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All prices are correct as at press time but are subject to change without prior notice.
AICPA Professional Standards 2019, Volumes 1 and 2
AICPA
This two-volume set is a comprehensive source of professional standards and interpretations issued by the AICPA, such as auditing and attestation, accounting and review services pronouncements, along with the AICPA Code of Professional Conduct and Bylaws.

Corporate Turnaround Artistry
Fix Any Business in 100 Days
Jeff Sands
Corporate Turnaround Artistry is a complete guide for entrepreneurial companies in times of financial distress—presenting effective strategies and proven methods to revive and rehabilitate your business. Offering practical steps that go beyond simple cost-cutting and sales-building advice, this invaluable guide teaches you how to control cash, secure financial relief, and develop a comprehensive turnaround plan that your employees, customers, and creditors will support. Author and Certified Turnaround Practitioner Jeff Sands shows that to many struggling businesses, more money is no longer the answer to the problem. Expert advice on topics including cashflow stabilization, short and long-term profit sustainability, lean management techniques, and more, provides the framework to timely and efficient corporate turnaround. Thousands of businesses fall into financial stress every year—oftentimes in sudden and dramatic fashion—leaving CEOs and owners asking the question “How do I save my business”? Corporate Turnaround Artistry provides the answer.

Entrepreneurial Finance
Karlyn Mitchell
For the last four years Dr. Mitchell has taught a very popular course called “New Firm Financing” developed for students who already have or intend to take positions with high-tech entrepreneurial firms in North Carolina's Research Triangle or start high-tech firms of their own. This book incorporates many of the materials she developed to teach the course. The book targets the emerging market for a new kind of financial management text created by the current explosion of entrepreneurial activity. It describes financial management problems business founders face as they start, grow and exit their businesses. The examples are drawn mainly from the high-technology sector. MBA or MSM students who have previously taken a finance course, advanced graduates in finance, practitioners, and those in the general public with an MBA who may be interested in the subject will this resource very accessible.

Wiley Practitioner’s Guide to GAAS 2020
Covering all SASs, SSAEs, SSARSs, and Interpretations
Joanne Flood & Joanne M. Flood
This guide to GAAS and other professional standards provides helpful, systematic direction that saves auditors and accountants time and supports them in their jobs. In addition to explanations, readers will get a detailed discussion of current issues and gain the benefits of practice notes, illustrations, checklists, and questionnaires to reference.
Forensic Analytics
Methods and Techniques for Forensic Accounting Investigations, 2nd Edition
Mark J. Nigrini

Forensic Analytics reviews the methods and techniques that forensic accountants can use to detect intentional and unintentional errors, fraud, and biases. This updated second edition shows accountants and auditors how analyzing their corporate or public sector data can highlight transactions, balances, or subsets of transactions or balances in need of attention. These tests are made up of a set of initial high-level overview tests followed by a series of more focused tests. These focused tests use a variety of quantitative methods including Benford’s Law, outlier detection, the detection of duplicates, a comparison to benchmarks, timeseries methods, risk-scoring, and sometimes simply statistical logic. Written by a prominent educator and researcher in forensic accounting and auditing, this new edition is an essential resource for forensic accountants, auditors, comptrollers, fraud investigators, and graduate students.

Trade • 9781119585763 • Apr 2020 • Cloth • 416pp • US$94.95 • Previous ed: 9780470890462

Value-Based Management in Government
Gary Cokins & Douglas W. Webster

Value-Based Management in Government introduces a new, integrating framework for management practices that optimizes the balancing of results sought; resources supplied and allocated; and risks accepted. These considerations are all balanced for the purpose of delivering maximum stakeholder value. The book offers guidance on how strategic planning, performance management, cost/resource management, and risk management must all be integrated as part of a portfolio management framework across the organization. The book also discusses the role of information technology (IT) in providing data for insights and decision-making, and the importance of organizational change management to implement the needed organizational and behavioral changes. Value-Based Management in Government is an important source of information for leaders, executives, managers, and employee teams working within or with government organizations.

Trade • 9781119658672 • Jan 2020 • Cloth • 272pp • US$64.95

Wiley GAAP 2020
Interpretation and Application of Generally Accepted Accounting Principles
Joanne Flood & Joanne M. Flood

An essential resource for US GAAP implementation, the new edition covers all codifications by the Financial Accounting Standards Board (FASB), provides clear explanations and practical examples for real-world application of these dynamic guidelines. Each chapter includes relevant sources of GAAP and expert guidance on interpretation, terminology, relevant concepts, and applicable rules, while in-depth discussion on the issues surrounding specific pronouncements offers informative perspective for a variety of scenarios.

Trade • 9781119652625 • Jan 2020 • Paper • 1456pp • US$144.95 • Previous ed: 9781119511571

Wiley GAAP for Governments 2019
Interpretation and Application of Generally Accepted Accounting Principles for State and Local Governments
Warren Ruppel

Wiley GAAP for Governments 2019 is the definitive resource for accurate information on the latest pronouncements and guidelines applicable to state and local governments and entities. Designed as a practical application guide for professional users, this comprehensive resource provides expert coverage of all significant developments to governmental accounting principles over the previous year. This book incorporates all the pronouncements issued by the Governmental Accounting Standards Board (GASB) as well as proposed new statements or interpretations currently outstanding and relevant information on the GASB agenda for the upcoming year. This efficiently organized guide enables users to locate, understand, and apply relevant information with ease. Wiley GAAP for Governments 2019 provides financial reporters with expert guidance and up-to-date information required to ensure compliance and lighten the workload. Highly regarded for its efficient and accurate coverage of material, this book is the definitive reference for financial professionals.

Trade • 9781119511687 • Nov 2019 • Paper • 640pp • US$89.95 • Previous ed: 9781119396246
Wiley GAAP for Governments 2020
Interpretation and Application of Generally Accepted Accounting Principles for State and Local Governments
Warren Ruppel
As more governmental accounting standards are issued, preparers need clear guidance. The Wiley GAAP for Governments 2020: Interpretation and Application of Generally Accepted Accounting Principles for State and Local Governments guides preparers through the standards and their increasing complexity. This is a comprehensive guide to the accounting and financial reporting principles for state and local governments, as well as other government organizations. It has been written to address the needs of users and serve as a helpful resource. Financial professionals can turn to this reliable reference for detailed information and guidance on implementing newly issued and revised standards. Charts and diagrams encourage enhanced understanding of the information. This thorough guide can help financial professionals successfully navigate the complexities of the latest governmental accounting standards. It is a practical resource for those who prepare the critical financial statements of government entities.
Trade • 9781119596066 • Apr 2020 • Paper • 656pp • US$89.95

Artificial Intelligence for Audit, Forensic Accounting, and Valuation
A Strategic Perspective
Al Naqvi
The rise of artificial intelligence is nothing short of a technological revolution. AI is poised to completely transform accounting and auditing professions, yet its current application within these areas is limited and fragmented. Artificial Intelligence for Audit, Forensic Accounting, and Valuation provides a strategic viewpoint on how AI can be comprehensively integrated within audit management, leading to better automated models, forensic accounting, and beyond. With this guide, you'll be able to build an innovative, automated accounting strategy, using artificial intelligence as the cornerstone and foundation. This is a must, because AI is quickly growing to be the single competitive factor for audit and accounting firms. With better AI comes better results. Accounting and auditing firms need a comprehensive framework for intelligent, automation-centric modernization. Artificial Intelligence for Audit, Forensic Accounting, and Valuation delivers just that—a plan to evolve legacy firms by building firmwide AI capabilities.
Trade • 9781119601883 • Apr 2020 • Cloth • 288pp • US$49.95

A Companion to International Finance
Raj Aggarwal
A Companion to International Finance focuses on basic bread and butter issues in finance as well as popular contemporary topics often not covered in textbooks. Coverage avoids the overly technical, is concise, clear, comprehensive, and up to date. It should also have appeal to the enlightened layman as the work of reference in international finance that would be turned to first. For this reason, it will contain the most up-to-date data available in summary form; and provide a guide to the sources for the fullest and best data. Each chapter will review research on the topics chosen and assimilate diverse findings into a coherent whole offering a comprehensive, state-of-the-art guide to the field of International Finance. Featuring an introductory essay by the editor and will have extensive bibliography and index, this reference book will appeal to serious undergraduate students, graduate students, and academics in the field of finance.
Trade • 9781405109369 • Apr 2020 • Cloth • 608pp • US$110.50

Accounting and Valuation Guide
Valuation of Portfolio Company Investments of Venture Capital and Private Equity Funds and Other Investment Companies
AICPA
Developed for preparers of financial statements, independent auditors, and valuation specialists, this guide provides non-authoritative guidance and illustrations regarding the accounting for and valuation of portfolio company investments held by investment companies within the scope of FASB ASC 946, Financial Services –Investment Companies, (including private equity funds, venture capital funds, hedge funds, and business development companies). Featuring 16 case studies that can be used to reason through real situations faced by investment fund managers, valuation specialists and auditors, this guide addresses many accounting and valuation issues that have emerged over time to assist investment companies in addressing the challenges in estimating fair value of these investments. This will include, Unit of account, Transaction costs, Calibration, the impact of control and marketability as well as Backtesting.
Trade • 9781948306621 • Sep 2019 • Paper • 688pp • US$128.95
Early Stage Valuation
A Fair Value Perspective
Antonella Puca

Early Stage Valuation: A Fair Value Perspective provides a comprehensive review of the current methodologies used to value Early Stage Enterprises (ESEs) at fair value for financial reporting, investment, and mergers and acquisitions. Author Antonella Puca, founder and managing director of leading business valuation firm BlueVal Group, provides accurate, up-to-date information on recent guidelines and new approaches for valuation assessments. This authoritative guide examines how quantitative modelling and Monte Carlo simulation are affecting ESE valuation. The text considers the most recent AICPA, Appraisal Foundation and IPEV guidance, and examines developments in both academic research and venture capital investor practice. Numerous real-world case studies illustrate early stage valuation suitable for structuring sound, internally consistent business transactions. An essential resource for valuation specialists, private equity and venture capital fund managers, analysts, attorneys, investment bankers, regulators and auditors, and investors with interest in the private equity and venture capital industry.

Getting Multi-Channel Distribution Right
Kusum L. Ailawadi & Patricia K. Farris

Getting Multi-Channel Distribution Right provides a comprehensive treatment of modern distribution strategy that is analytically solid, clearly written, and relevant for managers as well as MBA and executive MBA students, and the professors who train them. It covers concepts, metrics, tools, and strategic frameworks for managing distribution in physical and digital channels. Focusing on the challenges of managing multiple channels of distribution in an evolving marketplace – rather than the process of designing a distribution channel from scratch, it leans more heavily on metrics and tools and incorporates perspectives from academic research, as well as in-depth case studies from marketing and general management practice. With the help of Getting Multi-Channel Distribution Right you’ll discover how to successfully develop, execute, and adapt distribution strategy to the evolving marketplace.

Innovator’s Playbook
How to create great products, services and experiences that your customers will love!
Nathan Baird

Innovation is hard and rarely successful. Most innovations fail because of little or poor work at the front-end of the innovation process, that is, the initial pre-development phase where opportunities are identified, and concepts are developed. The author shares his experience in this playbook, tools and methods developed over hundreds of successful implementations and training of customer-centric innovation and design across multiple industries and continents. Through the Design Thinking method and a truly customer-centric approach to innovation, aspirational entrepreneurs, corporates and public sector workers across all levels, will learn to stop inventing solutions for non-existent needs and instead jump to the solution.
Shapers
Moving with the New World of Work
Jonas Altman

Shapers is an essential guide for those who believe that it’s no longer a frivolous pipe dream to find meaning in work – but instead a must. Seeking to reinvent work, we are motivated by distinctly human qualities: curiosity, connection, and contribution. We are willing to experiment to shape a new - and better - system of work. Work is no longer a place you go but rather it’s become something you do. We now work in places, ways, and on things that were once the stuff of sci-fi flicks. Shapers is an expose that shows work can be both a serious and soulful affair. It’s a chronicle of the trailblazers that are humanising work. By reading this book, you’re joining a growing movement that’s fixated on making work more awesome. Welcome aboard!

Taking Care of Yourself
Transforming Healthcare with Insight-Driven Analytics
Michael N. Lewis & Tho H. Nguyen

Healthcare analytics offers insights for making better healthcare decisions. Practical examples of innovative techniques and technology, such as model development, model deployment, deep learning, and augmented intelligence, show how unified analytics can deliver insight-driven decisions. The authors, a healthcare analytics expert and a finance executive specializing in analytics and data management, share their unique perspectives on modernizing data and analytics platforms to accommodate the complexity of the healthcare industry, distributing capabilities and analytics to key stakeholders, equipping healthcare organizations with capabilities to prepare for the future, and more. Taking Care of Yourself: Transforming Healthcare with Insight-Driven Analytics is an important source of information for CFO’s, healthcare managers, data scientists, statisticians, and financial analysts at healthcare institutions.

Bad Boss
What to do if you work for one, manage one or are one
Michelle Gibbings

At one time or another we’ve all had a bad boss – from bullying and intimidation, to unfair feedback and unrealistic workloads. Contrary to popular belief, most bosses don't set out to be a bad boss, and yet they are. A bad boss's behaviour sets the tone for what’s acceptable in the whole organisation and in doing so, can cause major issues for productivity, staff turnover and wellbeing. This book covers all three perspectives for the direct report, the boss and the boss’s boss. It could even be you! This book will help you identify is it them, is it you or is it the environment in which you work, with key actionable steps to turn things around.

Elevate the Debate
A Multi-layered Approach to Communicating Your Research
Jonathan Schwabish

Many researchers, scholars, and analysts fail to develop communication strategies that work in today's crowded landscape of content, research, and data. To be successful, modern researchers need to share their insights with the wider audience that lies beyond academia. Elevate the Debate helps researchers of all types more effectively communicate their work in any number of areas, from traditional news outlets to the new media platforms of the digital age. Written by expert members of the Urban Institute's Communication department, and edited by Jonathan Schwabish, a Senior Fellow at Urban, Elevate the Debate guides you on how to use the media environment to your advantage and make a difference through policy insights and policy solutions. Elevate the Debate: A Multi-layered Approach to Communicating Your Research is a must-have resource for academic researchers, policy researchers, and all analysts of data-driven research.
Executive’s Guide to Personal Security
2nd Edition
David S. Katz & Ilan Caspi
The revised and updated second edition of Executive’s Guide to Personal Security, 2nd Edition offers a strategic handbook for ensuring safety for executives, their employees, and their corporate assets. The book’s lessons outline the basic rules of personal security; it shows how to recognize and prepare for the real threats faced by executives and ordinary individuals in today’s often hostile world. Written by two seasoned security experts, the lessons presented can be used by those in the business world as well as anyone who would like to feel more secure, including those traveling to foreign countries and individuals studying abroad. Executive’s Guide to Personal Security, 2nd Edition is the comprehensive book that contains information on physical security, principles of route selection, technical security systems, hostage situations, emergency planning, hotel and room selection, armored products, communications, bomb threats, evacuations, and local criminal hazards.
Trade • 9781119574378 • Dec 2019 • Paper • 256pp • US$39.95 • Previous ed: 9780471449874

Get Sh*t Done
The Ultimate Guide to Productivity, Procrastination, & Profitability
Jeffrey Gitomer
Do you want to do more, accomplish more? Of course you do, everyone does. So, what’s stopping you? Get Sh*t Done not only shows you what’s preventing you from daily achievement, it provides the tools and the strategies to help you get to where you want to be. This valuable guide gives you a comprehensive, step-by-step plan for achieving maximum productivity. Bestselling author and “King of Sales” Jeffrey Gitomer guides you through each aspect of the GSD process, from attitude, desire, and determination, to goals, productivity, resilience, and fulfillment. Engaging and easy to read, this book shows you how to discover the best ways to invest your time into productive and profitable actions—and feel great about your achievements. Get Sh*t Done: The Ultimate Guide to Productivity, Procrastination, & Profitability is a must-have resource for anyone who wants to never again say “I’ll do it later” and just get it done.
Trade • 9781119647201 • Oct 2019 • Cloth • 224pp • US$24.95

Stop Listening to Your Customer
Adam Ferrier
Businesses and brands are getting it wrong by pivoting everything to what they think their customer wants as it eliminates value, the data is inaccurate, and creates homogeneity. If you really asked the customer what they wanted, they’d be saying to be left alone! Certainly, they don’t really care about brands, they care about the category of product. You know your business inside out, You embrace what makes you different. These are your vulnerabilities, your weaknesses, your business Big Nose. They are what makes you real, relatable, distinguishable. This book will help you to see your business in a completely different light, and in doing so, reinvent how you present yourself and your business to the world.
Trade • 9780730370574 • Jan 2020 • Paper • 224pp • US$22.00

LinkedIn Profile Optimization For Dummies
2nd Edition
Donna Serdula
LinkedIn is way more than a resume tool—to display your professional past and present—it’s also your career future and personal brand. Used to its fullest extent, it helps you demonstrate the unique value and culture you provide, the skills and aspirations that make you different, to get the outcomes you truly want. But how’s it done? Profile branding expert Donna Serdula pioneered the concept of LinkedIn Profile Optimization and through her Website, LinkedIn-Makeover.com, has helped over 5000 professionals use LinkedIn to achieve increased success. In this guide she applies that experience to help you use all of LinkedIn’s capabilities to meet your goals. You never get a second chance to make a first impression—and people are Googling you right now: Get a fresh online look and get results!
Trade • 9781119651420 • Apr 2020 • Paper • 352pp • US$26.95 • Previous ed: 9781119287087
Stay Positive
Encouraging Quotes and Messages to Fuel Your Life with Positive Energy
Jon Gordon & Daniel Decker
Ever since he wrote the mega bestseller The Energy Bus, Jon Gordon has been sharing inspirational messages and encouragement via his talks, books, and social media posts. After many requests to create a collection of his quotes, Jon teamed up with his long-time friend, Daniel Decker, to create Stay Positive. Stay Positive is more than a phrase. It’s an approach to life that says when you get knocked down, you’ll get back up and find a way forward one faithful step and optimistic day at a time. Start your day with a message from the book or pick it up anytime you need a mental boost. You can start from the beginning or open the book to any page and find a message that speaks to you. It’s a go-to resource for anyone wanting to inject a healthy dose of positivity into their life.

Strive
Embracing the Gift of Struggle
Adam Fraser
This insight all started with a phone call. Adam Fraser was walking down George Street, Sydney when he received a phonecall from a Kuwait princess asking him to do a presentation on the topic of happiness at Kuwait. The reason being, happiness levels in Kuwait are dropping. It is too easy to live there as they have too much money. This book is the result of working with a population who have everything they want. While the Kuwaities are beautiful people, they are like the walking dead, who exist but don’t really live. The lack of challenge, struggle and setback has robbed them of living a fulfilled life. After reading this book people will never view happiness, struggle, meaning and fulfilment the same. Best of all it will give people practical strategies and behaviours to live a much more joyous, meaningful and fulfilled life.

The Adaptation Advantage
Let Go, Learn Fast, and Thrive in the Future of Work
Heather McGowan & Chris Shipley
Blending insights from interviews with hundreds of executives with insights on professional and cultural identity, The Adaptation Advantage explains the profound changes the world of work has undergone and posits the solution: create new systems that detach identity from work and connect it to purpose. This purpose, the authors suggest, will motivate learning, engagement, empowerment, and lead to new forms of identity throughout the workforce. Only then can we embrace a new approach to work that places learning and adaptability at its center. With an insightful foreword by New York Times columnist and best-selling author Thomas L. Friedman, The Adaptation Advantage: Let Go, Learn Fast, and Thrive in the Future of Work is an important resource for all leaders looking to help people develop the resilient, adaptive identities necessary to flourish in the rapidly changing workplace.
The Power of Virtual Distance
A Guide to Productivity and Happiness in the Age of Remote Work, 2nd Edition
Karen Sobel Lojeski & Richard R. Reilly

The Power of Virtual Distance, 2nd Edition is a must-read for those who want to understand the true cost of the virtual workplace and get more satisfaction out of work. It reveals an updated set of data, including the first award-winning analysis, collected from executives, managers and individuals alike, that represents situations, problems and solutions in more than a dozen international industries. Readers will get a “first look” at the data and its revelations on how to be less isolated and more integrated. Companies that successfully manage virtual distance have substantial competitive advantage. The second edition of The Power of Virtual Distance is a valuable, one-of-a-kind resource for C-suite executives, human resource professionals, divisional managers, project managers to improve leadership, increase employee satisfaction, and bring about a more meaningful workplace.

Trade • 9781119608592 • Mar 2020 • Cloth • 256pp • US$39.95 • Previous ed: 9780470193952
The Simple Shift
How useful thinking changes the way you see everything
Chris Helder
We are all overwhelmed with endless information about just nearly everything. A lot of it is not useful and is simply noise. It is important with Useful Belief thinking that we identify what are the things to pay attention to and what are not.
Positive thinking doesn’t really work by itself. Useful Belief thinking does. Positive is emotional, while Useful is practical.
Truth doesn’t matter as much as we think it does. We were all taught a lot of things that were supposedly true. Now that you have an adult brain, they didn’t turn out to be true at all. We can control our perception and decide what is a Useful Belief to have. Your brain has a filter called the Reticular Activating System. It shows you what you see. You can control whether your filter is helping you seek opportunities or relegating your thinking to seeking out tough times.

You Haven’t Hit Your Peak Yet
Uncommon Wisdom for Unleashing Your Full Potential
Harvey Mackay
If you haven’t reached your peak, you’re not alone. But still, you’re doing something right. Sound strange? Well, any businessperson worth their salt knows it takes determination to reach the finish line. The business world is constantly changing so it’s essential to learn, adapt, and grow. In all-new pieces of wisdom, common sense, and advice, Harvey Mackay shares his decades of business leadership acumen to show you how to stay relevant, fluid, and on the path for success. Told with the sort of straight-shooting humor that only Harvey Mackay can deliver, You Haven’t Hit Your Peak Yet is your personal road map for the route that can take you to the top.

How to Lead a Values-Based Professional Services Firm
3 Keys to Unlock Purpose and Profit
Don Scales & Fran Biderman-Gross
Many leaders see the shift in the market and make an effort to adapt. Companies quickly learn that one-off workshops and off-sites are not enough. Purpose is more than a press release. Your vision and mission statements should live in practice as well as print and permeate through every aspect of your organization. You must close the gap between the messages you declare and the experiences you deliver. How to Lead a Values-Based Professional Services Firm shares the vital experience and valuable insights that leaders require to evolve their organizations and navigate the values-driven world we live in. This book will enable you to turn the obstacles of the shifting market into your greatest opportunities, soar above your competitors, and grow your revenue beyond your highest projections.

Accountable Leaders
Inspire a Culture Where Everyone Steps Up, Takes Ownership, and Drives Extraordinary Results
Vince Molinaro
Accountable Leaders is the real-world guide to propelling your business to extraordinary levels of performance and achievement. This essential resource provides practical and no-nonsense strategies to transform any organization into a cohesive, highly motivated culture of accountable leaders and fully committed teams. Bestselling author Vince Molinaro shares his proven methods of optimal leadership accountability, providing a step-by-step blueprint for leaders in any organization. Accountable Leaders is a vital guide for anyone who leads a team: from managers and supervisors, to CEOs and CHROs. This invaluable guide will provide the tools and knowledge to take you and your organization to incredible levels of performance and achievement.
Be Less Zombie
Transform Your Business Through Innovation, Digitization, and Forward Thinking
Elvin Turner

Many companies fall victim to the ‘zombie’ mindset – lack of effective marketing, low organisational morale, a dwindling customer base, inadequate financials and accounting systems, stagnant growth – the list goes on. The harsh reality is that many zombie companies ultimately run out of customers and shut their doors for good. To break free from this mindset, companies need to employ a practical, systematic approach that encompasses all the elements necessary to bring them back to the land of the living. Be Less Zombie is an engaging behind-the-scenes guide that helps organisations expel the zombie factor and proceed forward in a positive, productive direction. Executives, managers and team members of any organisation, ranging from the hottest start-up to the most-established corporation, will find Be Less Zombie essential reading.

China CEO II
Voices of Experience from 25 Top Executives Leading MNCs in China
Juan Antonio Fernandez & Laurie Underwood

In this book, CEOs and experts share their strategies for overcoming the most pressing issues faced by business leaders in China now. Top executives and consultants also divulge their secrets for keeping up with China’s astounding breadth and rapid digital transformation in which the nation is now leading the world in mobile payment, online shopping, social media, Artificial Intelligence, and facial and voice recognition. They also discuss trends including localization of top positions in China, the rise of female top executives in the country and the challenge of attracting the nation’s highly international, purpose driven millennials. China CEO II: Voices of Experience from 25 Top Executives Leading MNCs in China is an invaluable resource for any professionals seeking to work in or with China, or executives expanding their responsibilities in China, and those involved in international business, finance or executive programmes.

Corporate Foreign Exchange Risk Management
Lars Oxelheim, Alf Alvinussen & Hkan Jankensgrd

Virtually any organisation active in the global economy is impacted by fluctuations in foreign exchange (FX or ForEx) markets. Managers need to understand this increasingly complex issue and measure their firm’s exposure to risk. Corporate Foreign Exchange Risk Management is an in-depth yet accessible guide on effective ForEx exposure management. Readers are provided with the tools and knowledge required to handle a broad range of issues related to ForEx risk management. Clear, non-technical chapters demystify concepts that often appear complicated and confusing to managers. Corporate Foreign Exchange Risk Management is a must-read for any manager who deals with corporate exposure to ForEx risk, as well as analysts wishing to better understand the relation between corporate performance and ForEx fluctuations and students of corporate risk management.

Digital (R)evolution
Strategies to Accelerate Business Transformation
Yuri B. Aguiar

Digital (R)evolution explains why digital transformation is necessary and provides a framework for executing an effective implementation strategy. Filling a significant gap in current knowledge, this timely book helps senior executives and technology leaders create practical strategies which, when correctly applied, lead to successful digital transformation. Author Yuri Aguiar, Director of Innovation and Transformation at The Ogilvy Group, shares his real-world insights on developing new, digital-based business models and internal processes. Written in clear, straightforward language, this valuable guide is a much-needed resource for C-suite executives, corporate board members, corporate attorneys, investors, and venture capitalists.
High Performance Boards
Improving and Energizing your Governance
Didier Cossin

High Performance Boards is the comprehensive manual for attaining best-in-class governance, offering pragmatic guidance on improving board quality, accountability, and performance. This authoritative volume identifies the four dimensions, or pillars, which are crucial for establishing and maintaining best-practice boards: the people involved, the information architecture, the structures and processes, and the group dynamics and culture of governance. This methodology can be applied to any board in the world, corporate or non-profit organization, regardless of size, sector, industry, or context. Readers are introduced to a fictitious senior board member – an amalgamation of board members from well-known organisations – and follow her as she successfully handles real-life challenges with effective governance. High Performance Boards has inspired more than 3000 board members around the world. This book is essential reading for professionals and managers interested in governance and board members, senior managers, investors, lawyers, and students of governance.

Trade • 9781119615651 • Apr 2020 • Cloth • 232pp • US$39.00

Information, Knowledge and Agile Creativity
Stéphane Goria, Pierre Humbert & Benoît Rousel

Information, Knowledge and Agile Creativity will enlighten entrepreneurs, and is ideal for facilitating an organization’s ability to react and adapt to its environment. Creativity is a system that engenders innovation. While integral at the conception stage, it is also important before and after this phase. This book offers a collection of tools, as well as a methodology, to estimate the agility of an organization to generate and transform ideas into solutions that are not only new but also adapted to their users. To this end, this book presents strategic foresight and problem comprehension methods; tools of sharing and visual information formatting; animation tips for creativity workshops; techniques for generating ideas; and tools for visualizing and mapping ideas, information, and knowledge.

Reference • 9781786304023 • Nov 2019 • Cloth • 284pp • US$144.95

Management of Extreme Situations
From Polar Expeditions to Exploration-oriented Organizations
Pascal Lièvre, Monique Aubry & Gilles Garaï

In response to the rise of various forms of the extreme in economies, organizations and societies (such as disruptive innovation, climate emergency, financial crisis, high-risk sport, etc.), an ambitious 21st century program sets the agenda of management sciences around the unknown, disruption, uncertainty and risk. Management of Extreme Situations presents the research results from the conference organized at the Cerisy-la-Salle International Cultural Center, France, in 2016. It testifies to the existence of an international community that brings together, around management sciences, various disciplines studying the management concept of extreme situations. Through the analysis of varied contexts (polar and mountain expeditions, fire rescue services, exploration projects in the military field, creative industries, etc.), this book offers an initial grammar of the extreme. It presents a heuristic for the management of these situations – particularly in terms of sensemaking, ambidexterity and knowledge expansion.

Reference • 9781786301291 • Nov 2019 • Cloth • 442pp • US$164.95

Powerful Leadership Through Coaching
Principles, Practices, and Tools for Leaders and Managers at Every Level
Michael Simpson

All great coaches know how to ask good open-ended questions and how to give effective feedback. They keep a balanced and honest perspective that separates the person from the problem or issue; coaching to leverage their unique strengths and helping them improve weaknesses with a mindset focused on continuous improvement. This ongoing coaching and development can be a “game changer” for all people and teams with access to it. By coaching through leadership, any manager of any organization can create a supportive structure that helps assign the right roles, resources, tools, and career opportunities that will best leverage their strengths. Each chapter includes a series of powerful and provocative coaching questions for any leader or manager to use immediately in the workplace.

Trade • 9781119529026 • Dec 2019 • Cloth • 288pp • US$24.95
The Blueprint
6 Practical Steps to Lift Your Leadership to New Heights
Douglas R. Conant

In The Blueprint, part leadership manifesto, part practical manual, Doug teaches leaders how to work through the six steps (Reach High – envision, Dig deep – reflect, Lay the groundwork – study, Design – plan, Build – practice and Reinforce – improve) that he used to transform his journey. These six steps are manageable and incremental, designed to fit practically within the pace of busy modern life. Knowing how daunting the prospect of change can be, Doug arms readers with exercises and practices to realistically bring their foundation to life in every situation. Now, today’s leaders who feel stuck and overwhelmed finally have a blueprint for lifting their leadership to make meaningful change in their organizations and in the world.

Trade • 9781119560029 • Feb 2020 • Cloth • 256pp • US$24.95

The Design Thinking Toolbox
Michael Lewrick, Patrick Link & Larry Leifer

The Design Thinking Toolbox explains the most important tools and methods to put Design Thinking into action. Based on the largest international survey on the use of Design Thinking, the most popular methods are described in four pages each by an expert from the global Design Thinking community. If you are involved in innovation, leadership, or design, these are tools you need. Simple instructions, expert tips, templates, and images help you implement each tool or method. The Design Thinking Toolbox help innovators master the early stages of the innovation process. It’s the perfect complement to the international bestseller The Design Thinking Playbook.

Trade • 9781119629191 • Feb 2020 • Paper • 352pp • US$34.95

The Future Leader
9 Skills and Mindsets to Succeed in the Next Decade
Jacob Morgan

There has been a lot written about leadership for the present day, but the world is changing quickly. How is leadership changing, and why? How ready are leaders today for these changes? What should leaders do now? To answer these questions, Jacob interviewed over 140 CEOs and partnered with Linkedin to survey almost 14,000 of their members around the globe to see how CEO insights align with employee perspectives. What emerged from all this research is the most accurate groundbreaking book on the future of leadership, which shares exclusive insights from the world’s top CEOs and never before seen research. This is the book that you, your team, and your organization must to read in order to lead in the future of work.

Trade • 9781119518372 • Jan 2020 • Cloth • 288pp • US$24.95

The Handbook of Board Governance
A Comprehensive Guide for Public, Private, and Not-for-Profit Board Members, 2nd Edition
Richard Leblanc

The Handbook of Board Governance is the marketing-leading text on public, nonprofit, and private board governance. Now in its second edition, the Handbook offers substantial updates and revisions reflecting contemporary trends, practices, and developments in board governance. New content includes discussions of pressing issues related to climate change, examination of information technology and cybersecurity challenges, and recent tax legislation that will impact executive compensation. Award winning editor Dr. Richard Leblanc, integrates practical experience and academic rigor to assist readers build and strengthen engaged and collaborative leadership in the boardroom, measure performance and align performance measurement to executive pay and much more. Highly relevant to board and committee members regardless of sector or industry, The Handbook of Board Governance, 2nd Edition is an invaluable source of knowledge on all aspects of corporate and organization governance.

Trade • 9781119537168 • Mar 2020 • Cloth • 888pp • US$TBA • Previous ed: 9781118895504
The Invincible Company
Business Model Strategies From the World's Best Products, Services, and Organizations
Alexander Osterwalder, Yves Pigneur & Alan Smith

The Invincible Company presents practical new tools for measuring, managing, and accelerating innovation, and strategies for reducing risk when launching new business models. Serving as a blueprint for your growth strategy, The Invincible Company explains how to constantly stay ahead of your competition. In-depth chapters explain how to create new growth engines, change how products and services are created and delivered, extract maximum profit from each type of business model, and much more. New tools—such as the Business Model Portfolio Map, Innovation Metrics, Innovation Strategy Framework, and the Culture Map—enable readers to understand how to design invincible companies. Presented in striking 4-color, and packed with practical visuals and tools, The Invincible Company is a must-have book for business leaders, entrepreneurs, and innovation professionals.

Trade • 9781119523963 • Mar 2020 • Paper • 304pp • US$34.95

TIP
A Simple Strategy to Inspire High Performance and Lasting Success
Dave Gordon

In TIP, Dave Gordon tells the engaging and motivating story of Brian Davis, an average salesperson who is fired without warning for being average. A timeless, inspirational story created to remind anyone in a position judged by performance that the only way to achieve continued recognition and growth in work and life is to take personal accountability for your reputation and results. Whatever your role, or level of success in your career, TIP is a guide that will help you discover, or remember, how to consistently bring unique value to your team, your organization, and your most important customers. This easy read will provide a strategy for personal success, complete with coaching and action plans.

Trade • 9781119641445 • Jan 2020 • Cloth • 224pp • US$24.95

Cracking the Leadership Code
Three Secrets to Building Strong Leaders
Alain Hunkins

Based on the author’s extensive experiences working with some of the world’s top organizations, Cracking the Leadership Code weaves together brain science, real-life stories, and a practical toolkit to help readers communicate, influence, and persuade others more effectively, and accelerate their learning curve to become the leaders they aspire to be.

Trade • 9781119675549 • Feb 2020 • Cloth • 288pp • US$26.95

Walk Off Winning
A Game Plan for Leading Your Team and Organization to Success
Steve Trimper

Walk Off Winning: A Game Plan for Leading Your Team and Organization to Success is the work of Steve Trimper – a college baseball coach who shares what he has learned about business through his extensive leadership experience in high-level sports. In addition to reflecting on his own failures and successes, Trimper interviews leadership experts to distill a wealth of wisdom into this valuable book. Anyone involved in leadership, sports management, or the general business world will benefit from the inspirational anecdotes and honest advice in this much sought-after guide for leaders of all kinds. From the sports field to the business office, good leadership in any arena shares a single, universal foundation. If you want to achieve your dreams, you’ll have to learn to Walk Off Winning.

Trade • 9781119652205 • Dec 2019 • Cloth • 272pp • US$24.95
Your 168
Finding Purpose and Satisfaction in a Values-Based Life
Harry M. Kraemer
Kraemer’s message of values-based leadership resonates as much in the U.S. as it does in Europe, Latin America, and Asia. It applies equally to people in all fields: technology, healthcare, financial services, retail, academics, etc. But there are challenges. In response to Kramer’s previous books, readers say “This sounds great, but I have so many things going on. How can I do this?” Living a Values-Based Life answers this question, making it the perfect follow up to Kraemer’s previous books. Most people have an idea of what they want to do with their life. The challenge, however, is that certain aspects or components of our lives can overshadow the rest. The only way to lead a values-based life is by becoming more self-aware of how and where we spend our time and this book will enable readers to live a life with more purpose, meaning, engagement, satisfaction, and fun.
Trade • 9781119658542 • Apr 2020 • Cloth • 224pp • US$27.95

MARKETING & SALES

Gamification Marketing For Dummies
Zarrar Chishti
Gamification is the practice of adding elements of gameplay into marketing materials to better engage customers. In Gamification Marketing For Dummies, you’ll learn to use this proven strategy to capture the attention of your target markets and boost your results using valuable gamification data. Games are fun! That’s why gamification is so successful – customers will jump at the chance to play and win your customer-developed gamification game. You’ll connect with your customers and create lasting memories. Whether or not you are digitally savvy, this book will teach you the basics of gamification, from choosing the right game to capturing the user behavior data that the game generates. From simple strategies like customer loyalty programs to complex, branded, social game apps, this book will point in the direction of gamification that works for you.
Trade • 9781119663973 • Apr 2020 • Paper • 384pp • US$29.95

Luxury Retail and Digital Management
Developing Customer Experience in a Digital World, 2nd Edition
Michel Chevalier & Michel Gutsatz
Luxury Retail and Digital Management, 2nd Edition sets focus on the major retailing challenges and customer evolutions luxury brands are facing today: the digitalisation and the emergence of the millennials and Chinese luxury consumers. These major changes have been affecting the distribution and communication channels of luxury brands; they now have to think simultaneously physical stores and e-commerce, global marketing and digital marketing. Written by luxury retail experts Michel Chevalier and Michel Gutsatz, who lend their solid academic credentials and professional expertise to the subject, Luxury Retail and Digital Management, 2nd Edition provides deep insight into the main challenges that luxury brands are facing in this digital age.
Trade • 9781119542339 • Feb 2020 • Cloth • 288pp • US$50.00 • Previous ed: 9780470830260

Measurement in Marketing
Operationalization of Latent Constructs
Azza Frikha
Scientific research uses concepts (or constructs) and requires means to measure them. Often latent, abstract and not directly observable, these concepts demand special attention. When facing problems related to their operationalization, considerable efforts are required to construe measures that effectively represent the phenomena studied. Measurement in Marketing presents a wide range of ideas to help researchers in the selection, design and validation of measurements of constructs. It analyzes the provisions that must be implemented to allow the transition from a latent conceptual construct to an operational level close to reality, and thus to make possible a fluid, reliable and valid reading of the phenomena observed. This instructive book guides readers through all stages of the implementation of a measure. It is intended for a wide audience, offering examples, summary tables and boxes in order to emphasize the primary information.
Reference • 9781786304629 • Oct 2019 • Cloth • 250pp • US$144.95
Social Media Marketing For Dummies
4th Edition
Shiv Singh & Stephanie Diamond
Social media technology is restlessly inventive, providing thousands of awesome ways for you to market your business inexpensively and on a large scale – often directly into the pockets of consumers. In the new edition of Social Media Marketing for Dummies, leading SMM voices Shiv Singh and Stephanie Diamond clear away the confusion and show you the smartest, most effective ways to plan, launch, manage, and assess your campaigns–and then iterate and optimize for increased success. Incorporating the latest trends and presented in a friendly, easily digestible step-by-step style, you’ll find the ultimate blueprint for developing your best SMM strategy. Whether your organization is large or small, it simply doesn’t pay to be shy. Find your voice, get social, and chat your way to attracting and keeping new customers today!

The Customer Success Professional’s Handbook
How to Thrive in One of the World’s Fastest Growing Careers–While Driving Growth For Your Company
Ashvin Vaidyanathan & Ruben Rabago
The Customer Success Professional’s Handbook is the definitive reference book for CSMs and similar roles in the field. This practical, first-of-its-kind manual fills a significant gap in professional customer success literature, providing the knowledge every CSM needs to succeed – from the practitioner level all the way to senior leadership. The authors, acknowledged experts in building, training, and managing Customer Success teams, offer real-world guidance and practical advice for aspiring and experienced CSMs alike. Currently, with over 70,000 open positions, Customer Success Manager in one of the fastest-growing jobs in the world. Written by practitioners for practitioners, The Customer Success Professional’s Handbook: How to Thrive in One of the World’s Fastest Growing Careers – While Driving Growth For Your Company will prove to be your go-to manual throughout every stage of your CSM career.

The New Rules of Marketing and PR
How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly, 7th Edition
David Meerman Scott
An international bestseller with more than 400,000 copies sold in twenty-nine languages, this revolutionary guide gives you a proven, step-by-step plan for leveraging the power of technology to get your message seen and heard by the right people at the right time. You will learn the latest approaches for highly effective public relations, marketing, and customer communications – all at a fraction of the cost of traditional advertising! This latest edition has been completely revised and updated to present more innovative methods and cutting-edge strategies than ever. The new content shows you how to harness AI and machine learning to automate routine tasks so you can focus on marketing and PR strategy. Your life is already AI-assisted. Your marketing should be, too! An ideal resource for entrepreneurs, business owners, marketers, PR professionals, and managers in organizations of all types and sizes.

Delusional Altruism
Why Philanthropists Fail To Achieve Change and What They Can Do To Transform Giving
Kris Putnam-Walkerly
The U.S. economy is positioned for tremendous growth, and $30 trillion dollars in assets will be transferred to the next generation among ultra-high net worth families during the next three decades. Current philanthropic assets will commensurately grow, and there is enormous opportunity to capitalize on this wealth transfer to increase philanthropic giving. But how will philanthropists spend this money for social good? While there are numerous shining examples of positive social change spurred by philanthropy, most current philanthropic practices are hamstrung by bureaucracy, sloth, underperformance, and a lack of creativity. Without a serious overhaul of philanthropic practice, donors, foundations, and corporate giving will under-leverage the coming philanthropy boom. Delusional Altruism provides practical advice and guidance for philanthropists who want to avoid traditional pitfalls in giving and become more effective at delivering social change.
Joint Ventures Involving Tax-Exempt Organizations
4th Edition 2019 Cumulative Supplement
Michael I. Sanders

Joint Ventures Involving Tax-Exempt Organizations examines the procedures, rules, and regulations surrounding joint ventures and partnerships, emphasizing tax-exempt status preservation. This book provides invaluable guidance to appropriate planning and structuring while complying with tax-exemption guidelines. Joint ventures and partnerships are currently employed by a variety of not-for-profit organizations while maintaining their tax-exempt status. Hospitals, research laboratories, colleges and universities, charter and special-needs schools, low-income housing developments, and many others are reaping the benefits of joint venture participation—but without careful planning and accurate interpretation of current laws, these benefits can be erased by loss of tax-exempt status. Joint Ventures Involving Tax-Exempt Organizations provides practical, up-to-date guidance on realizing the full benefits and avoiding the hazards unique to nonprofit organizations.

Trade • 9781119615859 • Dec 2019 • Paper • 256pp • US$149.95 • Previous ed: 9781118037522

Operations and Supply Chain Management
Roberta S. Russell & Bernard W. Taylor

Designed to teach students understand how to create value and competitive advantage along the supply chain in a rapidly changing global environment. Appropriate for all business students, this course takes a balanced approach to the foundational understanding of both qualitative and quantitative operations management processes, plus it covers increasingly important OM topics of sustainability, corporate social responsibility, global trade policies, securing the supply chain, and risk and resilience.

Textbook • 9781119668640 • Sep 2019 • Paper • 832pp • US$135.95 • Previous ed: 9781118808900

Operations and Supply Chain Management for MBAs
Jack R. Meredith & Scott M. Shafer

This market-leading book offers clear presentation of topics such process planning and design, capacity and location planning, schedule and inventory management, and enterprise resource planning. A strategic, conceptual approach helps readers comprehend the contemporary issues they will soon be facing in industry. Carefully selected questions prompt discussions that complement the mature, more experienced nature of MBA students, while case studies and supplementary materials illustrate key concepts and practices.

Textbook • 9781119668152 • Oct 2019 • Paper • 416pp • US$75.95 • Previous ed: 9781118379790

Practical Risk Management for EPC/Design-Build Projects
Manage Risks Effectively – Stop the Losses
Walter A. Salmon

Many of the books on construction risk management concentrate on theoretical approaches to the accurate assessment of the overall risks of taking on a new project. Less attention is paid to the typical risks to which the operational level of a project is exposed and how operational managers should approach those risks during project implementation. This book identifies precisely where the major EPC/Design-Build risks occur within an operational framework and shows how best to deal with those risks. The book attempts to offer practical advice, approaches and tools for dealing with risks to which the various operational departments are exposed.

Reference • 9781119596172 • Mar 2020 • Cloth • 284pp • US$103.95
**Venture Capital and the Finance of Innovation**
Andrew Metrick & Ayako Yasuda

An invaluable resource for current and aspiring venture capitalists, Venture Capital and the Finance of Innovation provides an in-depth understanding of the tools and models needed to succeed in this competitive and highly fluid business environment. Building on a comprehensive introduction to fundamental financial and investment principles, the text guides the reader toward a robust skill set using total and partial valuation models, risk and reward, strategic finance, and other concepts central to any venture capital investment.

Textbook • 9781119587149 • Oct 2019 • Paper • TBApp • US$80.00 • Previous ed: 9780470454701

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**Home Buying Kit For Dummies**
7th Edition
Eric Tyson & Ray Brown

This new edition of Home Buying Kit For Dummies arms you with Eric Tyson and Ray Brown's time-tested advice and strategies for buying a home in current market conditions. Packed with valuable tips for getting the best deal on your new home and navigating an ever-changing housing market, it shows you how to find the right property, make smart financial decisions, and understand the latest lending requirements and tax implications. This edition will include new content, such as complete coverage of new tax rules and strategies, how to analyze renting versus buying given new limitations on mortgage interest and property tax write-offs, new coverage devoted to largest share of homebuyers, Millennials and many more.

Trade • 9781119674795 • Mar 2020 • Paper • 442pp • US$29.95 • Previous ed: 9781119191704

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**Bulleit Proof**
How I Took a 200-Year-Old Family Recipe and a Revolver, and Disrupted the Entire Liquor Industry One Bottle, One Sip, One Handshake at a Time
Tom Bulleit & Alan Eisenstock

Tom Bulleit stood on a stage before a thousand people inside a tent the size of a big-top. It was both his thirtieth wedding anniversary and his birthday. He looked into the sea of faces and said, "I don't believe our lives are told in years... or months... or weeks. I believe we live our lives in moments." Tom's book Bulleit Proof is just a life told in moments. Moments of joy, triumph, hardship, persistence, and success. His is a story of survival: in war, in business, in life. Tom faced death twice: in a foxhole and in a cancer ward. In Bulleit Proof, Tom reveals all, pulls no punches, and lets you into his heart. Bulleit Proof is a fast-paced page-turner – not only for fans of Bulleit Bourbon and admirers of Tom, but for anyone who loves an emotional, hilarious, inspirational, and deeply honest story.

Trade • 9781119597735 • Mar 2020 • Cloth • 256pp • US$24.95

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**Defcon 1 Direct Selling**
Manual for Field Leaders
Randy Gage

Defcon 1 Direct Selling is the must-have playbook for anyone leading a direct sales team. DEFCON is the U.S. military acronym for "Defense Readiness Condition." DEFCON 1 is reserved only for imminent catastrophic events, like a nuclear war. Luckily, you don't have to fend off missile attacks in direct selling, but you will face some extremely difficult challenges and urgent crises leading your MLM team. In this highly anticipated book, Randy teaches you how to hold your team together in the most difficult circumstances—the stuff no one likes to talk about, but that is vital for top-level leaders. Most leadership books will tell you, wrongly, that every situation has an ideal solution. Not this one. Defcon 1 Direct Selling: Manual for Field Leaders delivers the plain, unadulterated truth that everyone leading a direct sales team needs to know.

Trade • 9781119642114 • Apr 2020 • Paper • 224pp • US$19.95
**Oversubscribed**

*How To Get People Lining Up To Do Business With You, 2nd Edition*

Daniel Priestley

*Oversubscribed* is the guide to transforming your business into one which customers fight over! Author Daniel Priestley, a successful entrepreneur who has built and sold businesses around the world, shares proven, real-world methods that will not only grab customers' attention, but will also have them lining up to buy from you. This invaluable guide will teach you how to drive demand for your products or services far beyond supply and will dramatically increase the success of your business. Now in its second edition, this updated version offers new insights and motivating examples that are right for the 2020s. The new edition of *Oversubscribed: How to get people lining up to do business with you* is a must-read for entrepreneurs, marketers, business leaders and owners, team managers, and business students.

Trade • 9780857088253 • Feb 2020 • Paper • 240pp • US$22.00 • Previous ed: 9780857086198

**Startup Accelerators**

*A Field Guide*

Richard Busulwa, Naomi Birdhistle & Steve Dunn

*Startup Accelerators* is the go-to guide for any entrepreneur, providing a firsthand look into the acceptance criteria and inner workings of different accelerator programs. Written by entrepreneurs for entrepreneurs, this indispensable resource explains what different accelerator programs offer, how to get accepted, what to do during the program, how to raise money during accelerators, what to do after the program ends, and much more. Packed with real-world case studies and advice from leading experts on startup accelerator programs, this one-stop resource provides step-by-step guidance on the entire accelerator process. *Startup Accelerators: A Field Guide* will prove to be invaluable for startup founders considering or going through accelerators, as well as aspiring entrepreneurs, educators, and other startup accelerator stakeholders.

Trade • 9781119638599 • Jan 2020 • Cloth • 352pp • US$39.95

**Be a Startup Superstar**

*Ignite Your Career Working at a Tech Startup*

Steven Kahan

Tech startups these days are desperate for talent and creativity in all kinds of fields from people with leadership skills and new ideas – people like you! If you’re looking to turn your general business know-how into a wildly successful career, *Be a Startup Superstar* is your guide. Yes, you can love your work, feel energized by your role, and earn the income of your dreams. Author Steven Mark Kahan left his safe corporate job to join his first tech startup, and since then he has helped seven startup companies sell or go public (meaning early employees usually score big). *Be a Startup Superstar* provides the expert insider guidance you need to ignite your career by joining the tech startup revolution.

Trade • 9781119660408 • Nov 2019 • Cloth • 176pp • US$27.95

**The Startup Community Way**

*How to Build an Entrepreneurial Ecosystem That Thrives*

Brad Feld & Ian Hathaway

No one tells this story better than acclaimed author and investor Brad Feld and Ian Hathaway, an entrepreneurship expert and startup advisor. *The Startup Community Way* explores what makes startup communities thrive and how to improve collaboration in rapidly-changing environments. A governing philosophy for startup communities, rooted in the theory of complex systems and the practice of community-building in many contexts, this book establishes a robust framework and shares lessons from around the globe that illustrate how to create a flourishing startup ecosystem anywhere. Each of the crucial aspects of community-building are discussed in detail. A must-have resource for entrepreneurs, venture capitalists, C-suite executives, business and community leaders, and anyone wishing to understand how startup communities work anywhere in the world.

Trade • 9781119613602 • Apr 2020 • Cloth • 256pp • US$29.95
Yes, You Can Do This! How Women Start Up, Scale Up, and Build The Life They Want

Claudia Reuter

When Venture Capitalist Claudia Reuter started her first business, she was a stay-at-home unemployed mother, and faced challenges most men don’t face. She overcame the doubts that plague every entrepreneur, and grew a business that accommodated her lifestyle, (and her employees) while aggressively growing her business. Eventually she sold to a multi-billion-dollar organization. Yes, You Can Do This! explains what every woman entrepreneur needs to know about the special challenges and opportunities women face when starting their own company – from finding the courage to launch, to the ins and outs of balancing leadership and lifestyle, to getting funding when most funders are men, to getting support from other women founders, and more. This is the definitive guide to entrepreneurship for anyone who doesn’t fit the mold of what a “typical” CEO is.

Trade • 9781119625605 • Jan 2020 • Cloth • 320pp • US$24.95

Economics


Patrick J. Welch & Gerry F. Welch

Economics: Theory & Practice connects theory to the practice of economics and the everyday world through examples and applications, debates, and critical thinking cases—some that are classics in the field and others that are fresh and up-to-date. Its balanced coverage of microeconomics and macroeconomics, flexibility in topic coverage order, and the use of appendices and chapter sections to shorten or deepen course material offer a choice of levels and sequences for a course.

Textbook • 9781119657149 • Sep 2019 • Paper • 504pp • US$180.00 • Previous ed: 9781118233597

The Case for Economic Democracy

Andrew Cumbers

The idea that the people have a right to shape political decisions through democratic means is widely accepted. The same cannot be said of the decisions that impact on our everyday economic life in the workplace and beyond. Andrew Cumbers shows why this is wrong, and why, in the context of the rising tide of populism and the perceived crisis of liberal democracy, economic democracy’s time has come. Cumbers goes beyond older traditions of economic democracy to develop an ambitious new framework that includes a traditional concern with workplace rights and collective bargaining but shifts the focus to include consideration of individual economic rights and processes of public engagement and deliberation beyond the workplace. This topical and original book will be essential reading for anyone interested in radical solutions for our economic and political crises.

Reference • 9781509533848 • Jan 2020 • Cloth • 140pp • US$45.00
Reference • 9781509533855 • Jan 2020 • Paper • 140pp • US$12.95

The Case for Medicare for All

Gerald Friedman

For decades, Americans have wrestled with how to fix their broken healthcare system. In this razor-sharp contribution to the healthcare debate, leading economist and former adviser to Bernie Sanders Gerald Friedman recommends that we build on what works: a Medicare system that already efficiently provides healthcare for millions of Americans. Rejecting the discredited idea that healthcare should be treated like any other commodity, Friedman shows that healthcare is distinctive and can be best provided only through universal program of social insurance. Deftly exposing the absurdities of the opponents of reform, Friedman shows in detail how the solution to our health care crisis is staring us in the face: enroll everyone in Medicare. This bold and brilliantly argued book is essential reading for anyone who wants to see Congress and the White House act to provide America with a 21st century healthcare system.

Reference • 9781509539765 • Jan 2020 • Cloth • 140pp • US$45.00
Reference • 9781509539772 • Jan 2020 • Paper • 140pp • US$12.95
The Case for Universal Basic Services

Anna Coote & Andrew Percy

In their bold new book, Anna Coote and Andrew Percy argue that this transformational new policy – Universal Basic Services – is exactly what we need to save our societies and our planet. The old argument that free markets and individual choice are the best way to solve pressing problems of poverty, inequality and environmental degradation has led us to catastrophe, and must be abandoned. The authors show that expanding the principle of collective universal service provision to everyday essentials like transport, childcare and housing is not only the best way of tackling many of the biggest problems facing the contemporary world: it’s also efficient, practical and affordable. Anyone who cares about fighting for a fairer, greener and more democratic world should read this book.

Reference • 9781509539826 • Jan 2020 • Cloth • 140pp • US$45.00
Reference • 9781509539833 • Jan 2020 • Paper • 140pp • US$12.95

EVALUATION & RESEARCH METHODS

The Wiley Handbook of Psychometric Testing

A Multidisciplinary Reference on Survey, Scale and Test Development, 2 Volume Set

Paul Irwing, Tom Booth & David J. Hughes

This handbook brings together contributions from leading psychometricians in a diverse array of fields around the globe. Each provides accessible and practical information about their specialist area in a three-step format covering historical and standard approaches, innovative issues and techniques, and practical guidance on how to apply the methods discussed. Throughout, real-world examples help to illustrate and clarify key aspects of the topics covered. The aim is to fill a gap for information about psychometric testing that is neither too basic nor too technical and specialized, and will enable researchers, practitioners, and graduate students to expand their knowledge and skills in the area.

Reference • 9781119121176 • Feb 2020 • Paper • 550pp • US$46.75

FINANCE & INVESTMENTS SPECIAL TOPICS

Borrowed from Your Grandchildren

The Evolution of 100-Year Family Enterprises

Dennis T. Jaffe

Borrowed from my Grandchildren is a fascinating look at how large, long-lasting business families succeed across generations. Offering the collected wisdom of nearly 100 global business families, this insightful book shares the real-life stories of partners in business and wealth management over three or more generations. Families that generate rather than reduce their wealth across generations, known as Generative Families, focus on engaging across generations and develop collaborative governance for both family and business to ensure responsible stewardship from one generation to the next. Borrowed from my Grandchildren: The Evolution of 100-Year Family Enterprises is an essential read for family members, non-family executives, family offices, estate planning lawyers, family business consultants, trust officers, philanthropic and foundation advisors, financial advisors, financial planners, CPAs, and other finance professionals.

Trade • 9781119573807 • Feb 2020 • Cloth • 400pp • US$34.95

Don’t Fall For It

A Short History of Financial Scams

Ben Carlson

Don’t Fall For It is a fascinating look into some of the biggest financial frauds and scams ever. This compelling book explores specific instances of financial fraud as well as some of the most successful charlatans and hucksters of all-time. Sharing lessons that apply to business, money management, and investing, author Ben Carlson answers questions such as: Why do even the most intelligent among us get taken advantage of in financial scams? What make fraudsters successful? Why is it often harder to stay rich than to get rich?

Each chapter examines different frauds, perpetrators, or victims of scams. These real-life stories include anecdotes about how these frauds were carried out and discussions of what can be learned from these events. Don’t Fall For It: A Short History of Financial Scams is filled with engrossing real-life stories and valuable insights, written for finance professionals, investors, and general interest readers alike.

Trade • 9781119605164 • Dec 2019 • Cloth • 192pp • US$29.95
The AI Book
The AI Technology Handbook for Investors, Entrepreneurs and FinTech Visionaries
Susanne Chishti
Written by prominent thought leaders in the global fintech investment space, The AI Book aggregates diverse expertise into a single, informative volume. Key industry developments are explained in detail, and critical insights from cutting-edge practitioners offer first-hand information and lessons learned. Coverage includes Understanding the AI Portfolio, Machine Intelligence Landscape; AI experimentation and embedded usage, The future state of financial services and markets, The innovating customer and many more. Boardroom issues created and magnified by AI trends, including conduct, regulation & oversight in an algo-driven world, cybersecurity, diversity & inclusion, data privacy, the ‘unbundled corporation’ & the future of work, social responsibility, sustainability, and the new leadership imperatives are also discussed in this timely book.

The xVA Challenge
Counterparty Credit Risk, Funding, Collateral, and Capital, 4th Edition
Jon Gregory
The period since the global financial crisis has seen a major re-appraisal of derivatives valuation, generally expressed in the form of valuation adjustments (‘xVAs’). The quantification of xVA is now seen as fundamental to derivatives pricing and valuation. The xVA topic has been complicated and further broadened by accounting standards and regulation. All users of derivatives need to have a good understanding of the implications of xVA. The pricing and valuation of the different xVA terms has become a much-studied topic and many aspects are in constant debate both in industry and academia. Taking into account the nature of the underlying market dynamics and new regulatory environment, this book brings readers up to speed on the latest developments on the topic.

Derivatives
Theory and Practice, 1st Edition
Keith Cuthbertson & Dirk Nitzsche
Derivatives: Theory and Practice and its companion website explore the practical uses of derivatives and offer a guide to the key results on pricing, hedging and speculation using derivative securities. The book links the theoretical and practical aspects of derivatives in one volume whilst keeping mathematics and statistics to a minimum. Designed as an engaging resource, the book contains commentaries that make serious points in a lighthearted manner. The authors examine the real world of derivatives finance and include discussions on a wide range of topics such as the use of derivatives by hedge funds and the application of strip and stack hedges by corporates, while providing an analysis of how risky the stock market can be for long-term investors, and more. To enhance learning, each chapter contains learning objectives, worked examples, details of relevant finance blogs technical appendices and exercises.

AI and the Future of Banking
Tony Boobier
AI and the Future of Banking is an informative guide on the applications of Cognitive Analytics/Artificial Intelligence (AI) to the banking industry. The book will equip any industry participant, including new entrants to the industry, with the essential information to understand the implications of data and analytics on their roles, responsibilities and personal career development, with focus on the use of analytics to create operational effectiveness, customer retention and finance and risk management. While a combination of theory and published case studies, it will not be a technical book (i.e. about IT architecture, platforms and algorithms) or a detailed review of a specific working area but rather an easy read for those with limited or no IT background. The book will also discuss the concept of data-driven ‘Open Banking,’ which is a process that uses ‘APIs’ to share information securely, without having to reveal passwords.

FINANCIAL ENGINEERING

GENERAL & INTRODUCTORY FINANCE & INVESTMENTS
Asset Liability Management Optimization  
A Practitioner’s Guide to Balance Sheet Management and Remodelling  
Beata Lubinska  
This book introduces a quantifiable and practical approach for optimizing Asset Liability Management that banks can adopt to efficiently manage the banking book - while remaining compliant with regulatory requirements - and describes the Funds Transfer Pricing (FTP) process as a mean to achieve the target position of a bank. The book will also discuss detailed concepts of ALM, IRRBB, the FTP framework, and strategies for active management, structuring and hedging of a balance sheet.  
Trade • 9781119635482 • Feb 2020 • Cloth • 308pp • US$88.00

Banking on Change  
The Development and Future of Financial Services  
London Institute of Banking and Finance  
Financial services are undergoing rapid, and potentially dramatic, change. What will happen in payments, in sustainable finance and in fintech? How can the industry boost financial inclusion and ensure that its workforce has the skills it needs to meet regulatory requirements and to compete with new entrants? Can trade finance rise to the challenge of underpinning global trade for all and help the developing world avoid “financial abandonment”? What do financial services need to do to protect our digital identities? Banking on Change provides insights by experts and influencers from across the financial services industry on these and other questions. Published to mark the 140th anniversary of The London Institute of Banking & Finance, this book is intended to be of lasting value to both students and professionals.  
Trade • 9781119609988 • Sep 2019 • Cloth • 248pp • US$45.00

How to Read a Financial Report  
Wringing Vital Signs Out of the Numbers, 9th Edition  
John A. Tracy & Tage C. Tracy  
Financial statements are often complex and extremely difficult to understand for anyone other than accounting and finance professionals. Designed specifically for non-specialists, this reader-friendly resource covers the fundamentals of financial reporting in jargon-free English. Topics such as sales revenue & recognition, costs of goods sold, sources & uses of capital/cash, non-cash expenses, income tax obligations, understanding profits & financial stability, and financial statement ratios & analysis are covered throughout the book. Now in its ninth edition, this bestselling guide has been thoroughly revised to reflect changes in accounting and financial reporting rules, current practices, and recent trends. Further, end-of-chapter activities help readers learn the intricacies of the balance sheet and cash flow statement, while updated sections address shifts in regulatory standards. How to Read a Financial Report makes it easier for investors, lenders, business leaders, analysts, and managers to read, analyze, and interpret financial accounting reports more effectively.  
Trade • 9781119606468 • Jan 2020 • Paper • 208pp • US$22.95 • Previous ed: 9781118735848

Short Selling for the Long Term  
How a Combination of Short and Long Positions Leads to Investing Success  
Joseph Parnes  
Short Selling for the Long Term describes the methods used by Joseph Parnes, President of Technomart, to obtain consistent returns in the stock market. Parnes advocates the use of short selling as a long-term strategy in combination with long positions, so advisors and individual investors alike can profit in both rising and falling markets. While most investing books focus on how to make money over the long term in a rising market, Parnes's focus on short selling as a way of capturing volatility sets this book apart from the crowd. He offers insights into the difference between option trading and shorting which make his system useful in both type of markets. Short Selling for the Long Term is essential reading for investment advisors, fund managers, and individual investors.  
Trade • 9781119527763 • Apr 2020 • Cloth • 240pp • US$39.95
The Business of Venture Capital
The Art of Raising a Fund, Structuring Investments, Portfolio Management, and Exits, + Website Third Edition
Mahendra Ramsinghani

Since its initial publication, The Business of Venture Capital has been hailed as the definitive, most comprehensive book on the subject. Now in its third edition, this market-leading text explains the multiple facets of the business of venture capital, from raising venture funds, to structuring investments, to generating consistent returns, to evaluating exit strategies. Readers are guided through each stage of the VC process, supported by a companion website containing tools such as the LP-GP Fund Due Diligence Checklist, the Investment Due Diligence Checklist, an Investment Summary format, and links to white papers and other industry guidelines. The Business of Venture Capital, Third Edition is a must-read book for anyone seeking to raise a venture fund or pursue a career in venture capital, as well as practicing venture capitalists, angel investors or devils alike, limited partners, attorneys, start-up entrepreneurs, and MBA students.

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Equity Asset Valuation, 4th Edition
Jerald E. Pinto

Equity Asset Valuation blends theory and practice to paint an accurate, informative picture of the equity asset world. This text supplements your studies for the third step in the three-level CFA certification program by exploring a collection of valuation models and challenging you to determine which models are most appropriate for certain companies and circumstances. Learning outcome statements guide you through the content, which covers a wide range of topics, including how an analyst approaches the equity valuation process, the basic DDM, and more.

Trade • 9781119628101 • Jan 2020 • Cloth • 624pp • US$109.95 • Previous ed: 9781119104261

Also available:
Equity Asset Valuation Workbook, 4th Edition
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Investment Banking
Valuation, LBOs, M&A, and IPOs, 3rd Edition
Joshua Rosenbaum & Joshua Pearl

With the release of Investment Banking, Third Edition: Valuation, Leveraged Buyouts, and Mergers & Acquisitions, Rosenbaum and Pearl once again have written the definitive book that they wish had existed when they were trying to break into Wall Street. The Second Edition includes both the technical valuation fundamentals as well as practical judgment skills and perspective to help guide the science. This book focuses on the primary valuation methodologies currently used on Wall Street: comparable companies’ analysis, precedent transactions analysis, discounted cash flow analysis, and leveraged buyout analysis. With the new fully revised edition, they have added the most comprehensive, rigorous set of intuition-building and problem-solving ancillaries anywhere all of which promised to become essential, knowledge enhancing tools for professionals, and professors and students.

Trade • 9781119388029 • Feb 2020 • Cloth • 496pp • US$124.95 • Previous ed: 9781118752197

INVESTMENTS & SECURITIES
International Financial Statement Analysis
4th Edition
Thomas R. Robinson

This rich, clear reference covers all aspects from financial reporting mechanics and standards for the successful assessment of company performance and financial positions, including the complete statement analysis process, plus information on income tax accounting, employee compensation, and the impact of foreign exchange rates on the statements of multinational corporations.

Trade • 9781119628057 • Jan 2020 • Cloth • 1024pp • US$109.95 • Previous ed: 9781118999479

Also available:
International Financial Statement Analysis Workbook, 4th Edition
Trade • 9781119628095 • Jan 2020 • Paper • 208pp • US$49.95 • Previous ed: 9781118999486

Valuation
Measuring and Managing the Value of Companies, 7th Edition
McKinsey & Company Inc., Tim Koller, Marc Goedhart & David Wessels

Valuation has been the foremost resource for measuring company value for nearly three decades. This latest edition has been carefully revised and updated throughout, and includes new insights on topics such as digital, ESG (environmental, social and governance), and long-term investing, as well as fresh case studies. Clear, accessible chapters cover the fundamental principles of value creation, analyzing and forecasting performance, capital structure and dividends, valuing high-growth companies, and much more. The Financial Times calls the book “one of the practitioners’ best guides to valuation.” For over 90 years, McKinsey & Company has helped corporations and organizations make substantial and lasting improvements in their performance. Through seven editions and 30 years, Valuation: Measuring and Managing the Value of Companies, has served as the definitive reference for finance professionals, including investment bankers, financial analysts, CFOs and corporate managers, venture capitalists, and students and instructors in all areas of finance.

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PERSONAL FINANCE

Freedom First
Matthew Klan

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Trade • 9780730381679 • Jan 2020 • Paper • 288pp • US$21.00
J.K. Lasser's Guide to Self-Employment
Taxes, Strategies, and Money-Saving Tips for Schedule C Filers, 2nd Edition
Barbara Weltman

The second edition of *J.K. Lasser's Guide to Self-Employment* helps you file your taxes correctly, accurately, and on time. Using clear, jargon-free language, this bestselling guide explains the legal and financial implications of self-employment and shows you how to keep as much of your hard-earned money as legally possible. You will learn the essentials of tax reporting and see what types of valuable tax-saving deductions and credits you can claim. Fully updated to reflect changes in the tax code, this new edition features practical examples, easy-to-use worksheets, real-world tips, expert advice, and much more. Don't let being a solopreneur and filing your taxes be a source of stress and anxiety for you and your business. *J.K. Lasser's Guide to Self-Employment: Taxes, Strategies, and Money-Saving Tips for Schedule C Filers* is here to help.

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J.K. Lasser

*J.K. Lasser's Your Income Tax Professional Edition 2020* is the tax preparer's guide to smart tax filing and planning. The *Professional Edition* not only includes the trusted guidance, clear advice, and money-saving tips featured in *Your Income Tax*, but also provides citations of tax authorities to help tax professionals easily locate the law, IRS rulings and court decisions that support the text. Fully up to date with the newest changes for 2019 tax returns, expert guidance from J.K. Lasser helps you maximize deductions and shelter income while providing hundreds of examples of how tax laws apply to individual situations. *J.K. Lasser's Your Income Tax Professional Edition 2020* provides a quick one-stop resource for every tax pro, merging detailed citations with America's most trusted tax advice for over 65 years.

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Retirement Planning For Dummies
Matthew Krantz

*Retirement Planning For Dummies* is a one-stop resource to get up to speed on the critical steps needed to ensure you spend your golden years living in the lap of luxury—or at least in the comfort of your own home. When attempting to plan for retirement, web searching alone can cause you more headaches than answers, leaving many to feel overwhelmed and defeated. This book takes the guesswork out of the subject and guides readers while they plan the largest financial obligation of their life. Whether you're just starting out with a 401(k) or you're a seasoned vet with retirement in your near future, this book helps younger and older generations alike how to plan their retirement.

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Wiley

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*Adam Sarhan*  
Fact: Most people do not beat the market. This book was written to change that statistic and skew the odds of success in your favor. There are many reasons why most people fail to achieve their investment goals but the one common denominator is that most people follow the crowd and are doing the same thing as everyone else. After studying every major economic and market cycle going back to the 3rd century, Adam coined the term Psychological Analysis for capital markets. His research found that the one constant throughout every major boom and bust in history has been psychology. The truth is human nature never changes. Fear and greed are the two primary emotions that drive markets and are the primary driver for major market moves in history–up and down. Adam introduces this third school of thought and shows you what is missing in the investing world.  
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*Nicholas James, Ellie Chapple, Alex Wong, Richard Baumfield, Richard Copp, Robert Cunningham, Akshaya Kamalnath, Katherine Watson & Paul Harpur*  
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Defending a Networked Nation, 3rd Edition

Ted G. Lewis

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Reference • 9781119614531 • Jan 2020 • Cloth • 464pp • US$139.95 • Previous ed: 9781118817636

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