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APRIL 2024

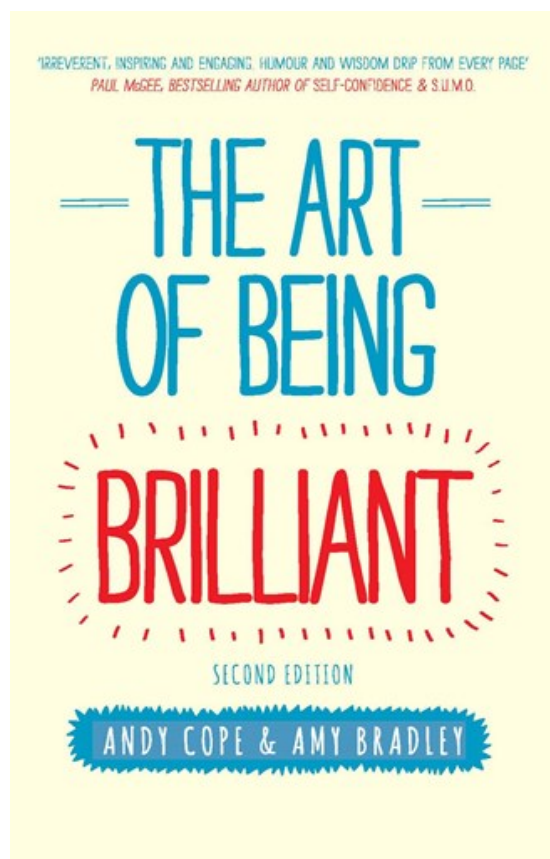
wiley.com

Capstone & Consumer



The Art of Being Brilliant, 2nd Edition

Andy Cope



[View on Edelweiss](#)

Capstone

BISAC: Self-Help

9780857089861

Paperback

April 25, 2024

£12.99 | 15,20 € | \$16.99

The BESTSELLING book on BEING BRILLIANT now updated into an all new edition.

In a world where there's a lot of talk about 'living your best life' and being your 'best self', *The Art of Being Brilliant* shows you how.

The book has a strong academic underpinning from an author who is an expert in the art of happiness and positive psychology, but is written in a fun and non-patronising way. *The Art of Being Brilliant* is a book that will fill you to the brim with happiness, positivity, wellbeing and, most importantly, success! This new edition has been updated to address modern issues such as climate change, the pandemic, and diversity and inclusion.

The book is built on a rock-solid foundation of wellbeing and human flourishing but is quirky in tone and entertaining to read. Dr Andy Cope's words are brilliantly brought to life by award winning illustrator, Amy Bradley.

The book includes:

- Rich illustrations and inspiring quotes
- Solid advice on how to be BRILLIANT
- A great read with a serious underlying message - how to foster positivity and bring about success in every aspect of your life

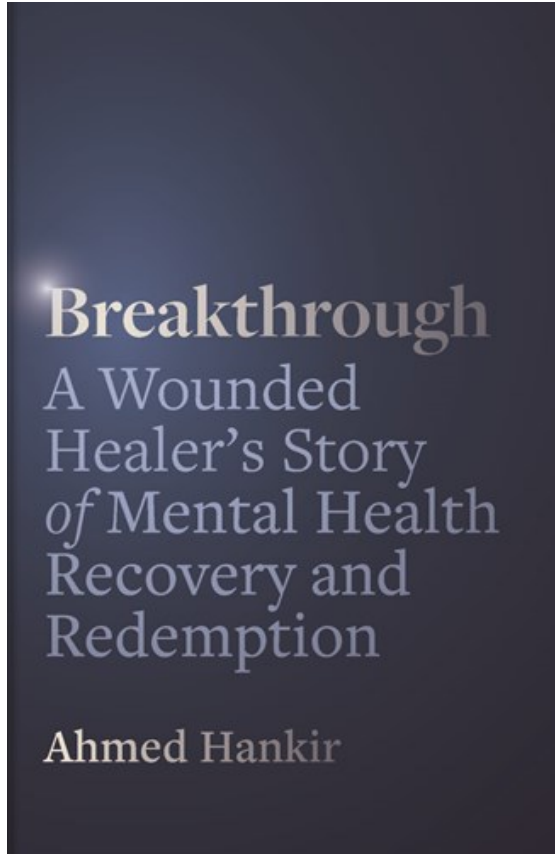
About the Author

Andy Cope describes himself as a "professional trainer, qualified teacher, author and learning junkie". He is currently doing a Doctorate at the University of Loughborough... investigating the science of happiness and positivity. He founded 'Art of Brilliance' in 2004. His aim, to blaze a new trail - one that was non-academic, totally rooted in the real world and that would make a massive and immediate impact on individuals and organisations. Andy has a passion for motivation and positive psychology and is trying to influence people to think differently. He has delivered 'The Art of Being Brilliant' to rave reviews in businesses and schools throughout the UK, Middle East and Southern Africa. Andy has also written the bestselling *The Art of Being A Brilliant Teenager* for adults /Teens, *Shine* and *Diary of a Brilliant Kid* - all of which have been major success stories for Wiley.

Breakthrough

A Wounded Healer's Story of Mental Health Recovery and Redemption

Ahmed Hankir



Explore mental health, wellness, and illness in this engaging and insightful discussion from a practicing psychiatrist who himself lives with a mental health condition

In *Breakthrough*, World Health Organization Award Winning psychiatrist, former psychiatric patient and mental health advocate Dr. Ahmed Hankir delivers a unique and powerful insight into mental health and wellness, mental illness, mental health treatment, and the culture surrounding mental health by tracing his own personal recovery journey from impoverished and shunned psychiatric patient, to becoming an NHS Consultant psychiatrist.

In the book you'll explore many of the issues currently dominating the discussion of mental health and illness, including the impacts of poverty, unemployment, the cost of living crisis, homelessness, addictions, the use of medication to treat mental illness, the widespread prevalence of stigma, discrimination and racism in mental health and much more.

You'll also find:

- Comprehensive discussions about how to overcome shame and stigma to seek help if you're suffering from a mental illness.
- Explorations of how mental health practitioners and family members of people living with mental health

[View on Edelweiss](#)

Capstone

BISAC: *Self-Help*

9780857089724

Paperback

April 18, 2024

£14.99 | 17,00 € | \$18.99

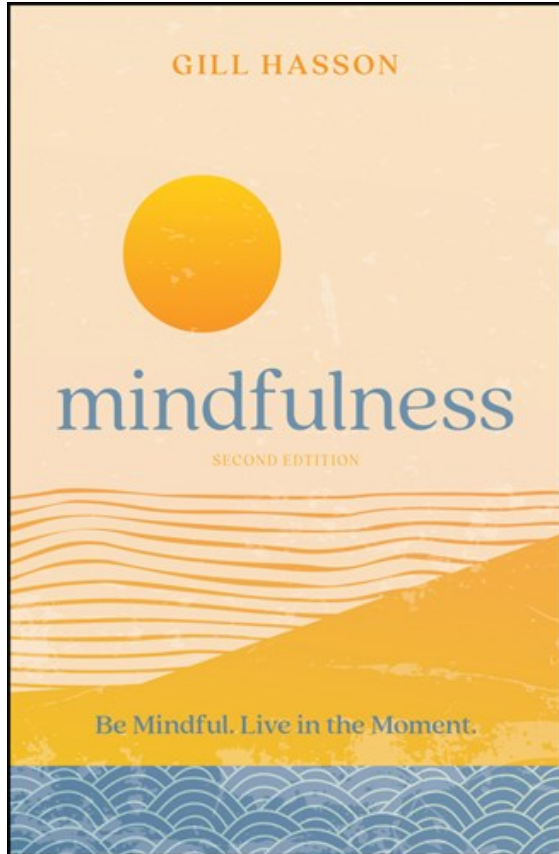
About the Author

Dr Ahmed Hankir is a Senior Research Fellow at the Centre for Mental Health Research in association with Cambridge University, NHS Psychiatrist based in London, Professor of Academic Psychiatry at the Carrick Institute for Graduate Studies (Florida, USA) and Public Education and Engagement Lead at the World Health Organization Collaborating Centre for Mental Health, Disabilities and Human Rights at the Institute of Mental Health, Nottingham University. He has 69,000 followers on Twitter (he tweets in his capacity as The Wounded Healer). Many of his followers have repeatedly asked him to write a book so there is a huge demand.

Mindfulness, 2nd Edition

Be mindful. Live in the moment.

Gill Hasson



[View on Edelweiss](#)

Too often, life just races by. You don't fully experience what's happening now, because you're too busy thinking about what needs doing tomorrow, or distracted by what happened yesterday. And all the time your mind is chattering with commentary or judgement.

Mindfulness allows you to experience the moment instead of just rushing through it.

Being mindful opens you up to new ideas and new ways of doing things, reducing stress and increasing your enjoyment of life.

With ideas, tips and techniques to help you enjoy a more mindful approach to life, you'll learn how to:

- Adopt more positive ways of thinking and behaving
- Become calmer and more confident
- Break free from unhelpful thoughts and thinking patterns
- Bring about positive changes in your relationships
- Achieve a new level of self-awareness and understanding

Life is happening right now; mindfulness will help you live in the moment, so it doesn't pass you by!

New content includes guidance on the ways in which we can

Capstone

BISAC: *Self-Help*

9780857089892

Paperback

March 28, 2024

£12.99 | 15,10 € | \$16.99

About the Author

Gill Hasson is a careers coach, has over 25 years experience in the areas of personal s books have sold a combined total of 400K units, generating a combined total revenue of \$2.4m. Its very likely that our major competitors such as Hodder are continually hoping to bring her on board with them - so Im keen to ensure that Gill remains a key Wiley author.

Entrepreneur Revolution, 3rd Edition

How to Develop your Entrepreneurial Mindset and Start a Business that Works

Daniel Priestley

Create a great business and a better life

In the newly revised third edition of *Entrepreneur Revolution*, serial entrepreneur Daniel Priestley delivers an inspiring and practical book that shows you how to break free from the industrial revolution mindset, quit working so hard, follow your dream, and make a fortune along the way. In the book, you'll find a masterclass in changing how you think, the way you network, and how you make a living.

The author provides clear guidance on:

- Why this is the greatest time in history to be an entrepreneur
- How to spot the right business for you
- How to transform a negative event--like a lay-off, recession, or downsizing--into an entrepreneurial opportunity
- Strategies for imaginative and creative millennials ready to take charge of their careers

Perfect for aspiring and experienced professionals at any stage of their careers, *Entrepreneur Revolution* will also earn a place on the bookshelves of founders, content creators, business students, young professionals, and veteran managers interested in beginning a new phase of their economic life.

About the Author

Daniel Priestley is a successful entrepreneur who's built and sold businesses in Australia, Singapore and the UK. He's the co-founder of Entrevo, the Key Person of Influence Accelerator program/training for entrepreneurs and leaders. Daniel is also the co-founder of Dent Global - the organization which provides the training and services around the Entrevo program. With offices in London, Sydney, Singapore and Tampa, the entrevo program is endorsed by the Institute of Leadership and Management. Over 500 entrepreneurs and leaders each year participate globally to develop their businesses with the support of high net worth mentors. Daniel is also now a KPMG ambassador and was named as one of the top 25 entrepreneurs in London influencing the business scene (Smith & Williamson Power 100).

"Few people have done more to inspire an entrepreneur revolution and give entrepreneurs the tools and advice they need to grow their businesses in recent years than Dan."

Mike Harris, Founder of FirstDirect and Egg PLC, Author of Find Your Lightbulb

REVISED
AND
EXPANDED
THIRD
EDITION



ENTREPRENEUR REVOLUTION

How to develop your entrepreneurial mindset and start a business that works

DANIEL PRIESTLEY

[View on Edelweiss](#)

Capstone

BISAC: Business & Economics

9780857089731

Paperback

April 25, 2024

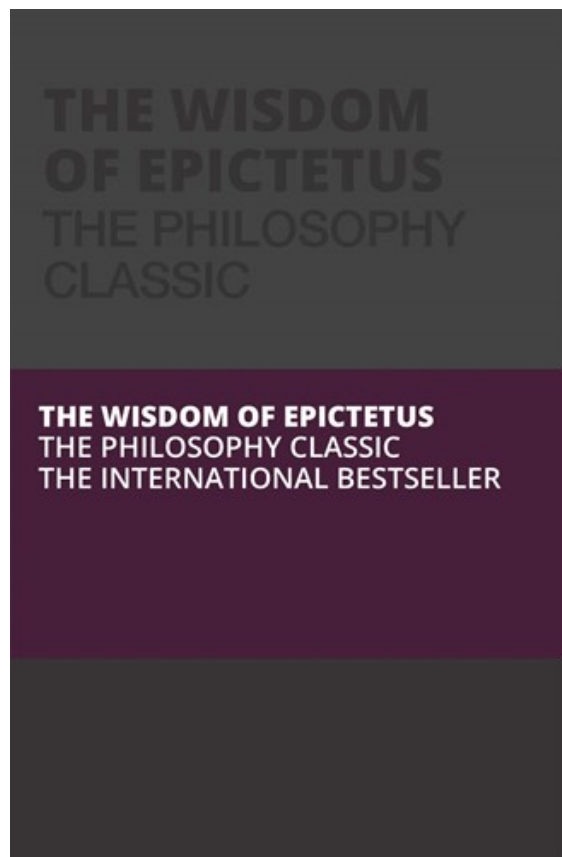
£14.99 | 17,10 € | \$18.99

(EUR-DE:18,90 €)

The Wisdom of Epictetus

The Philosophy Classic

Tom Butler-Bowdon



[View on Edelweiss](#)

Epictetus, a prominent Stoic philosopher, believed in moral philosophy as a practical guide to leading better lives. He held that only through self-mastery could we live in accordance with nature. This self-mastery consists of the use of reason and living virtuously.

Epictetus focused on the responsibility of the individual to live the best life possible. He insisted that human beings do have freedom of choice in all matters even though that choice may be limited by the operation of the logos.

He taught that the key to transforming oneself into a true Stoic is to learn what is 'in one's power', which involves not judging as good or bad anything that appears to one. For Epictetus, the only thing that is good is acting virtuously (that is, motivated by virtue), and the only thing that is bad is the opposite, acting viciously (that is, motivated by vice).

In essence, Epictetus' moral philosophy was aimed at helping people live a good and meaningful lives. It was about understanding and accepting what we can control, and letting go of what we cannot. This philosophy encourages rigorous self-discipline and a focus on our own actions, which are within our control.

Epictetus' stoic philosophy will sit as an excellent companion in this new classic by the Greek philosopher alongside Meditations (Aurelius) and Letters (Seneca).

About the Author

Capstone

Series: Capstone Classics

BISAC: *Philosophy*

9780857089953

Hardcover

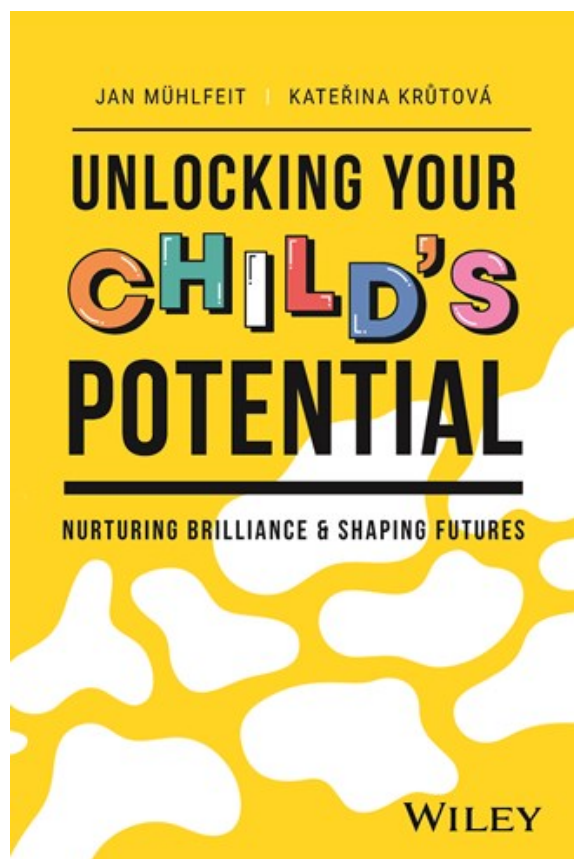
May 2, 2024

£11.99 | 14,00 € | \$14.99

Unlocking Your Child's Potential

Nurturing Brilliance and Shaping Futures

Jan Mühlfeit



[View on Edelweiss](#)

Capstone

BISAC: *Family & Relationships*

9781394239788

Paperback

February 22, 2024

£14.99 | 17,50 € | \$19.99

Develop your child's talents, energy, inspiration, and motivation

In *Unlocking Your Child's Potential: Nurturing Brilliance and Shaping Futures*, authors Jan Mühlfeit, a leader, global strategist and coach, and Katerina Krutová, an experienced lecturer in the field of education and child development, deliver a startlingly insightful and exciting discussion of how to bring out the best in your children. In the book, you'll learn how to avoid the four most common and basic mistakes made by parents and teachers-including focusing on weaknesses while forgetting strengths, neglecting why children do what they do, controlling time instead of harnessing energy, and focusing on success instead of happiness-and learn to achieve something for yourself and your children.

You'll gain valuable and actionable knowledge you can apply immediately in areas like:

- Positive psychology and how children's brains actually function
- How to search for a child's true self, their authenticity, and their exceptional character
- Strategies for encouraging and harnessing energy, motivation, and inspiration in young children

Perfect for parents, teachers and coaches everywhere, *Unlocking Your Child's Potential* is also a must-read resource for early childhood educators, social workers who work with

About the Author

Jan Mühlfeit is a global strategist, coach and mentor. His personal mission is to "help individuals, organisations and countries around the world unlock their human potential". He has a very successful track record of building teams and organisations during a long career at Microsoft, where he held various leadership positions. Based on his experience, he created a completely unique methodology for individuals and teams focused on finding and discovering one's own uniqueness. Jan Mühlfeit teaches this course in the private and public sector all over the world, coaching top managers from many countries. In 2017, his book *Positive Leader* was published, in which he summarises his many years of experience in leading teams.

Katerina Novotná is the co-author of the *Unlocking Children's Potential*, through which, together with Jan Mühlfeit, she helps

The Healthy Hundred

100 Ways to Live to a Happy 100 Years - and Beyond!

Peter A. Larkins

Why do so many people simply accept that age is a state of decline? What if you could choose to live a healthier, more productive, longer life? You might be surprised to learn just how much control you have over your own future health!

The Healthy Hundred unpacks science-backed insights on how and why we age and shares one hundred tips and lifestyle choices that can influence your rate of biological aging. Getting older is inevitable. However, today we have an increasing understanding of just how much we can do to slow down the negative impacts of aging - and to prepare for a healthier, happier physical and cognitive future. When it comes to how your future health will play out, the truth is that surprisingly little is determined by your genetics. The rest is all about how you choose to live!

- Get the facts on how aging affects your mind and body - and how and why you should aim for a healthy, happy hundred years
- Run through the body checklist and make sure you're aware of how to combat common health issues for the long term
- Manage your health with tips in 5 essential categories that contribute to your longevity: Exercise, Nutrition, Habits, Personal Development, and Social Connectivity

[View on Edelweiss](#)

The Healthy Hundred explores the art of staying youthful as we age, from exercise and nutrition to personal development and social connectivity. It's not about living forever: it's about

Wiley

BISAC: 0

9781394216086

Paperback

£15.95 | 18,10 € | \$19.95

About the Author

Dr Peter Larkins is a renowned sports medicine specialist and media commentator. Peter is a well-known media personality in the sports arena and regularly appears on radio, television, social media, and podcasts to discuss health topics. A former AFL boundary rider, he has worked extensively with Triple M, Nine Network, and 3AW.

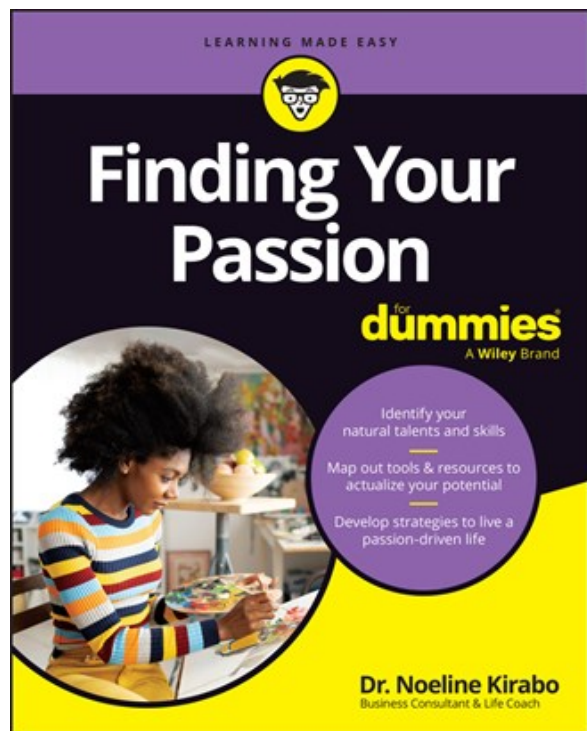
A practicing physician, Peter is a consultant in high performance and the promotion of healthy living. He has previously served as team doctor for a wide range of Australian sports, including AFL, at the local and international level. As a middle-distance runner himself in his younger days, Peter competed internationally at the Commonwealth and Olympic Games.

Dummies



Finding Your Passion For Dummies

Kirabo



A hands-on manual for discovering what makes you tick and going after your dreams

Finding Your Passion For Dummies offers you guidance and practical advice on how to identify and pursue your passion. With exercises to help you understand your values, interests, and natural talents, you can identify what you are passionate about—at any age. This self-discovery process will help you find more happiness, and a sense of purpose and direction in life. When you find your passion, you'll be able to pursue it in a way that aligns with your values and interests. This book provides the motivation, the inspiration, and the how-to. In the friendly Dummies style you know and love, you'll get guidance on setting goals, exploring your interests, pursuing education, and overcoming any obstacles that stand between you and what you really want out of life.

- Identify your natural skills and talents
- Discover hobbies and activities that excite you
- Learn how to overcome obstacles as you change your life
- Embrace your authentic self and gain the courage to live fully

[View on Edelweiss](#)

This book is for anyone looking to discover a life path that will lead to true fulfillment. *Finding Your Passion For Dummies* is great for recent graduates, mid-career professionals looking

For Dummies

BISAC: *Self-Help*

9781394216420

Paperback

February 7, 2024

£18.99 | 21,40 € | \$24.99

(EUR-DE:22,90 €)

About the Author

Noeline Kirabo (Kampala, Uganda) is a social entrepreneur, author, international speaker, life coach, certified trainer, and motivational speaker. She has over 15 years experience in the nonprofit sector mainly working with children, youth, women, and community initiatives, and 8 years of active practice as a counseling psychologist. She is the Founder and Executive Director of Kyusa, an organization that restores hope and dignity to vulnerable youth through livelihood development; by empowering them to turn their passion into profitable, sustainable businesses. Noeline is also the Co-Founder of Newen Consults, a personal and business development consulting firm. Her 2019 TED Talk on finding your passion has over 3.1M views.

Houseplants & Succulents For Dummies

Frowine



Become the best plant parent you can be

Houseplant hysteria is here to stay. For new and seasoned plant owners alike, *Houseplants & Succulents For Dummies* is the ideal resource on plant care, growing cycles, unique plant varieties, and all the essentials you need to know about your rooted friends. Ensure that your sprouts grow and thrive, with tons of tips and answers to all your questions. Are they getting enough light? Are you overwatering? Why are the leaves turning yellow? This fun Dummies guide teaches you to find the right plants for your personal plant care style, identify common varieties, choose the right potting soil, and pick the perfect little nook for your leaf baby. You'll also learn how to rescue your plants when pests and diseases strike, and even how to use plants as part of a stylish home décor approach. Get growing!

- Learn about the different types of plants and choose the ones that will work for you
- Figure out how to keep your plants happy—and what to do about it if they're not
- Determine how often to water plants, what type of soil they need, and how much light
- Improve your mental and respiratory health by filling your home with plants

Grab this handy book if you're new to the houseplant craze and want a user-friendly, comprehensive guide on plant care.

[View on Edelweiss](#)

For Dummies

BISAC: Nature

9781394159512

Paperback

April 24, 2024

£18.99 | 21,40 € | \$24.99

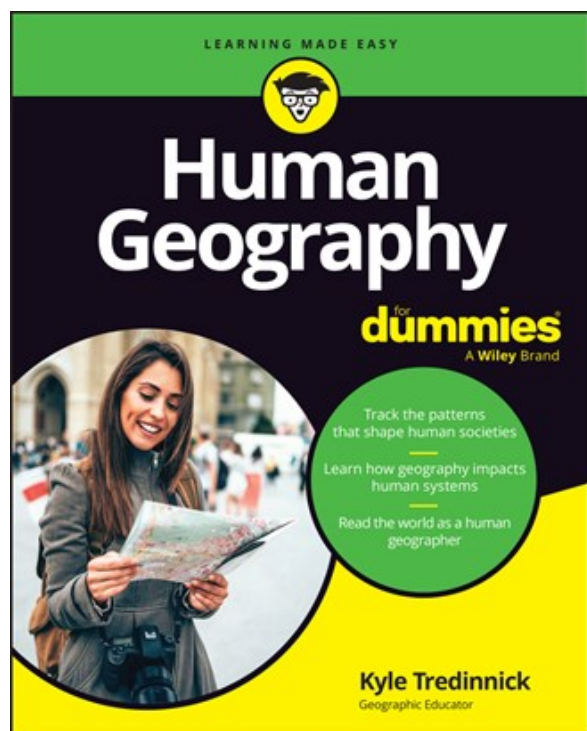
(EUR-DE:22,90 €)

About the Author

Steven Frowine (Asheville, NC) is a noted professional horticulturalist and a longtime avid gardener and communicator. In partnership with the NGA, he has co-authored many titles in the Dummies gardening collection, including *Orchids For Dummies* and *Vegetable Gardening For Dummies*.

Human Geography For Dummies

K Tredinnick



Your map to understanding human geography

Human Geography For Dummies introduces you to the ideas and perspectives encompassed by the field of human geography, and makes a great supplement to human geography courses in high school or college. So what *is* human geography? It's not about drawing maps all over your body (although you're welcome to do that if you want—no judgment). Human geography explores the relationship between humans and their natural environment, tracking the broad social patterns that shape human societies. Inside, you'll learn about immigration, urbanization, globalization, empire and political expansion, and economic systems, to name a few. This learner-friendly Dummies guide explains all the key concepts clearly and succinctly.

- Find out how location and geography impact population, culture, economics, and politics
- Learn about contemporary issues in human migration, health, and global peace and stability
- Get a clear understanding of all the key concepts covered in your introductory human geography class
- Understand how society got to where it is, and get a glimpse into potential changes in the future

[View on Edelweiss](#)

Human Geography For Dummies is perfect for students who need additional study materials or simplified explanations. It's

For Dummies

BISAC: Social Science

9781394208272

Paperback

February 7, 2024

£18.99 | 21,40 € | \$24.99

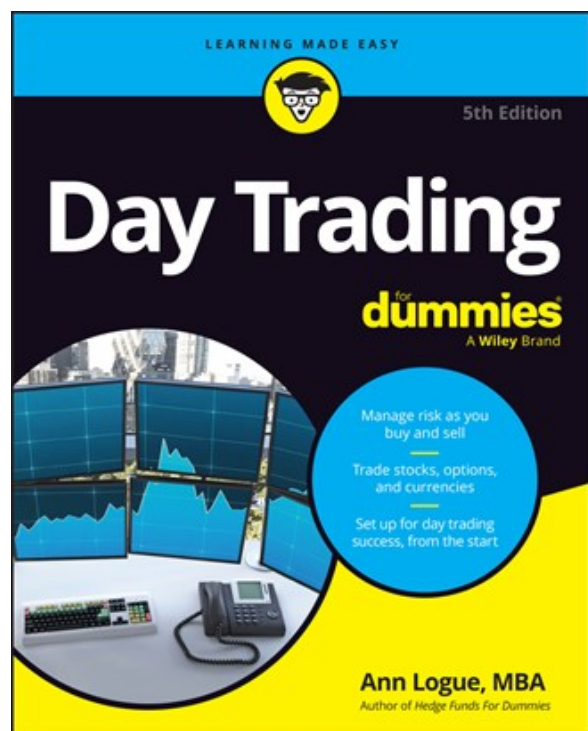
(EUR-DE:22,90 €)

About the Author

Kyle Tredinnick (Omaha, NE) has taught geography courses in high schools in China, Minnesota, and Nebraska, as well as undergraduate and graduate courses in geography at the University of Nebraska at Omaha. Along with his teaching experience, Kyle works with teachers nationally and internationally to improve the quality of geography instruction. He has served on the board for the National Council of Geographic Education and is an AP Human Geography exam reader for the College Board. An avid traveler, Kyle works to use his teaching experience to add personal insights to further enrich lessons on Human Geography.

Day Trading For Dummies, 5th Edition

Ann C. Logue



Conquer the markets and become a successful day trader

Day trading is a fast-paced, sometimes risky form of investment. *Day Trading For Dummies* gives you the information you need to get started with this quick-action form of trading for income and maintain your assets. Learn how the market works, how to read and predict price movements, and how to minimize your loss potential, so you can manage your money strategically and create your day trading plan. Expert author Ann Logue will set you on the path to success, showing you the techniques successful day traders use to profit. This new edition covers crypto, AI, meme stocks, new trading options, and the latest strategies. By following market indicators and doing the essential research, you can avoid making critical mistakes and instead make smart trades that earn money.

- Learn the basics of how the stock market works and master the concepts specific to day trading
- Understand the risks involved in fast-paced day trading and maximize your profit potential without going broke
- Discover new methods and ideas, including cryptocurrency trading and FOMO risk
- Earn income and get tips for minimizing your tax bill at the end of the year

[View on Edelweiss](#)

For Dummies

BISAC: Education

9781394227563

Paperback

April 17, 2024

£22.99 | 25,70 € | \$29.99

(EUR-DE:27,90 €)

About the Author

Expert Author: Ann Logue, MBA, CFA is a lecturer in finance at the University of Illinois at Chicago and a writer specializing in business and finance. She has written for Barrons, Entrepreneur, and InvestHedge, among other publications. She lives in Chicago and holds the Chartered Financial Analyst designation. Logue actively promotes her Dummies titles on her blog and website www.annlogue.com.

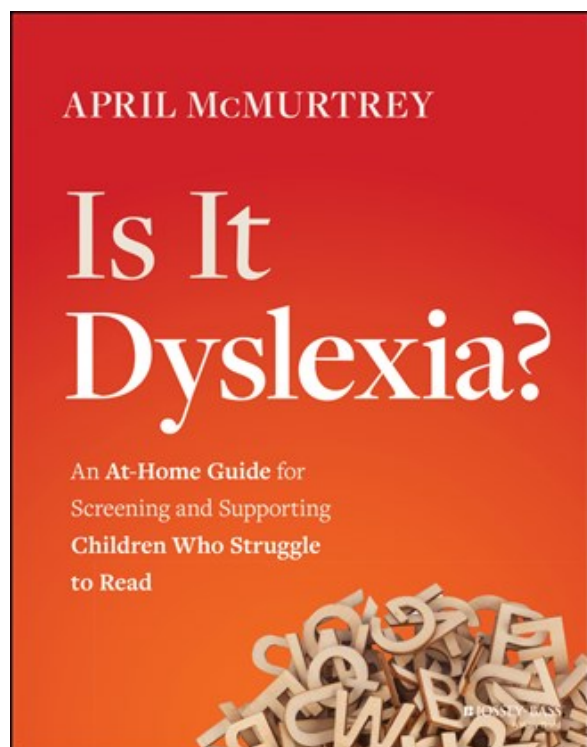
Jossey-Bass



Is It Dyslexia?

An At-Home Guide for Screening and Supporting Children Who Struggle to Read

McMurtrey



Hands-on resources for screening readers of all ages for dyslexia

In *Is It Dyslexia?*, certified dyslexia assessment specialist April McMurtrey delivers an accessible, hands-on framework for screening readers of various ages for dyslexia.. The book offers comprehensive, clear, and step-by-step processes you can apply immediately to confidently and accurately screen readers for dyslexia. The author shares the tools and strategies used by professional screeners, as well as first, next, and final steps you can take as you move forward with your screening results.

The book includes:

- Explanations of what dyslexia is, as well as an overview of common talents and strengths often found in readers with dyslexia
- A collection of recommended accommodations for students with dyslexia in the home and school and effective literacy instruction for students with dyslexia
- A comprehensive dyslexia questionnaire, eleven different screening tests, and step-by-step instructions for administering them

Ideal for tutors, homeschool teachers, parents, instructional coaches, counselors, and speech-language therapists, *Is It Dyslexia?* comes complete with reproducibles and links to video tutorials required for screening students of various ages.

[View on Edelweiss](#)

Jossey Bass

BISAC: Education

9781394194452

Paperback

February 8, 2024

£20.99 | 23,10 € | \$27.00

(EUR-DE:25,90 €)

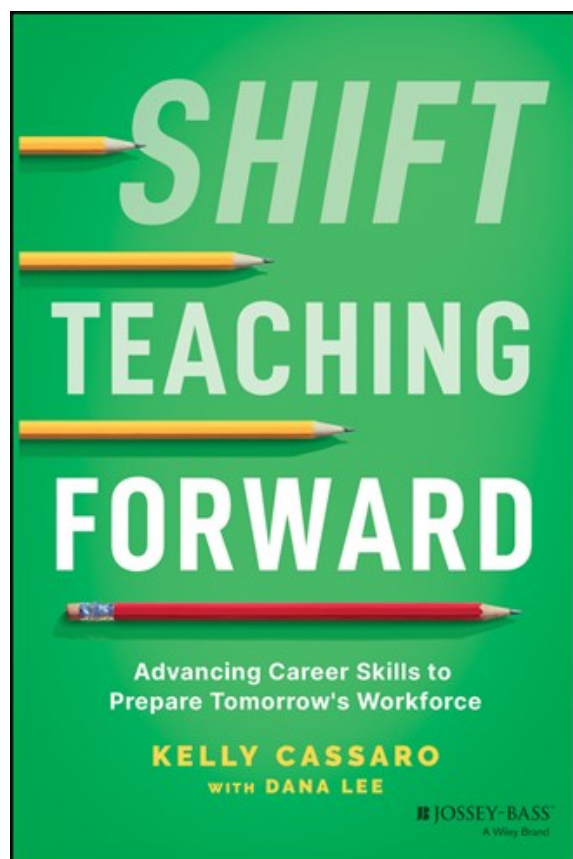
About the Author

April McMurtrey (Madera, CA) is a teacher, professional reading specialist, certified dyslexia specialist in both assessment and therapy, certified Irlen Syndrome screener, professional development teacher on the topic of reading and learning disabilities, and community speaker/keynote presenter on the topic of dyslexia. She is also the developer of the Learn Reading courses and curriculum. She reaches more than 75K via her TikTok channel, <https://www.tiktok.com/@aprilmcmurtrey>.

Shift Teaching Forward

Advancing Career Skills to Prepare Tomorrow's Workforce

K Cassaro



[View on Edelweiss](#)

Jossey Bass

BISAC: Education

9781119900207

Paperback

February 13, 2024

£20.99 | 23,10 € | \$27.00

(EUR-DE:25,90 €)

A practical guide to preparing students and job candidates for the demands of the modern workplace

How can we prepare learners for an ever-changing world and job market? What are 21st century employers looking for in applicants, and how do we coach jobseekers to be ready on day one? Now is the time to rethink and expand how we prepare job seekers for the roles that will launch their careers. In *Shift Teaching Forward*, Kelly Cassaro gives educators the knowledge, insight, and practical advice they need to prime students for the social, emotional, and behavioral skills they need to thrive in tomorrow's workplace.

Shift Teaching Forward showcases the ecosystem of elements that characterizes a successful job-training program. As educators, we need to focus not only on standards alignment and technical skills, but also on the soft skills that will make students stand out as job candidates. In today's labor market, being able to do the job is just the first step. We need to prepare students to interact with others, contribute to inclusive workplaces, and become collaborators—whatever their industry or career goals. This book shows the way.

- Discover why social, emotional, and behavioral skills are so critical for workplace success
- Get ideas and insight for integrating soft skills into secondary, postsecondary, and vocational training programs

About the Author

Kelly Cassaro (Garden City, NY) is Chief of Learning at Generation (www.generation.org), a nonprofit founded by McKinsey's in educational leadership from Bank Street School of Education and a bachelor's of education from Ohio Wesleyan University. Website: www.kellycassaro.com.

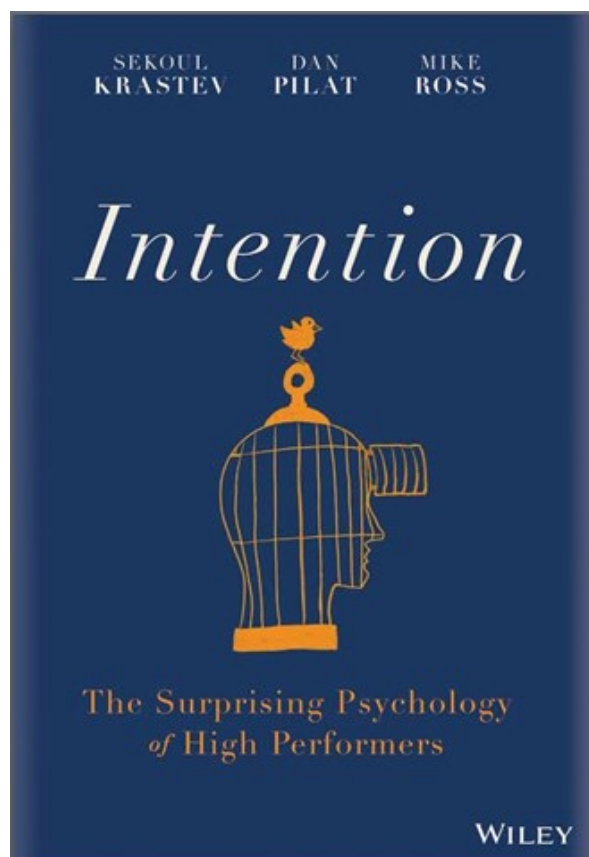
Business



Intentions

The Surprising Psychology of High Performers

S Krastev



[View on Edelweiss](#)

A science-backed recipe for increased engagement and fulfilment at work

In *Intentions: The Surprising Psychology of High Performers*, a team of renowned leadership and consulting experts delivers a practical and insightful guide to creating engagement amongst your organization's team members and build happy, cohesive work environments. In the book, you'll challenge some antiquated notions about productivity and work while encountering new, science-based ideas with the potential to transform your firm.

The authors explain how to create conditions for greater employee flexibility and freedom that simultaneously improve engagement. The book also offers:

- A call-to-action for leaders to embrace the latest research on intention and apply practical tools to light the way to a new way of understanding work
- An effective workbook that provides managers the tools they need to implement the ideas discussed within
- Actionable, straightforward take-aways to turn goals into intention and build happier teams

An essential, hands-on roadmap to getting the most out of your teams at work, *Intentions* will earn a central place on the bookshelves of managers, executives, directors, entrepreneurs, founders, and other business leaders.

About the Author

John Wiley & Sons

BISAC: Business & Economics

9781394189151

Hardcover

February 13, 2024

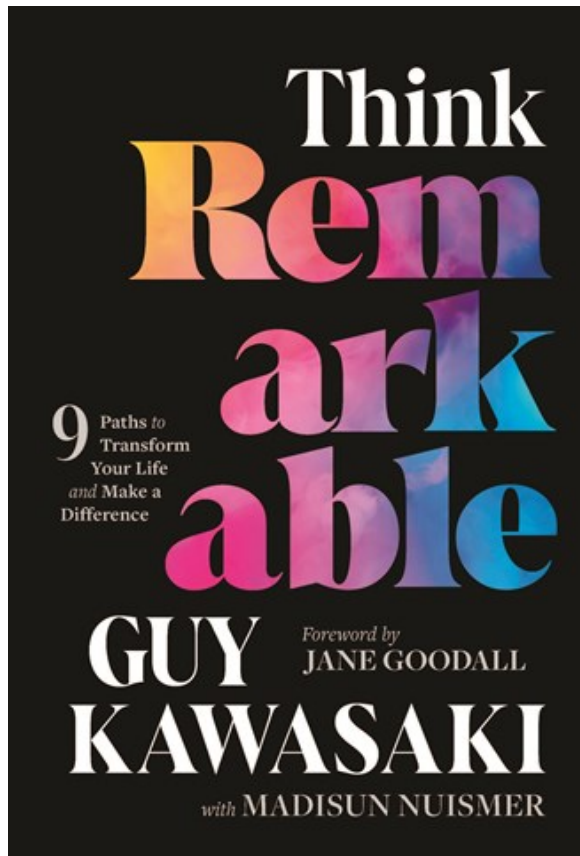
£21.99 | 24,00 € | \$28.00

(EUR-DE:26,90 €)

Think Remarkable

9 Extraordinary Habits that will Transform Your Life and Illuminate the World

Guy Kawasaki



[View on Edelweiss](#)

John Wiley & Sons

BISAC: Business & Economics

9781394245222

Hardcover

April 30, 2024

£22.99 | 25,50 € | \$28.00

(EUR-DE:27,90 €)

Think Remarkable explains in a tactical, practical, and succinct manner how to live a fulfilling life and make a difference. There are three stages to this process reflected in the book's three sections: Growth, Grit, and Graciousness. The book synthesizes two sources of information: Insights from 200 interviews conducted with remarkable individuals such as Jane Goodall, Stacey Abrams, Steve Wozniak, Angela Duckworth, and Bob Cialdini. (A complete list is provided below.) Guy's four decades of professional experience from within top-tier companies such as Apple, Canva, Mercedes-Benz, Google, and Wikipedia. This also includes his journey in founding three high-tech startups. While each source could fill a book, the synergy between the two adds another layer of depth. The author's background enabled him to ask probing and insightful questions of the interviewees, yielding a unique body of knowledge. The book provides a roadmap for achieving remarkableness, which, contrary to popular belief, resides inside and not outside of people. Specifically, it explains how to adopt a growth mindset, how to develop and apply grit and resilience, and how to embody graciousness through the process. Think Remarkable explains in a tactical, practical, and succinct manner how to live a fulfilling life and make a difference. There are three stages to this process reflected in the book's three sections: Growth, Grit, and Graciousness. The book synthesizes two sources of information: Insights from 200 interviews conducted with remarkable individuals such as Jane Goodall, Stacey Abrams, Steve Wozniak, Angela Duckworth, and Bob Cialdini. (A complete list is provided below.) Guy's four decades of professional experience from

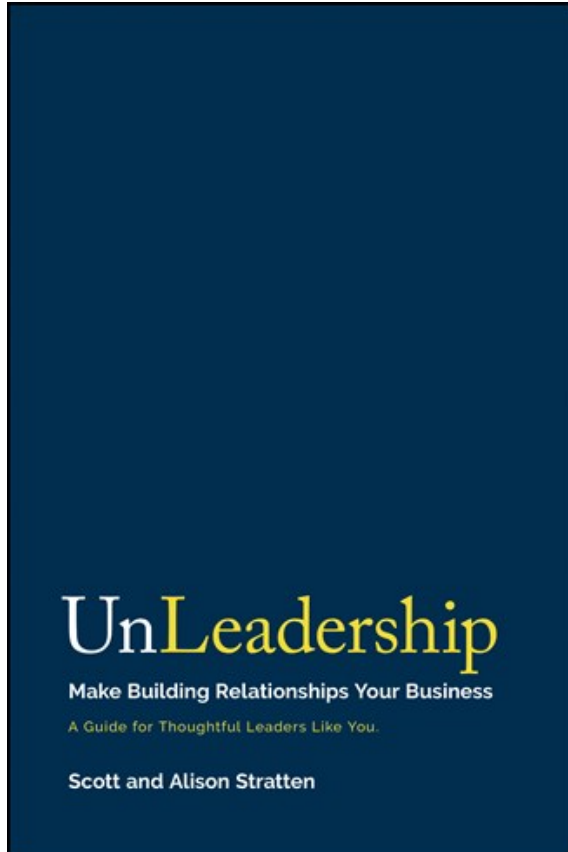
About the Author

Guy Kawasaki is the chief evangelist of Canva and the creator of Guy Kawasaki's Remarkable People podcast. He is an executive fellow of the Haas School of Business (UC Berkeley), and adjunct professor of the University of New South Wales. He was the chief evangelist of Apple and a trustee of the Wikimedia Foundation, as well as a former brand ambassador for Mercedes-Benz. He has written *Wise Guy*, *The Art of the Start 2.0*, *The Art of Social Media*, *Enchantment*, and eleven other books. Kawasaki has a BA from Stanford University, an MBA from UCLA, and an honorary doctorate from Babson College. His entertaining, informative talks as a top innovation keynote speaker, social media expert, chief evangelist, and bestselling author aim to make you remarkable. He uses insights from his time in the tech industry to show audiences how to create innovative services and products using tactical and practical techniques.

UnLeadership

Make Building Relationships Your Business

S Stratten



[View on Edelweiss](#)

John Wiley & Sons

BISAC: Business & Economics

9781394223381

Hardcover

April 23, 2024

£22.99 | 25,50 € | \$28.00

(EUR-DE:27,90 €)

You don't know what it's like to work for you.

In *UnLeadership: Make Building Relationships Your Business*, a team of veteran marketers and keynote speakers delivers a focused and insightful collection of leadership lessons drawn from dozens of interviews with business leaders in finance, entertainment, tourism, and hospitality. The book includes a ton of illuminating case studies loaded with the authors' signature style of business snark that's perfect whether you're just getting started, run a one-person business, or are part of a bigger team.

The authors provide invaluable guidance to a new generation of visionaries and risk-takers, complete with:

- Numerous interviews with recognized leaders from a variety of interviews
- Several case studies demonstrating the real-world impact of the lessons contained within
- An engaging style that inspires and entertains even as it educates

A fun, practical, and incisive resource to improve your business practices, *UnLeadership* is the perfect book for seasoned entrepreneurs, business beginners, founders, managers, executives, and other business leaders looking for the tools and strategies they need to reach their leadership goals.

About the Author

Scott Stratten (Oakville, ON; unmarketing.com) is the President of UnMarketing.com, a company that combines efforts in viral, social, and authentic marketing. He has guided companies such as PepsiCo, Adobe, Red Cross, and Saks Fifth Avenue through the viral/social media and relationship marketing landscape. Scott was named one of the top five social media influencers in the world on Forbes.com. He has appeared on Mashable.com and CNN.com, and in the Wall Street Journal, USA Today, and Fast Company. He speaks globally on how businesses can engage better with their current and potential customer base using social media, viral marketing--and just plain old engaging conversation. Alison Stratten (Oakville, ON; unmarketing.com) is writer and Co-creator of Content at UnMarketing. She has co-written four best-selling books. Prior to writing, she developed and ran an international maternity lingerie

Unwavering

Rejecting Bias, Igniting Change, Celebrating Inclusion

Borrero

Accenture is now a technology giant, over 700,000 people strong with Fortune 100 status, and diversity has been a key driver of its growth. *Unwavering* focuses on the bravery, strength, and vision of Nellie Borrero, the leader who established diversity, equity, and inclusion, as must-do strategies for global success. Borrero starts with helping non-diverse people understand what it really feels like to be disadvantaged. She exposes the daily indignities she endured navigating a corporate culture when biases went unchecked. She shines a light on what success looks like through unforgettable vignettes. She documents her wins and her setbacks as she transforms the company from its Caucasian- and male-dominated workforce to the #1 ranked employer for inclusion, diversity, and equity, according to Fair360. For people in positions of power, *Unwavering* is a manifesto for understanding and action. The book shows how to create game-changing relationships that make diversity and inclusion an integral part of a company's competitive advantage. It recasts leaders from "awkward allies" to effective advocates, mentors, coaches, and sponsors. It drives lasting change through its transparency, frameworks, and research. (Want to know what you can do on Monday morning to create a more inclusive and high-performing team? *Unwavering* tells you). For people in diverse communities, *Unwavering* is a mind shift to help them think bigger, know your full value, and show up with it everywhere, every day. Thanks to Borrero's truly human and relatable lessons, readers will become more assertive, competitive, and confident. *Unwavering* is the story of a first-generation Latina who joins a fast-growing services

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John Wiley & Sons

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9781394239870

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(EUR-DE:30,90 €)

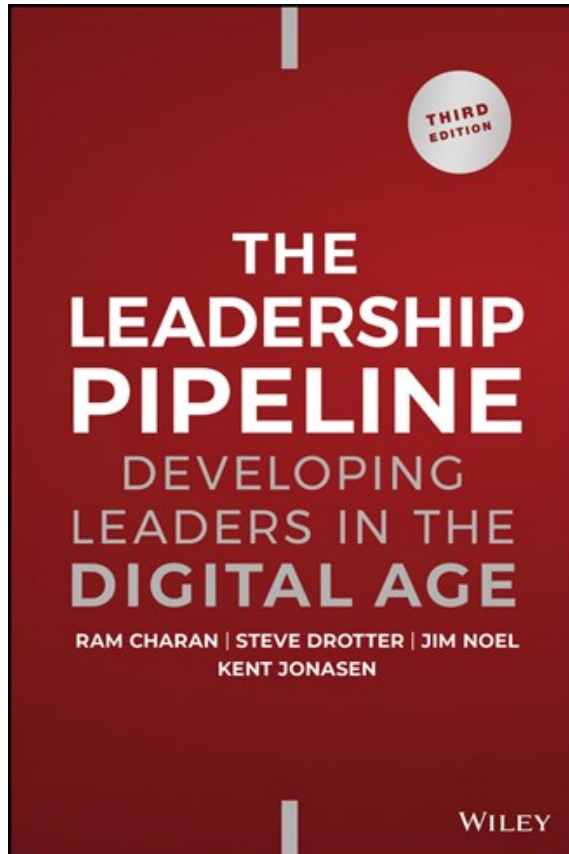
About the Author

Nellie Borrero is the Managing Director and Senior Strategic Advisor of Global Inclusion & Diversity at Accenture. Borrero is a first-generation Latina and award-winning executive at a Fortune 100 company, and has long been known for her unwavering advocacy of inclusion, diversity, and equality. Nellie joined Accenture in 1986 and soon created the company's first role specializing in diversity. In her current position, Nellie sets the vision and strategy for Accenture's diversity initiatives. She has launched award-winning diversity and inclusion programs in Japan, India, South Africa, Brazil, and Europe. Every day, at Accenture and with its clients around the world, Nellie works with leaders and their teams to increase their commitment and effectiveness in creating a workplace where all people belong and have the same opportunities to excel.

The Leadership Pipeline, 3rd Edition

Developing Leaders in the Digital Age

Charan



[View on Edelweiss](#)

John Wiley & Sons

BISAC: Business & Economics

9781394160976

Hardcover

February 6, 2024

£25.99 | 29,10 € | \$30.00

(EUR-DE:27,90 €)

Set up your company for long-term success by building and reinforcing your leadership pipeline

In the newly revised third edition of *The Leadership Pipeline*, a team of veteran leadership practitioners delivers a practical and essential framework for identifying future leaders, assessing their competence, planning their development, nurturing their talents, and analyzing the results of your efforts. The work to be done, the required skills, time application, and the necessary work values for each leadership layer are clearly defined for the digital age. The book explains how to integrate your organization's leadership development process with a succession plan that provides your company with a ready supply of capable leaders.

You'll discover the tools and techniques you need to knit together your succession and leadership development programs and constantly renew your leadership pipeline. You'll also:

- Explore anecdotes and stories drawn from the authors' extensive experience with top companies that illustrate the principles discussed in the book
- Find ways to eliminate bias and tunnel vision when identifying leadership candidates
- Learn to objectively consider the efficacy of individual leadership candidates

About the Author

Ram Charan (Dallas, TX) is an adviser to many of the world's top CEOs and corporate directors. He is author or coauthor of 16 books including the New York Times bestseller *Execution*. He has also taught at Wharton, the Kellogg School of Management, and GE's Leadership Center. He has degrees from Harvard Business School and is based in Dallas. Stephen Drotter (Wayne, PA) is CEO of Drotter Human Resources, which specializes in OD, leadership development and succession. He was one of the original designers of GE's succession planning process and was also a VP at INA Corporation. His clients include AmEx, Anheuser-Busch, Chase, Citicorp, CIGNA, GE, IBM, Kraft, Marriott, Merck and Novartis. He has a degree from Amherst and lives in the Philadelphia area. Jim Noel (Rindge, NH) is an independent consultant and leadership coach who assists companies in the selection, assessment, and development of key

The Power of Going All In

Secrets of Success in Business, Leadership, and Life

Brandon Bornancin

Discover a proven framework for leadership you can apply to your own unique environment

In *The Power of Going All In*, serial entrepreneur and sales leader Brandon Bornancin delivers a first-person account of what it takes to build, lead, and manage a world-class company. The author draws on his many years of experience launching and managing successful companies to present effective strategies for inspiring your people to do more, be more, and achieve more.

You'll discover a customizable framework you can apply to your own environment to create your own unique path to leadership greatness, at school, at work, and anywhere else you're responsible for the performance of those who follow you. You'll find:

- Tried-and-tested methods for unlocking the potential of the people you lead
- Effective alternatives to counter-productive leadership "strategies," like micromanagement
- Reasons why leadership isn't about the letters behind your name or fancy titles on your office door

[View on Edelweiss](#)

A practical and effective toolkit for entrepreneurs, managers, executives, board members, founders, sales professionals, and other leaders looking for ways to harness the full potential of the people they lead, *The Power of Going All In* is

Wiley

BISAC: *Business & Economics*

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Hardcover

\$28.00

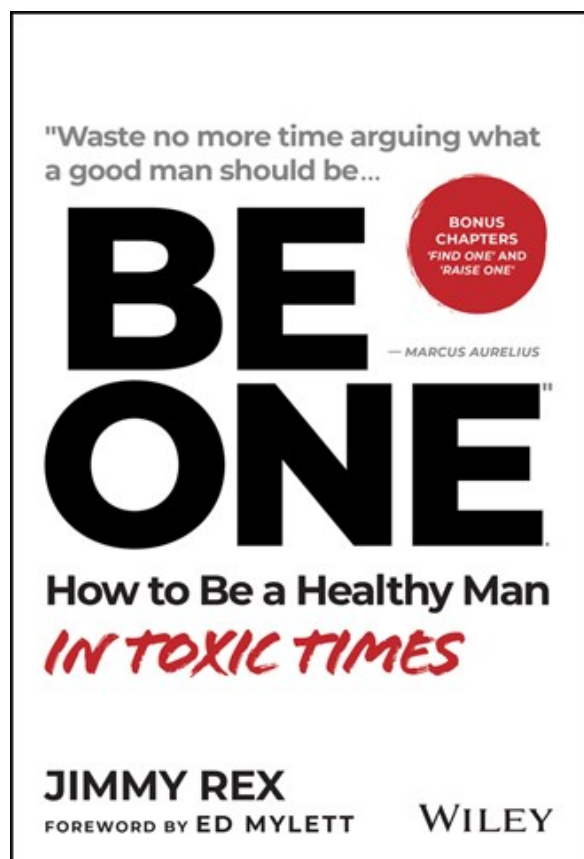
About the Author

Brandon Bornancin (<https://www.brandonbornancin.com/>; New York, New York) is a serial salesperson (generating over \$100M in sales deals while selling for IBM & Google), 2x Seven-Figure Entrepreneur, Expert Sales Speaker, Sales Trainer and Sales Author who is obsessed with helping you maximize your sales success. Bornancin is currently the CEO & Founder at Seamless.AI, delivering the world's best sales leads using artificial intelligence to find anyone's direct dials, emails, and cellphones in seconds. Seamless.AI helps over 150,000+ sales teams automate list building, fill their calendars with back-to-back appointments and generate millions in sales.

BE ONE

How to Be a Healthy Man in Toxic Times

Jimmy Rex



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Wiley

BISAC: Business & Economics

9781394229123

Hardcover

\$28.00

Become an authentically good person surrounded by healthy and supportive relationships.

In *BE ONE: How to Be a Healthy Man in Toxic Times*, celebrated founder of *We Are The They*, a one-of-a-kind movement offering men, their wives, and teens the tools and network they need to thrive, Jimmy Rex, delivers a straightforward roadmap to being, finding, and raising a good man. The book cuts through the noise and offers readers the resources they need to live a deeply fulfilling and extraordinary life.

Insightfully vulnerable and highly practical, this book is packed with funny storytelling, essential life skills, and proven practices. It uncovers deep-rooted issues that have kept you disconnected from your needs and desires, and it offers solutions to your most complex problems. You'll also find:

- A framework for self-actualization directly adapted from the author's famous *We Are The They* course
- Strategies for overcoming unwanted behaviors and finding a life guided by passion, purpose, and meaning
- Compelling discussions of the hallmarks of goodness and integrity, and their role in living a authentically fulfilling life

Perfect for men, women, parents, and young adults hoping to make meaningful changes in their lives in the face of

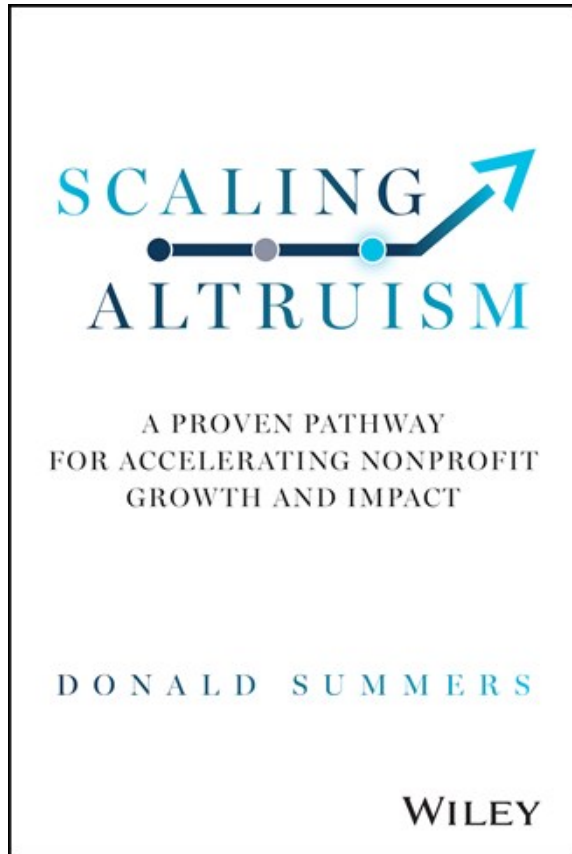
About the Author

Jimmy Rex (Utah, mrjimmyrex.com) is the founder of *We Are The They*, a one-of-a-kind movement giving men the tools and network needed to become the best versions of themselves. Additionally, he has worked undercover rescuing children being trafficked with Operation Underground Railroad, gaining him diplomatic status in Mexico and the deserving respect of many. He is a Mentor, Teacher, Heart-Lead Adventurer, Entrepreneur, Super-Connector, and a Protector of Loved Ones. He is an expert in the space of self-transformation and community building, and more than anything else, he is a man of complete integrity. After sharing his mastery via his in-person and social media communities, with this book, Jimmy can reach an even wider audience that is looking for connection, meaning, and a clear sense of purpose. Jimmy uniquely accomplishes this by being motivational and inspirational, but most importantly, aspirational.

Scaling Altruism

A Proven Pathway for Accelerating Nonprofit Growth and Impact

Summers



A hands-on toolkit for ambitious nonprofit leaders seeking to grow their organizations impact In *Scaling Altruism: A Proven Pathway for Accelerating Nonprofit Growth and Impact*, veteran social impact advisor and entrepreneur Donald Summers delivers a comprehensive, step-by-step blueprint to transforming a struggling, small, or mid-size nonprofit into an impactful and extraordinary agent of change. The book contains templates, tools, exercises, and crystal-clear implementation guides that readers can apply immediately to begin scaling their social impact organization. Offering actionable insights that have enabled many of todays most exciting social change efforts, the author provides practical guidance on how to turn your nonprofit into a social-problem-solving machine. Youll also find: Specific strategies to improve cash flow and funding to your nonprofit, including revenue tool and staff integration An Investment and Partnership Scorecard, detailing the health of your fundraising efforts Leadership best practices for dealing with disruptive people at a nonprofit An invaluable resource for managers and directors at small- to medium-sized nonprofits, *Scaling Altruism* is also perfect for funders and graduate students aspiring to work in the nonprofit space.

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John Wiley & Sons

BISAC: *Business & Economics*

9781394223459

Hardcover

April 30, 2024

£22.99 | 25,50 € | \$28.00

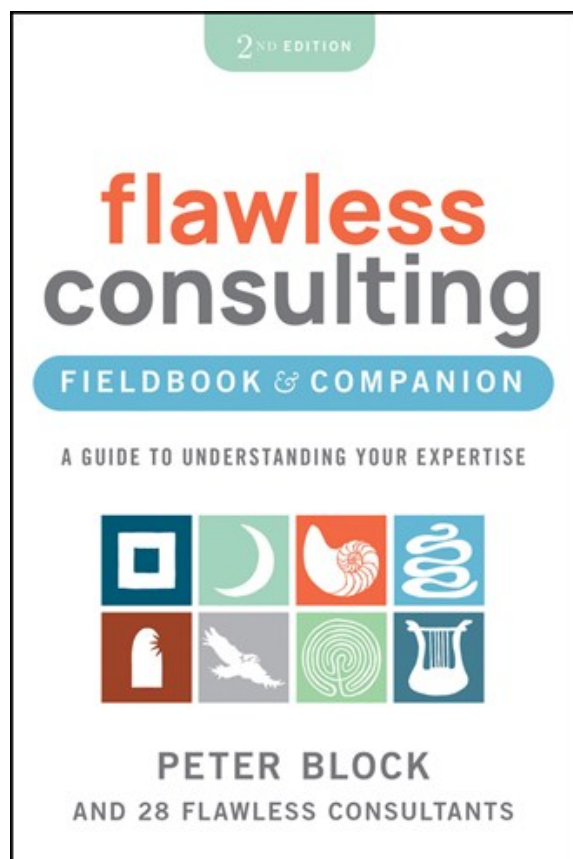
(EUR-DE:27,90 €)

About the Author

Donald Summers (Seattle, Washington; <http://www.altruistpartners.com/>) is founder and CEO of Altruist Partners, a social impact advisory firm that helps nonprofits and social enterprises solve their biggest strategic, fundraising, and organizational challenges to amplify their growth and impact. Summers is also founder and CEO of the Altruist Nonprofit Accelerator, the worlds first social impact accelerator open to global nonprofits in any field of impact. He holds more than 25 years of experience as a teacher, nonprofit executive, foundation CEO, management consultant and social entrepreneur. He has led over 75 nonprofit and social enterprise accelerations from the regional to the global level in the fields of education, human services, health, environmental conservation, sustainability, and public media. Results include over \$500 million in new earned

Flawless Consulting Fieldbook, 2nd Edition

Peter Block



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The perfect resource for consultants, updated for a transformed and rapidly evolving market

In the newly revised second edition of the *Flawless Consulting Fieldbook*, best-selling author and consultant Peter Block delivers an invaluable companion to the fourth edition of his popular *Flawless Consulting: A Guide to Understanding Your Expertise*. In the book, you'll find an expansive toolkit you can draw on for information and guidance in the midst of your next consulting engagement. It's a just-in-time literary aid that you can read from front-to-back, or one you can grab and skip to a specific thread or theme you need to read about *right now*.

In the book, you'll discover:

- How the flawless consulting skills are being applied in a wide variety of situations by people with unique and different ways of bringing their gifts in the world. Just like you.
- How to act on what you know to use a variety of approaches to create experiences aligned with your intent and strategy
- How to view resistance as an ally instead of a problem to be solved or overcome.

An invaluable collection of resources for consultants everywhere, *Flawless Consulting Fieldbook*, 2nd edition will

About the Author

John Wiley & Sons

BISAC: Business & Economics

9781394205721

Paperback

April 23, 2024

£57.50 | 59,90 € | \$70.00

The Beauty of Success

Start, Grow, and Accelerate Your Brand

Bracken-Ferguso

FEATURING STORIES FROM THE TOP RATED PODCAST,
BUSINESS OF THE BEAT

the beauty of Success

Start,
Grow,
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John Wiley & Sons

BISAC: Business & Economics

9781394162949

Hardcover

February 6, 2024

£21.99 | 24,00 € | \$28.00

(EUR-DE:26,90 €)

Tap into your authentic self in work and life, unlock your career potential and embrace your freedom to choose

If you have ever thought about becoming an entrepreneur—or if you are an “intrapreneur” climbing the corporate ladder—this book is for you. *The Beauty of Success* is an ultra-modern blueprint for navigating the path to starting, growing and accelerating your career while sowing the seeds of self-awareness and self-reflection. You’ll discover how author and 3x founder, Kendra Bracken-Ferguson aligned her personal pillars of community, mentorship, education, and capital with her business goals to bring her vision for building a successful company to fruition. Through her story, and the stories of other entrepreneurs in the beauty industry, she shares helpful nuggets of wisdom and collective experience that will help you pursue an entrepreneurial career or follow your path to the top of your corporate sector. *The Beauty of Success* is your guide to discovering your own guiding pillars, finding what ignites your passion, recognizing your strengths, and safeguarding what makes you valuable.

- Find inspiration in the story of Kendra Bracken-Ferguson’s entrepreneurial success and the candid stories of other prominent visionaries and leaders
- Identify the values and pillars that guide your life and your career, and find ways to align with them every day

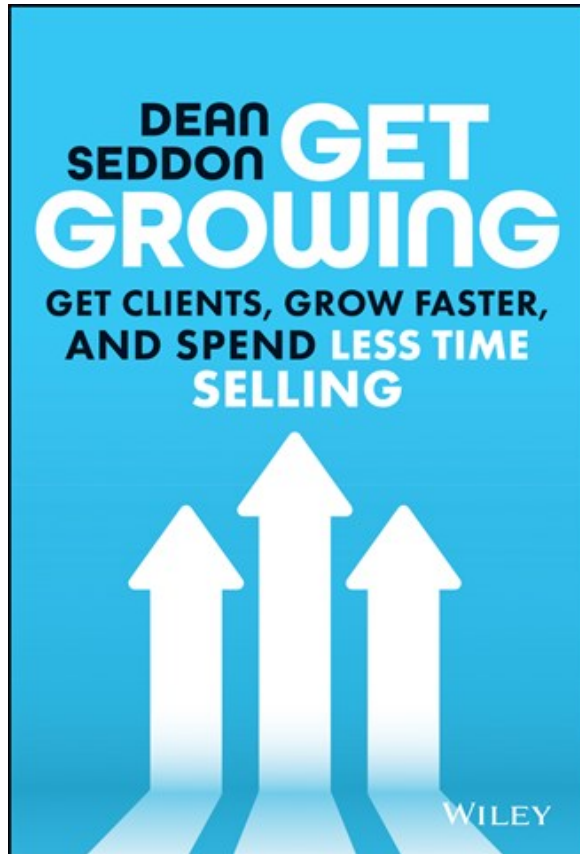
About the Author

Kendra Bracken-Ferguson is a founder, investor, international speaking and CEO of BrainTrust which encompasses BrainTrust Agency, providing social media, influencer marketing, and brand development, BrainTrust Founders Studio a membership-based platform providing an ecosystem of mentorship, education, and community for Black Beauty and Wellness Founders, and BrainTrust Fund 1. Clients have included Halle Berry, Kelly Ripa Home, Dear Drew by Drew Barrymore, Revelations Entertainment by Morgan Freeman, Sally Beauty Company, Cantu Beauty, Under Armour, and many others. She has endowed a Communications scholarship at her alma mater, Purdue University. She is a cofounder of Beauty United, a non-profit focused on diversifying the beauty and wellness industry, and sits on the board of Blushington, Gs Museum. She is a member of DealMakeHers and Female Founders Collective. She is

Get Growing

Get Clients, Grow Faster, and Spend Less Time Selling

Dean Seddon



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John Wiley & Sons

BISAC: Business & Economics

9781394205844

Hardcover

February 13, 2024

£22.99 | 24,00 € | \$28.00

(EUR-DE:27,90 €)

Get more clients, grow your business faster, and spend less time selling!

Are you new to getting clients online? Are you struggling with building your crowd and converting them into clients? Are you tired of having to sell? Do you feel like nothing is working?

A common challenge for expertise-led businesses is the struggle to market themselves, leaving them frustrated with their stagnant growth and ineffective marketing and sales strategies. In *Get Growing*, Dean Seddon shows you what really works when it comes to sales and self-promotion. The founder of the fastest-growing business consultancy in the UK, Dean has helped thousands grow their brands and expand their reach, ranging from individual freelancers to international corporations like Amazon, Mastercard, and Microsoft.

You don't need to have a big budget or spend all your time harassing people for sales. Using Dean's simple and scalable methods, you can attract the right audience and convert them into paying customers. Filled with proven ways to grow your business, real-life stories, illustrative examples, and practical applications, this comprehensive guide:

- Offers practical advice for building awareness, belief, and relationships to eliminate "selling"
- Explains packaging your services and expertise based on value, not price

About the Author

Dean Seddon (<https://maverrik.io/>, <https://www.deanseddon.io/>; Plymouth, England, UK) is the founder of Maverrik, the UK's fastest-growing business consultancy. Having delivered growth in several small and large businesses, he embarked on building an organization which would help businesses cut through the fog and grow people, sales and profit. Dean is a practical, hands-on business speaker and trainer. Supported by the Maverrik team, Dean speaks at over 100 events per year, consults with large and small businesses across the world and is passionate about getting results for people.

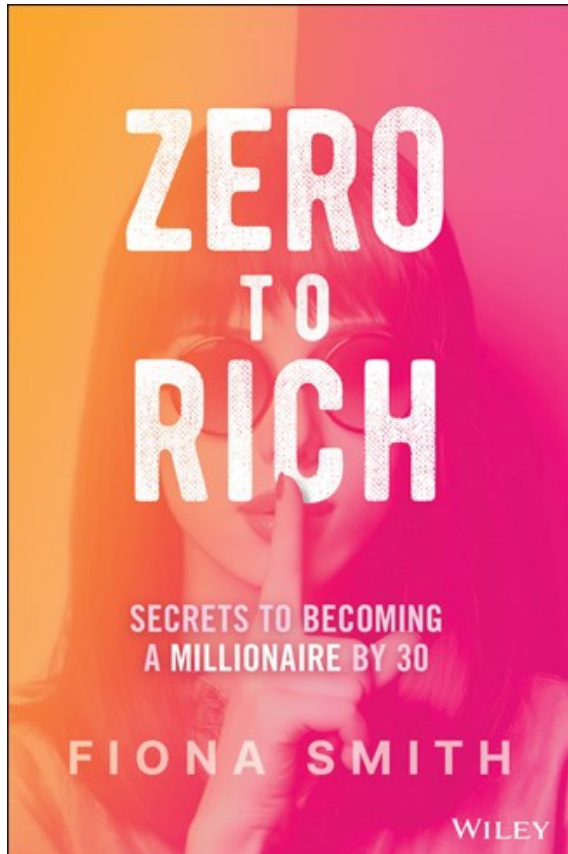
Finance & Accounting



Zero to Rich: Secrets to Becoming a Millionaire by 30

Secrets to Becoming a Millionaire by 30

Fiona Smith



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John Wiley & Sons

BISAC: Business & Economics

9781394222612

Hardcover

April 23, 2024

£23.99 | 27,30 € | \$29.95

(EUR-DE:29,90 €)

Before becoming a full-time blogger and founder of [The Millennial Money Woman](#), I worked in corporate America (the finance world) and had the opportunity to work alongside clients with net worths ranging from \$10,000 to more than \$30,000,000.

Over the years, I took note of the strategies and tactics these successful people employ daily to lead rich and fulfilling lives. By rich, I don't just mean money rich—I also mean mentally rich, knowledge-rich, family-rich, and emotionally rich. In this book, I'm going to give you a step-by-step guide showing you exactly how you can get rich, starting from nothing. If you dream about financial freedom and living life on your terms—without giving up every luxury—then this is the book for you.

The strategies you'll discover in this book are not for those who are lazy, unmotivated, or unreliable. It will take discipline, consistency, and hard work—and even then, success is never guaranteed. However, if you follow my steps, you will have the opportunity to move one step closer to financial freedom.

Featuring hard-won wisdom from my millionaire mentor, years studying personal finance at university, and hands-on experience in corporate finance, I outline stories, strategies, informational graphics, and challenges for you to complete so that you move in the right direction.

With this book, you can expect to rearrange your money mindset, become a master budgeter, pay off high-interest

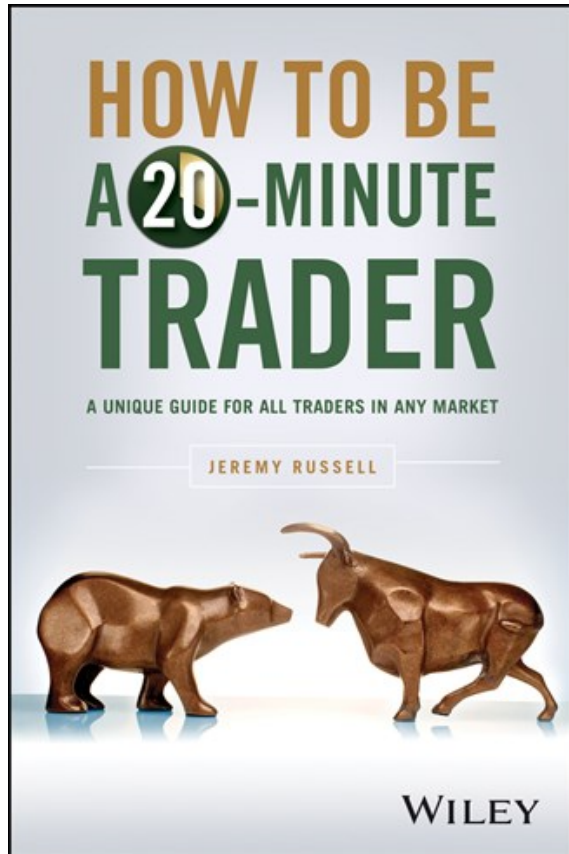
About the Author

Fiona Smith is the founder and CEO of The Millennial Money Woman. She has spent 10+ years studying finance, with the last 7 as a wealth and investment advisor. She has worked with clients with a net worth of up to \$100M and holds her Master of Science Degree in Personal Financial Planning. She has also co-founded a local non-profit community teaching financial literacy and her work is featured on Forbes, FinCon, and MSN.

How to Be a 20-Minute Trader

A Unique Guide for All Traders in Any Market

Russell



[View on Edelweiss](#)

John Wiley & Sons

BISAC: Business & Economics

9781394205226

Hardcover

February 13, 2024

£23.99 | 21,40 € | \$29.95

(EUR-DE:22,90 €)

An easy and straightforward stock trading system perfect for investors in any kind of market

In *How to Be a 20-Minute Trader: A Unique Guide for All Traders in Any Market*, celebrated investor and trading educator Jeremy Russell delivers an incisive and one-of-a-kind guide to capitalizing on small movements in stock prices with call options...all within just 20 minutes. The author's system replaces the complicated cauldron of charts, symbols, strategies, and monitors with a straightforward method of predicting several-cent increases in stock prices, buying them before they occur, and selling them a few moments later.

You'll find trading techniques that don't rely on hard-to-predict market trends or put your money at the mercy of unanticipated market crashes. You'll also discover:

- Strategies that don't require additional or specialized training or education in investing
- A comprehensive system that lacks a long runway, allowing you to get started implementing its lessons immediately
- A style that makes even complex investing concepts seem easy, simple, and straightforward

The perfect roadmap to effective trading for investors and traders from all walks of life, *How to Be a 20-Minute Trader* is an essential resource towards making money in the markets

About the Author

Jeremy Russell is the Founder of 20-Minute Trader and developed the system in 2019. For three years he has been optimizing the system, including teaching a team of 90 traders to beta test it and report their results, obstacles, and successful actions. This led to polishing, refining, doing live seminars to instruct, and finally recording a live seminar and publishing it online in mid-2021. He developed software to back-test the method, purchasing tens of millions of data points from the Stock Exchange and a dynamic chart that simulates the market in the past, thus creating further refinements. Since publishing the method, over 38,000 people have done a 20-Minute Trader class, the majority of these just since 2022. He personally uses the 20-Minute Trading daily and will entertainingly document his journey in 2023 from the first day of trading until the end of June

Enrich Your Future

The Keys to Successful Investing

Larry E. Swedroe

Larry Swedroes *Enrich Your Future: The Keys to Successful Investing* sets out to forever change the way you think about investing and how markets work. He writes for individual investors and financial advisors, sharing a lifetime of stories that will provide them with hard evidence that will stop investors from throwing their hard-earned money away, to stop making brokers and fund families wealthy, and to start playing the winners game. Readers will learn: How markets really work, how prices of securities are established and why its so difficult to outperform on a risk-adjusted basis. The key decisions you have to make when designing your portfolio (fewer than you make think) How human nature leads us to make investment mistakes--being educated will help you avoid them. How to develop an winning long-term investment strategy that is simpler and takes less energy, but will help you reach your financial goals and improve quality of your life Swedroe will show you first how to set a better course for your investments and then how to stay the course when market uncertainty forces other investors to lose perspective and make incorrect investment decisions based on fear and greed.

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Wiley

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Hardcover

\$29.95

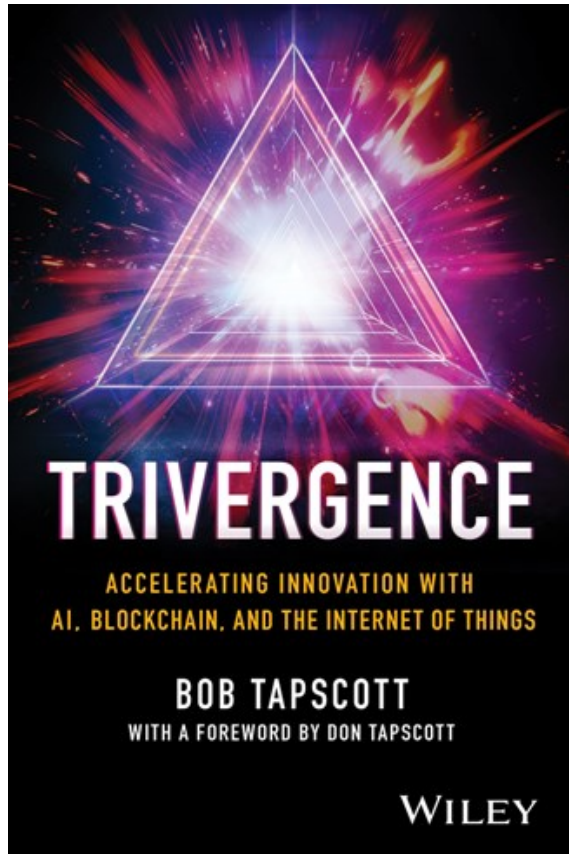
About the Author

Larry E. Swedroe (St. Louis, MO) is director of research for Buckingham Strategic Wealth and The BAM ALLIANCE. He holds an MBA in finance and investment from New York University and a bachelors degree in finance from Baruch College. Larry was among the first authors to publish a book that explained the science of investing in laymans terms, *The Only Guide to a Winning Investment Strategy Youll Ever Need*. He has since authored seven more books and co-authored eight others. Larry is a prolific writer and contributes to multiple national outlets, including ETF.com.

TRIVERGENCE

Accelerating Innovation with AI, Blockchain, and the Internet of Things

B Tapscott



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John Wiley & Sons

BISAC: Business & Economics

9781394226610

Hardcover

April 22, 2024

£22.99 | 25,70 € | \$30.00

(EUR-DE:27,90 €)

Trivergence offers a comprehensive guide to the phenomenon when three of the most transformative technologies in this digital age—artificial intelligence, blockchain, and the Internet of Things—converge. Bob Tapscott, an expert and C level practitioner in the field of technology and business, writes about the next stage of these technologies and how they are transformed by the massive new processing power of the cloud.

Readers will learn how AI's power is exploding from smarter approaches to neural networks. So too, Trivergence teaches how blockchain technology is enabling an evolution from an Internet of Information to an Internet of Value, and how assets like money, securities, intellectual property, art, music, and even votes can be managed, stored, communicated, and transacted peer to peer.

Trivergence is a must-read for curious managers or anyone seeking to understand the future of technology and how it will shape our world.

About the Author

Bob Tapscott is an accomplished writer, speaker, and IT strategist with a diversified background in organizational creation and transformation. He brings a wealth of knowledge and experience from his role as former CIO of three large enterprises, where he drove innovations from concept creation to market disruption, delivering millions in proven results. As well, as an adviser to CIOs of some of the worlds largest companies, Bob has consulted on the intersection of strategy and emerging technologies for a variety of multinationals, including VMware, DIRECTV, SAP, JPMorgan, Disney, Citi, and BestBuy, providing insights on topics such as security, business intelligence/analytics, cloud computing, and social software. Bob's most recent efforts have focused on creating the social enterprise, ITaaS/SaaS, security best practices, business analytics and

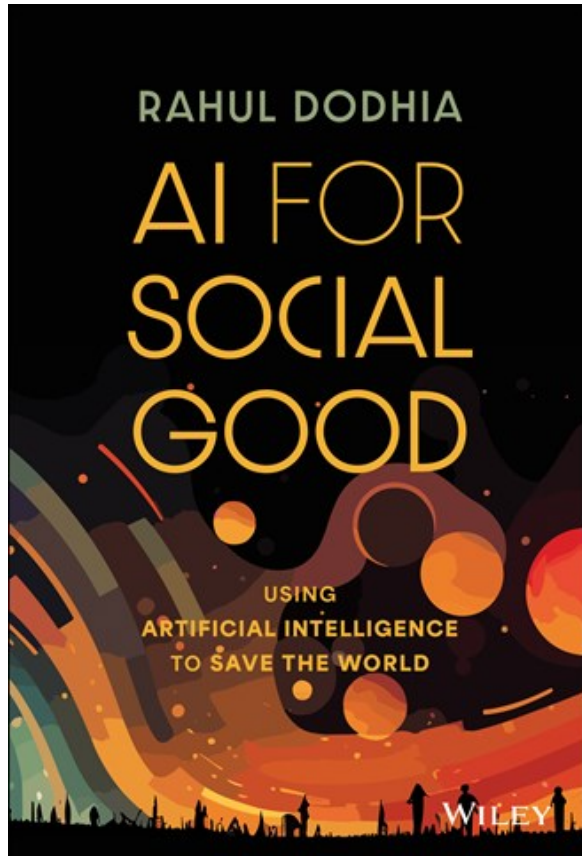
Computing & Technology



AI for Social Good

Using Artificial Intelligence to Save the World

Rahul Dodhia



[View on Edelweiss](#)

John Wiley & Sons

BISAC: Business & Economics

9781394205783

Hardcover

April 30, 2024

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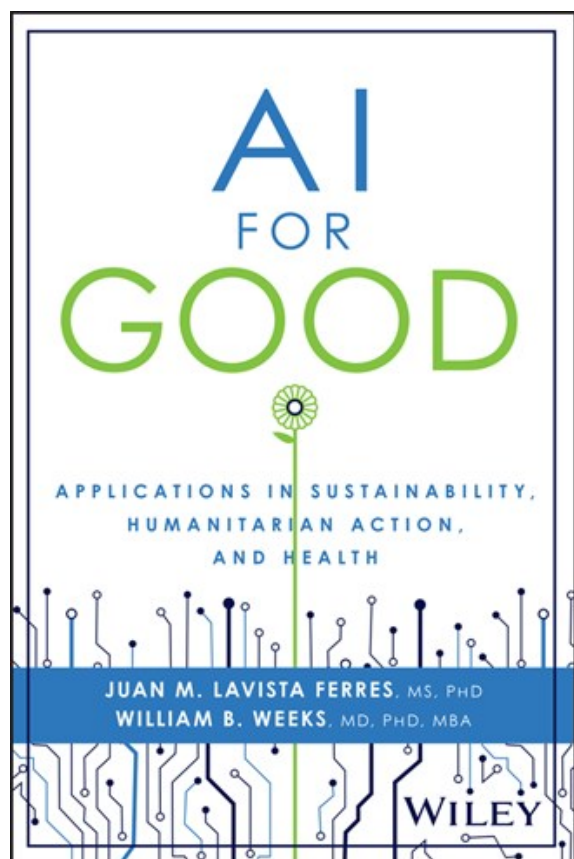
About the Author

Rahul Dodhia (Seattle, WA, AI for Good Lab at Microsoft) is the Deputy Director of the AI for Good Research Lab where he manages a team of research scientists in their efforts to address global challenges using data science and artificial intelligence. He is particularly focused on areas such as sustainability, humanitarian action, health, and issues related to misinformation and cybersecurity. Dr. Dodhia earned his Ph.D. in mathematical psychology from Columbia University, where he conducted research on models of human memory and decision-making. Prior to his current role, Dr. Dodhia has held positions at NASA Ames Research Center, where he applied fundamental research on human memory to safety concerns in general aviation and space flight, and at various companies including eBay, Amazon, Expedia and several startups, where he developed teams working on machine intelligence,

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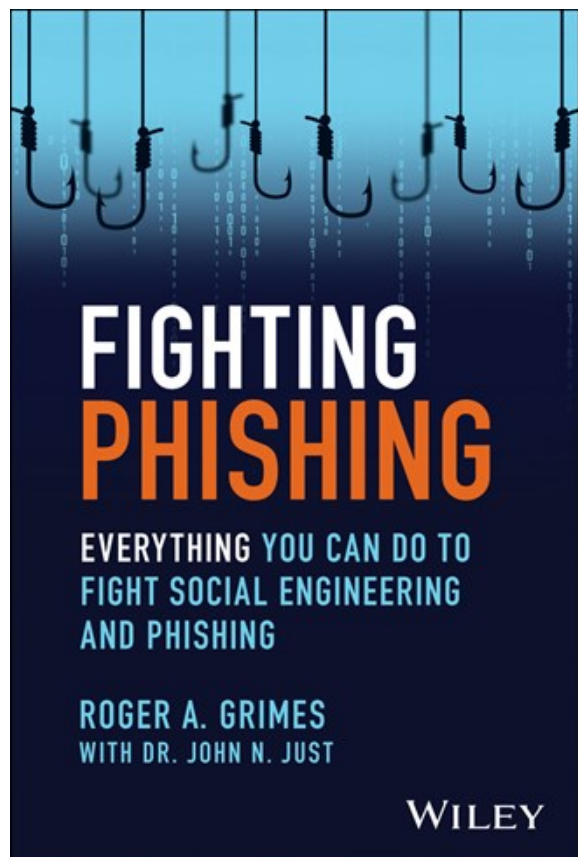
About the Author

Juan Lavista is the Chief Data Scientist at Microsoft and the Director of the AI for Good Lab. Bill Weeks is the Director of AI for Health at Microsoft. The book also features an introduction by Microsoft Vice Chair and President Brad Smith.

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About the Author

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