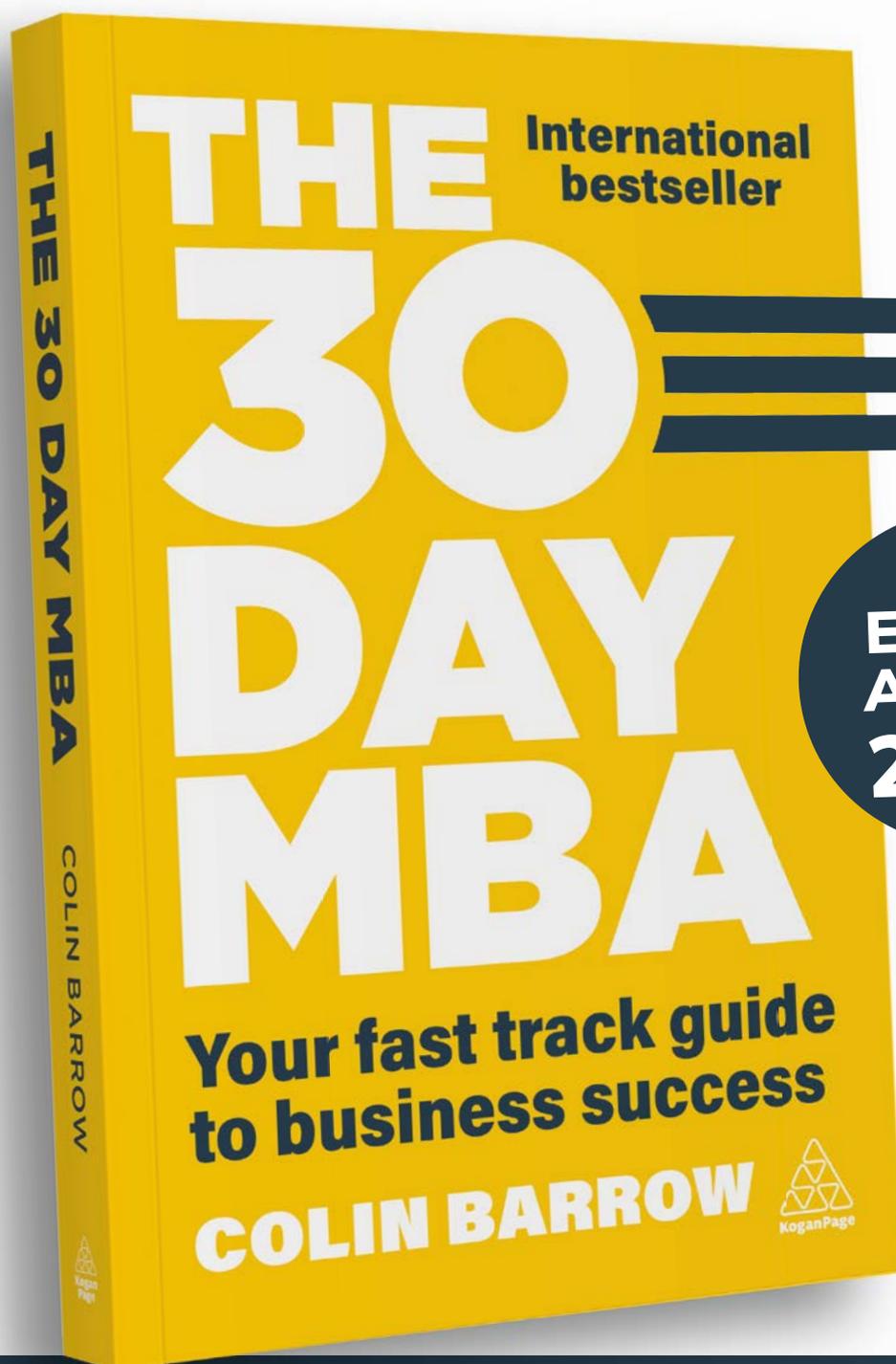


# Kogan Page

Autumn / Winter Catalogue 2026



New  
Edition  
August  
2026

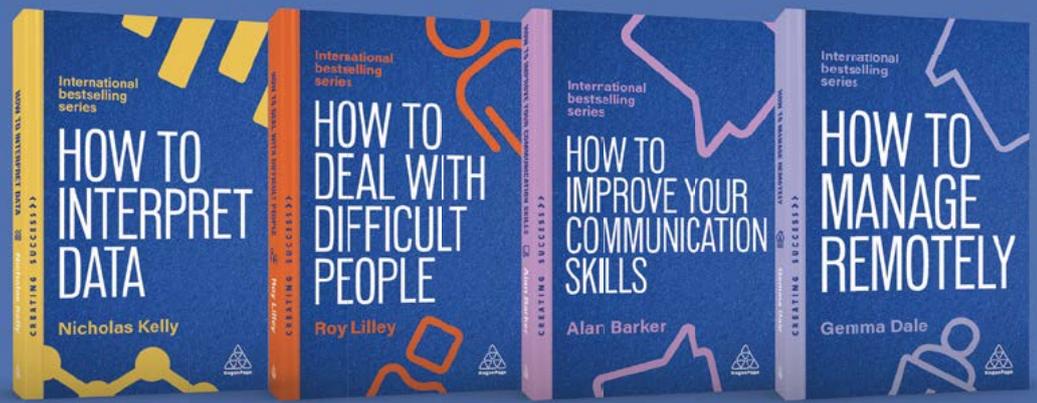
Discover the  
**30 Day MBA**  
series



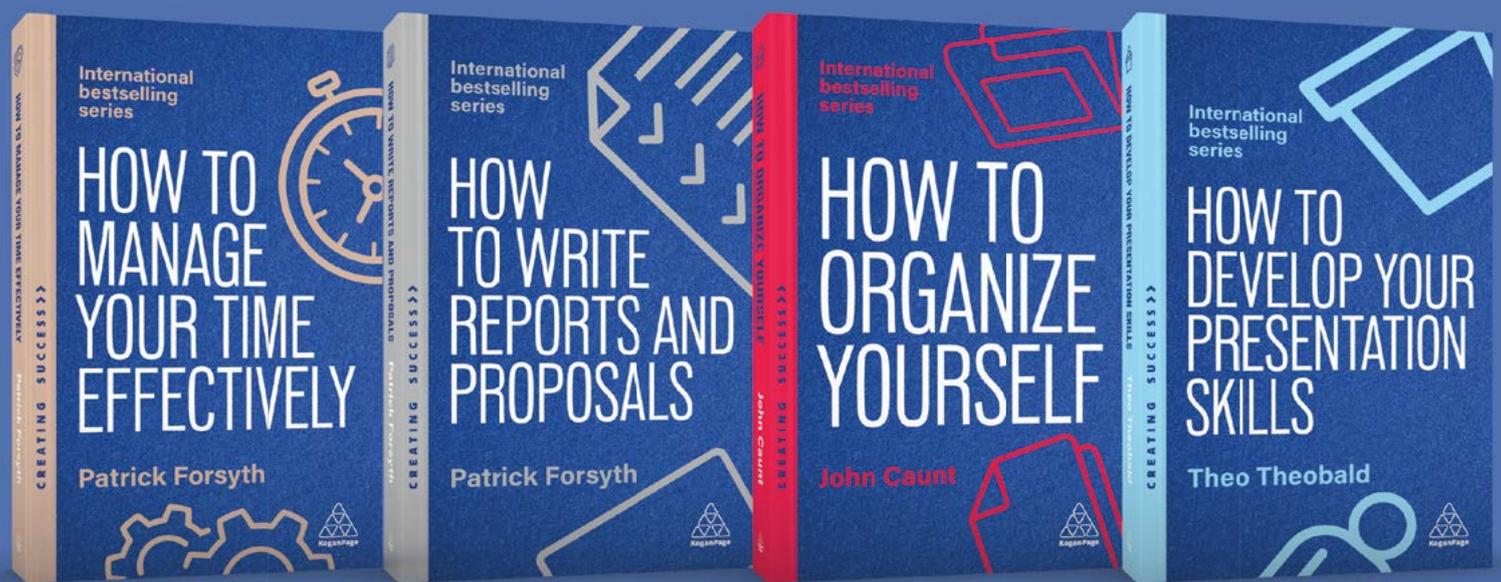
Over 1.85 million copies sold

# Kogan Page

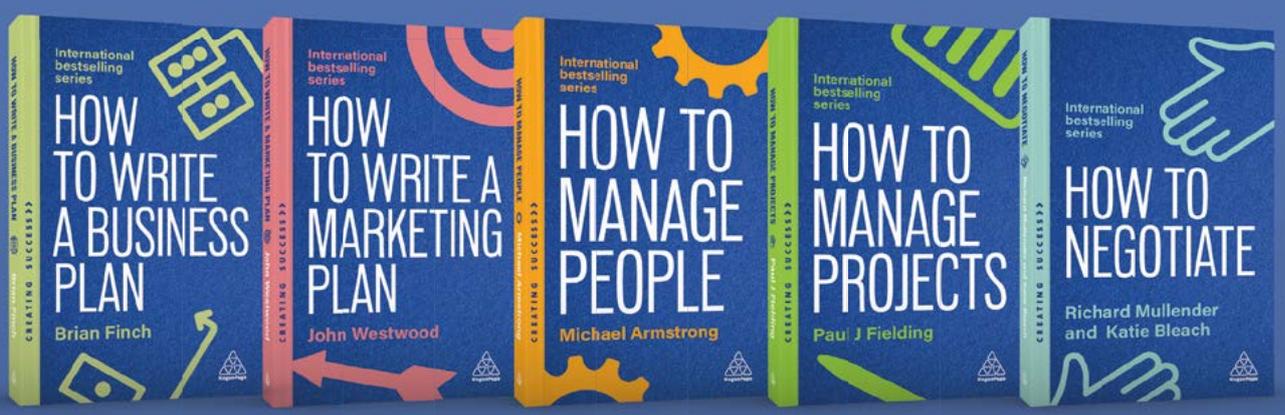
## CREATING SUCCESS >>



9781398619746 - £12.99    9781398621602 - £12.99    9781398621121 - £12.99    9781398620056 - £12.99



9781398619692 - £12.99    9781398619708 - £12.99    9781398619968 - £12.99    9781398622616 - £12.99



9781398620131 - £12.99    9781398619739 - £12.99    9781398621206 - £12.99    9781398621565 - £12.99    978139862092 - £12.99

# About Kogan Page

Kogan Page is a leading independent business book publisher, publishing award winning content from global business experts on the trends and topics shaping business today. We are committed to accessibility standards and deliver the highest quality content from authors who are leading experts in their field to drive growth and innovation and support professionals at every stage of their careers.

## 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.

## Subsidiary Rights

Our Rights team actively works to promote and license subsidiary rights. Kogan Page books have been translated into over 50 languages. If you are interested in acquiring rights to our titles, please contact us: [kpights@koganpage.com](mailto:kpights@koganpage.com)

## Our Values

**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.

**Accessibility:** One of just a few publishers globally to receive Global Certified Accessible accreditation and ASPIRE verification service gold rating. This certification is the gold standard for accessible publications within the industry.



**OFF THE PAGE**  
PODCAST  
Inspiring authors, unforgettable conversations

LISTEN HERE



## Connect with us

 Kogan Page Publishing

 /KoganPageBooks

 @KoganPagePublishing

 +44 (0)20 7278 0433

 [kpinfo@koganpage.com](mailto:kpinfo@koganpage.com)

 [koganpage.com](http://koganpage.com)



# Table of Contents

## Trade

### New Title

SuperSkills 5

Fully Charged 6

### New Edition

Investing Explained 7

The 30 Day MBA 8

### Bestseller

Fintech Wars 9

52 Weeks of Wellbeing 10

How the Stock Market Works 11

## Business Strategy

Energy-Driven Transformation 13

The OKR Blueprint 13

Leading Strategic Transformation 14

Systems Thinking for Business and Management 14

Technology Strategy 15

Digital Entrepreneurship in Practice 15

Data Quality Techniques 16

The AI-driven Data Team 16

Innovation Management 17

Design Thinking for Business and Management 17

Digital Sustainability 18

A Circular Economy Handbook 18

## Human Resources, Learning & Development

The AI-Centric HR Operating Model 20

AI Strategy for HR 20

Psychological Safety in Practice 21

HR Business Partner Excellence 21

How People Learn 22

Driving Performance through Learning 22

The Learning Organization 23

The Value of People Analytics 23

Future-Ready Talent 24

The Key to Talent 24

Belonging at Work 25

Wellbeing at Work 25

Leadership Team Coaching 26

Human Resource Management 26

Studying Human Resource Management 27

Introduction to Employment Law 27

## Marketing & Sales

AI Strategy for Sales Teams 29

Culture Stores 29

The Future of Shopping 30

Strategic Marketing Skills 30

Sustainable Marketing Strategies 31

Digital Communications at Work 31

The Employee Influence Advantage 32

Customer Passion 32

Customer Engagement Strategy 33

The Digital Marketing Handbook 33

Social Media Strategy 34

The New Brand Culture 34

## Tourism, Leisure & Hospitality

Fundamentals of Sustainable Tourism 36

Visitor Attraction Management 36

Technology-Led Tourism 37

Contemporary Issues in Tourism and Hospitality 37

Growing a Travel Business through Inclusion 38

Festival Management 38

## Risk & Compliance

Data Protection Explained 40

Resilient Risk Management 40

Strategic Risk and Crisis Management 41

Practical Business Continuity Exercises 41

Cybersecurity Culture 42

Cybersecurity Controls 42

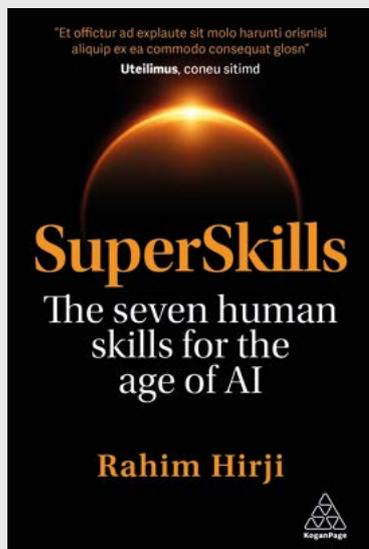
Communicating Cyber Risk 43

Understand the Cyber Attacker Mindset 43

# SuperSkills

The Seven Human Skills for the Age of AI

**NEW** New Title



## This book

- Shows readers how to develop and hone a timeless set of future-oriented skills
- Equips mid-career readers with the high-performing skills needed to elevate their professional relevance in a world of technological disruption
- Teaches seven key skills: curiosity, change readiness, big-picture thinking, empathetic communication, an augmented mindset, global adaptability and principled innovation
- Offers a practical, research-backed framework, drawing on real-world and historic examples from a global perspective to demonstrate the application of each skill

<b>Edition:</b>	1
<b>Date:</b>	03/07/2026
<b>Paperback:</b>	9781398628991 £16.99
<b>Ebook:</b>	9781398629004 £16.99
<b>Hardback:</b>	9781398629028 £29.00
<b>Pages:</b>	256
<b>Format (mm):</b>	216x138
<b>Subject:</b>	Workplace Skills

## Table of Contents

1	Prologue
2	Introduction
	Section - ONE: Foundations for Personal Growth and Resilience
3	Curiosity
4	Change Readiness
	Section - TWO: Mastering Strategic and Collaborative Thinking
5	Big Picture Thinking
6	Empathetic Communication
	Section - THREE: Innovating and Thriving in a Tech-Driven World
7	Augmented Mindset
8	Global Adaptability
9	Principled Innovation
10	Conclusion

## Keynote

Learn the seven skills you'll need to flourish in an AI-driven world of work.

## Description

AI is rewriting the rules of success. It's time to learn the seven skills that will allow you to thrive in the new world of work.

As AI continues to revolutionize business and work, it has never been more vital for those who have spent years developing their careers to futureproof themselves in preparation for what is to come. *SuperSkills* empowers you to let go of what mattered before and develop the seven skills that will be essential for the future of work.

Once you've mastered these traits, you'll be equipped with a resilient, future-focused skillset, essential for navigating the upcoming technological shift. Drawing on his experience as a future-of-work strategist, **Rahim Hirji** shows you how to build the confidence to chart a path forwards.

By the time you've finished, you won't just be prepared for the future - you'll be prepared to shape it.

**Themes include:** AI transformation, future of work, adaptability, lifelong learning, innovation mindset, human skills

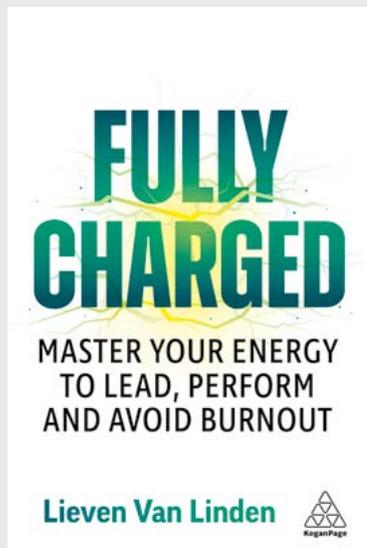
## Author Information

**Rahim Hirji** is a leading expert on future-readiness and an edtech pioneer. As co-founder of EtonX, he developed educational frameworks and courses that helped pioneer future-focused skills like resilience, critical thinking and problem-solving. Rahim serves as an advisor to edtech startups, educational institutions and corporate clients, helping them adapt and innovate in a fast-changing world. He is based in London, UK.

# Fully Charged

Master Your Energy to Lead, Perform and Avoid Burnout

**NEW** New Title



## This book

- Explains the connection between the optimal functioning of a person's energy battery and their performance levels
- Provides insights into scientifically proven tools to enhance focus, promote recovery and have more energy available
- Explains the three core principles of energy management (consuming, recharging and boosting energy) and how they can be used to optimize performance
- Gives readers a long-term blueprint that allows them to implement new habits in their daily lives

**Edition:** 1  
**Date:** 03/07/2026  
**Paperback:** 9781398628175 £16.99  
**Ebook:** 9781398628182 £16.99  
**Hardback:** 9781398628199 £29.00  
**Pages:** 264  
**Format (mm):** 216x138  
**Subject:** Wellbeing at Work

## Table of Contents

	Section - ONE: Understanding Your Energy Levels
1	The 21st Century: The Era of the Exhausted Leader
2	Your Body Battery and Its Impact on Your Results
3	Measuring Your Body Battery
	Section - TWO: The Three Energy Principles: Consuming, Recharging and Boosting Energy
4	Your Natural Rhythm?
5	Principle 1: Consuming Energy
6	Principle 2: Recharging Energy
7	Principle 3: Boosting Energy
	Section - THREE: Fully Charged Framework, Your Guide to Sustainable Performance
8	Starting the Journey Toward Being Fully Charged
9	Phase 1: Analysing Your Body Battery Status
10	Phase 2: Fully Charged Lifestyle
	Section - FOUR: Reflections
11	Conclusion

## Keynote

Perform effectively, sustainably and happily at work by learning how to manage your energy levels.

## Description

The most inspiring, fulfilled managers are those who are in control of their energy levels in a world that moves at a breakneck pace.

*Fully Charged* shows how to manage your energy instead of just your time. You will discover how to restore focus, resilience and balance so you can lead with impact at work without running on empty at home.

Written by performance expert **Lieven van Linden**, the book introduces his proven Heart Rate Variability method, a science-backed north star for tracking and boosting energy. With practical tools and simple daily shifts, he reveals how leaders at every level can recharge in ways that last. You'll learn how to map out your current energy level, create an energy management blueprint, track your progress and keep your habits up long-term.

Ignore your energy and burnout is inevitable. Master it and you unlock clarity, confidence and sustainable success.

**Themes include:** energy management, sustainable leadership, resilience, stress recovery, high-performance habits and work-life balance

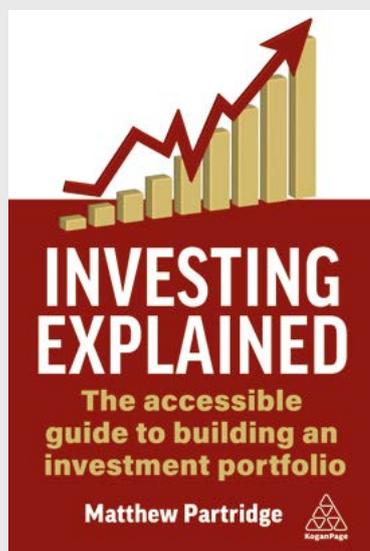
## Author Information

**Lieven van Linden** is an international keynote speaker on health, technology and human behaviour. He runs Built for Endurance, a training consultancy that helps leaders and companies optimize health and performance using biometric insights and immersive experiences. He is based in Brussels, Belgium.

# Investing Explained

The Accessible Guide to Building an Investment Portfolio

**NEW** New Edition



## This book

- Shows private investors and stock market traders how to build a successful investment portfolio from scratch
- Summarizes key investment lessons from complicated financial research
- Is from the publisher of *The Telegraph Tax Guide*, *How the Stock Market Works* and *The Good Retirement Guide*.
- **New to this edition:** a new chapter on cryptocurrencies, which have continued to move towards being a recognized financial asset, and ethical investing, a trend that is more popular than ever

<b>Edition:</b>	2
<b>Date:</b>	03/08/2026
<b>Paperback:</b>	9781398628953 £16.99
<b>Ebook:</b>	9781398628960 £16.99
<b>Hardback:</b>	9781398628977 £29.00
<b>Pages:</b>	304
<b>Format (mm):</b>	216x138
<b>Subject:</b>	Personal Finance

## Table of Contents

	Introduction
1	The Basics of Investing
2	Managing Risk
3	The Role of Psychology in Investing
4	Investing with the Professionals
5	Types of Investment Vehicles
6	Picking an Active Fund
7	Value Investing
8	Growth Investing
9	Income Investing
10	Investing in the Aftermath of Chaos
11	Ethical and ESG Investing
12	Other Financial Assets
13	Financial Technology and Alternative Finance
14	Bitcoin and Cryptocurrency
15	Conclusion: The Top 10 Rules of Investment

## Keynote

Take control of your investments and achieve success with this plain-language guide.

## Description

Create a profitable investment portfolio from scratch with this accessible guide.

While investing is a lucrative means of making money, it can feel confusing and intimidating to amateur traders and investors who lack a financial background. *Investing Explained* shows you how to take control of your money and make confident, informed investing decisions, whether you're just starting out or refreshing your strategy.

Using plain language and clear explanations of complex topics, *MoneyWeek* journalist **Matthew Partridge** reveals all the ins and outs of the profession, showing how private investors can capitalize on changes in technology, regulation and access to information to make highly profitable investments from the comfort of their own home.

Updated with new chapters on cryptocurrency and ethical investing, this clear, practical guide gives you the tools to invest wisely, avoid common pitfalls and build a strategy that works for you, whatever your level of experience.

**Themes include:** *investing for beginners, stock market basics, cryptocurrency, ethical investing, financial literacy and DIY investing*

## Author Information

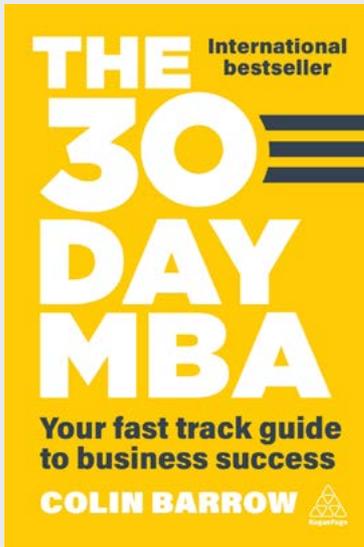
**Matthew Partridge** is a Senior Writer for *MoneyWeek* magazine, Britain's leading weekly personal finance and investment magazine. He previously worked for Citigroup, Lehman Brothers and an economics consultancy, and has a PhD in Economic History from the London School of Economics. He is based in London, UK.

**Rights Sold:** Chinese (Simplified), Dutch, Indonesian, Korean, Spanish, Turkish

# The 30 Day MBA

Your Fast Track Guide to Business Success

**NEW** New Edition



## This book

- Allows readers to transform their skills and accelerate their career by giving classroom-free access to learning from the world's best business schools
- **New to this edition:** ESG and sustainability reporting; cloud-based ecosystems; fintech and DeFi; AI-driven personalization; influencers and the creator economy; DEI and psychological safety; behavioural nudging; data protection; digital currencies and alt-finance; AI ethics and bias; purpose-led leadership; data strategy
- New real-world use cases from Xero; Wildcard; Revolut; Stripe; Glossier; TikTok; Basecamp; Atlassian; Robinhood; Patreon; Impossible Foods; Open AI; Ocado; Palantir; Qualtrics; Adobe

<b>Edition:</b>	7
<b>Date:</b>	03/08/2026
<b>Paperback:</b>	9781398628571 £16.99
<b>Ebook:</b>	9781398628595 £16.99
<b>Hardback:</b>	9781398628588 £29.00
<b>Pages:</b>	352
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Management

## Table of Contents

	Introduction
1	Accounting
2	Finance
3	Marketing
4	Organizational behaviour
5	Business history
6	Business law
7	Economics
8	Entrepreneurship
9	Ethics and social responsibility
10	Operations management
11	Quantitative and qualitative research and analysis
12	Strategy

## Keynote

Accelerate your career and transform your skillset with the new edition of the international bestselling guide which covers all aspects of the MBA.

## Description

Gain all the skills you'd get from studying for an MBA in a classroom-free way and accelerate your business career in only 30 days.

This internationally bestselling book distils the full insights of MBA knowledge and disciplines, providing a comprehensive and engaging guide to workplace success. This new edition has been thoroughly updated to reflect the changing curriculums from leading business schools, reflecting how businesses are affected by such things as remote work, global disruption and geopolitics and the rise of AI, combined with the shift in learning to online training and the surge in microcredentials.

*The 30 Day MBA* covers the core 12 disciplines knowledge from MBA courses and is supported by insightful use cases from world-leading organizations including IKEA, Cisco, Shell and Heinz.

Look no further than *The 30 Day MBA* to broaden your business skills.

## Author Information

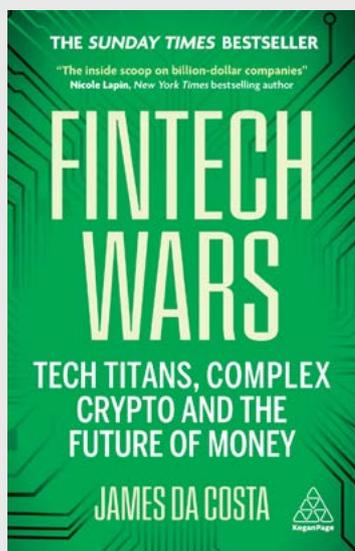
**Colin Barrow** has lectured in business schools in the UK, the USA, Australia, the Far East and throughout Europe. A former visiting fellow at Cranfield School of Management, he is the author of the *30 Day MBA* series, *Financial Management for the Small Business*, *Starting a Business from Home* and *The Business Plan Workbook* (all published by Kogan Page). He is based in Penzance, Cornwall, UK.

**Rights Sold:** Arabic, Azerbaijani, Chinese (Simplified), Italian, Portuguese

# Fintech Wars

Tech Titans, Complex Crypto and the Future of Money -  
THE SUNDAY TIMES BESTSELLER

★ Bestseller



## This book

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

## Keynote

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

## Description

The *Sunday Times* Bestseller

**FINALIST:** American Book Fest Best Book Awards 2025 - Business: Entrepreneurship & Small Business and Business: Career

**SHORTLISTED:** Business Book Awards 2025 - Specialist Business Book

Fintech touches every part of our lives, from cashless economies to crypto, and even our climate. This book draws back the curtain on this fascinating world full of friction, failure and fortune.

*Fintech Wars* delves into one of the world's most lucrative and fast-growing sectors. Witness the bold strategies, groundbreaking innovations, and relentless drive that propelled fintech unicorns like PayPal, Nubank and Monzo to transform the world. Featuring interviews with generational founders including Reid Hoffman (LinkedIn), Nigel Morris (Capital One), and Martha Lane Fox (Lastminute.com), the narrators of this book have built companies that represent over one trillion dollars in market capitalization.

As the founder of a digital bank, **James da Costa** is a fintech insider. He draws upon his network and first-hand experiences to offer a fascinating look into the intricacies and motivations behind building billion-dollar disruptors. Step into the fascinating, unpredictable and inspiring world of fintech.

## Author Information

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

**Rights Sold:** Hungarian, Indonesian, Turkish, Vietnamese

<b>Edition:</b>	1
<b>Date:</b>	03/10/2024
<b>Paperback:</b>	9781398617025 £14.99
<b>Ebook:</b>	9781398617032 £14.99
<b>Hardback:</b>	9781398617049 £52.00
<b>Pages:</b>	272
<b>Format (mm):</b>	216x138
<b>Subject:</b>	Business Stories

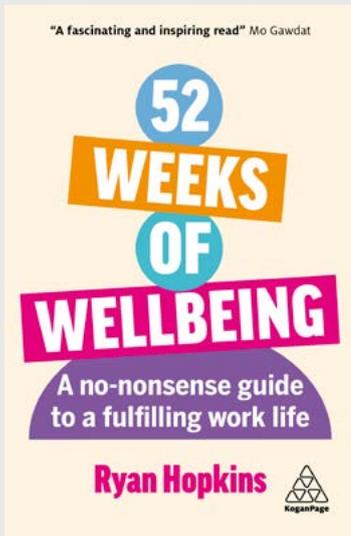
## Table of Contents

	Introduction
1	PayPal vs. No One: The Fintech Unicorn That Spawned a Mafia
2	Venmo vs. Cash: "Money is Pure Fiction"
3	Alibaba vs. Tencent: Red Envelope Wars and a Two-Horse Race
4	Nubank vs. Regulatory Extinction: How a Presidential Decree Almost Killed Nubank
5	SVB vs. the Newcomers: Bank Blowups and Unlikely Beneficiaries
6	Monzo vs. Status Quo: Crowdfunding £1 Million in 96 Seconds
7	The Everyman vs. Wall Street: One Million Percent Returns on Robinhood
8	Crypto vs. the Global Financial System: Missing Billions and \$700 Million Pizza
9	Black Swans vs. the Power Law: Insuring and Betting against Crisis
10	Unicorns: A Blueprint for Billion-Dollar Growth

# 52 Weeks of Wellbeing

A No-Nonsense Guide to a Fulfilling Work Life

★ Bestseller



## This book

- Offers 52 practical and varied insights that you can use to improve and maintain your wellbeing at work and beyond
- Is written by a leading wellbeing expert who has worked extensively to improve wellbeing for both individuals and leading organizations including Amazon, Microsoft and Dyson
- Includes insights that are backed by psychological research and that can be applied to any work life or career, from graduate employees to CEOs

## Keynote

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

## Description

FINALIST: 2025 Eric Hoffer Book Award - Self Help

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

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

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

## Author Information

Ryan Hopkins is Chief Impact Officer at JAAQ (UK Startup of the Year 2024 & Wellbeing Platform of the Year 2025), Strategic Wellbeing Leader at Bupa and former Creator and Global Future of Wellbeing leader at Deloitte. He is dedicated to revolutionizing workplace wellbeing and has directly positively influenced the lives of millions of people in workplaces around the world. He is an International Keynote and two-time TEDx speaker, openly sharing his mental health challenges and 'no nonsense wellbeing' approach with over 20M people worldwide to date; collaborating with JPMorgan, SAP, Workday, NatWest, Coca-Cola, Warner Bros, Amazon, the NHS and many more. In 2025, Ryan Hopkins won the UK's 'Breaking the Silence Award', challenging mental health stigma and creating workplaces where diverse individuals can thrive.

**Rights Sold:** Arabic, Dutch, German, Korean, Turkish, Uzbek

<b>Edition:</b>	1
<b>Date:</b>	03/01/2024
<b>Paperback:</b>	9781398613911 £14.99
<b>Ebook:</b>	9781398613928 £14.99
<b>Hardback:</b>	9781398613935 £52.00
<b>Pages:</b>	264
<b>Format (mm):</b>	198x129
<b>Subject:</b>	Wellbeing at Work

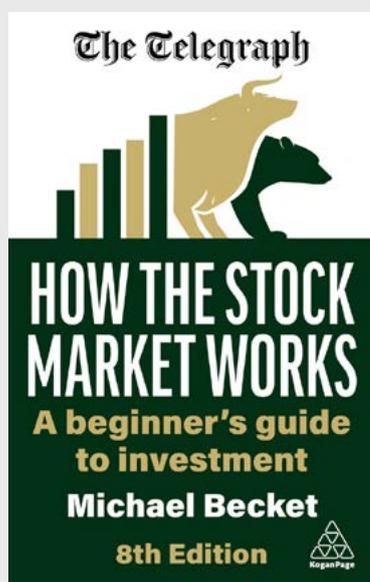
## Table of Contents

	Introduction
1	Taking a stroll
2	Reducing the noise
3	28 days to a sunnier disposition
4	Breaking news
5	And breathe
6	A personal appointment
7	The world's greatest stretch
8	Say cheese
9	Bread on the hook
10	Touching base
11	Non-negotiable wellbeing
12	Work-life balance does not exist
13	Want some green?
14	Anxiety or excitement
15	Instantly unavailable
16	No one cares as much as you
17	Feeling sad? Time for hygge
18	Furusato
19	Kintsugi
20	The power of routine
21	Cosmic insignificance therapy
22	The authentic hero
23	Rest ethic
24	In my humble opinion
25	A life full of misery
26	What are you waiting for?
27	Back-to-back-to-back meetings
28	JOMO
29	Solitude
30	Your circle
31	Fresh air
32	Cold therapy
33	Opening your eyes to the power of sleep
34	Happiness vs joy
35	The myth of willpower
36	Your emails are killing you
37	You vs a goldfish – attention
38	The 80/20 rule
39	I do not have the time
40	Little and often is key
41	Rain or liquid sunshine?
42	You are a product of your environment
43	The blank canvas
44	Childlike wonder
45	Eating al desko
46	David vs Goliath: social media
47	Toilet break wellbeing
48	In the tunnel
49	Data manipulation
50	Show me the money
51	Music is the answer
52	Wellbeing and neurodiversity
53	Conclusion

# How the Stock Market Works

A Beginner's Guide to Investment

★ Bestseller



## This book

- Provides a clear and accessible overview of how the stock market and investing works, breaking down key concepts like shares, bonds and gilts into easy-to-understand definitions
- Offers guidance on how to safely invest, how to find accurate and reliable information and what to look for when it comes to unreliable financial advice
- Discusses everything investors need to know from the responsibilities of being a shareholder to taxation
- New to this edition: fully updated to reflect changes to the UK economy and covering new trends such as ethical investing, changes to the bond market and new emerging markets
- Written by one of the UK's top financial journalists and is endorsed by The Daily Telegraph

**Edition:** 8  
**Date:** 03/04/2025  
**Paperback:** 9781398618480 £16.99  
**Ebook:** 9781398618497 £16.99  
**Hardback:** 9781398618503 £57.00  
**Pages:** 208  
**Format (mm):** 216x138  
**Subject:** Finance & Accounting

## Table of Contents

1	What and why are shares?
2	How to pick a share
3	Pooled investments
4	What are bonds and gilts?
5	The complicated world of derivatives
6	Tricks of the professionals
7	Where to find advice and information
8	What does it take to deal in shares?
9	How to trade in shares
10	When to deal in shares
11	Consequences of being a shareholder
12	Tax.

## Keynote

Learn how the UK's investment and financial markets work and take control of your finances with this clear and practical guide to understanding investing.

## Description

Taking control of your money starts with understanding how investing really works.

*How the Stock Market Works* is your no-nonsense guide to understanding how the UK's financial markets operate and how to use them to your advantage.

Now in its fully updated eighth edition, this bestselling book by **Michael Beckett** simplifies everything from shares and bonds to gilts, derivatives and ethical investing. Whether you're building a portfolio, planning for retirement or simply want to take control of your money, it cuts through the jargon and gives you the tools to get started with confidence.

With practical advice and real-world context, including insights into post-Brexit markets, global trends and the impact of inflation and interest rates, this is the essential handbook for anyone looking to take charge of their financial future.

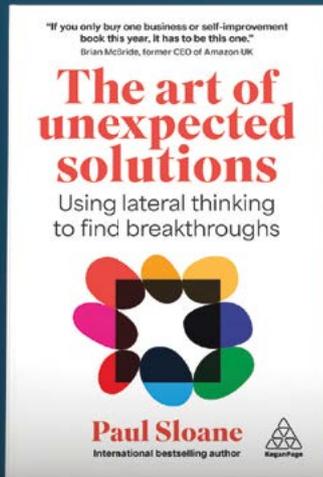
**Themes include:** *personal investing, UK financial markets, stock market basics, post-Brexit economy, ethical investing and retirement planning.*

## Author Information

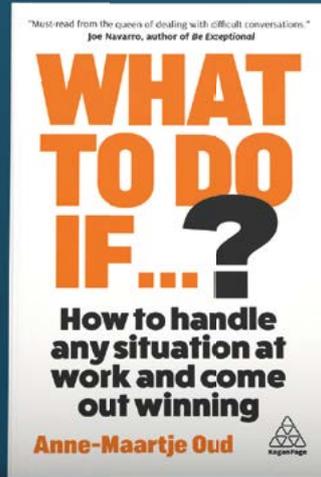
**Michael Beckett** is an experienced financial journalist. He was previously the City news editor and small business editor of The Daily Telegraph and has written for numerous publications including The Spectator, Accountancy Age and Money. He has lectured at the University of Manchester, Cranfield University and City, University of London. He is the author of multiple books.

**Rights Sold:** Arabic, Korean, Mongolian, Vietnamese

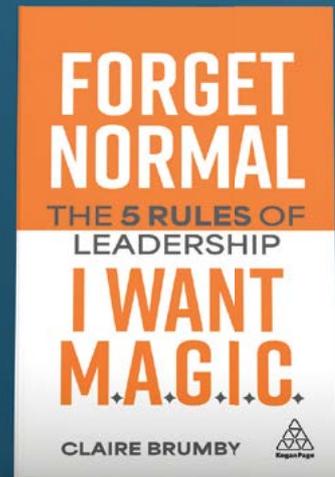
# New & Noteworthy



9781398625938 • £14.99



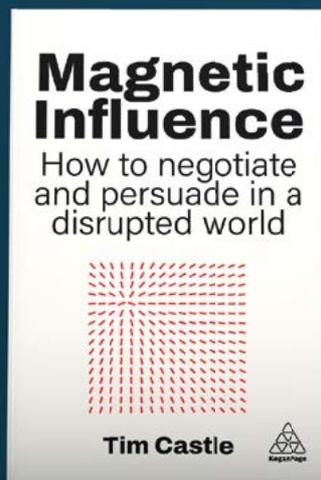
9781398626164 • £14.99



9781398625778 • £14.99



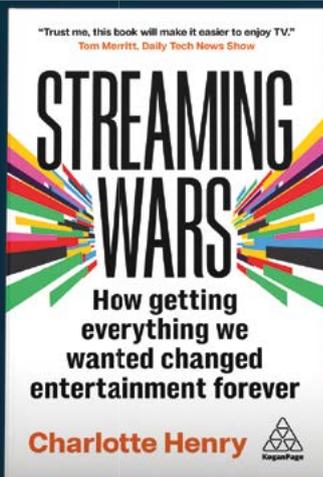
9781398627499 • £16.99



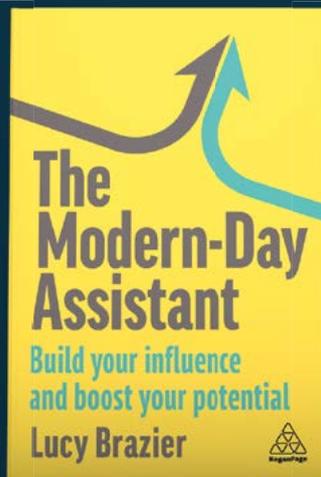
9781398627864 • £6.99



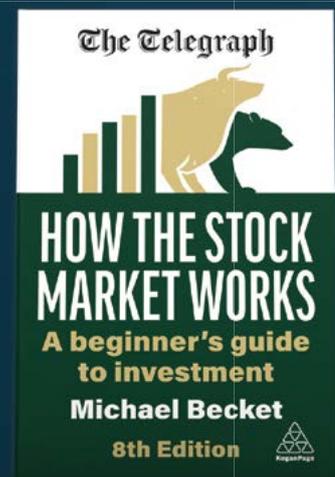
9781398617025 • £14.99



9781398622548 • £14.99



9781398612204 • £16.99

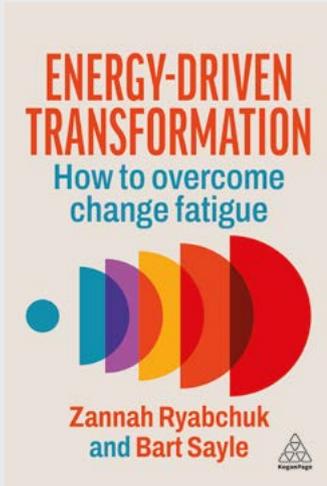


9781398618480 • £16.99

# Energy-Driven Transformation

Change to How to Overcome Change Fatigue

**NEW** New Title



## This book

- Explains why so many business transformation and change programmes fail, despite having a well-thought-through strategy
- Features real-world examples from high-growth global organizations including British Airways, the Wrigley Company, Danone, Nomad Foods, Manchester Airports Group, Guinness and Sephora
- Introduces ten proven-to-work actionable principles which leaders can apply immediately
- Provides a memorable framework which can be adapted for the C Suite, executive leadership programmes and MBA courses

<b>Edition:</b>	1
<b>Date:</b>	03/09/2026
<b>Paperback:</b>	9781398629493 £21.99
<b>Ebook:</b>	9781398629509 £21.99
<b>Hardback:</b>	9781398629516 £37.00
<b>Pages:</b>	288
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Strategy & Planning

**Author Information:** Zannah Ryabchuk, is the CEO of Breakthrough Global, an organization dedicated to achieving successful business transformation. She has been recognized by Management Today's '35 Women in Leadership Under 35' awards. She is based in London, UK.

**Bart Sayle** is the founder of Breakthrough Global and founding board member and strategic adviser to The Ocean Health Council, a Washington DC think tank supported by The World Bank and The World Economic Forum. He is based in New York, NY, and London, UK.

## Keynote

Learn how to keep the energy of business transformation at its peak and deliver change at pace.

# The OKR Blueprint

A Proven Framework for Implementing Objectives and Key Results at Scale

**NEW** New Title



<b>Edition:</b>	1
<b>Date:</b>	03/09/2026
<b>Paperback:</b>	9781398629073 £29.99
<b>Ebook:</b>	9781398629080 £29.99
<b>Hardback:</b>	9781398629097 £51.00
<b>Pages:</b>	288
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Strategy & Planning

**Author Information:** Philipp Schett is one of the world's leading OKR experts with experience in implementing OKRs in over 250 organizations globally. He is the founder of Wave Nine, an award-winning OKR consultancy based in the San Francisco Bay Area. He has held leadership positions at Meta and T-Mobile and is focused on the intersection of strategy, innovation and leadership. He is based in Berlin, Germany, and Oakland, CA.

## Keynote

Go beyond buzzwords and vague frameworks to turn Objectives and Key Results (OKRs) into real actions that help you achieve your organization's goals.

# Leading Strategic Transformation

Managing Organizational Change in a VUCA World

**NEW** New Title



## This book

- Considers, for postgraduate students, managing organizational change in the context of a volatile and uncertain world where effective change leadership is critical
- Looks at contemporary and applicable leadership and change model theories, project management and digitalization, addressing both internal and external factors impacting organizational change
- Includes chapters on current issues in management including digital leadership and transformation, psychological safety and diversity
- **Online resources:** PowerPoint lecturer slides, additional real-world examples

<b>Edition:</b>	1
<b>Date:</b>	03/12/2026
<b>Paperback:</b>	9781398625891 £44.99
<b>Ebook:</b>	9781398625907 £44.99
<b>Hardback:</b>	9781398625914 £76.00
<b>Pages:</b>	336
<b>Format (mm):</b>	240x170
<b>Subject:</b>	Strategy & Planning

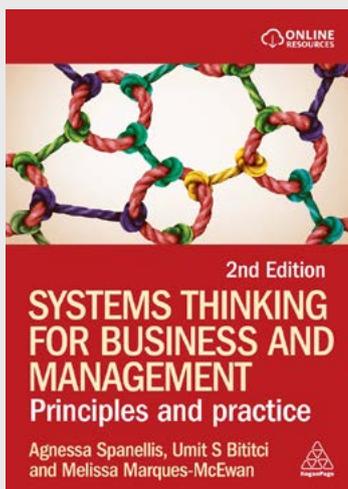
## Keynote

Learn strategies for leading and managing organization and project change in a volatile and dynamic world, with practical real-world examples.

# Systems Thinking for Business and Management

Principles and Practice

**NEW** New Edition



## This book

- Provides a practical approach to systems thinking that will help postgraduate and MBA students to apply their knowledge to wider organizational challenges
- Includes illustrative examples from business settings, detailed systems diagrams and team exercises
- **New to this edition:** New chapters on gamification and defining boundaries in systems, further information on sustainability, long-term vs short-term thinking and the human element of systems thinking, and additional real-world business examples and new team exercises
- **Online resources:** PowerPoint lecturer slides, videos including introductions to each chapter and modelling of team exercises, and additional reflective and team exercises

<b>Edition:</b>	2
<b>Date:</b>	03/11/2026
<b>Paperback:</b>	9781398626454 £44.99
<b>Ebook:</b>	9781398626478 £44.99
<b>Hardback:</b>	9781398626485 £76.00
<b>Pages:</b>	344
<b>Format (mm):</b>	240x170
<b>Subject:</b>	Strategy & Planning

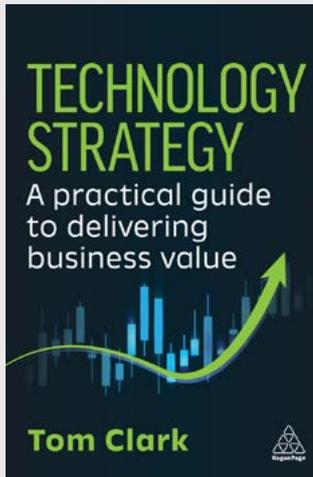
## Keynote

Learn how to apply systems thinking theories, principles and methodologies to contemporary business problems and challenges in this postgraduate textbook.

# Technology Strategy

A Practical Guide to Delivering Business Value

**NEW** New Title



## Keynote

Diagnose the needs of your organization, identify quick wins and operationalize your strategy with this guide to building a business-driven tech strategy for IT and technology managers.

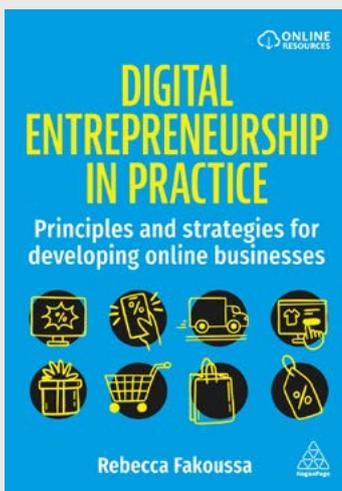
<b>Edition:</b>	1
<b>Date:</b>	03/08/2026
<b>Paperback:</b>	9781398628496 £32.99
<b>Ebook:</b>	9781398628519 £32.99
<b>Hardback:</b>	9781398628526 £56.00
<b>Pages:</b>	320
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Strategy & Planning

**Author Information:** Tom Clark is the Chief Technology Officer of everywhen and has spent two decades in technology leadership roles. He is an Honorary Advisor of the Global ESG Leadership Organization and Honorary Member of PepTalks. He has been named a Global 100 CIO and both a UK 100 CIO and one of the UK's Top 100 Technology Leaders. He was named Chief Technology Officer of the Year at the Digital Technology Leaders Awards. He is based in Sheffield, UK.

# Digital Entrepreneurship in Practice

Principles and Strategies for Developing Online Businesses

**NEW** New Title



## This book

- Is an undergraduate and postgraduate textbook covering theories and principles of digital entrepreneurship as well as key strategies to implement into practice
- Includes 'Digital Entrepreneurship: Your Turn' sections for practical application, and exercise questions to analyze theory, frameworks and practice
- Offers real-world examples including Grameen Bank (Bangladesh), YouTube, Lyft, Airbnb, Monzo, Meicai (China), Udrive (Dubai), Riverford and Appy Pie
- **Online resources:** lecturer slides templates, and lecturer's manual with extra international real-world examples and activities

<b>Edition:</b>	1
<b>Date:</b>	03/12/2026
<b>Paperback:</b>	9781398628694 £39.99
<b>Ebook:</b>	9781398628700 £39.99
<b>Hardback:</b>	9781398628717 £68.00
<b>Pages:</b>	336
<b>Format (mm):</b>	240x170
<b>Subject:</b>	Entrepreneurship

**Author Information:** Rebecca Fakoussa is a versatile, international business expert, Assistant Professor at the University of Northampton, UK, and is also Visiting Professor at Bergamo University, Italy, OBS Business School, Spain and EMNormandie Grande Ecole, France. With over 25 years as a practitioner and consultant, and over 10 years as an academic, her experience brings classrooms alive, with her career spanning academia, entrepreneurial start-ups and business.

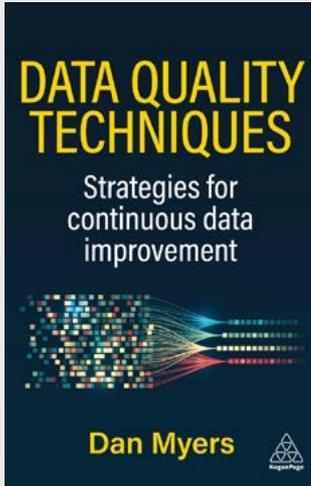
## Keynote

This undergraduate and postgraduate textbook highlights how to develop your own digital business, through ideation, reiteration and going to market, while exploring funding, choosing digital platforms and designing your teams using growth mindset and monetization strategies.

# Data Quality Techniques

Strategies for Continuous Data Improvement

**NEW** New Title



## This book

- Provides mid-career data professionals with repeatable and measurable techniques for improving data quality
- Shows how the Conformed Dimensions of Data Quality framework can be used in any organization
- Explains how to reduce costs, improve efficiency and ensure regulatory compliance
- Demonstrates how data can be transformed from a liability into a key strategic advantage
- Includes real-world examples from HR, IT, healthcare and financial services that show how organizations have improved their data quality

<b>Edition:</b>	1
<b>Date:</b>	03/07/2026
<b>Paperback:</b>	9781398628007 £34.99
<b>Ebook:</b>	9781398628014 £34.99
<b>Hardback:</b>	9781398628021 £59.00
<b>Pages:</b>	320
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Data

**Author Information:** **Dan Myers** is an experienced data management leader and the Principal of DQMatters. His work focuses on helping large enterprises develop successful data quality initiatives and he has worked with many organizations including Farmers Insurance, Apple and Rio Tinto. His data quality framework, the Conformed Dimensions of Data Quality, has been adopted by numerous organizations. He is the former president of the International Association for Information and Data Quality and is based in San Jose, CA.

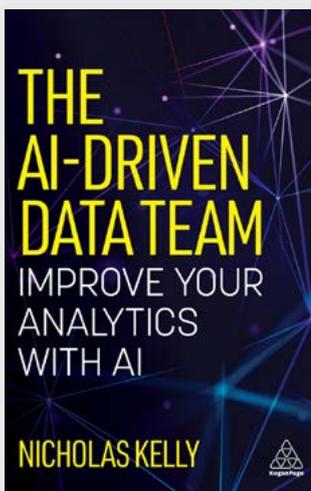
## Keynote

Transform your data and set your business up for success with this guide to improving your data quality.

# The AI-driven Data Team

Improve Your Analytics with AI

**NEW** New Title



## This book

- Shows senior data leaders how to train their analysts to deliver AI-powered results
- Explains how data analytics will change in the era of AI
- Describes how analysts can explain results to the rest of the business
- Includes six revenue-driving and cost-effective pilots that can be launched within 90 days using ready-made KPI charters
- Demonstrates how to bolt modern AI tooling onto existing analytics stacks

<b>Edition:</b>	1
<b>Date:</b>	03/07/2026
<b>Paperback:</b>	9781398627574 £32.99
<b>Ebook:</b>	9781398627581 £32.99
<b>Hardback:</b>	9781398627598 £56.00
<b>Pages:</b>	288
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Data

**Author Information:** **Nicholas Kelly** is a principal at G&K Consulting. He is a leader in data analytics and AI, having designed and developed dashboards for some of the world's largest companies, from global banks to Formula 1 teams. He is a frequent speaker at international conferences and has trained thousands of professionals in data analytics and AI adoption. He is the author of *Delivering Data Analytics* and *How to Interpret Data*, both published by Kogan Page. He is based in Seattle, WA.

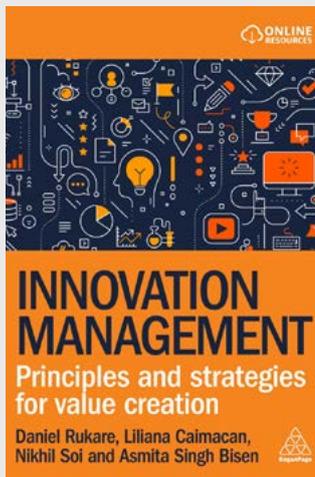
## Keynote

Upskill your data analytics team to deliver AI-enhanced insights for your business.

# Innovation Management

## Principles and Strategies for Value Creation

NEW New Title



### This book

- Develops understanding of essential and complex areas in innovation management for final-year undergraduate and postgraduate students, including collaborative robots, frugal innovation, co-competition and organizational resilience
- Is supported by learning outcomes, exercise questions and a glossary to highlight key terms and ideas for student learning
- Includes real-world examples from Tata, General Electric (GE), Chrystal PLC, Scrub Daddy, Siemens, Netflix, Amazon, Apple and Samsung
- **Online resources:** lecturer slides, lecturers' manual including exercise answers and additional real-world examples

### Keynote

Through a combination of theoretical insights, practical tools and real-world examples, this textbook will help final-year undergraduate and postgraduate students develop a comprehensive understanding of innovation management.

<b>Edition:</b>	1
<b>Date:</b>	03/11/2026
<b>Paperback:</b>	9781398623101 £39.99
<b>Ebook:</b>	9781398623118 £39.99
<b>Hardback:</b>	9781398623125 £68.00
<b>Pages:</b>	336
<b>Format (mm):</b>	240x170
<b>Subject:</b>	Innovation

**Author Information:** Daniel Rukare is Professor of Practice at Hult International Business School, UK.

Liliana Caimacan is Professor of Practice at Hult International Business School, UK.

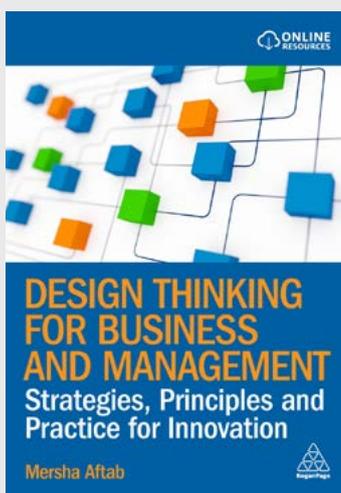
Asmita Singh Bisen is a Faculty Programme Coordinator at Hult International Business School, UK.

Nikhil Soi is Professor of Practice at Hult International Business School, UK.

# Design Thinking for Business and Management

## Strategies, Principles and Practice for Innovation

NEW New Title



### This book

- Covers human-centred approaches to success and fostering innovation and how to utilize design strategies and principles to solve problems within a business context
- Includes key concepts and exercise on technological advancements that lead to transformation, and ethical, social and sustainable considerations within design thinking
- Real-world examples include Nike, Tesla, Netflix, Zappo, British Telecom and 3M
- **Online Resources:** Lecturer slides

### Keynote

With this final-year undergraduate and postgraduate textbook, understand both the key principles and strategic practices of design thinking to tackle business challenges.

<b>Edition:</b>	1
<b>Date:</b>	03/11/2026
<b>Paperback:</b>	9781398626034 £44.99
<b>Ebook:</b>	9781398626041 £44.99
<b>Hardback:</b>	9781398626058 £76.00
<b>Pages:</b>	336
<b>Format (mm):</b>	240x170
<b>Subject:</b>	Innovation

**Author Information:** Mersha Aftab is a senior lecturer in Design Management and Director of MA Design Management courses at Birmingham City University. She also leads an international network called Design-led Transformation, where she spearheads efforts to unite stakeholders from the public, private, and higher education sectors to explore the pivotal role of design in driving transformative change. Aftab has a wealth of experience in human-centred design, working with organizations such as Philips, Soil Machine Dynamics and Unilever.

# 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

<b>Edition:</b>	1
<b>Date:</b>	03/08/2026
<b>Paperback:</b>	9781398625150 £44.99
<b>Ebook:</b>	9781398625167 £44.99
<b>Hardback:</b>	9781398625174 £76.00
<b>Pages:</b>	336
<b>Format (mm):</b>	234x156
<b>Subject:</b>	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 held leadership roles at EY and Deloitte and has served as the Lead for Technology and Innovation at the City of Vancouver's Economic Commission. He is the Senior Advisor on Digital Transformation for the United Nations Environment Program (UNEP). He is based in Vancouver, Canada.

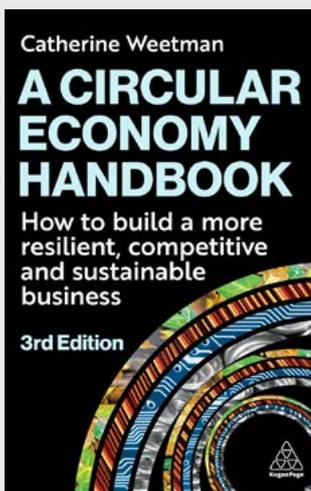
### Keynote

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

# A Circular Economy Handbook

## How to Build a More Resilient, Competitive and Sustainable Business

★ Bestseller



### This book

- Details ways to embed circular approaches along the value chain, going beyond recycling and 'circular materials' to show how circular products and services offer profitable, practical solutions to avoid overproduction and overconsumption
- Explains how to create better returns and meet evolving customer needs, with a wealth of real examples from businesses of all sizes, from industries around the world
- **New to this edition:** contains new principles, frameworks and models (including a Circular Business Model Canvas), behavioural insights and the impact of digital technologies including analytics, AI, blockchain, IoT, software platforms and apps
- **Online resources:** lecture slides with figures and tables from every chapter

<b>Edition:</b>	3
<b>Date:</b>	03/11/2025
<b>Paperback:</b>	9781398622982 £41.99
<b>Ebook:</b>	9781398623002 £41.99
<b>Hardback:</b>	9781398622999 £71.00
<b>Pages:</b>	448
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Sustainability

### Keynote

Learn how the circular economy enables businesses to thrive and make crucial sustainability improvements.

# Signature Series

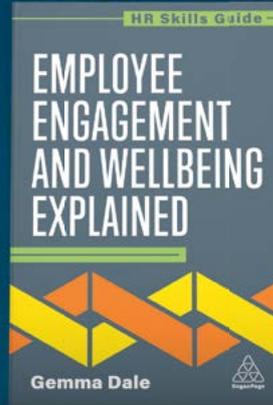
## The HR Skills Guide series



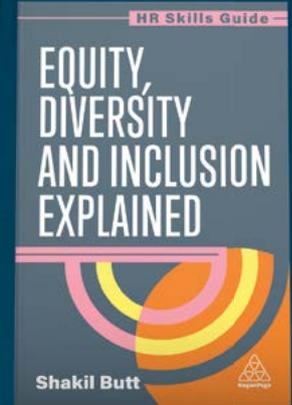
9781398624344 • £16.99



9781398624429 • £16.99

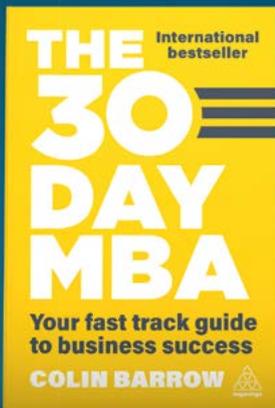


9781398624504 • £16.99

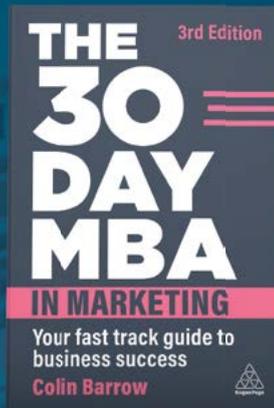


9781398624542 • £16.99

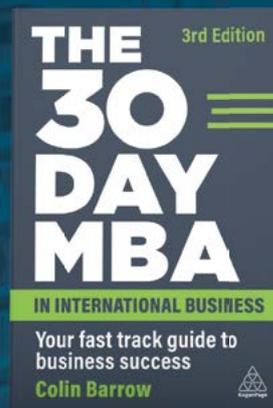
## The 30 Day MBA series



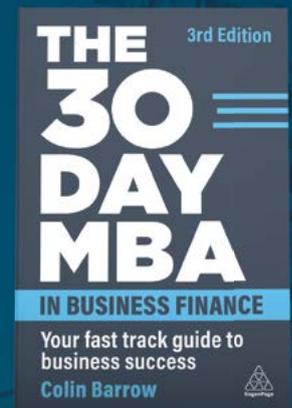
9781398628571 • £16.99



9781398611009 • £16.99

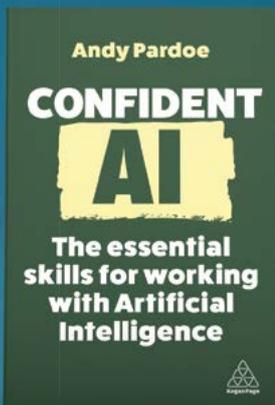


9781398610965 • £16.99



9781398610927 • £16.99

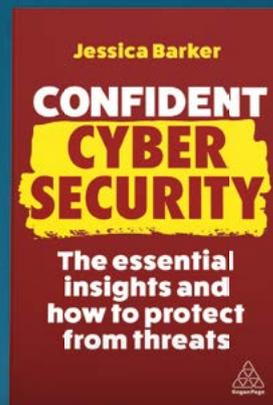
## The Confident series



9781398615724 • £14.99



9781398613010 • £14.99



9781398611924 • £14.99

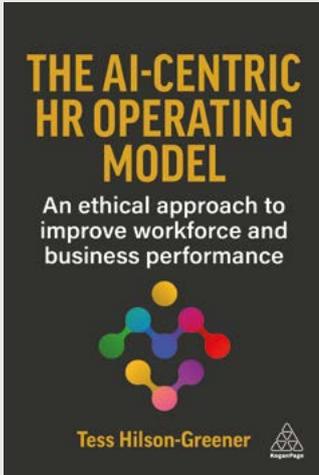


9781398612327 • £14.99

# The AI-Centric HR Operating Model

An Ethical Approach to Improve Workforce and Business Performance

**NEW** New Title



## Keynote

Discover how an ethical AI-centric HR operating model can transform how people professionals add organizational value and drive business results.

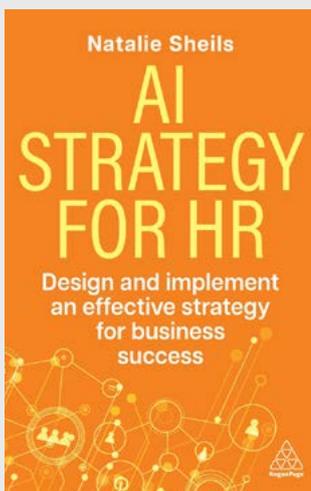
<b>Edition:</b>	1
<b>Date:</b>	03/10/2026
<b>Paperback:</b>	9781398629714 £32.99
<b>Ebook:</b>	9781398629721 £32.99
<b>Hardback:</b>	9781398629738 £56.00
<b>Pages:</b>	272
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Human Resources Management

**Author Information:** Tess Hilson-Greener is the founder of the HR 2035 Foundation with more than 30 years' experience in technology, organization development and HR strategy across Europe, the Middle East and Africa. Based in Woking, UK, she is widely recognized for her work on AI readiness, HR ethics and the future of HR capability. She is a frequent keynote speaker, researcher and industry writer and she advises boards, HR Directors and policymakers on AI transformation, workforce strategy and the creation of ethical, adaptive, future-ready organizations.

# AI Strategy for HR

Design and Implement an Effective Strategy for Business Success

**NEW** New Title



## This book

- Includes coverage of what every senior HR leader needs to know about AI and explains how to build an AI strategy for the HR function
- Provides discussion of the ethics of using AI in the people profession
- Explains how to choose and integrate the right AI tools and offers guidance on how to lead the department through the uncertainty of AI adoption
- Shows how to implement an AI strategy that applies to every area of the employee lifecycle including talent acquisition, employee experience, performance, reward and L&D
- Offers guidance on how AI and people analytics can be used to improve workforce planning including forecasting, modelling, resource allocation and succession planning

<b>Edition:</b>	1
<b>Date:</b>	03/07/2026
<b>Paperback:</b>	9781398628137 £32.99
<b>Ebook:</b>	9781398628144 £32.99
<b>Hardback:</b>	9781398628168 £56.00
<b>Pages:</b>	288
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Human Resources Management

**Author Information:** Natalie Sheils is the Founder and CEO of Talenaut, an AI platform for recruiters. Prior to this she held numerous senior HR roles including Chief People Officer at Mosaic Group and Global Director of Human Resources at Transfast, a Mastercard company. She now works with HR teams to help them to build and implement an AI strategy in their HR team and speaks about AI at HR events across Europe. She is based in London, UK.

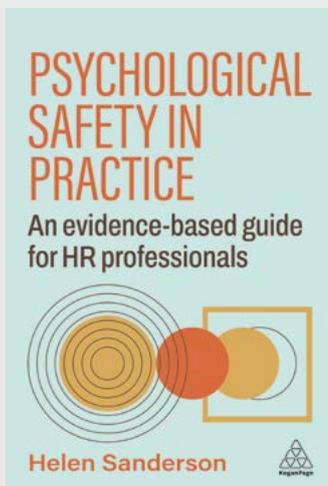
## Keynote

Build an AI strategy for the HR function with this practical book written specifically for future HR leaders.

# Psychological Safety in Practice

An Evidence-based Guide for HR Professionals

**NEW** New Title



## Keynote

Use this evidence-based guide to understand how to put psychological safety into practice in your organization to improve employee engagement, productivity, retention and performance.

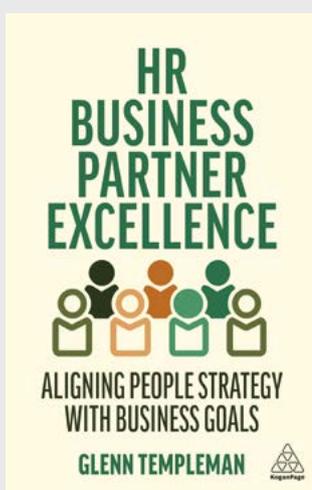
<b>Edition:</b>	1
<b>Date:</b>	03/10/2026
<b>Paperback:</b>	9781398629400 £32.99
<b>Ebook:</b>	9781398629417 £32.99
<b>Hardback:</b>	9781398629424 £56.00
<b>Pages:</b>	304
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Human Resources Management

**Author Information:** Helen Sanderson, MBE, is the founder of Helen Sanderson Associates where she works with public and private sector companies to develop human-centred and psychologically safe ways of working. She is an international consultant, speaker and author and is a fellow of the RSA. Before her current role, she held numerous senior roles across the healthcare industry, particularly in Occupational Therapy. She is based in Bangor, Wales.

# HR Business Partner Excellence

Aligning People Strategy with Business Goals

**NEW** New Title



## Keynote

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

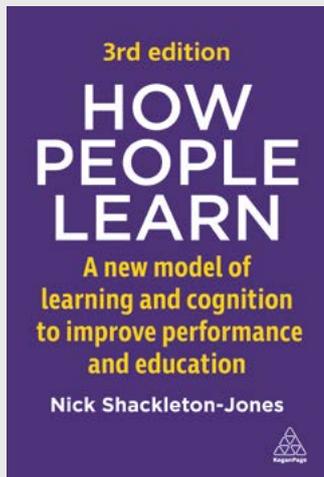
<b>Edition:</b>	1
<b>Date:</b>	03/08/2026
<b>Paperback:</b>	9781398623668 £29.99
<b>Ebook:</b>	9781398623989 £29.99
<b>Hardback:</b>	9781398623996 £51.00
<b>Pages:</b>	256
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Human Resources Management

**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.

# How People Learn

A New Model of Learning and Cognition to Improve Performance and Education

**NEW** New Edition



## This book

- Provides guidance for mid-level learning and development (L&D) professionals on how to apply insights from neuroscience, human behaviour and AI to learning design including tips on how to engage staff in training using the 5Di model
- **New to this edition:** Expanded coverage of neuroscience and behavioural science, practical guidance on using AI in learning design and navigating its ethics, and new strategies for securing stakeholder buy-in and embedding innovation in organizations
- Shows how to develop user-led training initiatives to optimize development and retention with examples from the BBC and BP

<b>Edition:</b>	3
<b>Date:</b>	03/07/2026
<b>Paperback:</b>	9781398628786 £29.99
<b>Ebook:</b>	9781398628793 £29.99
<b>Hardback:</b>	9781398628809 £51.00
<b>Pages:</b>	320
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Learning & Development

**Author Information:** Nick Shackleton-Jones is the CEO of Shackleton Consulting. His work focuses on building a better experience for employees and improving organizational performance. He was previously the HR Director of Learning at Deloitte UK and the Director of Learning Innovation and Technology at BP. He is based in Reading, UK.

**Rights Sold:** Korean, Mongolian

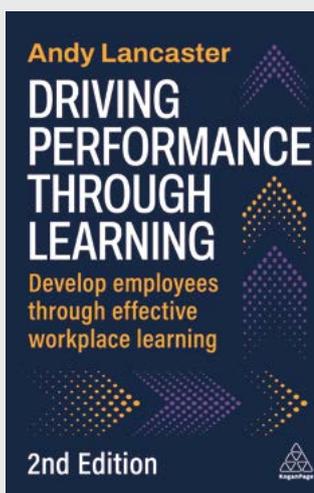
## Keynote

Design training and educational programmes to improve learning, engagement and skills development for office based and hybrid workers.

# Driving Performance through Learning

Develop Employees through Effective Workplace Learning

**NEW** New Edition



## This book

- Shifts learning from a traditional, course-based model to a dynamic, workplace-embedded approach that supports development in the flow of work
- Demonstrates for mid-career HR professionals how to use performance consulting, data and feedback loops to design agile learning experiences that drive measurable business impact
- **New to this edition:** Expanded focus on performance-first learning strategies, updated guidance on AI and digital tools, new chapters on reflective practice and organizational learning
- **Online resources:** Downloadable toolkits to use alongside the book

<b>Edition:</b>	2
<b>Date:</b>	03/12/2026
<b>Paperback:</b>	9781398629288 £32.99
<b>Ebook:</b>	9781398629295 £32.99
<b>Hardback:</b>	9781398629301 £56.00
<b>Pages:</b>	336
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Learning & Development

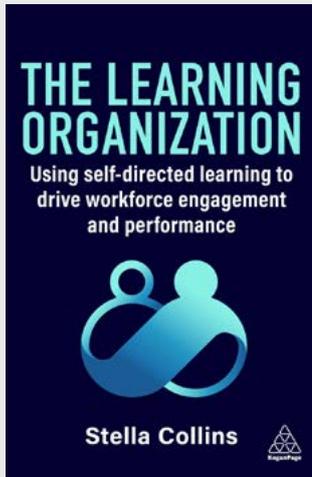
## Keynote

Align learning and development activity with organizational strategy, delivered in the flow of work, to improve both employee and organizational performance.

# The Learning Organization

Using Self-Directed Learning to Drive Workforce Engagement and Performance

**NEW** New Title



## Keynote

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

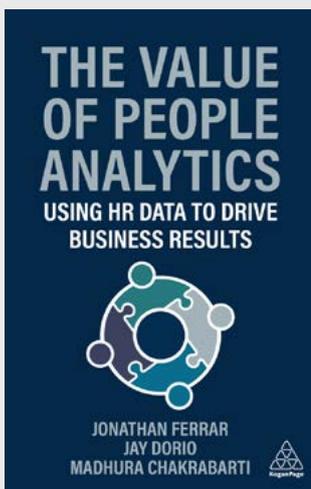
<b>Edition:</b>	1
<b>Date:</b>	03/08/2026
<b>Paperback:</b>	9781398626416 £32.99
<b>Ebook:</b>	9781398626423 £32.99
<b>Hardback:</b>	9781398626447 £56.00
<b>Pages:</b>	272
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Learning & Development

**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.

# 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

<b>Edition:</b>	1
<b>Date:</b>	03/09/2026
<b>Paperback:</b>	9781398621244 £32.99
<b>Ebook:</b>	9781398621251 £32.99
<b>Hardback:</b>	9781398621268 £56.00
<b>Pages:</b>	304
<b>Format (mm):</b>	234x156
<b>Subject:</b>	HR Analytics

## Keynote

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

# Future-Ready Talent

Building a Talent Pipeline for Sustained Business Success

**NEW** New Title



## Keynote

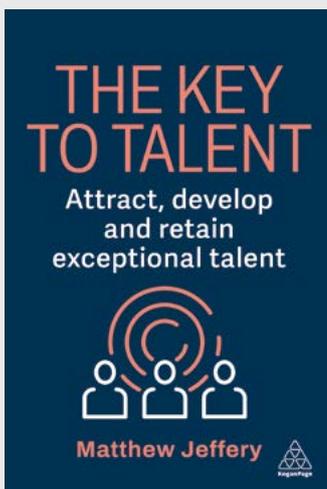
Use this evidence-based guide including insights from psychology, neuroscience and new technology to build a robust pipeline of future-proof talent for sustained business success.

<b>Edition:</b>	1
<b>Date:</b>	03/07/2026
<b>Paperback:</b>	9781398628045 £32.99
<b>Ebook:</b>	9781398628076 £32.99
<b>Hardback:</b>	9781398628052 £56.00
<b>Pages:</b>	272
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Talent Management & Recruitment

# The Key to Talent

Attract, Develop and Retain Exceptional Talent

**NEW** New Title



## This book

- Covers why talent is a driving force for competitive advantage and explains how to attract, hire and retain the employees the business needs to succeed
- Explains the importance and impact of employer branding and how to build a credible, data-driven employee value proposition (EVP)
- Outlines the metrics needed to measure candidate experience and the ROI of employer brand
- Offers advice for senior HR practitioners and business professionals on how to lead through layoffs, backlash or change
- Includes real-world examples from EY, SAP, Autodesk and Electronic Arts

## Keynote

Build a talent strategy that attracts, develops and retains your organization's greatest asset - it's people.

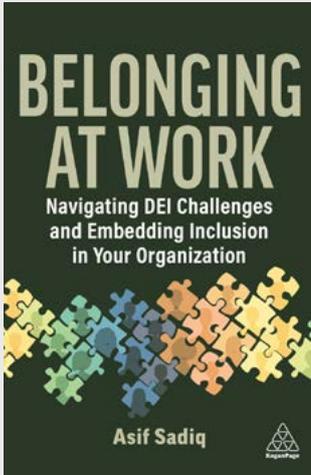
<b>Edition:</b>	1
<b>Date:</b>	03/11/2026
<b>Paperback:</b>	9781398629639 £32.99
<b>Ebook:</b>	9781398629646 £32.99
<b>Hardback:</b>	9781398629653 £56.00
<b>Pages:</b>	288
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Talent Management & Recruitment

**Author Information:** **Matthew Jeffery** is an award-winning recruitment leader with more than 25 years' experience. He is currently a business consultant specializing in recruitment strategy and employer branding but was previously the Director of UK and Ireland Talent Attraction and Acquisition at EY. He has also held other senior recruitment roles including VP, Global Talent Innovations at Bayer and VP, Global Head of Employment Brands and Sourcing Channels at SAP. He is based in London, UK.

# Belonging at Work

Navigating DEI Challenges and Embedding Inclusion in your Organization

**NEW** New Title



## This book

- 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

<b>Edition:</b>	1
<b>Date:</b>	03/08/2026
<b>Paperback:</b>	9781398626843 £32.99
<b>Ebook:</b>	9781398626850 £32.99
<b>Hardback:</b>	9781398626867 £56.00
<b>Pages:</b>	272
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Equity, Diversity & Inclusion

**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.

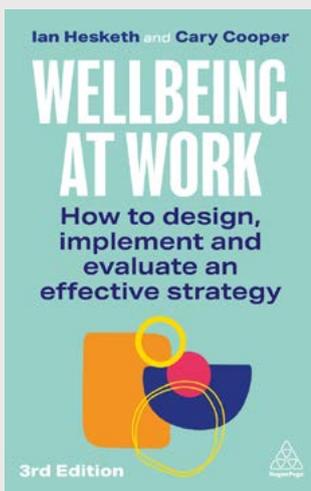
## Keynote

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

# Wellbeing at Work

How to Design, Implement and Evaluate an Effective Strategy

**NEW** New Edition



## This book

- Shows mid-level HR professionals how to design and implement a workplace wellbeing strategy that increases engagement and reduces staff turnover
- Highlights the potential problems and pitfalls of wellbeing strategies and how to avoid them
- Explains how to analyze data to monitor and evaluate the success of wellbeing initiatives
- **New to this edition:** Research into presenteeism, digital technology including AI, sickness absence and hybrid working's effects on wellbeing; new real-world examples and interviews with HR leaders from Rolls Royce, CIPD and other major organizations

<b>Edition:</b>	3
<b>Date:</b>	03/09/2026
<b>Paperback:</b>	9781398628830 £29.99
<b>Ebook:</b>	9781398628847 £29.99
<b>Hardback:</b>	9781398628854 £51.00
<b>Pages:</b>	224
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Wellbeing at Work

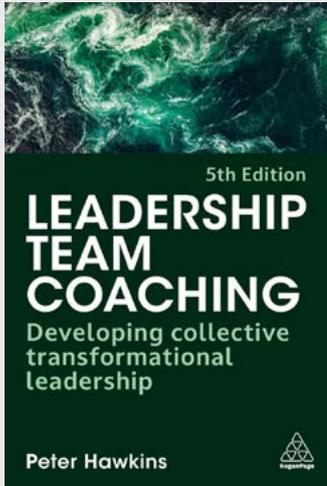
## Keynote

Equip HR professionals to design, implement and evaluate workplace wellbeing strategies that reduce stress, boost engagement and improve business performance in a changing world of work.

# 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 JPMorgan, 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

<b>Edition:</b>	5
<b>Date:</b>	03/08/2026
<b>Paperback:</b>	9781398625389 £32.99
<b>Ebook:</b>	9781398625396 £32.99
<b>Hardback:</b>	9781398625402 £56.00
<b>Pages:</b>	416
<b>Format (mm):</b>	234x156
<b>Subject:</b>	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

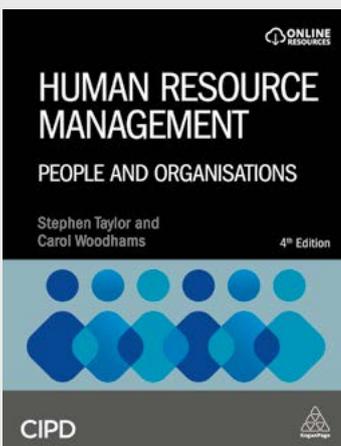
## Keynote

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

# Human Resource Management

People and Organisations

**NEW** New Edition



<b>Edition:</b>	4
<b>Date:</b>	03/12/2026
<b>Paperback:</b>	9781398629547 £44.99
<b>Ebook:</b>	9781398629554 £44.99
<b>Hardback:</b>	9781398629561 £76.00
<b>Pages:</b>	336
<b>Format (mm):</b>	246x189
<b>Subject:</b>	CIPD

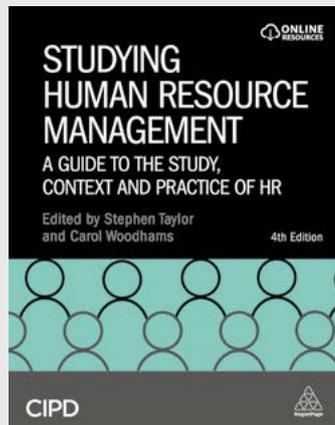
## Keynote

Gain a thorough understanding of the key HR topics which affect employees and the overall business with this comprehensive textbook.

# Studying Human Resource Management

A Guide to the Study Context and Practice of HR

**NEW** New Edition



## This book

- Maps to the CIPD Level 5 Associate Diploma in People Management
- Covers the study of HRM, the people management contribution, the business environment and the structure and strategy of the HR function
- Provides guidance on the professional behaviours of a people professional and explains how to manage HR data and information and use it to make evidence-based decisions
- **New to this edition:** influences and reflections of AI and developing technologies, decision-making and sustainability within HR
- **Online resources:** lecturer slides, lecturer's manual and a glossary with additional web links

## Keynote

Excel at human resource management studies and prepare for a role as a people professional with this bestselling textbook.

<b>Edition:</b>	4
<b>Date:</b>	03/12/2026
<b>Paperback:</b>	9781398629585 £44.99
<b>Ebook:</b>	9781398629592 £44.99
<b>Hardback:</b>	9781398629608 £76.00
<b>Pages:</b>	296
<b>Format (mm):</b>	246x189
<b>Subject:</b>	CIPD

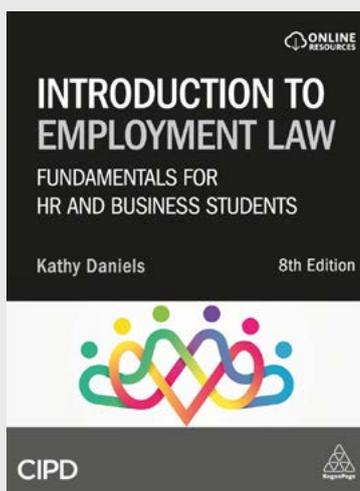
**Author Information:** **Stephen Taylor**, Chartered CIPD, is a Senior Lecturer in Human Resource Management at the University of Exeter, UK and a Chief Examiner for the CIPD.

**Carol Woodhams** is Professor of Human Resource Management and Head of Department of People and Organisations at the University of Surrey, UK.

# Introduction to Employment Law

Fundamentals for HR and Business Students

**NEW** New Edition



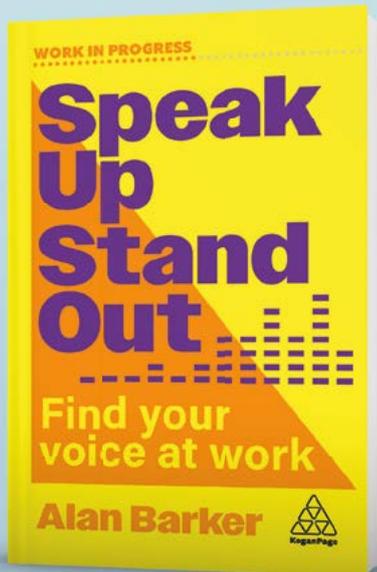
## Keynote

Understand the fundamentals of UK employment law and how they apply in the workplace with this dedicated textbook for HR and business students.

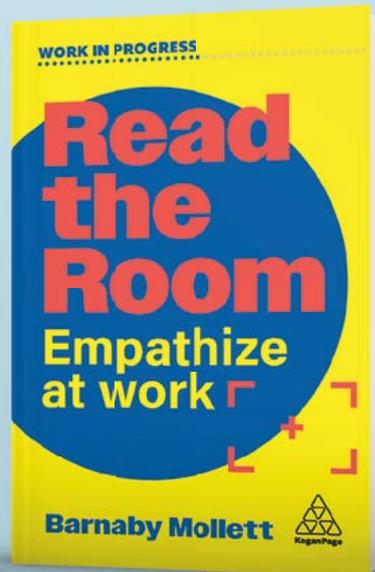
<b>Edition:</b>	8
<b>Date:</b>	03/12/2026
<b>Paperback:</b>	9781398629257 £44.99
<b>Ebook:</b>	9781398629264 £44.99
<b>Hardback:</b>	9781398629240 £76.00
<b>Pages:</b>	336
<b>Format (mm):</b>	246x189
<b>Subject:</b>	CIPD

**Author Information:** **Professor Kathy Daniels** is Associate Pro-Vice Chancellor (Engagement) at Aston University, Birmingham, UK. She teaches employment law and employee relations at both undergraduate and master's level and is the lead tutor for employment law programmes at the Chartered Institute of Personnel and Development (CIPD). She is a lay member of the Employment Tribunals, sitting in Birmingham. Prior to these appointments she was a senior HR manager in the manufacturing sector.

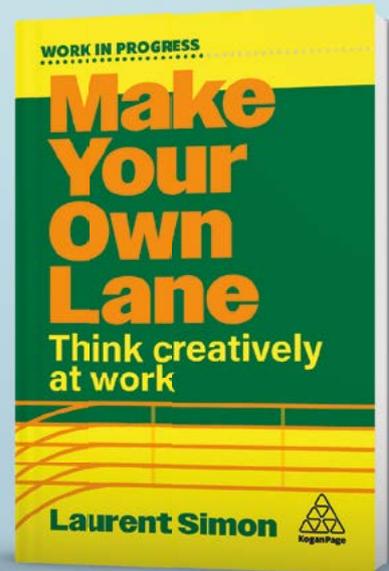
# YOU DON'T HAVE TO HAVE IT ALL FIGURED OUT



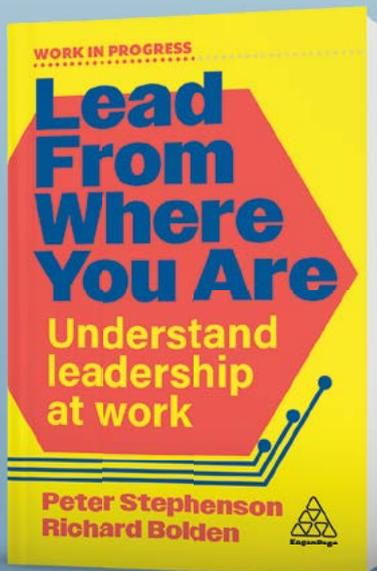
9781398626331  
£12.99



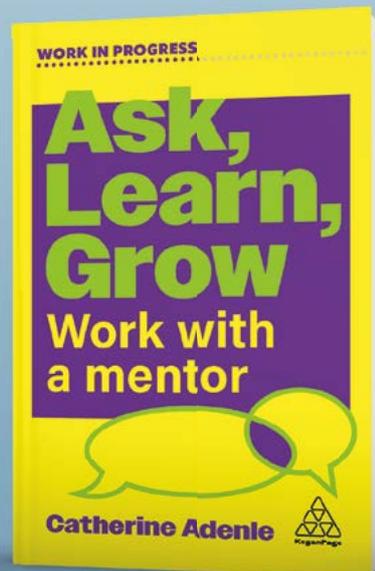
9781398626508  
£12.99



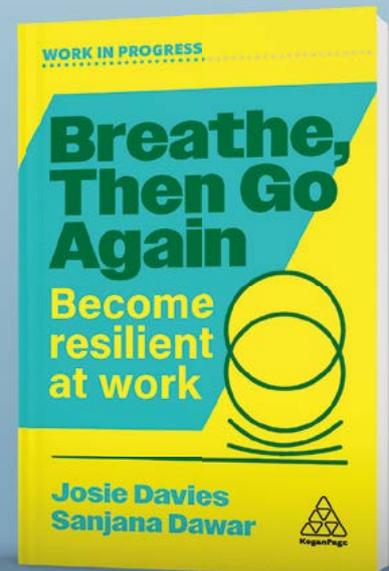
9781398627697  
£12.99



9781398626966  
£12.99



9781398626928  
£12.99



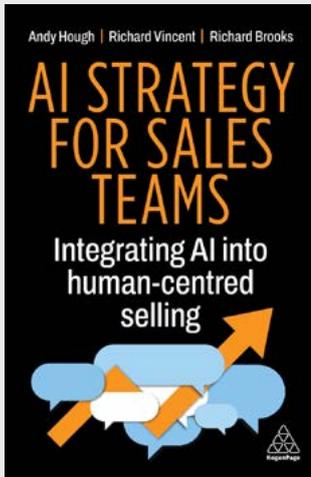
9781398627536  
£12.99

**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.

# AI Strategy for Sales Teams

Integrating AI into Human Centred Selling

**NEW** New Title



## Keynote

Leverage AI and new technologies to build trust with your customers and guide them through their complex buying journeys in this increasingly digital era.

<b>Edition:</b>	1
<b>Date:</b>	03/07/2026
<b>Paperback:</b>	9781398628458 £29.99
<b>Ebook:</b>	9781398628465 £29.99
<b>Hardback:</b>	9781398628472 £51.00
<b>Pages:</b>	304
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Sales & Account Management

**Author Information:** **Andrew Hough** is Lecturer in Sales Leadership and Performance at Cranfield School of Management, UK.

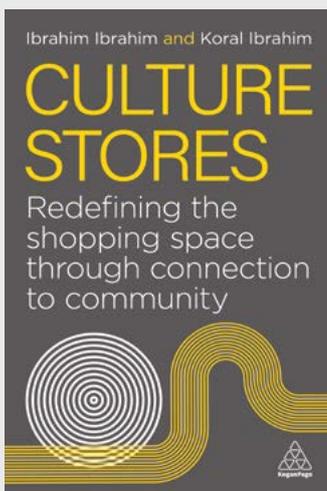
**Richard Vincent** is Visiting Fellow, Cranfield School of Management, UK.

**Richard Brooks** is Visiting Fellow at Cranfield School of Management, UK.

# Culture Stores

Redefining the Shopping Space through Connection to Community

**NEW** New Title



## This book

- Provides in-depth understanding of how the physical retail space is changing and how senior leaders involved in retail, branding and the development of these spaces need to adapt their strategies
- Explores how consumer behaviours are shifting and how brands can maximize this by creating places of community and build fandoms
- Explains how culturally connected retail not only drives social and commercial sustainability but also brand growth
- Contains real-world examples from companies including Netflix House, Battersea Power Station and The Shirt Bar

<b>Edition:</b>	1
<b>Date:</b>	03/08/2026
<b>Paperback:</b>	9781398625211 £29.99
<b>Ebook:</b>	9781398625228 £29.99
<b>Hardback:</b>	9781398625235 £51.00
<b>Pages:</b>	280
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Retail

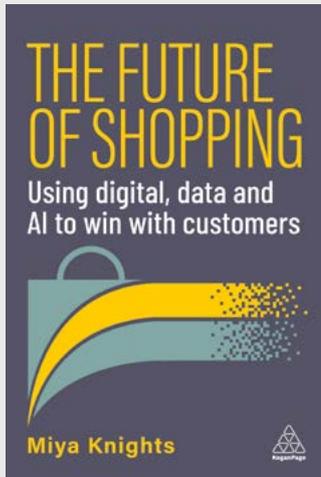
## Keynote

Understand how brands can thrive by tapping into changing consumer behaviours, creating places for community and brand fandoms to flourish and connecting the digital and physical customer experiences.

# The Future of Shopping

Using Digital, Data and AI to Win with Customers

**NEW** New Title



## This book

- Provides mid-senior retail executives with a complete guide on how to implement new technology into their retail strategies
- Explores the impact of data, AI and automation and how to combine that with the human touch for maximum impact
- Covers topics such as the emergence of retail media networks and how technology can aid sustainability efforts
- Features real-world examples from businesses including Amazon, Tesco, Walmart and Temu

<b>Edition:</b>	1
<b>Date:</b>	03/09/2026
<b>Paperback:</b>	9781398627925 £29.99
<b>Ebook:</b>	9781398627932 £29.99
<b>Hardback:</b>	9781398627949 £51.00
<b>Pages:</b>	264
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Retail

**Author Information:** **Miya Knights** has over 25 years' experience as a retail technology analyst, author and consultant. She publishes *Retail Technology* magazine and is a member of the Retail Influencer Network, Customer Strategy Network and KPMG Retail Think Tank. She judges the multiple retail and eCommerce awards and the Retail Technology Innovation Hub and RETHINK Retail acknowledged her as one of the top retail influencers in 2024 and 2025 respectively. She is the co-author of **Amazon**, also published by Kogan Page.

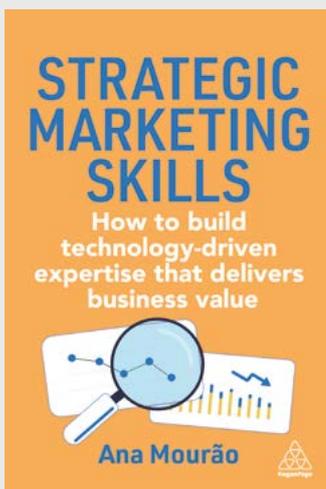
## Keynote

Utilize new technologies to meet your customers' needs and help them on their purchasing journeys in this increasingly digital era.

# Strategic Marketing Skills

How to Build Technology-Driven Expertise that Delivers Business Value

**NEW** New Title



## This book

- Provides eight essential strategic skills for marketing professionals to advance from mid-level to senior leadership roles
- Helps marketing professionals build cross-functional influence and stakeholder alignment capabilities that distinguish strategic leaders
- Offers proven frameworks for demonstrating business impact and securing executive support for marketing initiatives
- Features real-world examples from companies including Stanley Black & Decker, Nestlé, Capital One and Atlassian

<b>Edition:</b>	1
<b>Date:</b>	03/10/2026
<b>Paperback:</b>	9781398628878 £29.99
<b>Ebook:</b>	9781398628885 £29.99
<b>Hardback:</b>	9781398628892 £51.00
<b>Pages:</b>	288
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Marketing Strategy

**Author Information:** **Ana Mourão** is a senior leader at Stanley Black & Decker, directing customer data strategy. With over 15 years in marketing technology at Fortune 500 companies including 3M, Charles Schwab and Starwood Hotels, she has driven digital transformation and unified millions of customer profiles with measurable business impact. Ana Mourão contributes to martech.org, serves on the ANA Martech Committee and has received multiple industry awards including Stanley Black & Decker Global Excellence Awards. She is based in Miami, USA.

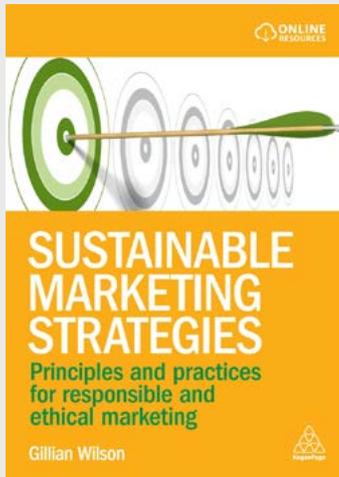
## Keynote

Master eight essential strategic skills to advance from mid-level marketing roles to senior leadership positions, positioning yourself as an indispensable strategic contributor who drives measurable business growth.

# Sustainable Marketing Strategies

Principles and Practices for Responsible and Ethical Marketing

**NEW** New Title



## This book

- Explains the theory and looks at the application of sustainable marketing, and shows how different strategies can be implemented to enhance a brand's sustainability
- Introduces a framework that simplifies analysing and assessing brands and their sustainability for students
- Includes real-world examples from Tony Chocolonely, Levi's Jeans and Unilever
- **Online resources:** lecturer slides, instructor's manual which includes additional sessions/workshops around relevant topics such as Circular Economy and Product/Service Innovation

## Keynote

With this postgraduate textbook, learn how to critically analyze how sustainable a company's communications and brand are, and how to create a sustainable marketing plan.

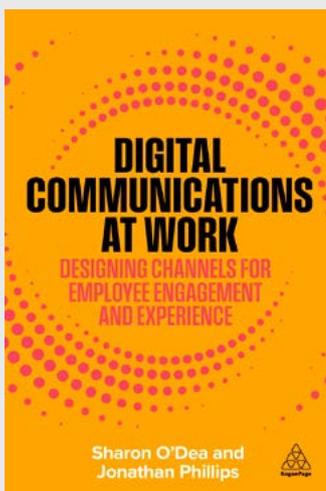
<b>Edition:</b>	1
<b>Date:</b>	03/11/2026
<b>Paperback:</b>	9781398622647 £39.99
<b>Ebook:</b>	9781398622661 £39.99
<b>Hardback:</b>	9781398622654 £68.00
<b>Pages:</b>	336
<b>Format (mm):</b>	240x170
<b>Subject:</b>	Marketing Strategy

**Author Information:** Gillian Wilson is a Professor in Sustainable Marketing, based in IE University, Spain, and also lectures at Porto Business School, Portugal. She is also a consultant in sustainable marketing, with an extensive international career of 25 years from in-house positions in multinational corporations to agencies, consulting and academia. Her early career involved trade and marketing positions in companies such as Kellogg's, Heineken and NH Hotels.

# Digital Communications at Work

Designing Channels for Employee Engagement and Experience

**NEW** New Title



## This book

- Explains how to select, implement and oversee the right digital platforms to deliver an engaging and effective digital employee experience
- Covers how mid to senior internal communications professionals can ensure adoption and impact whilst continuing to deliver on everyday communications
- Provides guidance on making the most of existing technologies as well as exploring and adopting new technologies including AI
- Features real-world examples from businesses including universities, professional institutes, global banks and national and international charities

## Keynote

Deliver lasting employee impact by creating an effective digital communications ecosystem that meets organizational and employee needs.

<b>Edition:</b>	1
<b>Date:</b>	03/07/2026
<b>Paperback:</b>	9781398626072 £29.99
<b>Ebook:</b>	9781398626089 £29.99
<b>Hardback:</b>	9781398626096 £51.00
<b>Pages:</b>	296
<b>Format (mm):</b>	234x156
<b>Subject:</b>	PR & Communications

**Author Information:** Sharon O'Dea is co-founder of Lithos Partners. With over 15 years' experience, she is a member of the Institute of Internal Communications, the International Association of Business Communicators and the Chartered Institute of Public Relations.

**Jonathan Phillips** is co-founder of Lithos Partners. With more than 20 years' experience, he is a regular speaker and writer on Digital Workplace and Communications. Formerly Head of Digital Communications for Coca-Cola Enterprises, he is an advisor to the UK government.

# The Employee Influencer

Change to The Organizational Power of Brand Ambassadors

**NEW** New Title



## Keynote

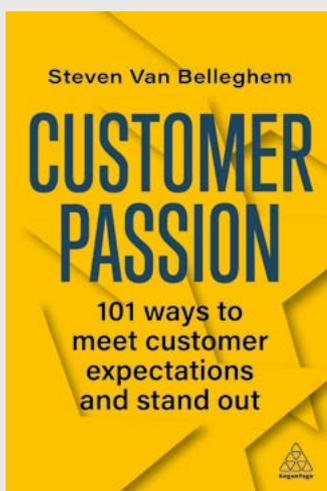
Discover how to transform employee voices into strategic advantage, building authentic trust and measurable growth in an era where AI has made institutional credibility obsolete.

<b>Edition:</b>	1
<b>Date:</b>	03/12/2026
<b>Paperback:</b>	9781398629790 £34.99
<b>Ebook:</b>	9781398629813 £34.99
<b>Hardback:</b>	9781398629806 £59.00
<b>Pages:</b>	264
<b>Format (mm):</b>	234x156
<b>Subject:</b>	PR & Communications

# Customer Passion

101 Ways to Meet Customer Expectations and Stand Out

**NEW** New Title



## This book

- Is written by award-winning author Steven Van Belleghem, widely regarded as one of the world's leading thinkers on customer experience
- Features real-world examples from organizations including Neuhaus, Tomorrowland, Mr. Beast, Atlantis The Palm Dubai, Ritz Carlton and In&Out Burger
- Explains how anyone in an organization, from front-facing roles through to HR, IT logistics and finance can – and should be – involved in improving CX
- Enables readers to combine a human-centric approach with technology tools and AI best practices
- Shows how any organization, in any sector, can have a customer-first attitude by using small behaviour shifts to change company culture

<b>Edition:</b>	1
<b>Date:</b>	03/07/2026
<b>Paperback:</b>	9781398627826 £29.99
<b>Ebook:</b>	9781398627833 £29.99
<b>Hardback:</b>	9781398627840 £51.00
<b>Pages:</b>	256
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Customer Experience

**Author Information:** Steven Van Belleghem is an entrepreneur, academic, speaker and award-winning author, based in Ghent, Belgium. He is a Managing Partner of InSites Consulting, and part-time professor at Vlerick Business School and a guest lecturer at London Business School. He is the author of *When Digital Becomes Human* and *The Conversation Company*.

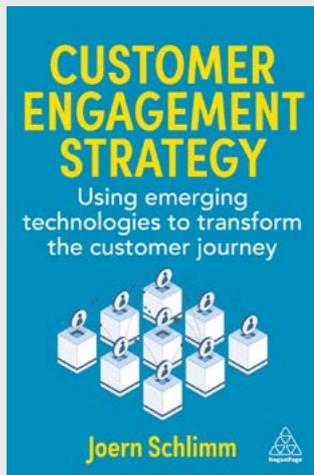
## Keynote

Packed with real-world examples and grounded in best practices, learn how to deliver multi-layered experiences which will surprise and delight customers in equal measure.

# Customer Engagement Strategy

Using Emerging Technologies to Transform the Customer Journey

**NEW** New Title



## This book

- Helps senior-level marketing professionals evaluate and implement AI, Web3, virtual environments and gamification technologies based on genuine customer value rather than technology trends
- Explores how emerging technologies can supplement and enhance physical experiences rather than replace them, offering practical guidance for omnichannel integration

<b>Edition:</b>	1
<b>Date:</b>	03/09/2026
<b>Paperback:</b>	9781398628298 £32.99
<b>Ebook:</b>	9781398628304 £32.99
<b>Hardback:</b>	9781398628311 £56.00
<b>Pages:</b>	296
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Customer Experience

**Author Information:** **Joern Schlimm** is a consultant and academic with over 19 years of international experience in digital innovation, based in Zurich, Switzerland. As Partner at Ameliorate GmbH, he advises sports and entertainment clients on customer journeys and emerging technologies like AI, Web3 and virtual environments. Previously at FIFA, he developed enterprise-wide risk management frameworks and advised on fan engagement for major events including the FIFA World Cup. He has held senior consulting roles at PwC and KPMG, leading projects for multinational clients.

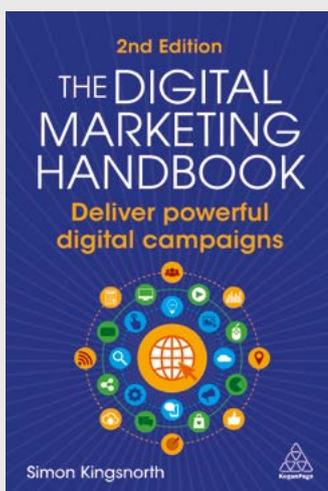
## Keynote

Learn how to integrate emerging technologies strategically such as AI, Web3, virtual environments and gamification, to transform your customer journey into memorable, loyalty-building experiences that drive competitive advantage.

# The Digital Marketing Handbook

Deliver Powerful Digital Campaigns

**NEW** New Edition



## This book

- Guides the reader step by step through building, implementing and optimizing the components of digital marketing such as SEO, social media content, paid search and display advertising
- **New to this edition:** chapters on the use of AI, consumer psychology and creative design principles; updated chapters on developing platforms and updates throughout covering AI techniques and use cases
- **Online resources:** interactive tools and templates to be used in practice

<b>Edition:</b>	2
<b>Date:</b>	03/12/2026
<b>Paperback:</b>	9781398629752 £29.99
<b>Ebook:</b>	9781398629776 £29.99
<b>Hardback:</b>	9781398629769 £51.00
<b>Pages:</b>	304
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Digital Marketing

**Author Information:** **Simon Kingsnorth** is a recognized digital marketing expert with over 20 years' industry experience. Based in Reading, UK, he was previously the Global Head of Digital Marketing at Citi Bank and has worked with leading brands including Vodafone, Direct Line Group and Google as well as on many successful start-up launches. A regular conference keynote speaker and contributor to industry publications, he is also the author of *Digital Marketing Strategy*, also published by Kogan Page.

**Rights Sold:** Arabic, Turkish

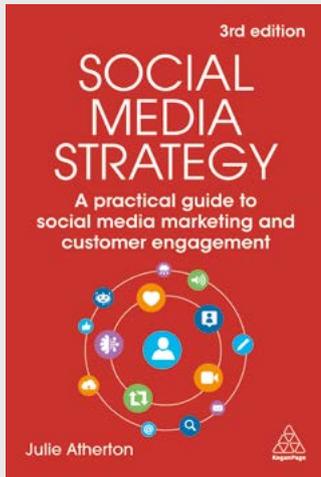
## Keynote

Produce engaging B2B and B2C digital campaigns that create impact with the second edition of this essential guide to digital marketing, written by an industry leader to help marketers in their everyday practice.

# Social Media Strategy

A Practical Guide to Social Media Marketing and Customer Engagement

**NEW** New Edition



## This book

- Advises on how to implement clear and effective strategies for social engagement and enhanced ROI
- Discusses ways to measure and interpret social media activity into actionable data insights for the business
- Describes how to community engagement, integrate content marketing, reputation, audience segmentation and channel investment with speed and clarity
- **New to this edition:** Chapter on changes to search/social search including AI and Reddit; new content on social communities as integral to strategy and skillsets needed across the team; new and updated interviews
- **Online resources:** digital versions of the templates featured in the book

## Keynote

Unlock the winning formula for implementing effective social media campaign strategies and enhancing ROI across digital channels with the third edition of this book, complete with comprehensive updates and latest developments.

<b>Edition:</b>	3
<b>Date:</b>	03/10/2026
<b>Paperback:</b>	9781398629455 £34.99
<b>Ebook:</b>	9781398629448 £34.99
<b>Hardback:</b>	9781398629462 £59.00
<b>Pages:</b>	320
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Digital Marketing

**Author Information:** Julie Atherton, MBA is the founder of the social media advisory and marketing consultancy Small Wonder. As a public speaker, consultant and strategist, she has 30 years' experience working with global brands including Nissan, ITV, Deloitte Digital, Asos and St John Ambulance. She lectures in social media on university MBA programmes at the University of Exeter and the University of Bath, and trains marketing professionals in digital, brand, social media and content marketing. Her book **B2B Social Selling Strategy** is also published by Kogan Page.

**Rights Sold:** Portuguese

# Building Brand Culture

How Creative Brands are Shaped Through Collaboration and Community

**NEW** New Title



## This book

- Explains how to balance traditional marketing fundamentals with modern community collaboration through practical frameworks
- Provides senior leaders with actionable frameworks and resources for every stage of cultural brand building
- Explores how to find precise niche communities, build purpose-led collaborations, create premium fan experiences and design meaningful experiential activations
- Features real-world examples and exclusive interviews with brand leaders at companies such as Nike, YouTube, British Vogue, Chanel, MTV and Porsche

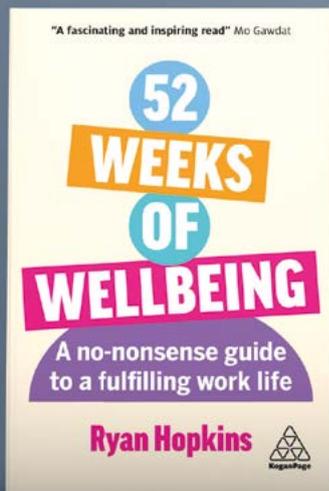
## Keynote

Learn how to build culturally influential brands by balancing proven marketing fundamentals with modern community collaboration.

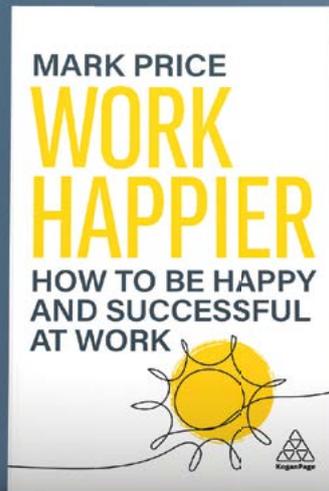
<b>Edition:</b>	1
<b>Date:</b>	03/11/2026
<b>Paperback:</b>	9781398629677 £32.99
<b>Ebook:</b>	9781398629707 £32.99
<b>Hardback:</b>	9781398629684 £56.00
<b>Pages:</b>	240
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Branding

**Author Information:** Zoe Clapp has led some of the most culturally influential brands in the world, most recently as Global Marketing Director for YouTube, working on products and promotion for YouTube Shorts, Generative AI and YouTube Artists. She also founded YouTube's Creative Studio as Managing Director, and was YouTube UK CMO, advising and working with partners including Buckingham Palace, Glastonbury, British Vogue and The Earthshot Prize. Zoe Clapp is based in London, UK.

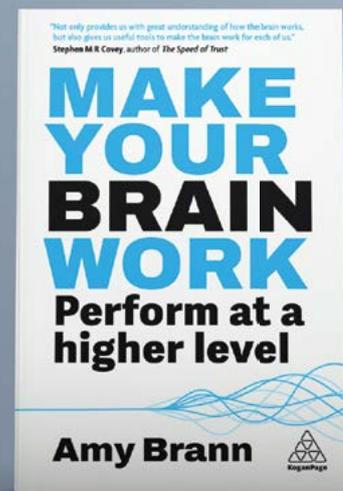
# Proven Bestsellers



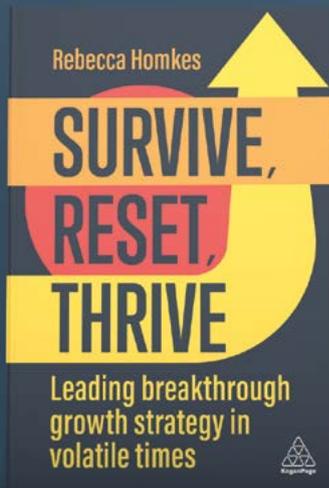
9781398613911 • £14.99



9781398623651 • £14.99



9781398622944 • £16.99



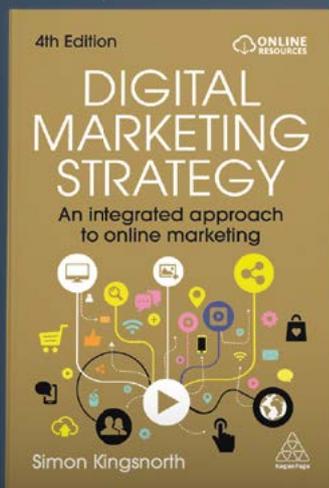
9781398607866 • £19.99



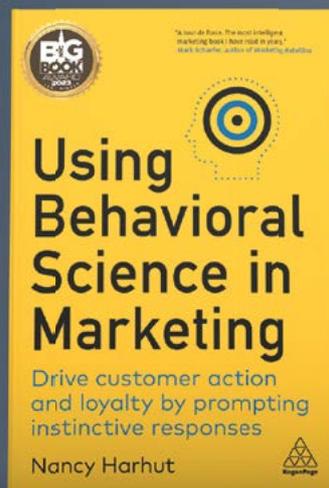
9781398624269 • £36.99



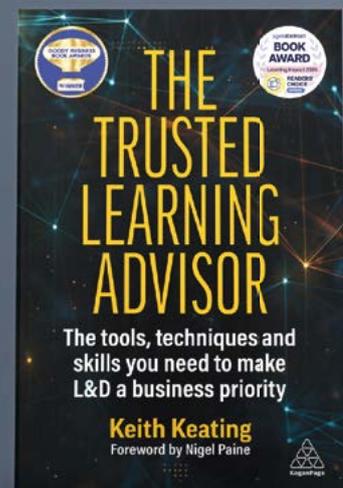
9781398617025 • £14.99



9781398622067 • £29.99



9781398606487 • £29.99

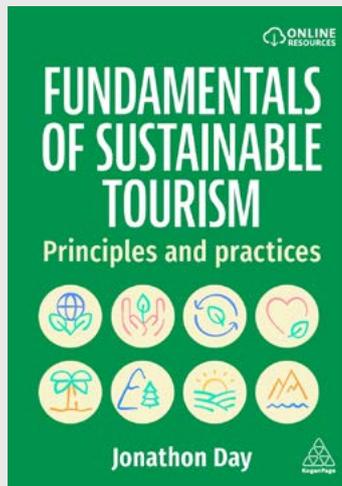


9781398612457 • £29.99

# Fundamentals of Sustainable Tourism

Principles and Practices

**NEW** New Title



## Keynote

Learn the key concepts, theories and practices for building a more sustainable system of tourism in this practitioner-informed introductory-level textbook for undergraduates.

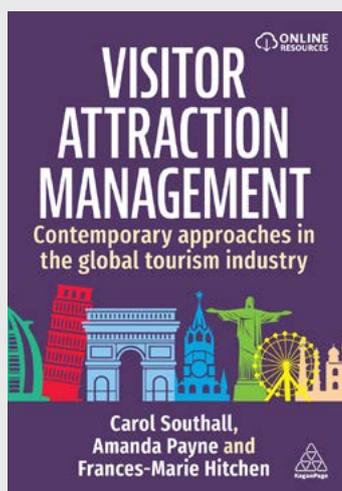
<b>Edition:</b>	1
<b>Date:</b>	03/11/2026
<b>Paperback:</b>	9781398625556 £39.99
<b>Ebook:</b>	9781398625563 £39.99
<b>Hardback:</b>	9781398625570 £68.00
<b>Pages:</b>	352
<b>Format (mm):</b>	240x170
<b>Subject:</b>	Tourism & Travel

**Author Information:** **Jonathon Day** is Associate Professor at White Lodging-J.W. Marriott Jr. School of Hospitality and Tourism Management, Purdue University, Indiana, USA, where he is also the lead investigator for the Sustainable Tourism and Responsible Travel lab (STARTlab). He has over 25 years' experience in tourism management and chairs the Travel with Care Initiative ([travelwithcare.org](http://travelwithcare.org)), a network of academic and marketing organizations promoting responsible travel.

# Visitor Attraction Management

Contemporary Approaches in the Global Tourism Industry

**NEW** New Title



## Keynote

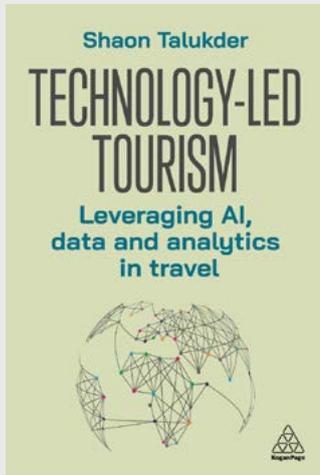
Learn to analyze, design and manage tourist attractions in the global experience economy.

<b>Edition:</b>	1
<b>Date:</b>	03/12/2026
<b>Paperback:</b>	9781398628373 £39.99
<b>Ebook:</b>	9781398628380 £39.99
<b>Hardback:</b>	9781398628397 £68.00
<b>Pages:</b>	336
<b>Format (mm):</b>	240x170
<b>Subject:</b>	Tourism & Travel

# Technology-Led Tourism

Leveraging AI, Data and Analytics in Travel

**NEW** New Title



## This book

- Explores how mid to 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

<b>Edition:</b>	1
<b>Date:</b>	03/09/2026
<b>Paperback:</b>	9781398625303 £29.99
<b>Ebook:</b>	9781398625310 £29.99
<b>Hardback:</b>	9781398625327 £51.00
<b>Pages:</b>	264
<b>Format (mm):</b>	234x156
<b>Subject:</b>	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.

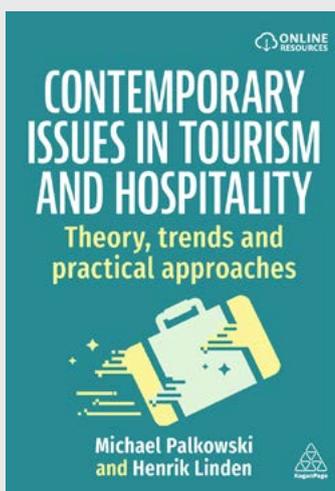
## Keynote

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.

# 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
- In-text features include 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
- **Online resources:** PowerPoint lecturer slides, videos, additional reflective questions and real-world examples

<b>Edition:</b>	1
<b>Date:</b>	03/12/2026
<b>Paperback:</b>	9781398624979 £44.99
<b>Ebook:</b>	9781398624986 £44.99
<b>Hardback:</b>	9781398625006 £76.00
<b>Pages:</b>	368
<b>Format (mm):</b>	240x170
<b>Subject:</b>	Tourism & Travel

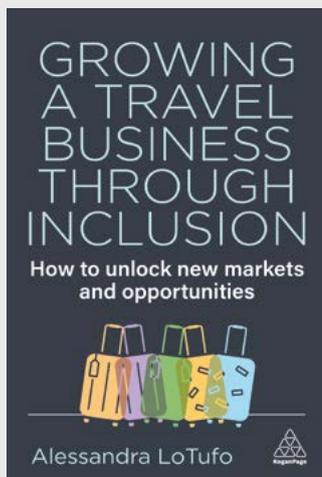
## Keynote

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

# Growing a Travel Business through Inclusion

How to Unlock New Markets and Opportunities

NEW New Title



## Keynote

A guide to transforming travel organizations that are wanting to increase customer satisfaction, drive innovation and achieve long-term growth in an ever-changing global market, by building on inclusivity.

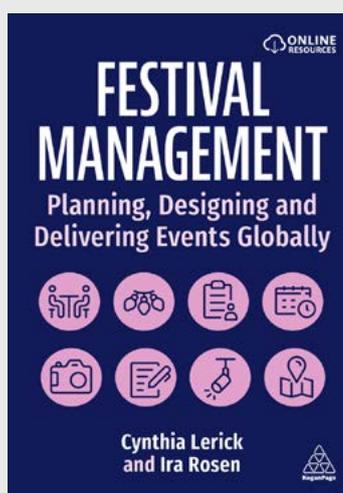
<b>Edition:</b>	1
<b>Date:</b>	03/12/2026
<b>Paperback:</b>	9781398628250 £29.99
<b>Ebook:</b>	9781398628267 £29.99
<b>Hardback:</b>	9781398628274 £51.00
<b>Pages:</b>	296
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Tourism & Travel

**Author Information:** Alessandra LoTufo is the plural-nominated, award-winning founder and managing director of Women in Travel CIC. With over 20 years of experience in travel and tourism, she is recognized as a trailblazer in the sector and an expert in gender empowerment and mentoring. The author is a keynote speaker and regular contributor to publications such as Condé Nast and Forbes and was awarded the JourneyWoman Award. Alessandra Alonso is based in London, UK.

# Festival Management

Planning, Designing and Delivering Events Globally

NEW New Title



## This book

- Provides undergraduates with the essential principles and skills for planning, delivering and evaluating festival events globally
- Offers in-text learning features including learning objectives, discussion questions, definitions of key industry terminology and interviews with leading festival and events management professionals
- Includes global real-world examples such as the Chelsea Flower Show, the FIFA World Cup 2026, the Calgary Stampede, Rio Carnival, Matariki and the Boryeong Mud Festival
- **Online resources:** Lecturer PowerPoint slides, additional real-world examples, videos with practitioners, and templates to help students draft emails and organize events

<b>Edition:</b>	1
<b>Date:</b>	03/10/2026
<b>Paperback:</b>	9781398627468 £39.99
<b>Ebook:</b>	9781398627475 £39.99
<b>Hardback:</b>	9781398627482 £68.00
<b>Pages:</b>	336
<b>Format (mm):</b>	240x170
<b>Subject:</b>	Events

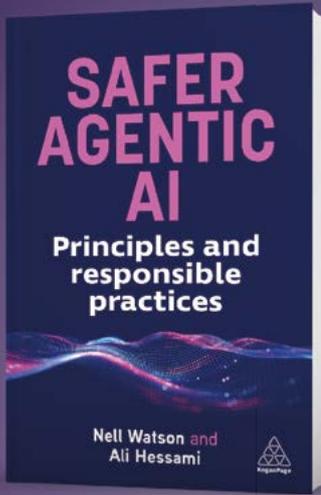
**Author Information:** Cynthia Lerick is an instructor in the Department of Hospitality Management at Kansas State University, USA, and the President and CEO of The Art of Events, LLC. She has over 30 years of event management experience for non-profit and for-profit organizations.

**Ira Rosen** was Associate Professor of Event Management at Temple University, USA, where he continues to teach as an adjunct professor. He founded Ira L Rosen, LLC, and has been inducted into the International Festivals and Events Association Hall of Fame.

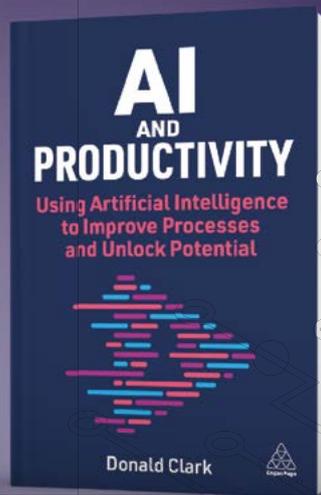
## Keynote

Learn the essential tools to create and deliver global festivals and special events, from budgeting and logistics to community engagement, risk management and crisis response.

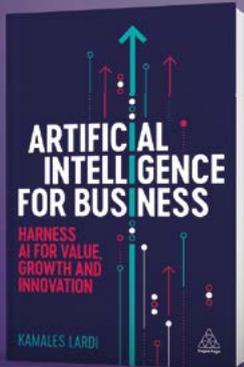
# Navigating AI & technology



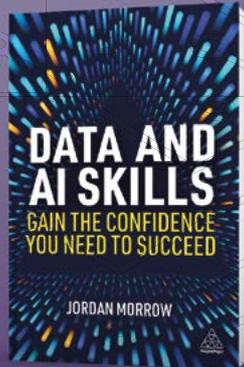
9781398625433 • £32.99



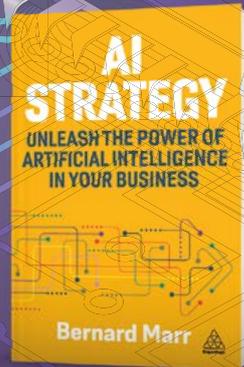
9781398623316 • £32.99



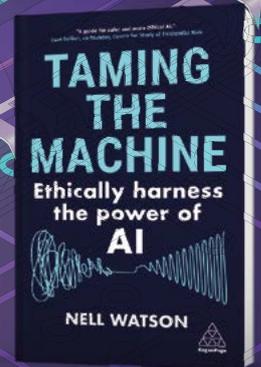
9781398625433 • £19.99



9781398624139 • £21.99

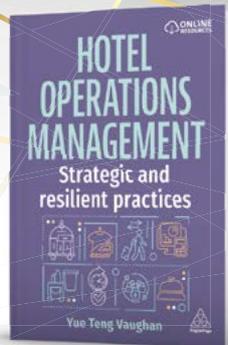


9781398619555 • £24.99

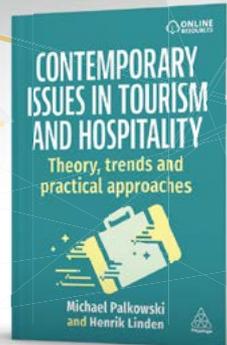


9781398614321 • £14.99

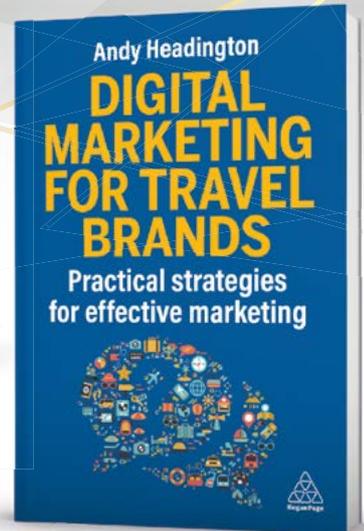
## Industry-leading titles in Tourism, Leisure & Hospitality



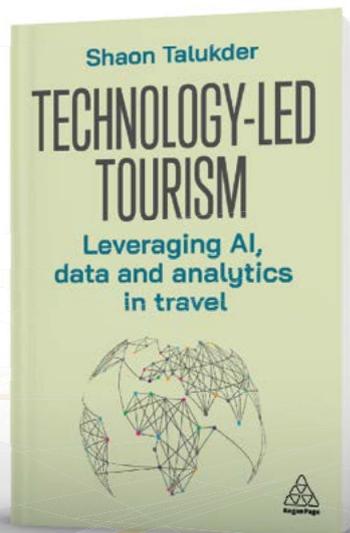
9781398622463 • £39.99



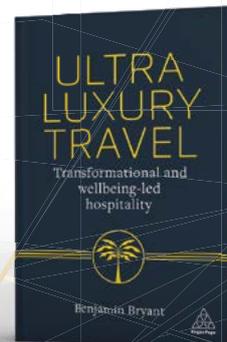
9781398624979 • £44.99



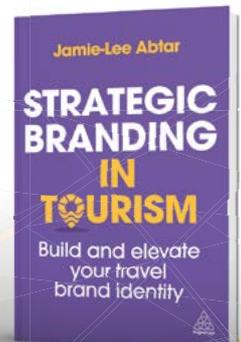
9781398624689 • £29.99



9781398625303 • £29.99



9781398627604 • £32.99

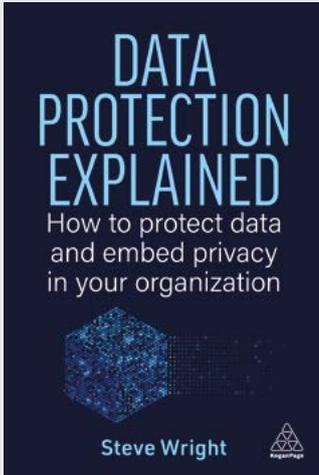


9781398623712 • £29.99

# Data Protection Explained

How to Protect Data and Embed Privacy in Your Organization

**NEW** New Title



## This book

- Explains to senior-career data and risk professionals how to build a strong, compliant and innovative data protection programme
- Demonstrates the fundamentals of governance, data discovery, building standards and incident response
- Shows organizations how to embed privacy and data protection at scale across any organization
- Features global real-world examples from financial services, healthcare, manufacturing and consumer goods
- Offers guidance to data protection and privacy professionals on how to confront emerging challenges such as AI, cross-border data transfers and ethical data uses

<b>Edition:</b>	1
<b>Date:</b>	03/10/2026
<b>Paperback:</b>	9781398629165 £39.99
<b>Ebook:</b>	9781398629189 £39.99
<b>Hardback:</b>	9781398629172 £68.00
<b>Pages:</b>	288
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Risk Management

**Author Information:** **Steve Wright** is an accomplished data protection and privacy professional with over thirty years' experience. He previously served as the Data Protection Officer at the Bank of England and John Lewis and as the Chief Privacy Officer for Unilever. He is the Interim Data Protection Officer for the Financial Services Compensation Scheme and is the Founder of PICCASO, a special interest group serving privacy, data protection and security professionals globally. He is based in London, UK.

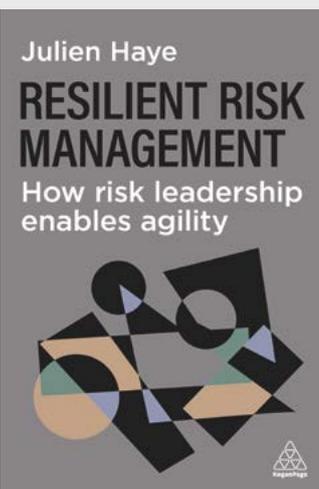
## Keynote

Protect critical data and build organizational trust with this practical guide to building a data protection programme for data, risk, cybersecurity and privacy professionals.

# Resilient Risk Management

How Risk Leadership Enables Agility

**NEW** New Title



## This book

- Shows risk leaders how to develop resilient risk management that allows them to anticipate disruption, align decisions with strategy and sustain performance through change
- Offers tools for diagnosing resilience gaps and understanding an organization's resilience maturity
- Addresses cultural barriers to resilience like disengagement and shows how to move beyond them
- Includes end-of chapter action points, useful checklists and summaries, and actionable frameworks
- Features real-world examples from organizations including Microsoft, Toyota, HSBC, Médecins Sans Frontières, Sony and M&S

<b>Edition:</b>	1
<b>Date:</b>	03/11/2026
<b>Paperback:</b>	9781398629325 £39.99
<b>Ebook:</b>	9781398629332 £39.99
<b>Hardback:</b>	9781398629349 £68.00
<b>Pages:</b>	304
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Risk Management

**Author Information:** **Julien Haye** is a strategic risk leader, board advisor and keynote speaker. He is the Managing Director of Aevitium, a boutique risk and compliance advisory. He also serves as the Fractional Chief Risk and Compliance Officer for Fennech Financial. He was previously the Global Head of Non-Financial Risk for Fidelity International and the Global Compliance Officer for DWS Group. He is the host of the RiskMasters podcast and lives in London, UK.

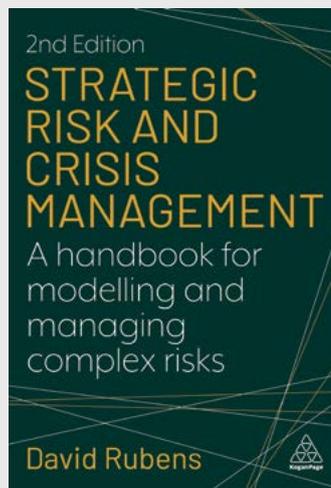
## Keynote

Develop your organization's resilience with this practical guide to integrating agility and adaptability into your risk management, strategy, governance and culture.

# Strategic Risk and Crisis Management

A Handbook for Modelling and Managing Complex Risks

**NEW** New Edition



## This book

- Demonstrates how senior risk and crisis managers can create robust and resilient organizational frameworks
- Provides an overview of emerging threats and their impact on businesses and wider society
- Includes detailed analysis of a wide selection of global real-world examples
- Uses an approach grounded in rigorous research and practitioner experience
- **New to this edition:** a new chapter covering AI and risk management, and updated real-world examples

<b>Edition:</b>	2
<b>Date:</b>	03/12/2026
<b>Paperback:</b>	9781398629202 £39.99
<b>Ebook:</b>	9781398629226 £39.99
<b>Hardback:</b>	9781398629219 £68.00
<b>Pages:</b>	336
<b>Format (mm):</b>	240x170
<b>Subject:</b>	Risk Management

**Author Information:** **David Rubens** is CEO of the ISRM Corporate Group and Executive Director of the Institute of Strategic Risk Management (ISRM). He has worked with government agencies, multi-national corporations and global NGOs in modelling, preparing for and engaging with the complex risks. He is a member of the UK National Preparedness Commission, an Associate of the UK Resilience Academy, is on the Advisory Board of a number of multi-national organizations and was voted as No 1 Global Influencer for Thought Leadership in the IFSEC 2019 poll.

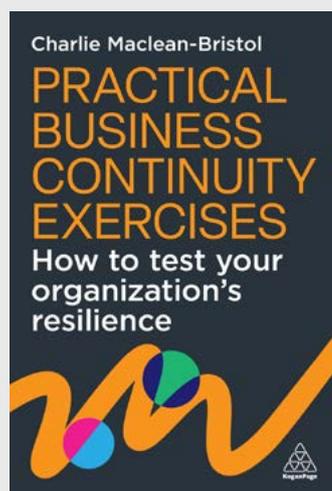
## Keynote

**Be fully equipped to respond and recover in times of maximum chaos and learn how to create and implement frameworks to prepare for potential high-impact events with this practical handbook.**

# Practical Business Continuity Exercises

How to Test Your Organization's Resilience

**NEW** New Title



## This book

- Demonstrates to business continuity leaders and managers how to select the most useful exercises for their organization's risks such as cyberattacks, supply chain disruptions, IT failures and natural disasters
- Explains the key phases of the exercise process including design, development, delivery and debrief
- Offers guidance from key international standards including ISO 22301:2019 and ISO 22398:2013
- Shows how to document the exercise process and lessons learned and covers internal communication, risk and safety management and key roles in the process
- Includes real-world examples from both the private and public sector

<b>Edition:</b>	1
<b>Date:</b>	03/08/2026
<b>Paperback:</b>	9781398628236 £44.99
<b>Ebook:</b>	9781398628243 £44.99
<b>Hardback:</b>	9781398628212 £76.00
<b>Pages:</b>	304
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Risk Management

**Author Information:** **Charlie Maclean-Bristol** is a business continuity and emergency planning expert with decades of experience delivering business continuity exercises. He is a member of the British Standards Institute's CAR/1 Committee and contributed to development of ISO 22361. He is a former board member of the Business Continuity Institute and a contributor to the BCI's Good Practice Guidelines. He is the Founder and Director of PlanB Consulting and based in Glasgow, UK.

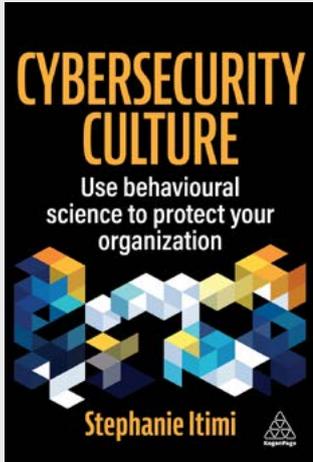
## Keynote

**Prepare your organization for disruption with this guide to conducting business continuity exercises that increase your preparedness and resilience.**

# Cybersecurity Culture

Use Behavioural Science to Protect Your Organization

**NEW** New Title



## This book

- Explains how senior cybersecurity leaders can transform an organization's cybersecurity culture with evidence-based change management techniques
- Describes how nudge theory and habit design can offer protection from cyber threats
- Offers guidance on how to diagnose your current culture
- Provides advice on onboarding and beyond employee awareness campaigns to build lasting training programmes
- Includes real-world examples of organizations that have transformed their culture from both the public, private and charity sectors

<b>Edition:</b>	1
<b>Date:</b>	03/09/2026
<b>Paperback:</b>	9781398627963 £32.99
<b>Ebook:</b>	9781398627970 £32.99
<b>Hardback:</b>	9781398627987 £56.00
<b>Pages:</b>	288
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Cybersecurity

**Author Information:** **Stephanie Itimi** is a cybersecurity expert, speaker and thought leader. She is the Director of Information Protection and Compliance at Age UK where she leads security transformations. She is the Founder and Chair of SEIDEA, an award-winning organization that has supported over 8,000 Black and minority ethnic women in the cybersecurity industry. She has worked with organizations including the BBC, the World Economic Forum, UN Women and the European Commission and is a LinkedIn Learning instructor. She is based in London, UK.

## Keynote

Use behavioural science and change management techniques to transform your organization's cybersecurity culture and ensure your organization is protected against threats.

# Cybersecurity Controls

Design, Implement and Audit to Protect Your Organization

**NEW** New Title



## This book

- Shows how mid to senior cybersecurity and audit professionals can build and test their IT controls
- Covers designing administrative, physical and technical controls that help mitigate cyber risks
- Explains how to do cybersecurity risk assessments and translate business impact analysis into actions
- Describes how teams can test the effectiveness of their controls and measure the strength of their cyber governance
- Includes real-world examples from across industries that show how cybersecurity and audit professionals can collaborate to best protect their organizations

<b>Edition:</b>	1
<b>Date:</b>	03/12/2026
<b>Paperback:</b>	9781398629363 £32.99
<b>Ebook:</b>	9781398629394 £32.99
<b>Hardback:</b>	9781398629370 £56.00
<b>Pages:</b>	304
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Cybersecurity

**Author Information:** **Toby DeRoche** is an experienced cybersecurity, auditing and governance professional. He is a frequent keynote speaker, writer and trainer on topics including IT controls, internal auditing, control testing and cybersecurity governance. He is the founder of Insight CPE which delivers continuing education for audit, risk and fraud professionals. He is a founding member of the Internal Audit Collective and a contributor to ISACA publications. He lives in Jacksonville, FL.

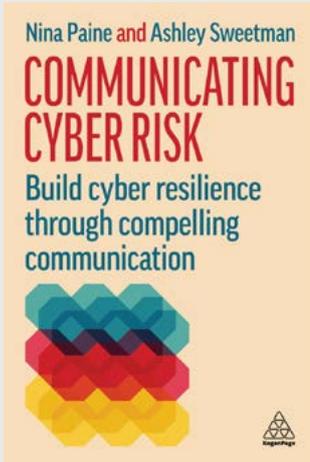
## Keynote

Build strong IT controls and audit their effectiveness with this practical guide for cybersecurity and audit professionals.

# Communicating Cyber Risk

Build Cyber Resilience Through Compelling Communication

**NEW** New Title



## Keynote

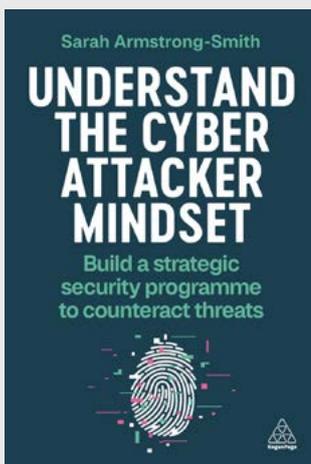
Build an enterprise-wide understanding of cyber risk, increase your resilience and protect your organization's reputation with this critical guide to delivering clear and succinct cyber risk communication.

<b>Edition:</b>	1
<b>Date:</b>	03/09/2026
<b>Paperback:</b>	9781398628618 £32.99
<b>Ebook:</b>	9781398628625 £32.99
<b>Hardback:</b>	9781398628632 £56.00
<b>Pages:</b>	288
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Cybersecurity

# Understand the Cyber Attacker Mindset

Build a Strategic Security Programme to Counteract Threats

**★** Bestseller



## This book

- Is written by an acclaimed cybersecurity leader and the Chief Security Advisor at Microsoft, who has been on the front-line of many major incidents, including IT failures, data breaches and fraud
- Examines the psychological side of cyber attack approaches to help organizations to develop 'people-orientated' strategies that anticipate and fight against them
- Provides readers with a set of approaches that can be used to counteract the methods and techniques used by attackers, including tactics on training people to identify and resist manipulation

<b>Edition:</b>	1
<b>Date:</b>	03/03/2024
<b>Paperback:</b>	9781398614284 £32.99
<b>Ebook:</b>	9781398614291 £32.99
<b>Hardback:</b>	9781398614307 £95.00
<b>Pages:</b>	304
<b>Format (mm):</b>	234x156
<b>Subject:</b>	Cybersecurity

**Author Information:** Sarah Armstrong-Smith is recognized as one of the most influential women in cybersecurity and UK tech, with over 25 years' experience delivering and advising C-suite leaders on large-scale cybersecurity, information protection and resilience programmes. She is Chief Security Advisor at Microsoft and has previously held roles at EY, Fujitsu, AXA and the London Stock Exchange Group. She is based in Bath, UK.

## Keynote

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

# Contact Us



## United Kingdom

45 Gee Street,  
London EC1V 3RS

+44 (0) 20 7278 0433  
[kpinfo@koganpage.com](mailto:kpinfo@koganpage.com)

## United States & Canada

Kogan Page Inc.  
8 W 38th Street, Suite 902  
New York, NY 10018

+1 (212) 812 4414  
[info@koganpage.com](mailto:info@koganpage.com)

## Amy Joyner

Rights and Licensing Director  
+44 (0) 20 7843 1929  
[ajoyner@koganpage.com](mailto:ajoyner@koganpage.com)

## Matt De Bono

Digital & Library Sales Manager  
+44 (0) 20 7843 1922  
[mdebono@koganpage.com](mailto:mdebono@koganpage.com)

## Andrew Robinson

Commercial Director  
+44 (0)20 7278 7924  
[arobinson@koganpage.com](mailto:arobinson@koganpage.com)

## Craig Chmarny

Trade Key Account Manager  
+ 44 (0) 20 7278 0433  
[cchmarny@koganpage.com](mailto:cchmarny@koganpage.com)

## Our Distributors

United Kingdom and ROW:  
**Wiley Distribution**  
+44 (0) 1243 843291  
[koganpage.csd@wiley.com](mailto:koganpage.csd@wiley.com)

United States:  
**Ingram Publisher Services**  
+1 (800) 937 8200  
[ips@ingramcontent.com](mailto:ips@ingramcontent.com)

Canada: **Login**  
+1 (800) 6651148  
[orders@lb.ca](mailto:orders@lb.ca)

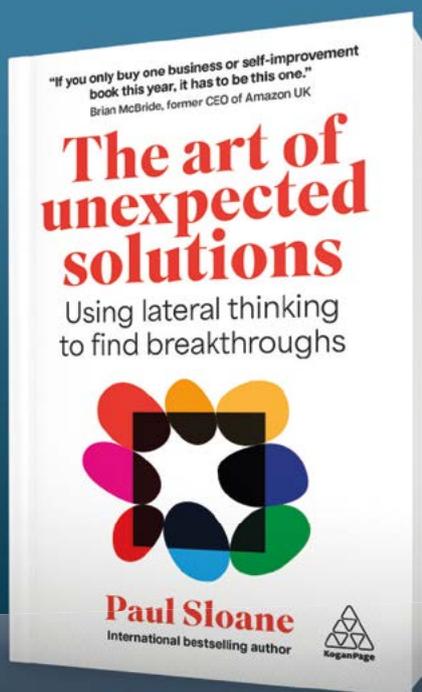
Australia, New Zealand,  
Papua New Guinea  
and Fiji:  
**Wiley**  
AU: 1800 777 474,  
NZ: 0800 448 200  
[custservice@wiley.com](mailto:custservice@wiley.com)

All our representatives  
can be found here

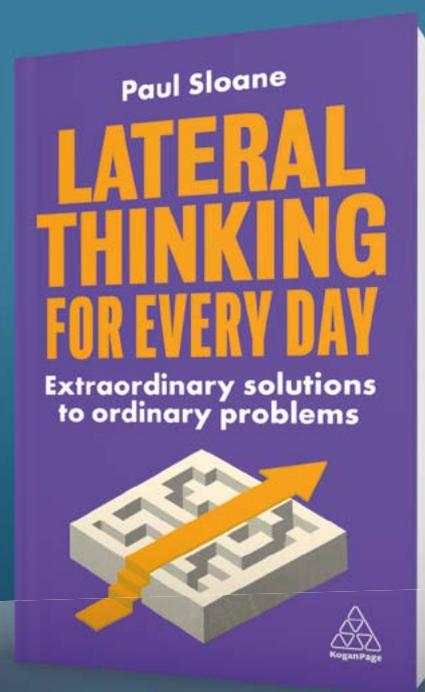


## International Bestselling Author

Turn everyday  
challenges  
into creative  
solutions with  
Paul Sloane



9781398625938 • £14.99



9781398607941 • £14.99