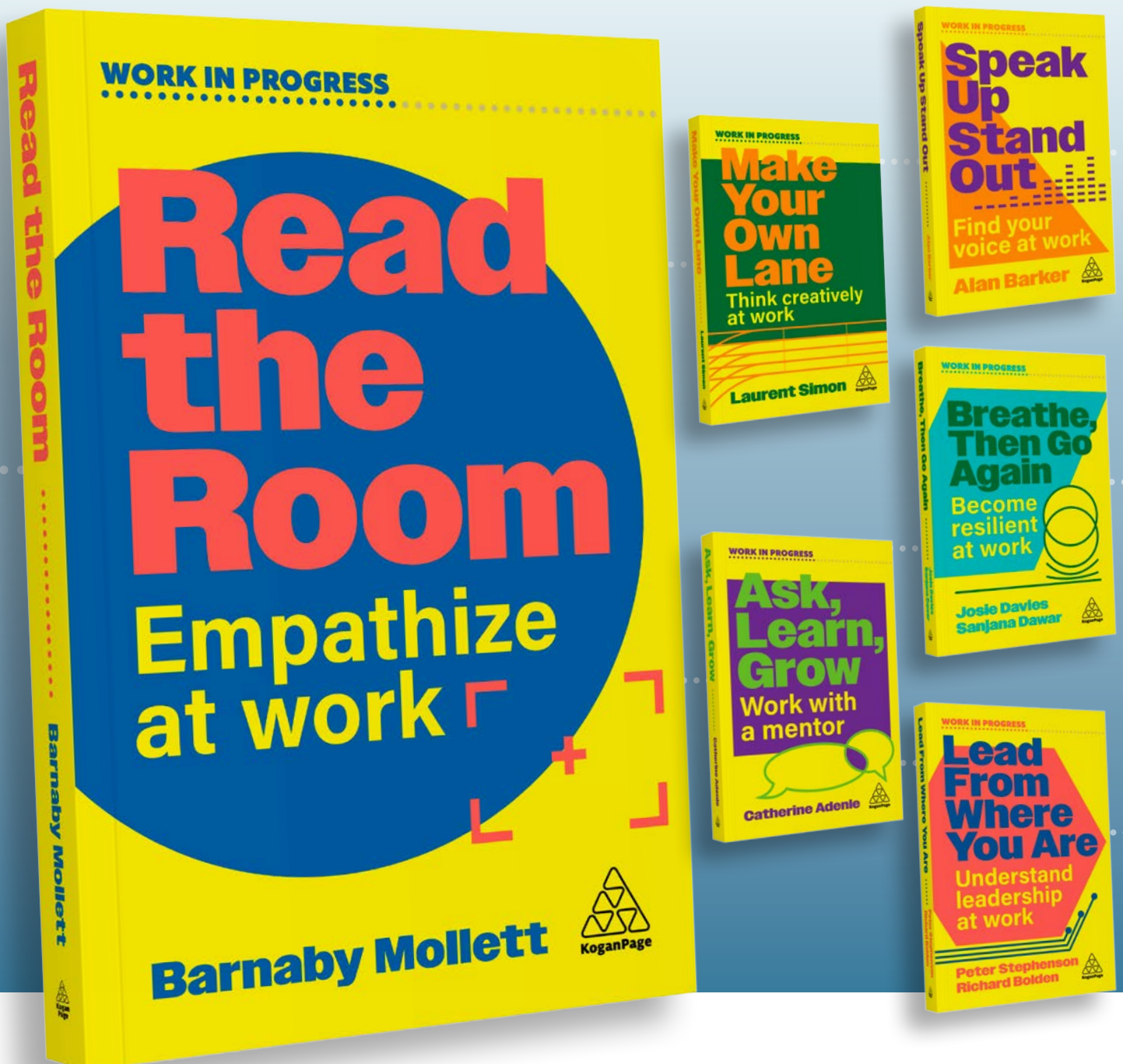


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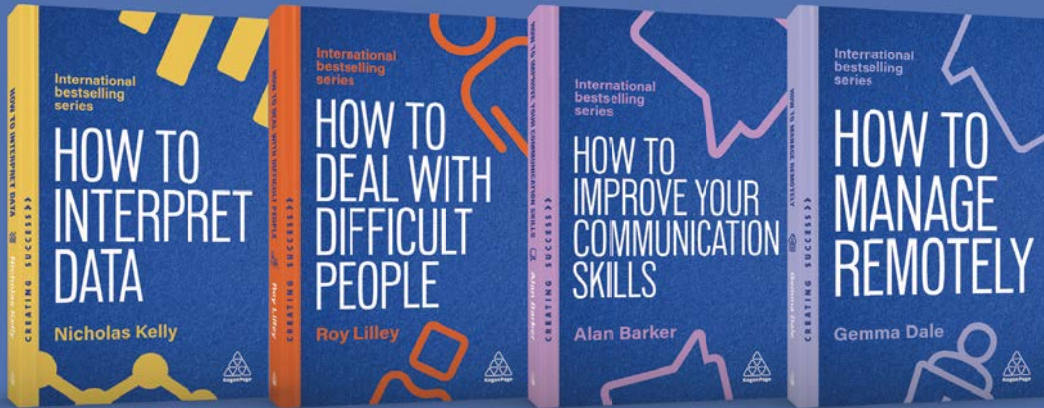


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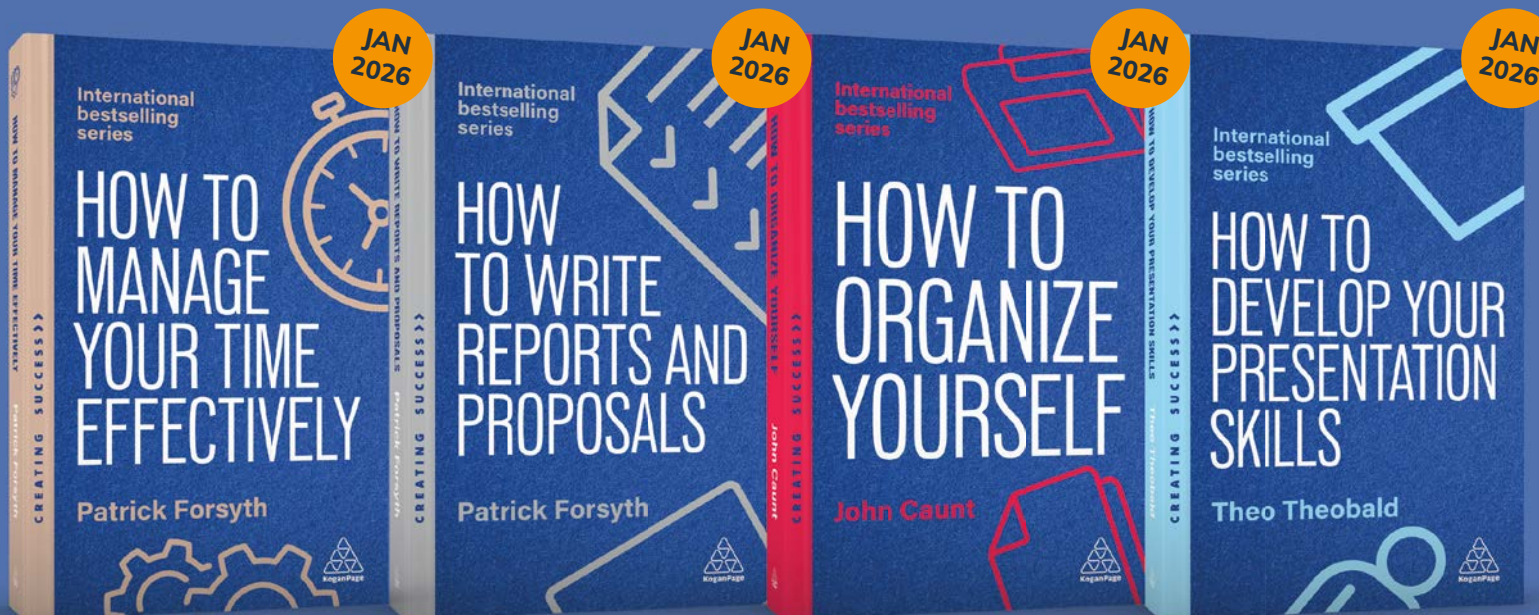


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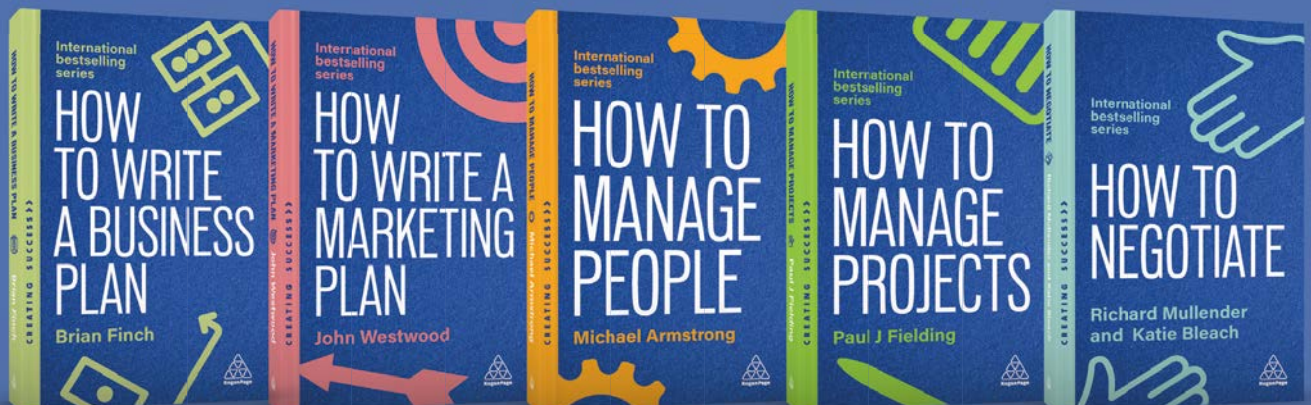


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Our Publishing

Kogan Page publishes content across a broad range of subjects within business and management and specialist vocational professions including: Business &

Management, Digital & Technology, Finance & Banking, Human Resources, Learning & Development, Logistics & Supply Chain, Marketing & Sales, Responsible Business, Risk & Compliance, Skills & Careers, Tourism, Leisure & Hospitality.

In June 2026 we launch our Work in Progress series. This practical series builds essential work skills, such as speaking up, navigating setbacks and working with mentors. In March 2025, Kogan Page and SHRM, the leading professional association for work, workers and the workplace in the US, announced a publishing partnership.

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Our Values

Sustainability: We are proud to have partnered with Carbon Neutral Britain to calculate and offset Kogan Page's carbon footprint. In 2021, we became a certified Carbon Neutral Business. We partner with suppliers and vendors who follow sustainability guidelines and processes.

Diversity: An active member of the Independent Publishers Guild Diversity and Inclusivity Action Group, we support the Publishers Association Inclusivity Action Plan, we partner with Creative Access to support under-represented groups entering the creative industries and we monitor representation across our staff and authors.

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The Art of Unexpected Solutions

Find Breakthroughs in the Unknown

 New Title

The art of unexpected solutions

Find breakthroughs in the unknown



Paul Sloane



This book

- Shows readers how to embrace play and experimentation in their business operations in order to create space for unexpected discoveries
- Challenges the myth of control, showing readers how unexpected situations coax out their most creative and innovative thinking
- Is written by the author of the international bestseller *Lateral Thinking for Every Day*
- Goes beyond generic advice on creativity to demonstrate how embracing the unexpected can lead to remarkable discoveries and breakthroughs

Keynote

Shows readers how to experiment and capitalize on unexpected discoveries in order to find innovative ways of doing business.

Description

Some of the greatest innovations in history happened by chance. Penicillin, Slinkies, Teflon - each was an unexpected discovery. So, how do we harness such creativity in business?

The Art of Unexpected Solutions shows you how to experiment and think divergently in order to discover new and innovative ways of doing business. By taking risks and being open to unintended outcomes, you'll solve problems in ways you would never have imagined possible. You'll disrupt your chosen field and become a trendsetter, leaving competitors who stick to conventional ways of doing things in your wake.

Using real-world examples and insightful research, this book, from the author of the international bestseller *Lateral Thinking for Every Day*, shows you how to explore unconventional ideas in order to break new ground in business. Once you've learned the value of unexpected solutions, you'll never play it safe again.

Author Information

Paul Sloane is an experienced speaker, course leader and facilitator. A recognized authority on innovation and creative speaking, he speaks and gives workshops to leading corporations around the world. He is also the best-selling author of *How to Be a Brilliant Thinker*, *The Innovative Leader* and editor of *A Guide to Open Innovation and Crowdsourcing*, all published by Kogan Page. He is based in Surrey, UK.

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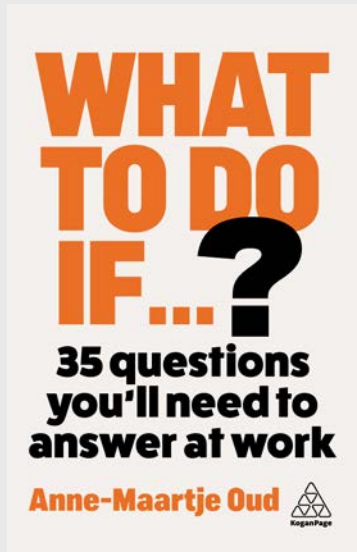
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1	The Myth of Control: Embracing the Power of Chance
2	Cultivating Curiosity: The Seedbed of Serendipity
3	The Art of Observation: Noticing the Unseen
4	Breaking Free from Mental Ruts: Challenging Assumptions
5	The Power of Divergent Thinking: Exploring the Unexpected
6	The Accidental Catalyst: Turning Obstacles into Opportunities
7	The Art of Connection: Finding Meaning in the Unrelated
8	The Network Effect: Building Bridges for Serendipity
9	The Role of Intuition: Trusting Your Gut
10	The Practice of Play: Fostering a Spirit of Exploration
11	Creating Conditions for Serendipity: Nurturing a Culture of Innovation
12	Embracing the Unknown: A Journey of Discovery and Delight

What To Do If...?

35 Questions You'll Need to Answer at Work

NEW New Title



This book

- Offers clear, actionable strategies to deal with thirty-five of the most pressing workplace dilemmas
- Can be read as a whole or reconsulted as a reference guide whenever readers find themselves in a situation the book describes
- Sets out solutions that have been conceptualized during coaching sessions and stress-tested in real-life scenarios
- Is for managers, coaches, mentors and leaders (and those who aspire to those positions) who are fans of *Surrounded by Idiots*

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Ebook:	9781398626171 \$19.99
Hardback:	9781398626188 \$34.99
Pages:	224
Format (mm):	216x138
Subject:	Workplace Skills

Table of Contents

	Introduction
1	Section - ONE: Self-development
2	Section - TWO: Communication
3	Section - THREE: Working with Others
4	Section - FOUR: Leadership
5	Section - FIVE: Difficult Conversations

Keynote

Get answers to the 35 most commonly asked ‘what should I do if...’ questions in the workplace with this comprehensive and informative book.

Description

Have you ever wondered how to avoid hiring toxic people? Or how to understand people's nonverbal cues? Are you unsure of what to do if someone is crying? If so, you're not alone.

During author **Anne-Maartje Oud's** two decades as a workplace behaviour specialist, she fielded countless questions from the people she trained. They all boiled down to the same thing: people wanted to know what to do in particular situations. ***What To Do If...?*** is a collection of the 35 questions that were asked most frequently in that time. By reading it, you can equip yourself to deal with many situations that you may not have even realized would be a challenge.

What To Do If...? is divided into five sections, each of which has seven questions. With sections on personal development, communication, collaboration, leadership and difficult conversations, the book is packed with actionable advice and proven strategies to help you navigate the challenges of work life with confidence and aplomb.

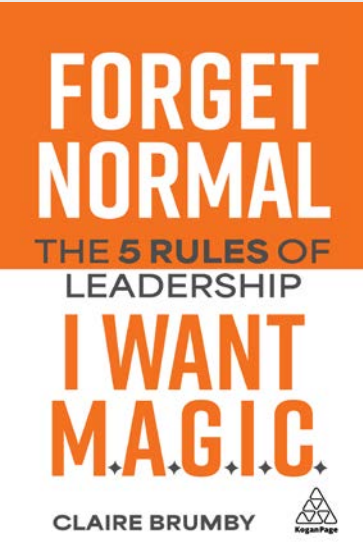
Author Information

Anne-Maartje Oud is founder and CEO of The Behaviour Company, an Amsterdam-based consultancy that customizes personal development programmes for companies and organizations worldwide. She has worked with non-profit social organizations as well as some of the world's most prominent Fortune 500 companies. With over twenty years of experience, she is considered one of the world's leading experts in the field of workplace behaviour. She is based in Amsterdam, the Netherlands.

Forget Normal - I Want Magic

The 5 Rules of Leadership

NEW New Title



This book

- Provides practical advice to help deliver change including exercises, journalling prompts, real-life applications and actionable steps
- Delivers a framework that helps readers focus on their Mindset, Awakening, Gumption, Intuition and Charisma
- Tells an authentic leadership story in a relatable and genuine voice delivering a no-nonsense message, cutting through the fluff
- Teaches an easy-to-follow five step bold new leadership model which is intuitive and values-driven

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Ebook:	9781398625792 \$19.99
Hardback:	9781398625785 \$31.99
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Format (mm):	216x138
Subject:	Leadership

Table of Contents

1	Mindset: The Foundation of Transformation
2	Reconnecting with Your Authentic Self
3	Building Courage and Resilience
4	Intuition: Trusting Your Inner Wisdom
5	Owning Your Energy and Influence
6	Integrating the Skill Set
7	Conclusion: Reclaiming It

Keynote

This isn't just another run-of-the-mill leadership book. It's a bold unapologetic call to break free from outdated models for anyone who feels trapped by traditional leadership roles.

Description

The leadership landscape is changing. Or, more importantly, the leadership landscape has changed for good.

Traditional, hierarchical and rigid methods no longer resonate in a world which prioritizes empathy, flexibility and authenticity. If you feel disconnected from outdated leadership advice, this book will help you reframe what it means to lead today.

Forget Normal - I Want Magic! is a bold and practical guide to modern leadership. Claire Brumby introduces a powerful framework built around mindset, awakening, gumption insight and charisma. Through real-world strategies, exercises, and journalling prompts, she empowers you to trust yourself, make confident decisions, and lead with clarity and purpose.

Ideal for women in business, professionals moving roles, or anyone seeking a more intuitive, human approach to leadership, this book shows how to lead with courage, resilience, and your own values. It is a fresh, unapologetic take on leadership and personal growth for the modern world.

Author Information

Claire Brumby is an accomplished entrepreneur, motivational speaker and accredited leadership coach, known for her expertise in self-leadership, resilience and personal empowerment. She was the co-founder of Scrubbys Crisps and she appeared on Dragon's Den. The author is a keynote speaker with a number of blue-chip organizations including Asda, Amazon, Kellogg's, Molly Maid, Virgin Media, Manchester Airport Group and the University of Durham. The author is based in Lincolnshire, UK.

Let Them Lead

Manage Less, Empower More

NEW New Title



This book

- Is aimed at mid-career managers who are looking to empower their team, embrace authenticity and lead like a human
- Demonstrates the habits of managers that are inadvertently preventing their teams from taking ownership and what to do instead
- Uncovers the seven things no-one tells you about managing a new type of workforce, so that readers can decide what really works
- Helps managers create their own personal leadership prism to define the leadership style that works for them and their team in a new world

Keynote

Learn how to build a team that truly cares about their work with this practical guide to managing today's workforce.

Description

You may not have been taught this, but the best way to lead a team is to step back and let them take the reins.

The workforce is changing, and many managers, newly promoted and having received no training in how to lead their teams, end up creating a culture in which their teams are reliant on them to function, preventing them from taking ownership of their work. Additionally, employees are more conscious of their value than ever before, and after the pandemic, they've had access to a level of flexibility that they're not willing to give up. In this cocktail of conflicting demands, managers are lost, and it's not their fault.

Let Them Lead provides you with an unconventional toolbox of techniques and strategies to help you develop your own management style, one that is tailored specifically to the new workforce. Once you have that, you'll understand how to cultivate a team that wants to be there - whether they're working from home or in person. You'll learn to stop answering all the questions and start leading a team that actually cares.

Themes include: leadership mindset, hybrid team dynamics, people-first culture, strategic management, autonomy and ownership, modern workforce engagement

Author Information

Dan Crompton delivers a business coaching programme through ActionCOACH UK which has been awarded the Best Group Coaching Programme in the Europe, Middle East and Africa regions for three years in a row. He coaches hundreds of leaders and teams each year in organizations including Booking.com, Shutterstock, the UK government, Facebook and the NHS. He has managed teams worth over £130 million, and his books have sold over 260,000 copies worldwide. He is based in London, UK.

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Subject:	Leadership

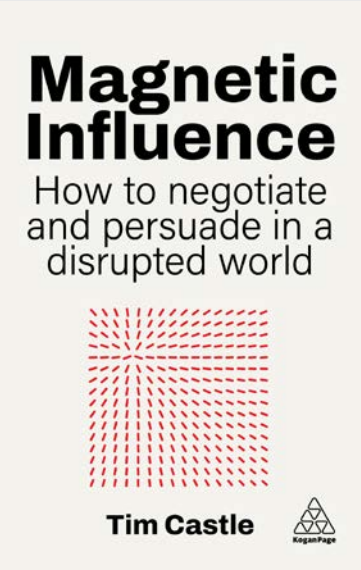
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3	Why Should Your Team Actually Care?
	Section - TWO: The Seven Things No-One Tells You About Managing a Team
4	Thing #1: No-one Cares About You
5	Thing #2: You're The Reason Your Team Won't Take Ownership
6	Thing #3: No-one Cares About Your Company Values
7	Thing #4: Everybody Will Leave
8	Thing #5: Your Team Won't Do What's Expected Of Them
9	Thing #6: Conflict Is Your Job Description
10	Thing #7: Doing Less Makes You A Better Manager
	Section - THREE: Define
11	Why you matter
12	Your Leadership Prism
13	The Leadership Prism Exercise
	Section - CONCLUSION: Let's Get Real
14	What To Do Now?
15	How To Get More Help

Magnetic Influence

How to Negotiate and Persuade in a Disrupted World

NEW New Title



This book

- Shows readers how to work with technology, neuroscience and psychology to become the negotiators of the future
- Explains the author's eight-step Magnetic Influence framework, which helps readers develop the human qualities necessary to negotiate in an AI-driven world
- Includes downloadable workbook, challenges and templates to supplement reading and learning
- Stands out as a book at the nexus of AI, negotiation skills and societal disruption

Edition:	1
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Paperback:	9781398627864 \$21.99
Ebook:	9781398627888 \$21.99
Hardback:	9781398627871 \$34.99
Pages:	208
Format (mm):	216x138
Subject:	Workplace Skills

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1	Leveraging AI In Negotiations
2	Use silence as a weapon
3	Negotiation Tactics That Billionaires Use
4	How does MAGNETIC Influence relate to AI?
5	Tactical Secrets of Influence
6	Negotiation Mistakes That Humans Make
7	Dealing with humans and AI Agents
8	MAGNETIC Influence Unpacked
9	Emotional Intelligence (EQ) The Critical Edge in Extraordinary Outcomes
10	Optimizing Your Influence for AI
11	Acknowledgements
12	Bibliography

Keynote

Learn how to negotiate as a human in a world that is increasingly automated, fragmented and online.

Description

As AI transforms business faster than ever, mid and senior-level negotiators must blend cutting-edge technology with emotional intelligence to lead complex conversations and close deals that last.

Tim Castle, a renowned negotiation expert, presents his Magnetic Influence framework to help you build authentic connection in a digital, automated world. Through practical storytelling and proven strategies, you'll learn how to use AI agents to speed up sales cycles and deepen trust with clients and partners.

This book offers actionable insights to master high-stakes negotiations where technology and trust come together. You'll gain the skills to stay ahead by combining data-driven tools with the human influence that moves deals forward.

Magnetic Influence empowers experienced negotiators to thrive in a rapidly evolving landscape, leading with empathy, influence, and tech savvy for lasting success.

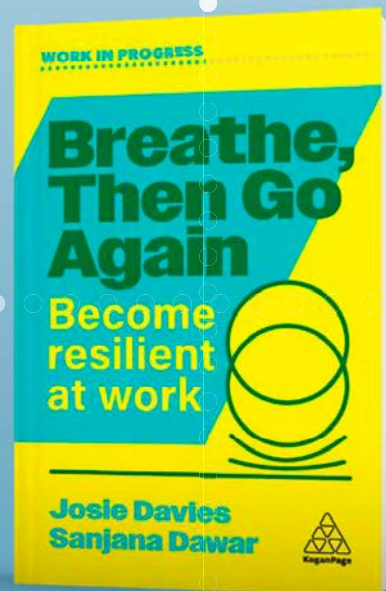
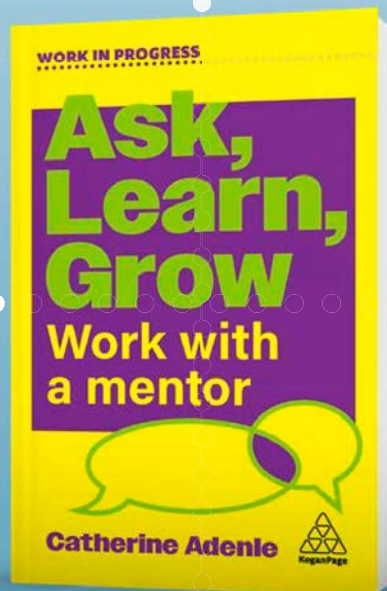
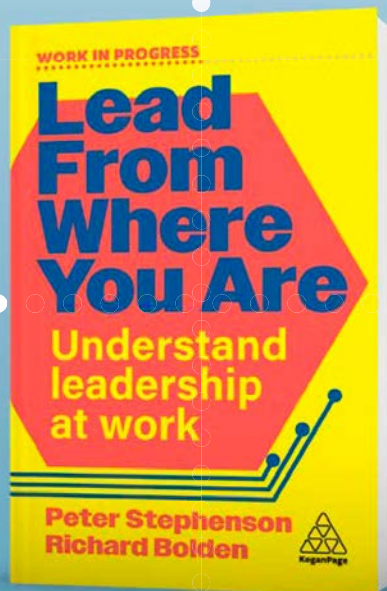
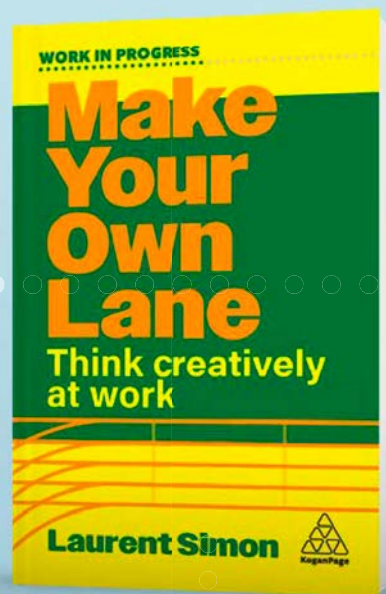
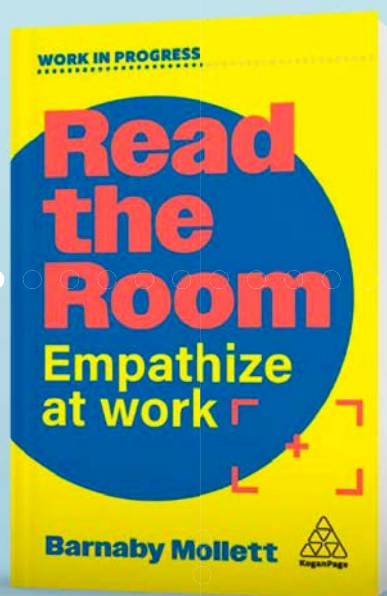
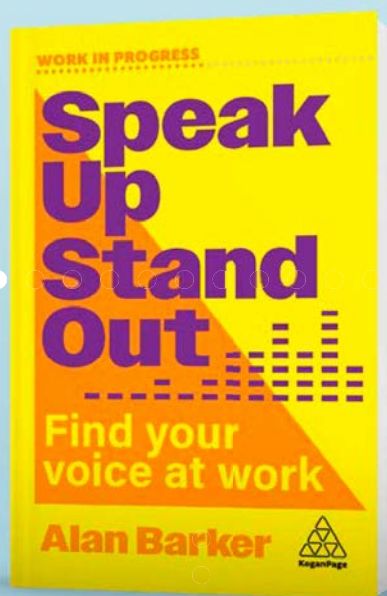
Themes include: mastering emotional intelligence, integrating AI into negotiation workflows, crafting persuasive stories, balancing technology with empathy, managing high-pressure talks, and embracing digital change to unlock new opportunities.

Author Information

Tim Castle is a globally recognized authority in negotiation, leadership and sales performance. In 2025, he was named one of the Top 30 Negotiation Professionals in the World by Global Gurus and won a Silver Medal at the Axiom Business Book Awards for *The Momentum Sales Model*. Castle teaches leaders, sales professionals and entrepreneurs to unlock unstoppable momentum and achieve high-stakes success. He hosts 'The Tim Castle Show' podcast, where he talks with elite performers and thought leaders. He is based in Singapore.

WORK IN PROGRESS

YOU DON'T HAVE TO HAVE IT ALL FIGURED OUT



Work in Progress is a practical, jargon-free series for anyone building confidence in their career whether stepping into a new role, switching paths, or simply figuring things out along the way. Designed for everyone, these books offer essential guidance on the things no one teaches you like speaking up, navigating setbacks, managing your time, and understanding what “professional” actually means.



Speak Up, Stand Out

Find Your Voice at Work

NEW New Series



This book

- Explains to readers the anatomy of a voice, including breathing and vocal control and how to make their voice more resonant
- Examines how to best speak up in meetings, considering the three golden rules of effective meetings, how meetings are changing and how a group thinks together
- Helps readers see conversations as thinking tools, assisting them in thinking on the spot, finding the key question and taking the conversation further
- Deals with making presentations, helping readers manage nerves, control the audience and answer questions with ease
- Is part of the *Work in Progress* series, Kogan Page's books on the skills early-career professionals need to thrive in the workplace

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Hardback:	9781398626348 \$27.99
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Subject:	Workplace Skills

Table of Contents

	Introduction
1	How Your Voice Works
2	What's the Big Idea?
3	Making Your Point in Conversation
4	Speaking Up in Meetings
5	Making Presentations
	Conclusion

Keynote

Develop the confidence and clarity to speak up, share your ideas and make your voice count at work.

Description

If you've just entered the workforce, it can be difficult to know how and when to express yourself in conversation.

Being in a professional situation for the first time can be an intimidating experience, and yet you'll be keen to make your points and share your perspectives and ideas. *Speak Up, Stand Out* aims to show you how to do exactly this. It considers the anatomy of a voice, the different modes of influence, thinking on the spot and how to speak up in meetings. There is also an extended consideration of the different components of making a presentation (managing yourself, managing the material, and managing the audience).

If you've just started your career, gaining the confidence to express yourself with clarity and gravitas will be one of your keys to success; this book shows you how.

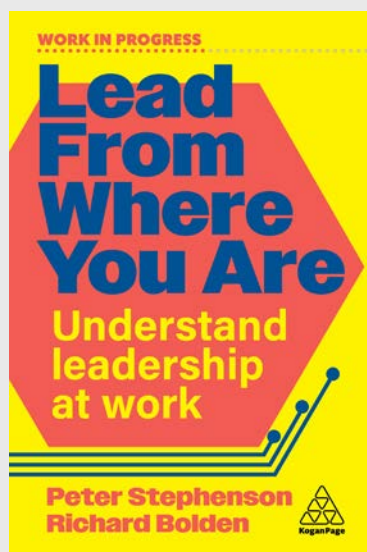
Author Information

Alan Barker is Managing Director of Kairos Training Limited, a specialist consultancy dedicated to developing creativity and communication skills. A prolific writer, he is the author of *Improve your Communication Skills*, *How to be Better at Managing People*, *30 Minutes to Brainstorm Great Ideas*, *30 Minutes Before a Meeting* and *How to Manage Meetings* (all published by Kogan Page).

Lead From Where You Are

Understand Leadership at Work

NEW New Series



This book

- Considers the proper definition of leadership, arguing that leadership qualities can be exhibited by individuals at any organizational level
- Shows how contributions to leadership are personal, that what works/doesn't work depends on who the individual is and how they relate to those around them
- Examines the issue of context in leadership, looking at how, to be optimally effective, leadership processes should be adapted to the situation
- Highlights the importance of reflection and experiential learning in honing leadership skills, including exercises the reader can engage in
- Is part of the *Work in Progress* series, Kogan Page's books on the skills early-career professionals need to thrive in the workplace

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Pages:	224
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Subject:	Workplace Skills

Table of Contents

	Introduction
1	What is Leadership?
2	Know Thy Self
3	The Language of Leadership
4	The Power to Lead
5	Avoid Being Misled
6	Constructing Your Own Identity
7	The Importance of Context
8	Leading is a Lifelong Journey

Keynote

Learn how to build influence, communicate with purpose and lead confidently, whatever your role.

Description

When you've just entered the workforce, understanding how leadership works and how you can contribute to it can be a challenge.

Lead from Where You Are is a practical guide to leadership for those at an early stage of their career. It will show you how to have a positive influence no matter the level you're working at, help you understand the power structures you will be operating in and explain what leadership looks like in different organisations.

Throughout, this book makes the point that leadership is a collective process that is contributed to by everyone in a company. Once you've finished, you'll understand how you can take part in this process from your junior position in the workplace.

Author Information

Dr Peter Stephenson is a lecturer in leadership and management at the University of Exeter. Peter's research is centred on practically applicable concepts such as the use of language in constructing culture, leading and power dynamics. He is based in Exeter, UK.

Dr Richard Bolden is Director of the Bristol Leadership and Change Centre at Bristol Business School. Richard's research explores the interface between individual and collective approaches to leadership and leadership development in various sectors, including higher education, healthcare and public services. He is based in Bristol, UK.

Read the Room

Empathize at Work

NEW New Series



This book

- Shows readers the importance of developing empathy in the workplace
- Covers applications, interviews and long-term development with a team and bosses
- Considers how readers can manage up, a process by which they understand their boss's feelings and priorities and shape their behaviour accordingly
- Uses the GROW model and Bugay Stainer's 7 Questions as coaching tools to help readers empathize
- Is part of the *Work in Progress* series, Kogan Page's books on the skills early-career professionals need to thrive in the workplace

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Subject:	Workplace Skills

Table of Contents

1	Introduction to Empathy in the Workplace
2	Empathy in Applications and Interviews
3	Empathy in the First Days and Months
4	Growth With Your Colleagues and Team
5	Growth With Your Boss
6	Growth With Your Clients and Stakeholders
7	First Year in the Job
8	Moving on and Leaving Well

Keynote

Learn how to build stronger relationships at work by understanding others and responding with empathy.

Description

Understanding others, having empathy and showing emotional intelligence are critical in the workplace.

Those entering the workforce often haven't been prepared with the tools and techniques to effectively develop these skills in a working environment, however, despite them being critical for success. **Read the Room** shows you how to build the ability to be empathetic and use human intelligence to interpret meaning, manage relationships and think critically.

The transition from education to employment is one which widens the array of individuals you work with, report into and support, internally and externally. Once you understand how to work with empathy, you'll understand how to thrive in your new professional setting.

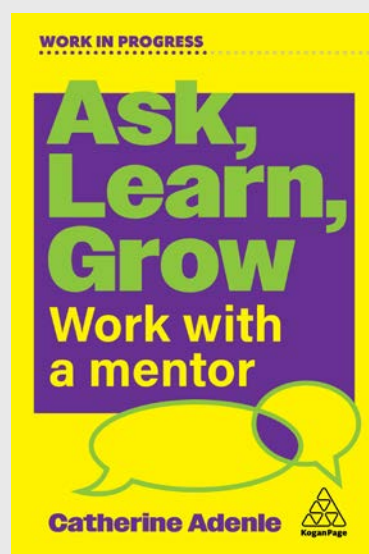
Author Information

Barnaby Mollett is a career coach, professional skills trainer and team leader experienced in supporting and engaging diverse groups of students, clients, and stakeholders in businesses and educational institutions, locally and internationally. He is based in London, UK.

Ask, Learn, Grow

Work With a Mentor

NEW New Series



This book

- Explains how mentorship is most successful when it is goal driven, helping readers to figure out what they need help with and write mentoring mission statements
- Equips readers with practical ways to identify and connect with the right mentor
- Teaches readers how to effectively prepare, lead and follow up their meetings with mentors
- Helps readers how to develop resilience and growth through constructive feedback
- Is part of the *Work in Progress* series, Kogan Page's books on the skills early-career professionals need to thrive in the workplace

Edition:	1
Date:	06/28/2026
Paperback:	9781398626928 \$16.99
Ebook:	9781398626935 \$16.99
Hardback:	9781398626942 \$27.99
Pages:	224
Format (mm):	198x129
Subject:	Workplace Skills

Table of Contents

1	Understanding Mentoring;
2	Know Your Why
3	How To Find (and Approach) the Right Mentor
4	Making the Most of Your First Meeting
5	The Essentials of Being a Great Mentee
6	Understanding Hard and Soft Skills Through Mentoring
7	Navigating Feedback and Learning to Take (and Use) Criticism
8	Common Mentoring Pitfalls and How To Avoid Them
9	When To Move On
10	Becoming a Mentor

Keynote

Get the guidance, feedback and support you need to grow by learning how to find and work with the right mentor.

Description

Having a mentor can be a rapid route to success for those who have just entered the workplace.

By connecting with one, you can receive vital guidance as you move through your career, learning to avoid common pitfalls, identify your goals and hone your skillset. *Ask, Learn, Grow* explains how to establish this relationship, what you should be looking for in a prospective mentor, and how to take feedback positively.

Once you're working with a mentor, you'll find doors opening that you didn't even know existed.

Author Information

Catherine Adenle is the founder of Catherine's Career Corner, a career site empowering and inspiring ambitious candidates of all ages and professions to thrive and work smarter in their careers. She is based in Oxford, UK.

Breathe, Then Go Again

Become Resilient

NEW New Series



This book

- Shows readers how to develop a growth mindset, overcome imposter syndrome and avoid burnout
- Explains how to build confidence and self-esteem, helping readers put themselves out there and become good at what they do
- Helps readers consider how to network and find the right mentors for them, as well as leverage professional relationships for growth
- Considers the future vision for readers, assisting them as they look for the way forward when they're stuck in a career rut
- Is part of the *Work in Progress* series, Kogan Page's books on the skills early-career professionals need to thrive in the workplace

Edition:	1
Date:	06/28/2026
Paperback:	9781398627536 \$16.99
Ebook:	9781398627543 \$16.99
Hardback:	9781398627550 \$27.99
Pages:	224
Format (mm):	198x129
Subject:	Workplace Skills

Table of Contents

1	What is Resilience?
2	Mindset and Mental Toughness
3	Handling Failure and Rejection
4	Building Confidence and Self Esteem
5	Networking and Mentorship
6	Future Vision

Keynote

Your go-to guide for developing resilience, overcoming self-doubt and thriving at work.

Description

Entering the workforce for the first time brings numerous new challenges and setbacks, and it's vital to be able to manage these and move forward with purpose.

In spite of all your qualifications, you can develop imposter syndrome, become convinced of your inability to progress, and take failure to heart. *Breathe, Then Go Again* shows you how to cope with setbacks, build self-discipline and overcome self-doubt in your workplace. There will be an examination of how best to handle stress, looking at real-world examples and sharing coaching exercises to help you change habits, maintain self-care and improve overall well-being.

Once you've read this book, you'll be able to face any challenge at work head on, dusting yourself off and going again.

Author Information

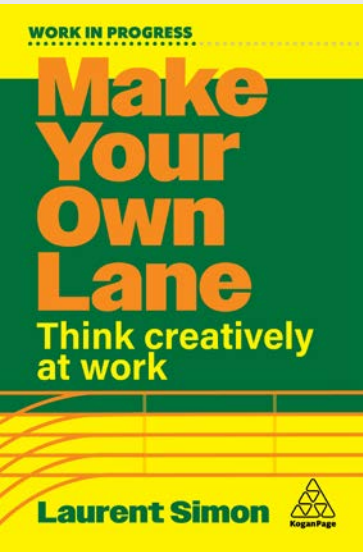
Josie Davies is a career coach with experience in various sectors, including government, charities and commercial. She helps people reconnect with their strengths and inner resources to support them towards achieving their career aspirations. She is based in London, UK.

Sanjana Dawar works at a social impact firm. She is passionate about helping young professionals navigate the early stages of their careers. Sanjana blends practical career advice with psychological insights to empower those in their early career to make confident and informed decisions. She is based in London, UK.

Make Your Own Lane

Think Creatively at Work

NEW New Series



This book

- Shows readers how to recognise that there is always more than one way to solve a problem
- Explains a number of ways to cultivate creativity, including association, games, removing social constructs and rest
- Helps readers use creativity in each stage of their early career, from the CV to the interview and first 100 days
- Goes into detail on how readers can use AI to complement their creative thinking
- Is part of the *Work in Progress* series, Kogan Page's books on the skills early-career professionals need to thrive in the workplace

Edition:	1
Date:	06/30/2026
Paperback:	9781398627697 \$16.99
Ebook:	9781398627703 \$16.99
Hardback:	9781398627710 \$27.99
Pages:	192
Format (mm):	198x129
Subject:	Workplace Skills

Table of Contents

	Section ONE: What is creativity/problem solving?
1	Creativity/problem solving
2	The Two Best Kinds of Ideas
3	Why it Matters
	Section TWO: How to train yourself to think and solve problems creatively
4	Learn
5	Play
6	Do it again. And again. And again.
7	Switch Off
8	Take it all in
9	Remove biases and social constructs
	Section THREE: Creativity at Work
10	Knowing which companies to work for
11	CV stage
12	Interview stage
13	First 100 days
14	AI

Keynote

Your go-to guide for thinking and solving problems creatively at work.

Description

The professional landscape is increasingly automated and evolving. With AI taking on more and more tasks and disruption becoming ever more common, creative thinking has become the key skill of the day.

If you're a young professional, you need to be able to think around topics, find multiple ways of solving a problem, develop new approaches to their work and find ways to enhance existing processes. *Make Your Own Lane* shows you how to create by association and elimination and draw inspiration from the world around you to truly unlock your creative mind and hone your own approach to work.

Once you've read this book, you'll understand what this skill looks like on a practical level as well as how to display creativity in job applications, interviews and the first 100 days of a role, equipping you for the workforce of the future.

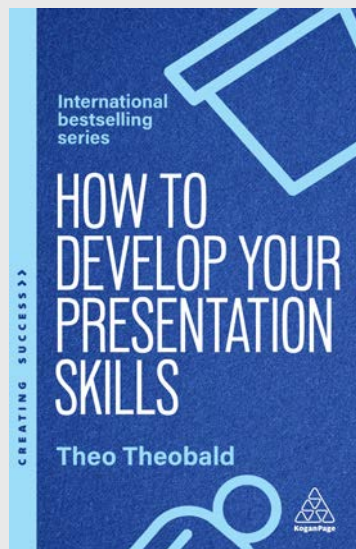
Author Information

Laurent Simon is chief creative officer at BMB Agency, a creative branding agency who are committed to unexpected ideas that solve problems. Over the course of his career, he's won over 400 awards for both creativity and effectiveness. From 2020 to 2022, he was named a Top 20 Creative Leader in the UK. He has been involved with John Lewis Christmas adverts, been an executive creative director at the BBC and contributed to his company winning Agency of the Year on multiple occasions. He is based in London, UK.

How to Develop Your Presentation Skills

How to Inspire and Inform with Clarity and Confidence

NEW New Edition



This book

- Helps you face your performance demons, improve your skills and enhance your career prospects
- Provides in-depth advice on how to cultivate successful interaction with an audience, find an authentic voice and judge what's expected of a presenter
- Is part of the bestselling *Creating Success* series, which has sold over 1.5 million copies and contains practical advice on essential and value-adding work skills to help you develop your career
- **New to this edition:** A new section exploring how to build your confidence, 7 dos and don'ts of any presentation and an exploration of how the ego impacts presenting skills

Edition:	6
Date:	01/28/2026
Paperback:	9781398622616 \$16.99
Ebook:	9781398622630 \$16.99
Hardback:	9781398622623 \$27.99
Pages:	184
Format (mm):	216x138
Subject:	Management

Table of Contents

	Introduction
1	What's your motivation?
2	Where do you begin?
3	What on earth are you going to say?
4	It's time to write... now!
5	The power of storytelling
6	Using humour
7	Working from home
8	Rehearsal
9	Finding your voice
10	Openings
11	Endings
12	Handling your nerves
13	Handling your audience
14	Question and answer sessions
15	Getting ready – Some practical aspects
16	As the moment approaches
17	Stripped bare
18	Advanced interactivity
19	Progress report
20	Confidence under pressure
21	What next?

Keynote

Gain essential skills on delivering presentations with impact, improve your confidence and learn how to present remotely on screen.

Description

Step-by-step advice to prepare effectively and nail that presentation. This quick and easy guide provides a practical toolkit for developing a winning presentation and improving your confidence.

Complete with case studies and expert input to help you avoid disaster, *How to Develop Your Presentation Skills* includes content to help you to deliver a presentation 'stripped bare' and to use new media to engage with your audience.

This fully updated 6th edition now features even more practical exercises, useful templates and top tips to help you find your voice and use it with style; to inform, to persuade, to impress. From unpicking the original brief and understanding just what the audience wants to facing your performance demons and constructing compelling content, you will keep your audience rapt with attention.

The Creating Success series of books...

Unlock vital skills, power up your performance and get ahead with the bestselling *Creating Success* series. Written by experts for new and aspiring managers and leaders, this 1.5 million-selling collection of accessible and empowering guides will get you up to speed in no time. Packed with clever thinking, smart advice and the kind of winning techniques that really get results, you'll make fast progress, quickly reach your goals and create lasting success in your career.

Author Information

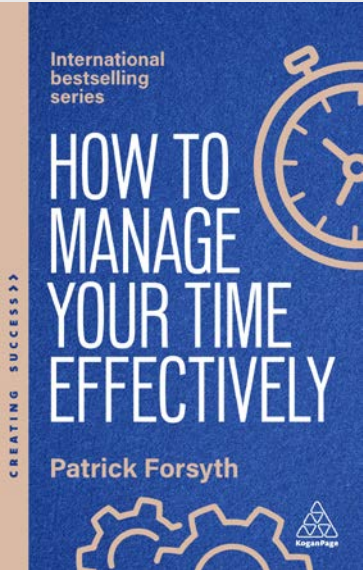
Theo Theobald has spent most of his adult life in front of an audience, as a management trainer, stand-up comic and most recently funeral celebrant, writing and conducting countless services. A media career including a senior role with the BBC was followed by 20 years as a freelancer. He is based in Worcestershire, UK.

Rights Sold: Czech, Vietnamese

How to Manage Your Time Effectively

How to Be Organized, Productive and Get Things Done

NEW New Edition



This book

- Provides effective ways to manage your schedule so as to maximize productivity at work and at home
- Is packed with exercises, action sheets, and appendices, including a brief assessment of various time management systems such as day, year, and meeting planners
- Is part of the bestselling *Creating Success* series, which has sold over 1.5 million copies and contains practical advice on essential and value-adding work skills to help you develop your career

Edition:	7
Date:	01/28/2026
Paperback:	9781398619692 \$16.99
Ebook:	9781398619906 \$16.99
Hardback:	9781398619913 \$27.99
Pages:	184
Format (mm):	216x138
Subject:	Creating Success

Table of Contents

	Introduction
1	Time, a key resource – Opportunities and difficulties
2	First steps towards effective time management
3	Getting (and staying) organized
4	Combating the time wasters
5	Emails – Shortcut or time black hole?
6	First things first
7	Controlling the paperwork
8	Working with other people
9	Final words

Keynote

Learn how to organize your time and productivity effectively so you can get more done, work more efficiently and achieve better results.

Description

How to Manage Your Time Effectively is packed with proven tips, tools and techniques to help you review and assess your time management and adopt new work practices to improve it.

This book includes great time-saving ideas, practical solutions and checklists, plus advice on: controlling paperwork, organizing your emails, delegating and working with others, prioritizing to focus on key issues, and getting and staying organized. This fully updated 7th edition features even more practical exercises, useful templates and top tips to help you minimize time-wasting and interruptions, and focus on the priorities that will lead to success in your job and career. *How to Manage Your Time Effectively* will give you the tools to become more efficient and effective.

The Creating Success series of books...

Unlock vital skills, power up your performance and get ahead with the bestselling *Creating Success* series. Written by experts for new and aspiring managers and leaders, this 1.5 million-selling collection of accessible and empowering guides will get you up to speed in no time. Packed with clever thinking, smart advice and the kind of winning techniques that really get results, you'll make fast progress, quickly reach your goals and create lasting success in your career.

Author Information

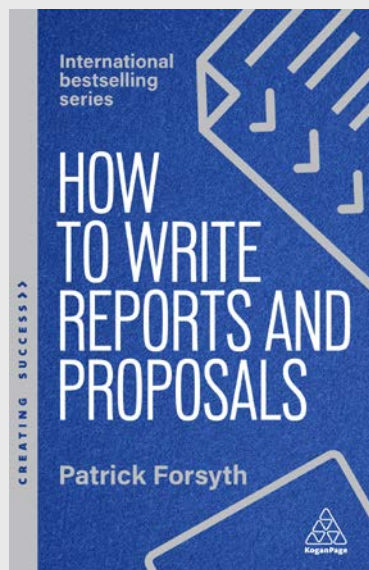
Patrick Forsyth runs Touchstone Training & Consultancy and specializes in marketing, sales and communications skills. He is based in Essex, UK. He is the author of more than fifty successful business books, translated into 17 languages, including *How to Write Reports and Proposals*, also published in the Kogan Page *Creating Success* series. He writes regularly for a number of business journals, and for *Writing Magazine*.

Rights Sold: Arabic, Azerbaijani, Chinese (Simplified), Czech, Greek, Turkish

How to Write Reports and Proposals

Create Attention-Grabbing Documents that Achieve Your Goals

NEW New Edition



This book

- Offers clear, concise and practical guidance on how to write succinctly and with impact across different media, as well as deciding what to include in a report
- Is part of the bestselling *Creating Success* series, which has sold over 1.5 million copies and contains practical advice on essential and value-adding work skills to help you develop your career

Edition:	7
Date:	01/28/2026
Paperback:	9781398619708 \$16.99
Ebook:	9781398619937 \$16.99
Hardback:	9781398619944 \$27.99
Pages:	184
Format (mm):	216x138
Subject:	Creating Success

Table of Contents

	Introduction – Pitfalls and opportunities
1	What makes good business writing?
2	Creating a good report
3	Preparing to write
4	The power of language
5	Making numbers clear
6	Making proposals persuasive
7	The contribution of layout and presentation

Keynote

Learn how to perfect your writing skills and script winning reports and persuasive proposals using real-life examples, sample copy and checklists and exercises.

Description

Getting a message across on paper and presenting a proposal in a clear and persuasive form are vital skills for anyone in business. This book provides practical advice on how to impress, convince and persuade.

This fully updated 7th edition now features even more practical exercises, useful templates and top tips that will help you to write succinctly and with impact across different media. *How to Write Reports and Proposals* will give you the tools to put over a good case with style.

The Creating Success series of books...

Unlock vital skills, power up your performance and get ahead with the bestselling *Creating Success* series. Written by experts for new and aspiring managers and leaders, this 1.5 million-selling collection of accessible and empowering guides will get you up to speed in no time. Packed with clever thinking, smart advice and the kind of winning techniques that really get results, you'll make fast progress, quickly reach your goals and create lasting success in your career.

Author Information

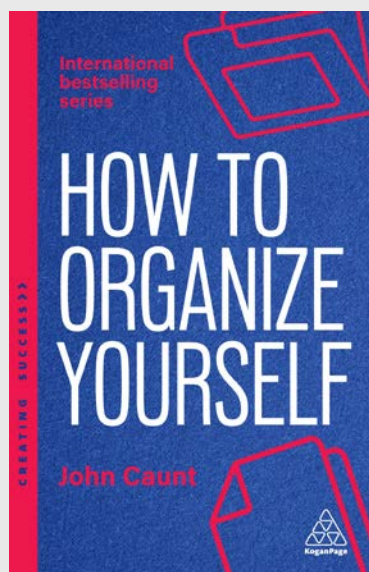
Patrick Forsyth runs Touchstone Training & Consultancy and specializes in marketing, sales and communications skills. He is based in Essex, UK. He is the author of more than fifty successful business books, translated into 17 languages, including *Successful Time Management*, also published in the Kogan Page *Creating Success* series. He writes regularly for a number of business journals, and for *Writing Magazine*.

Rights Sold: Czech, Portuguese

How to Organize Yourself

Simple Ways to Take Control, Save Time and Work More Efficiently

NEW New Edition



This book

- Offers very practical tips that are easy to implement and will overhaul how you run your work and home life
- Includes information on dealing with email overload, organizing digital files and the latest notable software to give an immediate impact on how organized you are
- Is part of the bestselling *Creating Success* series, which has sold over 1.5 million copies and contains practical advice on essential and value-adding work skills to help you develop your career

Edition:	8
Date:	01/28/2026
Paperback:	9781398619968 \$16.99
Ebook:	9781398619975 \$16.99
Hardback:	9781398619982 \$27.99
Pages:	184
Format (mm):	216x138
Subject:	Creating Success

Table of Contents

	Introduction
1	Know where you are going
2	Organize your time
3	Understand the way you work
4	Organize information
5	Organize the way you work with others
6	Organize your space
7	Organize filing systems
8	Use technology effectively
9	Organize yourself at home and away
10	Keep up the good work

Keynote

Gain essential skills for career development with this concise and comprehensive guide to determining goals, prioritizing tasks and managing your time effectively.

Description

Dramatically improve the way you work with great tips on how to determine goals, prioritize tasks, overcome distractions, build positive work habits and adjust to working at home.

This fully updated 8th edition now features even more practical exercises, useful templates and top tips to help you get organized, as well as content on how to deal with the ubiquitous presence of smartphones and adapt to the ever increasing scope for interruption and procrastination in our 24/7 lives. *How to Organize Yourself* will enable you to take control of your workload, reduce stress and fatigue, and free up time for the things that really matter.

The Creating Success series of books...

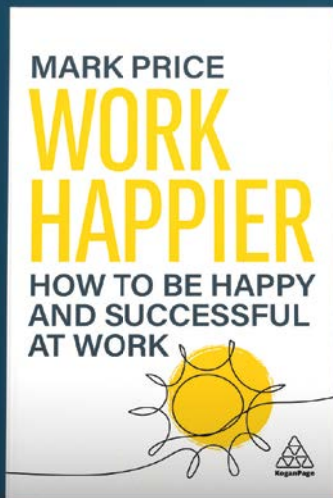
Unlock vital skills, power up your performance and get ahead with the bestselling *Creating Success* series. Written by experts for new and aspiring managers and leaders, this 1.5 million-selling collection of accessible and empowering guides will get you up to speed in no time. Packed with clever thinking, smart advice and the kind of winning techniques that really get results, you'll make fast progress, quickly reach your goals and create lasting success in your career.

Author Information

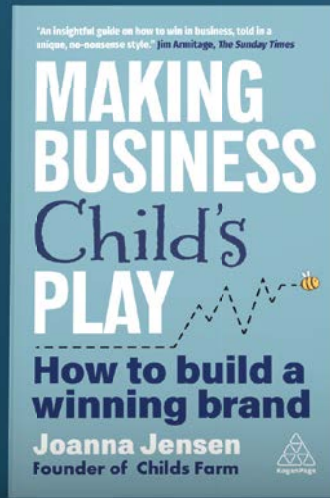
John Caunt is a freelance writer, drawing on his many years' experience as a senior manager, trainer and life coach. He is the author of *Stay Confident*, *How to Organize Yourself*, *Boost Your Self-Esteem* and *30 Minutes to Manage Information Overload*, all published by Kogan Page. He is based on the Isle of Wight, UK.

Rights Sold: Arabic, Portuguese, Turkish

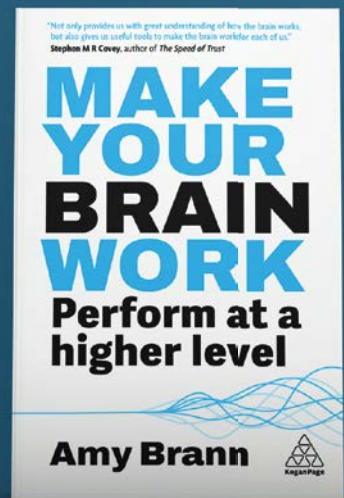
New & Noteworthy



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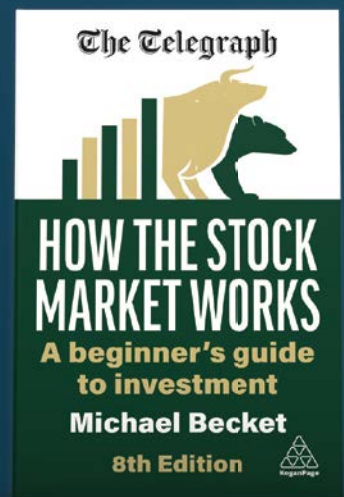
9781398622944 • \$21.99



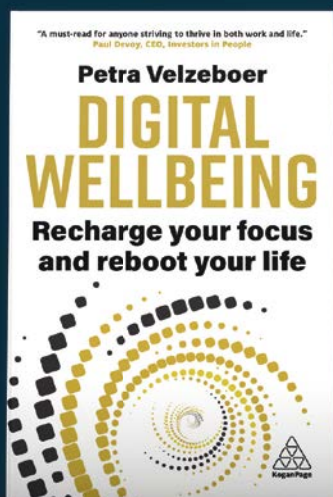
9781398617025 • \$19.99



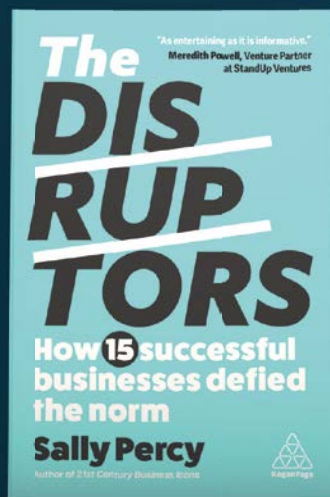
9781398624269 • \$51.99



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9781398617537 • \$16.99



9781398616486 • \$19.99



9781398614956 • \$19.99

Leading Enterprise AI Programs

Optimize AI Teams for Value Creation

NEW New Title



This book

- Explains how AI and data leaders can effectively structure, strengthen and improve their enterprise AI programs for the organization's financial benefit
- Demonstrates how to correctly embed enterprise AI projects into an organization to help ensure long-lasting business success
- Covers data and AI governance, data quality, AI ethics, managing vendors, open innovation and professional development
- Provides tested and proven frameworks covering the major decisions needed to run enterprise AI programs and discusses what organizations, AI leaders and data leaders need to be thinking about when making those decisions

Keynote

Develop AI solutions that create real business value with this guide to leading a successful enterprise AI program.

Edition:	1
Date:	02/28/2026
Paperback:	9781398623194 \$42.99
Ebook:	9781398623200 \$42.99
Hardback:	9781398623217 \$69.00
Pages:	296
Format (mm):	234x156
Subject:	Artificial Intelligence

Author information: **Patrick Bangert** is an experienced technology executive who has led AI and machine learning teams and programmes for over two decades. He was named a Top 10 Influential Leader in AI and Big Data by *CIOLook Magazine* and is currently VP and Chief of AI at Occidental Petroleum. He was previously the SVP of AI for Samsung SDS, the founder of algorithmica technologies and the SVP of Data, Analytics, AI at Searce. He lives in San Francisco, CA.

Safer Agentic AI

Principles and Responsible Practices

NEW New Title



This book

- Explains the benefits and risks of using agentic and advanced AI systems in the workplace
- Covers how senior professionals can ensure agentic AI is aligned with their organizational goals
- Discusses ethical considerations and key areas such as a goal alignment, value alignment and transparency
- Shows how to overcome the challenge of maintaining human control over increasingly autonomous systems
- Includes real-world examples from across numerous industries alongside practical advice from industry experts

Keynote

Learn how to manage the risks and opportunities of agentic AI with this practical guide to ensuring the safe and beneficial developments of advanced AI systems.

Edition:	1
Date:	01/28/2026
Paperback:	9781398625433 \$42.99
Ebook:	9781398625440 \$42.99
Hardback:	9781398625457 \$69.00
Pages:	248
Format (mm):	234x156
Subject:	AI, Digital & Technology

Author information: **Nell Watson** is a researcher and applied tech ethicist. She advises organizations on their machine learning strategies, specializing in AI research and ethical advocacy. She is President of the European Responsible AI Office and the author of *Taming the Machine*, published by Kogan Page. She lives in Belfast, UK.

Ali Hessami is a systems engineer specializing in risk analysis, assessment and safety. He is Vice Chair of the IEEE AI Ethics Certification Programme and Chair of the IEEE 7000 AI Ethics Standard. He lives in London, UK.

Practical AI Governance

Building a Program for Strategy and Oversight

NEW New Title



This book

- Shows senior tech, AI and business leaders how to build a tailored AI governance program that works for their organization and balances innovation and risk
- Explains how proactive engagement, centralized intelligence, adaptive governance and continuous monitoring form the building blocks of AI governance
- Demonstrates how to align AI strategies with stakeholder needs, technology trends and risk and innovation appetite
- Offers tools and frameworks such as PRISM that can be adapted to any organization
- Includes real-world examples of organizations across multiple industries that are getting AI governance right

Keynote

Manage the complexity of AI in any organization with this actionable guide to operationalizing AI governance, navigating regulatory challenges and future-proofing systems.

Edition:	1
Date:	05/28/2026
Paperback:	9781398626201 \$42.99
Ebook:	9781398626218 \$42.99
Hardback:	9781398626225 \$69.00
Pages:	296
Format (mm):	234x156
Subject:	Artificial Intelligence

Author information: **Shoshana Rosenberg** is an experienced AI governance thought leader and practitioner. She is the Chief AI Governance and Privacy Officer at WSP. She is the co-founder of the organization Women in AI Governance which works to advance equity in AI policy and leadership and is the founder of SafePorter, an award-winning SaaS data minimization solution. Shoshana is an advisor to the Institute of Operational Privacy by Design and is based in New York, NY.

The Practical Guide to Digital Transformation

Use Technology to Improve Your Business

NEW New Edition



This book

- Offers 19 practical and easy-to-follow steps to help you deliver a successful digital transformation for your organization
- Includes tips on putting principles into practice and real-world examples of organizations getting digital transformation right
- Covers building your digital strategy, change management, building new services, user experience, data science, cybersecurity, ethics and end-to-end platforms
- **New to this edition:** New chapters on generative AI and quantum computing to help prepare your business for the future
- Features the essentials to give you the confidence to tackle digital transformation in your organization

Keynote

Cut through the hype with this essential guide for any business professional looking to improve their organization's efficiency through technology.

Edition:	2
Date:	03/28/2026
Paperback:	9781398623927 \$38.99
Ebook:	9781398623941 \$38.99
Hardback:	9781398623934 \$65.00
Pages:	256
Format (mm):	234x156
Subject:	Strategy & Planning

Author information: **Antonio Weiss** is a Senior Partner at the PSC, the UK's longest-standing public service specialist consultancy. He has advised the Office for Artificial Intelligence, the UK Space Agency and NHS AI Lab, the Government Digital Service, and other pioneering organizations on AI adoption and digital transformation. He is an Affiliated Researcher at the University of Cambridge's Digital State programme and the co-founder of Thomas Clipper, which has featured in *The Guardian*, *The Telegraph* and *GQ*. He is based in London, UK.

Rights Sold: Arabic

Effective Data Governance

Design a Framework that Works for Your Organization

NEW New Title



This book

- Shows mid to senior data professionals how to design a custom-built data governance programme tailored to the needs of their organizations
- Covers how to identify your data governance approach, build a framework and write policies
- Explains the business case for data governance, creating a roadmap and resolving data quality challenges
- Features real-world examples that show the success and value of data governance
- Describes how to ensure that your data governance programme evolves to meet future challenges

Keynote

Use this step-by-step guide to prepare, design and implement a simplified data governance programme built to meet the needs of your organization.

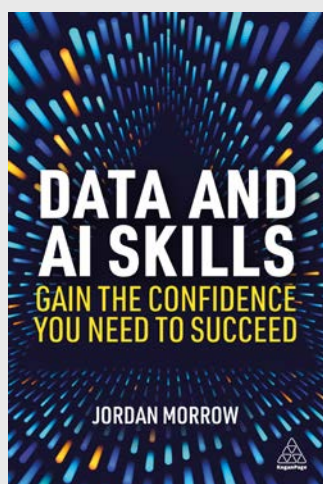
Edition:	1
Date:	02/28/2026
Paperback:	9781398624177 \$38.99
Ebook:	9781398624184 \$38.99
Hardback:	9781398624191 \$65.00
Pages:	256
Format (mm):	234x156
Subject:	Data

Author information: Nicola Askham, known as 'The Data Governance Coach', has over two decades of experience in helping organizations understand and manage their data better through simple and custom-designed data governance programmes. She runs training courses on all elements of data governance and provides consultancy for numerous businesses, non-profits and government agencies. She is the host of *The Data Governance Podcast* and was previously a board member and director of DAMA UK. She lives in London, UK.

Data and AI Skills

Gain the Confidence You Need to Succeed

NEW New Title



This book

- Develop the data and AI skills to succeed in the age of data and AI with bestselling author Jordan Morrow
- Add your own human and emotional intelligence to data and AI projects to improve your business, products and services
- Learn how to speak confidently about AI and data to ensure you are getting the most from the latest advances
- Develop a mindset that allows you to continuously learn and engage with new technology
- Make better decisions by using data, AI and human and emotional intelligence

Keynote

Discover the AI and data skills you'll need and develop your confidence to succeed in the digital age.

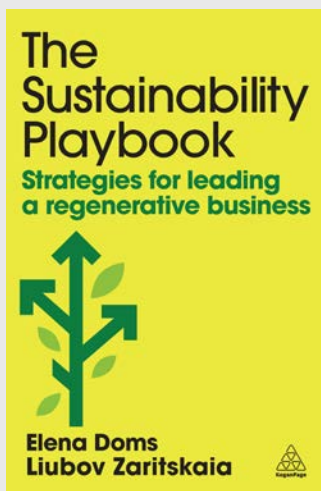
Edition:	1
Date:	03/28/2026
Paperback:	9781398624139 \$28.99
Ebook:	9781398624146 \$28.99
Hardback:	9781398624153 \$44.99
Pages:	264
Format (mm):	234x156
Subject:	Data

Author information: Jordan Morrow is known as the 'Godfather of Data Literacy', having built one of the world's first data literacy programs. He is the founder and CEO of Bodhi Data and the Senior Vice President of Data and AI Transformation for AgileOne. He is the author of four other books: *Be Data Literate*, *Be Data Driven*, *Be Data Analytical* and *Business 101 for the Data Professional*, all published by Kogan Page. He is based near Salt Lake City, UT.

The Sustainability Playbook

The Leader's Guide to Action

NEW New Title



This book

- Helps business leaders understand what their sustainability priorities are, what they think about climate and nature and how to collaborate at a company-wide level to empower sustainable transition and regenerative business
- Includes interviews from global leaders at companies such as Chanel, IKEA, BMW, Mastercard and Microsoft
- Explores the challenges of leading sustainability strategies and the regenerative business models needed to implement positive change
- Provides a research-driven approach exploring what stalls global action and a plan on how to turn it around

Keynote

Learn how to change company cultures, solve climate concerns and develop long-term sustainability solutions with this essential book outlining insights from innovative leaders and CEOs from different disciplines.

Edition:	1
Date:	03/28/2026
Paperback:	9781398623477 \$32.99
Ebook:	9781398623484 \$32.99
Hardback:	9781398623491 \$49.99
Pages:	296
Format (mm):	234x156
Subject:	Sustainability

Author information: Elena Doms is a leading voice in sustainability and is a former Director at Mastercard where she merged digital and sustainable transformations. She is the founder and CEO of the award-winning climate tech startup, Earth Plus, and is an internationally recognized sustainability speaker. She has worked closely with organizations like Microsoft, ChangeNOW, Innovation Zero, Web Summit, Mastercard and FT. She is based in Antwerp, Belgium.

Digital Sustainability

Designing Resilient Digital Systems

NEW New Title



This book

- Includes topics such as real-time analytics, AI-powered tools and automation with actionable insights, deep analysis and real-world examples
- Helps readers adopt energy-efficient technologies and design frameworks to minimize environmental impact while driving innovation
- Equips leaders to navigate the challenges of digital transformation while ensuring their organizations remain environmentally conscious and sustainable
- **Online resources:** Worked examples and business frameworks

Keynote

Integrate advanced technologies and sustainable practices with this essential guide to embracing digitalization as a tool for sustainable growth.

Edition:	1
Date:	04/28/2026
Paperback:	9781398625150 \$59.00
Ebook:	9781398625167 \$59.00
Hardback:	9781398625174 \$69.00
Pages:	336
Format (mm):	234x156
Subject:	Sustainability

Author information: Catherine Mulligan is the Advanced Research Fellow at the Institute for Security Science and Technology at Imperial College London. She is a Fellow of the World Economic Forum and a member of the UN Secretary General's High-Level Panel on Digital Cooperation. She is based in Stockholm, Sweden.

Shivam Kishore has worked at the intersection of technology and sustainability for over 15 years. He has held leadership roles at EY and Deloitte and has led digital and sustainability initiatives for Fortune 100 companies. He has served as the Lead for Technology and Innovation at the City of Vancouver's Economic Commission and works with the United Nations Environment Program (UNEP).

Competitive Sustainability

Using Sustainability to Drive Growth

NEW New Title



This book

- Includes practical tips and frameworks as well as real world examples from companies including Microsoft, Google, AXA, Tony's Chocolonely and Nike
- Explores how sustainability can be utilized to gain a competitive advantage and work in tandem with the key drivers of a successful business
- Features interviews with international experts from both sides of the sustainability spectrum, exploring scope for shared objectives and ideas for innovation
- Is authored by two experienced and award-winning authors, this book helps professionals learn to embrace commerciality with sustainable action

Keynote

Understand how sustainability can be utilized to gain a competitive advantage and work in tandem with the key drivers of successful business.

Edition:	1
Date:	04/28/2026
Paperback:	9781398625341 \$42.99
Ebook:	9781398625358 \$42.99
Hardback:	9781398625365 \$69.00
Pages:	344
Format (mm):	234x156
Subject:	Sustainability

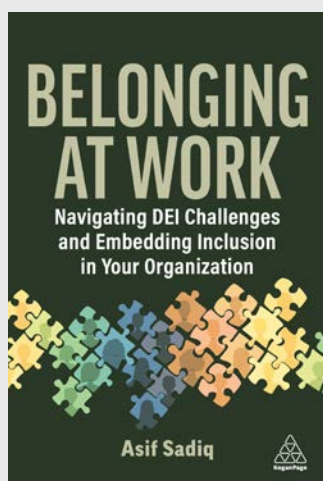
Author information: Paul Randle is co-founder of the Sustainable Marketing Compass and CEO of Pickle Consulting Ltd based in Berkshire, UK. He has worked with global brands like Microsoft, BSI, Philips, VISA, Omicron and Dentsu. He is co-author of the AMA award winning book, **Sustainable Marketing**, published by Kogan Page.

Alexis Eyre is co-founder of the Sustainable Marketing Compass and co-founder of Sustainists. Based in Hampshire, UK, she has worked with agency, client and media owners. She is co-author of the AMA award winning book, **Sustainable Marketing**, published by Kogan Page.

Belonging at Work

Navigating DEI Challenges and Embedding Inclusion in Your Organization

NEW New Title



This book

- Explains how to navigate Diversity, Equity and Inclusion (DEI) challenges, understand the factors fuelling DEI resistance and offers strategies for reframing the narrative to address concerns
- Provides guidance for senior business practitioners on how to embed DEI into organizational DNA and offers practical approaches for integrating DEI across the employee lifecycle
- Shows how to align DEI strategies with broader business objectives and explains how to leverage data and technology to measure what matters in diversity and inclusion activity
- Includes real-world examples from Adidas, Reebok, *The Telegraph* and the Royal Pharmaceutical Society
- Is written by a leading voice in the DEI community

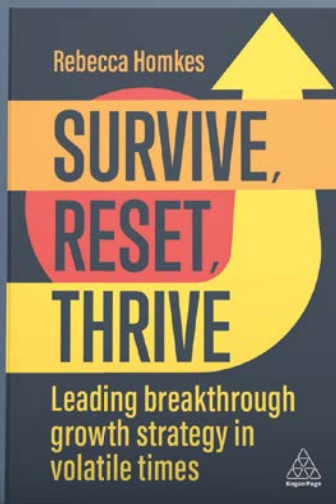
Keynote

Use this practical book to navigate Diversity, Equity and Inclusion (DEI) challenges, address concerns and build an inclusive culture of belonging in your organization.

Edition:	1
Date:	05/28/2026
Paperback:	9781398626843 \$42.99
Ebook:	9781398626850 \$42.99
Hardback:	9781398626867 \$95.00
Pages:	272
Format (mm):	234x156
Subject:	Equity

Author information: Asif Sadiq is the Chief Global Diversity, Equity and Inclusion Officer at Warner Bros. Discovery. He was previously the Global Head of Diversity, Inclusion and Social Impact at adidas and has held senior executive roles at The Telegraph Media Group, EY Financial Services and the City of London Police. He is a multi-award-winning Diversity and Inclusion expert and over his 20-year career he has worked across the globe. He is currently based in London, UK.

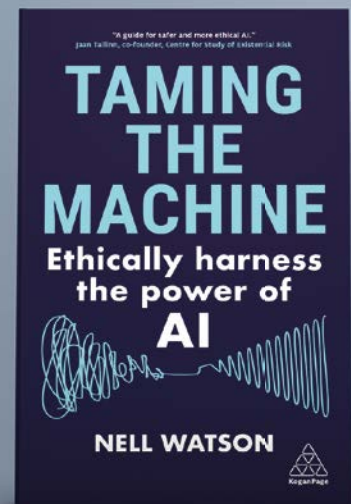
Proven Bestsellers



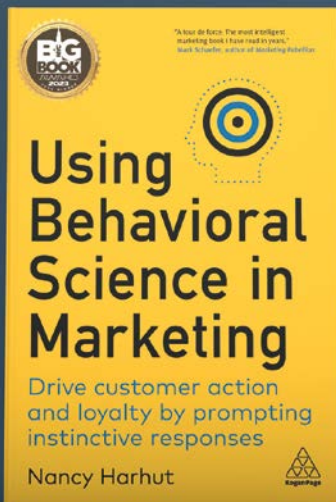
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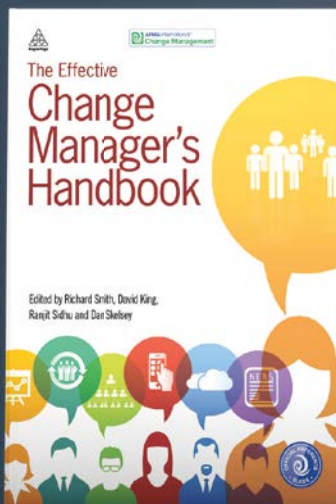
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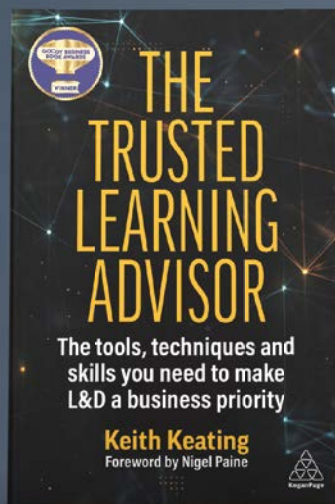
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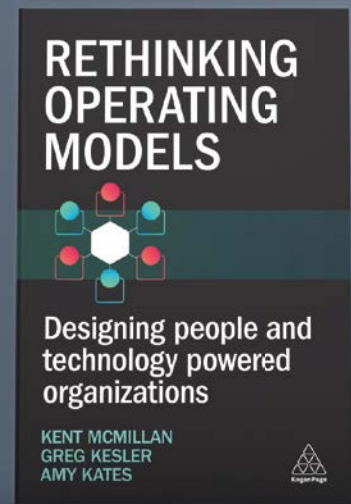
9781398622067 • \$41.99



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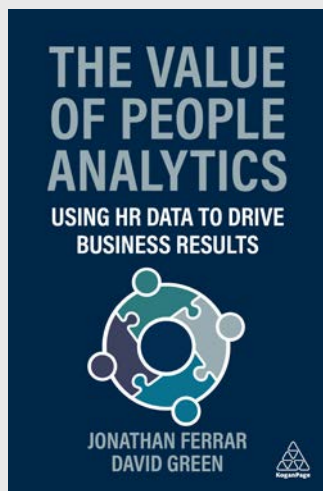


9781398617964 • \$42.99

The Value of People Analytics

Using HR Data to Drive Business Results

NEW New Title



This book

- Explains to senior HR professionals how to use people analytics to achieve business success
- Discusses the strategic impact of analytics and how to use them to support organizational priorities
- Shows how to implement analytics across the company by scaling through automation
- Covers how to improve adoption of people analytics across the organization and embed a data-driven approach to culture at work
- Includes real-world examples from adidas, Booz-Allen, Colgate-Palmolive, Microsoft, HSBC and McDonald's

Keynote

Understand how to use people analytics to drive business results and gain competitive advantage.

Edition:	1
Date:	05/28/2026
Paperback:	9781398621244 \$42.99
Ebook:	9781398621251 \$42.99
Hardback:	9781398621268 \$69.00
Pages:	304
Format (mm):	234x156
Subject:	HR Analytics

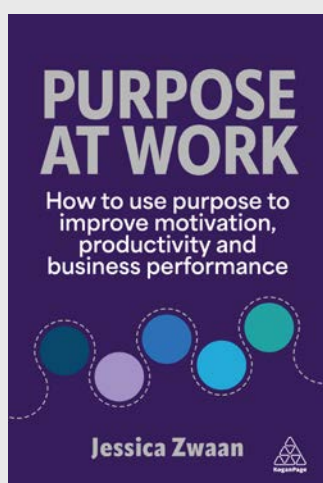
Author information: Jonathan Ferrar is the Chief Executive Officer at Insight222. Based in London, UK, he is a globally recognized consultant, speaker and business advisor in HR strategy and analytics. He is the co-author of *Excellence in People Analytics*, also published by Kogan Page.

David Green is Executive Director and Managing Partner at Insight222. He is also an influencer, advisor and prolific speaker in the field of people analytics. Based in London, UK, he is the host of the Digital HR Leaders podcast and co-author of *Excellence in People Analytics*.

Purpose at Work

How to Use Purpose to Improve Motivation, Productivity and Business Performance

NEW New Title



This book

- Explains why a clear sense of purpose is essential for individual and organizational success
- Shows senior HR and business professionals how to create purpose-driven teams and design organizations where people want to work
- Provides guidance on how to create a company culture that prioritizes purpose and explains how to embed this into behaviours and actions across the business
- Covers how purpose can improve employee motivation, engagement, wellbeing and productivity as well as staff attraction and retention
- Includes real-world examples from companies such as HV Capital, Unmind and Wonderbly

Keynote

Improve staff motivation, talent retention, workforce productivity and business results with this practical guide to creating purpose at work.

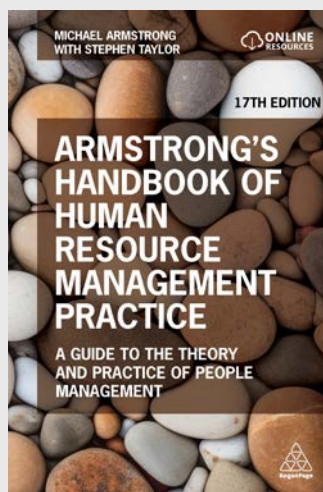
Edition:	1
Date:	02/28/2026
Paperback:	9781398621947 \$42.99
Ebook:	9781398621954 \$42.99
Hardback:	9781398621923 \$69.00
Pages:	256
Format (mm):	234x156
Subject:	Organizational Development

Author information: Jessica Zwaan is a startup and technology executive with a background in People, Operations, and Talent spanning across three continents. She is the Chief Operating Officer at Talentful, a talent recruitment company. Prior to this she was the Chief Operating Officer at Whereby, Group Head of Talent at McCann Worldgroup and VP People and Talent at Wonderbly. Based in New York, NY, she is the author of *Built for People*, also published by Kogan Page.

Armstrong's Handbook of Human Resource Management Practice

A Guide to the Theory and Practice of People Management

NEW New Edition



This book

- Develops understanding of all the essential areas of the HR function, such as employment law, learning and development and performance management
- Ideal for professionals and undergraduate and postgraduate students on both CIPD and non-CIPD courses
- Supports learning with a range of pedagogical features including key learning points and real-world examples from international organizations such as IBM and HSBC
- **New to this edition:** a chapter on AI, new material on the importance of communicating skills, systems thinking and the importance of hard and soft skills in HRM

Keynote

Gain a complete understanding of how to develop all the key areas of the HR function with this one-stop shop handbook by the UK's bestselling HRM author.

Edition:	17
Date:	01/28/2026
Paperback:	9781398622081 \$49.99
Ebook:	9781398622098 \$49.99
Hardback:	9781398622104 \$85.00
Pages:	760
Format (mm):	246x189
Subject:	Human Resources Management

Author information: Michael Armstrong is the UK's bestselling author of HRM books. With over a million copies sold, his books have been translated into 21 languages. Based in London, UK, he is managing partner of E-Reward and was previously a chief examiner of the Chartered Institute of Personnel and Development (CIPD).

Stephen Taylor, Chartered CCIPD, is a senior lecturer in Human Resource Management at the University of Exeter Business School and a chief examiner for the CIPD.

Rights Sold: Arabic, Georgian, Greek, Mongolian, Polish, Romanian

HR Business Partner Excellence

Aligning People Strategy with Business Goals

NEW New Title



This book

- Explains how HR Business Partners (HRBPs) and senior HR professionals can support the strategic goals of the organization at the same time as the needs of the workforce
- Includes discussion of the latest developments facing HRBPs including generative AI, changing employee expectations and the need to upskill a workforce at pace
- Provides tools for developing the skills to succeed as an HRBP covering data and analytics, strategic vision, programme management, empathy and business storytelling
- Covers advice on how to support the senior leadership team to deal with employee relations and wellbeing issues swiftly and effectively
- Offers guidance on using, embedding and explaining HR technology and self-service platforms

Keynote

Excel as an HR Business Partner and support the business to meet its strategic objectives whilst meeting the needs of employees.

Edition:	1
Date:	04/28/2026
Paperback:	9781398623668 \$38.99
Ebook:	9781398623989 \$38.99
Hardback:	9781398623996 \$65.00
Pages:	256
Format (mm):	234x156
Subject:	Human Resources Management

Author information: Glenn Templeman is a Senior HR consultant at Deloitte. With more than 20 years' experience, he was previously a Senior HR Business Partner at NATS, the People Workstream Lead for UK Space Regulation at the Civil Aviation Authority and the Interim Head of HR at Amnesty International. Based in London, UK, he is the author of *The HR Business Partner Handbook*, also published by Kogan Page.

50 Top Tools for Coaching

A Complete Toolkit for Developing and Empowering People

NEW New Edition



This book

- Provides senior coaches and HR managers with over 50 easy-to-use tools and techniques to use throughout the coaching process, alongside supporting templates and tips to ensure their success
- Includes tools to enhance leadership styles, manage periods of change, address conflict and increase personal impact and influence
- **New to this edition:** Explores coaching in hybrid work environments and how to support neurodivergent employees, alongside practical strategies for coaching self-organizing team and fostering inclusive leadership
- **Online resources:** additional tools, interactive templates, summary documents and videos of the tools in action demonstrated by the authors

Keynote

Equip yourself with these tried and tested tools and techniques to use at every stage of the coaching process to improve performance.

Edition:	6
Date:	03/28/2026
Paperback:	9781398624801 \$45.99
Ebook:	9781398624818 \$45.99
Hardback:	9781398624825 \$75.00
Pages:	352
Format (mm):	234x156
Subject:	Coaching

Author information: Gillian Jones is Managing Director of Emerge, an international development consultancy specializing in leadership, organizational development and executive coaching.

Ro Gorell is Director of Change Optimised, helping leaders navigate organization-wide transformation through coaching, mentoring and change management solutions. Based in Perth, Australia, she is a faculty member for David Clutterbuck's Team Coaching programme and an accredited IC Agile trainer.

Rights Sold: Chinese (Simplified)

The Strategic Workforce Planning Handbook

Design, Implement and Measure Workforce Plans to Drive Business Results

NEW New Title



This book

- Combines practical tools with real-world insight to help you make workforce planning work in fast-moving organizations
- Helps you map current capability, identify future need and develop a strategy that actually gets implemented, not just signed off
- Includes guidance for senior HR professionals on securing senior buy-in, navigating internal politics and framing workforce plans in language your business partners will actually listen to
- Contains memorable case studies, cultural references and a writing style that's part strategist, part sceptic, part storyteller
- Tackles the ethics, blind spots and hidden dynamics of SWP, including diversity and inclusion in a workforce plan

keynote

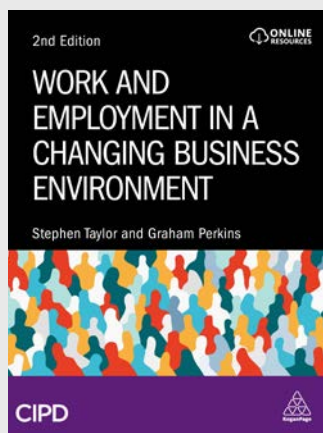
Design and implement a strategic workforce plan to meet your business goals with this practical guide written for senior HR practitioners.

Edition:	1
Date:	01/28/2026
Paperback:	9781398623590 \$45.99
Ebook:	9781398623613 \$45.99
Hardback:	9781398623606 \$75.00
Pages:	272
Format (mm):	234x156
Subject:	Talent Management & Recruitment

Author information: David Edwards is the Head of Workforce Planning at Ericsson. Prior to this he was Strategic Workforce Management Programme Manager at NatWest Group and the Head of Resource Management for CIB Technology at RBS. Based in Basingstoke, UK, he is also a conference speaker on all aspects of strategic workforce planning.

Work and Employment in a Changing Business Environment

NEW New Edition



This book

- Is specifically designed to support the CIPD Advance Diploma module Work and Working Lives in a Changing Business Environment, as well as Master's level HR students on non-CIPD accredited courses
- Provides coverage of all the latest developments impacting work and employment including flexibility, sustainability, agility, ethics and technology
- Includes reflective practice activities to encourage students to think critically about the content and Explore Further boxes to help students read more widely and explore the content more deeply
- **New to this edition:** Updated content throughout and new material on recent changes to the political landscape, economic and legal updates and artificial intelligence
- **Online resources:** Lecturer slides for each chapter

Keynote

Use this fully updated CIPD textbook to understand the theory and practice of the developments that are shaping the world of work.

Edition:	2
Date:	01/28/2026
Paperback:	9781398624016 \$65.00
Ebook:	9781398624023 \$65.00
Hardback:	9781398624047 \$105.00
Pages:	424
Format (mm):	246x189
Subject:	CIPD

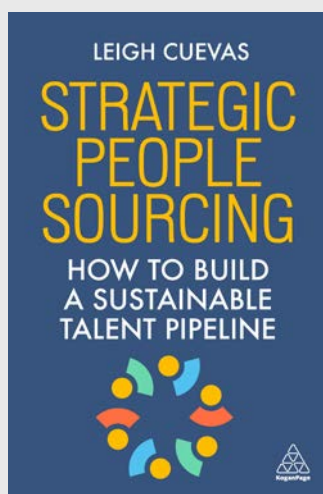
Author information: **Stephen Taylor**, Chartered CCIPD, is a Senior Lecturer in Human Resource Management at the University of Exeter Business School and a Chief Examiner for the CIPD. Before his academic career he worked in a variety of management roles in the hotel industry and in the NHS.

Graham Perkins is Senior Lecturer in Human Resource Management at University of Exeter Business School. Prior to a career in academia, he held a number of HR and Learning and Development roles in both public and private sector firms.

Strategic People Sourcing

How to Build a Sustainable Talent Pipeline

NEW New Title



This book

- Explains how to take a proactive rather than reactive approach to sourcing and recruitment for sustainable business results
- Helps you develop a pipeline of high-quality candidates who have the skills the business needs today and anticipate what will be needed in the future
- Explains how senior HR professionals and talent acquisition specialists can foster a collaborative and cross-functional approach to talent acquisition
- Includes real-world examples from Salesforce, IBM, Spotify, PepsiCo, Accenture, Procter and Gamble and Cisco
- Shows how to leverage technology to track candidate journeys, automate communication and centralize information to improve transparency and minimize hiring delays

Keynote

Discover how to take a proactive approach to sourcing and recruitment to build a high-quality talent pipeline and maintain competitive advantage.

Edition:	1
Date:	03/28/2026
Paperback:	9781398624214 \$42.99
Ebook:	9781398624221 \$42.99
Hardback:	9781398624245 \$69.00
Pages:	272
Format (mm):	234x156
Subject:	Talent Management & Recruitment

Author information: **Leigh Cuevas** has nearly 30 years' experience in Global Talent Acquisition and RPO Service Delivery across healthcare, pharma, tech, engineering, and banking sectors. She is currently Senior Director of Direct Sourcing and ROD Delivery at AgileOne and is a frequent conference speaker on all aspects of talent acquisition. Previously, she was Global Talent Acquisition Program Director at Amazon Web Services and Regional Head of Talent Acquisition at Alexander Mann Solutions. She is based in Fort Lauderdale, Florida.

High-Impact HR

How to Add Business Value as a People Professional

NEW New Title



This book

- Teaches how to move from a task-oriented approach to HR activity to a more strategic focus on adding business value
- Explains how to demonstrate the unique value that the HR function adds to the organization
- Shows how to improve employee wellbeing, engagement and performance by taking a people-centric approach to HR initiatives
- Provides guidance on how to be more confident using and analyzing data and how to make more evidence-based decisions
- Includes real-world examples from the NHS, Rolls-Royce, Kraft Heinz, Aviva and XP Power

Keynote

Use this practical guide to understand where to focus your efforts as an HR professional to add the most value to the business and learn how to demonstrate this value to the rest of the organization.

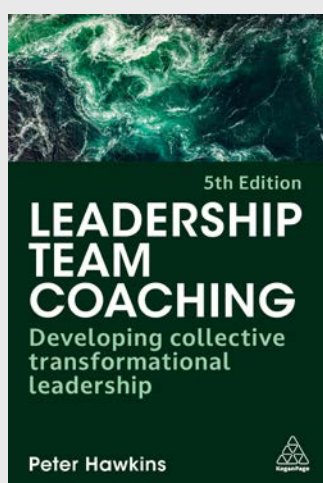
Edition:	1
Date:	04/28/2026
Paperback:	9781398624856 \$42.99
Ebook:	9781398624863 \$42.99
Hardback:	9781398624870 \$69.00
Pages:	256
Format (mm):	234x156
Subject:	Human Resources Management

Author information: Sonia Mooney is an HR consultant with more than 25 years' experience who works with clients to help them deliver high-impact HR initiatives. She was a finalist for HR Consultancy of the Year and Best Recruitment and Workforce Planning Strategy at the HR Excellence Awards 2024. Prior to this, she was the Global Head of Talent Excellence at Rolls-Royce and the Global Talent Acquisition Operations Manager at Aviva. Based in London, UK, she is also a frequent conference speaker and contributor to industry press.

Leadership Team Coaching

Developing Collective Transformational Leadership

NEW New Edition



This book

- Provides a complete resource for senior coaches and coaching leadership teams, as well as international, virtual, project and account teams and executive and non-executive boards
- Explores the key techniques and tools to be used at each stage of the coaching process, as well as guidance on common challenges and pitfalls to avoid
- Includes real-world examples from organizations including JP Morgan, 3M and the BBC to illustrate how these approaches have been applied in practice
- **New to this edition:** Integrating AI into team coaching practices and systemic awareness challenges to foster sustainable leadership

Keynote

Discover how to develop collaborative and effective leadership teams to create high-performing organizations with this practical guide.

Edition:	5
Date:	04/28/2026
Paperback:	9781398625389 \$42.99
Ebook:	9781398625396 \$42.99
Hardback:	9781398625402 \$69.00
Pages:	416
Format (mm):	234x156
Subject:	Coaching

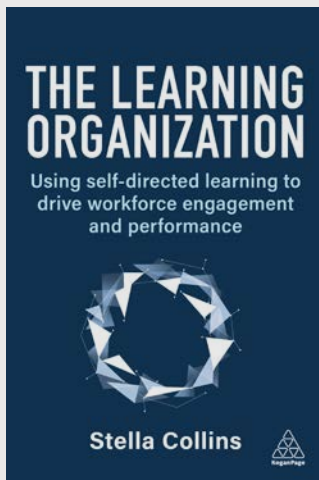
Author information: Peter Hawkins is a global thought leader in the coaching industry. He is Emeritus Professor of Leadership at Henley Business School, UK and Dean of Leadership at the European Leadership University. His books *Team of Teams Coaching* and *Leadership Team Coaching in Practice* are both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

Rights Sold: Chinese (Simplified), Hungarian, Japanese, Korean

The Learning Organization

Using Self-Directed Learning to Drive Workforce Engagement and Performance

NEW New Title



This book

- Explains why traditional corporate learning models are costly and ineffective and outlines the business case for self-directed learning
- Covers how people learn and explores the science behind self-directed learning including the neuroscience of motivation, memory, cognitive load and behaviour change
- Includes discussion of how senior L&D professionals can transition to becoming learning enablers rather than content providers and explains how technology can facilitate learning but cannot be the solution
- Provides advice on how to measure the business impact of self-directed learning
- Offers guidance on how to pilot, test and refine a self-directed learning approach before scaling and sustaining it throughout the company

Keynote

Understand how to use self-directed learning to motivate employees, engage them in learning and build a culture of continuous skill development.

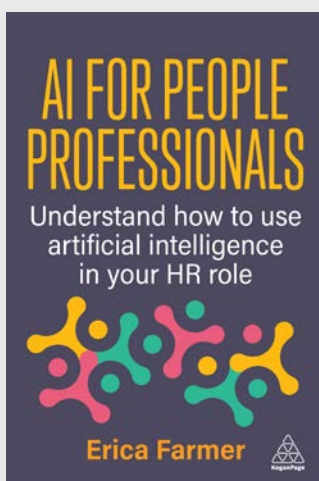
Edition:	1
Date:	06/28/2026
Paperback:	9781398626416 \$42.99
Ebook:	9781398626423 \$42.99
Hardback:	9781398626447 \$69.00
Pages:	272
Format (mm):	234x156
Subject:	Learning & Development

Author information: **Stella Collins** is co-founder and Chief Learning Officer at Stellar Labs. Based in Mechelen, Belgium, she and her team apply principles from neuroscience and psychology to consult, design and build practical performance focused learning solutions. She has trained thousands of learning professionals in brain-friendly principles over more than 25 years in L&D and is the author of *Neuroscience for Learning and Development*, also published by Kogan Page.

AI for People Professionals

Understand How to Use Artificial Intelligence in Your HR Role

NEW New Title



This book

- Explains how artificial intelligence can be used to benefit HR operations, processes and activity
- Shows how mid-level HR professionals can use AI to increase productivity, reduce inefficiencies and improve collaboration
- Covers how AI can be used in recruitment, talent management and learning & development
- Offers guidance on how to use AI ethically and protect employee and business data
- Is written in accessible and jargon-free language and assumes no prior technical knowledge of artificial intelligence

Keynote

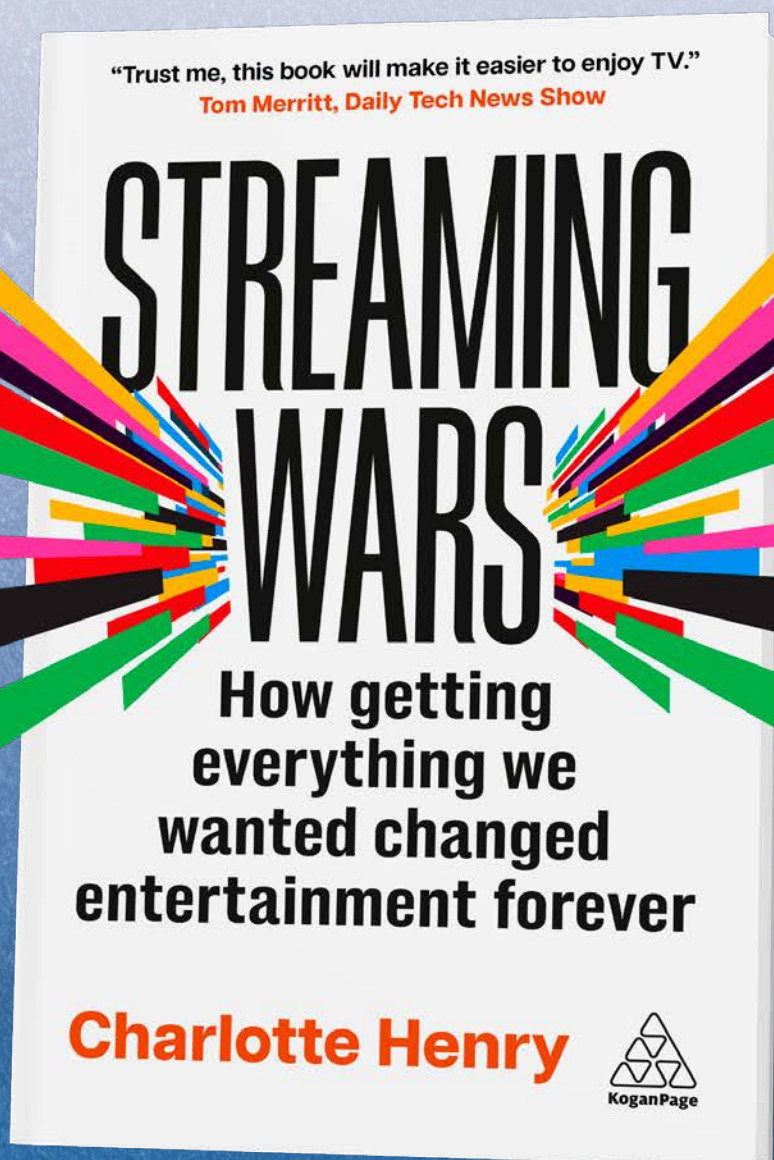
Discover how to use AI confidently, responsibly and ethically as an HR practitioner with this practical jargon-free guide.

Edition:	1
Date:	05/28/2026
Paperback:	9781398625990 \$34.99
Ebook:	9781398626003 \$34.99
Hardback:	9781398626010 \$59.00
Pages:	256
Format (mm):	234x156
Subject:	Human Resources, Learning & Development

Author information: **Erica Farmer** is the co-founder of Quantum Rise Talent Group, a consultancy specializing in AI and digital skills. Prior to this, she was Head of Talent, Leadership Development and Apprenticeships at Virgin Care and Head of Learning at The MISSION Group. She is also a frequent conference speaker and the host of the *AI for the Average Joe* podcast. She is based in London, UK.

“A breakneck and accessible primer for anyone trying to understand how we got to this chaotic and often delightful state of entertainment media.”

Ben Smith, Editor in Chief, Semafor



The streaming revolution changed everything. In ***Streaming Wars***, journalist **Charlotte Henry** takes you inside the fierce fight for power, profit and attention, and what it means for the future of entertainment.

ISBN: 9781398622548

Published: 03/10/2025 • Price: \$19.99



Social Media Marketing

Digital Marketing in a Networked World

NEW New Title



This book

- Provides upper-level undergraduate students with the theory and practice of social media marketing and social media management, from creating engaging content to balancing brand goals with social responsibility
- Addresses cutting-edge topics on promotional culture and consumer activism to broaden students' understanding in this field
- Examines the use of various platforms in different contexts, how to manage social media crises and themes of consumer resistance and anti-branding
- Is supported by pedagogical features such as learning outcomes, 'tips from social media managers', key term boxes and exercise questions
- **Online resources:** lecturer PowerPoint slides and further student exercises

Keynote

Learn the theory and practice of social media marketing and social media management success with this textbook.

Edition:	1
Date:	03/28/2026
Paperback:	9781398623149 \$52.00
Ebook:	9781398623156 \$52.00
Hardback:	9781398623163 \$85.00
Pages:	320
Format (mm):	240x170
Subject:	Digital Marketing

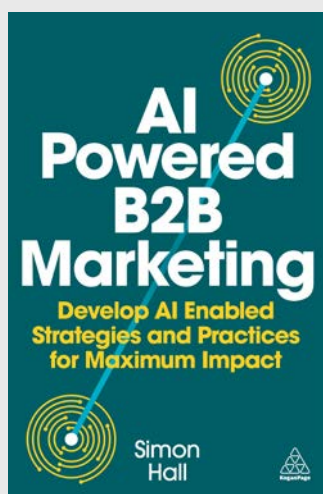
Author information: Zizheng Yu is Programme Director of the MA in Social Media and Digital Marketing at Exeter University, UK. He has worked in senior branding positions across the world and as a journalist for *Chinese Southern Daily* in Foshan and for the *UK Chinese Journal* in London.

Hyunsun Yoon is a Senior Lecturer in Strategic Communication at the Department of Media, Culture and Creative Industries at City, University of London. As a Senior Fellow of the Higher Education Academy (SFHEA), she has extensive experience in teaching media, advertising and marketing communications.

AI Powered B2B Marketing

Develop AI Enabled Strategies and Practices for Maximum Impact

NEW New Title



This book

- Provides an in-depth overview of how B2B marketing managers and leaders can embed AI within their marketing strategies
- Explores how to review and select the right tools for the job
- Examines how to use AI across the entire B2B marketing journey from market and competitor research to engaging and managing accounts as well as marketing team management and collaboration
- Includes real-world examples from companies such as Danfoss, American Express, IBM, Schneider Electric and more

Keynote

Harness the transformative power of artificial intelligence into your B2B marketing strategies and processes to enhance delivery and impact.

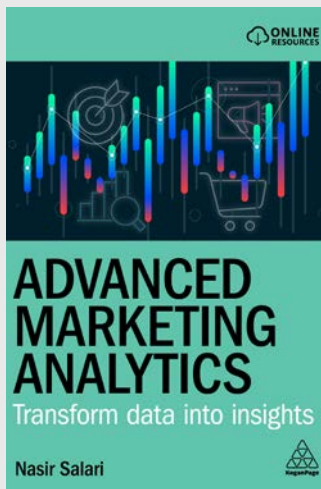
Edition:	1
Date:	04/28/2026
Paperback:	9781398621961 \$38.99
Ebook:	9781398621978 \$38.99
Hardback:	9781398621985 \$65.00
Pages:	352
Format (mm):	234x156
Subject:	B2B Marketing

Author information: Simon Hall, based in London, UK, is a marketing innovator with around 30 years' experience in technology and services marketing. He served as UK Chief Marketing Officer for Dell and held senior roles at Acer, Microsoft and Toshiba. He founded NextGen Marketing Solutions, is a Course Director and Fellow of the Chartered Institute of Marketing and lectures at the University of Kent. He is also the author of *B2B Digital Marketing Strategy* and *Innovative B2B Marketing Strategy*, both published by Kogan Page.

Advanced Marketing Analytics

Transform Data into Insights

NEW New Title



This book

- Lays a foundational understanding of advanced marketing analytics topics such as market basket analysis, time series analysis and churn prediction
- Includes day-to-day tools and techniques to analyze marketing data
- Includes real world examples from Netflix, Santander and Shell
- **Online resources:** lecturer slides, instructor's manual with additional exercises, and data-sets

Keynote

Through theory and data-driven techniques this postgraduate textbook will help advanced students turn their marketing data into practical insights.

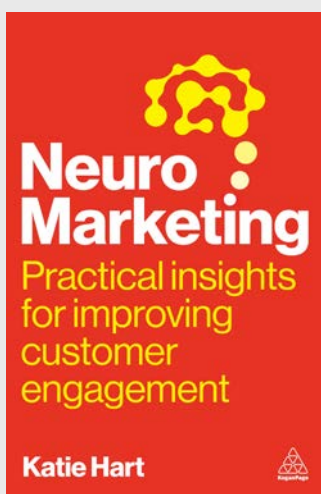
Edition:	1
Date:	03/28/2026
Paperback:	9781398622869 \$52.00
Ebook:	9781398622883 \$52.00
Hardback:	9781398622876 \$85.00
Pages:	368
Format (mm):	240x170
Subject:	Marketing Analytics

Author information: Dr Nasir Salari is Senior Lecturer in Marketing and Academic Research Lead, based at Bath Spa University, UK. His expertise lies at the intersection of marketing and data science, with a particular focus on the application of advanced analytical techniques to marketing challenges.

Neuromarketing

Practical Insights for Improving Customer Engagement

NEW New Title



This book

- Explores how neuromarketing insights can help early to mid-level marketing professionals improve engagement and results from their campaigns
- Explains how to navigate changing consumer behaviour to attract and retain more customers
- Delivers practical insights on how to improve your customers' experience, improve brand recall and facilitate decision making
- Includes real-world examples from companies such as Dove, Spotler and the CIM

Keynote

Develop an understanding of how the principles of neuromarketing can be applied to your everyday marketing for a competitive edge.

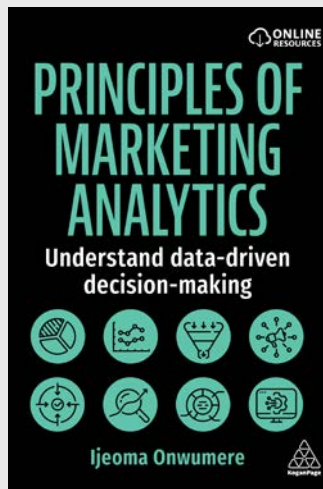
Edition:	1
Date:	03/28/2026
Paperback:	9781398622777 \$34.99
Ebook:	9781398622791 \$34.99
Hardback:	9781398622784 \$59.00
Pages:	296
Format (mm):	234x156
Subject:	Behavioural Marketing

Author information: Katie Hart is an international speaker, trainer and researcher who has been working in the field of neuromarketing for 15 years. Based in Cambridge, UK, she runs her own neuromarketing insights, training and consultancy business, Katie Hart Ltd., delivering impactful training and research to companies including Unilever, Lloyds Banking and Honda. She is the Customer Insights tutor for the Cambridge Marketing College and delivers webinars, podcasts and training on behalf of the Chartered Institute of Marketing (CIM), including the 'Neuromarketing Masterclass' which she developed on their behalf.

Principles of Marketing Analytics

Understand Data-Driven Decision-Making

NEW New Title



This book

- Is an introductory marketing analytics textbook that breaks down key marketing analytics topics and techniques
- Is supported by key learning points, practitioner insights, exercise questions and a glossary
- Features real world examples including Airbnb, Coco-Cola and Netflix
- **Online resources:** lecturer slides and instructor's manual

Edition:	1
Date:	02/28/2026
Paperback:	9781398623279 \$52.00
Ebook:	9781398623286 \$52.00
Hardback:	9781398623293 \$85.00
Pages:	336
Format (mm):	240x170
Subject:	Marketing Analytics

Author information: Ijeoma Onwumere is a lecturer and academic researcher in Fashion Business and Marketing Analytics at Manchester Metropolitan University, UK. Her specific area of focus lies in digital marketing, marketing analytics, service quality, sustainability and business analytics.

Keynote

With this undergraduate textbook, students will learn how to analyze key business data and create new marketing opportunities.

Trusted Advertising

How to Harness the Value of Trust in Your Brand

NEW New Title



This book

- Provides in-depth understanding of the research and issues affecting consumer trust in advertising
- Highlights techniques mid-senior level advertisers and marketers can use to strengthen trust in their campaigns
- Explores how trust in advertising is managed across different media channels and tech platforms
- Contains real-world examples from companies such as Nationwide, Aldi, Guinness and giffgaff

Edition:	1
Date:	02/28/2026
Paperback:	9781398623552 \$38.99
Ebook:	9781398623569 \$38.99
Hardback:	9781398623576 \$65.00
Pages:	296
Format (mm):	234x156
Subject:	Advertising

Author information: Matt Bourn is Director of Communications for the Advertising Association and Ad Net Zero, based in London, UK. With 25 years' experience, previously he was Managing Director of Braben, working for companies such as Sky, Disney and Sony. He is co-author of *Sustainable Advertising*, also published by Kogan Page.

James Best, based in London, UK, is Chair of the Committees of Advertising Practice and of Credos. Previously he was Chair of the Advertising Association, President of the EACA, vice-chair of the History of Advertising Trust and Visiting Professor of Advertising at Richmond International University.

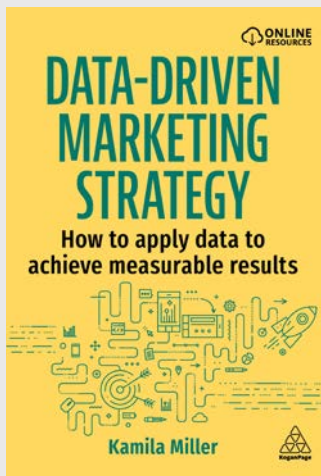
Keynote

Understand how to transform your advertising to improve consumer trust which enables you to drive impactful results from your campaigns.

Data-Driven Marketing Strategy

How to Apply Data to Achieve Measurable Results

NEW New Title



This book

- Is an undergraduate textbook that provides students with a complete toolkit for data-driven marketing success, from understanding customer needs and crafting value propositions to executing campaigns and measuring results
- Introduces students to the latest trends and tools in digital marketing, including the use of AI and machine learning for personalization, the rise of customer experience (CX) as a key differentiator and the growing importance of omnichannel strategies
- Includes pedagogical features such as best practice tips, step-by-step guides, checklists, summaries, exercises in addition to real-world examples and interviews with industry experts
- **Online resources:** downloadable templates, lecturer PowerPoint slides, further reading lists

Keynote

Learn how to develop and implement data-driven marketing strategies to attain measurable results and business growth with this textbook.

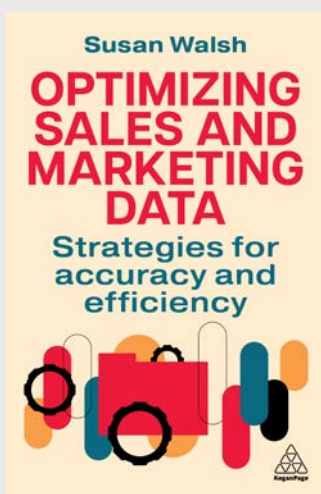
Edition:	1
Date:	02/28/2026
Paperback:	9781398623637 \$52.00
Ebook:	9781398623859 \$52.00
Hardback:	9781398623866 \$85.00
Pages:	336
Format (mm):	240x170
Subject:	Marketing Strategy

Author information: Kamila Miller is a lecturer at Henley Business School, UK, teaching Sales and Marketing, Consumer Behaviour, and Digital Marketing. She also lectures at Oxford Brookes University on Marketing in a Digital World. Miller is also a CIM member and Communication Ambassador, actively organizing and participating in events.

Optimizing Sales and Marketing Data

Strategies for Accuracy and Efficiency

NEW New Title



This book

- Provides practical examples and how-to guides for how early-mid career marketers can clean and organize their data
- Explores how to set up a framework for effective data governance
- Explains how to build a taxonomy that allows easy segmentation and targeting of customers
- Covers how to deal with and fix data disasters

Keynote

Increase efficiency, improve profitability and reduce spend and become more confident handling and analyzing customer data for further insight.

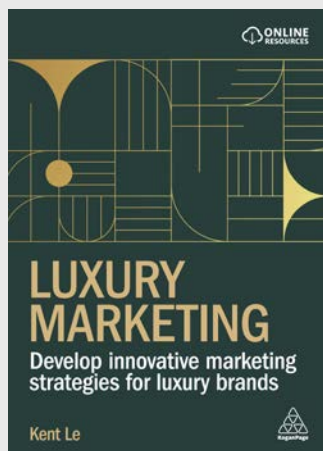
Edition:	1
Date:	03/28/2026
Paperback:	9781398623965 \$34.99
Ebook:	9781398623972 \$34.99
Hardback:	9781398623958 \$59.00
Pages:	240
Format (mm):	234x156
Subject:	Marketing Analytics

Author information: Susan Walsh is the Founder of The Classification Guru, a company that focuses on helping clients solve dirty data problems to maximize profitability and impact. Based in London, UK, she is an industry thought leader, influencer and global speaker. She has been listed in the DataIQ100 for the last two years, as well as winning DataIQ Data Champion 2022 and 2023 and is a finalist for The Great British Businesswoman Awards in the Technology category.

Luxury Marketing

Develop Innovative Marketing Strategies for Luxury Brands

NEW New Title



This book

- Is a postgraduate textbook that provides guidance for marketing luxury brands, from understanding the preferences of consumer segments, developing brand equity and maintaining exclusivity online
- Introduces essential definitions and concepts in the subject, including exploring what distinguishes luxury from premium brands and the evolving meaning of luxury in the modern world
- Supported by learning features such as key concept boxes, exercises and review questions, as well as real-world examples
- **Online resources:** PowerPoint slides, instructor manuals including example analyses, exercises and discussion prompts

Keynote

Use this postgraduate textbook to gain an in-depth exploration of luxury marketing, focusing on cultural heritage, consumer behaviour and modern-day strategies that define this unique sector.

Edition:	1
Date:	02/28/2026
Paperback:	9781398624054 \$52.00
Ebook:	9781398624085 \$52.00
Hardback:	9781398624078 \$85.00
Pages:	360
Format (mm):	240x170
Subject:	Luxury Marketing

Author information: **Khuong Minh Le**, professionally known as **Kent Le**, is a senior lecturer and course leader for the MA International Fashion Business with Marketing Management and Luxury Branding pathways at the University of East London. Le also teaches, guest speaks and externally examines Fashion & Luxury Business courses at Condé Nast College of Design (UK), Domus Academy (Italia), Amsterdam Fashion Academy (The Netherlands), Beacon College (Singapore) and Fordham University New York (USA). He has also had roles at Burberry, Westfield, and Inditex Group, and provided consultancy work for Catwalk Group, Devotion Diamonds and Petit Tribe.

International Fashion Marketing

Strategic Management and Promotion for Global Fashion Brands

NEW New Title



This book

- Considers for upper-level undergraduate and postgraduate students how successful fashion brands craft and translate their distinct branding into international markets
- Offers in-text features including learning outcomes, chapter summaries, reflective questions and a glossary of key terms
- Includes real-world examples from fast-fashion, sportswear, streetwear and luxury brands such as Shein, Uniqlo, Veja, Telfar, Dior and Jacquemus
- **Online resources:** PowerPoint lecturer slides and additional reflective questions and real-world examples

Keynote

Learn to create lasting impact for global fashion brands through branding, marketing and consumer engagement.

Edition:	1
Date:	01/28/2026
Paperback:	9781398623880 \$52.00
Ebook:	9781398623903 \$52.00
Hardback:	9781398623897 \$85.00
Pages:	336
Format (mm):	240x170
Subject:	Branding

Author information: **Kamilla Jones** is a lecturer in Fashion Business and Management at the University of East London where she leads the BA (Hons) Fashion Studies Top Up and teaches on the MA International Fashion Business with Luxury Brand Management and the MA International Fashion Business with Marketing and Public Relations. She has over 15 years of experience in the fashion sector, including in brand consultancy, branding, marketing, international trade and business.

Fashion Marketing

Strategies, Trends and Innovation

NEW New Title



This book

- Gives a foundational understanding of fashion marketing for undergraduate students
- Highlights several marketing strategies used within the fashion industry to capture attention such as analytics, analyzing consumer behaviour and the fashion marketing mix
- Includes real-world examples from Marks & Spencer, Matalan, Chanel, Paynter, Puma, Gymshark and Peacocks
- **Online resources:** lecturer slides, instructor's manual with answers to in-text exercises

Keynote

With this undergraduate textbook, understand the general principles and practices of marketing within the world of fashion.

Edition:	1
Date:	03/28/2026
Paperback:	9781398624764 \$52.00
Ebook:	9781398624795 \$52.00
Hardback:	9781398624788 \$85.00
Pages:	328
Format (mm):	240x170
Subject:	Retail

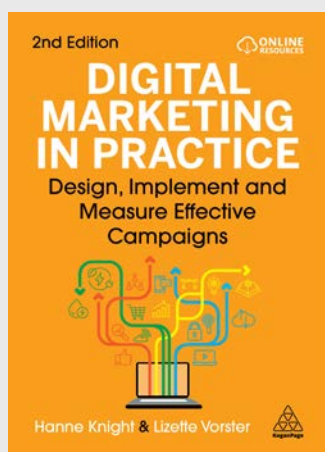
Author information: Jo Wiltshire is Senior Lecturer of Fashion Marketing at Cardiff Metropolitan University, UK. With over 15 years of industry experience, Jo has built a comprehensive career in fashion, specializing in visual merchandising, store design, brand management and visual communications.

Catrin Cousins is Senior Lecturer of Fashion Marketing, with over 18 years of experience as a fashion buyer, bringing extensive industry knowledge to her teaching. Her expertise spans fashion buying, product development and brand management. She is based at Cardiff Metropolitan University, UK.

Digital Marketing in Practice

Design, Implement and Measure Effective Campaigns

NEW New Edition



This book

- Is a textbook for undergraduate and postgraduate students that explores key concepts of digital marketing and best-practice for tools, channels and platforms including SEO, social media marketing, email marketing and online advertising
- Combines practical and implementable step-by-step guidance for creating and evaluating digital marketing campaigns with a robust theoretical and academic underpinning
- **New to this edition:** chapters on AI in digital marketing, phygital and experiential marketing, new sections on ethics and sustainability in each chapter, new and extended material on advergames, deinfluencing and accessibility in website design
- **Online resources:** lecture slides, group activities, worksheets and further resource links

Keynote

This textbook will show students how to develop, implement and evaluate effective digital marketing with coverage of the latest trends and considerations including AI and sustainability.

Edition:	2
Date:	01/28/2026
Paperback:	9781398624726 \$52.00
Ebook:	9781398624733 \$52.00
Hardback:	9781398624740 \$85.00
Pages:	480
Format (mm):	240x170
Subject:	Digital Marketing

Author information: Hanne Knight is Lecturer in Marketing at the University of Plymouth, UK, where she also leads its Digital and Social Media Marketing MSc. She is a senior examiner at the Chartered Institute of Marketing.

Lizette Vorster is Assistant Professor in Strategic Business Communications at Aarhus University, Denmark. Prior to this, she was Lecturer in Digital Marketing at Northumbria University, UK and has also previously held senior positions in professional practice.

Rights Sold: Arabic

Successful Change Communication

How to Inform, Involve and Inspire Employees

NEW New Title



This book

- Explores how to measure and prove the value of change communication before, during and after the change
- Explains how senior level practitioners can communicate change whilst also being affected by it
- Provides detailed discussion of the impact of AI on change communication and how to work strategically during times of change
- Contains real-world examples from leading organizations

Keynote

Plan and deliver effective change communication that enables you to successfully guide an organization through any type of change whilst keeping employees informed, involved and inspired.

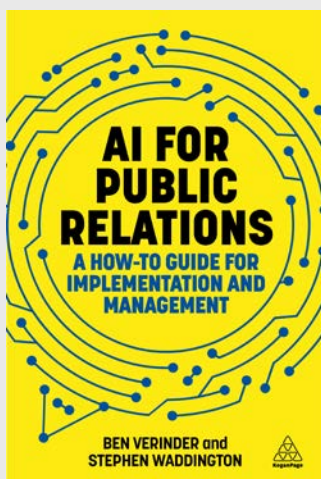
Edition:	1
Date:	04/28/2026
Paperback:	9781398624894 \$42.99
Ebook:	9781398624924 \$42.99
Hardback:	9781398624917 \$69.00
Pages:	296
Format (mm):	234x156
Subject:	PR & Communications

Author information: Rachel Miller is an internationally recognized authority on Internal Communication (IC), based in London, UK. A former journalist with more than 20 years' IC experience, she advises many of the world's best-known companies through her consulting business, All Things IC. She is a Fellow of the Institute of Internal Communication and Chartered Institute of Public Relations (CIPR) and was awarded CIPR's President's Medal in 2020. Rachel is a keynote speaker, Candid Comms podcast host and industry thought leader in the University of Florida's IC Research Hub. She also authored *Internal Communication Strategy* with Kogan Page.

AI for Public Relations

A How-To Guide for Implementation and Management

NEW New Title



This book

- Combines practical implementation with strategic considerations for future practice
- Provides clear guidance for mid-level and senior leaders looking to understand how to rapidly adapt workflows and teams to cater to new technologies
- Explores how to embrace AI's efficiency gains whilst managing the risks to reputation, relationships and regulatory compliance
- Contains real-world examples from companies such as AXA, the BBC, Deutsche Bank and Adecco

Keynote

Understand how to embrace and embed artificial intelligence into your public relations and communications practice and strategy with this how-to guide.

Edition:	1
Date:	05/28/2026
Paperback:	9781398625037 \$38.99
Ebook:	9781398625044 \$38.99
Hardback:	9781398625051 \$65.00
Pages:	280
Format (mm):	234x156
Subject:	PR & Communications

Author information: Ben Verinder is founder and managing director of Chalkstream, a reputation research and management agency based near Watford, UK. He is a founder member of the CIPR AI in PR panel and the creator of the first AI and Reputation Leadership course.

Stephen Waddington is a professional advisor at Wadds Inc. and PhD researcher at Leeds Business School. Based in London, UK, he was previously the President of the CIPR and Managing Director at Metia Group. Stephen is a Chartered PR Practitioner, an Honorary Fellow of the CIPR and a Fellow of the PRCA.

Marketing Technology

Integrating Martech for Transformational Marketing

NEW New Title



This book

- Is a textbook for upper-level students that explores key technologies and innovations to help students develop impactful and innovative marketing strategies and campaigns.
- Features chapters covering the entire spectrum of modern marketing, from the integration of AI and machine learning to the use of blockchain for transparency
- Explores the latest trends and tools, including programmatic advertising, marketing automation and neuromarketing and the ethical considerations of using these technologies
- Includes learning features of best practice tips, step-by-step guides, interviews with industry experts and exercises which help students to apply knowledge in practice

Keynote

Learn how to utilize emerging technologies and innovations to enhance marketing strategies and tactics with this textbook for upper-level studies.

Edition:	1
Date:	02/28/2026
Paperback:	9781398625259 \$59.00
Ebook:	9781398625266 \$59.00
Hardback:	9781398625273 \$95.00
Pages:	384
Format (mm):	240x170
Subject:	Digital Marketing

Author information: Dr Ediz Edip Akçay is a Senior Lecturer in Digital Marketing and BSc (Hons) Marketing Programme Leader at the Business School, Bournemouth University, UK. He has published work in publications including *Journal of Customer Behaviour* and *Qualitative Market Research*, across subject areas of digital advertising, cause-related marketing, user experience in mobile apps and branding.

User Research

Improve Product and Service Design and Enhance Your UX Research

NEW New Edition



This book

- Clearly outlines and explains all the key methods of user research that readers will need, such as card sorting, A/B testing, stakeholder and workshops
- Features tools and frameworks that mid-career professionals and academic readers can refer to when conducting their own user research
- Lets you benefit from in-depth knowledge from one of the UK's leading UX research professionals
- **New to this edition:** A focus on cross-functional collaboration for impactful research, this update aligns with everchanging GDPR regulations and the fundamentals of research questions as well as a look into AI usage
- **Online resources:** Weblinks to a relevant list of further resources

Keynote

Develop your market research skills with this straightforward guide to the best practices in user research methods. Utilize market research tools and methods effectively to obtain reliable results.

Edition:	3
Date:	03/28/2026
Paperback:	9781398625075 \$42.99
Ebook:	9781398625082 \$42.99
Hardback:	9781398625099 \$69.00
Pages:	368
Format (mm):	234x156
Subject:	Market Research

Author information: Stephanie Marsh (she/they) is a top UX research professional, currently UX Research Operations Lead at Springer Nature based in London, UK. They are the former Head of User Research and Analysis for the UK Government Digital Service and former Head of Digital Strategy for the UK Ministry of Defence. They previously consulted at Bunnyfoot, a leading UX consultancy in the UK. They have contributed chapters to a range of peer-reviewed texts in related fields and delivered talks on UX research, research operations and UX strategies at varied conferences and industry events including the Market Research Society.

Rights Sold: Chinese (Simplified), Korean

Sustainability Storytelling

Translating Strategy into Effective Stories

NEW New Title



This book

- Provides clear guidance for mid to senior professionals looking to craft strong sustainability messaging that resonates with different stakeholders
- Covers issues such as avoiding greenwashing and how to navigate regulations and legal requirements
- Explains how strong sustainability communications can protect the brand whilst building trust
- Features real-world examples from businesses including Mars, Neiman Marcus, REI and Google

Keynote

Understand how to craft strategies and messages that engage different stakeholders on sustainability, avoiding greenwashing and creating compelling and compliant communication.

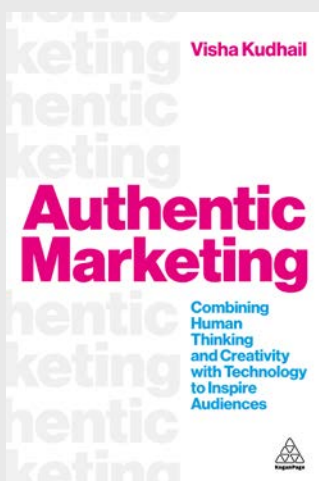
Edition:	1
Date:	05/28/2026
Paperback:	9781398625518 \$41.99
Ebook:	9781398625525 \$41.99
Hardback:	9781398625532 \$65.00
Pages:	264
Format (mm):	234x156
Subject:	PR & Communications

Author information: Mike Hower is a sustainability communications expert and founder of Hower Impact, a boutique consultancy specializing in transforming complex sustainability initiatives into resonant narratives. Based in Oakland, CA, he has collaborated with global brands including Mars, The North Face, Snapchat, HP and Berry Global. He has written for prominent sustainability publications such as GreenBiz, Sustainable Brands and Triple Pundit. He hosts The Sustainability Communicator podcast where he explores the nuanced art of sustainability storytelling.

Authentic Marketing

Combining Human Thinking and Creativity with Technology to Inspire Audiences

NEW New Title



This book

- Explains the critical role authenticity plays in marketing and society in relation to emerging technology
- Covers how data drives insight to create genuine audience-first marketing
- Provides guidance on how authenticity builds brand trust and resilience
- Features real-world examples from businesses including Royal Mail, BT Sport and Mondelez

Keynote

Unlock real human insights using data-driven approaches and inspire audience connection by creating authentic marketing that puts the audience first.

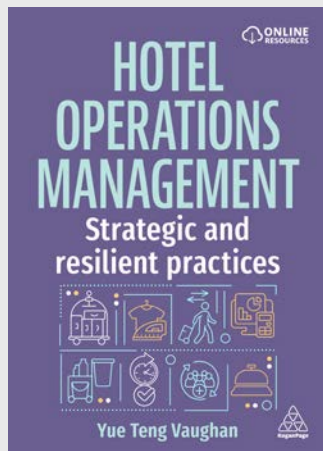
Edition:	1
Date:	06/28/2026
Paperback:	9781398625846 \$38.99
Ebook:	9781398625853 \$38.99
Hardback:	9781398625860 \$69.00
Pages:	264
Format (mm):	234x156
Subject:	Marketing Strategy

Author information: Visha Kudhail is a Marketing Director at Square based in London, UK. Previously, she was Director of Business Marketing EMEA at Pinterest before which she worked across YouTube Ads marketing at Google and spent 12 years at Thinkbox. She is Chair of the Data Marketing Association Media Council and was awarded BIMA 100's Champion for Change in 2021 and Best Marketing Leader at the 2022 Global Women in Marketing Awards, as well as being Shortlisted as 'Advocate of The Year' at the 2024 Women in IT Awards.

Hotel Operations Management

Strategic and Resilient Practices

NEW New Title



This book

- Introduces for upper-level undergraduate and postgraduate students the concept of 'resilient hospitality', highlighting how innovation, flexibility and corporate culture must become the fundamental pillars of a new approach to hotel management
- In-text features include chapter summaries, learning outcomes, discussion questions, a glossary of key terms and perspectives from leading professionals
- Includes real-world examples from Hilton Hotels, Taj Hotels and the American Hotel Lodging Association (AHLA)
- **Online resources:** PowerPoint lecturer slides, an instructor's manual, additional real-world examples and student exercises

Keynote

Explore the current best practices and strategies in hotel operations, in this textbook for upper-level undergraduate and postgraduate students, with an emphasis on crisis and resiliency management in response to recent significant changes in the industry.

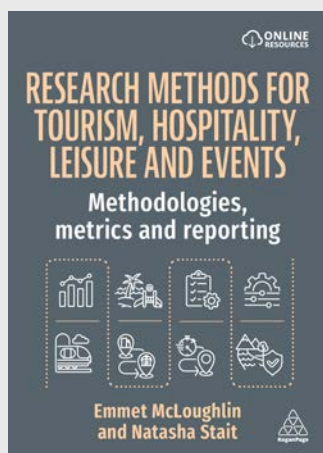
Edition:	1
Date:	02/28/2026
Paperback:	9781398622463 \$52.00
Ebook:	9781398622470 \$52.00
Hardback:	9781398622487 \$85.00
Pages:	368
Format (mm):	240x170
Subject:	Hospitality

Author information: Yue Teng Vaughan is Assistant Professor of Hospitality Management at Kansas State University, USA, where she teaches hotel operations, revenue management and financial management in the hospitality industry. Previously, she worked in guest-facing and managerial professional roles at Hilton Hotels. With her industry experience in leading international hotel chains, Dr Teng Vaughan has a practical understanding of the complex dynamics that drive the success of hotel management.

Research Methods for Tourism, Hospitality, Leisure and Events

Methodologies, Metrics and Reporting

NEW New Title



This book

- Offers upper-level undergraduate and postgraduate students research methodology tailored to the unique challenges and contexts of the tourism, hospitality, leisure and events industry
- Contains in-text features including chapter summaries and learning outcomes, reflective questions, interactive quizzes and a glossary of key terms
- Includes real-world examples from a variety of global contexts such as using ethnographic research to explore music festival goers' experiences, descriptive research methods to explore customer satisfaction in global hotel chains and statistical analysis to understand the attendance data from major international sports events

Keynote

Learn the essential tools and methodologies for conducting research and producing quality academic work in the fields of tourism, hospitality, leisure studies and events.

Edition:	1
Date:	02/28/2026
Paperback:	9781398622715 \$65.00
Ebook:	9781398622739 \$65.00
Hardback:	9781398622722 \$105.00
Pages:	368
Format (mm):	240x170
Subject:	Tourism & Travel

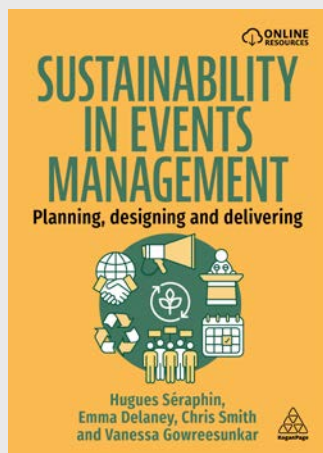
Author information: Emmet McLoughlin is Senior Lecturer in Tourism and Events Management at Cardiff Metropolitan University where he teaches research methods for undergraduate and postgraduate levels. He is also a member of the Welsh Centre for Tourism Research (WCTR) and a Fellow of the Higher Education Academy (UK).

Natasha Stait is Associate Lecturer in Business Management and Law and an Early Career Researcher at Cardiff Metropolitan University. She teaches research methods at the undergraduate level and undertakes dissertation and project supervision for MBA students.

Sustainability in Events Management

Planning, Designing and Delivering

NEW New Title



This book

- Offers for upper-level undergraduate and postgraduate students step-by-step guidance to plan, design and deliver events with consideration to the triple bottom line (TBL) and the UN's Sustainable Development Goals (SDGs)
- Contains in-text features including include learning outcomes, reflective questions, interviews with event managers and practitioners and a glossary of key terms, with QR codes linking to additional resources and videos online
- Includes real-world events examples from the Paris 2024 Olympics, the Edinburgh Fringe Festival and the Singapore Grand Prix
- **Online resources:** PowerPoint lecturer slides, videos featuring practitioners, additional reflective questions and real-world examples

Keynote

Learn how to plan, design and deliver sustainable events, while considering and measuring the long-term impacts to meet the triple bottom line (TBL) of people, planet and profit.

Edition:	1
Date:	02/28/2026
Paperback:	9781398623514 \$52.00
Ebook:	9781398623545 \$52.00
Hardback:	9781398623538 \$85.00
Pages:	336
Format (mm):	240x170
Subject:	Tourism, Leisure & Hospitality

Author information: **Hugues Séraphin** is Principal Lecturer for Tourism, Hospitality and Events Management at Oxford Brookes University, UK.

Emma Delaney is Senior Teaching Fellow at the University of Surrey, UK.

Chris Smith is Senior Lecturer in Event Management at the University of Winchester, UK.

Vanessa Gowreesunkar is Associate Professor in Tourism at the Indian Institute of Management Sirmaur, India.

Event Planning and Management

Principles, Planning and Practice

NEW New Edition



This book

- Combines an academic perspective with practical insights from industry professionals for undergraduate and postgraduate students studying events management
- Contains in-text features including event templates, chapter summaries, tips from event practitioners and real-world examples from live events
- **New to this edition:** Brand new real-world examples including from event practitioners in the USA, Caribbean, Australia and the UK, a new chapter on legal issues and contracts, and new perspectives on health and safety and sustainability
- **Online resources:** PowerPoint lecturer slides, additional real-world examples, adaptable templates for planning, designing, delivering and evaluating events, and links to additional resources

Keynote

Plan and deliver successful events with this practical textbook of essential theory and practice for students studying event planning and management.

Edition:	4
Date:	03/28/2026
Paperback:	9781398623811 \$52.00
Ebook:	9781398623828 \$52.00
Hardback:	9781398623835 \$85.00
Pages:	352
Format (mm):	240x170
Subject:	Events

Author information: **Ruth Dowson** was was Senior Lecturer in Events Management at Leeds Beckett University, UK.

Bernadette Albert was Senior Lecturer in Events Management at Leeds Beckett University, UK.

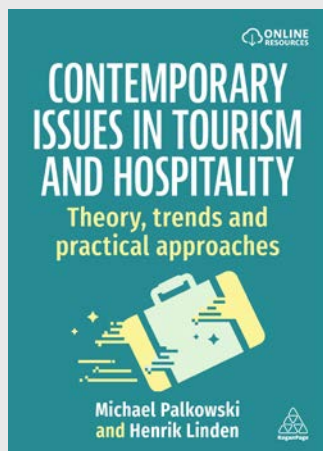
Dan Lomax is Senior Lecturer in Events Management at Leeds Beckett University, UK.

Rights Sold: Greek

Contemporary Issues in Tourism and Hospitality

Theory, Trends and Practical Approaches

NEW New Title



This book

- Examines for undergraduate and postgraduate students the critical issues and phenomena in the tourism and hospitality industries including overtourism, globalization, dark heritage tourism, wellness tourism and hospitality, and the future of metaverse travel
- Contains in-text features including learning outcomes, reflective questions, a glossary of key terms and interviews with hospitality and tourism practitioners for students to understand the skills needed to work as managers and entrepreneurs in the industry
- Includes real-world examples from Taylor Swift's Eras Tour, Thailand's floating markets and *Game of Thrones* filming locations

Keynote

Understand the key issues and trends impacting the travel industry in this practitioner-informed textbook for undergraduate and postgraduate tourism and hospitality students.

Edition:	1
Date:	03/28/2026
Paperback:	9781398624979 \$59.00
Ebook:	9781398624986 \$59.00
Hardback:	9781398625006 \$95.00
Pages:	368
Format (mm):	240x170
Subject:	Tourism & Travel

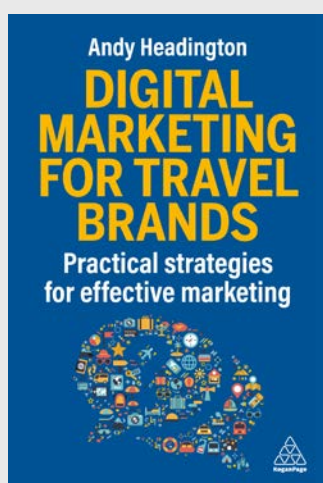
Author information: Michael Palkowski is Senior Lecturer in Tourism, Hospitality and Events Management at the University of East London, UK, as well as the programme leader for BA (Hons) Tourism Management and the MSc in Events and Hospitality Leadership.

Henrik Linden is Senior Lecturer in Tourism, Events and Cultural Industries Management at the University of East London, UK. He is a Fellow (FHEA) of Advance HE and his experience includes organizing and managing a variety of events, including for the Nobel Museum, the Swedish Institute for Children's Books and New York's Morgan Library and Museum.

Digital Marketing for Travel Brands

Practical Strategies for Effective Marketing

NEW New Title



This book

- Explores how mid to senior level travel marketing professionals can build out their digital marketing plans and campaigns for better results
- Offers actionable understandings on marketing measurement in the world of travel
- Provides insights on the tactics travel brands can take to avoid straying too far from their core business
- Includes real-world examples from companies such as Trip.com, Princess Cruises, Simpson Travel and Football Escapes

Keynote

Learn how to produce and implement digital marketing campaigns using this practical, step-by-step guide, catered for those in the travel industry.

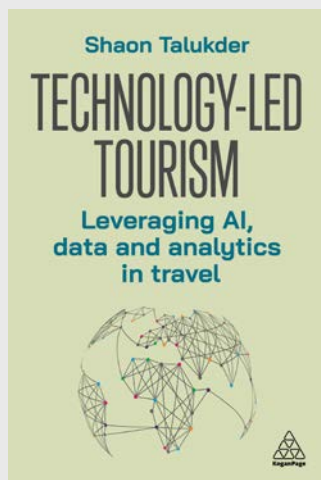
Edition:	1
Date:	01/28/2026
Paperback:	9781398624689 \$38.99
Ebook:	9781398624696 \$38.99
Hardback:	9781398624702 \$65.00
Pages:	280
Format (mm):	234x156
Subject:	Tourism & Travel

Author information: Andy Headington co-founded Adido, a leading digital marketing agency, in 2003. He has spent over 20 years being involved in digital marketing campaigns and website builds. Based in Bournemouth, UK, Andy is an active member of the Association of British Travel Agents, the Specialist Travel Association and the Institution of Travel and Tourism and has a vast knowledge of all areas of digital marketing.

Technology-Led Tourism

Leveraging AI, Data and Analytics in Travel

NEW New Title



This book

- Explores how mid-senior level tourism and travel professionals can apply AI technology to revolutionize customer experiences
- Offers actionable understandings on how to harness AI to produce and personalize content
- Provides insights on the predictions for the future of AI in travel
- Includes real-world examples from companies such as Expedia, Amadeus, Delta Airlines and Airbnb

Keynote

Understand the transformative impact of data and artificial intelligence on the global travel and tourism industry and how to leverage these innovations within travel businesses

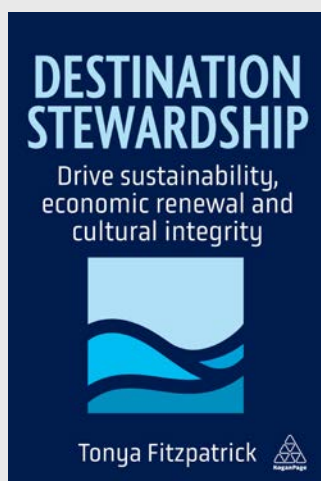
Edition:	1
Date:	03/28/2026
Paperback:	9781398625303 \$38.99
Ebook:	9781398625310 \$38.99
Hardback:	9781398625327 \$65.00
Pages:	264
Format (mm):	234x156
Subject:	Tourism & Travel

Author information: Shaon Talukder is the founder and CEO of multi-award-winning travel social media platform, Geotourist. He was recently named by Entrepreneur.com magazine in their Top 10 Global Travel Disruptors, and he is the Director of The Tourism Society and Chair of National Council for the Tourism Management Institute. Based in London, UK, he is a change-maker leading a diverse team that spans the globe and continues to push the boundaries of experiential and data-led tourism.

Destination Stewardship

Drive Sustainability, Economic Renewal and Cultural Integrity

NEW New Title



This book

- Explores how senior-level travel industry leaders can adopt destination stewardship strategies that integrate economic growth, environmental sustainability and cultural preservation
- Offers actionable strategies for measuring the impact of sustainable tourism initiatives, helping destination managers assess both environmental and economic outcomes
- Provides insights into the essential role of public-private partnerships in sustainable tourism, showcasing how tourism boards, local governments, and businesses can collaborate effectively
- Includes expert interviews from the brand leaders of UNWTO, CREST and Sustainable Travel International

Keynote

Transform tourism destinations through sustainable practices, economic revitalization and cultural intelligence using this practical, step-by-step guide, catered towards industry leaders and policymakers.

Edition:	1
Date:	04/28/2026
Paperback:	9781398625693 \$42.99
Ebook:	9781398625723 \$42.99
Hardback:	9781398625709 \$69.00
Pages:	272
Format (mm):	234x156
Subject:	Tourism & Travel

Author information: Tonya Fitzpatrick is a multi-award-winning travel journalist, speaker and recognized leader in responsible tourism. As the co-founder of World Footprints, an acclaimed social impact travel media platform, she has dedicated her career to exploring the intersections of travel, sustainability, cultural preservation and economic empowerment. Based in Silver Spring, MD, her thought leadership has led to numerous industry accolades, including the Travel Unity DEI Champion Award, and she has been appointed to the Maryland Tourism Development Board.

Ultra-Luxury Travel

Transformational and Wellness-Driven Hospitality

NEW New Title



This book

- Explores how ultra-luxury hospitality leaders can transform travel experiences by integrating wellness innovation, personalized transformation and sustainable luxury practices
- Offers in-depth insights into emerging trends like private jet expeditions, branded residences, and cutting-edge personalized wellness technologies that are redefining the future of hospitality
- Provides a strategic roadmap for understanding the evolving motivations of ultra-luxury travellers, including multigenerational experiences, wellness sabbaticals, and the intersection of travel, personal development and lifestyle transformation

Edition:	1
Date:	05/26/2026
Paperback:	9781398627604 \$42.99
Ebook:	9781398627611 \$42.99
Hardback:	9781398627628 \$69.00
Pages:	296
Format (mm):	234x156
Subject:	Tourism & Travel

Benjamin Bryant is a luxury island resort and hotel expert and filmmaker. As the founder of Bryant Media Group, a video production and influencer marketing consultancy, he produces world-class video tours that capture every luxurious detail. His content has amassed over 150 million views across social media, setting a global standard for luxury travel storytelling. Benjamin is a WTM London speaker, a guest lecturer at the University of Hertfordshire in Tourism & Events Management and a panellist with The Tourism Society. He is based in St. Albans, UK.

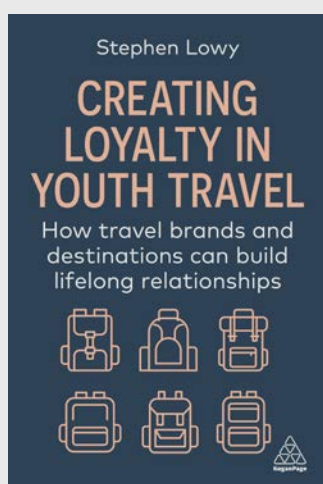
Keynote

Transform ultra-luxury travel through innovative wellness experiences, cutting-edge personalization and transformative journeys that redefine the future of hospitality for visionary leaders and global travellers.

Creating Loyalty in Youth Travel

How Travel Brands and Destinations Can Build Lifelong Relationships

★ Best Seller



This book

- Explores different types of youth travel including the student travel market and the luxury market
- Includes data and statistics from Bonard and the British Educational Travel Association on the long-term profitability of investing in the youth travel market
- Looks at the success destinations such as Australia have experienced in catering to the youth travel market
- Features real-world examples from leading global brands such as Marriott, Flight Centre and Toposophy

Edition:	1
Date:	06/28/2025
Paperback:	9781398620636 \$42.99
Ebook:	9781398620629 \$42.99
Hardback:	9781398620643 \$134.00
Pages:	256
Format (mm):	234x156
Subject:	Tourism & Travel

Author information: **Stephen Lowy** is Chairman of the British Educational Travel Association (BETA) and CEO of Anglo Educational Services (AES), which manages foreign student apartments in Central London. He is serving as Interim CEO of the Mountbatten Program, and is a board member of the Tourism Alliance, Trustee of the Savoy Educational Trust and Chairman of Association of Serviced Apartment Providers (ASAP). In 2023, he was named by the International Hospitality Institute as one of the '100 Most Inspirational People in Global Hospitality and Travel'. Stephen is based in London, UK.

Keynote

Understand how to attract and retain youth travellers to develop lifelong customer loyalty to travel brands and destinations and increase profitability in the long term.

Signature Series

The HR Skills Guide series



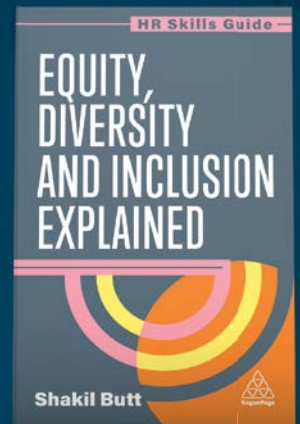
9781398624344 • \$19.99



9781398624429 • \$19.99

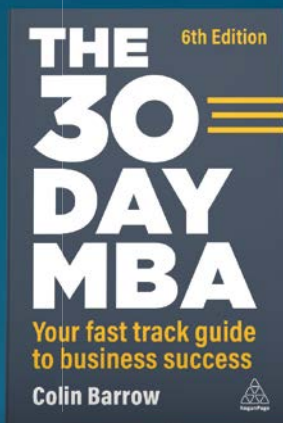


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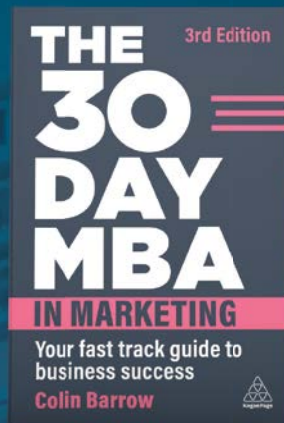


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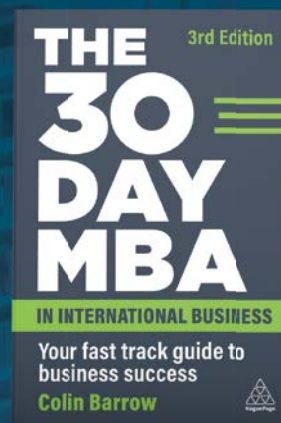
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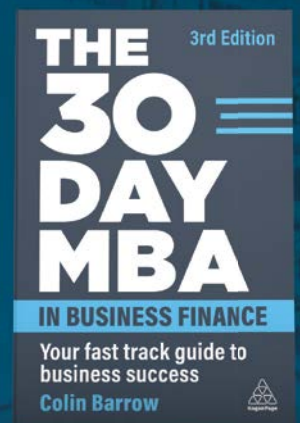
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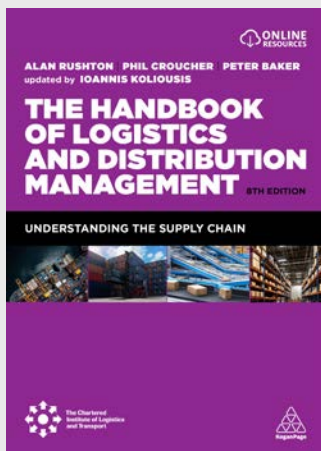


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The Handbook of Logistics and Distribution Management

Understanding the Supply Chain

NEW New Edition



Keynote

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

This book

- Has a unique depth of coverage of supply chain strategy and logistics/distribution
- Includes figures and flow charts which show how the elements of supply chains are interdependent, and a dedicated chapter on supply chain integration which brings them together
- **New to this edition:** New coverage of future supply chain related technologies, including artificial intelligence, data analytics and digitalization as well as the future of sustainable operations within the supply chain
- **Online resources:** Lecture slides (featuring tables, images and formulae from the text), infographic, acronyms and abbreviations and useful formulae

Edition:	8
Date:	01/28/2026
Paperback:	9781398625112 \$65.00
Ebook:	9781398625136 \$65.00
Hardback:	9781398625129 \$105.00
Pages:	728
Format (mm):	240x170
Subject:	Logistics

Author information: **Alan Rushton** was a Director of Dialog Consultants and Director of Graduate Programmes at the Centre for Logistics and Supply Chain Management at Cranfield University.

Phil Croucher is an independent supply chain consultant and lecturer based in Suffolk.

Peter Baker is a Visiting Fellow at Cranfield University.

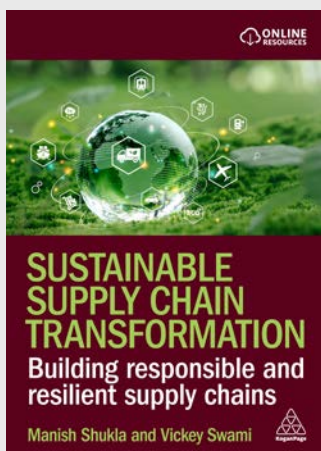
Ioannis Koliouis is an Associate Professor of Logistics and Supply Chain Management at Cranfield School of Management.

Rights Sold: Greek

Sustainable Supply Chain Transformation

Building Responsible and Resilient Supply Chains

NEW New Title



Keynote

With this postgraduate textbook, understand the environmental and social challenges companies face when they transform their supply chains to become more sustainable.

This book

- Is a postgraduate textbook that provides students with an understanding of sustainable transformation in supply chain operations and management
- Is supported by learning outcomes, exercise questions and a glossary to help students understand how managers and employees handle and implement sustainable change in supply chains
- Includes real world examples from companies including P&G, Unilever, Mars, Starbucks, McDonald's and Patagonia

Edition:	1
Date:	01/28/2026
Paperback:	9781398624092 \$59.00
Ebook:	9781398624108 \$59.00
Hardback:	9781398624115 \$95.00
Pages:	352
Format (mm):	240x170
Subject:	Supply Chain

Author information: **Manish Shukla** is an Associate Professor of Operations Management at Leeds University and Programme Director of the MSc Global Supply Chain Management.

Vickey Swami is a dynamic consultant with a deep expertise in data analytics and business transformation, based in Manchester, UK.

Lowe's Transport Manager's and Operator's Handbook 2026

NEW New Edition



This book

- Includes essential information on professional competence, technical standards and goods vehicle operation
- Offers a definitive one-stop reference source for those working in the haulage industry
- Provides a clear and concise approach to complex changes within the transport and haulage industry
- **New to this edition:** This fully updated edition will continue to include the latest changes to UK guidelines, new operational rulings and up-to-date regulatory decisions

Edition:	56
Date:	02/28/2026
Paperback:	9781398623439 \$85.00
Ebook:	9781398623446 \$85.00
Hardback:	9781398623453 \$135.00
Pages:	592
Format (mm):	240x170
Subject:	Transport

Author information: Ashley Rimmer is an experienced transport and operations manager with over 45 years of experience. He is currently a Transport & Compliance Manager at Transam Trucking Ltd and is a Fellow of the Chartered Institute of Logistics and Transport (CILT). He is based in Norwich, UK.

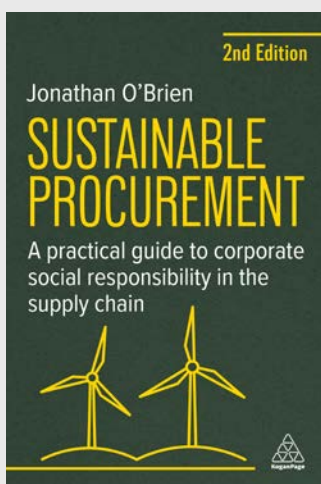
Keynote

Ensure the safe and legal operation of your fleet and comply with new rules and processes with this comprehensive and highly regarded guide for the UK's transport and haulage sector.

Sustainable Procurement

A Practical Guide to Corporate Social Responsibility in the Supply Chain

NEW New Edition



This book

- Explains an actionable, step-by-step process to senior procurement and supply chain professionals for supply side assessment, implementing sustainability requirements and prioritizing a sustainable procurement strategy
- Highlights key methods of monitoring results, communicating to the organization and ensuring continued sustainability success in the future
- **New to this edition:** the latest developments on using satellite data and AI to drive sustainability in the supply chain, and updated real-world examples of driving sustainability in practice

Edition:	2
Date:	06/28/2026
Paperback:	9781398625624 \$69.99
Ebook:	9781398625631 \$69.99
Hardback:	9781398625617 \$115.00
Pages:	536
Format (mm):	234x156
Subject:	Procurement

Author information: Jonathan O'Brien is the CEO of Positive Purchasing Ltd, the international procurement and negotiation consultancy and training provider. With over 30 years of experience, he has helped global organizations increase their purchasing capability through training, education and working directly with practitioners and executive teams. He is also the host of The Procurement Show podcast. He is the author of *Category Management in Purchasing*, *Negotiation for Procurement and Supply Chain Professionals*, *Supplier Relationship Management* and *The Buyer's Toolkit*, all published by Kogan Page. He is based in Plymouth, UK.

Rights Sold: Chinese (Simplified)

Keynote

Transform procurement practices with this step-by-step process to successfully drive sustainability across the supply chain.

Supply Chain 5.0

Driving Human-Centric Technology in Supply Chain Operations

NEW New Title



This book

- Serves as a strategic guide for senior supply chain professionals, including real-world examples and a practical roadmap for companies wanting to implement advanced technologies into their operations
- Explores the role of innovative technologies like AI, blockchain, the Internet of Things and digital twins
- Shows supply chain and logistics leaders how they can prepare their operations for the shift to Industry 5.0 whilst maintaining sustainable and ethical practices
- Includes practical guidance on navigating obstacles and the latest developments such as circular supply chains, reverse logistics and data and analytics-driven decision making

Keynote

Discover how Industry 5.0 is shaping the future of supply chains and understand how to lead in this emerging landscape and achieve long-term strategic success.

Edition:	1
Date:	05/28/2026
Paperback:	9781398626294 \$59.00
Ebook:	9781398626317 \$59.00
Hardback:	9781398626300 \$95.00
Pages:	392
Format (mm):	234x156
Subject:	Supply Chain

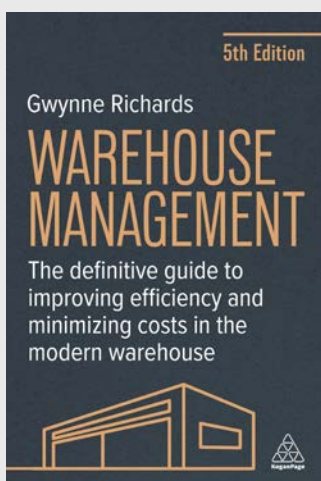
Author information: Daniel Stanton is a leading author, educator and speaker in supply chain management. He is renowned for his expertise and has been featured in media outlets including *The Wall Street Journal*, *Forbes* and *CNBC*. He is based in Charlotte, NC.

Janeth Gabaldon is an Assistant Professor at the University of Arkansas's Sam M. Walton College of Business, specializing in logistics and supply chain management. She is a widely published researcher, with her work appearing in top industry journals. She is based in Fayetteville, AR.

Warehouse Management

The Definitive Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse

★ Best Seller



This book

- Outlines essential information on warehouse management and how to overcome common challenges and exploit potential opportunities
- Provides practical advice on how to operate an efficient and cost-effective warehouse using methods such as resource planning, labour management and warehouse layout
- New to this edition: includes sections on the future of warehouse management as well as current trends like automation and robotics, with new content outlining how emerging technologies, like AI and IoT, are shaping new warehouse management systems
- Explores the latest technologies and how these will impact the future of warehousing

Keynote

Learn all aspects of how to operate and manage the modern warehouse to optimize efficiency, costs and profit from this bestselling guide.

Edition:	5
Date:	02/25/2025
Paperback:	9781398618701 \$38.99
Ebook:	9781398618718 \$38.99
Hardback:	9781398618725 \$65.00
Pages:	352
Format (mm):	234x156
Subject:	Operations

Author information: Gwynne Richards has over 35 years' experience in warehouse management and logistics. As well as running his own successful logistics consultancy, he provides a number of courses on warehouse and transport management for practitioners. He is also a visiting lecturer at the University of Warwick and the University of Hull. He is the co-author of *The Logistics and Supply Chain Toolkit* and *The Logistics Outsourcing Handbook*, both also published by Kogan Page. He is based in Norfolk, UK.

Rights Sold: Arabic, Polish

Strategic Sustainability

A Pragmatic Blueprint for Responsible Business

NEW New Title



This book

- Explores the challenges of leading sustainability strategies and the regenerative business models needed to implement positive change
- Helps sustainability professionals implement the needs of a successful business with the aspirational ideals of a more sustainable future
- Is led by practical insights and real-world examples from organizations such as Unilever, Walmart and the United Nations

Keynote

Learn how you can adopt a realistic and strategic approach to sustainability in order to prioritize organizational success and sustainable change.

Edition:	1
Date:	04/28/2026
Paperback:	9781398624931 \$42.99
Ebook:	9781398624948 \$42.99
Hardback:	9781398624955 \$69.00
Pages:	328
Format (mm):	234x156
Subject:	Environmental Management

Author information: John Pabon is a globally recognized expert in sustainability and has consulted for businesses internationally. He frequently engages in keynote speaking to audiences around the world, is a regular contributor to major publications and speaks to global audiences on issues of sustainability, geopolitics, communications and societal change. He also serves as Chair of the Conference Board's Asia Sustainability Leaders Council, advises the United Nations and serves on the board of advisors to the U.S. Green Chamber of Commerce. He is based in Melbourne, Australia.

Artificial Intelligence in Cybersecurity

Use AI to Protect Your Organization

NEW New Title



This book

- Explains the required skills for senior to mid-career cybersecurity professionals to confront the growing threat of AI-powered cyber attacks and protect their digital assets
- Shows how to use AI technologies to augment your existing cybersecurity approaches
- Covers key topics including threat detection, behavioural analysis, anomaly detection, continuous monitoring and ethical and regulatory considerations
- Includes checklists, guidance and algorithms that can be implemented in your organization
- Features interviews and insights from leading cybersecurity professionals and real-world examples from multiple industries

Keynote

Develop the skills to stop AI-powered cyberattacks and leverage AI to improve your existing cybersecurity strategies.

Edition:	1
Date:	03/28/2026
Paperback:	9781398624641 \$42.99
Ebook:	9781398624658 \$42.99
Hardback:	9781398624665 \$69.00
Pages:	296
Format (mm):	234x156
Subject:	Cybersecurity

Author information: Lisa Ventura is a cybersecurity expert who is the founder of Cyber Security Unity which brings organizations and individuals together to confront cyber threats. She partners with cybersecurity leaders to help them work more effectively on the human element of cybersecurity, AI, neurodiversity and diversity and inclusion in the industry. She regularly provides cybersecurity awareness and culture training courses for organizations of all sizes. She received an MBE for her services to cybersecurity and diversity/inclusion in 2023. She is based in Worcester, UK.

Technology Governance

Build Trust in Digital Innovation

NEW New Title



Keynote

Build a technology governance program driven by digital trust which will encourage innovation and mitigate the financial, reputational and operational risks of emerging technology.

This book

- Shows senior business and technology leaders how to build a governance framework for emerging tech that both encourages innovation and mitigates risk
- Demonstrates how organizations can build digital trust into the tech that they procure or develop so that it considers all stakeholders' interests and upholds societal expectations and values
- Explains how to develop a clear strategy and plan for emerging tech like generative AI, Web3, quantum computing and blockchain
- Describes how organization can navigate the geopolitical and regulatory challenges that emerge from digital innovation

Edition:	1
Date:	04/28/2026
Paperback:	9781398625471 \$42.99
Ebook:	9781398625488 \$42.99
Hardback:	9781398625495 \$69.00
Pages:	296
Format (mm):	234x156
Subject:	Risk Management

Author information: Daniel Dobrygowski is Head of Governance and Trust at the World Economic Forum. At the WEF's Centre for the Fourth Industrial Revolution, he focuses on technology governance, risk and digital trust. He is an Expert Advisor to the Global Forum on Technology at the OECD and has been recognized by the National Association of Corporate Director as one of the most influential experts on technology governance. He is an Adjunct Associate Professor at Columbia University and is based in New York, NY.

Risk Management for Third Parties and Supply Chains

An Enterprise-wide Approach to Resilience

NEW New Title



Keynote

Build protection from third-party and supply chains risks with this practical guide to developing an enterprise-wide approach to resilience.

This book

- Shows senior risk leaders how to build an enterprise-wide approach to managing third-party and supply chain risk
- Describes the emergence of the current supply chain crisis and how to improve an organization's approach
- Offers guidance on engaging with senior stakeholders and balancing costs with resilience
- Includes real-world examples of risk management in practice and a roadmap and toolkit for implementation
- Explains how to build company-wide resilience and deliver value to the organization

Edition:	1
Date:	05/28/2026
Paperback:	9781398625730 \$59.00
Ebook:	9781398625754 \$59.00
Hardback:	9781398625747 \$95.00
Pages:	304
Format (mm):	234x156
Subject:	Risk Management

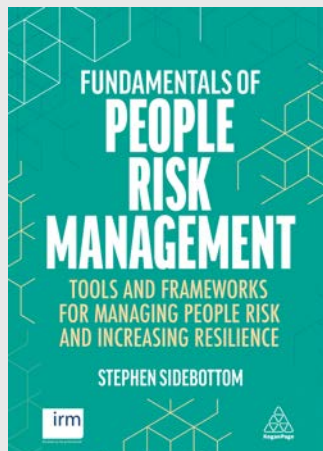
Author information: James Crask is Managing Director of Strategic Risk Consulting for Marsh. He chairs the International Standards Committee responsible for all global Business Continuity and Organizational Resilience ISO Standards and is the author of *Business Continuity Management* published by Kogan Page. He lives in London, UK.

Catherine Cyphus is the Global Risk Advisory Lead at Sentrisk where she helps clients understand their third-party and supply chain risks. She is a member of the Expert Advisory Panel for the UK's Government's Future of Global Supply Chains Project. She lives in London, UK.

Fundamentals of People Risk Management

Tools and Frameworks for Managing People Risk and Increasing Resilience

NEW New Title



This book

- Understand the fundamentals of how people risks can influence the success of any organization
- Develop a people risk management framework that takes advantage of employee achievements and prevents the risk associated with common behaviours
- Covers cognitive and behaviour risk, management and leadership risks, group dynamics and governance
- Features extensive interview with senior risk and human resources professionals showing how to integrate people risk management into any organization

Keynote

Build a comprehensive framework for understanding how employee behaviour, organizational culture and company values can impact the success of an organization.

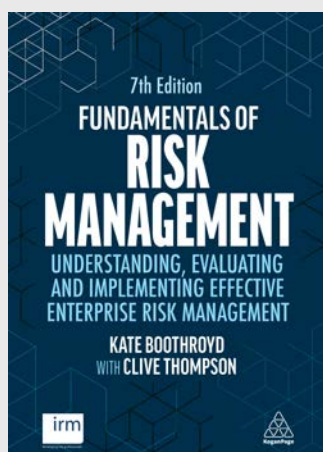
Edition:	1
Date:	06/28/2026
Paperback:	9781398626379 \$59.00
Ebook:	9781398626386 \$59.00
Hardback:	9781398626393 \$95.00
Pages:	328
Format (mm):	240x170
Subject:	Risk Management

Author information: **Stephen Sidebottom** has served as Chair of the Institute of Risk Management since 2021. He is the Immediate Past Master of the Company of Human Resources Professionals and works as a leadership coach. He has served in senior leadership and executive roles in HR, risk and operations across finance, energy, education and the public sector. He is based in London, UK.

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Edition:	7
Date:	12/28/2024
Paperback:	9781398618657 \$65.00
Ebook:	9781398618671 \$65.00
Hardback:	9781398618688 \$232.00
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Subject:	Risk Management

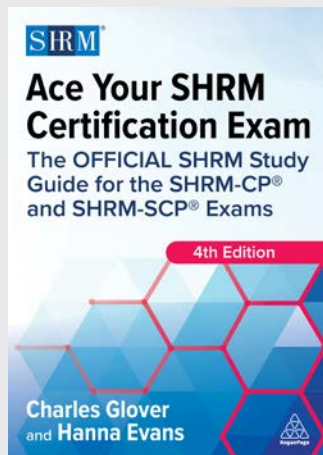
Author information: **Kate Boothroyd** is the Director of KB Risk Consulting Limited. She is an Institute of Risk Management trainer and was the lead developer on the IIR's Enterprise Risk Management Certificate. **Clive Thompson** was Deputy Chair of the IIR until 2020. He is a risk manager, consultant and a Certified Fellow of the IIR.

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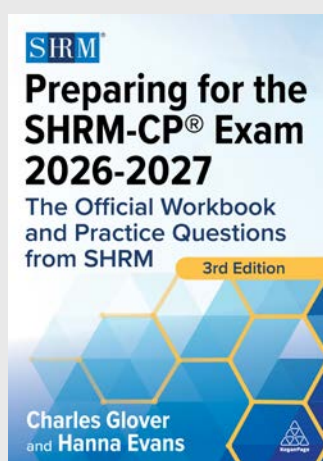
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Paperback:	9781398627734 \$29.99
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Pages:	200
Format (mm):	229x152
Subject:	Human Resources Management

Author information: Charles Glover is Director, Exam Development at the Society for Human Resource Management (SHRM).

Hanna Evans is Lead, Exam Development & Accreditation at the Society for Human Resource Management (SHRM)

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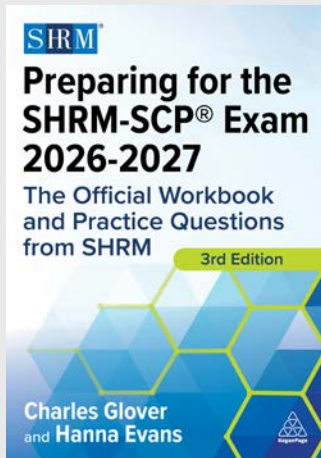
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Paperback:	9781398627741 \$49.99
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Format (mm):	254x178
Subject:	Human Resources Management

Author information: Charles Glover is Director, Exam Development at the Society for Human Resource Management (SHRM).

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Edition:	N/A
Date:	06/28/2026
Paperback:	9781398627796 \$49.99
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Subject:	Human Resources Management

Author information: **Charles Glover** is Director, Exam Development at the Society for Human Resource Management (SHRM).

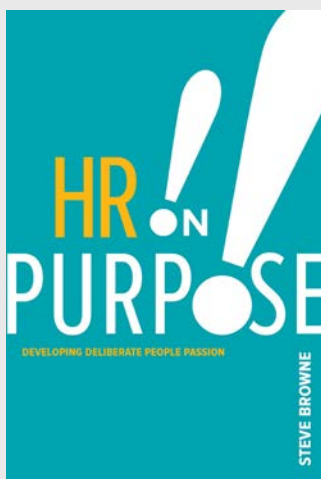
Hanna Evans is Lead, Exam Development & Accreditation at the Society for Human Resource Management (SHRM).

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Edition:	N/A
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Pages:	168
Format (mm):	229x152
Subject:	Human Resources Management

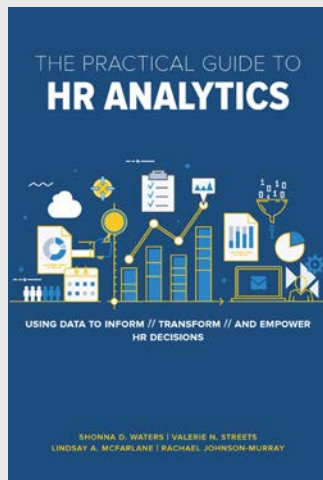
Author information: An accomplished speaker, writer, and thought leader on Human Resource Management for more than 30 years, **Steve Browne** is dedicated to connecting the global HR community and helping it learn and grow together. Browne has held HR roles in various industries, including manufacturing, consumer products, professional services, and restaurants.

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Edition:	N/A
Date:	06/26/2018
Paperback:	9781586445324 \$27.99
Ebook:	9781586445348 \$27.99
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Format (mm):	229x152
Subject:	HR Analytics

Author information: Shonna Waters, PhD, is a regional vice president of behavioral science at BetterUp. She is currently a professor in Georgetown University's School of Continuing Studies.

Valerie Streets, PhD, is a quantitative research consultant at Gartner. Prior to this, she was a research fellow at SHRM and an adjunct professor at the University of Tulsa.

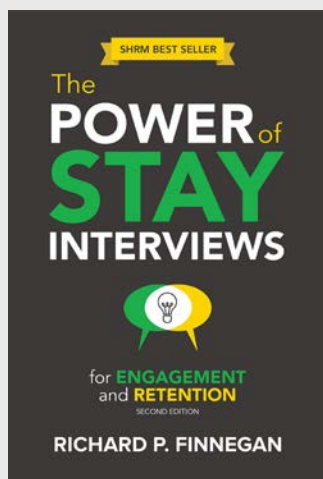
Lindsey McFarlane works for the Federal Emergency Management Agency (FEMA). Prior to this, she was the senior specialist of strategic research initiatives at the Society for Human Resource Management (SHRM).

Rachael Johnson-Murray is the manager of research translation at SHRM.

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Edition:	N/A
Date:	06/26/2018
Paperback:	9781586445126 \$29.99
Ebook:	9781586445140 \$29.99
Pages:	128
Format (mm):	229x152
Subject:	Talent Management & Recruitment

Author information: Richard P Finnegan, CEO of C-Suite Analytics and the Finnegan Institute, is widely recognized as the leading thinker on Stay Interviews and has worked with scores of companies around the world to improve their engagement and retention. A high-demand keynote speaker for executive meetings and conferences, Finnegan's other books include *HR's Greatest Challenge (SHRM)*, *Rethinking Retention in Good Times and Bad*, *The Stay Interview*, and *Raise Your Team's Employee Engagement Score (AMACOM)*.

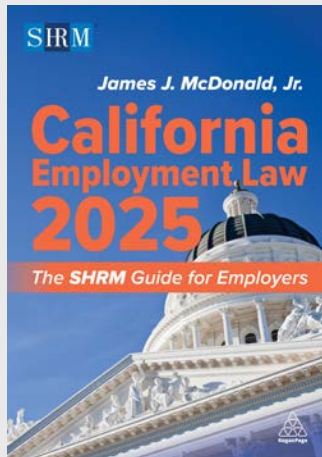
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- Offers updates to the new requirements for cool-down breaks for indoors workers and new leave requirements for employees who are victims of certain acts of violence or whose family members are victims

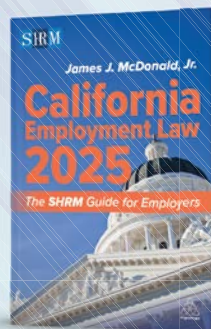
Edition:	N/A
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Paperback:	9781398625655 \$59.99
Ebook:	9781398625662 \$59.99
Pages:	320
Format (mm):	254x178
Subject:	Employment Law & Relations

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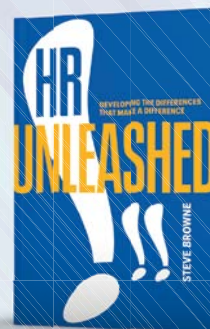
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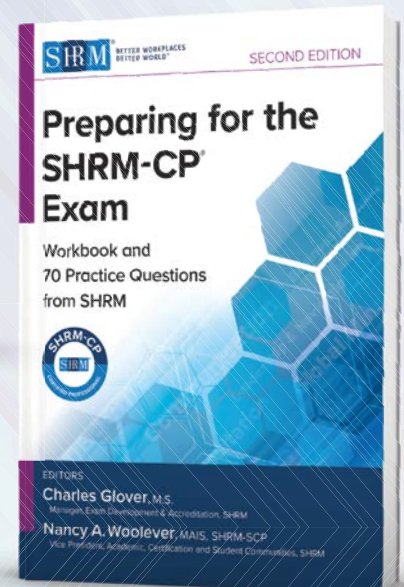
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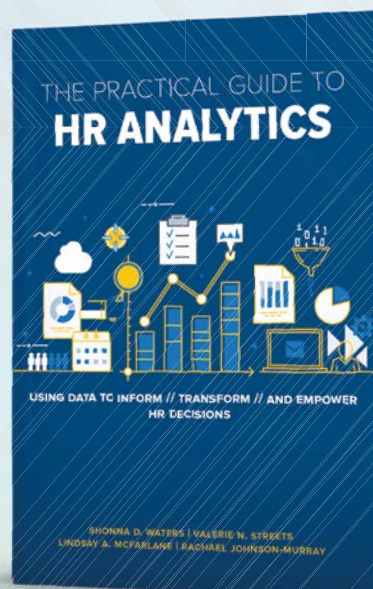
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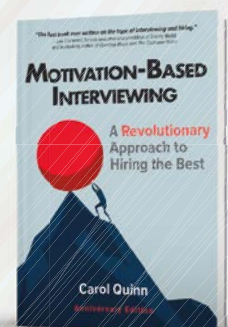
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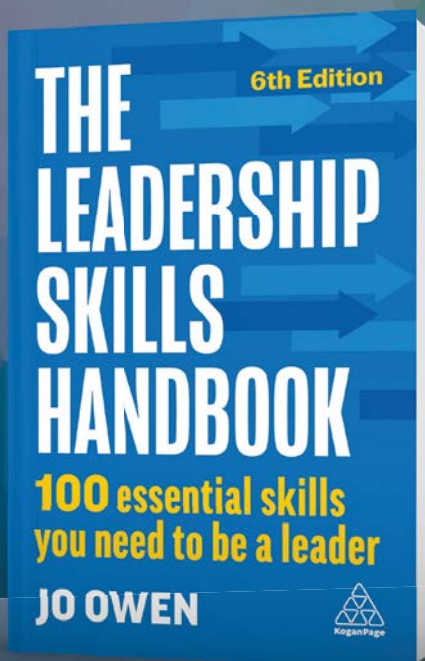
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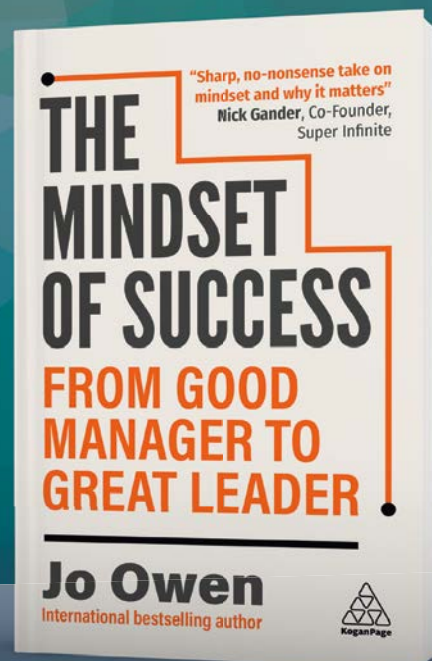
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