

RIGHTS GUIDE

LONDON BOOKFAIR 2025



CONTACTS:

Monica Wang

FOR ASIA

Monica.Wang@LIDbusinessmedia.com

Patricia Seibel

FOR REST OF THE WORLD

patricia@patriciaseibel.com

NEW TITLES
BUSINESS/SELF-DEVELOPMENT
FALL 2025

SHADOWS AT WORK: Harness Your Dark Side and Unlock Your Leadership Potential

Are you ready to unleash your full potential as a leader? In *Shadows at Work*, the author invites you on a thrilling expedition into the depths of the human psyche, challenging conventional wisdom about leadership and personal growth. This isn't your typical leadership book. It involves a multifaceted exploration of the Shadow through psychological, biological, cultural and spiritual lenses. It invites you to confront uncomfortable truths about projection, defences and derailers while learning to bring your whole self to work and embrace the lessons of the Shadow life.

By acknowledging and integrating hidden traits and raising awareness of unconscious behaviour, more authentic, empathetic and effective leadership is possible. *Shadows at Work* reveals how embracing Shadows leads to profound personal and organizational transformation. This book isn't about wallowing in darkness. It's about accepting and integrating all aspects of yourself, becoming a more rounded and compassionate leader. Are you brave enough to step into the Shadows and emerge stronger on the other side?

About the author: Steven D'Souza is an educator, coach and speaker. He has authored (or co-authored) six books, including the prize-winning *Not Knowing* (LID). He was on Thinkers50's RADAR list and included in HR Magazine's "Most Influential" list.

UK publication: September 2025
Length: 224 pages

HOW TO MAKE AI USEFUL: Moving Beyond the Hype to Real Progress in Business, Society and Life

There's a spectre haunting the world, and that spectre is artificial intelligence (AI). There are a lot of people talking about extreme scenarios and cool future applications and dropping names and acronyms to make the rest of us feel that we don't belong in the AI community. So, this is a book for you.

It's not a practical manual, a concept that would surely be outdated when the book is published given the flourishing of applications and websites that offer cool new AI tricks. It's an overview of AI as a concept. What will it enable you to do, as a business leader, in politics and organizations, and as an ordinary human being who just seeks wealth and happiness? The book will enable you to understand things on a broad level and formulate your own more prescient questions than what the AI extremists offer. In other words, how can I make AI actually useful in my own life and work?

About the author: Magnus Lindkvist is a renowned trendspotter, futurist, award-winning speaker and author of several books. He is based in Sweden, but his work takes him all over the world. Dr Bryan Reimer is a research scientist in the MIT Center for Transportation and Logistics and the MIT AgeLab, in Cambridge, USA.

UK publication: October 2025
Length: 192 pages

LET IT HAPPEN: How to Deal Successfully with Change through Logic, Emotion and Tactics

This is a book about dealing with change. Change in your personal life; change in your career; change in your business. You might be starting off in your career, or as a salesperson, or be an established manager or someone who runs their own business. Dealing with change is the most important thing in our lives, whatever we are doing and at every stage in our lives. Nothing stays the same. We grow, we develop, we face setbacks and challenges. How we deal with those changes in our lives and businesses determines whether we succeed or fail.

At the heart of this book is the L.E.T tool – Logic (build the foundation with clarity), Emotion (fuel your drive with purpose), and Tactics (plan actionable, practical steps to achieve your goals). This is both an original and practical tool for managing change in your life and business, and for understanding what is driving you, what is holding you back, and the various tactics that will help you link the logic to the emotions in every situation to help you achieve your goals.

About the author: Mau Espinosa is a business and leadership coach. He is the founder and president of G20 Inc and is the co-author (with Ken Blanchard & Deepak Chopra) of Roadmap to Success. He is based in Kansas City, USA.

UK publication: July 2025

Length: 224 pages

CARBON CREDITS ARE CRAP: The Myths, the Mess, and the Way Forward for Traceable Carbon Credit

This book is a timely and unapologetic expose that dismantles the carbon credits system – a \$2-trillion climate (so-called) “solution” that has exploited under-developed communities for decades. More than a critique, the book is a bold call for global accountability and a reimagined approach to solving climate change.

Carbon credits are a market-based way to reduce greenhouse gas emissions by funding projects that remove or avoid emissions from the atmosphere. Based on personal encounters and extensive work across Africa, the author presents the raw truth about what happens when climate policies are manipulated to serve the elite while leaving the most vulnerable to bear the cost. Jaye Connolly demonstrates why the current carbon credits system is failing and, if left unchecked, enables fraud and greenwashing on a huge scale. She goes on to offer real-world solutions for how we can reform this broken system, ensuring that those who are protecting the planet benefit from the climate economy.

About the author: Jaye Connolly is CEO of RippleNami. She works with African presidents in addressing the continent’s most pressing issues. Her mission is to ensure equitable participation in the climate economy

UK publication: June 2025

Length: 192 pages

HOW TO BECOME UTTERLY BRILLIANT AT PUBLIC SPEAKING, PRESENTING AND TALKING TO THE MEDIA

This is the essential guide for anyone looking to master the art of communication. Based on two decades of experience as a barrister and C-suite advisor, the author provides easily digestible, immediately applicable guidance. It's not about theoretical jargon; it's about real-world techniques, exercises and examples that empower you to craft compelling content, deliver impactful presentations, navigate pitches and panels, and even confidently engage with the media.

What sets this book apart is its unique blend of legal expertise, communications savvy, and a healthy dose of humour. Drawing from years of courtroom experience and advising top executives, the author offers a fresh perspective on public speaking, presenting, and media engagement. The book's concise, snappy sections make it easy to quickly find the advice you need, while real-world examples and exercises bring the principles to life. Whether you're a seasoned speaker or just starting out, this book will equip you with the fundamental building blocks and practical tools to become an utterly brilliant communicator.

About the author: Benjamin Thiele-Long is a former London barrister of 10 years. He is today a communications and PR advisor to CEOs, C-Suite members and senior leaders of some of the world's largest corporations. He is based in the USA.

UK publication: October 2025

Length: 176 pages

THE PANDORA PIVOT: Achieving Success in an AI-Driven World

This book explores the huge shift facing business leaders as artificial intelligence transforms industries. More than just automating processes, AI now possesses the cognitive capacity to make critical decisions, processing vast amounts of data and generating insights that drive superior judgment.

The book serves as a guide for navigating and thriving in this new landscape where AI influences every facet of business. It focuses on helping leaders renew their leadership qualities to gain a competitive edge, particularly in sales and revenue generation, within this AI-driven world. Uniquely, The Pandora Pivot draws parallels between the power of AI and ancient Greek mythology, offering practical insights through timeless stories. It reframes these myths to illuminate the challenges and opportunities AI presents to modern leadership. "Pandora", the first woman created by the gods under the instruction of Zeus, means "all gifted" or "gift to many". And just like Pandora, AI is all gifted and a gift to the world. The crucial choice facing business leaders is whether to master AI and leverage its potential, or to become subservient to its influence?

About the author: Ivan Yong is a sales coach, organizational psychologist and startup angel investor based in Hong Kong. He is the author of *The Pharaoh's Pitch* (LID).

UK publication: October 2025

Length: 224 pages

De-POSITIONING: The Secret Brand Strategy for Creating Competitive Advantage

What is the secret brand strategy that the likes of Apple and Starbucks have adopted, but are reluctant to let the world know about? What is it that drives customers to choose your brand over the others? This book, by a leading branding practitioner and strategist, introduces the powerful strategy of De-Positioning that has been used by dominant brands.

De-Positioning is a branding strategy that addresses the most important things customers are looking for when they are on a buying journey: desires and pain points. In essence, De-Positioning is when you highlight a “positive feature” about a brand, and this positive feature shines a “negative light” on the competition. It highlights what your company can do for your customers that competitors cannot while appealing to their deepest needs, concerns and desires. Your competitor’s weaknesses create the customer need or pain — a gaping hole in the market. You fill that gap by providing a solution that relieves the customers’ pain and satisfies their expectations. By “de-positioning” your competitor, you gain an advantage in your marketplace.

About the author: Todd Irwin is the founder and Chief Strategy Officer of Fazer, a leading New York-based brand strategy and creative agency, with focus in delivering competitive brand strategies.

UK publication: June 2025

Length: 160 pages

THE DIGITAL LEADER’S PLAYBOOK: 60 Fundamental Maxims for Success for Today’s IT Executive

This practical guide, written by a seasoned technology leader with over 25 years of experience, is packed with real-world advice and battle-tested solutions. Whether you're a new or aspiring IT leader or a seasoned one, this book will equip you with the knowledge and tools you need to navigate the challenges of managing and transforming digitally your company or department.

The Digital Leader's Playbook is not your typical IT leadership book. It's a concise and easy-to-use reference guide filled with 60 key maxims – each one a shot of practical wisdom for becoming a successful tech leader. The author offers transferable insights and lessons from his successes working in technology leadership from sectors as varied as banking, retail, transport, chemicals and construction, and solving real-business challenges. As a result, readers will learn how to manage their team better, manage their time more effectively, introduce new technology and manage innovation, manage suppliers and business partners better, and engage with the technology that the company really values.

About the author: Paul Coby has over 25 years’ experience in technology leadership. He is currently the CIO of Persimmon Homes, and was previously CIO of British Airways, John Lewis Partnership, and Johnson Matthey. He is a regular industry speaker and is based in the UK.

UK publication: October 2025

Length: 160 pages

BRILLIANT DATA: How AI and Behavioural Economics will Re-Humanize Financial Services

Banking and other financial services remain surprisingly traditional in the main. They focus on their products and profits and miss impactful opportunities to engage with their customers. However, in the era of Banking 5.0 – in which digital technologies will combine with human creativity to create more value-added and customer-centric banking services – the huge transformative change on offer from new technologies can no longer be ignored if financial service firms are to thrive.

This book explores the impact of AI and behavioural economics on banking and financial services. Written by a pioneer in human-centred AI, it provides practical insights for leaders to transform companies for the future. The current abundance of data about human behaviour, along with advances in mobile technology and (generative) AI and perspectives from behavioural economics, provides the potential for financial service companies to gain better insights into risks and opportunities before they materialize. Furthermore, embracing AI-powered customer engagement and retention strategies opens up a world of possibilities.

About the author: Diederick van Thiel is the founder of AdviceRobo, an AI credit management platform across 13 countries. He was Fintech CEO of the Year in 2018. He is based in The Netherlands.

UK publication: August 2025

Length: 224 pages

REIMAGINING HEALTHCARE: AI, Innovation and the Future of Healthcare

This book offers a timely and personal exploration of the transformative potential of artificial intelligence in healthcare. Drawing on the author's unique background as a clinician, hospital owner, and tech innovator/entrepreneur, the book examines the critical challenges facing healthcare systems worldwide and proposes a human-centered approach to innovation. From her early experiences witnessing healthcare disparities in the Philippines to her decade-long career as an ICU, Trauma, and ER nurse in New York City hospitals, the author provides firsthand insights into the strains on both patients and providers. This book delves into the promise of AI to address these issues, exploring its potential to streamline workflows, improve patient outcomes, and empower caregivers.

More than just a theoretical discussion, *Reimagining Healthcare* blends personal narrative with practical insights, research and data. It tackles big questions about the role of AI, the future of global health, and the importance of ethical and transparent innovation. The author shares her own journey, including the launch of her AI-driven healthcare startup, Seek Health, to illustrate how technology can be leveraged to create meaningful change.

About the author: Kim de los Reyes is the founder and CEO of Seek Health, an AI-driven healthcare startup. She was previously an ER/ICU/IR hospital nurse. She is based in New York, USA.

UK publication: December 2025

Length: 224 pages

UNMANAGED: Why Muddling through Leadership Is Not an Option – and The Discovery Journey to Mastery in Management

We've all witnessed it. Companies floundering, projects derailed, and entire organizations crippled by poor leadership. This isn't incompetence; it's "Unmanaged" – a pervasive condition where leaders muddle through, applying minimal effort, ignoring best practices, and ultimately jeopardizing the very fabric of their organizations. This book delves into the root causes of this unmanaged state and argues that mastery in management is not just desirable, it's essential for organizational success in today's dynamic world.

The book exposes the dangers of unmanaged companies and the devastating consequences of neglecting effective management. It guides you on the journey to management mastery to bring management practices back on track. It equips you with the tools and frameworks to develop high-performing management systems. And it challenges your assumptions about leadership and inspires you to cultivate a culture of continuous improvement. This is not just another management book. It's a wake-up call for leaders, boards and anyone who cares about organizational success.

About the author: Lukas Michel is founder of Agility Insights, with over 30 years' senior executive experiences, supporting executives worldwide with agile management. Dr Herb Nold is a professor of business administration at Polk College, Florida. Guido Bosbach is an organizational consultant and thought leader.

UK publication: November 2025
Length: 320 pages

CRAFTING CULTURES: A Playbook for Creating Human-Centric Workplace Cultures

This is a comprehensive guide designed for business leaders seeking to build impactful and people-first organizations. The book delves into the core principles of leadership, exploring what it truly means to cultivate a thriving organizational culture. It bridges the gap between theory and practice, offering actionable advice grounded in solid leadership frameworks, ensuring readers understand both the "how" and the "why" behind effective cultural development. Through real-life stories and relatable experiences, the book makes complex concepts easily digestible, empowering leaders to navigate the challenges of modern workplaces and build more cohesive and productive teams.

This playbook addresses the urgent need for cultural transformation in today's work environment. It provides practical strategies to align intended and actual culture, closing the gaps that often hinder organizational success. *Crafting Cultures* recognizes that employees are demanding change, challenging traditional notions of purpose, priorities and loyalty. It equips leaders with the essential skills and tools to meet these evolving expectations, fostering a human-centric approach that drives engagement, innovation and overall well-being.

About the author: Simone Fenton-Jarvis is an award-winning workplace consultant and Group Director at VPOD. She is the author of *The Human-Centric Workplace* (LID). Louisa Clark is an executive coach and founder of One Feather Coaching. They are based in the UK.

UK publication: November 2025
Length: 224 pages

HARMONY IN DIFFERENCES: An Introduction to Politeness in Intercultural Communication with China

This is the second title in the “Navigating China” series of books written by leading experts in the field of international business and cross-cultural communications. The book examines the importance of “politeness” when communicating and doing business in China, and what you should and should not do to make your experience a success.

In the business world, politeness is more than just social etiquette – it’s a cornerstone of success. Relationships are at the heart of business, and politeness acts as the glue that keeps those relationships strong. However, the way politeness is expressed can vary significantly across cultures, particularly for foreigners doing business in China. Politeness in China is deeply rooted in respect for hierarchy, relationships and cultural traditions. A simple business request in the West might be direct and efficient, but in China, it often requires more careful consideration of tone, humility and relational context. This book will help anyone doing business in or with China to navigate the hidden traps and understand how politeness works across cultures, which can then be the key to new opportunities.

About the author: Dr Catherine Hua Xiang is an established author and applied linguist. She is Head of East Asian Languages at LSE, Programme Director of LSE’s BSc International Relations and Chinese course, as well as UK Director of LSE Confucius Institute for Business London. She is also a consultant to companies wishing to engage with China.

UK publication: October 2025

Length: 192 pages

THE BELONGING PARADOX: How to Solve the Global Empathy Crisis

To be like everyone else and to be unique: these conflicting forces to both assimilate and to stand out have operated within us since childhood. They are impulses that exist in each of us, reflective of our human nature. Everyone is born with a unique fingerprint. We possess external and internal qualities that make each of us unique and special. At the same time, humans are social animals, with a biological and evolutionary tendency to belong to groups. We live with perpetual tension, striving to establish our uniqueness at the same time as trying to fit in.

This important and timely book explores how balance can be achieved and the importance of such balance at every level of humanity – from the personal to the organizational to the global. Individuals, communities, organizations and societies who manage this tension in an effective and conscious way will benefit and experience both the pleasures of belonging and the personal expression of each of the individuals. Moreover, the balance between belonging and personal expression is the key to sustainability and prosperity – a phenomenon that this book describes as *Unique Belonging*.

About the author: Danny Gal is an organizational culture and leadership consultant. His mission is to help individuals express their uniqueness whilst fostering a sense of belonging. He is based in Israel.

UK publication: June 2025

Length: 256 pages

NEW TITLES
CONCISE ADVICE SERIES
FALL 2025

THE CLASSICAL MARKETING BOOK: Marketing Lessons from the Romans and Greeks

What marketing lessons can we learn from the Greeks and Romans, their mythology, philosophy and vocabulary? In this book, a marketing expert and lapsed classicist casts new light on marketing through an exploration of ancient Rome and Greece.

Expect to be enlightened and enthralled by why “author” comes from the same Latin word as “authority”, and what that tells us about storytelling. Why a segmentation based on Apollo and Dionysus might bring new insight to your comms. And why Socrates found out about cognitive dissonance the hard way. This book brings 2,000-year-old thinking, many of which formed the foundations of our society today, to provide creative and surprising insights into marketing and business today.

About the author: Anthony Tasgal spent 20 years as an ad agency planner before setting up POV, a strategic brand consultancy. He is a Training Director for the CIM and a Visiting Lecturer at Buckingham, Nottingham Trent and Beijing Normal Universities.

UK publication: September 2025
Length: 192 pages

THE LEADERSHIP BOOK

Since the height of the pandemic, working styles, cultures and relationships have changed – probably forever. Managers and leaders who think they can simply return to their old ways and methods will be the least effective in this new age of work.

This book sets out the key attributes that the modern leader must learn and/or develop. Such attributes centre on the themes of trust, strengths, compassion, flexibility, family, creativity, risk, values, empowerment and even humour. Leaders and managers who are more progressive and are seen to value their people will be the ones that stand out in terms of both individual and team performance. This practical book provides the foundation for any manager who wants to make the transition into being a modern and effective leader.

About the author: Neil Francis is an entrepreneur with extensive leadership experience in the digital and software technology sector. He is the author of four other self-development books, including *The Creative Thinking Book* and *The Entrepreneur’s Book* (all in LID’s Concise Advice Paperback series).

UK publication: September 2025
Length: 128 pages

THE STORYTELLING BOOK: Finding Your Golden Thread for More Effective Presentations (New 10th Anniversary Edition)

If we remember to restore the emotional power of storytelling, business presentations could be simpler, more engaging, and more effective, and our business lives could be more rewarding.

In an age that is Data Rich but Insight-Poor and when most people in the world of business find themselves caught up in a system of numbers and spread sheets, this influential book (now celebrating its 10th anniversary) shows that the time has come to restore the lost art of storytelling; to put the “author” back in “authority”; to write less and think more. Though a simple step-by-step approach, the author shows that we need to change how we communicate in our day-to-day lives, and that if we revert to our inherent role as storytellers we are more likely to be both more effective and productive, and a lot less frustrated into the bargain.

About the author: Anthony Tasgal spent 20 years as an ad agency planner before setting up POV, a strategic brand consultancy. He is a Training Director for the CIM and a Visiting Lecturer at Buckingham, Nottingham Trent and Beijing Normal Universities.

UK publication: November 2025

Length: 128 pages

NEW TITLES
NON-FICTION
FALL 2025

MAGNETIC: Humanity and the Asian Elephant

Elephants today live on only 15% of the land they once roamed. With each passing day, another acre of nature is destroyed by human beings, replaced by agriculture, settlement and other man-made business. With each passing day, Asia's remaining wild elephants are squeezed onto smaller pieces of land onto which they're expected to survive.

Wildlife photographer Larry Lavery has followed the plight of the elephants for several decades, capturing the magnificence of this animal on film, while at the same time raising awareness all over the world of the danger of extinction that elephants face. For this book, Larry spent months travelling across Asia following elephants and recording extraordinary moments on his camera. The result is an amazing book of some 180 photographs, presented in landscape format, of one of Earth's greatest creatures. It's through his work and books that Larry hopes to give the elephants of Asia the respect they deserve..."We are finally acknowledging a force of nature that's been with us all along. Elephants are magnetic. But until now, we humans haven't had the ability to see, to appreciate this fact."

About the author: Larry Lavery is a wildlife photographer and animal conservationist. He is also an American film and TV actor. His previous book was *Power and Majesty: The Plight and Preservation of the African Elephant* (LID). He is based in Oakland, California, USA.

UK publication: October 2025

Length: 208 pages