

# RIGHTS GUIDE

## LONDON BOOKFAIR 2024



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**NEW TITLES**  
**FALL 2024**

**FOCUS ON LESS TO ACHIEVE MORE: The quick cure for slow strategy**

Company strategies and initiatives are crucial for success, yet an astonishing 80% of such initiatives fail in execution. Implementing and executing a strategy or initiative is one of the most challenging tasks for any manager or executive. This is a highly practical book that serves as a compass for managers and executives to guide them through the complexities of executing strategies for their business. The book empowers them with actionable insights, equipping them to lead their teams more effectively and drive tangible and timely results.

By addressing both the macro and micro aspects of management, the book aims to provide a holistic view that can transform not just individual managers, but entire management teams and, by extension, the organizations they lead. It shows how managers can harness the power of prioritization, and to lead with purpose, passion, and precision. By embracing the principles of this book, managers can execute their plan with unwavering focus, even when the winds of change threaten to knock them off course.

**About the author:** Johan Gronstedt is a business consultant and the VP and Chief Product Officer of Howwe Technologies, a leading international technology company that helps companies with strategy execution. He is based in Stockholm, Sweden.

UK publication: June 2024

Length: 224 pages

**CONFUCIUS MEETS HEISENBERG: Leadership lessons from quantum science and the Chinese classics**

This highly original book offers a new philosophy and vision of higher purpose for leaders facing the immense challenges of the 21<sup>st</sup> Century. But the roots of this new philosophy and sense of higher purpose are both ancient and modern, drawn both from traditional Chinese thought that had its beginnings thousands of years ago and from quantum physics, first discovered at the beginning of the 20<sup>th</sup> century.

By exploring Western quantum physics and traditional Chinese thought, leading management thinker Danah Zohar develops an emergent, new East/West vision that leads not just to global co-operation but to an exciting and revolutionary global-co-creativity. Today's business leaders who can gain a knowledge of Chinese thought and see its expression alongside the more scientific language of quantum science stand to gain the foundation for a new leadership vision and style, based on moral renewal, greater cross-cultural understanding and global harmony.

**About the author:** Danah Zohar is a physicist, philosopher and management thought leader. She is the author of 11 books, including the bestselling *Spiritual Intelligence* (Bloomsbury).

UK publication: October 2024

Length: 240 pages

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### **SALES PSYCHE: Mastering a healthy mind for peak sales performance**

In the relentless world of sales, where targets loom large and rejection can be a constant companion, the toll on your mind is often underestimated. This book is a transformative resource in the challenging world of sales. Unlike traditional manuals fixated on skillsets, this book delves into the overlooked realm of mental and emotional tools, fostering a healthy and high-performing mindset essential for getting results and developing a career in sales.

The author addresses unspoken challenges in sales, offering essential insights, stories and tools to unlock full potential in mind management and nurture success. From overcoming limiting beliefs and reframing stress to building resilience, leveraging imposter syndrome and combating burnout—the silent sales killer – the book stands as a go-to resource for any salesperson. In fact, Sales Psyche is more than a guide – it's a comprehensive resource for any salesperson wanting to build a successful and sustainable career.

**About the author:** Chris Hatfield is a sales coach who founded Sales Psyche, which works with some of the most high-performing multinational companies and individuals in the world, including Meta, Salesforce and Google.

UK publication: November 2024

Length: 240 pages

### **ODD ONES IN: The power of cognitive diversity – how opening your mind to people who see and think differently will change the world**

We live in uncertain, volatile times. Now, more than ever, we need brave breakthrough thinking to deliver different outcomes, better business and (really) change the world. Yet, the staid structure of our society – of our education systems and labour markets – have taught us that there's a prescribed way of doing things, when in fact there are countless ways.

This bold book explains why we should not continue to draw on the same old sources of knowledge and information. It examines the power of cognitive diversity, of creating networks that are different from anything we have built before. The voices on the periphery – those that have traditionally been marginalized and drowned out – have the power to provide the perspectives we so desperately need to create innovations and a future that works for all of us. It's about making the odd one out, the most important person in the room. It is time to meet the *odd one in*.

**About the author:** Jeremy Brown is CEO and Founder of Sense Worldwide, which works with major companies (including Nike, PepsiCo, Sonos, GE) to help them to be more innovative.

UK publication: September 2024

Length: 136 pages

### **FIGHT! A guidebook to life**

Harry Hill is one of the few foreigners to have created an enormous impact that reached nearly every household in Japan through his marketing prowess, business leadership as well as through his personal philosophy to living life. Under Harry's leadership, Shop Japan – today, one of Japan's biggest retail channels - experienced explosive growth with numerous hit products that completely changed the Japanese consumer retail market.

This book is a compelling tale of hope, resilience and success, inspiring readers to embrace optimism and turn life's challenges into opportunities for personal growth and triumph. Based on Harry's personal and unique business journey, it serves as a testament that, with the right mindset and determination, one can conquer any obstacle and create an extraordinary life.

**About the author:** Harry A. Hill grew up in New Jersey, USA and arrived in Japan in 1985, where he still resides. He is the former CEO of Oak Lawn Marketing (the owner of Shop Japan). His current venture is the launch of the UFC Gym franchise in Japan. He is a 5<sup>th</sup> degree black belt in the martial art Shorinji Kempo.

UK publication: August 2024

Length: 192 pages

### **THE PHAROAH'S PITCH: Unearthing ancient Egyptian wisdom for sales success**

Sales is for everyone and everyone has in themselves the innate ability to sell. This is contrary to popular belief that you need years and years of training and experience to be good in sales – you don't. Through a synergy of practical insights, human psychology and lessons from the ancient Egyptians, this book will guide you on a transformative journey to becoming an effective salesperson.

The book focuses on the concept that sales excellence is not an external element to be learned but innate, to be awakened through coaching and stories from the past. The time of Ancient Egypt is one of the greatest in our history and, as the author demonstrates, offers fascinating narratives and lessons for today's salesperson. Sales professionals will find this book refreshing, but virtually everyone today has to sell, and this book is designed to "awaken" the salesperson in us all.

**About the author:** Ivan Yong is a sales coach, organizational psychologist and startup angel investor based in Asia. He has over 15 years of experience in sales and building businesses in multiple countries.

UK publication: December 2024

Length: 240 pages

### **ANTICIPATORY LEADERSHIP: How leaders can use Futures Thinking inside their organizations to shape their structures, cultures and governance**

Leadership and future-of-work expert Erik Korsvik Ostergaard's new book explores Futures Thinking and Strategic Foresight. It shows how these important processes can be used inside of organizations to support leaders in shaping and transforming their company structures, cultures and governance.

This important book helps business executives, managers and entrepreneurs to answer the following critical questions: How do I use my understanding of trends and signals in society and technology to design my organization, culture and governance? How do I look for signals inside of my organization? How do I challenge and revisit assumptions and anticipations which we build our view of the future on? And what kind of leadership skills and style is required to be futures literate inside of my organization? This book is essential for any leader participating in the tactical world of organizational change management.

**About the author:** Erik Korsvik Ostergaard is a renowned Futures Thinker who explores and evaluates current and upcoming trends within the future of work. He co-founded Good Morning April, which helps leaders to design and build the workplace of the future. He is also the founder of Bloch&Ostergaard, a leadership advisory company. He is the author of *The Responsible Leader* and *Teal Dots in an Orange World* (LID).

UK publication: November 2024

Length: 224 pages

### **THE BUSINESS OF SPEAKING: The 10 commandments to becoming a smart speaker**

A wide range of people – from consultants, coaches, executives to academics, authors, journalists and scientists – are also speakers today. Indeed, anyone with expertise, knowledge or the motivation can and should become a public speaker. But to become a successful speaker requires a certain savviness and understanding of what really oils the engine of the speaking world. Written by one of the world's most in-demand business speakers, this book presents 10 essential rules to guide anyone who wants to launch themselves as a speaker.

"Thou shalt wander the earth and do a hundred bad speeches", "Thou shalt prioritize exposure over fees", "Thou shalt build a product, not a persona", "Thou shalt seek the holy grail...of customer feedback" – this guide is the result of the author having done thousands of speaking gigs around the world and knowing the industry inside-out. Whether you intend to become a speaker in your own niche sector or want to travel the world speaking and spending only two weeks at home, this book contains proven strategies, smart advice and practical tips for turning your speaking ambition into a successful venture.

**About the author:** Magnus Lindkvist is a renowned trendspotter, futurist and award-winning speaker. He has been speaking globally for over 20 years and is the author of 8 books. When not travelling to speak, he lives in Sweden.

UK publication: November 2024

Length: 192 pages

## **LEADERSHIP TRANSITIONS: How leaders turn chaos into growth**

Organizations are becoming more fluid and chaotic than ever before. Many leaders face deeply destabilizing experiences at a younger age than in the past. Popular writing on leadership transitions assumes that leaders are simply instruments of the business, and that the task of transitioning into a new role is primarily a task of becoming an even more useful instrument.

*Leadership Transition* is the first attempt to bring lessons from post-trauma growth research into the realm of leadership development. The book is for leaders who are undergoing significant transitions in their work, either because they've been promoted to new positions or because their organizations are changing in important ways. It is a guide to help these leaders use uncomfortable and sometimes involuntary disruptions in their work to re-examine their leadership, to explore their values, to think creatively about the difference they want to make, and, ultimately, to grow.

**About the author:** Michael Stanford is a leadership development consultant and founder of Summit Leadership that assists organizations through times of significant change. He led the Transformational Leadership Practice at Korn Ferry. Prior to that, he was head of custom education at IMD where he spent nearly 20 years.

UK publication: July 2024

Length: 256 pages

## **DUKE CORPORATE EDUCATION LEADERSHIP REVIEW: 20 dialogues on modern leadership**

Duke Corporate Education is one of the world's leading providers of executive education (ranked number 1 by the *Financial Times* in 2023) and the co-publisher (with LID) of the leadership journal, *Dialogue*. This book (published to coincide with the 10<sup>th</sup> anniversary of *Dialogue*) contains 20 of the most influential articles from *Dialogue* about modern leadership.

Covering the five key topics of leadership, strategy, innovation, finance and marketing, the articles are written by well-known thinkers and practitioners from within Duke University and elsewhere. The result is a collection of authoritative and highly informative readings that will provide managers and executives with a solid briefing and review of current and future issues in management and leadership.

**About the author:** Duke Corporate Education, part of Duke University, is one of the world's leading providers of executive education that was ranked No.1 by the *Financial Times* in 2023. It is the co-publisher (together with LID) of *Dialogue*, a quarterly contemporary leadership journal.

UK publication: June 2024

Length: 192 pages

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### **THE SMART PERFORMANCE BOOK: How to be your best business self**

To succeed and perform in today's business and work environment, you need to harness a broad spectrum of skills and people. This book enables you to highlight your self-improvement areas and establish how to work with your colleagues more effectively. It covers every aspect of high-functioning business performance – from attitude, action, creativity and communication to efficiency, empathy, strategy, and sustainability.

At the heart of this book is an ingenious diagnostic tool (ACES System<sup>®</sup>) that enables anyone to assess their personal strengths and identify self-development areas to perform successfully in the modern business world. Whatever your stage in your work life is, at whatever age, the methods in this book can help you play your best career game, give you the winning edge, and allow you to ace it.

**About the author:** Kevin Duncan is a business advisor, marketing expert and the author of several bestselling business books (including *The Diagrams Book*). He previously worked in the communications and advertising sector for 25 years.

UK publication: October 2024

Length: 160 pages

### **THE POSITIVE SLEEP BOOK: A holistic approach to resolve sleep issues and transform your life**

In this highly informative and practical guide, sleep expert and busy professional, Giles Watkins, explores the issues around sleep disorder from a personal and expert perspective. An experienced management consultant and coach, Giles' own sleep struggles encouraged him to refocus his research and training activities and he now works almost exclusively with leaders and organizations to promote positive sleep.

In the new and updated edition of this enormously popular book, he shares the techniques and personal tips that transformed his life and helped him to sleep better. Along the way he explains the importance and function of sleep and how lack of sleep typically affects professionals. The book also examines how organizations can promote better sleep. As challenges with sleep for professionals reach epidemic proportions in the 21<sup>st</sup> century, this book provides an invaluable guide for those in positions of responsibility and encourages employee wellbeing in organizations.

**About the author:** Giles Watkins is Director of Tinderbox and has over 35 years of global business and general management experience with top tier companies. He now focuses most of his time on promoting and coaching positive sleep with leaders and organizations.

UK publication: June 2024

Length: 144 pages