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London Book Fair 2025



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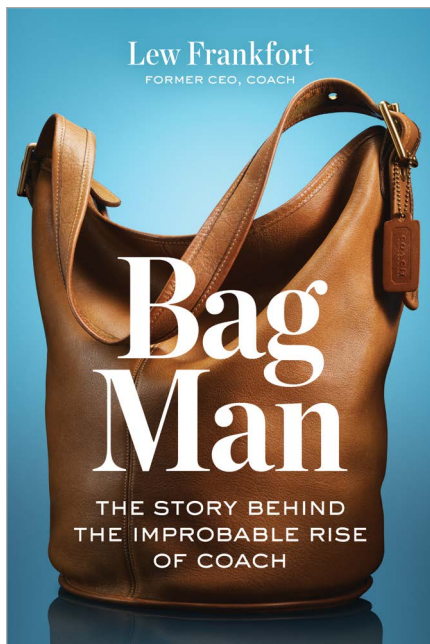
Global publishing and reach are essential parts of our mission. We acquire ideas from around the world with concepts, principles, and examples that managers in any region can use in their business. Almost 40 percent of HBR Press sales are from outside the United States, and translations are a vital part of this.

We also look for ideas that will work not only as books but also as articles, toolkits, graphics, videos, documentaries, and events. Our series books and books with toolkits are the fastest-growing parts of the HBR Press business.

As part of the HBR Group, our relationship with *Harvard Business Review* magazine and HBR.org extends the audience for our books.

- We have over twenty-nine million followers across social media.
- HBR print and digital issue English circulation is over 360,000—distributed in over fifty countries.
- We have nine local-language HBR editions—in Arabic, Chinese (simplified), Chinese (traditional), French, German, Italian, Japanese, Korean, and Turkish—that publish a mix of global and local content.
- There are eleven million unique visitors each month to HBR.org—60 percent from outside the United States.
- We send out eighteen e-newsletters, with a total reach of 1.2 million subscribers.
- Our podcasts get two million monthly downloads.

Our direct relationship with and deep knowledge of our customers allow us to better serve them and give our authors wider access to a valuable audience of influential business professionals.

**OCTOBER 2025**

9798892790727

LEADERSHIP272 pages · 6 1/8" x 9 1/4"
US\$ 32.00 · Hardcover**COMPARATIVE TITLES***Good Power*

Ginni Rometty, HBR Press, 2023

My Life in Full

Indra Nooyi, Portfolio, 2021

The Ride of a Lifetime

Robert Iger, Random House, 2019

Bag Man

The Story Behind the Improbable Rise of Coach

LEW FRANKFORT

The longtime CEO of Coach shares never-before-told stories and strategies behind Coach's stunning growth from a \$6 million handbag business to a \$5 billion global fashion and lifestyle brand.

Lew Frankfort knew nothing about bags or fashion when he became assistant to the owner of Coach. By the time he left the company, he had spent 29 years as its CEO, leading its stunning growth from a scrappy maker of leather goods to a \$5 billion global brand. Coach created a new market segment—accessible luxury—that transformed the retail industry. How did the son of a Bronx policeman build a legendary bag business, grow it one thousand times, and become recognized as one of the world's best CEOs?

Frankfort offers insights and lessons from his successes and failures and articulates how Coach was able to keep reinventing itself over three decades. He also shares his struggle with a haunting fear of failure, including how it drove an obsession with consumer insights that made Coach unique in the industry.

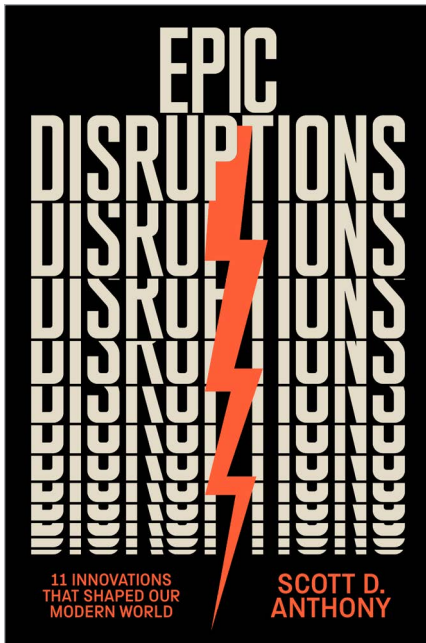
Bag Man retraces an extraordinary leadership journey that built a legacy brand.

Lew Frankfort is the former chairman and CEO of Coach, Inc. During his 35-year tenure at the company, Frankfort built it into a \$5 billion global fashion brand. He has been recognized multiple times on *Barron's* "World's Best CEOs" list and on *Institutional Investor's* "Best CEOs in America" list. Frankfort is a cofounder of Benvolio Group, an investment firm that focuses on early-stage disruptive consumer-facing brands. He serves on the boards of Veronica Beard, Mindbodygreen, The Shed, and Columbia Business School.

— [VISIT AUTHOR PAGE](#)

POINTS OF INTEREST

- › Brimming with firsthand business insights and lessons about leadership, strategy, marketing, and branding.
- › Behind-the-scenes information about Coach and the fashion industry.
- › Gorgeous four-color photo inserts showing the evolution of Coach and its designs, including its most iconic bags.



SEPTEMBER 2025

9781647829711

INNOVATION

256 pages • 6 1/8" x 9 1/4"

US\$ 32.00 • Hardcover

COMPARATIVE TITLES

How the World Really Works

Vaclav Smil, Viking, 2022

Strategy

Lawrence Freedman,

Oxford University Press, 2013

Where Good Ideas Come From

Steven Johnson, Penguin, 2011

Epic Disruptions

Eleven Innovations That Shaped Our Modern World

SCOTT D. ANTHONY

A kaleidoscopic look at how ten disruptive innovations—including gunpowder, iPhones, Big Macs, disposable diapers, and Julia Child’s *Mastering the Art of French Cooking*—reshaped industries and societies, propelling humanity into new frontiers.

The forces of disruption have repeatedly rewritten the rules of business, society, and human possibility. But what really drives these revolutionary changes?

In *Epic Disruptions*, innovation expert Scott Anthony masterfully weaves together the fascinating stories behind history’s most transformative disruptions—taking readers from ninth-century China to twenty-first-century Silicon Valley.

But *Epic Disruptions* goes beyond just celebrating invention. Through vivid storytelling and sharp analysis, Anthony introduces us to the iconoclasts who dared to think differently—the Renaissance-era scientists, French-cooking enthusiasts, and corporate visionaries who saw opportunities others missed. He decodes how genuine disruption actually happens, stripping away the mythology.

As AI and other technologies promise to unleash another wave of transformation, *Epic Disruptions* arrives at the perfect moment—offering innovators and curious readers a page-turning exploration of how radical change reshapes industries, launches new powers, and, yes, occasionally changes everything.

Scott D. Anthony is a clinical professor of strategy at the Tuck School of Business at Dartmouth College, where his research and teaching focus on the adaptive challenges of disruptive change. He previously spent more than twenty years at Innosight, a growth strategy consultancy founded by Harvard Business School professor Clayton Christensen.

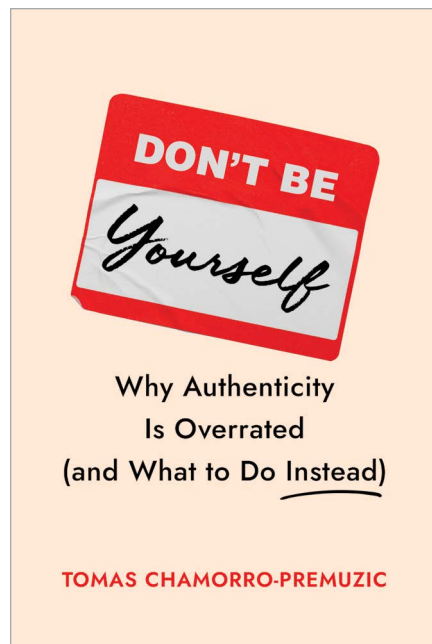
Epic Disruptions is Anthony’s ninth book. His previous works include *Seeing What’s Next*, *The Little Black Book of Innovation*, and *Dual Transformation*.

Thinkers50 named him amongst the world’s ten most influential management thinkers in 2023 and the world’s leading innovative thinker in 2017.

— [VISIT AUTHOR PAGE](#)

POINTS OF INTEREST

- › Filled with fascinating stories behind innovations we take for granted.
- › Shows how innovations really spread to help make sense of today’s rapid changes.
- › Conversation starting insights: Provides readers with surprising facts they’ll want to share.

**OCTOBER 2025**

9781647829834

WORKPLACE CULTURE

256 pages • 6 1/8" x 9 1/4"

US\$ 30.00 • Hardcover

COMPARATIVE TITLES*Likeable Badass*

Alison Fragale, Doubleday, 2024

The Courage to Be Disliked

Ichior Kishimi and Fumitake Koga, Atria, 2018

The First Rule of Mastery

Michael Gervais, HBR Press, 2023

Don't Be Yourself

Why Authenticity Is Overrated (and What to Do Instead)

TOMAS CHAMORRO-PREMUZIC

The surprising science of why being authentic holds you back—from the author of *Why Do So Many Incompetent Men Become Leaders?*

“Just be yourself” might be the worst advice you’ve ever received.

For years, we’ve been told that authenticity is the key to success—that we should be true to ourselves, tune out others’ opinions, and lead with unwavering genuineness.

There’s just one problem: Science says that’s wrong.

Drawing on decades of research, renowned psychologist Tomas Chamorro-Premuzic reveals an uncomfortable truth: Our obsession with authenticity is backfiring. From Silicon Valley’s authenticity worship to failed diversity programs, he exposes how our fixation on “true selves” undermines both individual and organizational success, not to mention empathy and prosocial behavior.

The evidence is clear: When we focus less on expressing our authentic selves and more on understanding others, we don’t just advance our careers—we become better humans.

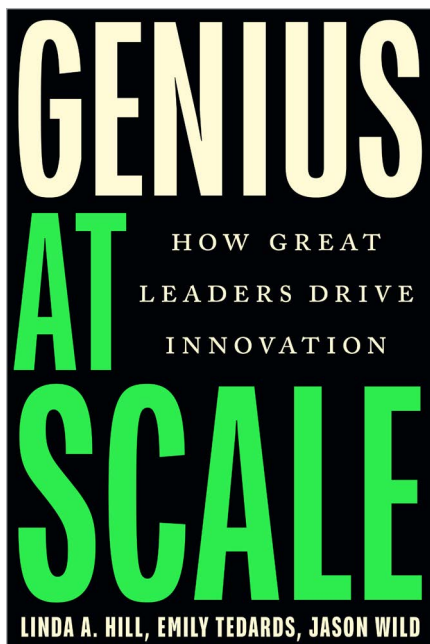
Blending cutting-edge psychology with razor-sharp cultural critique, *Don't Be Yourself* doesn’t just challenge conventional wisdom; it offers a playbook for long-lasting career success.

Tomas Chamorro-Premuzic is the chief innovation officer at ManpowerGroup, a professor of business psychology at University College London and Columbia University, the cofounder of Deeper Signals, and an associate at Harvard’s Entrepreneurial Finance Lab. He is the author of *Why Do So Many Incompetent Men Become Leaders? (and How to Fix It)*, upon which his TEDx talk was based, and *I Human: AI, Automation, and the Quest to Reclaim What Makes Us Unique*.

— [VISIT AUTHOR PAGE](#)

POINTS OF INTEREST

- › Offers a provocative challenge to the widely accepted idea of “being yourself.”
- › The topic of authenticity resonates broadly, as it’s an issue we all grapple with in our personal and professional lives.
- › Arguments are grounded in decades of psychological research, giving the book a strong foundation of empirical evidence to support its contrarian viewpoint.

**MARCH 2026**

9781647827502

INNOVATION

288 pages • 6 1/8" x 9 1/4"

US\$ 32.00 • Hardcover

COMPARATIVE TITLES*Change*John Kotter, Vanessa Akhtar,
and Gaurav Gupta, Wiley, 2021*Masters of Scale*

Reid Hoffman, Crown Currency, 2021

*Seeing Around Corners*Rita McGrath, Houghton Mifflin
Harcourt, 2019

Genius at Scale

How Great Leaders Drive Innovation

LINDA A. HILL, EMILY TEDARDS, JASON WILD

Constant tech disruption. Unrelenting economic volatility. Radically shifting demographics and work norms. More than ever before, we need to innovate amid these daunting global challenges. But do we have the leadership it takes to make this happen?

Yes, we do. As preeminent leadership scholar Linda Hill, Harvard researcher Emily Tedards, and former Microsoft innovation executive Jason Wild show in this powerful book, there are exemplary leaders to learn from, and the authors present them in fascinating detail. Moving from generating new ideas to actually scaling them, they argue, involves *co-creation*—collaborating, experimenting, and learning with others both inside and outside the organization. This requires three distinct types of leadership competencies:

- Leader as architect: shaping culture and capabilities for co-creation
- Leader as bridge: building partnerships across groups and organizations
- Leader as catalyst: cultivating and activating movements across ecosystems

Genius at Scale provides an essential guide for any current or aspiring leader who wants to master the art and practice of innovation.

Linda A. Hill is the Wallace Brett Donham Professor of Business Administration at Harvard Business School and faculty chair of the Leadership Initiative. She is the coauthor of *Collective Genius: The Art and Practice of Leading Innovation* and cofounder of InnovationForce, named by *Fast Company* as a 2023 “Innovative Company to Watch.”

— [VISIT AUTHOR PAGE](#)

Emily Tedards is a doctoral student in organizational behavior at Harvard Business School and a doctoral fellow for the Reimagining the Economy Initiative at Harvard Kennedy School.

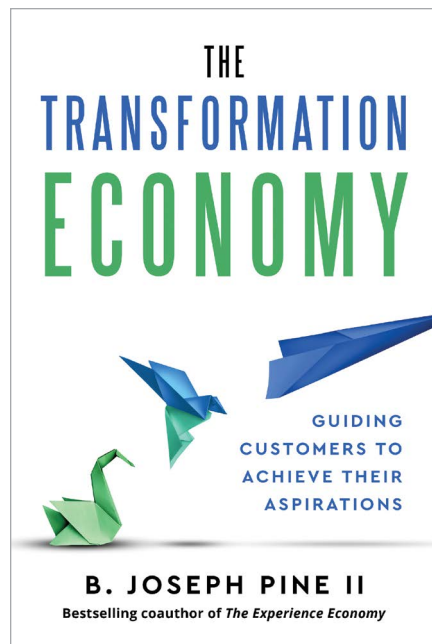
— [VISIT AUTHOR PAGE](#)

Jason Wild is the former global vice president and CEO of co-innovation and customer engagement at Microsoft.

— [VISIT AUTHOR PAGE](#)

POINTS OF INTEREST

- › Simple, powerful leadership framework for innovating successfully over time.
- › Insights, lessons, and inspiration from very diverse leaders.
- › Rich, nuanced, in-depth stories of global companies, nonprofits, and hospitals.

**JANUARY 2026**

9798892791373

MANAGEMENT

256 pages • 6 1/8" x 9 1/4"

US\$ 32.00 • Hardcover

COMPARATIVE TITLES*Personalized*Mark Abraham and David C. Edelman,
HBR Press, 2024*The Experience Economy*B. Joseph Pine II and James H. Gilmore,
HBR Press, 2019*The Transformational Consumer*Tara-Nicholle Nelson,
Berrett-Koehler, 2017

The Transformation Economy

Guiding Customers to Achieve Their Aspirations

B. JOSEPH PINE II

Take your customers on a journey of self-improvement, meaning, and change.

A new fundamental economic shift is emerging, an economy based on transformative experiences that guide people to change, achieve their aspirations, and become who they want to be.

Welcome to the transformation economy. Creating transformative experiences offers businesses the largest opportunity for creating economic value today. There is no greater value enterprises can create than to help customers achieve their aspirations, whether improving health, increasing wealth, developing wisdom, or finding purpose. These aspirations speak to our customers' greatest desires, their dreams for the future, and their conceptions of who they are and strive to be.

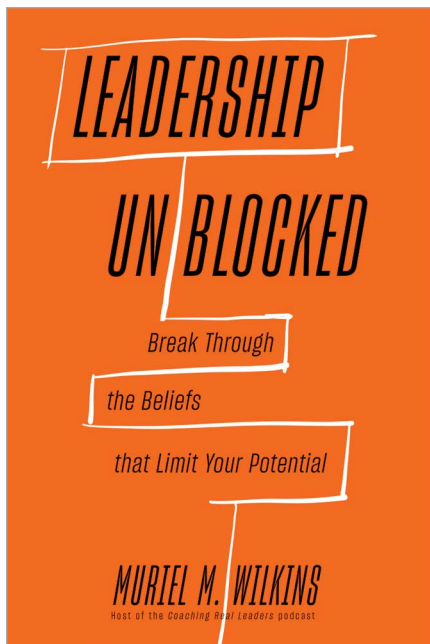
In this book, bestselling author B. Joseph Pine II builds on his iconic work on the experience economy to explain what this new shift means for companies looking to stand out and gain competitive advantage in the market. Using examples from organizations across industries, he provides practical, proven frameworks for organizations to design, create, and guide transformation offerings that help customers reach their greatest aspirations and flourish.

B. Joseph Pine II is an internationally acclaimed author, speaker, and management adviser to *Fortune* 500 companies and entrepreneurial startups alike and cofounder of Strategic Horizons, LLP. He is the coauthor of the bestselling book *The Experience Economy* with James H. Gilmore. Pine is a lecturer in the Strategic Technology Leadership program at Northeastern University's School of Business and a senior fellow with the European Centre for the Experience Economy, which he cofounded.

— [VISIT AUTHOR PAGE](#)

POINTS OF INTEREST

- › Focusing on a growing area of interest, it's the first major book on the topic. People are looking to improve themselves, and this book is what organizations need to offer that value to customers, no matter their industry.
- › Trusted author building on a classic idea. The book is the next step after *The Experience Economy*.
- › Full of applicable frameworks, so leaders can better understand their customers and then design, create, and guide transformations.

**OCTOBER 2025**

9781647827267

CAREERS AND CAREER ADVANCEMENT272 pages • 6 1/8" x 9 1/4"
US\$ 30.00 • Hardcover**COMPARATIVE TITLES***Real-Time Leadership*David Noble and Carol Kauffman,
HBR Press, 2023*The Self-Aware Leader*

John C. Maxwell, HarperCollins, 2021

*Emotional Agility*Susan David,
Penguin Random House, 2016

Leadership Unblocked

Break Through the Beliefs That Limit Your Potential

MURIEL M. WILKINS

As a leader, you likely find yourself frustrated at times, wondering why employees don't meet expectations, peers are slow to act, or pressure from your boss falls unfairly on your shoulders.

Through countless hours coaching executives over the past twenty years, Muriel M. Wilkins has pinpointed the biggest reason behind these common leadership challenges: hidden blockers. These unconscious beliefs can actively block progress if leaders aren't aware of their existence, preventing them from seeing a situation clearly, solving problems effectively, and advancing their careers successfully.

Leadership Unblocked reveals seven beliefs that hold leaders back, from "I know I'm right" to "I need to be involved" to "I don't belong here." Combining powerful coaching conversations and research from the fields of neuroscience, leadership, and adult development theory, Wilkins offers a road map for identifying, unpacking, and breaking through these barriers.

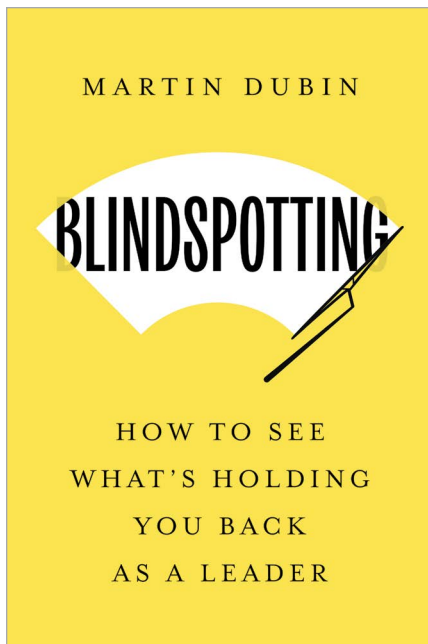
By using the tools in this book, you can finally cultivate the mindset to achieve your goals and become the leader you want to be.

Muriel M. Wilkins, founder and CEO of Paravis Partners, is a sought-after C-suite adviser and executive coach with a twenty-year track record of helping senior leaders take their performance to the next level. She is the coauthor of *Own the Room: Discover Your Signature Voice to Master Your Leadership Presence*. Wilkins is also the host of the *Harvard Business Review* podcast *Coaching Real Leaders*, consistently ranked as a top-ten podcast in Apple's Management category.

— [VISIT AUTHOR PAGE](#)

POINTS OF INTEREST

- > Identifies seven common beliefs that hold leaders back from solving problems effectively and moving up in their careers.
- > Uses powerful and personal coaching conversations and stories to illustrate both the blockers and the process for overcoming them.
- > Accessible and relatable—readers will find themselves identifying with at least one, if not more, of the beliefs.

**JULY 2025**

9798892791687

LEADERSHIP256 pages • 6 1/8" x 9 1/4"
US\$ 32.00 • Hardcover**COMPARATIVE TITLES***How to Change*

Katy Milkman, Portfolio, 2021

*The Self-Aware Leader*John C. Maxwell, HarperCollins
Leadership, 2021*Fearless Leadership*

Loretta Malandro, McGraw-Hill, 2009

Blindspotting

How to See What's Holding You Back as a Leader

MARTIN DUBIN

What you don't see about yourself can hold you back as a leader. Learn the blind spots that prevent you from achieving your highest success.

It turns out that we're often not great judges of ourselves, even when we think we are. Sometimes we're simply unaware of a behavior or trait that's causing problems. Other times, where we see normal, even effective, behavior, others see tremendous deficits. Bottom line: Until we uncover these blind spots, we can't move forward.

The good news is that you can learn to do your own "blindspotting." Clinical psychologist-turned-entrepreneur-turned-business-coach Martin Dubin has spent years learning when and how executives get in their own way and has turned that experience into a deeply practical blueprint for you to identify your professional weaknesses and work to overcome them.

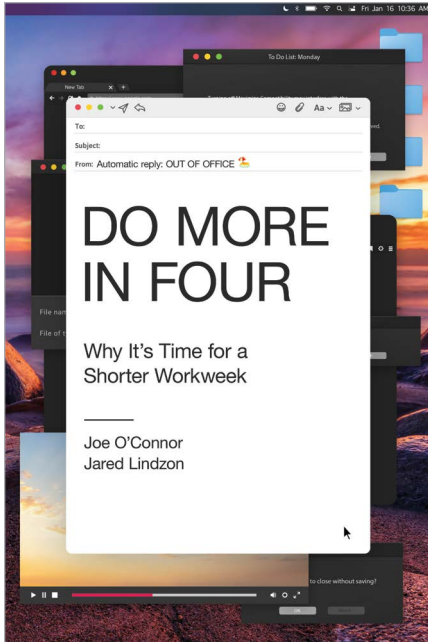
Blindspotting provides a framework for understanding six types of blind spots and then takes you inside coaching sessions with deeply relatable leaders who are learning to recognize their own shortcomings. Along the way, you get the practical guidance you need to identify and manage those same deficiencies in yourself and unlock high performance and great leadership.

Martin Dubin is a clinical psychologist, serial entrepreneur, business coach, and adviser to C-suite executives and Silicon Valley entrepreneurs. He has founded several companies, including a multimillion-dollar health care company, where he also served as CEO. As a former partner at talent firm RHR International, Dubin has worked directly with hundreds of C-suite senior executives from Fortune 500 companies and Silicon Valley venture capital firms and their portfolio companies.

— [VISIT AUTHOR PAGE](#)

POINTS OF INTEREST

- › Fresh framework for understanding a common and ubiquitous challenge.
- › Compelling, story-driven exploration of blind spots through authentic in-the-room coaching scenes with real leaders.
- › Practical, modular approach allows readers to use the book as a coach to improve their blindspotting.



FEBRUARY 2026

9798892791458

WORKPLACE CULTURE

256 pages • 6 1/8" x 9 1/4"

US\$ 32.00 • Hardcover

COMPARATIVE TITLES

A World without Email
Cal Newport, Penguin, 2021

Humanocracy
Gary Hamel, HBR Press, 2020

Running Remote
Liam Martin, HarperCollins, 2022

Do More in Four

Why It's Time for a Shorter Workweek

JOE O'CONNOR, JARED LINDZON

An impassioned—and data-driven—case for a four-day workweek.

The five-day workweek is a pillar of modern life, but it isn't backed by science, ancient wisdom, or divine decree. It's simply a relic of the industrial age—and it's time for an upgrade. What if we could achieve more while working fewer days?

Just a few short years ago, a shortened workweek seemed like a radical idea. Today, it's a serious strategy being embraced by forward-thinking business leaders, progressive politicians, and a new generation of workers demanding more meaningful productivity.

In *Do More in Four*, Joe O'Connor—a pioneer in designing and leading four-day workweek pilots around the globe—and journalist Jared Lindzon, whose work has appeared in *The New York Times*, *Rolling Stone*, and *TIME* magazine, present a groundbreaking, data-driven exploration of why a four-day workweek isn't just possible but necessary in the modern business context.

Drawing on extensive research and compelling case studies, O'Connor and Lindzon take readers inside the organizations that have transformed their work models, improving employee retention, boosting engagement, and driving revenue growth.

Joe O'Connor is the CEO and cofounder of Work Time Reduction, a global consulting and research organization. Previously, as the CEO of 4 Day Week Global, O'Connor led the design and implementation of four-day workweek trials all around the world, supporting hundreds of employers as they made the transition to reduced-hour, productivity-driven work.

— [VISIT AUTHOR PAGE](#)

Jared Lindzon is a freelance journalist and public speaker widely recognized as a thought leader on the future of work for his reporting over the past decade. His writing is regularly featured in leading national and global publications, including *The New York Times*, *Rolling Stone*, *TIME* magazine, and *The Globe and Mail*.

— [VISIT AUTHOR PAGE](#)

POINTS OF INTEREST

- › Features real-world success stories.
- › Shows how current trends—the rise of AI, the changing attitudes of younger generations—make a four-day workweek a great option.
- › Learn how to design and implement a four-day workweek in your organization.

POWERED BY PROJECTS



LEADING YOUR
ORGANIZATION
IN THE
TRANSFORMATION AGE

ANTONIO
NIETO-RODRIGUEZ

JANUARY 2026

9798892790604

PROJECT MANAGEMENT

272 pages · 6 1/8" x 9 1/4"

US\$ 32.00 · Hardcover

COMPARATIVE TITLES

The Friction Project

Robert I. Sutton and Huggy Rao,
St. Martin's Press, 2024

How Big Things Get Done

Bent Flyvbjerg and Dan Gardner,
Crown Currency, 2023

Digital Business Transformation

Nigel Vaz, Wiley, 2021

Powered by Projects

Leading Your Organization in the Transformation Age

ANTONIO NIETO-RODRIGUEZ

The future of business is built on projects. Learn how to lead them to fuel your company's growth.

The business landscape has irrevocably shifted. Constant transformation has become the norm. Projects and initiatives are now the primary ways organizations drive value, strategic growth, and innovation. In this new paradigm—the project economy—new approaches are needed.

Powered by Projects offers a bold new blueprint. Antonio Nieto-Rodriguez, the worldwide expert on projects-first cultures, shows readers how to embrace the deep changes in leadership style and organizational structures necessary for projects and initiatives to flourish. Exploring the practical strategies and deep case studies of project-driven organizations, you will learn to:

- Decentralize decision-making
- Prioritize ruthlessly and sponsor actively
- Measure success
- Integrate project analytics and AI

This book is a new manifesto for CEOs, transformation drivers, and project leaders. Lead with agility and purpose. Embrace the project economy. And thrive in a world where projects are the path to success.

Antonio Nieto-Rodriguez is the worldwide expert on modern project management. He is the author of the *HBR Project Management Handbook*. In 2023, Nieto-Rodriguez was recognized by Thinkers50 for his research and global impact on modern management. He is a visiting professor at seven leading business schools. After a 25-year corporate career as program director at PwC, BNP Paribas, and GSK, Nieto-Rodriguez launched Projects & Company, a strategy consulting firm that advises executives on how to accelerate their transformations while developing their internal organizational transformation capabilities.

— [VISIT AUTHOR PAGE](#)

POINTS OF INTEREST

- › Provides leaders with the tools they need to transform themselves (to lead with a project-first mindset) and transform their organization (culture and mindset of projects-first).
- › Organized around the worst pain points leaders feel around their projects: “We have the wrong talent and mindset,” “Our budgeting is all off for this kind of work,” “We have the wrong incentives to run projects successfully,” etc.
- › Core examples from new interviews with project-based organization exemplars like Haier and L'Oréal.



SEPTEMBER 2025

9781647826154

STRATEGY

256 pages • 6 1/8" x 9 1/4"

US\$ 32.00 • Hardcover

COMPARATIVE TITLES

Competing in the Age of AI
Marco Iansiti and Karim Lakhani,
HBR Press, 2020

The Future Is Faster Than You Think
Peter Diamandis,
Simon & Schuster, 2020

Personalized
Mark Abraham and David Edelman,
HBR Press, 2024

Press Play

Why Every Company Needs a Gaming Strategy

BASTIAN BERGMANN

An eye-opening look at the rapidly rising growth of gaming and the companies—including Peloton, Burberry, The New York Times Company, BMW, and Chipotle—that are using games to win over customers.

Today's consumers demand more than products—they crave immersive personalized experiences. So traditional marketing and engagement strategies have lost their edge. The new frontier? Gaming, where over three billion people worldwide spend their time, attention, and money.

In *Press Play*, Bastian Bergmann, the founder and chief operating officer (COO) of Solsten, shows how visionary companies are capitalizing on gaming's unstoppable rise. Drawing on exclusive interviews and access to forward-thinking companies—from luxury fashion houses to groundbreaking startups—he provides an insider's view of gaming's transformative power. Bergmann also delivers a practical road map for business leaders, offering strategies that scale from low-risk partnerships to ambitious full-scale gaming ventures.

Filled with cutting-edge insights and behind-the-scenes stories, *Press Play* will help you understand the lucrative world of video games and give customers what they really crave.

Bastian Bergmann has spent his entire career at the intersection of digital strategy, entertainment/media, and AI. He is the cofounder and COO of Solsten, a technology startup that empowers companies globally to deeply understand their audiences and create resonating experiences for them. Among its customers are globally recognized companies and brands such as Activision Blizzard, Zynga, Electronic Arts, Sony, Supercell, Peloton, and Dentsu.

— [VISIT AUTHOR PAGE](#)

POINTS OF INTEREST

- › Exclusive interviews and case studies from pioneering companies such as Peloton, Tommy Hilfiger, and Adidas.
- › Provides a practical road map with strategies that scale from low-risk partnerships to full gaming ventures.
- › Tips for tapping into gaming mechanics that capture attention and drive consumer loyalty.



JACKET COMING SOON

DECEMBER 2025

9798892791403

MANAGEMENT

256 pages • 6 1/8" x 9 1/4"

US\$ 36.00 • Hardcover

COMPARATIVE TITLES*Imagine It Forward*Beth Comstock and Tahl Raz, Crown
Currency, 2018*Lead from the Heart*

Mark C. Crowley, Hay House, 2022

*The Technology Fallacy*Gerald C. Kane, Anh Nguyen Phillips,
Jonathan R. Copulsky, and Garth R.
Andrus, MIT Press, 2022

The Octopus Organization

A Guide to Thriving in a World of Continuous Transformation

PHIL LE-BRUN, JANA WERNER

Large-scale organizational transformations usually don't work. What starts as a way of improving an organization becomes an all-consuming distraction.

But there is a better way: the octopus organization.

The octopus is everything you need your organization to be in these turbulent times: extremely smart, endlessly adaptable, and highly resilient. Its eight arms work beautifully in concert, but crucially, each arm can think for itself if it needs to work independently. Your organization can work as intelligently and as beautifully as these amazing creatures if you change your operating model.

Authors Phil Le-Brun and Jana Werner show you how to become an octopus organization in this hyperpractical manual of best practices from organizations that have left behind the broken old model of large-scale change for this modern, nimbler model of small-scale, continuous change.

The octopus organization is a complex living system driven by internal capabilities including talent, relationships, workflows, and purpose. It draws on the collective intelligence found inside the organization to continuously identify the best levers for improvement, creating meaningful change in months, not years.

Phil Le-Brun is the enterprise strategy director at Amazon Web Services (AWS) and the former corporate VP and international chief information officer of McDonald's. He engages with hundreds of executives and executive teams of Fortune 2000 and public-sector customers to mentor them on their journeys to becoming cloud-based digital organizations.

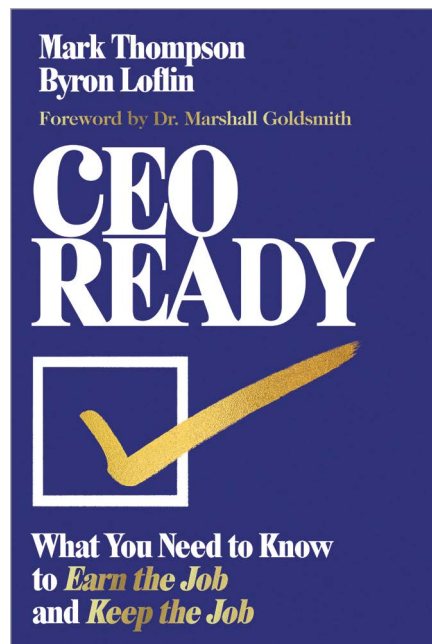
— [VISIT AUTHOR PAGE](#)

Jana Werner leads AWS's Enterprise Transformation Practice in EMEA, advising and guiding executive teams on AWS's strategic customers. She combines this broad insight with hands-on experience, having led a digital transformation at Tesco Bank UK across all levels, from exec to engineering and from culture to cloud.

— [VISIT AUTHOR PAGE](#)

POINTS OF INTEREST

- › Grounded in practical advice that inspires meaningful and manageable action.
- › Focused on how to manage transformation with whatever technology emerges.
- › Short vignettes allow the reader to dip in and out of chapters based on current needs or to read from end to end.

**NOVEMBER 2025**

9798892791687

CAREERS

256 pages • 6 1/8" x 9 1/4"

US\$ 35.00 • Hardcover

COMPARATIVE TITLES*The CEO Test*Adam Bryant and Kevin Sharer,
HBR Press, 2021*What Got You Here Won't Get You There*
Marshall Goldsmith, Hachette, 2007*Succession: Are You Ready?*
Marshall Goldsmith, HBR Press, 2009

CEO Ready

What You Need to Know to Earn the Job and Keep the Job

MARK THOMPSON, BYRON LOFLIN

Your track record isn't enough. Here's what it really takes to be CEO ready.

Leadership selection isn't the methodical, objective process we imagine. Decisions aren't made by robotic executives ticking boxes for attributes like strategic fit, core competencies, or cultural alignment. Instead, the process is deeply personal, emotional, and often unpredictable.

Mark Thompson and Byron Loflin have coached thousands of candidates through the process and have seen it all—they know what it takes to become truly CEO ready, and they're sharing it here. They've witnessed the personal dramas that unfold as a company prepares to pass the baton of leadership and the emotions that sway final CEO decisions. In *CEO Ready*, they reveal what it really takes to secure the top job.

Thompson and Loflin share best practices for candidates during the selection process, including identifying the seven key stakeholders CEO candidates need to understand and work with. Filled with practical advice and compelling and instructive stories from former candidates, *CEO Ready* is essential reading for anyone who wants the top job.

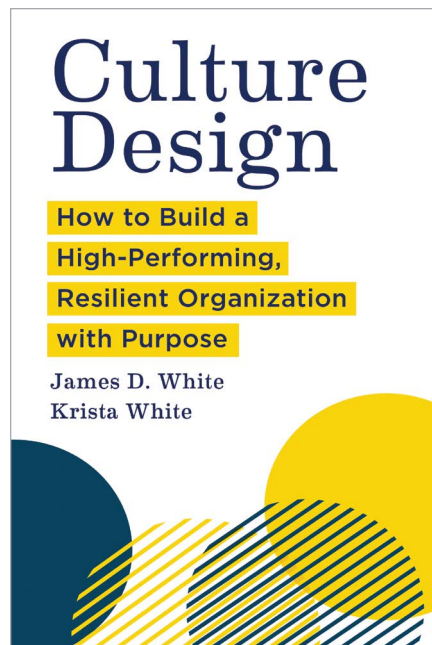
Mark Thompson is CEO of the CEO Academy, a SHRM-McKinsey-Wharton partnership. Based at Stanford University, he has coached the leaders of some of the world's fastest-growing innovative companies, including the former CEO of Lyft, Logan Green; Pinterest cofounder Evan Sharp; Richard Branson; and Steve Jobs. Thompson has been voted by the American Management Association the World's #1 Executive Coach to Companies Driving Growth, Innovation, and Transformational Change.

[— VISIT AUTHOR PAGE](#)

Byron Loflin is the global head of board advisory at Nasdaq, where he leads board assessments and boardroom training for Nasdaq Governance Solutions. Loflin is the founder and former CEO of the Center for Board Excellence (CBE)—acquired by Nasdaq in 2019—and is the architect of CBE's unique board assessment and advisory platform.

[— VISIT AUTHOR PAGE](#)**POINTS OF INTEREST**

- › Deeply experienced team with decades of experience helping thousands of CEO candidates.
- › Authors' view from both sides (candidate and selection committee) gives unique insights for readers.
- › Practical advice for engaging with seven key stakeholders during the selection process makes content immediately actionable.

**NOVEMBER 2025**

9798892791687

WORKPLACE CULTURE

256 pages • 6 1/8" x 9 1/4"

US\$ 32.00 • Hardcover

COMPARATIVE TITLES*Everybody Matters*Bob Chapman and Raj Sisodia,
Portfolio, 2015*The Culture Playbook*

Daniel Coyle, Bantam, 2022

The Culture Code

Daniel Coyle, Bantam, 2018

Culture Design

How to Build a High-Performing, Resilient Organization with Purpose

JAMES D. WHITE, KRISTA WHITE

It's time to get intentional about your organizational culture.Have you done anything to shape or change that culture *by design*?

If you haven't, you must. The business world is at a crossroads, pulled into a divided world and expected to take stands. Businesses face real economic and social consequences when they don't. They are struggling to stay aligned with their true north while catering to employees, shareholders, and consumers. Generation Z has entered the workforce with new expectations. AI is a looming threat. In this climate, a weak culture will lead to a lack of trust and a lack of commitment from workers and customers. A weak culture leads to weak results.

It's time to get intentional about your organizational culture, to shape it yourself, and to make it strong. This book shows you how, with a proven framework and deeply practical advice for doing the work. By combining design thinking principles with inclusive leadership best practices, *Culture Design* teaches you how to design a culture that is resilient, inclusive, powerful, and effective.

James D. White has overseen the evolution and growth of some of the world's most iconic brands. Most recently as the former chair, president, and CEO of Jamba Juice, he led the successful turnaround and transformation of the company from smoothie shop to a leading global health and active lifestyle brand. White has held senior executive roles at Safeway Stores, Inc., the Gillette Company, Nestlé Purina PetCare, and Coca-Cola.

[— VISIT AUTHOR PAGE](#)

Krista White is the chief marketing officer of Culture Design Labs, a writer, and the founder of Kiki For The Future, a platform that connects LGBTQIA+ people with sexual health resources.

[— VISIT AUTHOR PAGE](#)**POINTS OF INTEREST**

- > Compelling application of design thinking principles to design a different kind of “product”— corporate culture.
- > Clear and simple framework to follow in three stages, with practical advice for real activities and actions leaders can take at each step.
- > Combined perspectives of the veteran leader (James) and the younger worker (Krista) make for a well-rounded and thoughtful approach to culture design.



FEBRUARY 2026

9798892791663

SUSTAINABLE BUSINESS

256 pages • 6 1/8" x 9 1/4"

US\$ 35.00 • Hardcover

COMPARATIVE TITLES

Net Positive

Paul Polman and Andrew Winston,
HBR Press, 2021

The Big Pivot

Andrew Winston, HBR Press, 2021

Making Sustainability Work

Marc Epstein and Adriana Buhovac,
Berrett-Koehler, 2014

Clean Winners

Sustainability Strategy That Puts Customers First

GOUTAM CHALLAGALLA, FRÉDÉRIC DALSAUCE

Despite massive investments over decades, sustainable business still isn't very profitable for most companies. This book explains why and provides a fresh approach.

Store aisles are awash with products labeled “environmentally friendly.”

Businesses are scrambling to make their operations sustainable, with ads touting their green credentials. This is the market landscape we've been living in for years.

But the uncomfortable truth is that after years of investment, most companies still aren't seeing the payoff, either financially or in value for their customers. Why?

As International Institute for Management Development (IMD) professors Goutam Challagalla and Frédéric Dalsace show in this eye-opening, practical book, it's due to a basic misunderstanding of what actually drives customers' purchase decisions. Companies, rather than asking “How can we make our offerings more sustainable?,” should be asking “How can we use sustainability to improve the performance of our products, make them more affordable, or both?” In this view, sustainability is an intrinsic, value-generating element of an offering rather than a costly add-on.

With rich stories, Challagalla and Dalsace show how companies that understand this insight use sustainability to create new customer value and robust profits.

Goutam Challagalla is Dentsu Group Chair of Sustainable Strategy and Marketing at IMD in Lausanne, Switzerland, and director of IMD's Advanced Management and Digital Marketing Strategy programs. He has published in the leading academic journals as well as *Harvard Business Review* and worked as principal at The Monitor Group.

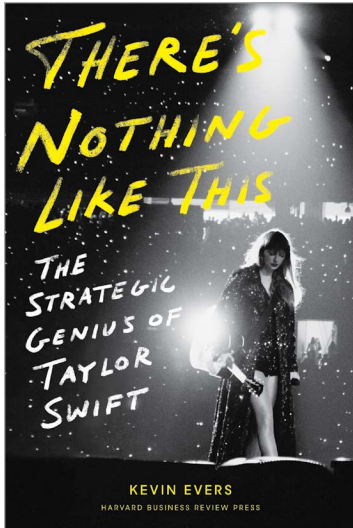
— [VISIT AUTHOR PAGE](#)

Frédéric Dalsace is a professor of marketing and strategy at IMD. Prior to IMD, he was a professor at HEC Paris, where he held the Social Business Chair. Dalsace has been a collaborator and coauthor with Muhammad Yunus (Nobel Peace Prize 2006). Before academia, he worked in industry at Michelin and for McKinsey & Co.

— [VISIT AUTHOR PAGE](#)

POINTS OF INTEREST

- › Fresh new perspective showing how sustainability efforts can provide value to customers.
- › Based on over ten years of research and experience in sustainable business.
- › Lots of practical frameworks and advice with a concrete marketing orientation.
- › Well written with stories of leading companies: John Deere, Nespresso, Michelin, and Schneider Electric.



There's Nothing Like This

The Strategic Genius of Taylor Swift

KEVIN EVERS

How exactly has Taylor Swift managed to scale her success—multiple times—while dominating an industry that cycles through artists and stars as quickly as it cycles through fashion trends? How has she managed to make and remake herself time and again while remaining true to her artistic vision? And how has she managed to master the constant disruption in the music business?

There's Nothing Like This answers those questions in riveting detail. Employing the same thoughtful analysis that is usually devoted to iconic startup founders, game-changing innovators, and pioneering brands, Kevin Evers chronicles the major business and creative decisions that have defined each era of Swift's career.

APRIL 2025

9798892790178 • 256 pages • 6 1/8" x 9 1/4" • US\$ 30.00 • Hardcover

RIGHTS SOLD Italian: EGEA • German: Vahlen • Polish: MT Biznes • Vietnamese: MC Books



Like

The Button That Changed the World

MARTIN REEVES, BOB GOODSON

A riveting insider's look at the creation and evolution of the like button and what it reveals about business, technology, innovation—and ourselves.

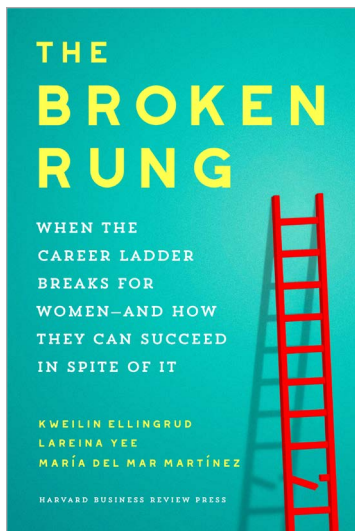
How could something that came out of nowhere become so ubiquitous and so familiar—and even so addictive? What problem does it solve for people, and why does a like feel so good?

In *Like*, bestselling author Martin Reeves and coauthor Bob Goodson—Silicon Valley veteran and participant in the invention of the like button—take readers along on a fascinating quest to find out what's behind the world's friendliest icon.

"A stimulating inquiry into the creation and consequences of the "like" button... nuanced and thought-provoking." —*Publishers Weekly*

APRIL 2025

9798892790451 • 256 pages • 6 1/4" x 9 1/4" • US\$ 32.00 • Hardcover



The Broken Rung

When the Career Ladder Breaks for Women—and How They Can Succeed in Spite of It

KWEILIN ELLINGRUD, LAREINA YEE, MARÍA DEL MAR MARTÍNEZ

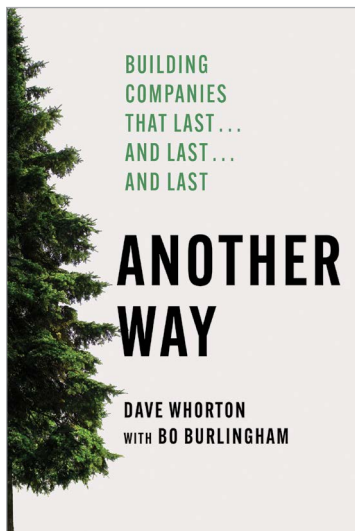
Women around the world do extremely well when it comes to their education. But on entering the workforce, they immediately lose their advantage. When the first promotions come around, the slide continues: For every one hundred men who are promoted to manager, only 87 women are promoted.

This is what Kweilin Ellingrud, Lareina Yee, and María del Mar Martínez call “the broken rung.”

Based on over a decade of research and conversations with more than fifty remarkable leaders, the authors weave data on the potential pitfalls across a career with inspiring and instructive stories of women who have climbed over the broken rung by using strategies that increased their experience capital.

MARCH 2025

9798892790178 · 256 pages · 6 1/8" x 9 1/4" · US\$ 32.00 · Hardcover



Another Way

Building Companies That Last . . . and Last . . . and Last

DAVID WHORTON WITH BO BURLINGHAM

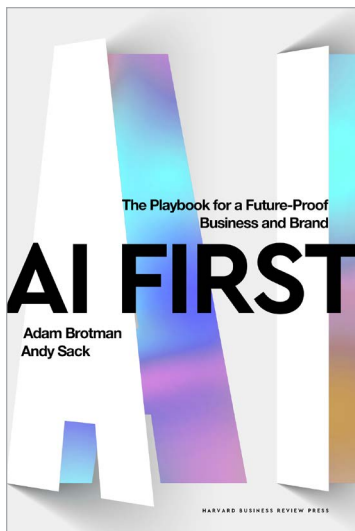
Dave Whorton, witnessed the venture capital industry pivot from a proven forty-year playbook of managing risk to something much more aggressive: Get big fast. Don’t worry about profitability. Cash out and find another.

It wasn’t long, though, before he grew tired of this formula and walked away.

Whorton went on a journey to find another way to build companies. A way focused on long-term stability and steady growth funded through profitability. A way in which leaders were committed to making these companies endure. He calls these companies and their leaders “Evergreen.”

MAY 2025

9798892791137 · 256 pages · 6 1/4" x 9 1/4" · US\$ 32.00 · Hardcover



AI First

The Playbook for a Future-Proof Business and Brand

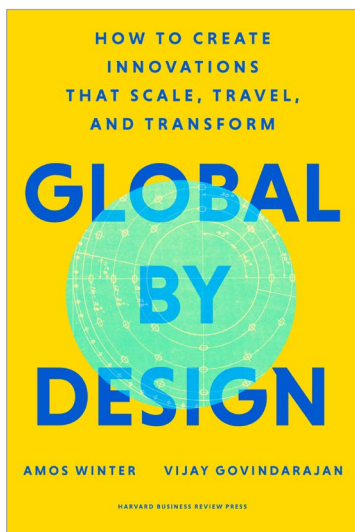
ADAM BROTMAN, ANDY SACK

What does the rapid rise of AI mean for brands in the next five years? Listen to what OpenAI CEO Sam Altman told authors Adam Brotman and Andy Sack when they met: “It will mean that 95 percent of what marketers use agencies, strategists, and creative professionals for today will easily, nearly instantly, and at almost no cost be handled by AI.”

With that astonishing statement, the authors began a journey of discovery to understand what this transition to an AI-first world means. You’ll hear from a who’s who of tech visionaries, including Altman, Bill Gates, and Reid Hoffman, who share their thinking about the transition to the new reality.

APRIL 2025

9781647829650 · 272 pages · 6 1/8" x 9 1/4" · US\$ 32.00 · Hardcover



Global by Design

How to Create Innovations That Scale, Travel, and Transform

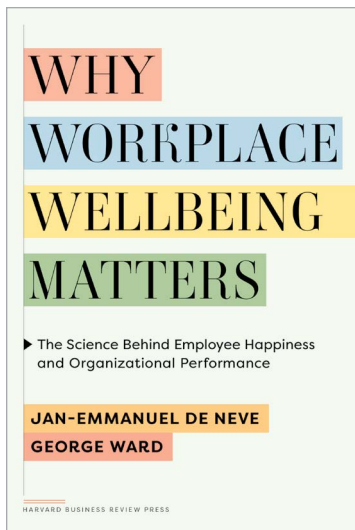
AMOS WINTER, VIJAY GOVINDARAJAN

We are living through an era when innovators must turn their sights globally like never before, both to solve wicked problems facing the world and to capture the economic opportunities presented by emerging markets. Thoughtful, innovative solutions can truly be global in scope, providing the value necessary for large-scale adoption in poor countries and disrupting equivalent products in wealthy markets by offering high performance at low cost.

Global by Design provides you with what you need to get started, whether you work in a C-suite, in an engineering cubicle, on the workshop floor, in a classroom, in the halls of government, or in a nongovernmental organization field office.

FEBRUARY 2026

9781647820756 · 256 pages · 6 1/8" x 9 1/4" · US\$ 35.00 · Hardcover



Why Workplace Wellbeing Matters

The Science Behind Employee Happiness and Organizational Performance

JAN-EMMANUEL DE NEVE, GEORGE WARD

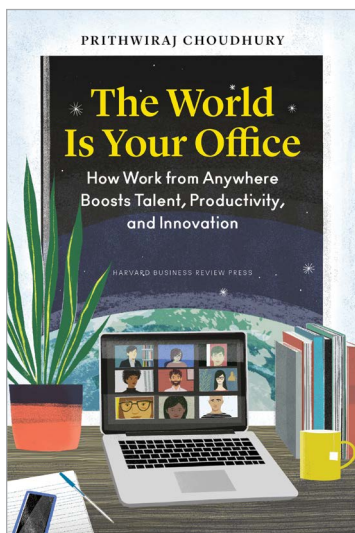
Most of us spend one-third of our waking lives at work. Work sets our schedules, influences our relationships, shapes our identities, and drives our economies. But is it actually making us happy? Researchers Jan-Emmanuel De Neve and George Ward provide the richest, most comprehensive picture yet of workplace wellbeing.

Mining a variety of the largest and most in-depth data sources—including a unique, massive dataset gathered in partnership with the jobs platform Indeed—this book illustrates the remarkable ways in which wellbeing at work varies across workers, companies, industries, and geographies.

MARCH 2025

9781647826352 • 256 pages • 6 1/8" x 9 1/4" • US\$ 32.00 • Hardcover

RIGHTS SOLD Japanese: Toyo Keizai



The World Is Your Office

How Work from Anywhere Boosts Talent, Productivity, and Innovation

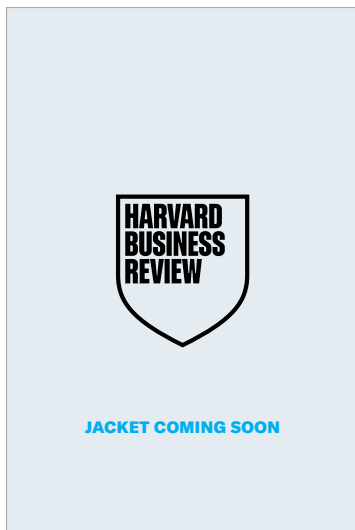
PRITHWIRAJ CHOUDHURY

In *The World Is Your Office*, Harvard Business School professor Prithwiraj Choudhury takes readers inside the growing phenomenon of companies—from startups to bigger, more traditional organizations—allowing their employees to work from anywhere (WFA) in the world while offering leaders a playbook for implementing a variety of WFA policies.

The leaders at these companies understand that geographic flexibility is a competitive advantage, a way to attract and retain high-quality and diverse talent on a global scale. If other companies want to find and keep the very best talent, they must embrace WFA.

APRIL 2025

9781647824716 • 256 pages • 6 1/8" x 9 1/4" • US\$ 35.00 • Hardcover



The Book of Eastbay

How Two Friends Built the Business That Launched Sneakerhead Culture

ART JUEDES, RICK GERING

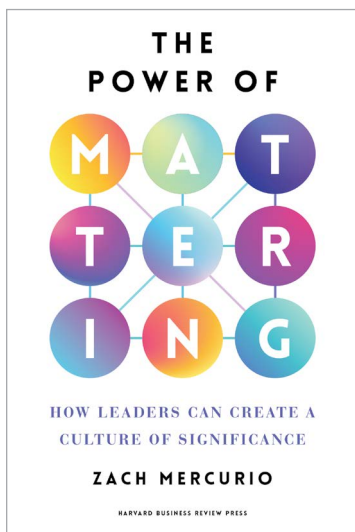
The unlikely tale of two friends who started a business that created a global obsession with sneakers.

This is the story of Eastbay, a company that understood the emerging cultural power of sneakers before anyone else saw it. The company grew so fast and was so successful in the wholesale shoe business that Nike pulled its sneakers from Eastbay’s catalog and sued. Two years later, Nike came back and asked Eastbay to produce its own catalog.

Eastbay was founded by Art Juedes and Rick Gering, who’ve maintained their friendship through the wild, tumultuous, exhilarating, frustrating, and ultimately rewarding lifetime of building a business.

MARCH 2026

9798892790697 · 272 pages · 6 1/4" x 9 1/4" · US\$ 32.00 · Hardcover



The Power of Mattering

How Leaders Can Create a Culture of Significance

ZACH MERCURIO

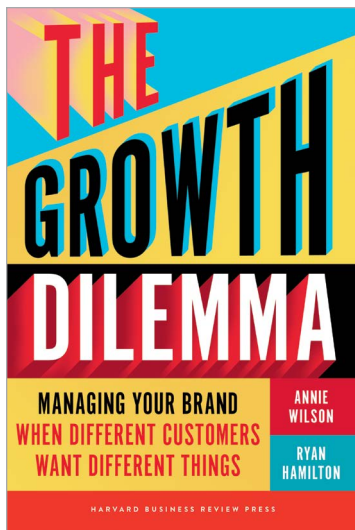
Your people have a fundamental need to be seen, heard, and valued.

More people than ever report feeling ignored and underappreciated at work. These feelings have dire consequences. The hidden epidemic of insignificance is driving a mental health crisis, debilitating loneliness, and, for organizations, disengagement, turnover, and low performance.

Fortunately, leaders can learn the skills to ensure everyone around them feels valued and knows how they add value at work. Through a captivating exploration of the emerging science of mattering and drawing from hands-on work with hundreds of diverse occupations and organizations, researcher and speaker Zach Mercurio reveals how experiencing mattering to others is a fundamental requirement for thriving.

MAY 2025

9798892790123 · 240 pages · 6 1/8" x 9 1/4" · US\$ 30.00 · Hardcover



The Growth Dilemma

Managing Your Brand When Different Customers Want Different Things

ANNIE WILSON, RYAN HAMILTON

The more customer segments you target for growth, the harder it becomes to avoid conflict between them. Sometimes you do such a good job building a loyal following that attempts to court other customers feel like a betrayal of your core.

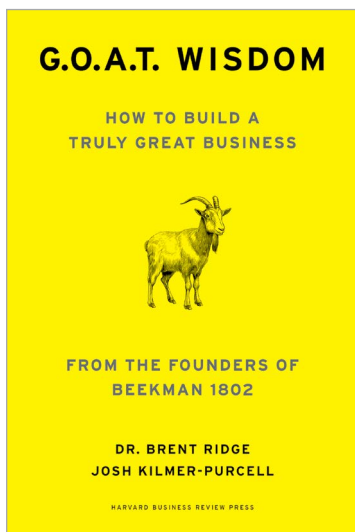
Welcome to “the conflict zone,” where brands must navigate these incompatibilities to achieve growth or face losing customers rather than growing.

Marketing experts and professors Annie Wilson and Ryan Hamilton tackle these issues and through dozens of examples provide insights into how brands can drive growth by attracting new segments without alienating or losing their current customers.

JUNE 2025

9781647829735 · 256 pages · 6 1/4" x 9 1/4" · US\$ 32.00 · Hardcover

RIGHTS SOLD Complex Chinese: Sunrise · Korean: Prunsoop



G.O.A.T. Wisdom

How to Build a Truly Great Business—from the Founders of Beekman 1802

BRENT RIDGE, JOSH KILMER-PURCELL

Brent Ridge and Josh Purcell launched Beekman 1802 with no funding in the middle of a punishing recession. They didn’t have much of a business plan. But they did know they wanted to make the world a better place by spreading kindness. And they wanted to build a business that would last.

Beekman 1802 is recognized as one of America’s most esteemed beauty and lifestyle brands. But it wasn’t built on current management fads; it was built on timeless proverbs that Brent’s and Josh’s parents and grandparents had taught them for good living that also can be applied to any business.

JULY 2025

9781647829773 · 256 pages · 6 1/8" x 9 1/4" · US\$ 30.00 · Hardcover



Rebooting Tech Culture

How to Ignite Innovation and Build Organizations Where Everyone Can Thrive

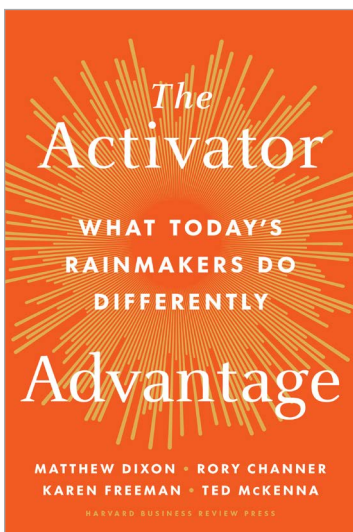
TELLE WHITNEY

According to author Telle Whitney, tech leaders want to talk about inclusivity, but few fundamentally change their culture, fearful that doing so will compromise innovation. And women and people of color pay the price.

But there is a solution. Whitney explains that the same values at the heart of a culture of innovation can also foster a culture that is welcoming to all employees. Drawing on more than fifty interviews with tech executives and a survey of one thousand people in tech, she shows how these values can power real change in technology organizations, creating workplaces where anyone can be successful.

MAY 2025

9781647829858 · 256 pages · 6 1/4" x 9 1/4" · US\$ 32.00 · Hardcover



The Activator Advantage

What Today's Rainmakers Do Differently

MATTHEW DIXON, RORY CHANNER, KAREN FREEMAN, TED MCKENNA

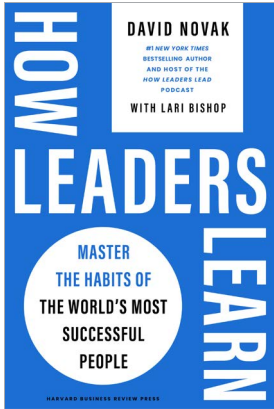
The groundbreaking approach used by today's best professional service partners to win, retain, and grow client relationships.

There is a growing problem in the professional services industry that is often acknowledged but rarely discussed openly: Clients are much less loyal to firms and partners than they once were. This dramatic shift in client behavior has rendered traditional approaches to business development not only ineffective but also counterproductive.

Drawing on a comprehensive quantitative study of nearly three thousand partners, *The Activator Advantage* identifies the five types of partners found across the professional services landscape and shows how only one of them—the activator—drives consistent growth.

MAY 2025

9798892790574 · 256 pages · 6 1/8" x 9 1/4" · US\$ 35.00 · Hardcover



This is a collection of wisdom and practical habits from some of the most successful leaders in the world. David Novak highlights these leaders and tells his own incredible story of being a trailer park kid who rapidly ascended the ranks at PepsiCo to become CEO of one of the largest corporations in the world.

“Provides readers with stories of wins and losses, missteps and miracle saves, challenges tackled, and problems solved by some of the most successful leaders in the world.” —*Management Today*

55,000 copies sold

JUNE 2024

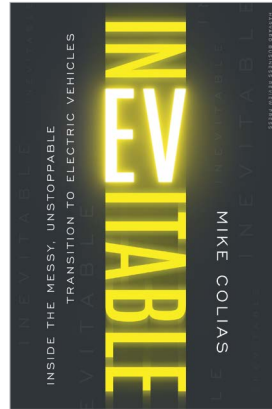
How Leaders Learn

Master the Habits of the World’s Most Successful People

DAVID NOVAK WITH LARI BISHOP

9781647827540 • Hardcover
256 pages • 6 1/8" x 9 1/4" • US\$ 32.00

RIGHTS SOLD Arabic: Jarir • Complex Chinese: Commonwealth Magazine • Indonesian: PT Pustaka • Japanese: Diamond • Malay: Biblio • Portuguese (Brazil): Saraiva • Spanish: Oceano • Vietnamese: Thaihabooks



A *Wall Street Journal* reporter’s sweeping portrait of the electric vehicle gold rush and what it means to all of us.

Veteran automotive reporter Mike Colias documents the massive transformation from internal combustion engines to battery-powered vehicles from every angle.

He brings to life this business transformation’s profound effect on everything and everyone.

4,000 copies sold

FEBRUARY 2025

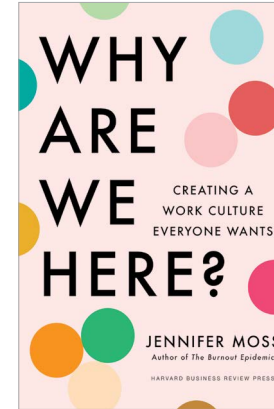
Inevitable

Inside the Messy, Unstoppable Transition to Electric Vehicles

MIKE COLIAS

9781647825386 • Hardcover
256 pages • 6 1/8" x 9 1/4" • US\$ 32.00

RIGHTS SOLD Simplified Chinese: CITIC



As employees begin to feel differently about work, leaders have been forced to scramble. In *Why Are We Here?*, workplace expert Jennifer Moss takes readers to the front lines of this massive and historic shift.

Through extensive interviews, she uncovers the reasons work has changed and highlights the leaders and organizations that are doing things right.

5,000 copies sold

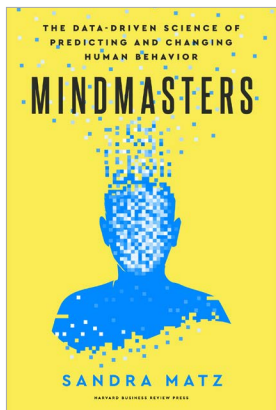
JANUARY 2025

Why Are We Here?

Creating a Work Culture Everyone Wants

JENNIFER MOSS

9781647826130 • Hardcover
256 pages • 6 1/8" x 9 1/4" • US\$ 30.00



An inside look at how marketers, political campaigns, and companies use data-driven tactics to predict and change our behavior.

Columbia professor Sandra Matz offers a human take on the data-driven science of psychological targeting, revealing how big data opens a window into our most intimate selves and how this allows others to influence the choices we make.

“An eye-opening debut exposé.” —*Publishers Weekly*

10,000 copies sold

JANUARY 2025

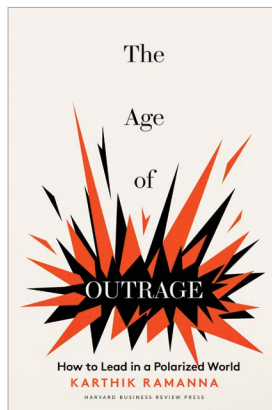
Mindmasters

The Data-Driven Science of Predicting and Changing Human Behavior

SANDRA MATZ

9781647826314 • Hardcover
256 pages • 6 1/8" x 9 1/4" • US\$ 30.00

RIGHTS SOLD Korean: SangSangSquare



A first-of-its-kind look at the outrage that’s been directed at organizations around the globe—and how leaders can respond to it.

Outrage is everywhere, and many companies have found themselves in the crosshairs. Based on his popular Oxford leadership program, Karthik Ramanna offers a set of practices for leaders to navigate this age of polarization.

“A thoughtful new book.” —*The Economist*

6,000 copies sold

OCTOBER 2024

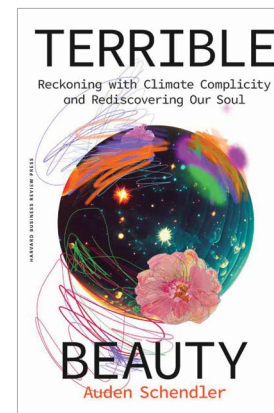
The Age of Outrage

How to Lead in a Polarized World

KARTHIK RAMANNA

9781647826291 • Hardcover
272 pages • 6 1/8" x 9 1/4" • US\$ 30.00

RIGHTS SOLD Portuguese (Brazil): Editora Schwarcz • Vietnamese: NhaNam



A firsthand story of the failure of the corporate sustainability movement—and an inspiring prescription for positive change.

Companies carefully measure their carbon footprints. The problem is none of this will make even a dent in solving the civilizational threat of climate change. *Terrible Beauty* speaks to this profound contradiction with a bracing reality check on current practices.

5,000 copies sold

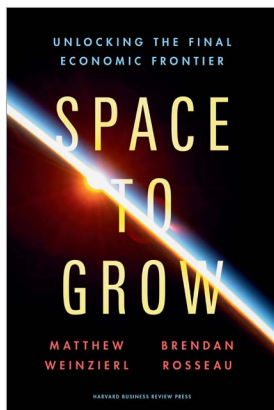
NOVEMBER 2024

Terrible Beauty

Reckoning with Climate Complicity and Rediscovering Our Soul

AUDEN SCHENDLER

9781647829759 • Hardcover
256 pages • 6 1/8" x 9 1/4" • US\$ 30.00



Space is the next great untapped market opportunity, and it's undergoing a commercial revolution right now. It's an awe-inspiring transformation driven by innovation, creativity, and new technology.

Authors Matthew Weinzierl and Brendan Rosseau, who teach a wildly popular course on the topic at Harvard Business School, explain how this market is forming and how it's becoming an ever more important source of value for businesses across industries.

4,000 copies sold

FEBRUARY 2025

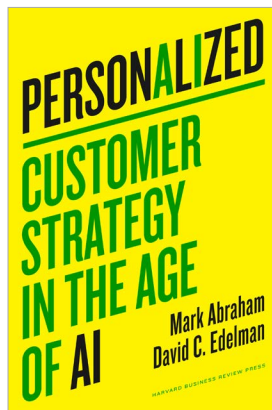
Space to Grow

Unlocking the Final Economic Frontier

MATTHEW WEINZIERL, BRENDAN ROSSEAU

9781647827168 • Hardcover
256 pages • 6 1/8" x 9 1/4" • US\$ 32.00

RIGHTS SOLD Korean: Page2 • Simplified Chinese: CITIC



Research shows that the vast majority of consumers want personalized experiences, and a select few companies are rising to the challenge.

Most companies are not doing personalization well, leading to wasted money and effort and missed expectations. To be done effectively, personalization must be a critical element of your organization's strategy.

Forbes Best Books of 2024

20,000 copies sold

OCTOBER 2024

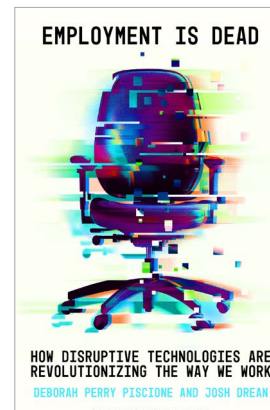
Personalized

Customer Strategy in the Age of AI

MARK ABRAHAM, DAVID C. EDELMAN

9781647826277 • Hardcover
256 pages • 6 1/8" x 9 1/4" • US\$ 30.00

RIGHTS SOLD Complex Chinese: Sunrise • Portuguese (Portugal): BookOut • Vietnamese: MC Books



Business is on the cusp of an inevitable and profound transformation. The emergence of disruptive technologies such as AI unlocks a whole new realm of work. It raises a pivotal question: Is the era of traditional employment over?

Employment Is Dead ventures into unexplored territories to reveal how these innovations can transform work into more democratic, human-centric, and empowering experiences.

3,000 copies sold

JANUARY 2025

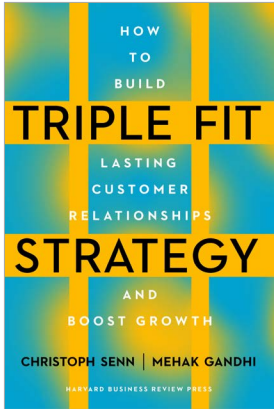
Employment Is Dead

How Disruptive Technologies Are Revolutionizing the Way We Work

DEBORAH PERRY PISCIONE, JOSH DREAN

9781647826420 • Hardcover
256 pages • 6 1/8" x 9 1/4" • US\$ 30.00

RIGHTS SOLD Complex Chinese Sunrise • Greek: Ropi



Business-to-business selling is still dominated by trying to match products to needs and making deals. It's a relationship built on transactions.

There's a better way—value creation—in which supplier and customer collaborate as partners to build joint strategies and grow together. If you can escape the product-centric mindset and put customers at the heart of your sales strategy, positive results will follow.

Forbes Best Books of 2024

4,000 copies sold

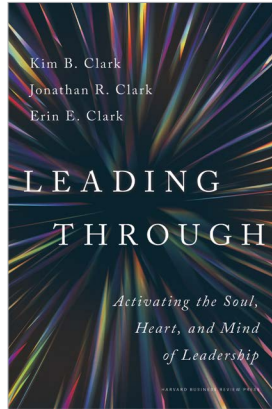
OCTOBER 2024

Triple Fit Strategy

How to Build Lasting Customer Relationships and Boost Growth

CHRISTOPH SENN, MEHAK GANDHI

9781647827144 • Hardcover
256 pages • 6 1/8" x 9 1/4" • US\$ 35.00



Generative AI and the remote work revolution show us every day that we are in a new era. The rules and norms have changed—and so must leadership.

This important book illustrates the dynamic struggle between two competing paradigms of leadership: a paradigm that involves control over people and a new one that enables and inspires people.

"A leadership model fit for our times."
—*Developing Leaders*

7,000 copies sold

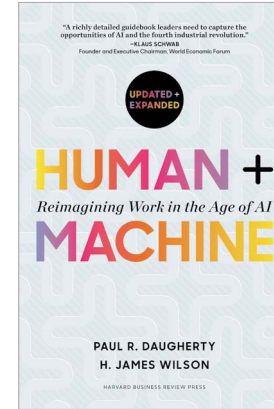
AUGUST 2024

Leading Through

Activating the Soul, Heart, and Mind of Leadership

KIM B. CLARK, JONATHAN R. CLARK, ERIN E. CLARK

9781647827618 • Hardcover
256 pages • 6 1/8" x 9 1/4" • US\$ 35.00



Businesses that understand how to harness AI can surge ahead. Those that neglect it will fall behind.

Based on Paul Daugherty and James Wilson's experience and research with 1,500 organizations, the book reveals how companies are using the new rules of AI to leap ahead in innovation and profitability.

"A smart, thoughtful . . . vision of the future . . . well researched and plausibly presented." —*Forbes*

80,000 copies sold (both editions)

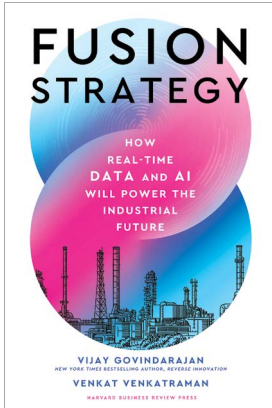
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Human + Machine (*Updated and Expanded*)
Reimagining Work in the Age of AI

PAUL R. DAUGHERTY, H. JAMES WILSON

9781647827205 • Hardcover
320 pages • 6 1/8" x 9 1/4" • US\$ 35.00

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Fusion Strategy offers a playbook that will help companies combine what they do best with what digital companies do best to make connections that would otherwise be impossible.

“An invaluable guide for the thousands of perplexed business leaders in asset-heavy industrial companies currently grappling with the potential for the fusion of the digital and the physical.” —*IEDP Magazine*

15,000 copies sold

MARCH 2024

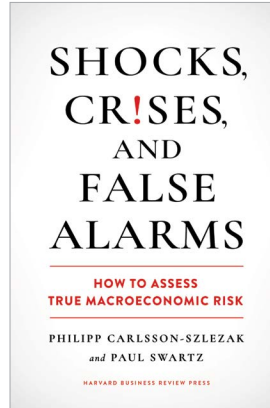
Fusion Strategy

How Real-Time Data and AI Will Power the Industrial Future

VIJAY GOVINDARAJAN, VENKAT VENKATRAMAN

9781647826253 · Hardcover
256 pages · 6 1/8" x 9 1/4" · US\$ 35.00

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War. Inflation. Recession. Pandemic. The semblance of macroeconomic stability is long gone. When turmoil hits, executives and investors face notoriously unreliable macroeconomic forecasts. With rational optimism rather than gloom, the authors provide a fresh and accessible way to analyze and understand the macroeconomy.

“A fresh, thorough, and practicable book for anyone who wants to sharpen their macroeconomic judgment.” —*Financial Times*

22,000 copies sold

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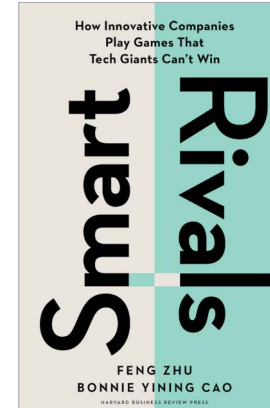
Shocks, Crises, and False Alarms

How to Assess True Macroeconomic Risk

PHILIPP CARLSSON-SZLEZAK, PAUL SWARTZ

9781647825409 · Hardcover
256 pages · 6 1/8" x 9 1/4" · US\$ 35.00

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Based on original research and insights gleaned from leaders in a wide range of industries, the authors show leaders how to create new competitive advantages forged by radical differentiation.

“The book includes case studies which illustrate how companies identify their path for growth in the digital age by leveraging their unique capabilities.” —*Management Today*

4,000 copies sold

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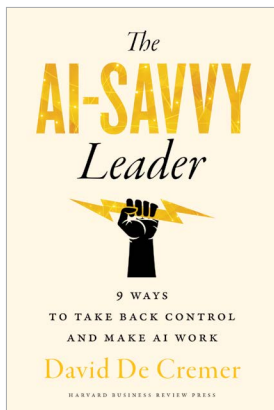
Smart Rivals

How Innovative Companies Play Games That Tech Giants Can't Win

FENG ZHU, BONNIE YINING CAO

9781647826048 · Hardcover
256 pages · 6 1/8" x 9 1/4" · US\$ 32.00

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A generation of AI transformation failures awaits if leaders don't connect their use of AI to their strategies. This book helps leaders retake control of the wildly rapid deployment of AI across organizations. It outlines cleanly and concisely nine actions leaders need to take to successfully steward a transition to a more AI-centric future.

"[This book] will make executives think twice before replacing their employees with software."
—*Publishers Weekly*

9,000 copies sold

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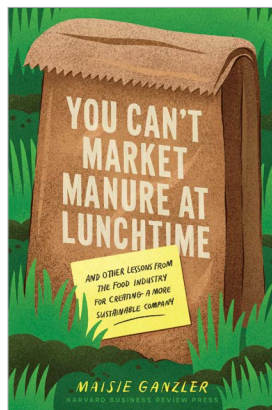
The AI-Savvy Leader

9 Ways to Take Back Control and Make AI Work

DAVID DE CREMER

9781647826239 · Hardcover
256 pages · 6 1/8" x 9 1/4" · US\$ 32.00

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Simplified Chinese: Posts & Telecom · Ukrainian: Fabula ·
Vietnamese: PACE Institute



Many businesses are in the dark about how to actually do better for the planet while growing their margin.

But it can be done, and Maisie Ganzler will show you how from her three decades of successes and failures leading a \$2 billion corporation toward a more sustainable future.

"A thoughtful examination of the challenges facing corporate efforts to go green." —*Publishers Weekly*

3,000 copies sold

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You Can't Market Manure at Lunchtime

And Other Lessons from the Food Industry for Creating a More Sustainable Company

MAISIE GANZLER

9781647825676 · Hardcover
256 pages · 6 1/8" x 9 1/4" · US\$ 30.00



The tech motto “Move fast and break things” has fueled an assumption that a certain amount of wreckage is the price we must pay for inventing the future. These bestselling authors argue that the best change leaders solve hard problems with fierce urgency while taking care of their organization and people.

“Not a typical change management book. It’s a very hands-on, ‘here is a problem’ and ‘how do we fix it’ manual.” —*Forbes* (Best Books of 2023)

33,000 copies sold

OCTOBER 2023

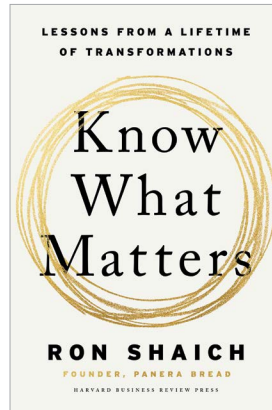
Move Fast and Fix Things

The Trusted Leader’s Guide to Solving Hard Problems

FRANCES FREI, ANNE MORRISS

9781647822873 • Hardcover
240 pages • 6 1/8" x 9 1/4" • US\$ 30.00

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How did Ron Shaich build a little bakery in St. Louis into 2,400 restaurants with \$6 billion in revenue, outperforming Starbucks and all others? By seeing the future and clearing a path to it.

Now Shaich is sharing his story, from his humble entrepreneurial beginnings through his successful creation of a new category of restaurant—fast casual—and the mega-success of Panera.

A *Wall Street Journal* and *USA Today* bestseller

18,000 copies sold

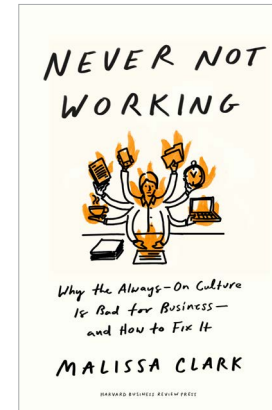
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Know What Matters

Lessons from a Lifetime of Transformations

RON SHAICH

9781647825591 • Hardcover
272 pages • 6 1/8" x 9 1/4" • US\$ 30.00



Many workers believe that to compete with other top talent they must embrace a culture that rewards long hours and constant connection to work. Malissa Clark shows how to escape the trap of putting work at the center of everything and losing your well-being in the process. *Never Not Working* is the essential guide to identifying workaholic and starting on the road to recovery.

“The book to get ahead in 2024.” —*Management Today*

6,000 copies sold

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Never Not Working

Why the Always-On Culture Is Bad for Business—and How to Fix It

MALISSA CLARK

9781647825096 • Hardcover
256 pages • 6 1/8" x 9 1/4" • US\$ 32.00

RIGHTS SOLD Estonian: Aripaev • Korean: SangSangSquare • Ukrainian: Fabula • Vietnamese: Minh Long



As the pandemic waned, we returned to sparsely populated offices and empty conference rooms. Our working life had been transformed, seemingly overnight. Now the imperative is clear—adapt to and leverage this new digitally enabled world of “open talent” or get left behind.

The authors provide a new framework for transforming your organization into a talent-orchestrating, problem-solving machine.

12,000 copies sold

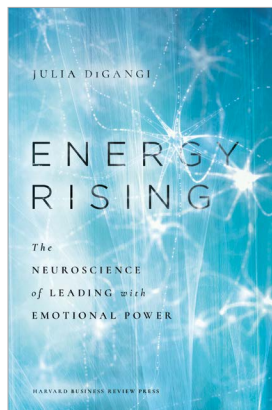
JANUARY 2024

Open Talent

Leveraging the Global Workforce to Solve Your Biggest Challenges

JOHN WINSOR, JIN H. PAIK

9781647823887 • Hardcover
256 pages • 6 1/8" x 9 1/4" • US\$ 32.00



Your drive to create change and solve problems comes from energy—the real electrical impulses firing in your brain. And you can learn to harness this energy. The author, a neuropsychologist, has conducted research with colleagues at Harvard, Columbia, and elsewhere and has helped those who’ve endured the worst traumas transform their energy and rise to powerful new heights.

“Presenting original and thought-provoking ideas backed by solid research in a clear and compelling fashion.” —*Børsen*

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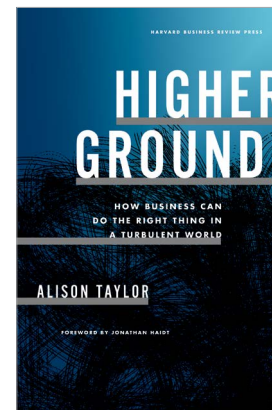
Energy Rising

The Neuroscience of Leading with Emotional Power

JULIA DIGANGI

9781647823450 • Hardcover
224 pages • 6 1/8" x 9 1/4" • US\$ 32.00

RIGHTS SOLD Arabic: Jarir • Complex Chinese: CommonWealth Magazine • German: Redline • Vietnamese: Saigon Books



New York University ethics professor Alison Taylor argues that we need a new, more dynamic approach to doing the right thing. With vivid stories, Taylor illustrates this complex environment and provides a blueprint for how leaders should rethink and reshape their practices. *Higher Ground* shows leaders how businesses can build trust and achieve long-term strategic advantage in a turbulent world.

Long-listed for 2024 *Financial Times* and Schrodgers Business Book of the Year Award

11,000 copies sold

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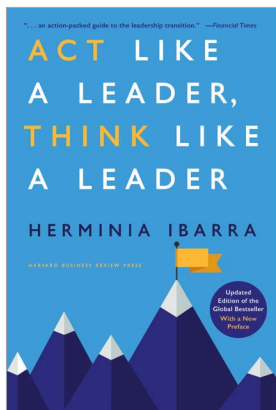
Higher Ground

How Business Can Do the Right Thing in a Turbulent World

ALISON TAYLOR

9781647823436 • Hardcover
256 pages • 6 1/8" x 9 1/4" • US\$ 32.00

RIGHTS SOLD Korean: Korea Accounting Institute



Herminia Ibarra turns the usual leadership advice on its head by arguing that you must first act and experiment. The external perspective you gain provides critical information on what kind of work is important, how you should invest your time, which relationships matter, and who you want to become.

“An action-packed guide to the leadership transition.” —*Financial Times*

105,000 copies sold (all editions)

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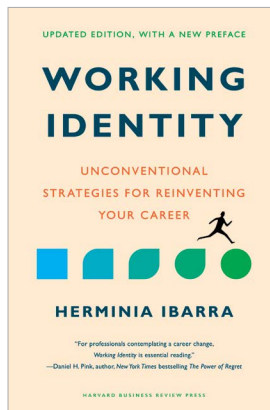
Act Like a Leader, Think Like a Leader

(Updated Edition of the Global Bestseller, with a New Preface)

HERMINIA IBARRA

9781647825546 · Hardcover
256 pages · 6 1/8" x 9 1/4" · US\$ 32.00

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Nearly all of us have entertained the notion of reinventing ourselves. Feeling burned out, unfulfilled, or just plain unhappy, we long to make the leap to a new and different career path. Bestselling author Herminia Ibarra presents a model for career reinvention that runs counter to conventional advice.

“*Working Identity* was a huge success. The updated book will at least emulate the success of the original.”
—*Forbes*

65,000 copies sold (all editions)

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Working Identity (Updated Edition, with a New Preface)

Unconventional Strategies for Reinventing Your Career

HERMINIA IBARRA

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HBR's Work Smart Series

Rise faster with quick reads, essential advice, and relatable stories.

It's not easy to figure out work when you're still exploring who you are and what you want in life. How do you translate your interests, skills, and education into a career you love while navigating a new work environment?

The Work Smart series explores topics that matter to you: being yourself at work, collaborating with (sometimes difficult) colleagues, maintaining your mental health, and more. Each title includes chapter takeaways and dozens of resources so you can go beyond the book to engage in the media that helps you learn best. Work Smart series books are your go-to guides to move forward successfully in your professional world.

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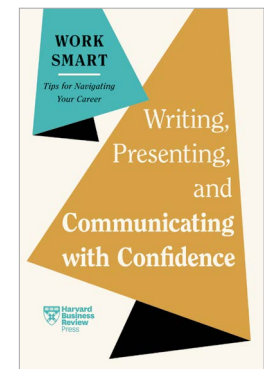
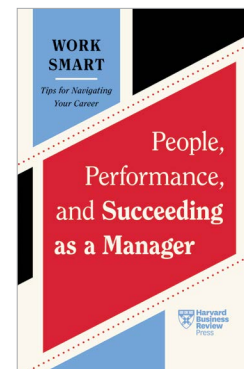
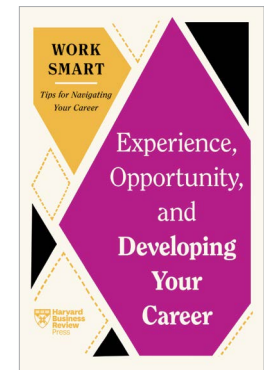
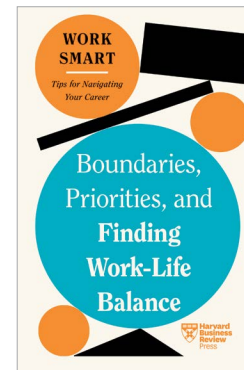
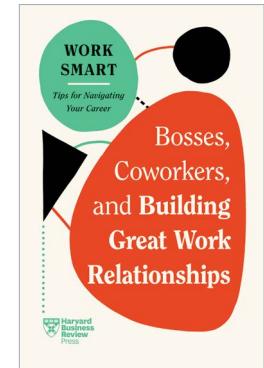
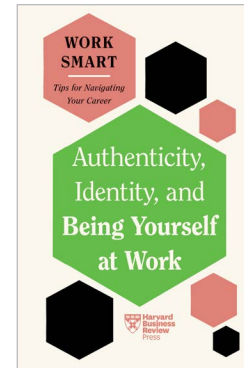
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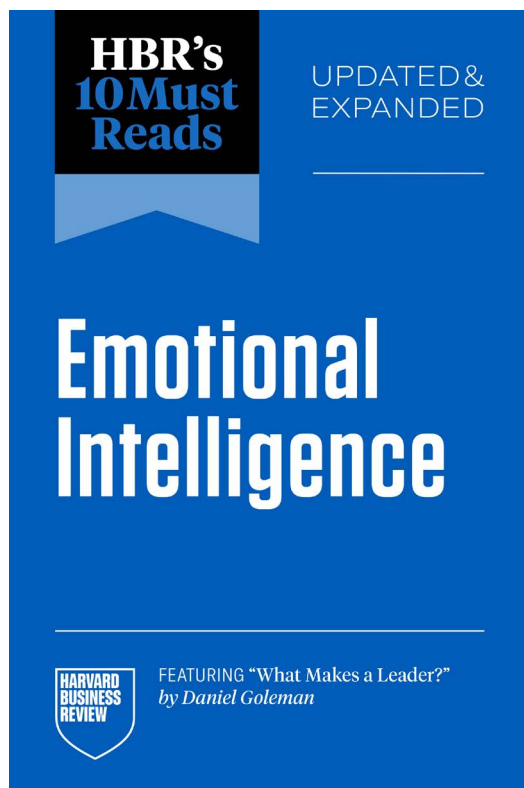
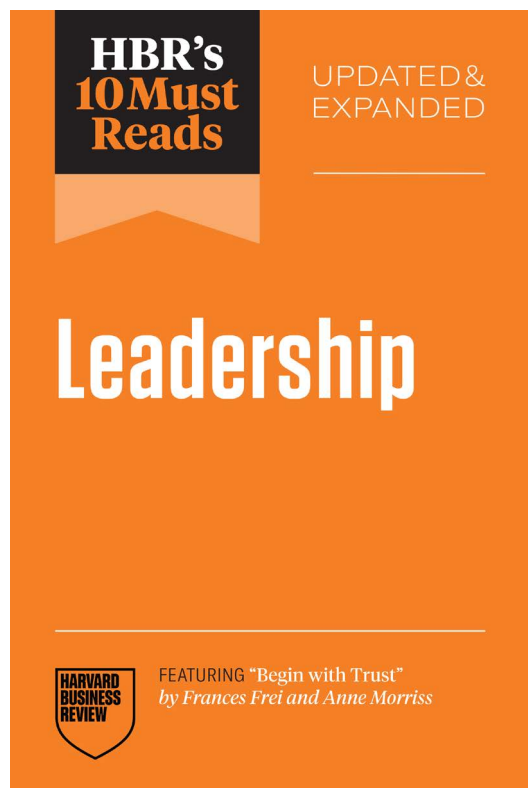


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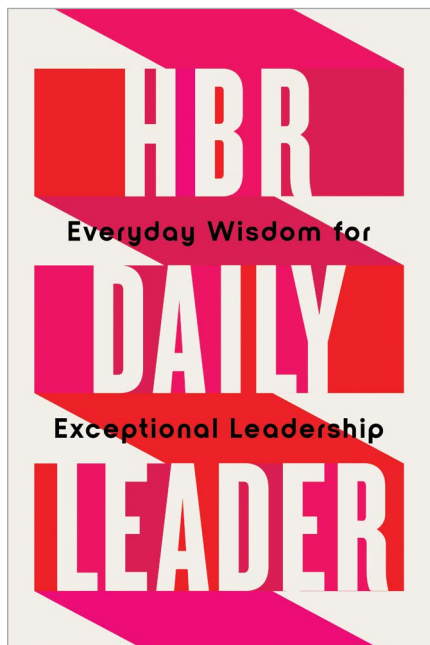
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Seth Godin, Andrews McMeel, 2023

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The primer executives need in order to develop managerial and leadership skills. Packed with step-by-step advice and wisdom from HBR's management archive, this book provides best practices on topics ranging from building credibility and emotional intelligence to hiring and retaining employees to understanding finance and strategy.

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The HBR Women at Work series spotlights the real challenges and opportunities women experience throughout their careers. With interviews from the popular podcast of the same name and related articles, stories, research, and discussion guides, these books provide inspiration and advice for workplace challenges, including inequity, advancement, and community building.

- Provides research, insights, and practical tips to help create positive working relationships
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- Features real-life stories that readers can relate to and learn from
- Includes introductions by *Women at Work* podcast hosts and other leading thinkers
- Contains discussion guides to help readers start the conversation in their own networking group

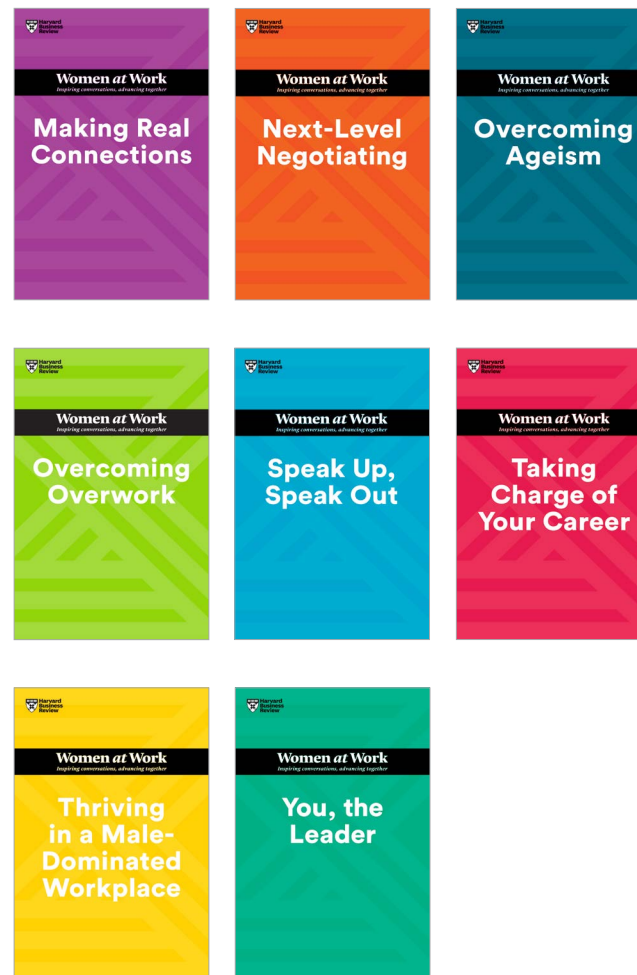
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From classic issues such as work-life balance and making time for yourself to thorny challenges such as managing an urgent family crisis and the impact of parenting on your career, this series features the practical tips, strategies, and research you need so you can be—and feel—more effective at home and work. Whether you're up all night with a newborn or touring universities with your teen, we've got what you need to make working parenthood work for you.

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Daniel Goleman

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Peter F. Drucker

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Jim Collins

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Daniel Goleman

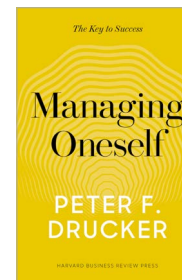
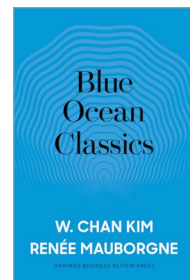
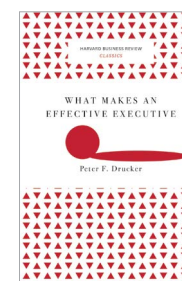
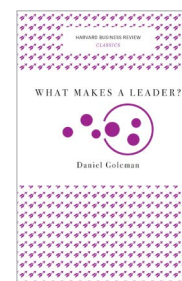
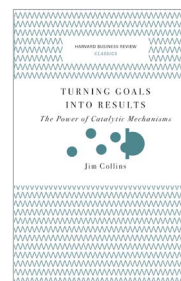
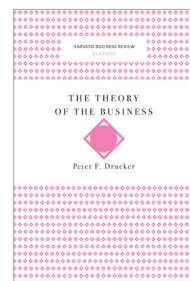
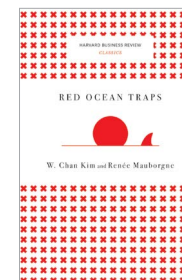
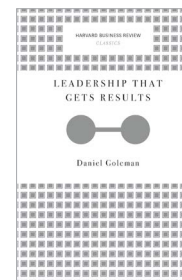
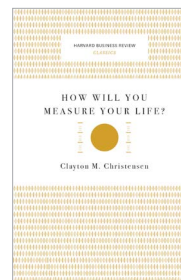
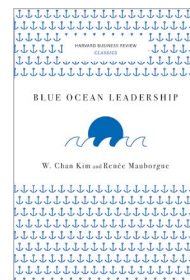
What Makes an Effective Executive
Peter F. Drucker

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Giving Effective Feedback

Running Meetings

Innovative Teams

Running Virtual Meetings

Leading Virtual Teams

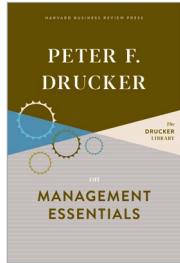
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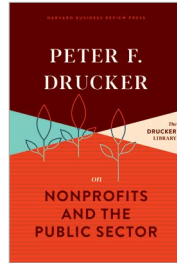
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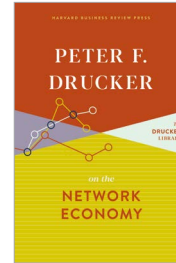
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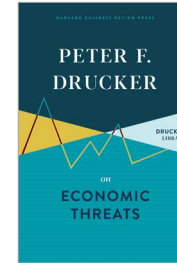
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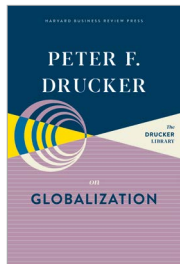
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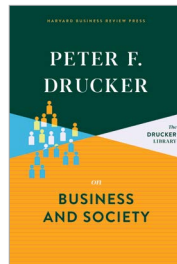
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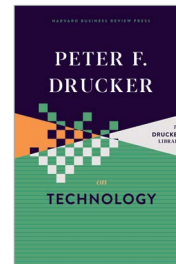
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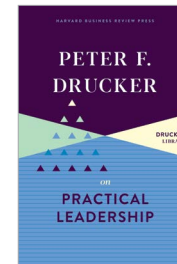
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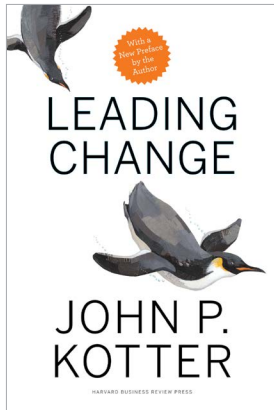
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John Kotter's now-legendary eight-step process for managing change has become the foundation for leaders and organizations around the globe. The book serves as both visionary guide and practical toolkit for how to approach the difficult yet crucial work of leading change in any type of organization.

1.3 million copies sold
26,000 sold in the past year

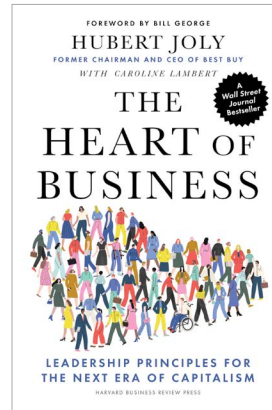
JULY 1996 & NOVEMBER 2012

Leading Change

JOHN P. KOTTER

9781422186435 • Hardcover
208 pages • 6 1/8" x 9 1/4" • US\$ 32.00

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Hubert Joly unveils the philosophy behind his success as CEO of Best Buy: Pursue a noble purpose, put people at the center, create an environment where every employee can blossom, and treat profit as an outcome, not the goal.

A *Wall Street Journal* bestseller

“This smart, practical guide is a perfect resource for any business leader.” —*Publishers Weekly*

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Former IBM CEO Ginni Rometty delivers a powerful combination of memoir, leadership lessons, and big ideas on how to drive meaningful change. She recounts her own journey leading the skills-first movement, widening the talent pool and sponsorship of apprenticeships.

“An excellent story about how the personal plays together with the professional. . . . Read it. It is much more than a management book.” —*Borsen*

A *Wall Street Journal* bestseller

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MARCH 2023

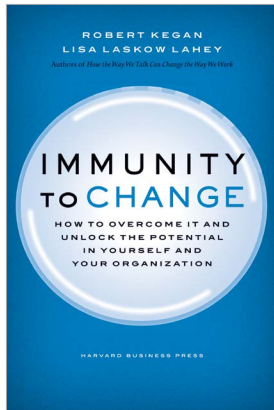
Good Power

Leading Positive Change in Our Lives, Work, and World

GINNI ROMETTY

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272 pages • 6 1/8" x 9 1/4" • US\$ 30.00 • UK£ 22.00

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Immunity to Change shows how our individual beliefs along with the collective mindsets in our organizations combine to make change maddeningly elusive. This persuasive and practical book, filled with hands-on diagnostics and compelling case studies, delivers the tools to overcome the forces of inertia and transform life and work.

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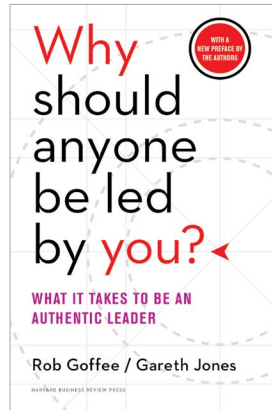
Immunity to Change

How to Overcome It and Unlock the Potential in Yourself and Your Organization

ROBERT KEGAN, LISA LASKOW LAHEY

9781422117361 • Hardcover
304 pages • 6 1/8" x 9 1/4" • US\$ 32.00

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In this lively and practical book, Rob Goffee and Gareth Jones reveal how to hone and deploy your unique leadership abilities while managing the tensions at the heart of successful leadership: when to show emotion and when to withhold it, how to get close to followers while maintaining an appropriate distance, and maintaining your individuality while “conforming enough” to gain traction and lead change.

188,000 copies sold
4,000 in the past year

MARCH 2006 & NOVEMBER 2015

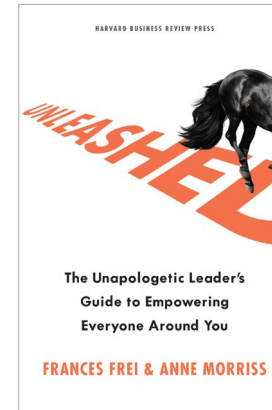
Why Should Anyone Be Led by You?

(With a New Preface by the Authors)
What It Takes to Be an Authentic Leader

ROB GOFFEE, GARETH JONES

9781633691087 • Hardcover
244 pages • 6 1/8" x 9 1/4" • US\$ 35.00

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At its core, leadership is not about you. Real leadership is about how effective you are at making other people better—even when you are not there. *Unleashed* shows how the boldest, most effective leaders use a special combination of trust, love, and inclusion to create a space in which other people can excel, and it provides practical, battle-tested tools to make these ideas come alive.

“Sparkily written and personal—full of simple tips to build trust and reduce bias.” —*Financial Times*

58,000 copies sold

JUNE 2020

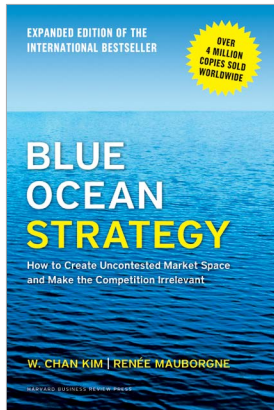
Unleashed

The Unapologetic Leader's Guide to Empowering Everyone Around You

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This global bestseller challenges everything you thought you knew about strategic success. Now updated with fresh content from the authors, *Blue Ocean Strategy* argues that lasting success comes not from battling competitors but from creating *blue oceans*—untapped new market spaces ripe for growth.

**1.3 million copies sold
31,000 in the past year**

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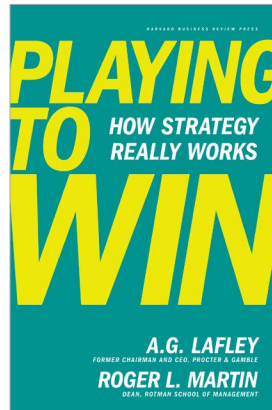
Blue Ocean Strategy

How to Create Uncontested Market Space and Make the Competition Irrelevant

W. CHAN KIM, RENÉE MAUBORGNE

9781625274496 • Hardcover
320 pages • 6 1/8" x 9 1/4" • US\$ 32.00

Translated into 47 languages



This *Wall Street Journal* bestseller outlines the strategic approach A. G. Lafley used to double Procter & Gamble’s sales and quadruple its profits. This book shows leaders and managers in any organization how to deliver on their strategic goals by focusing all staff on where to play and how to win.

**330,000 copies sold
28,000 in the past year**

FEBRUARY 2013

Playing to Win

How Strategy Really Works

A. G. LAFLEY, ROGER L. MARTIN

9781422187395 • Hardcover
288 pages • 6 1/8" x 9 1/4" • US\$ 30.00

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The authors of *Blue Ocean Strategy* introduce nondisruptive creation, showing why it matters, how to identify opportunities, and how companies can pursue innovation strategies that better balance business and society. With examples from all sectors of the economy and a practical framework for guiding innovation, this is a must-read for the next generation of innovators who want to do well and do good.

“A recipe for producing all the benefits of disruptive innovation without the downsides.” —*Bloomberg*

23,000 copies sold

MAY 2023

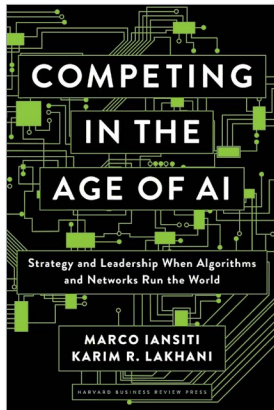
Beyond Disruption

Innovate and Achieve Growth without Displacing Industries, Companies, or Jobs

W. CHAN KIM, RENÉE MAUBORGNE

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Competing in the Age of AI shows how processes driven by artificial intelligence remove traditional constraints on scale and scope and enable companies to straddle industry boundaries and create powerful learning opportunities. Packed with examples and based on research at hundreds of firms, this is the essential guide for rethinking how firms compete and operate in the era of AI.

“Well written, readable, engaging, and accessible.”
—*Irish Tech News*

77,000 copies sold

JANUARY 2020

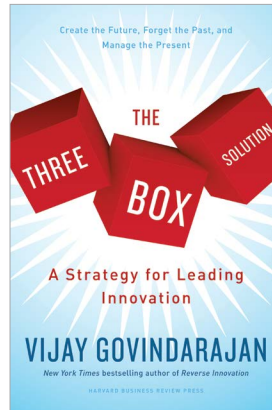
Competing in the Age of AI

Strategy and Leadership When Algorithms and Networks Run the World

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9781633697621 • Hardcover
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A simple model to solve a fundamental problem for leaders—how do you run your current business while simultaneously reinventing it? *The Three-Box Solution* offers a way of allocating energy, time, and resources: Box 1: The Present; Box 2: The Past; Box 3: The Future.

“A simple and practical path for innovation.”
—*Financial Times*

55,000 copies sold

APRIL 2016

The Three-Box Solution

A Strategy for Leading Innovation

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9781633690141 • Hardcover
256 pages • 6 1/8" x 9 1/4" • US\$ 32.00

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When it comes to strategy, the mistake most managers make is thinking they have one when they don't. Joan Magretta, author of the bestselling *Understanding Michael Porter*, has teamed up with illustrator Emile Holmewood to capture essential strategy concepts in a short, easy-to-understand graphic format. With a charming cast of characters—a team of managers who call in Professor Porter to help—the book helps readers quickly grasp the fundamentals of strategy.

“Original and well thought out . . . 6/6 stars.” —*Børsen*

9,000 copies sold

SEPTEMBER 2020

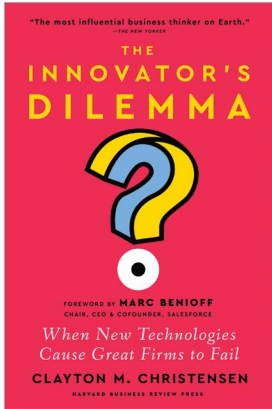
What Is Strategy?

An Illustrated Guide to Michael Porter

JOAN MAGRETTA, EMILE HOLMEWOOD, HEINRICH ZIMMERMANN

9781633698239 • Hardcover
80 pages • 10" x 10" • US\$ 25.00

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In one of the most influential business books of all time, Clayton Christensen explains why most companies miss out on new waves of innovation. No matter the industry, he says, a successful company with established products *will* get pushed aside unless managers know how and when to abandon traditional business practices.

780,000 copies sold (both editions)

JANUARY 2024

The Innovator's Dilemma

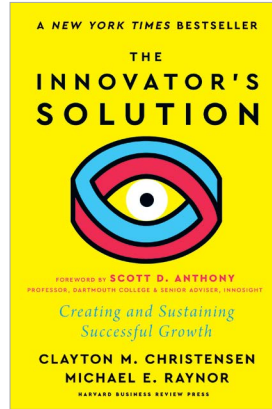
(Updated with a New Foreword)

When New Technologies Cause Great Firms to Fail

CLAYTON M. CHRISTENSEN

9781647826765 • Hardcover
288 pages • 6 1/8" x 9 1/4" • US\$ 35.00

CURRENT LICENSEES Albanian: Minerva • Arabic: Majarra • Armenian: Antares • Azerbaijani: Qanun • Complex Chinese: Business Weekly • Dutch: Business Contact • Finnish: Talentum • French: Valor • German: Vahlen • Greek: Crete University Press • Italian: Franco Angeli • Japanese: Shoeisha • Kazakh: JV Team • Korean: Sejong • Mongolian: Nepko • Portuguese (Brazil): M Books/Alta • Portuguese (Portugal): Actual • Romanian: Publica • Russian: Alpina • Serbian: Finesa • Simplified Chinese: CITIC • Slovak: United Philanthropy • Spanish: Granica • Thai: Maxions • Turkish: Koridor • Ukrainian: Oksana Forosty • Uzbek: Golden Books • Vietnamese: PACE Institute



Clayton Christensen and Michael Raynor expand on the idea of disruption, explaining how companies can and should become disruptors themselves. The authors give advice on the business decisions crucial to achieving truly disruptive growth and propose guidelines for developing your own disruptive growth engine.

270,000 copies sold (both editions)

FEBRUARY 2024

The Innovator's Solution

(Updated with a New Foreword)

Creating and Sustaining Successful Growth

CLAYTON M. CHRISTENSEN, MICHAEL E. RAYNOR

9781647826789 • Hardcover
320 pages • 6 1/8" x 9 1/4" • US\$ 35.00

CURRENT LICENSEES Arabic: Majarra • Complex Chinese: Commonwealth Magazine • German: Vahlen • Italian: Cinqueplus • Japanese: Shoeisha • Korean: Sejong • Portuguese (Portugal): Actual • Russian: Alpina • Simplified Chinese: CITIC • Spanish: Granica • Vietnamese: Alpha



Now updated, *The Innovator's DNA* outlines the five discovery skills—associating, questioning, observing, networking, and experimenting—that distinguish innovative entrepreneurs and executives from ordinary managers. The authors show readers how to evaluate and build on their DNA through in-depth advice and stories that demonstrate each discovery skill in action and how to develop it.

140,000 copies sold (both editions)

JUNE 2019

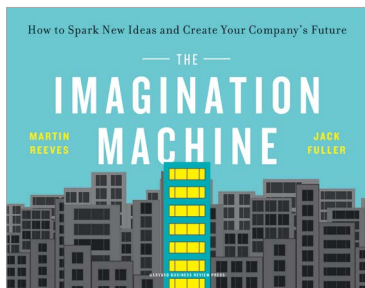
The Innovator's DNA *(Updated with a New Introduction)*

Mastering the Five Skills of Disruptive Innovators

JEFF DYER, HAL GREGERSEN, CLAYTON M. CHRISTENSEN

9781633697218 • Hardcover
320 pages • 6 1/8" x 9 1/4" • US\$ 35.00

RIGHTS SOLD Complex Chinese: Commonwealth Magazine • Danish: L&R • French: Pearson • Hungarian: OneLife • Indonesian: ANDI • Japanese: Shoeisha • Korean: Sejong • Polish: ICAN • Portuguese (Brazil): Alta • Russian: Eksmo • Simplified Chinese: CITIC • Spanish: Planeta • Thai: Pran • Vietnamese: Alpha



At a time when we need imagination more than ever, Boston Consulting Group’s Martin Reeves and Jack Fuller lay out how to create ideas and bring them to life. From putting yourself in a more imaginative mindset by focusing on “what could be” and spreading evolving ideas to codifying and exploiting new ideas and keeping imagination going, *The Imagination Machine* is an erudite and entertaining guide to injecting new life into your company. Fully illustrated and in full color.

19,000 copies sold

JUNE 2021

The Imagination Machine

How to Spark New Ideas and Create Your Company’s Future

MARTIN REEVES, JACK FULLER

9781647820862 • Hardcover
256 pages • 9 1/2" x 7 1/2" • US\$ 35.00

RIGHTS SOLD Arabic: Majarra • Italian: Egea • Japanese: Nikkei • Polish: MT Biznes • Russian: Prosvyescheniye • Simplified Chinese: CITIC



This book shows how established companies can build and scale new ventures the way startups do. Laid out is a comprehensive program for building a team; creating new products or services; developing a rigorous business and execution plan; and launching, accelerating, and scaling each venture. And then doing it again and again.

“An actionable playbook for big corporations.” —*Forbes*

30,000 copies sold

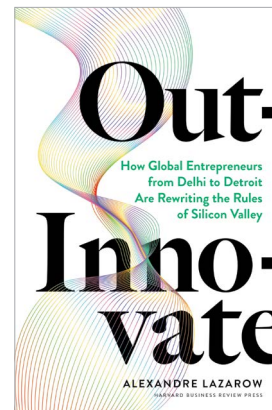
OCTOBER 2022

The Unicorn Within

How Companies Can Create Game-Changing Ventures at Startup Speed

LINDA K. YATES

9781633698680 • Hardcover
336 pages • 9 1/2" x 7 1/2" • US\$ 35.00



The new playbook for innovation—wherever it has the potential to happen. Startups are taking root all over the world, but as venture capital expert Alexandre Lazarow says, they’re not following the Silicon Valley model. In *Out-Innovate*, he tells success stories of startups that build industries rather than disrupt, are born global because local markets are too small, and focus on resilience rather than on growth at any cost.

“[An] engaging quest . . . shedding new light on innovation.” —*Financial Times*

6,000 copies sold

APRIL 2020

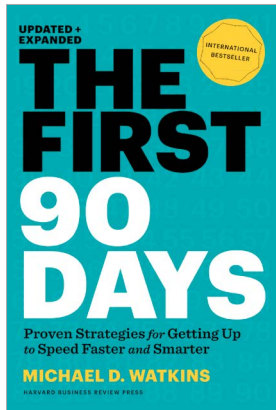
Out-Innovate

How Global Entrepreneurs from Delhi to Detroit Are Rewriting the Rules of Silicon Valley

ALEXANDRE LAZAROW

9781633697584 • Hardcover
256 pages • 6 1/8" x 9 1/4" • US\$ 30.00

RIGHTS SOLD Arabic: Majarra • Korean: Freelec • Simplified Chinese: CTPH • Spanish: LID



The international bestseller presents proven strategies for conquering the challenges of transitions—no matter where you are in your career. This updated and expanded edition addresses today’s increasingly demanding professional world, where managers change roles more frequently and are expected to deliver results within the first 90 days.

1.9 million copies sold
105,000 sold in the past year

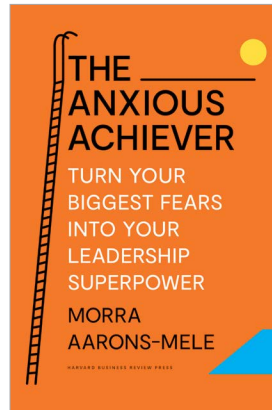
SEPTEMBER 2003 & MAY 2013

The First 90 Days (*Updated and Expanded*)
 Proven Strategies for Getting Up to Speed Faster and Smarter

MICHAEL D. WATKINS

9781422188613 • Hardcover
 304 pages • 5 1/2" x 8 1/4" • US\$ 30.00

CURRENT LICENSEES Arabic: Jarir • Complex Chinese: Business Weekly • Czech: Albatros • Dutch: Business Contact • French: Pearson • German: Campus • Greek: Klidarithmos • Hebrew: Matar • Hungarian: Noran Ibro • Indonesian: Serambi • Italian: Hoepli • Japanese: Shoeisha • Korean: Dongnyok • Mongolian: Suun Suvd • Polish: Helion • Portuguese (Brazil): Alta • Romanian: BFC Allianz • Russian: Mann • Simplified Chinese: CITIC • Spanish: Reverte • Thai: WeLearn • Turkish: Optimist • Ukrainian: Nash Format • Vietnamese: Alpha



The Anxious Achiever is a book with a mission: to normalize anxiety in the workplace and help readers transform anxiety from an apparent weakness into a strength. Drawing from the successful podcast of the same name, the book is packed with practical advice to help readers confront bad habits, manage social anxiety, deal with criticism, and model healthy behavior as anxious leaders of organizations.

Shortlisted for Thinkers50 Distinguished Achievement Award for Leadership

18,000 copies sold

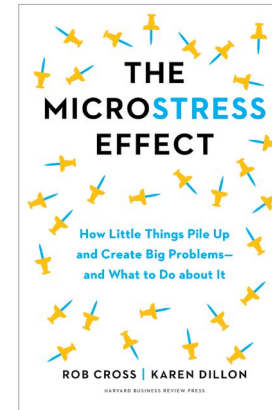
APRIL 2023

The Anxious Achiever
 Turn Your Biggest Fears into Your Leadership Superpower

MORRA AARONS-MELE

9781647822538 • Hardcover
 272 pages • 6 1/8" x 9 1/4" • US\$ 30.00

RIGHTS SOLD Arabic: Jarir • Complex Chinese: Ping’s Publications • German: Vahlen • Simplified Chinese: Jie Teng • Vietnamese: 1980 Books



There is a force in our everyday lives—microstress—that we aren’t even aware of, but it threatens to derail otherwise promising careers and lives. Compelling interviews with high achievers bring to life best practices that show you how to build up resilience, find purpose in your everyday life, and use it as an antidote to your own microstress.

“[A] highly relatable analysis of the problem—and guide to how to rise above it.” —*Financial Times*

13,000 copies sold

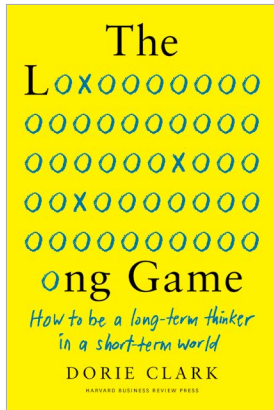
APRIL 2023

The Microstress Effect
 How Little Things Pile Up and Create Big Problems—and What to Do about It

ROB CROSS, KAREN DILLON

9781647823979 • Hardcover
 240 pages • 6 1/8" x 9 1/4" • US\$ 30.00 • UK£ 22.00

RIGHTS SOLD Arabic: Jarir • Complex Chinese: Ping’s Publications • French: Pearson France • Italian: Giunti • Korean: Book 21 • Simplified Chinese: Cheers • Spanish: Profit • Vietnamese: 1980 Books



Top business thinker Dorie Clark shares unique principles, frameworks, and her own experiences to show how to break out of day-to-day routines and achieve lasting success. She explains how, by doing small things over time, readers can achieve their goals and transform their lives and careers.

“An expert at self-reinvention and helping others make changes in their lives.” —*New York Times*

A *Wall Street Journal* bestseller

39,000 copies sold

SEPTEMBER 2021

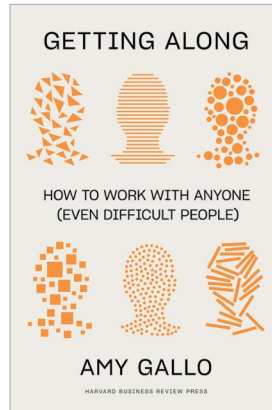
The Long Game

How to Be a Long-Term Thinker in a Short-Term World

DORIE CLARK

9781647820572 · Hardcover
256 pages · 5 1/2" x 8 1/4" · US\$ 28.00

RIGHTS SOLD Arabic: Jarir · Complex Chinese: Fine Press · French: Pearson · Italian: Ayros · Japanese: Discover 21 · Korean: Dasan · Portuguese (Brazil): O Novo Mercado · Russian: Eksmo · Simplified Chinese: Cheers · Spanish: Taller Del Exitó · Thai: Amarin · Vietnamese: Vietnam AZ Communication



Workplace expert and HBR podcast host Amy Gallo provides wise and friendly counsel to overcome workplace friction. She provides strategies to help you deal constructively with eight familiar types of difficult coworkers. Full of the latest behavioral science research and practical advice, *Getting Along* is an indispensable guide to navigating your toughest relationships at work.

“Dealing with tricky colleagues is hard . . . Gallo sets out step-by-step tactics.” —*Financial Times*

30,000 copies sold

SEPTEMBER 2022

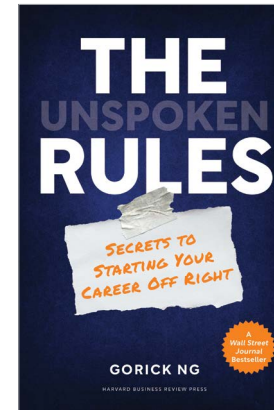
Getting Along

How to Work with Anyone (Even Difficult People)

AMY GALLO

9781647821067 · Hardcover
304 pages · 6 1/8" x 9 1/4" · US\$ 30.00

RIGHTS SOLD Complex Chinese: Commonwealth Magazine · French: Prisma · Japanese: Futami Shobo · Korean: SangSangSquare · Polish: MT Biznes · Simplified Chinese: Beijing Jie Teng · Spanish: Profit · Turkish: Serenad



You’ve landed a job. Now what? Gorick Ng, a first-generation college graduate and Harvard career adviser, distills the wisdom he has gathered about the unspoken rules of work. Loaded with frameworks, checklists, and talking points, the book provides concrete strategies for readers to set themselves up for a fulfilling career.

A *Wall Street Journal* bestseller

“It can help everyone from interns to CEOs.” —*Financial Times*

41,000 copies sold

APRIL 2021

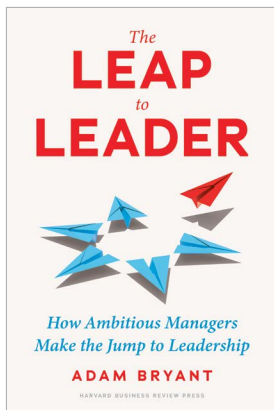
The Unspoken Rules

Secrets to Starting Your Career Off Right

GORICK NG

9781647820442 · Hardcover
272 pages · 6 1/8" x 9 1/4" · US\$ 26.00

RIGHTS SOLD Arabic: Jarir · Czech: Prah · Dutch: Business Contact · Farsi: Aryana Ghalam · French: Pearson · German: Redline · Japanese: Jitsumu Kyoiku · Portuguese (Brazil): GMT Editores · Russian: AST · Simplified Chinese: Cheers



Your trusted playbook for making the biggest jump of your career. Having worked directly with hundreds of fast-rising executives, Adam Bryant tells compelling stories of those who've made the leap to a leadership role and shares strategies and tactics for building a loyal following, winning promotions without asking for them, developing a legacy, and much more.

10,000 copies sold

JULY 2023

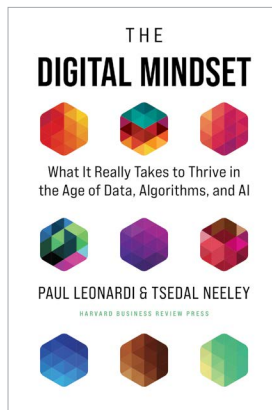
The Leap to Leader

How Ambitious Managers Make the Jump to Leadership

ADAM BRYANT

9781647824891 • Hardcover
240 pages • 6 1/8" x 9 1/4" • US\$ 32.00 • UK£ 23.00

RIGHTS SOLD Complex Chinese: China Times



To help us understand what being *digital* really means, the central idea of the book is the *30 percent rule*, which says that to have digital intelligence, you need to have at least 30 percent literacy in technical skills, like knowing how to code or how to train an algorithm.

Primarily a book written for individuals, it's also for senior leaders who want to upskill and build a digital workforce. The good news is that developing a digital mindset isn't as hard as we might think.

24,000 copies sold

MAY 2022

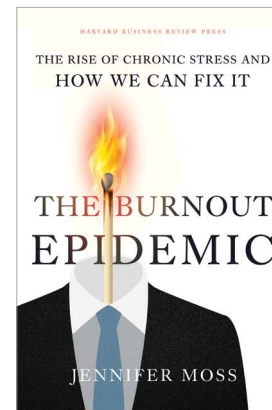
The Digital Mindset

What It Really Takes to Thrive in the Age of Data, Algorithms, and AI

PAUL LEONARDI, TSEDAL NEELEY

9781647820107 • Hardcover
272 pages • 6 1/8" x 9 1/4" • US\$ 30.00

RIGHTS SOLD Arabic: Institute of Public Administration • Indonesian: PT Pustaka Alvabet • Italian: Franco Angeli • Korean: Will Books • Polish: MT Biznes • Simplified Chinese: Beijing Jie Teng • Ukrainian: Ranok • Vietnamese: PACE Institute



This eye-opening and practical guide lays bare the real causes of burnout and shows—with the help of fascinating research, interviews, and insightful and actionable advice—how leaders can be empowered to help themselves and their employees feel healthier and happier.

“The book, which is clear that burnout is an organizational issue, not an individual one, is designed for leaders who want to get to grips with the problem and do something about it.” —*Financial Times*

19,000 copies sold

SEPTEMBER 2021

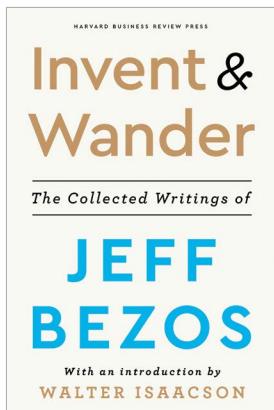
The Burnout Epidemic

The Rise of Chronic Stress and How We Can Fix It

JENNIFER MOSS

9781647820367 • Hardcover
288 pages • 6 1/8" x 9 1/4" • US\$ 30.00

RIGHTS SOLD Arabic: Jarir • Estonian: Aripaev • Korean: Prunsoop • Russian: Eksmo



From this collection of Jeff Bezos's writings, you'll gain an insider's view of the why and how of his success. *Invent & Wander* offers readers a master class in business values, strategy, and execution. Everyone from CEOs and entrepreneurs to the millions of people who use Amazon's products and services will come to understand the principles that have driven the success of one of the most important innovators of our time.

109,000 copies sold

NOVEMBER 2020

Invent & Wander

The Collected Writings of Jeff Bezos

**CONTRIBUTIONS BY JEFF BEZOS,
INTRODUCTION BY WALTER ISAACSON**

9781647820718 • Hardcover
288 pages • 6 1/8" x 9 1/4" • US\$ 28.00

RIGHTS SOLD Albanian: Pema • Arabic: Majarra • Bulgarian: BARD • Complex Chinese: CommonWealth Magazine • Czech: Euromedia • German: Redline • Greek: Psychogios • Hebrew: Matar • Hungarian: Jaffa • Italian: Sperling • Japanese: Diamond • Korean: Wisdom House • Macedonian: Ars Lamina • Polish: MT Biznes • Portuguese (Brazil): Alta • Portuguese (Portugal): Planeta • Romanian: Litera • Russian: Eksmo • Serbian: Laguna • Simplified Chinese: Xiron • Spanish: Editorial Planeta • Swedish: Mondial • Thai: Nation • Turkish: Pegasus • Ukrainian: Nash Format • Vietnamese: Ecoblader



In this candid and straight-talking book, Paul Polman, the ex-Unilever CEO who increased shareholder returns and ensured the company ranked number one for sustainability, and Andrew Winston, one of the world's most authoritative voices on corporate sustainability, reveal how businesses can thrive by being *net positive*—giving more back to the world than they take.

“An advocate of sustainable capitalism explains how it's done.” —*The Economist*

95,000 copies sold

OCTOBER 2021

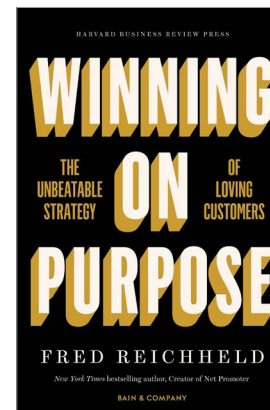
Net Positive

How Courageous Companies Thrive by Giving More than They Take

PAUL POLMAN, ANDREW WINSTON

9781647821302 • Hardcover
352 pages • 6 1/8" x 9 1/4" • US\$ 30.00

RIGHTS SOLD Arabic: Jarir • Complex Chinese: CommonWealth Magazine • Dutch: Prometheus • French: ARS • Hungarian: Pallas Athene • Italian: Hoepli • Japanese: Nikkei BP • Korean: Hyundae-Jisung • Portuguese (Brazil): Sextante • Portuguese (Portugal): Actual • Russian: Eksmo • Spanish: Profit • Turkish: Scala



Fred Reichheld's Net Promoter System (NPS) has spread far and wide and has been adopted by a range of companies, from industrial giants to digital innovators. Now Reichheld raises the bar and argues that the primary purpose of a business should be to enrich the lives of its customers. But winning on purpose isn't easy. Reichheld unveils the earned growth rate, the first reliable measure of what he calls *good profits*. *Winning on Purpose* is your indispensable guide to making NPS the key to your own company's success.

53,000 copies sold

DECEMBER 2021

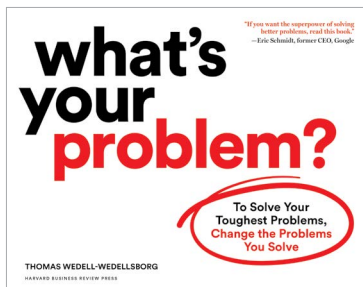
Winning on Purpose

The Unbeatable Strategy of Loving Customers

FRED REICHHELD

9781647821784 • Hardcover
288 pages • 6 1/8" x 9 1/4" • US\$ 30.00

RIGHTS SOLD Arabic: Jarir • French: Pearson • Japanese: President • Korean: Contents Lab • Portuguese (Brazil): Saraiva • Russian: Mann



If you have ever worked hard on something only to find you were focusing on the wrong problem entirely, then *What's Your Problem?* can help. In this visually engaging and friendly book, you'll learn reframing, a crucial, underutilized skill that you can easily master. Teach yourself and your team to reframe, and growth and success will follow.

"If you want the superpower of solving better problems, read this book." —Eric Schmidt, former executive chairman, Google and Alphabet

26,000 copies sold

MARCH 2020

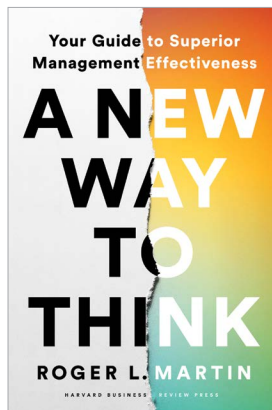
What's Your Problem?

To Solve Your Toughest Problems, Change the Problems You Solve

THOMAS WEIDELL-WEIDELLSBORG

9781633697225 • Hardcover
232 pages • 9 1/2" x 7 1/2" • US\$ 35.00

RIGHTS SOLD Arabic: Jarir • Complex Chinese: CommonWealth Magazine • Czech: Portal • Danish: Content • French: Pearson • Indonesian: Grasindo • Japanese: Jitsumu Kyoiku • Korean: Chungrim • Portuguese (Brazil): Saraiva • Romanian: Publica • Russian: Alpina • Simplified Chinese: Xiron • Ukrainian: Vivat • Vietnamese: WeTransform



As an author, a business school dean, and Thinkers50's number one management thinker, Roger Martin has made it his life's work to find new ways to address business problems.

From competition to strategy, data, M&A, and more, each chapter compares a dominant but flawed model with a new, better way of doing business.

"Spot on and, if applied assiduously, I guarantee it will change your life." —Tom Peters

25,000 copies sold

MAY 2022

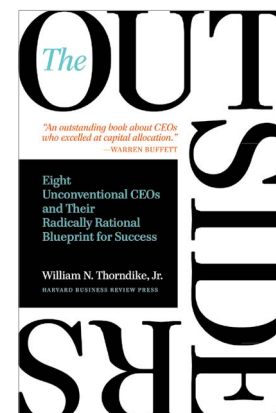
A New Way to Think

Your Guide to Superior Management Effectiveness

ROGER L. MARTIN

9781647823511 • Hardcover
256 pages • 6 1/8" x 9 1/4" • US\$ 30.00

RIGHTS SOLD Complex Chinese: Good Morning Press • French: Pearson • Korean: PlanB Design • Portuguese (Brazil): Alta • Portuguese (Portugal): Clube do Autor • Simplified Chinese: Cheers • Vietnamese: PACE Institute



Learn the traits and methods of eight individualistic and low-profile CEOs whose firms' average returns outperformed the S&P 500 by a factor of twenty. The book reveals a compelling alternative model for anyone interested in leading a company or investing in one—and reaping extraordinary returns.

"An outstanding book." —Warren Buffett

270,000 copies sold
15,000 sold in the past year

OCTOBER 2012

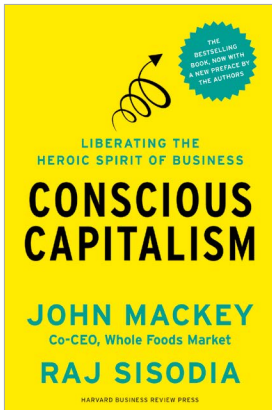
The Outsiders

Eight Unconventional CEOs and Their Radically Rational Blueprint for Success

WILLIAM N. THORNDIKE, JR.

9781422162675 • Hardcover
240 pages • 5 1/2" x 8 1/4" • US\$ 30.00

RIGHTS SOLD Arabic: Majarra • Bulgarian: Together Academy • Complex Chinese: Gusa • French: Valor • German: Rentrop • Japanese: Pan Rolling • Korean: Mindbuilding • Polish: Helion • Portuguese (Brazil): GrupoA • Russian: Eksmo • Simplified Chinese: Cheers • Spanish: Valor • Thai: FP Editions • Turkish: Pegasus • Vietnamese: Thaiabooks



In this *Wall Street Journal* bestseller, Whole Foods Market’s John Mackey and professor Raj Sisodia argue for the inherent good of both business and capitalism. Featuring some of today’s best-known companies, this book illustrates how these two forces can—and do—work powerfully to create value for all stakeholders.

197,000 copies sold

JANUARY 2013

Conscious Capitalism

Liberating the Heroic Spirit of Business

JOHN MACKEY, RAJ SISODIA

9781422144206 • Hardcover and Paperback
288 pages • 6 1/8" x 9 1/4" • US\$ 32.00

RIGHTS SOLD Complex Chinese: Commonwealth • French: Ariane • Hebrew: Conscious Capitalism Israel • Indonesian: Kepustakaan Populer Gramedia • Italian: MGMT • Japanese: Shoeisha • Korean: Next Wave • Polish: MT Biznes • Portuguese (Brazil): Alta • Romanian: D’Imago • Russian: Mann • Simplified Chinese: Cheers • Spanish: Urano • Turkish: Moda Offset • Vietnamese: Nha Nam



Number one *New York Times* bestselling author Keith Ferrazzi and his coauthors offer a vision of the organization of the future—digital, distributed, inclusive, resilient, empathetic. Based on global research involving thousands of executives, innovators, and changemakers, *Competing in the New World of Work* is your inspiration and your road map to embracing new realities, motivating talent, and winning in bold frontiers.

A *Wall Street Journal* bestseller

28,000 copies sold

FEBRUARY 2022

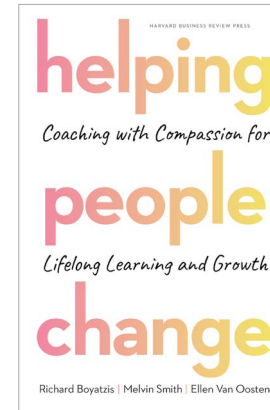
Competing in the New World of Work

How Radical Adaptability Separates the Best from the Rest

KEITH FERRAZZI, KIAN GOHAR, NOEL WEYRICH

9781647821951 • Hardcover
256 pages • 6 1/8" x 9 1/4" • US\$ 30.00

RIGHTS SOLD French: Pearson • Portuguese (World): Actual • Russian: Mann • Turkish: Kapital Meyda • Ukrainian: Laboratory • Vietnamese: Tre



Helping People Change uses real-life stories and original research to show how “coaching with compassion” opens people up to thinking creatively, helps them learn and grow in meaningful ways, and motivates them to sustain that growth.

“Full of stories illustrating how asking the right questions can enable people to achieve their dreams.”
—*Financial Times*

37,000 copies sold

SEPTEMBER 2019

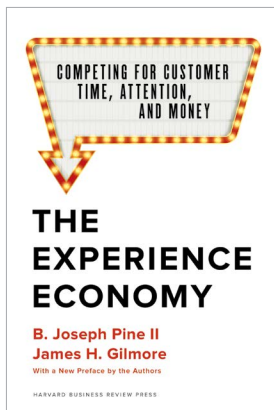
Helping People Change

Coaching with Compassion for Lifelong Learning and Growth

RICHARD BOYATZIS, MELVIN SMITH, ELLEN VAN OOSTEN

9781633696563 • Hardcover
256 pages • 6 1/8" x 9 1/4" • US\$ 30.00

RIGHTS SOLD Arabic: Jarir • Complex Chinese: EcoTrend • Farsi: Atlas Peydayesh • Italian: Unicomunicazione • Japanese: Eiji • Lithuanian: Flintas • Portuguese (Brazil): Alta • Russian: Byblos • Simplified Chinese: Huazhang • Spanish: Reverte • Turkish: Albaraka Kultur



With a brand-new preface, the authors make an even stronger case for experiences as the critical link between a company and its potential audience. They take the original idea that experiences and transformations are the basis for future business growth and prosperity and broaden its application to the demands of today's increasingly distractible, time-starved world.

248,000 copies sold (all editions)

DECEMBER 2019

The Experience Economy *(Updated with a New Preface)*

Competing for Customer Time, Attention, and Money

B. JOSEPH PINE II, JAMES H. GILMORE

9781633697973 • Hardcover
368 pages • 6 1/8" x 9 1/4" • US\$ 32.00

RIGHTS SOLD Complex Chinese: EcoTrend • Dutch: Boom • Italian: Etas • Japanese: Diamond • Korean: UX Review • Romanian: Publica • Russian: Alpina • Simplified Chinese: Huazhang • Turkish: Optimist • Ukrainian: Vivat • Vietnamese: Alpha



Mihir Desai—Harvard Business School professor and cohost of the podcast *After Hours*—guides readers through the complex but endlessly fascinating world of finance. With entertaining case studies, interactive exercises, and a conversational style, he tackles a broad range of topics that will help you start thinking more deeply about the numbers, whether you're a student, a manager, an aspiring chief financial officer, or an entrepreneur.

86,000 copies sold

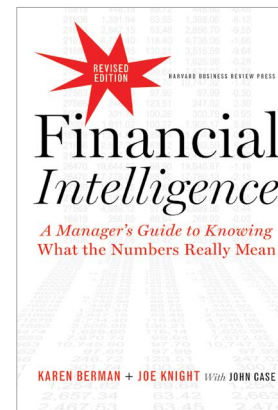
MARCH 2019

How Finance Works
The HBR Guide to Thinking Smart about the Numbers

MIHIR A. DESAI

9781633696709 • Paperback
288 pages • 9 1/2" x 7 1/5" • US\$ 35.00

RIGHTS SOLD Arabic: Majarra • Azerbaijani: Hamerg Tercume • Complex Chinese: Business Weekly • Japanese: Diamond • Korean: Gilbut • Portuguese (Brazil): Alta • Russian: Eksmo • Simplified Chinese: CITIC • Thai: Bookscape • Turkish: Optimist • Vietnamese: Langmaster



Accessible, jargon-free, and filled with entertaining stories of real companies, *Financial Intelligence* gives nonfinancial managers the confidence to understand the nuance beyond the numbers. The updated edition brings the numbers up to date and includes questions about the financial crisis and broader financial and accounting literacy.

300,000 copies sold
23,000 sold in the past year

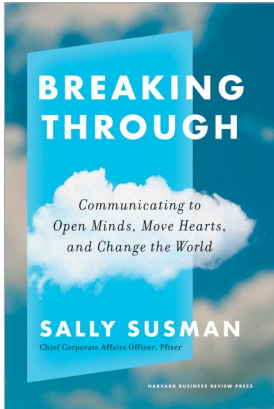
JANUARY 2006 & FEBRUARY 2013

Financial Intelligence *(Revised Edition)*
A Manager's Guide to Knowing What the Numbers Really Mean

KAREN BERMAN, JOE KNIGHT, JOHN CASE

9781422144114 • Hardcover
304 pages • 6 1/8" x 9 1/4" • US\$ 30.00

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Pfizer’s celebrated communications leader reveals how to break through all the noise to get your message across. In this wise and inspiring book, Sally Susman tells fascinating stories from her stellar career to highlight the principles that enabled her to connect with people and help them move forward. This is essential reading for any leader facing the daunting challenge of communicating in our turbulent world.

“Practical advice from someone who has earned her place as a trusted advisor during crises.” —*Axios*

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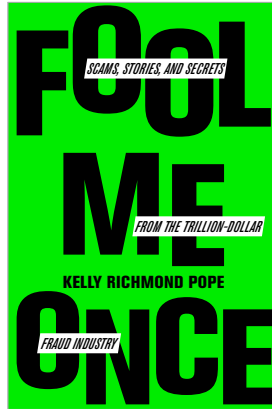
Breaking Through

Communicating to Open Minds, Move Hearts, and Change the World

SALLY SUSMAN

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240 pages · 6 1/8" x 9 1/4" · US\$ 30.00 · UK£ 22.00

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A riveting look at the perpetrators, victims, and whistleblowers behind financial crimes, from acclaimed professor Kelly Richmond Pope. *Fool Me Once* shows fraud in action, uncovering what makes tricksters tick, victims so gullible, and whistleblowers so morally righteous while encouraging us to look at our own behaviors and motivations.

“Reveals the vulnerabilities that we all share and offers advice on how to guard against those who would prey on us.” —*Wall Street Journal*

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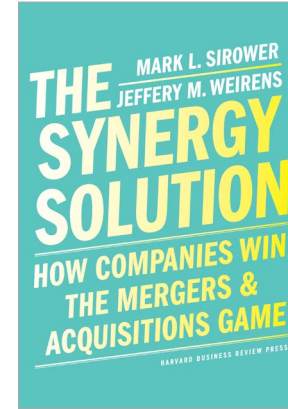
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Scams, Stories, and Secrets from the Trillion-Dollar Fraud Industry

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In this essential guide, Deloitte’s Mark Sirower and Jeff Weirens show how to avoid mergers and acquisitions (M&A) pitfalls and create real long-term shareholder value. It includes details on every stage of the process, from developing an M&A strategy, planning for a successful announcement day, and focusing on what happens after the deal to realizing the promised synergies and sustaining long-term shareholder value.

33,000 copies sold

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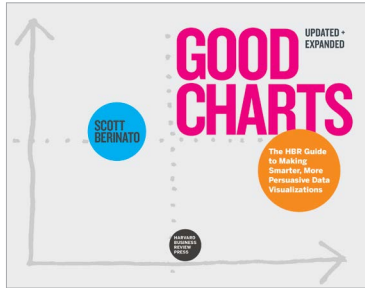
The Synergy Solution

How Companies Win the Mergers and Acquisitions Game

MARK L. SIROWER, JEFFERY M. WEIRENS

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416 pages · 6 1/8" x 9 1/4" · US\$ 35.00

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Your ultimate guide to data visualization and information design—the new language of business.

In this updated and expanded edition, Scott Brinatto lays out a system for thinking visually and building better charts through a process of talking, sketching, and prototyping, covering all the core skills you need and can develop.

“An elegant volume . . . an antidote for ‘death by PowerPoint.’” —*Choice*

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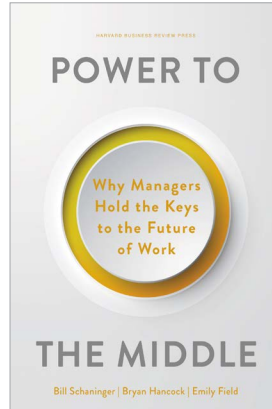
AUGUST 2023

Good Charts (*Updated and Expanded*)
The HBR Guide to Making Smarter, More Persuasive Data Visualizations

SCOTT BRINATTO

9781647825133 • Paperback
304 pages • 9 1/2" x 7 1/2" • US\$ 35.00

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Three McKinsey thought leaders explain why managers should be reinvented as superconnectors, navigators, and rule challengers. They argue that middle managers are uniquely positioned close to the ground but with a crucial connection to company strategy—enabling them to guide organizations through periods of rapid and complex change.

“A surprisingly sprightly book, full of personal insights, experiences and regrets.” —*Financial Times*

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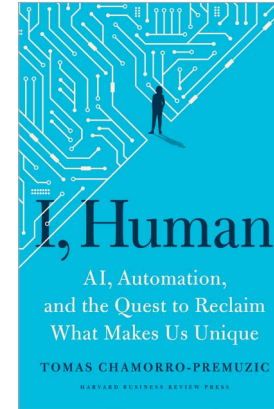
JULY 2023

Power to the Middle
Why Managers Hold the Keys to the Future of Work

BILL SCHANINGER, BRYAN HANCOCK, EMILY FIELD

9781647824853 • Hardcover
272 pages • 6 1/8" x 9 1/4" • US\$ 32.00

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Will artificial intelligence improve the way we work and live, or will it alienate us? The choice is ours. Tomas Chamorro-Premuzic offers a guide for reclaiming ourselves in a world where most of our decisions will be made for us.

“This is not an AI book like others.” —*Financial Times*

“A shrewd, insightful take on the dangers of AI.”
—*Publishers Weekly*

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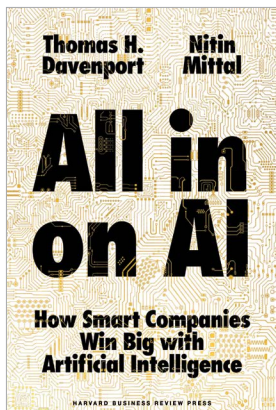
FEBRUARY 2023

I, Human
AI, Automation, and the Quest to Reclaim What Makes Us Unique

TOMAS CHAMORRO-PREMUZIC

9781647820558 • Hardcover
208 pages • 6 1/8" x 9 1/4" • US\$ 28.00

RIGHTS SOLD Arabic: Jarir • Italian: Apogeo • Portuguese (Brazil): Alta • Portuguese (Portugal): Porto



Written by bestselling author Thomas H. Davenport and Deloitte’s Nitin Mittal, *All in on AI* looks at the trailblazing companies using artificial intelligence to create new competitive advantages—from legacy companies like Anthem, Big River Steel, and Ping An to digital-first companies such as Amazon and Nvidia. *All in on AI* offers a rare inside look at what the leading adopters are doing and provides the tools to put AI at the core of everything you do.

A *Wall Street Journal* bestseller

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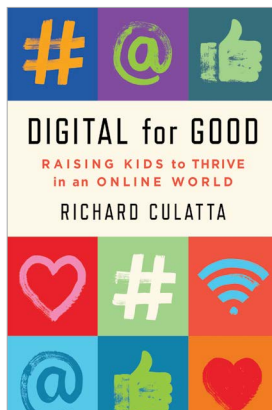
All in on AI

How Smart Companies Win Big with Artificial Intelligence

THOMAS H. DAVENPORT, NITIN MITTAL

9781647824693 • Hardcover
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Education technology expert Richard Culatta says our understandable focus on telling children what not to do with technology doesn’t help kids take advantage of the good that technology can bring to their lives. In *Digital for Good*, he offers a refreshingly positive view and outlines the qualities every young person should develop. Parents and children alike will discover the path to becoming effective digital citizens, all while making our online world a better place.

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Digital for Good

Raising Kids to Thrive in an Online World

RICHARD CULATTA

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From Zeynep Ton, MIT professor and preeminent voice on good jobs, comes a leadership guide for providing work that offers a living wage, dignity, and opportunities for growth. This book shows why good jobs always lead to good outcomes for the business.

“Compelling—even essential—reading for business leaders.” —*Financial Times*

Books of 2023 lists: *The Times* (London), *Financial Times*, Talent Award—Thinkers50

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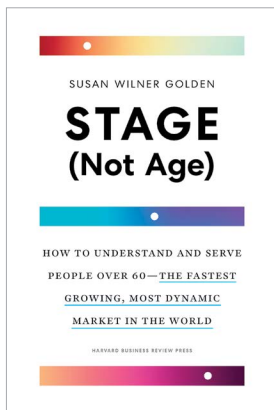
The Case for Good Jobs

How Great Companies Bring Dignity, Pay, and Meaning to Everyone’s Work

ZEYNEP TON

9781647824174 • Hardcover
272 pages • 6 1/8" x 9 1/4" • US\$ 32.00

RIGHTS SOLD Turkish: The Kitap



The concise guide to helping companies understand and serve the burgeoning over-sixties market by focusing on life stage, not age, and identifying the deep diversity of needs. It resets our understanding of what an *old* person is, helps identify barriers to entering the market, and outlines ways to overcome them.

“Highlights eighteen different stages of life that allow us to have a much more granular understanding of age and aging.” —*Forbes*

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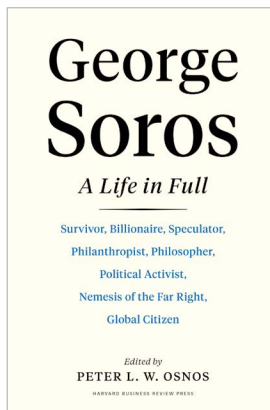
Stage (Not Age)

How to Understand and Serve People Over 60—the Fastest Growing, Most Dynamic Market in the World

SUSAN WILNER GOLDEN

9781633699472 · Hardcover
240 pages · 6 1/8" x 9 1/4" · US\$ 30.00

RIGHTS SOLD Complex Chinese: China Productivity Center · Korean: Wisdom House · Thai: What Is It? Press



George Soros’s longtime publisher, Peter Osnos, has assembled an intriguing set of contributors—public intellectuals (Eva Hoffman, Michael Ignatieff), journalists (Sebastian Mallaby, Orville Schell), scholars (Leon Botstein, Ivan Krastev), and nonprofit leaders (Gara LaMarche, Darren Walker)—to shine a new light on Soros’s activities, motivations, and impact.

“Exceptional writers provide a many-sided view of a multifaceted person. Better and more intriguing than a conventional biography.” —Anne Applebaum

9,000 copies sold

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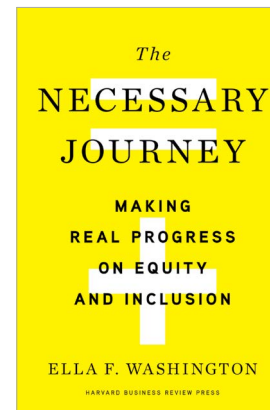
George Soros: A Life in Full

Survivor, Billionaire, Speculator, Philanthropist, Philosopher, Political Activist, Nemesis of the Far Right, Global Citizen

EDITED BY PETER L. W. OSNOS

9781647822798 · Hardcover
320 pages · 6 1/8" x 9 1/4" · US\$ 30.00

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In *The Necessary Journey*, we hear from leaders in companies including Slack, Infosys, and PwC about their successes and failures on the road to an inclusive workplace. The book provides a framework for thinking about where these companies are on their journeys and where you and your company may be too.

“One of the best books on diversity, equity and inclusion you can read.” —*Impact Investor*

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The Necessary Journey

Making Real Progress on Equity and Inclusion

ELLA F. WASHINGTON

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