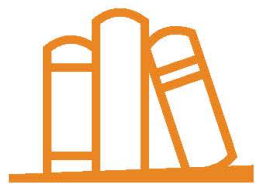


WILEY



# Wiley EMEA Trade Catalogue



March 2024 Titles

# Capstone & Consumer

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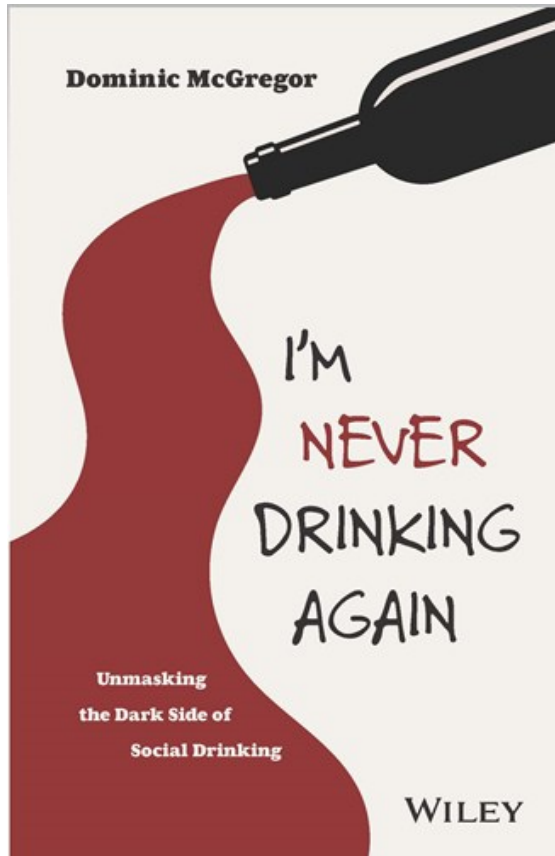


# I'm Never Drinking Again

How To Change Your Relationship With Alcohol

Dominic McGregor

## AWAITING FINAL COVER



[View on Edelweiss](#)

**An achievable, realistic, and effective approach to health, wellness, and success for young entrepreneurs and professionals**

In *I'm Never Drinking Again: How To Change Your Relationship With Alcohol*, successful entrepreneur, investor, and mental health advocate Dominic McGregor, now seven years sober, delivers an inspiring and practical roadmap to overcoming the challenges associated with managing the rollercoaster of life. In the book, you'll explore the role alcohol plays in our society and how dangerous it can be when mixed with poor emotional wellbeing and challenges in life. You'll also discover the advantages of questioning your relationship with alcohol, whether sobriety or moderating alcohol can lead to success, and how, if unmanaged, alcohol can take over your life.

The author explains:

- How to manage mental health problems, addictions to alcohol and other drugs, burnout, and other harmful phenomena associated with success
- How to balance your mental health with your entrepreneurial drive to succeed
- How to incorporate success at a young age into a healthy and balanced lifestyle

Through the authors first-hand experience of successfully scaling two companies, this book is perfect for young entrepreneurs, founders, and professionals. *I'm Never Drinking*

### About the Author

Dominic McGregor is a 29 year-old entrepreneur and mental health and sobriety advocate. Dominic is currently a Founding Partner of investment fund, Fearless Adventures and ex-COO of global marketing agency, Social Chain.

Along with his co-founder and fellow university drop out, Steven Bartlett, Dominic helped grow Social Chain to a \$300m turnover business with 750 staff in offices around the world, including NYC, Berlin and London.

After building a global client portfolio that includes the likes of Apple, Amazon, McDonald's, and the BBC, the pair took the company public in 2019 and then exited in late 2020.

**Capstone**

BISAC: *Self-Help*

9781394232802

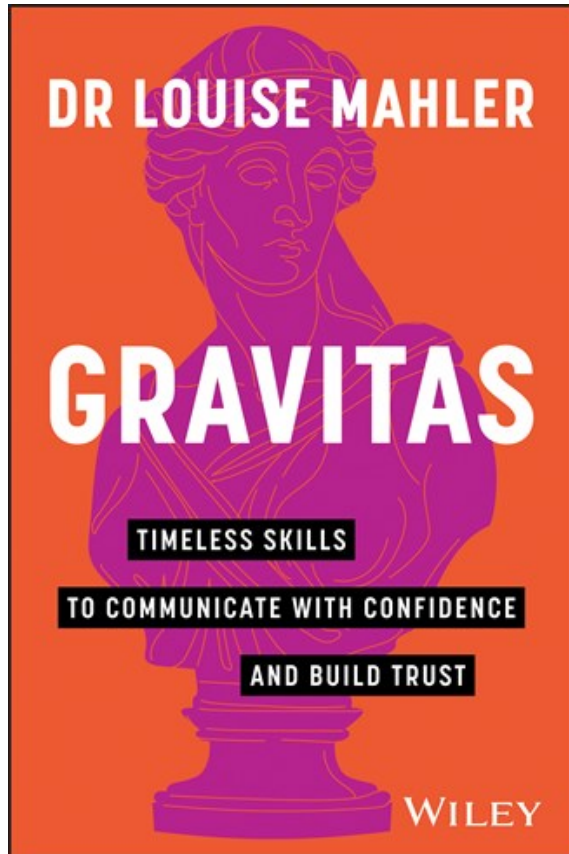
Paperback

£14.99 | 17,20 € | \$18.99

# Gravitas

Timeless Skills to Communicate with Confidence and Build Trust

Louise Mahler



[View on Edelweiss](#)

**Wiley**

BISAC: Business & Economics

9781394237333

Paperback

March 14, 2024

£16.95 | 19,20 € | \$19.00

(EUR-DE:20,90 €)

## Boost your confidence and transform your speaking skills with wisdom from the ancients

What does the word 'gravitas' mean today? In the world of ancient Rome, it was the manner of trust and respect cultivated by capable, strong leadership. In *Gravitas: Timeless Skills to Communicate with Confidence and Build Trust*, communications expert Louise Mahler shows how this ancient virtue can help you rethink modern communication and transform your presence and impact as a leader today. *Gravitas* unpacks the essential speaking skills, strategies and techniques that great leaders use to communicate effectively.

This book reveals the ways and means that were essential two thousand years ago and remain essential today. You'll learn how to better connect with your audience and persuade them to trust in you and your ideas. From the wisdom of ancient leaders such as Cicero and Quintilian, you'll discover powerful frameworks for mindset and the critical skills of delivery. Harness your posture, your eyes, your voice, your gestures and even your breathing for maximum impact, whether you're in a one-on-one meeting or engaging a large crowd.

- Beat imposter syndrome: build your confidence as a public speaker
- Prove yourself as a capable leader with a strong presence
- Learn how to gain the trust of your team and clients

## About the Author

Dr. Louise Mahler is a global expert in communication and body language and a leading international keynote speaker. Louise is a highly sought-after media commentator and is well known for analysing the communication and body language of public figures and celebrities (including Scott Morrison, Anthony Albanese, and the Duke and Duchess of Sussex). She is regularly interviewed on Sunrise, The Today Show, SBS, the ABC, and radio stations across Australia. In addition to also being regularly quoted in print media, Louise has recorded 36 videos for the Australian Financial Review and was chosen by IBM as a key creative source worldwide. Highly academically qualified, Louise has a PhD in business focusing on leadership communication and in 2023 was named an Adjunct Professor of Federation University Australia.

# Dummies

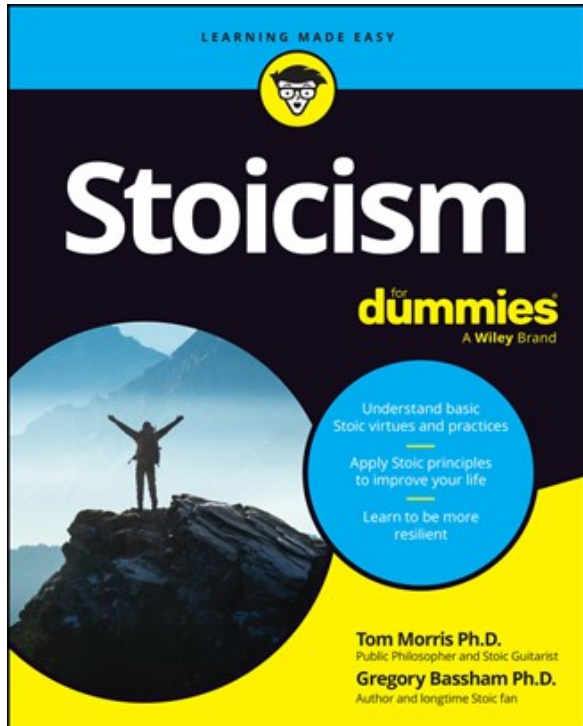
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# Stoicism For Dummies

Morris



**The philosophy that will help you become more resilient in the face of life's challenges**

*Stoicism For Dummies* will teach you the basic principles of stoic philosophy and show you how it can help you navigate the ups and downs of life. We all face challenges and setbacks, and, if we have the right mindset, we can sail through them with ease. This book offers a comprehensive look at Stoic philosophy, uncovering its strengths and attractions and shedding light on its limitations, both in the ancient world where it was developed, and in our world today. Learn how you can apply stoic principles for personal growth and better living, and how you can adapt this philosophical outlook to your unique circumstances. Written in terms anyone can understand, this friendly Dummies guide helps you understand stoicism, and also apply it in your life.

- Understand the basics of stoic philosophy, including virtues and practices
- Learn how to keep calm and carry on when life throws you curveballs
- Apply stoic principles to improve your relationships and quality of life
- Discover the history of stoicism and how its principles can apply to today's world

[View on Edelweiss](#)

This book is great for anyone who wants to learn more about stoicism and its benefits.

## For Dummies

BISAC: *Philosophy*

9781394206278

Paperback

January 3, 2024

£18.99 | 21,40 € | \$24.99

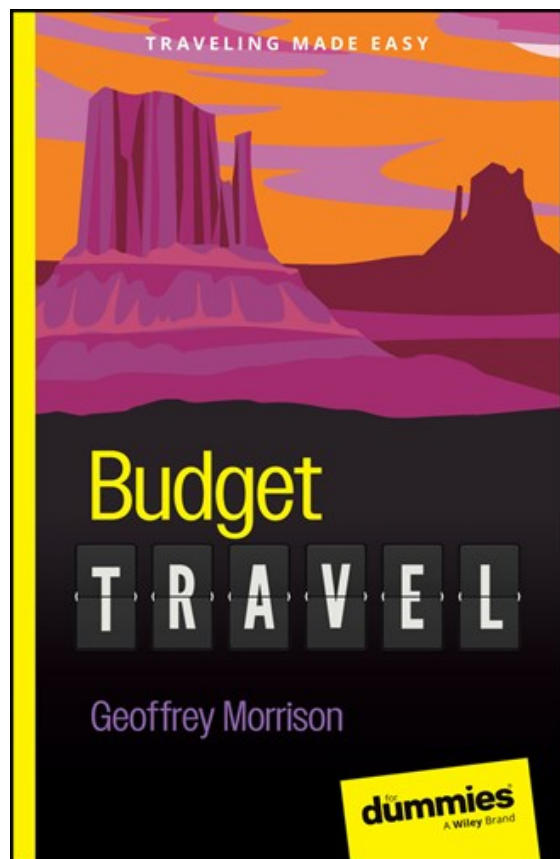
(EUR-DE:22,90 €)

### About the Author

Tom Morris (Wilmington, NC) is the author of *The Stoic Art of Living*, the 2020 Stoic book, *Platos Lemonade Stand*, *Philosophy for Dummies*, and 30 other books. He was a professor of philosophy at The University of Notre Dame for 15 years and now heads The Morris Institute for Human Values, and is the founder of Wisdom/Work Publishing. Gregory Bassham (Wilkes-Barre, PA) is the author of *The Philosophy Book*, an illustrated history of philosophy, and ten other books, including *The Lord of the Rings and Philosophy* and *The Ultimate Harry Potter and Philosophy*. Gregory was a professor of philosophy at Kings College for over 25 years.

# Budget Travel For Dummies

Geoffrey Morrison



[View on Edelweiss](#)

## For Dummies

BISAC: *Travel*

9781394212958

Paperback

March 26, 2024

£15.99 | 17,10 € | \$19.99

(EUR-DE:19,90 €)

### Tips and tricks for stretching your travel budget all the way around the world

*Budget Travel For Dummies* will help you plan your next vacation and make it affordable, with tips on how to maximize your budget and squeeze amazing experiences out of every penny. Written by a travel expert who has visited 60 countries across 6 continents, this book will help you find the best deals, including cheap flights and accommodations. You'll learn how to pick a destination, set and stick to a budget, minimize bank and credit card fees, and manage health and travel insurance. For the adventurer within you, this guide is full of tips on traveling without a plan, living for months with just carry-on luggage, and staying flexible in case you need to change your plans. Yes, you can afford that bucket-list trip.

- Get insider tips on finding cheaper flights and accommodations
- Pick destinations and plan once-in-a-lifetime trips that won't break the bank
- Learn how to navigate passport and visa issues while abroad
- Avoid common mistakes that can make travel needlessly expensive

This book is for anyone who wants to travel, or travel more, but doesn't have the budget to stay in 5-star resorts. Jump into

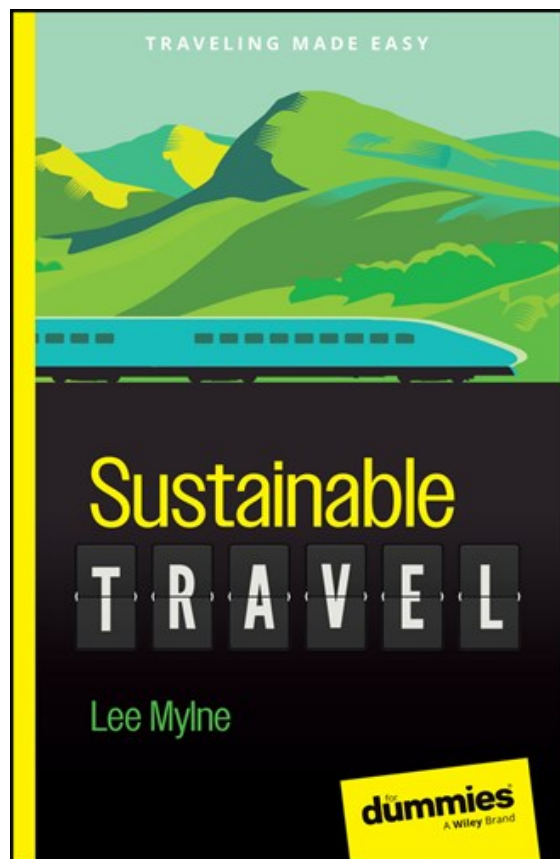
### About the Author

Geoffrey Morrison (Los Angeles, CA), aka the Bald Nomad, - <http://geoffreymorrison.com/> - is a writer and photographer about tech and travel for CNET, Wirecutter, the Wall Street Journal, Forbes, and The New York Times. Hes also the Senior Editor at SoundStage Solo. He spends most of the year travelling and has been to 60 countries across 6 continents. During multiple road trips, including a recent 10,000 mile, 2.5 month adventure, he has explored every US state and 23 National Parks.

<https://www.youtube.com/@GeoffMorrison>

# Sustainable Travel For Dummies

Lee Mylne



[View on Edelweiss](#)

## For Dummies

BISAC: *Travel*

9781394215102

Paperback

March 26, 2024

£15.99 | 17,10 € | \$19.99

(EUR-DE:19,90 €)

### How to travel lightly across planet Earth

*Sustainable Travel For Dummies* is for travelers of all ages and budgets who want to reduce their carbon footprints, respect and protect the planet, contribute to local economies, and incorporate conservation into their travel experiences. That's you! This easy-to-read guide shows you what sustainable travel is, why it's important, and how to do it—with no travel shaming. Award-winning travel journalist Lee Mylne brings a global perspective on fun ways to travel responsibly. A must-have resource for globetrotters and for those whose travels keep them close to home, this book covers alternative transportation, unique accommodations, fulfilling cultural experiences, everything else the eco-savvy traveler needs to know.

- Discover how to plan eco-friendly trips to destinations near and far
- Reduce your carbon footprint while still enjoying life-affirming experiences
- Learn about alternative methods of transportation and sustainable accommodations
- Gain cultural awareness and get fun ideas for making the most of your travel

*Sustainable Travel For Dummies* is an inspiring read for travelers who are new to sustainable and ethical travel and seeking practical tips for eco-conscious wandering.

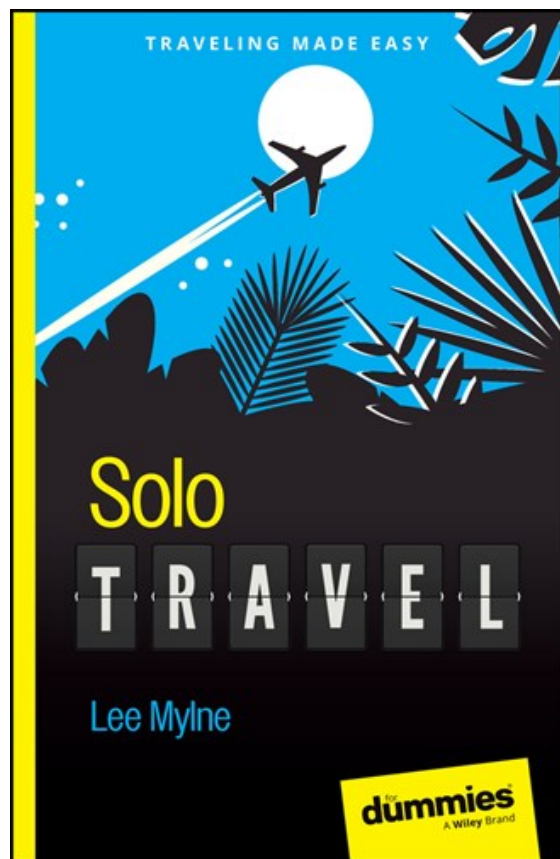
### About the Author

Lee Mylne (Queensland, Australia) is an award-winning travel journalist and experienced guidebook author who has visited more than 60 countries, always with an eye on treading lightly. Conscious of her carbon footprint, in recent years she has looked for ways to reduce it - and to share her knowledge with other travelers. Her commitment to sustainable and ethical travel is reflected in her writing and public speaking. She is a Life Member of the Australian Society of Travel Writers and the author of the forthcoming *Rethinking Travel Writing: The Journey of a Genre* (Palgrave Macmillan 2023).



# Solo Travel For Dummies

Lee Mylne



## A friendly resource to help you prepare for exciting domestic or international travel—on your own

*Solo Travel For Dummies* teaches you how to plan the solo trip of a lifetime with must-know info, insider tricks, safety essentials, and more. Whether you're a seasoned jetsetter or nervous first timer, you'll learn everything you need to know. Choose your destination, plan a fulfilling itinerary, save money, and stay safe, no matter where in the world you may roam. As a solo traveler, you'll appreciate this book's specific tips on how to avoid loneliness, what to do if you get lost, and how to plan ahead so you can enjoy your trip. Tuck this portable Dummies travel guide into your backpack or suitcase, and you'll be ready for your once-in-a-lifetime adventure.

- Find expert travel tips for minimizing stress and maximizing enjoyment
- Learn how to plan the perfect solo itinerary for your goals
- Discover unique destinations and can't-miss cultural experiences
- Get expert tips on safety, budgeting, and so much more!

[View on Edelweiss](#)

*Solo Travel For Dummies* is for anyone who needs a trusted, comprehensive source of information as they prepare to travel independently.

## For Dummies

BISAC: *Travel*

9781394218165

Paperback

March 26, 2024

£15.99 | 17,10 € | \$19.99

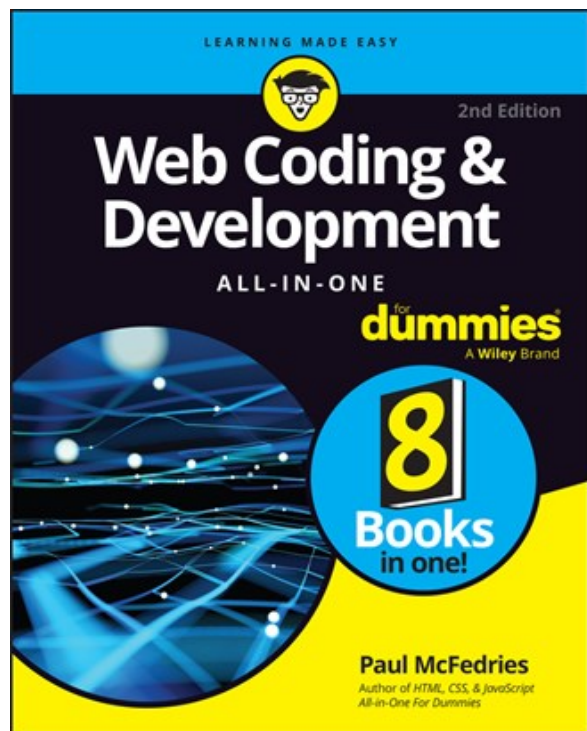
(EUR-DE:19,90 €)

## About the Author

Lee Mylne (Queensland, Australia) is an award-winning travel journalist and experienced guidebook author who has visited more than 60 countries, often travelling alone. She has learned to overcome the horrors of eating alone and enjoy the freedom of freewheeling. She is a Life Member of the Australian Society of Travel Writers and the author of the forthcoming *Rethinking Travel Writing: The Journey of a Genre* (Palgrave Macmillan 2023).

# Web Coding & Development All-in-One For Dummies, 2nd Edition

Paul McFedries



**Learn the in-demand skills that let you turn lines of code into websites and apps**

*Web Coding & Development All-in-One For Dummies* is a one-stop resource for would-be developers who need guidance on the languages and steps used to build websites and applications. Learn the coding ropes and expand your existing skillset with this easy-to-understand guide. In these complete mini-books, you'll walk through the basics of web development, structuring a page, building and processing web forms, and beyond. Learn how to build a website or create your very own app with the advice of web coding and development experts. This edition expands JavaScript and CSS coverage while providing new content on server-side coding and the development stack.

- Get essential knowledge of how web development works—even if you've never written a line of code in your life
- Learn HTML, CSS, JavaScript, and other languages essential for building websites and apps
- Discover how to make optimize your sites and apps for mobile devices
- Expand on what you already know and improve your employability

[View on Edelweiss](#)

This Dummies All-in-One is great for you if want to develop coding skills but don't have a programming background. It's also perfect for professionals looking to brush up on their web

## For Dummies

BISAC: *Computers*

9781394197026

Paperback

March 27, 2024

£34.99 | 38,50 € | \$44.99

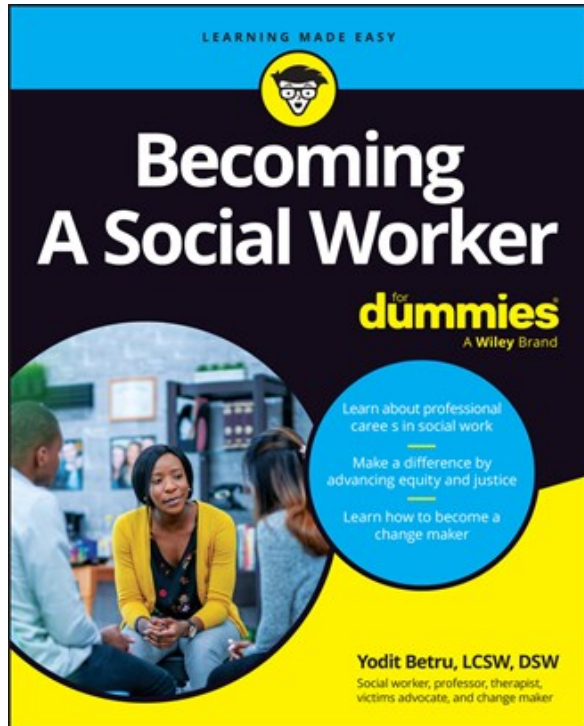
(EUR-DE:42,90 €)

## About the Author

Paul McFedries (Toronto, ON, CANADA) is the president of Logophilia Limited, a technical writing company. He's worked with computers large and small since 1975 with experience as a programmer, consultant, database developer, and website builder. Paul is author of more than 90 books with four million in combined sales worldwide, including several best-selling titles in Wiley's Teach Yourself VISUALLY series.

# Becoming A Social Worker For Dummies

Betru



## Be an agent of positive change with a rewarding career in social work

Social workers are trained to address major social issues and provide therapeutic services for children, youth, and families. *Becoming a Social Worker for Dummies* will introduce you to this empowering profession and teach you about the fulfilling career paths that focus on improving community and society. Learn what skills you need to be prepared to work in the field, and discover how you can enter a role that allows you to make a positive difference working with individuals, groups, organizations, systems, and even whole countries.

- Embark on a career that's satisfying, engaging, and financially sound
- Read about the different kinds of social work jobs available and pick the right path for you
- Learn how social work differs from other helping professions and bust common myths
- Get started on your journey toward working for equity and justice in your community

This clear, simple Dummies guide is for anyone who wants to learn more about the social work profession and its many sectors. Discover a career path where you can make a difference almost anywhere.

[View on Edelweiss](#)

## For Dummies

BISAC: Political Science

9781394200870

Paperback

January 1, 2024

£18.99 | 21,40 € | \$24.99

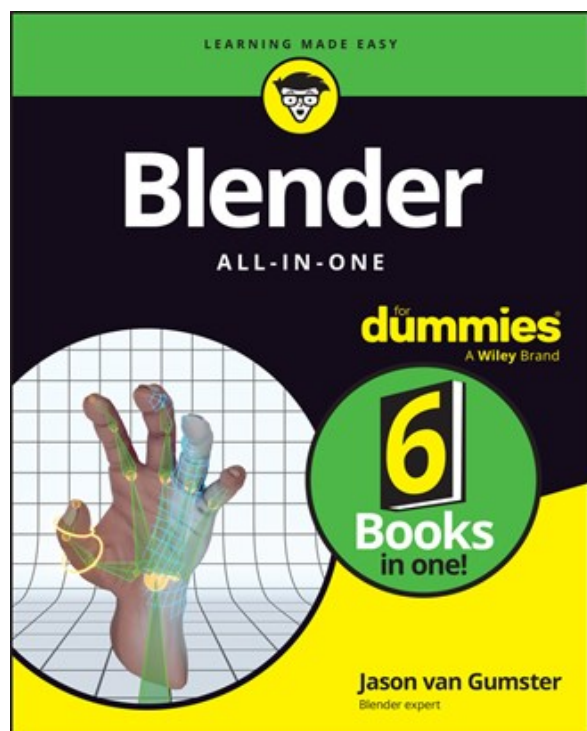
(EUR-DE:22,90 €)

## About the Author

Yodit Betru (Pittsburgh, PA) is the director of the Master of Social Work program and a clinical assistant professor at the Univ. of Pittsburghs School of Social Work. Dr. Betru trains students on critical issues that impact identity and community, including race, gender, sexual orientation, identity expression, and stress. She sits on the board of directors for Pittsburgh Action Against Rape and Sojourner House and is a committee member of the Minority Fellowship Program for the Council on Social Work Education, while maintaining a caseload in a private practice setting.

# Blender All-in-One For Dummies

Jason van Gumster



## Create excellent 3D animations with free, open-source software

When you're looking for help with creating animation with Blender, look no further than the top-selling Blender book on the market. This edition of *Blender For Dummies* covers every step in the animation process, from basic design all the way to finished product. This book walks you through each project phase, including creating models, adding lighting and environment, animating objects, and building a final shareable file. Written by long-time Blender evangelist Jason van Gumster, this deep reference teaches you the full animation process from idea to final vision. With this fun and easy guide, you're on your way toward making your animation dreams a reality.

- Set up Blender and navigate the interface
- Learn how to build models in virtual space
- Texture, light, and animate your figures—then render your final product
- Get help and inspiration from the Blender community

If you're new to Blender or an experienced user in need of a reference, *Blender For Dummies* is the easy-to-use guide for you.

[View on Edelweiss](#)

## For Dummies

BISAC: *Computers*

9781394204045

Paperback

March 27, 2024

£37.99 | 42,80 € | \$49.99

(EUR-DE:45,90 €)

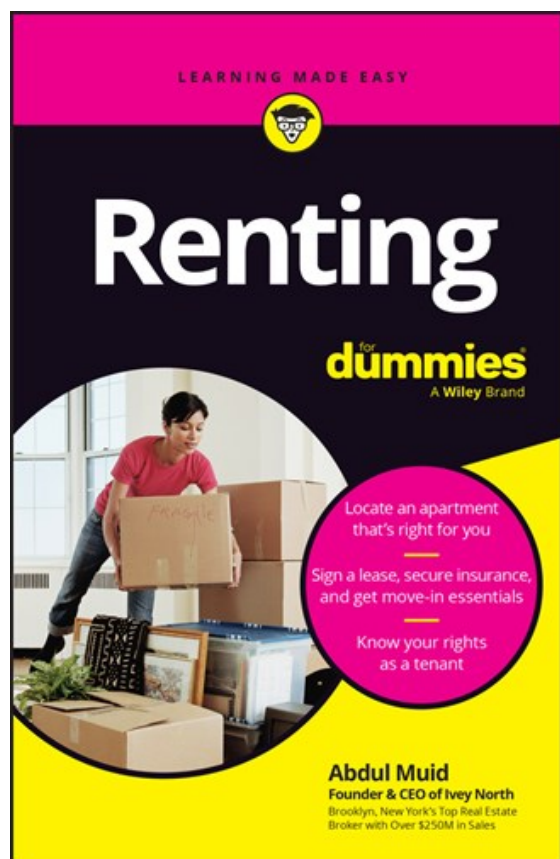
## About the Author

Jason van Gumster (metro Atlanta, GA) has had his hands in the worlds of digital design and animation for nearly two decades. Along with his work as a freelance animator, he's also worked as a Blender certified trainer. He stays connected with the Blender community as a moderator at BlenderArtists.org. Jason and his family have spent the past year and half living a nomadic lifestyle as he does live consulting with various Blender animation houses. He is author of all editions of *Blender For Dummies* as well as *GIMP Bible*. Keep up with Jason at [monsterjavaguns.com](http://monsterjavaguns.com) (a URL built on an anagram of his name).



# Renting For Dummies

Abdul Muid



## Untangle the renting process and find your perfect place

*Renting For Dummies* explains everything you, as a renter, need to know. Search for the ideal home, put in your application, and get yourself moved in. You'll learn how to effectively hunt for rentals, figure out what you can afford, and how to find the neighborhood that's best for you. Want to find a roommate? Need help with your application? Not sure whether your lease allows you to keep your beloved pet goldfish? This Dummies guide has you covered, with all the renting advice, and none of the confusing babble.

- Streamline the renting process with tips on finding good rentals
- Read real-life scenarios to help you navigate roommates, pets, applications, and beyond
- Ask the right questions and negotiate a lease that's fair to everyone
- Get tips for maintaining your place, setting up utilities, and handling repairs

If you want to get up to speed on today's rental landscape, *Renting For Dummies* is the jargon-free resource for you.

[View on Edelweiss](#)

## For Dummies

BISAC: *Business & Economics*

9781119912972

Paperback

March 27, 2024

£18.99 | 21,40 € | \$19.99

(EUR-DE:22,90 €)

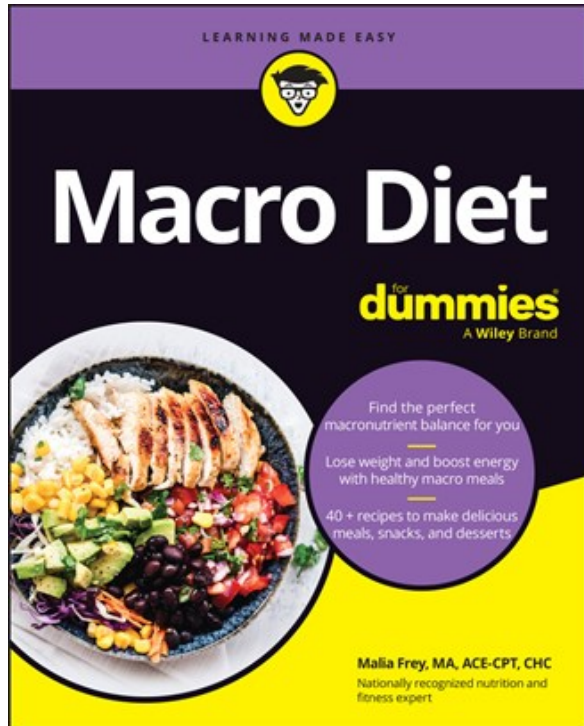
## About the Author

Abdul Muid (Brooklyn, NY) is the founder and principal of Ivey North, a real estate agency in New York City. Abdul has over 15 years of experience working at two of the city's top residential firms, Corcoran and Compass. At Ivey North, Abdul manages a team of 15 agents who handle both sales and rentals. His expertise includes co-ops, condominiums, townhouses, investment properties, and land sales.



# Macro Diet For Dummies

Frey



**Lose weight, build lean muscle, and boost daily energy levels without giving up your favorite foods.**

*Macro Diet For Dummies* teaches you everything you need to know to master the popular meal plan that has helped athletes, celebrities, and people just like you build lean muscle and lose fat for good. On the macro diet, you track macronutrients instead of calories, so you know you're giving your body the correct balance of daily nutrients to feel energized, strong, and healthy. And the great thing is that, as long as you balance your macros and meet your daily goals, you can eat whatever you want. You'll reach your weight and health goals without feeling deprived of your favorite foods.

*Macro Diet For Dummies* is a jargon-free guide that provides all the tips and tools you need to develop your own macro-based dietary plan and maintain it for life. Learn to find the best macro balance for you and prep delicious and satisfying meals that will help you get where you want to be.

- Read about macronutrients and why they're so important for weight loss, better body composition, and optimal health
- Learn how to determine the macro balance that works best for your body and how to calculate the precise amount of carbs, protein, and fat that you need each day

[View on Edelweiss](#)

## For Dummies

BISAC: Health & Fitness

9781394216222

Paperback

March 18, 2024

£17.99 | 19,70 € | \$22.99

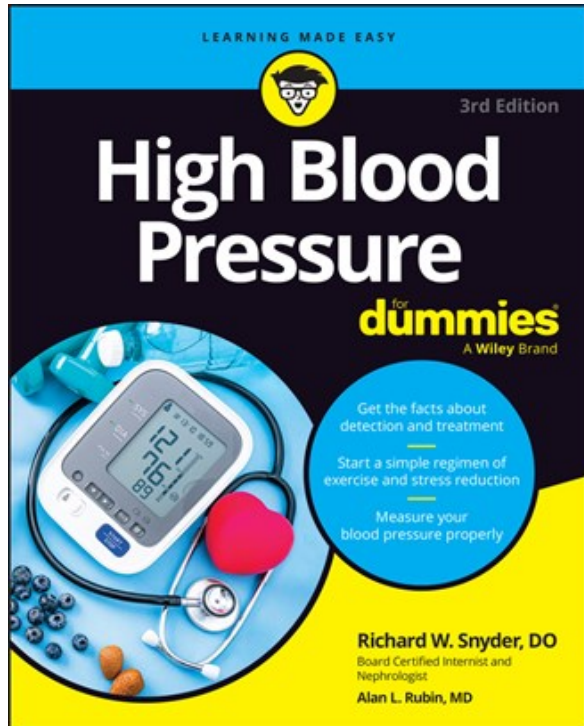
(EUR-DE:21,90 €)

## About the Author

Malia Frey (St. Louis Park, MN) is a highly sought-after writer and editor who has been in the health and fitness industry for over 25 years. She has written for Mens Fitness, Muscle and Fitness, MyFitnessPal, and others. As the weight loss expert at VerywellFit.com, she provided diet, nutrition, and fitness advice to millions of readers for over 10 years, making hers one of the top-ranked sites at Dotdash Meredith. She is an American Council on Exercise (ACE) certified health coach and personal trainer with additional ACE credentials in fitness nutrition, weight management, behavior change, and functional aging.

# High Blood Pressure For Dummies, 3rd Edition

Richard Snyder



**Maintain healthy blood pressure with timeless wisdom and new breakthroughs in prevention and treatment**

*High Blood Pressure For Dummies* explains all you need to know about blood pressure—and what to do when it gets too high. High blood pressure can lead to serious complications, but with lifestyle changes and medication, it's easily treatable. This jargon-free, compassionate book walks you through the necessary changes to help lower blood pressure and live a healthy life. You'll be well equipped to determine if you're at risk and consider the medical consequences of hypertension. From there, develop a successful treatment plan and choose the right foods for you. With this Dummies guide, you can learn to prioritize you and your health.

- Learn what hypertension is, what causes it, and how it can be prevented and treated
- Improve your quality of life and live longer by focusing on a healthy blood pressure
- Understand your doctor's recommendations and discover diet and lifestyle factors that you can control
- Find out about new research on hypertension causes, treatments, and genetic influences

[View on Edelweiss](#)

This new edition of *High Blood Pressure For Dummies* is great for people with high blood pressure, their caregivers, and anyone with a family history who wants to better understand the condition.

## For Dummies

BISAC: Health & Fitness

9781394224944

Paperback

March 18, 2024

£18.99 | 21,40 € | \$24.99

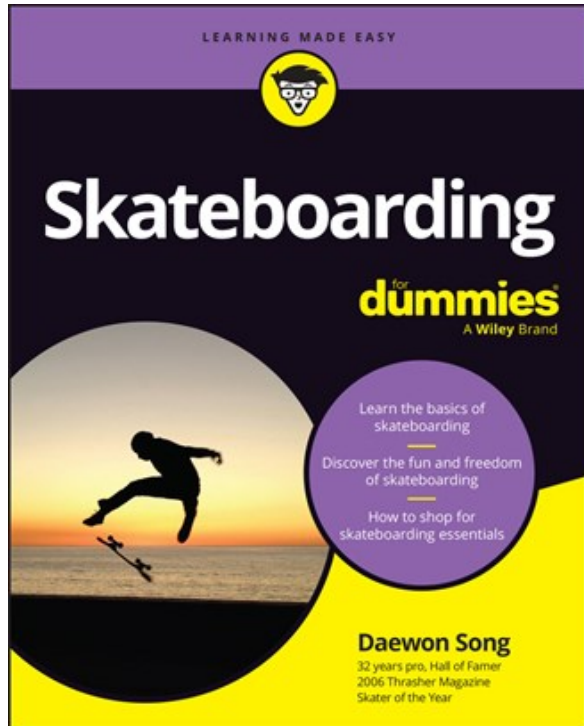
(EUR-DE:22,90 €)

## About the Author

NEW AUTHOR! Richard W Snyder, DO, (Easton, PA) is a Board-Certified Internist and Nephrologist (kidney specialist) who has been evaluating and treating high blood pressure for the past twenty years. In addition to extensive clinical experience, he has been involved in graduate medical education for past two decades, including teaching aspects of hypertension and renal physiology to medical students. He served as a Program Director for an Internal Medicine Residency program. He is the co-author of *Medical Dosage Calculations For Dummies*. Dr. Snyder has been involved in the clinical practice of nephrology and hypertension since 2004.

# Skateboarding For Dummies

Daewon Song



## A beginner's guide to skating for fun, fitness, and self-expression

*Skateboarding For Dummies* teaches you the basics of the fun and popular sport of skateboarding, so you can start shredding. Author Daewon Song has been a pro skateboarder for 30 years and is considered to be the most technically gifted skateboarder of all time. He is passionate about the sport and shares his enthusiasm and experience in this easy-to-read guide. Skateboarding is a fun, challenging, and inclusive sport that can also be a powerful outlet for self-expression. With this book, you'll learn cool tricks, safe skating, and skatepark etiquette. Plus, you'll discover how skateboarding can bring positivity to your life, building your confidence and self-esteem.

- Shop for your first skateboard and essential accessories
- Learn the basics of riding a skateboard at a skatepark
- Get step-by-step instructions for performing classic tricks
- Discover the history of skateboarding

Skateboarding is for everyone, regardless of age or background, and *Skateboarding For Dummies* is for anyone who wants to give this sport a try.

[View on Edelweiss](#)

## For Dummies

BISAC: *Sports & Recreation*

9781119989929

Paperback

May 8, 2024

£15.99 | 17,10 € | \$19.99

(EUR-DE:19,90 €)

## About the Author

**Daewon Song (San Pedro, CA)** is an American professional skateboarder. He was named the 2006 "Skater of the Year" by Thrasher magazine, an award that is considered to be one of the most significant honors in skateboarding. In 2011, *Transworld Skateboarding* named Daewon the 29th most influential skateboarder of all time. Daewon co-owns Thank You Skateboards with fellow skateboarder Torey Pudwill - their company's mission is to use the collective power of skateboarding to shine a light on deserving causes, to help uplift communities, and give back to the sport that they love.

# Jossey-Bass

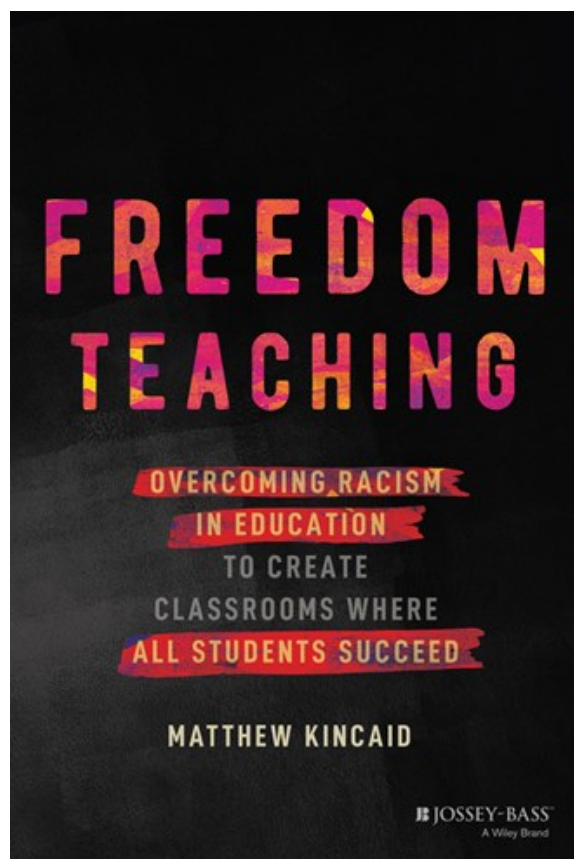
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# Freedom Teaching

Overcoming Racism in Education to Create Classrooms Where All Students Succeed

Matthew Kincaid



[View on Edelweiss](#)

## Jossey Bass

BISAC: Education

9781119984832

Hardcover

March 19, 2024

£20.99 | 23,10 € | \$28.00

(EUR-DE:25,90 €)

### Build an anti-racist and culturally responsive school environment

In *Freedom Teaching*, educator and distinguished anti-racism practitioner Matthew Kincaid delivers a one-stop resource for educators and educational leaders seeking to improve equity and increase the cultural responsiveness of their school. In this book, you'll discover the meaning and fundamentals of anti-racist education and find a roadmap to reducing the impact of systemic racism in your classroom.

The author offers skills and tools he's developed over the course of his lengthy career teaching anti-racist ideas to educators, providing readers with strategies that are effective at both the individual teacher and collective school community level. Readers will also find:

- A thorough introduction to the idea of Freedom Teaching and creating an education system that works for all students
- Strategies for building and maintaining anti-racist schools and classrooms
- Important social justice lessons from unsung activists

An indispensable resource for educators, educational leaders, and anyone who wants to actualize change in our education system, *Freedom Teaching* belongs in the libraries of the parents and families of students and teachers in training

### About the Author

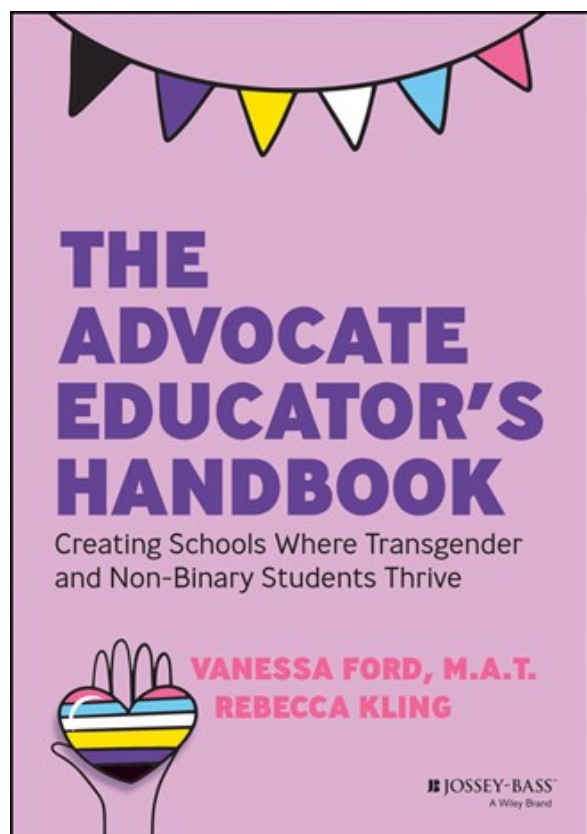
Matthew Kincaid (Detroit, MI) is the founder and CEO of Overcoming Racism, LLC, an organization which seeks to develop more equitable institutions through comprehensive race and equity training. As a former educator, instructional coach, school administrator and activist, Matthew has been leading anti-racism workshops for over 15 years. He has dedicated his life to challenging the oppression that marginalized communities face in our society. Matthew plans to continue to use his platform to empower individuals, organizations, and communities to address the realities of systemic racism with courage, skill, and intention. He is a graduate of Tufts University and has been recognized as a top 100 visionary leader by Real Leaders magazine. In 2018 he was awarded Young Entrepreneur of the Year for the state of Louisiana. Matthew was also selected by NOLA Gambit 40 under 40 (2019).



# The Advocate Educator's Handbook

Creating Schools Where Transgender & Non-Binary Students Thrive

Ford



[View on Edelweiss](#)

## Jossey Bass

BISAC: Education

9781394178018

Paperback

March 26, 2024

£20.99 | 23,10 € | \$27.00

(EUR-DE:25,90 €)

### A critical guide on creating inclusive classrooms for transgender students

Including a foreword from Dr. Peggy Brookins, President of the National Board for Professional Teaching Standards, *The Advocate Educator's Handbook* offers a tested framework for educators to use in their journeys to create inclusive classrooms for transgender and non-binary students. Centered on a framework of four principles – educate, affirm, include, and disrupt – this book provides a new way of thinking about inclusivity in the classroom, as well as practical ways to foster students' sense of belonging. The authors bring rich understanding to the topic – Kling as a transgender educator & advocate, Ford as a teacher & parent of a transgender child, and both authors being educators themselves. You'll also read stories from transgender and non-binary students, teachers, researchers, parents, and more, providing unique and important perspectives.

Inside the book, you'll find includes tools that you can start using on day one of being in the classroom. You'll also find model policies for teachers, schools administrators, and public policymakers, so you can begin the important work of advocating for and *with* trans and non-binary students. By engaging with trans youth and allies, we can build inclusivity in and beyond the classroom.

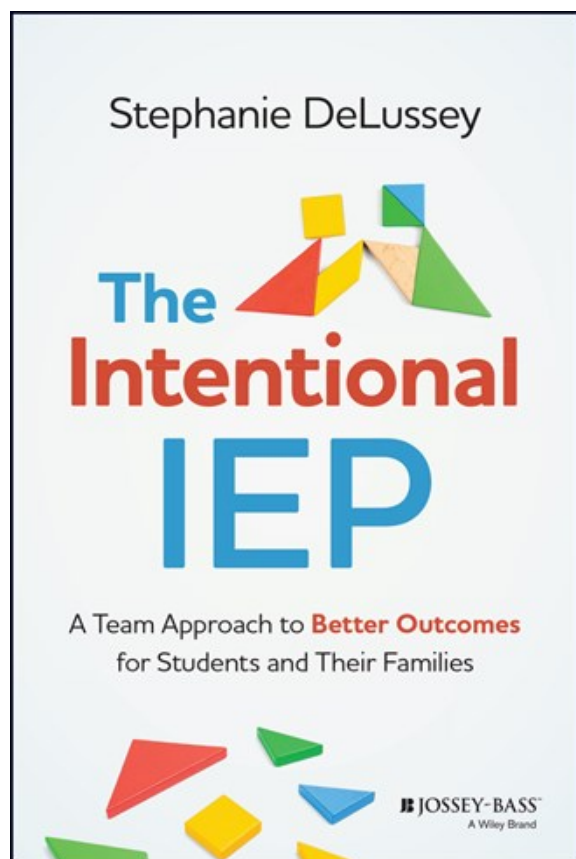
### About the Author

Vanessa Ford (she/her) (Beverly, MA) is one of the country's leading parent advocates for transgender youth. She taught for 14 years before joining a national non-profit as the Director of Education. She now works as a Senior University Relations Director for an EdTech Company serving higher education. Vanessa has been featured in the Washington Post, The New York Times, and other major news platforms. She sat on the Board of the National Center for Transgender Equality and has worked closely with The Human Rights Campaign, GLSEN, and The Family Equality Council. She sits on The Human Rights Campaign's Parents for Transgender Equality Council. Rebecca Kling (she/her) (Chicago, IL) has been a champion of transgender rights for more than a decade. She has travelled as a solo performer and educator to conferences, festivals, and college campuses across the US, sharing material inspired by her life as a

# The Intentional IEP

A Team Approach to Better Outcomes for Students and Their Families

Stephanie DeLussey



[View on Edelweiss](#)

## Jossey Bass

BISAC: Education

9781394184729

Paperback

March 24, 2024

£22.99 | 25,70 € | \$30.00

(EUR-DE:27,90 €)

### Learn how to put together IEPs with the power to make a real difference for students

*The Intentional IEP* shows special education teachers how to successfully collaborate with all stakeholders—parents or guardians, general ed teachers, therapists, and beyond—to work toward students' success. Too many of us aren't trained to write the Individualized Education Programs that help millions of students thrive in school. This book fills that training gap, explaining the importance of assembling an IEP team and inviting this team to confront and improve its current processes and habits to make IEP writing simpler and more effective.

With all the pressures that educators are under, it's easy to cut corners when it comes time to write IEPs. Writing them in isolation, leaving them to the night before, making decisions without consulting data and research, letting family collaboration fall to the wayside—most special educators have made these mistakes at some point. *The Intentional IEP* equips you with the resources you need to feel confident in approaching IEPs the right way, including prioritizing the many competing demands you face so you can find the capacity to show up for your students. This book offers:

- Clear, step-by-step solutions for all IEP members that can easily be implemented at any time during the school year

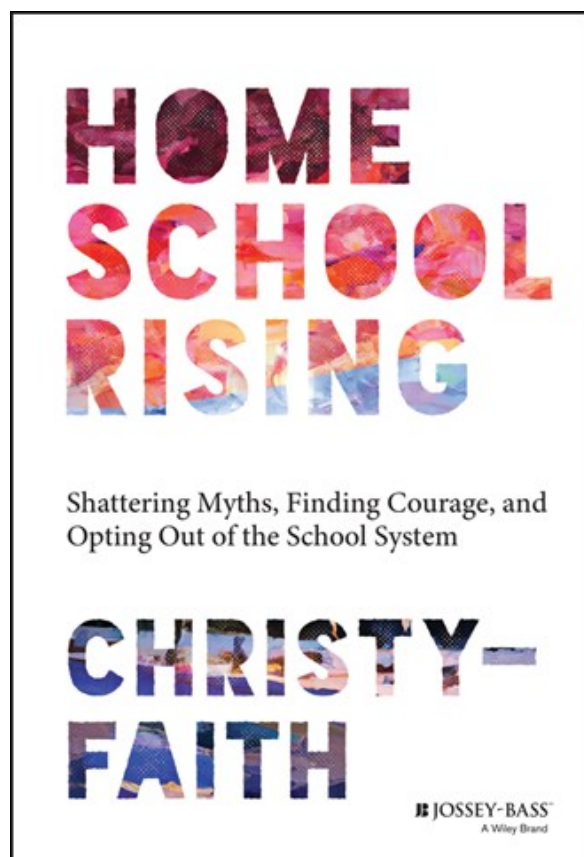
### About the Author

Stephanie DeLussey (Pensacola Beach, FL) is owner of The Intentional IEP and Mrs. D's Corner, a veteran special education teacher, Individualized Education Plan coach, and dual certified in special education N-12 and elementary education K-6. She earned her bachelor's degree from Kutztown University and completed the Master IEP Coach program in 2020 and is studying to be a Board Certified Inclusive Education Specialist through the National Association of Special Education Teachers (NASSET). She has been featured in publications like *Exceptional Parent* magazine, podcasts like *Special Education Inner Circle* and *The Autism Helper*, and sites like *Learning Resources*. She boasts more than 500,000 online followers across platforms. Business websites: [www.intentionaliepwriting.com](http://www.intentionaliepwriting.com) and [www.mrsdscorner.com](http://www.mrsdscorner.com).

# Homeschool Rising

Shattering Myths, Finding Courage, and Opting Out of the School System

Christy-Faith



[View on Edelweiss](#)

Take a good look at the reasons why homeschooling can help today's kids thrive. *Homeschool Rising* is a guide for anyone interested in homeschooling their children, regardless of background. It busts through the myths surrounding homeschooling, reveals the gross inadequacies in our current school system, and demonstrates how home education can provide a solution for students and families everywhere. There are many assumptions made about homeschooling—that your child will be socially awkward due to lack of social interaction, that parents and caregivers are not equipped to educate their children, that homeschooling is only for White, Christian, middle-class parents, and more. In this book, experienced educator Christy-Faith disproves all these assumptions. The truth is, homeschooling sets today's students up for success in a way traditional schooling no longer can. This evidence-grounded yet casual and relatable guide to homeschooling gives you everything you need to know as you consider launching your homeschooling journey: Clear up the confusion and misconceptions surrounding homeschooling. See why homeschooling is a great option for kids of any race, religion, and background. Gain the knowledge and confidence you need to start your kids off on the right foot with homeschooling. Make sure your homeschooled kids are getting the support they need academically and socially. New and experienced homeschoolers looking for support, as well as educators, psychologists, and others who work with homeschooled children, will love the clear and conversational information in *Homeschool Rising*.

## Jossey Bass

BISAC: Education

9781394191536

Paperback

March 10, 2024

£20.99 | 23,10 € | \$27.00

(EUR-DE:25,90 €)

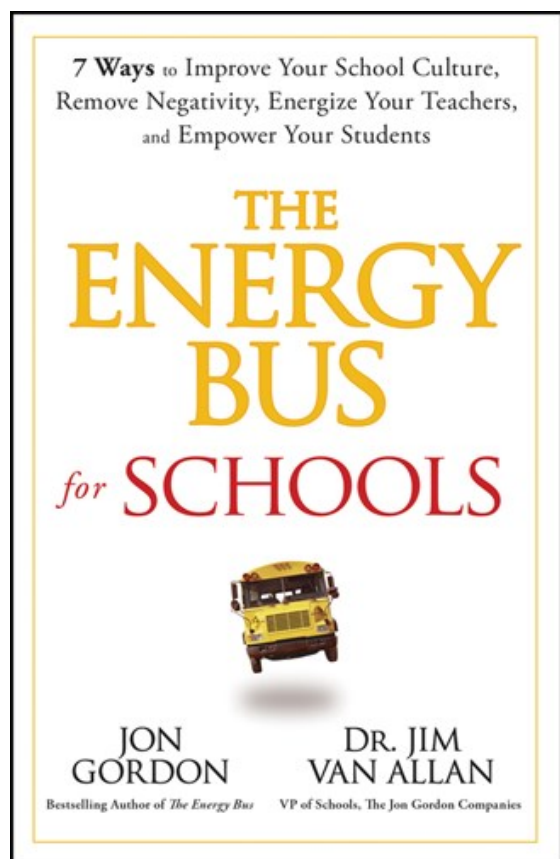
## About the Author

Christy-Faith Groza (Highlands Ranch, CO) is founder of the Homeschool Awakening and has more than twenty years teaching experience. While in the classroom, she has worked with gifted students, students with learning challenges, and twice exceptional students. After several years of teaching, Christy-Faith founded Groza Learning Center, an educational center and consulting firm. Her work at Groza Learning Center led her to question why school systems were not providing the students she supported with what they needed to thrive. This question led Christy to make the decision to homeschool her own children, sell their learning center, and found Homeschool Awakening. Website: <https://christy-faith.com>

# The Energy Bus for Schools

7 Ways to Improve your School Culture, Remove Negativity, Energize Your Teachers, and Empower Your Students

Jon Gordon



[View on Edelweiss](#)

**Jossey Bass**

Series: Jon Gordon

BISAC: Education

9781394233038

Hardcover

March 19, 2024

£18.99 | 21,40 € | \$28.00

(EUR-DE:22,90 €)

## Drive Your School Culture to Success with The Energy Bus!

Transform your school culture into a thriving and positive environment. In *The Energy Bus for Schools: 7 Ways to Improve Your School Culture, Remove Negativity, Energize Your Teachers, and Empower Your Students*, bestselling author Jon Gordon and education leader Dr. Jim Van Allan provide concrete strategies and powerful stories to help build a positive school culture. This book shares a unique approach and proven practices for reimagining schools and districts as collaborative places where students and staff create their culture and develop as leaders together.

The authors provide the blueprint and framework to create a positive campus culture including:

- Thriving during times of change
- Communication to strengthen relationships
- Proven strategies to empower staff and students
- Building a connected team
- Developing a positive mindset
- Implementing best practices to energize teachers and students
- Removing negativity that sabotages morale and culture
- Rediscovering the joy and excitement of being in education

## About the Author

Jon Gordon (Ponte Vedra Beach, FL) ([jongordon.com](http://jongordon.com)) has inspired millions of readers around the world. He is the author of 26 books, including five children's books and twelve bestsellers: *The Energy Bus*, *The Carpenter*, *Training Camp*, *You Win in the Locker Room First*, *The Power of Positive Leadership*, *The Power of a Positive Team*, *The Coffee Bean*, *Stay Positive*, *The Garden*, *Relationship Grit*, *Stick Together*, and *Row the Boat*. He is passionate about developing positive leaders, organizations, and teams. Dr. Jim Van Allan is the Vice President of Schools for The Jon Gordon Companies, Inc., running *The Energy Bus for Schools* programs. Dr. Van Allan is also a Professor of Communication Studies with Keiser University. He holds a Ph.D. in Education Leadership where he studied the impact of *The Energy Bus for Schools* curriculum on a model school.

# Business

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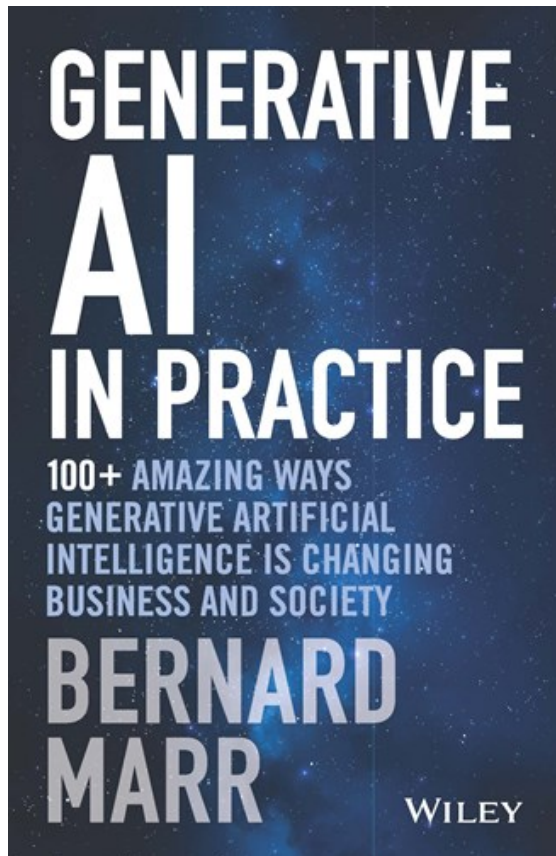




# Generative AI in Practice

100+ Amazing Ways Generative Artificial Intelligence Is Changing Business And Society

Marr



[View on Edelweiss](#)

**Wiley**

BISAC: *Business & Economics*  
9781394245567

Hardcover

£18.99 | 22,10 € | \$24.95

Dive into the future as we journey through the next frontier of technological advancement

Generative AI isn't just the biggest trend right now; it's the pinnacle of today's technological evolution. Beyond the capabilities of ChatGPT and similar AIs that can generate written content and artwork, GenAI is rewriting the rulebook. From crafting intricate industrial designs, writing computer code, and producing mesmerizing synthetic voices to composing enchanting music and innovating genetic breakthroughs, the horizons are limitless.

Picture a world where your daily news is read by your favourite celebrity, where video games conjure unparalleled universes in real-time, where machines concoct ground breaking medicines, and where literature and courses are tailored flawlessly for you.

In *Generative AI in Practice*, renowned futurist Bernard Marr offers readers a deep dive into the captivating universe of GenAI. This comprehensive guide not only introduces the uninitiated to this ground breaking technology but outlines the profound and unprecedented impact of GenAI on the fabric of business and society. It's set to redefine all our jobs, revolutionize business operations, and question the very foundations of existing business models. Beyond merely altering, GenAI promises to elevate the products and services at the heart of enterprises and intricately weave itself into the tapestry of our daily lives. Through 19 enriching chapters,

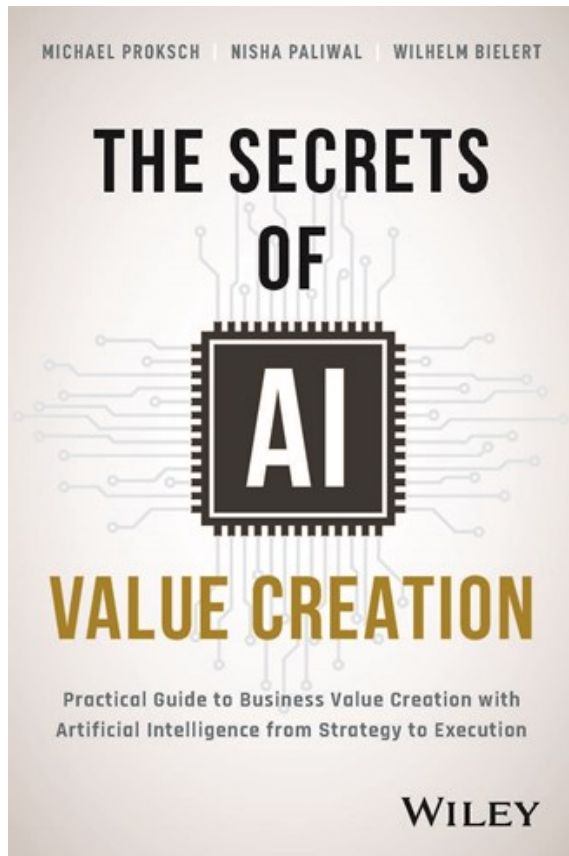
## About the Author

Bernard Marr is an internationally best-selling business author, keynote speaker and strategic advisor to companies and governments. He is one of the world's most highly respected voices and a renowned expert when it comes to topics such as artificial intelligence, big data and blockchain. As the founder and CEO of Bernard Marr's best-known organizations on digital transformation and business performance - including Accenture, Astra Zeneca, Bank of England, Barclays, BP, Cisco, DHL, Fujitsu, Gartner, HSBC, IBM, Mars, Ministry of Defence, Microsoft, NATO, Oracle, The Home Office, NHS, Orange, Tetley, T-Mobile, Toyota, Royal Air Force, SAP, Shell, the United Nations, Walmart - potential for author-procured bulk orders here. Social media presence and reach is incredible: he has 1.25 million LinkedIn followers (growing by about 1000 new followers each day); 100K Twitter followers; 100K Facebook fans - and his

# The Secrets of AI Value Creation

Practical Guide to Business Value Creation with Artificial Intelligence from Strategy to Execution

Michael Proksch



[View on Edelweiss](#)

**Wiley**

BISAC: *Business & Economics*

9781394233625

Hardcover

£23.99 | 28,00 € | \$32.50

Unlock unprecedented levels of value at your firm by implementing artificial intelligence

In *The Secrets of AI Value Creation*, a team of recognized artificial intelligence (AI) commentators and consultants delivers a practical, hands-on guide to implementing AI in your firm.

In the book, you'll explore critical value drivers and key capabilities that will determine the success or failure of your company's AI initiatives. The authors examine the subject from multiple perspectives, including business, technology, data, algorithmics, and psychology.

Organized into four parts and fourteen insightful chapters, the book includes:

- Concrete examples and real-world case studies illustrating the practical impact of the ideas discussed within
- Best practices used and common challenges encountered when first incorporating AI into your company's operations
- A comprehensive framework you can use to navigate the complexities of AI implementation and value creation

An indispensable blueprint for artificial intelligence

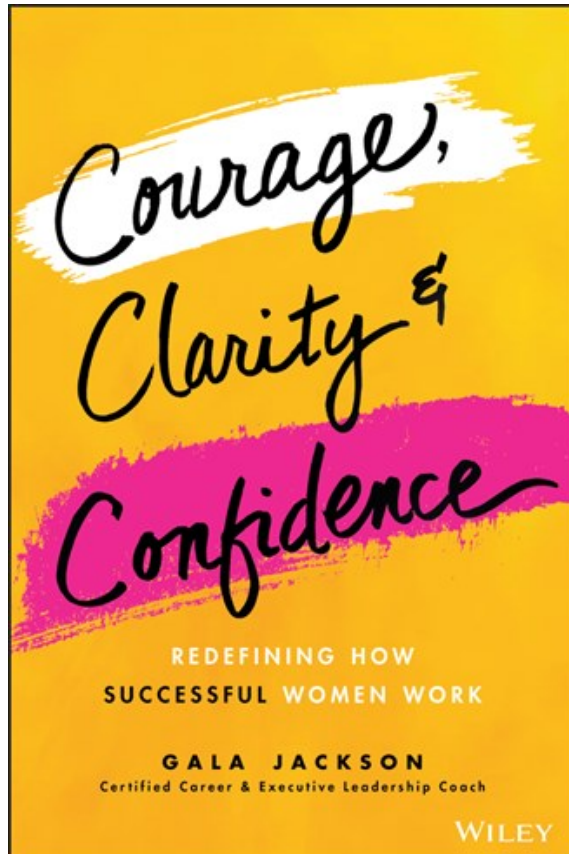
## About the Author

**Michael Proksch:** Michael has 5000 followers on LinkedIn; he will use the book to sell consulting and educational services for corporate education in India and the US; he will use it for teaching classes at Thunderbird University and the University of Connecticut; he has scheduled more conferences and is speaking at more webinars about the book. **Wilhelm Bielert:** Wilhelm has been recognized by different 3rd parties such as REFINITIV and Onalytica to be one of the global top influencers in Artificial intelligence; he has about 12.000 Twitter followers and more than 5000 followers on LinkedIn, 2000 followers on Facebook - social media serves as a main platform. **Nisha Paliwal:** Nisha is active on multiple social media platforms (e.g. LinkedIn 5000 followers), however, since she is also active in various communities in the non profit sector, her connections are beyond her current professional ecosystem. She is planning to share the

# Courage, Clarity, and Confidence

Redefining How Successful Women Work

Gala Jackson



[View on Edelweiss](#)

**Wiley**

BISAC: *Business & Economics*

9781119899402

Hardcover

March 26, 2024

£21.99 | 24,00 € | \$28.00

(EUR-DE:26,90 €)

## Build a successful career with authenticity, confidence, and boldness

In *Courage, Clarity, and Confidence: Redefining How Successful Women Work*, executive career and leadership coach Gala Jackson delivers an exciting new playbook to help women reconnect with their voice and values to redefine work and success. In the book, you'll explore how to navigate the fraught path to professional fulfillment and negotiate the many obstacles that litter the way.

Traditional job search and career transition methods often fail women—especially women of color—because they've been constructed by, and for, men, white men. She also provides a practical exercises that equip you with how to build a future for yourself characterized by authenticity, confidence, and boldness even in the midst of the evolving landscape of women and work. The book includes:

- Strategies to align your professional and personal identities for a new empowering narrative
- Methods to help you identify the power of your own voice
- Approaches to help you reconsider and rewrite the rules of engagement for how you work and build your career
- Own your definition of career success while leveraging all your professional experiences to achieve it

## About the Author

Gala Jackson is the CEO of Interview Snob, her boutique coaching business, and was formerly the Director of Coaching at Ellevest. Shes committed to helping people tap into their strengths and advance their careers with courage, clarity, and confidence. With a master's degree in educational leadership, Gala is certified as an executive leadership and career coach, career and talent development coach, and life coach. Shes also a TEDx speaker and yoga instructor.



# Lead Like You

How Authenticity Transforms the Way Women Live, Love, and Succeed

Jo Wagstaff

## AWAITING FINAL COVER



[View on Edelweiss](#)

**Wiley**

BISAC: Business & Economics

9781394248704

Paperback

March 13, 2024

£19.95 | 22,60 € | \$27.00

(EUR-DE:24,90 €)

### Is the life you're leading true to you?

Do you feel like you're endlessly striving in a world that never stops asking for more? Too often, we exhaust ourselves in pursuit of supposed ideals. We give everything in search of 'success,' while struggling with stress, guilt, self-doubt, and burnout. It's time to dismantle the illusion of external validation. It's time to embrace your inherent worth as a woman and a leader. *Lead Like You* is a roadmap for rediscovering the authentic you and realising a new way to live and lead.

The key to true transformation, radical resilience, and deep fulfilment lies within: learning to know yourself, care for yourself and truly be yourself, at work and in life. *Lead Like You* will show you how to ignite this personal and professional revolution. Through courageous stories, evidence-based practices and insights from psychology, author Jo Wagstaff shares indispensable tools for forging a profound connection with - and caring for - the self. Learn how you can lead your career and lead yourself with more purpose and power.

- Understand and overcome the external and internal forces that limit your potential
- Increase your self-awareness and identify your motivations, limiting behaviours and boundaries
- Discover the strength and power in mindfulness, self-care and self-compassion

### About the Author

**Jo Wagstaff** is an internationally renowned leadership coach and speaker. She has worked with many premier Australian and global firms to support thousands of professionals to embrace the power of conscious, authentic leadership and leading from within. She is the founder of Authentic Woman (with 70K+ followers online) and the Live. Lead. Love. Leadership program.

Jo spent nearly two decades in the financial services industry, including at the executive table of one of Australia's leading wealth-management companies. Finding herself burned out from climbing the ladder, she embarked on a deep transformational journey to dismantle the shackles of societal expectations and past conditioning. Her goal was to understand her deepest motivations, overcome her limitations, and re-create a new way to live, lead, and

# Transgender Inclusion

All the Things You Want to Ask Your Transgender Coworker (but Shouldn't)

Fowlkes



[View on Edelweiss](#)

**Wiley**

BISAC: *Business & Economics*

9781394199259

Hardcover

January 9, 2024

£21.99 | 24,00 € | \$28.00

(EUR-DE:26,90 €)

**Discover the realities for transgender people in the workplace and beyond as they as they move through any of the three recognized kinds of transition—and how to be an ally.**

In *Transgender Inclusion: All The Things You Want To Ask Your Transgender Coworker But Shouldn't*, clinical psychologist and trans inclusion specialist Dr. A.C. Fowlkes delivers an essential and remarkably honest discussion of the realities of the workplace for transgender people. In the book, you'll explore the experiences that trans people have in the workplace as they move through none, one, or more of the three recognized kinds of transition—medical, social, and legal. You'll learn answers to your questions about your transgender colleagues, so you can be respectful of your coworker's feelings and work together comfortably. You'll also find:

- Discussions of how and why transgender people often feel excluded from the workplace and by their colleagues
- Explorations of the unfortunately common reality of harassment and maltreatment of transgender workers
- How and why information about transgender experiences in the workplace is helpful to everyone

Approximately 1.3 million adults in the United States identify as transgender. If you don't already have a transgender friend, neighbor, or co-worker, you might very well have one in the

## About the Author

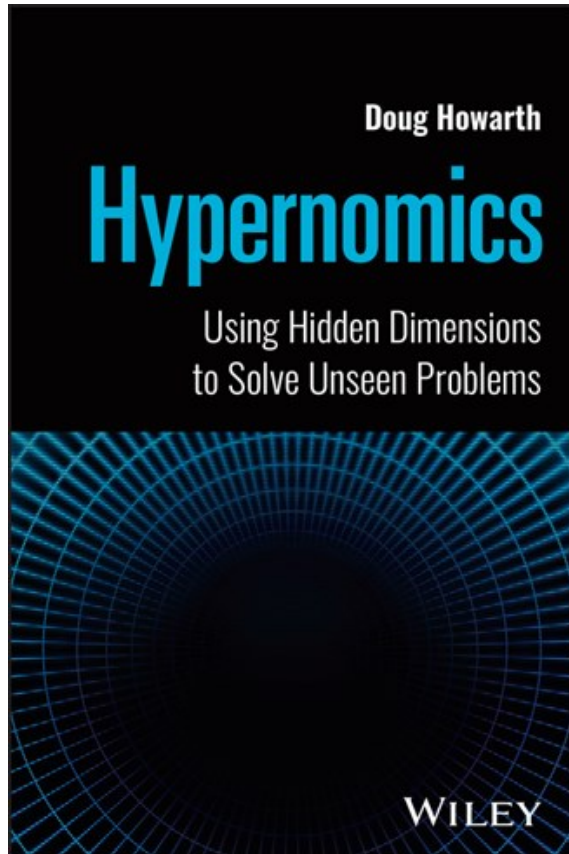
Dr. AC Fowlkes is a licensed clinical psychologist with a Ph.D. in Health Psychology with a clinical specialization, an LGBTQ+ sensitivity and transgender inclusion expert and a Top 10 LinkedIn Voice in the USA and Canada. He serves on the board of directors for The Trevor Project and was the first transgender man appointed. Additionally, he writes for Forbes on the topic of LGBTQ+ sensitivity, transgender inclusion, and allyship.



# Hypernomics

Using Hidden Dimensions to Solve Unseen Problems

Doug Howarth



[View on Edelweiss](#)

**Wiley**

BISAC: Business & Economics

9781394208883

Hardcover

March 26, 2024

£40.00 | 45,50 € | \$50.00

(EUR-DE:48,90 €)

## You've Never Seen What You've Always Needed to Know – Until Now

Invisible forces are at work. They push and shove on everything you buy or sell. They affect every concept you want to take to market, all the suppliers you'll deal with, and every customer you'll ever see. To be successful, you need to understand them.

See them in detail in ways not possible with other methods.

*Hypernomics: Using Hidden Dimensions to Solve Unseen Problems* discovers that markets behave according to previously unknown laws set by the buyers and sellers within them. It reveals those rules and how to detect, describe, and deploy them to your advantage. It doesn't change economics so much as reveal it.

It's like a microscope looking at pond water, a telescope tilted to the sky, sonar scanning the bottom of the ocean.

*Hypernomics* lets you see into markets in ways you can't with the unaided eye.

Sailors never navigate without a map. You shouldn't either, since your ship could wind up on the rocks. *Hypernomics* gives you the means to create market maps that show you where they have openings and how to fill them by giving customers what they want, don't have, and can afford. It finds their thresholds and limits and responses to every possible feature

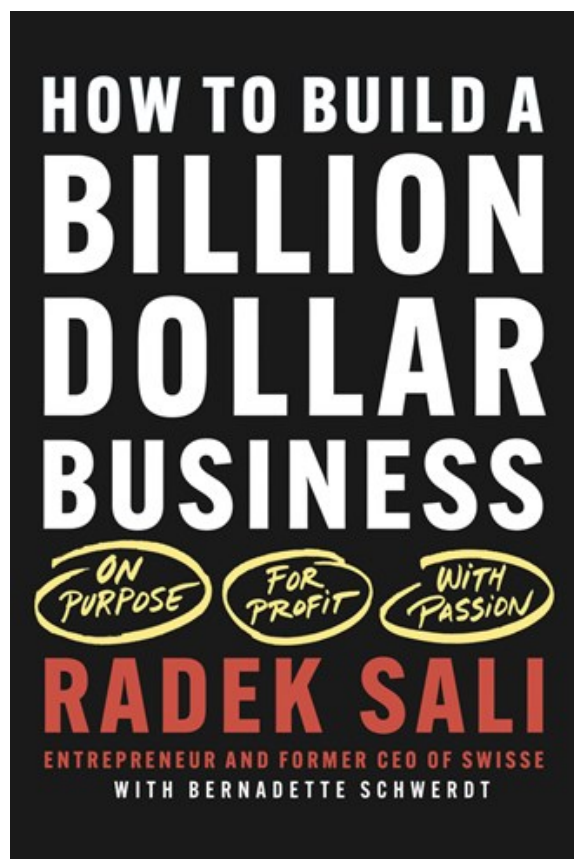
## About the Author

Doug Howarth (Santa Clarita, CA) is the founder and CEO of MEE, Inc. that focuses on 4D market analytics. For the 31 years prior to that, he worked for Lockheed Martins Skunk Works, where he worked as the F-117 Stealth Fighter Manufacturing Program Manager and retired as the head of their Parametric Analysis group. He has published ten peer-reviewed papers through the American Institute of Aeronautics and Astronautics (AIAA), the Institute of Electrical and Electronics Engineers (IEEE), the International Council of the Aeronautical Sciences (ICAS), the Society of Automotive Engineers (SAE) and the International Society of Parametric Analysts (ISPA)/ International Cost Estimating and Analysis Association (ICEAA).

# How to Build a Billion-Dollar Business

On Purpose. For Profit. With Passion.

R Sali



[View on Edelweiss](#)

**Wiley**

BISAC: *Business & Economics*

9781394216048

Paperback

February 25, 2024

£18.50 | 21,00 € | \$21.95

(EUR-DE:22,90 €)

**How do you align your personal values with your business? And what does it take to build a business and a brand that is both profitable and sustainable?**

In this book, Radek Sali unpacks how his unique approach to product, people, and branding took Swisse Wellness from an Australian favourite to a successful global brand valued worth \$1.7 billion. At the heart of *How to Build a Billion-Dollar Business* is Radek's passion for wellness, finding purpose in work, and the future of a more sustainable, socially conscious capitalism. He shares unique insights and tips on how to build a business that does more than just make a profit: it also does good.

Inside, you'll learn how to develop a business plan, build a thriving workplace culture rooted in values, attract and retain customers, and grow their profits. More than this, you'll learn how to make a real, positive impact in your community. Because a successful business is not just about profit: it's about purpose.

- Build a culture of trust, openness, and respect — in your organisation as well as with your consumers
- Get timely and valuable insights on the future of work, what it means to build a flexible business, and how to build a sustainable, responsible brand
- Learn how to drive consumer growth and sales reach by connecting with consumers and driving an aspirational product or service

## About the Author

**Radek Sali** is one of Australia's most successful businesspeople and a serial entrepreneur in the health and wellness sector. As its former CEO (2008-2015), he revolutionised the Swisse Wellness brand by making it aspirational, pioneering the use of brand ambassadors, creating a positive culture (winning 'best place to work in Australia' in 2015 and 2016), and charting record sales. In 2015, Radek helped negotiate the sale of the group to Hong Kong listed Biostime for \$1.7 billion, one of the biggest private-company transactions in Australian history.

# Facilities @ Management

Concept, Realization, Vision – A Global Perspective

Edmond P. Rondeau



**Reference work describing the evolution of facilities management from a global perspective as experienced by the leaders in the field**

With valuable insights from over fifty diverse contributors from all around the world, *Facilities @ Management: Concept, Realization, Vision - A Global Perspective* describes the evolution of the facilities management (FM) industry from a global perspective, discussing the past, present, and future of a profession that has grown significantly over the last forty years. The contributors are made up of industry professionals, many of whom are the founders of the profession, and members from academia who are responsible for teaching future FM leaders.

This edited work is a facilities management origin anthology, but it also reviews the current state of the industry through best practices and lessons learned from some of the sharpest minds in the field

*Facilities @ Management: Concept, Realization, Vision - A Global Perspective* includes information on:

- Handling legal compliance, strategic policies, and overall best practices to ensure a successful career in the field
- Understanding practical guidance for the role of facilities management in the world's biggest

[View on Edelweiss](#)

**Wiley**

BISAC: *Business & Economics*

9781394213283

Hardcover

March 28, 2024

£60.00 | 68,20 € | \$75.00

(EUR-DE:73,90 €)

## About the Author

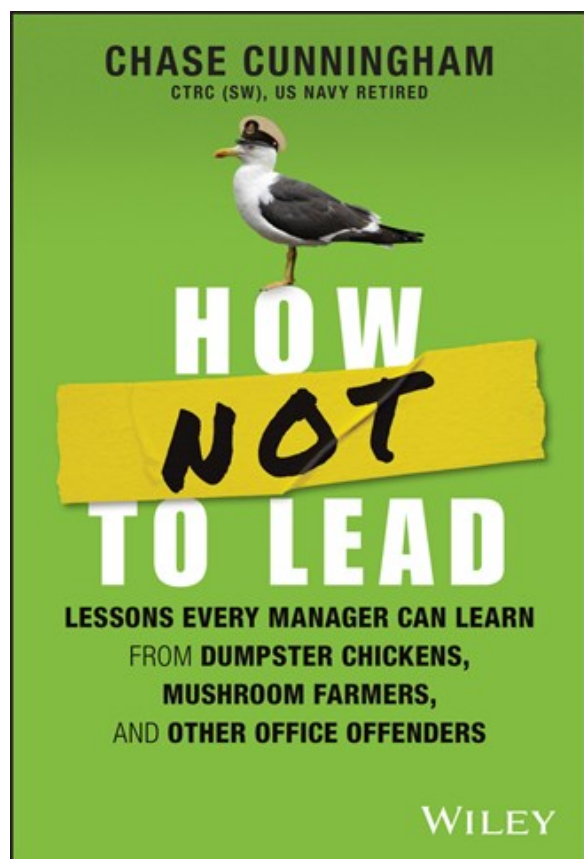
**Edmond P. Rondeau**, AIA, RCFM, IFMA Fellow (USA) provides corporate real estate and facility management consulting and education services. His career spans over 40 years in facility management services, writing, teaching, and speaking on FM globally.

**Michaela Hellerforth** (Germany) is a facility management lecturer, real estate appraiser, consultant for companies and municipalities, author of numerous books and articles, and former board member of the Federal Agency for Real Estate Tasks (BIMA).

# How NOT to Lead

Lessons Every Manager Can Learn from Dumpster Chickens, Mushroom Farmers, and Other Office Offenders

Cunningham



[View on Edelweiss](#)

**Wiley**

BISAC: Business & Economics

9781394201983

Hardcover

March 19, 2024

£22.99 | 25,70 € | \$30.00

(EUR-DE:27,90 €)

## An engaging discussion of costly and avoidable leadership mistakes

In *How NOT To Lead*, veteran cybersecurity executive and author Dr. Chase Cunningham turns the traditional "leadership book" on its head to show you exactly what you need to *avoid* doing to build your leadership skills. The author provides specific and actionable examples of behaviors and habits that dramatically undercut your performance as a leader, demonstrating how you can avoid these common pitfalls and mistakes.

In the book, you'll discover how to get better at planning, strategizing, and executing your way into the future with skill and confidence. You'll also find:

- Discussions of the biggest mistakes that leaders make when organizing and conducting business meetings
- Strategies for dealing with "brilliant jerks," employees and team members with extraordinary capabilities and extraordinarily toxic personalities
- Details how any leader can fall into the trap of Mushroom Farming and fail to keep their employees and stakeholders in the light of knowledge, dooming them to toiling in the dark as "mushrooms"
- Expert descriptions of examples of leaders that function as Dumpster Chickens and how those corrosive tactics degrade business efficacy

## About the Author

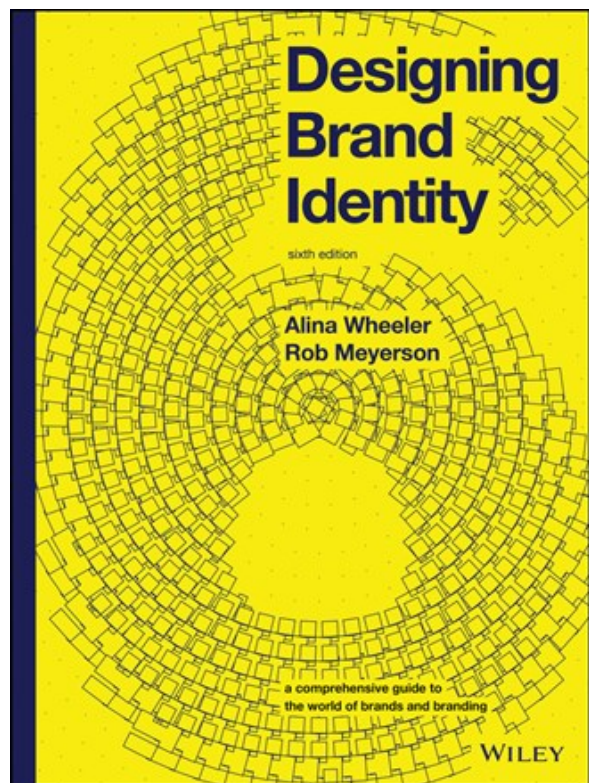
**Chase Cunningham** is Chief Strategy Officer at Ericom Software and was previously VP and Principal Analyst at Forrester where he tracked and covered all aspects of enterprise security. He has decades of operational experience working in various capacities supporting NSA, US Navy, FBI Cyber, and other government mission groups and held several positions at the US Navy, including Director of Threat Intelligence for Armor; Director of Cyber Analytics for Decisive Analytics; and Chief Cryptologic Technician. His DrZeroTrust podcast has more than 100,000 listeners and in total he has more than 3 million social media impressions annually.



# Designing Brand Identity

A Comprehensive Guide to the World of Brands and Branding, 6th Edition

Alina Wheeler



[View on Edelweiss](#)

**Wiley**

BISAC: Design

9781119984818

Hardcover

March 24, 2024

£37.99 | 42,80 € | \$53.00

(EUR-DE:45,90 €)

**Revised and updated sixth edition of the best-selling guide to branding fundamentals, strategy, and process.**

It's harder than ever to be the brand of choice—in many markets, technology has lowered barriers to entry, increasing competition. Everything is digital and the need for fresh content is relentless. Decisions that used to be straightforward are now complicated by rapid advances in technology, the pandemic, political polarization, and numerous social and cultural changes.

The sixth edition of *Designing Brand Identity* has been updated throughout to address the challenges faced by branding professionals today. This best-selling book demystifies branding, explains the fundamentals, and gives practitioners a roadmap to create sustainable and successful brands. With each topic covered in a single spread, the book celebrates great design and strategy while adding new thinking, new case studies, and future-facing, global perspectives.

Organized into three sections—brand fundamentals, process basics, and case studies—this revised edition includes:

- Over 100 branding subjects, checklists, tools, and diagrams
- More than 50 all-new case studies that describe goals, process, strategy, solutions, and results
- New content on artificial intelligence, virtual reality, social justice, and evidence-based marketing

## About the Author

**Alina Wheeler** is a branding consultant who engages enterprises in a dynamic process to build their brands and embrace best practices. Wheeler inspires the whole branding team to seize every opportunity to design compelling customer experiences at every touchpoint. Her best-selling book, *Designing Brand Identity*, published in 11 languages, was the first book to deconstruct the branding process into a universal, five-phase methodology. She is a past Board member of AIGA and a member of the advisory council for The Dictionary of Brand. She speaks frequently to executives, practitioners, and students around the world. She is also the co-author of *Brand Atlas: Branding Intelligence Made Visible*.

**Rob Meyerson** is principal and founder of Heirloom, an independent brand strategy and identity firm. His specialties include naming,



# Finance & Accounting

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# Girls That Invest

Your Guide to Financial Independence through Shares and Stocks, 2nd Edition

S Kaur

**AWAITING UPDATED COVER**



[View on Edelweiss](#)

**Wiley**

BISAC: *Business & Economics*

9781394248360

Paperback

April 24, 2024

£16.95 | 19,20 € | \$23.00

(EUR-DE:20,90 €)

NEW AND UPDATED EDITION!!

**Your step-by-step guide to financial independence-from the creator of the #1 investing education podcast, *Girls That Invest*.**

Ever wondered how on earth the stock market works, but felt too intimidated to ask "those" questions? This is the book for you! In this guide to investing in stocks (aka shares), Simran Kaur teaches the essential principles you can apply to any market, anywhere in the world.

Because money provides freedom: The freedom to say yes or no, the freedom to handle whatever life throws at you, and the freedom to grow and prosper. This book is your invitation to join the thriving community of women who are building a better financial future.

- Understand the stock market and different types of investments
- Grow your money, beat inflation and secure your future
- Decode the jargon around markets, diversification, earnings and more
- Explore different investor strategies and find the right one for you
- Put it all together, step-by-step, and start your investment portfolio

## About the Author

**Simran Kaur** is an investing columnist and the founder and co-host of the number-one global stock market podcast: *Girls That Invest*. She is passionate about educating and uplifting women so they can grow their hard-earned money, find financial security, and build generational wealth.

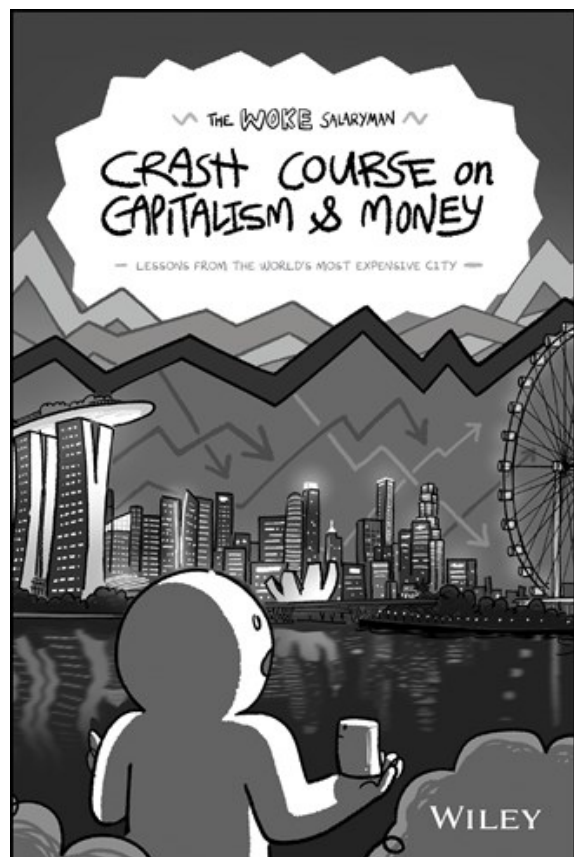
*Girls That Invest* has become a hallmark in the investing education space, and its huge online community resonates with and encourages women and minorities who are keen to navigate the world of investing.

Simran is based in Auckland, New Zealand.

# The Woke Salaryman Crash Course on Capitalism & Money

Lessons from the World's Most Expensive City

*The Woke Salaryman*



[View on Edelweiss](#)

**Wiley**

BISAC: Business & Economics

9781394226528

Paperback

February 22, 2024

£17.00 | 19,30 € | \$22.95

(EUR-DE:20,90 €)

**Learn the rules of the game of capitalism so you can play to win and build wealth**

*Crash Course on Capitalism and Money: Lessons from the World's Most Expensive City* is not your typical personal finance guide. Written by the founders of the top personal finance blog in Singapore, this book acknowledges the frustrations many young people feel as they enter the world of money, and it shows you how to develop the mindset necessary to thrive for the rest of your life. Through visual storytelling, *Crash Course on Capitalism and Money* melds personal finance, economics, sociology, and psychology to create a book that shows you the path to financial success. If you're ready to rise above discontentment, accept the reality you find yourself in, and put in the work it takes to survive, then thrive in today's world—then this is the book for you.

In this book, you'll find a collection of the most popular comics by The Woke Salaryman. The stories are accompanied by commentaries that offer additional context on how each story fits within the bigger framework of approaching the daunting challenge of navigating money, life and purpose in these times.

Why you should get the book:

- It's a guided tour from the perspective of the disillusioned youth who feel like the game is rigged and the odds are stacked against their favor.

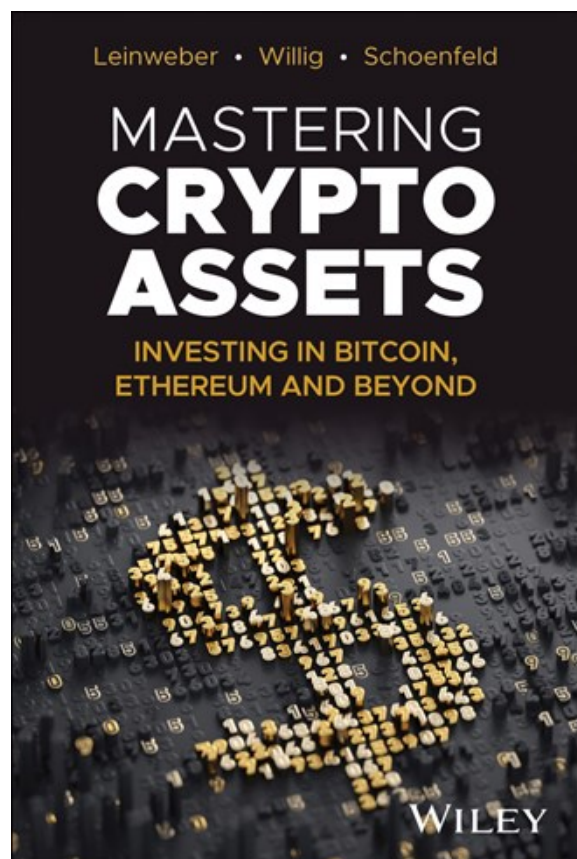
## About the Author

The Woke Salaryman is a Singapore-based finance webcomic and blog founded by content creators Ruiming He and Wei Choon Goh. They make the complex and often dry or technically difficult topic of personal finance more accessible and a lot more fun to read. Being a Woke Salaryman isn't about how much money you have, or what's in your investment portfolio. It's about you dedicating yourself to financially bettering yourself, so that you don't fall prey to the sometimes brutal capitalist society that we live in. At the same time, it's also about using your wealth to help society in meaningful ways. It's easy to be rich. It's easy to be kind. It's not easy to be both. As Woke Salarymen, this is what the founders strive to achieve.

# Mastering Crypto Assets

Investing in Bitcoin, Ethereum and Beyond

Martin Leinweber



[View on Edelweiss](#)

**Wiley**

BISAC: Business & Economics

9781394205394

Hardcover

March 19, 2024

£26.99 | 29,90 € | \$34.95

(EUR-DE:32,90 €)

## A definitive, all-encompassing book on digital assets of all types for investors

*Mastering Crypto Assets: Integrating Bitcoin, Ethereum and More into Traditional Portfolios* offers both institutional and professional investors a guide for the integration of crypto assets into traditional portfolios. It provides comprehensive explanations of the structure of this new asset class and its impact on opportunities and risks in the portfolio context. With the recent explosion in digital assets, and investors need as much information and insight as possible to invest in them intelligently. Cryptocurrencies and other tokens can cause confusion when investors are unaware of how to classify them within a portfolio strategy. This book argues that digital assets deserve their own place in the portfolio, comparable to cash and gold.

Each type of digital asset fulfills different functions and value propositions. The book offers a comprehensive classification of the digital asset landscape, highlighting the key drivers of value. Nevertheless, the crypto space is very immature, and a lot of projects will not survive. Therefore, investors need a process in place, regardless of whether they invest based on quantitative or fundamental criteria. *Digital Asset Revolution* explores how blockchain-based assets store information and value, so you can create investing techniques and rules on a strong foundation of knowledge. You'll also find a different

## About the Author

Martin Leinweber, CFA, is a Digital Asset Product Strategist at MV Index Solutions, providing thought leadership in an emerging asset class. His role encompasses product development, research, and client communication an expert in fundamental and quantitative trading strategies. Martin considers cryptoassets as a fundamental building block for investors to achieve their long-term return objectives. Prior to joining MVIS, he worked as a portfolio manager for equities, fixed income, and alternative investments for almost two decades. He was responsible for the management of active funds for institutional investors such as insurance companies, pension funds and sovereign wealth funds at the leading German quantitative asset manager Quoniam. Previously, he held various positions at one of Germany's largest asset managers, MEAG, the asset manager of Munich Re and ERGO. Among other things, he



# The Personal Finance Cookbook

Essential Recipes to Remedy Your Financial Problems

Nick Meyer

## AWAITING FINAL COVER



[View on Edelweiss](#)

The Personal Finance Cookbook teaches readers how to complete personal finance related tasks like budgeting, investing, and buying a house in the approachable style of a cookbook (engaging imagery, list format, each topic can stand on its own, etc.). In the same way that you don't need to know exactly how sugar and flour chemically bond to create cookies, you don't need to have an advanced knowledge of modern portfolio theory, tax code, or credit risk premiums to successfully manage your personal finances. The Personal Finance Cookbook outlines the steps you need to take to complete personal finance tasks, thereby removing paralysis by analysis and actually allowing you to take positive action. This one-of-a-kind approach to personal finance includes a thoughtful take on common topics and pain points:

- The best way to budget
- How to start investing
- How to buy a home
- How to buy a car
- How to build your credit score
- How to open your first credit card
- How to maximize credit card rewards and sign-up bonuses
- How to negotiate a signing bonus
- How to negotiate your salary
- How to avoid fees in your 401k

**Wiley**

BISAC: *Business & Economics*

9781394210299

Paperback

March 26, 2024

£19.99 | 22,70 € | \$24.95

(EUR-DE:24,90 €)

## About the Author

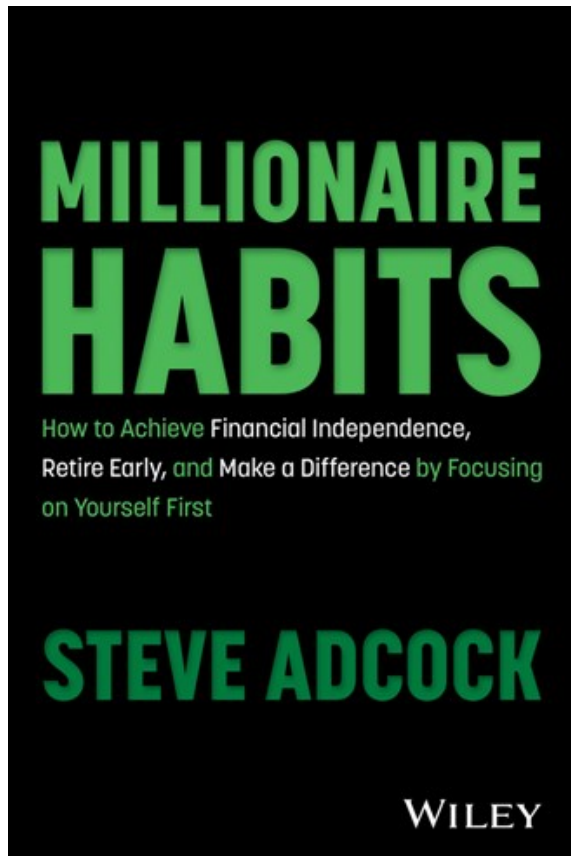
Nick Meyer (Denver, CO; [nicktalksmoney.com](http://nicktalksmoney.com)) is a CFP (CERTIFIED FINANCIAL PLANNER) certificant s appeared on NBC, CBS, Yahoo! Finance, and Bloomberg.



# Millionaire Habits

How to Achieve Financial Independence, Retire Early, and Make a Difference by Focusing on Yourself First

Steve Adcock



[View on Edelweiss](#)

**Wiley**

BISAC: Business & Economics

9781394197293

Hardcover

January 2, 2024

£22.99 | 25,60 € | \$29.95

(EUR-DE:27,90 €)

**Transform your financial present and future so you can give back to the people you care about the most**

In *Millionaire Habits: How to Achieve Financial Independence, Retire Early, and Make a Difference by Focusing on Yourself First*, popular personal finance educator Steve Adcock delivers a fun, insightful, and hands-on discussion of how to build financial security, retire early, and give back to the community. You'll learn to focus on yourself and your family first, creating personal wealth for the purpose of giving back to others.

In the book, the author explains that "saving money" isn't a goal in and of itself, but rather the end product of the personal wealth equation:  $\text{Wealth} = \text{Income} + \text{Investments} - \text{Lifestyle}$ . You'll discover how to pay yourself first with concrete guidance and practical advice drawn from people who built wealth on modest incomes.

You'll also find:

- Strategies for maintaining your physical and financial fitness so you can maximize the value of your assets
- Ways to turn your existing wealth into even more valuable investments that generate continued, passive income
- Methods to help you retire early and enjoy your financial independence at a young age

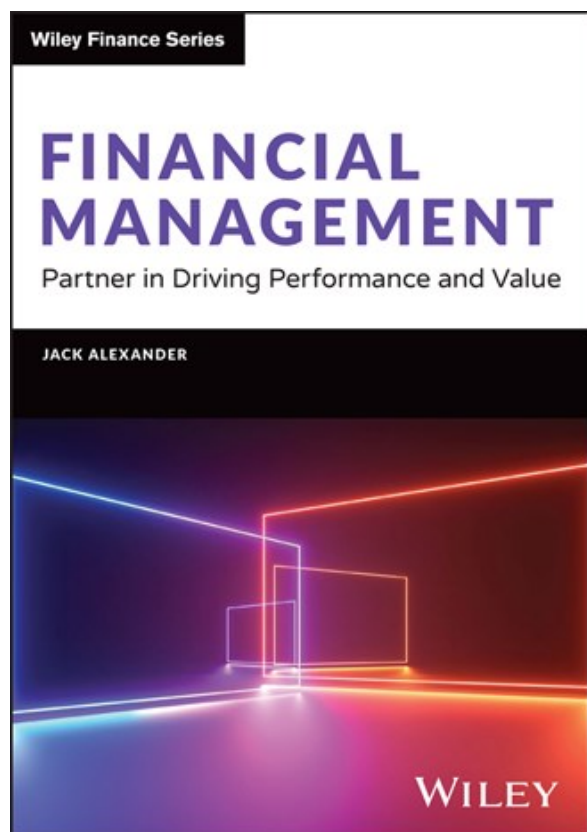
## About the Author

Steve Adcock retired from full-time work at 35 after he and his wife became millionaires using simple habits that make people rich. Today, Steve lives with his wife Courtney in an off-grid house in the southwest enjoying life and educating millions about personal finance and building wealth.

# Financial Management

Partner in Driving Performance and Value

Jack Alexander



**A comprehensive and insightful approach enabling finance managers to contribute to business performance and valuation**

In *Financial Management: Partner in Driving Performance and Value*, experienced financial executive and consultant Jack Alexander delivers a fresh, new take on improving performance and creating shareholder value for CFOs, controllers, C-suite executives, and FP&A professionals. In the book, you'll learn about best practices in operational and strategic planning, forecasting, enterprise performance management, business valuation, capital investment, mergers and acquisitions, developing finance talent, supporting growth, and more. Frameworks for dealing with the pace of change and level of uncertainty in today's environment are also provided, including scenario planning, business agility and monitoring external forces. The book provides actionable insights and practical tools for finance professionals to contribute as trusted advisors and business partners.

The author offers free access to financial models in Microsoft Excel and PowerPoint templates on the accompanying website, as well as:

- Expanded and enhanced content from the author's widely read previous works
- Models, illustrations, examples, and dashboards

[View on Edelweiss](#)

**Wiley**

**Series: Wiley Finance**

BISAC: *Business & Economics*

9781394228362

Hardcover

March 26, 2024

£68.00 | 76,90 € | \$85.00

(EUR-DE:83,90 €)

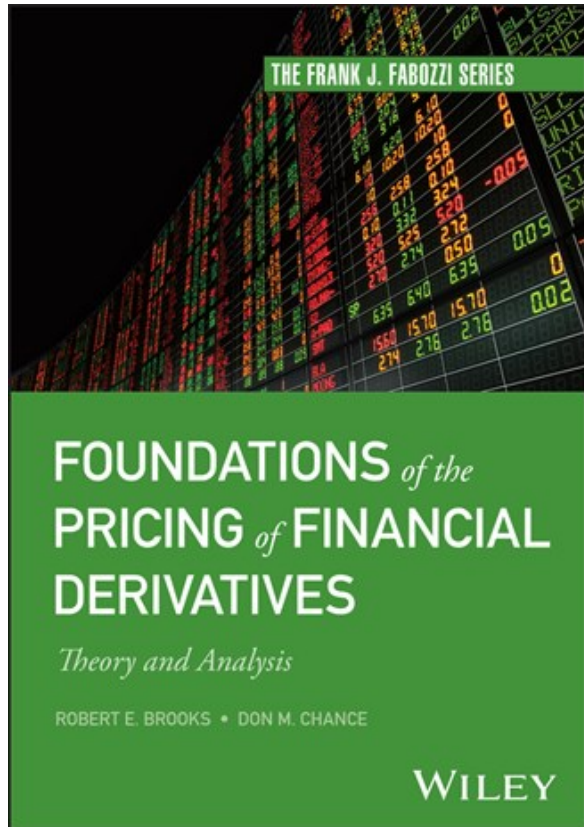
## About the Author

Jack Alexander is an experienced CFO and operating executive turned consultant, author, and lecturer. He provides advice to businesses across a wide range of financial and operating areas, including strategic planning, value creation, Ms MBA program and School of Executive Education. He is a CPA and earned an MBA from Rider University and a BS from Indiana University of Pennsylvania. He is the author of "Performance Dashboards and Analysis for Value Creation", Wiley, 2006 and "Financial Planning and Analysis and Business Performance Management, Wiley, 2018.

# Foundations of the Pricing of Financial Derivatives

Theory and Analysis

Robert E. Brooks



[View on Edelweiss](#)

**Wiley**

Series: Frank J. Fabozzi Series

BISAC: Business & Economics  
9781394179657

Hardcover

March 26, 2024

£75.00 | 81,20 € | \$95.00  
(EUR-DE:91,90 €)

**An accessible and mathematically rigorous resource for masters and PhD students**

In *Foundations of the Pricing of Financial Derivatives: Theory and Analysis* two expert finance academics with professional experience deliver a practical new text for doctoral and masters' students and also new practitioners. The book draws on the authors extensive combined experience teaching, researching, and consulting on this topic and strikes an effective balance between fine-grained quantitative detail and high-level theoretical explanations.

The authors fill the gap left by books directed at masters'-level students that often lack mathematical rigor. Further, books aimed at mathematically trained graduate students often lack quantitative explanations and critical foundational materials. Thus, this book provides the technical background required to understand the more advanced mathematics used in this discipline, in class, in research, and in practice.

Readers will also find:

- Tables, figures, line drawings, practice problems (with a solutions manual), references, and a glossary of commonly used specialist terms
- Review of material in calculus, probability theory, and asset pricing
- Coverage of both arithmetic and geometric Brownian motion

## About the Author

Robert E. Brooks (Northport, AL), Ph, CFA is the Wallace D. Malone, Jr. Endowed Chair of Financial Management at The University of Alabama, founding partner of BlueCreek Investment Partners, LLC, a money management firm, and president of Financial Risk Management, LLC, a financial risk management consulting firm focused on market risks. Brooks is also the author of over 80 articles. Don M. Chance (Baton Rouge, LA), Ph.D., CFA, holds the James C. Flores Endowed Chair of MBA Studies and is Professor of Finance at the E. J. Ourso College of Business at Louisiana State University. He previously held the William H. Wright, Jr. Endowed Chair for Financial Services at LSU, and the First Union Professorship in Financial Risk Management at Virginia Tech.

# Sort Your Property Out

And Build Your Future

/ Pidgeon



## A handbook for investing in property in a smart and strategic way

There's so much more to investing in property than having a double-digit property portfolio. Whether you're a home buyer, a beginner, or a seasoned investor, *Sort Your Property Out* will revolutionise the way you think about property. When it comes to building lifelong financial security, property investing is about being creative and being prepared. In *Sort Your Property Out*, you'll learn exactly what you need to know — and what you need to do — to buy well in today's markets around Australia.

Inside, author John Pidgeon, co-host of the *my millennial money* and *my millennial property* podcasts (and a property investor and coach for over 25 years), will show you how to hone your investor mindset. You'll discover actionable, step-by-step guidance on how to build a strategic portfolio. Ultimately, you'll learn how to buy what's right for you today — and how to set smart, realistic goals for tomorrow.

*Sort Your Property Out: And Build Your Future* will help you:

- Get your head around finance: understand loans, grants, schemes, and taxes, and use smart strategies for putting together that essential deposit.
- Choose the right property: learn the pros and cons of different property types and the signs that you're looking at a hotspot (or a *not-spot*!).

## About the Author

John Pidgeon is a property investor and coach, as well as a husband, father, and keen sportsman. As co-host of the *my millennial money* and *my millennial property* podcasts, he shares his financial and property knowledge with thousands of Australians keen to build their personal finance skills. John is the director of Envisage Property and Solve Wealth.

[View on Edelweiss](#)

**Wiley-Blackwell**

BISAC: *Business & Economics*

9781394222377

Paperback

March 19, 2024

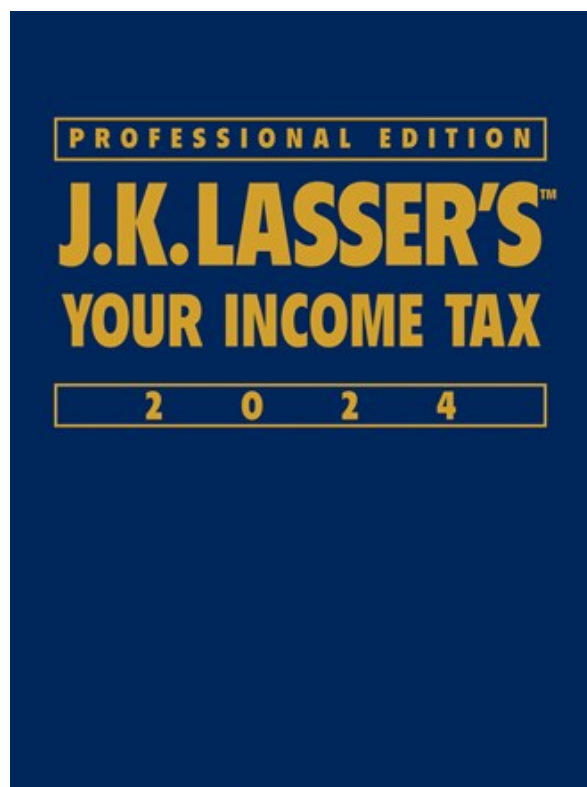
£18.50 | 21,00 € | \$21.95

(EUR-DE:22,90 €)



# J.K. Lasser's Your Income Tax 2024, Professional Edition

*J.K. Lasser Institute*



## The leading desk reference for US personal income tax return preparation for professionals

In *J.K. Lasser's Your Income Tax 2024, Professional Edition*, a team of veteran tax preparers and educators delivers an intuitive and comprehensive roadmap to helping your clients prepare their 2023 US personal income tax returns. In the book, you'll learn how to maximize your clients' deductions and credits, legally shelter their personal income, and minimize their tax bills. The authors have included sample 2023 tax forms, brand-new tax law authorities with citations, binding IRS rulings, filing pointers, and tax planning strategies you can implement immediately to better serve your clients.

Fully updated to reflect the changes to the 2023 tax code, this book provides the step-by-step instructions, worksheets, and forms you need to prepare your clients' taxes ethically and effectively. You'll also find:

- Discussions of what it's like to practice before the Internal Revenue Service as an Enrolled Agent
- Strategies for identifying the best approach to tax planning based on your client's financial situation
- Checklists and sample forms to make preparing your next return simple and straightforward

Perfect for practicing and training Certified Public Accountants and Enrolled Agents, *J.K. Lasser's Your Income Tax 2024* is the

[View on Edelweiss](#)

**Wiley**

**Series: J.K. Lasser**

BISAC: *Business & Economics*

9781394223527

Hardcover

March 26, 2024

£85.00 | 95,50 € | \$105.00

(EUR-DE:105,00 €)

## About the Author

J.T. Eagan, MBA, EA Mr. Eagan has almost 20 years of professional tax experience. He began his tax career in Big 4 serving large clients specializing in State and Local tax. His experience includes the development and implementation of tax technology solutions, individual and business compliance, controversy and planning, mergers and acquisitions due diligence, and tax education development for trainings and seminars. He serves as a contributor to McGraw-Hill Education's taxation textbooks, a Gleim Publications Instruct Professor and Contributor to their Enrolled Agent and CPA review courses, is a frequent speaker on tax matters at various professional and academic seminars, and has a case study published in the American Taxation Association Journal of Emerging Technologies in Accounting. He has served in numerous Board positions for various organizations. Mr. Eagan is currently appointed



# Computing & Technology

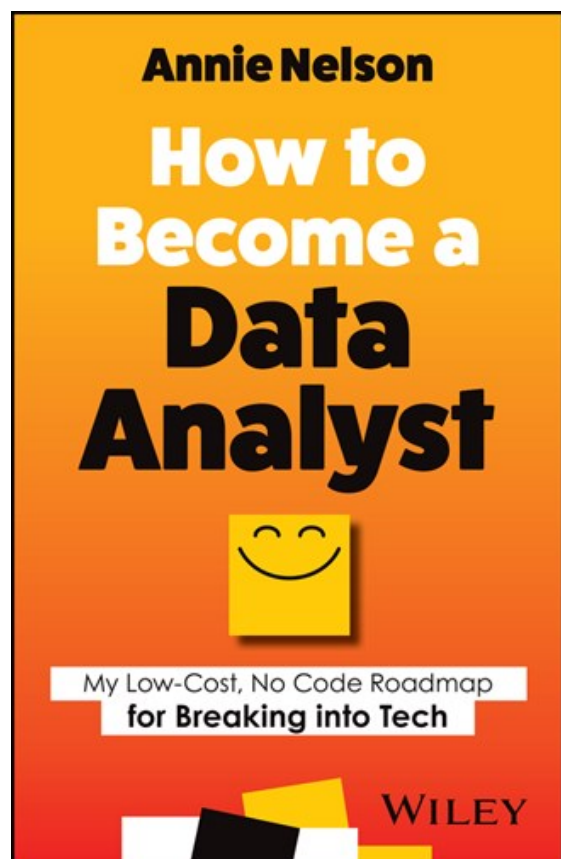
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# How to Become a Data Analyst

My Low-Cost, No Code Roadmap for Breaking into Tech

Nelson



[View on Edelweiss](#)

**Wiley**

BISAC: Business & Economics  
9781394202232

Paperback

February 27, 2024

£18.99 | 21,40 € | \$25.00

(EUR-DE:22,90 €)

**Start a brand-new career in data analytics with no-nonsense advice from a self-taught data analytics consultant**

In *How to Become a Data Analyst: My Low-Cost, No Code Roadmap for Breaking into Tech*, data analyst and analytics consultant Annie Nelson walks you through how she took the reins and made a dramatic career change to unlock new levels of career fulfilment and enjoyment. In the book, she talks about the adaptability, curiosity, and persistence you'll need to break free from the 9-5 grind and how data analytics—with its wide variety of skills, roles, and options—is the perfect field for people looking to refresh their careers.

Annie offers practical and approachable data portfolio-building advice to help you create one that's manageable for an entry-level professional but will still catch the eye of employers and clients. You'll also find:

- Deep dives into the learning journey required to step into a data analytics role
- Ways to avoid getting lost in the maze of online courses and certifications you can find online—while still obtaining the skills you need to be competitive
- Explorations of the highs and lows of Annie's career-change journey and job search—including what was hard, what was easy, what worked well, and what didn't

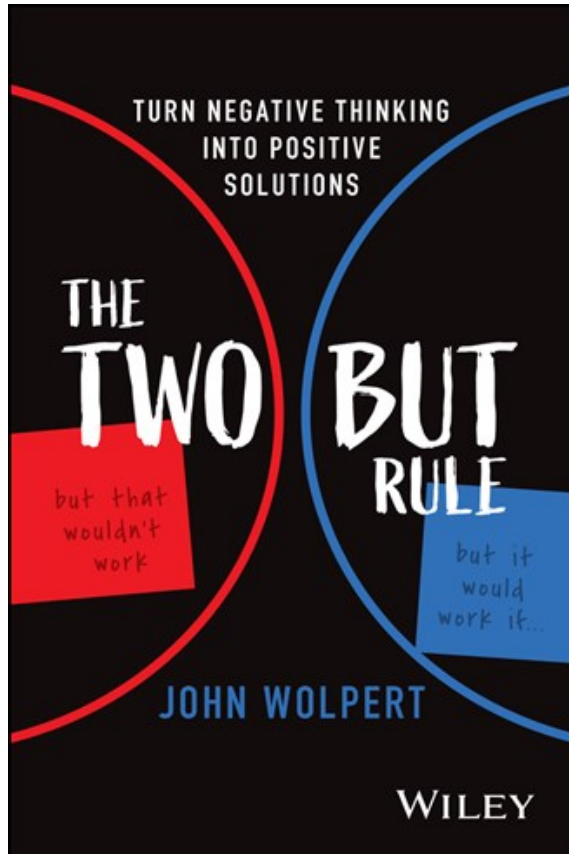
## About the Author

**Annie Nelson** went from a masters degree in health care that she realized wasn't a job she could do to a high paying job as a data analyst and analytics consultant IN UNDER A YEAR. She taught herself using online courses and along the way started a TikTok @anniesanalytics where she's shared her experience and journey and generated 300k likes. She's able to set her own schedule, work remotely including trips abroad, and she's built an enthusiastic and quickly growing following who want to follow her career steps.

# The Two But Rule

Turn Negative Thinking Into Positive Solutions

John Wolpert



[View on Edelweiss](#)

**Wiley**

BISAC: Business & Economics

9781394221080

Hardcover

March 20, 2024

£22.99 | 25,70 € | \$30.00

(EUR-DE:27,90 €)

## An inspiring and exciting guide to building unstoppable momentum for your transformative ideas

In *The Two But Rule: Turn Negative Thinking Into Positive Solutions* veteran tech innovator John Wolpert delivers an exciting, hands-on guide to using the principles of Momentum Thinking to get you—and your organization—unstuck. You'll learn how to build unstoppable velocity for your big idea, product, or strategy as you blast through the endless objections and counterarguments that bedevil every innovator and changemaker.

You'll discover how to address common “but” complaints, like “But that’s too expensive,” or “But that won’t work,” at the same time as you refine your idea and polish it into a gem worthy of attention and implementation. In the book, you’ll also find:

- Explanations for why a “but” statement should always be followed by another “but” statement
- Discussions of why “toxic positivity” and blind optimism can be just as harmful as constant naysaying
- Step-by-step strategies for transforming momentum-killing objections into momentum-boosting innovation rocket fuel

A can’t-miss resource for managers, executives, directors, and business leaders everywhere, *The Two But Rule* is also perfect for product managers, professionals in any field, government

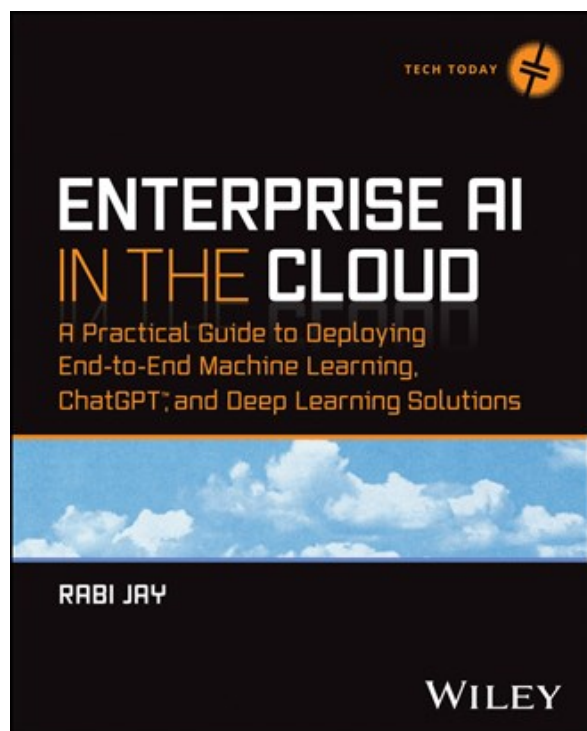
## About the Author

John Wolpert (Raleigh, NC) is well-known high-tech innovation executive with a large, global following. He is the founder of TacitPath, a consulting firm that teaches momentum thinking in product development and specializes in global multiparty coordination problems. Applying the Two But Rule has made his career what it is and helped him pioneer fields such as ride sharing and blockchain.

# Enterprise AI in the Cloud

A Practical Guide to Deploying End-to-End Machine Learning and ChatGPT Solutions

Rabi Jay



## Embrace emerging AI trends and integrate your operations with cutting-edge solutions

*Enterprise AI in the Cloud: A Practical Guide to Deploying End-to-End Machine Learning and ChatGPT Solutions* is an indispensable resource for professionals and companies who want to bring new AI technologies like generative AI, ChatGPT, and machine learning (ML) into their suite of cloud-based solutions. If you want to set up AI platforms in the cloud quickly and confidently and drive your business forward with the power of AI, this book is the ultimate go-to guide. The author shows you how to start an enterprise-wide AI transformation effort, taking you all the way through to implementation, with clearly defined processes, numerous examples, and hands-on exercises. You'll also discover best practices on optimizing cloud infrastructure for scalability and automation.

*Enterprise AI in the Cloud* helps you gain a solid understanding of:

- **AI-First Strategy:** Adopt a comprehensive approach to implementing corporate AI systems in the cloud and at scale, using an AI-First strategy to drive innovation
- **State-of-the-Art Use Cases:** Learn from emerging AI/ML use cases, such as ChatGPT, VR/AR, blockchain, metaverse, hyper-automation, generative AI,

[View on Edelweiss](#)

**Wiley**

Series: Tech Today

BISAC: Computers

9781394213054

Paperback

January 2, 2024

£47.50 | 51,30 € | \$60.00

(EUR-DE:57,90 €)

## About the Author

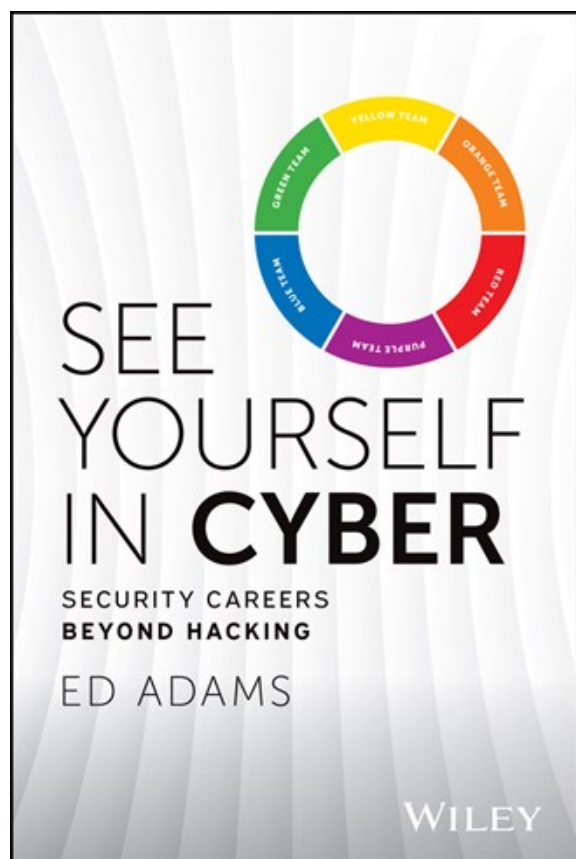
Rabi Jay (Jersey City, NJ), AWS Machine Learning, AWS Solutions Architect, Azure, ITIL, SAP, SAFe Agile PO, and SM, is a Digital Platform Strategy and Architecture Lead at Verizon. As a digital transformation and IT expert with over 15 years of experience, Rabi has been involved in leading several large-scale transformation projects through Martech (marketing technology) and AI innovation, and consulted on ECM platform modernization, Enterprise DAM asset consolidation, and process improvement through automated workflows. Rabi publishes the Enterprise AI Transformation - Playbook for Professionals and Businesses to Implement AI newsletter on LinkedIn and also hosts a weekly podcast.



# See Yourself in Cyber

Security Careers Beyond Hacking

Ed Adams



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**Wiley**

BISAC: *Computers*

9781394225590

Hardcover

March 28, 2024

£21.99 | 24,00 € | \$28.00

(EUR-DE:26,90 €)

## A one-of-a-kind discussion of how to integrate cybersecurity into every facet of your organization

In *See Yourself in Cyber: Security Careers Beyond Hacking*, information security strategist and educator Ed Adams delivers a unique and insightful discussion of the many different ways the people in your organization—inhabiting a variety of roles not traditionally associated with cybersecurity—can contribute to improving its cybersecurity backbone. You'll discover how developers, DevOps professionals, managers, and others can strengthen your cybersecurity. You'll also find out how improving your firm's diversity and inclusion can have dramatically positive effects on your team's talent.

Using the familiar analogy of the color wheel, the author explains the modern roles and responsibilities of practitioners who operate within each "slice." He also includes:

- Real-world examples and case studies that demonstrate the application of the ideas discussed in the book
- Many interviews with established industry leaders in a variety of disciplines explaining what non-security professionals can do to improve cybersecurity
- Actionable strategies and specific methodologies for professionals working in several different fields interested in meeting their cybersecurity obligations

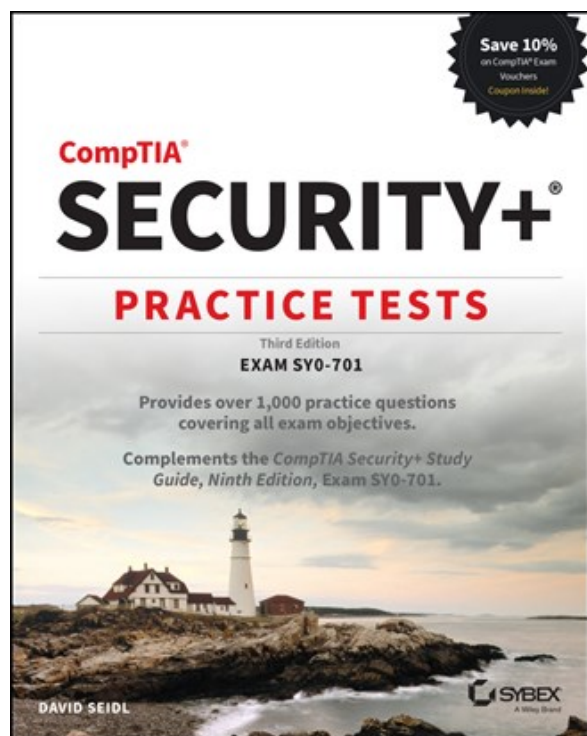
## About the Author

Ed Adams (Boston, MA) is the founder and CEO of Security Innovation an application security training and services company. He has been an expert witness and speaker for major and regional cybersecurity events as well as corporate speaking. He is building a social media following through his podcast Ed TALKS ([www.edtalks.io](http://www.edtalks.io)) and his blog. He is on the board of directors for Cyversity ([www.cyversity.org](http://www.cyversity.org)) a non-profit dedicated to help improve the lives underrepresented minorities in the field of cybersecurity.

# CompTIA Security+ Practice Tests

Exam SY0-701 Third Edition

David Seidl



Prepare for the Security+ certification exam confidently and quickly CompTIA Security+ Practice Tests: Exam SY0-701, Third Edition, prepares you for the newly updated CompTIA Security+ exam. You'll focus on challenging areas and get ready to ace the exam and earn your Security+ certification. This essential collection of practice tests contains study questions covering every single objective domain included on the SY0-701. Comprehensive coverage of every essential exam topic guarantees that you'll know what to expect on exam day, minimize test anxiety, and maximize your chances of success. You'll find 1000 practice questions on topics like general security concepts, threats, vulnerabilities, mitigations, security architecture, security operations, and security program oversight. You'll also find: Complimentary access to the Sybex test bank and interactive learning environment Clear and accurate answers, complete with explanations and discussions of exam objectives Material that integrates with the CompTIA Security+ Study Guide: Exam SY0-701, Ninth Edition The questions contained in CompTIA Security+ Practice Tests increase comprehension, strengthen your retention, and measure overall knowledge. It's an indispensable part of any complete study plan for Security+ certification.

[View on Edelweiss](#)

## Sybex

BISAC: Computers

9781394211388

Paperback

January 1, 2024

£34.99 | 38,50 € | \$45.00

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## About the Author

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