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February 2025

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# Capstone & Consumer

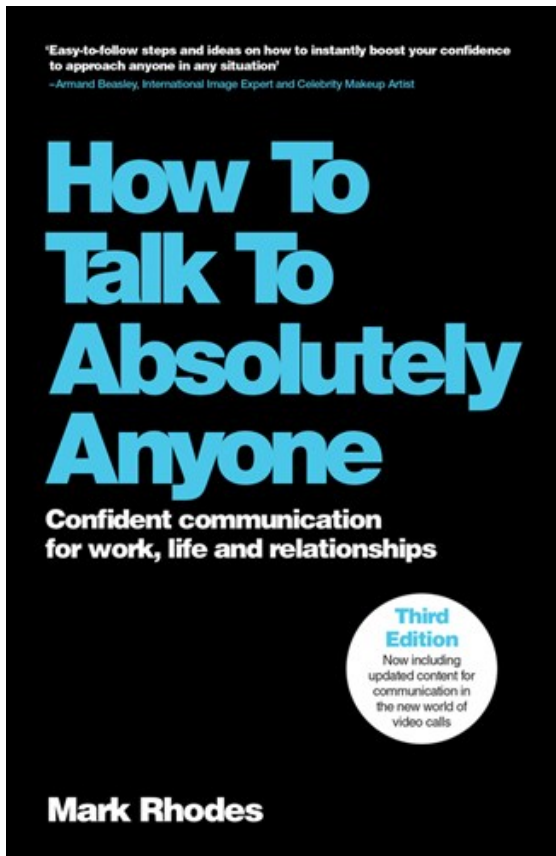
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# How To Talk To Absolutely Anyone

Confident Communications in Every Situation

Mark Rhodes



[View on Edelweiss](#)

## An easy-to-understand, practical guide to become a confident communicator

In this third edition of *How to Talk to Absolutely Anyone: Confident Communications in Every Situation*, entrepreneur, business mentor, and international speaker Mark Rhodes delivers a practical yet accessible guide to break through barriers and make a connection. Whether you fear judgement and rejection, or just struggle to know what to say, this book provides readers with the tools needed to navigate social situations. Working step-by-step, you'll learn how to approach strangers, strike up a conversation and exit gracefully; by first changing your outlook, you develop the ability to navigate even tricky situations with confidence and ease.

Drawing on Mark Rhodes' extensive business and coaching experience, this new third edition has been updated to include information on technology and communication to reflect the ever-growing use of remote communication. This book provides real-world techniques to help you get better and better every day, enabling you to:

- Strike up a conversation with anyone, anywhere.
- Open up to make connections and build strong rapport.
- Overcome common fears and barriers about talking to others.
- Carry your confidence into career networking and everyday communication.

Stop running away from uncomfortable interactions and start getting comfortable instead. *How to Talk to Absolutely Anyone* is your social manual to help you build up the charismatic confidence and skills needed to talk your way to success.

## Capstone

BISAC: Health & Fitness

9781907312649

Paperback

February 27, 2025

£13.99 | 16,99 € | \$17.99

DE EUR: 16.9€

Previous Edition: 9780857087454

## About the Author

**Mark Rhodes** is an Entrepreneur, Business Mentor, Published Author, International Speaker and Trainer in Success and shows both individuals and businesses around the world how to massively improve their results with little or no extra effort! He helps people whether in business or not, to be the best that they can be.

He does this by helping people have more confidence and direction and by helping businesses Win More Sales, Get More Clients and Customers and Achieve their Business Goals. This is done using the very same approaches, ideas and techniques that Mark has used for his own Success. It's not about "in your face" selling either, far from

# See Your Elephant

Discover What's Holding You Back from Your True Potential

Jo Brown



## What's the elephant holding you back from achieving greatness?

World-renowned performance physiotherapist and coach, Dr Jo Brown, has spent decades working with professional athletes to help them perform at their best. In her distinguished career, Dr Jo has discovered that it is the "elephant in the room", the blind-spot that you don't want to acknowledge, that really holds you back. Once you allow yourself to be curious and vulnerable and identify what your own unique elephant is, then the sky becomes the limit.

Dr Jo Brown will take you on a journey to:

- Identify why you are not achieving your best performance and results - what's your elephant?
- Encourage increased self-awareness and personal growth
- Understand the importance of owning your habits, your mindset and your discipline
- Learn from real life examples from both sport and business worlds

Once you understand what is holding you back, you can dive into Jo's 4 Pillars of Performance framework and take the pathway to your own type of greatness - and maintain it!

Step by step, Dr Jo Brown will show you how to recognise your obstacles, overcome them, reach your full potential and be the best version of yourself.

[View on Edelweiss](#)

**Wiley**

BISAC: *Self-Help*

9781394286102

Paperback

February 17, 2025

£16.95 | 19,95 € | \$21.95

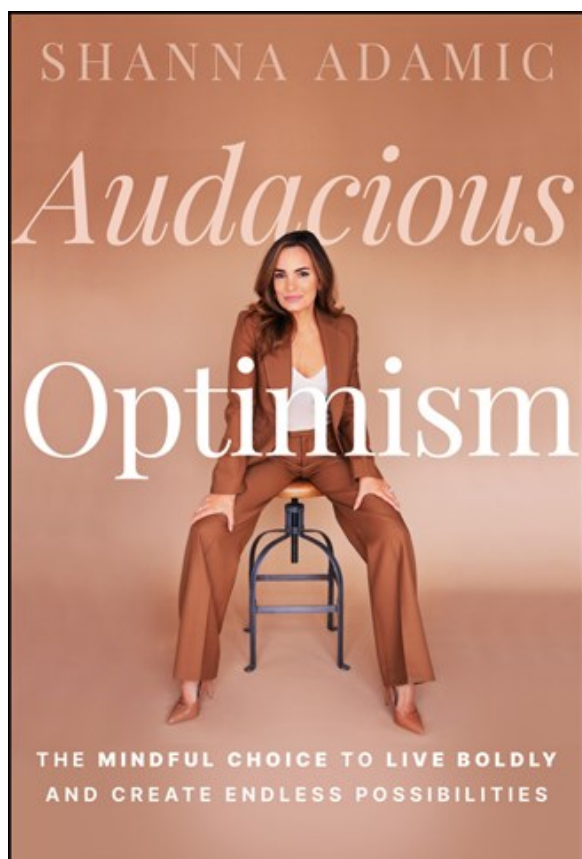
## About the Author

Dr Jo Brown is a world-renowned performance physiotherapist and coach. She has dedicated the last 24 years of her life to high performance; she has worked with athletes at an elite level for 18 different sports, over six countries. She's worked with the fastest in the water - the Australian Dolphins Swim team - and the fastest on the land - the top Jamaican and American track stars. She has worked with athletes at the Olympics, Commonwealth Games, multiple world championships and grand slams. With the hands of a physio, the eyes of a coach and the mind of a trainer-therapist, Dr Jo is a performance change maker on a global scale.

# Audacious Optimism

The Mindful Choice to Live Boldly and Create Endless Possibilities

Shanna Adamic



**Heartwarming, inspiring story on the power of optimism when you find yourself in a dark place**

*Audacious Optimism* delivers a riveting account of Shanna Adamic's journey from a highly successful career as a corporate philanthropist and former professional cheerleader, to surviving a rare and life-threatening brain tumor, to limited mobility and a 4% chance of regaining facial function on her right side, to her complete recovery and developing an unwavering dedication to optimism. This book teaches readers how to rally from within and push through those terrifying moments in life, when you've got it all on the line, and when the odds are looking slim, to find the hope and courage needed to make it through the darkness and out into a life full of wonder and joy.

Now an executive leader at Oracle, Adamic's story is one that everyone can learn from. In this book, readers will find insight on:

- Embracing the unknown, igniting willpower, and envisioning beyond the impossible
- Finding the strength to mindfully choose optimism, even in the darkest of times
- Leveraging optimism in every arena throughout your entire life to become an unstoppable force

*Audacious Optimism* is an inspiring, motivational, at times heart-wrenching, and completely relatable journey that will inspire anyone facing adversity, seeking to find their inner optimism, and live their absolute best life.

[View on Edelweiss](#)

## Wiley

BISAC: *Self-Help*

9781394289677

Hardcover

February 11, 2025

£22.99 | 26,00 € | \$28.00

DE EUR: 27.9€

## About the Author

**Shanna Adamic** (Kansas City, MO | [www.shannaadamic.com](http://www.shannaadamic.com)) is the Executive Director of the Oracle Health Foundation and Director of Social Impact. She has over two decades of experience in advancing corporate philanthropy with Cerner Corporation and, in the last two years, successfully led her team through the largest merger in healthcare/IT with Oracle. She's also a regional Emmy winner and the host for OracleTV, a streaming platform where she shares Oracle's healthcare journey and interviews with industry experts to an audience of 150,000 employees and thousands of clients. She's also a seasoned speaker, who spoke to 160,000+ people in 2023 and is scheduled to speak to 140,000 in 2024-with more events to come.

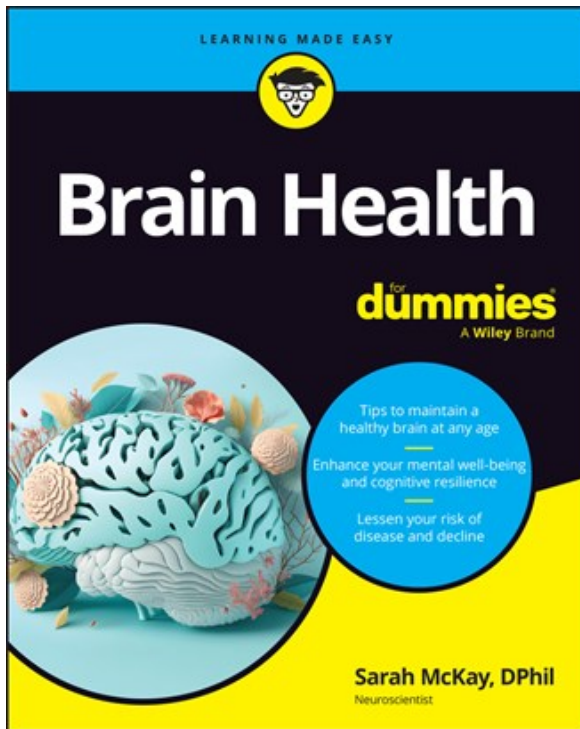
# Dummies

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# Brain Health For Dummies

Sarah McKay



## Your ticket to a healthier brain and a healthier you!

Your brain, like every part of your body, needs and deserves all the TLC you can give it so you can live a long and healthy life. In *Brain Health For Dummies*, neuroscientist and author Dr. Sarah McKay walks you through some simple and easy steps you can take—right now—to get smarter, stay healthier, and better support the elders in your life.

This is the ultimate, evidence-based guide to help you understand how your brain works around the clock to keep you sharp, healthy, and happy. It offers straightforward advice to help you optimize your brain health, including:

- How to lessen your chance of disease and decline by managing common health risks
- Simple lifestyle tips to help you maintain a healthy brain at every stage of life
- Sex- and age-specific strategies to help keep your brain in top form

Optimal performance is something your brain works on all day long. Make sure you're living your best life by learning how to maintain your hardest-working organ with *Brain Health For Dummies*. Grab a copy today!

[View on Edelweiss](#)

## For Dummies

BISAC: Health & Fitness

9781394273379

Paperback

February 25, 2025

£18.99 | 21,40 € | \$24.99

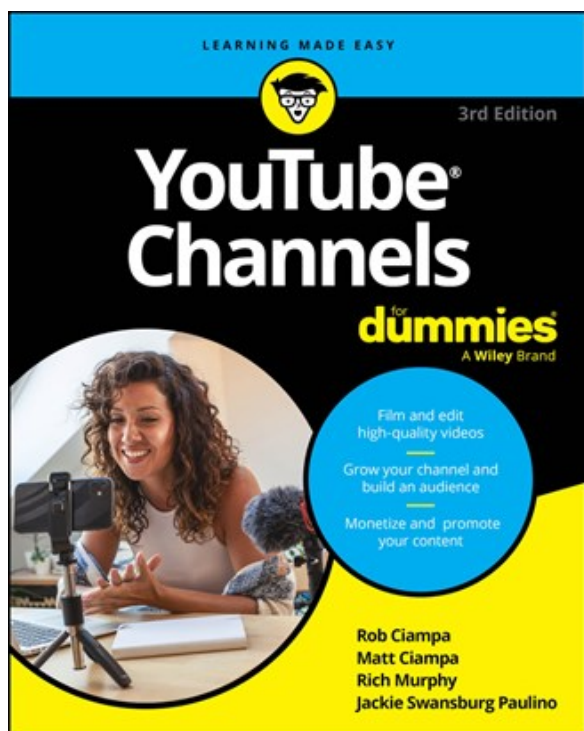
DE EUR: 22.9€

## About the Author

**Dr. Sarah McKay (Sydney, Australia)** is a neuroscientist, science communicator, and author of several brain health-related books. She is the founder and director of *Think Brain*, which offers a global audience online professional development programs in applied neuroscience and women's brain health. Sarah hosted an episode of ABC Catalyst exploring brain health, biohacking and longevity and gave a TEDx Talk on "the Neurobiology of the Afternoon Nap."

# YouTube Channels For Dummies

Rob Ciampa



## Unleash Your Video Stardom!

Ready to shine on the world's biggest stage? With *YouTube Channels For Dummies*, you'll unlock the secrets to creating powerful videos and channels that captivate audiences and propel your brand to stardom. Four renowned experts guide you through every step, from ideation to production, promotion, and monetization.

- Master video planning, filming, and editing that demand attention
- Discover cutting-edge tech and tools to capture the perfect shot
- Explore audio and lighting magic to elevate your content's cinematic quality

Develop a loyal community of engaged fans and customers with YouTube Analytics and learn how to leverage AI to streamline your video planning and scheduling.

When you've mastered content creation and built your audience, it's time to build your business. *YouTube Channels For Dummies* reveals proven strategies for monetizing your channel through:

- Advertising programs
- Sponsorships
- And more monetization and brand opportunities

Whether you're a bedroom broadcaster, a business looking to reach a global audience, or anywhere in between, this jargon-free guide is your ticket to YouTube superstardom. Get ready to claim your share of the spotlight.

[View on Edelweiss](#)

## For Dummies

BISAC: *Computers*

9781394271436

Paperback

February 20, 2025

£22.99 | 25,70 € | \$29.99

DE EUR: 27.9€

*Previous Edition: 9781119688051*

### About the Author

**Rob Ciampa (Boston, MA)** is CEO of WePlayed, a video platform focused on college sports. He was previously Chief Marketing Officer at Pixability, a firm that assists businesses with video marketing across social platforms.

**Theresa Go (San Francisco, CA)** is Vice President of Platform Partnerships at Pixability.

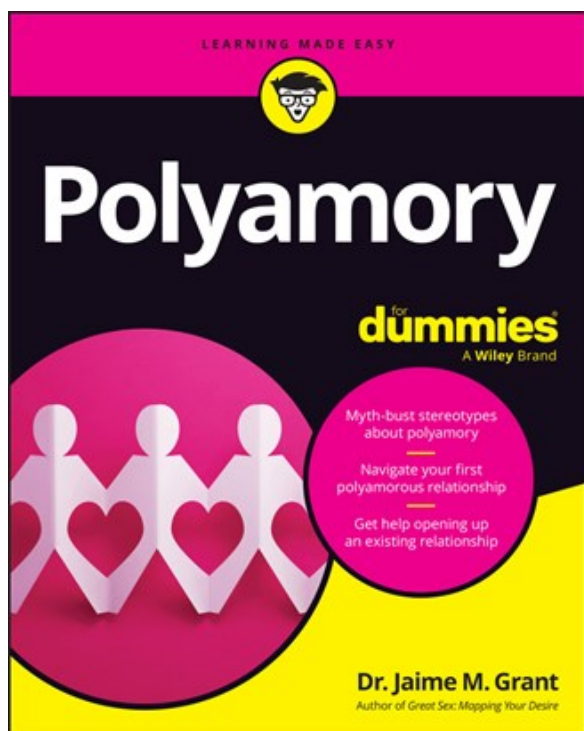
**Matt Ciampa (Los Angeles, CA)** is a video producer for BuzzFeed's "Tasty" channel.

**Rich Murphy (Boston, MA)** is a product manager at Pixability with expert insight into advertising and analytics on social platforms.



# Polyamory For Dummies

Jaime M. Grant



## A clear breakdown of polyamory for beginners and the newly polyamorous

Polyamory literally means “more love”. Twenty-first century polyamory is the practice of engaging in multiple intimate relationships at the same time, with the full consent of all partners. *Polyamory For Dummies* gives you the lowdown on this expansive form of consensual non-monogamy, so you can go forth and prosper in whatever ways you choose. This straightforward, research-backed, and nuanced guidebook helps the poly-curious become poly-fluent. Embark on your non-monogamous journey via a healthy and sustainable path, with answers to all your big questions: Is polyamory is right for you? What does the “ethical” mean in non-monogamy? How do polyamorous people deal with jealousy and conflict among partners? Is it possible to “open up” an existing monogamous relationship? Find out everything you've been wanting to know, with this big-hearted, yet practical Dummies guide.

- Learn about primary partners, secondary partners, metamours, and polycules
- Discover how polyamorous relationships function, and how to co-create the right form for you and your partners
- Understand the universality of jealousy and learn how to deal with it constructively
- Get insights into centering consent, dating as a poly person, coming out poly, multi-gender and multi-sexuality polycules, parenting while poly, disability, aging, and more!

Everyday people curious about or exploring multi-partner, ethically non-monogamous relationships will love the practical advice and broad range of examples in *Polyamory For Dummies*.

[View on Edelweiss](#)

## For Dummies

BISAC: Family & Relationships

9781394281916

Paperback

February 19, 2025

£18.99 | 21,40 € | \$24.99

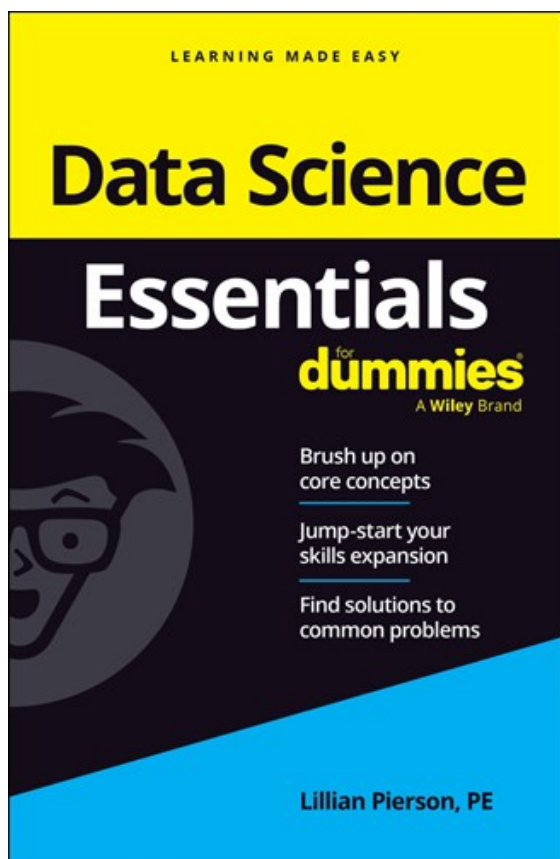
DE EUR: 22.9€

## About the Author

**Dr. Jaime M. Grant (Washington, D.C.)** is a sex activist, researcher, and coach who has been working in movements for women's and LGBTQ+ liberation for more than 30 years. Grant runs her popular workshop, Desire Mapping, on college campuses and at LGBTQ rights conferences around the world; capturing the work in her book, *Great Sex: Mapping Your Desire*. Grant's podcast, Just Sex ([www.justsexpodcast.org](http://www.justsexpodcast.org)) shares stories by Desire Mappers from around the world. Grant's academic research has appeared in: The Harvard LGBTQ Policy Journal, The Reader's Companion to US Women's History, SIGNS, the Journal of Culture and Society, Transgender Studies Quarterly, and in the National Women's Studies

# Data Science Essentials For Dummies

Lillian Pierson



## Feel confident navigating the fundamentals of data science

*Data Science Essentials For Dummies* is a quick reference on the core concepts of the exploding and in-demand data science field, which involves data collection and working on dataset cleaning, processing, and visualization. This direct and accessible resource helps you brush up on key topics and is right to the point—eliminating review material, wordy explanations, and fluff—so you get what you need, fast.

- Strengthen your understanding of data science basics
- Review what you've already learned or pick up key skills
- Effectively work with data and provide accessible materials to others
- Jog your memory on the essentials as you work and get clear answers to your questions

Perfect for supplementing classroom learning, reviewing for a certification, or staying knowledgeable on the job, *Data Science Essentials For Dummies* is a reliable reference that's great to keep on hand as an everyday desk reference.

[View on Edelweiss](#)

## For Dummies

BISAC: *Computers*

9781394297009

Paperback

February 19, 2025

£12.99 | 14,60 € | \$16.99

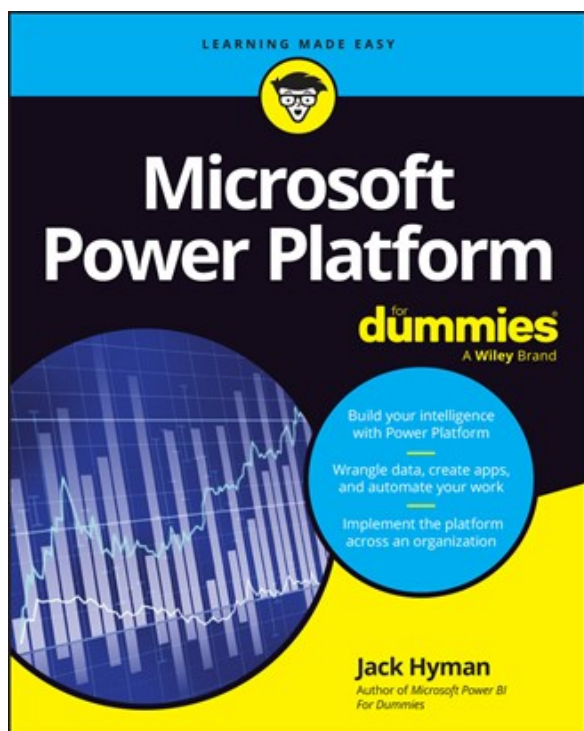
DE EUR: 16.9€

## About the Author

**Lillian Pierson (Houston, TX)** is the CEO of Data-Mania, where she coaches data professionals to help them evolve into world-class leaders and entrepreneurs. She has trained more than one million individuals on the topics of AI and data science. Lillian has assisted global leaders in IT, major government and non-government entities, prestigious media corporations, and inspiring not-for-profit technology groups. Lillian is the author of *Data Science For Dummies*.

# Microsoft Power Platform For Dummies

Jack A. Hyman



## Build business intelligence with insight from a professional

*Microsoft Power Platform For Dummies* covers the essentials you need to know to get started with Microsoft Power Platform, the suite of business intelligence applications designed to make your enterprise work smarter and more efficiently. You'll get a handle on managing and reporting data with Power BI, building no-code apps with Power Apps, creating simple web properties with Power Pages, and simplifying your day-to-day work with Power Automate. Written by a business consultant who's helped some of the world's largest organizations adopt, manage, and get work done with Power Platform, this book gets you through your work without working too hard to figure things out.

- Discover the tools that come with Power Platform and how they can help you build business intelligence
- Manage data, create apps, automate routine tasks, create web pages, and beyond
- Learn the current best practices for launching Power Platform in an organization
- Get step-by-step instructions for navigating the interface and setting up your tools

This is a great quick-start guide for anyone who wants to leverage Power Platform's BI tools.

[View on Edelweiss](#)

## For Dummies

BISAC: *Computers*

9781394277001

Paperback

February 19, 2025

£30.99 | 34,20 € | \$39.99

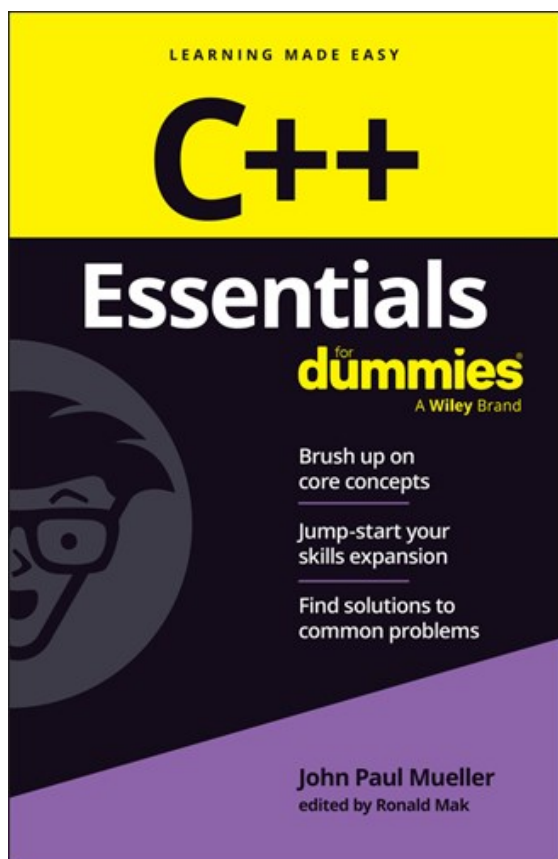
DE EUR: 37.9€

## About the Author

**Jack Hyman (metro Washington, D.C.)** is the founder and principal of HyerTek, a consulting firm providing IT management and implementation services to federal, state, local, and educational institutions. In that role he has managed a wide scope of services including all leading cloud platforms and analytics tools from Microsoft, Amazon, Salesforce, and others. Jack has shared his insight into this world in a number of *For Dummies* titles including *Microsoft Power BI For Dummies* (9781119824879).

# C++ Essentials For Dummies

*The Experts at Dummies*



## The core concepts of C++-in a concise and digestible format!

Whether you're looking for a supplementary resource or seeking a quick brush-up on key concepts to help you work through more advanced programming topics, C++ Essentials For Dummies is the quick reference you need for the widely used general-purpose language, C++. This approachable reference covers all the key bases of C++ and does so concisely and in a format you can easily keep on-hand. Understand all you need to know about the foundations of C++, swiftly and crystal clear with C++ Essentials For Dummies.

**Inside:** Succinct explanations on critical concepts of C++

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## For Dummies

BISAC: *Computers*

9781394307883

Paperback

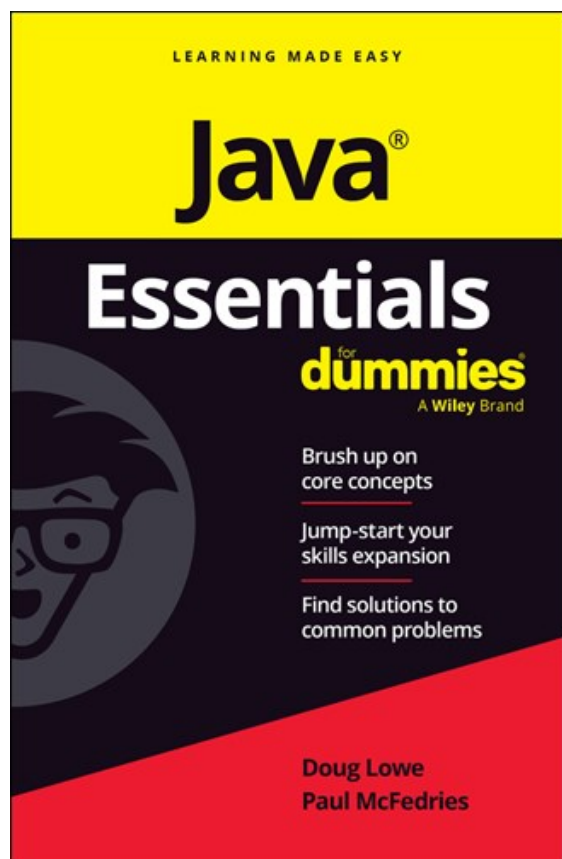
February 19, 2025

£12.99 | 14,60 € | \$16.99

## About the Author

# Java Essentials For Dummies

Doug Lowe



[View on Edelweiss](#)

## Swiftly brush up on the foundations of Java programming

*Java Essentials For Dummies* is a reliable and succinct reference on the core components of Java—the multifaceted general-purpose language used for desktop, mobile, and web applications. This straightforward book gets right to the point—eliminating review material and wordy explanations—so you get what you need, fast.

- Strengthen your understanding of the basics of coding with Java
- Review what you've already learned or pick up key skills
- Use Java to build a variety of applications and more
- Jog your memory on the essentials as you work and get clear answers to your questions

Perfect for supplementing classroom learning, reviewing for a certification, or staying knowledgeable on the job, *Java Essentials For Dummies* is a direct reference that's great to keep on hand as an everyday desk reference.

## For Dummies

BISAC: *Computers*

9781394296972

Paperback

February 19, 2025

£12.99 | 14,60 € | \$16.99

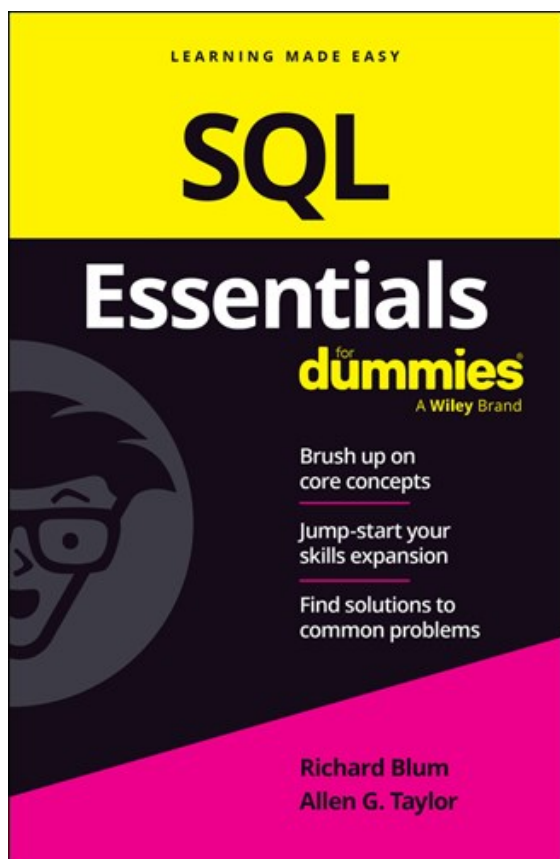
DE EUR: 16.9€

## About the Author

**Doug Lowe (Fresno, CA)** is an accomplished technology writer of more than 30 books. He is a tech-guru on all things computer programming. Lowe's expertise covers Networking, Microsoft Office, Programming, and computer building. He is the author of the previous edition of *Java All-in-One For Dummies*. **Paul McFedries (Toronto, Canada)** is a long-time technical author with more than 100 published titles. His *For Dummies* work includes *Web Coding & Development All-in-One For Dummies*, *iPad and iPad Pro For Dummies*, *Alexa For Dummies*, *G Suite For Dummies*, and *Excel Data Analysis For Dummies*.

# SQL Essentials For Dummies

Richard Blum



## A right-to-the-point guide on all the key topics of SQL programming

*SQL Essentials For Dummies* is your quick reference to all the core concepts of SQL—a valuable common standard language used in relational databases. This useful guide is straightforward—with no excess review, wordy explanations, or fluff—so you get what you need, fast. Great for a brush-up on the basics or as an everyday desk reference, this book is one you can rely on.

- Strengthen your understanding of the basics of SQL
- Review what you've already learned or pick up key skills
- Use SQL to create, manipulate, and control relational databases
- Jog your memory on the essentials as you work and get clear answers to your questions

Perfect for supplementing classroom learning, reviewing for a certification, and staying knowledgeable on the job, *SQL Essentials For Dummies* is the convenient, direct, and digestible reference you've been looking for.

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## For Dummies

BISAC: *Computers*

9781394296941

Paperback

February 19, 2025

£12.99 | 14,60 € | \$16.99

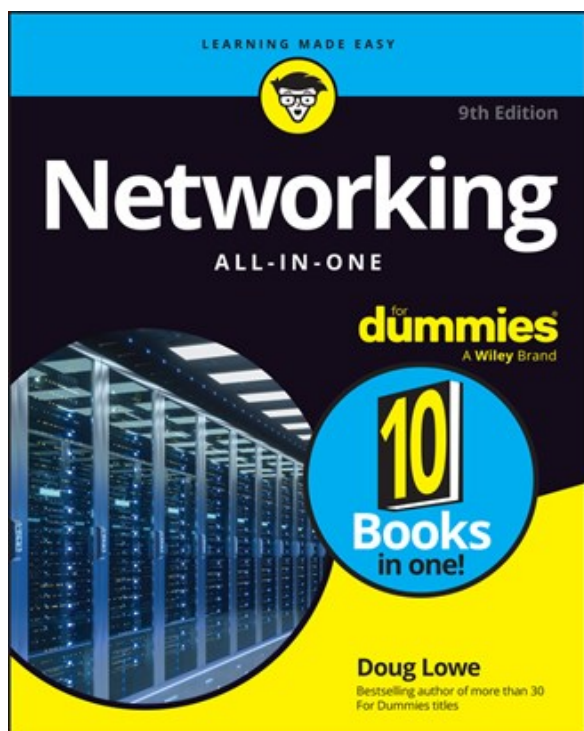
DE EUR: 16.9€

## About the Author

**Richard Blum (Indianapolis, IN)** is a highly experienced programmer and systems administrator who is also author of the most recent editions of *Linux For Dummies* and *Linux All-in-One For Dummies*.

# Networking All-in-One For Dummies

Doug Lowe



## The essentials you need to learn about networking—10 books in one!

With over 900 pages of clear and trustworthy information, *Networking All-in-One For Dummies* is the perfect beginner's guide AND the perfect professional reference book. Small networks, large networks, business networks, cloud networks—it's all covered. Learn how to set up a network and keep it functioning, using Windows Server, Linux, and related technologies. This book also covers best practices for security, managing mobile devices, and beyond. Maybe you're just getting started with networking, or maybe you know what you're doing and need a resource with all the knowledge in one place. Either way, you've found what you need with this Dummies All-in-One

- Plan a network from scratch and learn how to set up all the hardware and software you'll need
- Find explanations and examples of important networking protocols
- Build remote and cloud-based networks of various sizes
- Administer networks with Windows Server and other versions
- Secure your network with penetration testing and planning for cybersecurity incident responses

Every network administrator needs a copy of *Networking All-in-One For Dummies*, the comprehensive learning resource and reliable desk reference.

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## For Dummies

BISAC: *Computers*

9781394278381

Paperback

February 19, 2025

£37.99 | 42,80 € | \$49.99

DE EUR: 45.9€

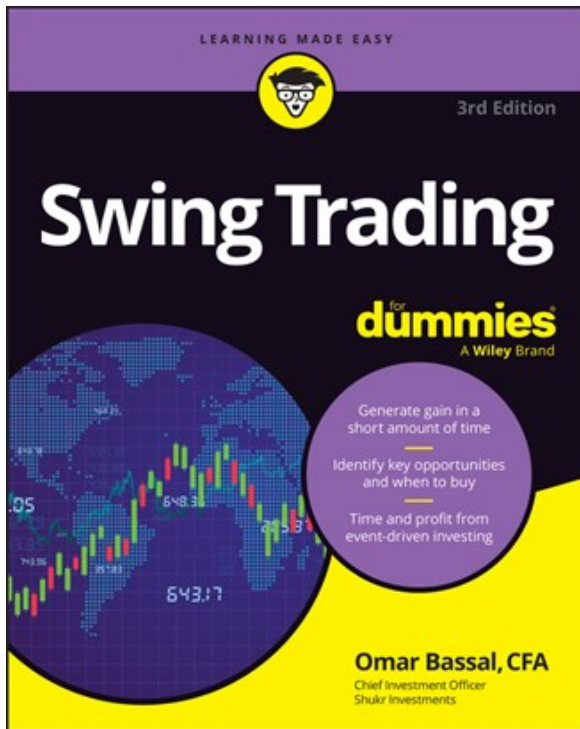
*Previous Edition: 9781119689010*

## About the Author

**Doug Lowe (Fresno, CA)** is the information technology director for a civil engineering firm in Clovis, CA. He has been managing networks at publishing companies and non-profits for over 20 years and is the bestselling author of *Networking For Dummies* and *Networking All-in-One Desk Reference For Dummies*. His 50+ technology books include over 30 in the Dummies series. He has demystified everything from memory management to client/server computing.

# Swing Trading For Dummies

Omar Bassal



## Learn how to maximize profits and minimize risks trading over the short term

*Swing Trading For Dummies* introduces you to a trading methodology designed to generate big profits in the short term. Unlike buy and hold investing, Swing Traders endeavor to enter a stock at the precise moment a major uptrend begins and exit for a large profit a few weeks or months later. In order to achieve this result, *Swing Trading For Dummies* covers the tools you need to get up and running as a trader before moving on to the two main analysis techniques swing traders rely upon: technical analysis and fundamental analysis. These two analysis techniques can be combined to maximize the chances of a successful trade. But no one is perfect, and the savvy swing trader must have a comprehensive risk management plan to deal with trades that fail to launch. New in this update to *Swing Trading for Dummies* is material on the types of positive catalysts a trader should look for to enter a trade, the best way to trade earnings reports, swing trading cryptocurrencies and why you should avoid investing in banking stocks.

- Learn how swing trading can generate profits in a short period of time
- Identify the most attractive opportunities and when to buy them
- Avoid the common mistakes that sink many novices
- Manage risk and set yourself up for success

For new and seasoned investors looking for a comprehensive and trusted reference on swing trading, this Dummies guide is the perfect solution.

[View on Edelweiss](#)

## For Dummies

BISAC: *Business & Economics*

9781394288427

Paperback

February 4, 2025

£22.99 | 25,70 € | \$29.99

DE EUR: 27.9€

*Previous Edition: 9781119565086*

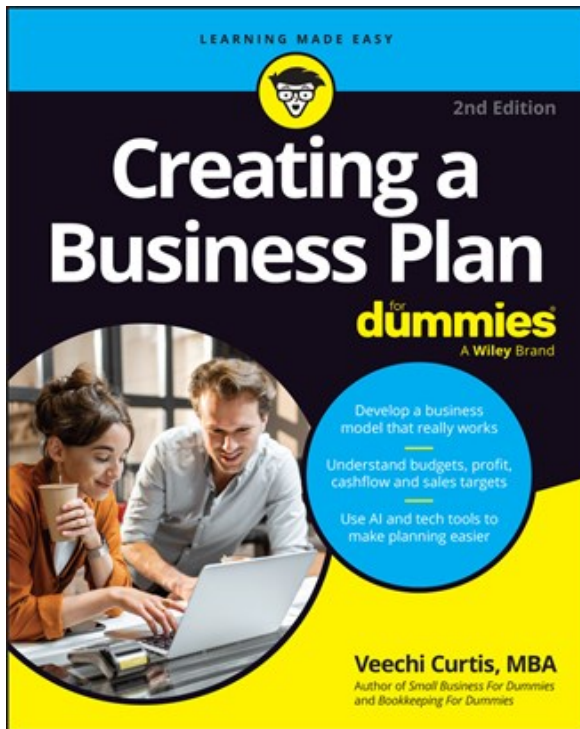
## About the Author

**Omar Bassal, CFA (Phoenix, AZ)** is a Portfolio Manager of an asset management firm and has traded stocks since 1994. He holds the CFA Charter and has an MBA with honors from the Wharton School of Business. He's also the author of the *Swing Trading For Dummies* series.



# Creating a Business Plan For Dummies

Veechi Curtis



[View on Edelweiss](#)

## Learn how to create a sound, profitable business plan that will take your business to the next level

Whether you're starting a new business or you're looking to revitalise your strategy, *Creating a Business Plan For Dummies* covers everything you need to know. This step-by-step guide shows you how to figure out whether your business idea will work. With Dummies, your business plan can be a simple process that you tackle in stages. You'll identify your strategic advantage, discover how to gain an edge over your competitors and transform your ideas to reality using the latest tools (including AI!).

No matter what type of business you have — products or services, online or bricks-and-mortar — you'll learn how to create a start-up budget and make realistic projections. How will you predict and manage your expenses? When will your business break even? Dummies will help you assemble a financial forecast that leaves you confident in your calculations! Learn how to review potential risk, experiment with different scenarios to see if you're on the right track and hone your mindset for a better work-life balance.

- Establish a smart business model that really works
- Identify your edge, get ahead of competitors and win the game
- Create an elevator pitch and a one-page business plan to woo investors
- Demystify financial projections, build a budget and create cashflow
- Work smarter by taking advantage of the latest AI and online business tools

Having a good plan is the first step to success for any business. Getting it right can mean the difference between big trouble and big profits. *Creating a Business Plan For Dummies* gives you the detailed

## For Dummies

BISAC: *Business & Economics*

9781394237302

Paperback

January 22, 2025

£20.95 | 23,95 € | \$25.95

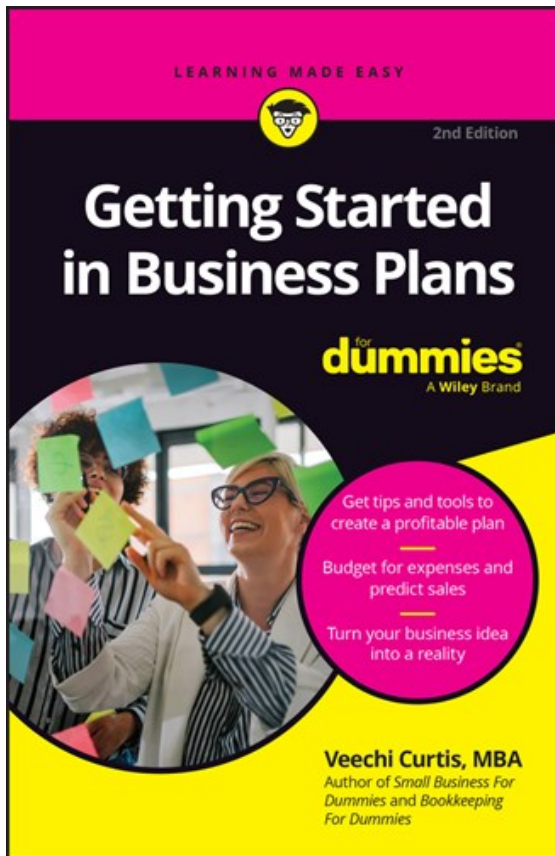
Previous Edition: 9781118641224

## About the Author

**Veechi Curtis** is a qualified accountant and business consultant who specialises in teaching small businesses about finance and technology. She is an experienced Dummies author who has contributed to numerous titles on small business, business planning, and accounting software. Veechi lives in the Blue Mountains, where she is Executive Director of Varuna, the National Writers House.

# Getting Started in Business Plans For Dummies

Veechi Curtis



[View on Edelweiss](#)

## Learn how to create a sound, profitable business plan that will take your business to the next level

Whether you're starting a new business or you're looking to revitalise your strategy, *Creating a Business Plan For Dummies* covers everything you need to know. This step-by-step guide shows you how to figure out whether your business idea will work. With Dummies, your business plan can be a simple process that you tackle in stages. You'll identify your strategic advantage, discover how to gain an edge over your competitors and transform your ideas to reality using the latest tools (including AI!).

Whether your business is based on products or services—whether fully online or a bricks-and-mortar enterprise—you'll learn how to create a start-up budget and realistic projections. How will you predict and manage your expenses? When will your business break even? With Dummies, you'll assemble a financial forecast that leaves you confident in your calculations! Learn how to review potential risk, experiment with different scenarios to see if you're on the right track and hone your mindset for a better work-life balance.

- Establish a smart business model that really works
- Identify your edge, get ahead of competitors and win the game
- Create an elevator pitch and a one-page business plan to woo investors
- Demystify financial projections, build a budget and create cashflow
- Work smarter by taking advantage of the latest AI and online business tools

Having a good business plan is the first step to success for any business. Getting it right can mean the difference between big trouble and big profits. *Creating a Business Plan For Dummies* gives

## For Dummies

BISAC: *Business & Economics*

9781394237340

Paperback

February 26, 2025

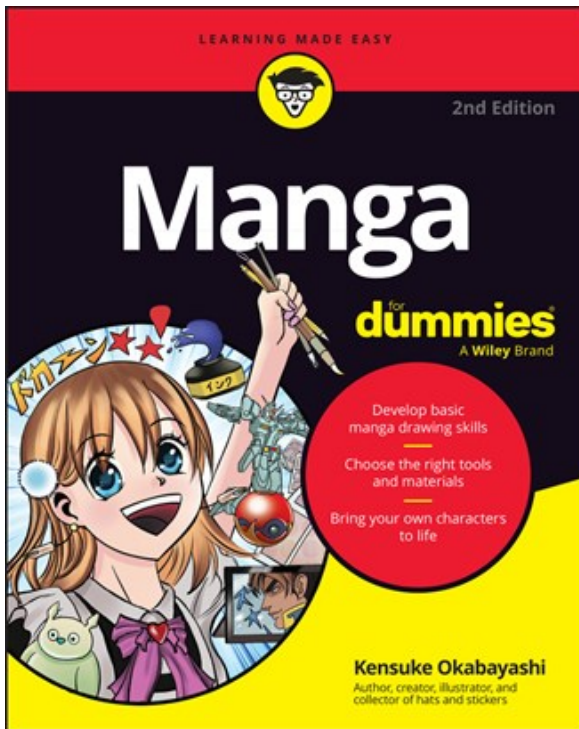
£15.95 | 17,95 € | \$19.95

## About the Author

**Veechi Curtis** is a qualified accountant and business consultant who specialises in teaching small businesses about finance and technology. She is an experienced Dummies author who has contributed to numerous titles on small business, business planning, and accounting software. Veechi lives in the Blue Mountains, where she is Executive Director of Varuna, the National Writers House.

# Manga For Dummies

Kensuke Okabayashi



## Get started with the powerful visual language and storytelling medium that is manga

Manga is a unique style of drawing. It's also a great way to make topics like history and politics appealing to a wide audience. *Manga For Dummies* teaches you the basics of drawing in the manga style. This step-by-step guide shows you how to apply the basic rules of manga figure drawing, whether you're a complete beginner or a professional artist. You'll learn how to create manga characters, from rough sketch through final rendering. Simple drawing exercises help you build and develop your skills. Plus, you can add interest and depth to your drawings with ideas and techniques from a manga pro. This book also covers how to create scripts and storyboards, so you can tell a great manga story from start to finish.

- Gather the tools you'll need—including the latest digital illustration tools
- Learn what makes manga drawing different from other illustration styles
- Create compelling characters, storylines, and visual settings
- Share your creations and be a part of the manga community on social media

If you're a fan of manga and other graphic arts and would like to start drawing your own characters and stories, this is the Dummies guide for you. Designers, artists, and writers of all skill levels are welcome!

[View on Edelweiss](#)

## For Dummies

BISAC: *Comics & Graphic Novels*

9781394281114

Paperback

February 24, 2025

£18.99 | 21,40 € | \$24.99

DE EUR: 22.9€

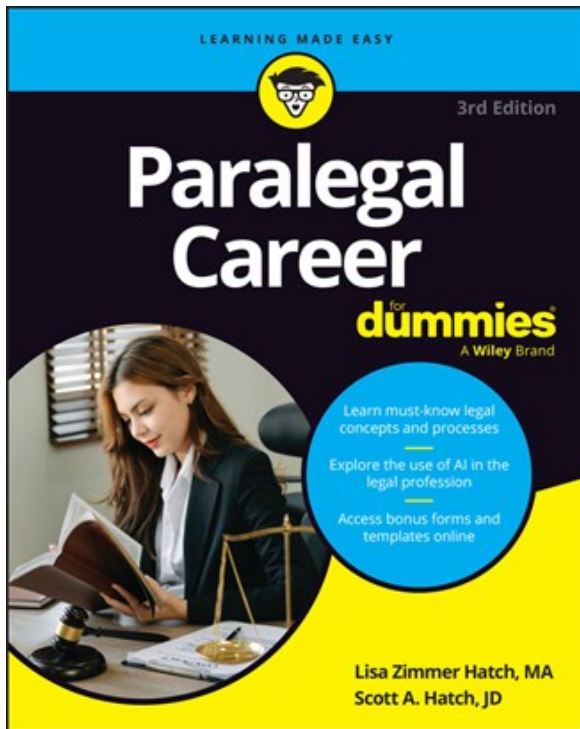
*Previous Edition: 9780470080252*

## About the Author

**Kensuke Okabayashi** (Lancaster, PA) is a professional illustrator and comic book artist. Clients include Lego, WWE, Marvel Entertainment, Gatorade, Target, Absolute Vodka, All Nippon Airlines, Atari, and The Discovery Channel. His other publications also include two Wiley titles, *Figure Drawing for Dummies*, and *The Five Dysfunctions of a Team* (Manga Edition.)

# Paralegal Career For Dummies

Lisa Zimmer Hatch



**The verdict is in: this is the must-have resource for aspiring paralegals everywhere!**

Looking for a new, lucrative, and rewarding career in the legal field? Have you considered becoming a paralegal?

In *Paralegal Career For Dummies*, you'll find everything you need to know about how to begin an exciting new chapter in your professional journey. This hands-on guide walks you through choosing what type of law firm you should work in, becoming certified, and networking with others in the field. It's also full of the legal concepts and procedures you need to understand to succeed in this area, including legal drafting, research, interviews, and more. Plus, go online for a treasure trove of complimentary online resources such as forms, templates, and examples of legal memos, summons letters, and special verdict forms. You'll also find:

- Ways to use AI to assist in preparing legal documents, emails, and case summaries
- Up-to-date info about common software programs used to manage clients, do legal research, and track deadlines
- Strategies for creating digital trial notebooks
- Updated information regarding paralegal associations and their certification exams

Growing at the brisk pace of almost 40,000 new positions every single year, the paralegal field always needs bright, motivated, and effective applicants. Become one of them with *Paralegal Career For Dummies*!

[View on Edelweiss](#)

## For Dummies

BISAC: *Business & Economics*

9781394299829

Paperback

February 18, 2025

£22.99 | 25,70 € | \$29.99

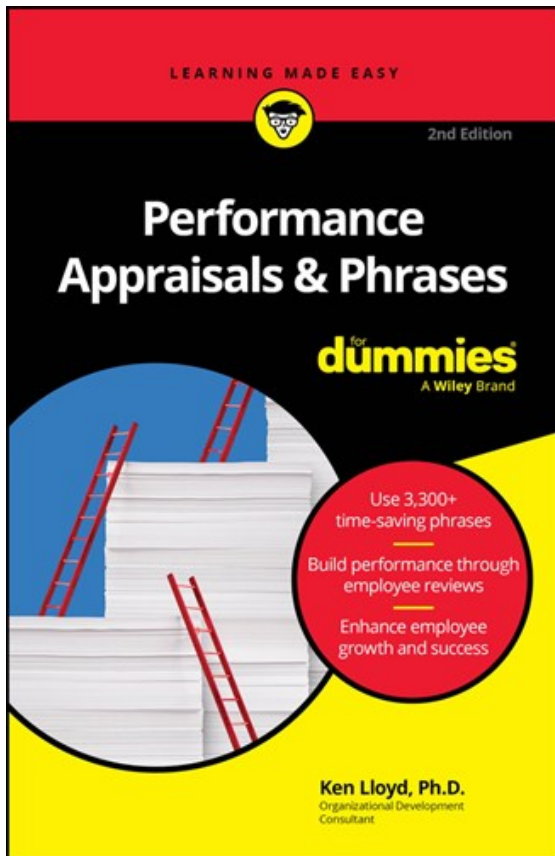
Previous Edition: 9781119564911

### About the Author

**Lisa Zimmer Hatch, MA, (Golden, CO)** has prepared thousands of materials for teens and adults to excel on standardized tests, gain admission to the colleges of their choice, and secure challenging and lucrative professional careers since 1987. She's taught paralegals and other legal professionals on a live-lecture, online, DVD, and independent-study basis through more than 300 universities worldwide. She and her late husband, **Scott A. Hatch, JD**, have coauthored numerous law and standardized test prep texts, including *GMAT Prep For Dummies*, *LSAT Prep For Dummies*, and *ACT Prep For Dummies*.

# Performance Appraisals & Phrases For Dummies

Ken Lloyd



## Know what to say and do when the time comes to give yearly performance evaluations

*Performance Appraisals & Phrases For Dummies* provides you with the tools you need to save time and energy when performing employee evaluations. You'll get quick-hitting advice on making the most out of the performance appraisal process and adhering to recent employment laws. This fully updated appraisal phrasebook contains over 3,200 phrases, including inclusive language that accommodates gender and racial identities. Learn the language to use when you want to help employees set attainable goals, evaluate hybrid and remote employees, and assess employee wellness and satisfaction. You'll also find tips and templates for succession planning, self-evaluation, and beyond.

- Save time with customizable evaluation forms and processes
- Reduce anxiety with thousands of spot-on phrases for discussing employee performance
- Implement and manage the performance appraisal process, using the latest best practices

Whether you're reviewing your first employee or your hundredth, take the headache out of annual performance reviews with this practical phrasebook and guide.

[View on Edelweiss](#)

## For Dummies

BISAC: *Business & Economics*

9781394276059

Paperback

February 11, 2025

£18.99 | 21,40 € | \$24.99

DE EUR: 22.9€

*Previous Edition: 9780470498729*

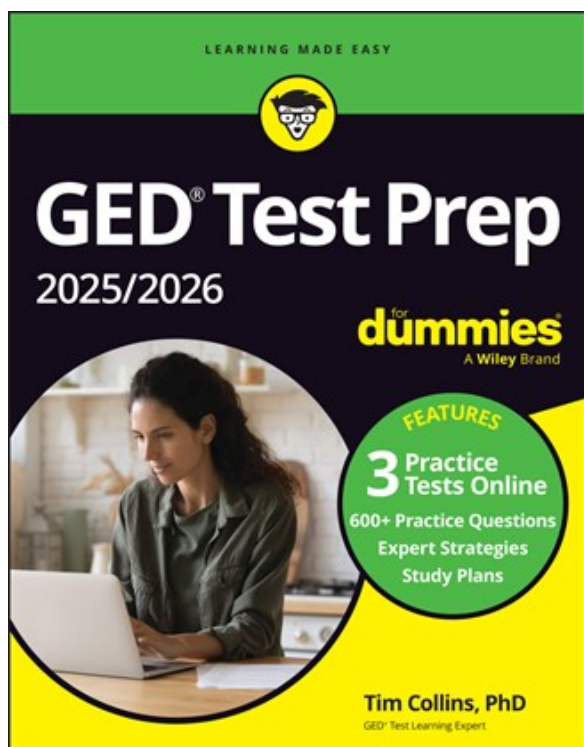
## About the Author

**Ken Lloyd**, Ph.D. (Encino, CA), is a nationally recognized consultant, author, and newspaper columnist with specialties in organizational behavior, communications, and management development. His frequent television and talk-radio guest spots have included *Good Morning America*, CNN, and *Morning Edition* on NPR, plus frequent appearances on KABC, KTLA, and Fox Morning News "Ask the Expert" segments. Over the years, Dr. Lloyd has taught numerous M.B.A classes on Communication, Leadership, and Organizational Behavior at The Anderson School at U.C.L.A. He has consulted for numerous organizations across the U.S. and Canada, and he has lectured at many universities. He is a member of the American Psychological

# GED Test Prep 2025/2026 For Dummies

Book + 3 Practice Tests Online

Tim Collins



## Nail the GED exam and start the next chapter of your life

A GED credential can open doors, help you get into college, and improve your job prospects. *GED Test Prep 2025/2026 For Dummies* is the trusted study guide full of all the info you'll need to succeed on this important high school equivalency exam. Inside, you'll find study plans, overviews of each section on the test, and insider tips. Polish your grammar skills, beat the odds in math, and dive into science and social studies. Then skill up with three practice tests online, giving you plenty of opportunity to practice what you've learned.

- Review all GED content and get study plans for your unique learning style
- Improve your score from Equivalency to College Ready to College Credit
- Learn to overcome nerves and take the GED with confidence

*GED Test Prep 2025/2026 For Dummies* is for the thousands of people who take the GED exam each year. Just considering the GED? Start here as you learn more about it and prepare to launch your future.

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## For Dummies

BISAC: *Study Aids*

9781394287437

Paperback

February 19, 2025

£22.99 | 25,70 € | \$29.99

DE EUR: 27.9€

*Previous Edition: 9781119989097*

## About the Author

**Tim Collins, PhD** (Washington D.C.), has worked in the field of education for over 40 years, and has taught learners of all ages and backgrounds. For over 25 years, he has specialized in materials development for the GED® test, and he has helped countless learners prepare for and pass this life-changing test.

# Business

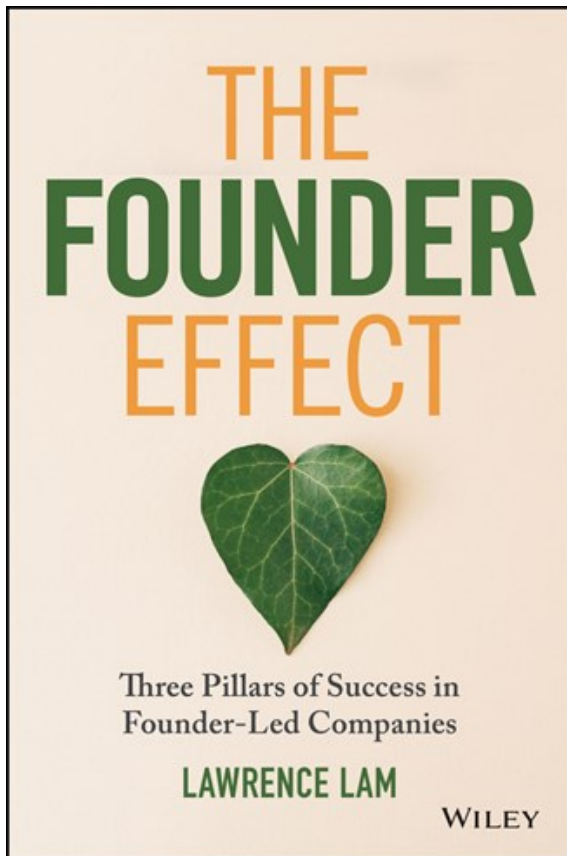
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# The Founder Effect

Three Pillars of Success in Founder-Led Companies

Lawrence Lam



## Explore a framework to build and invest in profitable companies that consistently outperform the rest

How do great organisations go from paper to profit? What are the secrets to sound, lucrative decision-making? And how can you analyse executive and company performance for smarter investing — as a leader or a shareholder? In *The Founder Effect: Three Pillars of Success in Founder-Led Companies*, investment funds manager Lawrence Lam identifies the intangible elements that drive the success behind outstanding global companies.

Backed by behavioural psychology, case studies and examples from some of the world's most iconic brands, *The Founder Effect* shows you how to uncover a business's potential for profit. This handbook presents a compelling three-pillar framework, giving you the tools you need to evaluate track record, assess motivation, and go beyond marketing spin to uncover actual progress.

- Understand the magic formula that generates success within executive management teams
- Uncover how intelligent organisational design supports a company, from people to productivity
- Review leadership judgement and uncover cognitive biases that influence decision-making
- Discover what motivates an executive team, from psychological ownership to incentive structures
- Ensure that an organisation's leadership truly reflects its core values and culture

[View on Edelweiss](#)

Perfect for investors, founders, executive management, board members and other business leaders, *The Founder Effect* is a can't-miss resource for measuring what takes a company from good to great.

## About the Author

**Wiley**

BISAC: *Business & Economics*

9781394293711

Paperback

February 10, 2025

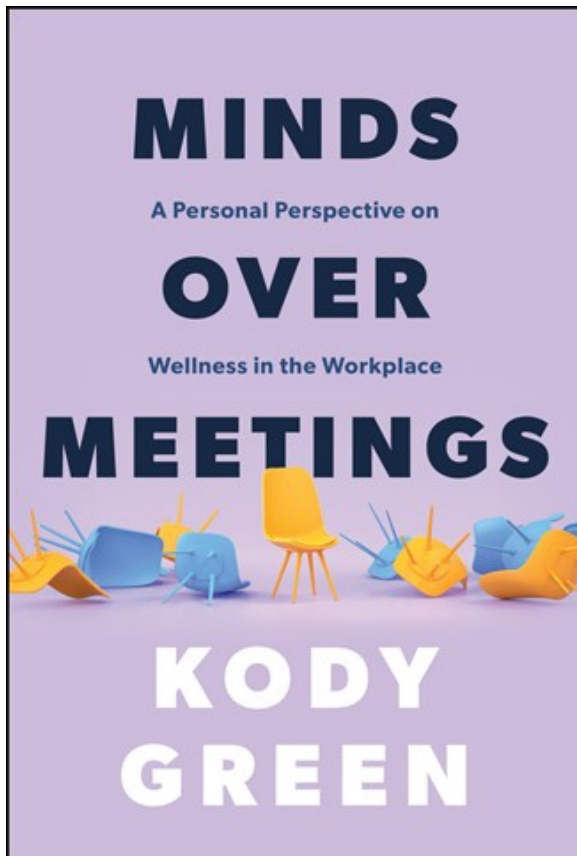
£17.95 | 20,95 € | \$22.95



# Minds Over Meetings

A Personal Perspective on Wellness in the Workplace

Kody Green



[View on Edelweiss](#)

## How to create a supportive work environment and empower employees, backed by the latest research

Drawing on popular influencer Kody Green's inspirational story as a diagnosed person with schizophrenia who succeeded in finding and maintaining a job across diverse industry sectors including production, distribution, office settings, and management, *Minds Over Meetings: A Personal Perspective on Wellness in the Workplace* provides practical strategies for fostering a supportive and inclusive work environment. Along with self-care and coping strategies to help all professionals manage their mental health better at work, this book provides employers with initiatives to foster an understanding, empathic, and supportive environment, backed by the latest research findings in the field.

Emphasizing the vital role of open and honest communication, Green explores topics including:

- Finding available accommodations through employee assistance programs (EAP) and the Family and Medical Leave Act (FMLA)
- Retaining talent in the workplace by promoting education and fighting stigma
- Building relationships between friends and colleagues to strengthen teamwork

*Minds Over Meetings: A Personal Perspective on Wellness in the Workplace* earns a well deserved spot on the bookshelves of all individuals seeking to thrive in the workplace through effective management of their mental health, along with all managers and business leaders seeking to create an open and supportive environment to improve worker wellbeing.

## Wiley

BISAC: Business & Economics

9781394289592

Hardcover

February 25, 2025

£22.00 | 26,00 € | \$28.00

DE EUR: 26.9€

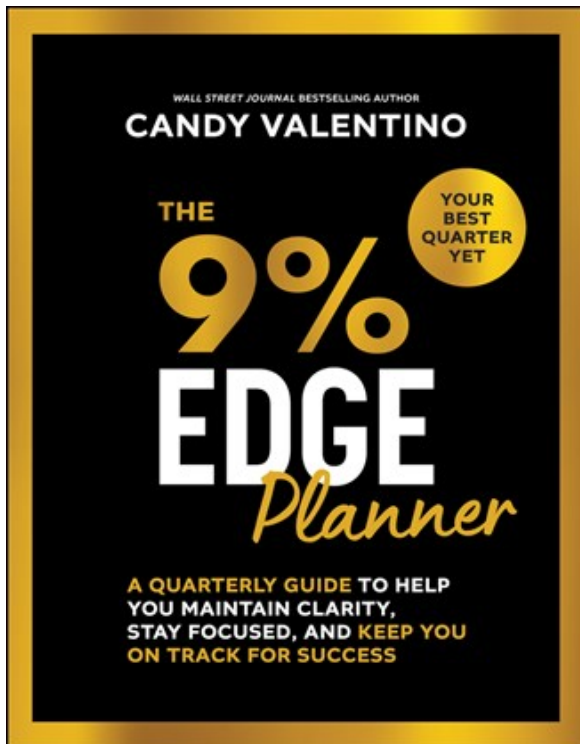
## About the Author

**Kody Green (Onalaska, WI)** is a speaker and influencer who specializes in discussions about mental health and mental illness in the workplace. Kody has first-hand experience on these subjects as he was diagnosed at 28 years old with Undifferentiated Schizophrenia. Kody is also the founder of a non-profit, a motivational speaker and content creator with over 1.5 million followers across social media platforms. He is a true inspiration as someone who has overcome drug addiction, been incarcerated, and continues to deal with serious mental health issues. In order to be a better advocate and speaker, Kody has been trained as a peer support specialist, recovery coach and suicide prevention specialist.

# The 9% Edge Planner

A Quarterly Guide to Help You Maintain Clarity, Stay Focused, and Keep You on Track for Success

Candy Valentino



**Helpful planner to drill down, get organized, and start putting concepts from The 9% Edge into action**

*The 9% Edge Yearly Planner* is a companion to *The 9% Edge* that gives readers all of the hands-on tools they need to seamlessly implement the proven principles contained in the main book.

Written by Candy Valentino, WSJ bestselling author, business growth expert, and financial analyst with 25 years of experience, this planner contains worksheets, checklists, and other tools for success that readers can use to intelligently create, develop, scale, and exit their enterprises, no matter what stage they're currently at or how big they want to become.

Some of the concepts that this planner helps readers drill down include:

- Identifying and implementing key strategies that have a direct impact on your bottom line
- Navigating each stage of the business development process with a different set of talents and skills
- Expanding your customer base, enhancing average order value, and boosting the frequency of purchases
- Strategically reducing costs without compromise and measuring and evaluating critical revenue drivers

*The 9% Edge Yearly Planner* is a highly practical planner for driven entrepreneurs and business leaders seeking to access a wealth of business development tools that have been proven to work time and time again.

[View on Edelweiss](#)

**Wiley**

BISAC: *Business & Economics*

9781394309535

Paperback

February 11, 2025

£17.99 | 20,50 € | \$22.00

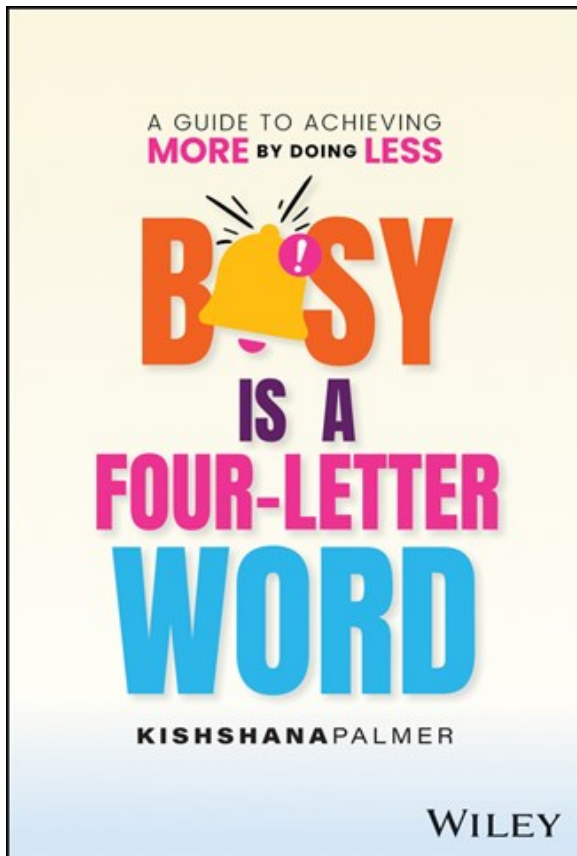
## About the Author

**Candy Valentino (candyvalentino.com)** started her first successful business right out of high school and has spent the last two decades as a successful business leader, entrepreneur, and philanthropist. She has created, developed, scaled, and exited several businesses in multiple industries. She is frequently asked to consult, speak, and mentor others, so after the sale of her last company, she created Founders Organization. Through events, experiences and the unique mastermind group, FOUNDERS, Valentino is able to shorten the path to power for others while sharing the wins (and losses) that business owners experience during their first, fifth, tenth, or twentieth years in business.

# Busy Is a Four Letter Word

A Guide to Achieving More by Doing Less

Kishshana Palmer



**Improve your productivity, take a more enjoyable approach to life and amplify your leadership**

Using a human centered approach, *Busy Is a Four Letter Word* looks at the essential relationship between living well and leading well, aiming to end the self-gratifying martyrdom of “busy” culture, and working to uncomplicate personal and professional prosperity.

By highlighting topics such as real self-care, rest, wellness, and saying “no” as indispensable to success and productivity, the powerful 5 step Rethink Method in *Take Busy Is a Four Letter Word* helps readers get more out of life while also being more productive in their pursuits. In this book, you'll learn:

- How to stop piling on to your to-do list and instead take bite-sized actions that will shift, turn, and restart the next professional or personal season of your life
- The idea of “martyritis”: consistently taking actions that leave you feeling overwhelmed, overworked, and underappreciated as your default state of being
- How to create your 5 Star wellness plan to help you rethink your work ethic and create new patterns and rituals routines that allow you to get the most out of life and to thrive while doing less.

With *Busy Is a Four Letter Word* and Palmer's highly effective Rethink Method at your fingertips, leaders and team members alike can find ways to get more done by rethinking their approach to work and life.

[View on Edelweiss](#)

## Wiley

BISAC: Business & Economics

9781394243198

Hardcover

February 4, 2025

£21.99 | 25,40 € | \$28.00

DE EUR: 26.9€

### About the Author

**Kishshana Palmer (New York, New York)** is an international speaker, trainer, and coach with a 20+ year background in fundraising, marketing, and talent management who helps leaders create high performing teams. Kishshana is CEO of Kishshana & Co., an organizational development firm focused on helping everyday leaders live well and lead well. Her firm's work centers on equity and social justice and practical solutions for today's organizations. She is the founder of The Rooted Collaborative, a global community focused on the growth and development of women leaders of color in the social sector. She's the host of the podcast "Let's Take This Offline," an adjunct professor at Baruch College, a Certified

# Finance & Accounting

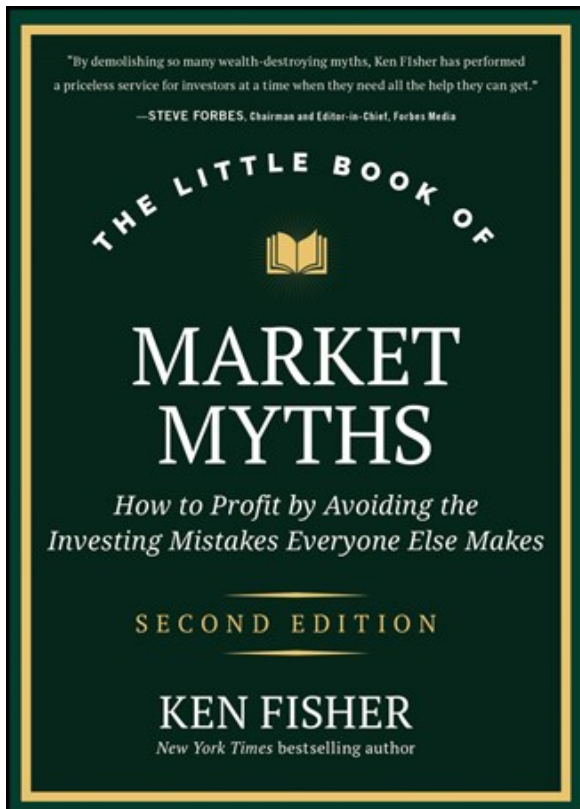
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# The Little Book of Market Myths

How to Profit by Avoiding the Investing Mistakes Everyone Else Makes

Kenneth L. Fisher



[View on Edelweiss](#)

## Boost your investment returns by dodging the most common investing mistakes

In the newly updated second edition of *The Little Book of Market Myths: How to Profit by Avoiding the Mistakes Everyone Else Makes*, celebrated investor and Fisher Investments' founder, Executive Chairman and Co-Chief Investment Officer Ken Fisher insightfully explores many common myths costing investors dearly. Fisher provides a comprehensive guide to navigating the investment landscape more wisely, debunking widespread myths that lead to costly mistakes.

This edition delves deep into the frequent missteps made by both retail and professional investors, demonstrating how a better understanding and avoidance of these pitfalls can lead to improved long-term and short-term financial gains. Fisher critically examines why popular beliefs, such as the safety of bonds over stocks, the risk-free allure of gold, and the fear of high price-to-earnings ratios, are not only misguided but could be damaging your investment portfolio.

In the book, you'll:

- Learn why many commonly held investment beliefs are wrong and how avoiding them can enhance your financial health
- Gain insights into better investment decisions for both short-term gains and long-term growth
- Understand how to identify and correct the mistakes that could be costing you

*The Little Book of Market Myths* equips readers with the necessary tools to identify and sidestep the pitfalls that have ensnared countless investors. Whether you're a seasoned investor or new to the world of finance, this book is an invaluable resource for anyone

## Wiley

Series: Little Books. Big Profits

BISAC: *Business & Economics*

9781394283194

Hardcover

February 25, 2025

£21.95 | 25,95 € | \$27.95

DE EUR: 24.9€

Previous Edition: 9781118445013

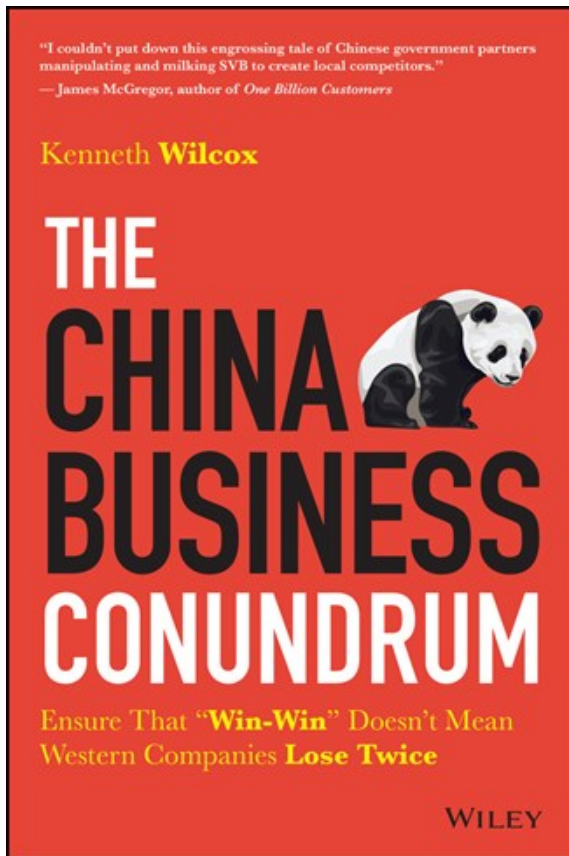
## About the Author

**Ken Fisher (Woodside, CA)** is founder, Executive Chairman and Co-Chief Investment Officer of Fisher Investments, a fee-only investment adviser managing over \$208 billion for large pension plans, endowments, and foundations globally, as well as over 100,000 high net worth individuals. Fisher's "Portfolio Strategy" column for *Forbes* ran from 1984 to 2017, making him the longest continuously running columnist in the magazine's history. In addition, Ken is a regular columnist for several publications, including *USA Today*, *Financial Times* in the UK, *Børsen* in Denmark, *De Telegraaf* in The Netherlands and *Focus Money* in Germany. Fisher has written 11 books on investing and personal finance, 4 of which were New York

# The China Business Conundrum

Ensure That "Win-Win" Doesn't Mean Western Companies Lose Twice

Ken Wilcox



[View on Edelweiss](#)

## Revealing account of the struggles and surprises when forming a financial joint venture with China

*The China Business Conundrum: Ensure That "Win-Win" Doesn't Mean Western Companies Lose Twice* describes former CEO of Silicon Valley Bank (SVB) Ken Wilcox's firsthand challenges he encountered in four years "on the ground" trying to establish a joint venture between SVB and the Chinese government to fund local innovation design—and the Chinese Communist Party (CCP) efforts to systematically sabotage the project and steal SVB's business model. This book provides actionable advice drawn from meticulous notes Wilcox took from interviews with people from all walks of Chinese life, including Party and non-Party members, the business elite, and domestic workers.

Describing a China he found fascinating and maddeningly complex, this book explores topics including:

- Difficulties in transplanting SVB's model to China, from misunderstandings about titles and responsibilities to pitched battles over toilet design
- Ethics and practices widely adopted by Chinese businesses today and why China must be met with realistic expectations
- Wilcox's own honest missteps and the painfully learned lessons that came afterwards

Engrossing, enlightening, and entertaining, *The China Business Conundrum: Ensure That "Win-Win" Doesn't Mean Western Companies Lose Twice* is an essential cautionary tale and guidebook for all Western bankers, C-suite executives, consultants, and entrepreneurs seeking to do business within China.

## Wiley

BISAC: Business & Economics

9781394294169

Hardcover

January 9, 2025

£21.99 | 24,00 € | \$28.00

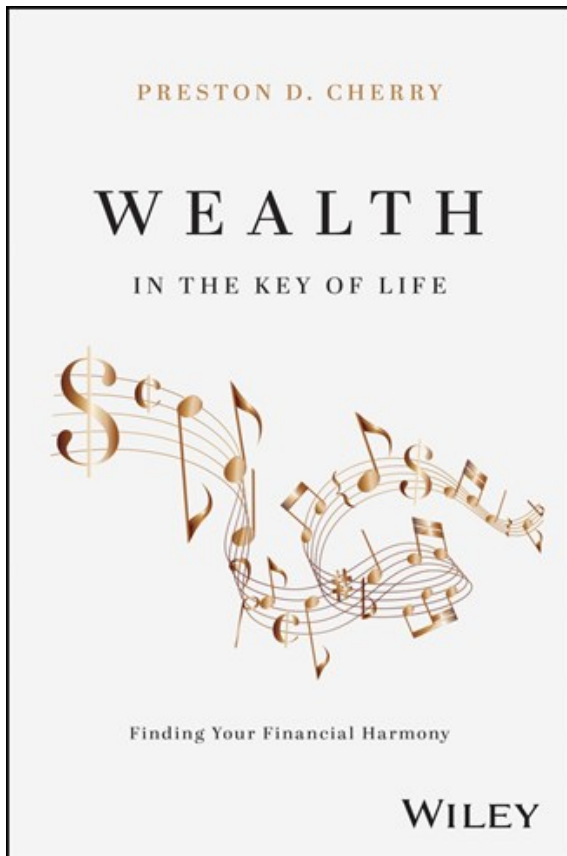
## About the Author

A 30-year veteran of Silicon Valley Bank (SVB), **Ken Wilcox** was the bank's CEO from 2001 to 2011, then CEO and, later, Vice Chairman of SVB's joint venture in Shanghai (SSVB) until 2019. He is a former member of the board of directors of the Federal Reserve Bank of San Francisco. He currently serves on the boards of the Asia Society of Northern California, the Asian Art Museum, UC San Diego's 21st Century China Center, and Columbia Lake Partners, a European venture-debt fund. Ken also sits on the International Advisory Board at Fudan University in Shanghai. He holds a PhD in German from Ohio State University and an MBA from Harvard Business School. He

# Wealth in the Key of Life

Finding Your Financial Harmony

Preston D. Cherry



[View on Edelweiss](#)

## Embark on a journey to financial freedom and personal well-being

Are you striving to live the life you've always envisioned? Do you wonder how retirement will reflect the dreams and luxuries you desire?

In *Wealth in the Key of Life: Finding Your Financial Harmony*, Dr. Preston D. Cherry, an Accredited Financial Counselor®, Certified Financial Therapist™, and Certified Financial Planner® delivers a unique perspective on harmonizing your financial and personal life.

Dr. Cherry's comprehensive Life Money Balance® approach focuses not only on wealth accumulation but also emphasizes the importance of well-being in achieving a fulfilling life. In this book, you'll find:

- The "Six-A Alignment System": A revolutionary framework to understand and improve your relationship with money
- The Four-T's: Self-Audit, including Trial, Triumph, Transition, and Transformation, aiding in the seamless integration of finances into your life
- Strategies to navigate financial noise and conflicting advice, fostering mindfulness and resilience in your wealth-building journey

This book is a must-read for anyone looking to create a balanced, prosperous life. It's perfect for professionals, families, individuals with adult children, homeowners, renters, employees, and small business owners.

Whether you're just starting your financial journey or looking to enhance your current path, *Wealth in the Key of Life* provides the insights and tools necessary for aligning your financial decisions with your personal goals and well-being to help you flourish. Discover

## About the Author

**Dr. Preston D Cherry (Green Bay, WI)** is the Founder & President of Concurrent Financial Planning and Director of the Financial Planning Program and the Charles Schwab Foundation Center for Financial Wellness at UW-Green Bay. Preston empowers individuals to share stories informing their financial resources and life's design to achieve financial wellness and freedom that cultivates wholeness. Preston has over 15 years of financial services and academic experience, including financial planning, investment management, published research in top peer-reviewed journals, and extensive leadership in the planning profession. He holds the Accredited Financial Counselor® designation and is a Certified Financial Therapist™.

## Wiley

BISAC: Business & Economics

9781394268665

Hardcover

February 18, 2025

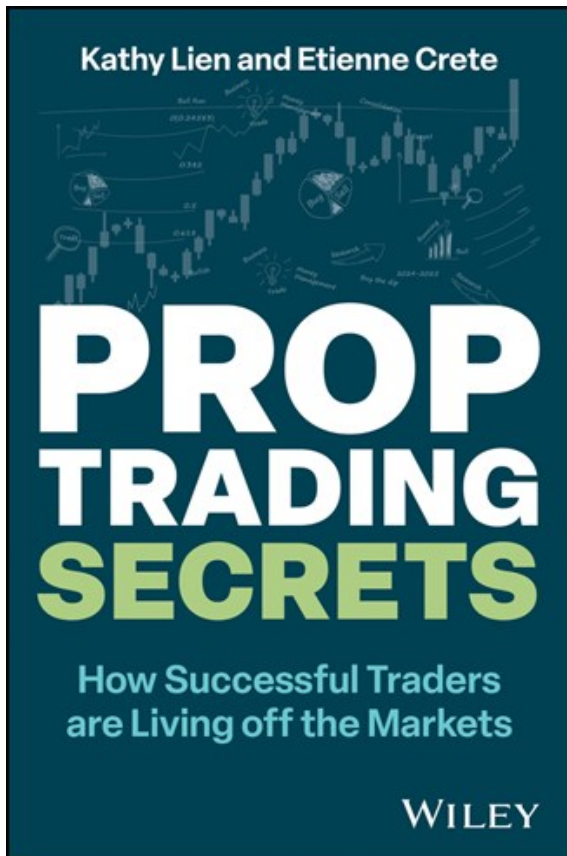
£21.99 | 24,00 € | \$28.00

DE EUR: 26.9€

# Prop Trading Secrets

How Successful Traders are Living off the Markets

Kathy Lien



## 13 revealing interviews with some of the world's best proprietary traders

In *Prop Trading Secrets of Successful Funded Traders: How Individual Traders are using Proprietary Trading to Achieve Financial Freedom*, Kathy Lien, author and managing director of FX strategy at BK Asset Management, and Etienne Crete, full-time trader and founder of Desire to Trade, deliver a collection of 13 revealing interviews with proprietary traders successfully making a living off the markets.

You'll explore insights from veteran traders with over 10 years' experience in the markets, winners of a variety of trading championships, and contemporary prop traders using methods like funded accounts to trade other people's money. You'll also find:

- A thorough introduction to the different kinds of prop trading, including funded trader programs
- Ways to get started with prop trading, trading methodologies, specific trading tips, and the most useful indicators of price movements
- What the world's best prop traders have in common and what sets them apart from the rest of the pack

Perfect for new traders, *Prop Trading Secrets of Successful Traders* is an incisive look at the discipline that belongs in the libraries of anyone with an interest in proprietary trading.

[View on Edelweiss](#)

## Wiley

BISAC: Business & Economics

9781394243167

Hardcover

February 25, 2025

£27.99 | 31,70 € | \$35.00

DE EUR: 33.9€

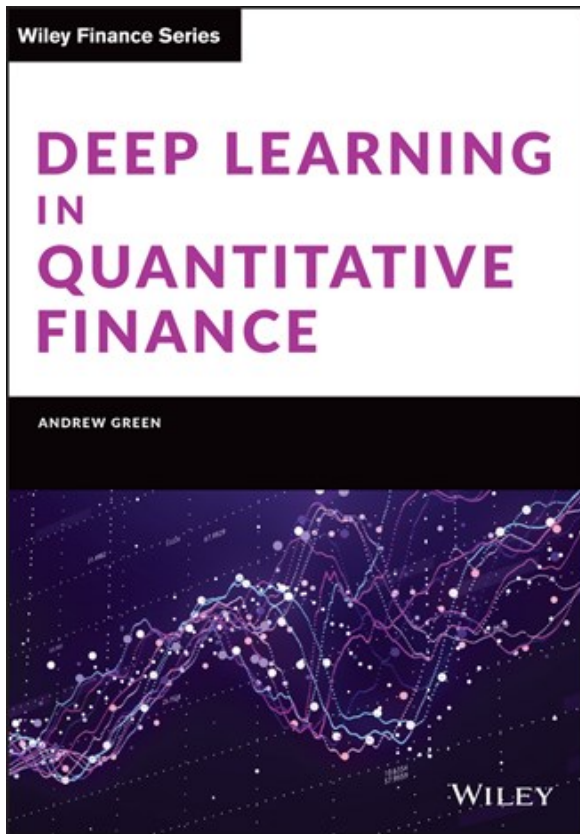
## About the Author

**Kathy Lien (Roslyn, NY)** graduated from New York University's Stern School of Business and began her career on Wall Street at age 18, with a specific focus on currencies. She first worked at JPMorgan Chase, making markets on the interbank foreign exchange (FX) trading desk. Later she joined JPMorgan's cross-markets proprietary trading group, where she traded FX spot, options, interest rate derivatives, bonds, equities, and futures. Currently, Kathy serves as managing director of FX strategy at BK Asset Management in New York City. At BKForex LLC, a firm that she co-founded in 2007, Kathy's extensive experience in developing trading strategies using cross-markets analysis and her years of market research in predicting



# Deep Learning in Quantitative Finance

Andrew Green



[View on Edelweiss](#)

**Wiley**

Series: Wiley Finance

BISAC: *Business & Economics*

9781119685241

Hardcover

February 20, 2025

£60.00 | 67,80 € | \$75.00

## The complete and practical guide to one of the hottest topics in quantitative finance

Deep learning, that is, the use of deep neural networks, is now one of the hottest topics amongst quantitative analysts. *Deep Learning in Quantitative Finance* provides a comprehensive treatment of deep learning and describes a wide range of applications in mainstream quantitative finance. Inside, you'll find over ten chapters which apply deep learning to multiple use cases across quantitative finance. You'll also gain access to a companion site containing a set of Jupyter notebooks, developed by the author, that use Python to illustrate the examples in the text. Readers will be able to work through these examples directly.

This book is a complete resource on how deep learning is used in quantitative finance applications. It introduces the basics of neural networks, including feedforward networks, optimization, and training, before proceeding to cover more advanced topics. You'll also learn about the most important software frameworks. The book then proceeds to cover the very latest deep learning research in quantitative finance, including approximating derivative values, volatility models, credit curve mapping, generating realistic market data, and hedging. The book concludes with a look at the potential for quantum deep learning and the broader implications deep learning has for quantitative finance and quantitative analysts.

- Covers the basics of deep learning and neural networks, including feedforward networks, optimization and training, and regularization techniques
- Offers an understanding of more advanced topics like CNNs, RNNs, autoencoders, generative models including GANs and VAEs, and deep reinforcement learning
- Demonstrates deep learning application in quantitative finance through case studies and hands-on applications via the companion website

## About the Author

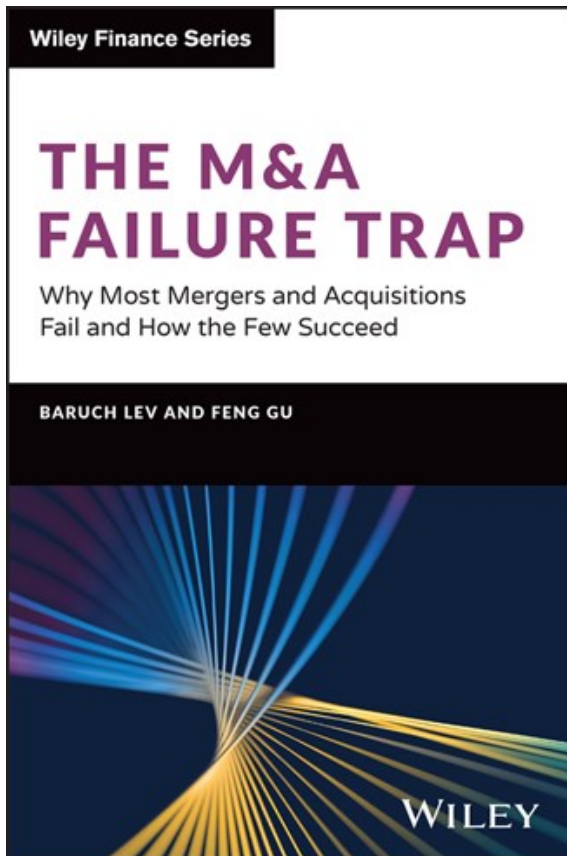
**Andrew Green**, London UK, a Managing Director and lead XVA quant at Scotiabank with more than 20 years of experience in quantitative finance and development. Andrew has worked on many asset classes including interest rate derivatives, equity derivatives and derivative valuation adjustments, always with a practical focus on model implementation.

Andrew is regarded as an expert on XVA, having published a number of papers on the subject and an XVA book with Wiley in 2015. He is a frequent speaker at Quant conferences and is well known in the

# The M&A Failure Trap

Why Most Mergers and Acquisitions Fail and How the Few Succeed

Baruch Lev



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In *The M&A Failure Trap: Why Most Mergers and Acquisitions Fail and How the Few Succeed*, a distinguished team of finance and accounting researchers and practitioners delivers a practical and up-to-date exploration of the shortcomings of managerial mergers and acquisitions decisions. In the book, you'll discover:

- Why 70-75% of all corporate acquisitions fail
- How to substantially improve acquisition decisions
- How to predict a specific merger outcome

All the lessons and advice provided in this book are fact-based—derived from a sample of 40,000 real-life merger cases around the world which are thoroughly analyzed and provide the foundations for our findings and recommendations.

The authors offer keen insights into the most important predictors of mergers and acquisitions failure and success and show you how to identify the potential warning signs of a problematic transaction. The book also provides insights into the human element of M&As: what happens to executives and employees of failed acquisitions. You will also find in the book a comprehensive review of the state-of-the-art research on M&As and numerous analyses of successful and unsuccessful real-life mergers.

Perfect for executives and directors contemplating a major M&A decision or currently engaged in such a transaction, *The M&A Failure Trap* will also earn a place in the libraries of students of business and economics, as well as investors faced with decisions impacted by a merger or acquisition, and shareholders expected to vote on an upcoming transaction.

## Wiley

Series: Wiley Finance

BISAC: *Business & Economics*

9781394204762

Hardcover

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£47.50 | 54,20 € | \$55.00

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### About the Author

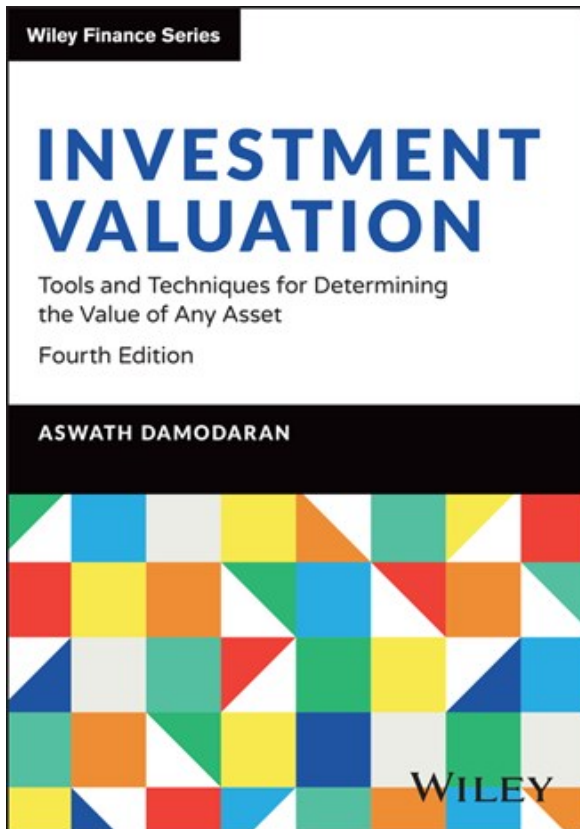
**Baruch Lev** (New York, NY) is the director of the Vincent C. Ross Institute of Accounting Research and the Philip Bardes Professor of Accounting and Finance at New York University Stern School of Business. In his current positions, Professor Lev teaches courses in accounting, and financial analysis. Lev is the author of five books and published over 100 research studies in the leading accounting, finance and economic journals. He is co-author of *The End of Accounting and the Path Forward for Investors and Managers*.

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# Investment Valuation

Tools and Techniques for Determining the Value of Any Asset

Aswath Damodaran



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- Using scenario analysis, decision trees, and simulations for probabilistic approaches in valuation

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## Wiley

Series: Wiley Finance

BISAC: *Business & Economics*

9781394254606

Hardcover

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£110.00 | 122,30 € | \$131.00

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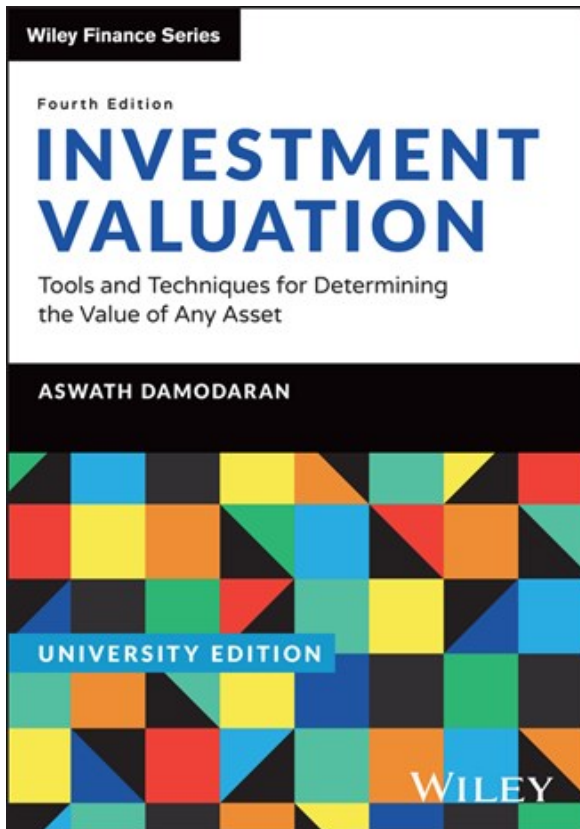
## About the Author

**ASWATH DAMODARAN** (New York, NY) is Professor of Finance at New York University's Leonard N. Stern School of Business. He has been the recipient of numerous awards for outstanding teaching, including the NYU university-wide Distinguished Teaching Award, and was named one of the nation's top business school teachers by Business Week. In addition, Damodaran teaches training courses in corporate finance and valuation at many leading investment banks. His publications include *Damodaran on Valuation*; *Investment Valuation*; *Investment Philosophies*, *Corporate Finance*; *Investment Management*; and *Applied Corporate Finance*, all published by Wiley, and *The Dark Side of Valuation* and *Investment Fables*.

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Aswath Damodaran



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- Estimating risk parameters and costs of financing, terminal value, and equity value per share
- Using scenario analysis, decision trees, and simulations for probabilistic approaches in valuation

*Investment Valuation: Tools and Techniques for Determining the Value of Any Asset* is an essential resource for all investors and students of financial markets seeking an all-in-one guide to expand their valuation knowledge and make better investment decisions.

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9781394262731

Paperback

February 18, 2025

£90.00 | 99,50 € | \$105.00

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### About the Author

**ASWATH DAMODARAN** (New York, NY) is Professor of Finance at New York University's Leonard N. Stern School of Business. He has been the recipient of numerous awards for outstanding teaching, including the NYU university-wide Distinguished Teaching Award, and was named one of the nation's top business school teachers by Business Week. In addition, Damodaran teaches training courses in corporate finance and valuation at many leading investment banks. His publications include *Damodaran on Valuation*; *Investment Valuation*; *Investment Philosophies*, *Corporate Finance*; *Investment Management*; and *Applied Corporate Finance*, all published by Wiley, and *The Dark Side of Valuation* and *Investment Fables*.

# Computing & Technology

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# Teach Yourself VISUALLY iPhone 16

Guy Hart-Davis

## Learn what your new iPhone 16 is capable of with 900 color screen shots!

*Teach Yourself VISUALLY iPhone 16* is your ultimate guide to getting the most out of your brand-new iPhone! Apple's graphics-driven iOS 16 is perfect for visual learners, so this book uses a visual approach to show you what you need to know to get up and running—and much, much more. Full-color screen shots walk you step-by-step through setup, configuration, and the full range of your iPhone's awesome capabilities. Whether you are new to the iPhone or have just upgraded to the 16, this book helps you unlock your phone's full functionality and maximize your use and enjoyment of it. Stay in touch by phone, text, email, FaceTime Audio or Video calls, and social media; download and enjoy books, music, movies, and more; take, edit, and organize photos and videos; track your health, fitness, and habits; manage your schedule, your commitments, and your contacts; and more!

The iPhone is user-friendly, attractive, and functional. But it is capable of so much more than you think—don't you want to explore what's possible? This book guides you through iOS 16 visually to help you stay in touch, get things done, and have some fun while you're at it!

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- Master the iPhone's basic functions and learn advanced features
- Personalize your iPhone to suit your unique needs and get optimal performance
- Find the services and apps that make your life easier

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The iPhone you hold in your hand represents the pinnacle of mobile tech and is a masterpiece of innovative design. Once you get to know it, you'll never be without it. *Teach Yourself VISUALLY iPhone 16* is your personal roadmap to your new tech companion.

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BISAC: *Computers*

9781394298808

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February 16, 2025

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*Previous Edition: 9781394156047*

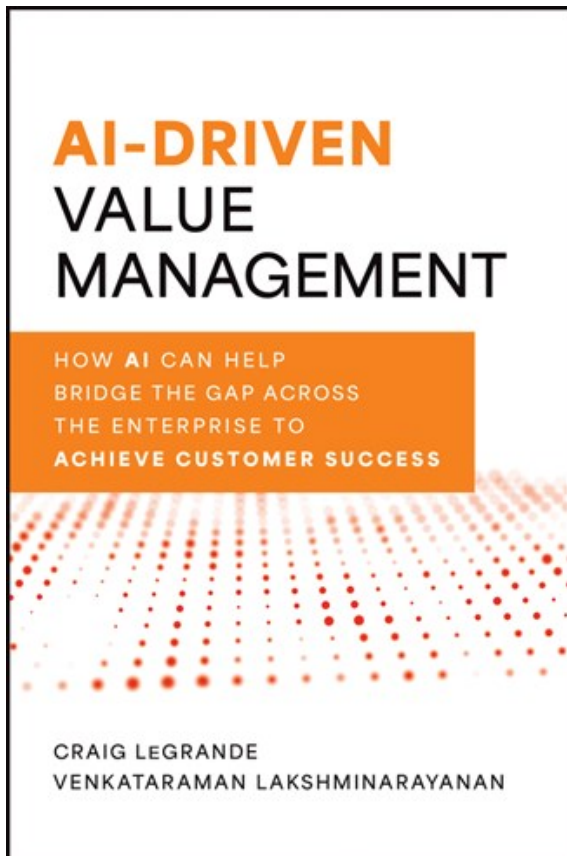
### About the Author

**Guy Hart-Davis** (Barnard Castle, UK) is the author of more than 100 computing books, including *Teach Yourself VISUALLY iPhone 14*, *Teach Yourself VISUALLY MacBook 3rd Edition*, and *Teach Yourself VISUALLY Android 2nd Edition*. He also writes about PCs, Windows, Linux, and VBA.

# AI-Driven Value Management

How AI Can Help Bridge the Gap Across the Enterprise to Achieve Customer Success

Craig LeGrande



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## Unlock the power of generative AI to transform your enterprise B2B sales and marketing strategies

In *AI-Driven Value Management: How AI Can Help Bridge the Gap Across the Enterprise to Achieve Customer Success*, authors Craig LeGrande and Venkataraman Lakshminarayanan reveal how artificial intelligence can revolutionize B2B value management. This book lays out a first-ever strategic blueprint for cost-effectively scaling value management programs. Value management is the art and science of orchestrating all the business functions in your company to envision and create exceptional value for your customers – and in the process enhance your pipeline, revenue and renewals. It's designed for business leaders who are looking to harness AI to gain a competitive edge and boost pipeline, revenue and expansions, effectively solving the problem of expensive scaling in business-to-business sales and marketing.

Dive into the core of AI-empowered Value Management (AI-VM) through a detailed exploration of a comprehensive AI-driven value management blueprint. This guide uses real-world success stories and cutting edge AI technology solutions to illustrate how businesses can combine people, processes, and technology to execute value management at scale, enhancing efficiency and effectiveness.

In this book, you'll:

- Learn from the successes and strategies of leading companies like Salesforce, ServiceNow, and Amazon Web Services
- Discover the AI-VM Blueprint, an integrated framework that lays out strategic, operational, and technological guidelines for deploying AI-driven value management
- Equip your team with actionable insights and tools to innovate and implement AI in your sales, marketing and customer success strategies effectively

### About the Author

**Craig LeGrande** (Denver, CO) is the founder and CEO of Mainstay, a multi-million-dollar SaaS and management consulting firm. Mainstay is a leading provider of value management services to Cisco, Oracle, AWS, Nutanix, and many other industry innovators. It supports 9 of the top 10 high tech companies in their efforts to prove the value of their solutions, develop solid CXO (Chief Experience Officer) relationships and ensure ROI to their customers. Craig has spent over 20 years in the high-tech industry working with industry leaders such as IBM, Accenture, and Cisco Systems. His work experiences in the strategy group at Accenture and the IBSG (Internet Business Solutions) Group at Cisco has helped him gain invaluable insights and

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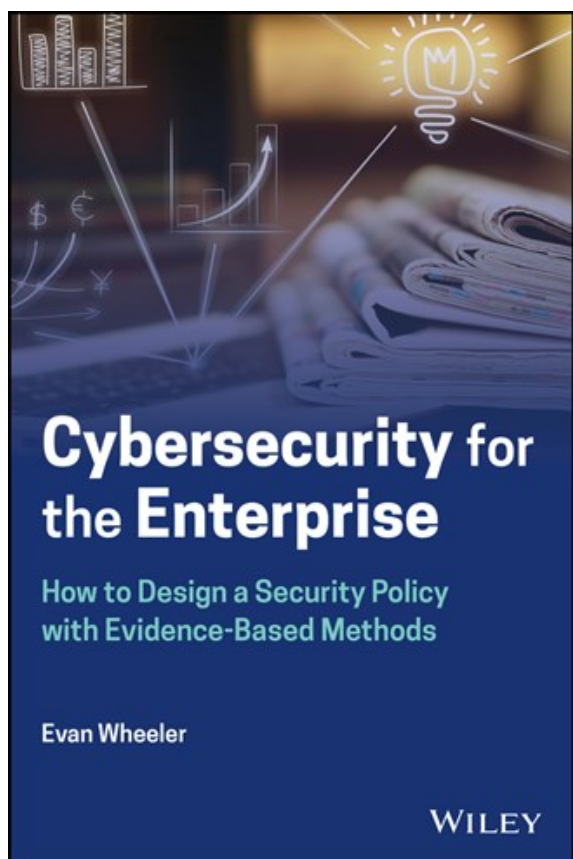
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# Cybersecurity for the Enterprise

How to Design a Security Policy with Evidence-Based Methods

Evan L. Wheeler



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A call to action for enterprises to demand a modern, data-driven approach to cybersecurity, *Cybersecurity for the Enterprise: How to Design a Security Policy with Evidence-Based Methods* delivers a how-to guide for the design and implementation of a modern security policy in an enterprise firm that's based on empirical research instead of current industry consensus alone. It introduces techniques to critically review available research and evaluate the credibility of the findings as the basis for control selection.

The author explains how to structure a streamlined policy and differentiate between policy statements based on data and those based on industry habit. He explores the measurement of the efficacy of controls and provides practical demonstrations of how to justify evidence-based policies to internal and external stakeholders. The book also includes:

- Templates with policy language that maximize impact on the typical employee
- Reviews of current research that challenge the status quo and evolve industry best practices
- Highlights of areas in conventional security policy and industry standards that lack empirical support
- An efficient lens for how to prioritize what really matters in a security policy and how to ignore irrelevant "noise"

Ideal for information security executives, managers, and other leaders, *Cybersecurity for the Enterprise* is an essential blueprint for maximizing the impact of practical research and creating a security infrastructure based on real-world evidence.

## Wiley

BISAC: *Computers*

9781119873341

Hardcover

February 26, 2025

£37.99 | 42,70 € | \$49.95

## About the Author

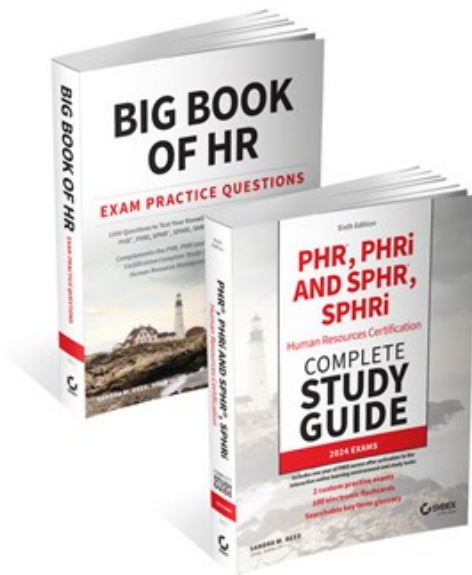
**Evan L. Wheeler** (North Easton, MA) is Vice President, Risk Management at NDVR Wealth Management where he oversees areas such as operational risk, AML, identity theft, records retention, crisis management, business continuity, third-party risk, enterprise data management, data privacy, and cyber security. He is a seasoned cyber security and technology risk management executive for leading global firms in the banking, investment advisor, clearance & settlement, and fintech industries. He has had direct responsibility for developing and overseeing various programs to identify, measure, manage, monitor, forecast, and communicate risks firm-wide. Wheeler is also a course author and lecturer for graduate



# Human Resources Certification Kit

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Sandra M. Reed



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DE EUR: 97.9€

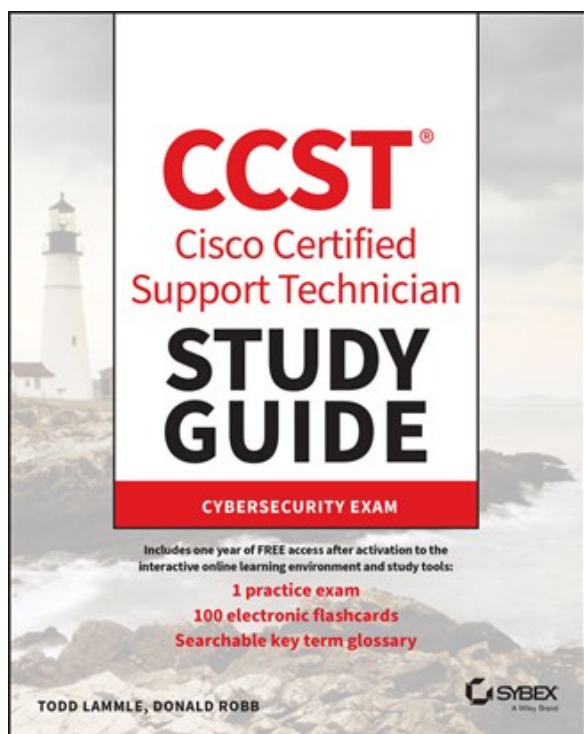
## About the Author

**Sandra Reed** (South Carolina), SPHR, SHRM-SCP, is a leading expert in the certification of Human Resource Professionals. She is the author of the bestselling PHR and SPHR Professional in Human Resources Certification Complete Study Guide, SHRM Society for Human Resource Management Complete Study Guide, and HRCI's Official Guide to the Human Resource Body of Knowledge. Reed holds her undergraduate degree in Industrial-Organizational psychology, and her graduate degree in Organizational Leadership. She is a Master Practitioner of the Myers-Briggs Type Indicator personality assessment (MBTI), and the owner of a business consulting group that specializes in strategy, organizational

# CCST Cisco Certified Support Technician Study Guide

Cybersecurity Exam

Todd Lammle



## The ideal prep guide for earning your CCST Cybersecurity certification

*CCST Cisco Certified Support Technician Study Guide: Cybersecurity Exam* is the perfect way to study for your certification as you prepare to start or upskill your IT career. Written by industry expert and Cisco guru Todd Lammle, this Sybex Study Guide uses the trusted Sybex approach, providing 100% coverage of CCST Cybersecurity exam objectives. You'll find detailed information and examples for must-know Cisco cybersecurity topics, as well as practical insights drawn from real-world scenarios.

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- Study 100% of the topics covered on the Cisco CCST Cybersecurity certification exam
- Get access to flashcards, practice questions, and more great resources online
- Master difficult concepts with real-world examples and clear explanations
- Learn about the career paths you can follow and what comes next after the CCST

This Sybex study guide is perfect for anyone wanting to earn their CCST Cybersecurity certification, including entry-level cybersecurity technicians, IT students, interns, and IT professionals.

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## Sybex

Series: Sybex Study Guide

BISAC: *Computers*

9781394207350

Paperback

February 18, 2025

£37.99 | 42,80 € | \$50.00

DE EUR: 45.9€

## About the Author

Todd Lammle (Coeur d'Alene, Idaho), Cisco certified in almost every category, is the authority on Cisco networking and certification. As a bestselling author, his 30 years of real-world experience is prevalent in over 2 dozen books that he's written. He is an experienced networking engineer with very practical experience working on the largest bounded and unbounded networks in the world at such companies as Xerox, Hughes Aircraft, Texaco, AAA, Cisco, and Toshiba, among many others. Todd has published over 60 books, including the very popular and bestselling CCNA: Cisco Certified Network Associate Study Guide and Cisco Firepower NGIPS. Todd runs an international training company from Texas, and a large scale

# CCNA Certification Study Guide Volume 1, Volume 2, and Practice Tests Kit

Exam 200-301

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Series: Sybex Study Guide

BISAC: *Computers*

9781394213047

Paperback

January 23, 2025

£65.00 | 71,80 € | \$84.00

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### About the Author

**Todd Lammle** (Coeur d'Alene, ID), Cisco certified in almost every category, is the authority on Cisco networking and certification. His three decades of real-world experience is prevalent in his writing. He is an experienced networking engineer with very practical experience working on the largest bounded and unbounded networks in the world at such companies as Xerox, Hughes Aircraft, Texaco, AAA, Cisco, and Toshiba, among many others. Todd has published over 60 books, including the very popular and bestselling *CCNA: Cisco Certified Network Associate Study Guide* and *Cisco Firepower NGIPS*. Todd runs an international training company from Texas, and a large scale consulting business out of Colorado. You can reach Todd

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## Sybex

Series: Sybex Study Guide

BISAC: *Computers*

9781394304080

Paperback

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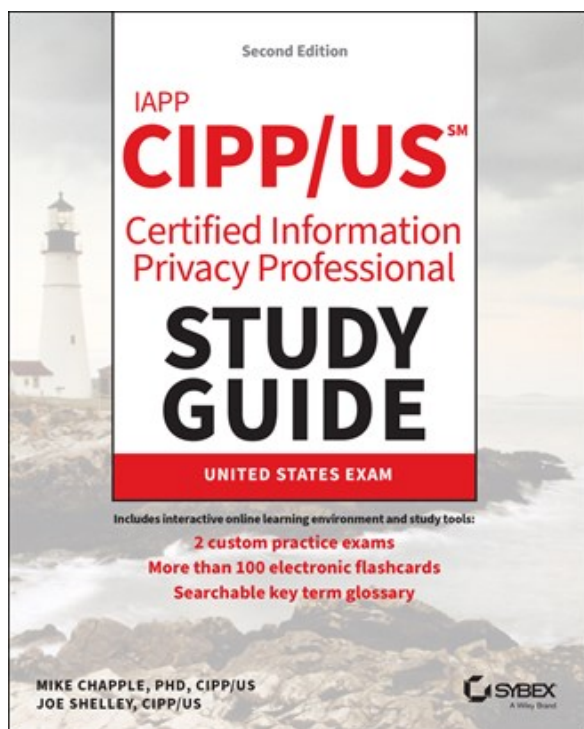
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### About the Author

**Todd Lammle** (Coeur d'Alene, ID), Cisco certified in almost every category, is *the* authority on Cisco networking and certification. His three decades of real-world experience is prevalent in his writing. He is an experienced networking engineer with very practical experience working on the largest bounded and unbounded networks in the world at such companies as Xerox, Hughes Aircraft, Texaco, AAA, Cisco, and Toshiba, among many others. Todd has published over 60 books, including the very popular and bestselling CCNA: Cisco Certified Network Associate Study Guide and Cisco Firepower NGIPS. Todd runs an international training company from Texas, and a large

# IAPP CIPP / US Certified Information Privacy Professional Study Guide

Mike Chapple



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## Wiley

Series: Sybex Study Guide

BISAC: *Computers*

9781394284900

Paperback

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### About the Author

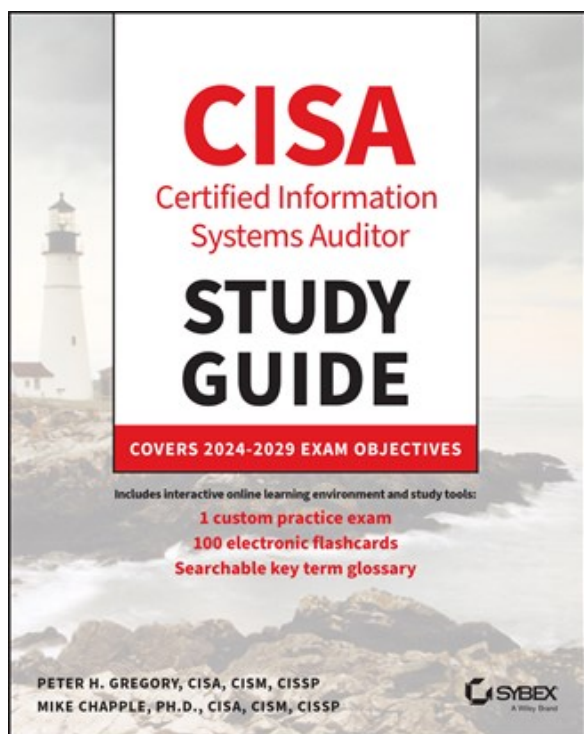
**Mike Chapple**, PhD, CIPP/US, is Teaching Professor of Information Technology, Analytics, and Operations at Notre Dame's Mendoza College of Business. He is a bestselling author of over 25 books and serves as the Academic Director of the University's Master of Science in Business Analytics program. He holds multiple additional certifications, including the CISSP, CySA+, CISM, PenTest+, and Security+.

**Joe Shelley**, M.A., CIPP/US, is currently the Vice President for Libraries and Information Technology at Hamilton College in New York. Among other responsibilities he oversees information security

# CISA Study Guide

Covers 2024-2029 Exam Objectives

Peter H. Gregory



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**Wiley**

Series: Sybex Study Guide

BISAC: *Computers*

9781394288380

Paperback

February 23, 2025

£50.00 | 55,60 € | \$65.00

DE EUR: 61.9€

## Prepare for success on the 2024 CISA exam and further your career in security and audit with this effective study guide

The *CISA Certified Systems Auditor Study Guide: Covers 2024-2029 Exam Objectives* provides comprehensive and accessible test preparation material for the updated CISA exam, which now consists of 150 questions testing knowledge and ability on real-life job practices leveraged by expert professionals.

You'll efficiently and effectively prepare for the exam with online practice tests and flashcards as well as a digital glossary. The concise and easy-to-follow instruction contained in the 2024-2029 CISA Study Guide covers every aspect of the exam. This study guide helps readers prepare for questions across the five domains on the test: Information System Auditing Process; Governance and Management of IT; Information Systems Acquisition, Development, and Implementation; Information Systems Operation and Business Resilience; and Protection of Information Assets.

This study guide shows readers how to:

- Understand principles, best practices, and pitfalls of cybersecurity, which is now prevalent in virtually every information systems role
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### About the Author

**Peter H. Gregory (Seattle, Washington), CISA, CISSP, CISM, CRISC, CDPSE, CIPM, DRCE, CCSK, A/CCRF**, is a career technologist and cybersecurity leader. Currently, he is the Senior Director of GRC at GCI Communications, where he is responsible for security policy, control frameworks, business continuity, third-party risk management, privacy, information governance, AI governance, and law enforcement wiretaps. He has written many articles for Forbes, Computerworld, Software Magazine, and Optiv and has written ~50 cybersecurity books, including CISA All-In-One Exam Guide (4 editions), CISSP For Dummies (8 editions), CISM All-In-One Exam Guide (2 editions), Chromebook For Dummies, The Art of Writing

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