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?

Sustainability

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 Publishing Award 2020.

To find out more about our efforts in these areas, visit: [www.koganpage.com/our-values](http://www.koganpage.com/our-values)

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Fintech Wars
Tech Titans, Chaotic Crypto and the Future of Money

This book
- Uncovers the fascinating stories and rivalries from the world of fintech, profiling some of the world’s most innovative and groundbreaking tech figures and businesses
- Features first-hand insights and explainers that will clarify the complexities and nuances of fintech, from digital banking to cryptocurrencies
- Is written by a leading fintech expert, who draws upon his first-hand experience of creating a digital bank to uncover how the fintech world really works

Keynote
Discover the rivalries, conflicts and success stories from the fascinating world of fintech, from cryptocurrencies and NFTs to the rise of digital banking.

Description
From scandalous scams to overnight riches, fintech is a fascinating world full of fame, fortune and failure.

As one of the world’s most lucrative and fast-growing sectors, fintech attracts a wide range of characters, from innovative visionaries to charismatic charlatans. Fintech Wars uncovers the infamous rivalries, scandals and conflicts that have transformed the world, from the stratospheric rise and fall of Sam Bankman-Fried to the rapid growth of digital banking.

As the founder of a digital bank, James da Costa is a fintech insider. He draws upon his network and first-hand experiences to offer a fascinating look into the intricacies and motivations behind these stranger-than-fiction stories and conflicts. Step into the fascinating, chaotic and inspiring world of fintech with Fintech Wars.

Author Information
James da Costa is the co-founder and COO of digital bank, Fingo. He is a researcher at Stanford University’s Digital Economy Lab and a guest lecturer at the University of Warwick. He is an expert and leading voice in the fintech space and has been recognized as a Forbes 30 Under 30 and an MIT Innovator Under 35. He is a Diana Award recipient and is a Bill & Melinda Gates Foundation Goalkeeper. He is based in San Francisco, USA.
How 15 Successful Businesses Defied the Norm

This book

- Includes 15 fascinating stories of how unconventional and unlikely businesses managed to achieve incredible success and redefine their industry
- Features a diverse and eclectic range of stories which stretch across the world and cover a wide range of industries, from film and music to travel and hospitality
- Is written by a seasoned and highly regarded business journalist, who brings both incisive investigative skills and writing flair to the book

Keynote

Many businesses simply conform, but others disrupt. They achieve success through innovative, trailblazing strategies. The Disruptors investigates the stories behind these revolutionary businesses, uncovering the secrets of their success.

Description

Fearless, innovative, driven and daring. These are the qualities of a disruptor: a business that is willing to take risks to achieve incredible success.

In The Disruptors, leading business journalist Sally Percy investigates the stories behind some of the world’s most innovative businesses, who took unconventional and trailblazing approaches to overcome the competition and achieve success.

Spotify, Nintendo, TikTok and A24. These are all businesses that have taken disruptive pathways to success and have redefined their industries. The Disruptors dives into the strategies behind these stories, offering valuable insights into innovative and daring entrepreneurship.

Author Information

Sally Percy is a freelance journalist, editor and author, specializing in the business and finance sectors. She is 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 various publications, including The Telegraph, The Times, Accounting and Business, CFO World and Economia. She is the author of 21st Century Business Icons, also published by Kogan Page and is based in London, UK.

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Introduction: What makes an underdog?
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6 Nintendo: From playing cards to Super Mario
7 GymShark: Redefining Fitness
8 Apple: The serial underdog, from computing to music
9 Chanel: An iconic woman in a man’s world
10 A24: How a film distributor became media’s hippest brand
11 Tesla: The electric car with electric appeal
12 Spotify: Fighting pirates and redefining music
13 Samsung: From noodle shop to electronic powerhouse
14 Ben & Jerry’s: Success through social conscience
15 Ethereum: Redefining tech through crowdfunding
The Silent Rebellion

Becoming a Modern Leader

This book

- Explains why traditional leadership is failing to address many of the challenges that people face today
- Describes the ways in which leaders can lead with integrity, duty, care and sensitivity
- Is co-written by award-winning author Chris Lewis and filmmaker and business coach Inez Robinson-Odom
- Uses real-world examples of unexpected leaders who made a difference including American activists Sojourner Truth, Pauli Murray, Fannie Lou Hamer and Dolores Huerta

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5 Woke Really Won’t Make You Broke: How the culture wars divide us
Section - 02: Let’s Engineer the Big Difference
6 How to Become Us Again
7 Find and Feed Your Unity
8 Real World Examples
9 Conclusion

Keynote

Understand why traditional leadership is struggling, and find out how to make leadership work again and make a measurable difference in any type of organization.

Description

There’s a real opportunity for those leaders who are willing to see themselves not just as managers of people and managers of money, but as agents of change and leaders of reconciliation.

Traditional leadership isn’t working. Leaders in private business and the third sector are often failing to engage their teams and drive transformation. At government level, many people just don’t feel represented anymore. And for the grass-roots and in communities, there’s often the lack of an authentic, pragmatic voice.

But it’s not all doom and gloom. There is a way forward. Leadership expert Chris Lewis and business coach Inez Robinson-Odom address the most pressing challenges facing leaders today.

From addressing disharmony in the workplace, facing down divisions in the education system and identifying those things in social media that are harmful, through to tackling head-on the dividing lines in the culture wars, this book shows you how you can make a big difference as a leader. Taking inspiration from unexpected places and people including Dolores Huerta, Fannie Lou Hamer, Thomas Aquinas and René Descartes, you will learn how to make being a leader work again.

Author Information

Chris Lewis is founder of Team LEWIS, a global marketing consultancy that campaigns for commercial and community causes. He is the author of Too Fast to Think, and co-author of The Leadership Lab and The Infinite Leader, all published by Kogan Page. He is based in London, UK.

Inez Robinson-Odom works in media, education, executive coaching and social justice. She is Vice President of Professional Development for Team LEWIS. She is based in San Diego, USA.
Design Your Life
Your Career, Your Way

This book

• Offers practical insights that will allow readers to adapt their skills and boost their career through new opportunities and pathways
• Draws upon the author’s original research and fascinating interviews with industry leaders
• Is written by a globally recognized expert, who brings both her expertise as a CEO and her lived experience as a member of Gen Z to the book
• Offers an authoritative and wide-ranging insight on new developments in the business landscape

Keynote

From personal branding to side gigs, discover the new pathways to success and step into the future with Design Your Life.

Description

We don’t have to conform to traditional ways of working. Uncover how to build a successful career on your own terms and develop the skills you need for the future with Design Your Life.

Why settle with a conventional career path when you can build a future on your own terms? With innovations such as side gigs and personal branding, you can craft your own, authentic future. Design Your Life uncovers the key skills and strategies that will allow you to build a successful career as a young professional.

In this book, Gen Z business leader and expert Erifili Gounari draws upon original research and first-hand interviews to uncover how you can thrive and find success in this new world of work while remaining true to your vision and principles.

Author Information

Erifili Gounari is CEO and Founder of The Z Link, a consultancy which advises leading organizations such as Deloitte, Hearst and IKEA on how they can improve their connection with Gen Z. She is widely recognized as a Gen Z thought leader, was listed in the 2023 class of Forbes 30 under 30 and sits on the Advisory Board of Youthful Cities. She is based in London, UK.

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1 The digital native advantage
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3 Embracing the office
4 Chasing trends and opportunities
5 It’s all about you
6 Authenticity and purpose
7 Breaking boundaries
8 A modern mindset
Digital Wellbeing
Recharge Your Focus and Reboot Your Life

This book

• Uncovers the importance of digital wellbeing in leading a productive and fulfilling work-life while remaining physically and mentally healthy

• Offers practical and proven strategies for improving your digital wellbeing in your day-to-day life, which are supported by case studies and academic research

• Is written by one of the world’s leading digital wellbeing experts, who has worked with both individuals and leading global organizations to improve their wellbeing at work

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Introduction
1 Always on: The digital grind
2 The psychology of digital wellbeing
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4 Comfortably numb: Overcoming digital malaise
5 How to thrive in the digital world
6 Fighting loneliness and finding humanity
7 Create your tech boundaries
8 Find your focus and reclaim your joy
9 Conclusion

Keynote

Take control of your digital life and improve your wellbeing and focus with fascinating insights and practical tips.

Description

We all sometimes find ourselves glued to our phone or laptop. After all, they are how we socialize and get our work done - it would be impossible to live without them.

But these digital experiences have a huge impact on our wellbeing. Excessive screen time can drain our productivity, jeopardize our mental health and even impact our physical health. **Digital Wellbeing** uncovers the ground-breaking strategies that will allow you to improve your relationship with your devices without becoming a hermit.

*Petra Velzeboer* is one of the world’s leading wellbeing experts and works with global organizations to improve the wellbeing and productivity of their workforce. In **Digital Wellbeing**, she draws upon academic research and fascinating interviews to offer practical tips and uncovers the true importance of bringing healthy habits and wellbeing practices into your digital life.

Author Information

*Petra Velzeboer* is a renowned mental health expert, keynote speaker and CEO of PVL, a mental health consultancy. She is also a psychotherapist with an MSc in Psychodynamics of Human Development and is a qualified ORSC & CTI Certified Coach. She is the author of **Begin With You**, also published by Kogan Page. She is based in London, UK.
Happy Economics
Why the Happiest Workplaces are the Most Successful

This book
- Explains why happiness at work is important and explores the proven links between happiness and financial success
- Shows you how to recruit happy employees and develop the right teams by being transparent and diverse
- Illustrates why the role of leadership in delivering the right tone of voice and driving a happy workplace is crucial
- Provides a corporate happiness plan, including an employability test, a guide to those areas in your business that can be improved and a roadmap to increasing at work happiness
- Details the happiest employment sectors to work in and how to measure happiness

Keynote
Understand why happiness is important in the workplace and why happy companies flourish financially.

Description
Happiness at work matters. But what does happiness mean? How can managers measure it and have more of it? And what happens to organizations when they get happiness right?

Ask anyone. Happiness and wellbeing are important for all organizations, because they undeniably lead to economic happiness and financial success for everyone involved. But how does happiness drive growth and how should business leaders develop happier companies?

In Happy Economics, business expert Mark Price clearly demonstrates why the opportunity represented by happiness is huge for businesses. Using real world examples of those organizations who have got it right, he explains what happy economics is, why happiness metrics matter, connects high happiness with high performance, explores how to create happy teams and creates a corporate happiness plan that can be used by any business.

Author Information
Mark Price is the former Managing Director of Waitrose and former Deputy Chair of the John Lewis Partnership. He is the founder of WorkL for Business and WorkL, Chair of the Fairtrade Foundation, NED of Coca-Cola, Chair of Business in the Community and former President of the Charted Management Institute. He was formerly Minster of State for Trade and Investment. He is based in London, UK.

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- The Benefits of Happiness
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  3. Recruitment – take a long hard look at yourselves
  4. The vital role of good leadership
  5. A word on company culture or a zero tolerance on unhappiness
  6. The corporate happiness plan

New Title
This book

- Explains the core motivations for becoming a purpose-driven business
- Illustrates the new leadership behaviours needed to become a purpose driven leader, rather than solely a profit-driven leader
- Shows you how to communicate a purpose-led approach to business to key stakeholders so that they have confidence in the company’s future success
- Features case studies and interviews from a diverse range of global organizations from both the public and private sector

Keynote

As a leader, understand how you can navigate from behaviours that solely lead to profit, profit, profit, to behaviours that lead to profit, people, purpose and planet.

Description

As the business world pivots from profit to purpose, leaders need to access a new set of behaviours, tools and approaches to stay motivated, authentic and successful.

*Force for Good* will help leaders examine whether their current behaviours, ways of working and business strategies are appropriate to the ethical, intellectual and emotional challenges of the purpose-driven business life. *John Blakey* proposes that without new ways of working, purpose-driven leaders will become increasingly alienated, confused and ill-prepared for the challenges of transforming their business.

*Force for Good* explores the practical challenges facing purpose-leaders. Taking abstract or confusing jargon-fuelled terms, the book provides a collection of common sense techniques and practical tools that any busy, performance-focused leader can quickly deploy to build better and more purposeful organizations.

Author Information

*John Blakey* is a leading executive coach and board adviser working with CEOs and elite sport coaches around the globe. His business experience includes time as a Fast Track 100 entrepreneur, FTSE100 International Managing Director and Chair/Director of a number of voluntary organizations. He is a speaker and is an advisory board Chair for Vistage, the world’s largest CEO membership organization. He is the author of *The Trusted Executive*, also published by Kogan Page. He is based in Solihull, UK.
This book

• Offers original fascinating insights on how to build and cultivate resilience on both the individual and collective level, allowing readers to build healthy habits and a supportive business culture

• Features first-hand interviews and case studies featuring leading organizations such as Mercedes Benz F1, the European Commission and HSBC which illustrate the impact of the book’s insights on resilience

• Is written by leading consultants who bring a combination of corporate and academic experience to offer first-hand insights and research on resilience

Keynote

Discover how creating a culture of resilience can transform your business and improve the productivity, wellbeing and innovation of your workforce

Description

With looming deadlines, endless distractions and constant pressure, it can seem impossible to remain resilient at work. It almost is, unless you cultivate a culture of resilience throughout your organization.

The Resilient Culture is a groundbreaking guide to building resilience throughout an organization. It uncovers how resilience is essential for increased productivity, effective collaboration and an inclusive culture. The authors draw upon decades of experience to offer original frameworks and strategies that will allow you to seamlessly build true resilience into your business.

These insights are supported by fascinating interviews and case studies from leading organizations who have found success through resilience, such as Mercedes Benz F1 and IKEA. Lead your business to new levels of performance and success with The Resilient Culture.

Author Information

Chris Tamdjidi is co-Managing Director of Awaris, a leading mindfulness and resilience consultancy. He has led resilience projects for over 50 companies. He is based in Cologne, Germany.

Liane Stephan is co-Managing Director of Awaris and a systemic coach, sports psychologist and certified psychotherapist. She is based in Cologne, Germany.

Dr Silke Rupprecht is Director of Research at Awaris and teaches mindfulness at the University of Oxford Mindfulness Centre. She is based in Hamburg, Germany.

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9 Leading through resilience
10 Overcoming obstacles and avoiding pitfalls
11 Anchoring and building resilience
12 Conclusion: The path forward
The Focus Fix
Finding Clarity, Creativity and Resilience in an Overwhelming World

This book
- Is co-authored by bestselling author and creativity expert Chris Griffiths, who is world-renowned for his insights on innovation, resilience and creativity
- Features psychological insights on how we can practically bring more focus into our working lives, to the betterment of our creativity, productivity and wellbeing
- Deconstructs popular myths around productivity and innovation to uncover how we can achieve more success by doing less through focused and efficient working practices

Keynote
Discover the power of finding focus in a world full of distractions through practical tips and scientific insights.

Description
With focus and a clear mind, we can achieve almost anything. But we are constantly subjected to a deluge of distractions, from endless notification pings to anxiety and self-doubt.

The Focus Fix explores how you can reset your mindset in order to reclaim your focus and achieve incredible results. In this fascinating book, leading creativity expert Chris Griffiths and journalist Caragh Medlicott unearth scientific studies and inspiring case studies to offer practical and proven techniques that will allow you to dispel distractions and maintain your focus.

This book also uncovers the numerous benefits of sustained focus: you can achieve more by doing less, improve your mental wellbeing and boost your creativity. Don’t get distracted - maximize your potential and discover the antidote to burnout with The Focus Fix.

Author Information
Chris Griffiths is founder and CEO of Ayoa and OpenGenius. He is a world-leading expert on the application of innovation and Mind Mapping® and has helped drive business growth for thousands worldwide. He is the author of The Creative Thinking Handbook and is based in Cardiff, Wales.

Caragh Medlicott is a full-time freelance writer and communications professional. She is the co-author of The Creative Thinking Handbook and is based in Cardiff, Wales.
Confident AI
The Essential Skills for Working with Artificial Intelligence

This book
- Contains practical guidance and tools on how to enhance your career in AI
- Demystifies and clarifies the intricacies of key concepts such as generative AI, chatbots, deep learning and the Internet of Things
- Is part of the popular Confident series, which introduces and explains the key digital skills you need to develop your career and knowledge

Keynote
Uncover the fundamentals of AI development and build the practical skills and knowledge you need to succeed in the new world of work.

Description
Discover new skills, expand your knowledge and build your confidence through this fascinating and accessible guide to working with AI.

Artificial Intelligence has become an integral part of our everyday lives. But it remains an elusive, complex and intimidating technology that has hundreds of iterations and nuances. With Confident AI, build your confidence when working with AI by learning the fundamentals and discovering the intricacies of the industry.

Andy Pardoe has spent decades working with AI, not only as an influential academic but also within corporations and as a consultant and accelerator for AI start-ups. He draws upon his expertise and lived experience to offer the essential skills and tools that you need to succeed with Artificial Intelligence, whether you are pursuing it as a career or simply working with AI in your work-life.

About the Confident series...
From coding and data science to cloud and cybersecurity, the Confident books are perfect for building your technical knowledge and enhancing your professional career.

Author Information
Andy Pardoe is a leading AI thought leader, consultant, speaker and author. He is the Founder & CEO of the Wisdom Works Group consultancy and is also the Managing Partner of Wisdom Works Ventures, a specialist accelerator for AI start-ups. He is the Chair of the Deep Tech Innovation Centre at the University of Warwick. He is based in London, UK.

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This book

• Contains practical guidance on how to enhance or kickstart your cloud computing career
• Demystifies and clarifies the intricacies of various key concepts, such as automation, Kubernetes and cloud architecture
• Is part of the bestselling Confident series, which introduces and explains the key digital skills you need to enhance your career development

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14 Conclusion

Keynote

Uncover the fundamental concepts of cloud computing and harness the skills you need for a successful career in this fast-growing sector.

Description

94% of all enterprises depend upon cloud services. Gain the edge in your career with this essential guide to the fundamental concepts and platforms of cloud computing.

Cloud computing is part of our everyday lives, from cloud backups of personal data to cloud platforms powering businesses around the world. But do you really understand how cloud computing works? This comprehensive guide demystifies key concepts and gives you the confidence you need to succeed in this sector.

Confident Cloud includes key concepts from FinOps and DevOps to Kubernetes and automation. This is supported by practical guidance on working in the industry, alongside a variety of fascinating case studies, clarifying how cloud infrastructure is effectively deployed and maintained.

About the Confident series...

From coding and data science to cloud and cybersecurity, the Confident books are perfect for building your technical knowledge and enhancing your professional career.

Author Information

Adora Nwodo is a software engineer who develops mixed-reality products at Microsoft. She frequently shares her insights on cloud technology and careers on her blog and popular YouTube channel. She is the founder of NexScale, a social enterprise aimed at offering and sharing new opportunities for projects and work experiences within the tech sector. She is a sought-after public speaker, thought leader and author. She is based in Cambridge, UK.
 CONFIDENT DevOps
The essential skills and insights for DevOps success

This book
- Contains practical guidance and tools on how to enhance your DevOps expertise and build a successful career
- Demystifies the complexities, mechanisms and key concepts behind DevOps such as Kubernetes, architecture and SRE
- Is part of the popular Confident series, which introduces and explains the key digital skills you need to develop your career and knowledge

Keynote
Uncover the fundamentals of DevOps and develop the skills you need to succeed in this fascinating and fast-moving sector.

Description
The global DevOps market is valued at over $8 billion. But this vital sector remains complex and intimidating for many. Unlock your full potential and uncover the key insights with Confident DevOps.

DevOps is defined by the practices, methodologies and tools which are necessary for any software development endeavour to succeed. It is a unique and fascinating discipline, which requires technical expertise, managerial skills and strong communication skills.

Confident DevOps guides you through the entire software development lifecycle, offering insights on key topics including system architecture and cyber security. With fascinating insights on the various career paths and opportunities, this book offers the practical skills, knowledge and confidence you need to develop your DevOps expertise and pursue a successful career.

About the Confident series...
From coding and data science to cloud and cyber security, the Confident books are perfect for building your technical knowledge and enhancing your professional career.

Author Information
Mark Peters is the Value Stream Director for Engineering Ops at BrainGu, which develops custom and specialized DevOps software for leading corporations such as Deloitte, American Express, Nestlé and Coca Cola. He is the North America Chapter Chair for the DevOps Institute. He also holds a variety of technical certifications such as CISSP, PMP and CHSCL. He is based in San Antonio, Texas.
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 expert who specializes in improving mental health, productivity and happiness at work. He is the Chief Impact Officer at JAAQ, a wellbeing start-up and was previously the Future of Wellbeing Leader at Deloitte.

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.

Rights Sold: Arabic, Korean
Hacked
The Secrets Behind Cyber Attacks

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.
Bestsellers you might have missed

1. **How to be a Digital Nomad**
   - Author: Kayla Ihrig
   - ISBN: 9781398613058
   - Price: $15.99

2. **52 Weeks of Wellbeing**
   - Author: Ryan Hopkins
   - ISBN: 9781398613911
   - Price: $15.99

3. **In the Moment**
   - Author: Neil Mullarkey
   - ISBN: 9781398601076
   - Price: $15.99

4. **Reinvent Yourself**
   - Author: Susan Kahn
   - ISBN: 9781398613294
   - Price: $17.99

5. **Hacked**
   - Author: Jessica Barker
   - ISBN: 9781398613706
   - Price: $17.99

6. **The Leadership Skills Handbook**
   - Author: Jo Owen
   - ISBN: 9781398615793
   - Price: $19.99

koganpage.com
Leading Sustainable Innovation
A Roadmap for Technical Environments

This book
- Offers a roadmap on how to integrate sustainable innovation into an organization’s projects, products, services, operations and mindsets
- Offers online resources such as templates, worksheets, exercises, checklists and guides
- Features examples and cases from around the world, including Microsoft Sustainable Datacenters (global), the Sellafield Nuclear Power Station Decommissioning (UK), the CLARA Project (Australia), Wunsiedel (Germany), Clean Path (New York), Roads and Transport Authority (Dubai) and Agriphotovoltaic Assets (China)
- Is aligned with the United Nations Sustainable Development Goals

Keynote
Delve into the strategies, methodologies and tools needed to deliver and embed sustainable innovation in technical programs and projects and create sustainable, future-ready assets and solutions with this comprehensive guide.

Author information: Jo North is an expert on strategic sustainable innovation within complex technical industries, with experience spanning the transport, manufacturing, engineering, infrastructure, energy, utilities, nuclear and oil and gas sectors. She is the Founder and CEO of The Big Bang Partnership Ltd and leads the UK’s inaugural Maritime Innovation Hub. North is also an Associate Lecturer in Business Innovation and Creativity at the Universities of York and Lancaster. She has worked with organizations such as Sage, Microsoft, Aviva, the National Nuclear Laboratory, Transport for London and Transdev. She is based near Newcastle, UK.

Venture Clienting
How to Partner With Startups to Create Value

This book
- Provides practical, actionable guidance on how organizations can leverage startup solutions to address business challenges and innovate faster and more efficiently through venture clienting
- Offers insightful, real-world examples spanning a wide range of industries, including the Microsoft and OpenAI Moonshot Partnership, BSH Startup Kitchen and AVL
- Shows how organizations can navigate complex, bureaucratic landscapes to partner effectively with or purchase from startups
- Draws on the authors’ experience working with world-leading venture client units at renowned corporations, top-tier investors and a wide range of leaders spanning Fortune 500 companies, venture capital firms, emerging start-ups and social ventures

Keynote
Harness the transformative power of client venturing and drive effective and agile innovation, collaboration and growth in your organization with this practical guide.

Author information: Tobias Gutmann is Assistant Professor at EBS Business School, where he is the Head of the Siemens Product Innovation Lab. He is based in Munich, Germany.

Sebastian Greiss advises clients at Deloitte in establishing and operating venture client units and founded venture client service Station X within Siemens Mobility. He is based in Munich, Germany.

Christian Hüttenheim runs an independent consultancy advising companies on venture clienting. He founded BoschIndustry Consulting and was the Venture Partner and Co-Founder of Open Bosch, the venture client unit of the Bosch Group. He is based in Frankfurt, Germany.
Data Excellence

How Data Leadership Can Drive Stronger Organizational Performance

This book

• Presents a powerful, intuitive methodology of the data leader as personal trainer responsible for conditioning and coaching their organization to achieve data-driven success

• Shares the tried-and-tested methodologies of a senior data leader who has executed data-driven transformation in multiple blue-chip organizations

• Offers exercises to test understanding of an organization's data performance, such as strategic initiatives independence analysis, data consumer stories and calculating ROI for a data programme

• Provides a hands-on guide for data leaders facing the task of strategizing and delivering effective data capabilities, culture and value generation for their organization

Keynote

Coach your organization for data-driven change and condition it to attain excellence in its data capabilities, mindset and performance with this guide for data leaders.

Business 101 for the Data Professional

What You Need to Know to Succeed in Business

This book

• Provides an accessible guide to help data professionals, aspiring and current, improve their business understanding and ability to work effectively in an organizational setting

• Shows how to build important skills such as networking, relationship building, influencing, communication and data storytelling to engage effectively with colleagues and clients

• Offers insights from top data and business leaders sharing tips and lessons learned from their own career trajectories

• Outlines key commercial concepts and explains how business strategy and business areas such as product, marketing, sales and operations contribute to the business, and the role that data professionals play in supporting these functions

Keynote

Hone your business skills, enhance your organizational effectiveness and supercharge your career with this definitive guide for data professionals working in business.

Author information: Roberto M. Maranca is currently Data Excellence Vice President at Schneider Electric and, prior to that, held C-suite leadership roles as the Group Data Officer for Lloyds Banking Group and Chief Data Officer at General Electric. He has been listed multiple times as one of Data IQ 100’s most influential people in data and is a regular keynote speaker at leading data and business conferences. He is based in London, UK.

Author information: Jordan Morrow is known as the ‘Godfather of Data Literacy’, having helped pioneer the field by building one of the world’s first data literacy programmes. He is the founder and CEO of Bodhi Data, served as the Chair of the Advisory Board for the Data Literacy Project and has helped companies and organizations around the world, including the United Nations, build and understand data literacy. Morrow is the author of three books: Be Data Literate, Be Data Driven and Be Data Analytical, all published by Kogan Page. He is based near Salt Lake City, Utah.
Leading the Family Business Through Succession
How Different Generations Create Value Together

**This book**
- Offers cutting-edge methodologies tried and tested at top-tier business schools such as INSEAD, St Gallen and London Business School
- Covers family businesses from around the world including Europe, the Americas, the Far East and the Middle East
- Presents global case studies to bring complex issues and practical problem-solving to life
- Online resources: lecture slides, a concept map and a toolbox of selected templates and tools presented in the book
- Outlines the leadership practices families can employ to navigate the transition towards new ways of working together

**Keynote**
Balance legacy with transformation with this guide to leading and developing a family business through effective multigenerational collaboration.

**Disrupt With Impact**
Achieve Business Success in an Unpredictable World

**This book**
- Offers practical, actionable guidance on how leaders can adapt their business so that it has the adaptability, innovation and strategies it needs to prepare for future disruptions and technologies such as AI
- Features practical frameworks and fascinating case studies that build the reader’s confidence and understanding of how to plan, strategize and innovate for the future
- Is written by a leading authority on foresight, innovation and futurism, who draws upon decades of expertise as a consultant, author and thought leader

**Keynote**
Bring your business into the future with confidence through practical strategies, frameworks and guidance that will allow your organization to thrive.
Artificial Intelligence for Business
Harness AI for Value, Growth and Innovation

Keynote
Explore the applications, opportunities and considerations of AI for business and unlock value and growth for your organization.

This book
- Looks at the combination of AI with other emerging technologies such as blockchain, the Internet of Things and virtual and augmented reality and how these can create new business opportunities and solve complex business problems.
- Features real life case studies profiling AI adoption and innovation spanning a number of industries, including in healthcare, financial services, retail, manufacturing and logistics and supply chain.
- Includes stories and insights from recognized business leaders sharing lessons learned and success factors.
- Offers useful tools such as a tried-and-tested digital transformation framework, a checklist for digital business transformation and a digital maturity and readiness assessment.

Author information: Eva-Marie Muller-Stuler has been recognized as one of the world’s best data scientists and as one of the top 10 most influential women in technology. Muller-Stuler is Partner and Leader of the Data & AI practice for EY MENA and has previously held roles such as Chief Technology Officer and Chief Data Scientist at IBM and Chief Data Scientist at KPMG. She advises governments and the UN, UNESCO and ICGAI on the risks of AI and collaborates with them on developing a world-wide AI ethics framework. She is based in Dubai, UAE.

Responsible AI Product Development
How Tech Leaders Can Develop and Deploy Ethical AI

This book
- Designed specifically for leaders of AI, data and product teams seeking to develop and deploy trusted, responsible AI for their organizations.
- Written by a pioneering AI veteran who has been recognized as one of the best data scientists in the world and who has led ground-breaking implementations of fully deployed large-scale AI projects.
- Draws on over 20 years’ of cutting-edge, tried and tested industry experience to help tech leaders navigate risk and pitfalls.
- Considers key issues such as cybersecurity, data architecture and collection, team structure and processes, deployment and best practices for successful implementation, monitoring and churn, AI governance and compliance and AI sustainability.

Author information: Kamales Lardi is a global thought leader on digital transformation and an expert on emerging technology solutions including AI, blockchain and IoT. She is CEO of Lardi & Partner Consulting and has advised many multinational companies across various industries in Europe, Asia and Africa. Kamales is Chair of the FORBES Business Council Women Executives, a Teaching Fellow at Durham University Business School and has been listed in the ‘Top 10 Global Influencers & Thought Leaders in Digital Transformation’ (Thinkers360). She is based near Schwyz, Switzerland.
Be Data Literate

The Data Literacy Skills Everyone Needs to Succeed

This book

- Shows the reader how to improve their ability to analyze, find insight in, and communicate with data confidently
- Examines the different skills required for the four levels of analytics (descriptive, diagnostic, predictive, prescriptive) and for different aspects of the data literacy world, from data visualization to data science and data architecture
- New to this edition: Includes two new chapters discussing the future of data from AI to Web3; explores how those working with data can embrace new technologies and use them to empower their data literacy while taking into consideration data ethics

Keynote

Develop the curiosity, creativity and critical thinking needed to confidently interpret, analyze and communicate with data in the workplace.

Deep Talent

How to Transform Your Organization and Empower Your Employees Through AI

This book

- Is the first book to provide accessible insights and strategies for utilizing talent intelligence platforms, which are becoming increasingly used across businesses (the AI market is growing 154% every year)
- Provides solutions and strategies for talent acquisition, employee retention and training - all topics which are currently in high demand due to the 'great resignation' and recent changes to working culture
- Includes fascinating case studies from high-profile businesses such as Vodafone, CapitalOne, Dolby, Chevron and AirAsia which demonstrate the potential of an AI-based strategy

Keynote

A groundbreaking guide to how you can transform your workplace culture, improve your workforce and boost your revenue with the support of talent intelligence software.
The perfect beginner’s guides to essential digital skills

From coding and data science to cloud and cyber security, the Confident books are perfect for building your technical knowledge and enhancing your professional career.

- Confident UX: The essential skills for user experience design
- Confident Data Science: Discover the essential skills of data science
- Confident Coding: Learn how to write code and master the essentials
- Confident Cyber Security: The essential insights and how to protect from threats
- Confident Cloud: Uncover the essentials of cloud computing and development
- Confident AI: The essential skills for working with Artificial Intelligence
- Confident DevOps: The essential skills and insights for DevOps success

koganpage/confident-series
Neuroscience for Business Transformation

Practical Insights to Overcome Workforce Resistance to Organizational Change

Keynote

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

Team of Teams Coaching

Using a Teaming Approach to Increase Business Impact

Keynote

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.
HR Analytics
A Complete Guide to the Theory and Practice of Data-Driven HR

**This book**
- Includes definitions of key terms, an outline of the main models and a dedicated skills section
- Explains how to collect, analyse and report HR data confidently, fairly and ethically
- Contains real-world examples from countries including US, India, China, Germany and the UK
- Supported by learning objectives, examples, exercises and reflective questions to reinforce student learning
- Online resources: PowerPoint slides and datasets
- Shows how people data can be used to improve engagement, wellbeing, diversity and sustainability

**Keynote**
Understand the theory and practice of collecting, analysing and reporting people data with this dedicated textbook.

Using R in HR Analytics
A Practical Guide to Analysing People Data

**This book**
- Provides a thorough overview of how to use R and R Studio for HR analytics
- Explains how HR analytics can be used to inform the organization’s people strategy
- Explores the role of artificial intelligence, machine learning and large language models in HR analytics
- Includes worked examples which cover diversity, performance, recruitment and employee engagement
- Covers data security and the ethical considerations of using HR analytics

**Keynote**
Understand how to use R and R Studio to analyse HR data and deliver insights that drive workforce and business performance.
Culture Analytics
An Evidence-Based Approach to Company Culture

This book
- Based on research from 60 organizations across 61 countries and shows how to apply people analytics and behavioural science to company culture
- Shows how to align individual behaviours with those of the company to deliver on the business’s strategic aims
- Covers key areas where culture analytics can be applied to drive business performance
- Includes real-world examples from companies including Barclays, Pfizer, American Airlines, EDF Energy, Saudi Telecom Company, Cisco and Etihad Airways

Keynote
Use this evidence-based guide to understand how to apply data, people analytics and behavioural science to deliver real business value.

Essentials of International Human Resource Management
The Theory and Practice of Managing People Globally

This book
- Explores how political and cultural contexts impact on international HRM, employment law and relations
- Covers core HR functional areas, expatriation and repatriation, equality, diversity and inclusion and contemporary topics such as Corporate Social Responsibility (CSR) and work-life balance
- Supported by features including learning outcomes, key concepts and terminology boxes, activities and further reading recommendations
- Online resources: PowerPoint lecture slides, self-test questions and further resource and video links

Keynote
This textbook for postgraduate and undergraduate (Level 6) students explores International HRM practices and the impact of relevant political, socio-economic, technological and cultural issues.

Human Resources, Learning & Development
The Human Factor

How to Realize the Potential of your People and your Business

This book

- Explains how to identify and leverage the human factors in your workforce and business to drive individual and organizational performance
- Includes detailed discussion of organizational change as well as a framework to support professionals when they are building a case for change
- Covers key topics such as HR strategy, employee engagement and experience, the employee value proposition (EVP), business purpose, organizational culture, technology and sustainability
- Includes interviews from experts in the HR space and real-world examples from organizations including GSK, Vodafone, BBC, Laing O’Rourke and Scotiabank

Keynote

Identify what the human factors are and how to leverage them to improve the attraction, retention, performance, productivity, growth and wellbeing of your workforce and drive business performance.

Advanced Human Resource Management

Strategies, Theories and Concepts for HR Practice

This book

- Introduces contemporary interdisciplinary approaches including the divergent working age model, intersectionality and flexible working
- Includes real world examples from Wipro, Citibank and CIPD to demonstrate how strategies may be implemented across various organizational contexts
- Learning features include learning outcomes, self-assessment quiz questions and relevant case law boxes
- Online resources: Lecturer PowerPoint slides, quiz questions and self-reflection exercises

Keynote

Understand and apply the latest strategies in human resource management, from employee motivation and performance to creating sustainable organizations, with this new textbook.
Advanced Methods for Human Resource Management Research

Design, Implement and Evaluate a Research Project

New Title

This book

- Provides a practice-based approach to planning and implementing research projects in HRM, so students gain an understanding of how research may be most effectively conducted for different HR practices
- Explores how to conduct research on recruitment, employee relations and Learning and Development as well as international HRM, EDI and people analytics
- Features ‘Method in Focus’ sections on qualitative, quantitative and mixed methods research, including literature reviews, questionnaires, Big Data, social media and meta-analysis
- Online resources: lecturer slides, annotated web links, further reading and new reflective questions for students

Keynote

Achieve success in human resource management research projects with this new practice-based textbook.

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Hardback: 9781398617346 $201.00
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Format (mm): 240x170
Subject: Human Resources Management

Author information: Dr Paul Joseph-Richard is a Senior Lecturer in Human Resource Management (HRM) at Ulster University Business School, UK. He teaches HRM and Research Methods modules in a range of undergraduate and postgraduate programmes. He is a Chartered Member of the Chartered Institute of Personnel and Development (MCIPD) and his research has been published in several journals such as Studies in Higher Education and Human Resource Development International.

The Learning Mindset

Develop a Culture of Continuous Learning for Improved Business Performance

New Title

This book

- Explains what a learning mindset is and the benefits to individuals and the overall business
- Covers the competencies needed for a learning mindset and how to structure L&D activity to develop these traits
- Shows how to encourage social learning between colleagues and build this into all team dynamics
- Provides guidance on where technology can be used to support learning as well as its limitations
- Includes real-world examples from Toyota, Canon, Mondelēz, SwissPort, Tractabel and MCI Group

Keynote

Use this practical book to develop a learning mindset in all employees and a culture of continuous learning in the wider business.

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Ebook: 9781398617353 $37.99
Hardback: 9781398617346 $131.00
Pages: 272
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Subject: Learning & Development

Author information: Katja Schipperheijn is an internationally recognized learning strategist and founder of learning consultancy, Habit of Improvement. She is also the Founder and CEO of sCooledu which is an educational platform for media literacy and digital social responsibility. Based between Antwerp, Belgium and Dubai, UAE, she is also an international keynote speaker and guest lecturer. She is the author of Learning Ecosystems, also published by Kogan Page.
Rethinking Operating Model Design
Adapting Your Business Structure, Processes and Activities for Competitive Advantage

**This book**
- Explains how to design and adapt an operating model that will allow organizations to meet the most pressing business issues.
- Shows why preserving financial margins without top-line growth is futile and why traditional operating models crafted for past contexts are no longer fit for purpose.
- Covers how to: boost efficiencies, avoid duplication of work by dissolving silos, make effective integration or divestment decisions and capitalize on the power of technology.
- Is written by a global team of Accenture experts who have worked with clients across Europe, UK, USA, the Middle East and Asia.

**Keynote**
Design an operating model that will meet your business challenges today and in the future.

**People and Culture**
Combining an Engaged Workforce and an Exceptional Company Culture for Improved Performance

**This book**
- Explains why a joined-up approach to people and culture is essential for business success.
- Shows how to manage the social, stakeholder and shareholder value of a people and culture approach in the organization.
- Contains advice on aligning values, language and behaviours as well as dedicated support on systems thinking, emotional intelligence and communication skills.
- Includes a people and culture playbook which provides guidance on how to complete a culture audit and tools for resolving toxic behaviours in the workplace.

**Keynote**
Use this practical book to develop a combined people and culture approach in your organization.

Author information: *Amy Kates* is a senior leader in Accenture’s Operating Model & Organization Design practice. She teaches organization design through Cornell University and is based in New York City, New York.

*Greg Kesler* is the global leader of Accenture’s Operating Model & Organization Design practice. He is based in Easton, Connecticut.

*Kent McMillan* is a consultant, innovator and educator. He has held global leadership roles at Accenture and is based in London, UK.

Author information: *David Liddle* is the CEO of the TCM Group and president of the People and Culture Association. For over 20 years, David Liddle and his team have been delivering award-winning conflict resolution, leadership development and cultural change programmes for organizations across the globe. Based in London, UK, he was named as one of the Most Influential HR Thinkers of 2021 by HR Magazine and was featured on the Thinkers50 Radar 2022.
**Data-Driven Talent Management**

*Using Analytics to Improve Employee Experience*

**This book**
- Explains how to adopt a data-driven approach to all talent management activities
- Outlines effective methods for collecting and analyzing people data and guidance on how to measure the ROI of this data-driven approach
- Includes advice on how to use insights from people data to improve motivation, engagement and employee experience
- Provides guidance on how to use data to assess different thought and work styles in the workforce and use the results to build a diverse and inclusive organization to drive employee and business performance

**Keynote**

Apply insights from people data to drive employee experience and business performance.

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**Pages:** 288  
**Format (mm):** 234x156  
**Subject:** Talent Management & Recruitment

**Author information:** Kristin Saling is Director at the Innovation Cell for the United States Army Human Resources Command where she enables the command to capitalize on the latest HR business practices and technologies. Prior to this, she was Deputy Director of People Analytics for the Assistant Secretary of the Army for Manpower and Reserve Affairs (ASA (M&RA)) and Chief Analytics Officer for the Army Talent Management Task Force. She is based in Orlando, Florida.

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**Equality, Diversity and Inclusion in the Workplace**

*International Contexts, Policies and Practices*

**This book**
- Explores introductory key definitions and approaches as well as concepts and theories relevant to EDI from a range of disciplines
- Analyses current topics including intersectionality, diversity resistance, neurodiversity, allyship and ‘rhetoric vs reality’
- Features an overview of major worldwide legislation, insights from international experts and global case studies from General Motors, The Saudi British Bank (SABB) and Tata Consultancy Services
- Online resources: lecture slides, teaching resources, examples of materials from good-practice EDI initiatives, further long-form case studies and links to articles and videos

**Keynote**

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.

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**Date:** 11/28/2024  
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**Ebook:** 9781398611979 $47.99  
**Hardback:** 9781398611986 $173.00  
**Pages:** 336  
**Format (mm):** 240x170  
**Subject:** Human Resources Management

**Author information:** 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.
The Learning and Development Handbook
A Learning Practitioner’s Toolkit

This book
- Uses new and up-to-date real world examples, including from the restaurant chain Dishoom, to demonstrate how to embed digital and social learning into an organization’s L&D
- Incorporates practical and applicable guidance on engaging stakeholders to incorporate L&D strategy into the overall business plan
- New to this Edition: Exploring the changes happening in digital learning, including AI, learning design and LMS, as well as new material on LXP. It will also include new ‘what now?’ tips in the final chapter of the book, and discuss previously unstated sectors such as hospitality

Keynote
Equip yourself with practical skills to create effective L&D interventions from strategy and stakeholders through the frameworks to deliver learning impact with this evidence-based practical guide.

Armstrong’s Handbook of Strategic Human Resource Management
Improve Business Performance Through Strategic People Management

This book
- Shows how to align HR strategies, policies and practices with wider organizational goals and objectives to improve business performance
- Features key learning summaries, source reviews and real-life examples from organizations including UNICEF, Boots and GKN
- New to this edition: new content on corporate social responsibility strategy, which will draw on deeper analysis on the different factors on business management practice; updated case studies for deeper learning and updated wider content to reflect the latest research
- Online resources: lecture slides and handbooks for lecturers and students which include self-assessment questions, case study exercises and a glossary

Keynote
Develop and implement HR strategies which are aligned with wider business objectives to achieve organizational success.

Author information: Michelle Parry-Slater is an award-winning L&D professional with more than 20 years’ experience in the industry, recently winning one of HR Magazine’s Most Influential Thinkers 2023. She is the Founder and Director of Kairos Modern Learning, an L&D consultancy specializing in driving a shift from traditional courses to the best of digital and face-to-face workplace learning, working with clients such as the CIPD and Co-op. Michelle is also the host of the ‘Learning From The Edges’ podcast, looking at friction in work and how to overcome it, which launched in April 2023. She is based in St Albans, UK.

Author information: Michael Armstrong is the UK’s bestselling author of human resource management books including Armstrong’s Handbook of Human Resource Management Practice, Armstrong’s Handbook of Reward Management Practice and Armstrong’s Handbook of Performance Management and several other titles published by Kogan Page. His books have sold over a million copies and have been translated into over 20 languages.

Rights Sold: Georgian, Russian
Managing Employment Relations
Theory, Policies and Practice

This book
• Covers the theory, policies, processes and legal aspects of employment relations
• Explains how to manage workplace conflict and mediation, deal with grievances and manage workplace discipline as well as how to manage redundancies and employee exits
• New to this edition: New coverage of what role ESG (Environmental, Social and Governance) issues play in the employment relationship and discussion of talent retention, reward and workplace unions
• Online resources: Lecturer manual, PowerPoint slides for each chapter, additional case studies and annotated web links

Keynote
Understand the key aspects of employment relations and how they apply in practice with this comprehensive textbook.

Edition: 8
Date: 12/28/2024
Paperback: 9781398618121 $59.99
Ebook: 9781398618138 $59.99
Hardback: 9781398618145 $229.00
Pages: 480
Format (mm): 246x189
Subject: Employment Law & Relations

Author information: Tony Bennett is a Senior Research Fellow at the University of Central Lancashire, UK. Previously he was a Senior Lecturer at Sheffield Business School, Sheffield Hallam University, UK.

Richard Saundry is a Principal Research Fellow at the University of Westminster, UK and a Visiting Fellow at Manchester Metropolitan University, UK.

Margaret Prior is a Lecturer in Human Resources Management at the University of Plymouth, UK. She came to academia after a career working for two major trade unions.

Resourcing and Talent Management
The Theory and Practice of Recruiting and Developing a Workforce

This book
• Fully aligned to the Advanced CIPD Strategic Resourcing and Talent Management module
• Includes coverage of recruitment, interviewing, selection, job design and contracts of employment
• New to this edition: Additional material on performance, resourcing and talent strategies, new discussion of sustained hybrid working in organizations and how to upskill staff to meet changing business needs
• Online resources: Lecturer manuals, PowerPoint slides for each chapter and additional web links
• Provides discussion of workforce planning, measuring employee turnover and performance appraisals as well as outlining dismissals, redundancies and retirement

Keynote
Gain a thorough understanding of the key aspects of hiring and developing a workforce with this bestselling textbook.

Edition: 9
Date: 12/28/2024
Paperback: 9781398618381 $61.99
Ebook: 9781398618398 $61.99
Hardback: 9781398618404 $229.00
Pages: 480
Format (mm): 246x189
Subject: CIPD

Author information: Stephen Taylor, Chartered CCIPD, is a senior lecturer in Human Resource Management at the University of Exeter Business School. He is also a Chief Examiner for the CIPD. Before his academic career he worked in a variety of management roles. Based in Devon, UK he is the co-author of Work and Employment in a Changing Business Environment and Armstrong’s Handbook of Human Resource Management Practice, both published by Kogan Page.
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### Responsible Marketing

**How to Create an Authentic and Inclusive Marketing Strategy**

**This book**

- Helps marketers balance long-term growth with real-time advocacy by aligning their marketing strategy to relevant social movements
- Packed with actionable tools for goal setting, strategy and planning, vendor selection, creative briefing, creative evaluation and GTM activation
- Features in-depth interviews with responsible marketing leaders and creatives from around the world

**Keynote**

Unlock growth by committing to a responsible marketing strategy that aligns your brand’s authentic goals with real social impact beyond performative action.

**Author information:** Lola Bakare is the founder of be/co, a boutique marketing consultancy in Philadelphia, PA. She is an Anthem award-winning inclusive marketing strategist, an advisory board member for Sparks & Honey and the creator of Maximize The Movement™. Bakare is a 2022 LinkedIn Top Voice in Marketing & Advertising and a regular at industry events including the Cannes Lions International Festival of Creativity. She is regularly featured in LinkedIn News, Campaign, Marketing Brew, Digiday, Harvard Business Review and Business Insider.

### Marketing for Social Change

**How to Turn Purpose Into Business and Social Impact**

**This book**

- Explores how brands of all sizes can create positive change in the world
- Provides a framework on how to find and define your purpose, as well as practical steps in order to truly embed it throughout your brand
- Explains the benefits of driving social change for your brand and business
- Contains real-world examples from companies such as Patagonia, Tony’s Chocolonely and Allbirds

**Keynote**

Create positive change for both society and your business by embedding purpose into the heart of your brand’s strategy.

**Author information:** Kian Bakhtiari is founder of The People, a creative company powered by a global community of young changemakers. Based in London, UK, he was formerly Youth Insight Lead at Dentsu and is now Advisor to UN Climate Change and One Young World Ambassador. For his contributions to marketing, he has been named one of the Top 50 Future Leaders by the Financial Times. He regularly writes about marketing through a Millennial and Gen-Z lens for Forbes CMO Network and is deeply passionate about using the power of creativity for good.
The Future of Luxury Customer Experience
How to Create High-Value, Personalized Omnichannel Experiences

This book
- Explains what sets a luxury customer experience apart and how to adapt to the changing luxury landscape
- Demonstrates how to adapt brand messaging across different channels and media and how to integrate emerging technology such as AI in order to deliver a true omnichannel experience
- Shows how to use data to provide truly personalized experiences whilst protecting customer privacy
- Features real world examples from leading luxury brands such as Lamborghini, Prada and Gucci

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

Marketing in Web 3.0
Artificial Intelligence, the Metaverse and the Future of Marketing

This book
- Provides a practical hands-on guide to the transition to Web3 and what marketers need to learn from past mistakes to ensure a smooth transformation
- Explains how brands can capitalize on new technologies to engage with their audience and win new customers along the way
- Covers AI, the metaverse, gamification, VR and AR
- Is written by recognized industry expert and bestselling author Simon Kingsnorth who has more than 25 years’ digital marketing experience

Keynote
Create a digital marketing strategy that is future-ready with this comprehensive guide to marketing in Web3, the metaverse, AI and the next wave of digital transformation.
Advanced Marketing Research

Methods, Tools and Analytics for Effective Market Research

This book
- Covers key topics including qualitative and quantitative methods, surveys, interviews, descriptive statistics and how to write marketing research reports
- Features real-world examples from Beyond Meat, IDEO and Virgin Atlantic to demonstrate how the tools are applied in practice
- Is supported by features including learning outcomes, practice datasets and answer keys, essay questions and further reading recommendations
- Online resources: lecturer slides, additional exercises and multiple choice questions

Keynote
Learn how to develop and apply the latest marketing research methods with this concise, practical textbook that includes real-world data and examples.

The Complete Copywriter
Create Marketing Copy That Works

This book
- Shows you how to produce copy that your customers will read and continue reading and act upon
- Explains how copywriters can deliver a level of creativity, adaptability and human touch that AI tools cannot match
- Illustrates writing for a range of formats and channels, from social media through digital content to thought leadership, and at every stage of the customer journey
- Outlines ways to finesse copy to maximize PPC and SEO and create definitive inbound marketing

Keynote
Write effective copy that is concise, contemporary, captivating and customer-focused.

Author information: Saurabh Bhattacharya is Senior Lecturer in Marketing at Newcastle University Business School, UK, teaching Marketing Research and Research Methods modules. He has previously worked with IBS Hyderabad, India, as an Assistant Professor.

Arpita Agnihotri is Assistant Professor in Management at the School of Business Administration, Penn State Harrisburg, USA, teaching modules including Business Strategy, HR Analytics and Organizational Learning, and Knowledge Management. She has published research in the Journal of World Business and International Journal of Information Management.

Author information: 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, UK.
Innovative Internal Communication
How creativity, curiosity and technology can create lasting impact

This book
• Offers actionable takeaways and practical steps for creating and driving innovation in internal communications
• Includes insights from behavioural science on how to create the most impact with employee communications
• Provides guidance on how to measure and evaluate the effectiveness of your communications initiatives and influence stakeholders in supporting innovation
• Covers a variety of communication channels and new technologies including social media, immersive experiences and AI and how these can effectively engage employees

Keynote
Transform your internal communication by embracing creativity, technology and innovation in order to enhance employee engagement and drive organizational success.

Strategic Reputation Management
Identify Strengths, Manage Performance and Protect Your Brand

This book
• Helps readers understand the challenges of effective reputation management
• Explains the importance of understanding reputation and reputation management as a part of the business strategy
• Delivers a practical framework with easy-to-follow tips and checklists that readers can adapt to their industry
• Features in-depth real-world examples including Apple, Amazon, Lego, Ryanair and Facebook

Keynote
Develop a proactive approach to reputation management using this guide to equip you with the insights and strategies needed to navigate and protect your organization’s most valuable asset.

Author information: Joanna Parsons is an award-winning professional communications leader based in Dublin, Ireland. She sits on the Board of Directors with the Institute of Internal Communications (IoIC) and in 2022 was awarded an IoIC Fellowship. Currently, she oversees internal communication as Director of Colleague Experience with Bentley Systems, and previously she was Head of Internal Communications with An Garda Síochána, for which she won four communications awards. She is also a Lecturer in Strategic Internal Communication with the Public Relations Institute of Ireland.

Author information: Amanda Coleman, based in Manchester, UK, is a crisis communication specialist, director and founder of Amanda Coleman Communication Ltd. With more than 20 years’ experience in emergency services communication, she’s a fellow of the CIPR and the PRCA. She’s an advisor for the Resilience Advisors Network, Senior Associate of the Centre for Crisis and Risk Communication and Chair of the UK’s Emergency Planning Society Communication Professional Working Group. She’s the author of Crisis Communication Strategies and Everyday Communication Strategies, published by Kogan Page.
Building B2B Relationships
How to Identify, Map and Develop Key Relationships to Win More Business

This book
- Offers a practical and actionable methodology for mapping, measuring and leveraging key stakeholder relationships
- Demonstrates how to implement the new methodology across key accounts, large complex deals and on new business
- Explains how to integrate it into your Account Based Marketing activities to support more effective Key Account Management
- Showcases successful user real-world examples from companies such as PwC, Deloitte and KPMG
- Online resources include templates to support your implementation of the framework

Keynote

The Revenue Operations Manual
How to Build a High-Growth, Predictable and Scalable Business

This book
- Explains what revenue operations is and the opportunities this developing function can offer your business
- Outlines how you can design your business from data to goal setting, to getting the right tech stack, in order to maximize effectiveness
- Provides guidance on how to embed this team across your business, working with departments from across the organization successfully
- Contains real world insights from companies including RevOps, SmartBear, InsightSquared and Alpaca

Keynote
Revolutionize your go-to-market strategies and drive growth by transforming your revenue-generating teams into a high-performing, well-oiled machine with this practical how-to guide.
Growth Marketing Strategy

This book
• Explores what growth marketing is, how it has evolved as a discipline and how any business can implement it as a long-term strategic approach to marketing
• Delivers a framework for how to transform your marketing to deliver concrete results
• Contains real-world examples from companies including Fujifilm, GoPro, Twitch, Disney, Amazon Grocery, Tesla and American Express
• Includes content on how to plan for the long-term, take learnings from other disciplines in order to strengthen your marketing and how to balance technology with human creativity

Keynote
Understand how to move from quick hacks to long-term strategic growth marketing with this insightful and actionable guide to developing a strategy that drives growth in any economy.

B2B Influencer Marketing

This book
• Outlines the different types of influencer marketing programmes and how to design a programme fit for your brand
• Discusses how influencer marketing has evolved and the benefits for your business
• Provides a framework for embedding influencer marketing into your strategy including how to get internal buy-in, identify the right influencers and how to execute it effectively
• Uses case studies from Dell, Spotify, Glossier and Patagonia
• Details the different tools available and how you can measure the effectiveness of the campaigns

Keynote
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.
Influencer Marketing Strategy
How Influencers Can Help Grow Your Business

This book
• Helps readers understand the key facets of influencer marketing, walking them through the process of preparing their own influencer marketing strategy
• Discusses the importance of maintaining control of the brand message while still giving the influencer the freedom to create posts in their natural style
• Features in-depth real world examples from the beauty, fashion, gaming and health industries with examples including Mumsnet, Dermalogica and Ryan’s Toys
• New to this edition: Coverage of additional platforms such as Be Real, WhatsApp, WeChat and Sina Weibo; how to work with influencers on creating their own brand; international updates for the USA and India

Keynote
Build a successful, mutually beneficial influencer marketing campaign strategy that will empower both the brand and the influencer, grow profits and spread your message to the most relevant markets.

The Martech Handbook
Build a Technology Stack to Attract and Retain Customers

This book
• Shows how to bring together different platforms and solutions into a joined-up martech stack and measure and monitor its success for maximum efficiency and impact
• Explores getting buy-in and scaling martech within organizations depending on their needs, size and budget
• Is written by an industry expert who was named a Top Martech Marketer to Follow in 2020 by Martech Alliance and is a two-time Adobe Marketo Champion
• Contains case studies and examples from companies including General Electric, Tealium and Iterable, as well as frameworks, checklists, and interviews

Keynote
Create and manage a powerful marketing technology stack that will add value and connect all key areas of marketing, with this jargon-free and easy-to-follow guide.
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**Spectrum of Success**

How Embracing Neurodiversity Can Revolutionize Your Business

**This book**

- Includes illuminating insights into the unique needs and abilities of neurodivergent workers, supported by academic research and first-hand experiences
- Features a range of inspiring and insightful interviews with neurodivergent leaders across a variety of sectors, from media to banking
- Is written by a leading neurodiversity expert, who draws upon both his professional expertise and his unique lived experiences to offer compassionate and comprehensive insights into neurodiversity

**Keynote**

Discover how to become a champion for neurodiversity and create a work culture that is supportive, inclusive and productive for everyone.

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**The Inclusion Journey**

Creating a strategy that improves employee engagement and company results

**This book**

- Includes step-by-step guidance for building an effective inclusion strategy, identifying an action plan and creating a framework to track and report on progress
- Provides advice on how to build stakeholder buy-in and generate staff engagement in the inclusion activity
- Contains case studies, interviews, examples, checklists, worksheets and a glossary to support practitioners on their journey to true inclusion
- Outlines the performance, productivity and profitability benefits of inclusion at work and shows how to link diversity and inclusion goals to broader business objectives

**Keynote**

Design and implement a clear action plan to achieve real inclusion in your organization.
Designing for Diversity
Developing Inclusive and Equitable Talent Management Processes

Keynote
Design equitable talent management processes that are fair and inclusive to create a diverse workforce now and a talent pipeline for the future.

This book
• Shows how to design the core areas of talent management for diversity including performance management systems, talent identification methods and talent development
• Provides an action plan for making talent management activity equitable and inclusive to build a diverse workforce and a rigorous succession plan for the future
• Includes real-world examples from BT, NFU Mutual, University of Cambridge, HSBC, Arm, Neptune Energy, Sopra Steria and England Rugby.
• Examines the limitations of target setting and explores the benefits of formal and informal mentoring

Embedding Sustainability
How to Drive Organizational Transformation

Keynote
Move from purpose to implementation with this handbook for sustainability managers, leaders and change makers on how to effectively drive sustainability transformation in organizations.

This book
• Provides guidance for sustainability managers and leaders on how to navigate the unique challenges found in sustainability change management
• Outlines strategies and useful tips, tricks and tools, including planetary assessments, SDGs, sustainable business canvas and goal workshop tools and real-world examples and case studies
• Acknowledges the critical role of competencies, values, mindsets and key success factors in managing people-driven change
• Shares valuable lessons and takeaways that can be applied in any industry or organization, regardless of size or focus

Author information:
Professor Binna Kandola is co-founder and Senior Partner at Pearn Kandola. He has been working in diversity and inclusion for over 40 years with organizations including American Express, Microsoft and NATO. Based in Oxford, UK, he was named by HR Magazine as one of the Most Influential HR Thinkers of 2023.

Stuart Duff is a Partner and Head of Talent Development at Pearn Kandola. For 30 years he has been developing talent management solutions for international clients, including GSK, AXA Insurance, BP and Hays Recruitment. He is based in Oxford, UK.

Pia Heidenmark Cook is a senior ESG leader and executive with over 25 years of global industry experience. Under her former tenure as IKEA’s Chief Sustainability Officer, IKEA became one of the top three sustainability brands ranked by Globescan. Heidenmark Cook has been recognized by multiple outlets as a top sustainability leader and influencer. She is based near Höganäs, Sweden.

Lisen Wirén is the Programme Director of Social Entrepreneurship at IKEA, where her leadership led IKEA to win the most sustainable retailer award for three years consecutively. She is based in Helsingborg, Sweden.
Operational Risk Management in Financial Services
A Practical Guide to Establishing Effective Solutions

This book
- Inspires professionals to derive value out of operational risk management, rather than applying a compliance 'tick box' approach
- Guides the reader on how to establish effective solutions and avoid common pitfalls with frameworks, examples and diagrams
- Offers clear advice on conducting risk and control self-assessment, designing Key Risk Indicators and creating operational risk reports
- New to this edition: new chapters outlining the future challenges of operational risk management, from AI to Web3, and the implementation of ESG into day-to-day risk strategies

Keynote
Create value from operational risk management with this practical guide filled with frameworks, examples and industry poll results.

Fundamentals of Risk Management
Understanding, Evaluating and Implementing Effective Enterprise Risk Management

This book
- Provides a guide for students and early-career and emerging risk professionals on the fundamentals of practicing enterprise risk management in a variety of settings
- Covers risk management completely aligned with ISO 31000, the COSO ERM Framework and the UK’s Orange Book
- Global real-world examples in every chapter allow students to understand how risk management can be applied to practical problems
- New to this edition: new chapters on sustainability risk, resilience, the application of risk management to fields like banking, law, IT and supply chain management and strategic risk

Keynote
Gain a complete understanding of the core concepts, frameworks, and strategies of enterprise risk management with this comprehensive text for students and risk professionals.
Banking as a Service
Opportunities, Challenges and Risks Of New Banking Business Models

This book
- Shows how BaaS business models work, offering a framework for thinking about whether or not they’re sustainable and is supported by explanatory diagrams of partner bank and business operating models.
- Explores how BaaS operating models work in different global territories such as the US, UK and Europe, MENA, APAC, Africa and Latin America
- Provides analysis of bank call report data and real-world examples and cases of companies such as Blue Ridge Bank and Unit, Goldman Sachs, Railsr, Starling, Solaris and Tweeq, along with lessons learned
- Is supported by data sets and visualisations that speak to why BaaS is appealing for banks, including cost of funds data and return on equity and asset analysis

Keynote
Delve into banking-as-a-service (BaaS) and explore its applications, opportunities, challenges and risks and the key differences across global markets with this comprehensive guide.

Inclusive Finance
How Fintech and Innovation Can Transform Financial Inclusion

This book
- Explains what is broken in the current financial system for the socially excluded, unbanked and underbanked, and how digital innovation can address those problems purposefully and profitably
- Explores the role of transformational innovations such as the blockchain, distributed ledger technology, AI, cryptocurrencies & stablecoins, NFTs & tokenization, DeFi and many other innovations arising from Web 3.0 in democratizing finance and progressing socially inclusive finance
- Provides a directory of resources that can be used by financial institutions to jumpstart their financial inclusion initiatives

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

Author information: Jason Mikula is the publisher of Fintech Business Weekly, a newsletter going beyond the headlines to analyse the technology, regulatory, and business model trends driving the rapidly evolving financial services ecosystem at the intersection of traditional banking, payments, fintech and crypto. He also advises, consults for and invests in early stage startups. Previously, he spent over a decade building and scaling consumer finance businesses, including at Enova, LendUp, and Goldman Sachs. He is based in Amsterdam, the Netherlands.

Author information: 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.
Fintech Regulation In Practice

Navigate the Complexities and Opportunities of Regulation

This book
- Outlines the practical considerations for embedding regulation at each stage of the fintech lifecycle and the collaborative approach needed to ensure a strong, stable fintech
- Navigates the pitfalls and tensions around fintech regulation, offering cases, practical tips and references to help readers navigate the complexities of the fintech space
- Explores key issues such as financial and operational resilience, cybersecurity and fighting financial crime, anti-money laundering best practices, information security, privacy and the concept of embedded finance

Keynote
Harness regulation to your advantage and tackle its challenges with this practical guide for fintechs, financial services firms and other key players within the fintech ecosystem.

Accounting and Finance for Managers
A Business Decision Making Approach

This book
- Uses clear language accessible to students who have not studied finance previously and explains all key concepts in a logical manner
- Develops analytical skills through exercises, comprehension questions, and the interpretation of real financial statements and worked examples from well-known businesses, such as Tesco, Ryanair and Whitbread PLC
- New to this edition: Outlines new approaches to decision-making in accounting and finance, including new content on contribution analysis and breakeven analysis. Includes new guidance on emerging methods and techniques surrounding budgeting and budgetary control

Keynote
Designed for Business and Management students at all levels who require grounding in how the key concepts of accounting and finance lead to better-informed business decisions.
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