



# WILEY

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July 2024

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# Capstone & Consumer

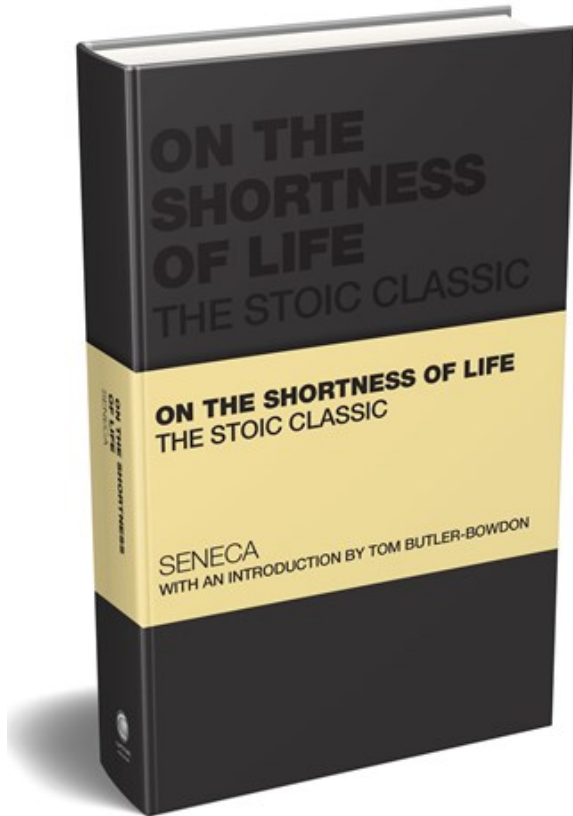
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# On the Shortness of Life

The Stoic Classic

Lucius Annaeus Seneca



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**Wiley**

Series: Capstone Classics

BISAC: History

9781907312540

Hardcover

July 25, 2024

£11.99 | 13,99 € | \$14.99

The most important lesson of *On the Shortness of Life* of course is that we need to value our time and avoid wasting it at all costs. The essay is "a poignant reminder of what we so deeply intuit yet so easily forget and so chronically fail to put into practice." There is no shortage of things that take away our time and we must guard against them. To live this lesson, practice saying "No!" to many of the time-wasting things that you do, like trying to impress people or staring at a screen. Consider whether your potential actions are virtuous, will truly benefit you, and whether they are worthy of making up your only life. If not, commit to turning it down, even if it might cause others to be displeased with you.

The lessons from *On the Shortness of Life* urge us to take stock of how we have lived so far, and to count the time that has been truly lived, as opposed to filled with unworthy busyness and distractions. What you can start doing today is to practice the Stoic art of journaling and start reflecting on how you spend each and every day. To borrow from Seneca, his favourite time to journal was in the evenings. When darkness had fallen and his wife had gone asleep, he explained to a friend, "I examine my entire day and go back over what I've done and said, hiding nothing from myself, passing nothing by." Then he would go to bed, finding that "the sleep which follows this self-examination" was particularly sweet.

The final lesson we should take away from Seneca's work, and a theme that is constant for the Stoics in general, is that we need to remember that we could die at any moment, and that barring some massive medical breakthrough, we have at most a few more decades left to live. We should find a way to remind ourselves every day that we are going to die, perhaps by placing Sticky notes in places we will see every day. You might feel like you don't forget that you're going

## About the Author

**Lucius Annaeus Seneca** the Younger, usually known mononymously as Seneca, was a Stoic philosopher of Ancient Rome, a statesman, dramatist, and in one work, satirist, from the post-Augustan age of Latin literature. The philosopher taught that our place in the world - and everything we possess - is subject to change and, therefore, much of life is outside our own control.

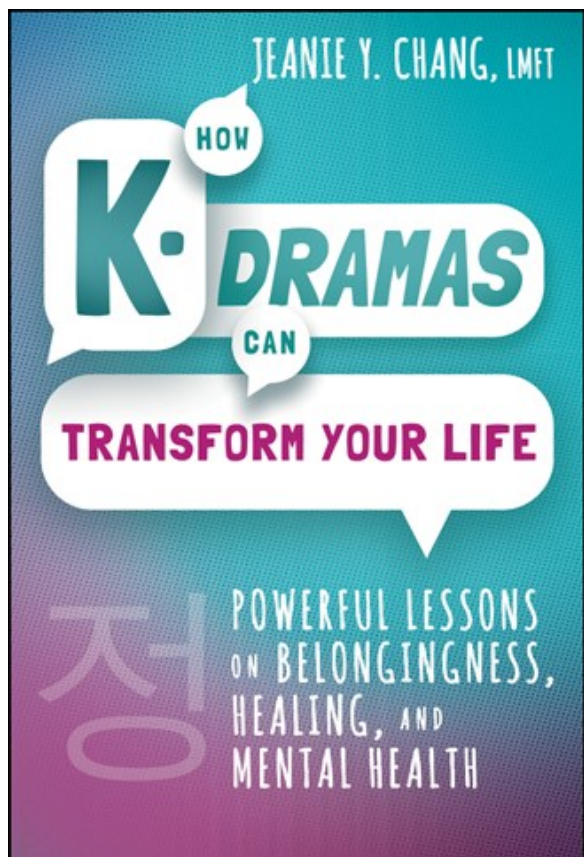
Rather than take a nihilistic view of life (which views life as having no ultimate moral purpose or meaning), Seneca believed that we should accept the things we can't change with dignified resolve and be sure to learn whatever lessons our experiences teach us, and make full use of these lessons in the areas we are able to control.

**Tom Butler-Bowden** (series editor) was working as a political adviser in Australia when, at 25, he read Stephen Covey's *The 7 Habits of*

# How K-Dramas Can Transform Your Life

Powerful Lessons on Belongingness, Healing, and Mental Health

Jeanie Y. Chang



**Discover the power of how K-Dramas can benefit your mental health and provide a sense of belonging**

In *How K-Dramas Can Transform Your Life*, celebrated licensed mental health professional Jeanie Y. Chang explores the powerful interrelationship between Korean dramas, mental health, and belongingness. In the book, you'll explore what K-Dramas have to teach us about our own wellbeing and how we can use the lessons they teach us to live better and more meaningful lives.

The author discusses:

- How powerful and dialectical forces determine our emotions and what Korean culture can teach us about how to best harness and manage those feelings
- The realities of cultural identity and the impact that having readily identifiable media touchstones can have on our lives
- How to develop your empathy and compassion by using K-Dramas as a guide and starting point

Perfect for any K-Drama fans and enthusiasts, *How K-Dramas Can Transform Your Life* is also a must-read for anyone interested in how pop culture can deeply affect and better our lives.

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**Wiley**

BISAC: *Self-Help*

9781394210473

Hardcover

April 30, 2024

£23.99 | 26,10 € | \$28.00

## About the Author

**Jeanie Y. Chang** [Noona'sNoonchi](#) (Cary, NC) is a global mental health keynote speaker for corporations, community organizations, and colleges. As a Licensed Marriage and Family Therapist, Certified Mental Health Integrative Medicine Provider, and Certified Clinical Trauma Professional, her interdisciplinary practice is founded on solutions and cultural confidence. Cultural Confidence® is her unique trademarked framework; an intentional practice promoting healthy emotionality through the powerful intersectionality of mental health, identity, mindfulness, and resilience. She is the founder of Noona'sNoonchi and Your Change Provider.

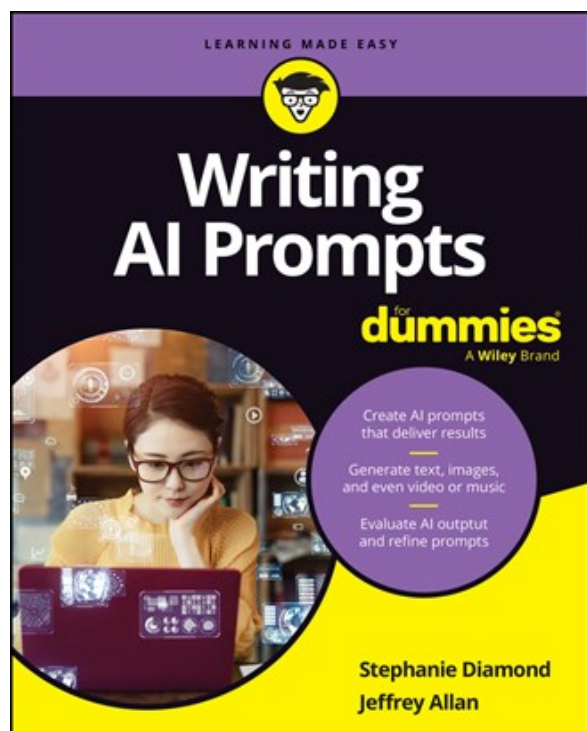
# Dummies

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# Writing AI Prompts For Dummies

Stephanie Diamond



## Learn the art of writing effective AI prompts and break into an exciting new career field

*Writing AI Prompts For Dummies* gets you started on the path toward becoming an “AI psychologist” capable of getting all types of output from AI systems. This book walks you through the process of mining great results from leading platforms, so you can save time, solve problems, explore creative ideas, conduct research, and beyond. Even if you’re brand new to using AI chatbots, you’ll be able to follow the jargon-free explanations and instructions inside to learn how to ask questions and make requests in terms any AI can understand. Then, you can convert your new skill into greater productivity in your life, or even into a new career. Prompt engineering is a fast-growing career opportunity with six-figure salaries attached. Who knows? This Dummies guide could be your launchpad to a future as an AI whisperer.

- Explore the top AI chatbots, creativity engines, and productivity tools
- Learn how to write basic text prompts that generate concise, effective output
- Create AI-generated photos and illustrations that match your vision
- Save time writing code, designing websites, or conducting research

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When asked “Who needs to learn prompt engineering?” ChatGPT clarifies: professionals, creatives, educators, scientists, and entrepreneurs in many fields can benefit an enhanced ability to use AI productively. And for anyone working in AI, natural language

## For Dummies

BISAC: *Computers*

9781394244669

Paperback

May 1, 2024

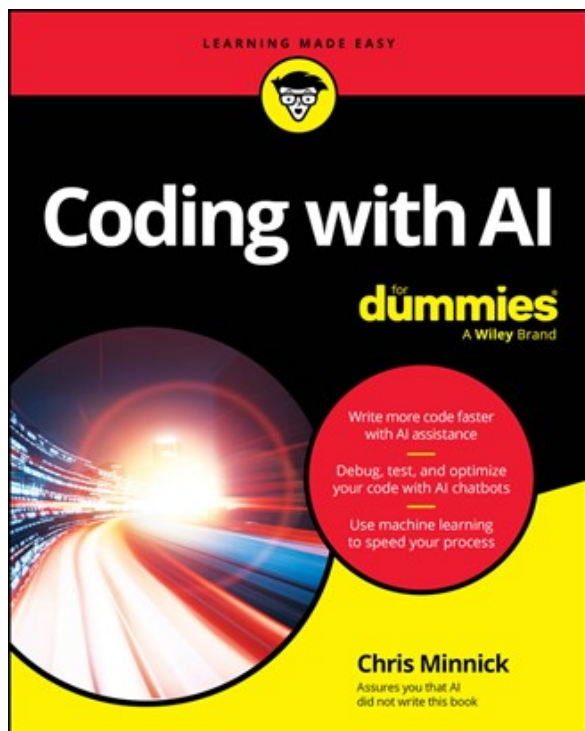
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### About the Author

**Jeffrey Allen** is the Director of the Institute for Responsible Technology and Artificial Intelligence (IRT) at Nazareth University. His role focuses on creating degree programs and initiatives around use of AI in industry. **Stephanie Diamond** is a freelance marketing professional who launched her career at America Online. She's author of or contributor to over two dozen books including several top-selling *For Dummies* titles like *Digital Marketing All-in-One For Dummies* and *Facebook Marketing For Dummies*.

# Coding with AI For Dummies

Chris Minnick



## Boost your coding output and accuracy with artificial intelligence tools

*Coding with AI For Dummies* introduces you to the many ways that artificial intelligence can make your life as a coder easier. Even if you're brand new to using AI, this book will show you around the new tools that can produce, examine, and fix code for you. With AI, you can automate processes like code documentation, debugging, updating, and optimization. The time saved thanks to AI lets you focus on the core development tasks that make you even more valuable. Learn the secrets behind coding assistant platforms and get step-by-step instructions on how to implement them to make coding a smoother process. Thanks to AI and this Dummies guide, you'll be coding faster and better in no time.

- Discover all the core coding tasks boosted by artificial intelligence
- Meet the top AI coding assistance platforms currently on the market
- Learn how to generate documentation with AI and use AI to keep your code up to date
- Use predictive tools to help speed up the coding process and eliminate bugs

This is a great Dummies guide for new and experienced programmers alike. Get started with AI coding and expand your programming toolkit with *Coding with AI For Dummies*.

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## For Dummies

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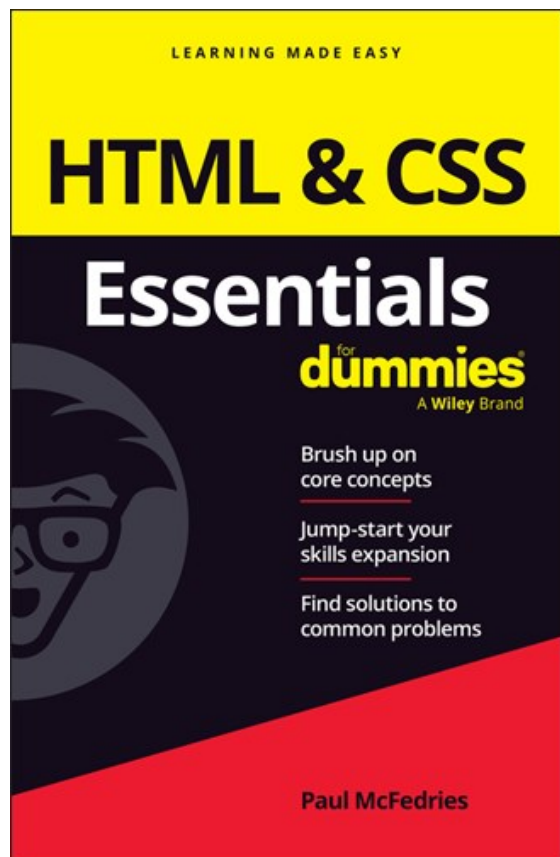
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## About the Author

**Chris Minnick** is an accomplished author, teacher, and programmer. Minnick authored or co-authored over 20 books, including titles in the *For Dummies* series. He has developed video courses for top online training platforms and he teaches programming and machine learning to professional developers at some of the largest global companies.

# HTML & CSS Essentials For Dummies

Paul McFedries



## The easy way to brush up on your HTML & CSS programming skills

*HTML & CSS Essentials For Dummies* is your quick and handy reference to all the core concepts of HTML & CSS—the must-know markup and style languages that make the internet go. This no-nonsense book gets right to the point, eliminating review material, wordy explanations, and fluff. Understand all the fundamentals of HTML and CSS, quickly. Perfect for a brush-up on the basics or as an everyday desk reference on the job, this is the reliable little book you can always turn to for answers.

- Get simple explanations of the basic concepts of coding with HTML & CSS
- Review what you've already learned or pick up essential new skills
- Create attractive and functional front ends for websites of all kinds
- Keep this concise reference book handy for jogging your memory as you work

This book is clear and direct, focusing on the key topics you need to know about defining a website's user interface. Great for supplementing classroom learning, reviewing for a certification, or staying knowledgeable on the job.

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BISAC: *Computers*

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Paperback

April 24, 2024

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DE EUR: 15.9€

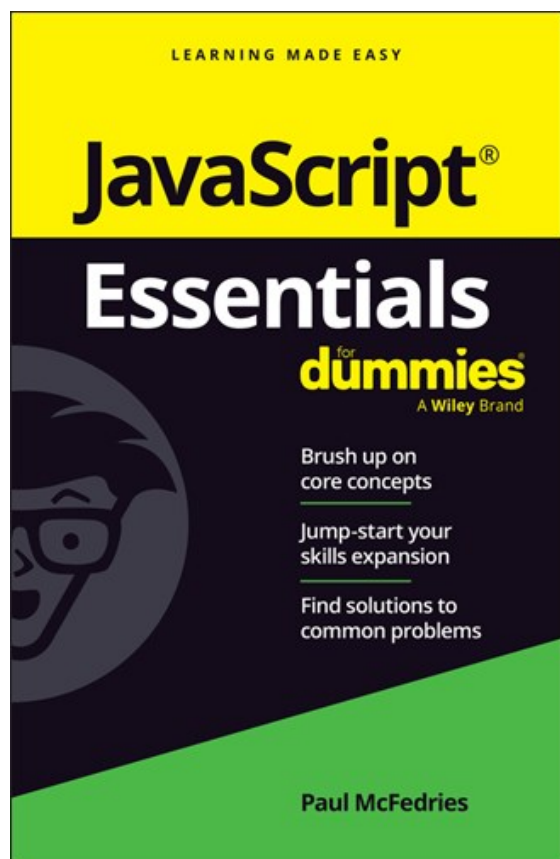
### About the Author

**Paul McFedries (Toronto, Canada)** is a long-time technical author with over 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*.



# JavaScript Essentials For Dummies

Paul McFedries



## The concise and digestible get-started guide to JavaScript programming

*JavaScript Essentials For Dummies* is your quick reference to all the core concepts about JavaScript—the dynamic scripting language that is often the final step in creating powerful websites. This no-nonsense book gets right to the point, eliminating review material, wordy explanations, and fluff. Find out all you need to know about the foundations of JavaScript, swiftly and crystal clear. Perfect for a brush-up on the basics or as an everyday desk reference on the job, this is the reliable little book you can always turn to for answers.

- Get a quick and thorough intro to the basic concepts of coding with JavaScript
- Review what you've already learned or pick up essential new skills
- Add interactive features to websites with JavaScript programming
- Keep this concise reference book handy for jogging your memory as you work

This book is to the point, focusing on the key topics you need to know about this popular programming language. Great for supplementing classroom learning, reviewing for a certification, or staying knowledgeable on the job.

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## For Dummies

BISAC: *Computers*

9781394263219

Paperback

April 24, 2024

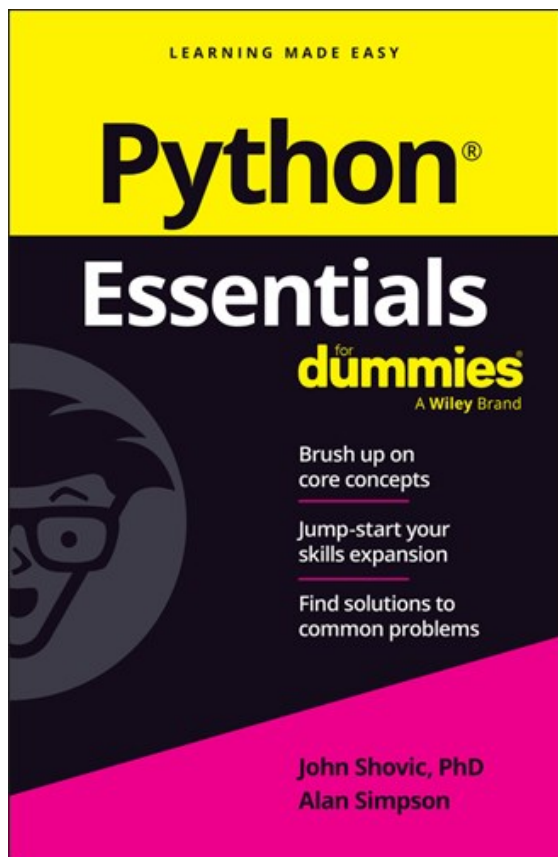
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### About the Author

**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*.

# Python Essentials For Dummies

John C. Shovic



## The no-nonsense way to get started coding in the Python programming language

*Python Essentials For Dummies* is a quick reference to all the core concepts in Python, the multifaceted general-purpose language used for everything from building websites to creating apps. This book gets right to the point, with no excess review, wordy explanations, or fluff, making it perfect as a desk reference on the job or as a brush-up as you expand your skills in related areas. Focusing on just the essential topics you need to know to brush up or level up your Python skill, this is the reliable little book you can always turn to for answers.

- Get a quick and thorough intro to the basic concepts of coding in Python
- Review what you've already learned or pick up essential new skills
- Create websites, software, machine learning, and automation for school or work
- Keep this concise reference book handy for jogging your memory as you code

This portable Dummies Essentials book focuses on the key topics you need to know about the popular Python language. Great for supplementing a course, reviewing for a certification, or staying knowledgeable on the job.

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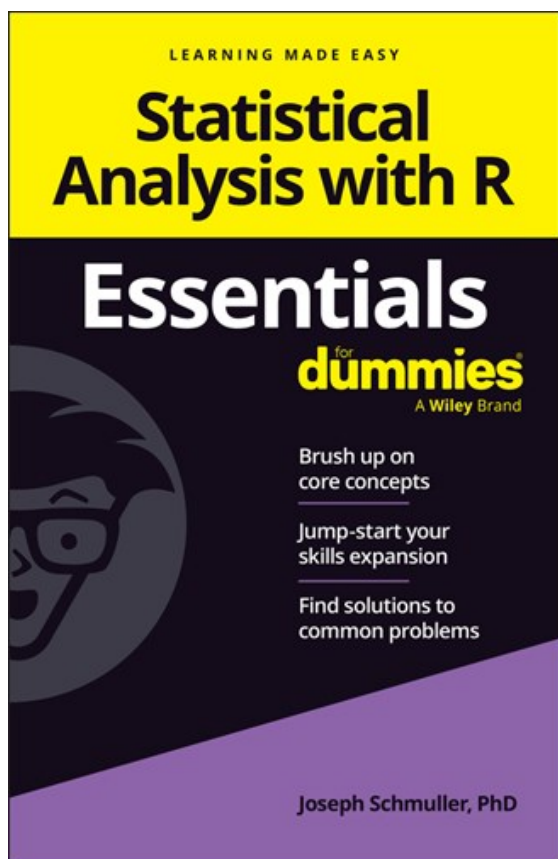
April 24, 2024

£12.99 | 14,60 € | \$16.99

## About the Author

# Statistical Analysis with R Essentials For Dummies

Joseph Schmuller



## The easy way to get started coding and analyzing data in the R programming language

*Statistical Analysis with R Essentials For Dummies* is your reference to all the core concepts about R—the widely used, open-source programming language and data analysis tool. This no-nonsense book gets right to the point, eliminating review material, wordy explanations, and fluff. Understand all you need to know about the foundations of R, swiftly and clearly. Perfect for a brush-up on the basics or as an everyday desk reference on the job, this is the reliable little book you can always turn to for answers.

- Get a quick and thorough intro to the basic concepts of coding for data analysis in R
- Review what you've already learned or pick up essential new skills
- Perform statistical analysis for school, business, and beyond with R programming
- Keep this concise reference book handy for jogging your memory as you work

This book is to the point, focusing on the key topics readers need to know about this popular programming language. Great for supplementing classroom learning, reviewing for a certification, or staying knowledgeable on the job.

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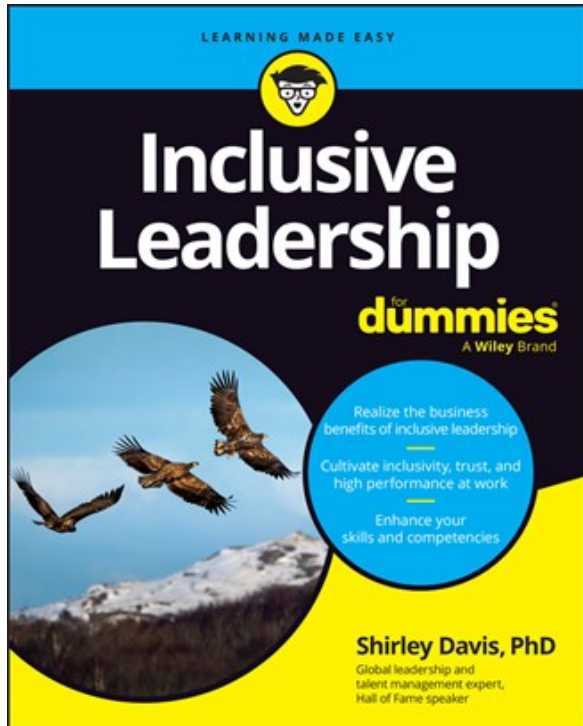
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### About the Author

**Joseph Schmuller (Jacksonville, FL)** is a cognitive scientist and statistical analyst who has focused his career on creating online learning tools as well as authoring books on the technology of data science. His recent works in the *For Dummies* series include *R All-in-One For Dummies*, the 5th edition of *Statistical Analysis with Excel For Dummies*, *Statistical Analysis with R For Dummies*, and *R Projects For Dummies*.

# Inclusive Leadership For Dummies

Shirley Davis



## Strategies for creating a welcoming, equitable, and high-performing work environment

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- Discover the concept of inclusive leadership and learn what inclusive leaders do
- Evolve your own thinking and behaviors to promote inclusivity and a welcoming atmosphere
- Minimize your blind spots in meetings and interactions and overcome any blunders or pitfalls
- Gain inspiration from case studies of effective inclusive leaders

For emerging, mid-level, and senior leaders who want to foster greater trust, psychological safety, and a high performing work environment that leverages (or celebrates) all attributes of diversity *Inclusive Leadership For Dummies* is the resource for you.

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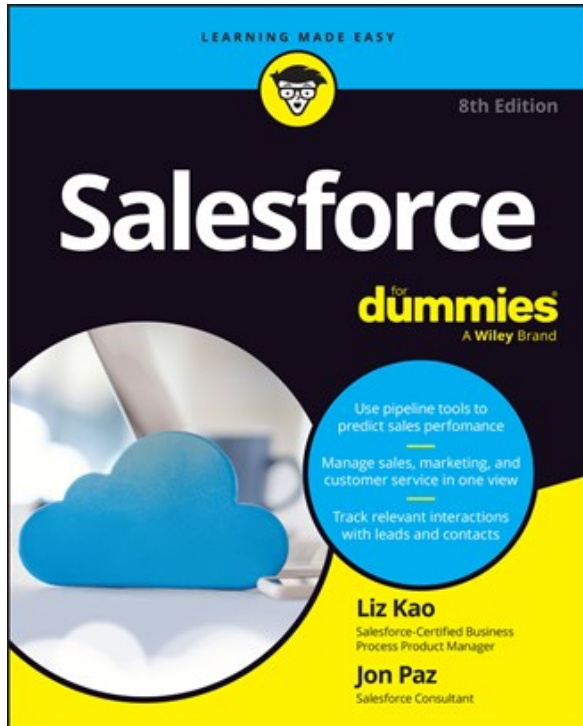
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### About the Author

Dr. Shirley Davis (Chapel, FL) brings a unique background as a seasoned HR and Diversity s The Today Show, USA Today, National Public Radio, The Wall Street Journal, Essence Magazine, Black Enterprise Magazine, The Washington Post, and Inclusion Magazine. Davis is the author of Diversity, Equity, & Inclusion For Dummies.

# Salesforce For Dummies

Liz Kao



## Your easy-to-follow guide to the world's leading cloud-based CRM software

Salesforce gives your business an edge in tracking relationships and managing sales, marketing, customer service, and support operations. *Salesforce For Dummies* help you take advantage of key platform functionality and focus on making the most of its many features. Learn best practices to determine the right configuration to suit your business needs, and how to use apps, build widgets, and configure features to personalize your system for your business. Explore prospecting for leads, managing accounts, maintaining contacts, tracking products, calculating forecasts, and monitoring each customer's service and support interactions with your business. Collaborate with colleagues by sharing information across a 360-degree view of all customer interactions, enhance your online marketing, gain real-time visibility into sales, and close deals faster.

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*Salesforce For Dummies* is the fully updated, best-selling guide that helps new and existing users get up to speed with the world's top CRM.

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Paperback

July 3, 2024

£22.99 | 25,70 € | \$29.99

Previous Edition: 9781119576327

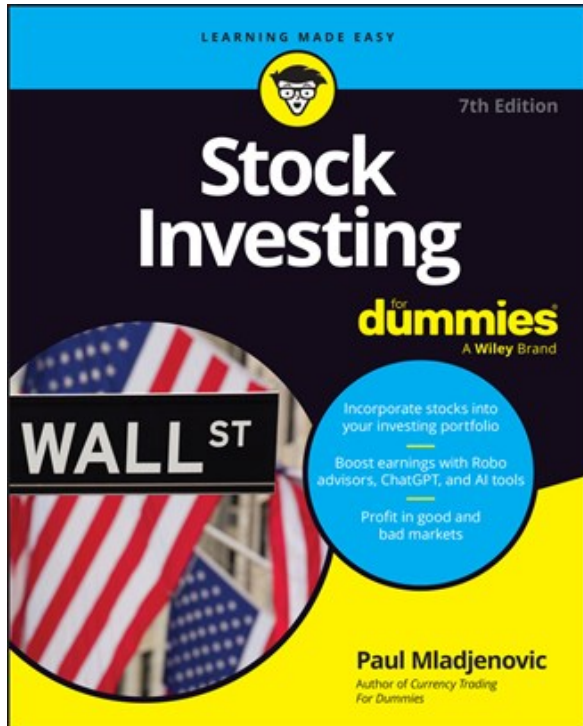
### About the Author

**Liz Kao** has played both in-house and consultant roles at Salesforce. As a consultant and a member of Salesforce's Professional Services team, Liz implemented dozens of CRM solutions for companies of all sizes across a variety of industries.

**Jon Paz** is a Salesforce consultant who has worked with enterprise clients to deliver world-class solutions to perplexing business challenges. Previously, he worked as an editor for a major international organization. After working with various clients and industries to implement Salesforce, Jon has witnessed the transformative value of the product.

# Stock Investing For Dummies

Paul Mladjenovic



## Get started with stock investing and achieve your personal finance goals

The bestselling *Stock Investing For Dummies* is full of practical and realistic stock market guidance. Today's market is full of surprises, and this book will help you understand all aspects of the investing process, so you can thrive as an investor, come what may. With straightforward direction from a renowned best-selling author and national financial authority, this book discusses the many different ways you can invest in stocks, so you can create a portfolio that works for you. You'll also find updates on the latest trends and growth opportunities, plus insights into what it means to invest wisely in the current financial environment. Be confident in your investment decisions, thanks to this sound Dummies advice.

- Build a strategic stock portfolio that meets your needs
- Discover the basics of investing, including how to invest in difficult markets
- Learn how to invest in AI and how to make the most of AI investing tools
- Explore ETFs, preferred stocks, options, factor investing, stock warrants, and beyond

This is a great Dummies guide for new investors looking for a comprehensive guide on the current stock market, as well as those looking to brush up their stock investing skills.

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## For Dummies

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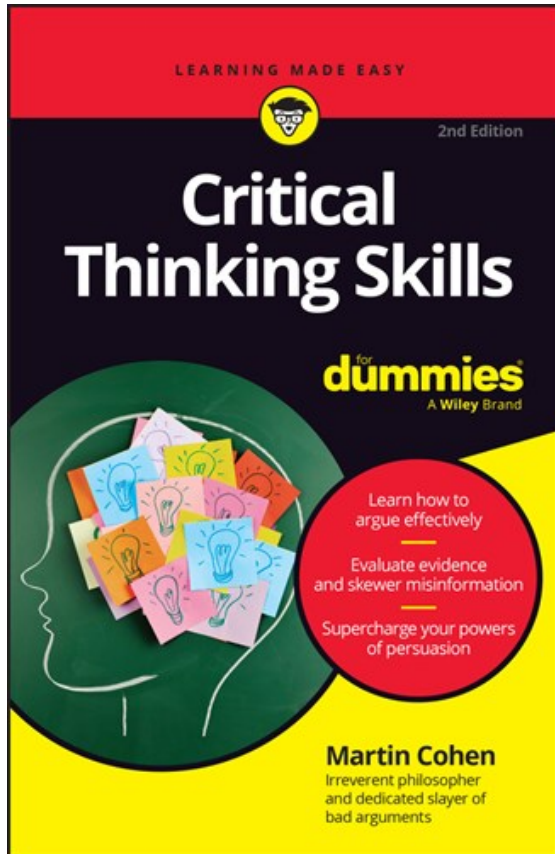
Previous Edition: 9781119660767

### About the Author

**Paul Mladjenovic** is a well-known certified financial planner and investing consultant with over 19 years of experience writing and teaching about common stocks and related investments. He owns PM Financial Services and is the author of all the previous editions of *Stock Investing For Dummies*, as well as *Investing in Gold & Silver For Dummies*, *Currency Trading For Dummies*, and *High-Level Investing For Dummies*.

# Critical Thinking Skills For Dummies

Martin Cohen



## Learn how to argue points effectively, analyze information, and make sound judgments

The ability to think clearly and critically is a lifelong benefit that you can apply in any situation that calls for reflection, analysis, and planning. Being able to think systematically and solve problems is also a great career asset. *Critical Thinking Skills For Dummies* helps you hone your thinking abilities and become a better communicator. You'll find hands-on, active instruction and exercises that you can put to work today as you navigate social media and news websites, chat with AI, fact-check your own and others' views, and more. Become a thinking machine, with this Dummies guide.

- Identify other people's arguments and conclusions—and spot holes in them
- Evaluate evidence and produce more effective arguments in any situation
- Read between the lines of what people say and form your own judgments
- Apply critical thinking to school or college assignments to improve your academic performance

This is the perfect Dummies title for students, researchers, and everyone who seeks to improve their reasoning and analysis ability.

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## For Dummies

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July 31, 2024

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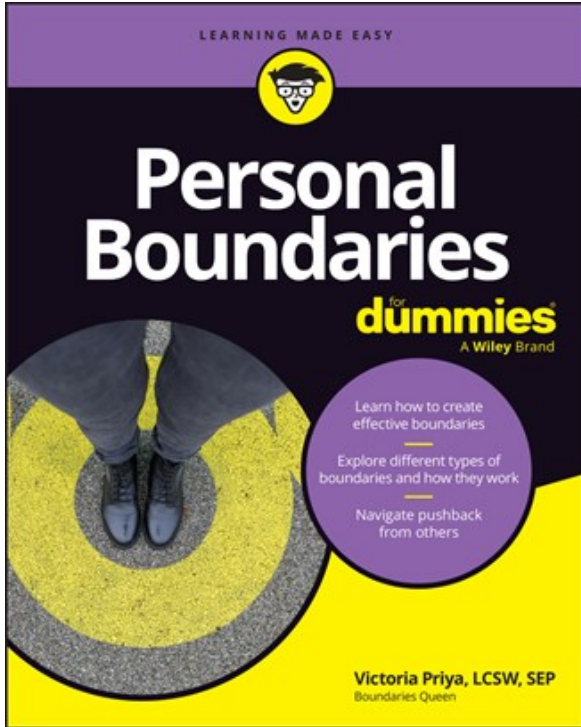
Previous Edition: 9781118924723

### About the Author

**Martin Cohen** is a journalist, editor, and author specializing in popular books in philosophy, social science, and politics. His books include the UK edition of *Philosophy For Dummies*, *Mind Games: 31 Days to Rediscover Your Brain*, *101 Philosophy Problems*, and *101 Ethical Dilemmas*. Martin has taught philosophy and social science at a number of universities in the UK, France, and Australia.

# Personal Boundaries For Dummies

Victoria Priya



## Learn how to create healthy personal and relationship boundaries

Boundaries are limits we establish for ourselves and implement through action or communication. *Personal Boundaries For Dummies* gives you all the basics on what boundaries look like (spoiler: they aren't "one-size-fits-all"), along with step-by-step instructions for figuring out what your boundaries are and communicating them with others. When you start to level-up your boundaries, you might experience pushback from the people in your life, but don't worry—this book also helps you navigate these challenges. Create clarity, mutual respect, and harmony in all your relationships—especially your relationship with yourself—with this clear and helpful Dummies guide.

- Explore the different types of boundaries and how they work in relationships
- Identify your own limits and non-negotiables so you can set boundaries with others
- Get advice on what to do when people don't respect your boundaries
- Learn when to seek professional help

Setting boundaries is a form of self-care, and each of us must create boundaries for our own safety, health, and well-being. Get started with *Personal Boundaries For Dummies*!

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## For Dummies

BISAC: *Self-Help*

9781394236183

Paperback

July 3, 2024

£18.99 | 21,40 € | \$24.99

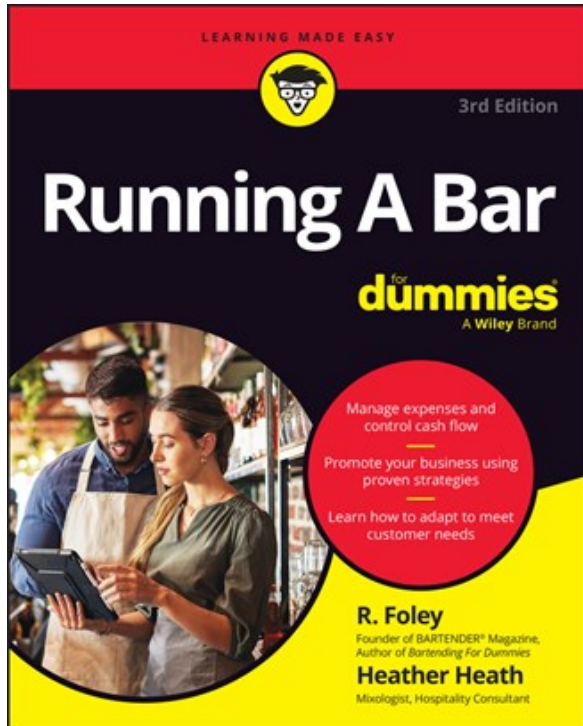
### About the Author

**Victoria Priya, LCSW, SEP** is a Licensed Clinical Social Worker and a Somatic Experiencing Practitioner. She is the author of *Moving Beyond Betrayal: The 5-Step Boundary Solution for Partners of Sex Addicts*, host of the podcast *Beyond Bitchy: Mastering the Art of Boundaries*, and an award-winning blogger. Victoria has presented at national conferences, for The Meadows Lecture Series, as well as professional, healthcare, and 12-step communities on a variety of topics including personal and relationship boundaries.



# Running A Bar For Dummies

R. Foley



**Run a successful bar and a profitable business with expert advice on every aspect of bar management**

*Running a Bar For Dummies* shows veteran and future bar owners and managers how to establish and maintain a successful business. You'll learn insider tips for keeping customers satisfied and the business operating smoothly. With the easy-to-follow guidance in this book, you can navigate your way through the maze of licensing and permits, develop a business plan, learn how to market your business, and create a profitable establishment. You'll also find clear, no-nonsense guidance on dealing with tough customers. In today's changing industry and economy, you'll need to remain flexible and adapt quickly to changing conditions. This Dummies book shows you how to do exactly that.

- Learn what it takes to own and operate a bar
- Stay on the right side of the law with clear licensing and tax information
- Discover apps, strategies, technology tools, and best practices for staying stocked and making a profit
- Improve your revenue, boost your online presence, spruce up your marketing plan, and find ways to keep your business healthy and viable

*Running a Bar For Dummies* is great for anyone considering buying or running a bar or pub, or anyone who needs guidance on running an existing bar more efficiently.

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## For Dummies

BISAC: Business & Economics

9781394245789

Paperback

July 3, 2024

£20.99 | 23,10 € | \$26.99

Previous Edition: 9781118880722

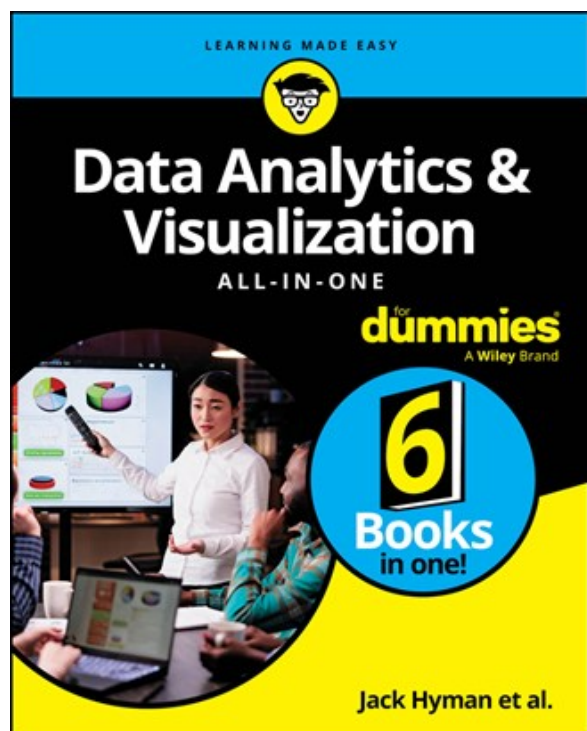
### About the Author

**Ray Foley** is the founder and editor of BARTENDER Magazine, the only magazine in the world specifically geared towards bartenders and is one of the very few primarily designed for servers of alcohol.

**Heather Heath** is a veteran of the restaurant and the publishing industries. Her published works include *Running a Restaurant For Dummies* and *Jewelry Making & Beading For Dummies*. She's worked in a variety of restaurants and bars, she's been on new unit opening crews, developed award winning beverage programs, negotiated with vendors, hired and trained bars full of people, and more.

# Data Analytics & Visualization All-in-One For Dummies

Jack A. Hyman



## Install data analytics into your brain with this comprehensive introduction

*Data Analytics & Visualization All-in-One For Dummies* collects the essential information on mining, organizing, and communicating data, all in one place. Clocking in at around 850 pages, this tome of a reference delivers eight books in one, so you can build a solid foundation of knowledge in data wrangling. Data analytics professionals are highly sought after these days, and this book will put you on the path to becoming one. You'll learn all about sources of data like data lakes, and you'll discover how to extract data using tools like Microsoft Power BI, organize the data in Microsoft Excel, and visually present the data in a way that makes sense using a Tableau. You'll even get an intro to the Python, R, and SQL coding needed to take your data skills to a new level. With this Dummies guide, you'll be well on your way to becoming a priceless data jockey.

- Mine data from data sources
- Organize and analyze data
- Use data to tell a story with Tableau
- Expand your know-how with Python and R

New and novice data analysts will love this All-in-One reference on how to make sense of data. Get ready to watch as your career in data takes off.

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## For Dummies

BISAC: *Computers*

9781394244096

Paperback

April 1, 2024

£37.99 | 42,80 € | \$49.99

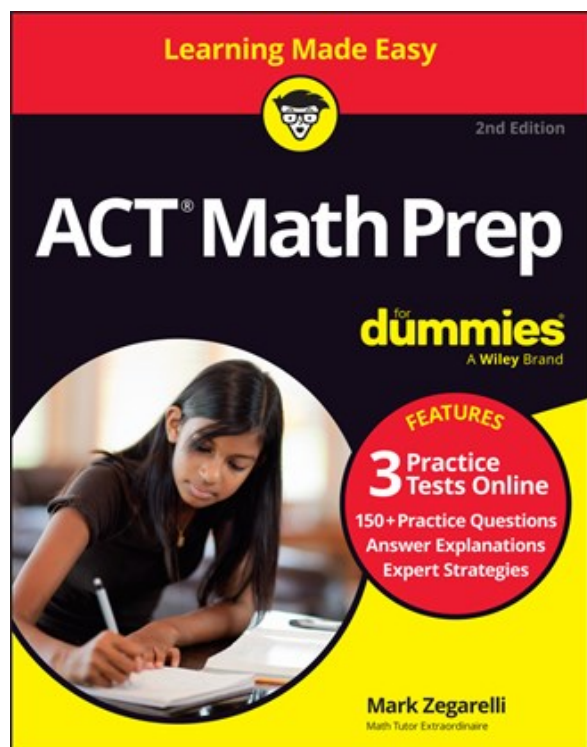
## About the Author

This All-in-One draws on the work of top authors in the *For Dummies* series who've created books designed to help data professionals do their work. The experts are Jack Hyman, Luca Massaron, Paul McFedries, John Paul Mueller, Lillian Pierson, Jonathan Reichental PhD, Joseph Schmuller PhD, Alan Simon, and Allen G. Taylor.

# ACT Math Prep For Dummies

Book + 3 Practice Tests Online

Mark Zegarelli



## Improve your score on the math section of the ACT

A good math score on the ACT exam can set you on the path to a number of rewarding college programs and future careers, especially in the STEM fields. *ACT Math Prep For Dummies* walks you through this challenging exam section, with simple explanations of math concepts and proven test-taking strategies. Now including access to an all-new online test bank—so you can hammer out even more practice sessions—this book will help you hone your skills in pre-algebra, algebra, geometry, trigonometry and beyond. Handy problem-solving tips mean you'll be prepared for the ever-more-advanced questions that the ACT throws at students each year.

- Learn exactly what you'll need to know to score well on the ACT math section
- Get tips for solving problems quicker and making good guesses when you need to
- Drill down into more complex concepts like matrices and functions
- Practice, practice, practice, with three online tests

If you're a high school student preparing to take the ACT and you need extra math practice, *ACT Math Prep For Dummies* has your back.

[View on Edelweiss](#)

## For Dummies

BISAC: *Study Aids*

9781394242269

Paperback

July 3, 2024

£18.99 | 21,40 € | \$24.99

Previous Edition: 9781118001547

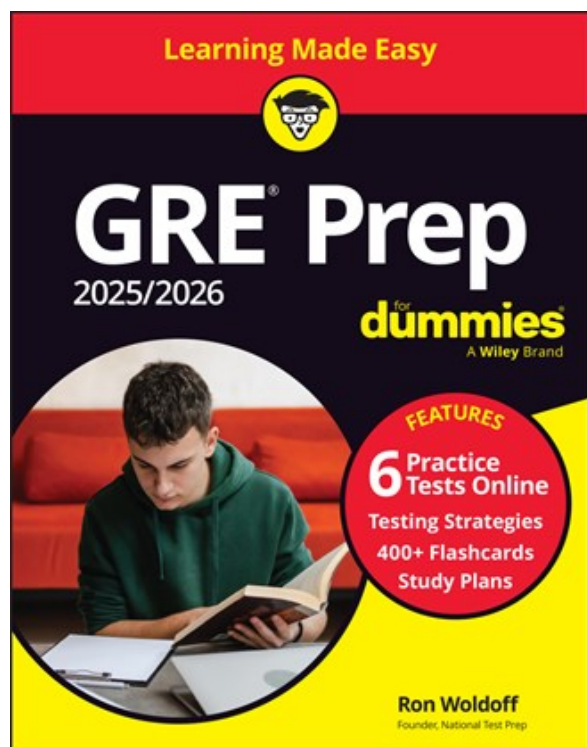
## About the Author

**Mark Zegarelli** is a math teacher and tutor, and graduated with a degree in math and English from Rutgers University. He is the author of several math and puzzle books, including *Basic Math & Pre-Algebra For Dummies* and *Basic Math & Pre-Algebra Workbook For Dummies*.

# GRE Prep 2025/2026 For Dummies: Book + 6 Practice Tests & 400+ Flashcards Online

Book + 6 Practice Tests + 400 Flashcards Online

Ron Woldoff



## Grad school, here you come!

The Graduate Record Examination (GRE) is the most widely accepted graduate admissions test worldwide. And *GRE Prep 2025/2026 For Dummies* is the tried-and-true study guide that will help you get the score you need—with clear explanations, 6 practice tests, more than 400 flashcards, and killer testing strategies. Updated information covers recent changes to the length and content of the test. Plan for test day, sharpen your math, reading, and writing skills, and read up on best practices for each GRE section. Start your grad school journey on the right foot with this Dummies study guide.

- Work through practice GRE tests and questions in all subject areas
- Show grad school admissions committees that you have what it takes to succeed
- Get a full math refresher so you can score your best on this much-feared test section
- Pursue your dream career and boost your potential earnings with a graduate degree

*GRE Prep 2025/2026 For Dummies* is your ticket to a higher score on this important exam.

[View on Edelweiss](#)

## For Dummies

BISAC: *Study Aids*

9781394255665

Paperback

July 24, 2024

£22.99 | 25,70 € | \$29.99

Previous Edition: 9781394183371

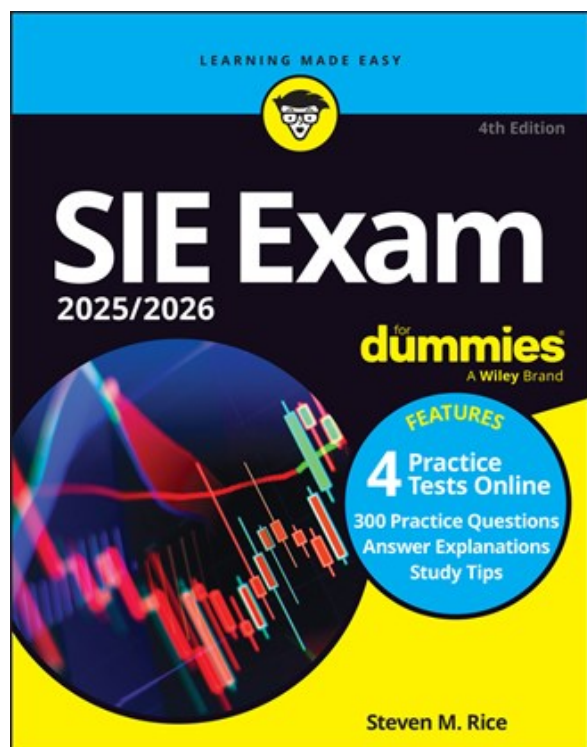
## About the Author

**Ron Woldoff** is the founder of National Test Prep, where he helps students achieve their goals on the GMAT, GRE, and SAT. He teaches prep courses at Arizona colleges, and he created much of the curricula for these assessments. He's the author of several test prep titles in the Dummies collection, including *SAT: 1,001 Practice Questions For Dummies*, previous editions of *GRE For Dummies*, and *GRE: 1,001 Practice Questions For Dummies*.

# SIE Exam 2025/2026 For Dummies

Securities Industry Essentials Exam Prep + Practice Tests & Flashcards Online

Steven M. Rice



## Secure a great career in the financial securities industry with this SIE study guide

The Securities Industry Essentials (SIE) Exam, administered by FINRA, is for aspiring securities industry professionals. Passing this exam is a prerequisite to the famous (and infamous) series-level exams such as the Series 7. *SIE Exam 2025-2026 For Dummies* is your one-stop study shop for the SIE exam. Test your knowledge with 4 practice tests, prep for test day, and get ready for the exam that will jumpstart your career. This book helps you lock in the key terms and concepts that you'll need to know to pass the SIE. It also teaches you how to apply them, so you can sail through test day and enter the securities industry with confidence. This revision contains more practice questions for each key content area, a new glossary of key terms, and online flashcards. Check the SIE exam off your to-do list with the help of this Dummies study guide.

- Study all the content you'll need to know to pass the SIE exam
- Practice with 4 full-length tests and flashcards available online
- Learn expert strategies for scoring your highest on the test
- Get started on your journey to a career as a financial securities professional

This study guide is highly recommended for anyone looking to take the SIE exam in 2025 and beyond.

[View on Edelweiss](#)

## For Dummies

BISAC: *Study Aids*

9781394261871

Paperback

July 31, 2024

£22.99 | 25,70 € | \$29.99

Previous Edition: 9781119886853

### About the Author

**Steve Rice (Hauppauge, New York)** is a partner in Empire Stockbroker Training Institute, one of the country's leading schools for training to the securities industry. He is also an instructor at Empire, and his upbeat training style, entertaining sense of humor, and extensive knowledge are highly regarded by his students. Rice is the author of *Series 7 Exam For Dummies*, *Series 7 Exam: 1001 Practice Questions For Dummies*, and *SIE Exam: 1001 Practice Questions For Dummies*.

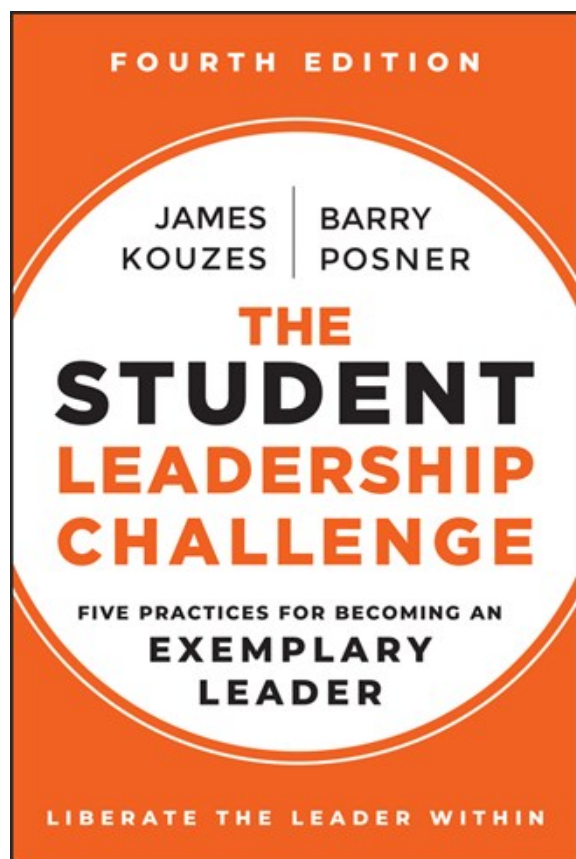
# Jossey-Bass



# The Student Leadership Challenge, 4th Edition

Five Practices for Becoming an Exemplary Leader

James M. Kouzes



[View on Edelweiss](#)

## Jossey-Bass

Series: J-B Leadership Challenge:

Kouzes/Posner

BISAC: Education

9781394206087

Paperback

July 2, 2024

£27.99 | 30,80 € | \$36.00

Previous Edition: 9781119421917

**A brand new edition of the bestselling book that helps students and young people to develop critical leadership skills**

*The Student Leadership Challenge* is based on four decades of research on what people are doing when at their personal-best as leaders. With an approach tailored specifically to young and emerging leaders, this guide introduces The Five Practices of Exemplary Leadership operating system, incorporating stories of leadership development from real students, as well as reflective and critical thinking activities at the end of each chapter. Readers will have opportunities to engage in each of The Five Practices, building leadership skills that translate to real world applications.

This fourth edition has been updated with new stories about topics critical to today's youth, including climate change, social justice, mental health, and virtual learning. Included with the book is access to the online Student Leadership Practices Inventory, so readers can achieve insight into their current leadership skills.

- Learn The Five Practices of Exemplary Leadership, and how they help you succeed while in school and in life
- Get inspired by stories of students around the world who exhibit exemplary leadership
- Practice critical leadership behaviors and engage in thought-provoking reflections
- Assess your own potential with the Student Leadership Practices Inventory

As a result of reading and interacting with *The Student Leadership Challenge*, readers will emerge with a concrete leadership

### About the Author

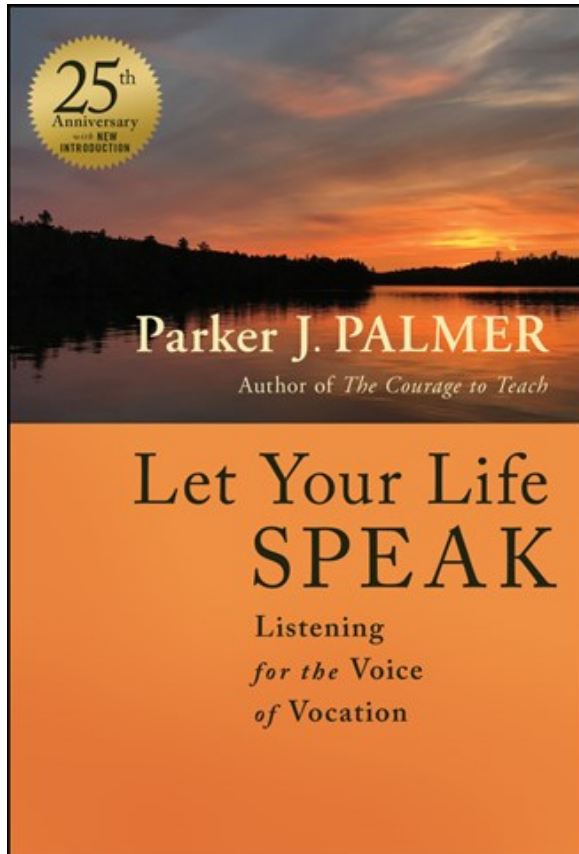
**James Kouzes (Orinda, CA; [www.leadershipchallenge.com](http://www.leadershipchallenge.com))** is the Dean's Executive Fellow of Leadership, Leavey School of Business at Santa Clara University, and lectures on leadership around the world to corporations, governments, and nonprofits.

**Barry Posner (Berkeley, CA; [www.leadershipchallenge.com](http://www.leadershipchallenge.com))** is Accolti Professor of Leadership and former Dean (1997-2009) of the Leavey School of Business, Santa Clara University. An accomplished scholar, he also provides leadership workshops and seminars around the world.

# Let Your Life Speak

Listening for the Voice of Vocation

Parker J. Palmer



**The 25th Anniversary Edition of a modern classic, with a new Introduction by its celebrated author**

“Is the life I am living the same as the life that wants to live in me?” With this searching question, bestselling author Parker J. Palmer begins his insightful and moving meditation on finding our way toward meaning and purpose. As readers of many ages, backgrounds and walks of life will attest, *Let Your Life Speak* is an elegant and openhearted gift to all who seek to live authentically.

We find a path that's right for us by embracing what gives us life and rejecting what diminishes us, listening more closely to the voice of “true self” than to what others expect or demand of us. As we live more deeply into our own identity and integrity, we find both personal fulfillment and our place in the community to which we belong. As always, Palmer writes honestly and vulnerably about his own life, including the fumbles and failures that have marked his unconventional vocational journey. He chronicles his deep dives into depression, and his quest for “an undivided life” that would allow him to offer his best gifts to the world. The details of his story are unique, but the insights he draws from it are universal.

*Let Your Life Speak* offers no simplistic formulas for finding a meaningful path through life's complexities. Instead, it offers real-life experience, thoughtfully mined for insight and wisdom:

- Learn how to listen to your inner teacher and follow its guidance toward a sense of meaning and purpose
- Reframe your life as a series of “experiments with truth,” learning from those that fail as well as those that work

[View on Edelweiss](#)

## Jossey-Bass

BISAC: Business & Economics

9781394235100

Hardcover

May 5, 2024

£18.99 | 21,40 € | \$25.00

Previous Edition: 9780787947354

### About the Author

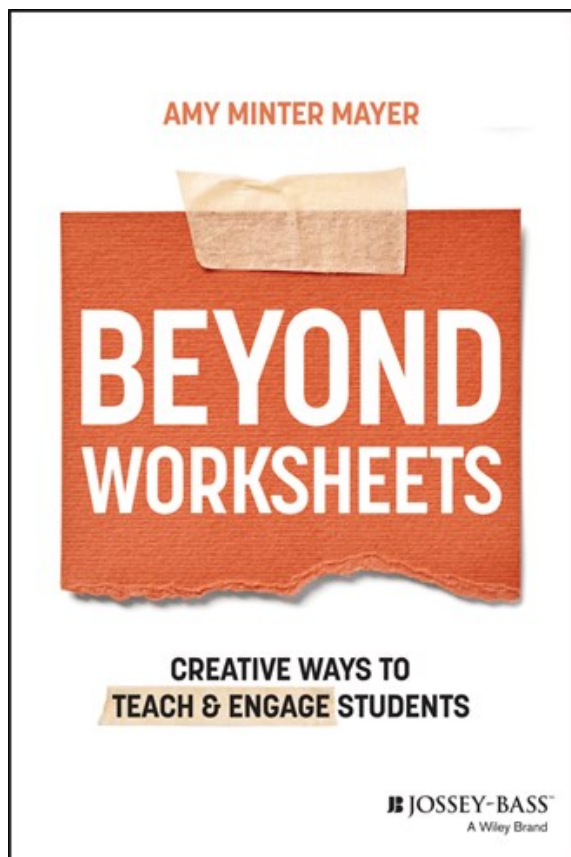
**PARKER J. PALMER**, whose books have sold more than two million copies, holds a Ph.D. in sociology from the University of California at Berkeley and thirteen honorary doctorates. Palmer is a recipient of the William Rainey Harper Award, previously given to Margaret Mead, Paulo Freire, and Elie Wiesel. He is Founder and Senior Partner of the Center for Courage & Renewal.



# Beyond Worksheets

Creative Ways to Teach and Engage Students

Amy Minter Mayer



[View on Edelweiss](#)

## Jossey-Bass

BISAC: Education

9781394200115

Paperback

July 30, 2024

£20.99 | 23,10 € | \$27.00

### Make better use of the tools you already have to improve learning outcomes and improve your work-life balance

*Beyond Worksheets* helps K-12 teachers make learning fun, engaging, and relevant using the latest research, actionable classroom strategies, and the ed tech software and systems they already have. Used correctly, these tools let you deepen learning, student engagement, and student participation. As a former teacher, author Amy Minter Mayer knows that, regardless of schoolwide initiatives and rollouts, it's what happens behind the closed doors of a classroom that affects the teacher's success. She wrote *Beyond Worksheets* as a self-paced guide that empowers teachers, without waiting for school-wide adoption of new tools. Readers will:

- Learn skills to cultivate classroom culture in a technology-infused environment
- Transform teaching strategies to meet the needs and challenges of learners
- Prepare effective lessons that include accommodations while also supporting student focus and engagement using research and brain-based approaches
- Access templates, strategies, and techniques any educator can employ to drive engagement and increase learning in the classroom

*Beyond Worksheets* is for teachers and instructional leaders who want to make the most of available on-hand tools and the latest research with strategies and resources that will help students learn and improve the lives of teachers.

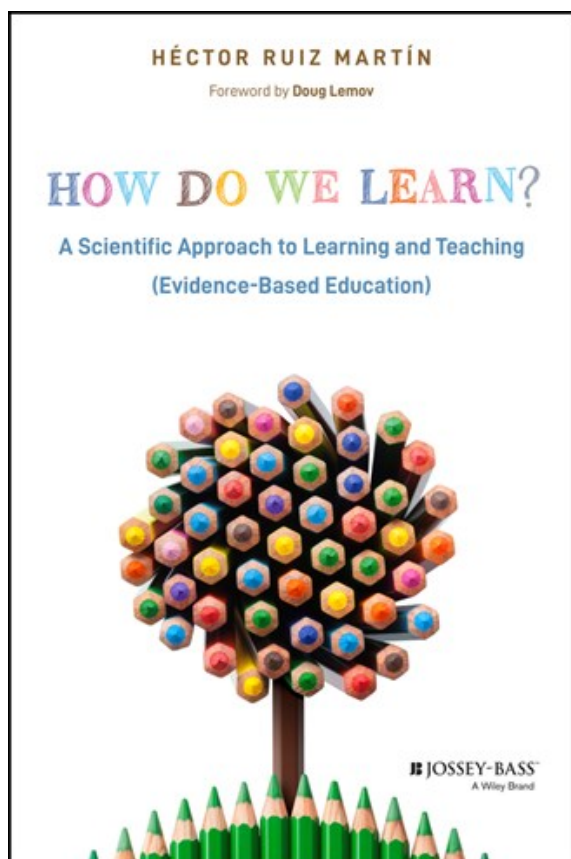
### About the Author

**Amy Minter Mayer (Conroe, TX)**, a nationally known speaker and Google professional development guru, is founder and CEO of friEdTechnology. friEdTech is a Google and Microsoft partner company serving districts across the United States. Before entering the PD space, Amy was an English and foreign language teacher. In both her firm and her classroom, she is passionate about student and teacher engagement and equity in education. Amy is a Google Level 1 and Level 2 Certified Educator, Google Certified Innovator, and a Google Certified Trainer. She earned her master of arts in English language and literature/letters from Sam Houston State University, in Texas. Website: <https://friedtechnology.com>

# How Do We Learn?

A Scientific Approach to Learning and Teaching (Evidence-Based Education)

Héctor Ruiz Martín



[View on Edelweiss](#)

## Jossey-Bass

BISAC: Education

9781394230518

Paperback

July 30, 2024

£22.99 | 25,70 € | \$30.00

### Go beyond personal experience and discover scientific principles that will elevate your teaching

The international bestseller *How Do We Learn?* decodes years of cognitive science research into actionable strategies for K-12 teachers, curricula designers, and administrators. You'll discover how classic and emerging findings can transform pedagogy by pointing at practices that take advantage of the innate structures of the human brain. Written in an easy-to-understand style, this book delves into the cognitive mechanisms that govern learning and memory. You'll also discover the socioemotional factors that influence students' motivation and performance.

Researchers have investigated key teaching methods such as feedback and evaluation to identify how school environments influence self-motivation to learn. In this book, Héctor Ruiz Martín unites scientific principles with personal engagement, helping teachers ensure that students can thrive in the classroom and beyond.

- Learn how students learn so you can help them achieve academic success
- Get practical tips and strategies for aligning your teaching with scientific evidence
- Gain fascinating insights into the human mind and discover how to promote student achievement through socioemotional engagement
- Help students feel motivated and achieve at their best

*How Do We Learn?* offers rigorous scientific insights—explained in accessible terms and translated into actionable steps that K-12

### About the Author

Héctor Ruiz Martín directs the International Science Teaching Foundation, where he researches in the field of cognitive psychology of memory and learning to develop educational resources based on scientific evidence. Over the last twenty years he has led several projects to make tools and methodologies based on research on how people learn available to teachers and students.

# Business

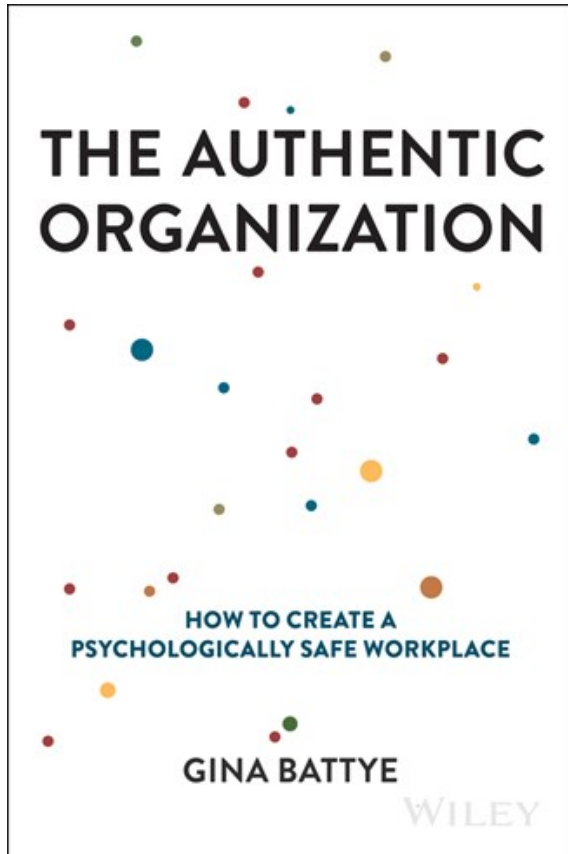
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# The Authentic Organization

How to Create a Psychologically Safe Workplace

Gina Battye



[View on Edelweiss](#)

**Wiley**

BISAC: *Business & Economics*

9781394232277

Hardcover

June 20, 2024

£19.99 | 22,60 € | \$27.50

DE EUR: 24.9€

## Mastering Psychological Safety: Your definitive guide to cultivating a psychologically safe workplace

In *The Authentic Organization: How to Create a Psychologically Safe Workplace*, CEO of the Psychological Safety Institute Gina Battye, delivers a hands-on manual to create work environments where people thrive. You'll discover actionable strategies to establish a psychologically safe workplace; challenging and transforming workplace attitudes and outdated workplace cultures. Expect to experience a paradigm shift where psychological safety is at the core, enabling an inclusive culture and catalyzing organizational success. This book goes beyond the mechanics of creating a safe workplace, it also empowers individuals to unleash their authentic selves, not just surviving, but truly thriving, both professionally and personally. You'll gain valuable insights and practical guidance to bring your authentic self to work, effectively navigate workplace interactions and create a highly conducive environment for teamwork and collaboration. Ultimately, you will have everything you need to drive cultural change and take an active role in creating a psychologically safe environment that empowers your team and transforms your entire organization.

Gina masterfully navigates you through her distinctive approach, the world-renowned 5 Pillars of Psychological Safety framework, meticulously designed to cultivate an environment where your organization and people thrive. Within these pages you will encounter:

- A transformative process that empowers individuals to bring their Authentic Self to work, tapping into hidden capabilities to excel in their professional lives.

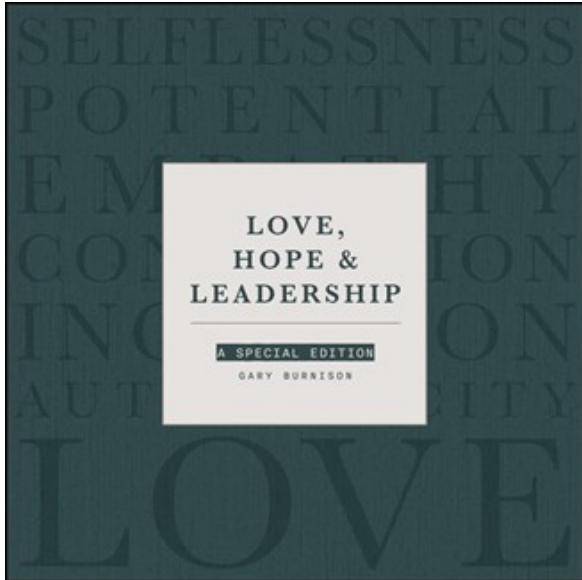
## About the Author

Gina Battye, a world-renowned, award winning Psychological Safety and LGBTQ+ Inclusion Consultant + Trainer, has almost 25 years experience working with multinational corporations, TV, Film and the Global Press. With an early career in education as an FE teacher in the workplace, and having worked with some of the most dangerous ex-offenders in Northern England, Gina has in-depth and direct experience working with physical, mental and psychological safety. Being part of the LGBTQ+ community, Gina knows first-hand the unique pressures and challenges that being LGBTQ+ in the workplace can bring. Drawing from her own life experiences and personal challenges, Gina is a passionate and knowledgeable leading voice in LGBTQ+ personal development and inclusion and is called upon by world leading corporations to work with their senior leaders and LGBTQ+ employees. Over the last 12 years, Gina's work and

# Love, Hope, and Leadership

A Special Edition

Gary Burnison



## Explore and understand the essential tenets of leadership

In *Stories of Love, Hope & Leadership: A Special Edition*, CEO of Korn Ferry, Gary Burnison, delivers an insightful and powerful discussion of the principles leaders must embrace and convey to their team members to ensure they feel as though they matter. From selflessness and purpose to empathy, connection, inclusion, authenticity, and love, the author explains how each of these concepts will help empower your followers and encourage them to realize their potential.

Each principle is accompanied by compelling stories illustrating its importance and implementation, as well as:

- Key insights into leadership you can apply immediately for tangible and real-world results
- Inspiring anecdotes and narratives pulled from the author's long and illustrious career in management consulting and leadership coaching
- Practical strategies for helping you meet people where they are and lead from a place of empathy

A timely and essential resource for managers, executives, directors, entrepreneurs, founders, and other business leaders, *Stories of Love, Hope & Leadership* is an inspiring and hands-on presentation of critical subjects in a time they're most needed: right now.

[View on Edelweiss](#)

**Wiley**

BISAC: *Business & Economics*

9781394232246

Hardcover

July 23, 2024

£22.99 | 25,50 € | \$28.00

DE EUR: 27.9€

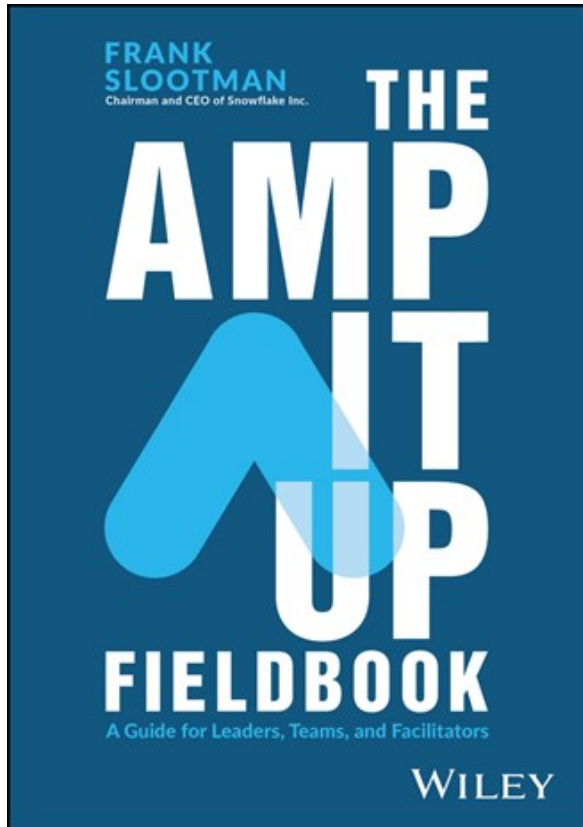
## About the Author

Gary Burnison (Los Angeles, CA; [www.kornferry.com](http://www.kornferry.com)) is the Chief Executive Officer of Korn Ferry, the preeminent global people and organizational advisory firm. Korn Ferry helps leaders, organizations and societies succeed by releasing the full power and potential of people. Its nearly 7,000 colleagues deliver services through Korn Ferry and its Hay Group and Futurestep divisions. He is also a member of the Firm's Board of Directors. Gary is a regular contributor to CNBC, CNN, Fox Business and other international news outlets.

# The Amp It Up Fieldbook

A Guide for Leaders, Teams, and Facilitators

Frank Sloomman



## Hyper scale your organization with highly practical everyday prompts and exercises

Building on the wildly successful *Amp It Up*, written by Frank Sloomman, one of Silicon Valley's most respected figures in tech leadership and company growth, the new *Amp It Up Fieldbook* is a practical guide to quickly grow any organization by challenging the status quo every day, getting used to making conflicted trade-offs, avoiding incrementalism, refocusing resources to the only places where it counts, and being uncompromisingly objective.

This guidebook builds on the ideas presented in *Amp It Up* to help readers easily apply the conceptual-first principles, mindsets, and tactical advice to their own organizations. In this book, readers will find information on:

- The three essential characteristics of great mission statements, and why Sloomman chose Snowflake's current mission statement, broken down word-by-word
- Maximizing growth and scale without making expensive changes to talent, structure, or fundamental business models
- How to align people around first principles that guide change and execute with urgency and intensity every day

[View on Edelweiss](#)

With firsthand insight and practical tools and tips from a veteran entrepreneur and executive, the *Amp It Up Fieldbook* earns a well-deserved spot on the bookshelves of leaders, managers, and entrepreneurs looking to take their organizations to the next level.

## Wiley

BISAC: *Business & Economics*

9781394245024

Paperback

July 2, 2024

£22.99 | 25,50 € | \$28.00

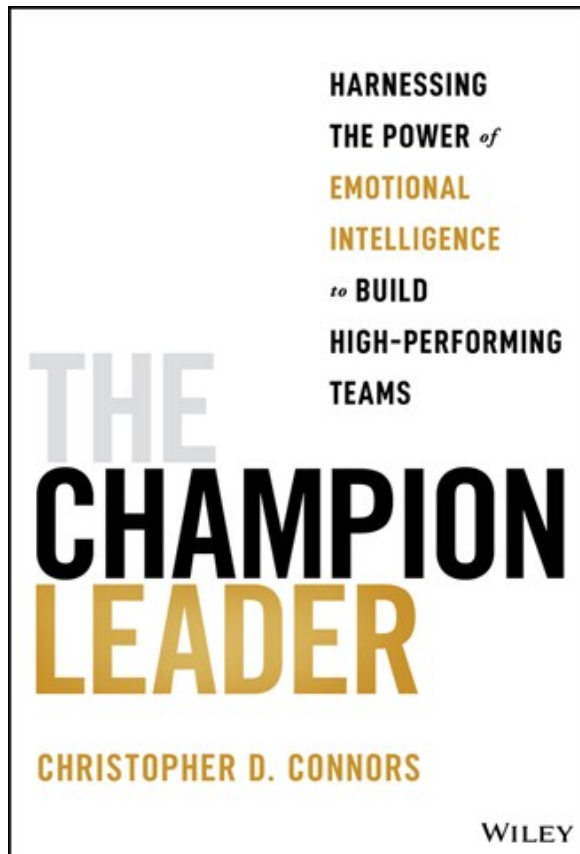
## About the Author

**Frank Sloomman** (<https://www.snowflake.com/>; San Francisco, CA) is Chairman and CEO at Snowflake Inc., where he guided the company to the largest software IPO ever. He served as CEO and President of ServiceNow from 2011 to 2017, where he 10x'd revenue and led the company through IPO. Prior to that, Frank served as Chief Executive Officer and President of Data Domain, leading the company through an IPO to its acquisition by EMC. He has over 25 years of experience as an entrepreneur and executive in the enterprise software industry and holds undergraduate and graduate degrees in economics from the Netherlands School of Economics, Erasmus University Rotterdam.

# The Champion Leader

Harnessing the Power of Emotional Intelligence to Build High-Performing Teams

Christopher D. Connors



[View on Edelweiss](#)

## Wiley

BISAC: Business & Economics

9781394211333

Paperback

July 2, 2024

£16.99 | 18,60 € | \$20.00

### Reestablish the connection between your organization's talent and its leadership

In *The Champion Leader: Harnessing the Power of Emotional Intelligence to Build High-Performing Teams*, bestselling author Christopher D. Connors delivers an invaluable, inspiring discussion of how to adapt to the rapidly changing rules of engagement in the modern workplace. You'll find out why so many employees feel disconnected from their leaders in today's remote and hybrid working environments and how to address that disconnect.

Connors explains how to prioritize one-on-one and team conversations focused on understanding employee needs, career development, and wellbeing to help foster a future-focused organization. He also walks you through how to maximize your emotional intelligence and enhance your leadership skills to assist in the development of a high-performing organization that delivers superior results.

*The Champion Leader* also offers:

- Ways to build adaptability, assertiveness, and empathy in the pursuit of connection between your organization's employees and its leadership
- Strategies for developing self-awareness of how you show up and model leadership for others in your organization
- Research-backed insights on how to improve your self-confidence to create a culture of camaraderie and connection
- Techniques for engaging with and supporting people to improve employee retention and recruitment

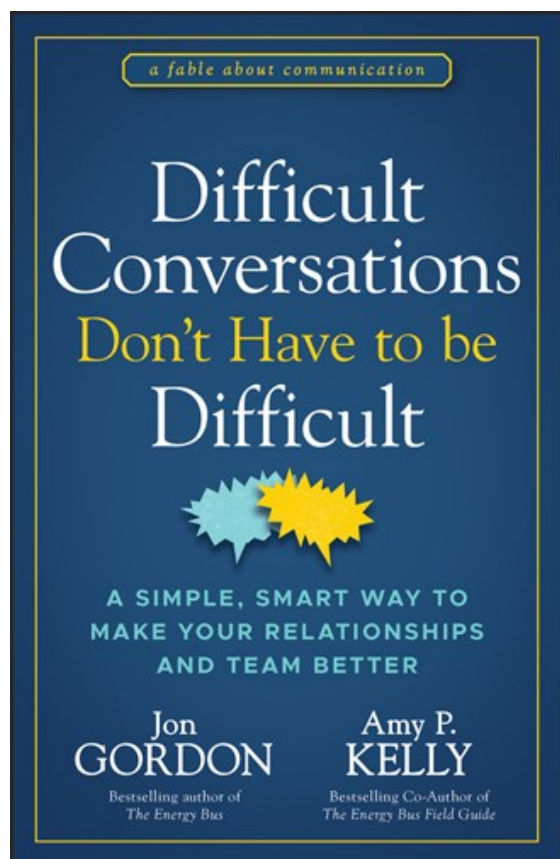
### About the Author

**Christopher Connors** is the bestselling author of *Emotional Intelligence for the Modern Leader* and *The Value of You*. He is a keynote speaker and executive leadership coach who helps leaders increase their emotional intelligence, achieve results and build thriving organizations. Christopher works with executives and leaders at Fortune 1000 companies and with organizations spanning many industries. His writing has appeared in CNBC, World Economic Forum, Ladders, Thrive Global and Medium.

# Difficult Conversations Don't Have to Be Difficult

A Simple, Smart Way to Make Your Relationships and Team Better

Jon Gordon



## Help your team maximize their full potential by mastering tough conversations

In *Difficult Conversations Don't Have to be Difficult: A Simple, Smart Way to Make Your Relationships and Team Better*, bestselling author Jon Gordon and veteran human resources professional and executive coach Amy P. Kelly deliver an engaging and inspiring new take on how to make tough workplace conversations an asset in building a stronger team and organization.

The book, written as a business fable, follows Ruth, the CEO of a successful multinational company who has been instructed by her board to prepare her company for sale. Along the way, she must lead an underperforming and dysfunctional team to set aside their differences and work together toward a common goal. This includes growing herself while elevating her team's performance. As Ruth discovers the secret to unlocking extraordinary growth and productivity, you'll learn about:

- The critically important conversations you need to have with your team to realize outstanding results
- Structuring, planning, and having the tough conversations your team members really need
- Ensuring your team walks away from difficult conversations more united, motivated, inspired, and positioned for optimal growth and performance

[View on Edelweiss](#)

Perfect for managers, executives, directors, and business leaders and their teams, *Difficult Conversations Don't Have to be Difficult* is also a must-read for coaches, trainers, teachers, consultants, and

**Wiley**

BISAC: *Business & Economics*

9781394187171

Hardcover

July 16, 2024

£14.99 | 16,30 € | \$19.00

## About the Author

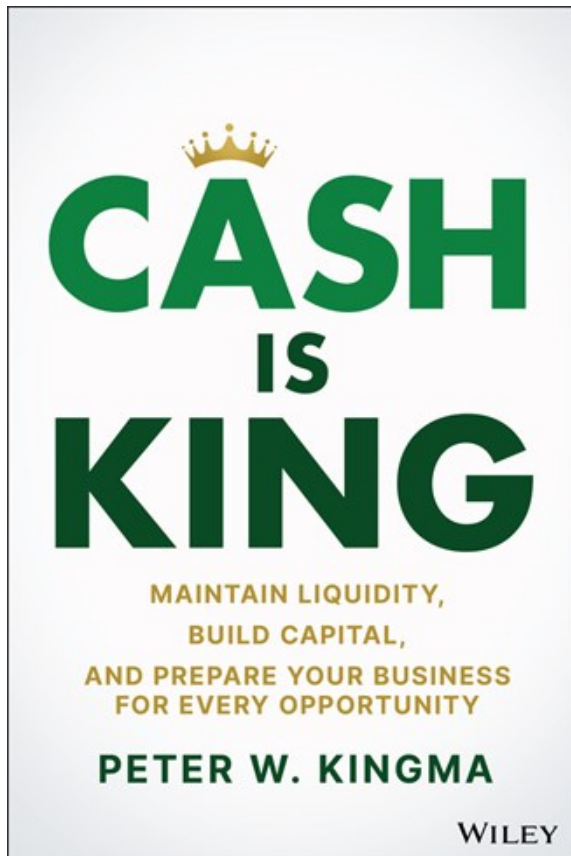
Jon Gordon (Ponte Vedra Beach, FL) is a 15x bestselling author and thought leader, a top 10 keynote speaker and consultant who has worked with many of the top leaders and organizations on the planet and a global influencer who impacts millions of people each year with his books, talks, podcasts and messages. His principles and belief that positivity is a competitive advantage have been put to the test by numerous Fortune 500 companies, professional and college sports teams, school districts, hospitals, and non-profits. He is the author of 28 books including 15 best sellers and 5 childrens books. His books include the timeless classic *The Energy Bus* which has sold over 3 million copies, *The Carpenter* which was a top 5 business book of the year, *Training Camp*, *The Power of Positive Leadership*, *The Power of a Positive Team*, *The Coffee Bean*, *Stay Positive*, and *The Garden*. Jons latest bestselling book is *The One Truth*. Jon and his tips



# Cash Is King

Maintain Liquidity, Build Capital, and Prepare Your Business for Every Opportunity

Peter W. Kingma



[View on Edelweiss](#)

**Wiley**

BISAC: *Business & Economics*

9781119983354

Hardcover

July 2, 2024

£22.99 | 25,70 € | \$30.00

## An illuminating exploration of the importance of your company's cash position and the steps you can take to ensure organizational liquidity

In *Cash is King*, working capital and cash strategist Peter W. Kingma delivers an insightful and practical discussion of why your company's cash position should be on an equal footing with sales, cost, and service, and how to make that happen. You'll learn why cash is the fuel in your corporate engine and discover the attributes of an organizational cash culture and how to adopt them within your own firm.

While explaining some of the most important—and most misunderstood—corporate finance concepts, this book is not a finance textbook. Instead, it uses case study examples to offer concrete suggestions for improvements in your company that increase the availability of cash when you most need it. You'll also find:

- Discussions of the importance of sufficient liquidity for operational concerns, research and development, and capital improvements
- Explorations of the consequences of insufficient cash positions
- Examinations of the ripple effects of seemingly small decisions that affect cash supply

An essential resource for managers, executives, and business leaders everywhere, *Cash is King* is an effective and hands-on exploration of cash as the lifeblood of any modern commercial entity

### About the Author

Peter Kingma, (Chicago, Illinois;

[https://www.ey.com/en\\_us/people/peter-kingma](https://www.ey.com/en_us/people/peter-kingma)) Peter has twenty plus years' experience advising some of the largest and most recognizable corporations. His work focuses on improving cash from operations and the effective use of capital. He has produced over thirty billion dollars of benefit for his clients, significantly improving total shareholder return. Peter is a strategy and transactions principal at EY Parthenon, leading the working capital practice in the Americas. He studied economics at Purdue University and has held leadership positions at Accenture and The Hackett Group.

# Digital Customer Success

The Next Frontier

Nick Mehta



[View on Edelweiss](#)

**Wiley**

BISAC: *Business & Economics*

9781394205875

Hardcover

July 2, 2024

£22.99 | 24,00 € | \$28.00

## Automate your Customer Success efforts to reduce churn and increase profits

In *Digital Customer Success: The Next Frontier*, a team of trailblazing Customer Success professionals and digital entrepreneurs delivers an insightful discussion of the next stage in Customer Success management. In the book, you'll discover how to design and deploy touchless and automated digital interventions that help your software users learn and grow as they use your product and unlock the value trapped within it — without ever needing to reach out to a live Customer Success Manager.

The authors provide a detailed “How-To” guide to Digital Customer Success that explains how you can meet the needs of your customers, investors, and team members. You'll explore the basics of the authors' original Digital Customer Success Maturity Model and the core tenets of how to get started. After that, you'll find:

- Explanations of the ideal organizational structures to enable Digital Customer Success management
- Case studies and examples from real companies blazing new trails in Customer Success
- Critical success measurements and metrics you can use to determine if your company is on the right track or if it needs to reorient

Perfect for managers, executives, directors, founders, entrepreneurs, and other business leaders involved in the sale of digital and software products, *Digital Customer Success* is also a can't-miss resource for Customer Success professionals, sales leaders, marketers, product development professionals, and anyone

## About the Author

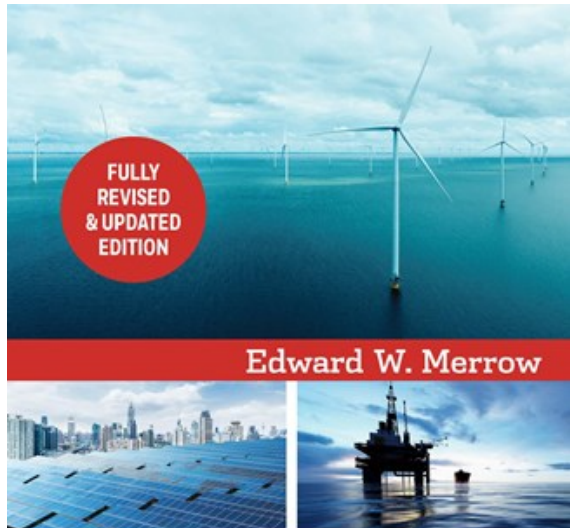
**Nick Mehta** (Palo Alto, CA; <https://www.gainsight.com/>) is the CEO of Gainsight, the leading Customer Success company, and co-author of the bestseller, *Customer Success: How Innovative Companies Are Reducing Churn and Growing Recurring Revenue*. He was named one of the Top 50 SaaS CEOs by SaaSreport, is an EY's Entrepreneur of the Year Fianlist, and holds one of the highest Glassdoor approval ratings for CEOs.

**Kellie Capote** is the Chief Customer Officer at Gainsight and leads the post-sales organization that includes Customer Success Managers, Support, Professional Services, and Customer Success Operations. She is recognized as a Top 100 Customer Success Strategist and you can often find her thought leadership in Forbes, TechCrunch, CSMWire, and more.

# Industrial Megaprojects

Concepts, Strategies, and Practices for Success

Edward W. Merrow



## industrial megaprojects

CONCEPTS, STRATEGIES, AND PRACTICES FOR SUCCESS

WILEY

[View on Edelweiss](#)

**Wiley**

BISAC: *Business & Economics*

9781119893172

Hardcover

July 29, 2024

£65.00 | 68,40 € | \$80.00

Previous Edition: 9780470938829

### The most up-to-date edition of the bestselling text on megaprojects

In the newly revised second edition of *Industrial Megaprojects Revisited: Concepts, Strategies, and Practices for Success, 2nd Edition*, veteran megaproject valuator Edward Merrow delivers an accessible and authoritative discussion of why megaprojects frequently go over budget, past their deadlines, or result in safety compromises. You'll explore project management deficiencies, destructive team dynamics, weak accountability systems, short-term biases, and technical expertise gaps and, more importantly, learn how to avoid or address these pitfalls in the real world.

This latest edition offers extensive new material on renewable energy and decarbonization projects, as well as:

- Clear, nontechnical explanations of why major projects tend to get into trouble
- Strategies to avoid hazardous and costly errors in the high-stakes megaproject environment
- A comprehensive collection of tools, tips, principles, and frameworks to take a megaproject from start to finish without compromising on safety, blowing the budget, or exceeding the deadline

An essential resource for engineers and industry professionals and executives, *Industrial Megaprojects* remains the gold standard on the subject. It also belongs in the libraries of finance and banking professionals who regularly fund these projects, and academics who research them.

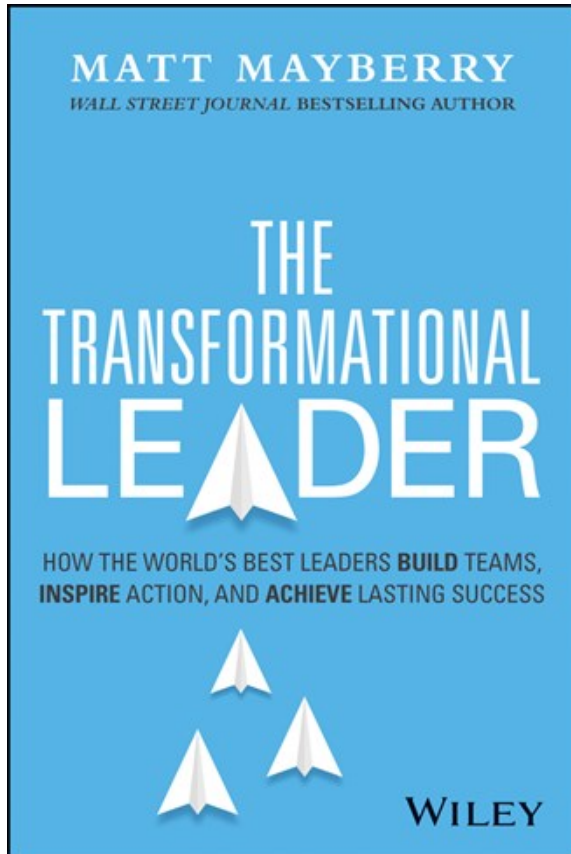
### About the Author

Edward Merrow ([www.IPAGlobal.com](http://www.IPAGlobal.com); Lancaster, NH) is the founder and CEO of Independent Project Analysis, Inc., the world's leading evaluator of billion-dollar mega-projects - massive power installations, factories, etc in the areas of renewable energy, oil, chemical, pharmaceutical, and mining. IPA benchmarks their cost, schedules, safety, start-up, and operational performance with megaprojects, and determines whether they are competitive and whether their project management practices are likely to lead to success or failure.

# The Transformational Leader

How the World's Best Leaders Build Teams, Inspire Action, and Achieve Lasting Success

Matt Mayberry



[View on Edelweiss](#)

**Wiley**

BISAC: Business & Economics

9781394220328

Hardcover

April 30, 2024

£22.99 | 25,50 € | \$28.00

## Lead teams to top performance through the principles of transformational leadership

Facing a global leadership crisis, the years of real-world experience and research from Matt Mayberry in *Transformational Leadership* have never been more timely. Mayberry shares his experience in working with hundreds of corporate leadership teams, transforming underperforming teams into top performers, and coaching executives to become the leaders their organizations need through transformational leadership's four core attributes: idealized influence, inspirational motivation, intellectual stimulation, and individualized consideration.

This book is more than just a guide to a proven approach to modern leadership; it's a call to action that challenges you to step outside your comfort zone and create a culture where everyone feels valued, heard, and inspired. In this book, readers will learn about:

- Confronting reality, and realizing that the actions that got us to our current leadership crisis won't get us to where we want to go
- How our dependence on technology has left leaders unprepared to disruption after disruption, including the arrival of AI
- The importance of an inspirational, motivational leader in any organization, and how to become one yourself

*Transformational Leadership* earns a well deserved spot on the bookshelves of executives, managers, and other business leaders seeking to adapt to changes in modern leadership and promote positive change in themselves and throughout their organizations.

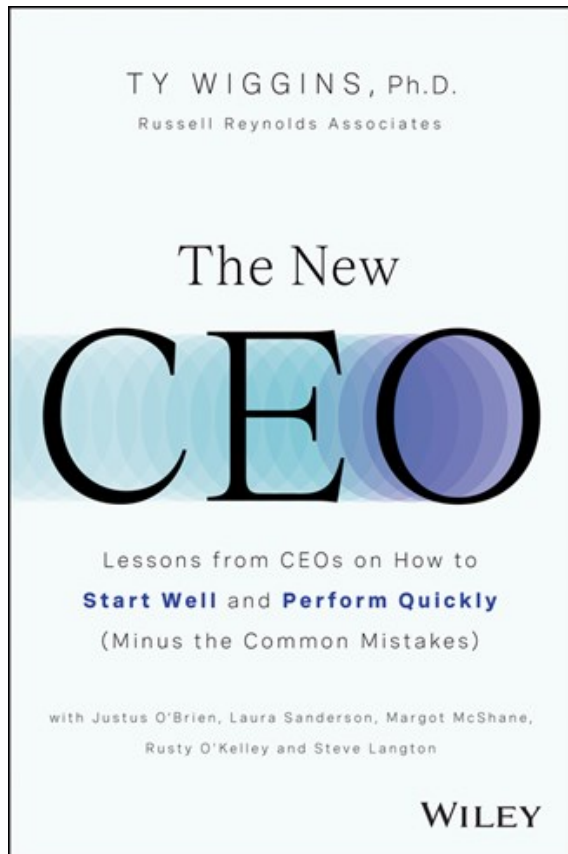
## About the Author

**Matt Mayberry** ([www.mattmayberryonline.com](http://www.mattmayberryonline.com); Chicago, IL) is an internationally acclaimed keynote speaker and one of the world's foremost thought leaders on leadership development and culture. He has appeared in publications such as Forbes, Fortune, Business Insider, Entrepreneur, NBC, ABC, Fox Business, and ESPN. Global Gurus named him one of the world's Top 30 Leadership Thought Leaders, and his Leadership and Cultural Development Programs for organizations around the world were among the Top 10. His clients include a diverse list of who's who in business with organizations like JP Morgan Chase, Allstate Insurance, Phillips 66, Ambit Energy, Southern Glazer's Wine & Spirits, OptumRx, Mack Trucks, Fifth Third Bank, Federal Bureau of Investigation, and WESCO. Before becoming a sought-after keynote speaker and management consultant, Matt was a linebacker for his hometown team, the Chicago Bears. By

# The New CEO

Lessons from CEOs on How to Start Well and Perform Quickly (Minus the Common Mistakes)

Ty Wiggins



[View on Edelweiss](#)

**Wiley**

BISAC: Business & Economics

9781394244348

Hardcover

July 2, 2024

£24.99 | 27,30 € | \$30.00

**Your personal guide to navigating the first days, weeks, and months in the top job, based on powerful interviews with today's most successful CEOs.**

Becoming a CEO is a high-stakes moment, whether it's your first, second, or third time in the seat. What you say and how you act in your early days as CEO sets the tone for how you'll be perceived for years to come. Yet, until now, few CEOs have shared their stories on what worked, what didn't, and what they wish they'd done differently.

In *The New CEO*, Dr. Ty Wiggins, an experienced leadership advisor specializing in CEO transitions, explains how to land well as a new CEO, accelerate your impact, and unlock the most affirming experience of your career.

Drawing on compelling storytelling and groundbreaking research of hundreds of CEOs around the world, the book offers a incisive guide on what to say and do as a new CEO, including how to define your priorities, build your team, fast-track critical changes, work with the board, and set (or reset) the organization's culture.

You'll also find:

- *Why* being a CEO is the toughest (and loneliest) job in business—and what to do about it.
- *How* to overcome the “First 100 Days” mindset and pressure for early wins to deliver sustainable, long-term success.
- *How* to avoid getting trapped in the “CEO Bubble,” as well as how to navigate (inevitable) challenges, knocks, and missteps.

## About the Author

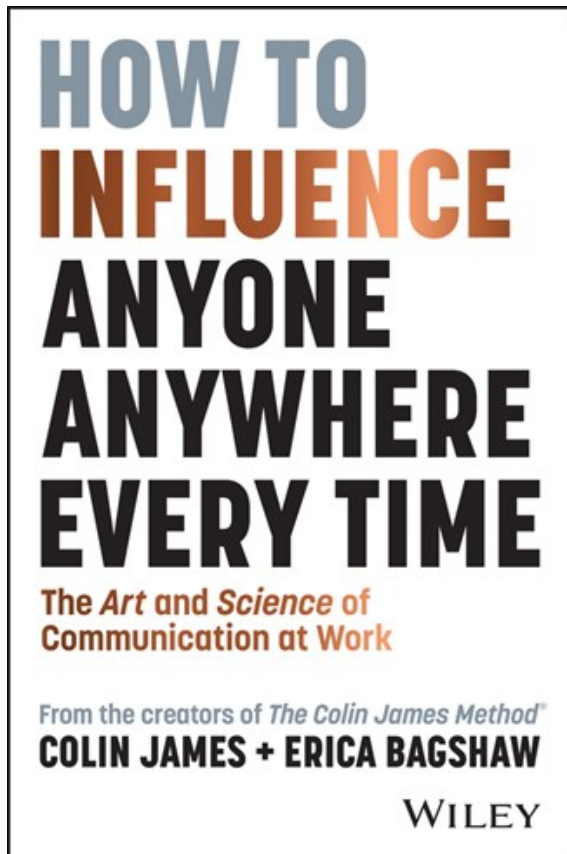
**Ty Wiggins** is a leadership expert who is passionate about helping senior leaders make it to the corner office—and stay there. He began his career as a professional basketball coach, which ignited a passion for winning leadership strategies and team dynamics. Today, at Russell Reynolds Associates, a global leadership advisory firm, he helps world-leading CEOs successfully onboard and transition into their role, to unlock business (and personal) success—faster.

Ty is one of one of only a handful of people globally with a Ph.D. in leadership transitions, and he leads RRA's CEO transition work globally.

# How to Influence Anyone, Anywhere, Every Time

The Art and Science of Communication at Work

Colin James



[View on Edelweiss](#)

**Wiley**

BISAC: Business & Economics

9781394248643

Paperback

May 8, 2024

£19.95 | 22,60 € | \$27.00

DE EUR: 24.9€

## We communicate all the time. But do we have impact? Do we influence?

When you speak, do people lean in? When they hear you, do others feel impressed, challenged, motivated or inspired? Through tested frameworks and instantly applicable techniques, *How to Influence Anyone, Anywhere, Every Time* shows you how to use your words and your body language to engage and persuade. With this handbook, you'll learn crucial communication skills for delivering with impact in any professional setting — be it in the boardroom, your next sales meeting or interpersonal interactions. Master how to deliver your message with conviction, confidence and clarity.

Globally renowned speaking coaches Colin James and Erica Bagshaw share their proven methodology for wielding influence in any and every context. In *How to Influence Anyone, Anywhere, Every Time*, they show you how to systematically get and hold people's attention — and use your influence to achieve positive results in your organisation or business. Whether you're working face-to-face, you need to create presence online, or you're crafting a written message, you'll discover the tips you need.

Communicate more effectively with a tried-and-trusted process for success, using the 3 Ds:

- *Diagnose*: Who is your audience, what is the context and what is your desired outcome?
- *Design*: Get the magic 12 steps that make it easy to tailor your next communication to better engage and influence your audience.

## About the Author

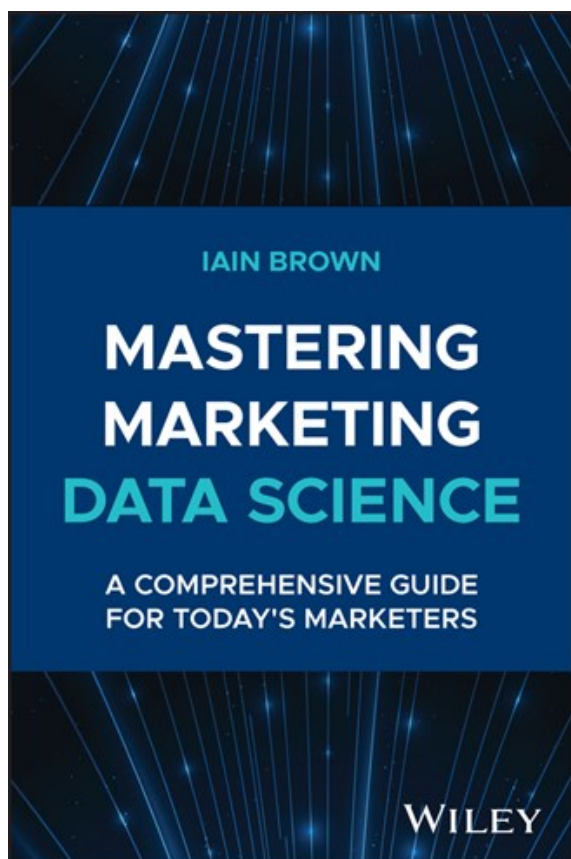
**Colin James** is a leadership coach and speaker who has worked as an educator for over 35 years. His speaking programs and methodology are globally known and are delivered by facilitators around the world. Using his tried-and-tested methodology, Colin has run events, delivered keynotes and facilitated training programs in 47 countries to over 2 million people. He has shared the stage with the likes of blockbuster authors and has coached global CEOs and executives. In 2020, he received the Australian Keynote Speaker of the Year award from the Australian Speakers Association.

**Erica Bagshaw** is co-founder, CEO, and executive coach and facilitator of the Colin James Method. She coaches at executive levels in large organisations and SMEs, focusing predominantly on adaptive leadership, resilience, communication and executive presence. She

# Mastering Marketing Data Science

A Comprehensive Guide for Today's Marketers

Iain Brown



[View on Edelweiss](#)

## Wiley

Series: Wiley and SAS Business Series

BISAC: Computers

9781394258710

Hardcover

May 2, 2024

£37.99 | 44,30 € | \$50.00

## Unlock the Power of Data: Transform Your Marketing Strategies with Data Science

In the digital age, understanding the symbiosis between marketing and data science is not just an advantage; it's a necessity. In *Mastering Marketing Data Science: A Comprehensive Guide for Today's Marketers*, Dr. Iain Brown, a leading expert in data science and marketing analytics, offers a comprehensive journey through the cutting-edge methodologies and applications that are defining the future of marketing. This book bridges the gap between theoretical data science concepts and their practical applications in marketing, providing readers with the tools and insights needed to elevate their strategies in a data-driven world. Whether you're a master's student, a marketing professional, or a data scientist keen on applying your skills in a marketing context, this guide will empower you with a deep understanding of marketing data science principles and the competence to apply these principles effectively.

- **Comprehensive Coverage:** From data collection to predictive analytics, NLP, and beyond, explore every facet of marketing data science.
- **Practical Applications:** Engage with real-world examples, hands-on exercises in both Python & SAS, and actionable insights to apply in your marketing campaigns.
- **Expert Guidance:** Benefit from Dr. Iain Brown's decade of experience as he shares cutting-edge techniques and ethical considerations in marketing data science.
- **Future-Ready Skills:** Learn about the latest advancements, including generative AI, to stay ahead in the rapidly evolving marketing landscape.

## About the Author

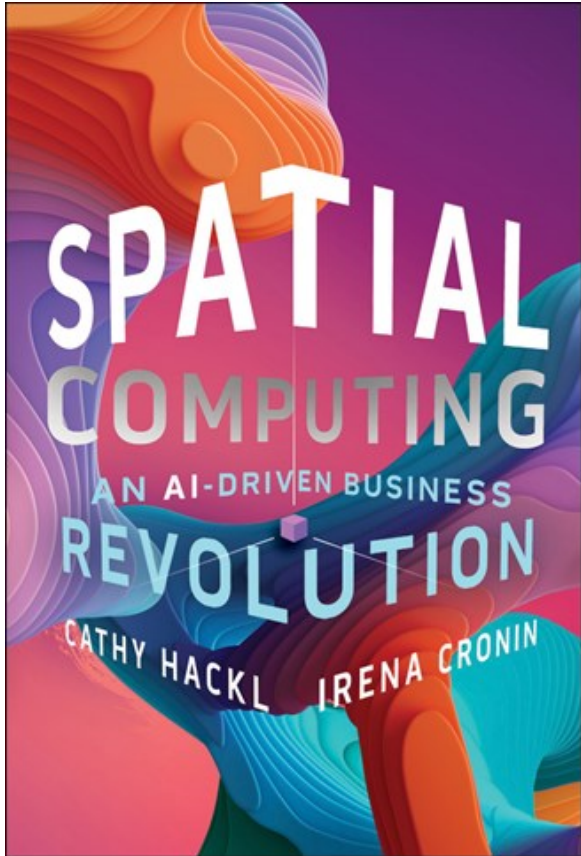
**Iain Brown, Marlow, UK** is SAS Head of Data Science for Northern Europe and Adjunct Professor of Marketing Data Science at the University of Southampton. For over a decade he has worked across a variety of sectors, providing thought leadership on the topics of Risk, Marketing, AI and Machine Learning.

As an experienced public speaker and published author, Iain has presented at internationally renowned conferences and has had papers published in the *European Journal of Operational Research*, *International Journal of Forecasting* and the *Journal of Expert Systems with Applications* on the aforementioned areas of expertise.

# Spatial Computing

An AI-Driven Business Revolution

Cathy Hackl



[View on Edelweiss](#)

**Wiley**

BISAC: *Business & Economics*

9781394244416

Hardcover

July 9, 2024

£22.99 | 25,50 € | \$28.00

## The next phase of the internet—multimodal, vision-enabled AI that will transform society

Written by Irena Cronin, renowned consultant in the immersive space, and Cathy Hackl, globally recognized tech & gaming executive, futurist, and speaker, *Spatial Computing: An AI-Driven Business Revolution* reveals exclusive insider knowledge of what's happening today in the convergence of AI and spatial computing. Spatial Computing is an evolving 3D-centric form of computing that uses AI, Computer Vision, and extended reality to blend virtual experiences into the physical world, breaking free from screens into everything you can see, experience, and know.

*Spatial Computing: An AI-Driven Business Revolution* includes coverage of:

- The new paradigm of human-to-human and human-computer interaction, enhancing how we visualize, simulate, and interact with data in physical and virtual locations
- Navigating the world alongside robots, drones, cars, virtual assistants, and beyond—without the limitation of just one technology or device
- Insights, tools and illustrative use cases that enable businesses to harness the convergence of AI and spatial computing today and in the decade to come via both hardware and software

The impact of spatial computing is just starting to be felt. *Spatial Computing: An AI-Driven Business Revolution* is a must-have resource for business leaders who wish to fully understand this new form of

## About the Author

**Irena Cronin (Pasadena, CA: <https://infiniteretina.com/>)** is the CEO of Infinite Retina. She has been consulting with businesses who are interested in entering the Immersive (AR, VR, AI) space since 2015 and is considered by others to be an expert in her field. She has a finance strategy and tech background (an MBA, MS in Technology, and seven years working on Wall Street). She was the lead writer of a book with Robert Scoble, published in May 2020 by Packt Publishing, entitled *The Infinite Retina: Spatial Computing, Augmented Reality, and How a Collision of New Technologies Are Bringing About the Next Tech Revolution*. Many business have purchased this book to guide them and she has used the book as part of her consulting work with clients. This book is now featured in many of the major university libraries around the world and is regularly used as part of the



# Make It Snow: From Zero to Billions

How Snowflake Scaled its Go-to-Market Organization

Denise Persson

## Follow along on the journey of the founding, development, and breakaway success of a multi-billion-dollar tech company

Written by insiders Denise Persson and Chris Degnan, CMO and CRO of Snowflake, the global force helping mobilize the world's data, *Make It Snow* explores the lifespan to date of the wildly successful enterprise company, from fighting tooth and nail to simply survive during its early days, to its disruption of the industry and corresponding rapid growth, all the way to its IPO in 2020 in the highest valuation of a software company in the history of Wall Street.

This book covers each stage in the creation of Snowflake, including Startup, Build Stage, and Scaling Stage. Readers will learn about:

- The company's origins and the state of the market in data management and analytics before Snowflake came on the scene
- Friction between marketing and sales teams at Snowflake and how these issues were resolved
- Why gaining the trust of customers was so important to Snowflake's early success
- Making difficult decisions like hiring and firing talent as the company grew

[View on Edelweiss](#)

An insightful commentary on the history and development of one of the biggest tech success stories in recent years, *Make It Snow* earns a well-deserved spot on the bookshelves of curious entrepreneurs, investors, and executives looking to learn from the lessons of a company with billions in revenue.

**Wiley**

BISAC: *Business & Economics*

9781394254200

Hardcover

February 25, 2025

£22.99 | 25,50 € | \$28.00

## About the Author

Denise Persson (San Mateo, CA) is the Chief Marketing Officer of Snowflake, and has 20 years of technology marketing experience at high-growth companies. Prior to joining Snowflake, she served as CMO for Apigee, an API platform company that went public in 2015 and Google acquired in 2016. She began her career at collaboration software company Genesys, where she built and led a global marketing organization. Denise also helped lead Genesys through its expansion to become a successful IPO and acquired company. Denise holds a BA in Business Administration and Economics from Stockholm University, and holds an MBA from Georgetown University.

Chris Degnan (Redwood City, CA) serves as Snowflake's Chief Revenue Officer and has been with the company since 2013. Starting

# The 90 Day Brand Plan

How to Unleash Your Personal Brand to Dominate the Competition and Scale Your Business

Dain Walker



[View on Edelweiss](#)

**Wiley**

BISAC: Business & Economics

9781394221097

Hardcover

April 30, 2024

£22.99 | 25,50 € | \$28.00

## Become a known name and authority in your field to unlock infinite money-making opportunities

In *The 90 Day Brand Plan: A Step-by-Step Guide to Mastering the Art of Branding*, celebrated branding agency founder and influencer Dain Walker delivers an expert roadmap to harnessing your authority, credibility, and skills in your field to create consistent money-making opportunities. In the book, you'll learn how to get paid for being a known name in your industry through your businesses, products, and services.

Discover how to nail and scale your likeability, charisma, and character as you channel your personal brand's attention into whatever company or product you're building. The author explains how he used his own personal Instagram following to grow multi-million-dollar brands, and how you can do the same thing.

You'll also find:

- Strategies to use your creativity, sales abilities, action plans, and fun daily mental exercises to create the right mindset and skillset for growth
- Ways to eliminate fear, rejection, and self-doubt as you learn to unpack personal belief into the creation of content of all sorts
- Techniques to harness a variety of income streams, including those from social media, speaking, selling, podcasting, marketing, pitching, and advertising

An effective and insightful guide to harnessing the full potential of your personal credibility, expertise, and authority, *The 90 Day Brand*

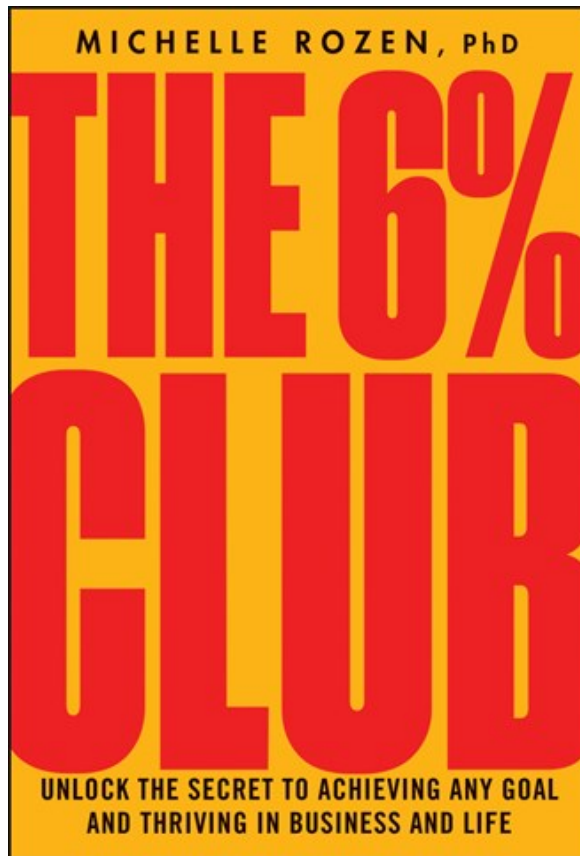
## About the Author

**Dain Walker** (Sydney, Australia; [www.dainwalker.com](http://www.dainwalker.com)) is the founder and CEO of Rivyl, Australia's fastest growing branding agency. He also runs a series of marketing and branding masterclasses for thousands of marketers and entrepreneurs. Dain is obsessed with the world of branding and how it can rapidly propel a company into the marketplace for financial success. He is a designer who got tired of seeing business owners struggling to nail their branding, so he decided to do something about it. Their clients now span across the globe from Australia to the Americas, Europe, and Asia. Walker focuses his attention on innovation, branding, marketing, and being as disruptive as possible through his educational content, courses, workshops, talks, and growing his company. His heart is in giving as many business owners as possible that "Ah-ha!" moment they need to break through beyond their fears and step into a world of success.

# The 6% Club

Unlock the Secret to Achieving Any Goal and Thriving in Business and Life

Michelle Rozen



[View on Edelweiss](#)

**Wiley**

BISAC: *Business & Economics*

9781394254323

Hardcover

July 2, 2024

£22.99 | 25,50 € | \$28.00

**Learn the steps to build better habits and join the ranks of changemakers and goal achievers everywhere**

In *The 6% Club*, The Change Doctor Michelle Rozen, PhD, teaches audiences and readers how to create and actually stick to new positive habits, unlocking the secret formula to the life, success, and happiness they've always dreamed of. The book was born from a recent study where Dr. Rozen surveyed 1,000 people who pledged to make a change in their lives, and, shockingly, only 6% had stuck to the change just a month later.

Dr. Rozen's powerful, uplifting, and actionable methods have been tested on countless event attendees from all types of background for over a decade. In this book, readers will learn how to:

- Work out more, eat healthier, save more money, do better in business, or attain any other personal or professional goal
- Make changes solo, or with another individual like a friend or partner
- Stop making excuses, giving up, or putting it off—effortlessly

Based on science and written by one of the most sought-after motivational speakers on leadership and change, *The 6% Club* earns a well-deserved spot on the bookshelves of all individuals looking to make lasting changes in their personal and professional lives.

## About the Author

**Dr. Michelle Rozen (New York, New York;**

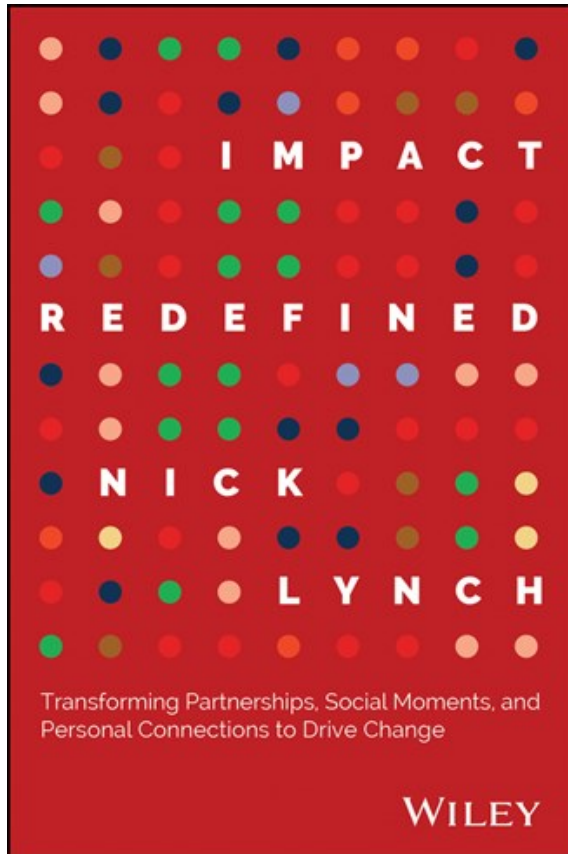
**[www.drmichellerozen.com](http://www.drmichellerozen.com) )** a.k.a The Change Doctor, is currently one of the most sought-after actionable speakers on leadership, motivation, and change. Dr. Michelle is trusted by global brands such as Pfizer, Merrill Lynch, VMWare, Abbott, Moody's, Coca Cola, and many more.

Dr. Michelle is much more than a PhD in Psychology or a powerful motivational speaker. She is a true game-changer for leading brands in engaging their teams and moving them to action in the most inspiring, insightful, and uplifting way. Rave reviews from the world's leading brands and standing ovations time after time say it all. Dr. Michelle is a true gem in the world of motivation, and if you were

# Impact Redefined

Transforming Partnerships, Social Moments, and Personal Connections to Drive Change

Nick Lynch



[View on Edelweiss](#)

**Wiley**

BISAC: *Business & Economics*

9781394237098

Hardcover

July 2, 2024

£22.99 | 25,50 € | \$28.00

## Create opportunities for your nonprofit or social enterprise with partnerships and social media

In *Impact Redefined: Transforming Partnerships, Social Moments, and Personal Connections to Drive Change*, social entrepreneur and advisor Nick Lynch delivers an insightful exploration of how to use a variety of social opportunities to your advantage. Easy-to-understand, this book is for folks who desire positive change and are looking for strategies to create long-lasting impact via partnerships, real-life opportunities, and social media. You'll discover the importance of self-branding, nurturing healthy collaborations and connections, championing empathy, and multiplying impact through relationships.

In the book, you'll find:

- Methods for developing social moments to foster connection and build community
- Tips for building and maintaining successful partnerships and collaborations with influencers and other people
- Ways to nurture human connections to form a wider network that benefits your social organization

A can't-miss roadmap to maximizing your impact on your community and the wider world around you, *Impact Redefined* is an essential resource for social entrepreneurs, nonprofit leaders, and other philanthropically minded professionals.

## About the Author

**Nick Lynch (Los Angeles, CA; <http://www.collidescope.io>)** is the founder and CEO of Collidescope.io, a social impact powerhouse, bringing together influencer marketing, impact measurement, Web3 fundraising, ESG e-learning, and corporate ESG training on their proprietary platform. They also work as a consulting service and provide a number of training and education services for nonprofits. Nick is a successful entrepreneur specializing in media and advertising technology. As a former Make-A-Wish recipient and cancer survivor, Nick is passionate about doing good. He writes frequently for Forbes, TechCrunch, Yahoo, and many more. He's also a frequent keynote speaker at a number of social impact and nonprofit conferences. StartUs recently named Collidescope.io one of the top 5 Social Tech Startups to Watch. Nick himself has landed

# Finance & Accounting

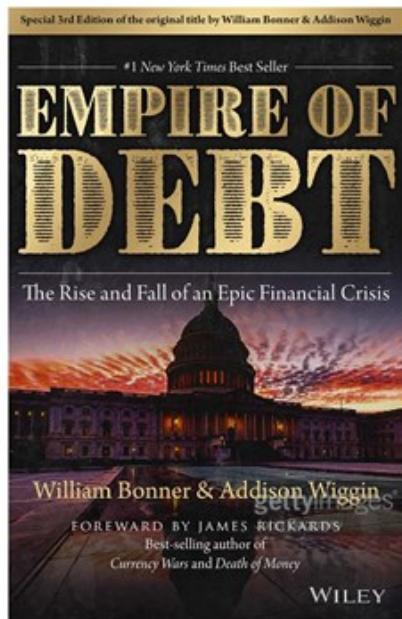
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# The Empire of Debt

The Rise and Fall of an Epic Financial Bubble

Addison Wiggin



[View on Edelweiss](#)

## Wiley

Series: Agora Series

BISAC: Business & Economics

9781394174676

Hardcover

July 2, 2024

£21.99 | 23,90 € | \$27.95

Previous Edition: 9780470483268

### Protect your investments with a deep dive into the past and future of finance

Building on the uncannily accurate predictions in previous editions, this Third Edition of *The Empire of Debt: The Rise and Fall of an Epic Financial Bubble*, written by New York Times bestselling authors Addison Wiggin and Bill Bonner, explores the economic, political, and financial events between 2008-09 and 2023, placing them in historical context and explaining what's likely to happen for the remaining years of the 2020s.

The book imparts practical advice on how to protect wealth in the face of ongoing and rapidly intensifying crises, as well as suggestions on how these trends can be played to put investors' own money to work. In this book, readers will learn about:

- Political development of US hegemony in the 20th century, from the founding of the Federal Reserve in 1913 through to the present
- Past and current conflicts in Iraq, Afghanistan, Ukraine, and Russia and their effects on finance
- The response to the Financial Panic of '08, including a decade of Zero Interest Rate Policy (ZIRP)

With investors more eager than ever to protect their investments, *The Empire of Debt: The Rise and Fall of an Epic Financial Bubble* is an essential guide to the future of finance, harnessing history to accurately plot where we are and where we're going.

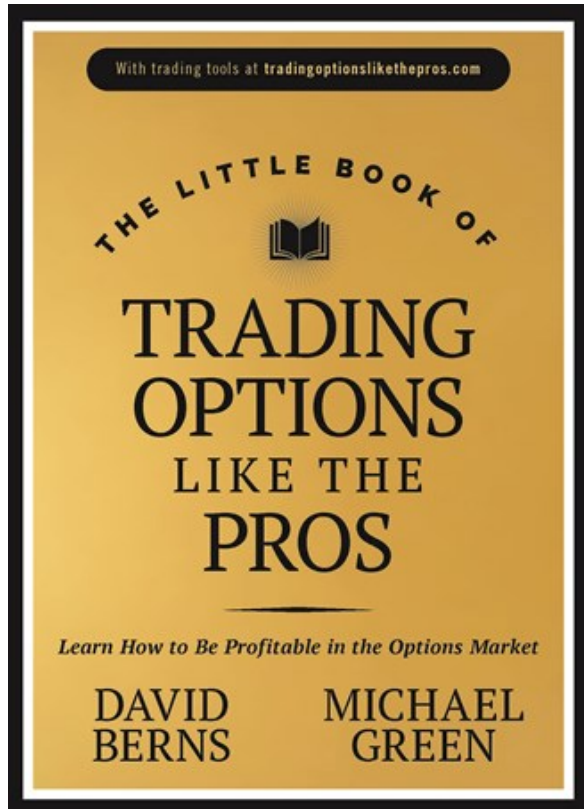
### About the Author

Addison Wiggin is a best-selling writer, publisher, and filmmaker, with over two decades experience. An acclaimed New York Times best-selling author, his books also include: *The Demise of the Dollar*, *Empire of Debt* and *The Little Book of the Shrinking Dollar*. Addison is the writer and executive producer of the documentary *I.O.U.S.A.*, an exposé on the national debt, shortlisted for an Academy Award. Addison started his latest project, a podcast called *The Wiggin Sessions*, during the pandemic in a tornado warning. He films from a homegrown studio in Baltimore, Maryland where he lives with his family. Addison has interviewed, at length, many of the world's most accomplished financiers, investors, politicians and executives.

# The Little Book of Trading Options Like the Pros

Learn How to Become the House

David M. Berns



**Master profitable option trading with the techniques of the pros.**

In *The Little Book of Trading Options Like the Pros: Learn How to Become the House*, a team of veteran options and derivatives traders delivers an expert account of how to master the zero-sum game of options trading. In the book you'll learn how to 'become the house,' consistently making a small amount of money — on average — on each trade, in a similar fashion to a casino in Las Vegas or an insurance company selling insurance policies.

The authors explain how to skip the painful part of the steep options learning curve, showing you how to avoid the most common pitfalls, and become a profitable trader quickly. You'll find:

- A one-stop resource for everyone looking to become a pro-level trader, including a primer on options without fancy math, engaging anecdotes and lots of invaluable institutional knowledge
- A review of the full options ecosystem, and how to position yourself with the odds in your favor, to be a profitable player in this complex trading landscape
- A deep dive into the same strategies and techniques used by professional options traders, without the need for finance degrees or hard-to-obtain experience
- A clear roadmap of how to take the knowledge in the book and turn it into a practical and profitable trading endeavor

Perfect for inspiring day traders, *The Little Book of Trading Options Like the Pros* is also a must-read book for anyone interested in investing or trading in modern financial markets.

[View on Edelweiss](#)

## Wiley

Series: Little Books. Big Profits

BISAC: *Business & Economics*

9781394238958

Hardcover

July 2, 2024

£22.99 | 25,40 € | \$27.95

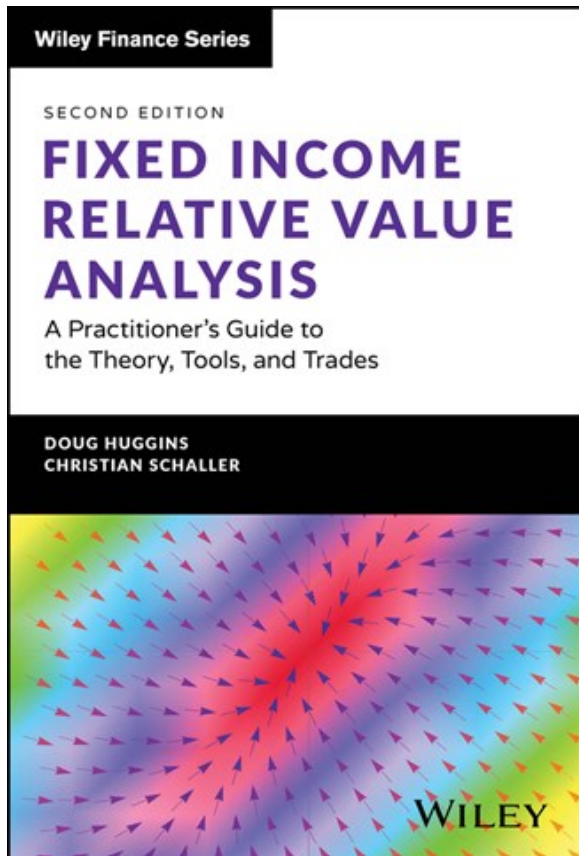
### About the Author

David Berns is a pioneer in the use of options and derivatives for both retail and institutional portfolio management. David is currently the Chief Investment Officer of Simplify ETFs, managing \$1.5 billion. David has a PhD in Physics from the Massachusetts Institute of Technology in the field of Quantum Computation and is the author of *Modern Asset Allocation for Wealth Management* published by Wiley. Michael Green has been a student of markets and market structure for nearly 30 years and has a storied track record as a hedge fund manager at Canyon Capital Advisors, Ice Farm Capital, Logica, and Thiel Macro. His proprietary research into the shift from actively managed portfolios and investment funds to systematic passive investment strategies has been presented to the Federal Reserve, the BIS, the IMF and numerous other industry groups and associations.

# Fixed Income Relative Value Analysis, + website

A Practitioner's Guide to the Theory, Tools, and Trades

Doug Huggins



[View on Edelweiss](#)

**Wiley**

Series: The Wiley Finance Series

BISAC: *Business & Economics*

9781394189083

Hardcover

April 4, 2024

£70.00 | 79,10 € | \$90.00

Previous Edition: 9781118477199

**An invaluable guide for fixed income practitioners, fully updated to incorporate the shift from LIBOR to SOFR**

Since its first edition in 2013, *Fixed Income Relative Value Analysis: A Practitioner's Guide to the Theory, Tools, and Trades* has become the gold standard for guides linking financial theories with practical analysis tools. The newly revised second edition reflects both the progress in statistical tools over the last decade and the impact of the transition to SOFR on swap spreads.

You'll find a set of statistical and financial tools, a multitude of actual trades resulting from the application of these tools, as well as access to a companion website featuring spreadsheets illustrating some of the models contained in the book.

This book covers:

- Statistical models for quantitative market analysis, in particular mean reversion models and principal component analysis, now including the multivariate Ornstein-Uhlenbeck model.
- An in-depth approach to understanding swap spreads in theory and practice.
- A comprehensive discussion of the various basis swaps and their combinations.
- The incorporation of credit default swaps in yield curve analysis.
- A classification of option trades into three types and the appropriate analysis tools.
- Fitted curve techniques for identifying relative value among different bonds.

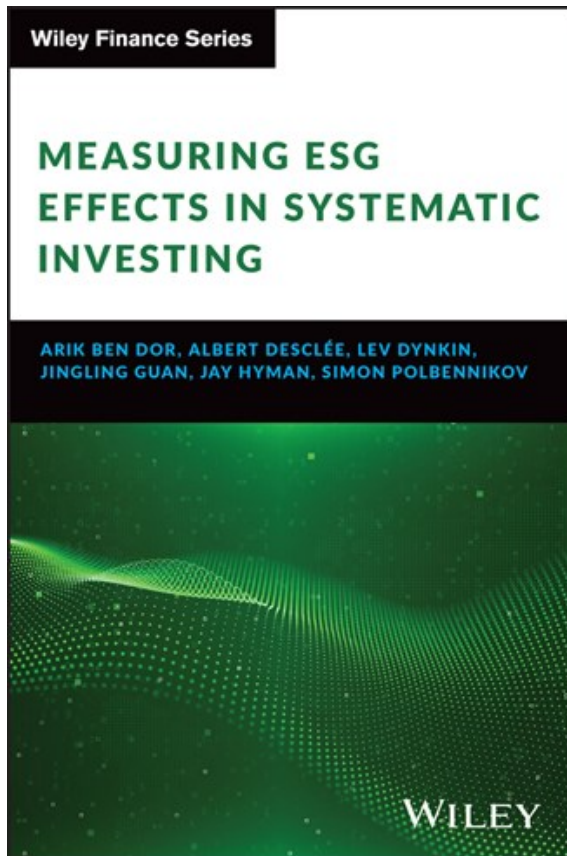
## About the Author

**DOUG HUGGINS**, London, has been working in the fixed income markets in the US and Europe for 32 years. He managed the European fixed income relative value research group at Deutsche Bank in the late 90's, when the group was voted best in its class for three consecutive years by the readers of Global Investor Magazine. He joined ABN AMRO in 2001 as Global Head of Fixed Income Relative Value Research, and subsequently became the firm's Global Head of Hedge Fund Sales. In 2003, he started a proprietary trading desk at ABN, focusing on fixed income relative value opportunities. He continued a career as a relative value trader in the London offices of two global hedge funds: Citadel and Old Lane. Doug has a Ph.D. in financial economics and statistics from the University of Chicago.



# Measuring ESG Effects in Systematic Investing

Arik Ben Dor



[View on Edelweiss](#)

**Wiley**

Series: The Wiley Finance Series

BISAC: Business & Economics

9781394214785

Hardcover

April 11, 2024

£75.00 | 84,70 € | \$95.00

## A unique perspective on the implications of incorporating ESG considerations in systematic investing

In *Integrating ESG in Systematic Investing*, a team of authors from Barclays' top-ranked Quantitative Portfolio Strategy group (ranked #1 by Institutional Investor in its 2022 Global Fixed Income Research Survey in both the US and Europe) delivers an insightful and practical discussion of how to reflect ESG considerations in systematic investing. The authors offer a cross-asset class perspective—incorporating both credit and equity markets in the United States, Europe, and China—a unique coverage scope amongst books on this subject. They discuss the interaction between ESG ratings and various other security characteristics, suggest a methodology for isolating the ESG-specific risk premia, analyse the impact of an ESG tilt on systematic strategies and risk factors, and identify several ESG-based signals that are predictive of future performance.

You'll also discover:

- Analysis of companies in the process of improving their ESG ranking ("ESG improvers") vs. firms with best-in-class ESG ratings
- A study using natural language processing (NLP) to predict changes in corporate ESG rankings from company job postings for sustainability-related positions
- In-depth explorations of ESG equity fund performance and flows and the information content of ESG ratings dispersion across several providers

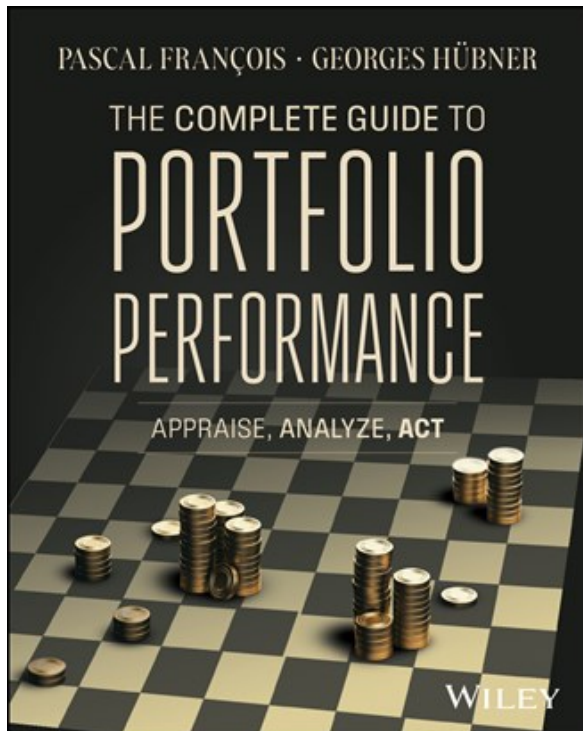
## About the Author

**LEV DYNKIN, PHD** is the founder and Global Head of the Quantitative Portfolio Strategy (QPS) Group at Barclays Research. Lev and QPS joined Barclays in 2008 from Lehman Brothers, where they had been a part of Global Research since 1987 and helped launch the Lehman fixed income indices. QPS was ranked #1 in its category in the US and Europe in the 2023 Institutional Investor Global Fixed Income Research survey and was top-ranked for the past 15 years. Lev and QPS co-authored 4 books: *Systematic Investing in Credit*, Wiley, 2021; *A Decade of Duration Times Spread (DTS)*, Barclays, 2015; *Quantitative Credit Portfolio Management*, Wiley, 2011; *Quantitative Management of Bond Portfolios*, Princeton Univ. Press, 2007.

**ARIK BEN DOR, PHD** is a Managing Director and a QPS member since 2004. In addition to originating innovative fixed income research for

# Portfolio Performance

Appraise, Analyze, Act  
Georges Hübner



[View on Edelweiss](#)

**Wiley**

BISAC: *Business & Economics*

9781119930174

Paperback

April 25, 2024

£55.00 | 62,20 € | \$89.95

## An intuitive and effective desk reference for performance measurement in asset and wealth management

In *The Complete Guide to Portfolio Performance: Appraise, Analyze, Act*, a team of finance professors with extended practical experience deliver a hands-on desk reference for asset and wealth managers suitable for everyday use. Intuitively organized and full of concrete examples of the real-world implementation of the concepts discussed within, the book provides a comprehensive coverage of all important portfolio performance matters across 18 chapters of actionable and clearly described content. The authors have provided relevant cross-referencing where appropriate, “Key Takeaways and Equations” sections at the end of each chapter, and pointers to additional resources for anyone interested in pursuing further research.

You'll also find:

- Discussions of more than a hundred classical and modern performance measures organized logically and with a focus on their applications
- Strategies for selecting appropriate performance measures based on your situation as a manager or investor
- Explanations of analytical techniques (statistical approaches, attribution, fund ratings...) enabling a comprehensive use of performance-related information
- Applications of portfolio performance criteria in concrete investment decision-making processes
- Highly actionable and logically organized material that's easy to find at a moment's notice

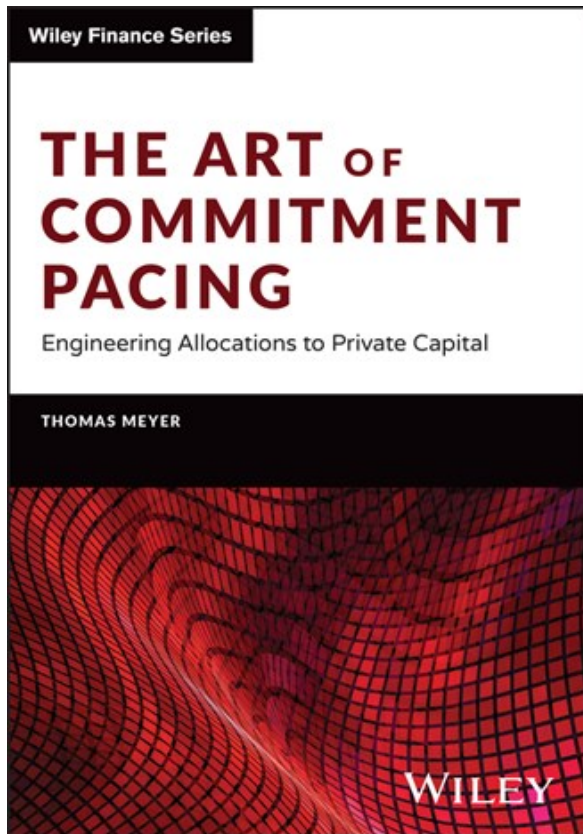
## About the Author

**Georges Hübner, Lièges, Belgium** is a Professor of Finance at HEC Liège - Liège University (Belgium). Georges serves as a non-executive director, chairman of the Audit Committee, and member of the Risk Committee at Belfius Bank SA/NV. He was appointed as chairman of the French Finance Association (AFFI) in 2016. He is also Affiliate or Visiting Professor at EDHEC (France and UK, one of the top 15 European business schools), University of Luxembourg, and Aix-Marseille University. Georges has published numerous books and research articles about credit risk, hedge funds and portfolio performance in internationally renowned scientific outlets. He obtained the best paper awards in 2002 from the *Journal of Banking and Finance* and in 2012 from *Finance*. He is the founder and serves as scientific advisor of Gambit Financial Solutions, a former spin-off company of HEC Liège that produces sophisticated software

# Principles of Building Institutional Portfolios of Private Equity and Real Assets

Engineering Allocations to Private Capital

Thomas Meyer



[View on Edelweiss](#)

**Wiley**

Series: The Wiley Finance Series

BISAC: *Business & Economics*

9781394159604

Hardcover

June 6, 2024

£55.00 | 62,20 € | \$70.00

DE EUR: 67.9€

**Advanced guidance for institutional investors, academics, and researchers on how to manage a portfolio of private capital funds.**

The Art of Commitment Pacing: Engineering Allocations to Private Capital provides a much-needed analysis of the issues that face investors as they incorporate closed ended-funds targeting illiquid private assets (such as private equity, private debt, infrastructure, real estate) into their portfolios. These private capital funds, once considered 'alternative' and viewed as experimental, are becoming an increasingly standard component of institutional asset allocations.

However, many investors still follow management approaches that remain anchored in the portfolio theory for liquid assets but that often lead to disappointing results when applied to portfolios of private capital funds where practically investors remain committed over nearly a decade.

When planning for such commitments, investment managers and researchers are faced with practical questions such as:

- How to measure and control the real exposure to private assets?
- How to forecast cash-flows for commitments to private capital funds?
- What ranges for their returns and lifetime are realistic, and how can the investor's skill be factored

## About the Author

**Thomas Meyer, Dudelage, Luxembourg** is Director for Offer Management at SimCorp ([www.simcorp.com/en/who-we-are/our-company](http://www.simcorp.com/en/who-we-are/our-company)). His responsibilities include the development of SimCorp's 'Strategy Manager for Illiquid Assets'. Thomas is also a Shimomura Fellow of the Development Bank of Japan.

His previous appointments include Head of Risk Management and Monitoring at the European Investment Fund, Director of EVCA (now Invest Europe), and board member of MJ Hudson in Luxembourg. Thomas was also Chief Financial Officer at Allianz Insurance Asia Pacific, an Intelligence Officer for the German Air Force, and visiting researcher at Hitotsubashi University in Tokyo.

# The Fast Future Blur

*The Fast Future Executive*



## The future blurs strategy, business models, technology, work, and leadership — are you ready?

*Fast Future Blur* provides invaluable insights and strategic frameworks to navigate the complexity of our current period of rapid and radical transformation ('Fast Future' phase). Focused on the interconnected nature of the evolution underway, the book serves as an eye-opener for business leaders, providing guidance in understanding this dynamic and complex landscape.

*Fast Future Blur* delves into 12 key areas of change, including platform businesses, regenerative innovation, artificial intelligence, the future of healthcare, the future of work, the future of mobility, blockchain, metaverse, virtual & augmented reality, leadership, agility, fintech, and the impact from 6 inter-connections.

With compelling, powerful, and timely insights from the Fast Future Executive faculty — a global consortium of experts and industry leaders, many of whom are associated with the World Economic Forum, top business and technology schools and leading global companies — *Fast Future Blur* is an essential resource to prepare for the complexities of the future.

[View on Edelweiss](#)

## Wiley

BISAC: *Business & Economics*

9781394220403

Hardcover

May 30, 2024

£30.00 | 33,90 € | \$37.50

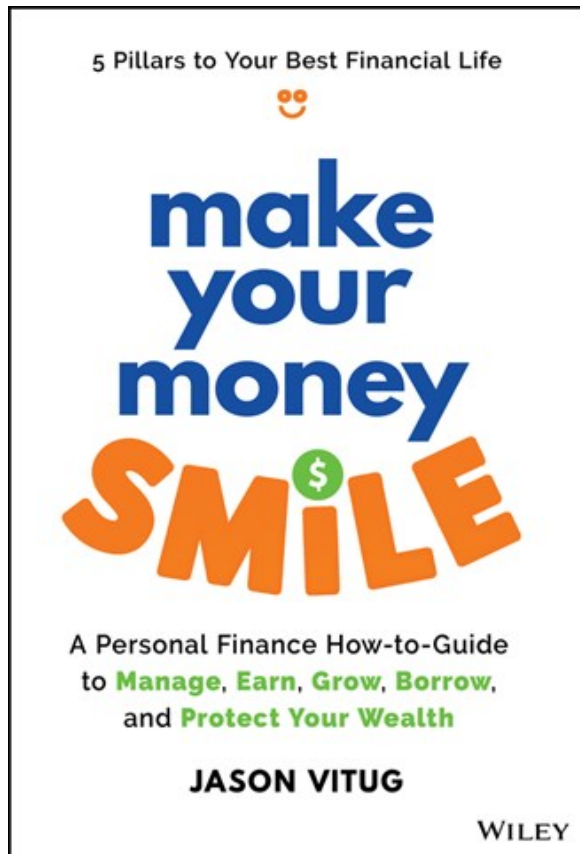
## About the Author

[The Fast Future Executive](#) is a global consortium of [thought leaders](#), [experts and industry leaders](#) who help leaders and professionals become Fast Future Executives, defined as a leader with a speed bias to understand, connect & apply - now - the emerging trends that are shaping the future. *The Fast Future Executive* offers an online live course 'Fast Future Fundamentals', based on a set of 12 curated topics of the future that every professional should understand, as well as more bespoke executive education offerings.

# Make Your Money Smile

A Personal Finance How-to-Guide to Manage, Earn, Grow, Borrow, and Protect Your Money

Jason Vitug



[View on Edelweiss](#)

**Wiley**

BISAC: Business & Economics

9781394259090

Hardcover

July 2, 2024

£22.99 | 25,40 € | \$27.95

Are you tired of feeling overwhelmed by your finances? Do you wish there was a clear path towards financial well-being? Look no further than *Make Your Money Smile*, the groundbreaking new book by bestselling author Jason Vitug, winner of the prestigious 2023 Plutus Award.

*Make Your Money Smile* covers every essential aspect of personal finance with precision and compassion. Jason acts as your guide, sharing lessons and steps, and giving you knowledge and tools to conquer your financial challenges once and for all. In this book, you'll learn to:

- **Manage Money:** Elevating your banking relationships and going beyond budgeting to cash flow mastery.
- **Earn Money:** Optimizing your paycheck and discovering the many ways to multiply and diversify your income streams.
- **Grow Money:** Making money work for you, contributing to retirement accounts, and investing for financial independence.
- **Borrow Money:** Using credit to build wealth, enhancing your credit report and score, and eliminating debt once and for all.
- **Protect Money:** Safeguarding your identity, insuring your most valuable assets, and protecting your wealth through tax strategy and estate planning.

Don't let financial uncertainty hold you back any longer. Take a step toward a happier future. With insightful commentary and practical exercises, *Make Your Money Smile* is your indispensable companion on your journey to financial success. This book will empower you to

## About the Author

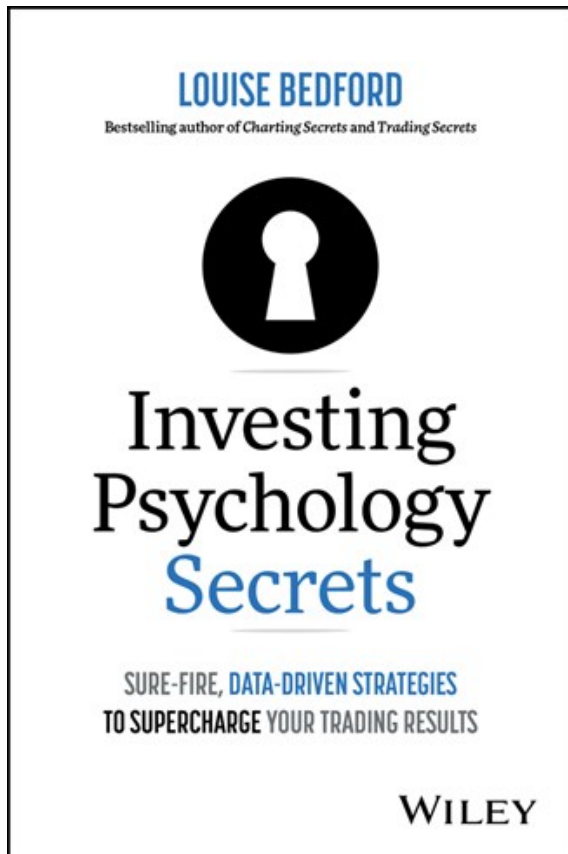
**Jason Vitug** (Kissimmee, FL) is a former corporate climber turned creative storyteller with a mission to empower others to transform their lives through experiential and purposeful living. He's given 150+ talks, written two books, driven 28,000+ miles, and broke the social taboo about money. Jason works with finance, wellness, and lifestyle brands partnering on special projects and creating in-the-box, outside-the-box, forget the box-even- exists wellness programs.

Jason is the author of two books, *You Only Live Once* and *Happy Money Happy Life*. His other works have been featured in the New York Times, Forbes, and Fast Company, and more. In addition to writing, he works with Fortune 1000 companies, universities, startups, and credit unions as a speaker, consultant, and ambassador. Jason won the 2023 Plutus Award for Best New Personal Finance Book.

# Investing Psychology Secrets

Sure-Fire, Data-Driven Strategies to Supercharge Your Trading Results

Louise Bedford



[View on Edelweiss](#)

## Wiley

BISAC: Business & Economics

9781394264001

Paperback

June 20, 2024

£19.95 | 22,60 € | \$27.00

DE EUR: 24.9€

### Master your mindset and boost your investing success

*Investing Psychology Secrets* is your golden key to developing an unshakable mental toughness when it comes to investing in and trading shares. If you want to truly excel as an investor, you need to develop your psychological fitness first — so you can confidently handle whatever the sharemarket might throw at you. *Investing Psychology Secrets* reveals practical, evidence-backed methods to build your money mindset and improve your psychological strengths as an investor.

To grow your wealth consistently, you need to be able to triumph throughout the struggles and stress, the wins and breakthroughs, in ever-challenging financial markets. In this book, Louise Bedford, a leading expert in behavioural finance and the bestselling author of *Trading Secrets* and *Charting Secrets*, unveils her strategies for confident investing. She shows you how to build your resilience, maintain focus, and thrive in the face of market shake-ups.

With *Investing Psychology Secrets*, you'll discover:

- How to create habits for success, with winning routines that lead to exceptional investing and trading
- Why positive thinking can shoot you in the foot and sheer willpower isn't enough
- How to master your emotions and rewrite the money scripts that can boost your profits
- The paradigm-shattering truth about how meditation and mindfulness can reshape your results (it's not what you think!)

### About the Author

**Louise Bedford** is a behavioural finance expert and a bestselling author of books on the sharemarket. She is one of Australia's most compelling speakers on the shares, has been trading since 1990, and has trained thousands of people to maximise their own trading potential.

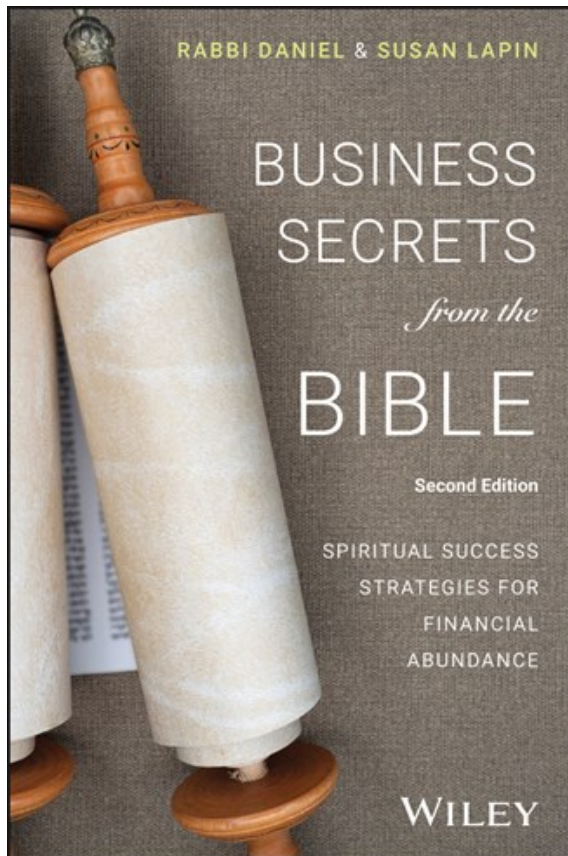
Louise has been running her 6-month repeat-for-free Mentor Program since the year 2000, and she's also the founder of Talking Trading, a weekly podcast. Known as 'the corporate executive who lost the use of her arms and achieved financial freedom by trading with a pen in her mouth' - she will inspire you to achieve your trading best.

Louise's work is informed by her degrees in Psychology and Business.

# Business Secrets from the Bible

Spiritual Success Strategies for Financial Abundance

Rabbi Daniel Lapin



[View on Edelweiss](#)

**Wiley**

BISAC: *Business & Economics*

9781394215881

Hardcover

July 2, 2024

£23.99 | 27,30 € | \$29.95

Previous Edition: 9781118749104

**Transform your finances, by enhancing your relationships and your spiritual powers with this compelling new resource**

In the newly revised second edition of *Business Secrets from the Bible: Spiritual Success Strategies for Financial Abundance*, renowned keynote speaker, consultant, and advisor Rabbi Daniel Lapin delivers an inspiring and practical guide to achieving your financial goals by deploying timeless truths from the Bible. In the book, you'll explore the secrets of creating revenue using timeless spiritual strategies, as well as concrete guidance on developing your self-discipline, integrity, and moral strength.

The author explains how to develop the right financial and spiritual mindsets, showing you effective, Bible-based strategies to improve your life and increase your bottom-line. You'll also find:

- Brand-new updates and revisions to the widely read original, demonstrating how a focus on service and the wellbeing of others will be reflected in your own prosperity
- Hands-on strategies for self-transformation in the face of fear and uncertainty
- How to seed and nurture new relationships that become part of the tapestry of your exciting financial reality

A must-read resource for anyone interested in simultaneously getting closer to God and doing good by doing well. Escalating the financial destiny of readers around the world, *Business Secrets from the Bible* is the biblical, spiritual, and practical roadmap to prosperity that you have been waiting for.

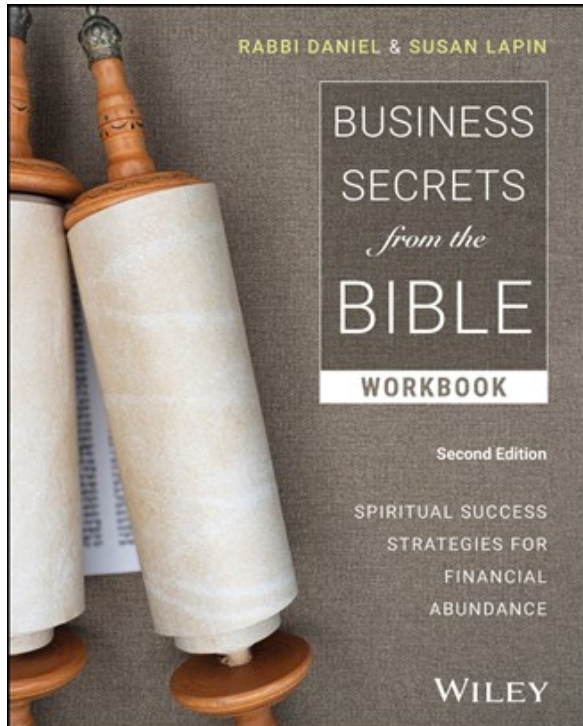
## About the Author

**Rabbi Daniel Lapin** (Mercer Island, WA) is a rabbi, radio talk-show host, presidential advisor and author. He was co-founder with critic Michael Medved of the Pacific Jewish Center in Los Angeles. He has won the admiration of journalists, politicians, educators, religious leaders and business professionals. Newsweek recently named him as one of 'The Top 50 Rabbis in America.' He has been and is a headline speaker for hundreds of companies, organizations, and institutions and was the keynote speaker at the Congressional bipartisan opening of the 106th Congress in Washington, D.C. He is continually in demand for interviews on radio and television shows and is an accomplished and noted author.

# Business Secrets from the Bible Workbook

Spiritual Success Strategies for Financial Abundance

Rabbi Daniel Lapin



## A practical companion workbook to Rabbi Lapin's insightful *Business Secrets from the Bible*

In the revised second edition of *Business Secrets from the Bible: Spiritual Success Strategies for Financial Abundance*, recognized writer, speaker, and spiritual leader Rabbi Daniel Lapin introduced you to powerful and insightful new ways to integrate the Bible's timeless lessons into your financial and personal lives. And, with this companion *Workbook*, you'll find even more tools you can add to your toolkit and make it easier to put the author's advice into action in your everyday life. In the *Workbook*, you'll find:

- Templates, checklists, and other resources you can apply immediately to improve your chances of finding business, financial, personal, relationship, and spiritual success
- Advice on implementing every one of the 40 biblical secrets discussed in the Rabbi's widely read *Business Secrets from the Bible*
- Strategies for avoiding the most common mistakes we all make as we do our best to realize our spiritual and financial potential

Perfect for readers and fans of the Rabbi Daniel Lapin's *Business Secrets from the Bible*, this *Workbook* is also an ideal stand-alone resource for everyone seeking easy-to-read, relevant, and up-to-date advice they can implement immediately to begin improving their day-to-day life.

[View on Edelweiss](#)

## Wiley

BISAC: *Business & Economics*

9781394215911

Paperback

July 2, 2024

£21.99 | 24,50 € | \$26.95

## About the Author

**Rabbi Daniel Lapin** (Mercer Island, WA) is a rabbi, radio talk-show host, presidential advisor and author. He was co-founder with critic Michael Medved of the Pacific Jewish Center in Los Angeles. He has won the admiration of journalists, politicians, educators, religious leaders and business professionals. Newsweek recently named him as one of 'The Top 50 Rabbis in America.' He has been and is a headline speaker for hundreds of companies, organizations, and institutions and was the keynote speaker at the Congressional bipartisan opening of the 106th Congress in Washington, D.C. He is continually in demand for interviews on radio and television shows and is an accomplished and noted author.



# The Quick-Start Guide to Investing

Glen James

*The Quick-Start Guide to Investing* is your guide to kickstarting your share-investing journey today. This approachable, fun, and easy-to-navigate toolkit gives the investors everything they need to get started in shares - and to stick with investing for building long-term wealth and achieving their money goals. They'll find everything they need to go from uncertain to *confident*.

And this playbook for savvy investing doesn't stop there: curious and more experienced investors will also find the tools they need to explore more sophisticated financial strategies, like options, technical analysis, and charting.

- Understand how to consistently invest and consistently win
- Develop a personalized strategy to achieve your money goals
- Learn how to value a company (including ethical investing!)
- Understand the difference between investing and trading
- Put it all together to build a profitable portfolio

*The Quick-Start Guide to Investing* is packed full of industry expert insights, real-life examples from diverse investors, and personalized quizzes that will help you identify your money mindset and ideal investment strategies. So don't put off until tomorrow what you can start on *today*: with this essential guide, you'll invest smarter, realise your financial dreams quicker, and retire more comfortably sooner.

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**Wiley**

BISAC: *Business & Economics*

9781394194636

Paperback

July 31, 2024

£18.50 | 21,00 € | \$20.95

## About the Author

**Glen James** is a multiple-award-winning retired financial adviser experienced at helping countless people get on top of their finances. Glen has a particular interest in personal finance and small business for younger Australians. With his own personal financial success behind him, Glen has a passion to help people achieve financial freedom as he has. His teaching method is light-hearted and fun while still managing to cover sensitive and important topics in an engaging way. Glen speaks to regular people and financial planning professionals at various events nationally.

Glen is a regular contributor to a variety of national money publications, the successful author of *Sort Your Money Out* (Wiley, 2021) and *Sort Your Career Out* (Wiley, 2023) and creator and host of the *my millennial money* podcast and platform. *M3* has a community has over 100K contributors and followers and a growing audience of

# Insufficient Funds

Make the Right Money Decisions to Bring Your Big Plans to Life

James Millard

## A money book without the BS

Whether you dream of security and home ownership, you're building your career, or you want to grow your family... it's time to figure out what you want from your money. And then make it happen.

Financial adviser James Millard cuts through the jargon and shares a simple framework for making better money decisions and achieving your goals. *Insufficient Funds* is a comprehensive guide to personal finance that recognises the realities and challenges of balancing your life with your spending.

So where do you start? To plan your future and find financial freedom, you need to define what 'sufficient' means to you. And it's not about settling for less! *Insufficient Funds* will show you how to make the most of what you earn — and enjoy it more too. You'll get lifelong strategies to help you achieve your personal goals and live your dreams.

Inside, you'll find:

- The 5 Ds: a proven framework to help you Define, Declutter, Develop, Defend, and Deliver when it comes to your money goals
- Strategies to overcome money stress and money mess
- Targeted guidance for the different scenarios, events, and stages that life might throw at you
- A balanced approach to building wealth while still enjoying your everyday life
- Real-world stories and relatable experiences that help show the way

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**Wiley**

BISAC: *Business & Economics*

9781394248896

Paperback

July 18, 2024

£18.50 | 21,00 € | \$21.95

## About the Author

**James Millard** has spent over 10,000 hours working one-on-one with others to help them improve their personal finances. Australia's most relatable money guy, James grew up in regional NSW, went to public school, worked through uni and before moving to the "big smoke" to forge a career in finance. As director of and head financial advisor of Strategic Funds, James aims to replace his clients' money stress with confidence, clarity, time, and a renewed excitement for planning their future.

# Get Unstuck

Stop Stressing about Money and Get Ahead Faster

Ben Nash

## Get your finances sorted and create a life not limited by money

Does managing your money leave you feeling stressed, overwhelmed, or anxious? Are you looking for tactics and strategies to get on top of your money and get ahead faster? In *Get Unstuck*, bestselling author Ben Nash covers the three key frameworks you can use to create a winning money mindset, make saving and investing easy, and get the results you want. Discover how your thoughts and emotions influence your money behaviours and spending, and learn how you can hack your thinking to set yourself up for financial success.

The truth is that success with money is simple. You need to spend less than you earn — and start investing intelligently. We all know that isn't as easy as it sounds. But having the right systems in place will make your progress easier. In this book, you'll learn the money behaviours you need for true financial security. You'll develop the thinking you need to make your money actually work for *you* — and build the systems that will help you plan, save, and invest. All while you live well today.

With *Get Unstuck*, you'll learn how to:

- Overcome information overload, procrastination, and analysis paralysis
- Set up your banking so it's easier to save more WHILE you spend guilt-free
- Get started investing — and avoid mistakes and setbacks
- Create a clear and easy-to-follow plan for the financial future you want

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**Wiley**

BISAC: *Business & Economics*

9781394269457

Paperback

June 18, 2024

£18.50 | 21,00 € | \$21.95

## About the Author

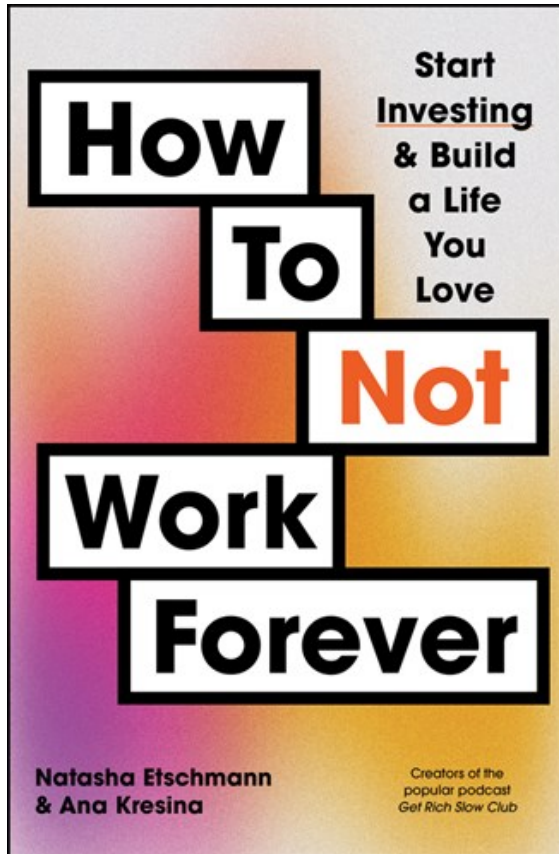
**Ben Nash** is a financial adviser and the founder of Pivot Wealth, where he helps people invest smarter so they can create a life not limited by money. His focus is on helping people make smart money decisions so they can live the lifestyle they want today, while they also set up their future. In creating content, Ben draws on practical experience from working with thousands of people to deliver simple, tried-and-tested money strategies that actually work, framed in an easy-to-understand way.

Ben has studied extensively in finance, including two masters degrees and a number of professional qualifications. He continues to win numerous awards for his work as a financial advisor. He is a cofounder of the Ensembl platform for financial advice professionals.

# How To Not Work Forever

Start Investing and Build a Life You Love

Natasha Etschmann



[View on Edelweiss](#)

**Wiley**

BISAC: Business & Economics

9781394248865

Paperback

June 23, 2024

£18.50 | 21,00 € | \$21.95

**Share investing is simpler than you think it is - and this is the book you need to get started!**

The truth is that investing is for everyone! And it's not as complex as it's made out to be. In fact, it's now easier than ever to access wealth-growing investments like the share market and ETFs (aka Exchange-Traded Funds) online. With *How To Not Work Forever*, you'll discover just how simple it can be to make your money go and grow further.

Most people already invest through their superannuation fund - but accessing that money is often a lifetime away. By learning the ins and outs of investing, you'll be able to take control of your money today. You'll create a plan for investing that will help you keep up with inflation, get ahead financially... and, ultimately, the find the financial freedom to embrace life and seize new opportunities. Tash and Ana, money experts and hosts of the popular *Get Rich Slow Club* podcast, will walk you step-by-step on how to set your goals and start investing. Through practical advice and real-world stories and examples, you'll learn what makes a strong share portfolio - so that you can confidently build your own strategy for success.

- Discover how investing can help you get ahead financially
- Set your own personal goals and formulate a strategy to grow your money
- Learn how to invest in the share market, index funds, ETFs and more
- Understand how and what to buy, when to sell, and how taxes impact your investing

## About the Author

**Natasha Etschmann** (aka **Tash**) is a content creator and the founder of @tashinvests. Tash is on a journey towards financial freedom without sacrificing all the things she loves. She shares tips and tricks to save, invest, and make money. In late 2022, in response to ASIC's ruling over "influencers" discussing investing online, Tash became licensed to give general financial advice. At just 25 years of age, Tash has a net worth of nearly \$350,000, and she is very open with her audience about income, her journey to become credentialed, and her finances. A former healthcare worker and positive behaviour support practitioner, she serves as living proof that you don't have to work in finance to be good with money.

**Ana Kresina** is a financial educator, podcaster, and the Head of Product and Community at investment platform Pearler. She is a

# Computing & Technology

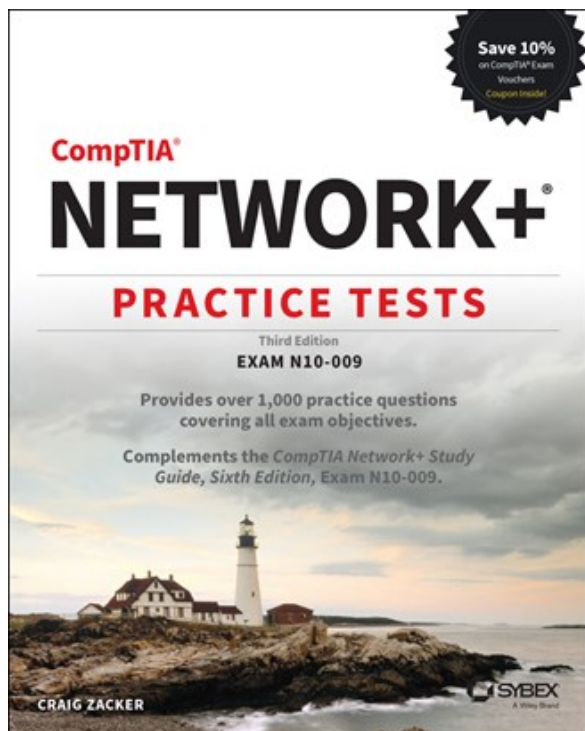
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# CompTIA Network+ Practice Tests, 3rd Edition

Exam N10-009

Craig Zacker



## Assess and improve your networking skillset with proven Sybex practice tests

In the freshly revised Third Edition of *CompTIA Network+ Practice Tests Exam N10-009*, IT expert and author Craig Zacker delivers a set of accessible and useful practice tests for the updated Network+ Exam N10-009. You'll prepare for the exam, learn the information you need in an industry interview, and get ready to excel in your first networking role.

These practice tests gauge your skills in deploying wired and wireless devices; understanding network documentation and the purpose of network services; work with datacenter, cloud, and virtual networking concepts; monitor network activity; and more.

This book also offers:

- Comprehensive coverage of all five domain areas of the updated Network+ exam, including network concepts, implementation, operations, security, and troubleshooting
- Practical and efficient preparation for the Network+ exam with hundreds of domain-by-domain questions
- Access to the Sybex interactive learning environment and online test bank

Perfect for anyone preparing for the CompTIA Network+ Exam N10-009, the *CompTIA Network+ Practice Tests Exam N10-009* is also an indispensable resource for network administrators seeking to enhance their skillset with new, foundational skills in a certification endorsed by industry leaders around the world.

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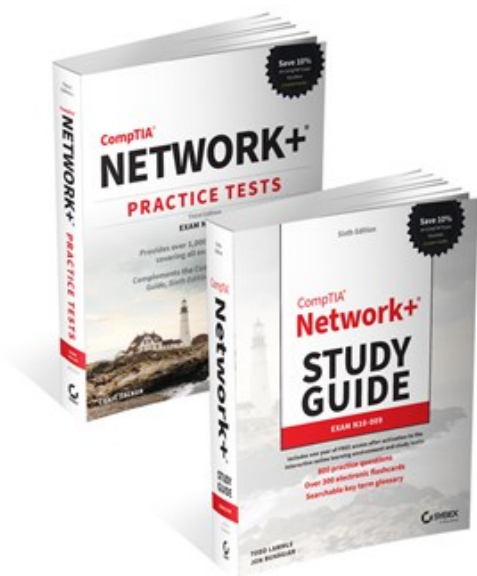
## About the Author

**Craig Zacker** (Lititz, PA), Network+, is the author or co-author of dozens of books, manuals, articles, and web sites on computer and networking topics. He has also been an English professor, an editor, a network administrator, a webmaster, a corporate trainer, a technical support engineer, a minicomputer operator, a literature and philosophy student, a library clerk, a photographic darkroom technician, a shipping clerk, and a newspaper boy.

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Todd Lammle



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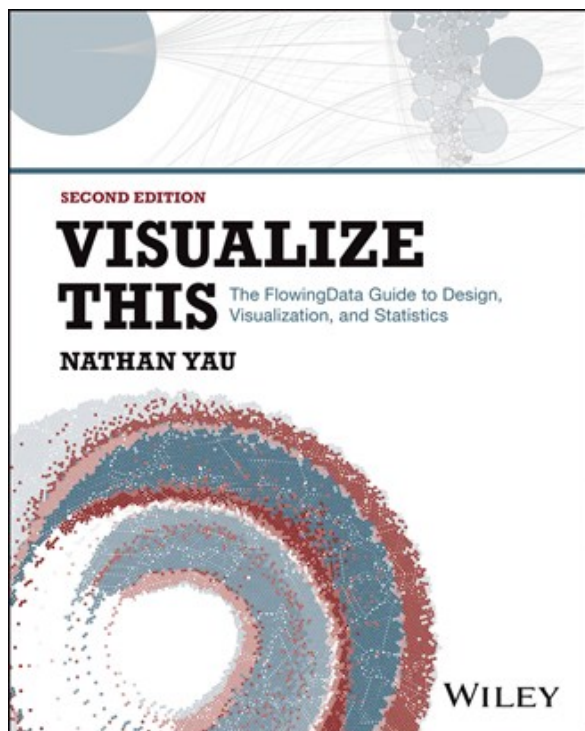
**Todd Lammle** (Coeur d'Alene, ID), Network+, CCSI, CCNA, CCNP, is *the* networking authority. He is a world-renowned author, speaker, trainer, and consultant. Todd has three decades of experience working with LANs, WANs, and large enterprise licensed and unlicensed wireless networks. He's published over 130 books, including the very popular *CompTIA Network+ Study Guide*, and over a hundred more from Sybex. He runs an international consulting and training company based in northern Idaho, where he spends his free time in the mountains playing with his golden retrievers. You can reach Todd through his website at [www.lammle.com](http://www.lammle.com).

**Jon Buhagiar** (Oakdale, PA), Network+, A+, CCNA, MCSA, MCSE, BS/ITM, is Supervisor of Network Operations at Pittsburgh Technical Institute. In addition to teaching, he has been creating course content for the past 17 years. Some of his more recent work can be

# Visualize This

The FlowingData Guide to Design, Visualization, and Statistics

Nathan Yau



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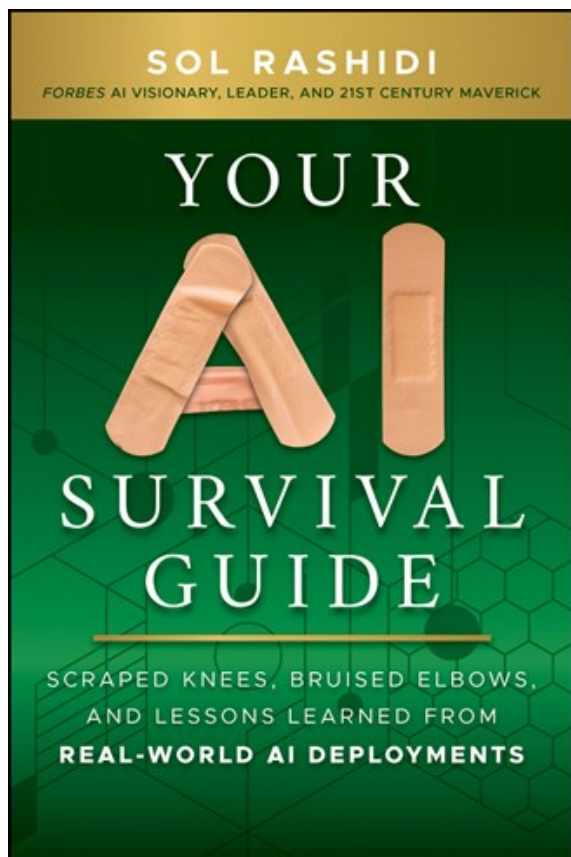
**Nathan Yau** earned his PhD in Statistics at UCLA and a lifelong data junkie. His goal is to make data available and useful to those who aren't necessarily data experts, and he focuses on data visualization and personal data collection. You can follow his visualization experiments at <http://flowingdata.com>.



# Your AI Survival Guide

Scraped Knees, Bruised Elbows, and Lessons Learned from Real-World AI Deployments

Sol Rashidi



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**Wiley**

BISAC: *Computers*

9781394272631

Hardcover

June 25, 2024

£22.99 | 25,70 € | \$30.00

DE EUR: 29.9€

## Practical and proven AI deployment strategies for non-technical business leaders

In *Your AI Survival Guide: Scraped Knees, Bruised Elbows, and Lessons Learned from Real-World AI Deployments*, business executive and technologist Sol Rashidi delivers an insightful and practical discussion of how to deploy artificial intelligence in your company. Having helped IBM launch Watson in 2011, Sol has first-hand knowledge of the ups, downs, and change management intricacies that can help you with a successful deployment beyond all the AI hype. She walks you through various frameworks for how to establish your AI strategy, pick your use cases, prepare your non-technology teams, and overcome the most common obstacles standing in the way of successfully implementing AI in your business, based on her many years of deploying AI projects in businesses, which few can claim.

Sol demystifies the topic of artificial intelligence in a way that business leaders and business owners—and those who want to be more business minded—can easily understand. The book also offers:

- Real-world use cases from ten different industries, including retail, healthcare, energy, insurance, agriculture, and more; ten different functions, including supply chain, manufacturing, procurement, legal, and more; and personal stories, anecdotes, and insights gained from implementations
- Techniques for facilitating executive-level buy-in for your most ambitious and promising AI strategies

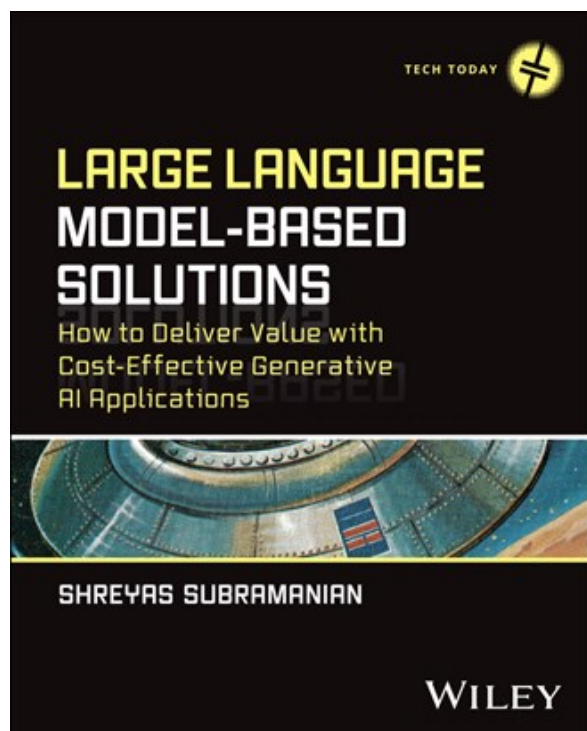
## About the Author

**Sol Rashidi** (Miami, FL) is a technologist, influencer, and business leader within the AI and data communities. She helped IBM to launch Watson in 2011 as one of the first commercial applications of AI. She's also pioneered some of the early advancements and uses of AI in many business sectors. As a keynote speaker and presenter, she has built her reputation on her ability to blend her technical acumen with storytelling abilities, articulating business value to organizations who are leaning into AI and data as a competitive advantage. She has served as a strategist and advisor at various organizations and held C-suite positions at many Fortune 500 companies and start-ups. She holds eight patents and has received numerous awards for her work.

# Large Language Model-Based Solutions

How to Deliver Value with Cost-Effective Generative AI Applications

Shreyas Subramanian



## Learn to build cost-effective apps using Large Language Models

In *Large Language Model-Based Solutions: How to Deliver Value with Cost-Effective Generative AI Applications*, Principal Data Scientist at Amazon Web Services, Shreyas Subramanian, delivers a practical guide for developers and data scientists who wish to build and deploy cost-effective large language model (LLM)-based solutions. In the book, you'll find coverage of a wide range of key topics, including how to select a model, pre- and post-processing of data, prompt engineering, and instruction fine tuning.

The author sheds light on techniques for optimizing inference, like model quantization and pruning, as well as different and affordable architectures for typical generative AI (GenAI) applications, including search systems, agent assists, and autonomous agents. You'll also find:

- Effective strategies to address the challenge of the high computational cost associated with LLMs
- Assistance with the complexities of building and deploying affordable generative AI apps, including tuning and inference techniques
- Selection criteria for choosing a model, with particular consideration given to compact, nimble, and domain-specific models

Perfect for developers and data scientists interested in deploying foundational models, or business leaders planning to scale out their use of GenAI, *Large Language Model-Based Solutions* will also benefit project leaders and managers, technical support staff, and administrators with an interest or stake in the subject.

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## Wiley

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9781394240722

Paperback

July 2, 2024

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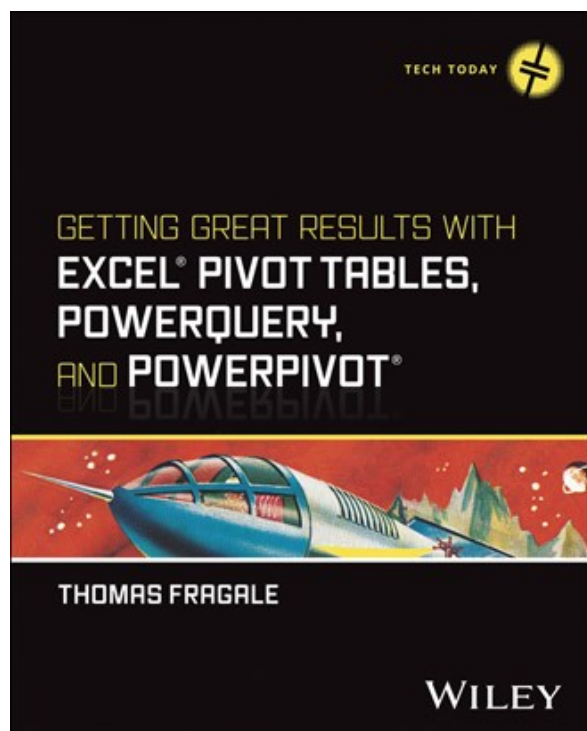
DE EUR: 45.9€

## About the Author

**Shreyas Subramanian** (Washington, DC) is a principal data scientist at AWS, one of the largest organizations building and providing large language models for enterprise use. He is currently helping both internal Amazon teams as well as large enterprise customers of Amazon Web Services on building, tuning, and deploying Generative AI applications at scale. He has also been running machine learning-focused cost optimization workshops with enterprise customers, helping them reduce the costs of ML applications on the cloud and saving these customers millions of dollars. LinkedIn posts at <https://www.linkedin.com/in/shreyassub/recent-activity/all/>.

# Getting Great Results with Excel Pivot Tables, PowerQuery and PowerPivot

Thomas Fragale



## Get more out of your data with step-by-step tutorials for the Excel features you need to know

Excel is still the most popular tool for organizing and analyzing data, and today's professionals are expected to have a high degree of fluency with it. Complex Excel tools like Pivot Tables, PowerQuery, and PowerPivot can help you manage and report on data the way you need to. *Getting Great Results with Excel Pivot Tables, PowerQuery and PowerPivot* offers a fresh look at how these tools can help you. Author and Microsoft Certified Trainer Thomas Fragale breaks down the topics into easy-to-use steps and screenshots, so you'll be able to put your advanced Excel skills into practice right away.

Using Pivot Tables, PowerQuery, and PowerPivot, you can import, sort, transform, summarize, and present your data, all without having to be a programmer. This book takes the technical jargon out of using these features, so you can do your job more efficiently, bring value to your teams, and advance your career. The plain-English instructions inside will help anyone learn to get quick, meaningful results from your data, without having a degree in computing.

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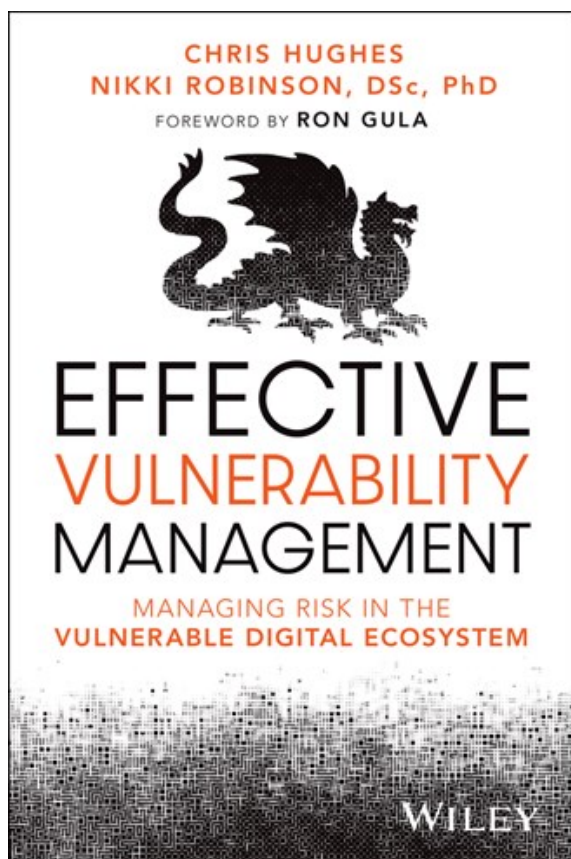
£37.99 | 42,80 € | \$50.00

## About the Author

# Effective Vulnerability Management

Managing Risk in the Vulnerable Digital Ecosystem

Chris Hughes



## Infuse efficiency into risk mitigation practices by optimizing resource use with the latest best practices in vulnerability management

Organizations spend tremendous time and resources addressing vulnerabilities to their technology, software, and organizations. But are those time and resources well spent? Often, the answer is no, because we rely on outdated practices and inefficient, scattershot approaches. *Effective Vulnerability Management* takes a fresh look at a core component of cybersecurity, revealing the practices, processes, and tools that can enable today's organizations to mitigate risk efficiently and expediently in the era of Cloud, DevSecOps and Zero Trust.

Every organization now relies on third-party software and services, ever-changing cloud technologies, and business practices that introduce tremendous potential for risk, requiring constant vigilance. It's more crucial than ever for organizations to successfully minimize the risk to the rest of the organization's success. This book describes the assessment, planning, monitoring, and resource allocation tasks each company must undertake for successful vulnerability management. And it enables readers to do away with unnecessary steps, streamlining the process of securing organizational data and operations. It also covers key emerging domains such as software supply chain security and human factors in cybersecurity.

- Learn the important difference between asset management, patch management, and vulnerability management and how they need to function cohesively
- Build a real-time understanding of risk through secure configuration and continuous monitoring

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June 25, 2024

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### About the Author

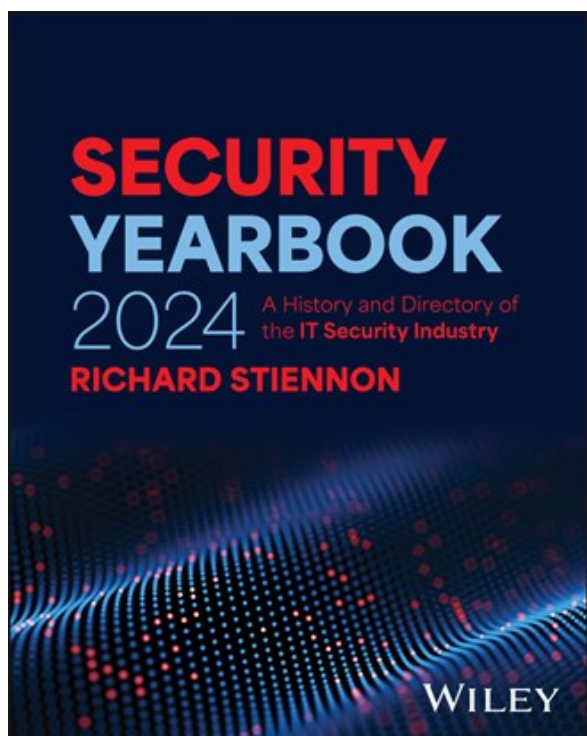
**Chris Hughes** (Virginia, USA) currently serves as the co-Founder and CISO of Aquia. Chris has nearly 20 years of IT/Cybersecurity experience, ranging from active duty time with the U.S. Air Force, as a civil servant with the U.S. Navy and General Services Administration (GSA)/FedRAMP, as well as time as a consultant in the private sector. In addition, he also is an adjunct professor for M.S. Cybersecurity programs at Capitol Technology University and University of Maryland Global Campus. Chris co-hosts the Resilient Cyber Podcast and holds various industry certifications such as the CISSP/CCSP from ISC2 in addition to a M.S. in Cybersecurity and an MBA.

**Dr. Nikki Robinson** (Maryland, USA) is a Security Architect and Professor of Practice at Capitol Technology University. She holds a DSc in Cybersecurity and a PhD in Human Factors and industry certifications such as CISSP, CCSP, and CEH. Her research focuses on

# Security Yearbook 2024

A History and Directory of the IT Security Industry

Richard Stiennon



In the newly revised 2024 edition of *Security Yearbook: A History and Directory of the IT Security Industry*, celebrated author and information security expert Richard Stiennon delivers the latest complete desk reference for the entire cybersecurity industry. In the book, you'll find a comprehensive directory of cybersecurity vendors, updated for 2024, complete with headquarters location, number of employees, and growth trends.

The author has also included an insightful and concise history of important and relevant sub-sectors of the cybersecurity industry, including Distributed Denial-of-Service defense, network security, endpoint detection, identity and access management, data security, and governance risk compliance. Case studies and stories of key personalities supplement the history, showcasing the stories of significant characters who had their hands in landscape-altering events in the field.

You'll also find:

- Discussions of substantial IT security failures that had an impact on the industry, and on society as a whole
- Major mergers and acquisitions, company failures and closures, and funding events in the cybersecurity sector; and
- Significant developments in open-source projects with an impact on cybersecurity practitioners around the world.

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BISAC: *Computers*

9781394220809

Hardcover

July 30, 2024

£42.50 | 47,10 € | \$55.00

## About the Author

**Richard Stiennon** (Birmingham, MI) is Chief Research Analyst for IT-Harvest, the firm he founded in 2005 to cover the 2,200 vendors that make up the IT security industry. He has presented on cybersecurity in 29 countries on six continents. He is a Lecturer at Charles Sturt University.

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