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October 2024

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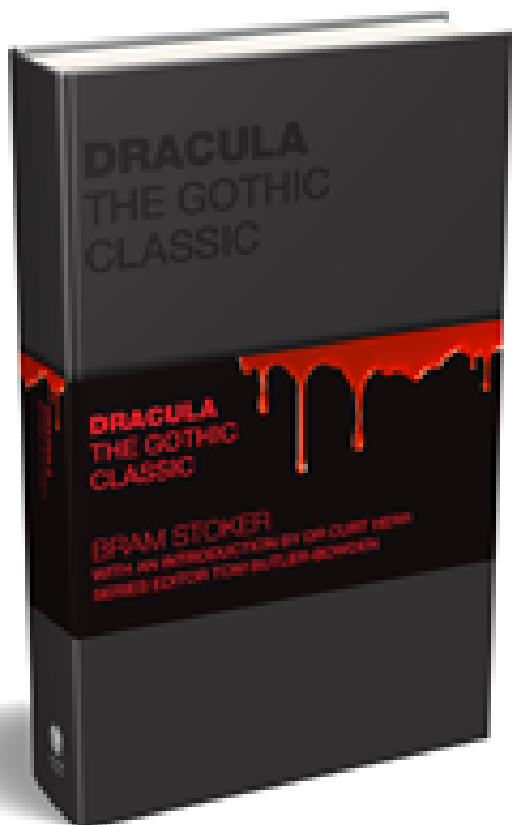
Capstone & Consumer



Dracula

The Gothic Classic

Bram Stoker



[View on Edelweiss](#)

Capstone

Series: Capstone Classics

BISAC: Fiction

9781907312571

Hardcover

October 17, 2024

£11.99 | 13,99 € | \$14.99

DE EUR: 14.9€

A classic masterpiece of gothic horror fiction

Dracula, Bram Stoker's chilling tale of disturbing events, dark desires and the harrowing world of vampires, has gripped audiences since it was first published in 1897. Reflecting the anxieties of late 19th-century Victorian society, this book explores the themes of superstition, sexuality and the fear of the unknown.

This epistolary novel conveys its narrative through letters, diary entries and newspaper articles as Jonathon Harker travels to Gothic Transylvania to assist the infamous Count Dracula with the purchase of an English house. The newly-qualified solicitor soon discovers the sinister truth about the Count's vampiric intentions and diabolical ambitions. The only thing standing in Count Dracula's way is a small group of people led by Professor Abraham Van Helsing, who know what he secretly is and have vowed to stop him.

Dracula remains a cornerstone of vampire lore, and has an ongoing influence on popular culture even today. This quintessential Gothic novel is perfect for horror fans, classic novel enthusiasts and fans of supernatural fiction.

About the Author

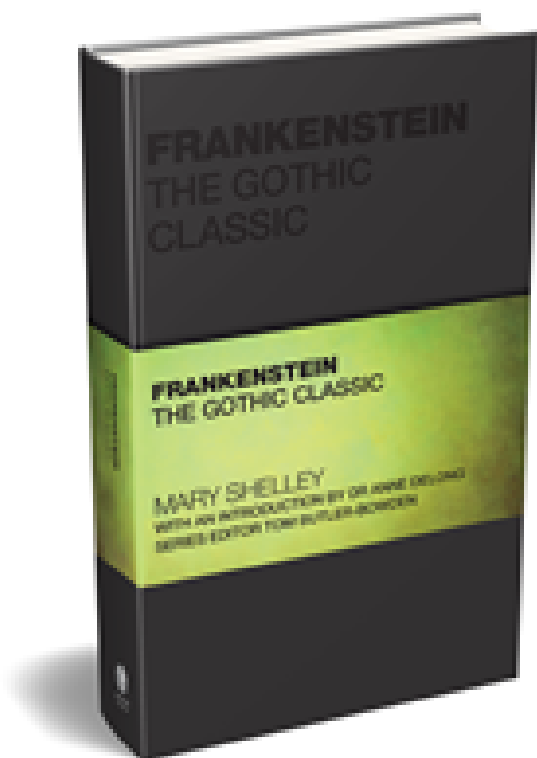
Abraham (Bram) Stoker was an Irish writer, best known for his Gothic classic *Dracula*, which continues to influence horror writers and fans more than 100 years after it was first published. Educated at Trinity College, Dublin, in science, mathematics, oratory, history, and composition, Stoker's writing was greatly influenced by his father's interest in theatre and his mother's gruesome stories about her childhood during the cholera epidemic in 1832. Although a published author of the novels *Dracula*, *The Lady of the Shroud*, and *The Lair of the White Worm*, and his work as part of the literary staff of *The London Daily Telegraph*, Stoker made his living as the personal assistant of actor Henry Irving and the business manager of the Lyceum Theatre in London. Stoker died in 1912, leaving behind one of the most memorable horror characters ever created.

Tom Butler-Bowden was working as a political adviser in Australia when, at 25, he read Stephen Covey's *The 7 Habits of Highly Effective People*. Captivated by it and other books in the personal development field, he left his career and went on to write critical introductions to self-development and prosperity classics through

Frankenstein

The Gothic Classic

Mary Shelley



[View on Edelweiss](#)

Capstone

Series: Capstone Classics

BISAC: Fiction

9781907312588

Hardcover

October 17, 2024

£11.99 | 13,99 € | \$14.99

DE EUR: 14.9€

A twisted, upside-down creation myth that gave birth to the modern science fiction novel

Frankenstein, Mary Shelley's chilling Gothic tale, lays bare the dark side of science, and the horror within us all. Written after a nightmare Mary Shelley was only eighteen, this book gave birth to the modern science fiction novel.

Set against the backdrop of Europe in the late 18th century, *Frankenstein* explores themes of scientific ethics, the nature of monstrosity, and the consequences of playing god. The book follows the ambitious scientist Victor Frankenstein who plunders graveyards to create a human-like creature from reanimated body parts, driven by his desire to overcome death and unlock the secrets of life. *Frankenstein* is often considered a reflection of the cultural and scientific anxieties of the time, with the Industrial Revolution and advancements in science raising questions about the ethical boundaries of scientific exploration.

Despite first being published in 1818, this novel remains relevant today, prompting discussions on the consequences of unchecked ambition and societal rejection of the "other." This seminal work is perfect for fans of the Gothic and science fiction genres.

About the Author

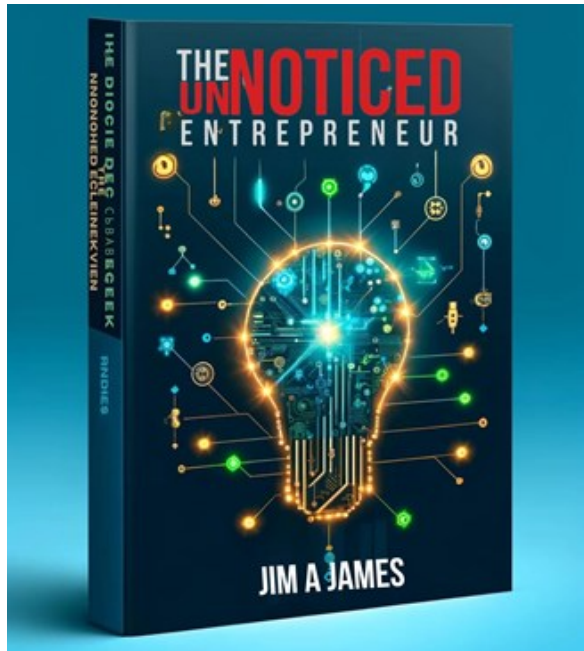
Mary Wollstonecraft Shelley (née Godwin; 30 August 1797 - 1 February 1851) was an English novelist, short story writer, dramatist, essayist, biographer, and travel writer, best known for her Gothic novel *Frankenstein: or, The Modern Prometheus* (1818). She also edited and promoted the works of her husband, the Romantic poet and philosopher Percy Bysshe Shelley. Her father was the political philosopher William Godwin, and her mother was the philosopher and feminist Mary Wollstonecraft.

Tom Butler-Bowden was working as a political adviser in Australia when, at 25, he read Stephen Covey's *The 7 Habits of Highly Effective People*. Captivated by it and other books in the personal development field, he left his career and went on to write critical introductions to self-development and prosperity classics through the best-selling Capstone Classics series published by Wiley. He then went on to write bestselling *50 Self-Help Classics*, the first guide to the personal development literature and a winner of the Benjamin Franklin Award.

The UnNoticed Entrepreneur, Book 3

How Entrepreneurs Can Leverage Their AI Superpowers to Build Brands

Jim James



Half a century of marketing masterclasses in one book

Read *The UnNoticed Entrepreneur: How Entrepreneurs can Leverage their AI SuperPowers to Build Brands* and gain access to an exclusive mastermind where 50 entrepreneurs across the globe share their marketing experience of crossing the chasm from obscurity to recognition. This book is a no-nonsense guide to overcoming the hurdles of marketing and public relations, explained by people who have done it, not by consultants who sell it.

Drawing on the wisdom shared by podcast guests, this book delivers case studies, actionable insights and details of the tech stack apps that will help any business owner achieve brand recognition. Each chapter concludes with "strategy smoothies," detailed steps that are free and simple to implement. Inside you'll also learn:

- The importance of adaptability, vision, and genuine leadership in revitalizing established brands for the digital age.
- Specific knowledge from visionaries who showcase how integrating technology with traditional business wisdom can redefine success
- The significance of customization and technology in meeting consumer needs

[View on Edelweiss](#)

With 50 case studies drawn from entrepreneurs around the world

About the Author

Jim James has built businesses on three continents using public relations; Singapore, China and the UK. He has lived and worked in Africa, America, Europe and Asia. Since 1995, he has built and operated an international public relations agency serving over 500 clients, and in between imported the first Morgan sports car to China and was the founding President of the Entrepreneur's Organization in Beijing, China. As the host of The UnNoticed Entrepreneur podcast, Jim James has access to an unlimited supply of entrepreneurs and experts who want to share their stories to his audience.

Capstone

BISAC: Business & Economics

9781394195756

Paperback

October 24, 2024

£14.99 | 17,00 € | \$18.99

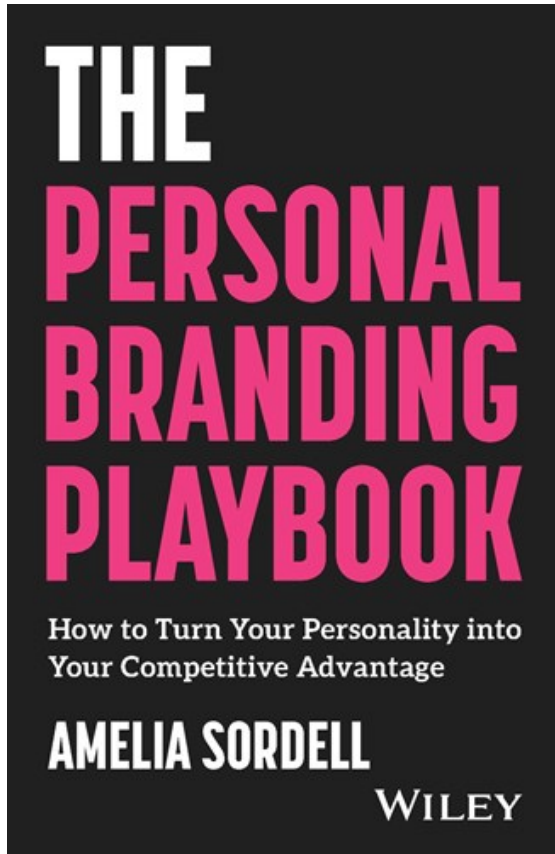
DE EUR: 18.9€

Previous Edition: 9781394195343

The Personal Branding Playbook

How to Turn Your Personality into Your Competitive Advantage

Amelia Sordell



[View on Edelweiss](#)

Capstone

BISAC: Comics & Graphic Novels

9780857089830

Paperback

October 24, 2024

£14.99 | 17,50 € | \$19.99

DE EUR: 18.9€

Take control of your personal brand and become an person of influence today.

Everyone has a personal brand. You have a personal brand with the people you work with, the people you love, the people who serve you your morning coffee and the people who you greet on your morning commute. Every single interaction we have builds a picture of who we are as a person - a personal brand. But what that personal brand looks like depends on whether or not you're willing to take control of your own narrative, or allow other people to write it for you.

Written by Amelia Sordell, founder of one of the world's leading personal branding agencies, *The Personal Branding Playbook: How to turn your personality into your competitive advantage* reveals the strategy and tactics Amelia used to build a reach of over 100 million people and a 100% inbound model. This tactical guidebook will first show you how to take control of your personal brand and build an entirely authentic reputation that drive real results. It's strategic take on leveraging your personality to win great clients, attract awesome opportunities and accelerate your personal and professional growth.

The Personal Branding Playbook draws on Amelia's real life experience to show how you to:

- Craft your story.
- Design your personal brand strategy.
- Share your story with the world online.

About the Author

Amelia founded her first business at just 21 years old. Within 12 months of launching, Amelia's womenswear brand was stocked in 12 retailers and had large retailers like ASOS courting her to sell the clothes. In year 2, Amelia lost everything. She was forced to close the doors on her business and that chapter in her life.

Returning to the workforce, Amelia begin a new career doing what she did best - sales. As a Tech Headhunter she quickly realised the quickest way to reach prospective clients was to market herself in the same way she marketed her business - using social media. This is where her journey in personal branding started.

It wasn't long before people outside the organisation began noticing Amelia's content on LinkedIn and began contacting for her help in building their personal brands online.

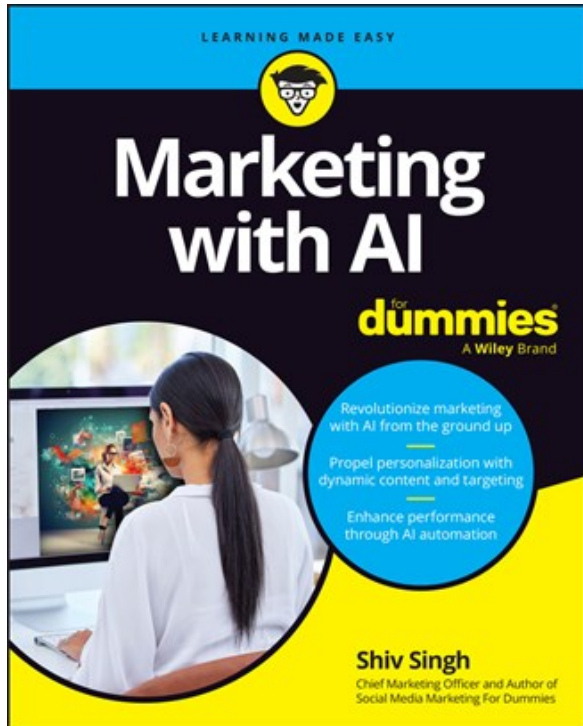
Now 32, Amelia has 2 children, a community online of over 140,000 people and has built a £1 million personal branding agency, Klowl all off the back of her personal brand.

Dummies



Marketing with AI For Dummies

Shiv Singh



Stay ahead in the marketing game by harnessing the power of artificial intelligence

AI & Marketing For Dummies is your introduction to the revolution that's occurring in the marketing industry, thanks to artificial intelligence tools that can create text, images, audio, video, websites, and beyond. This book captures the insight of leading marketing executive Shiv Singh on how AI will change marketing, helping new and experienced marketers tackle AI marketing plans, content, creative assets, and localized campaigns. You'll also learn to manage SEO and customer personalization with powerful new technologies.

- Peek at the inner workings of AI marketing tools to see how you can best leverage their capabilities
- Identify customers, create content, customize outreach, and personalize customer experience with AI
- Consider how your team, department, or organization can be retooled to thrive in an AI-enabled world
- Learn from valuable case studies that show how large organizations are using AI in their campaigns

This easy-to-understand Dummies guide is perfect for marketers at all levels, as well as those who only wear a marketing hat occasionally. Whatever your professional background, *AI & Marketing For Dummies* will usher you into the future of marketing.

[View on Edelweiss](#)

For Dummies

BISAC: Business & Economics

9781394237197

Paperback

October 23, 2024

£22.99 | 25,70 € | \$29.99

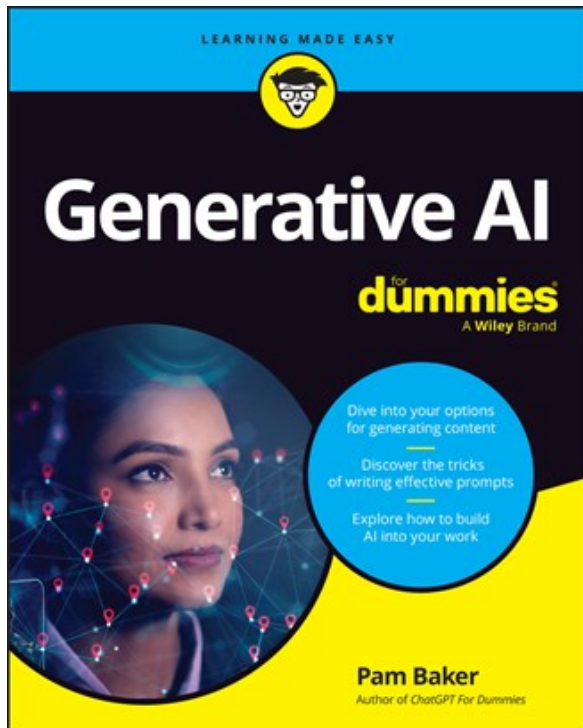
DE EUR: 27.9€

About the Author

Shiv Singh (Bay Area, CA) is a highly experienced marketing executive who focuses on how leading edge technologies blend with marketing. He helped blaze the trail for social media as a marketing tool with his first publication, *Social Media Marketing For Dummies* (1st edition 2009, current edition 2020). Since then he's served as VP and Global Social Media Lead for Razorfish, head of digital for PepsiCo, SVP and head of Innovation for Visa, CMO for Eargo, SVP and GM for Expedia, and Chief Marketing and Customer Experience Officer for LendingTree.

Generative AI For Dummies

Pam Baker



Generate a personal assistant with generative AI

Generative AI tools capable of creating text, images, and even ideas seemingly out of thin air have exploded in popularity and sophistication. This valuable technology can assist in authoring short and long-form content, producing audio and video, serving as a research assistant, and tons of other professional and personal tasks. *Generative AI For Dummies* is your roadmap to using the world of artificial intelligence to enhance your personal and professional lives. You'll learn how to identify the best platforms for your needs and write the prompts that coax out the content you want. Written by the best-selling author of *ChatGPT For Dummies*, this book is the ideal place to start when you're ready to fully dive into the world of generative AI.

- Discover the best generative AI tools and learn how to use them for writing, designing, and beyond
- Write strong AI prompts so you can generate valuable output and save time
- Create AI-generated audio, video, and imagery
- Incorporate AI into your everyday tasks for enhanced productivity

This book offers an easy-to-follow overview of the capabilities of generative AI and how to incorporate them into any job. It's perfect for anyone who wants to add AI know-how into their work.

[View on Edelweiss](#)

For Dummies

BISAC: Business & Economics

9781394270743

Paperback

October 16, 2024

£22.99 | 25,70 € | \$29.99

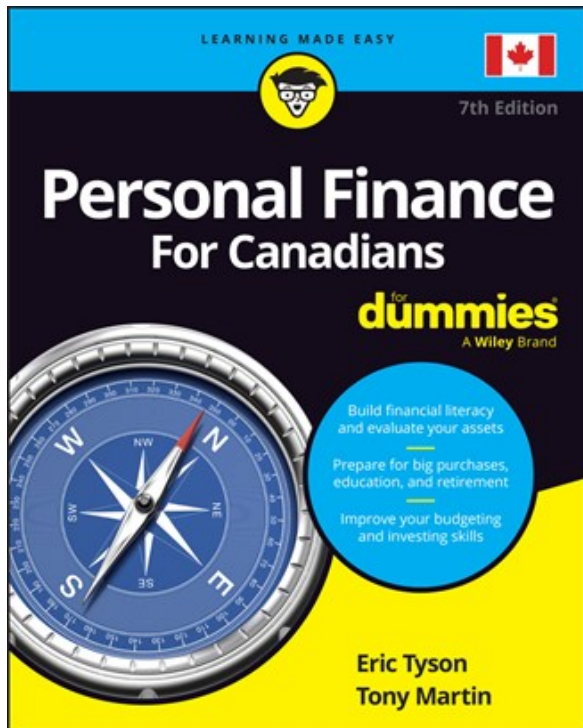
DE EUR: 27.9€

About the Author

Pam Baker (metro Atlanta, GA) is a veteran analyst, freelance journalist, and author. Her previous book, *ChatGPT For Dummies*, was one of the first how-to guides for effective use of the ChatGPT platform. She writes for several media outlets, including *Institutional Investor*, *Ars Technica*, *CIO*, *CISO*, *InformationWeek*, *CNN*, *The New York Times*, *PC magazine*, *The Economist Intelligence Unit*, *The Linux Foundation*, *TechTarget*, and *Dark Reading*. Former analyst engagements include research and reporting for *ABI Research*, *VisionGain*, and *Evans Research*.

Personal Finance For Canadians For Dummies

Tony Martin



Gain financial literacy and get expert advice—tailor made for the provinces

Personal Finance For Canadians For Dummies is a comprehensive guide and reference that helps you get smart about money, taking unique Canadian laws and opportunities into account. The clear, jargon-free explanations in this book will lead you to financial savvy. Understand how your earnings inform your budget, when to spend vs when to borrow, how to invest wisely, and how to protect your assets. You'll also learn best practices for managing your money with an eye toward Canadian tax laws, retirement plans, education savings, and pension plans. With the sound advice you'll find inside, you'll soon see your loonies turn into toonies!

- Improve your financial literacy and establish realistic goals
- Reduce your spending, set a budget, save for the future, and manage debt
- Minimize your tax bill and work out the differences among retirement and savings plans
- Invest in stocks or real estate to protect and grow your assets in the long term

This is the perfect Dummies guide for Canadians looking for advice on how to best manage their finances.

[View on Edelweiss](#)

For Dummies

BISAC: *Business & Economics*

9781394220663

Paperback

October 30, 2024

£22.99 | 25,70 € | \$29.99

DE EUR: 27.9€

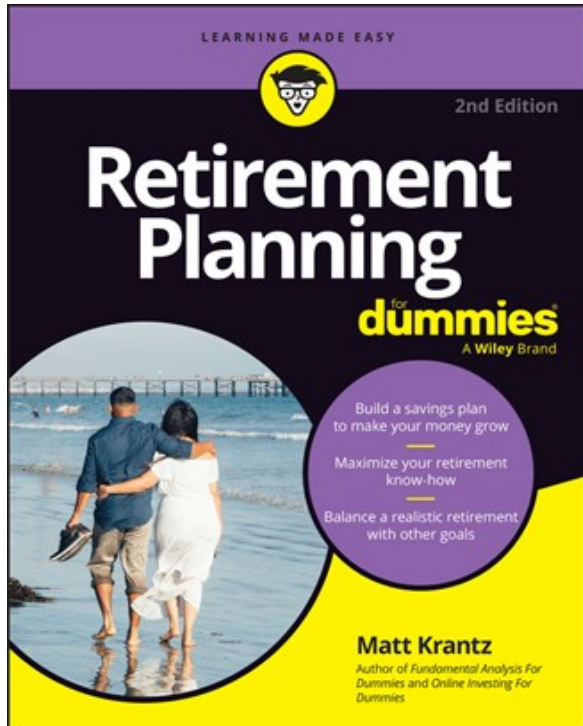
Previous Edition: 9781119522799

About the Author

This book pairs long-time For Dummies personal finance guru Eric Tyson (metro New York, NY) with Canadian personal finance expert Tony Martin (Toronto, ON). Martin has handled crafting the long-running bestseller *Personal Finance For Dummies* for the Canadian market for six editions. He operates On The Money, Inc., a financial services communications company. He's been a columnist for a number of publications including the *Globe and Mail*, *The Financial Post*, *Canadian Business*, and *Profit Magazine*. Tyson launched the For Dummies series into the business category with *Personal Finance For Dummies*, first published in 1994. He's also author of all editions *Investing For Dummies*, *Taxes For Dummies*, *Home Buying For Dummies*, and *Small Business For Dummies*.

Retirement Planning For Dummies

Matthew Krantz



Proactively plan for a successful financial future after leaving the workforce

Are you ready for retirement? *Retirement Planning For Dummies* is your comprehensive guide to shoring up your finances as you prepare to leave the workforce. Learn to manage and optimize your 401(k), balance retirement savings with other financial needs, and set up pensions and insurance. Plus, get the latest updates on all things retirement, including the SECURE Act and new withdrawal rules. Written by an expert investment writer, this beginner-friendly guide is full of financial wisdom that will smooth the road as you embark on your retirement planning journey.

- Learn the best saving practices to make your money grow
- Maximize your retirement knowledge to set you up for success
- Balance retirement savings with other needs
- Get up to speed on withdrawal limits, HSA rules, and self-employment considerations

This book is for anyone looking for the best ways to save and plan for retirement, whether you just joined the workforce or are contemplating retirement in the near future.

[View on Edelweiss](#)

For Dummies

BISAC: Business & Economics

9781394271504

Paperback

October 30, 2024

£22.99 | 25,70 € | \$29.99

DE EUR: 27.9€

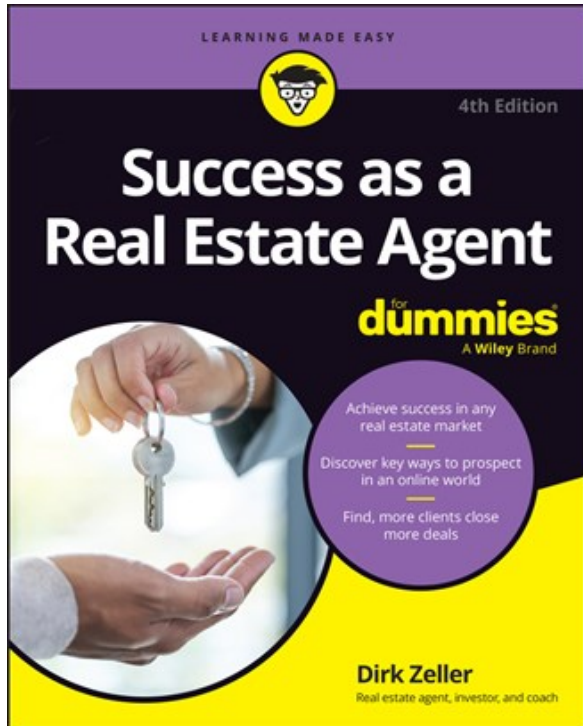
Previous Edition: 9781119627579

About the Author

Matt Krantz (Los Angeles, CA) is an investment writer with decades of experience writing for publications including Investor's Business Daily, USA TODAY, and The Motley Fool. He's the author or co-author of four Dummies books, including *Investing Online For Dummies*, *Fundamental Analysis For Dummies* and *Investment Banking for Dummies*.

Success as a Real Estate Agent For Dummies

Dirk Zeller



Straight-talking advice for new and veteran agents navigating today's real estate market

Success as a Real Estate Agent For Dummies helps you create leads, close deals and everything in between. This updated edition covers changes to interest rates, inventory, and the impact of recent class action lawsuits on agent compensations. With tried-and-true tactics and fresh ideas from one of North America's top agents, this book contains all you need to know about the real estate business. Inside, you'll find tips and tricks on selecting a company that works best for you and your goals, marketing yourself and your listings with influence, and communicating effectively with clients. The actionable content in this Dummies guide is your ticket to thriving in a wide market.

- Gain insider advice on how to flourish as an agent in all real estate markets
- Understand how real estate is changing, and what those changes mean for you
- Find, secure, and sell more properties with optimized listings and outreach
- Get fresh ideas for improving your results in residential and commercial sales

For new licensed real estate agents, those switching careers into real estate agenting, or seasoned agents looking to refine their prospecting and selling skills, this book is a valuable source of information and techniques.

[View on Edelweiss](#)

For Dummies

BISAC: *Business & Economics*

9781394258246

Paperback

August 7, 2024

£22.99 | 25,70 € | \$29.99

DE EUR: 27.9€

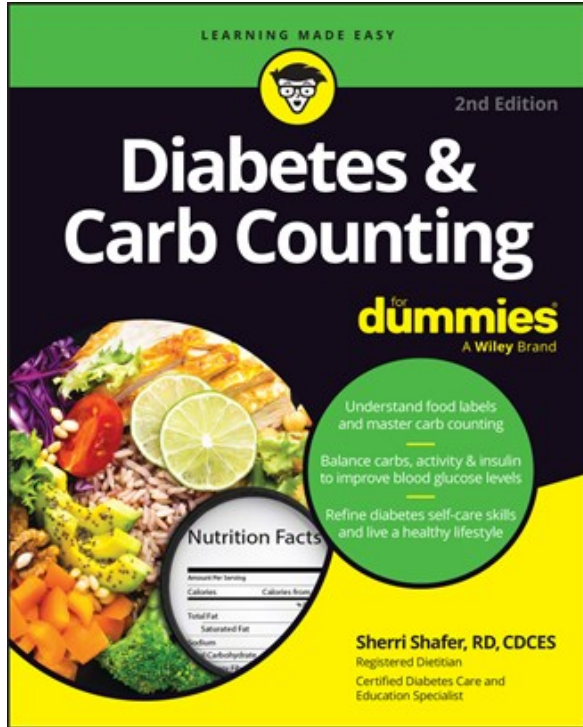
Previous Edition: 9781119371830

About the Author

Dirk Zeller (Bend, Oregon) is the President of Real Estate Champions (REC) and was one of the Top Agents in all of North America. REC is a system built around Dirk's incredible success as REC aims to take "regular" agents and "regular" managers and transforms them into champion agents and managers. In addition to REC's coaching and training systems, REC also developed an international network of professional real estate coaching offices (the only one of its kind). Dirk also runs a successful weekly newsletter, the *Coaches Corner*, which has over 215,000 subscribers.

Diabetes & Carb Counting For Dummies

Sherri Shafer



Count on this book to help you count carbs and live a healthy lifestyle with diabetes

The person with diabetes is at the center of their own care. They make the day-to-day decisions about what to eat, when to exercise, and how to use the data they get from blood glucose monitoring devices. In order to be successful, it is critically important to make those decisions based on sound advice from their healthcare team, diabetes experts, and reputable resources. Carbs and glucose levels go hand in hand when managing all forms of diabetes. *Diabetes & Carb Counting For Dummies* teaches you all about carbs and overall healthy nutrition so that you can make informed decisions about what to eat and how much. Get up-to-date guidance to improve your health and live the life you want. This updated edition covers the latest dietary guidelines and standards, so you'll be on track with the best that science has to offer in diabetes management. You'll also get tips on exercise, interpreting blood glucose and A1C results, and continuous glucose monitoring (CGM) technology. Living your best carb-counting life starts with this Dummies guide.

- Demystify the connection between carbs, blood glucose levels, insulin, and exercise
- Find easy-to-follow instructions on how to read labels, portion your plate, and count carbs while still enjoying your favorite foods and traditions
- Exercise safely while learning how to prevent and treat hypoglycemia

[View on Edelweiss](#)

For Dummies

BISAC: *Cooking*

9781394265572

Paperback

October 16, 2024

£18.99 | 21,40 € | \$24.99

DE EUR: 22.9€

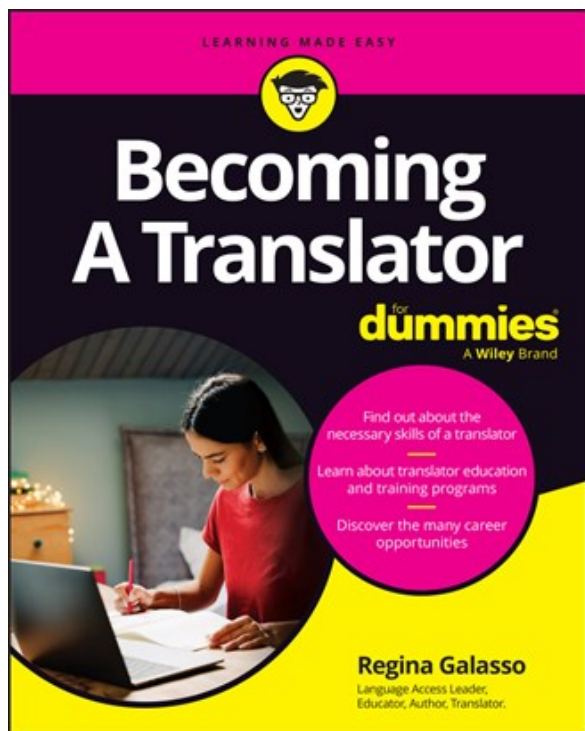
Previous Edition: 9781119315643

About the Author

Sherri Shafer, CDCES (San Fransico, California), is a senior registered dietitian and a certified diabetes educator at University of California San Francisco Medical Center. She provides medical nutrition therapy counseling for adult and pediatric diabetes clinics and in the diabetes and pregnancy program. She has lectured on the topic of diabetes management, writes columns for various health websites, and is the author of *Diabetes Type 2 Complete Food Management Program* and the previous edition of *Diabetes & Carb Counting For Dummies*. Shafer also served on the initial launch of the "Space in Diabetes" program, a Wiley & Silvercloud Health's evidence-based online therapeutic solution.

Becoming A Translator For Dummies

Regina Galasso



Unlock the intriguing world of translation and embark on a fulfilling career path

Becoming A Translator For Dummies is your gateway to the exciting world of translation. This comprehensive guide will equip you with the tools and knowledge to succeed in this dynamic field, regardless of the specific field you choose to enter. Dr. Regina Galasso unveils the secrets of becoming a successful translator. You'll explore the different facets of translation, understand the nuances between translation and interpretation, and uncover the myriad exciting career opportunities available in this ever-expanding industry.

- Learn about the skills you'll need to master to become a professional translator
- Explore freelance, part-time, and full-time job options, and market yourself effectively
- Discover specialized translation opportunities like legal, medical, technical, and literary translation
- Find top-notch translator programs and certifications

Prepare yourself for a career that knows no boundaries! Language enthusiasts, novice translators, and those already studying to become translation pros will love the valuable insights and practical advice in *Becoming A Translator For Dummies*.

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For Dummies

BISAC: *Language Arts & Disciplines*

9781394232024

Paperback

October 16, 2024

£15.99 | 17,10 € | \$19.99

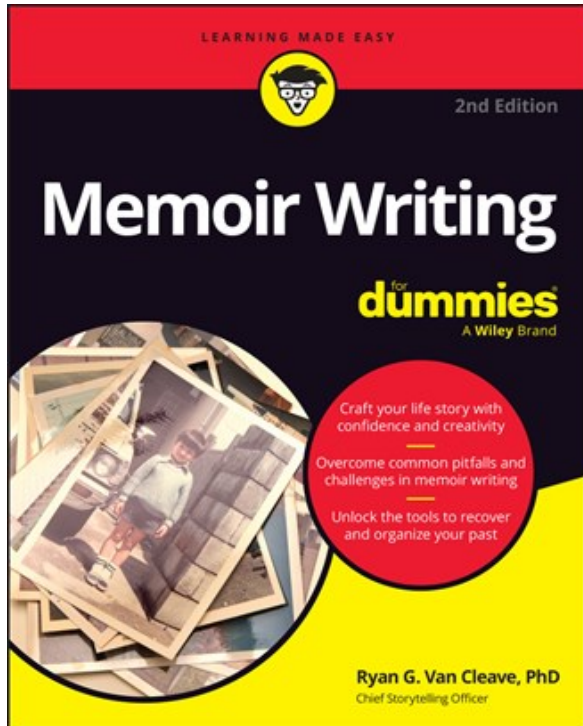
DE EUR: 19.9€

About the Author

Dr. Regina Galasso (Amherst, MA) is an Associate Professor in the Spanish and Portuguese Studies Program and Director of the Translation Center of U. Mass - Amherst. She is the author of *Translating New York: The City's Languages in Iberian Literatures* (Liverpool UP, 2018). Since 2018, she has worked to provide educational and professional development opportunities to interpreters and translators who work in public K-12 schools in MA.

Memoir Writing For Dummies

Ryan G. Van Cleave



Unlock your storytelling journey with expert guidance

Memoir writing isn't just for celebrities and politicians. For anyone prone to self-reflection and ready to give shape to your memories and experiences, *Memoir Writing For Dummies* is your definitive guide. This book offers a concrete roadmap for writing a captivating memoir. Get advice on exploring your past, mapping out your story, and perfecting your plot, setting, character, and dialogue. You'll also find information on recruiting the help of AI and digital media for a more dynamic storytelling experience. Whether you're an amateur author with a story to tell or a bestselling author trying out a new genre, *Memoir Writing For Dummies* will guide you every step of the way.

- Gain a deep understanding of the memoir genre and kickstart your journey into autobiographical writing
- Learn how to structure your memoir to grab readers' attention from the first page and keep them engrossed throughout
- Organize your thoughts, address sensitive topics, and seamlessly weave your insights and reactions into your narrative
- Embrace technology to streamline your writing process and share your story with the world

Everyone has a story worth sharing, and *Memoir Writing For Dummies* provides would-be memoirists with the essential tools they

[View on Edelweiss](#)

For Dummies

BISAC: *Language Arts & Disciplines*

9781394250073

Paperback

August 7, 2024

£17.99 | 19,70 € | \$22.99

DE EUR: 21.9€

Previous Edition: 9781118414644

About the Author

Ryan G. Van Cleave, PhD (Sarasota, FL), is a writing coach, keynote speaker, and award-winning author of 23 books. He runs the creative writing program at the Ringling College of Art and Design and serves as Editor at Bushel & Peck, which publishes a wide range of exciting titles for kids, tweens, and teens. He is known as the Picture Book Whisperer™-the industry's go-to person to help celebrities and high-profile clients write and sell children's books. Ryan has taught memoir writing at numerous universities as well as at prisons, community centers, and urban at-risk youth programs.

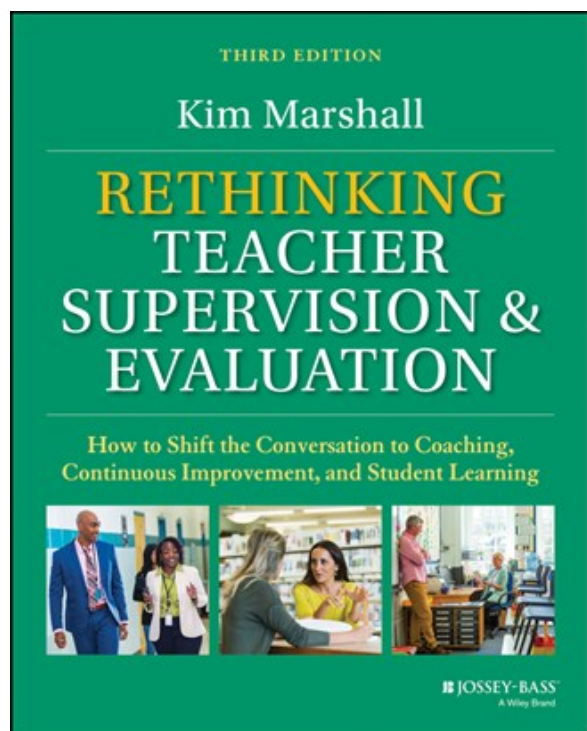
Jossey-Bass



Rethinking Teacher Supervision and Evaluation

How to Shift the Conversation to Coaching, Continuous Improvement, and Student Learning

Kim Marshall



A proven, practical approach to teacher supervision, coaching, and evaluation that emphasize fairness, equity, and achievement

In the third edition of this longtime bestseller, nationally recognized education leader Kim Marshall offers a framework for supervisors who want to motivate and inspire their colleagues and bring more good teaching to more classrooms more of the time. *Rethinking Teacher Supervision and Evaluation* shows you how to break away from outdated evaluation approaches, describing an innovative approach that enlists teachers and teacher teams in improving the performance of all students.

This thoroughly revised and updated third edition brings Marshall's widely used framework up to date, with even more practical guidelines for implementing effective classroom visits, teacher teamwork around data and curriculum unit planning, professional development, and more. You'll also discover high-tech and low-tech tools that can boost a supervisor's impact and efficiency.

- Discover the bestselling approach to teacher supervision, coaching, and evaluation
- Implement techniques to learn what's really going on inside classrooms
- Implement short, frequent, unannounced classroom visits followed by face-to-face conversations about teaching and learning
- Use rubrics to continuously improve teaching and learning

[View on Edelweiss](#)

Jossey-Bass

BISAC: Education

9781394265251

Paperback

October 1, 2024

£28.99 | 31,70 € | \$37.00

DE EUR: 35.9€

Previous Edition: 9781118336724

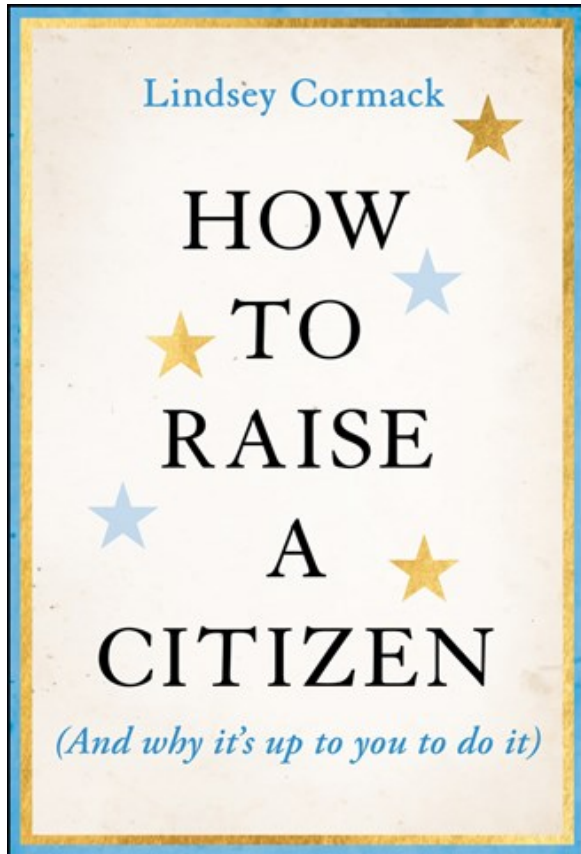
About the Author

Kim Marshall (Brookline, MA) served as teacher, principal, and later as district official in the Boston Public Schools for thirty-two years and is an independent professional development consultant working with schools and districts across the United States on leadership practices, especially teacher supervision and evaluation. In addition, Kim publishes the online newsletter, *The Marshall Memo*, summarizing the best ideas and research in education. Website: www.bestofmarshallmemo.org

How to Raise a Citizen

(And Why It's Up to You to Do It)

Lindsey Cormack



[View on Edelweiss](#)

An essential guide to nurturing the next generation of responsible, informed citizens

Lindsey Cormack's book, *How to Raise a Citizen (And Why It's Up to You to Do It)*, speaks directly to an America in which civic knowledge is alarmingly sparse and many people dread politics. It's a tool for parents, educators, and anyone eager to fill this gap. In the book, Cormack offers an engaging and practical approach to discussing political issues and the inner workings of the U.S. government with children. She explains why our schools can no longer be the sites of civic education that they used to be and provides parents with strategies and necessary know-how to be able to impart these lessons to their children. From the intricacies of the voting process to the foundational principles of democracy and the significance of key government documents like the Constitution, the author demystifies complex topics with clarity and insight.

You'll also find:

- Data about the current state of the American citizenry, our educational approaches to civics, and the risks of civic disengagement
- A framework for starting important political discussions at home
- Comprehensive explanations of American federalism and how different branches of government are responsible for different functions
- Strategies for navigating federal, state, and local elections

About the Author

Lindsey Cormack (New York, NY) is a tenured professor of Political Science at Stevens Institute of Technology. She holds a PhD in Government from New York University and is a regular contributor as writer and on-air interviewee for NYTimes, GMA, Washington Post, CBS News, Fox News, Forbes and many more. She is the author of several research publications, as well as the book *Congress and U.S. Veterans: From the GI Bill to the VA Crisis*.

Jossey-Bass

BISAC: Family & Relationships

9781394278701

Hardcover

October 8, 2024

£21.99 | 24,00 € | \$28.00

DE EUR: 26.9€

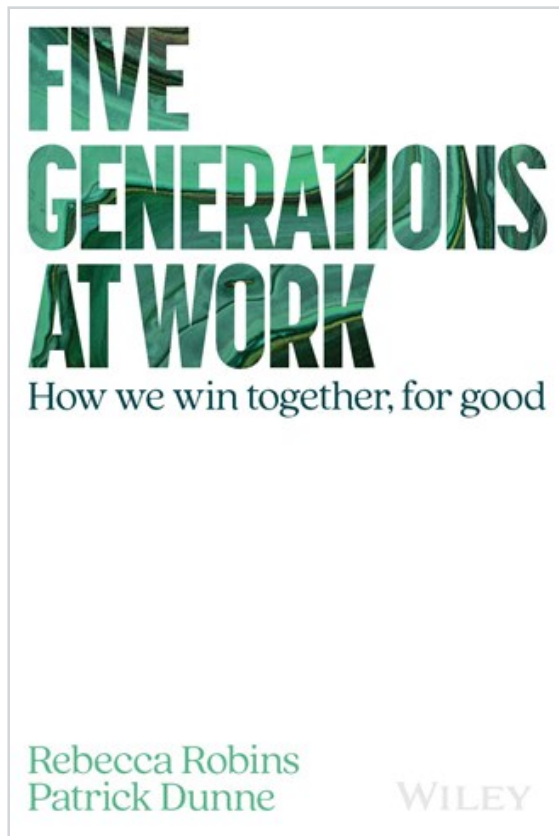
Business



Five Generations at Work

How We Win Together, For Good

Rebecca Robins



[View on Edelweiss](#)

Wiley

BISAC: Business & Economics

9781394252206

Hardcover

September 26, 2024

£19.99 | 22,60 € | \$27.50

DE EUR: 24.9€

Interviews, toolkits, and case studies on harnessing the power of an intergenerational workforce

Five Generations at Work: How We Win Together, For Good explores how to harness the dynamics of five generations to create more connected, collaborative and competitive organisations. Structured as a highly engaging and pragmatic read, this book presents six years of firsthand research on companies, organisations and institutions who are taking progressive action to celebrate generational lenses over labels and evidence the value of a positive approach in unleashing the power of generational diversity.

Exclusive deep-dialogue interviews with companies and organizations including EY, The FT, Hoffmann La Roche, Imaginable Futures, LVMH, Samsung, and Siemens are included to inspire and inform action. Readers will also find:

- Practical case studies representing six continents, multiple industries and diverse business contexts on skill sets needed for success
- Toolkits to borrow and build on, based on work that's happening right now at global companies and institutions
- Methods to rise above divisive generational silos to draw, rather than drain, strength from multiple generations

Five Generations at Work: How We Win Together, For Good earns a well-deserved spot on the bookshelves of business leaders, managers, and board members seeking to foster collaboration between team members and change the game at work for the good of us all.

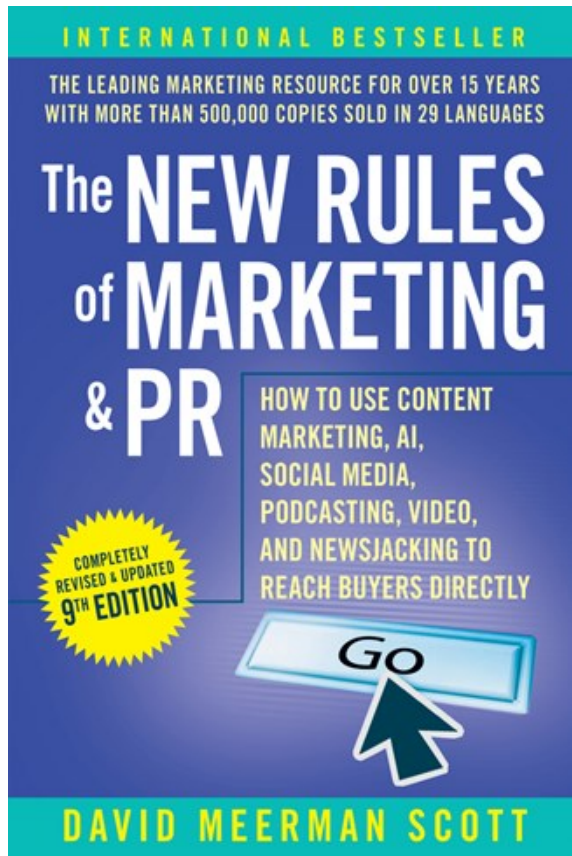
About the Author

Rebecca Robins is a leading expert on brand leadership and intergenerational collaboration. An experienced brand and business consultant, and Global Chief Learning and Culture Officer at Interbrand, Rebecca has 20 years' experience working with world-leading brands, including **AstraZeneca, Burberry, Hugo Boss, LEGO** and **LVMH**. Her expertise in intergenerational collaboration, as a vital force of business transformation, is widely recognised as she is called upon by leading brands to consult on brand culture and intergenerational solutions. Rebecca is on the board of Trustees of The EY Foundation, a Chartered Manager and Companion of the Chartered Management Institute, and is on the advisory of a leading AI company. Rebecca pioneered a historic first in Omnicom, establishing a next generation board - The Horizon Board - at Interbrand. She has contributed to research with The St Gallen Institute, and her work in cultural transformation is now taught at Oxford University. Rebecca is co-author of two best-selling business books, including the acclaimed *Metaluxury*. She writes and comments for publications such as: *The BBC, The Business of Fashion, The FT, The*

The New Rules of Marketing & PR

How to Use Content Marketing, AI, Social Media, Podcasting, Video, and Newsjacking to Reach Buyers Directly

David Meerman Scott



[View on Edelweiss](#)

Wiley

BISAC: *Business & Economics*

9781394282166

Paperback

October 15, 2024

£24.99 | 27,30 € | \$30.00

DE EUR: 30.9€

Previous Edition: 9781119854289

The updated ninth edition of the pioneering guide to generating attention for your idea or business, jam-packed with new AI techniques and fresh stories of success

As the ways we communicate continue to evolve, keeping pace with the latest technology—including generative artificial intelligence (AI) like ChatGPT—can seem an almost impossible task. How can you keep your product or service from getting lost in the digital clutter? The ninth edition of *The New Rules of Marketing and PR* offers everything you need to speak directly to your audience, make a strong personal connection, and generate attention for your business.

An international bestseller with half a million copies sold in twenty-nine languages, this revolutionary guide gives you a proven, step-by-step plan for deploying the power of social media, AI, and content to maintain your competitive advantage and get your ideas seen and heard by the right people at the right time. You'll discover the latest approaches for highly effective public relations, marketing, and customer communications—all at a fraction of the cost of traditional advertising!

The latest edition of *The New Rules of Marketing and PR* has been completely revised to present highly effective strategies and tactics to help you get found by your buyers. The most important and comprehensive update to this international bestseller yet shows you details about the pros and cons of using generative AI, the most significant development in modern marketing and public relations

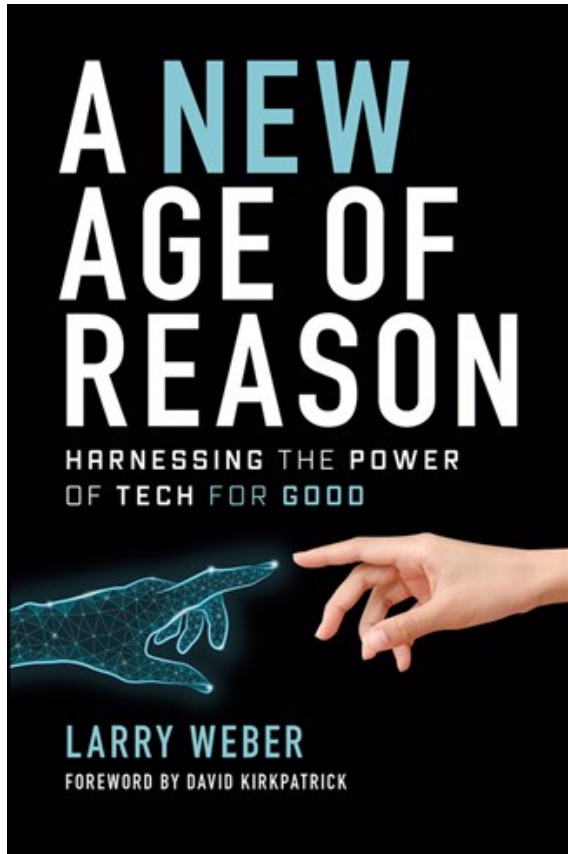
About the Author

David Meerman Scott (Lexington, MA; davidmeermanscott.com) is an expert in using real-time tools and strategies to spread ideas, influence minds, and build business. His popular blog, advisory work with fast-growing companies, and worldwide speaking engagements and training seminars give him a unique perspective on how businesses are implementing strategies to reach buyers directly. David is the bestselling author of ten books, including *Real-Time Marketing & PR*, *The New Rules of Sales & Service*, and *Fanocracy*.

A New Age of Reason

Harnessing the Power of Tech for Good

Larry Weber



[View on Edelweiss](#)

Wiley

BISAC: Business & Economics

9781394216604

Hardcover

October 1, 2024

£24.99 | 27,30 € | \$30.00

DE EUR: 30.9€

Leverage technology to propel humankind toward a better future

A New Age of Reason: Harnessing the Power of Tech for Good provides a roadmap for integrating emerging world-changing technologies, such as AI/robotics, chips/sensors, and quantum computing, to solve some of today's thorniest and most pressing problems like climate change and world hunger.

The author offers inspiring examples of companies using technology to positively impact humanity. The book provides an actionable playbook to transform your organization around this mission, including how to develop a tech for good strategy, how to evolve the C Suite to deliver on this mission, how to market it, as well as measure outcomes. The author also discusses the latest technology breakthroughs delivering positive world outcomes, such as:

- Extending a surgeon's "eyes and hands" via robotics surgical systems to improve patient outcomes
- Computer vision tech that enables farmers to maximize crops to feed our burgeoning population
- AI/robotics that identify and fight wildfires

Bringing together a collective of major thinkers on this subject and providing guidance for a better future, *A New Age of Reason: Harnessing the Power of Tech for Good* is a timely read for all executive leaders seeking to harness the new wave of technology to solve key societal problems and have a positive impact on the world.

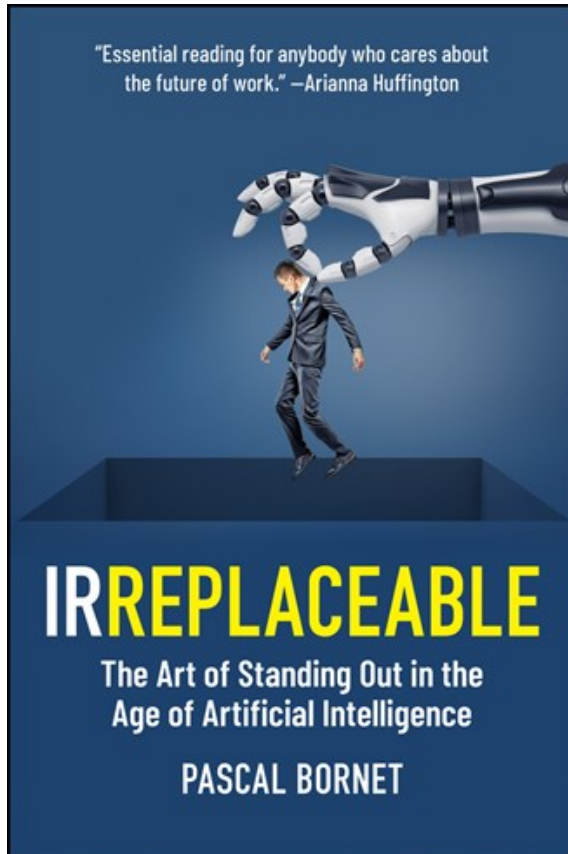
About the Author

Larry Weber is a successful entrepreneur, thought leader, author and founder of several global marketing companies. He is founder, chairman and CEO of Racepoint Global, an advanced marketing services firm headquartered in Boston. Leveraging his innate abilities to see around corners and identify emerging market shifts, Larry formed The Weber Group in 1987 to offer a new breed of PR/marketing services for both established technology companies and emerging startups. Combining an educational approach with the power of storytelling, Larry offered a more effective way to market complex and novel technology solutions -- an approach that attracted many innovators of that era, including Lotus, Digital Equipment, Cullinet, AOL and Wang. In 2003, Larry founded Racepoint Global to offer integrated communications services that reflected the rapidly changing communications landscape, helping clients build compelling brand stories across earned, paid and owned channels. Since its founding Racepoint's client roster has included Panasonic, Deere, The Pittsburgh Steelers, Kaiser-Permanente, Thermo Fisher, Sony, ARM, MediaTek, E Ink and eClinicalWorks. Larry has also served on the boards of several prominent technology and

IRREPLACEABLE

The Art of Standing Out in the Age of Artificial Intelligence

Pascal Bornet



[View on Edelweiss](#)

Wiley

BISAC: Business & Economics

9781394264407

Hardcover

September 11, 2024

£21.99 | 24,00 € | \$28.00

DE EUR: 26.9€

Empower your personal life, work, children, business, and humanity to surf the AI wave.

As Artificial Intelligence (AI) increasingly reshapes our world, the key question isn't how to stop its progress, but how to evolve and grow in harmony with it.

In *IRREPLACEABLE: The Art of Standing Out in the Age of Artificial Intelligence*, award-winning AI expert Pascal Bornet offers a groundbreaking blueprint for thriving in an era where AI takes over every facet of our lives.

Drawing on 20 years of pioneering research at the human-AI frontier, *IRREPLACEABLE* offers practical strategies that apply universally to your personal life, your children, your work, and your organization. You will discover new ways to enhance your career, equip your kids for a future with AI, achieve work-life balance, boost your resilience, sharpen your focus, and foster inner calm.

IRREPLACEABLE introduces a hands-on guide to mastering "The Three Competencies of the Future" for success in the AI era. You will discover how to:

- Elevate your work performance by leveraging AI, without losing your job to automation.
- Safeguard and nurture your children in a digital age, preparing them to thrive alongside AI.
- Develop uniquely human abilities that complement AI's capabilities, fostering unique human-AI synergies.

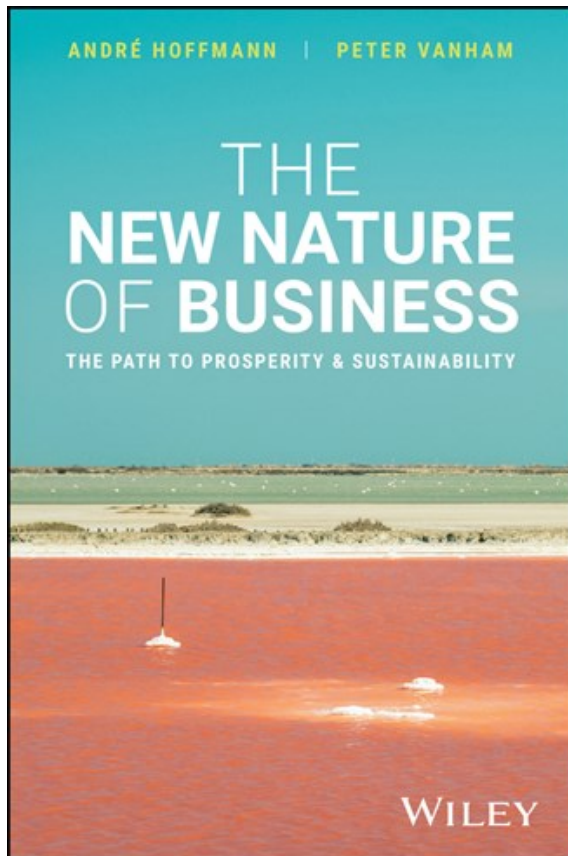
About the Author

Pascal Bornet (Miami FL) is an award-winning expert, author, keynote speaker, influencer, and thought leader in Artificial Intelligence (AI) and Automation. He is a pioneer in the new field of Intelligent Automation (IA) and the author of *Intelligent Automation* (Independently Published, 2020). He has received multiple awards and is regularly ranked among the top 10 global AI and automation experts. Bornet has published in *Forbes*, *Bloomberg*, *McKinsey Quarterly*, and *The Times*. Bornet is also a senior executive with 20+ years of experience at *McKinsey & Co.* and *Ernst & Young*, where he built their "Intelligent Automation" practices. He is a member of the *Forbes Technology Council* and a Senior Advisor to several startups and charities.

The New Nature of Business

The Path to Prosperity and Sustainability

Andre Hoffmann



[View on Edelweiss](#)

Wiley

BISAC: Business & Economics

9781394257539

Hardcover

October 22, 2024

£23.99 | 27,30 € | \$29.95

DE EUR: 29.9€

Learn how pioneering business leaders are resetting their companies' relationship to nature, society, and our common future

In *The New Nature of Business: The Path to Prosperity and Sustainability*, businessman Andre Hoffmann and journalist Peter Vanham describe how companies should change their ways to have continued success, and why the current modus operandi is not working. They present a template for creating "sustainable prosperity", and case-studies of companies that survived and thrived by opting for change. In doing so, they provide a way out of long-standing dilemmas, such as how to balance business needs with impact on nature, shareholders with stakeholders, and short-term vs. long-term profits.

You'll find:

- A first-hand account of global healthcare company Roche's sustainability practice, as told by André (Roche's vice-chairman), chairman Severin Schwan, and several other senior management members
- Case-studies and lessons of organizations with visionary leaders, such as INSEAD, IKEA, Harley Davidson, and Holcim, all of whom have taken a holistic view of their role in the world, and succeeded in doing well while doing good
- Strategies for addressing the negative externalities and trade-offs that arise from doing business; identifying the right metrics and targets to deliver on your purpose; and

About the Author

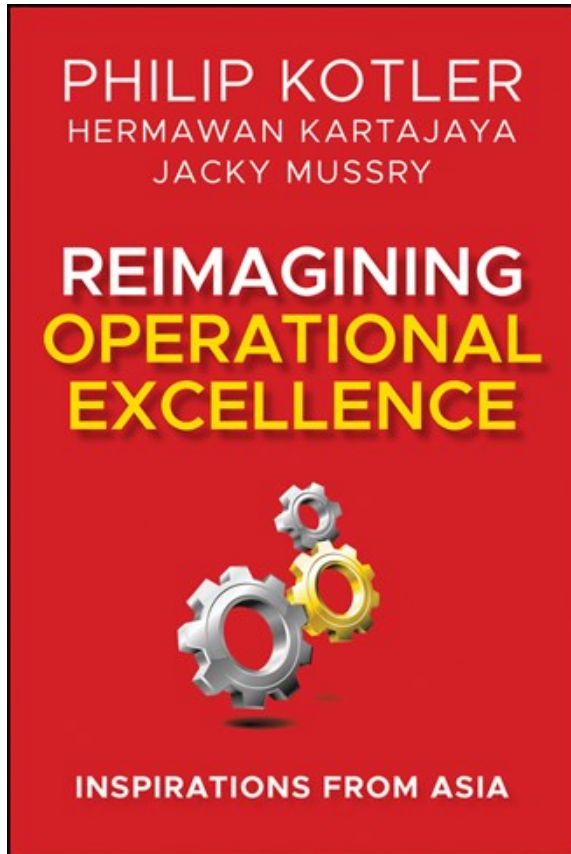
André Hoffmann (Morges, Switzerland) is the co-founder of InTent, an international platform that accelerates sustainable solutions by bridging bridges and connecting people, the Vice Chairman of Roche Holding, one of the largest pharmaceutical companies in the world, and a board member of Roche's fully owned subsidiary Genentech Inc (USA). Alongside his business activities, Andre has served among others on the board of World Wide Fund for Nature (WWF) as Vice-President, and the Board of Trustees of the World Economic Forum. He has also been instrumental in establishing the Hoffmann Global Institute in Business and Society (HGIBS) at INSEAD, his Alma mater, and chairs its Advisory Board. André Hoffmann studied economics at St. Gallen University and holds an MBA from INSEAD. He lives in Morges, Switzerland, with his wife Rosalie.

Peter Vanham (Geneva, Switzerland) is executive editor of Fortune Magazine, where he focuses his coverage on corporate sustainability and social impact. He is the author of several books, including "Stakeholder Capitalism" (with Klaus Schwab) and "Before I Was CEO", and previously served as head writer for the World Economic

Reimagining Operational Excellence

Inspirations from Asia

Philip Kotler



The indisputable fact that the conventional marketing approach is no longer working. To help move us beyond the status quo, *Reimagining Operational Excellence* uses the new Omnihouse model, with world-class examples from Korea, India, Japan, Singapore, and China. This model puts the entrepreneurial and operational aspects of marketing at the center of the action. You'll explore how to marry the twin capabilities of innovation and incremental improvement into a single, workable whole. You'll also discover what it means to employ "technology for humanity" and to combine marketing and finance into an integrated, cooperative unit.

[View on Edelweiss](#)

Wiley

BISAC: *Business & Economics*

9781394239245

Hardcover

October 8, 2024

£22.99 | 25,50 € | \$28.00

DE EUR: 27.9€

Previous Edition: 9781119835202

About the Author

Philip Kotler (Evanston, IL; <https://kotlermarketing.com/phil1.shtml>) is the S.C. Johnson Son Distinguished Professor (Emeritus) of International Marketing at Northwestern University's Kellogg Graduate School of Management, and one of the world's leading authorities on marketing. His writing has defined marketing around the world for the past forty years. He is the recipient of awards and honorary degrees from schools all over the world. His books have been translated into twenty-five languages.

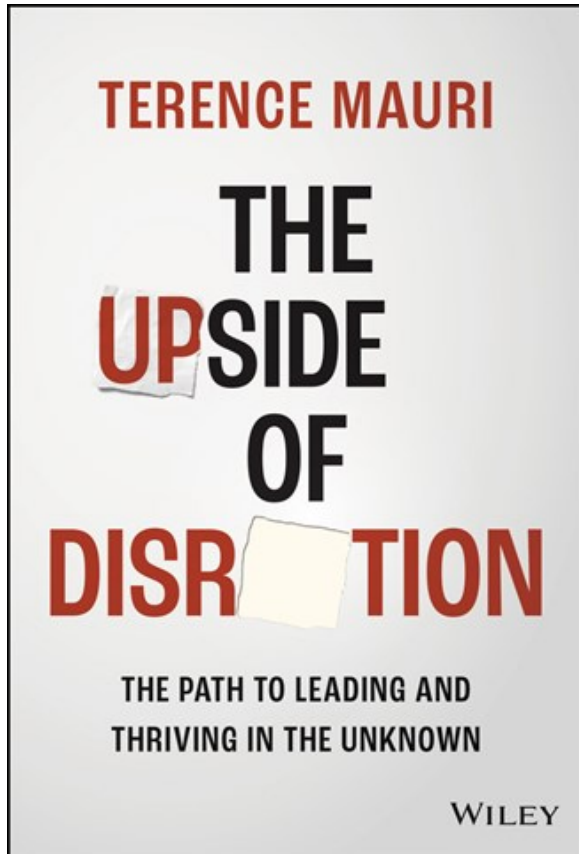
Hermawan Kartajaya (Jakarta, Indonesia; <http://www.markplusinc.com>) is the founder and Chairman of MarkPlus Consulting, the largest marketing consulting firm in Indonesia. He is the President of the World Marketing Association, one of the "50 Gurus Who Have Shaped The Future of Marketing" according to The Chartered Institute of Marketing, United Kingdom (CIM-UK), and coauthor with Kotler of several books, including Marketing 3.0, Marketing 4.0, and Marketing 5.0.

Jacky Mussry (Jakarta, Indonesia; <http://www.markplusinc.com>)

The Upside of Disruption

The Path to Leading and Thriving in the Unknown

Terence Mauri



[View on Edelweiss](#)

Wiley

BISAC: Business & Economics

9781394192601

Hardcover

October 29, 2024

£22.99 | 25,70 € | \$30.00

DE EUR: 27.9€

Discover why not taking a risk is the biggest risk of all

In *The Upside of Disruption: The Path To Leading and Thriving in the Unknown*, renowned disruption thinker and best-selling author Terence Mauri delivers a compelling set of mindset shifts for today's unique leadership challenges. In the book, you'll find the future-ready insights and tools you need to lead for today and prepare your organization for tomorrow.

The author explains why so many of us continually overestimate the risks of bold decisions while underestimating the downsides of standing still for too long in an increasingly complex and volatile world. You'll learn about the upside of disruption and how to turn it into a tailwind for laser-like focus and strategic courage. You'll also find:

- Discussions of why good leaders learn but great leaders unlearn
- The key to unlocking cultures of courage over conformity
- Actionable strategies to sharpen the future readiness muscle and find the upside in disruption

A singularly engaging new take on leading the future that uniquely favors the bold, *The Upside of Disruption* will earn a place in the libraries of managers, executives, board members, entrepreneurs, and founders looking for a new and resilient path forward.

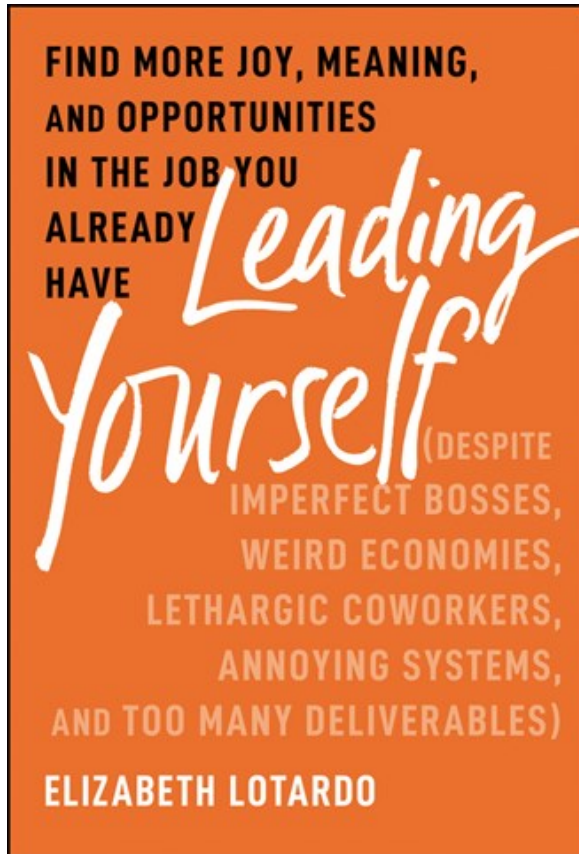
About the Author

Terence Mauri, (New York, NY) is founder of Hack Future Lab, a global think tank, and is one of the most in-demand disruption thinkers in the world who inspires leaders to thrive in the age of disruption. His thinking on how to find the next cutting edge technology has been published in *The Economist*, *Forbes*, *Reuters*, *Huff Post* and *Wired* and he has delivered keynotes for clients including Visa, Facebook, VMware, Capital One and HSBC. Terence holds Entrepreneur Mentor in Residence roles at MIT and London Business School and has over 20 years of experience helping leaders bounce back from adversity and move beyond disruption.

Leading Yourself

Find More Joy, Meaning, and Opportunities in the Job You Already Have

Elizabeth Lotardo



[View on Edelweiss](#)

Wiley

BISAC: *Business & Economics*

9781394238705

Hardcover

October 1, 2024

£22.99 | 25,90 € | \$28.00

DE EUR: 27.9€

Create the work experience you want in the less-than-perfect job you already have.

In *Leading Yourself*, celebrated workplace thought leader Elizabeth Lotardo delivers an engaging guide to owning and elevating your work experience. With tips, watchouts, and funny stories, *Leading Yourself* will give you the encouragement and tactics to up-level your career, even if you aren't in your dream job. You'll learn to manage your self-talk, find meaning in the mundane, optimize your time at work, and build relationships with the people who matter.

Lotardo, a wildly popular LinkedIn Learning Instructor, shares key behaviors and habits that will transform the way you experience your job and unlock opportunities for career growth. You'll discover:

- Strategies to overcome self-doubt, embrace change, and navigate uncertainty
- Talk tracks for handling difficult bosses, like micromanagers, know-it-alls, and leaders who constantly change their mind
- How to avoid the awkwardness of giving and receiving feedback and what to do when the feedback is wrong
- Tips for preserving your own reputation when other people don't deliver (or if your company majorly messes up)
- Frameworks for evaluating and making your next career move

Leading Yourself puts the power back in your hands. Even if you work for a fallible boss or imperfect organization, you can change the way you experience your job. An indispensable guide to self-leadership

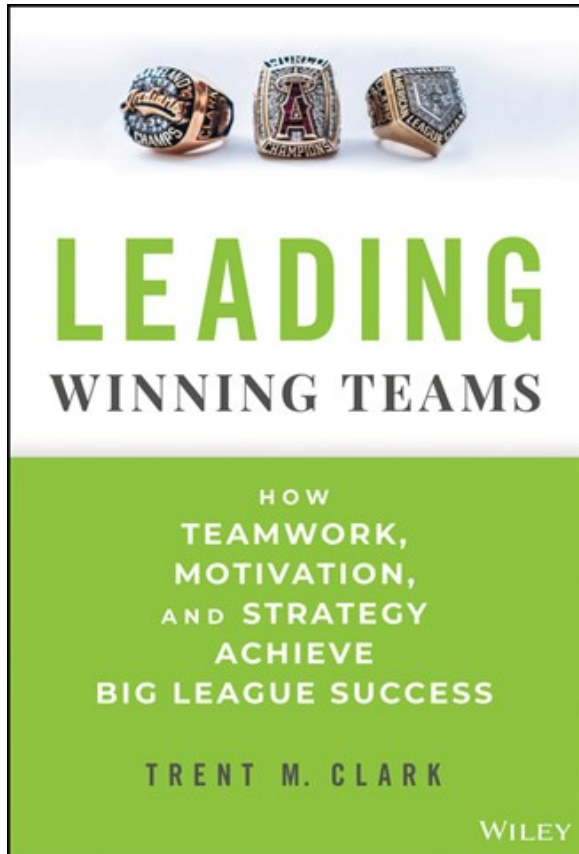
About the Author

Elizabeth Lotardo is a consultant, researcher, and co-author of *Selling with Noble Purpose: How to Drive Revenue and Do Work that Makes You Proud*. As the VP of Client Services at leadership consultancy McLeod & More, Elizabeth leads transformation initiatives for clients like G Adventures, Oracle, and Hootsuite. She is a popular LinkedIn Learning Instructor and her work has been featured in *The Wall Street Journal* and on NPR. With an undergraduate degree in advertising from Boston University and a master's in organizational psychology, Elizabeth has enabled firms to drive employee engagement, competitive differentiation, and ultimately revenue.

Leading Winning Teams

How Teamwork, Motivation, and Strategy Achieve Big League Success

Trent Clark



[View on Edelweiss](#)

Wiley

BISAC: *Business & Economics*

9781394247721

Hardcover

October 15, 2024

£22.99 | 25,50 € | \$28.00

DE EUR: 27.9€

Build a team of winners by transforming adversity into achievement

In *Leading Winning Teams: How Teamwork, Motivation, and Strategy Achieve Big League Success*, the CEO of the famed coaching organization Leadershipity, Trent Clark, translates the lessons he learned on the way to becoming a three-time World Series coach in three Major League Baseball Organizations to life outside of the elite sporting arena. In the book, you'll find insights and stories from over 20 high-profile athletes and coaches who explain what it takes to succeed both on and off the field. You'll be inspired as you discover the challenges and setbacks these all-time greats and dynamic leaders had to overcome to realize their dreams and how you can apply the same strategies they used to build the future – and the team – you've always wanted.

Explore the common thread that connects seemingly unconnected people from across the athletic world and find out how they consistently performed at the peak of their respective disciplines. Also discover:

- How to build a team of 1%'ers, people who regularly outperform 99% of their peers
- Actionable strategies to improve your leadership, motivation, and teamwork, as well as those same skills in the people who follow you
- Techniques to create high-quality teams and organizations that achieve things you never thought possible

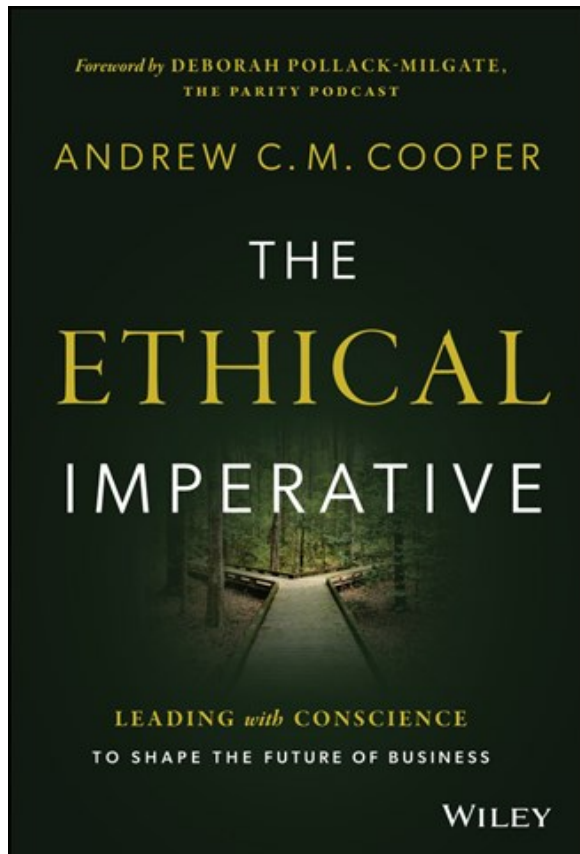
About the Author

Trent Clark (Grand Rapids, MI) is a 3- time world series coach, a serial entrepreneur, international speaker, and CEO of Leadershipity. He spent 12 years in the MLB and is a 3-Time World Series Coach, and CEO of Leadershipity, and Partner of Transitions LLC & Athletes Influencer Marketing, LLC (AIM). Trent is dedicated to empowering people to reach their goals, peak performance, and attain their dreams. At Leadershipity, he designs, coach and facilitates training, education, assessments and mentoring (T.E.A.M) for personal leadership and team-building programs worldwide. Trent has received accolades as both an athlete and coach. He served over 12 seasons in Major League Baseball - including three (3) trips to the World Series - working with the Detroit Tigers, two-time American League Champion Cleveland Indians and World Champion Los Angeles Angels of Anaheim. Trent has worked on staff with famed personalities, coaches and executives Mark Shapiro, Nick Saban, Tom Izzo, Mark Dantonio, John Hart, Paul DePodesta, Sparky Anderson, Mike Hargrove, Mike Scioscia, Don Wakamatsu, Jerry Jenkins, Joe Maddon, Bud Black and many others. In business, Trent is a founder, an educator and investor. He is a 7-year member of the Entrepreneur

The Ethical Imperative

Leading with Conscience to Shape the Future of Business

Andrew Cooper



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Wiley

BISAC: Business & Economics

9781394274833

Hardcover

October 8, 2024

£22.99 | 25,50 € | \$28.00

DE EUR: 27.9€

Discover a groundbreaking blueprint for the future of business

In an era marked by increasing profiteering and inequality, *The Ethical Imperative: Leading with Conscience to Shape the Future of Business* offers a compelling alternative vision—one where companies champion the collective prosperity of employees, shareholders, and communities. Author Andrew Cooper, a distinguished executive, leverages over twenty academic studies and fifty years of research to challenge the status quo. He exposes the critical threat of public disengagement from businesses and institutions, urging a departure from outdated, profit-only models that harm corporations, consumers, and communities alike.

You'll find:

- Five actionable strategies you can employ immediately to transform your organization into a beacon of trust and social responsibility
- Techniques for navigating the age of social media and creating an authentic, honest, and sustainable brand
- Actionable tools to help your organization move beyond exclusively short-term profit-driven models of growth

Packed with engaging stories, practical tools, and insights from a seasoned leader determined to revolutionize corporate culture, this book is an essential resource for business managers, executives, entrepreneurs, and anyone aspiring to infuse their commercial endeavors with ethical principles.

About the Author

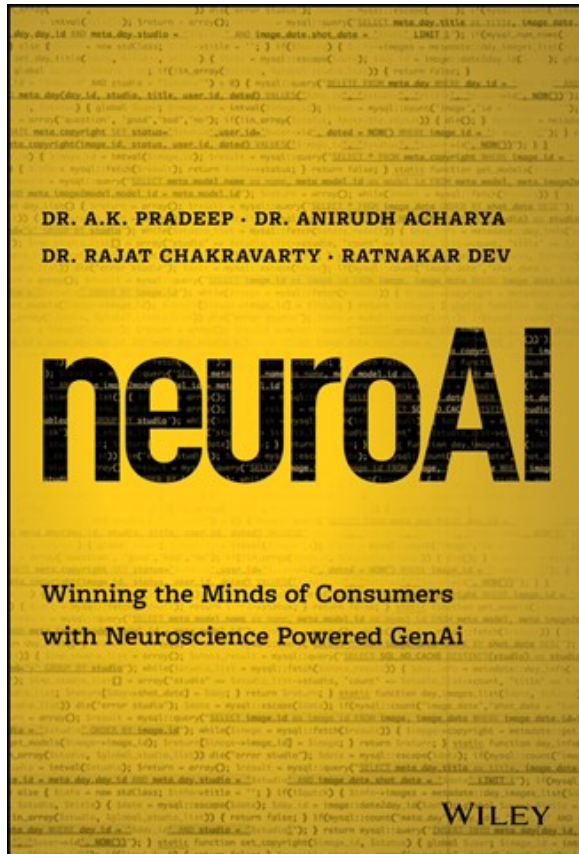
Andrew Charles Cooper (Roswell, Georgia) is a Fortune 500 Executive, Attorney, Patent Inventor, Lecturer, Writer, Board Director, and Millennial Parent. He began writing after migrating with his parents from a single-wide trailer in the Deep South to an island nation in the Far East. Born in Walterboro, SC, Andrew's journey to Okinawa, Japan, sparked a life-long interest in humanity, technology, and the intersection of the two. As an intellectual property (IP) lawyer and General Council, Andrew has received many awards over the years.

Andrew quickly rose to prominence at Shook, Hardy & Bacon L.L.P., where, among other achievements, his team won a complex patent case in which the jury awarded his client over \$100 million. He worked his way up from litigator to Senior Director and Chief IP Counsel, where he coordinated UPS's first ever co-branded marketing deal with Taylor Swift and Big Machine Label Group to promote Taylor's new album on UPS package cars, among other achievements.

NeuroAI

Winning the Minds of Consumers with Neuroscience Powered GenAI

A. K. Pradeep



[View on Edelweiss](#)

Wiley

BISAC: Business & Economics

9781394261963

Hardcover

October 29, 2024

£22.99 | 25,50 € | \$28.00

DE EUR: 27.9€

Harness generative AI to supplement marketing, product innovation, advertising, and branding efforts

Written by Dr. A. K. Pradeep, renowned consultant on the marriage of advanced neuroscience and marketing, *Cracking the Neural Code: Generative AI Meets Consumer Neuroscience* shows how, when executed correctly, the combination of generative AI and human-powered creativity can lead to superior business results in areas like marketing, product innovation, advertising, and branding. Case studies throughout the text elucidate how different industries are implementing generative AI tools and techniques with success.

A companion app showcasing the main tool sets described in the book allows readers to get started applying concepts as soon as today. Written in a highly accessible and engaging style, this book discusses topics including:

- Teen, female, middle-aged, and “boomer” brains, and how they all interact with generative AI differently
- The brain’s desire framework, coined desireGPT, and how it connects with the consumer journey
- Traditionally human-centric creative endeavors related to business and how generative AI can be used to support them

Business leaders are understandably interested, and at times concerned, with the emergence and rapid progression of generative AI capabilities. *Cracking the Neural Code: Generative AI Meets Consumer Neuroscience* puts those fears to rest and shows the path

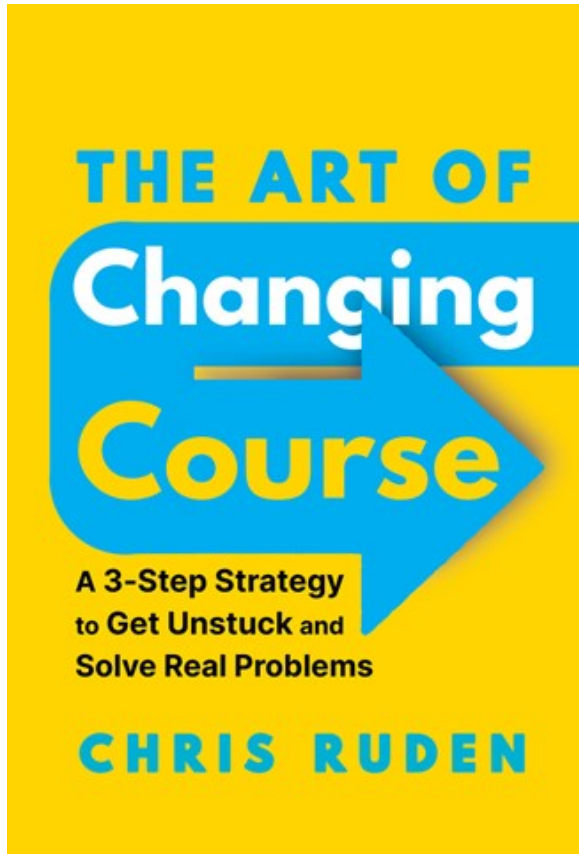
About the Author

Dr. A. K. Pradeep (Berkeley, CA) is the founder and CEO of *sensori.ai*, the world's only firm combining AI with advanced neuroscience learnings. he is continuously sought after by major global corporations for guidance on the application of artificial intelligence, machine learning, and now neuroscience to their fields. *Sensori.ai* is pioneering new methodologies and marketplace solutions for many of the most challenging business problems. Dr. Pradeep's "The Buying Brain" (Wiley & Sons, 2010) serves today as the pre-eminent book in the global field of neuromarketing-the marriage of advanced neuroscience to marketing. It has been widely disseminated worldwide, published in multiple languages, and continues to be read by many of the leaders of the largest companies across many categories. In consulting with those leaders, Dr. Pradeep draws upon the book's content to assist them in formulating the most effective marketing and new product innovations.

The Art of Changing Course

A 3-Step Strategy to Get Unstuck and Solve Real Problems

Christopher Ruden



[View on Edelweiss](#)

Wiley

BISAC: Business & Economics

9781394247660

Hardcover

October 29, 2024

£22.99 | 25,50 € | \$28.00

DE EUR: 27.9€

Learn the foolproof framework to take back control and create immediate and lasting change

Getting stuck in life is a guarantee. Staying stuck is a choice. In *The Art of Changing Course*, amputee, diabetic record-holding powerlifter, and renowned motivational speaker and author Chris Ruden provides a clear-cut process that walks readers through digestible, actionable stages to get unstuck, allowing you to rise beyond simple awareness of the desire to change and become the person you truly want to be. Backed by numerous psychological principles, management techniques, and organizational change theories, *The Art of Changing Course* focuses on helping readers make three distinct shifts: from subconscious to conscious, conscious to communicated, and finally, communicated to broadcasted. In this book, you'll learn about:

- Moving past your go-to reactions of excuses and distractions when thinking about change
- Harnessing the language of how you speak to yourself to open up possibilities for change
- Giving yourself intrinsic permission to become the best version of yourself

People are stuck, lost, and confused—you, the people you care about, and strangers you interact with in your day-to-day life. *The Art of Changing Course* will give you the tools to actually do something about it. It will help you move from overwhelm to action,

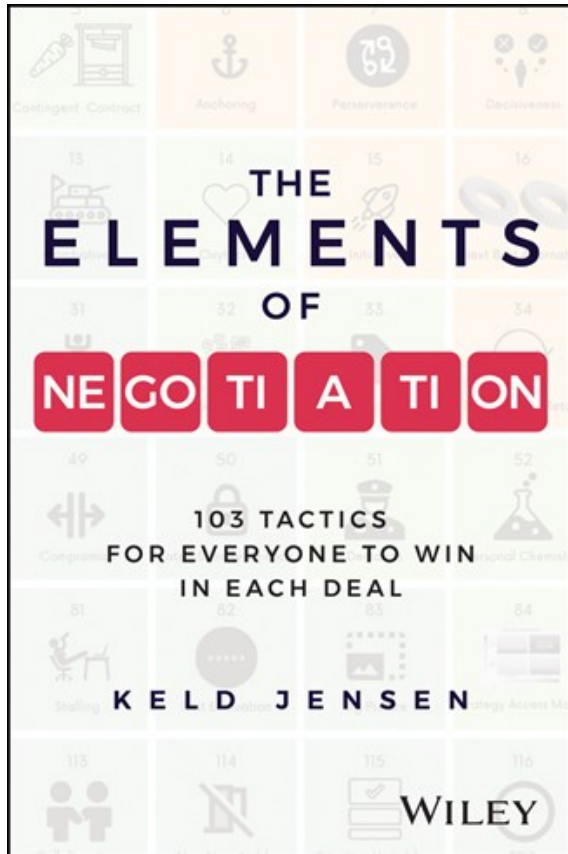
About the Author

Chris Ruden (Boca Raton, FL) is an amputee, Type 1 diabetic record-holding powerlifter, motivational keynote speaker, author, and disabled model who was featured on The Rock's hit TV show "Titan Games." From being humiliated and labeled broken because of his disability to struggling with mental health and living in a non-disabled-inclusive world, Chris learned to turn his obstacles into opportunities, now using his badass bionic arm, diabetes technology, and message of "creating your world without limits" to impact people around the world. He is also the CMO of NRG foods, responsible for turning the company around from near failure (\$10,000 gross a year) to a thriving distributorship bringing in over 13x that from three years ago.

The Elements of Negotiation

103 Tactics for Everyone to Win in Each Deal

Keld Jensen



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Wiley

BISAC: Business & Economics

9781394248285

Hardcover

October 22, 2024

£24.00 | 28,00 € | \$30.00

DE EUR: 29.9€

Comprehensive guide to mastering negotiation, based on 24 years of research

The Elements of Negotiation provides readers with an easy-to-follow step-by-step approach to becoming exceptional negotiators in both their professional and personal lives. Grounded in 24 years of extensive research, studying the habits and techniques of 35,000 individual negotiators, the 103 steps provide a detailed roadmap for negotiation excellence, covering preparation, execution, and post-negotiation analysis.

Backed by tested science proving the tips' efficacy, *The Elements of Negotiation* explores a wealth of real-world case studies and examples, with trends and predictions into the future of negotiation, and additional resources and training programs to further improve your negotiation skills. In this book, you'll learn:

- How to prepare for negotiations to achieve superior financial outcomes
- What to say—and not say—during any negotiation, big or small
- How successful negotiators achieve positive outcomes for both parties
- Why successful negotiators are usually successful in both their personal and professional lives

With its research-backed approach and the expertise of Keld Jensen, an international authority on negotiation with countless accolades and clients like the *Financial Times*, Target, Government of Canada,

About the Author

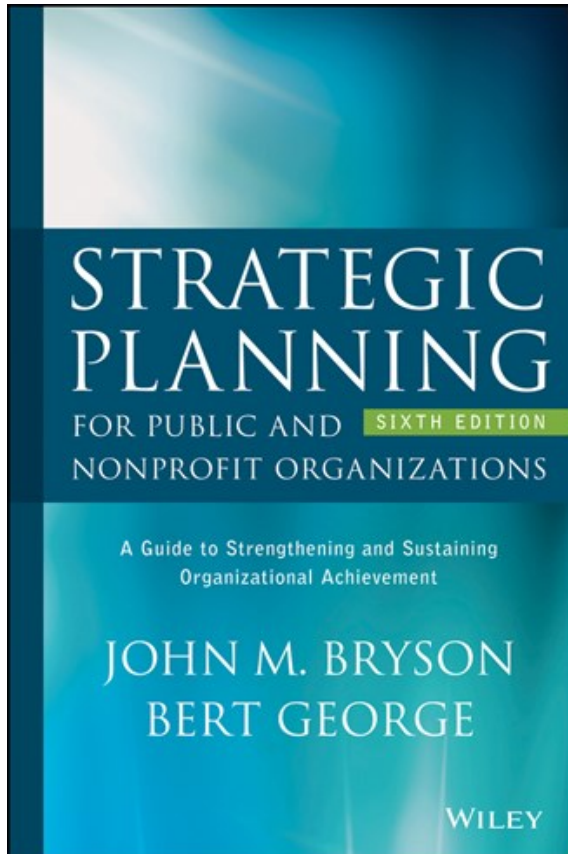
Keld Jensen is an international author, professor, speaker, advisor, and acknowledged expert in negotiation, behavioral economics, trust, and communication. He has worked with leading global companies, governments and individuals as an advisor and trainer. His clients have included Siemens, Thermo Fisher, Carlsberg, Vestas, Novo Nordisk, Rolls Royce, SABMiller, LEGO, and the governments of Denmark, Great Britain, Australia, Canada and Lithuania. He is also a former CEO of a Scandinavian public technology company. Jensen is also an associate professor at the Arizona State University's Thunderbird School of Global Management, and at Aalborg University in Denmark, BMI Institute in Lithuania, and UC Louvain/BMI in Belgium. He teaches in these schools' International Executive MBA programs, and frequently serves as a commentator in local and national electronic and print media, with more than 200 TV appearances in recent years.

In 2016, Jensen was named one of the 100 Top 100 Global Thought Leaders in Trust. The following year, he was awarded the International Association for Contract and Commercial Management

Strategic Planning for Public and Nonprofit Organizations

A Guide to Strengthening and Sustaining Organizational Achievement

John M. Bryson



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Wiley

BISAC: *Business & Economics*

9781394274024

Hardcover

October 1, 2024

£60.00 | 68,20 € | \$75.00

DE EUR: 73.9€

Previous Edition: 9781119071600

The authority on developing strategies and a strategic plan for any public and nonprofit organization

Strategic Planning for Public and Nonprofit Organizations is the comprehensive, practical guide to building and sustaining a more effective organization, delivering a clear framework for designing and implementing a better strategic planning and management process. The field's leading authorities share insights, advice, helpful tools, and specific techniques, alongside a widely used and well-regarded approach to real-world planning.

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- Manage the process with continual learning and linking unique assets and abilities to better accomplish the central mission
- Create significant and enduring public value and navigate political, economic, societal, technological, environmental and legal developments, both locally and internationally

About the Author

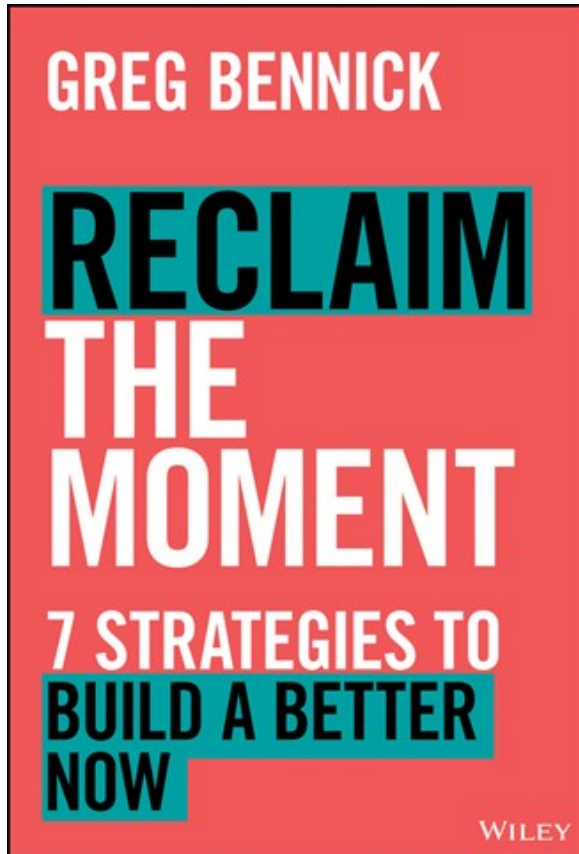
John Bryson (Minneapolis, MN) is Professor and Interim Associate Dean of the Humphrey School of Public Affairs at the University of Minnesota. Bryson has received many awards for his writing and research and serves on the editorial boards of the *Public Management Review*, *International Public Management Journal*, *American Review of Public Administration*, and *Journal of Public Affairs Education*. He is a Fellow of the National Academy of Public Administration. Previously he was associate dean for research at the Humphrey School and director of the School's MPA degree. He has consulted with a wide variety of governing bodies, government agencies, nonprofit organizations, and for-profit corporations in North America and Europe. He holds MS and PhD degrees from the University of Wisconsin.

Dr. Bert George (Brussels, Belgium) is an applied economist, a consultant, and a lecturer in public management at Ghent University. He obtained his PhD in TEW at Ghent University in 2016. His research themes focus on how strategic decisions by policymakers and managers in the (semi) public sector can be improved so that they

Reclaim the Moment

Seven Strategies to Build a Better Now

Greg Bennick



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Wiley

BISAC: *Business & Economics*

9781394247684

Hardcover

October 15, 2024

£22.99 | 25,50 € | \$28.00

DE EUR: 27.9€

An inspiring new exploration of how to maximize your life, your work, and your productivity

In *Reclaim the Moment: Seven Strategies to Build A Better Now*, internationally recognized speaker and author Greg Bennick delivers a practical and inspiring take on improving focus and enhancing peak performance for individuals and teams. The approach is fun and energetic, offering fresh ideas for generating authentic motivation. In the book, you'll find hands-on advice on how to revitalize and energize both yourself and your team using the author's unique combination of seven time-tested, and thoroughly researched, principles.

From the alluring idea to “Keep Your Eyes on the Knife” as a reminder about the importance of focus, to a call to “Leap Into the Dark” as a guide to explore creative leadership and explore new ideas, to an invitation on “Start a Reverberation Effect™” as a means of amplifying your vision, the book offers solid approaches for peak performance. You'll discover how to strengthen teams, lead with direction, and to escape pessimism and self-doubt as you and the people around you learn to Build a Better Now.

You'll also find:

- Personal and true stories drawn from the author's remarkable life and career
- Evidence-backed insights taken from contemporary sociology, cultural anthropology, and futurist literature

About the Author

Greg Bennick (Seattle, Washington) creates ideas that have inspired thousands with approaches to productivity, focus, and personal development. He engages audiences in conversations that span borders. He has spoken on stages in 27 countries and counting, including the only spoken word tour across all of Russia by an American. He shares ideas on personal empowerment and passionate living. He is the founder and Executive Director of an international non-profit in Haiti which has helped to transform an entire region's relationship with water, education, food distribution, and housing. He has produced multiple documentary films about the human condition that have won numerous awards over the last twenty years at film festivals across the globe. He speaks to thousands of school children and their teachers and administrators each year about kindness and working together. He is an individual with decades of experience living in the now.

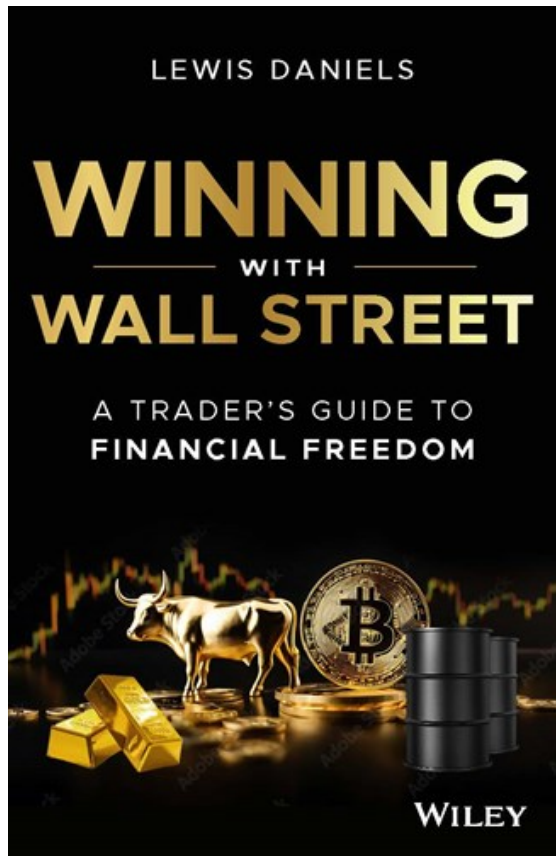
Finance & Accounting



Winning with Wall Street

A Trader's Guide to Financial Freedom

Lewis Daniels



Stop struggling in the markets because of lacklustre advice and find a better approach to trading

In *Winning with Wall Street: A Trader's Guide to Financial Freedom*, acclaimed independent trader and venture capitalist Lewis Daniels presents a trading guide tailored for those who have explored various trading books without experiencing tangible progress. This concise and insightful book unveils practical strategies and unique perspectives to empower readers in navigating the complexities of the financial markets, regardless if you are trading Bitcoin, Stocks, Forex or any other instrument. Inside, you'll discover:

- Proven strategies to navigate the complexities of financial markets with clarity and precision
- Essential tools and mindset shifts to enhance your trading performance from the comfort of your home
- Techniques to make informed decisions, craft sound strategies, and predict factors influencing securities prices

Written with clarity and precision, *Winning with Wall Street* will equip traders with the tools and mindset needed to enhance their trading performance and achieve success in the dynamic world of Wall Street from home. Whether you are a novice or a seasoned trader, this book provides actionable insights to elevate your trading game and contribute to your overall trading success.

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About the Author

Lewis Daniels, Allier, France, (<https://www.lewis-daniels.com/>) is the Chairman of Mayfair Ventures, <https://www.mayfair.ventures/>, a cyber, AI and fintech-focused venture capital fund, and an independent trader with over 25 years' experience.

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£19.99 | 22,99 € | \$24.99

DE EUR: 24.9€

Daniel offers trading education via <https://www.mayfair-method.com/>, a method which works for crypto, forex, stocks, indices, and commodities, simplifying all the complex logic with the aim of accelerating students into professional levels of attainment. He has taught thousands of students since 2012 and since starting online education in 2020 his audience has become global and continues to expand.

Daphne Draws Data

A Storytelling with Data Adventure

Cole Nussbaumer Knaflic



With every stroke of her crayon, Daphne transforms numbers into stories, helping new friends solve their problems with the power of data!

Daphne is not your ordinary dragon. She doesn't breathe fire—she breathes life into numbers, turning them into pictures that unravel mysteries, forge friendships, and save the day!

From the imaginative mind of bestselling author Cole Nussbaumer Knaflic and the vibrant illustrations of John Skewes comes a story that will captivate kids and parents alike. Follow Daphne's journey to distant lands, where numbers are heroes in disguise and her adventures teach the basics of graphs in a way that's fun, interactive, and empowering.

Young readers will be delighted by the endearing character of Daphne. They'll be equally enchanted by her colorful companions, amazed by her clever lessons, and inspired to build their own analytical skills (STEM). Daphne's story isn't solely about data; it's also about appreciating that everyone has their own special talents. It's about teamwork, creativity, and the beauty of seeing the world through a different lens.

Dive into *Daphne Draws Data* and let your child draw their own conclusions, both on the page and in the world. This smart tale is perfect for bedtime stories, classroom reads, and fostering the next generation of curious minds and innovative thinkers.

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9781394215300

Hardcover

October 29, 2024

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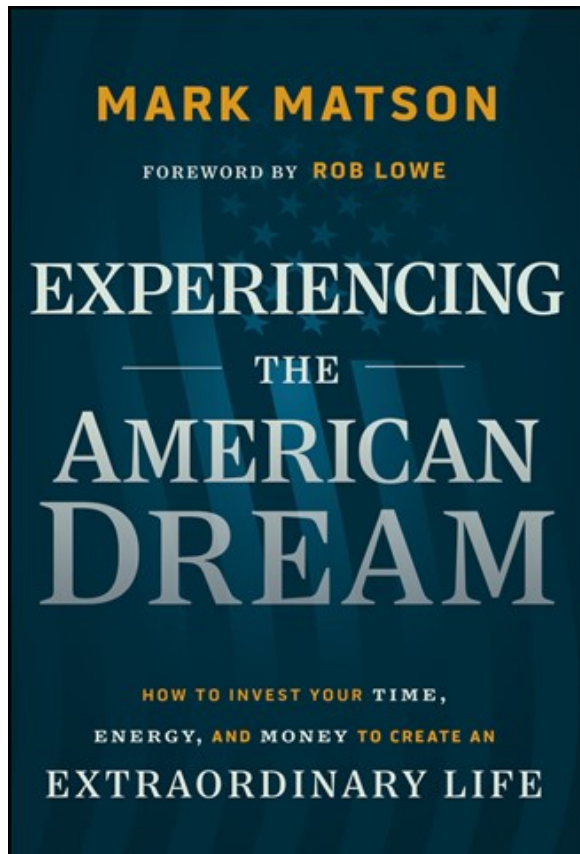
About the Author

Cole Nussbaumer Knaflic tells stories with data. She is founder and CEO of storytelling with data (SWD) and author of *Storytelling with Data: A Data Visualization Guide for Business Professionals* and *Storytelling with Data: Let's Practice!* SWD's well-regarded workshops and presentations are highly sought after by data-minded individuals, companies, and philanthropic organizations all over the world. Learn more at storytellingwithdata.com.

Experiencing The American Dream

How to Invest Your Time, Energy, and Money to Create an Extraordinary Life

Mark Matson



Your financial future is too important to leave to chance. Find purpose for your money and freedom for yourself and family.

Experiencing The American Dream: How to Invest Your Time, Energy, and Money to Create an Extraordinary Life is a compelling book with clear, potentially life-altering truths about economics and investing. As you read it, you'll engage in a profound exploration of your family's financial future.

Discover what investing is, how it works, and how it can help fulfill your purpose for life. You will have the opportunity to alter your relationship to money and investing in a way that leaves you, and those you care about, powerfully pursuing your dreams.

If you're committed to creating a life of freedom for you and those you love, you can benefit from what *Experiencing the American Dream* has to teach you. It's a breakthrough in financial education, backed by Nobel Prize winning research, designed to provide you with the tools to cultivate your financial future.

Taking this journey will teach you as much about yourself as it will about the world of investing—don't wait. Start *Experiencing the American Dream* now.

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Wiley

BISAC: *Business & Economics*

9781394262045

Hardcover

October 22, 2024

£23.99 | 27,30 € | \$29.95

DE EUR: 29.9€

About the Author

Mark Matson (<https://www.matsonmoney.com/>) is an American entrepreneur, author, and innovator in the fields of investing science and financial education. He is the creator of training and development workshops, investing platforms, and tools that make Nobel Prize winning investing research accessible to investors and transform their relationship to money. Most notably, he is the creator of The American Dream Experience and the Matson Method.

In 1991, Matson founded Matson Money with little capital. His company was one of the first Registered Investment Advisors to reject a commissions-based model, which Matson viewed as structurally incompatible with investors' best interests. In addition, Matson was determined to provide investments based exclusively on a structured investing philosophy informed by the Nobel Prize winning scholarship of Eugene Fama, Harry Markowitz, Merton Miller, and William Sharpe. Although they were considered so unorthodox at the time that Matson received severe criticism and pushback from many associates, such practices have increasingly been adopted by the investing industry. Since its inception, Matson

Virgin Millionaire

Ben Nash

Want to get rich - but feel like you're playing catch-up?

Do your money goals seem so big they're almost impossible? Not making the progress you want to get ahead today? And you *still* can't live the lifestyle you really want? You're not alone! *Virgin Millionaire* will help you create a step-by-step game plan to true money and investing success. The goal? To live your ideal lifestyle WITHOUT being forced to work just for the money - and to secure lasting financial freedom for you and your family.

Virgin Millionaire combines the psychology behind wealth and money-habit building with tactical strategies and frameworks to provide the strategies that anyone can use, in clear, jargon-free terms.

You'll learn:

- How to set up the building blocks for serious wealth
- How to cut your tax bill to get ahead faster
- How and when to buy your dream home, *without* a crippling mortgage
- How to automate your money management to save time and drive better results
- How to set money celebration targets to keep you motivated and help you enjoy the journey, not just the destination

Written by Ben Nash, Australia's most-followed financial adviser and the founder of Pivot Wealth, Australia's most-awarded financial advice company, this book will show you how to embrace your inner

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About the Author

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

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

Ben also a speaker, podcaster, writer, financial educator, TikTok'er, and digital content producer. His target audience is Australians in their 20s, 30s and 40s. Check out his podcast, Mo Money; his TikTok,

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Paperback

September 26, 2024

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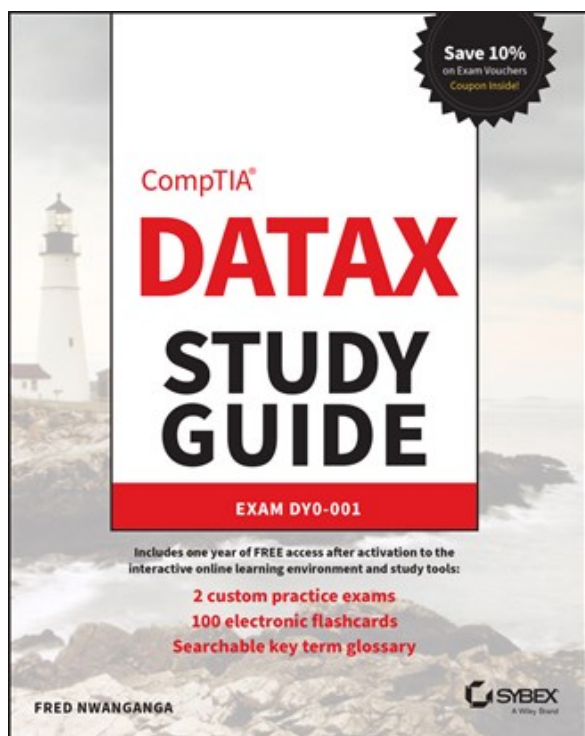
Computing & Technology



CompTIA DataX Study Guide

Exam DY0-001

Fred Nwanganga



Demonstrate your Data Science skills by earning the brand-new CompTIA DataX credential

In *CompTIA DataX Study Guide: Exam DY0-001*, data scientist and analytics professor, Fred Nwanganga, delivers a practical, hands-on guide to establishing your credentials as a data science practitioner and succeeding on the CompTIA DataX certification exam. In this book, you'll explore all the domains covered by the new credential, which include key concepts in mathematics and statistics; techniques for modeling, analysis and evaluating outcomes; foundations of machine learning; data science operations and processes; and specialized applications of data science.

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- Material you need to learn and shore up job-critical skills, like data processing and cleaning, machine learning model-selection, and foundational math and modeling concepts

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Sybex

Series: Sybex Study Guide

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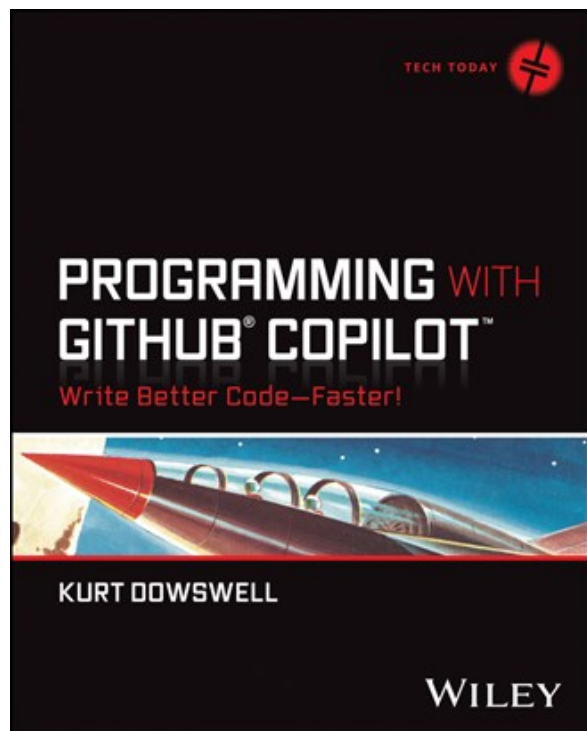
About the Author

Fredrick (Fred) Nwanganga (University of Notre Dame, South Bend, IN) is a technology professional and professor in the IT, Analytics, and Operations Department within the University of Notre Dame - Mendoza College of Business. He teaches undergraduate and graduate courses in Data Management, Machine Learning, and Unstructured Data Analysis. He has served in multiple roles as a software engineer, business analyst, and IT leader in the public and private sector. He's the founder of the Lucy Family Institute for Data & Society Early Bridges to Data Science Program and helps middle school teachers to develop and deliver more data-science related content in their classrooms. He's also a LinkedIn Learning instructor, specializing in data science and machine learning.

Programming with GitHub Copilot

Write Better Code--Faster!

Kurt Dowswell



Accelerate your programming with the most popular AI coding tool on the market: GitHub Copilot

In *Programming with GitHub Copilot: Write Better Code — Faster*, veteran software developer and GitHub community hero Kurt Dowswell delivers an insightful and hands-on exploration of GitHub's powerful, new AI coding assistant, Copilot. In the book, you'll discover how to use the tool's capabilities to push the boundaries of what you thought was possible in programming.

Even if you've used autocomplete tools—like VS Code's TabNine extension—before, you'll be floored by GitHub Copilot's potential to transform the way you code. You'll learn how to install, configure, and use the software, from employing its most common and widely used features to deploying business and enterprise functionality. You'll even discover how to fix runtime and compilation bugs and write unit, integration, and end-to-end tests.

You'll also find:

- Prompt strategies to get GitHub Copilot to help you brainstorm new code solutions
- What the future looks like for AI-assisted coding, including discussions of issues like code licensing and ethics
- Directions for chatting with Copilot, including common commands and prompts to help you guide the conversation to where you want it to go

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Series: Tech Today

BISAC: *Computers*

9781394263370

Paperback

October 1, 2024

£47.50 | 51,30 € | \$60.00

DE EUR: 57.9€

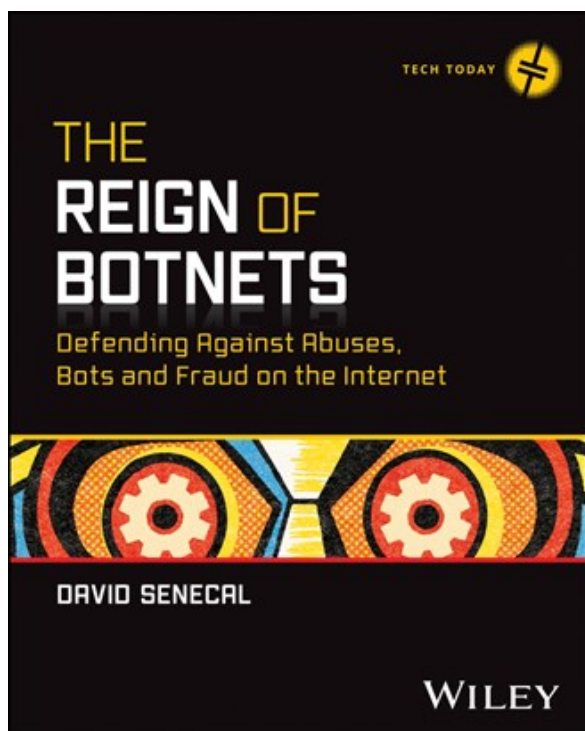
About the Author

Kurt Dowswell (Charlotte NC) is a senior software developer at BAM Technology. BAM Technology was an early adopter of GitHub Copilot, working closely with Microsoft and OpenAI during testing. Kurt was one of the first developers to work with GitHub Copilot and is a GitHub "community hero," evangelizing the AI coding tool to the global developer community.

The Reign of Botnets

Defending Against Abuses, Bots and Fraud on the Internet

David Senecal



[View on Edelweiss](#)

Wiley

Series: Tech Today

BISAC: *Computers*

9781394262410

Paperback

September 4, 2024

£30.99 | 34,20 € | \$40.00

DE EUR: 37.9€

A top-to-bottom discussion of website bot attacks and how to defend against them

In *The Reign of Botnets: Defending Against Abuses, Bots and Fraud on the Internet*, fraud and bot detection expert David Senecal delivers a timely and incisive presentation of the contemporary bot threat landscape and the latest defense strategies used by leading companies to protect themselves. The author uses plain language to lift the veil on bots and fraud, making a topic critical to your website's security easy to understand and even easier to implement.

You'll learn how attackers think, what motivates them, how their strategies have evolved over time, and how website owners have changed their own behaviors to keep up with their adversaries. You'll also discover how you can best respond to patterns and incidents that pose a threat to your site, your business, and your customers.

The book includes:

- A description of common bot detection techniques exploring the difference between positive and negative security strategies and other key concepts
- A method for assessing and analyzing bot activity, to evaluate the accuracy of the detection and understand the botnet sophistication
- A discussion about the challenge of data collection for the purpose of providing security and balancing the ever-present needs for user privacy

About the Author

David Sénécal is a Principal Product Architect at Akamai Technologies, leading a team of researchers, developers, and data scientists to build the next generation of fraud and abuse products. He has over twenty years of experience in network and web security and has dedicated the last 14 years to building bot management products. He's a regular blogger and speaker at events like the OWASP Global Appsec conference. He was integrally involved in the development and maturation of the bot management concept in the cybersecurity industry.



Test prep



2025 CFA Program Curriculum Level II Box Set

CFA Institute

Discover the official resource for success on the 2025 CFA Level II exam. Get your copy of the CFA® Program Curriculum now.

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About the Author

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BISAC: *Business & Economics*

9781961409200

Paperback

August 20, 2024

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