective Branding
Jaywant Singh, Paurav Shukla
1e, May 2024, 336pp
Paperback: 9781398611580 £34.99
Ebook: 9781398611597 £34.99
Hardback: 9781398611603 £115.00
Band: Professional/Academic
Subject: Branding

Learn how to build, develop and manage brands with this applied textbook which also explores the latest developments in digital branding, brand crisis and brands’ responsibility.

Jaywant Singh is Professor of Marketing and Head of Research at the Department of Digital and Data Driven Marketing at Southampton Business School, University of Southampton, UK. His research is in the areas of branding and consumer behaviour.

Paurav Shukla is Professor of Marketing and Head of Digital and Data Driven Marketing Department at the Southampton Business School, University of Southampton, UK. His research interests include luxury branding and marketing, cross-cultural consumer behaviour, and international marketing.

Brand Building in the Platform World
How To Grow Your Brand in a Changing Digital Landscape
Tom Roach
1e, Apr 2024, 256pp
Paperback: 9781398613751 £21.99
Hardback: 9781398613775 £65.00
Band: Professional/Academic
Subject: Branding

Understand how to use platforms to effectively build your brand, driving both immediate sales and long-term growth and balancing brand and performance.

Tom Roach is an in-demand speaker and award-winning strategist in marketing and communications, based in London, UK. With over 20 years’ experience working for marketing and communications agencies, he is currently vice-president of brand planning at Jellyfish Global. He has a regular column in Marketing Week, a blog that’s required reading in the industry and has spoken at events including Google Firestarters and the IPA’s Effweek.

From Marginal to Mainstream
Why Tomorrow’s Brand Growth Will Come From the Fringes - and How to Get There First
Helen Edwards
1e, Feb 2023, 264pp
Paperback: 9781398604315 £19.99
Hardback: 9781398604339 £65.00
Band: Professional/Academic
Subject: Branding

Understand how legacy and mainstream brands from B2B and B2C through to product and service companies can successfully harness the potential of marginal behaviours for new routes to growth.

Dr Helen Edwards straddles the business and academic worlds of marketing through teaching, writing and consultancy. She is an award-winning columnist at Marketing Week, an adjunct associate Professor of Marketing at London Business School, and sits on the board of the UK Effies. She is also the author of Creating Passion Brands, published by Kogan Page and is based in London, UK.
Data Storytelling in Marketing
How to Tell Persuasive Stories Through Data
Caroline Florence
1e, June 2024, 256pp
Paperback: 9781398615038 £31.99
Ebook: 9781398615045 £31.99
Hardback: 9781398615052 £95.00
Band: Professional/Academic
Subject: Marketing Strategy & Planning

Learn how to use data more effectively to develop compelling evidence-based stories that influence, persuade and drive strategic decisions.

Caroline Florence is a trainer and coach in data analysis, insight generation and creating evidence-based narratives to drive business decisions and actions based near Cambridge, UK. As founder of Insight Narrator, she was included in the Twenty Women in Data and Tech in 2023. She was also listed in the ESOMAR Insight250 in 2021 as a global innovator in market research, data-driven marketing and insights and speaks regularly at conferences around the world on the value of insight.

How to Use Customer Data
Navigating GDPR, DPDI and a Cookieless Future
Sachiko Scheuing
1e, May 2024, 304pp
Paperback: 9781398615151 £34.99
Ebook: 9781398615168 £34.99
Hardback: 9781398615175 £115.00
Band: Professional/Academic
Subject: Marketing Strategy & Planning

Ensure your marketing is GDPR/DPDI compliant whilst navigating technological changes and optimizing customer experience with this practical and user-friendly guide.

Sachiko Scheuing is an award-winning privacy professional based in Frankfurt, Germany. She serves on the Europe Middle East and Africa senior leadership team of Acxiom, part of Interpublic Group of Companies Inc. (IPG), as European Privacy Officer. She also currently serves as the Co-Chairwoman of the Federation of European Data and Marketing (FEDMA) based in Brussels. In 2020, she was awarded the DataIQ Professor Derek Holder Lifetime Achievement Award for her contribution to the data protection and advertising industries.

Data-Driven Personalization
How to Use Consumer Insights to Generate Customer Loyalty
Zontee Hou
1e, May 2024, 256pp
Paperback: 9781398614604 £32.99
Ebook: 9781398614611 £32.99
Hardback: 9781398614628 £95.00
Band: Professional/Academic
Subject: Market Research

Your customers expect highly personalized experiences. Discover exactly how to deliver by collecting the right data and crafting messages that tap into behavioural psychology.

Zontee Hou is Founder of Media Volery, a digital marketing agency, and Director of Strategy for Convince & Convert. She has nearly 20 years of experience in the marketing industry and has advised organizations including the International Monetary Fund, Fidelity Investments, Indiana University and Caesars Entertainment. Hou has been a lecturer at Columbia University and The City College of New York, and she is a sought-after business speaker. She is based in Brooklyn, New York.

Cultural Intelligence for Marketers
Building an Inclusive Marketing Strategy
Anastasia Karklina Gabriel
1e, March 2024, 240pp
Paperback: 9781398614031 £34.99
Ebook: 9781398614048 £34.99
Hardback: 9781398614055 £115.00
Band: Professional/Academic
Subject: Marketing Strategy & Planning

Use advanced cultural insights to transform your marketing strategy and discover what you can do to make your process culturally intelligent and genuinely inclusive.

**Search Marketing**

A Strategic Approach to SEO and SEM

Kelly Cutler

1e, Jan 2024, 304pp

Paperback: 9781398612808 £32.99
Ebook: 9781398612815 £32.99
Hardback: 9781398612822 £95.00

Band: Professional/Academic
Subject: Digital Marketing

Enhance your knowledge of search marketing and the broader marketing strategy by taking a strategic approach to search engine optimization (SEO) and search engine marketing (SEM).

Kelly Cutler is a seasoned entrepreneur, technology executive, educator and business leader based in Chicago, Illinois. She has a technology consulting company called Kona. Cutler has worked with companies across industries and geographies including Johns Hopkins, Zebra Technologies, The Los Angeles Film Festival and Ryland Homes. She teaches search marketing courses at Northwestern University’s Medill, Kellogg Executive Education and the School of Professional Studies (SPS).

**Think Human**

The Customer Experience Revolution in the Digital Age

Olivier Duha

1e, Jan 2024, 272pp

Paperback: 9781398614529 £21.99
Hardback: 9781398614543 £65.00

Band: Professional/Academic
Subject: Sales & Account Management

Maximize customer satisfaction by transforming your customer relations into a key strategic resource, learning how to effectively utilize technology as well as the human touch to create a winning customer experience.

Olivier Duha is the CEO and cofounder of Webhelp, a leading global provider of IT solutions and customer experience management services. Prior to founding Webhelp, he worked at Bain & Company and served on the advisory council on strategy and mergers and acquisitions for LEK Consulting. He also served as President and Vice President of CroissancePlus from 2009 to 2013. Based in Brussels, Belgium, he is a member of the Mouvement des Entreprises de France (MEDEF), France’s largest employer’s federation.

**B2B Influencer Marketing**

Work With Creators to Generate Authentic and Effective Marketing

Nick Bennett, Bryan Grover

1e, Apr 2024, 256pp

Paperback: 9781398615281 £31.99
Ebook: 9781398615298 £31.99
Hardback: 9781398615304 £95.00

Band: Professional/Academic
Subject: B2B Marketing

A practical guide on how B2B brands can partner with creators who align with their brand values and have a genuine connection with their audience in order to create more authentic and effective campaigns that deliver real business results.

Nick Bennett is Senior Director of Events, Partnerships, Community, Social & Creator Studio at Airmeet. Based near Boston, Massachusetts, he co-founded Revenue Era, a community of marketers driving revenue over leads and running The Anonymous Marketer Podcast which tackles the most pressing questions from the B2B marketing community.

Bryan Grover is a marketing consultant and content creator helping B2B tech and SaaS brands sound more human. Based in Chelmsford, Massachusetts, previous clients have included Camuda, Banzai and Alyce.

**The Future of Luxury Customer Experience**

How to Create High-Value, Personalized Omnichannel Experiences

Gabriella Lojacono, Guido Tirone

1e, June 2024, 344pp

Paperback: 9781398615458 £39.99
Hardback: 9781398615472 £125.00

Band: Professional/Academic
Subject: Luxury Marketing

Understand how to utilize the latest technology to deliver a unique omnichannel luxury customer experience that builds long-lasting loyalty.

Gabriella Lojacono is an Associate Professor of International Management at the Department of Management and Technology of Università Bocconi and SDA Bocconi School of Management based in Milan, Italy. She is also the Director of the Executive Master in Luxury Management at SDA Bocconi.

Guido Tirone, based in Dallas, Texas, is VP of Customer Insights and Analytics at Canyon Ranch. He is also Senior Lecturer for the University of Texas and a Fellow at SDA Bocconi School of Management.
**Internal Communication Strategy**

Design, Develop and Transform Your Organizational Communication

Rachel Miller

1e, May 2024, 256pp

Paperback: 9781398614642  £31.99

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Band: Professional/Academic

Subject: Public Relations

Discover how to design, develop and implement a successful internal communication strategy to transform your business from the inside out and unlock the power of corporate communication.

Rachel Miller is an internationally recognized authority on Internal Communication, based in London, UK. She’s a Chartered PR Practitioner and Fellow of the Institute of Internal Communication and Chartered Institute of Public Relations. A former journalist, she spent a decade in-house before establishing her own consulting business, All Things IC. She’s listed in Inspiring Workplaces’ top 101 global employee engagement influencers. In 2020, she was awarded the Chartered Institute of Public Relations’ President’s Medal for distinguished service to PR.

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Alan Barker is Managing Director of Kairos Training Limited, a specialist consultancy dedicated to developing creativity and communication skills. He runs the Chartered Institute of Marketing’s ‘Copywriting Masterclass’. A prolific writer, he is the author of Improve your Communication Skills and How to Manage Meetings, also published by Kogan Page. He is based in Warminster, Wiltshire, UK.

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Matt Bourn is Director of Communications for the Advertising Association and Ad Net Zero, based in London, UK. He steers the industry’s work around Climate Action, including the formation of Ad Net Zero. He also provides communications support for the Inclusion workstream and fulfilment of the association’s responsibilities for Cannes Lions. With 25 years’ experience, previously he was Managing Director of Braben, the UK’s leading PR consultancy for media, working for companies such as Sky, Channel 4, Disney and Sony.

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Antonia Wade is the global CMO of PwC, leading brand strategy for one of the world’s most trusted companies, creating flagship campaigns and running the marketing technology stack. Previously CMO at Capita, she led global marketing teams at Thomson Reuters and Accenture. Based in London, UK, she is on boards for ITSMA and Propolis and is a mentor for the Marketing Academy scholarship program. She has been ranked by Marketing Week as a Top 100 Marketer.
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Jamie Campbell has over 25 years of experience in road transport operations. Campbell is the Managing Director of JCS Transport Consultancy. He is a Fellow of the Chartered Institute of Logistics and Transport (CILT) and is based near London, UK.

David Lowe was an experienced consultant and freelance writer, involved in the road haulage industry for many years. He wrote books on transport including *The Professional LGV Driver’s Handbook* and *The Pocket Guide to LGV Drivers’ Hours and Tachograph Law*.

Delve into the disruptions, explore lessons learned and investigate what the future holds for the mobility sector with this sweeping exploration of the trends, challenges and opportunities impacting the industry.

Gilles Roucolle is the Managing Partner of the European region of Oliver Wyman and is responsible for their EMEA Transportation and Services practice. He has over 30 years’ experience in high stake strategic and operational projects worldwide, spanning freight and passenger railways, airlines, logistics, postal, shipping, as well as rail and aerospace suppliers and financial institutions. Roucolle sits on the Business Advisory Committee of Northwestern University’s Transportation Center. He is based in Paris, France.

Explore how to deliver a supply chain network design that integrates agility, resilience and sustainability and optimizes technological advancements with this practical guide.

Nick Vyas is Executive Director of USC Marshall School of Business’s Center for Global Supply Chain Management. He is based in Los Angeles, USA.

Das Dasgupta is Chief Data Officer at Saatchi & Saatchi. He is based in Irvine, USA.

Greys Sošic is Chair and Professor of Data Sciences and Operations at USC Marshall School of Business. She is based in Los Angeles, USA.

Examine all the key aspects of distribution, logistics and supply chain planning and management with this comprehensive, best-selling guide.

Alan Rushton worked in the chemical industry and is a former Director of Dialog Consultants. He was the Director of Graduate Programmes at the Centre for Logistics and Supply Chain Management at Cranfield University.

Phil Croucher held several senior posts in industry, across many countries. He is an independent supply chain consultant and lecturer, and has an MSc in Logistics and Distribution Management from Cranfield University.

Peter Baker worked in international freight forwarding and then as a consultant completing over 80 supply chain projects across the world. He was a senior logistics lecturer and, more recently, a Visiting Fellow, at Cranfield University.

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Jonathan O’Brien
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Jonathan O’Brien is the CEO of Positive Purchasing Ltd, based in Plymouth, UK. With over 30 years of experience, he has helped global organizations increase their purchasing capability through training, education and working directly with practitioners and executive teams. He is the author of Negotiation for Procurement and Supply Chain Professionals, Supplier Relationship Management and Sustainable Procurement, all published by Kogan Page.

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Matthew Sekol is a WW Sustainability Industry Advocate at Microsoft, based between New York City, New York and Philadelphia, Pennsylvania. He guides companies across industries by unpacking their ESG and sustainability challenges along the intersection with technology. In his current role, he also sits on the LP Advisory Committee of Morgan Stanley’s Next Level Fund. In 2023, Onalytica named him in its “Who’s Who in ESG” list.

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Gwynne Richards, Susan Grinsted
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Subject: Supply Chain

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Bram DeSmet is the CEO of Solventure where he helps global production and retail organizations in the domain of Strategy, Supply Chain and Operations. He is an Adjunct Professor in Operations & Supply Chain Management at Vlerick Business School, Belgium and a visiting Professor at Peking University, China. He is the author of Supply Chain Strategy and Financial Metrics and The Strategy-Driven Supply Chain, both published with Kogan Page, and is based in Deinze, Belgium.
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Ronit Ghose, based in Dubai, the UAE, runs the Future of Finance team at Citi. Previously, he was Citi’s Global Head of Banks Research and Co-Head of Fintech Research. He is the lead author of Citi’s cutting-edge GPS Fintech report series. He is also an Advisory Board member at the Centre for Financial Technology at Imperial College Business School and sits on the advisory board of various technology startups and venture capital firms in the UK, Middle East and Africa.

Financial Accounting and Reporting for Non-Accounting Students

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Stephen Frost is Programme Director of the MSc Corporate Finance, MSc Finance and MSc Finance and Investment at Loughborough University. He teaches a wide range of courses at undergraduate and postgraduate levels, including Financial Reporting and Performance Appraisal.

Explore the impact of open banking on financial inclusion with this practical, measured guide exploring its realities, opportunities and challenges for the financial services industry.

Ellie Duncan is a financial journalist and Head of Editorial and Broadcast at Open Banking Expo, based in London, UK. She hosts the Open Banking Expo Unplugged podcast and Open Banking Expo TV. She is a former features editor at the Financial Times and regularly writes for titles including Investment Week, Net Zero Investor, Ignites Europe and Portfolio Adviser. She is an experienced broadcast journalist who regularly moderates webcasts for a number of FT titles, including FundFire and Ignites US.

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Erin B Taylor is the Managing Director of Finthropology based in The Hague, the Netherlands. She specializes in how people’s financial behaviour is changing along with innovation in financial services.

Anette Broløs is the Director of Finthropology based near Odense, Denmark. She is an experienced fintech leader working on strategic innovation, partnerships, open banking and digital transformation and has held roles as the CEO of Copenhagen FinTech Innovation and Research and the CFO and Head of Development at Fionia Bank.
Delve into the key developments in insurtech and how organizations can navigate its opportunities and challenges with this practical guide.

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Alessandro Hatami
1e, June 2024, 272pp

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Band: Professional/Academic
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Janthana Kaenprakhamroy
1e, May 2024, 272pp

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Band: Professional/Academic
Subject: Banking & Insurance

**Web3 in Financial Services**

*How Web3 is Disrupting Traditional Finance*

Rita Martins
1e, June 2024, 264pp

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Band: Professional/Academic
Subject: Banking & Insurance

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*Everything you Need to Know About Health, Property, Investment, Leisure, Work, Pensions and Tax*

Jonquil Lowe
38e, Jan 2024, 312pp

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Band: General
Subject: Personal Finance & Investment

Plan your retirement effectively with help from the 38th edition of this useful guide that investigates the many topics that affect UK retirees and anyone looking to retire.

**Discover how financial organizations and professionals can drive socially inclusive fintech purposefully and profitably with this practical guide.**

**Alessandro Hatami**, based in London, UK, is founder and managing partner of Pacemakers.io. He has been driving digital innovation for over 15 years at organizations such as Lloyds Banking Group, PayPal UK, PayPoint.Net and GE Capital. He is a non-exec director of Cashplus Bank, mentor to fintech start-ups, investor in early-stage tech companies and frequent speaker at events. His book *Reinventing Banking and Finance*, also published by Kogan Page, was rated Best Overall Book on Banking of 2021 by Investopedia.com.

**Cut through the jargon to grasp the key use cases, opportunities and challenges of web3 in finance with this practical guide tailored for financial services professionals.**

**Rita Martins** is Head of FinTech Partnerships, for Global Functions, at HSBC. Previously, Martins worked at Ernst and Young and Accenture, advising C-suite executives on the applicability of new technologies in finance. Martins is a recognized expert and regular keynote speaker on web3, fintech, DeFi and a judge at fintech innovation awards. She currently mentors at Web3 Techstars and Outlier Ventures and sits on the Advisory Board of London Advocates and Kima Finance. She is based in London, UK.

**Janthana Kaenprakhamroy**, based in London, UK, is founder of multiple award-winning insurtech Tapoly, the first on-demand insurance platform for the gig economy in Europe. Recognized as a trailblazer working at the intersection of insurance and technology, she was named one of Forbes’ Top 100 Women Founders to Watch (no.6), one of the Insurtech Institute’s Top Ten InsurTech Influencers, one of the Most Influential Women in Tech, the winner of Elite Women in 2021 and an Insurance Leader of the Year.

**Jonquil Lowe** is an economist and author specializing in personal finance. With a background in stockbroking and then as head of money research at Which?, her career spans 40 years and around 30 books. She is Senior Lecturer in Economics and Personal Finance at the Open University, a Senior Fellow of the Higher Education Academy, and an Associate Member of the Chartered Institute for Securities and Investments. **Jonquil Lowe** is based in Northampton, UK.
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