

**Mc
Graw
Hill**

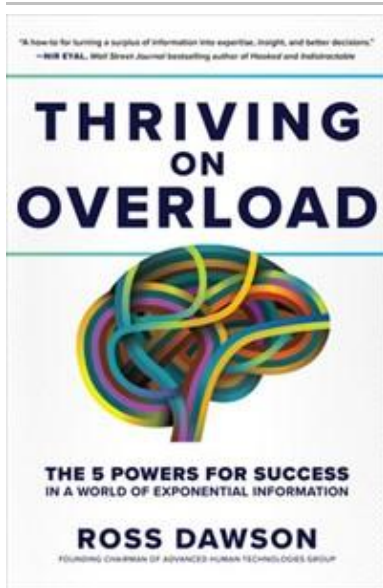
Winter 2023 Rights Guide



MCGRAW-HILL TRADE

FALL 2022 - WINTER 2023 FRONTLIST

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www.mhprofessional.com



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Pub Date: 9/6/2022
\$28.00/€24.20 EU
Hardcover

256 Pages, 6 x 9
Business & Economics / Skills

Thriving on Overload: The 5 Powers for Success in a World of Exponential Information

Ross Dawson

- Every aspect of our work and lives depends on how well we deal with information. *Thriving on Overload* provides readers with practical insights and methodologies to keep ahead of accelerating change and prosper.
- The author is a sought-after futurist who helps leaders comprehend today's extraordinary pace of change so they can make better decisions. His methods are based on decades of experience working with leaders of some of today's most successful companies.
- *Thriving on Overload* offers a clear, pragmatic guide for every reader to develop the five interconnected powers they need for success: purpose, framing, filtering, attention, and synthesis.
- It includes practical exercises and inspiring real-life stories of exceptionally successful investors, entrepreneurs, executives, and others who thrive on information immersion.

When keeping up with massive amounts of information is part of your job and daily life, how do you transform a feeling of overwhelm to a sense of abundance and empowerment? Discover practical insights and strategies to build a positive relationship with information and excel at work and all your ventures.

In *Thriving on Overload*, Ross Dawson shares simple actionable techniques for staying ahead in an accelerating world. He draws on his work as a leading futurist and 25 years of research into the practices that transform a surplus of information into compelling value. Readers will learn to develop the five intertwined powers that are the foundation for success and balance in a world of overload: purpose, framing, filtering, attention, and synthesis. They will discover valuable lessons from some of the world's most extraordinary "information masters": entrepreneurs, investors, executives, and researchers who are completely at home in a world awash with information, capable of transforming vast mines of data into the solid gold of insight and effective action. Packed with clear guidance, useful exercises, engaging stories, and handy resources, *Thriving on Overload* will help readers build the capabilities that enable them to outperform their peers and prosper as never before in a world defined by excessive information.

Ross Dawson is a world-leading futurist, entrepreneur, and keynote speaker. He is Founding Chairman of the Advanced Human Technologies group of companies, with clients including industry leaders, such as Boston Consulting Group, Citibank, Coca-Cola, Google, Interpublic Group, Microsoft, News Limited, Oracle, Procter & Gamble, PwC, Visa, and Walmart. Dawson is in strong demand globally, having delivered keynote speeches and strategy workshops to business and government leaders in over 30 countries. He appears frequently in media, such as ABC TV, BBC, The Guardian, New York Times, VICE, among many others.



Communication Essentials: The Tools You Need to Master Every Type of Professional Interaction

Trey Guinn

- Part of McGraw Hill's NEW Business Essentials Series, this book follows the three parts of the series-The Essentials, The Essentials Applied, and Beyond the Essentials
- Filled with colorful and engaging illustrations, assessments, toolkits, Essential Takeaways, and much more.
- A step by-step-guide to communicating more effectively, from the often overlooked "Why?" to the essential "How tos"
- Smart strategies for business-related communications, including networking, written correspondence, meetings, brand management, and more

1264278055
 Pub Date: 10/25/2022
 \$19.99/€17.30 EU
 Paperback

288 Pages, 5 x 7
 Business & Economics / Business
 Communication

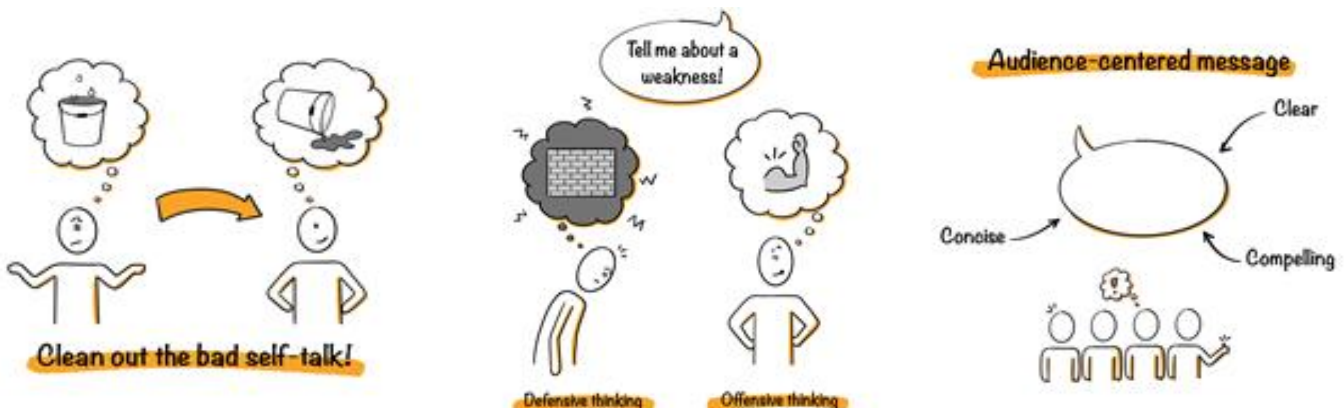
One of the first books in McGraw Hill's NEW Business Essentials Series —providing savvy strategies and specific action steps to improve business communication skills for today's new world of work

Packed with insights, anecdotes, exercises, and personalized tips to increase communication effectiveness, *Communication Essentials* offers readers a straightforward and timely guide to improving the most important business (and life) skill of all.

No matter how great a person's knowledge, expertise, or experience, poor communication skills can vastly diminish opportunities for building important relationships and advancing career goals. For anyone aiming to achieve their best, both professionally and personally, improving these skills is essential—and expertly covered in *Communication Essentials*.

With years of experience in the field and a personal passion for improving individual communication effectiveness, Trey Guinn takes readers through a variety of familiar personal and professional scenarios including presentations, networking, interviews, and more while also guiding them step-by-step through the process—from understanding the importance of clear communication to specific, goal-based strategies.

Trey Guinn, Ph.D., (San Antonio, Texas) is an active speaker and executive coach, consulting for professionals locally and across the globe. With more than 100 unique client meetings monthly, he has worked with companies including Apple, AT&T, Bain & Company, BCG, Chevron, Deloitte, Facebook, Gates Foundation, Google, Harvard Business School, Intel, GE, Hewlett-Packard, McKinsey, Microsoft, PWC, Salesforce, and more. He also speaks across various industries at organizations such as Dell Technology, Shell Oil, and more.





Coaching Essentials for Managers: The Tools You Need to Ignite Greatness in Each Employee

Sara Canaday

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\$19.99/€17.30 EU
Paperback

256 Pages, 5 x 7
Business & Economics / Mentoring
& Coaching

- Coaching is a critical skill for managers who want to increase engagement, productivity, and performance among their team members.
- The book includes a primer on coaching, tips to sharpen coaching skills, obstacles to avoid, a coaching self-assessment, and real-world scenarios that allow readers to practice using the insights they have gained.
- The content is designed to be compelling, inspiring, and actionable—the book is organized into three straightforward Parts: The Essentials, The Essentials Applied, and Beyond the Essentials.
- The book is visually appealing with two-color design, illustrations, assessments, toolkits, and more to bring the messages to life.
- Sara Canaday is recognized as a leadership expert and a pioneering thought leader throughout the corporate world.

One of the first books in McGraw Hill's NEW Business Essentials Series—revealing tools that managers can use in today's new world of work to boost employee confidence, engagement, and performance through coaching.

An essential and rewarding part of every manager's job is to get the best from their employees—to help them overcome challenges, meet (and exceed) goals, and maintain a high level of engagement and performance. Like many other leadership skills, coaching is one that can be honed and perfected with the right information and tools. Readers who invest the time to understand and apply the strategies in this book can walk away feeling fully prepared to coach their employees and inspire them to do their best, most engaged work.

As part of McGraw Hill's Business Essentials Series, a new series for professionals offering expert advice and action steps on key business topics, *Coaching Essentials for Managers* is a uniquely compelling book that provides readers with the skills they need to effectively coach employees. Organized in three, easy-to-digest parts—The Essentials, The Essentials Applied, and Beyond the Essentials—this book is packed with valuable (and colorful) illustrations, Essential Takeaways, self-assessments, practical exercises, and more to reinforce learning.

Author **Sara Canaday** is recognized as a leadership expert and pioneering thought leader throughout the corporate world, typically addressing 8,000 people annually in virtual leadership workshops with companies such as Dell, Lockheed Martin, and Johnson & Johnson—and with a client list that includes Starbucks, Allstate, Comcast, Accenture, Charles Schwab, and more.

Sara has published articles or been interviewed for content in diverse media outlets including *The New York Times*, *Wall Street Journal*, *CNN*, *Forbes*, *The Muse*, and also serves as a LinkedIn instructor with 13 online courses and counting.



Presentation Essentials: The Tools You Need to Captivate Your Audience, Deliver Your Story, and Make Your Message Memorable

Anne Bruce, Sardek Love

1264842511
Pub Date: 10/25/2022
\$19.99/€17.30 EU
Paperback

208 Pages, 6 x 9
Business & Economics / Business
Communication

- Crafting and delivering presentations is a critical skill for professionals in every field and industry
- Includes a primer on presentation types, tips on sharpening skills for developing and delivering presentations, and a skills feedback tool and assessment
- 3 straightforward parts cover The Essentials, Essentials Applied, and Beyond the Essentials—each organized to be actionable and inspiring
- Visually appealing 2-color design with illustrations throughout
- Authors are recognized experts in training programs for building presentation skills

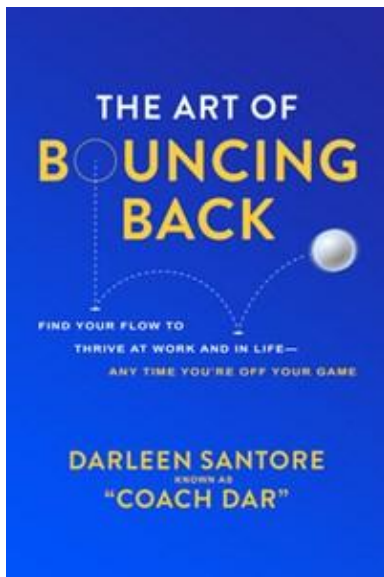
One of the first books in McGraw Hill's NEW Business Essentials Series —providing a how-to guide to develop powerful, engaging, and effective presentations for today's new world of work.

Presentation Essentials provides readers with the skills they need to feel totally confident in their presentation development and delivery. Organized in three easy-to-digest sections—The Essentials, The Essentials Applied, and Beyond the Essentials—this book is filled with eye-catching illustrations, Essential Takeaways, an assessment, personalized how-tos, and much more.

With a thorough explanation of structure, openers, storytelling, and closers; tips on using visually stunning images; and a helpful description of the different presentation types, readers will walk away feeling fully prepared to put their sharpened skills into action right away.

Whether it's one-on-one meetings with a supervisor or pitching ideas in a packed conference room, knowing how to craft and deliver engaging presentations is an essential skill for professionals in every line of business. Confidence is key—and sharpening one's presentation skills is the most direct route to building that confidence.

- One of three books in the launch of McGraw Hill's NEW Business Essentials Series, each book teaches professionals everything they need to know to succeed in the new world of work and focuses on one of the most important topics in business today—from leadership and communication, to coaching, presentations, and more.
- Each book in the series is organized into three, easy-to-digest parts—The Essentials, The Essentials Applied, and Beyond the Essentials—and is filled with engaging and eye-catching 2-color illustrations, assessments, toolkits, Essential Takeaways, and much more.
- Authors are recognized as established leaders in this area: **Anne Bruce** has presented for such organizations as Harvard Law School, Sony International, GEICO, Southwest Airlines, and dozens of international and domestic Fortune 100 and 500 companies.
- Both authors are very active on social media platforms and have built enthusiastic followings. Anne Bruce has a popular daily video series and vlog ("[#30SecondsAtTheBeach](#)") and is an established and successful McGraw Hill author. Sardek Love is well-known on the global speaking scene and is the author of the "Ask a Master Facilitator" weekly video blog.



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\$26.00
Hardcover, 6 x 9

Business & Economics / Personal
Success

The Art of Bouncing Back: Find Your Flow to Thrive at Work and in Life Any Time You're Off Your Game

Darleen "Coach Dar" Santore

- *The Art of Bouncing Back* delivers an actionable, easy-to-understand, and field-proven strategy for mental toughness that has been used by some of today's most elite athletes and C-level executives.
- The author developed the methods in the book after years of working with thousands of people from hospital rooms, to board rooms, to locker rooms including her time as mental skills coach for the Phoenix Suns and many other professional athletes.
- The book includes examples from the author's own life, as well as the athletes and executives who she has successfully coached.
- In a time of pandemics, social change, and geopolitical upheaval, career- and business-minded people are in greater need than ever of actionable strategies for building their capacity to stay focused and productive.

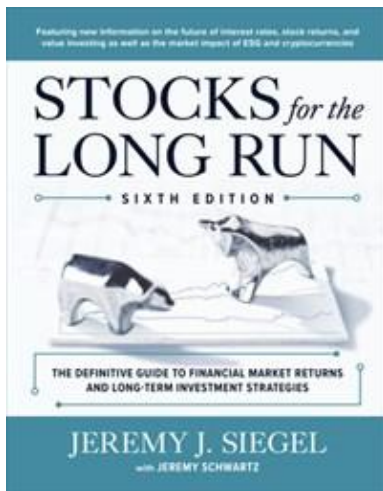
Board-certified occupational therapist, leadership advisor, and mental skills coach to CEOs and professional athletes, Coach Dar shares her proven methods for bouncing back from adversity in business and in life.

In *The Art of Bouncing Back*, Darleen Santore—Coach Dar—shares engaging stories and practical examples from professional and personal experiences to give readers a step-by-step guide on how to bounce back from the inevitable adversities of business and life.

Coach Dar combines science, psychology, and 25 years of professional wisdom to change the way readers approach and respond to challenges, mental blocks, and the monotonous seasons of life. Coach Dar's no-nonsense style and passion for maximizing the potential of others motivates readers to dig deep to make mental shifts in their "game" that will be beneficial both in and out of the office.

Darleen Santore (Scottsdale, AZ), known as "Coach Dar," is a licensed, board-certified occupational therapist, a globally sought-after motivational speaker, executive, and the CEO and founder of the coaching firm Performance Meets Purpose Consulting.

Known for her mental skills work with athletes in the NBA, NHL, MLB, MLS, and NFL, she has served as the mental skills coach for the Phoenix Suns. In addition to professional athletes, Santore coaches and advises Fortune 100 executives, world leaders, artists, and entrepreneurs. Santore's approach helps her clients dramatically improve their performance and purpose by helping them to awaken to their greatness and to show up with a higher level of EQ and excellence.



Stocks for the Long Run: The Definitive Guide to Financial Market Returns & Long-Term Investment Strategies, Sixth Edition (6th Edition)

Jeremy J. Siegel

1264269803
Pub Date: 9/27/2022
\$45.00/€38.00 EU
Hardcover

512 Pages, 7 x 9
Business & Economics
/ Investments & Securities

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Japanese

PREVIOUS editions licensed into:

Arabic, Chinese Simplified, Chinese Traditional, French, German, Italian, Japanese, Korean, Portuguese, Russian, Spanish

- A classic in the world of stock trading, *Stocks for the Long Run* is on the same level of as *A Random Walk Down Wall Street*, Graham and Dodd's *Security Analysis*, and Warren Buffett's annual letter to shareholders. This is the first revision in seven years.
- Four all-new chapters cover value investing, ESG issues, the long-term outlook on interest rates, and future expected returns.
- Six chapters have undergone major revamps and all tables, charts, and examples have been updated with current data.

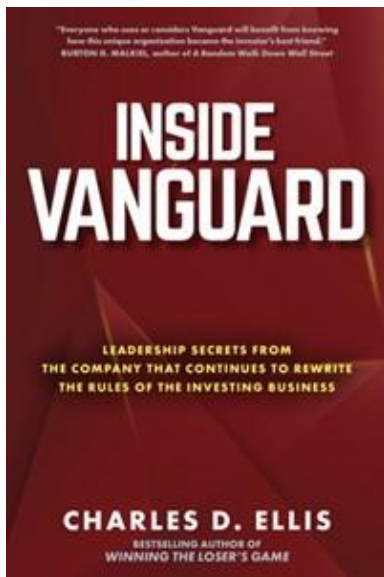
The long-awaited revised edition of the stock trading classic brings investors up to date on value investing, ESG investing, and other important developments

A must-read for sophisticated individual investors, financial advisers, and money managers, *Stocks for the Long Run* has been providing the knowledge, insights, and tools that traders need to beat the market for nearly 30 years.

This new edition brings readers fully up to date on factor investing, stock/bond allocations, international allocations, how the new interest rate environment impacts investment decisions, ESG Investing, and long-term risks to equities. It also explores the burning question long-term investors are all asking: Is value investing dead?

- *Stocks for the Long Run* has been named one of the ten-best investment books of all time by the *Washington Post* and *Business Week*.
- One of the most recognized experts in the trading world, Siegel appears regularly on CNBC, Bloomberg News, Fox Business, and CNN, and he frequently contributes op-ed articles for the *Wall Street Journal*, *The New York Times*, and *Financial Times*.
- Siegel has received many awards and citations for his research and excellence in teaching, including the Distinguished Leadership Award by the Securities Industry Association and the prestigious Nicholas Molodovsky Award by the Chartered Financial Analysts Institute.

Jeremy Siegel (Philadelphia, PA) is the Russell E. Palmer Professor of Finance at The Wharton School of the University of Pennsylvania, where he has taught since 1976. He received his PhD in Economics from the Massachusetts Institute of Technology in 1971. Siegel also serves as the Academic Director of the Securities Industry Institute and the Senior Investment Strategy Advisor of WisdomTree Investments, Inc.



Inside Vanguard: Leadership Secrets From the Company That Continues to Rewrite the Rules of the Investing Business

Charles D. Ellis

1264734832
Pub Date: 10/25/2022
\$30.00/€25.30 EU
Hardcover

304 Pages, 6 x 9
Business & Economics
/ Leadership

Rights licensed: Japanese;
Chinese Traditional

**Author's PREVIOUS title
licensed into:** Arabic,
Chinese Simplified, Chinese
Traditional, German,
Japanese, Italian, Korean,
Polish, Spanish

- One of the world's fastest-growing and most trusted investing institutions, Vanguard serves 30 million clients, manages more than eight trillion dollars, and is an industry disruptor that piques the curiosity of everyone deeply involved in investing and finance.
- Vanguard leaders and managers engaged in in-depth interviews for this book; Ellis spent two full days interviewing Jack Bogle.
- *Inside Vanguard* will catch the attention of investors of all levels, from leaders of the finance and investing industry to individual investors to Bogleheads.
- The story of Vanguard provides practical lessons readers can put to use in their own endeavors, including how to combine creativity and tenacity to purpose to build a firm, and how to avoid common pitfalls when conducting a merger.

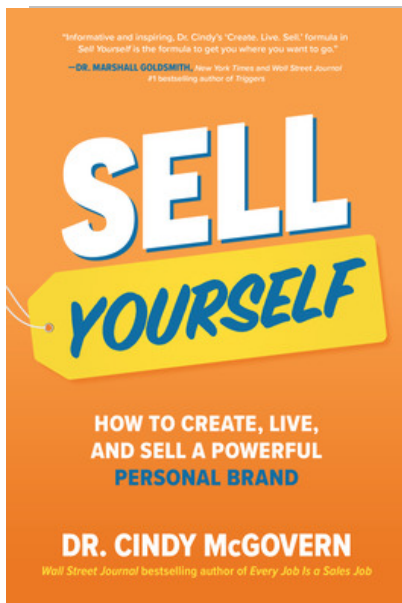
The "wisest man on Wall Street" (*Money*) delivers the first comprehensive outsider's look at Jack Bogle and his world-changing investment organization—from the perspective of those who built and lead it

One of the largest and most respected investment firms on the planet, Vanguard has long been misunderstood by both its fans and its competitors. In this first-of-its-kind book, one of McGraw Hill's bestselling authors provides a fascinating inside look at the venerable institution.

Inside Vanguard tells the compelling story of Vanguard and through its historical lens provides invaluable lessons readers can apply to their own businesses and investing practices. It explains why Bogle started Vanguard and how he and his successors developed it into an investment industry disrupter and, eventually, an industry leader. From the emergence of index funds to the success of exchange-traded funds, *Inside Vanguard* is a near-Shakespearian drama of individual human struggle and triumph.

- Dubbed "the wisest man on Wall Street" by *Money* magazine, Charles D. Ellis wrote the classic *Winning the Loser's Game*, which has sold 650,000+ copies.
- As a former director at and long-time consultant for Vanguard, Ellis deeply understands this legendary organization.
- Includes influential CEO Jack Brennan's Leadership Guide
- Includes an introduction to ETFs, a product Vanguard made famous
- The CFA Institute named Ellis as one of the 12 leading contributors to the investment profession.

Charles D. Ellis (New Haven, CT) is a popular investment speaker, writer, and consultant. His classic *Winning the Loser's Game*, now in its eighth edition, was lauded by Peter Drucker as "by far the best book on investment policy and management." Founder of Greenwich Associates, an international strategic consulting firm focused on financial institutions, Ellis chaired Yale University's investment committee, the board of the CFA Institute, and the finance committee of the Robert Wood Johnson Foundation. Recognized by the CFA Institute as one of 12 leading contributors to the investment profession, he has taught advanced investing courses at Yale and Harvard and the CFA Institute program at Princeton.



Sell Yourself: How to Create, Live, and Sell a Powerful Personal Brand

Cindy McGovern

One of today's cutting-edge business and sales pros, The First Lady of Sales, reveals how to create, live, and sell a powerful personal brand

Many people overlook the importance of creating a powerful personal brand—and most don't realize that whether or not they've taken the time to create a personal brand, they still have one. No matter what, that brand will sell itself and *Sell Yourself* gives readers the tools to own that brand and to use it to sell themselves exactly how they want.

In *Sell Yourself*, Dr. Cindy McGovern—known in the business and sales community as "the First Lady of Sales"—guides readers toward a new way of thinking about the role of their personal brand, and reveals how they can create, live, and sell one that's both powerful and delivers the message they actually want.

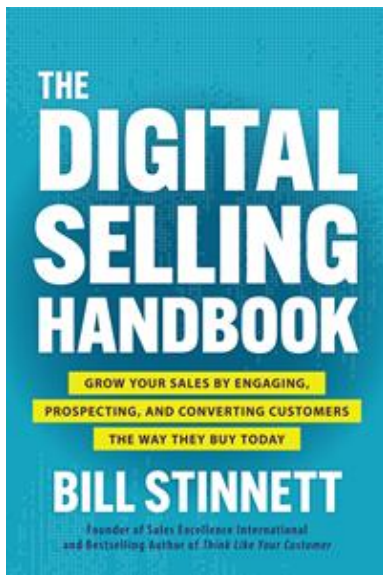
126484624X
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\$26.00/€21.90 EU
Hardcover

272 Pages, 6 x 9
Business & Economics / Personal
Success

- This new guide builds on Dr. Cindy's acclaimed bestseller, *Every Job Is a Sales Job* by teaching readers how to overcome any aversion to sales so they can sell that brand like a pro.
- The author is one of the country's most sought-after experts in the fields of sales, business consulting, and personal branding.

Packed with anecdotes about successful—and not so successful—personal branding efforts, stories from Dr. Cindy's own journey, and step-by-step guidance on how to create, live, and sell a powerful personal brand, *Sell Yourself* reveals a potent formula for creating a rock-solid personal brand—and selling it the right way.

Dr. Cindy McGovern (San Francisco, CA) is the founder of Orange Leaf Consulting, which helps organizations, entrepreneurs, and individuals create dynamic and robust sales processes. Before launching her business, McGovern was a college professor of communication as well as a successful sales professional. She has worked with hundreds of organizations of all sizes and specialties across the globe and is now one of the most sought-after business and sales authorities.



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Hardcover

272 Pages, 6 x 9
Business & Economics / Sales
& Selling

Author's PREVIOUS titles have been licensed into:

Chinese Simplified,
Chinese Traditional,
Indonesian, Polish,
Russian, Spanish, Thai,
Turkish

The Digital Selling Handbook: Grow Your Sales by Engaging, Prospecting, and Converting Customers the Way They Buy Today

Bill Stinnett

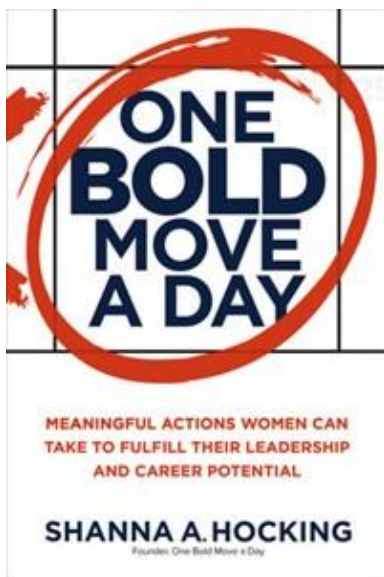
Actionable advice for sales professionals and business owners for growing sales in today's increasingly virtual marketplace

Rapid changes in where and how people live, work, and do business in recent years, have triggered major shifts in how customers shop for and buy virtually everything! Sales and marketing professionals are faced with the harsh reality of rethinking their approach to engaging clients in today's virtual marketplace—or risk quickly becoming irrelevant. They need to rethink their entire sales approach—and *Digital Selling Handbook* shows them how to do it.

This comprehensive guide builds readers' understanding of customer psychology and buying behavior in the new digital-first world. It provides best practices for engaging customers using a variety of methods that align with the more asynchronous, buyer-directed way people buy today. It walks readers through the client engagement process, teaches how to create a magnetic personal brand that attracts prospective customers; develop a lead machine employing the latest strategies used by world-class organizations; write articles, videos, emails, and social media posts that trigger and customer engagement; convert followers and subscribers into conversations, customers, and raving fans; and much more.

- Stinnett delivers keynotes and training workshops to leading organizations, including General Electric, Hitachi, IBM, Microsoft, Verizon, SAP, Cisco, and American Express both in person and via live video.
- His Sales Excellence Academy provides world-class, on-demand sales training courses for thousands of salespeople all over the world.
- Bill's ideas have been featured in the *New York Times*, *Investor's Business Daily*, *Washington Business Journal*, *Selling Power*, *Sales and Marketing Management*, *Entrepreneur*, and many other venues.

Bill Stinnett (Bradenton, FL) is president and founder of Sales Excellence, Inc., a global training and consulting organization helping hundreds of companies of all sizes grow their client bases, increase revenues, and keep more profits. He consults with CEOs and business owners on six continents and is a highly sought after trainer and speaker for a wide range of clients, including Verizon, General Electric, IBM, Cisco, Continental AG, Microsoft, SAP, and Harvard Business School.



One Bold Move a Day: Meaningful Actions Women Can Take to Fulfill Their Leadership and Career Potential

Shanna A. Hocking

- More than a general career guide, the focus includes personal growth along with leadership and professional goals
- Formula for One Bold Move a Day includes three mindsets for your work and life: Happiness Mindset, Gratitude Mindset, and Progress Mindset
- Specific, hands-on advice is supported by leading questions to spur reader engagement
- Each chapter ends with 3 "Bold Moves to Make Now" for readers to get started on their bold move journey-right now!
- A final chapter which examines in depth how the Bold Move mindset works in action

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\$26.00/€21.90 EU
Hardcover

256 Pages, 6 x 9
Business & Economics / Women In
Business

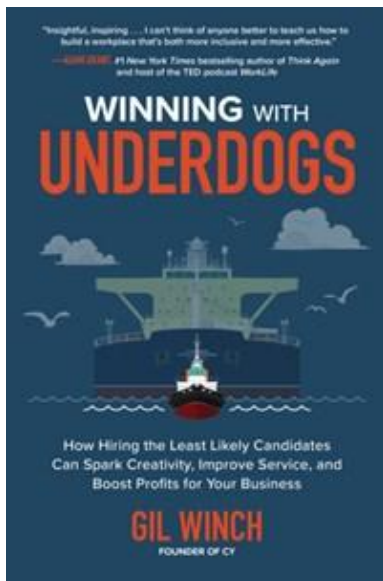
An essential roadmap to help women at every stage of their career feel stronger, more confident, and intentional in their goals

Even after being rejected 100 times right out of college, Shanna Hocking stayed on the path to her dream career. Now, in *One Bold Move a Day*, readers will benefit from lessons learned, and discover new, life-changing ways to build the confidence they need to succeed on their own terms.

In *One Bold Move a Day*, Hocking shows how a single, measurable act each day provides the incremental change that will help readers to truly grow. With insight gleaned from decades in multi-billion-dollar nonprofits and running a business to support women leaders, Hocking offers actionable advice and useful tools to facilitate their individual journey. In chapters that range from "Lead from Where You Are" and "Invest in Yourself" to "Putting Your Bold Move Mindset to the Test," readers will discover how even the smallest step in the direction they want to go will help them achieve even their biggest goals.

- Author is host of *One Bold Move a Day*, a popular weekly 6-minute podcast for women leaders (29K+ downloads)
- Author is experienced and credible in the field: She has spent nearly 20 years in multi-billion dollar nonprofit organizations, including the Wharton School at the University of Pennsylvania, University of Alabama, and Duke University. In 2020 she was selected as a Unilever x Luminary Fellow.

Shanna Hocking, (Philadelphia, PA) host of the popular podcast *One Bold Move a Day*, is associate vice president of Children's Hospital of Philadelphia and founder of the leadership platform *Be Yourself Boldly*. Her articles have been published in *Harvard Business Review*, *Fast Company*, *Career Contessa*, *Huffington Post*, *Motherly*, and *Forbes*. She has been featured in *Harvard Business Review*, *Entrepreneur*, *Chicago Tribune*, *Today.com*, *Insider*, *The Muse*, *American Express Business Insights*, and *Thrive Global*, among others.



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288 Pages, 6 x 9
Business & Economics / Human
Resources & Personnel
Management

Winning with Underdogs: How Hiring the Least Likely Candidates Can Spark Creativity, Improve Service, and Boost Profits for Your Business

Gil Winch

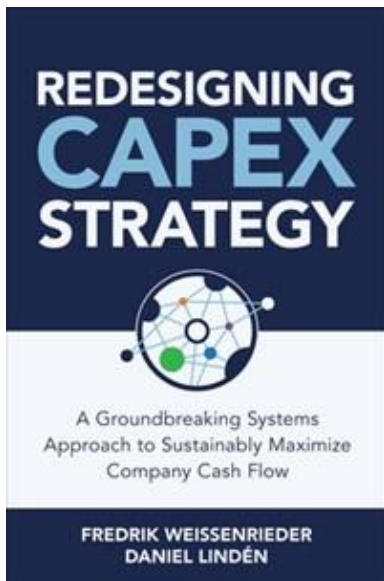
- After learning about the severity of unemployment among people with disabilities, organizational consultant and employment visionary Gil Winch developed a unique model to drive profound change in the employment of people from traditionally marginalized communities—a proven model leaders can apply to build a workforce that's more diverse, productive, and engaged.
- As businesses are increasingly called upon to give more weight to social justice in everything they do, building more diverse staffs is now a major imperative. *Winning with Underdogs* offers an actionable framework to accomplish this in a systematic, strategic manner.
- Today's common screening practice—checking for a few key credentials (degrees, certifications, skills, etc.)—often misses the best candidate and overlooks people in marginalized groups. Winch's approach flips the formula to ensure that the candidate's innate talent is matched to the right job.
- The author's approach enables managers to create the kind of world-class workforce that can launch a business to the top of its industry—in a way that benefits individual workers, businesses, and society at large.

Acclaimed organizational consultant, keynote speaker, and entrepreneur Gil Winch shows leaders why hiring the least likely candidates and turning them into high-potential employees is not only a winning business strategy but also a crucial step on the road to full inclusion and social justice.

In *Winning with Underdogs*, Winch reveals that the pool of excellent candidates is much larger than most hiring managers realize and that the least likely candidates could be highly productive and engaged employees who stay for the long term. However, for businesses to successfully tap into this hidden reservoir of talent, they will need to adjust their corporate culture, as well as their screening, training, and onboarding processes. This includes caring for employees' emotional needs and addressing any instances of workplace bullying and harassment. Neglecting employees' emotional needs excludes from the workplace many potential (and much needed) workers who do not function well in emotionally harsh environments. It also contributes to work-related stress, anxiety, loneliness, and depression, resulting in poor engagement and productivity, which is detrimental to profits.

This highly practical one-of-a-kind book explains how to achieve full inclusion by build screening, onboarding, and managing processes that create a caring and warm work culture. This strategy works. Winch has used it in his own business for the past 14 years, and today, he offers a proven way to help leaders make the workplace not only more diverse and equitable but more productive and successful—in a systematic, strategic manner.

Gil Winch (Hod-Hasharon, Israel) has served for 30+ years as an organizational consultant for many large companies and is an in-demand keynote speaker. His work creating a 100 percent underdog company composed mainly of disabled individuals has received international attention and led to an invitation to speak at conferences alongside Bill Clinton and other influential leaders. Winch is the founder of CY, an outsourcing call center that is a proving ground and showcase for his hiring and workforce-building model.



Redesigning CapEx Strategy: A Groundbreaking Systems Approach to Sustainably Maximize Company Cash Flow

Fredrik Weissenrieder, Daniel Lindén

1264285299

Pub Date: 9/1/2022

\$35.00/€29.90 EU

Hardcover

240 Pages, 6 x 9

Business & Economics / Corporate Finance

- Business leaders perpetually wrestle with the same question: "How do we best invest our capital expenditure budget?" *Redesigning CapEx Strategy* provides the information and insights readers need to answer this question with knowledge and confidence.
- Typical capex decision making today is highly flawed: most use financial projections based on a project basis, not with an eye on holistic returns. This book provides a superior alternative.
- The author's approach has been used in real-world scenarios to generate annual cash flow increases of 20-100%.
- The authors focus on increasing cash flows by using more sustainable operations and processes.
- *Redesigning Capex Strategy* is the solution for CEOs and COOs of multinationals as well as anybody else involved in the capex process.

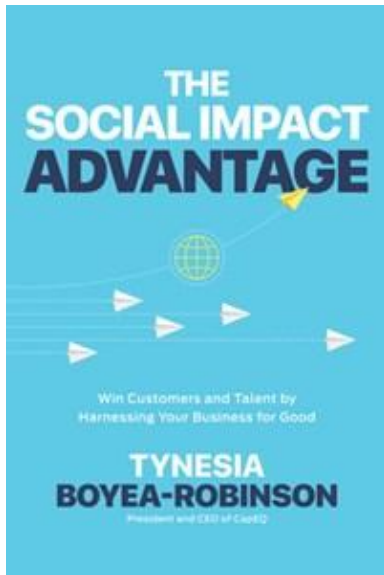
For business executives, managers, board members, consultants, and others involved in critical capital expenditure decisions—a proven method to sustainably increase cash flow through capital allocation from a whole-enterprise perspective.

Capital expenditure—"capex"—refers to the tactical decision-making process involving physical assets, such as machinery, factories, automation and technology. Flawed capex decisions leads to major financial losses and even complete business failure. On the flipside, the right set of capex decisions can dramatically benefit business.

Redesigning CapEx Strategy provides everything readers need to consistently make effective decisions to optimize their production portfolio. Basing their method on the proven assertion that cash flow performance and sustainability go hand in hand, the authors walk readers through the process of rethinking and improving the way they make spend their capital budget. They trade the fundamentally flawed conventional approach that optimizes production for a single project for a powerful method that maximizes company cash flow via a system-wide capex strategy.

Fredrik Weissenrieder (Sweden) is the founder and CEO of Weissenrieder & Co., a capex consultancy and tech company. In 1994, he developed a fundamentally different approach to industrial capital allocation and is today a recognized global leader on the topic. He has engaged with clients ranging from mid-sized to multinationals in the U.S., India, Canada, Germany, France, Sweden, Finland, the U.K., Brazil, South Africa, Mexico, Australia, and Indonesia impacting hundreds of industrial production sites, increasing clients' cash flows up to 100%.

Daniel Lindén (Sweden) is the co-owner, chairman of the board, and COO of Weissenrieder & Co. He oversees the company's consulting teams as well as the team developing the consultancy's SaaS service Weissr® Capex, the world's first application integrating capex budgeting, management, and strategy. Over the last twenty-five years he has worked with clients across six continents spanning dozens of industries.



The Social Impact Advantage: Win Customers and Talent By Harnessing Your Business For Good

Tynesia Boyea-Robinson

- Business professionals at every level and in every industry are finding their bottom lines are affected not just by price and product, but by consumers that require strong value statements and a measure of social responsibility
- As a professional with years of experience in "Your Customers Want You to Be Good," author helps readers get out front and proactively build their relationships, rather than responding ad hoc to each crisis
- Using real-world examples, author outlines a simple framework to help shift practices to navigate the modern business climate in an authentic way

1264269684
Pub Date: 10/25/2022
\$28.00/€13.80 EU
Hardcover

224 Pages, 6 x 9
Business & Economics
/ Leadership

How business leaders can build trust—and boost revenue—by embracing social causes

Smart executives are always looking for new ideas to grow their business and build better relationships with their teams, communities, and the world at large, and embracing social causes can hit all those notes. But many struggle with how to align missions in the current social climate the right way—ensuring results are meaningful, effective, and ultimately profitable.

With more than a decade of success bringing companies and organizations together to the benefit of both, Tynesia Boyea-Robinson is an expert in helping business leaders and managers leverage social impact for increased business profits. In *Your Customers Want You to Be Good*, she offers tools, resources and insights to help leaders and managers successfully navigate the modern business climate in an authentic way.

Boyea-Robinson starts by leading readers through the process of discovering how they currently approach social causes, and then shows them how to increase revenue through a three-level framework: How businesses make money; how businesses spend money; and how businesses invest in people. Doing business the right way ensures missions are aligned—leading to increased profits and happier, more engaged teams, communities and customers.

Tynesia Boyea-Robinson (Winston-Salem, NC) is president and CEO of CapEQ, an impact investment and advisory firm that helps businesses achieve superior financial returns through social impact. She has been championing and writing about enterprises that “do well and do good” for more than a decade, consulting for Fortune 500 clients like the Carlyle Group and Marriott to help change the way the world does business. She leveraged cross-sector partnerships to establish the Social Innovation Fund and the Workforce Investment and Opportunity Act, and as founding Executive Director of Year Up National Capital Region (NCR) she raised \$20M to support the organization in ensuring thousands of low-income young adults are hired in careers with family-sustaining wages. She is also a Six Sigma Black Belt, and author of *Just Change: How to Collaborate for Lasting Impact*.

Marketing Alternative Investments: A Comprehensive Guide to Fundraising and Investor Relations for Private Equity and Hedge Funds

Hemali Dassani, Nanda Kuppuswamy



1264627645

Pub Date: 10/18/2022

\$45.00/€38.00 EU

Hardcover

288 Pages, 6 x 9

Business & Economics

/ Investments & Securities

- Composed of 11,000+ hedge funds and 15,000+ private equity funds, the rapidly growing market of alternative investments employs more than 1 million people.
- Effective fundraising and investor relations is key to the growth of alternative investments, yet until now there's been no comprehensive overview of best practices and due diligence for fundraisers and investor relation professionals seeking to successfully market their funds. *Marketing Alternative Investments* fills this void.
- This book provides the tools, techniques, and templates readers need to fundraise effectively and communicate their brand and message to investors.
- *Marketing Alternative Investments* is ideal for anyone working in hedge funds, private equity, venture capital, endowments, foundations, pension funds, family offices, and sovereign wealth funds—including fundraisers and investor relations (IR) professionals, analysts and researchers, senior managers, fund administrators, investment bankers, and MBA students.
- Specific topics include understanding their investors and the investment landscape, alternative assets and their structures, developing a thoughtful marketing plan and investor-centric sales strategies, regulatory and compliance frameworks, investor management, technology, legal and regulatory considerations, and the importance of a diversity and inclusivity to the long-term success of a fund.

Summary

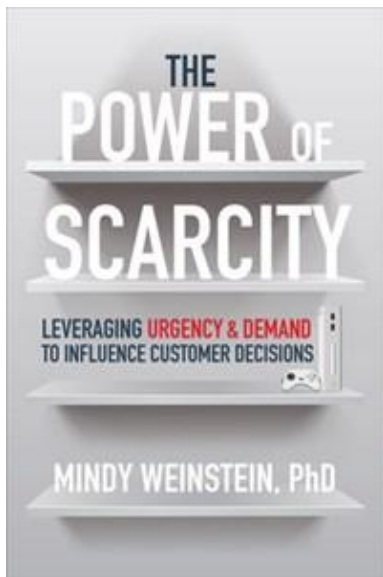
The first comprehensive resource of its kind shows how to effectively market alternative investments—a critical but overlooked aspect of ensuring fund success

Investment funds with great potential often fail for one simple reason—the enormous challenge faced by investor relations (IR) and fundraising professionals in raising the necessary capital to make the fund profitable. The only book to tackle this critical issue, *Marketing Alternative Investments* provides a comprehensive look at investor-centric marketing and fundraising strategy.

In addition to learning how to understand their investors and the investment landscape, readers get expert insight into alternative assets and their structures, developing a thoughtful marketing plan and investor-centric sales strategies, regulatory and compliance frameworks, and investor management processes. The authors provide in-depth discussions of technology, legal and regulatory considerations, and the importance of a diversity and inclusivity to the long-term success of a fund.

Hemali Dassani (New York, NY) has 15+ years of experience raising capital for several private equity and hedge funds, building strong relationships with some of the largest public and private pension funds, E&Fs, insurance companies, family offices, and FoFs. She was Director of Investor Relations and Chief Compliance Officer at Argand Partners, a leading Private Equity fund. Previously, she was a Director of Investor Relations at Castle Harlan, where she led a \$1 billion fundraising effort. When she's not managing investor relations or raising funds, Dassani is active with the Harvard Business School Club of Greater New York where she previously served as the President and is currently a lifelong Board Member.

Nandu Kuppuswamy, CFA, (Greenwich, CT) is an investment management professional with expertise as both an LP and a GP representative. His career and professional experience spans investor relations, fundraising, asset allocation, due diligence, research, and strategy. Currently, Kuppuswamy is the COO and Partner at 3Lines Venture Capital and the founder of Ambrosian Sun Advisors, an advisor to alternative fund managers. Earlier he was an asset allocator at Spider Management (University of Richmond's endowment and managed credit risk for an \$8 billion amortizing portfolio at CapitalOne.



The Power of Scarcity: Leveraging Urgency and Demand to Influence Customer Decisions

Mindy Weinstein

An innovative blueprint for driving revenue using the powerful concept of scarcity

Scarcity is an influence factor that carries a great deal of power, so it's no wonder why businesses, organizational leaders, and marketers use it as a way to leverage consumer behavior. But the concept of scarcity contains multiple layers and complexities. In *The Power of Scarcity*, one of the country's foremost experts on scarcity demystifies the science behind it and shows readers how to use it to bolster their business.

Innovative, inspiring, and filled with practical tips and case studies, *The Power of Scarcity* offers any organization a potent new tool for kickstarting even greater success.

1264278233
Pub Date: 11/8/2022
\$28.00/€24.20 EU
Hardcover

240 Pages, 6 x 9
Business & Economics / Marketing

- Dr. Mindy Weinstein has been quoted as an expert in *The Huffington Post*, *The Washington Post*, and other publications.
- The author has gained a reputation for public speaking and has shared the stage with Seth Godin and Steve Wozniak.
- Dr. Weinstein is the monthly columnist for the "Ask the Expert" section of the hugely popular *Search Engine Journal*. At launch, she will write a series of articles that include a call to action to order the book.

Dr. Mindy Weinstein (Scottsdale, AZ) is one of the leading experts in digital marketing and has been named as one of the top women in the industry globally. Founder of the boutique digital marketing firm Market MindShift, she trained thousands of professionals from organizations of all sizes, including Facebook, The Weather Channel, World Fuel Service, and many more.



Divestitures: Creating Value Through Strategy, Structure, and Implementation

Emilie R. Feldman

1264277563
Pub Date: 12/20/2022
\$65.00/€55.30 EU
Hardcover

304 Pages, 6 x 9
Business & Economics / Corporate
Finance

- More and more leaders are viewing divestiture as an effective way to increase shareholder value: In 2020, companies around the world divested more than \$1 trillion worth of assets.
- Divestitures create more than double the shareholder value of mergers and acquisitions (M&A), but are far less understood than M&As.
- This thoroughly insightful and researched-backed guide fills a major gap in the market, providing the only available comprehensive treatment of using divestiture to increase value.
- *Divestitures* is based on the author's groundbreaking research in this area. Feldman's award-winning Ph.D. dissertation on the subject has spurred greater interest in an area where little research had been done previous to Feldman's work.
- *Divestitures* is filled with real-world anecdotes and examples.

One of today's best-known experts on the topic shows business leaders how to dramatically increase corporate value through smart, strategic divestiture

The flip-side of mergers and acquisitions, divestitures are major corporate transactions in which companies sell one or more of their businesses, subsidiaries, or divisions to other entities, spin them off into independent companies, or otherwise remove these units from their organizations.

Based on Emilie Feldman's award-winning research, this expert guide explains how divestitures can create significant value and helps business managers, board members, and other executives make smart divestiture decisions and implement them successfully. Feldman presents a detailed framework for deciding whether and when to divest, what kinds of businesses divestitures typically involve, which divestiture structures companies should use, and how to implement these transactions to maximize their financial benefits.

Divestitures fills a major gap in the professional market, providing the only available rigorous, research-based treatment of this important tool.

Emilie R. Feldman (Scarsdale, New York) is renowned for her groundbreaking research on divestitures. As the Michael L. Tarnopol Professor and Professor of Management at the Wharton School of the University of Pennsylvania, she teaches undergraduate, MBA, executive education, and PhD classes, and she serves as an advisor and expert witness to corporations involved in divestitures. Feldman has won numerous research and teaching awards, including being named as one of "40 Best Business School Professors Under the Age of 40" in 2019 and the Emerging Scholar Award from the Strategic Management Society in 2017.



1264278349
Pub Date: 1/24/2023
\$60.00
Hardcover, 6 x 9

Business & Economics / Project Management

Managing Fuzzy Projects in 3D: A Proven, Multi-Faceted Blueprint for Overseeing Complex Projects

Lavagnon Ika, Jan Saint-Macary

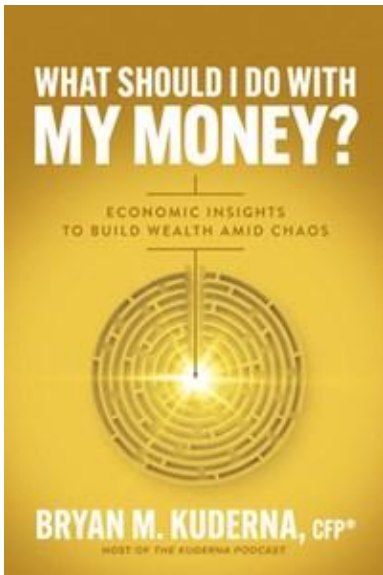
- This is the first blueprint for sponsors and managers of "fuzzy projects"-large, complex projects that are critically important to the organization but lack clarity of expectations from sponsors, upper managers, project managers, customers, and other stakeholders. Examples include strategic repositioning of an organization, multi-organizational undertakings, or shifting to telework during the pandemic.
- *Managing Fuzzy Projects in 3D* shows how to manage projects that can't be managed with standard tools and methods.
- The authors distinguish between "neat" projects with goals that are clear-cut, measurable, and stable, and "fuzzy" projects, which have intangible goals and stakeholders with differing expectations.
- The authors demonstrate a three-dimensional approach to manage fuzzy projects: Addressing the time, cost, and quality constraints; assessing stakeholders' needs and expectations; and managing people and personalities. *Managing Fuzzy Projects in 3D* covers projects that were deployed, halted, or profoundly modified during the pandemic, demonstrating the long-lasting effects on how projects are seen, designed, and managed.
- Case studies include Boston's "Big Dig," the Golden Gate Bridge, the Ford Edsel, Olympic Games, Indian Tata Nano Car, Microsoft Campus Renovation Project, the U.S. moon mission, and Apple iPhone.
- Includes 10 key questions readers can ask stakeholders in order to build clarity from the start of the project.

From globally renowned project management experts comes the first resource of its kind—a multi-disciplinary method for handling the largest, most complex projects in business today

The authors provide a multi-disciplinary approach to project management (Ika's area of expertise) and organizational strategy (Saint-Macary's area of expertise). They draw on several examples, shedding light on why even well-managed projects can fail to meet business case and strategic expectations, and showing how their methods work in the real world.

Lavagnon Ika (Ottawa, Canada) is a world leader in the research on managing international projects. He is the professor of project management and former director for the Master of Science in Management at the Telfer School of Management (University of Ottawa). Ika has been a visiting professor at the Skema Business School in France, the Swinburne Business School in Australia, the Institute of Public Project and Cost Engineering of the Tianjin University of Technology in China, the CESAG Business School in Senegal, and the World Bank. He is associate editor for the International Journal of Project Management and a member of the Academic Boards of both the Project Management Institute (PMI) and the International Project Management Association (IPMA).

Jan Saint-Macary (Ottawa, Canada), is professor of strategy and project management at the University of Quebec, where he developed and directed two MBA programs and was department head for three terms. He has held various managerial positions in international and commercial banking at the First National State Bank of New Jersey and at the Royal Bank of Canada. Saint-Macary has taught and consulted in banking and project management in Canada, China, Belgium, Poland, Lithuania, and Ivory Coast.



What Should I Do with My Money?: Economic Insights to Build Wealth Amid Chaos

Bryan Kuderna

1264857934
Pub Date: 2/7/2023
\$25.00
Paperback, 6 x 9

Business & Economics /
Personal Finance

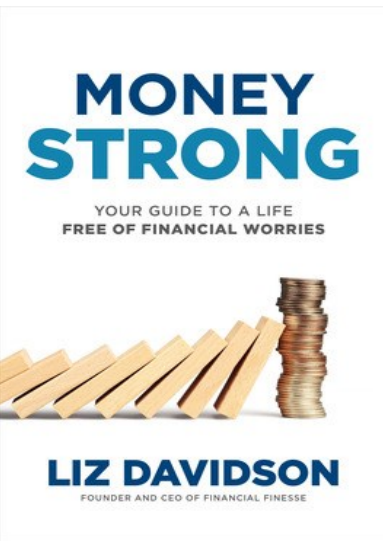
- In the tradition of the classic primer *Understanding Wall Street*, this unique guide is written specifically for today's younger generation of investors.
- Kuderna credits his impressive early investing and business success to his deep foundational knowledge about how policy, politics, and economics converge to form the ever-changing market. A Millennial himself, he writes in the language of younger investors who too-often fail to connect history and current events to their own portfolio.
- The author provides a fascinating look at the contemporary world and the historic precedents that got us here to demystify how the markets go round.
- Something for everyone: Readers will be familiar with the chapter topics, likely harboring strong opinions upon some or all of them.
- Each chapter includes special features explaining the "macro problem," and what that looks like on the reader's personal "micro" scale, to help readers connect the dots of the global world to their personal investing life.

An eye-opening panoramic guide on economic literacy that teaches readers how to take control and gain financial independence.

Written with less-versed seekers of wealth in mind, *What Should I Do with My Money?* is also useful for economics students, financial advisors, and entrepreneurs. A millionaire and nationally recognized financial advisor by the age of 30, popular podcast host Bryan M. Kuderna provides a sweeping look at the reciprocal nature of money—how economies and markets are directly affected by the way people live, work, and play, and how people evolve to their newfound economy. These matters, he explains, are the same ones that determine how groups, corporations, and nations make money or lose money. Indeed, issues like race and technology, or population and migration come together in unexpected ways to affect household finances while deciding what to do with personal finances impacts shifts in global economics.

Through entertaining and relatable writing, Kuderna demystifies the world of macro and microeconomics by breaking it down into the nine most important categories: population, entitlements, education, economic philosophy, environment, technology, war, religion, and personal finance. In the end, readers will be able to connect the world's most controversial headlines to the economy and markets to make sound financial decisions and learn how to make the changes they'd like to see in the world by deciding what they should do with their money.

Bryan M. Kuderna (Brick, NJ) is a Certified Financial Planner™ and founder of Kuderna Financial Team. Named one of New Jersey's Top 10 Financial Professionals of 2021 by NJBIZ, he hosts a popular finance and business podcast ("The Kuderna Podcast") and is a regular contributor to CNBC, Newsmax, Financial Planning Magazine, and other publications. He is the author of *Millennial Millionaire: A Guide to Become a Millionaire by 30*.



1264989075
Pub Date: 2/28/2023
\$27.00
Hardcover, 6 x 9

Business & Economics / Personal Finance

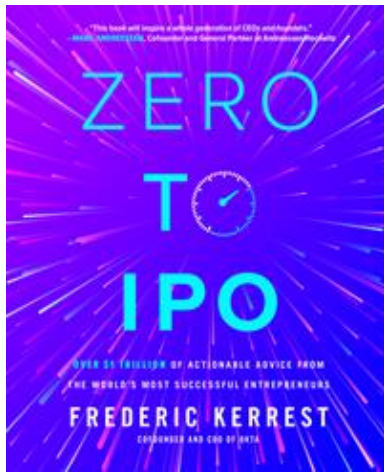
Money Strong: Your Guide to a Life Free of Financial Worries

Liz Davidson

At a time when more people need financial empowerment than ever, the founder of Financial Finesse provides the knowledge, tools, and inspiration anyone can use to take control of their financial life

For readers of *Money Strong*, this book is like having a financial coach, mental coach, cheerleader, and accountability partner all in one. In these pages, Liz Davidson demystifies critical building blocks of financial wellness, empowering people at all stages of life to take control, relieve stress, and claim a life free of financial worries. Packed with real-world data, relatable success stories, and proven techniques, *Money Strong* makes it easy for readers to imagine their own success. Readers will also learn the author's powerful START framework: Set yourself up for success; Tackle your stress; Advance towards the life you want; Role-model good financial habits; and Thrive by living your purpose.

Liz Davidson is an entrepreneur, advocate, and the founder and CEO of Financial Finesse. In 1999 she left her first business, a hedge fund with \$40 million in assets, to launch Financial Finesse, inventing the now-mature category of financial wellness coaching as an employee benefit. Today the firm reaches over 2.4 million Americans annually through hundreds of partnerships with well-known brands. A financial education expert, Liz had testified before the U.S. Department of Labor, influencing policies supporting employee financial well-being nationally.



Zero to IPO: Over \$1 Trillion of Actionable Advice from the World's Most Successful Entrepreneurs

Frederic Kerrest

WALL STREET JOURNAL BESTSELLER

1264277660
Pub Date: 4/19/2022\$28.00/
€24.30 EU Hardcover

224 Pages
Business & Economics
/ Entrepreneurship

7 x 9

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Chinese Simplified;
Japanese

- Delivers proven advice from business visionaries who created some of today's most successful and recognizable organizations, including Andreessen Horowitz, Netflix, Zoom, Box, Eventbrite, Slack, ServiceNow, Canva, and Workday.
- Kerrest takes this game-changing advice from behind the closely guarded gates of Silicon Valley—the preserve of the privileged few—and shares it with aspiring founders and entrepreneurs who lack access to those tightly held networks. He hopes to equip and empower anyone with a dream to build the businesses of the future.
- Provides practical, hands-on advice for successfully tackling the most important issues facing entrepreneurs, including hiring, fundraising, sales, culture, leadership, growth, and building effective boards.
- Many authors write about success stories. This book is a candid, warts-and-all guide that presents the actual journey of entrepreneurship. It respects readers enough to give it to them straight, which will better prepare them for the coming challenges.
- Eminently practical and highly useful, the 13 chapters are organized chronologically, in roughly the order that leaders will encounter them as they build and scale their businesses.

From the cofounder of a \$40 billion software company comes an invaluable guide packed with \$1 trillion worth of advice from some of the world's most successful and recognizable entrepreneurs.

Over the past 20 years, as he first worked as an early employee at Salesforce and later cofounded Okta, a publicly traded software company now valued at over \$40 billion, Frederic Kerrest met hundreds of business leaders and investors in Silicon Valley and beyond. In *Zero to IPO*, he's collected a trove of nitty-gritty tips for each stage of a company's growth and assembled them into a clear blueprint for how to build a business. The book represents the distilled wisdom of his fellow visionaries and leaders who have collectively built over \$1 trillion worth of wealth for themselves and their investors: people like Marc Andreessen and Ben Horowitz (Andreessen Horowitz), Eric Yuan (Zoom), Stewart Butterfield (Slack), Aneel Bhusri (Workday), Julia Hartz (Eventbrite), Aaron Levie (Box), Fred Luddy (ServiceNow), Melanie Perkins (Canva), Patty McCord (Netflix), Sebastien Thrun (Udacity), and dozens of other business luminaries.

Kerrest has battle-tested these ideas himself, so he knows their power. Organized by topic in roughly the order that leaders will encounter them as they scale their businesses, this book is the ultimate guide to taking a company all the way from founding to IPO—and beyond.

Frederic Kerrest (San Francisco, CA) cofounded Okta, a publicly traded enterprise software company currently valued at over \$40 billion, and serves as Executive Vice Chairman and Chief Operating Officer. He cocreated and cohosts the award-winning Zero to IPO podcast, which features Silicon Valley founders, investors, and entrepreneurs who discuss their experiences building businesses. Kerrest serves on the executive advisory board of the Martin Trust Center for MIT Entrepreneurship and advises early-stage software companies. Prior to Okta, Kerrest worked in sales and business development at Salesforce and in venture capital at Hummer Winblad Venture Partners.



HOW TO
**PROFIT IN THE
STOCK MARKET**

SHORT-TERM TRADING AND INVESTING
STRATEGIES FOR BEGINNERS

MICHAEL SINCERE
AUTHOR OF UNDERSTANDING STOCKS

How to Profit in the Stock Market

Michael Sincere

From bestselling author and master investor Michael Sincere—proven, easy-to-understand methods for making money in any market, while dramatically reducing risk

How to Profit in the Stock Market teaches novice traders and investors how to make money using strategies developed by the author and proven effective in real trading scenarios. The book shows how to find stocks that have the most potential, identify overall market conditions, determine whether or not to participate, enter and exit positions, and avoid dangerous markets. Readers gain valuable information on potential risks and learn ways to protect their money during a trade. Sincere also introduces the concept of short-term investing, for those who are reluctant to buy and hold indefinitely.

1264267312

Pub Date: 5/24/2022

\$24.00

Paperback

272 Pages

Business & Economics

/ Investments & Securities

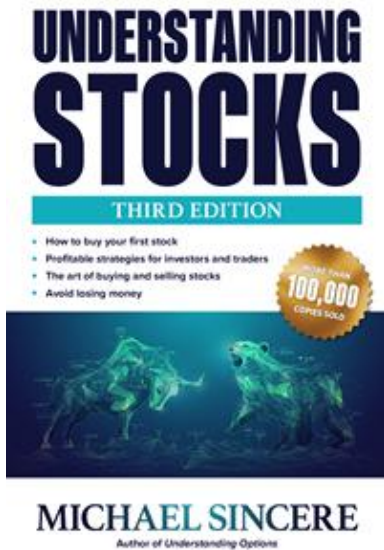
5 x 8

- *How to Profit in the Stock Market* is designed as a follow-up to the author's bestselling *Understanding Stocks*—100,000+ total copies of two editions sold.
- A renowned expert on stock investing, Sincere has been interviewed on dozens of national radio programs and has appeared on several financial news programs, such as CNBC and ABC's "World News Now."
- Sincere has written hundreds of articles on investing and trading, including a full-time column for MarketWatch, "Michael Sincere's Long-Term Trader."

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German; Thai

Michael Sincere (Miami, FL) is a columnist and author of many popular investing books. He routinely provides his insight into the stock market. Sincere has worked as an adjunct professor at several universities, and he writes for several major corporations and brokerage firms.



1264267258
Pub Date: 5/24/2022
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Paperback
304 Pages
Business & Economics
/ Investments & Securities

8.4 in H | 5.5 in W

PREVIOUS edition
licensed into:
Arabic, Chinese
Simplified Character,
Korean

Understanding Options
licensed into:
Chinese Simplified;
German; Korean

Understanding Stocks, Third Edition (3rd Edition)

Michael Sincere

- The third edition of this 100,000+-seller delivers new investing and trading strategies, a greater emphasis on reducing risk, and new ways to view the stock market and identify winning stocks.
- This edition will be paired with the author's new book, *How to Profit in the Stock Market*, which is this perfect follow up to *Understanding Stocks*.
- New chapters: risk management, identifying winning stocks, test trading, bitcoin and alternative investments, reading the market quickly and accurately, technical analysis, short-term trading and long-term investing.
- New topics: pattern day trading rules and zero commissions; strategies for both bull and bear markets; the influence of computer algorithms; and preparing for the market open.

The perennial bestselling stock-investing guide has been thoroughly revised to improve performance in a dramatically altered investing world

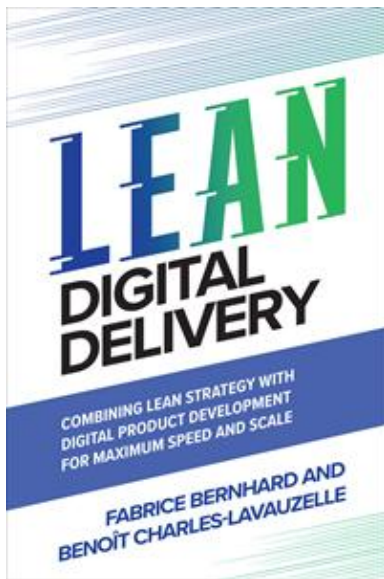
Understanding Stocks covers all the fundamentals, familiarizing novice traders with market language, players, rules, strategies, and environment. The book helps readers build a solid portfolio by developing the right balance between risk and reward.

This heavily updated edition includes new chapters on risk management, identifying winning stocks, test trading, bitcoin and alternative investments, reading the market quickly and accurately, technical analysis, short-term trading, and long-term investing. Revisions bring readers up to date on pattern day trading rules and zero commissions; strategies for both bull and bear markets; the influence of computer algorithms; and preparing for the market open.

In addition, *Understanding Stocks, Third Edition* has been reorganized to help readers succeed by investing more and trading less. Separate sections discuss strategies for traders vs. strategies for investors, so readers can read the section that best meets their needs.

- 100,000+ total copies of the first two editions have been sold.
- A renowned expert on stock investing, Sincere has been interviewed on dozens of national radio programs and has appeared on several financial news programs, such as CNBC and ABC's "World News Now."
- Sincere has written hundreds of articles on investing and trading, including a full-time column for MarketWatch, "Michael Sincere's Long-Term Trader."

Michael Sincere (Miami, Florida) is a columnist and author of many popular investing books. He routinely provides his insight into the stock market. Sincere has worked as an adjunct professor at several universities, and he writes for several major corporations and brokerage firms.



Lean Digital Delivery: Combining Lean Strategy with Digital Product Development for Maximum Speed and Scale

Fabrice Bernhard, Benoît Charles-Lavauzelle

The powerful new method for streamlining digital product development, accelerating delivery, and scaling innovation—all in just one year

Perfect for any manager or leader in the digital development space, Lean Digital Delivery shows how to combine Lean strategy with the speed and scale of digital for optimal efficiency. Readers learn how to create a culture of problem solving and knowledge sharing, deploy implementation more rapidly, and measure client satisfaction. Lean Digital Delivery is a major step toward solving digital developers' greatest challenge: getting ahead of the competition without the need for massive investments in staff and resources, which always result in higher levels of organizational confusion and waste.

1260459020
Pub Date: 10/3/2023

Hardcover
288 Pages
Business & Economics
/ Production &
Operations Management
6 x 9

* **Legends in Digital:** Fabrice and Benoît have become famous for being among the first tech founders to successfully put Lean methodology to practical use.

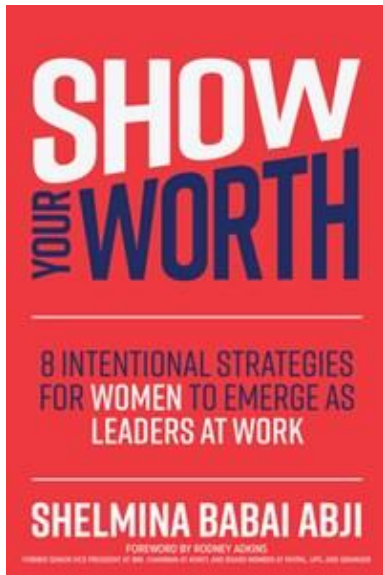
* **The Industry Leader:** The authors' company, Theodo, is a Deloitte "Fast 50" company and winner of the prestigious Franco-British Chamber of Commerce's SME and Start-Up Award.

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French

Fabrice Bernhard (London, England) is cofounder of Theodo and serves as Chief Technology Officer and, in the London office, CEO, where he focuses on international expansion. He also cofounded the Lean Tech Leaders Meetup in London to share this exploration with other tech entrepreneurs in London. He has spoken at Symfony, PHP, Devops, Ansible, OpenSource and Lean and spoke at the Lisbon 2018 Lean Digital Summit.

Benoît Charles-Lavauzelle (Paris, France) is cofounder of Theodo and CEO of the France office, where he focuses on production management, Lean implementation, commercial development, and the launch of the next startups.



Show Your Worth: 8 Intentional Strategies for Women to Emerge as Leaders at Work

Shelmina Babai Abji

1264269242
Pub Date: 6/21/2022
\$27.00
Hardcover

256 Pages
Business & Economics / Women In
Business

6 x 9

- Professional women in underrepresented communities often feel alone as they progress up the corporate ladder; this guide shows how honing a skill set centered on intention can help
- A strategy that includes "Eight Intentional Practices" guides women towards valuing themselves (rather than waiting for others to value them)
- These practices, essential for the career advancement, are also helpful in creating fulfillment and awareness of personal value-in the workplace and beyond

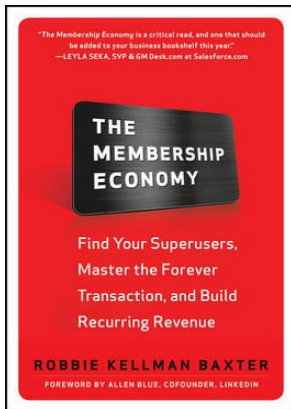
Empowering strategies for women who are underrepresented in their chosen careers: Female professionals in underrepresented communities are more than aware they have a unique set of challenges and obstacles when they're scaling the corporate ladder. In *Show Your Worth*, Shelmina Abji shows them how the power of intention—developing and executing a clear aim and plan—can help them steer their way through headwinds to the top of their chosen professions.

Abji writes from experience.

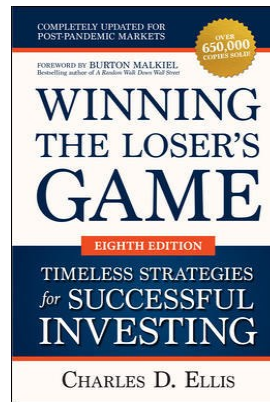
As a child in East Africa who had never heard the term "senior corporate executive," she went from being the first college graduate in her family to one of the highest-ranking women of color at IBM. She attributes her success to the eight intentional practices she lays out in *Show Your Worth*, offering readers wisdom tailored to their experience—from how to value themselves and their own perspectives to how to overcome fear and contribute at their maximum level. Smart, ambitious women who are underrepresented in their fields tend to rely solely on hard work and skills, so Abji offers wise counsel on how to nurture self-awareness, self-approval and self-trust, so they can succeed at the top without compromising their values.

Shelmina Abji (Bellevue, WA) is a TEDx speaker, advisory board member of the United Nation's Girl Up program and former V.P. at Microsoft Global Alliance. She started her career as a software developer and then moved into sales and sales leadership, becoming one of the highest-ranking women of color at IBM, where she received extensive leadership training at IBM, Harvard University, and UCLA. As a global empowerment speaker, Abji has addressed attendees from companies that include Google, Microsoft, Edward Jones, and Affinity.

TRANSLATION BACKLIST BESTSELLERS



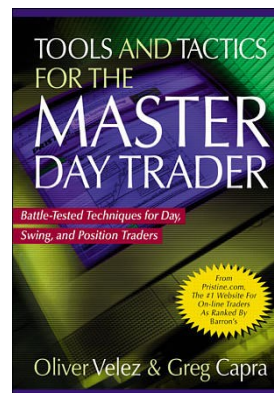
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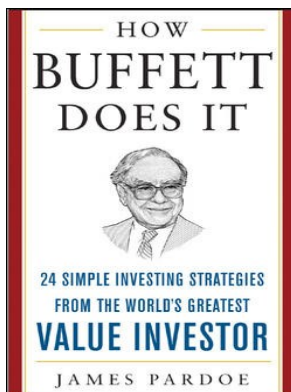
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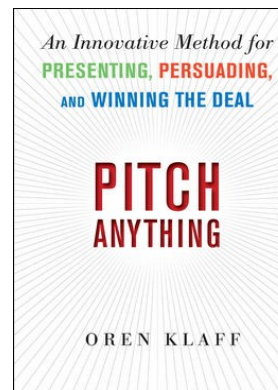
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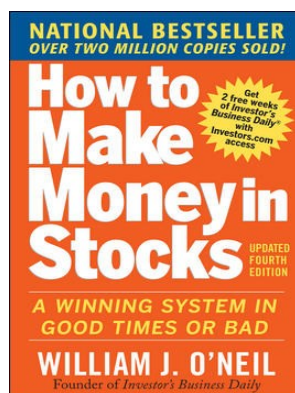


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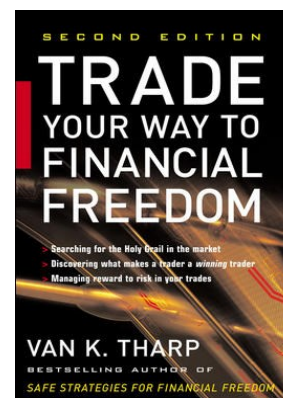


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Chinese Traditional,
Chinese Simplified,
Estonian,
French,
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Greek,
Indonesian,
Japanese
Korean,
Lithuanian,
Russian,
Spanish (world),
Thai
Vietnamese**



**Chinese Traditional,
Chinese Simplified,
French,
German,
Italian,
Japanese,
Korean,
Polish,
Russian,
Spanish (world),
Thai**