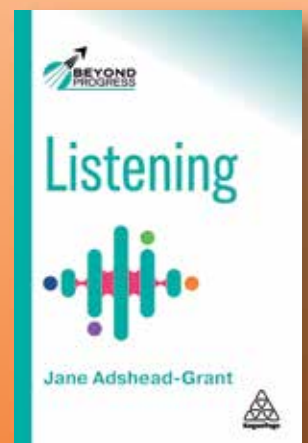
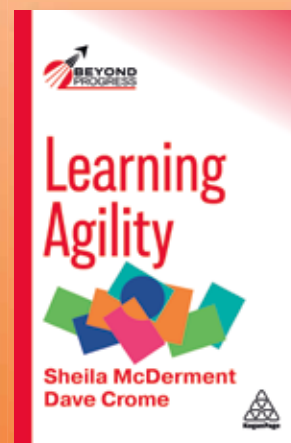
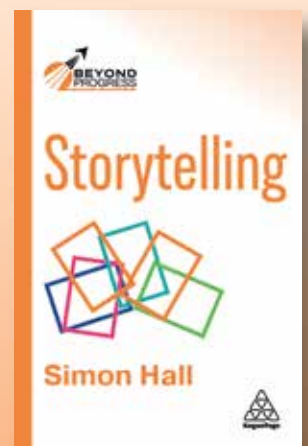
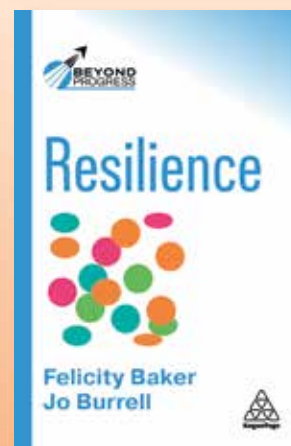
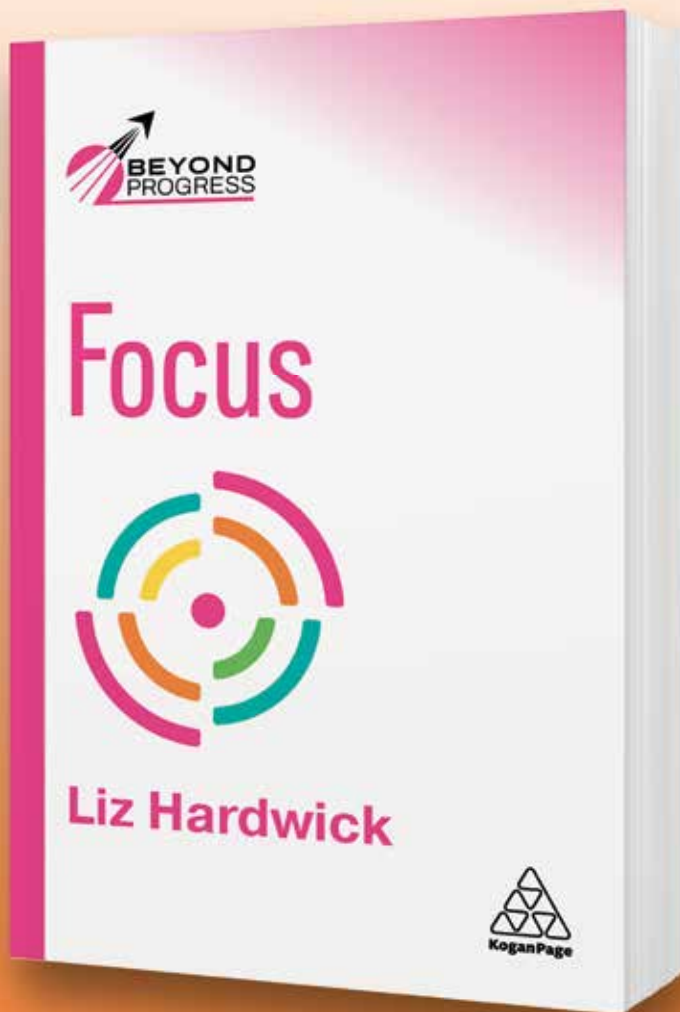


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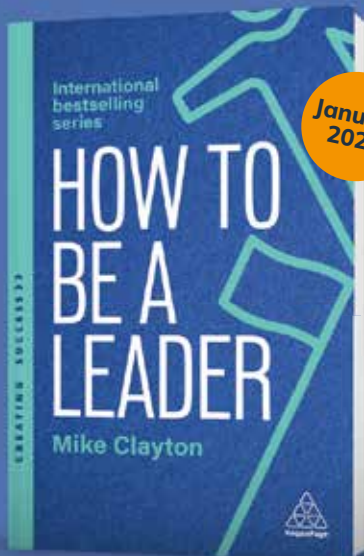


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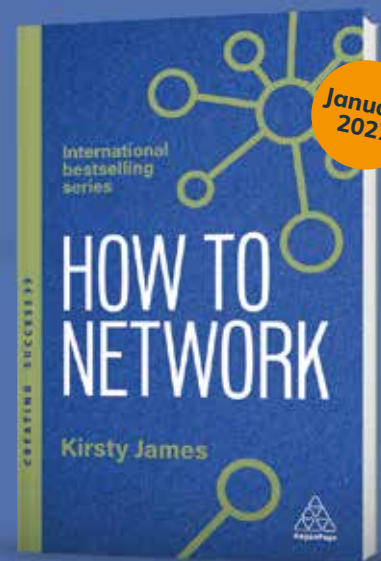
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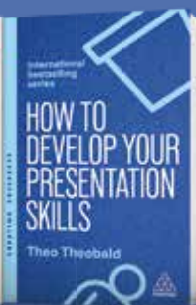
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How to Be Unforgettable

The Modern Rules of Influence at Work



This book

- Is one of the few books to treat interpersonal influence and impact as a hard professional skill
- Puts the skill in an entirely modern context, looking at influence in a world of automation, hybrid work and whittle-down attention spans
- Is based on Unforgettable, the author's six-month signature programme, which sells out repeatedly
- Is built from fifteen years of training 70,000+ people across 30 countries for organizations including Amazon, LinkedIn, Meta and Spotify

Keynote

Learn to maximize your impact, get paid what you're worth and put your skillset to full use with the power of influence.

Description

Influence has always been the unacknowledged driver of business, but now it's more important than ever.

In a world of increasing automation, hybrid working and short attention spans, the ability to influence people, to gain their trust and command presence in any room, has become the most important skill in business. It's how you connect with anyone around you, allowing you to make full use of your knowledge base and skillset in an uncertain and disrupted world of work.

In *How to Be Unforgettable*, you'll learn how to compound your confidence in your abilities; how to make use of emotion in decision making; and how to articulate your worth in any conversation, including those about money. In today's ever-changing world of work, impact is essential. This book shows you *How to Be Unforgettable*.

Author Information

Kirsty Hulse is one of the UK's leading voices on confidence, communication and influence at work. Over fifteen years she has trained more than 70,000 professionals across 30 countries for companies including Amazon, LinkedIn, Meta and Spotify. She is the founder of Roar Training. She is also the creator of Confidence Live, the UK's largest confidence conference, which has drawn audiences of up to 1,300 delegates and hosted speakers including Caitlin Moran, Sue Perkins, Katherine Ryan and Grace Campbell. She is based in Stoke-on-Trent, UK.

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Subject:	Workplace Skills

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	Section – ONE: Grounded Power
1	Why everything they taught you about self-esteem is wrong
2	Perfectionism is killing your career (not saving it)
3	Why being liked is making you forgettable
4	You actually are an expert, you know
	Section – TWO: Super Communication
5	Trust is built in seconds, not meetings
6	Logic doesn't convince anyone (emotion does)
7	Nobody remembers your bullet points
8	Why how you speak matters more than what you say
	Section – THREE: Making Loads of Cold Hard Cash
9	Every conversation is a sales conversation
10	How to articulate your value
11	Money is not a dirty word
	Section – FOUR: Playing the Long Game
12	Energy is the whole game
13	Boundaries that actually hold
14	PS: Work should be fun

Listening

Transform Relationships, Make Better Decisions and Unlock the Intelligence of Others

NEW New Series



This book

- Explains how listening is the foundational currency that enables readers to build trust, inspire teams, navigate conflict and maximize effectiveness
- Uses a Situation-Complication-Question-Answer (SCQA) framework in each chapter, opening with a scenario, identifying the complication, posing the critical question, and providing the listening-based answer
- Is part of the *Beyond Progress* series, a set of books dedicated to the human skills that will be vital in an uncertain future of work
- Integrates the author's proprietary framework of five listening levels, ten core skills, seven principles and five cognitive biases that prevent effective listening

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Pages:	224
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Subject:	Workplace Skills

Table of Contents

	Introduction: The Currency of Connection
1	Relationship Banking
2	The Mirror of Inspiration
3	The Clarity of Understanding'
4	The Gift of Feedback
5	Navigating Murky Waters
6	The Collective Intelligence
7	The Practice of Presence

Keynote

A book that explains how listening skills can enhance the quality of professional relationships, the intelligence of decisions and the level of engagement in teams.

Description

Your ability to listen is one of your strongest assets in a world of evolving job roles.

The quality of our listening determines the quality of our relationships, the intelligence of our decisions, the effectiveness of our feedback, and the level of trust and engagement within our teams. In a world where new technologies are consistently disrupting working practices, being an expert listener is one of the best ways to maximize your effectiveness.

Written by global teacher of listening skills Jane Adshead-Grant, *Listening* is a vital resource for those looking to cement their relevance in an uncertain future of work.

About the *Beyond Progress* series...

Beyond Progress is a series about the skills that shape how you work, lead and grow. As jobs change and careers become less predictable, human skills like focus, storytelling and resilience matter more than ever. Straightforward and practical, these books help you build the confidence and judgment to handle anything work throws at you, collaborate seamlessly with others and keep growing in your career, no matter how the workplace evolves.

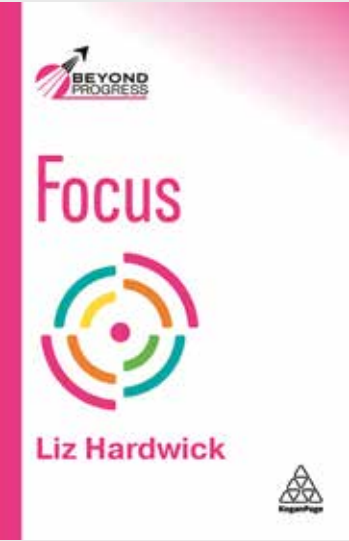
Author Information

Jane Adshead-Grant is an executive coach, leadership facilitator and global teacher of listening skills and independent thinking. She works with senior leaders, executive teams and emerging managers across corporate, public sector and education environments. Current and former clients include Munich RE, Rothschilds, Columbia Threadneedle, Deloitte, Sony, HP, Phillip Morris, the BBC and HSBC. She is a visiting lecturer at Bayes Business School in London, Oxford Saïd Business School and Henley Business School, where she teaches leadership, listening and coaching skills to global leadership cohorts. She is based in London, UK.

Focus

Rebuild Your Attention, Regain Control and Create Lasting Change

NEW New Series



This book

- Explains why focus is so challenging in modern times, looking at constant connectivity, the attention economy and rising burnout
- Helps readers establish clarity in their working lives before looking at prioritization, working structures and aligning tasks with capacity
- Is part of the *Beyond Progress* series, a set of books dedicated to the human skills that will be vital in an uncertain future of work
- Contains the author's 7-Day Focus Formula, a practical implementation plan to apply all the content in the book

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Subject:	Workplace Skills

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	Introduction: The FOCUS Stack
01	23 Minutes – The Collapse of Focus
02	Multitasking is a Lie
03	Why Being Busy is a Form of Procrastination
04	Clarity Before Focus
05	Creating Real Momentum
06	Time and Energy – When Focus Happens
07	Creating Your Optimal Focus Environment
08	The Power of Smart Rituals and Intelligent Breaks
09	Designing a Life that Protects Your Attention
10	The 7-Day Focus Formula – Reboot, Refocus, Resolve

Keynote

A book about setting up the structures and habits that make focus, prioritization and smart rest repeatable.

Description

In a world that is dominated by constant connectivity, the attention economy and rising burnout, sustained focus is harder than ever.

But what if the answer isn't 'working harder'? What if the real blockers are unclear work, hidden friction and mental overload? In *Focus*, productivity expert Liz Hardwick shows you how to prioritize smartly, align work with natural energy and design an environment that supports deep, uninterrupted focus.

Filled with clear, practical advice, this book shows you how to set up systems that allow you to work to your highest level, developing rituals, breaks and workflows that make focus repeatable.

About the *Beyond Progress* series...

Beyond Progress is a series about the skills that shape how you work, lead and grow. As jobs change and careers become less predictable, human skills like focus, storytelling and resilience matter more than ever. Straightforward and practical, these books help you build the confidence and judgment to handle anything work throws at you, collaborate seamlessly with others and keep growing in your career, no matter how the workplace evolves.

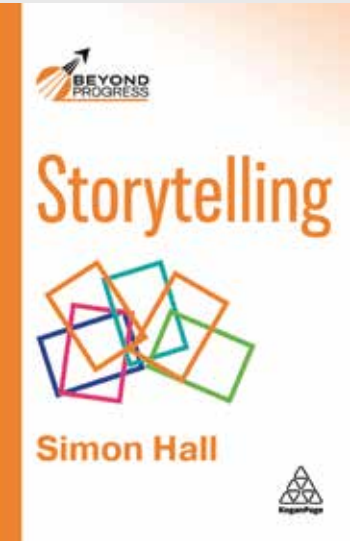
Author Information

Liz Hardwick CSP is an award-winning professional speaker and tech entrepreneur, delivering practical, high-impact strategies in AI, digital productivity and time management. She speaks at global events on digital productivity, focus and time management, AI automations & workflows, and her signature ZenForInbox and Productivity Wheel systems. She is recognized in TechWomen100, TechWorld's Top 111 UK Women in Tech Speakers, BC's 101 Female Founders in Tech, and Digital Leaders UK 100, and in 2024 earned the Global Certified Speaking Professional (CSP) designation. She is based in Chorley, UK.

Storytelling

Persuade, Motivate and Inspire Through the Power of Narrative

NEW New Series



This book

- Shows how stories can be used in a variety of workplace situation, including interviews, performance reviews, sales meetings and networking events
- Outlines the basic structure of all stories and shows how it can be shaped to a business context
- Is part of the *Beyond Progress* series, a set of books dedicated to the human skills that will be vital in an uncertain future of work
- Explains how readers can turn raw data, statistics and figures into stories in order to communicate them with far more impact

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Format (mm):	198x129
Subject:	Workplace Skills

Table of Contents

1	The Power of a Story
2	The Structure of a Story
3	Adding Intrigue and Allure
4	The Storybank
5	All Sorts of Stories
6	Data Storytelling
7	Strategic Storytelling
8	The Showbiz of Storytelling
9	Visual Storytelling
10	Online Storytelling

Keynote

A book that shows readers how to transform dry data into compelling narratives that capture attention, build emotional connections, and drive action.

Description

If you're looking to connect with colleagues, stakeholders and peers, storytelling is one of your strongest assets.

Many people rely on facts, statistics and data to communicate in the workplace, but the truth is that these can be cold and unstimulating. Crafting a narrative out of your information, using intrigue, allure and structure, can get your point across with far more impact. In *Storytelling*, you'll learn how to make use of storytelling in a variety of professional contexts, including interviews, networking, online platforms, negotiating or team building,

In a world of technological disruption and constantly shifting business practices, where communication is vital and uncertainty is rife, storytelling is the key to connecting when it counts.

About the *Beyond Progress* series...

Beyond Progress is a series about the skills that shape how you work, lead and grow. As jobs change and careers become less predictable, human skills like focus, storytelling and resilience matter more than ever. Straightforward and practical, these books help you build the confidence and judgment to handle anything work throws at you, collaborate seamlessly with others and keep growing in your career, no matter how the workplace evolves.

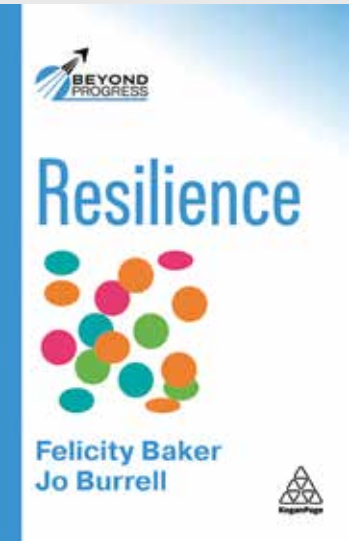
Author Information

Simon Hall leads an award-winning course in storytelling, public speaking and writing skills at the University of Cambridge. The marketing platform Favikon has named him as a top ten communication expert in the UK. He runs a business communication agency, Creative Warehouse, and has a series of books published, including *Compelling Communication* (Cambridge University Press, 2024), to accompany his university course. He has taught storytelling and communication skills at businesses including the London Stock Exchange, HSBC and ARM, in government and across the public sector. He is based in Cambridge, UK.

Resilience

Practical Skills to Manage Stress, Bounce Back and Thrive at Work

NEW New Series



This book

- Shows readers how to understand what's happening in their minds and bodies when they feel challenged and gives them straightforward tools to overcome and adapt
- Is based on the Skills-based Model of Personal Resilience, which was developed by the authors and is based on research evidence about managing stress and building resilience
- Is part of the *Beyond Progress* series, a set of books dedicated to the human skills that will be vital in an uncertain future of work
- Is grounded in real-world application, using case study examples and structured around learnable skills

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Subject:	Workplace Skills

Table of Contents

	Section – ONE: Understanding Stress and Resilience: Building Self-Awareness
1	What is Stress and Why Does it Matter?
2	How Stress Shows Up at Work
3	Recognizing and Managing the Early Signs of Stress
	Section – TWO: Emotional Resilience: Managing Emotional Responses and Growing Emotional Strengths
4	Understanding Emotional Regulation
5	Calming the Body and Managing Strong Emotions
6	Emotional Strengths: Drawing on Positive Emotions
7	Emotional Strengths: Building Positive Relationships
	Section – THREE: Resilient Thinking – Overcoming Negative Thinking and Maintaining Optimism Under Pressure
8	How Can Our Thinking Become Unhelpful?
9	Thinking Flexibly: Noticing and Challenging Unhelpful Thoughts
10	Using Realistic Optimism
11	Controlling Worry
	Section – FOUR: Balance and Recovery: Prioritizing Self-Care and Changing Unhelpful Patterns
12	Recovery: Making Time for Rest and Reset
13	Balancing Demands
14	Practical Self-Care
15	Letting Go of Unhelpful Ways of Coping
	Section – FIVE: Building Lasting Resilience
16	Creating Your Personal Resilience Plan
	Section – SIX: Becoming a Resilient Leader: Applying Resilience Skills to Support Your Team
17	What is Resilient Leadership?
18	Creating Trust and Psychological Safety for Your Team to Thrive
19	Managing Threats to Resilience
20	Supporting Your Team through Challenge and Change

Keynote

A book that aims to help people to develop the core skills they need to adapt and thrive in the face of threat, challenge and adversity.

Description

One of the most vital workplace skills is understanding how to deal with stress, pressure and change.

When challenges outweigh our ability and resources to deal with them, it becomes harder to think clearly, stay balanced and perform at our best. **Resilience**, from resilience experts Felicity Baker and Jo Burrell, shows you how to recognize stress, manage your emotional response to it and build lasting resilience.

We all deserve to function at our best. Learning how to manage stressors and demands is a vital step in working peacefully and at your highest level.

About the *Beyond Progress* series...

Beyond Progress is a series about the skills that shape how you work, lead and grow. As jobs change and careers become less predictable, human skills like focus, storytelling and resilience matter more than ever. Straightforward and practical, these books help you build the confidence and judgment to handle anything work throws at you, collaborate seamlessly with others and keep growing in your career, no matter how the workplace evolves.

Author Information

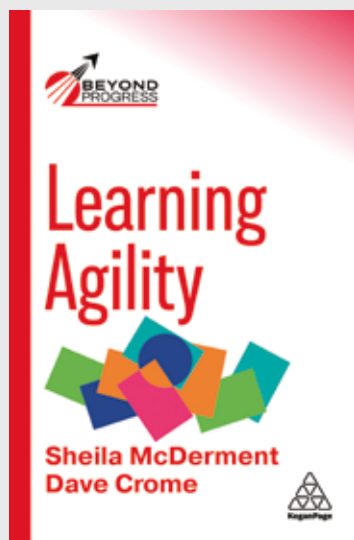
Dr Felicity Baker is a Chartered Clinical and Coaching Psychologist and co-founder of Ultimate Resilience, with over 30 years' experience helping individuals, leaders and organizations thrive under pressure. She was named an HR Most Influential Thinker (HR Magazine, 2024) and is based in Nottingham, UK.

Dr Jo Burrell is an experienced Clinical and Coaching Psychologist and co-founder of Ultimate Resilience, with over 20 years' experience in NHS mental health services and workplace wellbeing. Jo is recognized as an HR Most Influential Thinker (HR Magazine, 2025) and is based in Nottingham, UK.

Learning Agility

Unlearn Habits, Absorb Information and Perform in Ever-Changing Environments

NEW New Series



This book

- Explores the concept of learning agility through the authors' Intero model of learning, which draws on learning theory, neuroscience and psychology
- Explains how leaders can transform their teams to become better agile learners
- Is part of the *Beyond Progress* series, a set of books dedicated to the human skills that will be vital in an uncertain future of work

Keynote

A book that shows readers how to be quick, agile learners in a world of ever-changing work practices and new technologies.

Description

In a world where working practices are increasingly transient and technological advancement is moving at breakneck pace, the ability to adapt and learn quickly has never been more important.

This ability is known as learning agility. It is about having the motivation to rapidly learn from experience and to modify, experiment and apply that learning to meet a need, often in an unfamiliar situation or context. It requires the mind and skillsets to engage with change, take risks and adapt to solve problems creatively and quickly.

This book uses the authors' Intero Model, which draws on learning theory, neuroscience and psychology, to explain this vital workplace skill to those looking to cultivate it themselves and leaders who want to develop it in their teams. Full of practical guidance, this book is an essential resource on the most important workplace skill of the day.

About the *Beyond Progress* series...

Beyond Progress is a series about the skills that shape how you work, lead and grow. As jobs change and careers become less predictable, human skills like focus, storytelling and resilience matter more than ever. Straightforward and practical, these books help you build the confidence and judgment to handle anything work throws at you, collaborate seamlessly with others and keep growing in your career, no matter how the workplace evolves.

Author Information

Sheila McDerment is a business psychologist and coach. She has run a business consultancy for over twenty years. Combining training, facilitation and coaching interventions, she enables learning for business performance and personal growth. She is based in Cambridge, UK.

Dave Crome is a people development specialist, coach and consultant with more than thirty years of experience leading and delivering Learning & Development across the British military in a wide range of environments and countries. He is based in Cambridge, UK.

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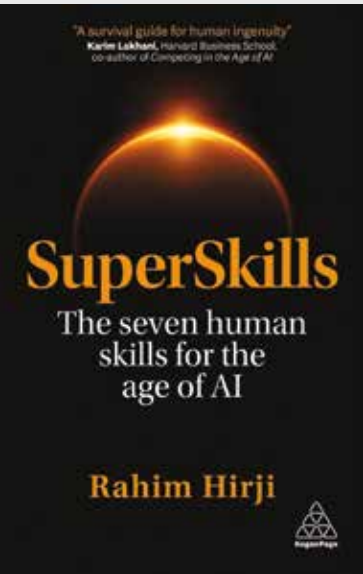
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2	What Is Learning Agility?
3	Why is Learning Agility Important?
4	'Whole' Learning – The Intero Model
5	Self-Awareness – Understanding Ourselves How Do we Learn Best?
	Section – TWO: Being Learning Agile
6	Gutting the Fish
7	Body Readiness for Learning
8	Fake News
9	Chicken Wings – Reflection and Feedback
10	Transferring the Learning 1 – JFDI
11	Internally Agile – Learning More About Self
12	Externally Agile – People Agility
13	Learning Agility Killers – How to Get Around the Barriers to Learning Agility
	Section – THREE: Enabling a Culture of Learning Agility
14	Coaching and Mentoring
15	Psychological Safety
16	Transferring the Learning 2 – Team Learning
17	Transferring the Learning 3 – Organizational Learning
18	To Select For or to Develop Learning Agility?
19	The Future of Learning Agility

SuperSkills

The Seven Human Skills for the Age of AI

★ Bestseller



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

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Subject:	Workplace Skills

Table of Contents

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	Section – ONE: The Seven SuperSkills
2	Curiosity
3	Change Readiness
4	Big Picture Thinking
5	Empathy
6	Global Adaptability
7	Principled Innovation
8	Augmented Mindset
	Section – TWO: Staying in Design
9	How the Skills Hold Together
10	The Five Loops
11	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 professionals and leaders at every stage to futureproof themselves in preparation for what is to come. *SuperSkills* empowers you to build on your experience with the seven essential skills for the future of work and learn to recognize when you are drifting with the algorithm rather than designing your own path.

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.

Author Information

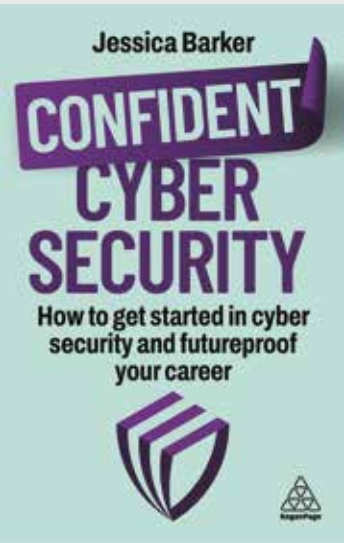
Rahim Hirji is an expert on future-readiness. Over a twenty-year career spanning education, technology and leadership across six continents, he led international growth at Quizlet, co-founded the skills platform EtonX, and worked with teams in more than 30 countries. He is the founder of The SuperSkills Intelligence Company and writes Box of Amazing, a weekly briefing on AI, technology and human capability read by over 25,000 executives and leaders. He is based in London, UK.

Rights Sold: Portuguese, Vietnamese

Confident Cyber Security

The Essential Insights and How to Protect from Threats

NEW New Edition



This book

- Includes practical exercises to help you hone your skills, as well as dedicated advice on how cyber security can enhance your career, wherever you are in your work life
- Features real-world case studies to help you apply your knowledge, from companies and people such as Disney, the NHS, Taylor Swift and Frank Abagnale, plus examples from a range of industries including entertainment, social media influencers and property
- **New to this edition:** the impact of artificial intelligence on cyber security, looking at voice cloning, deepfakes and highly personalized scams, as well as fraud over social media, messaging apps and phone calls
- Is part of the popular **Confident** series, which provides an overview of the key digital skills that are required in today's workplace

Keynote

Get across the basics of cyber security with this streamlined guide that provides clarity and confidence in a world where cyber security is changing so rapidly.

Description

Make better decisions online, recognize risk sooner and protect yourself from common cyber threats. In today's connected world, cyber security depends as much on everyday behaviour as on technology.

From passwords and data to emails and online requests, small choices can have serious security consequences. Yet cyber security is often treated as a technical issue, leaving people unsure what really makes a difference. In **Confident Cyber Security**, cyber security expert **Jessica Barker**, bestselling author of **Hacked**, explains why security is everyone's responsibility and how informed actions can dramatically reduce risk.

This fully updated third edition shows how attacks really work, how people are targeted and manipulated and how simple steps can prevent serious harm. Considering real-world examples, from Taylor Swift to Marks & Spencer, and written for anyone who needs to work confidently with digital security, it offers a clear, practical guide to spotting threats and taking responsibility for safer ways of using technology, without technical knowledge or specialist training.

About the *Confident* series...

The **Confident** books are the perfect guides to the key digital skills required in the modern workplace, allowing you to stay fluent without getting bogged down in the detail.

Author Information

Dr Jessica Barker is an award-winning global leader in cyber security and a popular keynote speaker. She is co-founder and co-CEO of Cygenta, where she influences cyber security awareness, behaviour and culture in organizations around the world. Jessica Barker has been named one of the top 20 most influential women in cyber security in the UK and is the Chair of ClubCISO. She is based in Las Vegas, Nevada.

Rights Sold: Arabic, Azerbaijani, Italian

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Format (mm):	216x138
Subject:	Risk Management

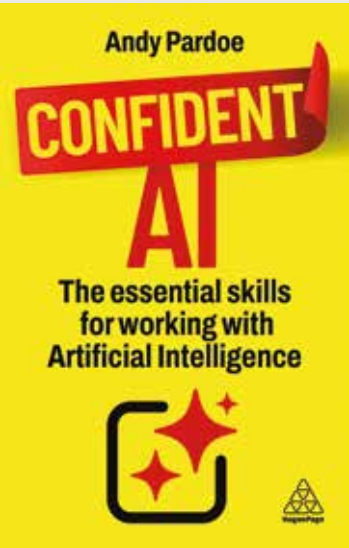
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1	What cyber security is
2	Why it is important
	Section – TWO: The technical side of cyber security
3	Technical vulnerabilities
	Section – THREE: The human side of cyber security
4	Why people are so important cyber security
5	Social engineering
6	Attacks that utilize social engineering
	Section – FOUR: The physical side of cyber security
7	Why physical space matters in cyber security
8	Attacks on the individual
9	Attacks on organizations
10	Nation state cyber security – geopolitics
	Section – FIVE: The future of cyber security and what it means for your career
11	Cyber security in different industries
12	Cyber security at the board level
13	The variety of cyber security careers
14	Pursuing a cyber security career

Confident AI

The Essential Skills for Working With Artificial Intelligence

NEW New Edition



This book

- Has been fully updated to contain practical guidance on how to leverage AI in everyday work and how to collaborate with AI specialists
- Demystifies and clarifies the intricacies of key concepts such as generative AI, chatbots, deep learning and the Internet of Things
- **New to this edition:** new material on agentic AI, large language models and AI governance frameworks, ensuring readers have the most up-to-date information possible to apply in their roles
- Is part of the popular *Confident* series, which provides an overview of the key digital skills that are required in today's workplace

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Date:	04/03/2027
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Pages:	264
Format (mm):	216x138
Subject:	Artificial Intelligence

Table of Contents

	Introduction
	Section – ONE: Why AI?
1	Why work in AI?
2	AI myths
3	Applications of AI
4	A future perspective
	Section – TWO: The technology
5	Understanding AI
6	Overview of machine learning
7	Data & infrastructure
8	Advance topics
	Section – THREE: The process
9	Elements of an AI strategy
10	Implementing AI
11	Governance, ethics and safety
12	People – key characteristics
13	Conclusion
14	Appendix

Keynote

Get across the basics of AI with this streamlined guide for those who need to stay current.

Description

Feel confident using AI at work, understand its limits and avoid costly mistakes. Artificial intelligence already influences how decisions are made and work gets done, even for people who never expected it to be part of their role.

AI has become part of everyday working life, yet it can still feel complex, fast-moving and difficult to understand. *Confident AI* explains the essential knowledge and skills you need to work confidently with AI, whatever your prior experience. This updated edition of the bestselling book demystifies how AI works, how it is used in real workplaces and what it means for your role.

Written by AI thought leader **Andy Pardoe**, *Confident AI* is for anyone who needs to understand how to use artificial intelligence as part of their work, across any industry or role. It offers a clear, practical introduction to how AI is used in real workplaces, helping you build confidence and capability without needing a technical background.

About the *Confident* series...

The *Confident* books are the perfect guides to the key digital skills required in the modern workplace, allowing you to stay fluent without getting bogged down in the detail.

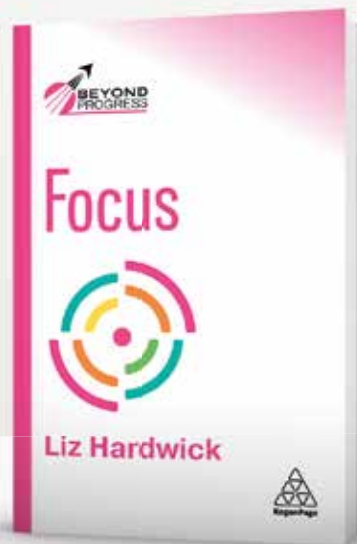
Author Information

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

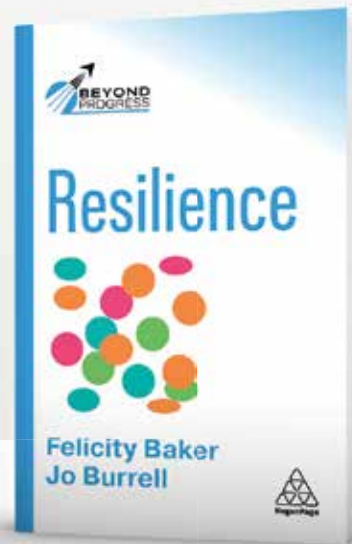
Rights Sold: Arabic, Azerbaijani, Dutch



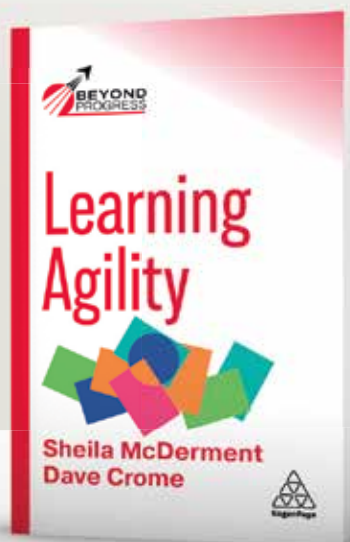
SOME SKILLS ARE TIMELESS



9781398632349
\$16.99



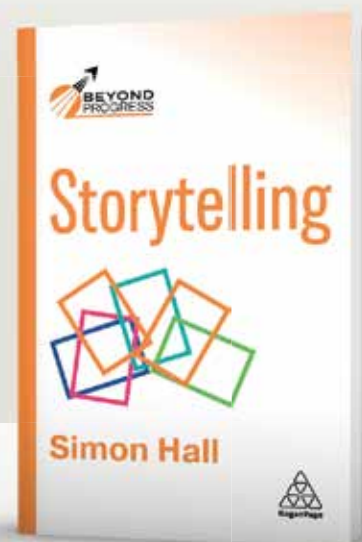
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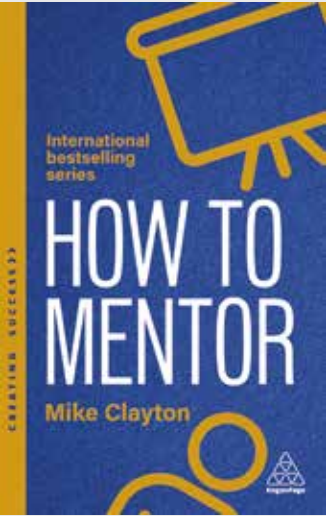
Beyond Progress is a series about the skills that shape how you work, lead and grow. As jobs change and careers become less predictable, human skills like empathy, resilience and critical thinking matter more than ever. Straightforward and practical, these books help you build the confidence and judgement to handle anything work throws at you, collaborate seamlessly with others and keep growing in your career, no matter how the workplace evolves.



How to Mentor

Build Relationships that Challenge and Guide

NEW New Title



This book

- Explains how mentoring has evolved and why it matters to today's professionals
- Breaks down how AI agents and LLMs can contribute to the mentoring process
- Is a new addition to the bestselling **Creating Success** series, which has sold over 2 million copies and contains practical advice on essential and value-adding work skills to help you develop your career
- Is from the author of the bestselling *How to Negotiate*

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Subject:	Creating Success

Table of Contents

	Introduction
1	The Value of Guidance
2	Introducing Mentoring in its Many Forms
3	Being a Mentor
4	The Mentoring Process
5	The Mentoring Toolset
6	Navigating Tricky Mentoring Situations
7	Mentoring at the Edges
8	The Mentee Experience
9	The Psychology and Neuroscience of Mentoring
10	AI Mentoring
11	Mentoring in Organizations
12	The Future of Mentoring
13	Appendices

Keynote

Learn how to build your confidence and enhance your career by mentoring in the workplace.

Description

Whatever stage you're at in your career, you could find yourself in a mentoring role.

How to Mentor is your practical guide to building effective, meaningful mentoring relationships at work. Learn how to build trust, listen with empathy and give feedback that supports real development. From structuring conversations to using AI to enhance your meetings, this book shows you how to support your mentee while strengthening your own skills.

Written by leadership expert **Mike Clayton**, this accessible guide is packed with practical advice and proven techniques you can apply straight away.

With *How to Mentor*, you'll feel more confident guiding others, sharing your expertise and making a lasting impact on the next generation of talent.

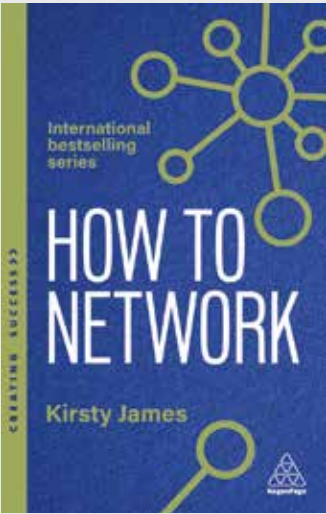
Author Information

Mike Clayton is a business educator and communicator. He helps businesspeople improve their performance in communication, management and leadership, and personal effectiveness. He has coached and mentored thousands of people at all levels from Managing Directors to new joiners. He learned these skills while at Deloitte Consulting, where he embedded them into his day-to-day leadership style. He is based in Hampshire, UK.

How to Network

A Guide to Professional Relationship Building and Connecting with Purpose

NEW New Title



This book

- Explains how readers can prepare their own networking identity, considering who they are, what their personal brand is, and the kind of reputation they want to build
- Explains how readers can use AI tools to augment their research ahead of networking events
- Is part of the highly successful *Creating Success* series, which has sold over 2 million copies
- Shows readers how they can read the room, looking at body language, room logistics, neurodiversity and EDI considerations

Keynote

Learn how to build your confidence and enhance your career by building effective professional relationships through networking.

Description

Networking can feel intimidating, but building the right professional relationships can have a powerful impact on your career and personal growth.

How to Network is your practical guide to developing one of the most valuable workplace skills. From preparing for networking events and using AI tools to start conversations to listening actively, building rapport and following up effectively, you'll learn how to create meaningful connections that last.

Written by networking expert and consultant **Kirsty James**, this accessible guide shows you how to build trust, strengthen your professional network and create opportunities through referrals, partnerships and career development.

With *How to Network*, you'll feel more confident starting conversations, growing your network and building relationships that support your long-term success.

Author Information

Kirsty James is a networking and relationship marketing consultant who specializes in business connection, relationship building and community building. Through her consultancy, Kirsty James Networking, she delivers keynotes on networking, connection, purpose and community building, and she carries out training on networking skills and strategy, personal branding, team building and communication. She is based in Warrington, UK.

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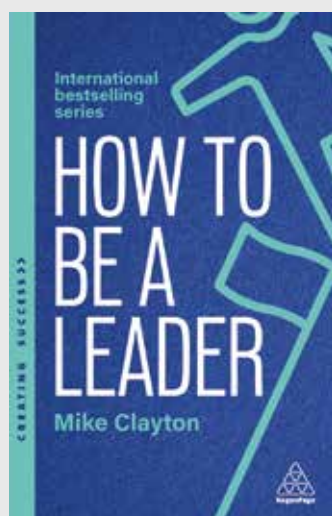
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2	Recognizing your networking profile
3	Knowing your networking 'why'
4	Understanding networking formats (the 'what')
5	Finding events, groups and networks (the 'where' and 'what')
6	Preparing your networking identity (the 'who', step 1)
7	Defining your target audience (the 'who', step 2)
8	Elevator pitch (the planning, step 1)
9	Networking assets
10	Networking values/etiquette
	Section – TWO: During networking
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12	What to take
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15	Managing food and drink (including alcohol)
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17	1-1s
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20	TBC
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28	Network extension and leverage
29	Connection management – organizing your onions
30	Success tracking/ROI tracking
31	Afterword

How to Be a Leader

Set Standards, Meet Needs and Bring People With You

NEW New Title



This book

- Explains in full detail how readers can get the best from the people they lead
- Is part of the highly successful *Creating Success* series, which has sold over 2 million copies
- Breaks the topic of leadership down into the author's own CREST framework, featuring his insights into each of the main components
- Is from Mike Clayton, author of the successful *How to Negotiate*

Keynote

Learn how to become a leader people want to follow with this practical guide.

Description

Leadership is one of the most important skills in any career, but earning trust and bringing people with you can be a challenge.

How to Be a Leader is your practical guide to becoming a confident and effective leader at work. Learn how to develop your own leadership style, set clear standards and motivate others to perform at their best. From handling challenges to your authority to building credibility and direction, this book breaks down the core principles of leadership into simple, actionable steps.

Written by leadership expert **Mike Clayton** and built around the author's Leadership CREST model, this accessible guide is packed with practical advice and real-world insight you can apply straight away.

With *How to Be a Leader*, you'll feel more confident stepping up, guiding your team and delivering results.

Author Information

Mike Clayton is a business educator and communicator. He helps businesspeople improve their performance in management and leadership, communication, and personal effectiveness. As a Manager and Senior Manager at Deloitte, Mike led multi-scale project teams whilst also taking a leadership role within the Deloitte business. Following his time at Deloitte, Mike's career has spanned coaching and mentoring, training, speaking, and writing. His passion is communicating knowledge to the widest possible audience. He does this through his two YouTube channels, covering a broad range of management topics. He is based in Hampshire, UK.

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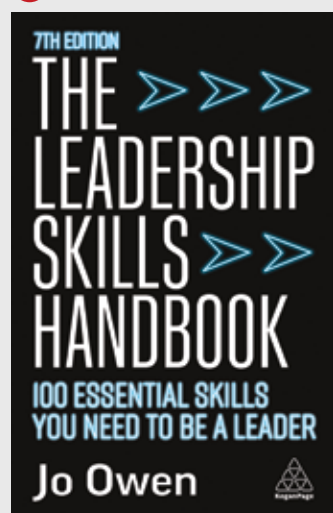
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	Introduction
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2	Understanding People
3	Thinking Strategically
	Section – TWO: How to Get the Best from the People you Lead
4	Meeting the Needs of your People
5	Meeting the Needs of the Situation
6	Motivating People to be Their Best
	Section – THREE: Finding Your Leadership Style
7	Mindset and Attitude
8	Being Yourself: Authenticity
9	Being There for your Team: Servant Leadership
	Section – FOUR: Setting Standards by Leading Yourself
10	Making a Strong, Positive Impact
11	Personal Professional Effectiveness
12	Meeting the Pressure and Staying at your Best
	Section – FIVE: Leading in Times of Change
13	Leading a Project to Build Something Better
14	Leading the Changes that Make the difference
15	Keeping the Downsides Under Control
	Section – SIX: Dealing with Leadership Challenges
16	Avoiding and Resolving Conflict
17	Handling Resistance and Objections
18	Leading in Times of Crisis

The Leadership Skills Handbook

100 Essential Skills You Need to Be a Leader

NEW New Edition



This book

- Features practical advice on over 100 leadership skills plus tips, exercises and examples
- Allows you to create your own personalized formula with different learning pathways throughout the book
- **New to this edition:** updated throughout and looks closely at informal power and influence, reflecting the author's cutting-edge academic research
- Was previously the leadership handbook for Teach First students

Keynote

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

Description

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

This book, which was the manual for the original Teach First cohort, gives you the 100 essential tools you need to be an outstanding leader. Taking you beyond just theory, it shows you what works in real life, in a concise, easy-to-follow format. Based on research from over a thousand leaders around the world, from the public, private and voluntary sectors, it identifies the key practical skills that will make you even more successful.

This new edition explains how readers can build networks of trust and influence and acquire informal power, an essential task for middle managers who lack the formal power required to carry out their responsibilities. With a relentless focus on the practice of making things happen, as well as the ways in which AI has shifted the requirements of the role, this book explains how today's leaders can add value to any organization.

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

Author Information

Jo Owen is a best-selling and multi-award-winning leadership author, keynote speaker and social entrepreneur. He is a founder of eight charities, including the UK's largest graduate recruiter Teach First. His books *The Mindset of Success*, *Myths of Leadership* and *Management Stripped Bare*, also published by Kogan Page, have been translated into eight different languages. He is the first person to win the Chartered Institute of Management Gold Award four times for four of his books. He is based in London UK.

Rights Sold: Arabic, Italian, Turkish

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Hardback:	9781398632707 \$34.99
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Subject:	Leadership

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03	Agency
04	High Aspirations
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06	Be Adaptable
07	Learn to be Lucky
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09	Know yourself
10	Understand yourself
11	Hearing feedback
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13	Do you want promotion – really?
14	Career skills
15	Your leadership journey: key principles
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18	Build your career
19	Careers versus careering: avoiding the death traps
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35	Storytelling
36	Listening
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42	Managing budgets
43	Negotiating budgets
44	Understand the nature of your costs
45	Cutting costs
	Section – THREE: Lead others
	Section – FOUR: Leading the organization
	And more...

How to Become a World-Class Leader

Skills and Insights for Unleashing Your Leadership Potential



This book

- Works as a second part to the hugely successful *How to Become a World-Class Manager*, showing readers how to go from competent manager to great leader
- Is based on the globally successful 'How to Become a World-Class Manager' course, which has been delivered to over 700 CEOs and 25,000 managers in 30 different countries
- Includes fascinating interviews and case studies from a variety of international individuals and organizations, spanning sectors such as hospitality, media, banking, travel, tourism and more
- Contains 12 all-new management disciplines, including resilience, managing conflict, being the CEO, emotional intelligence and delegation

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Subject:	Management

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	Preface
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2	Resilience
3	Managing conflict
4	Managing change
5	Manager to leader
6	Being the CEO
7	Influence for success
8	Feedback skills
9	Engaging your people
10	AI leadership
11	Difficult conversations
12	Delegation for leaders
13	Coaching your team
14	Preface

Keynote

Build on the foundations laid in *How to Become a World-Class Manager* to take you from world-class manager to world-class leader.

Description

Great managers deliver results. Great leaders inspire people, shape the future and create lasting impact.

In *How to Become a World-Class Leader*, Wayne Clarke reveals 12 essential disciplines that help you move from effective manager to influential leader. Covering skills such as emotional intelligence, delegation, influence and communication, this practical guide shows how to build high-performing teams, navigate change and lead with confidence in an increasingly complex world.

Building on the world-class manager framework introduced in the bestselling guide *How to Lead as a World-Class Manager*, this book presents 12 new leadership disciplines that stand on their own while extending Clarke's proven approach to management excellence. Exploring the growing influence of AI on leadership and the changing demands of the workplace, he explains what future-ready leaders need to succeed.

Whether you're leading a team for the first time, preparing for a more senior role or looking to increase your impact as a leader, this book provides the tools, insights and strategies you need to accelerate your career and achieve lasting success.

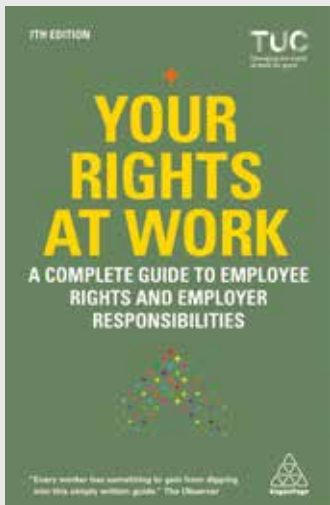
Author Information

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

Your Rights at Work

A Complete Guide to Employee Rights and Employer Responsibilities

NEW New Edition



This book

- Empowers the reader by explaining their rights at work in simple, accessible terms
- Offers clear, concise and jargon-free guidance which can be easily applied in any situation in any industry
- Is fully updated to include every aspect of the Employment Rights Act 2025, which will be implemented in 2026–27
- **New to this edition:** advice on collective redundancy, Day 1 Paternity Leave and Unpaid Parental Leave, whistleblowing, Statutory Sick Pay (SSP), menopause guidance, tipping law, and enhanced protections for pregnant women and new mothers

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Subject:	Wellbeing at Work

Table of Contents

- 1 Introduction
- 2 Starting a job
- 3 Payday
- 4 Working time rights
- 5 Families and work
- 6 Common problems at work
- 7 Discrimination
- 8 Getting the sack
- 9 Enforcing your rights
- 10 Further information

Keynote

The definitive guide to employment rights. Fully updated to include every aspect of the Employment Rights Act of 2025, which are to be implemented from 2026 through 2027, written by employment experts from the Trades Union Congress (TUC).

Description

Are you an employee who wants to understand fully your workplace rights? Or are you an employer seeking information on your responsibilities? Written by employment experts at the Trades Union Congress (TUC), this book advises in simple and relatable terms.

This book explains the rights of the UK worker and responsibilities of the UK employer, and details how they should be applied. It offers jargon-free guidance that can be used in any situation in work including: parental leave and maternity rights, flexible working, dismissal and redundancy, pay and holiday rights and grievance procedures.

This edition has been thoroughly updated to include all details of the Employment Rights Act of 2025, which are to be implemented from 2026 through 2027 including fire and rehire protection, menopause rights, employment time limits, amendments to collective redundancy, the introduction to the right to guaranteed hours, statutory sick pay, and the use of non-disclosure agreements.

Protect yourself as an employee and protect your staff as an employer, with **Your Rights at Work**.

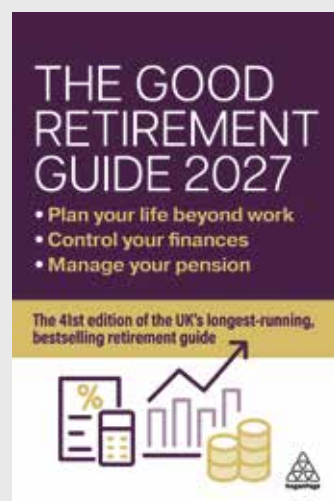
Author Information

The **Trades Union Congress** (TUC) believes that working people joining together can change things. For more than 150 years, trade unions have fought for safer workplaces and wages you can build a life on. Today they're needed more than ever to make sure every job is a decent job and everyone at work is treated with respect.

The Good Retirement Guide 2027

Manage your pension, control your finances, plan your life beyond work

NEW New Edition



This book

- Contains a comprehensive summary of all information relevant to those planning their retirement, no matter what their age
- Provides guidance on the changing UK living costs, pensions and benefits policies, supporting elderly parents, and advice on part- and full-time retirement
- **New to this edition:** fully updated for the new financial year, reflecting the 2025 UK Budget and 2026 Spring Statement and Spending Review, as well as new content on managing retirement in an increasingly digital world
- **Online resources:** a useful directory of organizations and contacts

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Subject:	Personal Finance

Table of Contents

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- 2 Money and budgeting
- 3 Pensions
- 4 Tax
- 5 Investment
- 6 Your home
- 7 Looking abroad
- 8 Leisure activities
- 9 Starting your own business
- 10 Looking for paid work
- 11 Voluntary work
- 12 Health
- 13 Holidays and travel
- 14 Caring for elderly parents
- 15 No one is immortal

Keynote

It's never too early to start planning for your retirement, and *The Good Retirement Guide 2027* contains all you need to know.

Description

Plan ahead, feel in control and make the most of the years ahead. *The Good Retirement Guide 2027* helps you navigate retirement with confidence, clarity and peace of mind.

Written by personal finance expert **Jonquil Lowe**, this fully updated annual guide shows you how to plan smarter in a changing financial landscape. Covering the latest rules for the new financial year, it explains how to maximize your UK State Pension, manage tax efficiently, protect your savings and turn your income into long-term security.

Blending clear explanations with practical tools and checklists, it guides you through pensions, ISAs, annuities, inheritance tax, healthcare, care costs and later-life housing, alongside lifestyle choices around work, leisure and purpose. New updates include the latest pension thresholds, tax changes and evolving care funding guidance, helping you stay current and make informed decisions at every stage.

Whether retirement is just around the corner or years away, you will learn how to avoid costly mistakes, plan for uncertainty and design a life that feels both fulfilling and financially secure.

Take control of your future and build a retirement that is sustainable and rewarding.

Themes include: pensions and tax planning, retirement income, healthcare and social care, later-life housing, lifestyle and purpose, consumer rights and scams

Author Information

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

INFLUENCE HAS ALWAYS BEEN THE
UNACKNOWLEDGED DRIVER OF BUSINESS,
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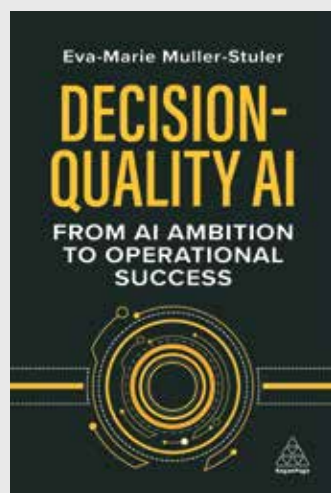
In ***How to Be Unforgettable***, you'll learn how to compound your confidence in your abilities; how to use emotion in decision-making; and how to articulate your worth in any conversation, including those about money. In today's ever-changing world of work, impact is essential.

This book shows you how to become unforgettable.



Decision-Quality AI

How Tech Leaders Can Build and Deploy Useful AI



This book

- Is designed specifically for leaders of AI, data and product teams seeking to develop and deploy trusted and useful AI for their organizations
- Covers the entire product lifecycle process, from thought exercise to ideation, development, creation, testing and delivery including post-delivery care and end of life management
- Considers key issues around cybersecurity, data architecture and collection, team structure and processes, deployment and best practices for successful implementation, monitoring and churn, AI governance and compliance and AI sustainability
- Is written by an AI pioneer who has been recognized as one of the best data scientists in the world and who has led ground-breaking implementations of fully deployed large-scale AI projects

Keynote

Grasp how to deliver fully deployed, scalable, trusted and useful AI and avoid expensive failed solutions and limited proof-of-concepts with this practical guide covering the lifecycle of AI development.

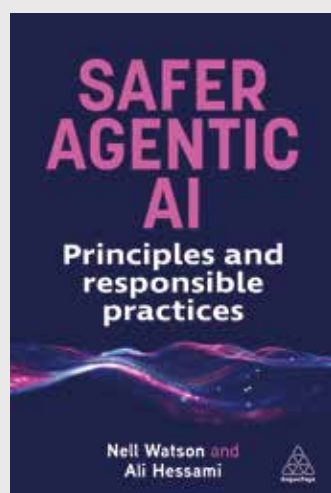
Edition:	1
Date:	04/03/2027
Paperback:	9781398617599 \$45.99
Ebook:	9781398617612 \$45.99
Hardback:	9781398617605 \$162.00
Pages:	304
Format (mm):	234x156
Subject:	Artificial Intelligence

Author Information: Eva-Marie Muller-Stuler has been recognized as one of the world's best data scientists and as one of the top 10 most influential women in technology. She was previously Partner and Leader of the Data & AI practice for EY MENA, the CTO for AI at IBM Middle East & Africa and Chief Data Scientist at KPMG London. She is a highly regarded technical AI thought leader and conference speaker who brings real-world production experience grounded in deep technical expertise and board-level credibility. She is based in Dubai, UAE.

Safer Agentic AI

Principles and Responsible Practices

★ Bestseller



This book

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

Keynote

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

Edition:	1
Date:	01/03/2027
Paperback:	9781398625433 \$42.99
Ebook:	9781398625440 \$42.99
Hardback:	9781398625457 \$69.00
Pages:	336
Format (mm):	234x156
Subject:	Artificial Intelligence

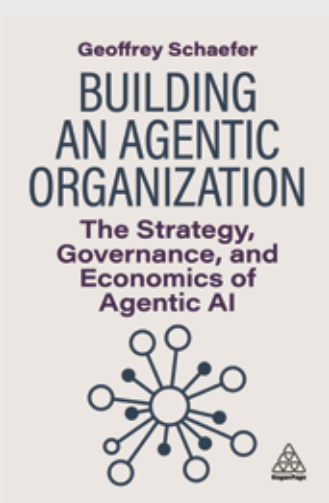
Author Information: Nell Watson is a researcher and applied tech ethicist. She advises organizations on their machine learning strategies, specializing in AI research and ethical advocacy. She is President of the European Responsible AI Office and the author of *Taming the Machine* published by Kogan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

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

Rights Sold: Arabic

Building an Agentic Organization

The Strategy, Governance, and Economics of Agentic AI



This book

- Explains how to take advantage of the opportunities and mitigate the risks of agentic AI
- Covers the key questions around strategy, governance and economics that leaders must consider when building an agentic organization
- Includes a practical framework that will help to transform an organization into an agentic organization
- Features real-world examples from organizations including Leidos, JPMorgan Chase, SY Partners and OMA
- Discusses implementing strong risk management, driving adoptions and defining the value of agentic AI

Keynote

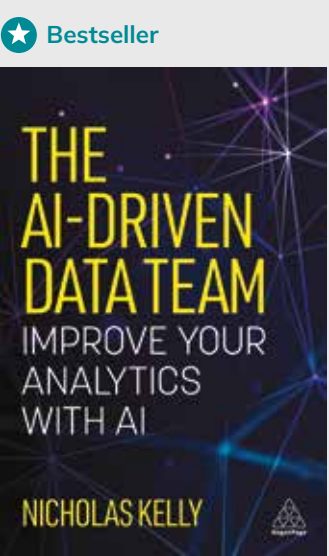
Take advantage of agentic AI's potential with this strategic guide to developing the strategy, governance and economics to become an agentic organization.

Edition:	1
Date:	05/03/2027
Paperback:	9781398630703 \$42.99
Ebook:	9781398630710 \$42.99
Hardback:	9781398630727 \$69.00
Pages:	280
Format (mm):	234x156
Subject:	Artificial Intelligence

Author Information: **Geoffrey Shaefer** is the Vice President of AI Strategy and Governance at Leidos and was previously the Head of Responsible AI and Chief AI Ethics Advisor at Booz Allen Hamilton. He is a member of the Executive Committee for AI in Nuclear Command, Control, and Communications at the Institute for Security and Technology and serves on the board of The Washington Center. Named a Top AI Executive to Watch in 2025 by WashingtonExec, he is based in Washington, DC.

The AI-Driven Data Team

Improve Your Analytics with AI



This book

- Shows senior data leaders how to train their analysts to deliver AI-powered results
- 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
- Demonstrates how to bolt modern AI tooling onto existing analytics stacks

Keynote

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

Edition:	1
Date:	07/03/2027
Paperback:	9781398627574 \$42.99
Ebook:	9781398627581 \$42.99
Hardback:	9781398627598 \$69.00
Pages:	288
Format (mm):	234x156
Subject:	Data, Analytics & Research

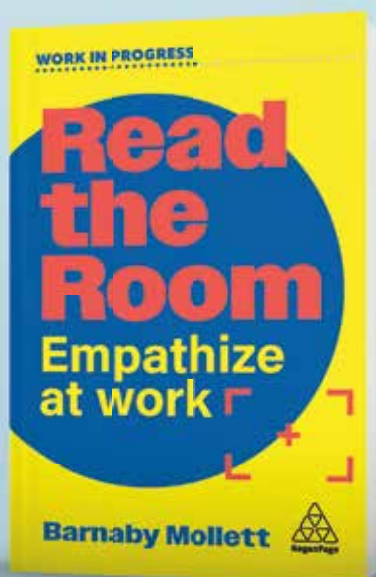
Author Information: **Nicholas Kelly** is a principal at Delivering Data Analytics. He is a leader in data analytics and AI having designed and developed dashboards for some of the world's largest companies, from global banks to Formula 1 teams. He is a frequent speaker at international conferences, 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.

WORK IN PROGRESS

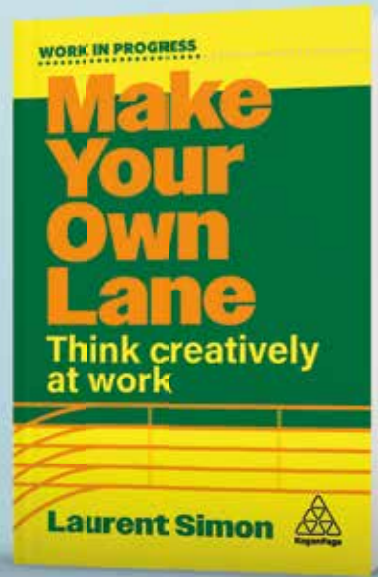
YOU DON'T HAVE TO HAVE IT ALL FIGURED OUT



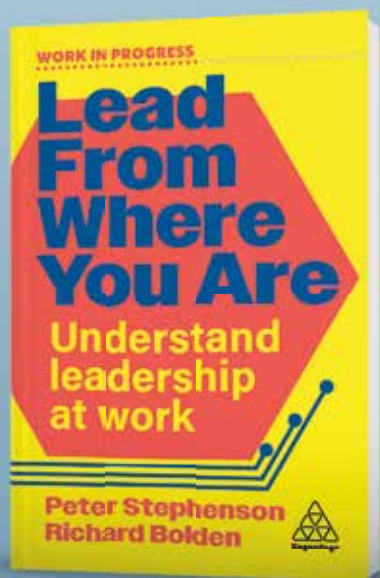
9781398626331
\$16.99



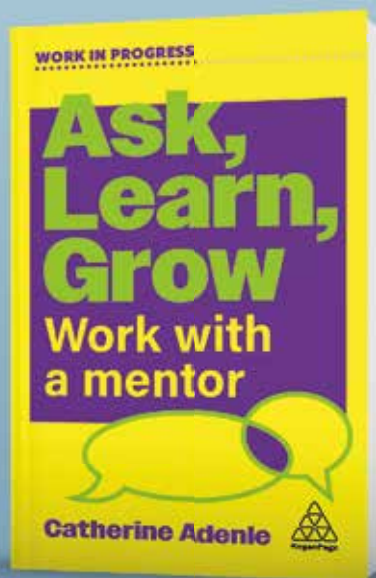
9781398626508
\$16.99



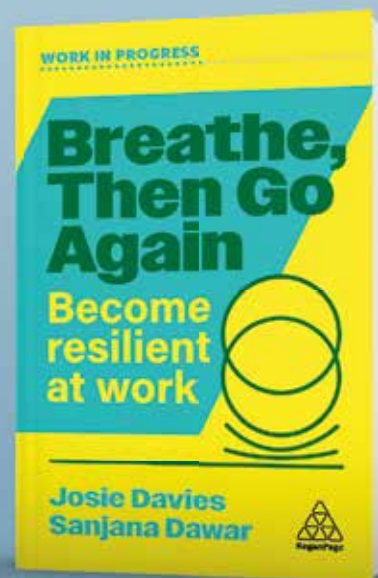
9781398627697
\$16.99



9781398626966
\$16.99



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\$16.99



9781398627536
\$16.99

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.



Research Methods for MBA Students

Completing Projects and Dissertations

Core Textbook



This book

- Bridges the gap between academic rigour and real-world application, offering clear guidance, flexible frameworks and actionable steps that support progress
- Includes a three-month completion framework, supporting students that need to complete their projects or dissertations within 12 weeks
- Provides useful templates and worked examples to apply and broaden research
- Provides real-world examples including AstraZeneca, Bentley Motors, NHS, Holland & Barrett and Railway Operators
- **Online resources:** lecturer slides and lecturer's manual with additional real-world examples and exercise answers

Keynote

Tackle MBA-level dissertations and research projects within 12 weeks with this innovative textbook.

Edition:	1
Date:	01/03/2027
Paperback:	9781398629035 \$65.00
Ebook:	9781398629059 \$65.00
Hardback:	9781398629066 \$105.00
Pages:	336
Format (mm):	240x170
Subject:	Strategy & Planning

Author Information: Emmanuel Mogaji is Associate Professor of Marketing and Head of Marketing, Operations and Digital Group at Keele University, UK. His work has been published in leading academic journals, and he regularly provides consultancy to organizations on transformative services marketing issues, and mentors MBA students.

Corporate Governance

Fundamentals, Approaches and Global Dynamics

Core Textbook



This book

- Provides upper-level undergraduate and postgraduate business management students with the fundamentals for understanding and evaluating the different models of corporate governance
- Offers an accessible and contemporary approach to corporate governance, with consideration to legal frameworks as well as ESG principles, the UN Sustainable Development Goals and CSR
- Features learning objectives, chapter summaries and 'Taking It Further' discussion questions for critical engagement
- Includes real-world examples from Cadbury, Aesop, Olympus, BlueLinx and TATA Group
- **Online resources:** lecturer slides, suggested essay prompts and a guide to country-specific governance codes

Keynote

With this upper-level textbook designed for international business management students, understand the regulations, legal frameworks, processes and models for directing and controlling organizations.

Edition:	1
Date:	04/03/2027
Paperback:	9781398630017 \$62.00
Ebook:	9781398630024 \$62.00
Hardback:	9781398630031 \$100.00
Pages:	368
Format (mm):	240x170
Subject:	Strategy & Planning

Author Information: Arron Phillips is Senior Lecturer in Corporate Governance and Business Ethics at Birkbeck Business School, University of London, UK, where he teaches on the postgraduate degrees in International HRM, Organizational Governance and Sustainability and Organizational Studies. He is the co-editor of *Whistleblowing Policy and Practice, Volume I: Internal Aspects* and *Volume II: External Aspects* (Palgrave Macmillan, 2025).

Technology Strategy

A Practical Guide to Delivering Business Value

★ Bestseller



This book

- Provides a clear, step-by-step plan for developing a results-driven technology strategy
- Demonstrates how to find and execute quick wins that will have a real impact
- Offers a framework for diagnosing the technology landscape and assess the state of an organization's technology use and strategy
- Shows how to balance and prioritize business as usual operational activities such as vendor management with building a long-term strategy
- Includes real-world examples from across multiple industries including financial services and IT

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.

Edition:	1
Date:	08/03/2026
Paperback:	9781398628496 \$42.99
Ebook:	9781398628519 \$42.99
Hardback:	9781398628526 \$69.00
Pages:	328
Format (mm):	234x156
Subject:	Strategy & Planning

Author Information: Tom Clark 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.

The Practical Guide to Digital Transformation

Use Technology to Improve Your Business

★ Bestseller



This book

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

Keynote

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

Edition:	2
Date:	03/03/2027
Paperback:	9781398623927 \$38.99
Ebook:	9781398623941 \$38.99
Hardback:	9781398623934 \$65.00
Pages:	256
Format (mm):	234x156
Subject:	Strategy & Planning

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

Rights Sold: Arabic

Strategy-Driven Delivery

Aligning Organization, Programmes and Projects



This book

- Shows project, programme and strategy professionals how to build projects and programmes that deliver on strategy
- Helps organizations to close the strategy gap by building projects around value creation, good governance and a strong operating model
- Offers guidance on maintaining project and programme momentum when challenges occur
- Looks at how project management and strategy delivery will change with advances in AI and other emerging technologies
- Features real-world examples from across industries including financial services, IT and software development

Keynote

Close the gap between strategy and delivery with this practical guide for project, programme and strategy professionals.

Edition:	1
Date:	05/03/2027
Paperback:	9781398630666 \$45.99
Ebook:	9781398630673 \$45.99
Hardback:	9781398630697 \$75.00
Pages:	264
Format (mm):	234x156
Subject:	Project Management

Author Information: Helen Winter is a business analysis, transformation and project management expert. She has over 20 years of experience leading large-scale transformation and complex change. She is the author of *The Business Analysis Handbook* published by Kogan Page. She is based in Cardiff, UK.

Jon Wrennall is an experienced technology executive. He is the Chair of Unzer, a fintech payment solution company, and has served on numerous boards. He has over 30 years of experience in transformation projects. He was the first CTO for HRMC and is based in London, UK.

The Strategic Data Leader

Build Influence, Credibility and Real Impact



This book

- Explains how senior data professionals can increase their influence in their organization, build credibility and establish themselves as trusted strategic advisors
- Shows how to move data upstream of strategy so that data enables strategic decision-making
- Demonstrates how to align data with business priorities and how data leaders can build value-centric teams
- Covers the role of data and data leadership in the age of AI with key insights on how data remains relevant in the new era
- Includes real-world examples from industries including shipping, investment banking, SaaS, education and consulting that show how strategic data leaders can improve their organization's outcomes

Edition:	1
Date:	06/03/2027
Paperback:	9781398631090 \$42.99
Ebook:	9781398631106 \$42.99
Hardback:	9781398631113 \$69.00
Pages:	288
Format (mm):	234x156
Subject:	Data

Author Information: Tristan Burns is an experienced data leader, executive coach and consultant. He was previously the Global Head of Analytics at Pizza Hut Digital Ventures. He works with developing and senior data leaders on strategy, leadership challenges, stakeholder management and entrepreneurship. He writes the weekly *Strategies for Effective Data Leadership* newsletter and is currently based near Manchester, UK.

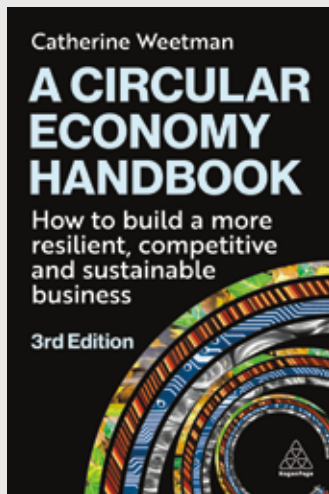
Keynote

Build your influence, establish credibility and increase your strategic impact with this guide for data leaders.

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

Keynote

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

Edition:	3
Date:	11/03/2025
Paperback:	9781398622982 \$55.00
Ebook:	9781398623002 \$55.00
Hardback:	9781398622999 \$90.00
Pages:	448
Format (mm):	234x156
Subject:	Sustainability

Author Information: Catherine Weetman helps businesses thrive by using fair, regenerative and circular approaches that are better for people, planet and profit. After training as an industrial engineer, a long career with multinational companies gave her an inside track on the complex and interconnected challenges of manufacturing, retail and supply chains. An international speaker and strategic advisor, Weetman also hosts the popular Circular Economy Podcast, with listeners in over 150 countries. She is a Fellow of the Institute of Sustainability and Environmental Professionals (ISEP) and a member of its Circular Economy Steering Group. She is based in Yorkshire, UK.

Rights Sold: Arabic, Greek, Portuguese

Strategic Sustainability

A Pragmatic Blueprint for Responsible Business

★ Bestseller



This book

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

Keynote

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

Edition:	1
Date:	04/03/2026
Paperback:	9781398624931 \$42.99
Ebook:	9781398624948 \$42.99
Hardback:	9781398624955 \$69.00
Pages:	312
Format (mm):	234x156
Subject:	Environmental Management

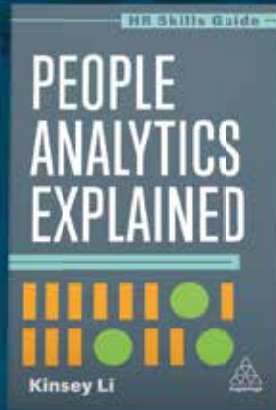
Author Information: John Pabon is a globally recognized expert in sustainability and has consulted for businesses internationally. He frequently engages in keynote speaking to audiences around the world, is a regular contributor to major publications and speaks to global audiences on issues of sustainability,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

Signature Series

The HR Skills Guide series



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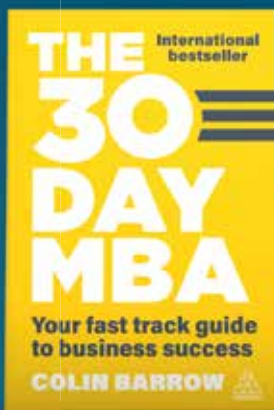


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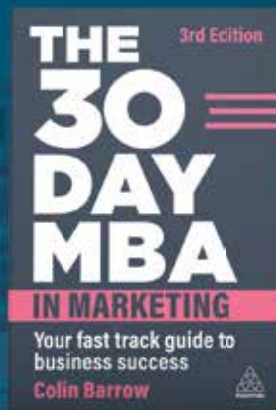


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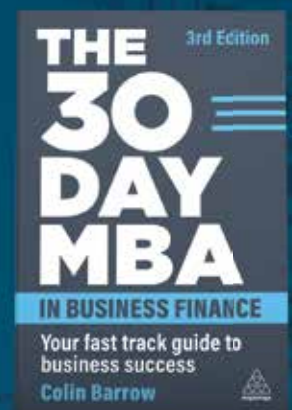
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9781398611009 • \$23.99

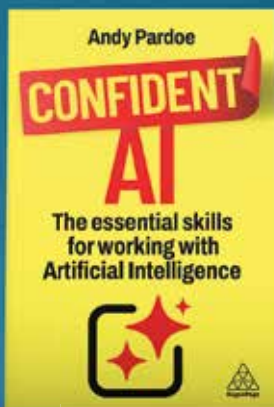


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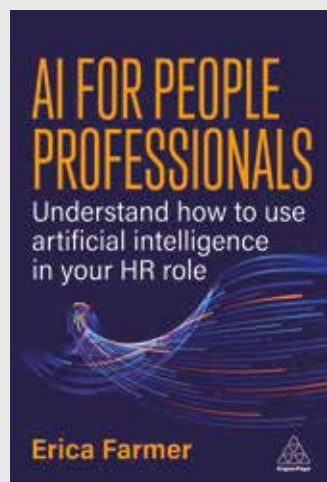


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AI for People Professionals

Understand How to Use Artificial Intelligence in your HR Role

★ Bestseller



This book

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

Keynote

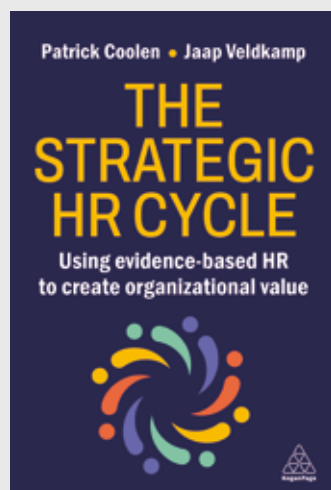
Discover how to use AI confidently, responsibly and ethically as an HR practitioner with this practical jargon-free guide.

Edition:	1
Date:	05/03/2026
Paperback:	9781398625990 \$34.99
Ebook:	9781398626003 \$34.99
Hardback:	9781398626010 \$59.00
Pages:	256
Format (mm):	234x156
Subject:	Human Resources Management

Author Information: Erica Farmer is a professional speaker, trainer and author specializing in AI and future skills. She has over 25 years of experience with brands such as LV=, British Gas, Specsavers and Virgin. She is also a frequent conference speaker, shortlisted as Best AI Speaker in the 2025 Speaker Awards, an advisory member of the AI in Work & Skills Forum and the host of the 'AI for the Average Joe' podcast. She is based in Devon, UK.

The Strategic HR Cycle

Using Evidence-Based HR to Create Organizational Value



This book

- Explains how to embed data-driven decision making into part of the HR function
- Outlines how senior HR practitioners can identify hype and popular rhetoric to assess the available evidence and implement critically evaluated and data-driven approaches into everyday practice
- Includes strategic advice and expert explanation of how to carry out a needs analysis in the HR function, consider potential problems and identify gaps in HR activity that can affect business performance
- Shows how to scale solutions across the business and introduce effective evaluation techniques to measure results and prove organizational impact
- Offers crucial guidance on how HR can become a proactive, data-driven, strategy-aligned business function while still remaining human-centred

Keynote

Use this practical guide to understand how every part of the HR function can become evidence-based and demonstrate their value to the business.

Edition:	1
Date:	06/03/2027
Paperback:	9781398631274 \$42.99
Ebook:	9781398631281 \$42.99
Hardback:	9781398631298 \$69.00
Pages:	272
Format (mm):	234x156
Subject:	Human Resources Management

Author Information: Patrick Coolen is a senior people analytics leader with more than 15 years' experience. He is currently a Partner at KennedyFitch and has held numerous senior HR roles at ABN AMRO Bank including Global Head of HR Advanced Analytics. He is based in Amsterdam, The Netherlands.

Jaap Veldkamp is a senior HR leader specializing in data-driven HR and organizational effectiveness. He is currently Global Head of People Insights, Analytics and Organizational Effectiveness at ABN Amro Bank and founded the HR Analytics Network Nederland (HANN). He is based in Amsterdam, The Netherlands.

Culture by Design

A Practical Guide for High-Performing Organizations



This book

- Shows why company culture must be designed and not left to chance in order to gain competitive advantage
- Explains how to undertake a cultural diagnosis to assess existing processes, systems, values and behaviours and identify where efforts for improvement are best focused
- Provides guidance on how to optimize the organization's operating model, work design and recognition systems to improve company culture
- Includes expert discussion of the importance of employee communication, employee engagement and belonging as well as the difference that purpose and trust at work make to company performance
- Offers tools, templates and frameworks that senior HR and OD professionals can use to refine company culture at speed so that it can be a key driver of sustainable performance improvement

Keynote

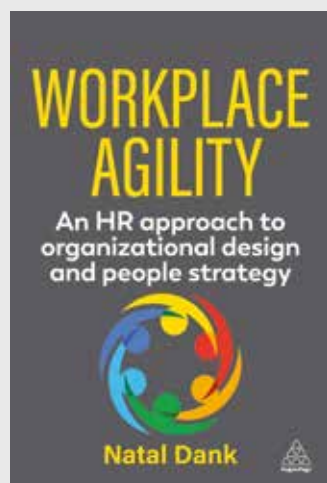
Design a company culture that delivers improved business performance and enables the organization to outperform the competition.

Edition:	1
Date:	03/03/2027
Paperback:	9781398631786 \$45.99
Ebook:	9781398631793 \$45.99
Hardback:	9781398631809 \$75.00
Pages:	288
Format (mm):	234x156
Subject:	Organizational Development

Author Information: Beth Hall is the Founder and Director of Culture Edge where she works with founders, executives, boards and HR leaders across public, private and not-for-profit organizations to strengthen culture for improved performance. She has worked across various sectors including government, retail, education, financial services, agriculture and construction. Prior to this, she was the General Manager of HR Standards and Capability at the Australian HR Institute and is based in Melbourne, Australia.

Workplace Agility

An HR Approach to Organizational Design and People Strategy



This book

- Explains why traditional resilience, agility and productivity models are no longer sufficient in a world of fundamental uncertainty and introduces Workplace Elasticity as a future-fit alternative for HR and business leaders
- Provides a clear, integrated framework that aligns people strategy, business strategy and Industry 5.0 thinking, helping HR play a more strategic role in organizational design and decision-making
- Offers practical, evidence-based guidance on navigating AI, automation and rapidly evolving skills, including tools and approaches for workforce planning, operating models and human-machine collaboration
- Uses real-world, global examples from companies including TomTom, Novartis, Liberty Latin America and Commonwealth Bank of Australia, alongside actionable tools and templates, enabling leaders to apply the principles independently and immediately within their own organizations

Keynote

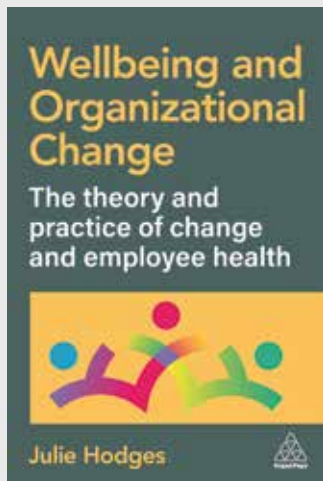
Use this strategic guide to implement an elastic model in the workplace and design future-fit organizations that align HR and business strategy for an AI-enabled, uncertain world.

Edition:	1
Date:	05/03/2027
Paperback:	9781398630345 \$42.99
Ebook:	9781398630352 \$42.99
Hardback:	9781398630376 \$69.00
Pages:	248
Format (mm):	234x156
Subject:	Organizational Development

Author Information: Natal Dank co-founded PXO Culture and specializes in people experience, HR and business agility. She is also Chief Trendwatcher at the HR Trend Institute and was named one of the Most Influential HR Thinkers by *HR Magazine*. Recognized as a pioneer of Agile in the people profession, Natal hosted the first London-based Agile HR Meetup in 2016, which has grown into a global movement reshaping the L&D and people profession. Based in Scotland, UK, she is the author of *Agile L&D* and the co-author of *Agile HR*, both published by Kogan Page.

Wellbeing and Organizational Change

The Theory and Practice of Change and Employee Health



This book

- Provides guidance for senior change management, HR and OD professionals on how to adopt a strategic focus on employee wellbeing during times of organizational change
- Explains how to embed and monitor wellbeing practices in the organization as well as examining the benefits and risks of AI during times of business transformation
- Explores how disruption, anxiety and stress caused by business change can lead to increased staff turnover, burnout and absenteeism and shows how to avoid these consequences
- Is written by a leading change management expert and packed with practical advice, research insights and real-world examples from public, private and not-for profit companies across the globe
- **Online resources:** PowerPoint slides for each chapter

Keynote

Written for senior change managers, wellbeing specialists and postgraduate students, this evidence-based guide explores the impact of business change on employee wellbeing.

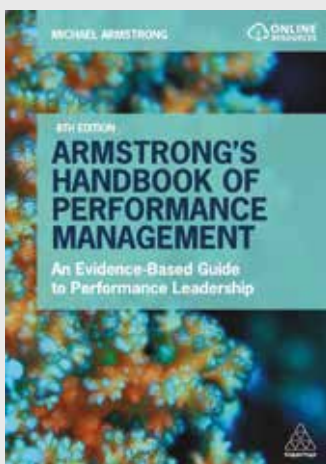
Edition:	1
Date:	04/03/2027
Paperback:	9781398628731 \$52.00
Ebook:	9781398628748 \$52.00
Hardback:	9781398628755 \$85.00
Pages:	296
Format (mm):	234x156
Subject:	Change Management

Author Information: Julie Hodges is Professor of Organizational Change at Durham University Business School, UK and is a leading change in organizations specialist with a specific focus on the people elements of change. She worked as a business consultant for over 20 years in several organizations including PwC, Vertex and the UK British Council. She is the author of *Managing and Leading People through Organizational Change*, *People-Centric Organizational Change* and *Consulting, Organization Development and Change*, all published by Kogan Page.

Armstrong's Handbook of Performance Management

An Evidence-Based Guide to Performance Leadership

NEW New Edition



This book

- Addresses all areas of performance management, from performance pay and giving feedback to managing underperformers and having difficult conversations
- Includes examples and exercises to show how the latest developments in performance management and leadership can be implemented with real-world examples from Microsoft, HSBC and IBM
- **New to this edition:** material on the use of AI and its impact on performance management; exploration of new approaches for providing feedback and performance reviews and how to define performance goals and turn them into actionable outcomes
- **Online resources:** instructor's manual, lecture slides, a glossary and literature review

Keynote

Optimize staff performance with this handbook of performance management including guidance for remote workforces and the latest innovations in personnel development planning and pay.

Edition:	8
Date:	01/03/2027
Paperback:	9781398630789 \$65.00
Ebook:	9781398630796 \$65.00
Hardback:	9781398630802 \$105.00
Pages:	256
Format (mm):	240x170
Subject:	Performance Management

Author Information: Michael Armstrong is the UK's bestselling author of HRM books. With over a million copies sold, his books have been translated into over 20 languages. Based in London, UK, he was previously a chief examiner of the Chartered Institute of Personnel and Development (CIPD) and has over 40 years of HR consultancy experience.

High-Tech High-Touch Recruiting

How to Attract and Retain the Best Talent By Improving the Candidate Experience

NEW New Edition



This book

- Outlines best practices for every stage of the recruiting process, from outlining requirements in the job description to securing candidate referrals
- Explains how to recruit passive talent: the talent that isn't looking for a new role but is the best fit
- Demonstrates how to refine alignment to prevent premature departures, and how to cultivate candidate trust, negotiate assertively and keep top performers engaged
- **New to this edition:** fully updated to reflect the rapid rise of AI in recruiting, with continuous AI integration across every stage of the hiring process, a new chapter on strategic negotiation, an expanded consultative recruiting framework, revitalized candidate-experience guidance, and modernized scripts, tools and examples for today's disrupted talent landscape

Keynote

Use this practical guide to develop a strategy of retaining the best talent. You need to blend 'high-tech' candidate search tools with traditional 'high-touch' relationship-based recruiting methods.

Edition:	2
Date:	01/03/2027
Paperback:	9781398630130 \$38.99
Ebook:	9781398630147 \$38.99
Hardback:	9781398630161 \$65.00
Pages:	256
Format (mm):	234x156
Subject:	Talent Management & Recruitment

Author Information: Barbara Bruno is a globally recognized recruiting expert who has trained more than 25,000 recruiters across 13 countries. Based in Crown Point, IN, she advises many of the world's leading recruiting and staffing organizations. Through her company, Good As Gold Training and H&R Search, she delivers practical in-person and virtual training programmes used throughout the industry.

Rights Sold: Chinese (Simplified)

The Key to Talent

Attract, Develop and Retain Exceptional Talent

★ Bestseller



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 (EA)

Keynote

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

Edition:	1
Date:	11/03/2026
Paperback:	9781398629639 \$42.99
Ebook:	9781398629646 \$42.99
Hardback:	9781398629653 \$69.00
Pages:	328
Format (mm):	234x156
Subject:	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 and was previously the Director of UK and Ireland Talent Attraction and Acquisition at EY. He has also held other senior recruitment roles at Bayer and SAP. He is based in London, UK.

Strategic L&D

Close the Skills Gap and Drive Business Performance



This book

- Describes how to close skills gaps and scale performance improvements as a senior L&D professional
- Shows how the L&D department can increase its influence to forge a position as a mission-critical department to the business
- Covers the L&D maturity model that is essential for success and explains how this approach can be used in organizations of any size
- Includes advice on how to use data to persuade senior stakeholders of the importance of the L&D role and evidence of why closing skills gaps in the workforce is crucial
- Is written by a leading thinker in the learning and development space

Keynote

Use this practical guide to build robust Learning & Development strategies that provide your employees with the skills and capabilities they need to outperform the competition.

Edition:	1
Date:	05/03/2027
Paperback:	9781398630956 \$45.99
Ebook:	9781398630963 \$45.99
Hardback:	9781398630970 \$75.00
Pages:	272
Format (mm):	234x156
Subject:	Learning & Development

Author Information: David James is the Chief Learning Officer at 360Learning and host of *The Learning & Development Podcast*. His expertise lies in helping organizations modernize their approach to workplace learning, ensuring measurable results at scale. Prior to his current role, David was co-founder of pioneering learning technology company Looop and previously Director of Learning, Talent & Organizational Development at The Walt Disney Company. Based in London, UK, he is a leading thinker in the L&D space and was included in Corporate Learning Network's Top 25 L&D Influencers of 2025.

Employee Engagement Strategies for L&D

How to Galvanize Your Workforce



This book

- Explains how to create demand for and drive engagement in company learning initiatives
- Provides practical guidance on how to use behavioural science, influencer tactics and campaign thinking to improve awareness and engagement with learning
- Shows how to constantly refine and iterate your L&D offering so that it is always aligned with what your employees and the business need to succeed
- Offers advice on how to move beyond satisfaction surveys to measure what matters, including productivity, staff retention and revenue generation
- Includes real-world examples from Expedia, TikTok, Google, HSBC, BT and Sainsbury's

Keynote

Use this strategic guide to improve employee awareness and engagement with company learning to showcase the benefits that learning initiatives have on business results.

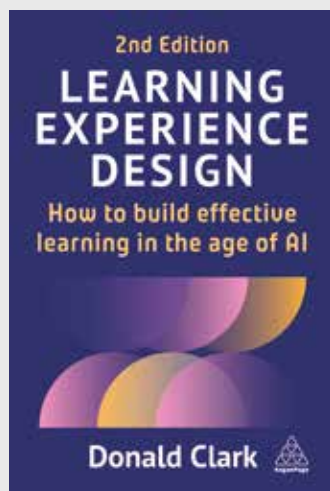
Edition:	1
Date:	05/03/2027
Paperback:	9781398630826 \$42.99
Ebook:	9781398630833 \$42.99
Hardback:	9781398630857 \$69.00
Pages:	272
Format (mm):	234x156
Subject:	Learning & Development

Author Information: Ashley Hinchcliffe is the founder of MAAS Marketing, a specialist agency dedicated to helping Learning and Development L&D teams improve awareness and engagement in their learning initiatives. Since launching the business, she has worked with numerous global companies including Capgemini, HSBC, Coca-Cola and Sainsbury's. Prior to this, she held senior roles at learning technology companies including Mind Click and Learning Pool. She is based in Middlesbrough, UK.

Learning Experience Design

How to Build Effective Learning in the Age of AI

NEW New Edition



This book

- Explains how to design effective, human-centred learning experiences that deliver measurable performance impact in organizations
- Provides a practical, research-informed framework for learning experience design, covering the full range of methods and approaches
- Equips senior learning leaders and learning designers with the strategic perspective needed to align learning design with business goals, skills development and workforce transformation
- **New to this edition:** how to utilize AI and generative AI, with new content on personalized learning and simulations. Includes updated research and guidance to enhance learning impact without eroding human capability

Keynote

AI is redefining learning as infrastructure. L&D leaders must redesign accordingly or risk losing strategic relevance.

Edition:	2
Date:	04/03/2027
Paperback:	9781398630451 \$47.99
Ebook:	9781398630468 \$47.99
Hardback:	9781398630475 \$82.00
Pages:	336
Format (mm):	234x156
Subject:	Learning & Development

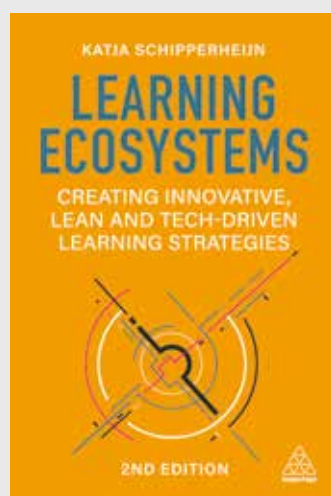
Author Information: Donald Clark has over 30 years' experience in online learning, simulations, virtual reality and artificial intelligence projects. He was a founding member of Epic Group plc and the Founder and CEO of Wildfire Learning. He is a frequent global speaker, blogger, advisor and researcher on AI in learning and is also a Visiting Professor at the University of Derby. His books *Artificial Intelligence for Learning*, *AI and Productivity* and *Learning Technology* are also published by Kogan Page.

Rights Sold: Korean

Learning Ecosystems

Creating Innovative, Lean and Tech-driven Learning Strategies

★ Bestseller



This book

- Explains why a future-ready learning strategy and continuous improvement culture are essential for organizational resilience amid rapid technological change and AI-driven transformation
- Provides practical guidance for upskilling and reskilling in an AI-enabled, collaborative workplace, helping leaders build adaptive, tech-integrated learning ecosystems
- Shows senior L&D professionals how to take a human-centric approach to innovation, using techniques for problem analysis, experimentation and algorithmic thinking to balance technology with human insight
- **New to this edition:** a new chapter on LLMs, AI agents and cognitive learning ecosystems; major updates to capability-building frameworks; expanded technological coverage; and refreshed, future-proofed cases reflecting the latest advances in AI and organizational learning

Keynote

Use this strategic guide to develop a learning strategy that encourages a culture of continuous improvement and drives business success.

Edition:	2
Date:	11/03/2026
Paperback:	9781398629899 \$42.99
Ebook:	9781398629905 \$42.99
Hardback:	9781398629912 \$69.00
Pages:	288
Format (mm):	234x156
Subject:	Learning & Development

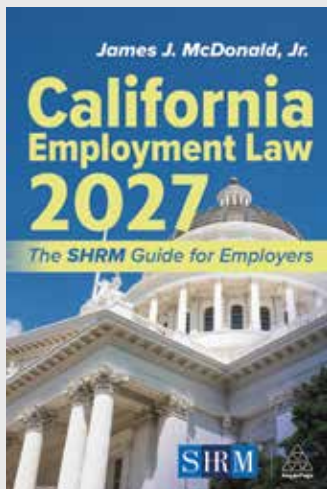
Author Information: Katja Schipperheijn is an internationally recognized learning strategist and futurist. She is the founder of Habit of Improvement and co-founder of the Learning Mindset Organization. She is an international keynote speaker, guest lecturer and the author of *The Learning Mindset*, also published by Kogan Page, and a winner of the getAbstract award.

Rights Sold: Arabic, Mongolian

California Employment Law 2027

The SHRM Guide for Employers

NEW New Edition



This book

- Is the official SHRM resource for all employers with employees working in California
- Provides comprehensive coverage of all aspects of Californian employment law
- Covers everything from the hiring process, pay and employee rights through to arbitration, discrimination, disputes and dismissal
- **New to this edition:** fully updated throughout with new material on minimum pay thresholds, 'stay or pay' employment contracts, emergency contact rights, expanded pay-data reporting categories and mandatory penalties for missing pay-data reports

Keynote

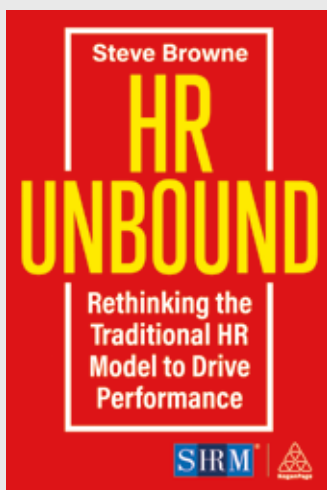
Fully updated with the latest legal developments, this annual edition is SHRM's definitive guide to California employment law.

Edition:	1
Date:	03/03/2027
Paperback:	9781398631182 \$65.00
Ebook:	9781398631199 \$65.00
Hardback:	9781398631205 \$105.00
Pages:	352
Format (mm):	234x156
Subject:	SHRM

Author Information: James J. McDonald, Jr., J.D., SHRM-SCP, is a partner in the Irvine, California, office of Fisher & Phillips LLP. With more than 30 years of experience, he advises California employers on labor and employment law, strategic HR and preventing workplace claims and litigation. His practice includes trials, arbitrations and appeals of employment law cases. A sought-after speaker for HR, business and industry organizations, he also taught labor and employment law in the Human Resources Management Program at the University of California, Irvine, for 16 years.

HR Unbound!!

Rethinking the Traditional HR Model to Drive Performance



This book

- Explains why, despite technological advancements like AI, people will continue to be the main driver of organizational innovation and performance
- Shows why HR professionals are uniquely placed to allow all employees to fulfil their potential and improve business results
- Shows how HR practitioners can move beyond the traditional, restrained approach to HR to a limitless, unbound way of working that has the power to make a significant, strategic impact on the organization
- Provides the knowledge, skills and tools that HR professionals need to stop being frightened of change, have the confidence they need to succeed and prove that they are essential for company success

Keynote

Learn how to move beyond the traditional HR model to a brave, unbound approach with this practical book written by leading HR voice and bestselling author Steve Browne.

Edition:	1
Date:	05/03/2027
Paperback:	9781398631984 \$34.99
Ebook:	9781398631991 \$34.99
Hardback:	9781398632004 \$59.00
Pages:	224
Format (mm):	234x156
Subject:	SHRM

Author Information: Steve Browne, SHRM-SCP has been an accomplished speaker, writer, and thought leader in Human Resource Management for more than 30 years. He is currently the Chief People Officer at LaRosa's, Inc but has held numerous senior HR roles in various industries including manufacturing, consumer products and professional services. He is based in Cincinnati, Ohio.

Investing in People

Financial Impact of Human Resource Initiatives

NEW New Edition



This book

- Provides a rigorous, research-based framework for evaluating HR investments and their financial impact
- Aligns HR initiatives with critical business outcomes, including financial performance, customer satisfaction and employee engagement
- Demonstrates clear methods for translating people data into insights that resonate with senior leadership, enhancing HR's credibility and influence
- **New to this edition:** expanded coverage of compensation, benefits, pay equity and consulting for organizational change, along with updated case studies, software enhancements and applications to AI and digital transformation
- **Online resources:** companion software and code library enable real-time calculations and customizable analyses for evolving challenges like AI and digital transformation

Keynote

Measure the business impact of people investments and make evidence-based decisions that drive organizational performance.

Edition:	4
Date:	05/03/2027
Paperback:	9781398631441 \$38.99
Ebook:	9781398631458 \$38.99
Hardback:	9781398631465 \$65.00
Pages:	456
Format (mm):	229x152
Subject:	SHRM

Author Information: Wayne F. Cascio, PhD, is Distinguished University Professor Emeritus at the University of Colorado, Denver, and a leading authority on HR and organizational psychology.

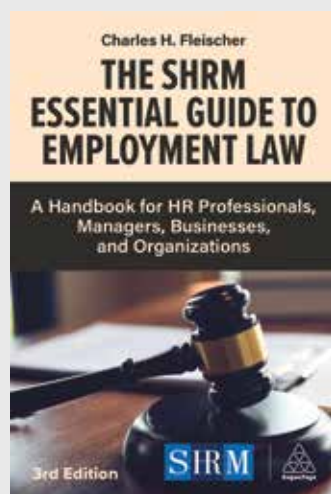
Alexis A. Fink, PhD, is a global HR executive and people analytics leader with experience at Meta, Intel and Microsoft. A Past President and Fellow of SIOP, she has led major talent analytics and organizational change initiatives.

Fred Oswald, PhD, is Professor and Herbert S. Autrey Chair in Social Sciences at Rice University. His research focuses on employment testing, workforce analytics and AI in HR.

The SHRM Essential Guide to Employment Law

A Handbook for HR Professionals, Managers, Businesses, and Organizations

NEW New Edition



This book

- Is a best-selling guide that offers a comprehensive reference for navigating US employment law and compliance
- Provides clear, actionable guidance on over 200 key employment law topics
- Translates legal complexities into practical advice for daily HR decisions
- **New to this edition:** latest federal and state legal developments, including AI in hiring, remote-work compliance, the Pregnant Workers Fairness Act, changing overtime and classification rules, expanding paid-leave laws, updated benefit and taxation requirements and new reporting obligations for employers

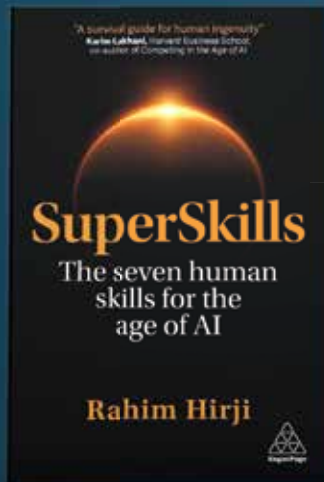
Keynote

Learn how to navigate US employment law and avoid legal risk with this clear, comprehensive guide for employers and HR professionals.

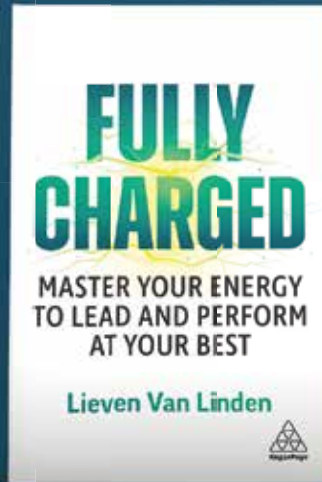
Edition:	3
Date:	03/03/2027
Paperback:	9781398631359 \$49.99
Ebook:	9781398631366 \$50.99
Hardback:	9781398631373 \$85.00
Pages:	576
Format (mm):	234x156
Subject:	SHRM

Author Information: Charles H. Fleischer is a member of the law firm Oppenheimer, Fleischer & Quiggle, P.C., of Bethesda, Maryland. Fleischer is the author of *Employer's Rights* (Sourcebooks, 2004), *The Complete Hiring and Firing Handbook* (Sourcebooks, 2005), *HR for Small Business, 2nd Ed.* (Sourcebooks, 2009), *Will the Internet Abrogate Territorial Limits on Personal Jurisdiction?*, 33 *Tort & Ins. Law J.* 107 (1997), *Validity and Effect of Will-Not-Reapply Covenants in Employment Discrimination Settlement Agreements*, 23 *Labor Lawyer* 151 (2007), and the 'Employment Torts' chapter of the *Maryland Employment Law Deskbook*.

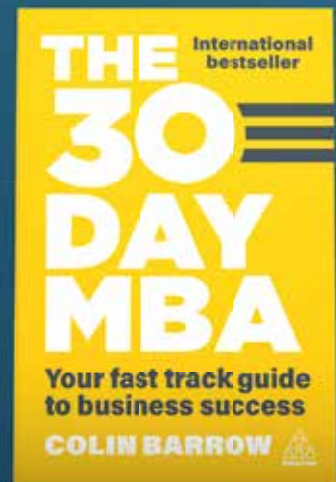
New & Noteworthy



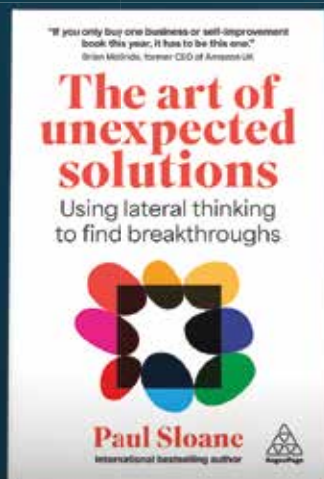
9781398628991 • \$21.99



9781398628175 • \$21.99



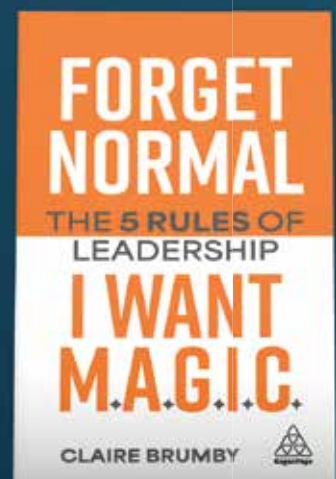
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9781398625938 • \$19.99



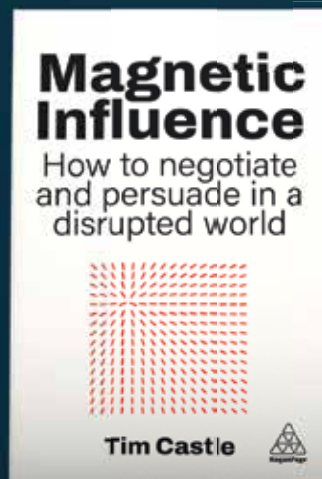
9781398626164 • \$19.99



9781398625778 • \$19.99



9781398627499 • \$21.99



9781398627864 • \$21.99



9781398617025 • \$19.99

Organic Social Media

How to Build Flourishing Online Communities

NEW New Edition



This book

- Offers insight into what social media teams need to focus on to build an engaged community
- Shares important questions to ask of leaders and audiences during the discovery process
- Includes a strategic action plan to cultivate a meaningful relationship with target audiences on different social media platforms
- Helps social media marketers create a strategic content calendar and track success metrics
- **New to this edition:** working with influencers across the social media strategy; using Generative AI ethically; new and updated real-world examples

Keynote

Learn how to build an organic community of followers and increase social media engagement and enhance broader business objectives.

Edition:	2
Date:	05/03/2027
Paperback:	9781398630864 \$34.99
Ebook:	9781398630871 \$34.99
Hardback:	9781398630888 \$59.00
Pages:	256
Format (mm):	234x156
Subject:	Digital Marketing

Author Information: Jenny Li Fowler is the director of social media strategy at the Massachusetts Institute of Technology (MIT). She served as Editor-in-Chief of State Farm’s Auto Learning Center as well as Social Media Manager and Web Editor for Harvard Kennedy School of Government. A recurring correspondent for HubSpot’s INBOUND and a recognized voice across the social media marketing space, Fowler takes a strategic approach to the process of creating an organic presence on social media. She is based in Cambridge, Massachusetts.

High-Impact Content Marketing

Strategies to Make Your Content Intentional, Engaging and Effective

NEW New Edition



This book

- Provides a simplified and strategic approach to content marketing and shows how to draw upon existing under-utilized content
- Covers how to align content with each stage of the customer journey and measure appropriately to drive improvement
- Shows how to create inclusive content marketing and incorporate behavioural science principles to maximize impact
- Contains examples from companies including Patagonia, Duolingo and Morning Brew, as well as interviews with top industry experts
- **New to this edition:** augmenting AI into the content workflow; multi-touch attribution frameworks and revenue influence tracking; guidance on inclusive prompt engineering to ensure AI tools don’t reflect training data biases; how subject matter expertise creates competitive advantage AI cannot replicate in authentic content

Keynote

Learn how to increase engagement, brand reach and conversion rates by implementing an evidence-based, inclusive content marketing strategy with strategic AI integration.

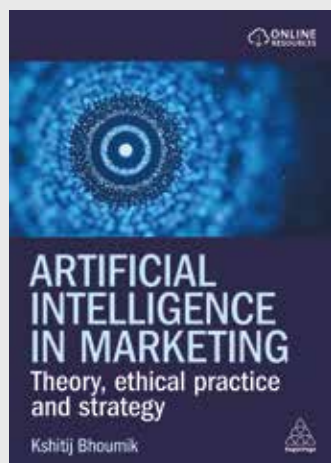
Edition:	2
Date:	05/03/2027
Paperback:	9781398630994 \$38.99
Ebook:	9781398631007 \$38.99
Hardback:	9781398631014 \$65.00
Pages:	352
Format (mm):	234x156
Subject:	Digital Marketing

Author Information: Purna Virji is an AI strategist, keynote speaker, and founder of Agent-Led Growth, where she helps organizations turn AI from experimentation into measurable business impact. Most recently, she led AI strategy and go-to-market initiatives at LinkedIn, following global marketing leadership roles at Microsoft. Based in Philadelphia, Pennsylvania, Virji is a top-rated international keynote speaker and has been featured in *The Drum*, *TNW*, *Marketing Land* and *Adweek*. She has also been recognized as Content Marketer of the Year 2025 by WICMA (Women in Content Marketing Awards).

Rights Sold: Polish

Artificial Intelligence in Marketing

Theory, Ethical Practice and Strategy



This book

- Provides upper-level undergraduates and postgraduates with the applied frameworks and tools to help them make informed decisions about how to use AI in marketing practice
- Integrates key ethical questions in contemporary approaches to AI, including real-world dilemmas and critical discussion of bias, fairness and regulation
- Includes reflection and discussion questions at the end of each chapter, as well as hands-on activities and short tasks to encourage students to engage with current AI tools and simulate real-world marketing decisions
- Features real-world examples from Bloom & Wild, Monzo, Heinz, Glossier and Duolingo
- **Online resources:** lecturer slides, instructor's manual, multiple-choice questions, additional discussion questions and classroom exercises to prompt critical engagement and application, and regularly updated global real-world examples

Keynote

Learn when, why and how to implement AI into marketing strategy and practice in this upper-level textbook.

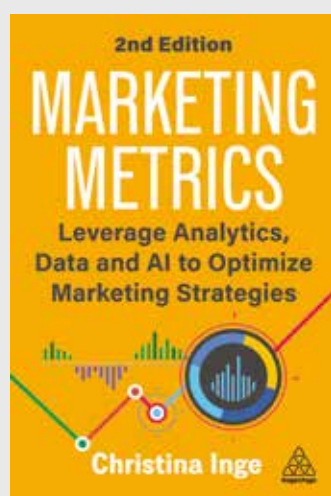
Edition:	1
Date:	03/03/2027
Paperback:	9781398628557 \$59.00
Ebook:	9781398628533 \$59.00
Hardback:	9781398628564 \$95.00
Pages:	352
Format (mm):	240x170
Subject:	Digital Marketing

Author Information: Kshitij Bhoumik is Lecturer in Marketing at the University of Leeds, UK. He has published in several leading journals such as the *Journal of Advertising*, *Journal of Advertising Research* and *Psychology and Marketing*. He teaches marketing to undergraduate and postgraduate students, including Fundamentals of Marketing, Advertising and Media Planning and AI and Marketing.

Marketing Metrics

Leverage Analytics, Data and AI to Optimize Marketing Strategies

NEW New Edition



This book

- Shows how to create an agile data-powered marketing strategy to increase engagement, enable customer personalization and build brand and product strategies
- Describes how to communicate data analysis effectively to stakeholders, and how to build an AI-ready marketing function
- Explores how to use data in a non-invasive, secure and ethical way, which respects consumer privacy and new global laws
- Includes real-world examples from a range of organizations in a variety of sectors, including Coca-Cola, Sephora and the American Marketing Association (AMA)
- **New to this edition:** chapter covering AI-powered marketing metrics and strategies throughout for AI usage; material on marketing measurement architecture, including building enterprise-grade analytics capabilities; capability assessment guidance to identify gaps in the current analytics function and strategies for creating a leadership culture of experimentation

Keynote

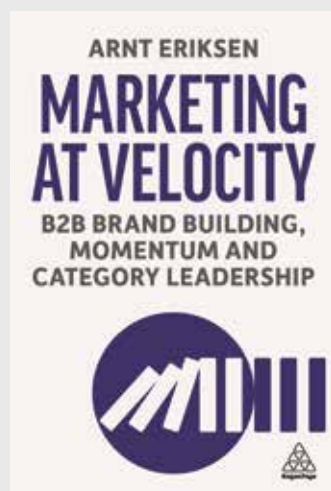
Use this jargon-free, step-by-step guide to create an agile, customer-centric marketing strategy and unlock the full capability of data and analytics with AI.

Edition:	2
Date:	06/03/2027
Paperback:	9781398630413 \$42.99
Ebook:	9781398630420 \$42.99
Hardback:	9781398630437 \$69.00
Pages:	344
Format (mm):	234x156
Subject:	Marketing Analytics

Author Information: Christina Inge is the Founder and CEO of Thoughtlight, a tech consulting company specializing in digital marketing and analytics strategies. She has worked with well-established brands such as Nissan, Smithsonian, and Pega Systems, as well as startups and nonprofits. Based in Boston, Massachusetts, she is a member of the Massachusetts Technology Leadership Council and has served on the board of the American Marketing Association Boston. An instructor at Harvard University Extension School and Northeastern University College of Professional Studies, she is a sought-after speaker and has been published in numerous industry publications.

Marketing at Velocity

B2B Brand Building, Momentum and Category Leadership



This book

- Provides proven, field-tested implementation frameworks for integrating AI, community mechanics and emerging technology into existing marketing operations.
- Includes frameworks: the One Rule Formula, Velocity Loops and the De-centralized Brand Scorecard – designed to be used repeatedly as operational tools
- Bridges the gap between traditional brand-building principles and emerging digital infrastructure, giving experienced marketing professionals a system for evolving their practice without abandoning what already works
- Features real-world examples from Nike, Adidas, Lufthansa and Starbucks

Keynote

Learn how to build brand momentum, trust and category leadership using proven implementation frameworks for AI, community mechanics and emerging digital infrastructure.

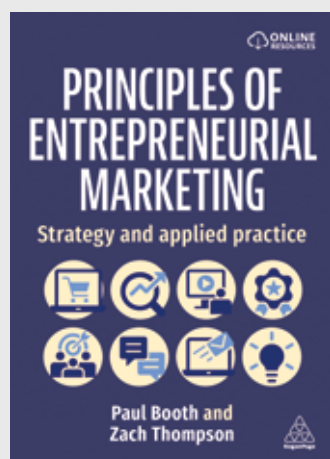
Edition:	1
Date:	05/03/2027
Paperback:	9781398631236 \$42.99
Ebook:	9781398631243 \$42.99
Hardback:	9781398631250 \$69.00
Pages:	280
Format (mm):	234x156
Subject:	Marketing Strategy

Author Information: Arnt Eriksen is a brand and marketing strategist with over 30 years of experience, based in London, UK. As a consultant and workshop facilitator, he advises Fortune 500 and mid-market organizations on AI, community-driven brand building and emerging technology strategy. Previously Creative Director and Chief Innovation Officer across agencies in Oslo, Stockholm and London, his portfolio includes strategic work for PayPal, American Express, Google, Meta, Starbucks, Sony Music, Nordea and Cannes Lions. He is a guest lecturer at nextMBA and an executive contributor to Brainz Magazine.

Principles of Entrepreneurial Marketing

Strategy and Applied Practice

 Core Textbook



This book

- Provides marketing and entrepreneurship students with a framework to create effective marketing strategies for growing businesses and products
- Considers the differences between entrepreneurial marketing and traditional marketing approaches, showing how to build innovative and customer-focused marketing strategies with limited resources
- Features interactive exercises, interviews with real-world entrepreneurs and key takeaways to help students build their own marketing and branding strategies
- Includes global real-world examples from BigBelly (USA), Inspired Bicycles (UK), Pauline Cosmetics (Kenya) and Mercado Libre (South America)
- **Online resources:** lecturer slides, instructor's manual and regularly updated global real-world examples

Keynote

Learn how to develop innovative marketing strategies for new products, start-up ventures and growing businesses in this new textbook.

Author Information: Dr Paul Booth is Senior Lecturer in Entrepreneurship and

Edition:	1
Date:	04/03/2027
Paperback:	9781398629936 \$59.00
Ebook:	9781398629943 \$59.00
Hardback:	9781398629950 \$95.00
Pages:	320
Format (mm):	240x170
Subject:	Marketing Strategy

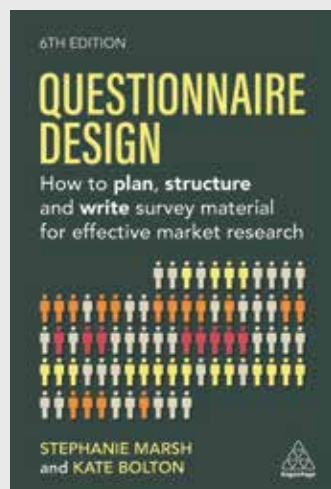
Marketing at the University of Greenwich, UK, and is Associate Professor of Social Entrepreneurship at the Institute of Contemporary Music Performance (ICMP), UK. He has industry experience of consulting founders of traditional and social enterprises in hospitality, events and food and beverage.

Dr Zach Thompson is Assistant Professor of Practice at Haslam College of Business, University of Tennessee, USA. He was previously Senior Lecturer in Marketing at the University of Bristol Business School, UK. He is a certified digital marketer and marketing consultant.

Questionnaire Design

How to Plan, Structure and Write Survey Material for Effective Market Research

Core Textbook



This book

- Provides a toolkit to structure, compose and design questionnaires for business applications
- Delivers an accessible guide to aid the process of writing a questionnaire with easy navigation to key points
- Addresses the modern-day challenges facing questionnaires such as audience participation, survey conciseness and data privacy
- **New to this edition:** chapters on AI's role in questionnaires and operational considerations in research; extended material on question types and collection modes; guidance on becoming more respondent-centred

Keynote

Use this best-selling guide to learn how to construct and design effective surveys and questionnaires that will capture the customer insight and feedback you want to achieve.

Edition:	6
Date:	01/03/2027
Paperback:	9781398630307 \$45.99
Ebook:	9781398630314 \$45.99
Hardback:	9781398630321 \$75.00
Pages:	376
Format (mm):	234x156
Subject:	Market Research

Author Information: **Stephanie Marsh** is Research Operations Lead at the Ministry of Justice UK and a leading expert in UX Research and UX Research Operations. They were previously Head of User Research and Analysis at the UK Government Digital Service and Head of Digital at the UK Ministry of Defence.

Kate Bolton, based in Surrey, UK, is a certified member of the MRS and has been its key industry trainer for questionnaire design for over 20 years as well as being an examiner for the MRS Advanced Certificate.

Rights Sold: Chinese (Complex)

Data Storytelling in Marketing

How to Tell Persuasive Stories Through Data

Bestseller



This book

- Explains how to use storytelling to drive action with both internal stakeholders and customers and how to create compelling data-led content
- Provides practical guidance on how to develop your team's data skills and overcome data overwhelm to find the right stories
- Takes an accessible and non-technical approach tailored specifically for marketing practitioners, managers and leaders who need to use data as part of their everyday roles
- Draws on client work with companies such as Toyota, Lactalis, News UK, Mars Petcare and AXA

Keynote

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

Author Information: Caroline Florence is a trainer and coach in data analysis,

Edition:	1
Date:	06/03/2024
Paperback:	9781398615038 \$45.99
Ebook:	9781398615045 \$45.99
Hardback:	9781398615052 \$134.00
Pages:	296
Format (mm):	234x156
Subject:	Market Research

insight generation and storytelling based near Cambridge, UK. As founder of Insight Narrator, she was included in the Twenty Women in Data and Tech in 2023. She was also listed in the ESOMAR Insight250 in 2021 as a global innovator in market research, data-driven marketing and insights and speaks regularly at conferences around the world on the value of insight.

Rights Sold: Bahasa-Indonesian

Fashion Brand Management

Plan, Scale and Market a Successful Fashion Business

Core Textbook



This book

- Introduces and evaluates effective strategies, theories and tools for starting and building a fashion brand
- Includes 'Key Terms' boxes, end-of-chapter real-world examples, review questions and activities, a marketing plan template and a product cost template for students
- Demonstrates contemporary events and issues through real-world examples from Ecoalf, MWHQ, KORLEIKE and Hollerose
- **New to this edition:** additional mini real-world examples throughout; new and updated questions and activities; new content on innovations, brand experiences, environmental impact and the fashion supply chain
- **Online resources:** lecturer slides and a lecturers' manual

Keynote

Understand the essentials about developing, launching and scaling a successful fashion brand with this practical guide to the realities of the fashion industry, with this comprehensive undergraduate textbook.

Edition:	2
Date:	04/03/2027
Paperback:	9781398628335 \$52.00
Ebook:	9781398628359 \$52.00
Hardback:	9781398628366 \$85.00
Pages:	344
Format (mm):	240x170
Subject:	Branding

Author Information: Alison Lowe is a leading expert on fashion brand development and growth. Based in London, UK, she founded and leads a fashion incubator agency and an online support platform, Start Your Own Fashion Label. She develops and teaches courses at the London College of Fashion, University of East London, University of the Arts London and Emlyon Business School. A regular international conference speaker, she also consults for brands across the globe, is a judge for the Great British Entrepreneur Awards and has been awarded an MBE for Services to the Fashion Industry.

Creating Customer Value Propositions With AI

How to Build an Offer that Outsmarts the Competition



This book

- Provides B2B commercial leaders with a step-by-step framework for developing AI-enhanced customer value propositions that competitors cannot replicate
- Introduces the Offer Development & Innovation (ODI) methodology, built on 16 years of research at Cranfield School of Management's KAM Best Practice Research Club
- Covers topics such as root-cause customer needs analysis, cross-functional offer ideation, quantifying value for sceptical buyers and transitioning to a value-based business model
- Includes real-world examples and interviews with senior leaders from Pfizer, Siemens, ThermoFisher, Zoetis, Grant Thornton and Nylacast

Keynote

Develop compelling customer value propositions that outsmart the competition by combining AI-powered insight with cross-functional collaboration.

Edition:	1
Date:	06/03/2027
Paperback:	9781398631397 \$45.99
Ebook:	9781398631403 \$45.99
Hardback:	9781398631410 \$75.00
Pages:	264
Format (mm):	234x156
Subject:	Sales & Account Management

Author Information: Richard Brooks is an executive advisor and AI strategist with over 25 years of experience in global technology. A Visiting Fellow at Cranfield School of Management, he is the author of *AI Strategy for Sales Teams*, also published by Kogan Page.

Sue Holt directs Cranfield's flagship Key Account Management programme, with over 20 years in KAM research and consultancy. Co-author of *Implementing Key Account Management*, also published by Kogan Page.

Mark Davies is Chairman of AKAM and directed Cranfield's KAM Best Practice Research Club for 15 years. Co-author of *Implementing KAM*, also published by Kogan Page.

The Revenue Operations Manual

How to Build a High-Growth, Predictable and Scalable Business

★ Bestseller



This book

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

Keynote

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

Edition:	1
Date:	09/03/2024
Paperback:	9781398616769 \$38.99
Ebook:	9781398616776 \$38.99
Hardback:	9781398616783 \$134.00
Pages:	344
Format (mm):	234x156
Subject:	Sales & Account Management

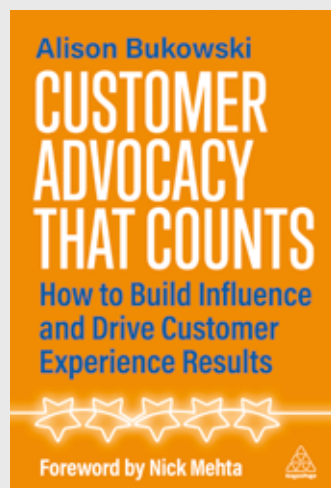
Author Information: Sean Lane is a Founding Partner at BeaconGTM, host of the Operations with Sean Lane podcast, and is based in Boston, Massachusetts. He has spent more than a decade building Revenue Operations teams at fast-growing B2B software companies, including Drift and Upserve.

Laura Adint is currently a partner and operations executive for a financial services company in Los Gatos, California. With over 25 years of experience, her prior roles included Vice President of Field Operations at Drift, and Vice President of Sales and Services Operations at Adaptive Insights (a Workday company).

Rights Sold: Portuguese

Customer Advocacy That Counts

How to Build Influence and Drive Customer Experience Results



This book

- Provides a guide for customer advocacy, customer marketing and CX professionals who are accountable for business results but depend on other teams to deliver them
- Includes frameworks, diagnostic self-assessments, stakeholder management checklists, executive communication templates and boundary-setting decision filters
- Equips practitioners to translate advocacy work into the revenue, retention and risk language that gets executive attention and secures investment
- Features interviews with leaders at Google, Microsoft, Siemens, Freshworks and Forrester

Keynote

This book provides mid to senior marketing and CX professionals with the frameworks, language and confidence to build influence across teams, prove business value with data, and drive measurable customer experience outcomes.

Edition:	1
Date:	06/03/2027
Paperback:	9781398631601 \$38.99
Ebook:	9781398631618 \$38.99
Hardback:	9781398631625 \$65.00
Pages:	240
Format (mm):	234x156
Subject:	Customer Experience

Author Information: Alison Bukowski is Chief Customer Officer at Point of Reference, where she leads strategy for customer advocacy, reference management and customer-led growth. Recognized as a Top 100 Global Customer Marketing & Advocacy Strategist and Influencer, she is a recurring speaker at CustomerX Con, Obsession, and Advocate Marketing Academy, and hosts The CustomerX Files podcast. Alison Bukowski is based in Minnesota, United States.

Measuring the Impact of Internal Communications

Translating Metrics into Meaningful Business Outcomes



This book

- Describes how to measure what truly matters and highlight the outcomes that shape organizational success
- Shows how to implement a four-stage, twelve-step model built around organizational alignment, meaningful outcomes, credible evidence and continuous improvement
- Features insights from leading voices across the communication and research landscape
- Includes templates and examples for creating strong, actionable communication goals

Edition:	1
Date:	06/03/2027
Paperback:	9781398632189 \$38.99
Ebook:	9781398632196 \$38.99
Hardback:	9781398632202 \$65.00
Pages:	256
Format (mm):	234x156
Subject:	PR & Communications

Author Information: **Jo Hall** is Director of Afire Consulting Limited, a consultancy that has advised major organizations including the Bank of England, Santander and Roche. She teaches on the Institute of Internal Communication's flagship *Effective Measurement & Evaluation* course. She is based in Luton, UK.

Anthony Monks is Director of Public Relations at ITPR. He is a regular columnist for *Strategic* magazine, a contributor to the Institute of Internal Communication's *Voice* Magazine and was announced a winner in the Strategic 26 Communication Leaders category at the Strategic Global Awards. He is based in Blackpool, UK.

Keynote

Use this practical guide to build thorough, well-considered evaluation approaches and elevate Internal Communication from a tactical function to a strategic driver of business outcomes.

Innovative Internal Communication

How creativity, curiosity and technology can create lasting impact



This book

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

Edition:	1
Date:	08/03/2024
Paperback:	9781398616448 \$45.99
Ebook:	9781398616455 \$45.99
Hardback:	9781398616462 \$134.00
Pages:	264
Format (mm):	234x156
Subject:	PR & Communications

Author Information: **Joanna Parsons** is an award-winning communications consultant, author and trainer based in Dublin, Ireland. She is the Founder and CEO of The Curious Route. She sat on the Board of Directors with the Institute of Internal Communications (IoIC) and in 2022 was awarded an IoIC Fellowship in recognition of her contribution to the profession. Previously she was Head of Internal Communications with An Garda Síochána, the Irish national police force. She is a Lecturer in Strategic Internal Communication with the Public Relations Institute of Ireland.

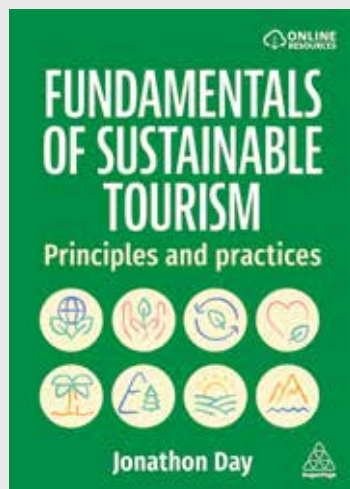
Keynote

Transform your internal communication by embracing creativity, technology and innovation in order to enhance employee engagement and create lasting impact.

Fundamentals of Sustainable Tourism

Principles and Practices

Core Textbook



This book

- Provides undergraduates with the foundations for understanding sustainability in tourism, examining key concepts and theories alongside contemporary industry practices
- Features learning objectives, reflective questions, a glossary of key terms and interviews with sustainable tourism practitioners
- Includes real-world examples from travel businesses, non-for-profit organizations and global destinations, including UN Tourism, Travelyst, Los Angeles, Slovenia and Palau, as well as interviews with practitioners and leaders in sustainable tourism such as Bruce Poon Tip (G Adventures), Darrell Wade (Intrepid Travel) and Vicky Smith (Earth Changers)
- **Online resources:** lecturer slides, videos and test banks

Keynote

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

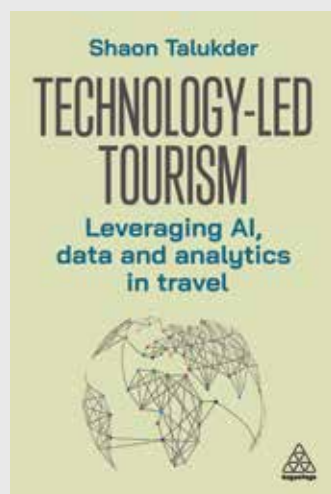
Edition:	1
Date:	03/03/2027
Paperback:	9781398625556 \$52.00
Ebook:	9781398625563 \$52.00
Hardback:	9781398625570 \$85.00
Pages:	352
Format (mm):	240x170
Subject:	Tourism & Travel

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), a network of academic and marketing organizations promoting responsible travel. He is co-author of *The Tourism System* (Kendall Hunt Publishing).

Technology-Led Tourism

Leveraging AI, Data and Analytics in Travel

Bestseller



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

Keynote

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

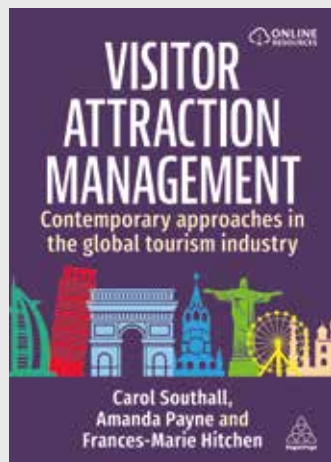
Edition:	1
Date:	09/03/2026
Paperback:	9781398625303 \$38.99
Ebook:	9781398625310 \$38.99
Hardback:	9781398625327 \$65.00
Pages:	256
Format (mm):	234x156
Subject:	Tourism & Travel

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

Visitor Attraction Management

Contemporary Approaches in the Global Tourism Industry

Core Textbook



This book

- Provides undergraduates with the essential theory, global real-world examples and applied learning activities to manage visitor attractions in their future careers
- Features learning outcomes, scenario planning activities, research tasks, critical debate questions, definitions of key terms and interviews with attractions management professionals
- Includes global real-world examples from Petra, Venice, the Terracotta Warriors AR Experience in China, Merlin Entertainments and Walt Disney World Resorts
- **Online resources:** lecturer slides, multiple choice and short-answer test questions, lecturer guide, activity templates, and videos and virtual tours. Additional real-world examples will be updated regularly to help keep coverage global and current with industry practice

Keynote

Learn to analyse, design and manage tourist attractions and destinations in the contemporary global experience economy with this practitioner-informed undergraduate textbook.

Edition:	1
Date:	04/03/2027
Paperback:	9781398628373 \$52.00
Ebook:	9781398628380 \$52.00
Hardback:	9781398628397 \$85.00
Pages:	336
Format (mm):	240x170
Subject:	Tourism & Travel

Author Information: Carol Southall is Head of Department for Business at the University of Staffordshire, UK. She teaches in Tourism Management, Event Management and FdA Visitor Attraction and Resort Management.

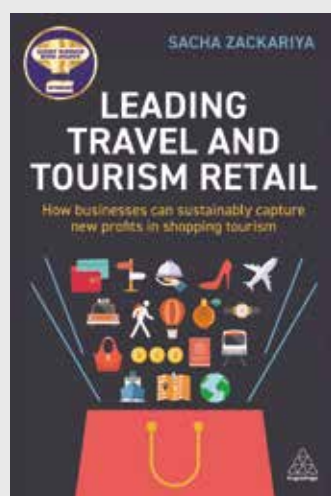
Amanda Payne is Undergraduate Business Course Director and Senior Lecturer in Business at the University of Staffordshire, UK.

Frances-Marie Hitchen is Lecturer in Business at the University of Staffordshire, UK, and is Deputy Course Leader for Visitor Attraction and Resort Management and Business Management with Tourism / Events.

Leading Travel and Tourism Retail

How Businesses Can Sustainably Capture New Profits in Shopping Tourism

Bestseller



This book

- Delivers clear, proven guidance for retailers to engage tourist consumers and benefit from new sources of revenue and profits
- Includes interviews from high profile industry practitioners, giving unique insider perspectives into how some of the best-known brands in the industry function, including LVMH Retail, Harrods, CHANEL Foundation, Barclays Bank and more
- Looks at the role of data and new technologies and their ability to provide real time insight into the travel retail industry across the board, and how practitioners can take advantage of this to increase profitability
- Helps retailers understand the trends in sustainability and the positive impact travel can have on the world economy while limiting the impact on the environment
- Explores the unique role that luxury goods play within travel retail, and what this means for retailers

Keynote

Understand the scope of the travel retail industry and learn from exclusive interviews and insights from the best known names in the field with this engaging guide.

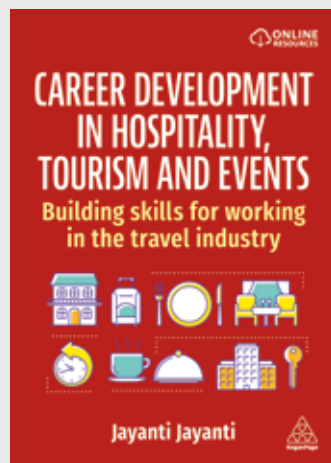
Edition:	1
Date:	04/03/2023
Paperback:	9781398609501 \$38.99
Ebook:	9781398609518 \$38.99
Hardback:	9781398609525 \$113.00
Pages:	272
Format (mm):	247x228
Subject:	Tourism & Travel

Author Information: Sacha Zackariya is co-founder and CEO of ChangeGroup International Plc and Global Director of Forex for Prosegur, a global leader in tourist foreign exchange and tax-free shopping services to 5 million customers per year. He is a retail and fintech leader, recipient of the Queens Award for International Trade and also founder of the Tree Foundation, an educational charity. In 2021, he was elected Chairman of YPO Greater London, part of an organization representing 30,000 CEOs with a combined total of \$9 trillion in annual revenues.

Career Development in Hospitality, Tourism and Events

Building Skills for Working in the Travel Industry

Core Textbook



This book

- Prepares hospitality, tourism and events students with the soft skills and practical knowledge needed for their careers in the travel industry
- Features a glossary of key industry terms, career exploration resources and interviews with hospitality, tourism and events practitioners, including from recent graduates in the field
- Includes real-world examples from leading global travel organizations such as Hilton, Taj Hotels, British Airways and UN Tourism
- **Online resources:** lecturer slides, additional practitioner and recent graduate interviews (including videos), further real-world examples and draft templates for emails and CVs

Keynote

Learn practical skills and explore industry insights to prepare for a career in hospitality, tourism and events in this undergraduate textbook.

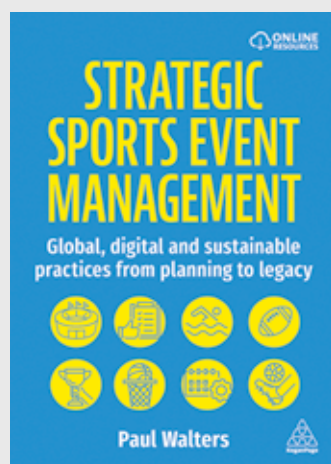
Edition:	1
Date:	03/03/2027
Paperback:	9781398627000 \$45.99
Ebook:	9781398627017 \$45.99
Hardback:	9781398627024 \$75.00
Pages:	320
Format (mm):	240x170
Subject:	Hospitality

Author Information: **Jayanti Jayanti** is Senior Lecturer in Hospitality Management at the University of West London, UK, with over 15 years of experience across industry in hotel management roles and academia. She leads the International Hospitality Management course, oversees placements for students in Hospitality, Events, Aviation and Tourism and is Academic Lead for the London Gellar College of Hospitality & Tourism (LGCHT) students.

Strategic Sports Event Management

Global, Digital and Sustainable Practices from Planning to Legacy

Core Textbook



This book

- Provides undergraduate event and sports management students with the theoretical frameworks and practical skills to plan and deliver sport events locally and globally
- Integrates sustainable and digital-driven practices and strategies throughout all stages of planning and delivering sports events
- Features learning objectives, reflective questions and practitioner interviews with leading professionals from the sports event industry
- Includes real-world examples from Olympic Games in Athens (2004), London (2012), Tokyo (2020), Paris (2024) and Los Angeles (2028), the Commonwealth Games, the Premier League and Wimbledon, as well as from grassroots and community sports events
- **Online resources:** lecturer slides, video interviews with practitioners, activities and regularly updated real-world examples

Keynote

With this practical undergraduate textbook, learn how to plan, design, deliver and evaluate sports events, from grassroot community events to mega global events.

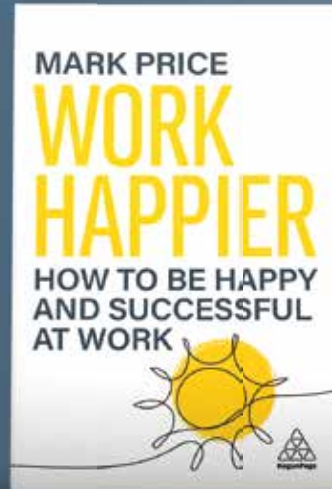
Edition:	1
Date:	04/03/2027
Paperback:	9781398629974 \$62.00
Ebook:	9781398629981 \$62.00
Hardback:	9781398629998 \$100.00
Pages:	464
Format (mm):	240x170
Subject:	Events

Author Information: **Paul Walters** is Programme Leader for BSc (Hons) Business Management with Sport and Lecturer in Management (Sports) at the University of Salford Business School, UK. He is the co-author of the first three editions of *Events Management: Principles and Practice* (Sage) and also serves on the Editorial Review Board for the *International Journal of Esports Research*. He has over 25 years of practical experience in event management across music festivals, international sport events, exhibitions and sponsorship, and he hosts the podcast for the International Institute of Live Events.

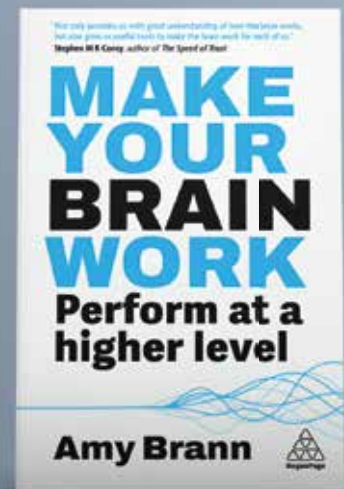
Proven Bestsellers



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9781398623651 • \$19.99



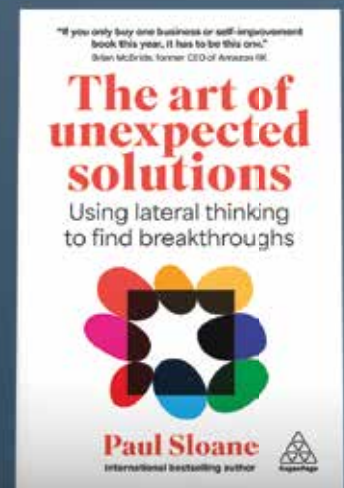
9781398622944 • \$21.99



9781398624580 • \$19.99



9781398618480 • \$21.99



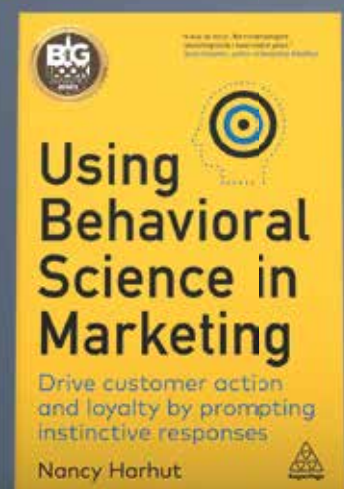
9781398625938 • \$19.99



9781398608023 • \$39.99



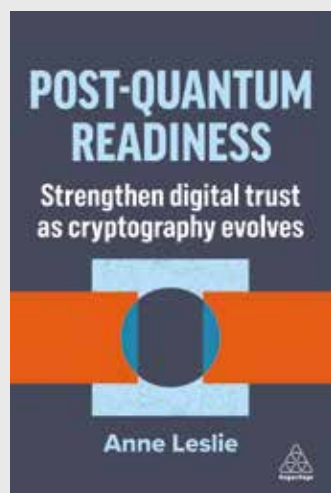
9781398624276 • \$51.99



9781398606487 • \$51.99

Post-Quantum Readiness

Strengthen Digital Trust as Cryptography Evolves



This book

- Explains how senior business, tech and risk leaders can develop a strategic roadmap for dealing with the cryptography transition
- Offers a detailed explanation of the key factors for organizations to consider such as data longevity, identity, crypto use, vendors, platforms and legacy constraints
- Helps to translate deep uncertainty about post-quantum cryptography into real and actionable choices that will help protect an organization
- Shows how to build governance structures and funding models that can survive the multi-year quantum transition
- Features executive-level real-examples, boardroom questions, scaffolding checks and resilience insights

Keynote

Understand the complexity of the post-quantum transition, and engage more deliberately with both immediate and long-term post-quantum risk, including 'harvest now, decrypt later' threats, with this practical guide.

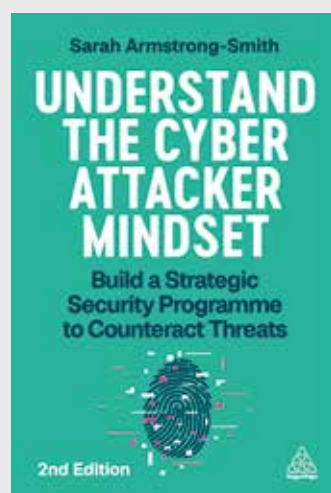
Edition:	1
Date:	06/03/2027
Paperback:	9781398631137 \$52.00
Ebook:	9781398631144 \$52.00
Hardback:	9781398631151 \$85.00
Pages:	296
Format (mm):	234x156
Subject:	Risk Management

Author Information: Anne Leslie is an award-winning technology risk leader and Head of Cloud Risk at IBM. She previously held leadership roles at Pikcio, BearingPoint and Invoke. She works with senior leaders on governing complex, multi-year technology transitions and navigating emerging technology risk in conditions of uncertainty. Her work sits at the intersection of cybersecurity, enterprise risk management, regulatory compliance and board-level decision-making, with particular emphasis on sense-making, judgement and accountability in long-horizon transitions such as post-quantum cryptography. She is based in Paris, France.

Understand the Cyber Attacker Mindset

Build a Strategic Security Programme to Counteract Threats

NEW New Edition



This book

- Is written by a cybersecurity authority, who has helped organizations build resilience to cyber attacks and global crises
- Inspects the psychological and social aspects of cyber attack approaches to enable organizations to develop 'people-orientated' strategies that anticipate and combat them
- Offers readers a set of approaches that can be used to counteract the techniques used by attackers, including tactics on training people to identify and resist manipulation
- **New to this edition:** a new chapter covering how AI amplifies cyber risks, updated real-world examples including Scattered Spider, an increased focus on insider threat, new discussion on quantum technology and further guidance on strengthening culture and leadership

Keynote

Understand the psychology behind cyber attacks and learn how to defend against them with this strategic guide.

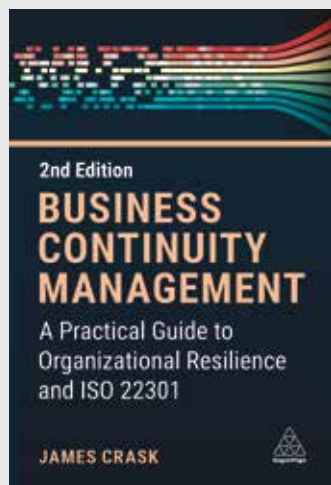
Edition:	2
Date:	04/03/2027
Paperback:	9781398630178 \$42.99
Ebook:	9781398630185 \$42.99
Hardback:	9781398630208 \$69.00
Pages:	296
Format (mm):	234x156
Subject:	Cybersecurity

Author Information: Sarah Armstrong-Smith is one of the most influential cybersecurity leaders in the industry. With three decades of front-line experience, she is currently Executive Director of Secure Horizons. She held roles including Chief Security Advisor at Microsoft and Group Head Crisis Management at the London Stock Exchange, delivering transformative strategies to help organizations build resilience to cyber attacks and global crises. She is also a member of the UK Government Cyber Advisory Board. She is based in Bath, UK.

Business Continuity Management

A Practical Guide to Organizational Resilience and ISO 22301

★ Bestseller



This book

- Contains templates and checklists covering planning, response, reporting and assurance, including a Business Impact Analysis
- Explains how to implement the best practice contained in ISO 22301:2019 and deliver an effective business continuity capability
- Tackles key issues including getting the board engaged, obtaining real investment for resilience building and good practice in crisis response
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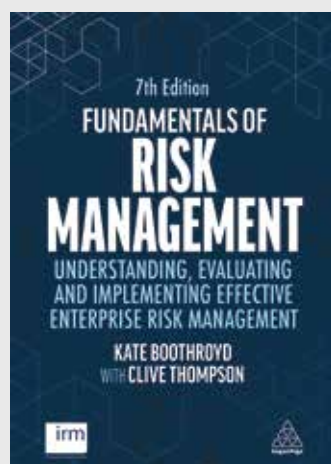
Edition:	2
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Pages:	352
Format (mm):	234x156
Subject:	Risk Management

Author Information: James Crask is Managing Director of Strategic Risk Consulting for Marsh, working with clients to deliver resilience and business continuity solutions. He also chairs the International Standards Committee responsible for all global Business Continuity and Organisational Resilience ISO Standards, including ISO 22301:2019. He previously worked for PwC where he was responsible for building the UK firm's business resilience advisory services and has held roles for the Nuclear Decommissioning Authority and for the BBC. He is based in London.

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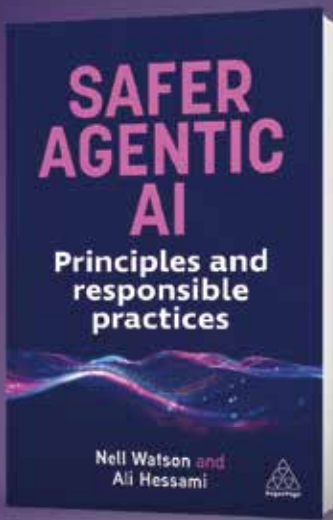
Author Information: Kate Boothroyd is the Director of KB Risk Consulting Limited, a risk management consultancy. She is a Certified Fellow of the Institute of Risk Management, one of their accredited trainers and lead developer of the IRM's updated Enterprise Risk Management Certificate. She was previously Deputy Chair of the IRM. She is based in Huddersfield, UK.

Clive Thompson was Deputy Chair of the IRM until 2020. He has been a risk manager and consultant delivering projects globally and is a Certified Fellow of the IRM. He is based in West Sussex, UK.

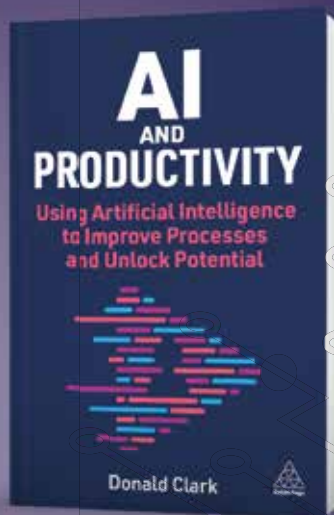
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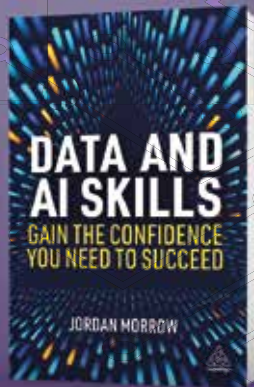
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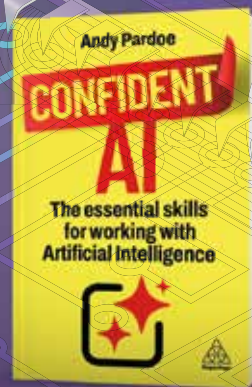
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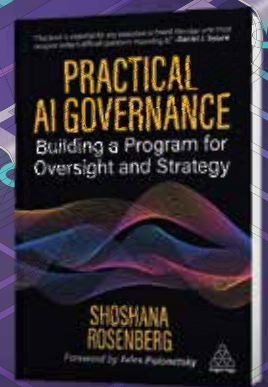
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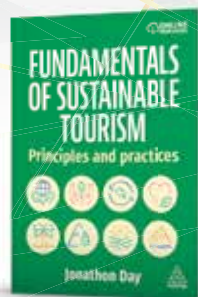


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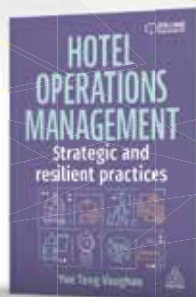


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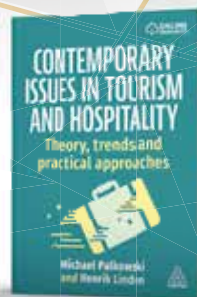
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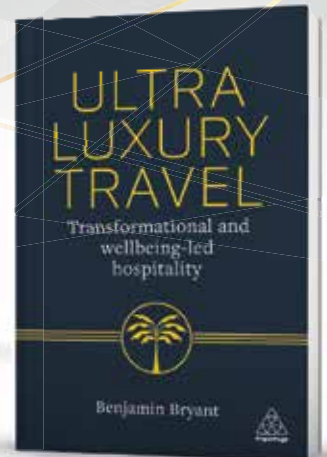
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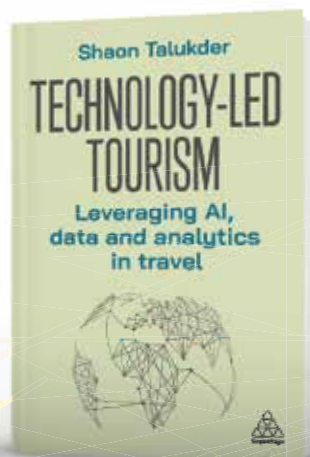
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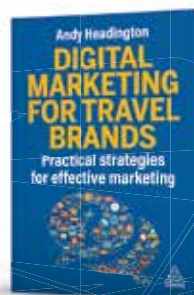
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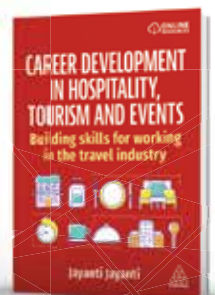
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Pages:	344
Format (mm):	240x170
Subject:	Logistics Technology

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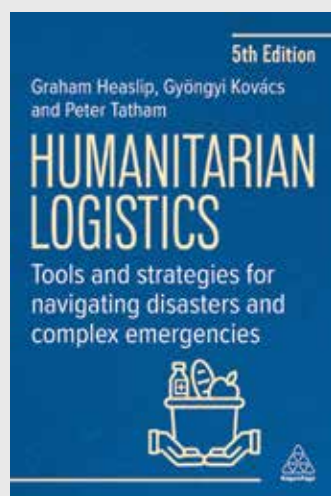
Uthayasankar Sivarajah is Professor of Technology Management and Circular Economy at Kingston University London, UK. In 2023 and 2024, he was included in the World's Top 2% Scientists list published by Stanford University, US.

Emilia Vann Yaroson is a lecturer in operations and supply chain management at the University of Sheffield, UK.

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Format (mm):	234x156
Subject:	Logistics

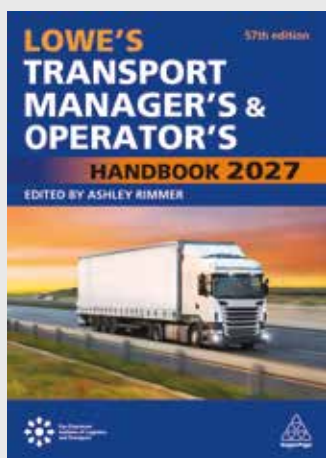
Author Information: Graham Heaslip is Professor of Logistics and Dean of the Faculty of Engineering and Computing at Atlantic Technological University (ATU). He is based in Dublin, Ireland.

Peter Tatham is Deputy Head of the Department of International Business and Asian Studies at Griffith University. He is based in Brisbane, Australia.

Gyöngyi Kovács is the Erkkö Professor in Humanitarian Logistics and the Dean of Research at the Hanken School of Economics. She is a founding Editor-in-Chief of the *Journal of Humanitarian Logistics and Supply Chain Management (JHLSCM)*. She is based in Helsinki, Finland.

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Hardback:	9781398629844 \$135.00
Pages:	624
Format (mm):	240x170
Subject:	Transport

Author Information: Ashley Rimmer is an experienced transport and operations manager with over 46 years of experience. He is currently a Transport & Compliance Manager at Transam Trucking Ltd and is a Fellow of the Chartered Institute of Logistics and Transport (CILT). He is based in Norwich, UK.

David Lowe was an experienced consultant and freelance writer, involved in the road haulage industry for many years.

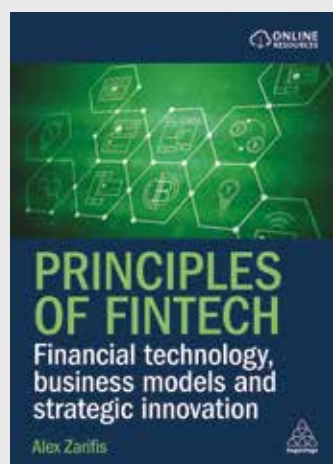
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Pages:	400
Format (mm):	240x170
Subject:	Fintech

Author Information: Alex Zarifis is Lecturer in Information Systems at the University of Southampton, UK. Previously, he worked at the University of Cambridge, University of Manchester and the University of Mannheim. He is currently a research affiliate of the Cambridge Centre for Alternative Finance (CCAF). He is also a pioneer in Fintech education and participated in creating the first government-recognized university degree on blockchain technologies.

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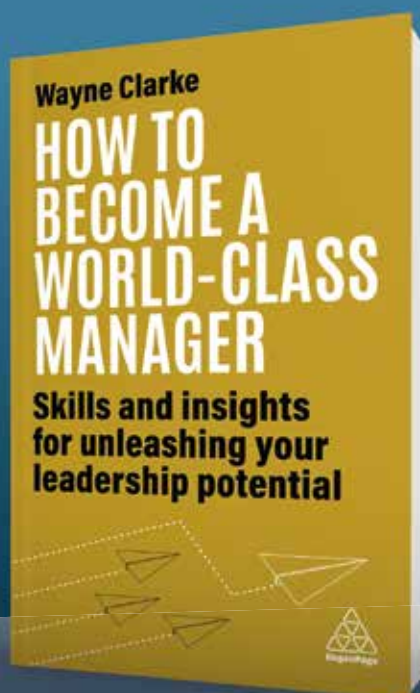
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