

RIGHTS GUIDE
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NEW TITLES
SPRING 2018

NOT DOING: The art of effortless action

So many people today are struggling with the increasing pace of change and the constant and excessive busyness that comes with it. Many feel stretched, overwhelmed and exhausted, besieged by the demands of complex projects and workplaces. They are engaged in a kind of “doing” that is more effort and struggle, rather than a “doing” that comes from a place of presence, openness and aliveness. This is not only ineffective and unsustainable, but ultimately ends in stress, anxiety and burnout.

This book, by the authors of the award-winning *Not Knowing* (Best Management Book of the Year), explores the limits and dangers of “doing”; how do they play out in our lives and workplaces; what is driving, or contributing, to our excessive activity; and what would a different kind of “doing” look like, that is less about control and struggle and more about well-being, harmony and creativity.

About the authors: Steven D’Souza is an Executive Fellow for IE Business School, a consultant and the author of the bestselling *Brilliant Networking* (Pearson). Diana Renner is senior facilitator and coach with Social Leadership Australia. **They are the authors of *Not Knowing*, which won the Best Management Book award in 2015.**

UK publication: February 2018.

Length: 292 pages (with illustrations).

Rights licensed: Spanish.

TARGET: Business wisdom from the ancient Japanese martial art of Kyudo

Kyudo is the ancient martial art of archery that originated from the samurai class of feudal Japan. Today, it continues to be practiced by thousands of people worldwide, including the author of this book. Kyudo has a particular teaching: “Right shooting always results in a hit”. This means that you shouldn’t worry about simply hitting the target; instead, you should focus your energy and will-power on proper mindset and form. In doing so, this “right shooting” will naturally result in a hit.

This book applies the wisdom of Kyudo to business. In our companies, we are all under the pressure of profit margins, sales targets, efficiency and relationships. The philosophy of Kyudo gives us new perspectives and solutions to the struggles and worries that anyone can fall prey to in their business and career.

About the author: Jerome Chouchan is the Managing Director of Godiva Chocolatier for Japan, South Korea, Australia and New Zealand. He has been practising the art of Kyudo for 25 years.

UK publication: May 2018.

Length: 192 pages.

SELLING TO THE MODERN BUYER

This essential book demystifies what it takes to succeed as a business-to-business (B2B) salesperson today. The way buyers choose suppliers today has changed significantly. Yet, many salespeople, and the people who train them, still rely on last-century methods that are tips and tricks at best.

21st-century selling starts with understanding your customer. Knowing how they evaluate suppliers, and what triggers intent to buy, should always direct your sales efforts. Selling is not about trickery, emotional blackmail, high-pressure manipulation or achieving a target at any cost. It's about being wholly customer-centric. By putting the needs of the customer first, you will always find the right issues and words to base your sale on.

About the authors: Nic Read has run sales teams across the world for 30 years. He is a thought leader and bestselling author in the field of sales. Lee Bartlett is a world-leading sales consultant and specializes in new technology. He is the author of *The No.1 Best Seller*.

UK publication: April 2018
Length: 128 pages.

THE RESPONSIVE LEADER: How to be a fantastic leader in a constantly changing world

The world is changing. The world has changed already. But have you changed with it? The change in technology in the last century has driven a massive development in organizations and in society. The so-called Fourth Industrial Revolution demands new approaches to leadership. A paradigm shift is emerging, putting engagement, relations, inclusion and freedom at the centre – in relation to both employees and customers. We need to be responsive in order to be relevant to employees and customers, and if we are to adapt to a changing world. In other words, we need to be “responsive leaders”.

This book provides a proven and original model (PICO – Purpose and direction, Innovation, Culture, Organizing – leadership) to help managers and executives engage with this transformation.

About the author: Erik Ostergaard is Partner and Founder of Bloch&Ostergaard, a leading management consultancy that provides inspiration, guidance and implementation support to top and middle management, based on the future of work and purpose-driven leadership.

UK publication: February 2018.
Length: 224 pages.

THE ELEMENTAL WORKPLACE: How to create a fantastic workplace for everyone

The workplace has been on a journey, from machine-like rows of desks in the 50s, to the private cubicles of the 70s, to the tech-inspired co-working spaces of the 2000s. But workplaces aren't just about configuration. This book will help you create a fantastic workplace – the “Elemental Workplace”. Everyone deserves a positive environment in which to live, learn, grow, share and contribute. Its creation is intuitive and simple.

This book is intended for everyone, whether managing a property project, owning or running a small business, or just taking an interest in the workplace they come to each week. All corporate bullsh*t and buzzwords surgically removed. As long as the physical workspace is required, this book will remain relevant.

About the author: Neil Usher is a much in-demand workplace and change consultant with over 25 years' global experience in sectors as diverse as media, broadcasting, engineering and mining.

UK publication: March 2018.

Length: 208 pages.

NATUZZI: The Italian harmony maker

The book is about the history of Natuzzi, Italy's largest furniture house, in 1959 by Pasquale Natuzzi - current Chairman and Chief Executive Officer – in a small village in the south of Italy. Natuzzi is today among the largest players in its sector, with seven manufacturing plants, twelve commercial offices and more than 1,200 points of sale worldwide.

This book tracks the history of the company based on stories and anecdotes gathered through interviews with the main players, as well as the author's detailed research of Natuzzi's archives and other external sources. The essence of the company's history lies in putting its social ethical mission at its heart since the beginning, while at the same time adopting the latest industrial techniques.

About the author: Luca Condosta works in group finance for ABB and is passionate in business and education.

US publication: February 2018.

Length: 224 pages.

THE CEO CONNECTOR: How to grow your business across generations

If growing your business is important to you, then this book will offer you the perspective on how to connect with high level, successful influencers in society and business. It will provide key strategies and ideas on how to break into and steer those individuals of impact that can be the difference between a good year and a great year for your business.

The CEO Connector is based on the core principles and strategies developed by the CEO Clubs of America for reaching out and doing business with CEOs and Executives from around the world. Most importantly, this book will demonstrate how to reach out to all types of business leaders from baby boomers to millennials – in today’s multi-generation economy.

About the author: Kevin Dunn is the Chairman of the CEO Clubs of America. He has held a variety of leadership positions during the past 20 years.

US publication: June 2018.

Length: 160 pages.

CONSULTING DRUCKER: Principles and lessons from the world’s leading management consultant

Peter Drucker is known worldwide as “The Father of Modern Management.” But he was also the world’s most famous and successful independent consultant. The methods developed by Drucker remain highly relevant and continue to be used in today’s organizations. This book, written by Drucker’s first executive PhD graduate of the program he developed, is the first book to reveal in detail Drucker’s methods and ideas as a consultant.

Jack Welch noted that his success at GE was based on Drucker’s consulting advice. Bill Bartmann became the 25th wealthiest man in America at one point. He, too, credits Drucker’s advice in helping with his success. This book (with a Foreword by Philip Kotler) is an encyclopaedia of Drucker’s consulting approaches and how and when to apply them. It will enable executives and managers to gain new insight into Drucker’s thinking and methods, and why they continue to have such tremendous influence over today’s organizations.

About the author: William Cohen’s is a bestselling business author whose books have been published in 23 languages. As a speaker, Cohen has spoken on five continents, and executives from more than 50 foreign countries have heard him.

UK publication: May 2018.

Length: 320 pages.

Rights licensed: Japanese, Korean, Portuguese (Brazil).

CHIEF WELLBEING OFFICER: Leading in the Fourth Industrial Revolution

In a world obsessed with Artificial Intelligence and digital transformation Chief Wellbeing Officer (subtitle also Jeanne?) will help bring back the human element that is so necessary for a thriving future society. The book will provide a comprehensive and accessible guide for enterprises of all shapes and sizes to make the most of their people. Our vision is to help create environments that allow leadership to flourish from all levels and functions, in order to make the best of the many opportunities in this exciting age.

The book is divided into 3 parts. Part 1, Chief, details the WHY and looks at the working world around us today, establishing the human foundations upon which a more enlightened approach to leadership may rest. In part 2, Wellbeing unpacks the WHAT of our vision, detailing the main content blocks of holistic intelligence and the rhythms of our lives on which wellbeing exists. The third and final part, Officer, focuses on the HOW of action. We do not presume to know all the answers but hope to inspire you to act by highlighting the right questions.

About the authors: Stephen MacGregor is CEO of the Leadership Academy of Barcelona, a professional development firm that focuses on performance and productivity through better health and wellbeing. Rory Simpson is the Chief Learning Office at Telefonica and previously Associate Dean of London Business School.

UK publication: February 2018.

Length: 224 pages.

POSITIVE NUTRITION: Strategic eating to upgrade your health and energy

As our lives speed up at an ever more frantic pace, we often find we are lacking the energy currency to keep up. What if getting the focused energy we need is nothing more than understanding the rules, and putting in place a strategic eating plan that delivers concrete results?

In this practical and accessible book, an expert nutritionist delivers a down-to-earth, no nonsense approach to eating well. With so much confusion around diet, food and eating, this book aims to get a clear eating structure in place, empowering the reader to make wise and nurturing choices around food, for both work dynamism and healthy living.

About the author: Kate Cook is an author, nutritionist, speaker and food activist. She is the founder and director of the Harley Street Clinic, working with over 7,500 patients, and mentors nutrition coaches.

UK publication: May 2018.

Length: 128 pages.

THE INSPIRATORIUM: A space for the curious

Welcome to The Inspiratorium – a place where ideas come to meet, grow, evolve and flourish. Crammed full of thinkers, thoughts and their distilled wisdom, this is a book that will develop and accelerate yours, and make you feel smarter, happier and forward-looking.

Flitting between the poles of science and art, quantum physics and epic poetry, philosophy and football, ancient history and artificial intelligence, this little book is a web of connections, of jumps and leaps that will take you to different places and areas that will intrigue and inspire. Open yourself to randomness, serendipity, spontaneity ...take a leap into the unknown ...welcome to The Inspiratorium!

About the author: Anthony Tasgal's main occupation is advertising and marketing, with a particular leaning towards storytelling and behavioural economics. His other interests are the Greeks and Romans, film and writing comedy.

UK publication: June 2018.

Length: 304 pages.

THE ART AND CRAFT OF PR

This book is built around the idea that PR as a communications discipline has no boundaries. It is the PR professional's manual for creating that specific type of mindset and building the necessary skills to meet today's communications challenges, which include mastery of the fundamentals, cultivating unbridled curiosity and creativity, the art of listening, and never losing sight of business objectives.

This book is a cornerstone for PR students and novices looking to break into the industry, and for junior and mid-level PR practitioners interested in learning new skills that they can use to gain a creative edge on their competition.

About the author: Sandra Stahl is a PR and marketing communications executive with extensive experience in leading domestic and global brand communications. She is an adjunct professor at The City College, New York.

US publication: March 2018.

Length: 208 pages.

A GREAT MOVE: How to survive and thrive in your expat assignment

In 2017, there will be almost 57 million expatriates worldwide. While the number of corporate expat assignments is growing steadily, these assignments are expensive and fail all too often for avoidable reasons. Many expats move with minimal preparation, have unrealistic expectations, and are left with insufficient resources to deal with the practical and emotional implications of a move. The result: failed moves, stressed families and damaged careers.

This book addresses a growing need to prepare people for making successful moves. Adjusting to a new environment and culture, immersing oneself into a new life – both professional and private – navigating culture shock, defining and maintaining a sense of home – these are all big challenges facing today's expat.

About the author: Katia Vlachos is a researcher, writer and coach who specializes in cultural adaptation and expatriate life.

UK publication: June 2018.

Length: 232 pages.

“CONCISE ADVICE” SERIES

Clever content, dynamic thinking, practical solutions and engaging visuals – this is a series of small books with big ideas.

THE ATTITUDE BOOK: 50 ways to positively affect your life and work

The definition of “attitude”: an expression of favour or disfavour toward a person, thing or event. As human beings, we often find ourselves locked into certain habits, patterns and behaviours. However, that is not to say we do not have a choice, especially when it comes to our attitude toward people, situations and outcomes. In this original and engaging book, a leading business coach demonstrates how we can shift our attitudes to create positive change and outcomes in our work and personal lives. In doing so, he helps us to reassess our current habits and behaviours, and makes us realize the wider choices we have in coping and dealing with people, issues and problems in our everyday lives.

About the author: Simon Tyler is the author of *The Keep it Simple Book* and is a much sought-after business coach who works with some of the world’s leading companies.

UK publication: June 2018.

Length: 128 pages.

THE IMPACT BOOK: 50 ways to enhance your presence and impact at work

The best leaders and managers create change. They are able to create a vision, communicate an idea and in particular encourage action from others. What is it about these leaders and managers that make others want to follow, engage and to act? The term “IMPACT” describes the effect we have on those around us. Having impact expresses the collective impression left by our visual appearance, our presence, the way we connect with others and the lasting effect we have on people when we have left the room. This book provides 50 short but powerful ways to raise your impact level in business.

About the author: Simon Tyler is the author of *The Keep it Simple Book* and is a much sought-after business coach who works with some of the world’s leading companies.

UK publication: April 2018.

Length: 128 pages.

Rights licensed: Hungarian, India, Vietnamese.

THE EXCELLENCE BOOK: 50 ways to be your best

We can all be better in every aspect of our lives. Kevin Duncan (author of the bestselling *The Diagrams Book* and *The Ideas Book*) draws together 50 ingenious thoughts and inspirations to improve your attitude, your approach to life and work, the questions you ask, the decisions you make, and even your timing in the things that you do. We are the owners of our success, and the main source of that success is excellence. Practical and highly accessible, this is a life-affirming handbook to help you be the best you can be – whoever and wherever you are.

About the author: Kevin Duncan is a business adviser, marketing expert and business author. His books have been translated into over a dozen languages.

UK publication: December 2017.

Length: 128 pages.

THE LAUNCH BOOK: Motivational stories to launch your idea, business or next career

Whether we are exploring a new idea, new career, or new endeavor, we encounter self-doubt, fear of failure and risks. Drawing on behavioral economics, psychology, and self-leadership principles, these strategies/exercises will give you a jumpstart and position you for success immediately after launch.

“Honest, genuine, and truly on your side: that’s Sanyin Siang. In The Launch Book, she offers compelling stories, married with an introspective style, to help you find the confidence you need to take your next great leap” – Susan Cain, author of NYTimes bestseller Quiet.

About the author: Sanyin Siang is the Executive Director of the Coach K Center on Leadership & Ethics (COLE), a laboratory for leadership, at Duke University's Fuqua School of Business.

UK publication: August 2017.

Length: 128 pages.

THE STRENGTHS BOOK: Discover how to be fulfilled in your work and life

It’s human nature to focus more on our weaknesses because we are programmed to be alert to risks in our environment. We end up focusing on what isn’t working, often overshadowing all the positives. But what if you focused on and played to your strengths instead? This practical and succinct book aims to revolutionise your life by helping you to identify what exactly makes you happy so that you will make the right choices; decide whether a job, activity or course is right for you; and understand why things seem to flow with some activities and some people, and not others. Knowing these things about yourself, and spending more time on what really energises and fulfils you – your strengths – will ultimately lead to a happier and more successful life.

About the author: Sally Bibb is a leading figure in the strengths movement and is the author of *Strengths-based Recruitment and Development*. She is a consultant and previously worked at The Economist.

UK publication: October 2017.

Length: 160 pages.

THE NEGOTIATION BOOK: Practical steps to becoming a master negotiator

This book will help you develop your emotional intelligence so you can become a highly skilled negotiator in all areas of your life - whether you’re negotiating with customers, colleagues, family or friends. It will equip you with the tools and techniques to put negotiation theory into practice. Learn how to develop a winning mind-set, prepare successfully for any negotiation, recognize and respond to different negotiation situations, deal effectively with gameplay, manage the negotiation conversation and understand how to draw the negotiations to a successful close. An inspiring and engaging handbook packed with expert advice, practical tools and exercises to help you master the art of negotiation.

About the author: Nicole Soames is a highly qualified coach and EQ practitioner. She is the founder & CEO of Diadem, a commercial skills training and coaching company.

UK publication: October 2017.

Length: 128 pages.

OTHER TITLES IN THE CONCISE ADVICE SERIES:

THE SMART THINKING BOOK (Kevin Duncan)

Rights licensed: Korean, Greek, Thai, India, Vietnamese.

THE IDEAS BOOK (Kevin Duncan)

Rights licensed: German, Japanese, Russian, Thai, Complex Chinese, Hungarian, Greek, India, Vietnamese.

THE DIAGRAMS BOOK (Kevin Duncan)

Rights licensed: Japanese, German, Korean, Russian, Complex Chinese, Simplified Chinese, Thai, Swedish, Hungarian, Greek, India, Vietnamese, Dutch.

THE VISUAL COMMUNICATIONS BOOK (Mark Edwards)

Rights licensed: Japanese, Russian, Dutch, Complex Chinese.

THE PRODUCTIVITY HABITS (Ben Elijah)

Rights licensed: Thai, German, Greek, Complex Chinese, India, Vietnamese, Dutch.

THE STORYTELLING BOOK (Anthony Tasgal)

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THE FUTURE BOOK (Magnus Lindkvist)

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THE FINANCIAL WELLBEING BOOK (Chris Budd)

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THE BRAIN BOOK (Phil Dobson)

Rights licensed: Czech, Russian, Japanese.

THE KEEP IT SIMPLE BOOK (Simon Tyler)

Rights licensed: Japanese.

THE SUCCESS BOOK (Tim Johnson)

THE MEETING BOOK (Helen Chapman)

THE BUSINESS BULLSHIT BOOK (Kevin Duncan)

THE MINDFULNESS BOOK (Martyn Newman)

THE FEEDBACK BOOK (Dawn Sillett)

THE CONNECTION BOOK (Emma Serlin)

THE REPUTATION BOOK (Guy Arnold)

THE SMART SELLING BOOK (Mark Edwards)

KEY TITLES
2017

THE SALESPERSON'S SECRET CODE: The belief systems that distinguish winners

"Sales is now an integral part of every role, making this an essential read for all business professionals" – **Daniel Pink, author of To Sell is Human and Drive.**

What makes a great salesperson? What beliefs, attitudes and behaviours are linked to being a top performing salesperson? What impact does culture, industry and sales context have? And does a formal sales methodology or process make a difference?

This book is for any sales professional, or indeed anyone involved in the sales process of their company, who wants to learn the secrets of successful selling. Based on interviews and analyses (qualitative and quantitative) of 300 of the world's leading salespeople, across a mix of industries, cultures and context, the authors present the most rigorous evaluation of how salespeople behave and how they are driven. In doing so, they reveal the secret code behind consistent and high-level success in sales.

About the authors: Ian Mills, Mark Ridley and Ben Laker are executives from Transform People International. Tim Chapman is Managing Partner at Sales EQ. They are experienced trainers and researchers in sales and performance.

Length: 288 pages.

SPIKE: What are you great at?

In this groundbreaking book, leading executive coach Rene Carayol shares the magic and simplicity of the SPIKE (Strength, Positively, Identified, Kick, Start, Excellence) philosophy. In the world of SPIKE, there are no losers anymore – everyone has something they are great at!

The product of 30 years of supporting the growth and development of thousands of individuals and organizations globally, the book brings together a proven formula for personal and business development. The vital and essential ingredient of SPIKE is that everyone has at least one inherent strength. Finding those sometimes hidden strengths and energies, and then mobilizing them for your and other's benefit, is the ultimate aim of this inspiring book.

About the author: René Carayol is one of the world's leading business gurus specialising in leadership, culture and transformation. He is the best-selling author of the leadership and culture bible, *Corporate Voodoo* (Wiley).

Length: 304 pages.

Rights licensed: Simplified Chinese.

MACHIAVELLIAN INTELLIGENCE: How to survive and rise in the modern corporation

The best way to secure yourself against being 'let go' in the modern economy is to rise to a level within the corporation where you are making the strategic decisions, not bearing the brunt of their consequences. It may be tough at the top, but it's dangerous in the middle -- and the rewards at the top are far greater.

Machiavellian Intelligence argues that many intelligent and hard-working professionals with good leadership skills fail to maximize their career potential because of a number of instinctive 'good' habits – things that make them highly effective executives, well-liked and respected by their colleagues, but which are not best designed to take them to the very top of their chosen career.

About the authors: Mark Powell is a partner at A.T. Kearney consultancy and Associate Fellow at the University of Oxford's Said Business School. Jonathan Gifford is a business author and partner of the digital advertising agency Bluequest. He also lectures in marketing at the European Communication School.

Length: 192 pages.

Rights licensed: Russian, Complex Chinese.

SEEING AROUND CORNERS: How to unlock the potential of data

Analytics has become a key driver of competitive advantage for organizations, underpinning new waves of productivity, growth, innovation and customer insights. As the availability of data increases, it becomes ever more important that decision makers across companies can fully exploit the potential of analytics to provide effective insights. By expertly linking data and decision making, the author presents a new paradigm which will forge the way into helping develop products and services that can positively contribute to society.

The author draws on his unique background in military intelligence, strategy consulting and analytics, and presents research, personal experiences and case studies in an engaging and practical format.

About the author: Graham Hogg was previously a military intelligence officer in the British Army. Today he is a consultant who specializes in working with managers and teams use data effectively in their decision-making.

Length: 256 pages.

WILD KNOWLEDGE: Outthink the revolution

Today, we live and do business in a world where society gathers knowledge faster than it gathers wisdom. It is a world of continuous revolution and change. Those who manage to find, structure and exploit the power of “Wild Knowledge” – ie, the untamed data, learnings and experiences that flourish in our lives and minds – will come out the winners.

In combination, we need to develop our ability to understand and judge which aspects of that knowledge are applicable to business and life in general. This is the so-called “Vicious Wisdom” which will force you to unlearn, to choose an approach of unthinking, in order to reach a deeper understanding, meaning and reason in your quest to find new and different solutions. This book, written by a leading futurist/philosopher, presents a powerful and radical approach to thinking about and solving our future lives and businesses.

About the author: Anders Indset is consultant, philosopher and serial entrepreneur. Norwegian-born who speaks five languages fluently, he is a much sought-after international speaker.

Length: 224 pages.

Rights licensed: Korean.

BEYOND DEFAULT: Setting your organization on a trajectory to an improved future **[Foreword by Don Tapscott, author of *The Blockchain Revolution*]**

Have you ever wondered where your organization is headed? Have you ever asked yourself: why is it that some organizations are more successful than others? Management fads can bring some benefit, but they rarely deliver the sustained success their advocates promised. Equally, while the calibre of an organization’s leadership is important, along with the strategies they pursue, they in themselves are not the answer the question. This book argues there is something more fundamental at play; something that ultimately determines the destiny of an organization.

All companies are on a trajectory – their “default future”; a place they will end up in if they take no action other than that currently planned. Identifying this default future, knowing whether this future is acceptable or not, and what actions to take for an improved future, is the ultimate key to sustaining future success for any business. This book, by two experienced strategy consultants, provides an important perspective on sustaining business success.

About the authors: David Trafford and Peter Boggis are experienced management consultants and founders of Formicio, a leading strategy consultancy.

Length: 264 pages.

READ MY LIPS: Rhetoric and the power of persuasion

What if you could get people to listen to you in every situation? And in addition, get them to want to listen? Would that make life easier? Rhetoric is not the art of speaking – it is the art of getting others to listen. This book does not deal with the history of rhetoric – nor is it a book that teaches you how to ‘talk nicely’ – as many people might think when they hear the word ‘rhetoric’. This book will teach you to speak effectively and increase the motivation of your listeners. Teaching you how to be professional and personal, without being private. This book was first published in Swedish and was a bestseller (selling over 60,000 copies).

About the author: Elaine Eksvard is a Swedish TV personality and avid blogger writing about family life, rhetoric, relationships and fitness. She is the founder of rhetoric agency, Snacka Snyggt, that offers a variety of courses in modern rhetoric, presentation techniques and sales rhetoric.

Length: 240 pages.

Rights licensed: Swedish.

DISRUPTON DENIAL: How companies are ignoring what is staring them in the face **[**Shortlisted for Management Book of the Year Award 2017**]**

We live in a world of constant change and disruption caused mainly by new technology. Yet, in business, there is widespread apathy, paralysis and confusion in many established companies in face of the obvious scope, scale, reach and pace of disruptive change. Why? Because Denial is the natural default response, given how executives’ brains function and how they are trained.

This important book examines why companies seem paralysed in the headlights of onrushing digital and other disruption. In analysing and understanding this tendency towards denial in companies, the author is then able to guide executives to begin seeing a new perspective to coping with the transformation challenge that faces them. Full of insightful case studies and lessons gained from the author’s work with leading companies, this is a hugely timely book when virtually all companies and executives must deal with the threat of disruptive change.

About the author: David Guillebaud is an international management consultant who has worked with some of the world’s leading companies. He is currently an Associate Partner at Elix-IRR consultancy.

Length: 224 pages.

REINVENTING CUSTOMER ENGAGEMENT: The next level of digital transformation for banks and insurers

The financial services industry is undergoing huge change, as retail banks, investment banks and insurance companies come of the financial crisis and plan for a better future. This book, written by two of the most important consultants in the industry, provides the latest thinking on financial services and the key factors that will drive success.

The authors interview leading executives from a range of financial service companies, to help them determine what business models will create the best revenue streams in the future. In particular, they focus on digital technologies and changing customer behaviour, and how that is fundamentally changing the industry. For anyone working in financial services, this book will be essential reading.

About the authors: Roger Peverelli is a partner at VODW and Reggy de Feniks is founding partner of 9Senses. They are recognised as two of the most influential consultants in financial services and co-authored the bestselling *Reinventing Financial Services* (Pearson).

Length: 256 pages.

Rights licensed: German, French.

CHINA'S ENTREPRENEURS SERIES

China's economic rise and influence has been one of the most significant developments in the global economy of recent times. This series examines the major contribution to this development made by China's leading private entrepreneurs and companies. Written by authors who had unprecedented access, the series provides a fascinating insight into the personal and professional lives of each entrepreneur, and the key factors that have motivated and inspired them to become the success of today.

The series launches with biographies of:

- Jack Ma of Alibaba
- Wang Jianlin of Wanda
- Ma Huateng of Tencent
- Ren Zhengfei of Huawei
- Dong Mingzhu of Gree

These entrepreneurs and their companies literally redefined the economic and business landscape, both inside and outside of China. Besides the stories of their lives, challenges and motivations, each book in the series contains the latest speeches of the entrepreneurs, which provide a deeper understanding of the management and business ideas behind their work and achievements.

Length: 224 pages.

Rights licensed: Korean, Indonesian Bahasa, Simplified Chinese.

DESIGNPEDIA: 80 tools for realizing your ideas

Understanding the goals of the world of business and dealing with the development of new solutions calls for a basic ingredient: creativity. And yet, just being or wanting to be creative is not enough – it is essential to train and develop this ability in order to achieve results. In other words, we need a guide to show us the way and provide us with the tools needed to progress.

Designpedia is an essential manual for Design Thinking that brings together all the tools you need to achieve innovation and entrepreneurship goals. It is organized around four basic processes: mapping, exploring, building and testing and reveals how (as long as you use the right tools) you can create original and effective solutions.

About the authors: Juan Gasca is the CEO of Thinkers Co, who has extensive experience in the world of design, entrepreneurship and business and is currently a visiting professor at IE Business School. Rafael Zaragoza is the Creative Director of Thinkers Co. has an extensive background in industrial design.

Length: 160 pages.