

KoganPage

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New Books & Bestsellers

July – December 2023



Who is Kogan Page?

Kogan Page is a leading independent business book publisher, publishing content from global business experts on the trends and topics shaping business today. Recognized as Digital Publisher of the Year 2020, Academic & Professional Publisher of the Year 2019 and awarded the International Achievement Award at the Independent Publishers Guild (IPG) Awards, we are committed to accessibility standards and deliver the highest quality content from authors who are leading experts in their field.

We publish content across a broad range of subject areas within business:

- Business & Management
- Human Resources, Learning & Development
- Marketing & Communications
- Logistics, Supply Chain & Operations
- Skills, Careers & Employability
- Kogan Page Inspire
- Risk & Compliance
- Accounting, Finance & Banking

Translation rights

Our Rights team actively works to promote and license translation rights to a network of international publishers through all major book fairs including London, Beijing and Frankfurt, and to rights buyers through email campaigns and digital channels. We have secured translation rights for our books in over 50 languages including Chinese, Vietnamese, Russian, Japanese, Dutch, Greek, Thai, Spanish, Portuguese, Italian, Ukrainian and Korean.

What's important to us?

Sustainability

We are proud to have partnered with Carbon Neutral Britain to calculate and offset Kogan Page Ltd's carbon footprint. In July 2021, our internal efforts led us to become certified as a Carbon Neutral Business. We also partner with suppliers and vendors who follow sustainability guidelines and processes.

Diversity

We take action to ensure we are a diverse and representative organization. We are an active member of the Independent Publishers Guild Diversity and Inclusivity Action Group, we support the Publishers Association Inclusivity Action Plan, partner with Creative Access to support under-represented groups entering the creative industries, and monitor representation across our staff and authors.

Accessibility

We are one of few publishers globally to receive the Global Certified Accessible accreditation and ASPIRE verification service gold rating. This certification is the gold standard for accessible publications within the industry. Testament to our work in creating accessibility in digital textbooks, we also achieved the BIC Excellence Plus award, were a finalist for the DAISY Award for Accessibility in Publishing and were awarded the IPG Digital Publisher of the Year Award 2020.

To find out more about our efforts in these areas, visit: www.koganpage.com/our-values

Stay informed

Subscribe to our newsletter to receive updates on new books, expert content, sample chapters and special offers, delivered straight to your inbox: www.koganpage.com/newsletters

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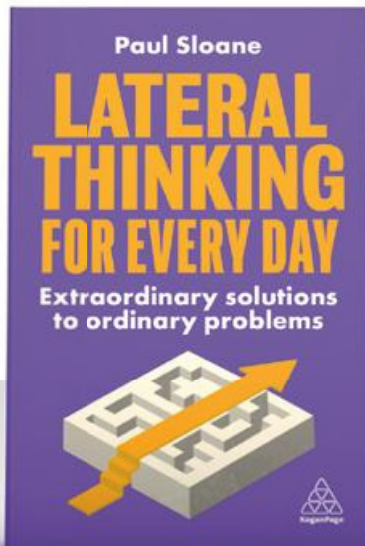
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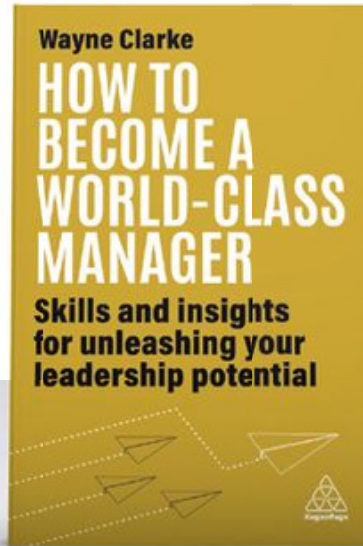
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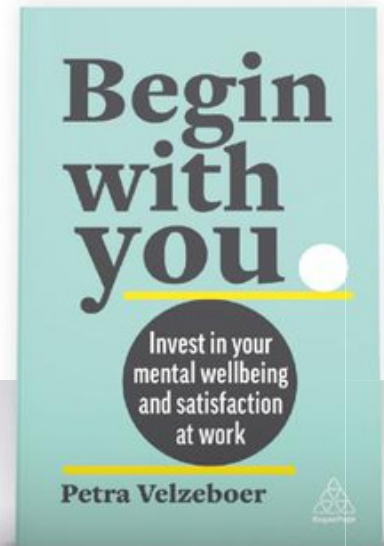
Extraordinary solutions to today's business problems



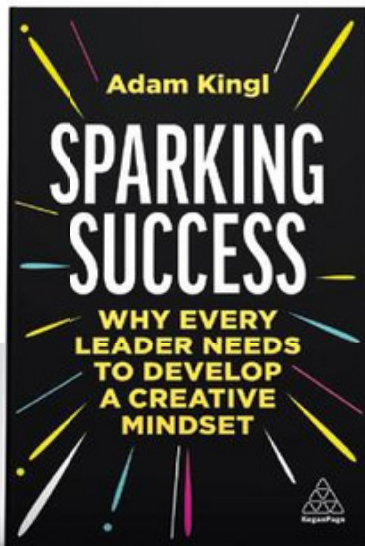
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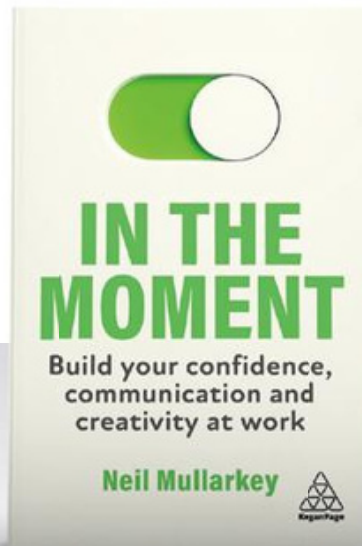
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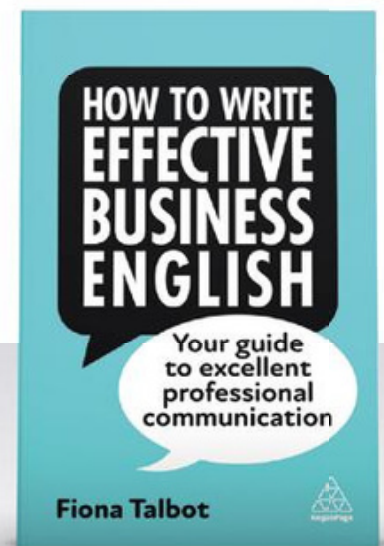
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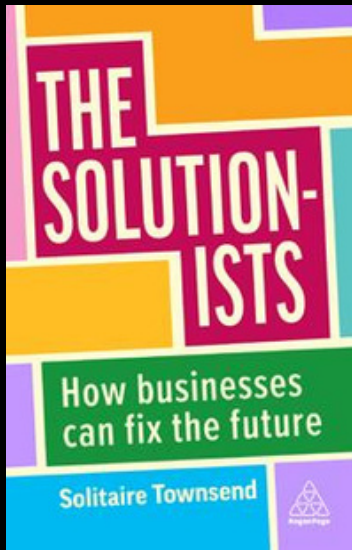
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The Solutionists

How Businesses Can Fix the Future

★ Best Seller



Edition:
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Paperback:
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12 Conclusion

Keynote

Join the army of pioneering business leaders that are finding solutions to the climate emergency and transforming business by putting sustainability first.

Description

In the face of our climate emergency, we desperately need solutionists working to fix the future. This is your handbook for becoming the leader that the world needs.

The Solutionists sets out what it takes to join the new generation of entrepreneurs, CEOs and leaders transforming business to create a more sustainable society. Using a change blueprint, this book coaches you through the steps, mindsets and strategies that will put your organization at the forefront and take personal ownership of sustainability solutions.

With an inspiring selection of stories from leading entrepreneurs and organizations, this book illustrates how sustainability solutionists are paving the way to solving the biggest crisis our planet has ever faced whilst driving business innovation and growth. Including plant-based food sources, net-zero technologies and circular platforms, these stories demonstrate how sustainable disruption can transform your business, regardless of size or industry.

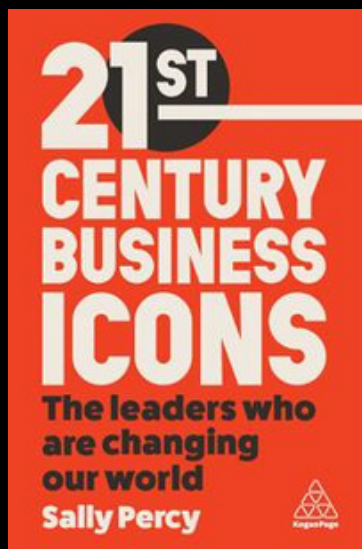
Solitaire Townsend has been inspiring the world's top brands for over two decades and, along with some of the world's leading solutionists, she invites you to join the answer activists and grow your business while co-creating a better world.

Author Information

Solitaire Townsend is the co-founder and CEO of Futerra, an award-winning sustainability agency. Townsend works with clients like Ikea, Formula 1, Google, the United Nations and Lancôme to make sustainable development happen. The 2008 Ethical Entrepreneur of the Year, she has chaired talks at COP26 and COP27, delivered a TED talk on the creative industries' responsibility to act on climate emergency and is an in-demand sustainability and change speaker. A Forbes contributor, she writes for or has been featured in *The Guardian*, *Management Today*, *Campaign*, *Raconteur*, and *The Independent*. She is based in London, UK.

21st Century Business Icons

The Leaders Who Are Changing our World



Keynote

Uncover the success stories and strategies behind 21 of the world's most fascinating and influential business leaders.

Description

From the stratospheric success of Jeff Bezos to the secret genius of Satoshi Nakamoto, *21st Century Business Icons* uncovers the fascinating success stories behind some of the world's most innovative business leaders.

Behind every success is the unique story of an individual who has transformed their ambition into reality. They have overcome their competition through innovation, determination and confidence. This book uncovers the stories behind these figures - while they may be divisive, controversial or polarizing - each of them offers fascinating insights into business and society.

Stretching from California to Tokyo and covering sectors such as tech, retail, banking and social media, this book uncovers the secrets behind success on a global scale. Discover how Whitney Wolfe Herd reinvented the dating industry and how Jimmy Donaldson built a YouTube business empire. *21st Century Business Icons* is a fascinating exploration of the entrepreneurs, influencers and pioneers who have redefined the 21st century.

Author Information

Sally Percy is a freelance journalist, editor and author specializing in the business and finance sectors. She is the editor of *Edge*, the official magazine of the Institute of Leadership & Management, and is a contributor to *Forbes*. She frequently makes radio appearances and writes for a number of publications including *The Telegraph*, *The Times*, *Accounting and Business*, *CFO World*, *Economia* and *Financial Risks Today*. She is based in London, UK.

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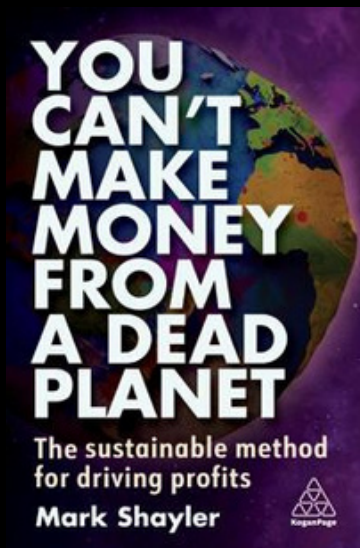
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You Can't Make Money From a Dead Planet

The Sustainable Method for Driving Profits



Keynote

Learn how to make your business more sustainable while not sacrificing growth, profits and innovation

Description

Doing good is no longer a luxury or a 'nice to have', it's a necessity.

While businesses, both big and small, have undoubtedly caused the majority of our environmental and sustainability problems, they are also the only thing that can solve these issues at scale. You Can't Make Money from a Dead Planet looks at the challenges we face and shows how business needs to change in order to be the driver of the solution.

Bestselling author and sustainability strategist Mark Shayler explains why there is no contradiction between being profitable and doing the right thing for the planet and doing the right thing for your customers. Providing the insights, the enthusiasm and the tools to align your business with sustainability, it blends explanations of the challenges that we face, with stories from those business that have excelled in sustainability including Ford, McDonalds, Google, Bacardi and PROPERcorn.

Exploring current sustainability approaches and trends including net-zero, circular economy, ESG, B-Corps, zero waste and environmental management systems, You Can't Make Money From a Dead Planet explains, debunks and helps you navigate the sustainable agenda while growing your business.

Author Information

Mark Shayler works with businesses and corporations to reduce their environmental impact and his clients include Coca-Cola, Nike, Bacardi, WPP, Samsung Electronics Europe, Welsh Water, Hiut Denim and Novatech. He is a founding partner of the Do Lecture series and is a Visiting Fellow in Sustainable Design at Loughborough University. He lives near Leicester, UK.

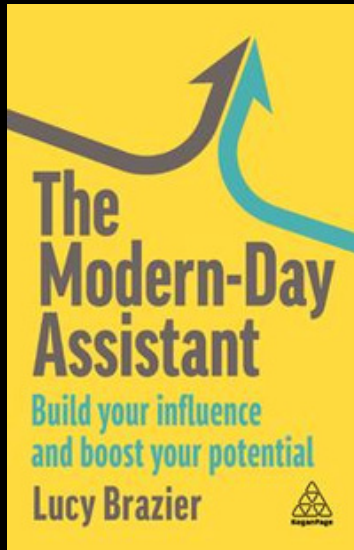
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SECTION FIVE: When?
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The Modern-Day Assistant

Build Your Influence and Boost Your Potential



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7 The role of the assistant in the wider organization
8 Managing personalities and different strategies
9 The art of time-management
10 The hybrid assistant
11 Project management
12 Effective problem solving
13 Work/life balance and burnout

Keynote

Uncover the skills and strategies that will improve your productivity, efficiency and effectiveness as an assistant or administrator.

Description

Assistants and administrators are the backbone of every organization. Discover how to innovate and thrive in this vital sector with *The Modern-Day Assistant*.

As technology and disruption continue to reshape the business world, the responsibilities and skills of a modern-day assistant have transformed. Executives and leaders are more dependent than ever on the unique and varied responsibilities of their administrators and assistants. Drawing upon decades of experience, Lucy Brazier OBE demystifies the strategies and approaches that will allow you to reach your full potential as an assistant, and how to accelerate your career while doing so.

From building your network and developing your communication skills to time management and strategic planning, *The Modern-Day Assistant* is the ultimate guide to developing your abilities and reaching your full potential at work. It also explores how you can effectively capitalize upon your skills, whether that's climbing the ranks of the assistant sector or pivoting into a new role.

Author Information

Lucy Brazier OBE is one of the world's leading authorities on administrative and assistant skills. She is CEO of Marcham Publishing and Publisher of Executive Support Magazine, a training magazine dedicated to the development of administrative professionals.

She is the Chair of the World Administrators Summit and was awarded an OBE in recognition of her services to office professionals in 2021. She has also received an Honorary Fellowship to the Institute of Administrative Management and is based in London, UK.

Confident Coding

Learn How to Code and Master the Essentials

NEW New Edition



Keynote

Take your career to the next professional level and give yourself that competitive edge by learning the essentials of coding with this friendly and easy-to-understand guide.

Description

Coding is one of the most in-demand skills in the job market. Whether you're a recent graduate or a professional, Confident Coding offers the career insights and technical knowledge you need for success.

A unique combination of technical insights and fascinating career guidance, this book highlights the importance of coding, whatever your professional profile. For entrepreneurs, being able to create your own website or app can grant you valuable freedom and revolutionize your business. For aspiring developers, this book will give you the building blocks to embark on your career path.

This new and improved third edition of the award-winning book gives you a step-by-step learning guide to HTML, CSS, JavaScript, Python, building iPhone and Android apps and debugging. Confident Coding is the essential guide to mastering the fundamentals of coding.

About the Confident series...

From coding and data science to cloud and cyber security, the Confident books are perfect for building your technical knowledge and enhancing your professional career.

Author Information

Rob Percival is a web developer, author and entrepreneur who has taught over 500,000 students around the world to code through his online courses on Udemy. His courses have been translated into over five languages and have taught people to become confident web-developers. He is based in Cambridge, UK.

Darren Woods is Managing Director of Synapture, a Web/Software Development Agency. Alongside his work, he teaches a Pre-Diploma Computer Science course and A-Level Computer Science. He is based in Cambridge, UK.

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9 Building an iPhone/iPad app

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12 Coding and entrepreneurship - creating your own business or product

13 Pursuing coding further - becoming a developer

14 Conclusion

Confident UX

The Essential Skills for User Experience Design

NEW New to Series



Keynote

Uncover the fundamentals of UX design and development and discover the skills you need for achieving success in this fascinating discipline.

Description

Discover the fundamental skills, insights and technical knowledge behind UX design and development.

The UX (user experience) industry is growing by 39 per cent every year. This is an exciting sector which demands a combination of technical expertise and creative flair. UX is also a vital ingredient for business success in a wide range of industries: every company that has a website, app or platform also has a UX team working behind the scenes. From research and information architecture to front-end design and usability testing, this is your essential guide to the benefits and intricacies of UX.

Adrian Bilan draws upon his years of experience as a high-profile UX designer and mentor as he clarifies how you can adopt a UX mindset and uncover the skills that will lead to success. Build your confidence and discover your full potential through *Confident UX*.

About the Confident series...

From coding and cloud computing to data skills and cyber security, the Confident books are the perfect beginner's resource for enhancing your professional life, whatever your career path.

Author Information

Adrian Bilan is the Associate Director of UX at CBRE, the world's largest commercial real estate services and investment firm. He is a seasoned and renowned UX designer, with over a decade of experience in the industry. Throughout his career he has worked with start-ups, Fortune 500 companies and previously ran his own design studio. He is based in London, UK.

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 - 16 The UX portfolio
 - 17 Conclusion

Confident Data Science

The Essential Skills of Data Science

NEW New to Series



Keynote

Discover the fundamentals of data science and develop the skills you need for achieving success in this important sector.

Description

The global data market is estimated to be worth \$64 billion dollars, making it a more valuable resource than oil. But data is useless without the analysis, interpretation and innovations of data scientists.

With Confident Data Science, learn the essential skills and build your confidence in this sector through key insights and practical tools for success. In this book, you will discover all of the skills you need to understand this discipline, from primers on the key analytic and visualization tools to tips for pitching to and working with clients.

Adam Ross Nelson draws upon his expertise as a data science consultant and, as someone who moved into the industry late in his career, provides an overview of data science, including its key concepts, its history and the knowledge required to become a successful data scientist. Whether you are considering a career in this industry or simply looking to expand your knowledge, Confident Data Science is the essential guide to the world of data science.

About the Confident series...

From coding and cloud computing to data skills and cyber security, the Confident books are the perfect beginner's resource for enhancing your professional life, whatever your career path.

Author Information

Adam Ross Nelson is a data science consultant and career coach based in Washington D.C. As a consultant, he provides insights on data science, machine learning and data governance. He previously worked as a data scientist at The Common Application.

Having transitioned into the data science field from his career as an attorney, he offers workshops, talks and online courses for those looking to develop their data science skills, pivot their career or improve their career trajectory.

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Confident Cloud

Uncover the Essentials of Cloud Computing and Development

NEW New to Series



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9	Networking
10	Cloud management
11	Cloud providers

Keynote

Uncover the fundamental concepts of cloud computing and harness the skills you need for a successful career in this fast-growing sector.

Description

94 per cent of all enterprises now depend upon cloud services. Gain the edge in your career with this essential guide to the fundamental concepts and platforms of cloud computing.

Cloud computing has become an integral part of our lives. Businesses across the world use cloud platforms to power their servers while we all depend upon cloud backups to access our personal data. This comprehensive guide demystifies key concepts and gives you the confidence you need to succeed in this sector.

Confident Cloud includes key concepts from FinOps and DevOps to Kubernetes and automation. This is supported by practical guidance on working in the industry, alongside a variety of fascinating case studies, clarifying how cloud infrastructure is effectively deployed and maintained.

About the Confident series...

From coding and data science to cloud and cyber security, the Confident books are perfect for building your technical knowledge and enhancing your professional career.

Author Information

Rui Costa is a renowned cloud computing expert. He currently works at Amazon Web Services as a Principal Solutions Developer and has previous experience at Google as a Sales Engineer and Learning Consultant. He is the author of two cloud computing playbooks and has served as an AI Coach for the Google AI Impact Challenge, where he has spoken at multiple conferences including the NetHope Global Summit 2019. He is based in New York, NY.

Confident Cyber Security

The Essential Insights and How to Protect from Threats

NEW New Edition



Keynote

Uncover the basic principles of cyber security and futureproof your career with this easy-to-understand, jargon-busting beginner's guide to the practical skills you need.

Description

The world is more digitally connected than ever before and, with this connectivity, comes vulnerability. This book will equip you with all the skills and insights you need to understand cyber security and kickstart a prosperous career.

Confident Cyber Security is here to help. From the human side to the technical and physical implications, this book takes you through the fundamentals: how to keep secrets safe, how to stop people being manipulated and how to protect people, businesses and countries from those who wish to do harm.

Featuring real-world case studies including Disney, the NHS, Taylor Swift and Frank Abagnale, this book is packed with clear explanations, sound advice and practical exercises to help you understand and apply the principles of cyber security. This new edition covers increasingly important topics such as deepfakes, AI and blockchain technology.

About the Confident series...

From coding and data science to cloud and cyber security, the Confident books are perfect for building your technical knowledge and enhancing your professional career.

Author Information

Dr Jessica Barker is an award-winning global leader in cyber security and a popular keynote speaker. She is co-founder and co-CEO of Cygenta, where she influences cyber security awareness, behaviour and culture in organizations around the world. Jessica Barker has been named one of the top 20 most influential women in cyber security in the UK and is the Chair of ClubCISO. She is based in London, UK.

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5 Social engineering

6 Attacks that utilize social engineering

SECTION FOUR: The physical side of cyber security

7 Why physical space matters in cyber security

8 Attacks on the individual

9 Attacks on organizations

10 Nation state cyber security – Geopolitics

SECTION FIVE: The future of cyber security and what it means for your career

11 Cyber security in different industries

12 Cyber security at the board level

13 The variety of cyber security careers

14 Pursuing a cyber security career

The perfect beginner's guides to essential digital skills

From coding and data science to cloud and cyber security, the Confident books are perfect for building your technical knowledge and enhancing your professional career.



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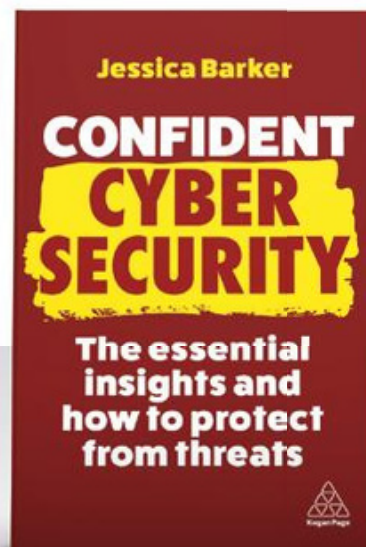
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9781398611887 • £14.99



9781398611924 • £14.99

[koganpage/confident](https://koganpage.com/confident)



Survive, Reset, Thrive

Implementing High-Growth Strategy for Lasting Business Resilience

Rebecca Homkes

1e, Nov 2023, 240pp

Paperback: 9781398607866 £19.99

Ebook: 9781398607873 £19.99

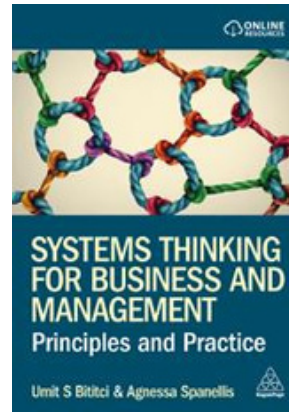
Hardback: 9781398607880 £65.00

Band: Professional/Academic

Subject: Leadership

Discern a way forward through industry disruption and volatility, and devise a high-growth strategy that will ensure your business thrives and outperforms its competitors.

Rebecca Homkes is a high-growth strategy specialist. A Lecturer at the London Business School and Director at the Strategic Management Centre in London, she works with CEOs and executive teams on developing and executing strategies for growth. Formerly a Fellow at the White House's President's Council of Economic Advisors in Washington DC, she is an in-demand speaker and has directed the McKinsey & Co and LSE Centre for Economic Performance Global Management Project since 2007. She writes for the Harvard Business Review, Bloomberg Businessweek, Fortune, and Forbes. She is based in Miami, Florida and London, UK.



Systems Thinking for Business and Management

Principles and Practice

Umit S Bititci, Agnessa Spanellis

1e, Nov 2023, 376pp

Paperback: 9781398611665 £39.99

Ebook: 9781398611672 £39.99

Hardback: 9781398611689 £125.00

Band: Professional/Academic

Subject: Business Improvement

This textbook offers an accessible overview of key systems thinking theories, principles and methodologies, providing a practical approach by applying these to contemporary business problems and challenges.

Umit S Bititci is Professor of Business Performance at Edinburgh Business School, Heriot-Watt University, UK. He has worked with an international portfolio of companies and public-sector organizations and has led several international research and development projects with his research portfolio.

Agnessa Spanellis is Assistant Professor at Heriot-Watt University, UK, where she teaches modules on Systems Thinking, Contemporary Business Technology, Gamification and Ethics of Technology. She has been published in peer-reviewed journals, books and outlets such as *The Conversation*.



The Corporate Venturing Handbook

A Step-by-Step Guide to the Value Creation Process

Dietmar Grichnik, Manuel Hess, Jana Reuther, Alexander Stoeckel, Michael Hilb

1e, Dec 2023, 288pp

Paperback: 9781398613577 £34.99

Ebook: 9781398613591 £34.99

Hardback: 9781398613584 £115.00

Band: Professional/Academic

Subject: Innovation

Learn how to initiate and manage a corporate venturing programme successfully to realize financial and strategic growth for your organization.

Dietmar Grichnik is Director of the Institute of Technology Management at the University of St Gallen, Switzerland. Manuel Hess is Assistant Professor at the Global Centre for Entrepreneurship and Innovation, University of St Gallen, Switzerland. Jana Reuther is Research Associate at the Chair for Entrepreneurship at the University of St Gallen, Switzerland. Alexander Stoeckel is Director of Venture Capital at Philip Morris International in Lausanne, Switzerland. Michael Hilb is a board member and professor at the University of Fribourg, Switzerland.



The Business of Metaverse

How Organizations Can Optimize the Opportunities of Web3

David Palmer

1e, Dec 2023, 240pp

Paperback: 9781398613065 £21.99

Ebook: 9781398613072 £21.99

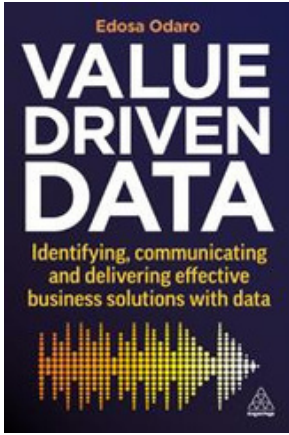
Hardback: 9781398613089 £65.00

Band: Professional/Academic

Subject: Innovation

Understand the metaverse, grasp its myriad opportunities and prepare for its key challenges with this panoramic guide to the metaverse business opportunity landscape.

David Palmer is a digital visionary and global platform innovator based in London, UK, and has been listed by Metaverse Insider as one of the top 30 metaverse leaders to follow. He is the Business Lead for Blockchain Technology at Vodafone and the co-founder and Chief Product Officer of their new Digital Asset Broker (DAB) platform. Prior to Vodafone, Palmer held roles at Accenture and Deloitte.



Value-Driven Data

Identifying, Communicating and Delivering Effective Business Solutions with Data

Edosa Odaro

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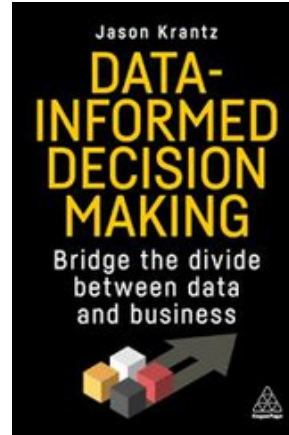
Hardback: 9781398608641 £95.00

Band: Professional/Academic

Subject: Business Improvement

Translate data into value for your business with this strategic guide to identifying, communicating and developing data solutions and opportunities.

Edosa Odaro is an AI and data transformation leader who has helped over 35 international organizations deliver significant impact through data analytics, transformation strategy and intelligent interventions. Based in London, UK, he is Chief Data and Analytics Officer at Tawuniya and is on the board for the UK's National Institute for Health Data Science (HDR UK). Odaro has been named a Financial Times Top 100 Most Influential Leader and one of the UK's 30 Most Influential Black Leaders in FinTech.



Data-Informed Decision Making

Bridge The Divide Between Data and Business

Jason Krantz

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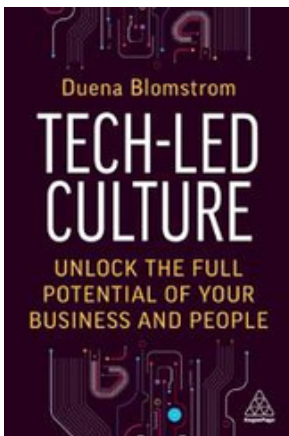
Hardback: 9781398610859 £80.00

Band: Professional/Academic

Subject: Business Improvement

Make better, faster and more confident decisions with this practical guide outlining how business leaders can use analytics and data to develop a cohesive structure around their organization's decision-making process and culture.

Jason Krantz is CEO and founder of Strategy Titan, a strategic advisory and information product development company, and is based in Chicago, Illinois. He specializes in creating award-winning analytics strategy, capabilities, teams, cultures and solutions that drive tangible revenue and EBITDA improvements. He has over 15 years of business analytics, data science and strategic leadership experience in public and private equity-owned business like ConAgra Foods, Newell Rubbermaid and Ecolab.



Tech-Led Culture

Unlock the Full Potential of Your Business and People

Duena Blomstrom

1e, Oct 2023, 288pp

Paperback: 9781398610699 £19.99

Ebook: 9781398610705 £19.99

Hardback: 9781398610712 £65.00

Band: Professional/Academic

Subject: Business Improvement

Discover the tech-led strategies that will upgrade your business, leading to increased productivity, collaboration and performance.

Duena Blomstrom is CEO and co-founder of PeopleNotTech, a people software solution focusing on psychological safety and high-performing team dynamics, and is based in London, UK. She is also an international keynote speaker, a prolific writer on Forbes and LinkedIn and the author of several books. She is a top 100 global influencer in the tech space and has been recognized as a LinkedIn 'Top Voice'.

NEW New Edition



The Business Models Handbook

The Tools, Techniques and Frameworks Every Business Professional Needs to Succeed

Paul Hague

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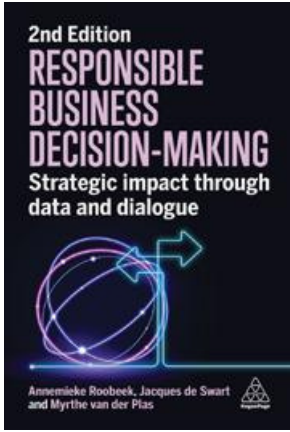
Band: Professional/Academic

Subject: Business Planning

Enhance your business planning with this collection of the most valuable business models, including expertly explained theory, case studies and supporting templates.

Paul Hague is founder of B2B International Ltd, a global market research company. Based in Manchester, UK, he is Fellow of the Market Research Society and the author of ten books, sharing 30 years of practical experience in market research and marketing. He is a visiting fellow at Manchester Metropolitan University and a guest lecturer at Manchester Business School. He is the author of *Market Research in Practice* and co-author of *B2B Customer Experience*, also published by Kogan Page.

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Responsible Business Decision-Making

Strategic Impact Through Data and Dialogue

Annemieke Roobeek, Jacques de Swart, Myrthe van der Plas

2e, Aug 2023, 344pp

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Ebook: 9781398612297 £34.99

Hardback: 9781398612303 £115.00

Band: Professional/Academic

Subject: Strategic Management

Make impactful, responsible business decisions to improve financial performance, benefit society and protect the environment with this practical guide.

Annemieke Roobeek is Professor of Strategy and Transformation Management at Nyenrode Business University and CEO of MeetingMoreMinds and GrwNxt. She is based in Amsterdam, the Netherlands.

Jacques de Swart is a Partner within PwC and a Professor of Applied Mathematics at Nyenrode Business University. He is based in Amsterdam, the Netherlands.

Myrthe van der Plas is responsible for the Data Analytics Group within PwC Consulting and is founder of Lakisama Foundation. She is based in Amsterdam, the Netherlands.



Future Cultures

How to Build a Future-Ready Organization Through Leadership

Scott Smith, Susan Cox-Smith

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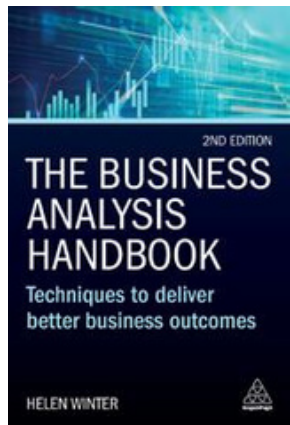
Band: Professional/Academic

Subject: Digital & Technology

The only way to succeed tomorrow is to act today. Transform your business and prepare for the innovations, technologies and challenges of the future through Future Cultures.

Scott Smith is co-founder and Managing Partner at Changeist, author of How to Future and a world-renowned futurist. He has advised organizations including UNICEF, ASOS and Comcast and written for WIRED, Quartz and The Atlantic. He is based in The Hague, the Netherlands.

Susan Cox-Smith is co-founder and Partner at Changeist. She leads educational experiences for private- and public-sector clients and was named in Forbes magazine's '50 Leading Female Futurists 2022'. She is based in The Hague, the Netherlands.



The Business Analysis Handbook

Techniques to Deliver Better Business Outcomes

Helen Winter

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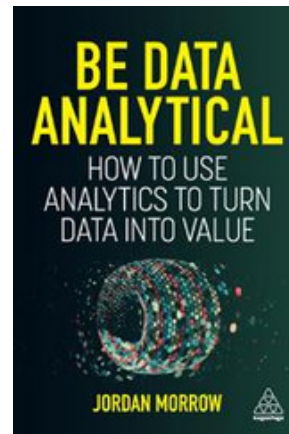
Hardback: 9781398610149 £115.00

Band: Professional/Academic

Subject: Project Management

Upgrade your career and organization with this handbook offering expert guidance on the business analysis role, supported by tools and templates.

Helen Winter has over 20 years' business analysis experience, having worked as a consultant on large-scale transformation programmes within the financial services, regulation, insurance and utilities sectors. She is an active volunteer for IIBA (International Institute of Business Analysis) and the founder of Business Bullet, an online magazine promoting business analysis and providing guidance for professionals. She is based in Wolverhampton, UK.



Be Data Analytical

How to Use Analytics to Turn Data into Value

Jordan Morrow

1e, June 2023, 272pp

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Ebook: 9781398609297 £24.99

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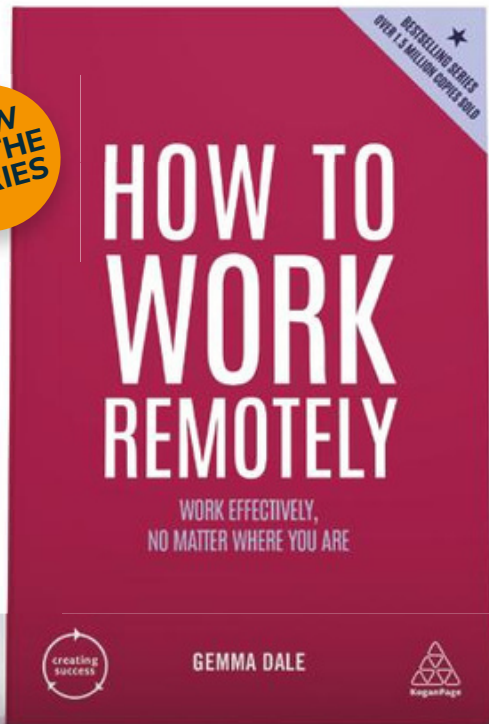
Subject: Business Improvement

Learn to use analytics more effectively, convert data into value and facilitate smarter and better decision-making for your organization.

Jordan Morrow is Vice President and Head of Data and Analytics at BrainStorm. He served as the Chair of the Advisory Board for The Data Literacy Project and currently serves on the board of INFORMS Analytics Certification Board. He has helped organizations around the world, including the United Nations, build and understand data literacy. He is based in Salt Lake City, Utah and is also the author of Be Data Literate and Be Data Driven (Kogan Page).

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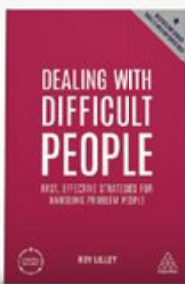
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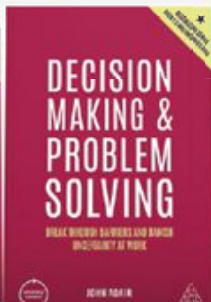
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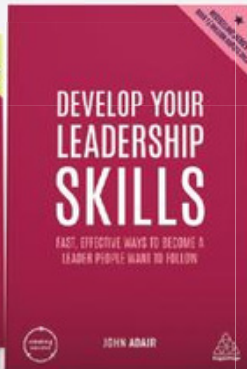
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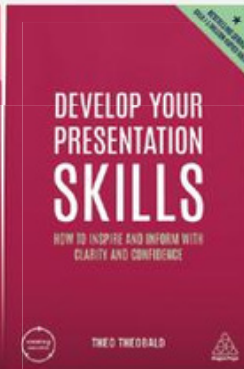
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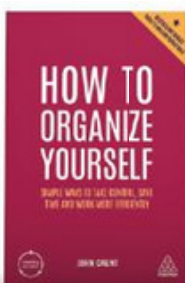
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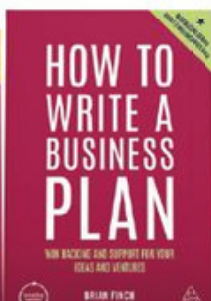
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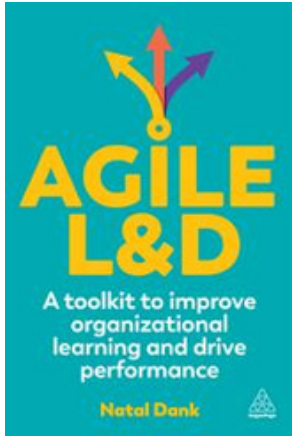


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Agile L&D

A Toolkit to Improve Organizational Learning and Drive Performance

Natal Dank

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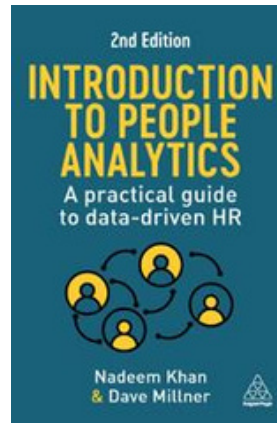
Band: Professional/Academic

Subject: Learning & Development

Understand how to use agile methods and processes to upskill and reskill your workforce in a changing world of work.

Natal Dank is the co-founder of PXO Culture, a consultancy specializing in people experience with a focus on HR and business agility. She is also the Chief HR Trendsetter at the HR Trend Institute and was named by HR Magazine as one of the Most Influential HR Thinkers of 2022. Based in Scotland, UK, she is the co-author of Agile HR, also published by Kogan Page.

NEW New Edition



Introduction to People Analytics

A Practical Guide to Data-driven HR

Dave Millner, Nadeem Khan

2e, July 2023, 344pp

Paperback: 9781398610040 £22.99

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Hardback: 9781398610071 £75.00

Band: Professional/Academic

Subject: HR Analytics

Understand the essentials of people analytics and learn how to find, collect, analyse and apply data to add business value with the second edition of this guide.

Nadeem Khan is a futurist, speaker and consultant. Based in Lancaster, UK, he is Head of Strategy & Growth at Zosh Occupational Health Ltd (ZOHL) and the Managing Director of Optimizhr Ltd.

Dave Millner has 30 years of consulting experience working with global organizations to offer a range of organizational development solutions underpinned by people analytics, based in St Albans, UK. In 2021 he was named as one of the Most Influential HR Thinkers by HR Magazine.

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Michael Armstrong, Duncan Brown

7e, Nov 2023, 392pp

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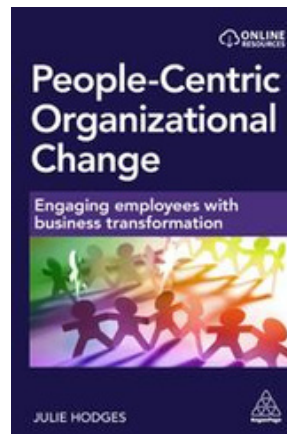
Band: Professional/Academic

Subject: Reward Management

The definitive guide to improving performance through reward and recognition policies and processes by leading human resource management expert Michael Armstrong.

Michael Armstrong is the UK's bestselling author of HRM books including *Armstrong's Handbook of Human Resource Management Practice*. Based in London, UK, he is a former Chief Examiner of the Chartered Institute of Personnel and Development (CIPD).

Duncan Brown is Head of HR Consultancy at the Institute for Employment Studies. Based in London, UK, he has over 25 years' experience in consulting and reward. In 2021 he was named as one of the Most Influential HR Thinkers by HR Magazine.



People-Centric Organizational Change

Engaging Employees with Business Transformation

Julie Hodges

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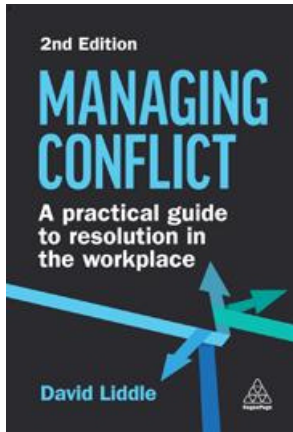
Hardback: 9781398612570 £125.00

Band: Professional/Academic

Subject: Change Management

Use the evidence-based guide to understand how to take a people-centric approach to organizational change.

Professor Julie Hodges is a leading expert on change in organizations and is currently a Professor of Organizational Change at Durham University Business School, UK. Prior to this, she worked as a business consultant for over 20 years in several profit and non-profit organizations including PwC, Vertex and the UK British Council. She is *the author of Managing and Leading People through Organizational Change and Consultancy, Organizational Development and Change*, both published by Kogan Page.



Managing Conflict

A Practical Guide to Resolution in the Workplace

David Liddle

2e, Sept 2023, 312pp

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Band: Professional/Academic

Subject: Human Resources Management

Understand how to embed a coherent and collaborative approach to conflict management and prevention in the workplace with this practical guide for HR professionals.

David Liddle is the CEO of the TCM Group and president of the Institute of Organizational Dynamics (IOD). He is a recognized leader in the areas of conflict resolution, cultural change and transformational leadership. Based in London, UK, in 2021 he was named as one of the Most Influential HR Thinkers by HR Magazine and has been featured on the Thinkers50 Radar for 2022.



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Design an Effective EX Strategy to Improve Employee Performance and Drive Business Results

Ben Whitter

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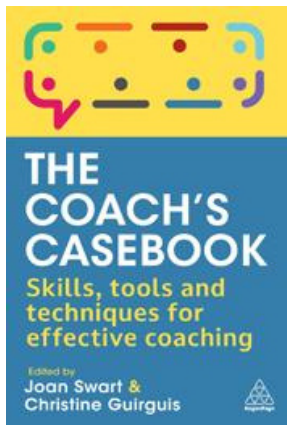
Hardback: 9781398608849 £95.00

Band: Professional/Academic

Subject: Employee Engagement

Use this practical guide to design, build and implement an effective employee experience strategy to improve workforce performance, develop a people-centred culture and drive business results.

Ben Whitter is CEO of HEX Organization and the founder of the World Employee Experience Institute (WEEI). Based in Manchester, UK, but operating globally, he shares his work and research on employee experience through keynote speaking, advisory services, consulting and training. In 2021 he was recognized by Thinkers50 as one of the top management thinkers in the world and was also named as one of the Most Influential HR Thinkers 2021 by HR Magazine.



The Coach's Casebook

Skills, Tools and Techniques for Effective Coaching

Joan Swart, Christine Guirguis

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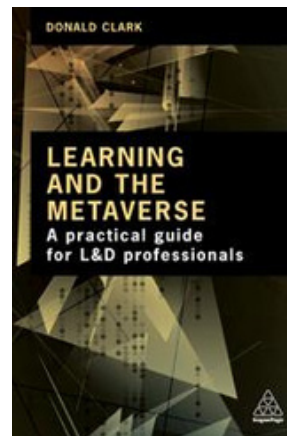
Band: Professional/Academic

Subject: Coaching

Master the theory and skills needed to support employees and coach them to reach their full potential.

Dr Joan Swart is a coaching psychologist, accredited supervisor, researcher and author. Based in Cape Town, South Africa, she is the Corporate Programme Director at Coaching Minds. She developed the curriculum of the Jay Shetty Certification School and is an accredited supervisor at the Association for Coaching.

Christine Guirguis is a Teaching Assistant at Cairo University, Egypt. She has a particular focus on supporting and developing women and participated in the UN women 'HerStory' initiative within Beijing+25.



Learning and the Metaverse

What this Technology Means for L&D

Donald Clark

1e, Sept 2023, 288pp

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Band: Professional/Academic

Subject: Learning & Development

Use this practical guide from a learning technology expert to understand what the metaverse is and how it applies to your L&D activities.

Donald Clark has over 35 years' experience in online learning, simulations, virtual reality, mobile and artificial intelligence projects. He was a founding member of Epic Group plc and the founder and CEO of Wildfire Learning. He is a frequent global speaker, blogger, advisor and researcher and is also a Visiting Professor at the University of Derby. Based in Brighton, UK, he is the author of *Artificial Intelligence for Learning, Learning Experience Design and Learning Technology*, all published by Kogan Page.



The Digital Coaching Revolution

How to Support Employee Development with Coaching Tech

Anna Tavis, Woody Woodward

1e, Dec 2023, 272pp

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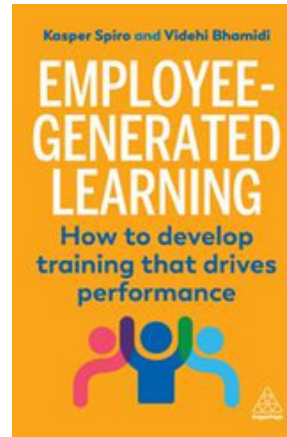
Band: Professional/Academic

Subject: Learning & Development

Discover what digital coaching can do for an organization and how to get the most out of this innovative employee development technology.

Anna Tavis, based in New York City, NY, is Clinical Professor and Academic Director of Human Capital Management Department at NYU's School of Professional Studies. She is co-author of *Humans at Work*, also published by Kogan Page.

Woody Woodward, based in Washington, DC, is Clinical Assistant Professor of Executive Coaching & Organizational Consulting at NYU's School of Professional Studies. He is an organizational psychologist and sits on the Board of Directors of the International Coaching Federation Thought Leadership Institute.



Employee-Generated Learning

How to develop training that drives performance

Kasper Spiro, Videhi Bhamadi

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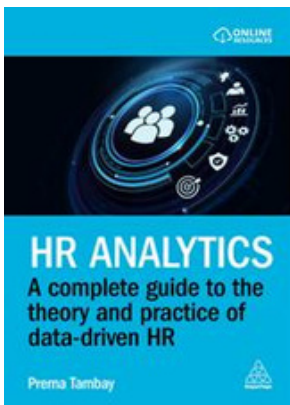
Band: Professional/Academic

Subject: Learning & Development

Explains how to develop a 'bottom up' approach to learning that drives individual and business performance.

Kasper Spiro is the co-founder and Chief Learning Officer at Easygenerator. Prior to this, he was Vice President Learning Technology at Stoas Learning. Based in The Randstad, Netherlands, his previous experience includes designing elearning and developing knowledge management systems. He is also an international keynote speaker.

Videhi Bhamadi is Director of Research at Easygenerator. She is based in Hyderabad, India, and has more than a decade of experience in elearning, learning technology and user experience.



HR Analytics

A Complete Guide to the Theory and Practice of Data-driven HR

Prerna Tambay

1e, Nov 2023, 272pp

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Hardback: 9781398611566 £125.00

Band: Professional/Academic

Subject: HR Analytics

Understand the theory and practice of collecting, analysing and reporting people data with this dedicated textbook.

Dr Prerna Tambay is the HR Analytics and Digitization of HR Curriculum Champion at the University of Bedfordshire, UK, where she is also the Programme Director for the MA and MSc in International Human Resource Management. Prior to this, she was a Lecturer and Consultant at Brunel University, London. She runs her own HR Analytics and Digitization consultancy and has previously worked in the IT and hospitality sectors.



The Trusted Learning Advisor

The tools, techniques and skills you need to make L&D a business priority

Keith Keating

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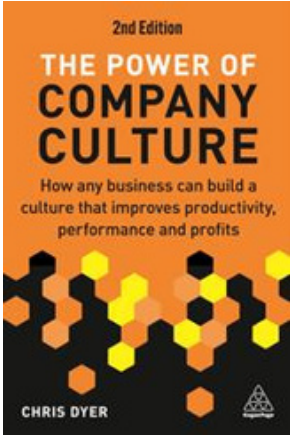
Band: Professional/Academic

Subject: Learning & Development

Use this practical guide to develop the skills you need to become a trusted learning advisor to the business and make L&D part of the wider company strategy.

Keith Keating is the SVP, Chief Learning Office at Archwell where he is responsible for the global learning strategy. He has more than 20 years' experience in the Learning and Development (L&D) industry and prior to his current role, he was Head of Global Learning Network at General Motors. Based in Toronto, Canada, he is a frequent industry writer and global conference speaker.

NEW New Edition



The Power of Company Culture

How any business can build a culture that improves productivity, performance and profits

Chris Dyer

2e, Oct 2023, 240pp

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Band: Professional/Academic

Subject: Human Resources Management

Create and maintain an exceptional company culture to improve engagement, productivity, performance and profits.

Chris Dyer is the founder and CEO of PeopleG2, a background check and intelligence firm based in Los Angeles, California. He is the host of TalentTalk on OC Talk Radio and iHeartRadio, an in-demand speaker on company culture, remote workforces and employee engagement and is a frequent contributor to Forbes, Inc, HR.com, the Society for Human Resource Management and many more.

People and Data

Uniting to Transform Your Business

Thomas C Redman

1e, July 2023, 256pp

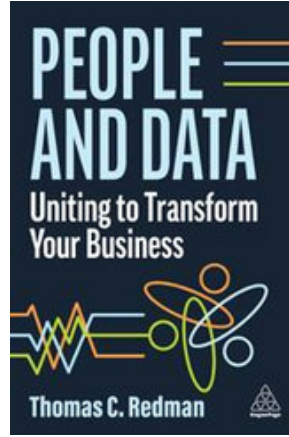
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Ebook: 9781398610866 £29.99

Hardback: 9781398610873 £95.00

Band: Professional/Academic

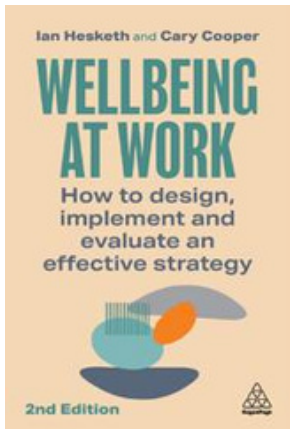
Subject: Organizational Development



Understand how to structure your organization to make the best use of business data to drive company performance.

Thomas Redman is known as the 'Data Doc' and is the founder and President of Data Quality Solutions. Through this company he helps people and organizations think about data and data quality in new and exciting ways. Based in Rumson, New Jersey, he previously worked at AT&T where he formed their data quality lab.

NEW New Edition



Wellbeing at Work

How to Design, Implement and Evaluate an Effective Strategy

Cary Cooper, Ian Hesketh

2e, Oct 2023, 240pp

Paperback: 9781398612068 £29.99

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Band: Professional/Academic

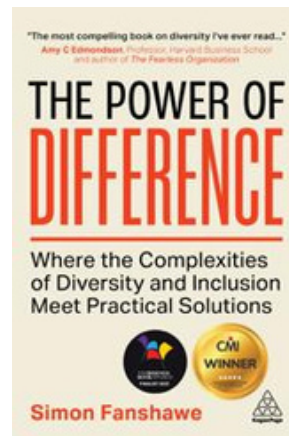
Subject: Employee Engagement

Improve employee engagement and retention, reduce staff absence and avoid presenteeism by implementing an effective wellbeing strategy.

Ian Hesketh is the Wellbeing Lead for the UK College of Policing and Support for the National Forum for Health and Wellbeing at Work, University of Manchester. He is an Honorary Researcher at Lancaster University Management School and is based in Blackpool, UK.

Professor Sir Cary Cooper is 50th Anniversary Professor of Organizational Psychology and Health at the University of Manchester. Based in Manchester, UK, he is the former President of the Chartered Institute of Personnel and Development (CIPD).

Winner of Management Book of the Year 2022



The Power of Difference

Where the Complexities of Diversity and Inclusion Meet Practical Solutions

Simon Fanshawe

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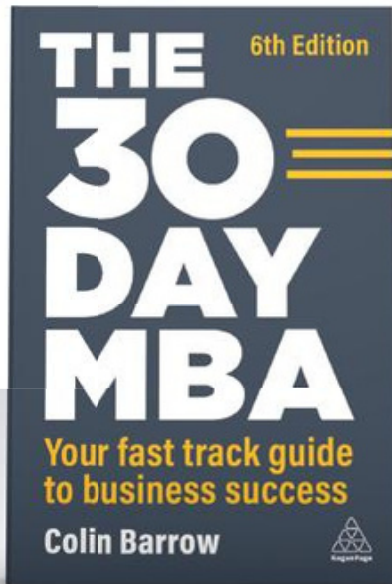
Subject: Talent Management and Recruitment

Learn how to create true diversity and inclusion by combining our differences, having open conversations and listening to all voices, not just the few, with this practical and engaging guide.

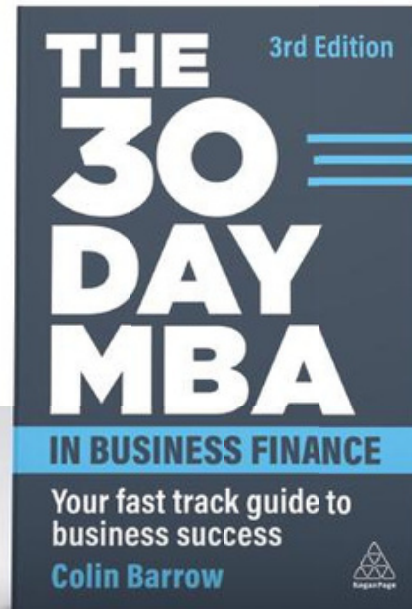
Simon Fanshawe OBE is the co-founder of Diversity by Design, where he works with public, private and third sector companies to bring about meaningful change in the diversity of their talent and the true inclusiveness of their culture. He is Chairman of Hexagon Housing and on the Board of POWERful Women. Based in Brighton, UK, he was a co-founder of Stonewall. In 2021 he was named as the fourth Most Influential HR Thinker by HR Magazine.

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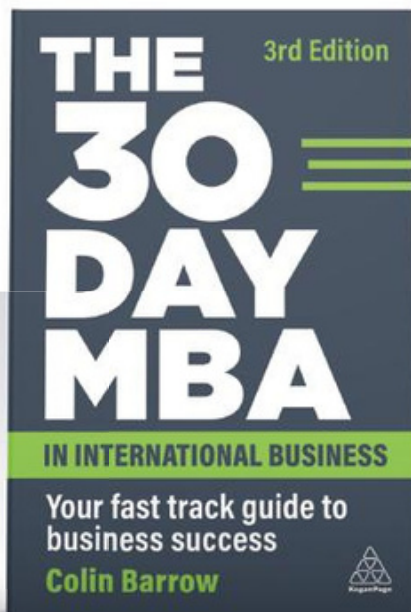
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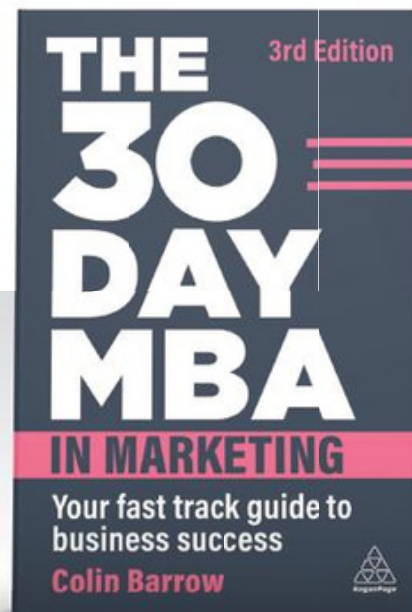
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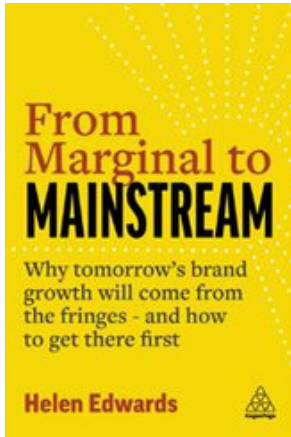
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★ Best Seller



From Marginal to Mainstream

Why Tomorrow's Brand Growth Will Come from the Fringes – and How to Get There First

Helen Edwards

1e, Feb 2023, 264pp

Paperback: 9781398604315 £19.99

Ebook: 9781398604322 £19.99

Hardback: 9781398604339 £65.00

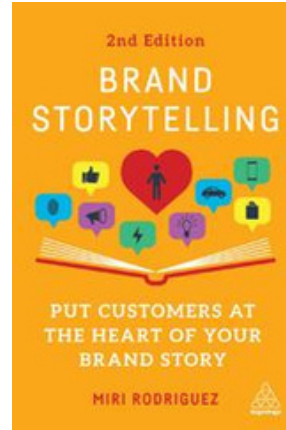
Band: Professional/Academic

Subject: Branding

Understand how legacy and mainstream brands from B2B and B2C through to product and service companies can successfully harness the potential of marginal behaviours for new routes to growth.

Dr Helen Edwards straddles the business and academic worlds of marketing through teaching, writing and consultancy. She is an award-winning columnist at Marketing Week, an adjunct associate Professor of Marketing at London Business School and sits on the board of the UK Effies. She is also the author of *Creating Passion Brands*, published by Kogan Page, and is based in London, UK.

NEW New Edition



Brand Storytelling

Put Customers at the Heart of Your Brand Story

Miri Rodriguez

2e, July 2023, 240pp

Paperback: 9781398610088 £21.99

Ebook: 9781398610095 £21.99

Hardback: 9781398610101 £65.00

Band: Professional/Academic

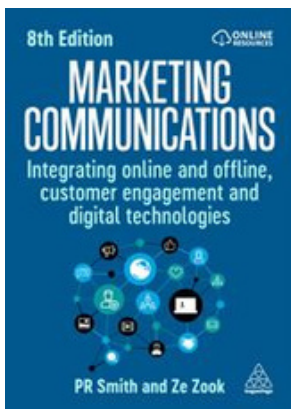
Subject: Branding

Learn how to engage consumers through emotive storytelling to humanize your brand and achieve business growth.

Miri Rodriguez, based in Pompano Beach, Florida, is an award-winning, globally recognized storyteller and Senior Storyteller for Future of Work at Microsoft. She is a creative journalist, content strategist and a renowned keynote speaker and international thought leader in brand storytelling, personal branding and youth entrepreneurship. She has earned several awards in digital marketing and customer experience and is ranked as a top in-demand speaker at leading industry conferences globally. Her previous clients include Adobe, Discover, Walmart and McKesson.

Rights Sold: Japanese, Kazakh, Korean, Russian, Spanish

NEW New Edition



Marketing Communications

Integrating Online and Offline, Customer Engagement and Digital Technologies

PR Smith, Ze Zook

8e, Dec 2023, 680pp

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Ebook: 9781398611726 £49.99

Hardback: 9781398611733 £165.00

Band: Professional/Academic

Subject: Digital Marketing

Discover how to plan and implement successful marketing with this invaluable core textbook complete with in-depth, integrated marketing elements throughout.

PR Smith is a marketing consultant, bestselling business author and inspirational speaker. He has helped hundreds of businesses, from innovative start-ups to established blue-chip companies. He is founder of SOSTAC® Planning framework, voted in the Top 3 Business Models worldwide by the Chartered Institute of Marketing's Centenary Poll, and created the Great Sportsmanship Programme.

Ze Zook is an integrated marketing author, lecturer, producer and consultant specializing in helping the creative industries fulfil both their missions and business goals. He is a visiting academic at Regent's University London and consults on digital marketing for private-sector disruptive startups.

Rights Sold: Arabic



Organic Social Media

How to Build Flourishing Online Communities

Jenny Li Fowler

1e, Dec 2023, 256pp

Paperback: 9781398612976 £21.99

Ebook: 9781398612983 £21.99

Hardback: 9781398612990 £65.00

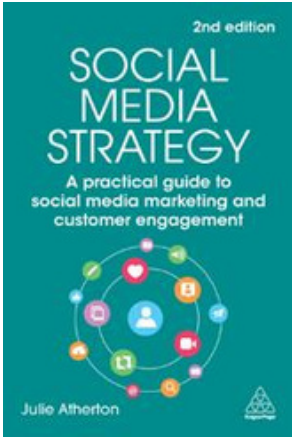
Band: Professional/Academic

Subject: Digital Marketing

Take a strategic approach to social media marketing and build an organic community of followers.

Jenny Li Fowler is the director of social media strategy at the Massachusetts Institute of Technology (MIT). She served as Editor-in-Chief of State Farm's Auto Learning Center as well as Social Media Manager and Web Editor for Harvard Kennedy School of Government. A recurring correspondent for Hubspot's INBOUND and a recognized voice across the social media marketing space, Fowler takes a strategic approach to the process of creating an organic presence on social media. She is based in Cambridge, Massachusetts.

NEW New Edition



Social Media Strategy

A Practical Guide to Social Media Marketing and Customer Engagement

Julie Atherton

2e, Sept 2023, 280pp

Paperback: 9781398609990 £29.99

Ebook: 9781398610002 £29.99

Hardback: 9781398610019 £95.00

Band: Professional/Academic

Subject: Digital Marketing

Create a long-term, integrated customer engagement strategy using effective social media campaigns that will enhance ROI across digital channels, employing structured and practical guidance in addition to global case studies.

Julie Atherton, based in Bristol, UK, is the founder of Small Wonder, public speaker, consultant and strategist with 30 years' experience working with global brands including Nissan, ITV, Deloitte Digital, ASOS and St John Ambulance. She trains marketing professionals in digital, brand and content marketing. Previous chair of the DMA Social Media Council, she is an experienced trustee and non-executive director for a range of organizations. She is the author of B2B Social Selling Strategy, also published by Kogan Page.

Rights Sold: Czech, Portuguese, Vietnamese

NEW New Edition



Omnichannel Retail

How to Build Winning Stores in a Digital World

Tim Mason, Miya Knights, Sarah Jar vis

2e, Sept 2023, 288pp

Paperback: 9781398612723 £24.99

Ebook: 9781398612730 £24.99

Hardback: 9781398612747 £80.00

Band: Professional/Academic

Subject: Retail

Understand the importance of bringing the power of digital and the omnichannel experience to everyday shopping and learn how to deliver an instant, profitable, bricks and mortar retail solution with this updated new edition.

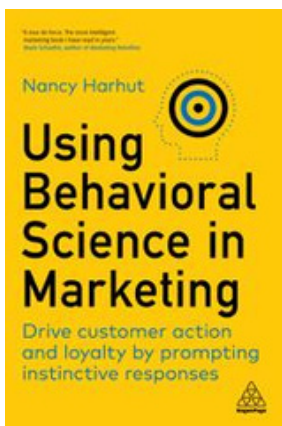
Tim Mason, based in London, UK, has over 30 years' experience in grocery and retail industries, specializing in strategic marketing and customer loyalty. He is CEO of Eagle Eye, an SaaS technology company.

Miya Knights, based in London UK, has 20 years' experience as an analyst, journalist and editor, specializing in enterprise technology use in retail. She owns Retail Technology magazine and is co-author of **Amazon**.

Sarah Jarvis, based in London, UK, is Head of Solutions Marketing at Eagle Eye.

Rights Sold: Italian, Turkish, Vietnamese

★ Best Seller



Using Behavioral Science in Marketing

Drive Customer Action and Loyalty by Prompting Instinctive Responses

Nancy Harhut
1e, Aug 2022, 288pp

Paperback: 9781398606487 £29.99

Ebook: 9781398606678 £29.99

Hardback: 9781398606685 £29.99

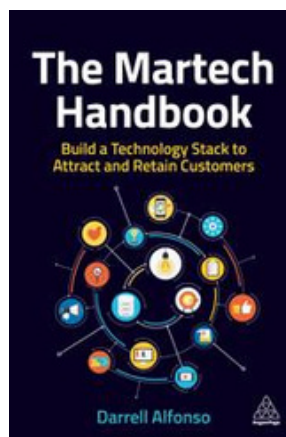
Band: Professional/Academic

Subject: Marketing Strategy & Planning

Apply behavioral science techniques in key areas of marketing to drive consumer action for increased engagement and conversion rates.

Nancy Harhut is Co-Founder and Chief Creative Officer at HBT Marketing, a consultancy which specializes in applying human behavior techniques in marketing and whose clients include H&R Block, AARP and Transamerica. Based in Boston, Massachusetts, she previously held senior creative management positions with agencies within the IPG and Publicis networks, where she worked with clients including Dell, Bank of America and AT&T. A regular international conference keynoter, she has been recognized as an Online Marketing Institute Top 40 Digital Strategist and Ad Club Top 100 Creative Influencer.

★ Best Seller



The Martech Handbook

Build a Technology Stack to Attract and Retain Customers

Darrell Alfonso

1e, Aug 2022, 256pp

Paperback: 9781398606449 £19.99

Ebook: 9781398606456 £19.99

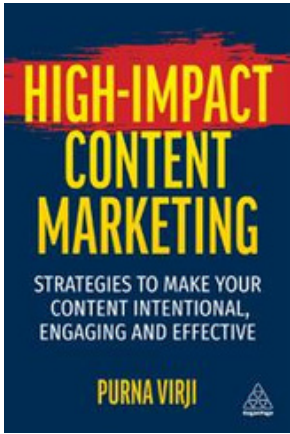
Hardback: 9781398606463 £19.99

Band: Professional/Academic

Subject: Digital Marketing

Create and manage a powerful marketing technology stack that will add value and connect all key areas of marketing, with this jargon-free and easy-to-follow guide.

Darrell Alfonso is an award-winning Martech leader, influencer and speaker with 15 years' experience managing marketing technology at startups and the world's leading enterprises. Based in Irvine, California, he leads marketing operations at Amazon Web Services and has consulted for Fortune 500 companies such as GE, Abbot Labs and AT&T. A frequent keynote speaker and contributor to industry publications, he was named a Top Martech Marketer to Follow in 2020 by Martech Alliance and is a two-time Adobe Marketo Champion. He is also a marketing instructor and was previously VP of Communications at the American Marketing Association.



High-Impact Content Marketing

Strategies to Make Your Content Intentional, Engaging and Effective

Purna Virji

1e, July 2023, 248pp

Paperback: 9781398608436 £24.99

Ebook: 9781398608443 £24.99

Hardback: 9781398608450 £80.00

Band: Professional/Academic

Subject: Digital Marketing

Increase engagement, brand reach and conversion rates by implementing a streamlined and inclusive content marketing strategy that successfully cuts through the noise.

Purna Virji is a globally recognized content strategist and Senior Content Solutions Evangelist at LinkedIn. Based in Philadelphia, Pennsylvania, she previously led global learning and thought leadership programmes for Microsoft and is an award-winning former journalist. A top-rated international keynote speaker, she has been featured in *The Drum*, *TNW*, *Marketing Land* and *Adweek*. She has been recognized as an *Adweek* Young Influential and the most influential PPC Expert in the world by PPC Hero.

NEW New Edition



B2B Digital Marketing Strategy

How to Use New Frameworks and Models to Achieve Growth

Simon Hall

2e, Oct 2023, 352pp

Paperback: 9781398610170 £32.99

Ebook: 9781398610187 £32.99

Hardback: 9781398610194 £95.00

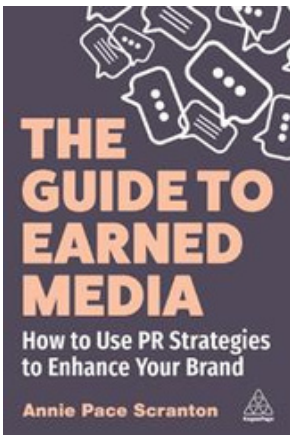
Band: Professional/Academic

Subject: B2B Marketing

Harness the most up-to-date techniques, frameworks and skills for effective B2B digital marketing with this essential handbook .

Simon Hall, based in Ascot, UK, is a marketing innovator with 25 years' experience in technology and services marketing. He served as UK Chief Marketing Officer for Dell and held senior roles at Acer, Microsoft and Toshiba. He founded NextGen Marketing Solutions, is a Course Director and Fellow of the Chartered Institute of Marketing and lectures at Pearson Business School. He is the author of *Innovative B2B Marketing Strategy*, also published by Kogan Page.

Rights Sold: Chinese (Simplified), Czech



The Guide to Earned Media

How to Use PR Strategies to Enhance Your Brand

Annie Pace Scranton

1e, Aug 2023, 256pp

Paperback: 9781398611054 £17.99

Ebook: 9781398611061 £17.99

Hardback: 9781398611078 £55.00

Band: Professional/Academic

Subject: Public Relations

Integrate media outreach into your overall strategy by breaking down the process of developing various kinds of pitches, approaching different media outlets and engaging in thought leadership tactics.

Annie Pace Scranton is the founder and President of Pace Public Relations, a global PR firm based in New York City, NY. Past clients include Away, Inc., Fast Company and NewsNation. Scranton is dedicated to helping PR professionals earn meaningful placement for their companies. She regularly shares her expertise at industry events, including Digital Summit, Silicon Slopes, Elevate, INBOUND and Adweek. She is an adjunct professor at New York University (NYU).



The Digital-First Customer Experience

Seven Design Strategies from the World's Leading Brands

Joe Wheeler

1e, July 2023, 288pp

Paperback: 9781398612631 £24.99

Ebook: 9781398612655 £24.99

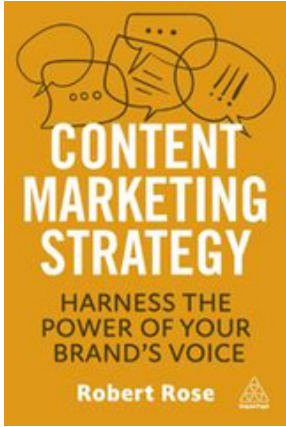
Hardback: 9781398612662 £80.00

Band: Professional/Academic

Subject: Sales & Account Management

Deliver a touchless experience which creates an emotional moment for your customers that matches the emotional connection typically delivered by frontline staff.

Joe Wheeler is the Chief Executive Officer of CX/digital and Bluemvmt. He was previously the Executive Vice President of Decooda, a leading AI company and President of CX Workout, the world's first SaaS software platform enabling customer co-creation. He led the Customer Experience Consulting business for the Forum Corp and was Managing Director of Customer Experience at Fleet Boston Financial. He is based in Boston, MA.



Content Marketing Strategy

Harness the Power of Your Brand's Voice

Robert Rose

1e, Sept 2023, 248pp

Paperback: 9781398611504 £24.99

Ebook: 9781398611511 £24.99

Hardback: 9781398611528 £80.00

Band: Professional/Academic

Subject: Marketing Strategy & Planning

Discover a new way to elevate your marketing strategy by formalizing the approach your company takes to content marketing.

Robert Rose, an internationally recognized expert on content marketing strategy based in Calabasas, California, is Chief Strategy Advisor for the Content Marketing Institute (CMI) and CEO and Chief Strategy Officer for The Content Advisory. He has worked with top enterprises including McDonald's, SAP, NASA, Hilton, CVS Health, Whirlpool, Facebook, Allstate Insurance, Adidas, UPS and The Bill & Melinda Gates Foundation.



Brand Love

Building Strong Consumer-Brand Connections

Lydia Michael

1e, July 2023, 248pp

Paperback: 9781398611276 £21.99

Ebook: 9781398611290 £21.99

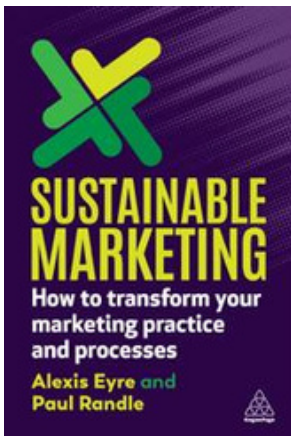
Hardback: 9781398611306 £65.00

Band: Professional/Academic

Subject: Branding

Discover what marketers need to do to evoke the emotions of their customers and create long-lasting consumer-brand relationships.

Lydia Michael is a speaker, consultant and owner of Blended Collective, a multicultural marketing and brand consultancy based in Detroit, Michigan. She works with companies to develop inclusive brands and marketing strategies. Her work has been recognized with several diversity and marketing awards.



Sustainable Marketing

The industry's role in a sustainable future

Paul Randle, Alexis Eyre

1e, Dec 2023, 256pp

Paperback: 9781398613133 £26.99

Ebook: 9781398613140 £26.99

Hardback: 9781398613157 £80.00

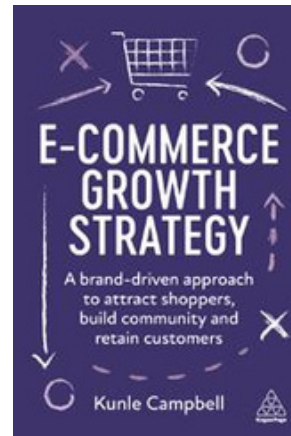
Band: Professional/Academic

Subject: Marketing Strategy & Planning

Transform your marketing practice into a force for good by understanding marketing's complicity in the sustainability crisis and learning how to embed sustainable thinking and practice in your day-to-day work.

Paul Randle is co-founder of the Sustainable Marketing Compass and CEO of Pickle Consulting Ltd based in Maidenhead, UK. He has 30+ years of global marketing and digital transformation experience for organizations like Microsoft, Philips and Omnicom.

Alexis Eyre is co-founder of the Sustainable Marketing Compass, and co-founder of Sustainers Consultants. Based in London, UK, she has worked for brands including Natwest, Sunsail and EcoSki and has spoken at the Leaders of Sport Summit and Business Green NetZero Festival.



E-Commerce Growth Strategy

A Brand-driven Approach to Attract Shoppers, Build Community and Retain Customers

Kunle Campbell

1e, Aug 2023, 288pp

Paperback: 9781398607989 £24.99

Ebook: 9781398607996 £24.99

Hardback: 9781398608009 £80.00

Band: Professional/Academic

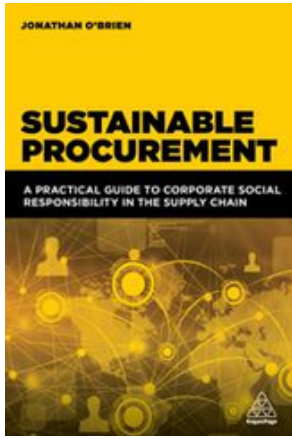
Subject: Digital Marketing

Win and retain customers with this essential resource for linking e-commerce tools and metrics to wider brand and marketing strategies.

Kunle Campbell is an e-commerce growth advisor. Based in Oxford, UK, he advises a range of pure-play online and omnichannel retailers and is the host of a leading e-commerce podcast, 2X eCommerce Podcast. He has spoken at conferences organized by SAP Commerce and Barclays and has been interviewed by international news outlets like the BBC, New York Times and The International Herald Tribune. In 2021 he was recognized as a top e-commerce influencer by Influencer Marketing Hub, Scurri and eDesk.

Rights Sold: Chinese (Simplified)

★ Best Seller



Sustainable Procurement

📖 Practical Guide to Corporate Social Responsibility in the Supply Chain

Jonathan O'Brien

1e, Apr 2023, 528pp

Paperback: 9781398604681 £49.99

Ebook: 9781398604698 £49.99

Hardback: 9781398604704 £49.99

Band: Professional/Academic

Subject: Procurement

Transform procurement practices with this step-by-step process to successfully drive sustainability in direct suppliers and up the supply chain.

Jonathan O'Brien is the CEO of Positive Purchasing Ltd, the international procurement and negotiation consultancy and training provider, and is based in Plymouth, UK. With over 30 years of experience, he has helped global organizations increase their purchasing capability through training, education and working directly with practitioners and executive teams. He is also the author of Category Management in Purchasing, Negotiation for Procurement and Supply Chain Professionals, Supplier Relationship Management and The Buyer's Toolkit, all published by Kogan Page.



Smart Green Shipping

Building Regenerative Business Systems in Maritime

Diane Gilpin

1e, Nov 2023, 288pp

Paperback: 9781789667837 £49.99

Ebook: 9781789667844 £49.99

Hardback: 9781789667851 £165.00

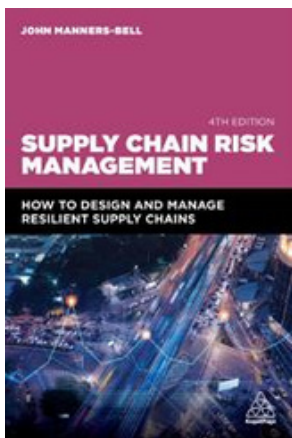
Band: Professional/Academic

Subject: Maritime

Address the challenges and risks of climate change in the shipping industry by exploring innovative new systems and technologies.

Diane Gilpin is founder and CEO of The Smart Green Shipping Alliance (SGS Ltd), a collaborative industry initiative focused on developing technically, commercially and environmentally superior systems solutions for shipping. She advises the UK Government as a member of the Clean Maritime Council and acts as an expert reviewer for high-level policy recommendations focused on decarbonizing shipping. She was included in the BBC Woman's Hour Power List 2020 and is based in Swindon, UK.

NEW New Edition



Supply Chain Risk Management

How to Design and Manage Resilient Supply Chains

John Manners-Bell

4e, Nov 2023, 400pp

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Ebook: 9781398613225 £49.99

Hardback: 9781398613232 £165.00

Band: Professional/Academic

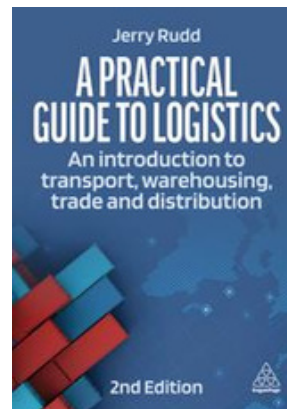
Subject: Supply Chain

From an evolving political landscape to unprecedented global events, implement robust systems to help mitigate supply chain risks and ensure resilience with this essential guide.

John Manners-Bell is founder and CEO of Transport Intelligence Ltd. He is an Honorary Visiting Professor, London Guildhall Faculty of Business and Law, London Metropolitan University. He was formerly Chair of the Logistics and Supply Chain Global Agenda Council of the World Economic Forum, speaking and moderating at the annual Davos meeting. In 2021 he founded the Foundation for Future Supply Chain. His most recent book, *Logistics and Supply Chain Innovation*, was published by Kogan Page in November 2022.

Rights Sold: Turkish

NEW New Edition



A Practical Guide to Logistics

An Introduction to Transport, Warehousing, Trade and Distribution

Jerry Rudd

2e, Dec 2023, 376pp

Paperback: 9781398612648 £34.99

Ebook: 9781398612686 £34.99

Hardback: 9781398612693 £115.00

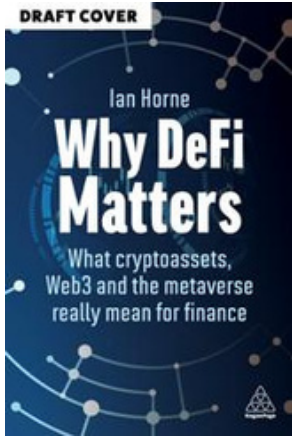
Band: Professional/Academic

Subject: Logistics

Explore and understand key concepts and methods of logistics with this essential, introductory guide.

Jerry Rudd is a logistics and supply chain professional with over 25 years' experience. He has worked with companies such as Ford, Peugeot, the Bank of England and Wincanton. He is based in London, UK.

Rights Sold: Chinese (Simplified)



Why DeFi Matters

What Cryptoassets, Web3 and the Metaverse Really Mean for Finance

Ian Horne

1e, Oct 2023, 256pp

Paperback: 9781398612938 £31.99

Ebook: 9781398612945 £31.99

Hardback: 9781398612952 £95.00

Band: Professional/Academic

Subject: Accounting & Finance

Explore the rise of decentralized finance and get to the heart of how cryptocurrency will really transform payments, investing, banking and personal finance.

Ian Horne is the European Head of Content at Money 20/20, the organizer of the largest global events for the fintech industry where he works towards setting the fintech agenda for investors, technologists, banks and payments organizations. Prior to this, he was Head of UK Audience Development at Citywire. Ian Horne has been shortlisted for HeadlineMoney's UK Fintech Journalist of the Year award and is based in London, UK.



Inclusive Finance

How Fintech and Innovation Can Transform Financial Inclusion

Alessandro Hatami

1e, Nov 2023, 272pp

Paperback: 9781398610439 £29.99

Ebook: 9781398610446 £29.99

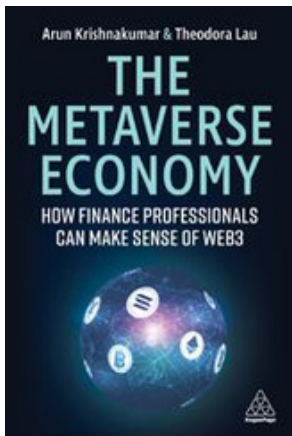
Hardback: 9781398610453 £95.00

Band: Professional/Academic

Subject: Accounting & Finance

Discover how financial organizations and professionals can drive socially inclusive fintech purposefully and profitably with this practical guide.

Alessandro Hatami, based in London, UK, is founder and managing partner of Pacemakers.io. He has been driving digital innovation for over 15 years at organizations such as Lloyds Banking Group, PayPal UK, PayPoint.net and GE Capital. He is a non-exec director of Cashplus Bank, mentor to fintech start-ups, investor in early-stage tech companies and frequent speaker at events. His book Reinventing Banking and Finance, also published by Kogan Page, was rated Best Overall Book on Banking of 2021 by Investopedia.com.



The Metaverse Economy

How Finance Professionals Can Make Sense of Web3

Theodora Lau, Arunkumar Krishnakumar

1e, Aug 2023, 264pp

Paperback: 9781398610538 £29.99

Ebook: 9781398610576 £29.99

Hardback: 9781398610583 £95.00

Band: Professional/Academic

Subject: Accounting & Finance

Discover how the metaverse impacts standard economic models and what you need to know about them to stay ahead in fintech.

Arunkumar Krishnakumar, based in London, UK, is Chief Strategy Officer at Bullieverse. Technologist, investor, engineer and advisor, he is a web3 expert and co-host of the One Vision podcast. Krishnakumar is an Analytica fintech influencer, Refinitiv Top 100 Social Leader and a Top 100 Asian in UK Tech.

Theodora Lau, founder of Unconventional Ventures, is based in Washington, DC. She co-hosts One Vision, is an Analytica fintech and AI influencer, and co-author of Beyond Good, also published by Kogan Page.



Future Money

From Fintech to Web3

Ronit Ghose

1e, Oct 2023, 240pp

Paperback: 9781398612761 £19.99

Ebook: 9781398612778 £19.99

Hardback: 9781398612785 £65.00

Band: General

Subject: Banking & Insurance

Delve into the realities of fintech, crypto and web3 and explore the rapidly changing world of money through the gripping stories of key founders and companies from around the world.

Ronit Ghose, based in Dubai, the UAE, runs the Future of Finance team at Citi. Previously, he was Citi's Global Head of Banks Research and Co-Head of Fintech Research. He is the lead author of Citi's cutting-edge GPS Fintech report series. He is also an Advisory Board member at the Centre for Financial Technology at Imperial College Business School and sits on the advisory board of various technology startups and venture capital firms in the UK, Middle East and Africa.

NEW New Edition



The Telegraph Tax Guide 2023

Your Complete Guide to the Tax Return for 2022/23

47e, May 2023, 288pp

Paperback: 9781398613416 £19.99

Ebook: 9781398613423 £19.99

Hardback: 9781398613430 £65.00

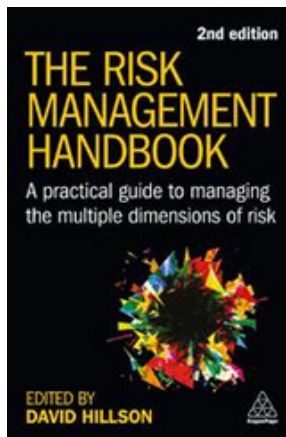
Band: General

Subject: Personal Finance & Investment

Get on top of your tax with the only book on the market which advises on how to complete self-assessment tax returns and provides advice on a range of tax saving tips.

The Telegraph is an award-winning, multimedia news brand that has been synonymous with quality, authority and credibility for more than 165 years. Telegraph Media Group (TMG) is the publisher of *The Daily Telegraph* and *The Sunday Telegraph*, *The Telegraph Magazine*, Telegraph.co.uk, the Telegraph app and a number of books, including *the annual Telegraph Tax Guide*.

NEW New Edition



The Risk Management Handbook

A Practical Guide to Managing the Multiple Dimensions of Risk

David Hillson

2e, Aug 2023, 360pp

Paperback: 9781398610613 £44.99

Ebook: 9781398610651 £44.99

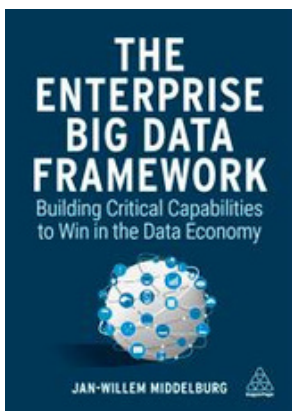
Hardback: 9781398610668 £145.00

Band: Professional/Academic

Subject: Risk Management

Benefit from this authoritative survey of the risk landscape covering the core areas of modern risk management and reflecting the latest standards.

David Hillson is a thought-leader and expert practitioner in risk management, based in Portsmouth, UK. He has advised major organizations, governments and charities in nearly 60 countries on creating value from risk using applied risk-based thinking. He has written 13 major books on risk and has developed significant innovations that are now widely accepted as best practice. He has received many awards for his groundbreaking work in risk management. He regularly shares his work through the RiskDoctorVideo YouTube channel.



The Enterprise Big Data Framework

Building Critical Capabilities to Win in the Data Economy

Jan-Willem Middelburg

1e, Nov 2023, 568pp

Paperback: 9781398601710 £49.99

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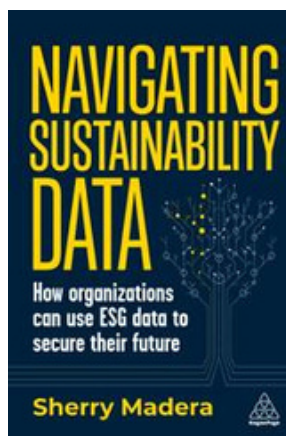
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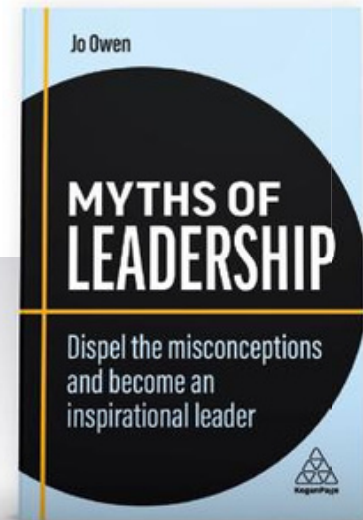
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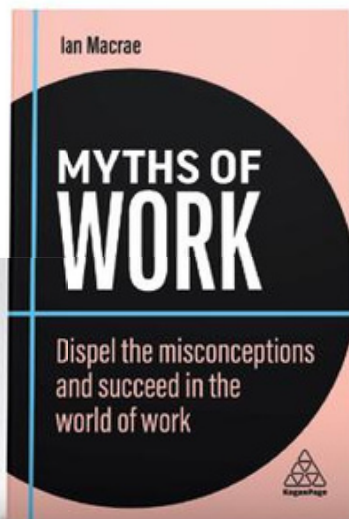
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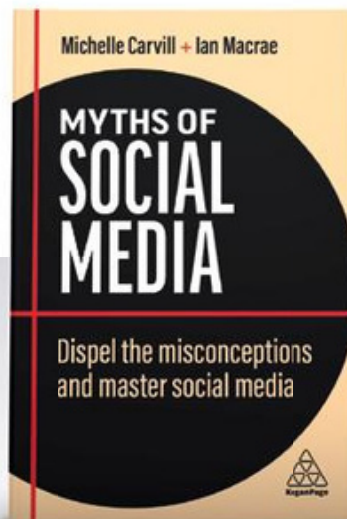
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