

WILEY



# Wiley EMEA Trade Catalogue





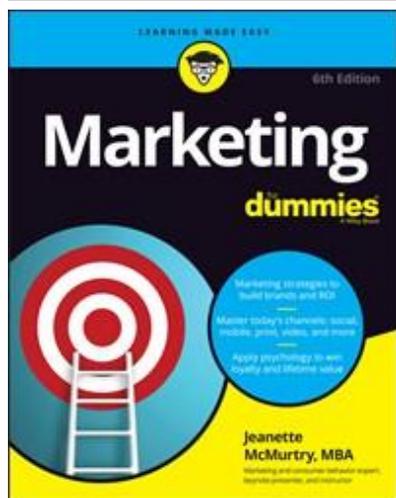
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# Dummies

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## Marketing For Dummies, 6th Edition (6th Edition)

Jeanette McMurtry

### Summary

#### Pump up your business with the latest, greatest marketing techniques

In a post-pandemic, up or down economy, it's harder than ever to meet highly complex and ever-changing customer expectations. The top-selling *Marketing For Dummies* covers basics like sales strategy, channel selection and development, pricing, and advertising. We also teach you complex elements like personalization, customer behavior, purchasing trends, ESG ratings, and market influences. With this complete guide, you can build a business that not only competes in a challenging market, but wins.

This updated edition of *Marketing for Dummies* will walk you through the latest marketing technologies and methods, including customer experience, retargeting, digital engagement across all channels and devices, organic and paid SEO, Google ads, social media campaigns and posts, influencer and content marketing, and so much more. You'll discover what works, what doesn't, and what is best for your business and budget.

- Learn the marketing and sales strategies that work in any economy
- Discover how to engage customers with trust and enthusiasm
- Understand post-pandemic changes in consumer attitudes
- Discover new tools and technologies for finding customers and inspiring loyalty
- Adapt your brand, pricing, and sales approach to make your business more valuable
- Avoid common marketing mistakes and learn how to measure the impact of your efforts

For small to mid-size business owners and marketing professionals, *Marketing For Dummies* lets you harness the latest ideas to drive traffic, boost sales, and move your business forward.

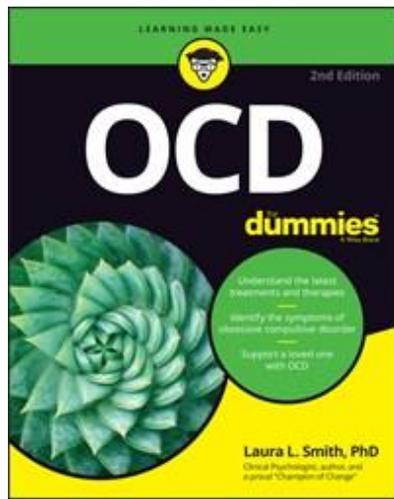
### Comp Titles

Marketing For Dummies 5e	McMurtry, Jeanette	John Wiley & Sons	01/08/2017	9781119365570 1119365570	£19.99 GBP	Paperback
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No sales or stock history loaded for this organisation. If you think there should be or would like to learn how to load this data, [Click here](#).

John Wiley & Sons  
9781119894872  
Pub Date: 27/12/2022  
\$29.99/£21.99 UK/€25.70  
EU/€26.90 DE  
Paperback

400 Pages



## OCD For Dummies, 2nd Edition (2nd Edition)

Laura L. Smith

### Summary

#### Manage OCD and live a better life, thanks to this friendly Dummies guide

People with obsessive-compulsive disorder (OCD) need skills and tools to manage their symptoms. *OCD For Dummies* offers help for you or your loved one when it comes to recognizing, diagnosing, treating, and living with this common mental and behavioral disorder. Dummies gives you all the information you need on getting your symptoms under control and working toward remission. This edition updates you with the latest research on OCD, new therapeutic treatments, and all the most up-to-date resources to help you along on your OCD journey. You're not alone—there are millions of people out there who understand what you're going through, and *OCD For Dummies* does, too. Understand obsessive-compulsive disorder and get the help you need with this book.

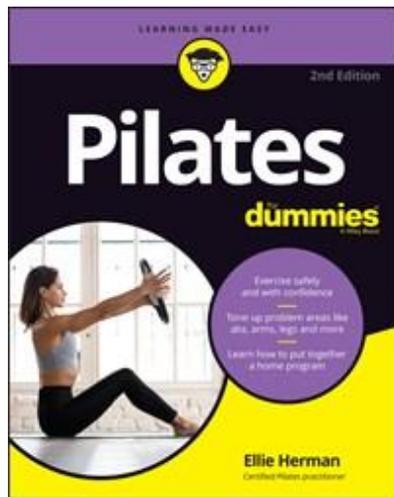
- Discover what causes OCD and learn how identify the symptoms and early warning signs
- Learn about the latest medications, treatments, and resources available to help manage OCD symptoms
- Differentiate between OCD and related disorders so you can get the right help
- Help a loved one who suffers from OCD and get tips on how you can be supportive

If you or someone you know has symptoms of OCD or has received a recent diagnosis, this book will gently guide you through building the skills and awareness that will let you live life to its fullest.

### Comp Titles

Obsessive-Compulsive Disorder For Dummies	Elliott, Charles H.	John Wiley & Sons	24/10/2008	9780470293317 0470293314	£13.99 GBP	Paperback Medicine
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No sales or stock history loaded for this organisation. If you think there should be or would like to learn how to load this data, [Click here](#).



## **Pilates For Dummies** (2nd Edition)

Ellie Herman

### **Summary**

**Get your Pilates on—no gym membership required!**

*Pilates For Dummies* teaches you the principles of the Pilates Method of stretching, exercising, and breathing, for amazing fitness results. The book guides you through basic, intermediate, and advanced mat exercises. It's packed with exercises to help you target problem areas, gain strength and flexibility, heal injuries, and feel better than ever. With step-by-step exercises and illustrations, this book shows you how to get the most out of your mat-based Pilates routines, in the comfort of your home or wherever you're exercising. You'll also find over 100 photographs and illustrations to ensure mastery of each movement. Lead a stronger, healthier life, with Pilates.

- Get step-by-step instructions on exercises targeted at toning problem areas like abs, arms, legs and more
- Find the right Pilates class for you and learn where to buy equipment, such as small balls, large balls, and Thera bands
- Combine Pilates with other forms of exercise
- Build your own home Pilates program to work out safely and with confidence

Anyone, of any age or fitness level, can start practicing Pilates. *Pilates For Dummies* will help you live a stronger, healthier life.

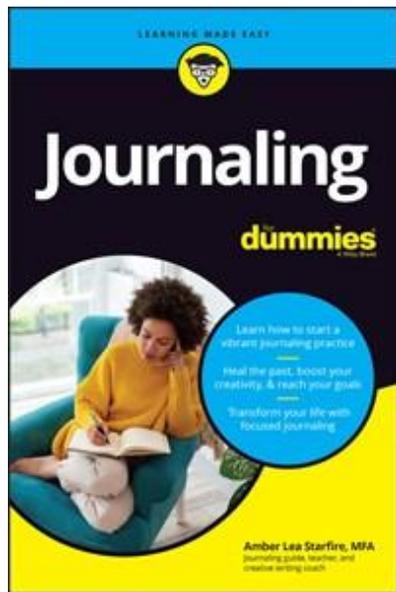
John Wiley & Sons  
9781119907381  
Pub Date: 27/12/2022  
\$24.99/£17.99 UK/€21.40  
EU/€21.90 DE  
Paperback

384 Pages

### **Comp Titles**

Pilates For Dummies	Herman, Ellie	John Wiley & Sons	30/05/2002	9780764553974 0764553976	£15.99 GBP	Paperback
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No sales or stock history loaded for this organisation. If you think there should be or would like to learn how to load this data, [Click here](#).



## Journaling For Dummies

Amber Lea Starfire

### Summary

**Start journaling for the first time or get creative inspiration for your next journal**

*Journaling For Dummies* will introduce you to the abundance of excellent reasons to start putting pen to paper. Take some time to relax, get to know yourself better, cope with stress and anxiety, get organized, create something that outlasts you—plus, it's a cheap form of psychotherapy. This book is a comprehensive overview of the most widely used types of journaling. Learn which tools and supplies you'll need to get started and get tips on how to make writing into a habit you'll keep.

- Begin journaling for fun, for your mental health, or to unleash your creativity
- Discover new techniques and ways to deepen your existing journaling practice
- Practice journaling on impactful topics with idea-generating prompts
- Attend to your emotional needs, boost your mood, and achieve your goals

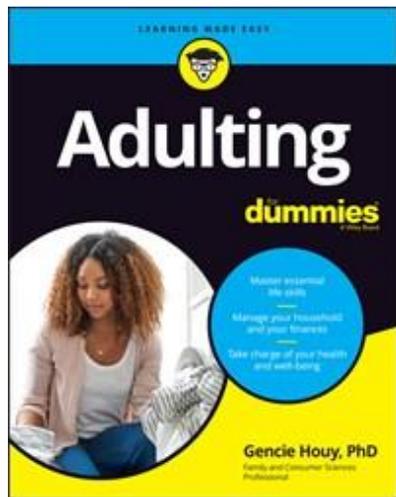
Starting your first journal? Longtime journaling veteran looking for inspiration? *Journaling For Dummies* is the friendly guide for you.

John Wiley & Sons  
9781119900412  
Pub Date: 27/12/2022  
\$19.99/£15.99 UK/€17.10  
EU/€19.90 DE  
Paperback

320 Pages

### Comp Titles

*No comparable titles have been specified.*



John Wiley & Sons  
9781119904335  
Pub Date: 20/12/2022  
\$19.99/£15.99 UK/€17.10  
EU/€19.90 DE  
Paperback

352 Pages

## Adulthood For Dummies

Gencie Houy

### Summary

#### Learn to adult even better than your parents

Even though it's tougher than ever, this adulthood thing doesn't come with instructions! The moment you turn 18 you're expected to be a master of everything from personal finance to household chores, even if you've never done any of these things before. It's no wonder that a lot of people just like you are looking for a guide to adulthood that doesn't assume you magically learned how to do laundry and invest in a 401(k) on your eighteenth birthday.

In *Adulthood For Dummies*, Gencie Houy, independent living educator at Texas Tech, walks you through every critical part of adulthood on your own. From basic life and household tasks to managing your finances and health, you'll learn how to achieve your goals in each area of your life that matters to you. You'll also discover how to balance the different parts of your life so you don't get overwhelmed in any one area.

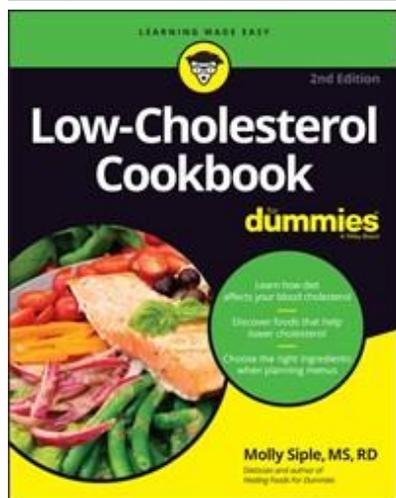
The book also offers:

- Advice on navigating the modern dating scene and communicating with family members, friends, and romantic partners
- Guidance on budgeting your money and saving up for a house (yes, it's still possible!)
- Easy strategies for keeping your home in order and in good shape

No one said being an adult is easy. But, with help from your friends at *Dummies*, it doesn't have to be impossible. Grab a copy of *Adulthood For Dummies* today!

### Comp Titles

*No comparable titles have been specified.*



John Wiley & Sons  
9781119894759  
Pub Date: 06/12/2022  
\$24.99/£17.99 UK/€21.40  
EU/€21.90 DE  
Paperback

## Low-Cholesterol Cookbook For Dummies, 2nd Edition (2nd Edition)

Molly Siple

### Summary

**Delicious, easy recipes backed by the latest science on lowering cholesterol**

*Low-Cholesterol Cookbook For Dummies* gives you the tools you need to make simple, healthy meals for managing cholesterol. More than 120 recipes—including 40 that are brand new in this edition—are here to fill your plate with delicious food that your taste buds *and* your heart will thank you for. There's a ton of new science out there on cholesterol, and this book brings you right up to speed with the latest studies and medical wisdom for managing your cholesterol with diet. Relying on heart-healthy foods—on their own or in conjunction with a statin medication or as an alternative—a low-cholesterol diet can protect your ticker and, thanks to these recipes, can even impress family and friends.

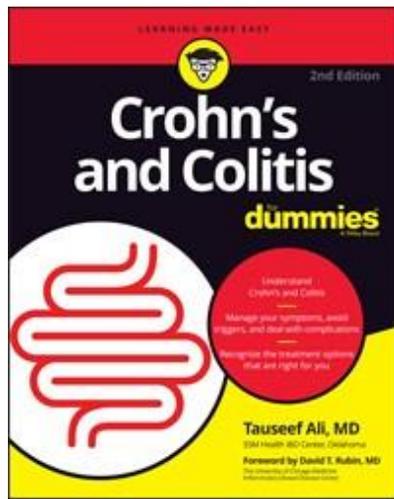
- Learn the basic principles of how diet affects your blood cholesterol
- Discover foods that give you important nutrients and special compounds for lowering cholesterol and preventing heart disease
- Find the right ingredients when shopping, planning menus, and adapting recipes to support your health and please family and friends
- Enjoy more than 120 easy-to-prepare recipes, including breakfasts, lunches, dinners, and desserts

Anyone who wants to control cholesterol while eating well has a friend in *Low-Cholesterol Cookbook For Dummies*.

### Comp Titles

Low-Cholesterol Cookbook for Dummies	Siple, Molly	John Wiley & Sons	26/11/2004	9780764571602 0764571605	£13.99 GBP	Paperback
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No sales or stock history loaded for this organisation. If you think there should be or would like to learn how to load this data, [Click here](#).



## Crohn's and Colitis For Dummies, 2nd Edition(2nd Edition)

Tauseef Ali

### Summary

#### Get relief from your inflammatory bowel disease symptoms

Crohn's disease and ulcerative colitis are diseases that disrupt your body's ability to digest food, absorb nutrition, and eliminate waste in a healthy manner. *Crohn's And Colitis For Dummies* is the ultimate reference to these common forms of inflammatory bowel disease (IBD), including tips on how to recognize and control the symptoms, so you can get your life back. Get ideas for keeping disease in check through diet and lifestyle changes, learn about the various medical and surgical treatment options, and discover healthier living with this friendly Dummies guide. This updated edition covers the latest research on IBD and new therapies that are helping today's Crohn's and colitis patients. You'll also find resources that will help and offer hope as you navigate your diagnosis.

- Learn about the different forms of inflammatory bowel disease
- Ask the right questions at the doctor's office
- Make simple changes that will improve your symptoms
- Know that there's hope and that you are not alone

This book is perfect for anyone who has been recently diagnosed with Crohn's or colitis, and for those who suspect they may have an IBD. If you're a caregiver or family member of an IBD sufferer, you'll also love the easy-to-understand information inside.

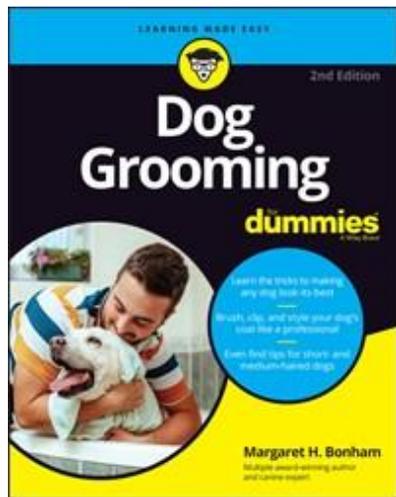
John Wiley & Sons  
9781119875772  
Pub Date: 20/12/2022  
\$24.99/£17.99 UK/€21.40  
EU/€21.90 DE  
Paperback

336 Pages

### Comp Titles

Crohn's and Colitis For Dummies	Ali, Tauseef	John Wiley & Sons	19/07/2013	9781118439593 1118439597	£15.99 GBP	Paperback Medicine
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No sales or stock history loaded for this organisation. If you think there should be or would like to learn how to load this data, [Click here](#).



## Dog Grooming For Dummies, 2nd Edition (2nd Edition)

Margaret H. Bonham

### Summary

**Make your puppy *look* as perfect as you know they *are***

When Fido is getting a bit too fluffy and Milo is downright mangy, it might just be time for a trim to get your pup looking their best. But where do you even begin? Dog Grooming For Dummies walks you through exactly how to groom your dog so they come out looking like they could win an award at the American Kennel Club, every time!

You'll learn about prepping your canine for the shears, bathing your dog, cutting and brushing fur, all without help from a professional dog groomer. From the most down-on-their-luck rescue dog to pampered designer doodles, you'll discover how to use the latest equipment and supplies to get people asking, "Did you get a new pup?" (Nope! They just look like one!)

In the book, you'll get:

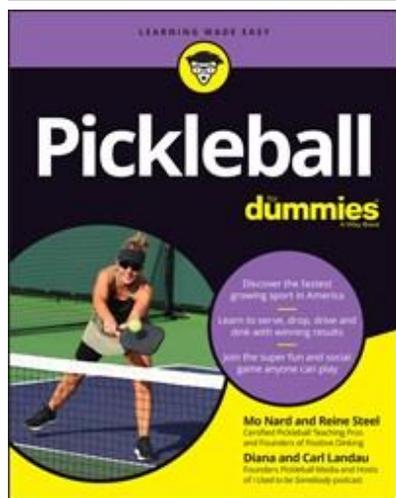
- A totally revamped section on the impact of canine nutrition on your pet's coat
- New information on how to go about hiring a professional dog groomer and what qualifications you should look for
- Practical and hands-on advice on becoming a mobile, professional dog groomer

A fantastic and page-turning read full of step-by-step explanations, product suggestions, tips, and techniques, *Dog Grooming For Dummies* is the one-stop resource you need to stop chasing your tail and start washing, cutting, and styling your pooch into perfection.

### Comp Titles

Dog Grooming For Dummies	Bonham, Margaret H.	John Wiley & Sons	11/04/2006	9780471773900 0471773905	£13.99 GBP	Paperback	Lifestyle, Sport & Leisure
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No sales or stock history loaded for this organisation. If you think there should be or would like to learn how to load this data, [Click here](#).



John Wiley & Sons  
9781119895138  
Pub Date: 06/12/2022  
\$24.99/£18.99 UK/€21.99  
EU/€22.90 DE  
Paperback

384 Pages

## Pickleball For Dummies

Mo Nard, Reine Steel, Diana Landau, Carl Landau

### Summary

The game with the funny name was created in the 1960's and is, today, the fastest growing sport in America. We take you through the hows of the game. In true Dummies fashion, the material is easy to understand and appropriate for newbies as well as advanced players. We cover it all from scoring, serving, dinking, places to play, and getting more involved in the community. No need to be intimidated - you've got Dummies on your side of the court to give you all the best tips and tricks from expert authors. If you're in a pickle because you don't know anything about this popular game, *Pickleball For Dummies* will teach you everything you need to know.

#### Inside:

- Learn the rules and stroke fundamentals
- Intro to the fun, social aspects of the game
- Advanced strategies that will raise an experienced player to next level
- Tips for tournament players and club organizers

### Contributor Bio

Mo Nard is a former national racquetball champion x 2 (Women's 19 and under doubles) turned pickleball certified teaching pro. She's co-founder of Positive Dinking pickleball instruction and has played pickleball at the local, regional, and national level. She is also a part of the *I Used to Be Somebody* podcast, where she is a contributing writer and the "Mo" in "Pickleball Life Lessons with Mo" on the podcast. She is a sponsored player for Head/Penn Pickleball. Mo is happiest when she is on the court teaching pickleball!

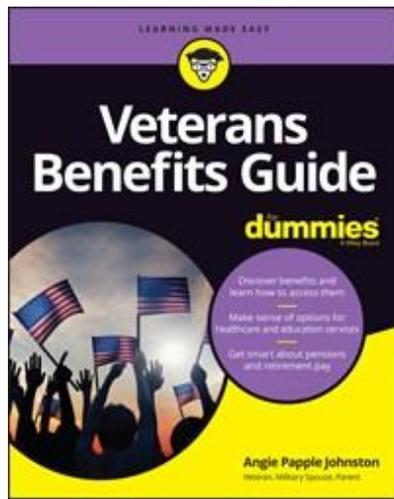
Reine Steel is a certified pickleball teaching pro and Head/Penn sponsored tournament player. She is the co-founder of Positive Dinking, a pickleball instruction company based in Sacramento, California. One of the founding board members of Sunrise Pickleball Club, she has been actively involved in the community since 2016 – volunteering as a USA Pickleball ambassador, running tournaments and events, and advising for new facilities. Reine is also the creator of the PlayTime Scheduler website used daily by over 100,000 pickleball players around the world.

Diana Landau was a corporate marketing director for 20 years before finding her calling as a writer and editor for blogs and newsletters, most recently as Content Wrangler for Pickleball Media. When she's not writing or having typo nightmares, she finds every excuse to play pickleball.

Carl Landau is an entrepreneur and founder of Pickleball Media. He's started and sold 3 successful media companies, published 5 magazines, and now hosts the popular podcast, *I Used to be Somebody*, inspiring 50+ year olds how to build their (un)retirement good life, including of course the virtues of the game we love -- pickleball.

### Comp Titles

*No comparable titles have been specified.*



John Wiley & Sons  
9781119907619  
Pub Date: 27/12/2022  
\$24.99/£17.99 UK/€21.40  
EU/€21.90 DE  
Paperback

384 Pages

## Veterans Benefits Guide For Dummies (2nd Edition)

Angie Papple Johnston

### Summary

**You've served your country, now let the country serve you**

*Veterans Benefits Guide For Dummies* is your clear and concise guide to the benefits available to you from the VA and other government organizations. You have access to physical and mental healthcare, financial services, long-term planning, education, and much more. This book explains how to make sense of and take advantage of the extensive benefits program offered to veterans in the United States. You'll learn what you're eligible for, how to file applications and claims, and how to appeal decisions. This book covers the most recent benefits available, including vocational rehabilitation, life insurance, home loans, pensions, burial benefits, and survivors' benefits. With *Dummies*, you can navigate the paperwork to make sure you're getting everything that's available to you.

- Figure out the VA benefits system and learn what paperwork you need
- Discover the pros and cons of veterans' services versus civilian services
- Develop a smart financial plan with a good understanding of military pensions
- Find and secure benefits you may not have known about – for yourself and your family

Newly separated and seasoned veterans alike will love *Veterans Benefits Guide For Dummies*. We make it easy to get what's coming to you.

### Comp Titles

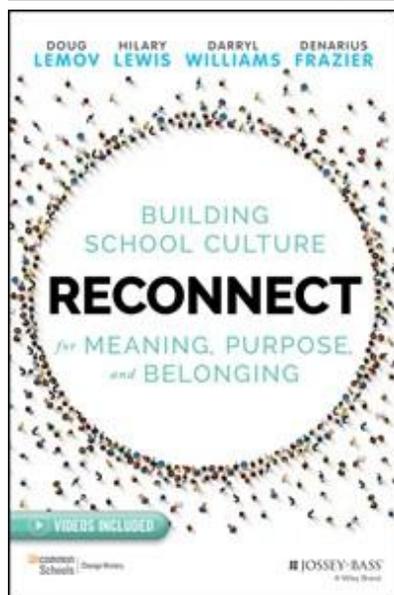
Veterans Benefits For Dummies Powers, Rod John Wiley & Sons 26/01/2009 9780470398654 0470398655 £13.99 GBP Paperback

No sales or stock history loaded for this organisation. If you think there should be or would like to learn how to load this data, [Click here](#).

# Jossey-Bass

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Jossey Bass  
9781119739975  
Pub Date: 14/12/2022  
\$27.00/£18.99 UK/€21.40  
EU/€25.90 DE  
Paperback

256 Pages

## Reconnect

### Building School Culture for Meaning, Purpose, and Belonging

Doug Lemov, Hilary Lewis, Darryl Williams, Denarius Frazier

#### Summary

#### Practical solutions to counter the isolation felt by K-12 students in a resource-challenged education system

In *Reconnect: Building School Culture for Meaning, Purpose, and Belonging*, a team of distinguished educators from Teach Like a Champion and Uncommon Schools deliver practical guidance and concrete advice for teachers, administrators, and community members who seek to dramatically improve the lives of children and young people by fostering a sense of belonging in schools. In the book, you'll find hands-on solutions to build or rebuild students' sense of shared work and community in an era of increasing isolation and disconnections.

The authors draw on extensive experience with high-performing schools to show you how to build environments that allow young people to thrive and socialize them to become citizens who seek the well-being of those around them. You'll also get:

- Complimentary access to videos and downloadable assets you can use both within and outside of the classroom
- Actionable strategies for countering the increasing isolation of students that has been aggravated by remote learning
- Useful ways to facilitate positive and beneficial peer-to-peer interactions between students

A can't-miss resource for K-12 teachers and administrators working in public, private, or charter schools, especially those in underserved communities, *Reconnect* will also prove a practical guide for parents and community members involved in the education of local children and young people.

#### Contributor Bio

**Doug Lemov's** (Albany, New York) bestselling *Teach Like a Champion* series has transformed classrooms across the globe with tangible classroom management techniques. Based on his study of high-need classes taught by teachers with incredible, trend-defying results, Doug trains educators to succeed as part of his work at Uncommon Schools. This nonprofit school management organization--which Doug helped found himself--provides content, books, videos, and workshops that uplift, honor, and dignify the students that teachers serve. Doug holds a Bachelor of Arts from Hamilton College, a Master of Arts from Indiana University, and an MBA from Harvard Business School. Together with his Teach Like a Champion colleagues, he is the coauthor of *Practice Perfect*, *Teaching in the Online Classroom*, and *Reading Reconsidered*.

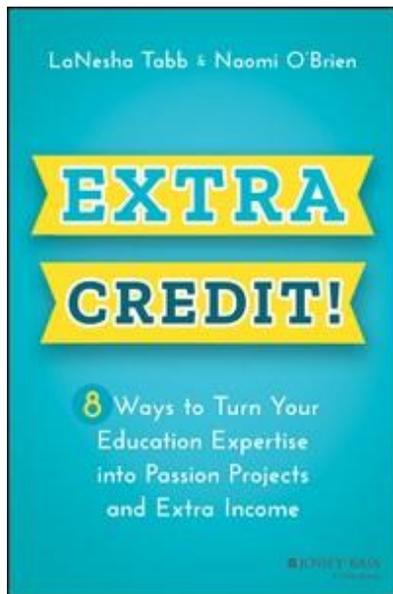
**Darryl Williams** is the Co-Managing Director of Teach Like a Champion. He previously served as the Chief Officer, Office of School Leadership for Houston Independent School District, a Regional Superintendent with the Achievement First network, and a principal and teacher in Albany, NY.

**Hilary Lewis** is the Senior Director of Consulting and Partnerships with Teach Like a Champion. Hilary attributes her love of education to her first and best teacher--her mother.

**Denarius Frazier** is the Principal of Uncommon Collegiate Charter High School in Brooklyn, NY, and serves as a Senior Advisor on our Teach Like a Champion Partnerships and Consulting Team.

#### Comp Titles

No comparable titles have been specified.



## **Extra Credit! 8 Ways to Turn Your Education Expertise into Passion Projects and Extra Income**

**8 Ways to Turn Your Education Expertise into Passion Projects and Extra Income**

LaNesha Tabb, Naomi O'Brien

### **Summary**

**Learn to package your professional skill, monetize your interests, and share your teaching gifts with the world**

In *Extra Credit! 8 Ways to Turn Your Education Expertise into Passion Projects and Extra Income*, a team of accomplished educators and content creators delivers an illuminating and engaging handbook for educators who seek to bring in extra income with their professional and personal talents. In the book, you'll explore a wide variety of potential income streams, including leveraging social media platforms, creating educational resources, writing, and online courses, just to name a few!

You'll also find out how educators are finding purpose and meaning in their various side hustles, making profitable and beneficial use of their many gifts. You'll discover:

- Outlets for your passion for teaching that go beyond the classroom and tap into new and exciting markets
- Strategies for monetizing your interests and hobbies to create impressive and diverse income streams
- Exciting ways to contribute to education that aren't limited to teaching in the classroom, like merchandising, professional development workshops, and resource creation

An essential read for professors, teachers, teaching assistants, and other educators, *Extra Credit!* will earn a place in the libraries of school administrators, former educators, and other school based professionals.

Jossey Bass  
9781119911067  
Pub Date: 15/12/2022  
\$27.00/£18.99 UK/€21.40  
EU/€25.90 DE  
Paperback  
208 Pages

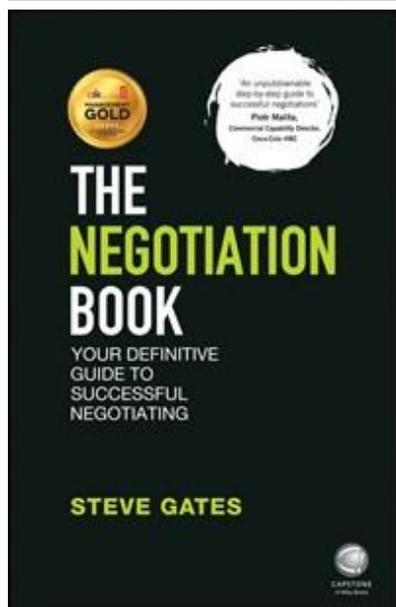
### **Comp Titles**

*No comparable titles have been specified.*

# Business

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## DRAFT COVER

John Wiley & Sons  
9780857089502  
Pub Date: 08/12/2022  
\$22.50/£14.99 UK/€17.00  
EU/€18.90 DE  
Paperback

256 Pages

# The Negotiation Book: Your Definitive Guide to Successful Negotiating, 3rd Edition (3rd Edition)

Your Definitive Guide to Successful Negotiating

S Gates

## Summary

NEGOTIATION IS ONE OF THE MOST IMPORTANT SKILLS IN BUSINESS.

**FACT:** We all have to negotiate at some point; whether in the office or at home. Successful negotiating can lead to great results that can in turn have a profound effect on our lives - financially, personally and professionally. No other skill will give you a better chance of optimizing opportunities in life.

**GAIN THE COMPETITIVE ADVANTAGE:** Steve Gates, founder and CEO of The Gap Partnership, the world's leading negotiation consultants, helps you to understand the dynamics and strategies of commercial negotiation, and tap into the psychology, tactics and behaviors that will give you the advantage in any negotiation situation.

You will learn how to:

- Take control of your negotiations through assertiveness and self-assurance
- Adapt your approach and behavior to suit different types of negotiation
- Realize more value from every agreement you make
- Create more opportunities through planning and preparing for your negotiations
- Understand the short term tactics that others may try to use to manipulate you

## What's new

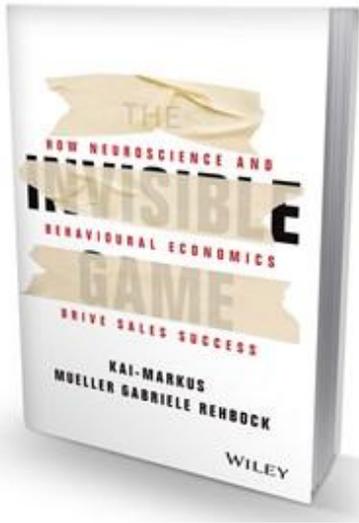
- What has changed in the past 6 years? The fundamentals are the same but the context and environment has changed as have the priorities and requirements of many organisations.
- Explores the rapid pace of change and what impact this is having on relationships and deal making and long term agreements.
- Upside down economics: even items which depreciate now appear to appreciate in value.
- What is happening to trust? Committing to a deal with someone you have never met!
- What is happening to risk? The need to negotiate greater flexibility in contracts.
- What is happening to social contact?
- Online negotiations and personal chemistry.
- The implications of sustainability and environmental challenges to the commercial imperatives of contracts
- Understanding how flexible working practices, the rise in social responsibility and other relevant issues will change how agreements are built and the new items now often found on the negotiation agenda.

## Contributor Bio

Founder and CEO of The Gap Partnership, Steve Gates has built The Gap Partnership over the past 20 years to become the largest niche negotiation training consultancy in the world. His understanding of negotiation process, strategy, tactics, behaviour and psychology has enabled his team to shape and mould the most effective negotiation solutions in the world. Steve is the author of *'The Negotiation Book'* and has written numerous articles on the subject of negotiation.

## Comp Titles

The Negotiation Book	Gates, Steve	Capstone	30/10/2015	9781119155461 1119155460	£12.99 GBP	Paperback
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John Wiley & Sons  
9781394152988  
Pub Date: 24/11/2022  
\$24.95/£18.99 UK/€21.50  
EU/€22.90 DE  
Hardcover

256 Pages

## **The Invisible Game: The Science and Secrets of Winning Minds and Deals**

**How Neuroscience and Behavioural Economics Drive Sales Success**

K Mueller, G. Rehbock

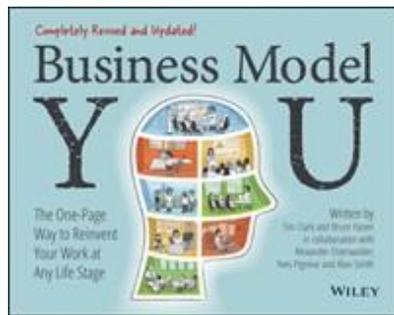
### **Summary**

Over 75% of managers describe their decision-making as situational and intuitive, "judgment calls" rather than objective reasoning based on hard facts. The invisible underlying processes that drive these judgment calls have become one of the most popular and fascinating business topics of the 21st century, as numerous best-selling books and Nobel Prizes attest. The problem is that no one has yet shown businesspeople how to apply those insights in ways that give them a lasting edge in high-stakes decision-making, such as negotiations. *The Invisible Game* fills that void. This book serves a huge market and a huge need by giving businesspeople their first practical, accessible way to internalize and apply fascinating psychological mechanisms - such as heuristics and biases - to their own advantage.

Every sales negotiation takes place on two gameboards: the visible and the invisible. With *The Invisible Game*, salespeople can literally reset their minds so that they can recognize and play the invisible game with confidence and ultimately win both games.

### **Contributor Bio**

Kai Mueller and Gabriele Rehbock offer readers a unique combination of neuroscience and sales expertise. Kai is a neuroscientist by training, an experienced professor of consumer behavior, and the inventor of the NeuroPricing® concept. Gabriele is an award-winning industrial salesperson with broad international experience. Together they strike a balance between readability and rigor. They make complex concepts easy to grasp and apply.



## **Business Model You: The One-Page Way to Reinvent Your Work at Any Life Stage 2nd Edition** *(2nd Edition)*

**The One-Page Way to Reinvent Your Work at Any Life Stage**

Timothy Clark, Alexander Osterwalder, Yves Pigneur, Bruce Hazen

### **Summary**

**The all-new edition of the 4-color, global bestseller, Business Model You**

Many people dream of different careers or life paths, yet most lack a structured, practical way to reinvent themselves. The first edition of *Business Model You* pioneered a design-thinking approach to career reinvention. It used a single-page tool enabling readers to sketch a "personal business model" to reveal new, more satisfying career and life possibilities. Published in 20 languages, the book has been used by hundreds of thousands of professionals and thousands of corporations, universities, and not for profit organizations worldwide.

This long-awaited, heavily revised edition uses a beautiful 4-color highly visual interior page design, to unlock both logical and emotional understandings of the reader's career, then presents a path to changing the "what," "where," "why," or "how" of that career. Along the way, it introduces fresh tools and techniques including the *Service Model Canvas*, *Outward Focus*, *Third Objects*, the *Three Questions*, the "*Passion*" Myth, the *Valuable Work Detector*, and *Reasons to Choose You*.

The revised edition shows readers how to use tools and techniques with cases from more than 50 occupations in both commercial and not for profit sectors, all alphabetically indexed at the front of the book. If you long to replace career uncertainty and stagnation with career confidence, try innovating the most important business model of all: *Business Model You*.

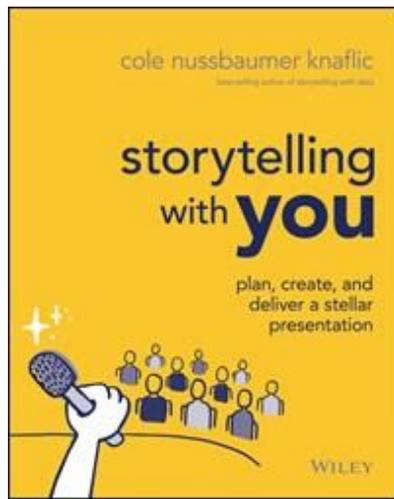
John Wiley & Sons  
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Pub Date: 27/12/2022  
\$28.00/£21.99 UK/€24.00  
EU/€26.90 DE  
Paperback

224 Pages

### **Comp Titles**

Business Model You	Clark, Timothy	John Wiley & Sons	23/03/2012	9781118156315 1118156315	£21.99 GBP	Paperback
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No sales or stock history loaded for this organisation. If you think there should be or would like to learn how to load this data, [Click here](#).



## Storytelling with You: Plan, Create, and Deliver a Stellar Presentation

Plan, Create, and Deliver a Stellar Presentation

C Nussbaumer Knaf

### Summary

**Be heard. Change minds. Get people to act. (Inspire them to clap.)**

Whether presenting in a meeting, delivering a keynote on stage, or simply talking with your colleagues about your latest project, *you* play a critical role in how information is shared. You determine whether people engage, understand, and take action.

In *storytelling with you*, bestselling author and world-renowned speaker Cole Nussbaumer Knaflic prepares you to develop your story and deliver it with prowess. She unlocks the secrets that have propelled her from self-described introvert to sought-after presenter, distilling lessons learned into this immensely powerful and practical guide.

The journey starts by building the foundation for effective communication: gaining understanding of your audience and message. You'll then learn to transform your ideas into compelling stories and illustrative content. Once the materials are set, you'll turn your attention inward and explore strategies to hone your delivery and communicate with confidence, preparing you for exceptional meetings and knockout presentations.

Give your hard work a voice and amplify your impact by communicating in a way that makes people want to listen and respond—*storytelling with you* will help *you* do it.

John Wiley & Sons  
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EU/€22.90 DE  
Paperback

330 Pages

### Comp Titles

*No comparable titles have been specified.*

No Image  
Available

## Everybody Writes: Your New and Improved Go-To Guide to Creating Ridiculously Good Content, 2nd Edition (2nd

Edition)

**Your New and Improved Go-To Guide to Creating Ridiculously Good Content**

Ann Handley

### Summary

**A hands-on field guide to consistently creating page-turning content that your audience loves. (And that delivers real results.)**

In the newly revised and updated edition of *Everybody Writes*, marketer and author Ann Handley improves on her *Wall Street Journal* bestselling book that's helped hundreds of thousands become better, more confident writers.

In this brand-new edition, she delivers all the practical, how-to advice and insight you need for the process and strategy of content creation, production, and publishing.

This new edition also includes:

- All-new examples, tools, resources
- Updated step-by-step writing framework
- Added and expanded chapters that reflect the evolution of content marketing (and evolution of Ann's thinking about what works today)
- The same witty and practical how-to approach
- How to attract and retain customers with stellar online communication
- How to choose your words well, sparingly, and with honest empathy for your customers
- Best practices and ideas for crafting credible, trustworthy content
- "Things Marketers Write": The fundamentals of 19 specific kinds of content that marketers like you write
- Inspiration. Confidence. Fun.

In this book, you'll discover:

Content marketing has evolved. Yet writing matters more than ever.

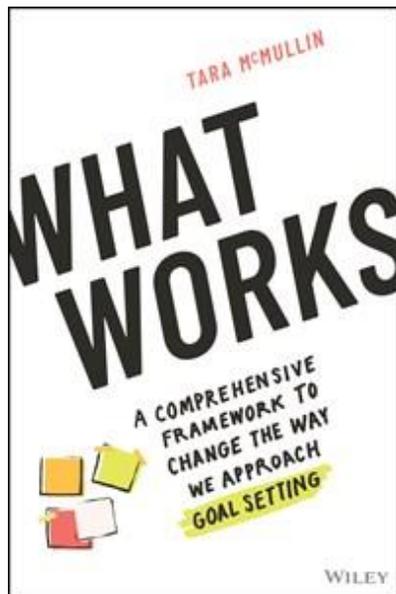
In this new edition of *Everybody Writes*, you'll find the strategies, techniques, tips, and tools you'll need to refine, upgrade, and (most of all) inspire your own best content marketing.

### Contributor Bio

**Ann Handley** (Andover; MA; [www.marketingprofs.com](http://www.marketingprofs.com)) is a veteran of creating and managing content. She is the Chief Content Officer of MarketingProfs, a training and education company with the largest community of marketers in its category. Handley is a monthly columnist for *Entrepreneur* magazine, a member of the LinkedIn Influencer program, and the coauthor of the bestselling book on content marketing, *Content Rules*.

### Comp Titles

Everybody Writes	Handley, Ann	John Wiley & Sons	04/11/2014	9781118905555 1118905555	£21.00 GBP	Hardcover
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## **What Works: A Comprehensive Framework to Change the Way We Approach Goal Setting**

**A Comprehensive Framework to Change the Way We Approach Goal Setting**  
Tara McMullin

### **Summary**

*What Works: A Comprehensive Framework To Change the Way We Approach Goal Setting* is an antidote to the relentless pursuit of “more” and the culture of striving that we live in. It’s an unconventional approach to goal-setting, planning, and execution that prioritizes practice over achievement in both life and work. Not just a call to slow down or find the joy in missing out, *What Works* walks the reader through a framework for examining what’s driving their pursuit of more, setting commitments to orient their growth, and organizing their action as a learning process.

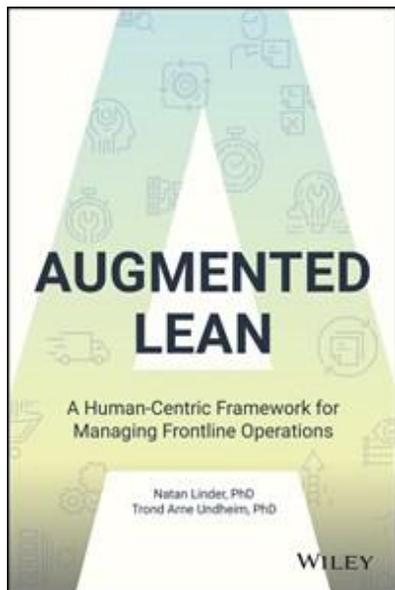
This book is not only for the overachievers, the productivity-obsessed, and the ladder-climbers who are ready to do things differently, but also for those who have never seen themselves in the pages of books about goals or habits but crave some structure for growth. Above all, it’s for those exhausted by constant comparison and the quest for conventional success, looking for a gentler way to work toward what they truly want. It’s a framework for exploring growth without striving. It’s a blueprint for making choices based on who we want to become rather than who we’re “supposed” to become to get ahead.

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Hardcover

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### **Comp Titles**

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John Wiley & Sons  
 9781119906001  
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 \$26.95/£20.99 UK/€23.10  
 EU/€25.90 DE  
 Hardcover

416 Pages

## Augmented Lean: A Human–Centric Framework for Managing Frontline Operations

**A Human–Centric Framework for Managing Frontline Operations**

Natan Linder, Trond Arne Undheim

### Summary

**Explore the real future of work in this expert tech implementation guide that goes beyond automation**

In *Augmented Lean: A Human-Centric Framework for Managing Frontline Operations*, serial startup founder Dr. Natan Linder and futurist podcaster Dr. Trond Arne Undheim deliver an urgent and incisive exploration of how to facilitate agile processes amongst a millennial workforce that already lives by many of its tenets. The book demonstrates how to abandon legacy industrial technology that is failing modern operations and hindering operational excellence and digital progress. As an executive and leader, you cannot fall prey to hyped-up notions of industry 4.0's factory of the future automation, artificial intelligence, internet of things, sensors, digital twins, and augmented reality fixing every problem. Instead, to truly reduce cognitive load, complexity, and frustrations in the workplace, we must build cyber-physical technologies so that humans remain at the center. Leaders must ensure that the technology they deploy at an industrial scale has fluid interfaces that demonstrably simplifies work and makes operations more flexible without introducing fear, uncertainty, or doubt.

The authors provide:

- A step-by-step walkthrough of the *Augmented Lean* framework that shows readers when, how, and why to augment your workforce through cyber-physical principles that go beyond both Lean and Agile management practices
- Concrete strategies on how to scale these operational augmentation methods throughout your organization based on real-world case studies of operators in the trenches of manufacturing whose impact far outweighs their seniority in the corporate hierarchy
- Insightful advice for how to use the augmentation framework in small- and medium-sized enterprises where license and training costs are prohibitive when only using off-the-shelf industry 4.0 approaches

A thoroughly practical playbook for augmenting your workforce with the latest cyber-physical adaptations to digital technologies, *Augmented Lean* provides you with the organizational-, process-, and management-level techniques you need to get the most out of your employees. In turn, as an operator, engineer, or industrial worker reading this book, you will become empowered to be a change agent through no-code interfaces instead of remaining a recipient of endless training demands and ever-increasing technological complexity. *Augmented Lean* will orient you towards the future with the most effective tools to cut through hype so you can instantly apply your learnings and be productive wherever you currently operate.

### Comp Titles

*No comparable titles have been specified.*

No Image  
Available

## The Ecosystem Economy: The New Age of Sectors Without Borders

### The New Age of Sectors Without Borders

Venkat Atluri, Miklós Dietz

#### Summary

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#### **Gear up and equip your organization for an entirely new competitive landscape**

In *The Ecosystem Economy: The New Age of Sectors Without Borders*, two McKinsey & Company senior partners offer an incisive and eye-opening look at the emerging ecosystem economy and what it means for companies used to familiar sector siloes. In the book, you'll explore how the most successful companies in the new economy aren't the ones that have applied old-school best practices but, instead, have adopted entirely new mindsets and approaches for a fundamentally transforming market.

You'll also find:

- Explanations of why it's so important for companies to adopt a new approach in the face of a foundationally changing economy (and what they stand to gain)
- How the new ecosystem economy will continue to evolve and change, dissolving the borders between the traditional sectors of the economy
- A comprehensive ecosystem playbook that can be applied to firms of any size and in any sector

As the barriers between sectors and disciplines come down, organizations everywhere will need to reshape their thinking about value propositions, competition, partnership, organizational and operating models, and performance management. *The Ecosystem Economy* is your personal roadmap to navigating that new world. It's ideal for managers, executives, and other business leaders seeking fresh new strategies and practical approaches for markets that bear little resemblance to the ones that came before.

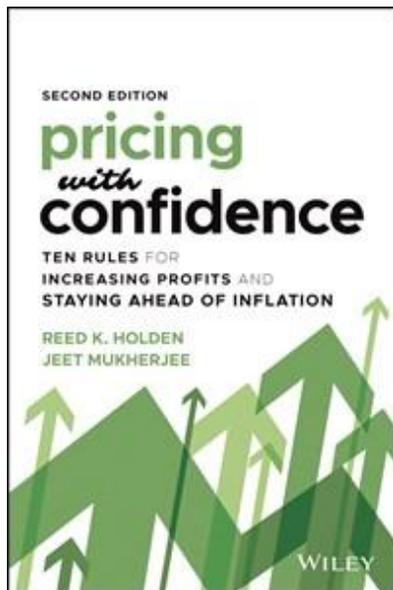
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Hardcover

240 Pages

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\$35.00/£26.99 UK/€30.00  
EU/€32.90 DE  
Hardcover

240 Pages

## Pricing with Confidence, Second Edition: Ten Rules for Increasing Profits and Staying Ahead of Inflation (2nd Edition)

*Edition*

**How to Raise Prices and Stay Ahead of Inflation, Without Losing Customers**

Reed K. Holden, Jeet Mukherjee

### Summary

#### Navigate Inflation, Keep Valuable Customers, Increase Profits

As you read this, inflation is steadily and (not so) slowly eating into your profit margins. Simultaneously, your sales teams are using discounts and rebates as crutches to help them close sales, even as this habit threatens the profitability of your business.

In the newly revised second edition of *Pricing with Confidence: Ten Rules for Increasing Profits and Staying Ahead of Inflation*, world-renowned pricing consultants and thought leaders Reed K. Holden and Jeet Mukherjee deliver a compelling argument against the conventional view that there is a tension between revenue growth and profit growth. In the book, you'll learn how your firm can enjoy both even as it stays ahead of inflation.

The authors also explore:

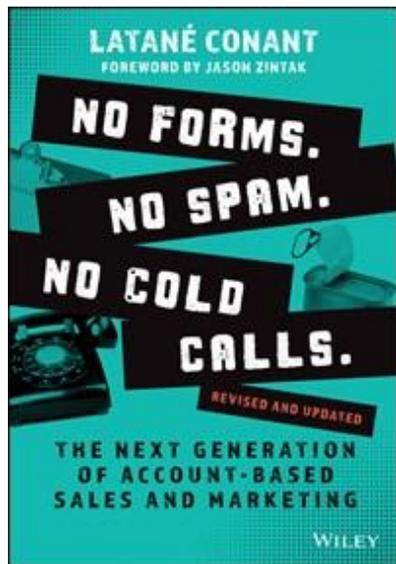
- The importance of a sound pricing strategy to protect profits
- How stellar analytics and quality metrics can help you set the perfect price
- Innovation as the life blood of organizational growth
- How to set sales team and customer expectations, keep valuable customers, and achieve value from technology
- Building your "selling backbone" to prepare for tough negotiations and draft profitable RFPs

A can't-miss update to one of the most valuable pricing resources on the market today, *Pricing with Confidence* belongs in the libraries of pricing managers, executives, founders, entrepreneurs, independent professionals, and anyone else expected to help their organization grow revenues while simultaneously improving margins.

### Comp Titles

Pricing with Confidence – 10 Ways to Stop Leaving Money on the Table	Holden, Reed K.	John Wiley & Sons	07/03/2008	9780470197578 0470197579	£22.99 GBP	Hardcover
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## **No Forms. No Spam. No Cold Calls.: The Next Generation of Account-Based Sales and Marketing, Revised and Updated**

**The Next Generation of Account-Based Sales and Marketing**

Latané Conant

### **Summary**

**Unlock the full potential of modern marketing and sales**

In the newly revised and updated edition of *No Forms. No Spam. No Cold Calls: The Next Generation of Account-Based Sales and Marketing*, celebrated speaker, writer, and Chief Market Officer of 6sense, Latané Conant, delivers an eye-opening and engaging guide for salespeople and marketers to use technology to identify prospects and put them at the center of everything they do.

You'll learn how to prioritize which accounts to work, engage the entire buying team, uncover hidden intent signals, and measure real success. You'll also discover:

- Strategies for building a tech-stack that prioritizes your customers
- Ways for chief marketing officers to stop playing defense and go on offense
- Insights for the modern sales leader, including how to sell up to win, design successful territories, and hire and retain top sellers
- How the modern era of marketing and sales is different from what it used to be and how to capitalize on your new capabilities

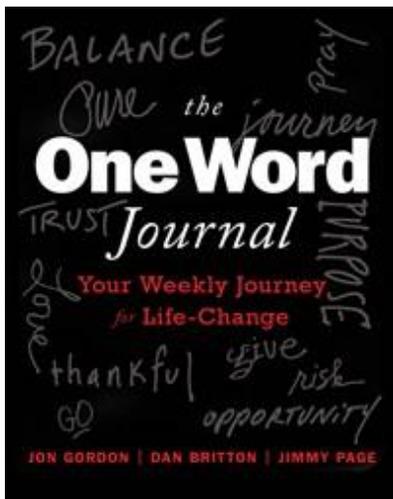
A can't-miss handbook for marketers, salespeople, and team leads, *No Forms. No Spam. No Cold Calls.* is an original and thought-provoking journey through the techniques and strategies made possible by modern revenue technologies.

John Wiley & Sons  
9781119982876  
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\$28.00/£21.99 UK/€24.00  
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Paperback

272 Pages

### **Comp Titles**

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9781119907640  
Pub Date: 20/12/2022  
\$25.00/£18.99 UK/€21.40  
EU/€22.90 DE  
Hardcover

256 Pages

## The One Word Journal: Your Weekly Journey for Life-Change

**Your Daily Journey for Life-Change**

Jon Gordon, Dan Britton, Jimmy Page

### Summary

**Discover the life-changing power of a single word**

Millions of people around the world try to improve their lives by doing it all. They attempt every self-help method, try every diet, and follow every fad. But imagine what they—and you—could accomplish if all that effort and determination was focused on a single word?

In *The One Word Journal: Your Daily Journey for Life-Change*, bestselling authors Jon Gordon, Dan Britton, and Jimmy Page deliver a powerful new approach to simplifying and transforming your life and business. You'll learn how to access the core of your intention every week of the year as you explore 52 weekly lessons, principles, and wins that unleash the power of your *One Word*.

You'll also find:

- Straightforward strategies for improving the six dimensions of your life: the mental, physical, emotional, relational, spiritual, and financial
- Writing prompts and discussion questions that help you live out your one word with meaning and mission
- A foolproof method to cut out complexity and clutter and focus on just one thing

An indispensable companion to the authors' bestselling *One Word*, *The One Word Journal* unlocks the full potential of the authors' groundbreaking and life-changing techniques.

### Contributor Bio

**JON GORDON** has inspired millions of readers around the world. He is the author of 18 books, including six bestsellers: *The Energy Bus*, *The Carpenter*, *Training Camp*, *You Win in the Locker Room First*, *The Power of Positive Leadership*, and *The Power of a Positive Team*. He is passionate about developing positive leaders, organizations, and teams.

### Comp Titles

*No comparable titles have been specified.*



John Wiley & Sons  
9781119931867  
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Hardcover

224 Pages

## Tackle What's Next: Own Your Story, Stack Wins, and Achieve Your Goals in Business and Life

**Own Your Story, Stack Wins, and Achieve Your Goals in Business and Life**  
Eric Wood

### Summary

**Transform the next chapter of your life into the best one yet**

In *Tackle What's Next: Own Your Story, Stack Wins, and Achieve Your Goals in Business and Life*, NFL veteran and motivational speaker Eric Wood delivers an inspirational and insightful take on how you can prepare for the next big thing in your life. Whether you're riding high or feeling low, the author shows you how to make your "What's next?" into your best yet.

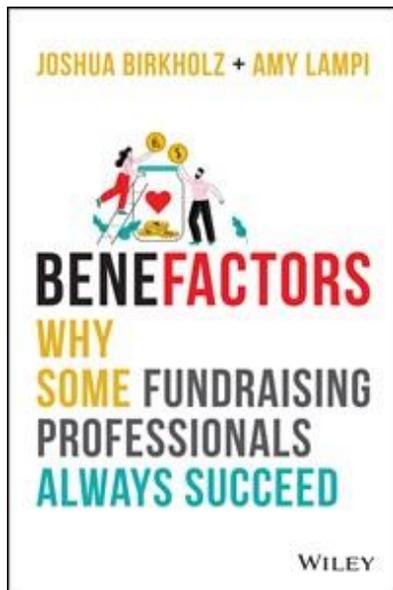
In the book, Wood draws on his own experiences transitioning out of his NFL career and provides you with the tools you need to achieve success in your own circumstances. You'll explore:

- How to pivot between opportunities when life forces you to unexpectedly change direction
- Strategies for closely examining what you're good at, what you're great at, and what you can contribute to the world with your unique combination of gifts and talents
- Ways to adjust your perspective to maintain resilience and toughness in the face of adversity

A can't-miss read for anyone looking for proven and straightforward ways to make the next chapter of their life even more exciting than what's come before, *Tackle What's Next* is your own personal handbook to achievement, resilience, and success.

### Comp Titles

*No comparable titles have been specified.*



## **BeneFactors**

### **Why Some Fundraising Professionals Always Succeed**

Joshua M. Birkholz, Amy Lampi

#### **Summary**

This book will inspire the next generation of fundraising leaders to lead their teams and their non-profits, as well as provide a practical guide for academic programs grooming development professionals for the field. What if every student leaving college or university knows what the development profession is and can make an informed choice to enter the field? We could use this book to help develop a “fundraising farm team” to start to solve the non-profit leadership crisis we see looming over the next 10 years.

**BeneFactors** would be just the beginning to help equip the next generation of fundraising professionals and non-profit leaders.

The topics Josh and Amy cover in *BeneFactors* include:

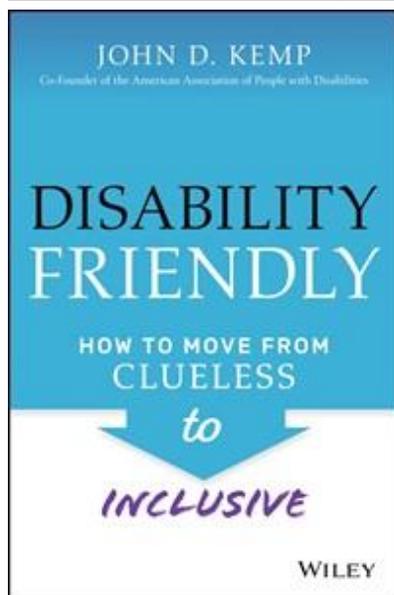
- **Data-Driven Fundraiser:** statistician and practitioner’s perspectives for data-informed decision making
- **Innovative Fundraiser:** furthering our field with next practices, thinking outside the box and providing thought leadership
- **Collaborative Fundraiser:** turf vs trust, community building, includes all stakeholders, addresses the Equity, Diversity and Inclusion of fundraising
- **Authentic Fundraiser:** connects people with their passion, passion for the organization and its mission, and a champion for donor transparency
- **Digital Fundraiser:** digital donor journey, warming, prospecting and cultivating in the digital age
- **Fundraising Advocate:** creates a culture of philanthropy at their organization, champions ethical practices, and city, state and federal advocacy
- **Fundraising Leader:** manager of the fundraising business and traits needed to be a fundraising leader
- **Confident Fundraiser:** how to be bold and not risk averse, and proud of their work

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208 Pages

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*No comparable titles have been specified.*



John Wiley & Sons  
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\$28.00/£21.99 UK/€24.00  
EU/€26.90 DE  
Hardcover

240 Pages

## Disability Friendly

### How to Move from Clueless to Inclusive

John D. Kemp

#### Summary

#### Create a true culture of inclusion

Although progress has been made around equality for many marginalized groups, people with disabilities are still massively underrepresented in organizations' Diversity, Equity, and Inclusion efforts. People with disabilities make up at least 15% of the population, yet they are still too often overlooked. Many people with disabilities are highly motivated, create fantastic work, and add tremendous value to organizations.

*Disability Friendly* is a clarion call to businesses around the world to realize the opportunities presented by employing people with disabilities. It explains the potential of disabled employees, how to create a culture of inclusion, and, in the process, help people with disabilities become proud contributors.

In this book, you'll find:

- Concrete strategies for redesigning work and its processes to embrace all contributing citizens
- Ways to incorporate disability supports into a business' diversity and inclusion practices and initiatives
- Methods for reducing the massive cost associated with government disability support payments and repurpose these as investments in the human potential of people with disabilities

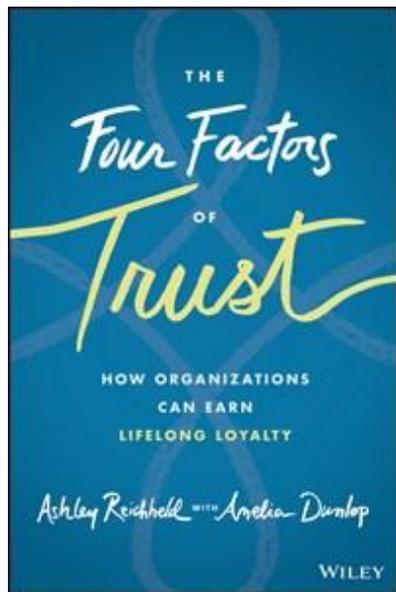
Ideal for executives, managers, and other business leaders, *Disability Friendly* will also earn a place in the libraries of Diversity and Inclusion and Human Resources professionals seeking to make an impact on their company and on behalf of a marginalized group.

#### Contributor Bio

**John Kemp** (<https://www.viscardicenter.org>; Albertson, New York), is one of the world's leading disability activists and has conducted over 1,000 training programs to help employers become disability-friendly. He delivers 40-50 keynote speeches per year and has testified twice before Congress on disability legislation. Kemp is President and CEO of The Viscardi Center, a school and consulting organization with 400 employees which has been named a 'Top Disability Employer' for four years in a row, by the National Organization on Disability. Kemp authors numerous disability-centric op-ed pieces. Kemp co-founded and operated a national consulting and training firm assisting federal contractors and federal financial recipients comply with federal disability requirements and practice "disability nondiscrimination" in the delivery of goods and services. He has written journal articles, newsletters, and co-authored a book with Dr. Stanley Klein: *Reflections from a Different Journey* (2004)

#### Comp Titles

*No comparable titles have been specified.*



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Hardcover

304 Pages

## The Four Factors of Trust: How Organizations Can Earn Lifelong Loyalty

How Organizations Can Earn Lifelong Loyalty

Reichheld

### Summary

**The essential, data-driven blueprint to build trust in your organization.**

Did you know that trusted companies outperform their peers by up to 400%? That customers who trust a brand are 88% more likely to buy again? And that 79% of employees who trust their employer are more motivated to work (and less likely to leave)?

The importance of trust is at an all-time high—just as our inclination to trust is at an all-time low.

Building trust is your single greatest opportunity to create competitive advantage. With new data at its core, *The Four Factors of Trust* gives you practical guidance to measure and build trust in the relationships that matter the most—with your customers, workforce, and partners.

Trust ultimately comes down to just Four Factors: Humanity, Capability, Transparency, and Reliability.

These Four Factors make up Deloitte's HX TrustID™, a groundbreaking measurement tool poised to become the gold standard for evaluating organizational performance. Ashley Reichheld and Amelia Dunlop show how your organization can use TrustID™ to measure, predict, and build trust to earn lifelong loyalty—and elevate the human experience with your customers, workforce, and partners. *The Four Factors of Trust* lays it all out in do-able parts so you can:

- Create better business outcomes by understanding how trust affects human behaviors
- Measure your company's trust score—revealing strengths, deficits, and opportunities to (re)build trust with key stakeholders
- Design actionable strategies to improve trust with your customers, workforce, and partners
- Build trust and earn loyalty through every business function from marketing to operations to talent experience

With compelling stories from leading organizations—and practical applications in Marketing & Experience, Cybersecurity, HR, Sustainability (ESG), and Operations & Technology—*The Four Factors of Trust* will enable you to create the relationships you want to build, the organizations you want to belong to, and the world you want to live in.

#4FactorsOfTrust

### Contributor Bio

**Ashley Reichheld** is a principal in Deloitte Digital and the Customer, Brand & Experience practice leader for the Automotive, Transportation, Hospitality & Services sectors. Reichheld has spent 20 years helping her clients reimagine brands and experiences, shaping the moments that matter with customers, workforce, and partners. Reichheld is deeply passionate about building trust, enabling businesses to create value, and stronger connections with people and markets. She has lived and worked in more than 40 countries and has a strong sense of global community. She is the creator of the HX TrustID and her work and ideas have been featured in publications such as the Wall Street Journal, AdWeek, and Skift as well as in conferences such as CES, Fortune's Most Powerful Women, and the Five9 CX Summit.

## Hybrid Project Management

Cynthia Snyder Dionisio

### Summary

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Project management professionals want the flexibility of Agile, but need the reliability of Waterfall. A hybrid approach to project delivery gives professionals the best of both methods, and that is why over 50% of projects today are managed using a hybrid approach. Hybrid Project Management is a practical guide that shows professionals how to successfully blend Agile and traditional Waterfall project management elements for a customized approach. The hybrid approach works for every kind of project and every type of team. This exciting new text, from bestselling author Cynthia Snyder Dionisio, is structured to align with the type of work project managers perform on projects in six key parts: What is Hybrid, Starting Out, Planning, People and Leadership, Project Risk, and Project Performance. Ideal for new and seasoned project managers, this book is aligned with the Project Management Institute's (PMI) latest *PMBOK(R) Guide - Seventh Edition*, that will introduce hybrid as a key approach to project management.

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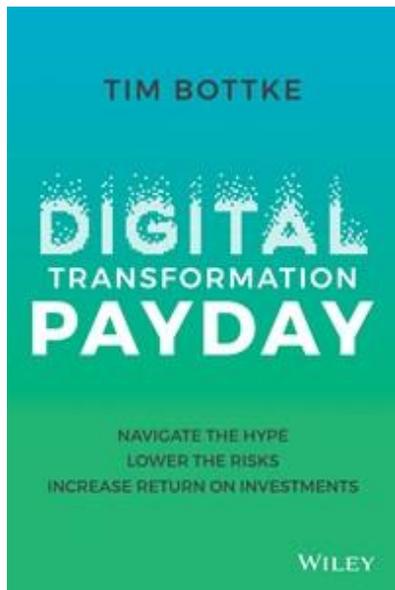
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### Comp Titles

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John Wiley & Sons  
9781119894179  
Pub Date: 09/11/2022  
\$32.00/£24.99 UK/€27.40  
EU/€30.90 DE  
Hardcover

240 Pages

## **Digital Transformation Payday: Navigate the Hype, Lower the Risks, Increase Return on Investments**

**Navigate the Hype, Lower the Risks, Accelerate Return on Investments**  
T Bottke

### **Summary**

#### **The Data-Driven Guide for your Digital Transformation Payday**

In *Digital Transformation Payday: Navigate the Hype, Lower the Risks, Increase Return on Investments*, Tim Bottke, Senior Strategy Partner at Deloitte and Associate Professor for Strategy and Digital Transformation at SDA Bocconi, a *Financial Times/Forbes/Bloomberg Businessweek* Top-Five European business school, delivers a provocative, new perspective on digital business transformation—using research to get beyond the hype and uncover its real financial payback.

Have you ever asked yourself: “Should I really embark on a digital transformation journey that is likely full of pain, failure, and high cash-outs? One that puts a lot of pressure on our stock price and my nerves? Who will thank me for that? Will there ever be a measurable return on invest for all these technologies that supports positive market value impact?” If so, this book is for you.

You’ll find unique insights and guidance for managers, executives, board members, and investors as you navigate an immense array of strategic and operational choices, opportunities, and pitfalls. You’ll also learn to demystify digital strategy and technology buzzwords, better define the initial focal point and process of your firm’s digital transformation, and establish new ways of thinking in terms of value impacts—and how to measure them—right from the start.

The book also includes:

- A proven framework for defining your next digital transformation effort end to end, and configuring your initiatives for maximum return on investment
- Empirical data to help you understand your company’s odds of navigating your chosen digital transformation initiatives with financial payback

An indispensable resource for business leaders, *Digital Transformation Payday* will also earn a place in the libraries of entrepreneurs, founders, leaders of established companies, and digital enthusiasts.

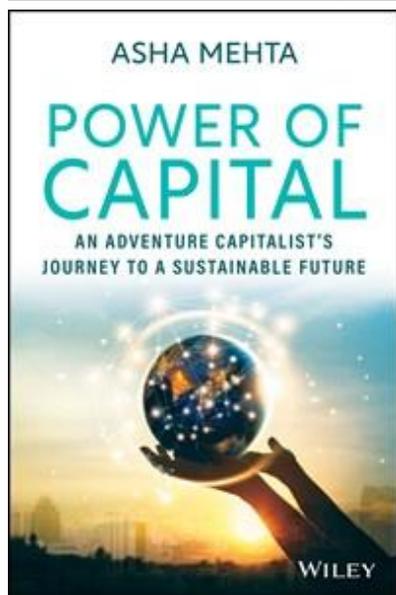
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John Wiley & Sons  
9781119906032  
Pub Date: 20/12/2022  
\$27.95/£21.99 UK/€23.90  
EU/€26.90 DE  
Hardcover

208 Pages

## **Power of Capital: An Adventure Capitalist's Journey to a Sustainable Future**

**An Adventure Capitalist's Journey to a Sustainable Future**

Asha Mehta

### **Summary**

**Explore and understand how investment capital is transforming the world's most critical emerging markets**

In *Power of Capital: An Adventure Capitalist's Journey to a Sustainable Future*, distinguished author and Chief Investment Officer at Global Delta Capital, Asha Mehta, shares a simultaneously daring and heartening exploration of rapidly evolving emerging markets. Delivering equal doses of business discussion and geopolitical insight, the author examines the changes gripping the globe and why the average person—and investor—should care.

The book provides an on-the-ground perspective informed by the author's personal experiences and visits to far-flung regions of the world. It also shares incisive commentary on issues crucial to continuing global economic growth, including terrorism and instability, corruption and autocracy, and sustainable investing.

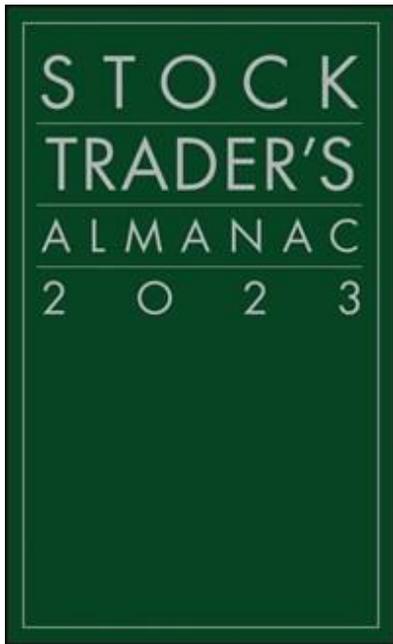
*Power of Capital* offers:

- Illuminating insights of China's new role as a global economic powerhouse
- Pioneering perspectives of how sustainable investing delivers both alpha and impact
- Explorations of how globalization and technology disrupt companies and sectors
- In-depth discussions of data's new and central role as the primary store and creator of value in the modern economy
- The case for women as the greatest emerging market in the world

A page-turning read from a singular and worldly generational leader, *Power of Capital: An Adventure Capitalist's Journey to a Sustainable Future* offers a unique and thought-provoking trip to the globe's most fascinating emerging markets.

### **Comp Titles**

*No comparable titles have been specified.*



## Stock Trader's Almanac 2023 (18th Edition)

Jeffrey A. Hirsch

### Summary

**Keep your finger on the pulse of the stock market with the latest data and advice from the gold standard in trading resources**

In the 2023 Edition of *Stock Trader's Almanac*, celebrated analyst and trader Jeffrey A. Hirsch delivers the latest installment of the groundbreaking money-making strategy guide that has been guiding successful traders since 1967. The first trading handbook to recognize important phenomena like the "January Barometer" and the "Santa Claus Rally," *Stock Trader's Almanac* has also popularized crucial timing strategies, including the four-year Presidential Election Cycle and the Best Six Months Switching Strategy.

In this latest edition, the author shows you how to maximize return and minimize risk using the cycles, trends, and patterns he uses to generate market-leading profits. You'll find:

- Month-by-month strategies to master the market and deliver reliable, outsized investment returns
- Explanations of seasonal trends that reappear year after year
- Ways to take advantage of cyclical, holiday patterns with real impact on your bottom-line

A can't-miss resource for day traders, market enthusiasts, and retail investors, *Stock Trader's Almanac 2023* continues the book's celebrated tradition of timely stock market advice combined with tried-and-true guidance based on extensive historical data.

John Wiley & Sons  
9781119986461  
Pub Date: 20/12/2022  
\$50.00/£37.99 UK/€42.80  
EU/€45.90 DE  
Paperback

192 Pages  
Series: Almanac Investor Series

### Comp Titles

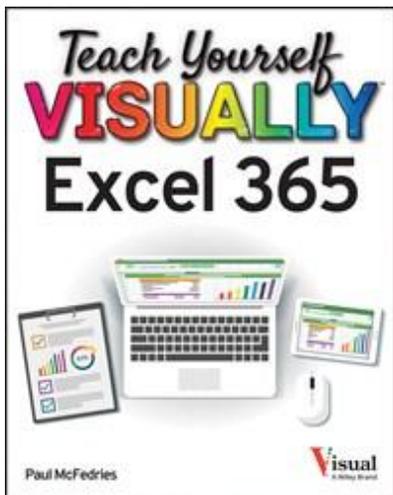
Stock Trader's Almanac 2022	Hirsch, Jeffrey A.	John Wiley & Sons	20/12/2021	9781119845911 1119845912	£37.99 GBP	Paperback
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# Computing & Technology

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## Teach Yourself VISUALLY Excel 365

Paul McFedries

### Summary

**Excel-erate your Excel 365 knowledge with the celebrated Teach Yourself VISUALLY series**

In *Teach Yourself VISUALLY: Excel 365*, veteran tech educator and writer Paul McFedries delivers a practical, step-by-step guide to using the latest version of the world's most popular spreadsheet app. The book is filled with easy two-page lessons containing large-size screenshots and walkthroughs demonstrating common and useful tasks in Excel 365. You'll learn how to present, analyze, visualize, and organize your data, as well as how to:

- Create and fill spreadsheets, charts, tables, and PivotTables
- Filter and sort your data, use and create formulas, and organize your information
- Visualize your data with a variety of effective charts, graphs, and more

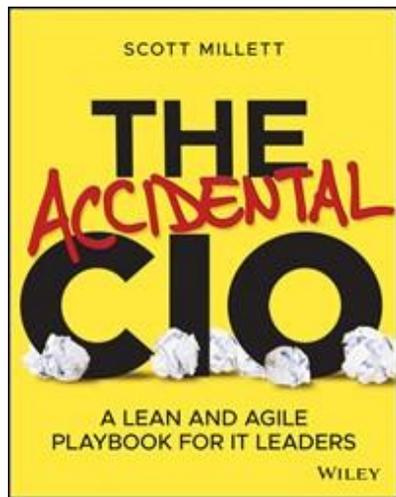
A can't-miss handbook perfect for anyone looking for straightforward and easy-to-follow tutorials on basic and advanced Excel techniques, *Teach Yourself VISUALLY: Excel 365* offers users of previous Excel versions—and complete Excel newbies—a clear roadmap to mastering Excel.

John Wiley & Sons  
9781119933625  
Pub Date: 29/12/2022  
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Paperback

320 Pages  
Series: Teach Yourself VISUALLY  
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### Comp Titles

*No comparable titles have been specified.*



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Paperback

500 Pages

## The Accidental CIO: A Lean and Agile Playbook for IT Leaders

**A Lean and Agile Playbook for IT Leaders**

Scott Millett

### Summary

**Make the jump from a developer or IT admin to an effective, inspiring tech leader**

As you move up through the tech ranks, the transition to leadership is notoriously challenging. Many chief information officers (CIO) or chief technology officers (CTO) are short-lived in that role, as they discover that being a programmer or tech administrator is vastly different from being an IT leader. *The Accidental CIO* will show you how to become an effective, strategic leader—whether you already inhabit that leadership role or are eyeing the C-suite for your professional future.

In this book, you'll find a wealth of practical advice for tackling the challenges new technical leaders face, from producing a strategy to creating and leading a department to execute it. Learn how to communicate what you already understand—the power of modern technology to transform business. This is your guide to contributing to business strategy and success, as well as inspiring others to bring your vision to life

- Understand why the the principles and values of lean, agile and design thinking are vital for managing in today's complex business environment
- Learn how to take a holistic approach to analysis by utilising systems thinking to make impactful changes
- Capture your businesses anatomy and create and communicate an IT strategy that clearly contributes to business success
- Design an IT operating model that is focused on generating value by ensuring that all components are adaptable and designed around delivering business outcomes
- Deploy your strategy and execute on the IT vision to bridge the business canapés required to win

From understanding the core principles of modern management and leadership, to presenting a strategic vision to the board, to building a team and implementing your plan, this book supports your new C-level role with practical advice and frameworks for the challenges that lay ahead.

### Contributor Bio

Scott Millett (Developer turned CIO) presents a play book of practical patterns, frameworks and techniques to navigate your way to becoming a strategic member of your business and an effective IT leader. He is the author of *Patterns, Principles, and Practices of Domain-Driven Design*, *Professional ASP.NET Design Patterns* and *Professional Enterprise.NET*.

### Comp Titles

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## Job Ready Go

Haythem Balti

### Summary

#### Tackle GoLang with practical and employment-focused instruction

In *Job Ready Go*, software education guru Dr. Haythem Balti delivers an essential and hands-on guide to Go, an open-source programming language developed by Google engineers to combine the most sought-after capabilities of other programming languages, including Java, C#, and C++. In the book, the author walks you through all the most critical skills necessary for successful, on-the-job Go programming.

You'll discover:

- How to get started with Go, including how to run, build, and test your own go programs
- Understand control flow and data structures in Go including arrays, slices, maps, and pointers
- How to leverage structs, interfaces, and methods to organize and reuse code
- How to leverage go to process data, access different types of files and develop APIs
- Leverage concurrency and gRPCs to create complex and interconnected systems.

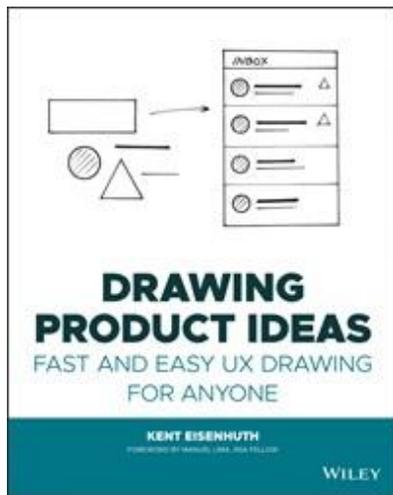
*Job Ready Go* offers readers straightforward and elegant instruction based on the renowned mthree Global Academy and Software Guild training program. It's an essential read for aspiring Go developers looking for a fast-track to developing real-world skills demanded by employers.

John Wiley & Sons  
9781119889816  
Pub Date: 01/12/2022  
\$45.00/£34.99 UK/€38.50  
EU/€42.90 DE  
Paperback

688 Pages

### Comp Titles

*No comparable titles have been specified.*



## Drawing Product Ideas: Fast and Easy UX Drawing for Anyone

**Fast and Easy UX Drawing for Anyone**

Kent E. Eisenhuth, Manuel Lima

### Summary

**Explore straightforward drawing skills to help you communicate product ideas exponentially faster than you could with text**

In *Drawing Product Ideas: Fast and Easy UX Drawing for Anyone*, RSA Fellow and Google Data Visualization Lead, Kent Eisenhuth delivers a new and exciting guide to effectively communicating product ideas by drawing just two simple things: boxes and lines! In the book, you'll learn why drawing is important and how it supports the design thinking process. You'll also discover how to build your drawing toolkit by exploring your own personal drawing style.

The author also includes:

- Strategies for how to use your drawing to support your solutions to real-world problems
- Tips and tricks for applying your new drawing skills in a workshop setting, in real-time
- An illuminating foreword by the celebrated Manuel Lima, a Fellow of the Royal Society of Arts

An essential volume for engineers, researchers, and product managers, *Drawing Product Ideas* is also an indispensable blueprint for anyone seeking to improve their public, ad-hoc drawing skills.

John Wiley & Sons  
9781119835851  
Pub Date: 27/12/2022  
\$30.00/£22.99 UK/€25.70  
EU/€27.90 DE  
Paperback

256 Pages

### Comp Titles

*No comparable titles have been specified.*



## The Official (ISC)2 CCSP CBK Reference, 4th Edition (4th Edition)

Aaron Kraus

### Summary

**The only official body of knowledge for CCSP—the most popular cloud security credential—fully revised and updated.**

Certified Cloud Security Professional (CCSP) certification validates the advanced technical skills needed to design, manage, and secure data, applications, and infrastructure in the cloud. This highly sought-after global credential has been updated with revised objectives. The new third edition of *The Official (ISC)2 Guide to the CCSP CBK* is the authoritative, vendor-neutral common body of knowledge for cloud security professionals.

This comprehensive resource provides cloud security professionals with an indispensable working reference to each of the six CCSP domains: Cloud Concepts, Architecture and Design; Cloud Data Security; Cloud Platform and Infrastructure Security; Cloud Application Security; Cloud Security Operations; and Legal, Risk and Compliance. Detailed, in-depth chapters contain the accurate information required to prepare for and achieve CCSP certification. Every essential area of cloud security is covered, including implementation, architecture, operations, controls, and immediate and long-term responses.

Developed by (ISC)2, the world leader in professional cybersecurity certification and training, this indispensable guide:

- Covers the six CCSP domains and over 150 detailed objectives
- Provides guidance on real-world best practices and techniques
- Includes illustrated examples, tables, and diagrams

*The Official (ISC)2 Guide to the CCSP CBK* is a vital ongoing resource for IT and information security leaders responsible for applying best practices to cloud security architecture, design, operations and service orchestration.

Sybex  
9781119909019  
Pub Date: 14/12/2022  
\$85.00/£52.50 UK/€72.70  
EU/€63.90 DE  
Paperback

320 Pages

## Comp Titles

The Official (ISC)2 CCSP CBK Reference	Fife, Leslie	Sybex	23/08/2021	9781119603436 1119603439	£65.00 GBP	Hardcover
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## (ISC)2 CCSP Certified Cloud Security Professional Official Practice Tests, Third Edition *(3rd Edition)*

Chapple

### Summary

The *CCSP Official (ISC)2 Practice Tests* is a vital resource for CCSP candidates, providing more than 1000 unique practice questions. The first part of the book provides at least 100 questions per each domain so you can practice on any domains you know you need to brush up on. After that, you get two unique complete practice exams to help you master the material and practice simulated exam taking well in advance of the exam. The two practice exams cover all exam domains and are included in proportion to the exam itself to help you gauge the relative importance of each topic covered.

Sybex  
9781119909408  
Pub Date: 20/12/2022  
\$45.00/£34.99 UK/€38.50  
EU/€42.90 DE  
Paperback

384 Pages

### Comp Titles

(ISC)2 CCSP Certified Cloud Security Professional Official Practice Tests	Malisow, Ben	Sybex 23/03/2020	9781119603498 1119603498	£30.99 GBP	Paperback
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## CCSP (ISC)2 Certified Cloud Security Professional Official Study Guide & Practice Tests Bundle, 3rd Edition *(3rd Edition)*

Mike Chapple, David Seidl

### Summary

This value-packed set for the serious (ISC)2 CCSP certification candidate combines the bestselling CCSP (ISC)2 Certified Cloud Security Professional Official Study Guide, 3rd edition with an updated collection of practice questions and practice exams in CCSP (ISC)2 Certified Cloud Security Professional Official Practice Tests, 3rd edition to give you the best preparation ever for the high-stakes (ISC)2 CCSP exam.

(ISC)2 CCSP Certified Cloud Security Professional Official Study Guide 3rd Edition is your ultimate resource for the CCSP exam. As the only official study guide reviewed and endorsed by (ISC)2, this guide helps you prepare faster and smarter with the Sybex study tools that include pre-test assessments that show you what you know, and areas you need further review. Objective maps, exercises, and chapter review questions help you gauge your progress along the way, and the Sybex interactive online learning environment includes access to a PDF glossary, hundreds of flashcards, and two complete practice exams. Covering all CCSP domains, this book walks you through Architectural Concepts and Design Requirements, Cloud Data Security, Cloud Platform and Infrastructure Security, Cloud Application Security, Operations, and Legal and Compliance with real-world scenarios to help you apply your skills along the way.

Along with the book, you also get access to Sybex's superior online interactive learning environment that includes two unique practice exams to help you identify where you need to study more, Electronic Flashcards to reinforce your learning and give you last-minute test prep before the exam, and a searchable glossary in PDF to give you instant access to the key terms you need to know for the exam.

Add to that the thoroughly updated (ISC)2 CCSP Certified Cloud Security Professional Official Practice Tests, 3rd Edition, with complete exams and at least another 60 questions for each of the 6 domains and you'll be as ready as you can be for the CCSP exam.

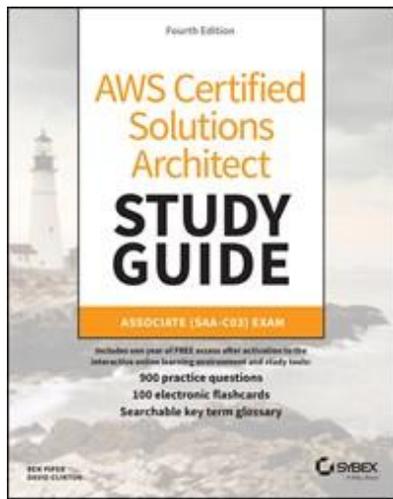
Sybex  
9781119909439  
Pub Date: 20/12/2022  
\$95.00/£75.00 UK/€81.20  
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1 Pages

### Comp Titles

CCSP (ISC)2 Certified Cloud Security Professional Official Study Guide & Practice Tests Bundle	Malisow, Ben	John Wiley & Sons	26/03/2020	9781119715528 1119715520	£65.00 GBP	Paperback
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## **AWS Certified Solutions Architect Study Guide: Associate SAA-C03 Exam, 4th Edition** *(4th Edition)*

**Associate (SAA-C03) Exam**

Ben Piper, David Clinton

### **Summary**

**Validate your AWS Cloud skills!**

Take the next step in your career by expanding and validating your AWS Cloud skills. AWS has been the frontrunner in cloud computing products and services, and the *UPDATED AWS Certified Solutions Architect Study Guide, Fourth Edition*, for the Associate SAA-C03 Exam gets you fully prepared. AWS experts Ben Piper and David Clinton provide thorough coverage of concepts and key review of exam topics, including:

- Design Secure Architectures
- Design Resilient Architectures
- Design High-Performing Architectures
- Design Cost-Optimized Architecture

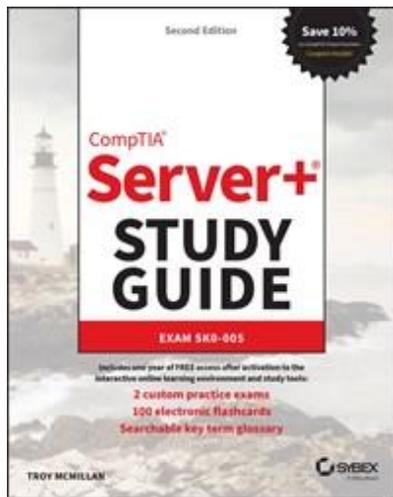
Readers also have access to Sybex's superior online interactive learning environment and test bank, including hundreds of test questions, bonus practice exams, electronic flashcards, and a glossary of key terms.

If you are looking to take the AWS Certified Solutions Architect Associate exam, this guide is what you need for comprehensive content and robust study tools that help you gain the edge on exam day and throughout your career.

### **Comp Titles**

AWS Certified Solutions Architect Study Guide Piper, Ben Sybex 22/02/2021 9781119713081 1119713080 £47.50 GBP Paperback

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## CompTIA Server+ Study Guide: Exam SK0-005 2e(2nd Edition)

Exam SK0-005  
Troy McMillan

### Summary

**Prepare for the Server+ exam—and an exciting new career in tech—with this hands-on guide**

In the newly updated Second Edition of the *CompTIA Server+ Study Guide: Exam SK0-005*, veteran technology educator Troy McMillan delivers a comprehensive, hands-on blueprint for success on the Server+ SK0-005 exam. Learn about essential hardware and software technologies used in on-premise and hybrid server environments and prepare yourself for the exam and real-world, on-the-job challenges.

This Study Guide provides you with a solid understanding of how network and cloud storage systems work by helping you learn how to store, protect, and access the data that's ever more crucial to modern businesses. Find coverage of every objective tested by the exam, including server hardware installation and management, server administration, security and disaster recovery, and troubleshooting. You also learn:

- Expert guidance on acing a certification exam is increasing demand amongst high-paying employers
- Critical performance tips for professionals who want to hit the ground running on their first day on the job
- Complimentary access to the Sybex interactive online learning environment and test bank, complete with hundreds of practice questions and answers, bonus exams, electronic flashcards, and a searchable glossary of key terms

A can't-miss resource for anyone preparing for a new role as a server administrator, data storage specialist, or related IT specialty, the *CompTIA Server+ Study Guide: Exam SK0-005, Second Edition*, will earn a place in the libraries of anyone looking for an efficient and effective way to prep for this challenging and rewarding technical certification.

## Comp Titles

CompTIA Server+ Study Guide	McMillan, Troy	Sybex	26/07/2016	9781119137825 1119137829	£47.50 GBP	Paperback
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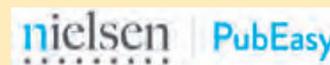
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