

# BUSINESS EXPERT PRESS

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Catalogue



Since 2008, Business Expert Press has been providing business students and professionals with precise, business information written by experts in their fields.

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Our books are written by experts for non-experts, on topics that directly contribute to the growth of professionals and aspiring professionals.

Business Expert Press books are concise and applied. They are researched-based with a practical focus. Often the topics of our books are narrow in scope but deep in the treatment of the subjects with which they deal. When the subject is broader the books are still concisely written and maintain an applied focus.

***Our mission is to provide forward-looking business content  
and the best available resource materials to our readers.***

# NEW RELEASES

## ECONOMICS AND PUBLIC POLICY



### Explaining Money and Banking

Bryon B. Carson, Robert E. Wright | 9781637424674 | Publishing Summer 2023

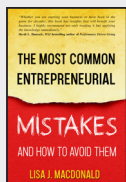
#### Turn Crisis Into Cash

Money matters got a lot scarier in 2020 and there is no end to the volatility in sight. Crisis means danger but also opportunity. To turn a profit during the next bust, or the next burst of inflation, individual investors and businesspeople must understand the economics of money, banking, and finance.

That's what this book provides, in concise and understandable prose, with pictures. Understand inflation and interest rates, stock prices, money and monetary policy, and the basics of information and macroeconomic theory in short order.

You might not beat the market after reading just this book, but **if you learn its lessons the market won't beat up your business or investment portfolio the next time the economy tanks due to pandemic, war, high taxes, or alien invasion.**

## ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT



### The Most Common Entrepreneurial Mistakes and How to Avoid Them

Lisa MacDonald | 9781637424735 | Publishing Summer 2023

#### Masterclass in Entrepreneurial Development

We all want to be in charge of our own lives, but what happens when the game of business keeps changing?

How can you successfully find new clients, beat the competition, and do it on a shoestring budget?

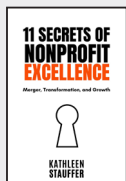
Lisa J. MacDonald has coached 1000s of business owners for over 25 years, has a PhD in the school of hard knocks, and is the mother of eight. In ***The Most Common Entrepreneurial Mistakes and How to Avoid Them***, she uncovers proven cutting-edge business principles to quickly shift entrepreneurs from overwhelm and confusion to confidently fulfilling their vision sustainably.

You will learn the following:

- Charge what you're worth and get the revenue you deserve.
- Attract the right clients over and over again.
- Unleash business possibilities hidden in your network.
- Uncover the key trends in your industry to keep you ahead of the competition.
- Bounce back strong and robust no matter the changes in the market.

Your successful business is waiting for you. You don't have to go at it alone. Get this state-of-the-art research-based step-by-step guide that will show you exactly how to get unstuck, attract your best clients, and fulfill your vision.

## HUMAN RESOURCE MANAGEMENT AND ORGANIZATIONAL BEHAVIOR



### 11 Secrets of Nonprofit Excellence

*Merger, Transformation, and Growth*

Kathleen Stauffer | 9781637424650 | Publishing Summer 2023

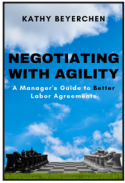
#### Bridge the Knowledge Gap

Do you have what it takes to build agile, successful teams? Pursue mergers that transform? Are you solving the right problems for efficiency and growth? Do you want to leverage your mission for large-scale social change? Does your Board have a shared vision for innovation?

Discover the critical lessons of success with **11 Secrets of Nonprofit Excellence** in this step-by-step executive guide:

- Build effective, enthusiastic teams
- Deploy tech to boost revenues and quality
- Launch profitable micro businesses
- Negotiate game-changing legislative outcomes
- Design and implement dynamic strategic plans

11 Secrets offers practical stories, disciplines, data, and humor in an empowering blueprint for achieving excellence in any organization. The book addresses the resource gap for navigating non-profit growth and innovative tech solutions. Deftly weaving vignettes from the author's successful careers in international publishing and nonprofits, 11 Secrets introduces real-life encounters with notables such as Muhammad Ali to unlock valuable secrets of quality, excellence, and mission advancement. 11 Secrets lends itself to powerful coaching and winning outcomes for start-ups, non-profits, Boards and leaders, cross sector.



## Negotiating with Agility

*A Manager's Guide to Better Labor Agreements*

Kathy Beyerchen | 9781637424711 | Publishing Summer 2023

**At last: a concise, practical guide that shows managers how to create agility at the bargaining table through thoughtful planning and preparation in the weeks, months, and years before formal negotiations begin, and how to do that on top of your regular full-time job.**

**Agility in labor agreement negotiations is the ability to recognize and respond in the moment to threats and opportunities, both anticipated and unexpected.** Agility gives you the confidence to talk with a party you may or may not be able to trust and have a conversation the outcome of which will significantly impact your company and future collective bargaining agreements. Agility allows you to pivot.

## MARKETING



## Multicultural Marketing Is Your Story

Eliane Karsakian | 9781637424698 | Publishing Summer 2023

Ever since Homo Sapiens populated our world, our lives have been stories we tell to all those we are surrounded by every day as well as to unknown people through social media when we post the pictures of our vacations, pets, children and graduation or changes in our jobs. We buy brands that have a story we admire or those that are recommended by influencers because we are fascinated by their stories.

This book is about you. It is the story of your past, your present and your future as you live in multicultural communities. Page after page, you see the story of humankind and of multiculturalism unfold and be explained through the lenses of science and storytelling.

**Multicultural Marketing is Your Story** is thoroughly illustrated with real life examples. The ideas, theories and statements presented in this book will perhaps challenge some of your deepest beliefs or they might as well comfort you in your own opinions. Ultimately, this book is an invitation to reflection, to critical thinking, to objectivity and to the liberty of accepting what is different.

## SPORTS AND ENTERTAINMENT MANAGEMENT



## Sports in the Pandemic Era

Max Donner | 9781637424483 | Publishing Summer 2023

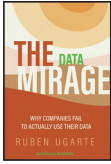
**Sports vs. COVID-19 chronicles the dramatic comeback of sports after the global pandemic forced lockdowns, border closures and quarantines.**

Following a near total shutdown in the spring of 2020, the sports industry rose to an exceptional challenge with discipline and innovation. This helped health experts understand how the rest of the world could adapt to the crisis.

Sports vs. COVID-19 shares case studies of sports organizations that quickly implemented major changes to respond to pandemic challenges. The text also shows long-term changes that will impact the industry as the world recovers. It concludes with an inspiring look at the achievements of many athletes who overcame adversity and set impressive new records.

Foreword written by authors Stephen Frawley and Nico Schulenkorf of the sport management faculty at UTS Business School, University of Technology Sydney in Australia, and have published extensive research about sports organizations adapting to COVID-19 challenges.



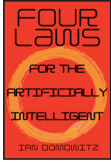


## The Data Mirage

*Why Companies Fail to Actually Use Their Data*

Ruben Ugarte | ISBN: 9781953349521

This is a business book for executives and leaders who want to unlock more insights from their data and make better decisions. It helps readers formulate an analytics strategy that works in the real world, and helps them tackle problems they are bound to come across as they try to use data to make better decisions.



## Four Laws for the Artificially Intelligent

Ian Domowitz | ISBN: 9781637421598

As companies delay or even cancel initiatives in artificial intelligence, *Four Laws for the Artificially Intelligent* redefines possibilities and offers leverage to turn AI visions into reality. It is a story of transformation: of people, of companies, and of artificial intelligence itself.

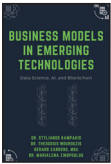


## Getting Data Science Done

*Managing Projects From Ideas to Products*

John Hawkins | ISBN: 9781637422779

This book outlines the essential stages in running successful data science projects. is organized as a sequential process allowing you to work your way through a project from an initial idea all the way to a deployed and integrated product.



## Business Models in Emerging Technologies

*Data Science, AI, and Blockchain*

Stylianos Kampakis, Theodosis Mourouzis, Marialena Zinopoulou | ISBN: 9781637423134

This book is a practical guide to two of the most important emerging technologies: data science/AI and blockchain. With broad applicability across all sectors, decision-makers would greatly benefit from understanding these fields.



## Thriving in a Data World

*A Guide for Leaders and Managers*

Sangeeta Krishnan | ISBN: 9781637424162

This book focuses on the **foundations** needed to be successful in managing and engaging with data analytics initiatives, bridging the gap between creators and users of data.

# BUSINESS CAREER DEVELOPMENT



## Finding Your Career Niche

*Conversations About Women & Business*

Anne S. Klein | ISBN: 9781953349545

This book is a conversation for women who are wondering how to approach their careers at any age and how to decide when the time is right to have children. It provides perspectives on deciding the type of career, taking advantage of opportunities, networking, surviving in the corporate environment, and when it is time to become an entrepreneur.



## Shaping Your Future

*Become the Brand Everyone Wants*

Rita Rocker | ISBN: 9781953349583

This book is a powerful combination of transforming tools related to our three-part being: spirit, soul (will, intellect and emotions), and our body (what people observe, hear and the perceptions they form). You will be empowered to learn how to turn both personal and professional challenges into success. These techniques can be implemented immediately and experienced for a lifetime.

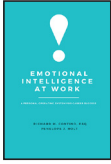


## The Champion Edge

*Skill Sets That Fire Up Your Business and Life*

Alan R. Zimmerman | ISBN: 9781953349828

This book gives specific skills and step-by-step strategies that will empower the reader to clarify their purpose, align their life and career with that purpose, build a more positive attitude, remain persistent, make decisions guided by character, achieve goals through the use of affirmations, communicate more effectively, and listen to what is said and left unsaid.

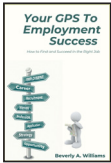


## Emotional Intelligence at Work

*A Personal Operating System for Career Success*

Richard M. Contino, Penelope J. Holt | ISBN: 9781637420188

**Even though it is seldom acknowledged, the truth is that business runs on emotion—yours and almost everyone else's.** And that emotion is often negative, leading us into bewilderment, dysfunction, and failure. Learn how and why emotions are a controlling factor in every career or business success and failure, and how to work with them to achieve your full potential by developing business emotional intelligence (BEQ).



## Your GPS to Employment Success

*How to Find and Succeed in the Right Job*

Beverly A. Williams | ISBN: 9781953349965

This book is a career resource that contains a treasure trove of straightforward, pithy job search and career advice, 125 tips, and stories from an employment expert. It is a career advancement and networking guide that also identifies inconvenient truths that are not commonly known but are helpful to have in your career toolkit.



## How to Make Good Business Decisions

J.C. Baker | ISBN: 9781637420645

This book provides a straightforward method of removing distortions among education, business practices, finances, and ownership. There are countless variables, obstacles, and barriers inherent in life's journey, and operating with common sense will alleviate many issues.

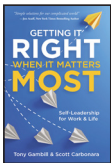


## The Power of Belonging

*How to Develop Safety, Inclusion, and Belonging for Leaders and Organizations*

Sunita Sehmi | ISBN: 9781953349866

This book is for anyone who wants to achieve better personal and organizational effectiveness and fruitful business relationships. It is designed to give both the theoretical knowledge and the tools for action to change your organization's power dynamics.



## Getting It Right When It Matters Most

*Self-Leadership for Work and Life*

Tony Gambill, Scott Carbonara | ISBN: 9781637420225

In an ever-changing environment when typical habits, behaviors, and thinking aren't enough, *Getting It Right When It Matters Most* introduces research backed insight and a simple model for your most important situations. Apply self-awareness, learning agility, and emotional intelligence through the Self, Outlook, Action, and Reflection (SOAR) cycle.



## Negotiate Your Way to Success

*Personal Guidelines to Boost Your Career*

Kasia Jagodzinska | ISBN: 9781637420560

This is a collection of pragmatic guidelines flowing from the situations the author experienced working with business professionals across the world. While career paths and aspirations may differ, certain professional dilemmas are universal.



## Personal and Career Development

*A Workbook on Self-Leadership*

Claudio A. Rivera, Elza Priede | ISBN: 9781637420287

A workbook to help readers identify their strengths, interests, and priorities to master their life and career decisions. It provides a framework to reflect on questions of increasing importance to 21st-century leaders—how to create an authentic leadership style, define one's values, and align vision-values career.

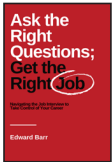


## 100 Skills of the Successful Sales Professional

*Your Guidebook to Establishing & Elevating Your Career*

Alex Dripchak | ISBN: 9781637420621

This book prioritizes action-orientation and puts antiquated outlines out to pasture. If you're conscientious about making the biggest impact in your professional career by taking action to minimize the long learning (and earning) curve, then this is the playbook for you.



## Ask the Right Questions; Get the Right Job

*Navigating the Job Interview to Take Control of Your Career*

Edward Barr | ISBN: 9781637421055

This book provides a set of questions that are appropriate for any job candidate to ask and allows candidates to participate in a dialogue, a conversation. Review all of the questions. Choose the ones that you believe provide you with the information you need. Learn to interview the interviewer!



## Fast Forward Your Career

*A Personal Playbook to Boost Leadership*

Simonetta Lureti, Lucio Furlani | ISBN: 9781637421031

**Discover and practice the skills for your next career advancement.** *Fast Forward Your Career* is for managers and Master students who want to learn the necessary skills to successfully progress in their career. Practice new skills, challenge your perspective, ramp-up your effectiveness, and fast-forward your career!



## How to Use Marketing Techniques to Get a Great Job

*Your Key to a Great Career*

Edward Barr | ISBN: 9781637421413

This book will show you how to network better, how to create an effective email pitch, write a powerful resume and cover letter, and how to persuade recruiters that you offer the most value to satisfy their needs. This book will make you a pro at marketing yourself!



## Rules Don't Work for Me

*My Code for Business and Life*

Gail Summers | ISBN: 9781948580717

It is tough to succeed in these days whether it's the business of life or the business of business. It can be especially tough for outliers. This book explores nine principles to live and work by from an outlier perspective.



## The Street-Smart Side of Business

*A Behind-the-Scenes Guide to Inspire Forward Thinking*

Tara Acosta | ISBN: 9781637421314

This book provides realistic insight as to what running a business is really about. It will help prepare you for all aspects of business and teach you how to protect yourself and your investment.

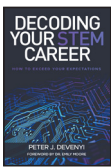


## The Networking Playbook

*Transform Your Social Capital into Professional Career Success*

Darryl Howes | ISBN: 9781637421895

People networking must be an essential element of any professional and personal development program. This book will give you the confidence to succeed and the tools, frameworks, and expert tips to deliver on your career objectives



## Decoding Your STEM Career

*How to Exceed Your Expectations*

Peter J. Devenyi | ISBN: 9781637422250

This is a must-read for STEM graduates and mid-level managers who aspire to be the technical leaders and executives of our next generation.

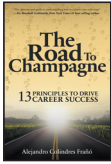


## Burn Ladders. Build Bridges

*Pursuing Work With Meaning + Purpose*

Alan M. Patterson | ISBN: 9781637422137

This book undoes the status-quo of career enhancement. Tearing up the playbook and finding breakthrough ways to create impact, build meaning, fuel your passion to do bigger, greater things—while enjoying the entire journey. No matter what stage you're currently in.



## The Road to Champagne

*13 Principles to Drive Career Success*

Alejandro Colindres Frañó | ISBN: 9781637422366

*The Road to Champagne* empowers professionals everywhere to accelerate career growth by clearly presenting a logical framework consisting of 13 principles; each one illustrated by real events and supported by practical actions to help you embed them in your life.



## Remaining Relevant

*Achieving Lifelong Professional Success*

Karen Lawson | ISBN: 9781637422526

*Remaining Relevant* is an inspirational playbook for professionals who want to remain relevant, significant, and credible contributors regardless of their age. The book is based on research as well as interviews with over two dozen professional men and women from a variety of industries and disciplines.



## Pay Attention!

*How to Get, Keep, and Use Attention to Grow Your Business*

Cassandra M. Bailey, Dana M. Schmidt | ISBN: 9781637422649

Marketing veterans Cassandra Bailey and Dana Schmidt have developed a simple model that any business or nonprofit can use to identify which types of attention they need and create plans to go get them.



## Social Media Is About People

Cassandra M. Bailey, Dana M. Schmidt | ISBN: 9781637422625

This book takes a people-first approach to social media that centers on how to best communicate with others using the social media platforms. While each and every social network changes constantly, this underlying approach never will.



## Telling Your Story, Building Your Brand

*A Personal and Professional Playbook*

Henry Wong | ISBN: 9781637422854

Today, everything and everyone is a brand. If you want to develop your personal brand, but can't afford the fees of a branding firm, this book provides access and insights into a thought-leading mind.



## Am I Doing This Right?

*Foundations for a Successful Career and a Fulfilling Life*

Tony D. Thelen, Matthew C. Mitchell, Jeffrey A. Kappen | ISBN: 9781637423172

This book was written for everyone who has ever wondered, *am I doing this right?* when thinking about their lives and careers.





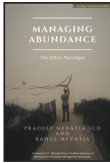
## Still Room for Humans

*Career Planning in an AI World*

Stan Schatt | ISBN: 9781637424537

This book offers several ways to cope with the introduction of artificial intelligence and robotics to a company or organization as well as how to take advantage of the disruption likely to result from other new technologies.

# BUSINESS ETHICS AND CORPORATE CITIZENSHIP



## Managing Abundance

*The Ethics Paradigm*

Pradeep Nevatia, Rahul Nevatia | ISBN: 9781953349705

The ethics–abundance theme of this book could not be timelier for businesses to reconstruct their growth strategies for a sustainable future following the coronavirus pandemic.



## Conscious Business Ethics

*The Practical Guide to Wisdom*

Wade M. Chumney | ISBN: 9781947843370

*Conscious Business Ethics* provides a practical approach to developing the one quality most desired by humanity in any historical era: wisdom. The common threads found within all wisdom traditions are distilled into simple, understandable concepts and diagrams that make practical application accessible to anyone.



## Consumer Protection in E-Retailing in ASEAN

Huong Ha | ISBN: 9781953349606

Although e-retailing offers many opportunities for businesses and consumers, there are several issues associated with e-consumer protection. This book examines how consumers are protected on the online marketplace in the context of ASEAN countries.



## Guerrilla Warfare in the Corporate Jungle

*Adaptations for Survival*

K. F. Dochartaigh | ISBN: 9781952538841

Using his experiences of life in the corporate jungle, K.F. Dochartaigh has produced a survival manual that assists and guides the reader on how best to navigate corporate pitfalls and avoid being 'trapped'.



## The Gig Mafia

*How Small Networks and High-Speed Digital Funds Transfers Have Changed the Face of Organized Crime*

David M. Shapiro | ISBN: 9781953349842

Organized crimes persist globally due to powerful information and communication technology that facilitate organization and the enhanced liquidity provided by electronic transfers (i.e., e-capital) to distribute criminal proceeds in the covert and high-speed manner used by the so-called legitimate commercial enterprises.



## Business Sustainability Factors of Performance, Risk, and Disclosure

Zabihollah Rezaee | ISBN: 9781637420065

This book offers guidance for proper measurement, recognition, and reporting of all five EGSEE (economic, governance, social, ethical, and environmental) dimensions of sustainability performance.



## Business Sustainability

*Investor, Board, and Management Perspective*

Zabihollah Rezaee | ISBN: 9781637421017

This book examines the crucial role of investors both retail and institutional investors and interment managers, the corporate board of directors and management in collaborating to achieve financial ESP and non-financial ESG sustainability performance in creating shared value for all stakeholders.



## Protecting the Brand, Volume I

*Counterfeiting and Grey Markets*

Peter Hlavnicka, Anthony M. Keats | ISBN: 9781637421512

This book offers a unique perspective of best practices in addressing issues around counterfeiting and grey markets - from a legal as well as a business point of view.



## Protecting the Brand, Volume II

*Busting the Bootlegs*

Peter Hlavnicka, Anthony M. Keats | ISBN: 9781637422069

This second volume showcases U.S. states specific legal statutes and examples related to counterfeiting and grey market issues. It provides advice to U.S. companies navigating complex domestic legislation and is a single reference source for both law practitioners and anyone tasked with intellectual property rights enforcement and compliance who need to understand the applicable state legislation.



## Can. Trust. Will.

*Hiring for the Human Element in the New Age of Cybersecurity*

Leeza Garber, Scott Olson | ISBN: 9781637421673

The Can. Trust. Will. system guides the C-Suite, HR professionals and talent acquisition to build unbeatable cybersecurity teams through advanced hiring processes and focused on-boarding programs. Additionally, this book details how successful cybersecurity ecosystems are best built and sustained.



## A Government Librarian's Guide to Information Governance and Data Privacy

Phyllis L. Elin, Max Rapaport | ISBN: 9781637422434

This book provides a concise and usable overview of the practical implications of important public sector United States federal, state, and municipal laws and standards related to information governance, as they pertain to librarians, research staff, universities, corporate regulatory managers, and public-sector information governance professionals.



## A Corporate Librarian's Guide to Information Governance and Data Privacy

Phyllis L. Elin | ISBN: 9781637422458

This volume focuses on core information governance principles, with an emphasis on how they apply to our target audience, which includes law librarians, legal and research staff and other individuals and departments in both the public and private sectors who engage deeply with regulatory compliance matters.



## Enhanced Enterprise Risk Management

John Sidwell, Peter Hlavnicka | ISBN: 9781637423981

This book outlines a comprehensive strategy to designing and implementing a robust and successful ERM program – and not just successful in implementation but also yielding enormous returns for the organizations that implemented this enhanced ERM program.



## Mobilizing the C-Suite

*Waging War Against Cyberattacks*

Frank Riccardi | ISBN: 9781637424247

*Mobilizing the C-Suite: Waging War Against Cyberattacks* is a call to arms for c-suite leaders to implement the tried-and-true cybersecurity countermeasures proven to thwart cyberattacks. In addition, this book is a handy, entertaining guide explaining fundamental cybersecurity principles to non-geek c-suite leaders.

# COLLABORATIVE INTELLIGENCE



## How to Talk to Data Scientists

*A Guide for Executives*

Jeremy Elser | ISBN: 9781637420973

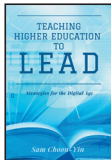
This book provides business executives with a concrete exercise, populating a “Master Table,” accessible to nontechnical managers and data scientists, which serves as the connective tissue between them.



## Business and Emerging Technologies

George Baffour | ISBN: 9781637421352

This is an extensive but straight-to-the-point guide designed to get business students and professionals up to speed with an electrifying range of emergent technologies (AI, blockchain, augmented reality, etc.) and concepts in the shortest possible time.



## Teaching Higher Education to Lead

*Strategies for the Digital Age*

Sam Choon-Yin | ISBN: 9781637421635

This book explores how technological development has the potential to transform higher education. However, the same technology also has the potential to disrupt the education sector. The author provides a critical outlook on the prevailing practices of the higher education institutions.



## How Organizations Can Make the Most of Online Learning

David Guralnick | ISBN: 9781637422731

In this book, Dr. David Guralnick describes what organizations need to know about learning and technology in order to create a successful culture of growth and performance – today, tomorrow, and in the future.



## Breakthrough

*A Growth Revolution*

Martin Fleming | ISBN: 9781637423097

This book examines the economic logic of the significant variation in growth over long periods and proposes a Growth and Fairness Agenda and a New Social Contract through which stronger economic growth and equally distributed incomes are possible.



## Doing Digital

*The Guide to Digital for Non-Technical Leaders*

Ved Sen | ISBN: 9781637424094

This book will give you both a conceptual framework to understand digital, as well as an execution model (Connect-Quantify-Optimize) to actually *do* digital, in a simple and engaging way.



## Journey to the Metaverse

*Technologies Propelling Business Opportunities*

Antonio Flores-Galea | ISBN: 9781637424384

The Metaverse will be the next technological revolution. This book helps business executives to understand its foundations and reveals the new opportunities it will bring.

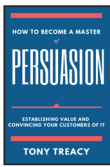
# CORPORATE COMMUNICATION



## 101 Tips for Improving Your Business Communication

Edward Barr | ISBN: 9781953349989

This book contains business communication information that may not have been taught in college, information that has been accumulated over years of business experience and teaching. Anyone can read these brief tips to learn how to better communicate in business while saving the time that might have been invested in reading many books.

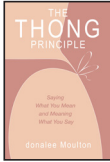


## How to Become a Master of Persuasion

*Establishing Value and Convincing Your Customers of It*

Tony Treacy | ISBN: 9781637420904

This book is perfect for everyone involved in sales who wants to be a better and more persuasive communicator. It is a practical guide that explain what motivates customers, how to identify the best things to talk about, how to control every pitch, and how to persuade customers to buy from you.



## The Thong Principle

*Saying What You Mean and Meaning What You Say*

Donalee Moulton | ISBN: 9781637422106

*The Thong Principle* has little to do with beachwear and everything to do with effective communication. It's about ensuring messages are successful for the sender – and the receiver.



## Technical Marketing Communication, Second Edition

*A Guide to Writing, Design, and Delivery*

Emil B. Towner, Heidi L. Everett | ISBN: 9781637424346

**This book is written to help professionals take action.** Each chapter describes concepts and tips that apply to a variety of industries. After reading this comprehensive, yet concise guide, you will be equipped to engage in every aspect of technical marketing and promotion – including planning, writing, designing, and delivery.



## Win Business with Relationships

*Communication Strategies Inspired by Entrepreneurs & Taoism*

May Hongmei Gao | ISBN: 9781637424506

In this FUN and data rich book, you will discover how you can WIN BUSINESS through cultivating meaningful RELATIONSHIPS, nourished by *listening, respect, trust, and cultural sensitivity*.

# CORPORATE GOVERNANCE

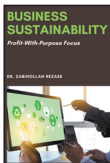


## Corporate Sustainability

*Shareholder Primacy Versus Stakeholder Primacy*

Zabihollah Rezaee | ISBN: 9781637420867

This book offers guidance to organizations for considering both shareholder primacy and stakeholder primacy in defining their mission of “profit-with-purpose” and in creating shared value for all stakeholders.



## Business Sustainability

*Profit-With-Purpose Focus*

Zabihollah Rezaee | ISBN: 9781637421178

This book consists of four chapters covering all aspects of business sustainability with a keen focus on the concept of profit-with purpose. Anyone who is involved with business sustainability and corporate governance, the financial reporting process, investment decisions, legal and financial advising, audit functions, and corporate governance education will be interested in this book.



## Navigating the Human Side of Boardroom Interactions

*Improving Relationships at the Top*

Thomas Sieber | ISBN: 9781637422175

By focusing on the most impactful driver of success – the human behavior – the author explores how to create a strong board team whose members are clear about the team's role, are able to talk about their concerns, and are therefore also comfortable to listen, to challenge, and to support.



## The Digital Marketing Landscape

*Creating a Synergistic Consumer Experience*

Jessica Rogers | ISBN: 9781637420348

This book is geared towards both students and professionals looking to explore the interconnect-edness of digital technologies for marketing and branding purposes. It offers an overview of the digital marketing landscape and how the various elements of digital can work synergistically.



## Super Sonic Logos

*The Power of Audio Branding*

David Allan | ISBN: 9781637420829

This book looks at the best of the best of sonic logos from the people who gave them notes. Whether you consider them to be music to your ears or *earworms*, these are the ten most **noteworthy** sonic logos of all time and one future hall of famer.

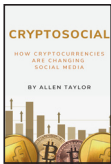


## Stand Out!!

*The Secrets of Branding for A New Generation*

Brian McGurk | ISBN: 9781637421239

*Stand Out!!* uncovers the secrets of brand success and explores less travelled paths in the world of branding. It is a key reference text for anyone interested in brand development, leadership, innovation, and sustainable business growth.

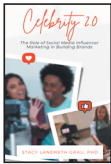


## Cryptosocial

*How Cryptocurrencies Are Changing Social Media*

Allen Taylor | ISBN: 9781637421833

If you're one of the millions of people growing tired of legacy social media and how they take advantage of their own users, this book will open your eyes to the alternatives offering greater happiness, more freedom, and better personal and financial security.



## Celebrity 2.0

*The Role of Social Media Influencer Marketing in Building Brands*

Stacy Landreth Grau | ISBN: 9781637422083

This book is for anyone who wants to understand the landscape of influencer marketing with an eye for collaborations between influencers and companies.



## #Share

*Building Social Media Word of Mouth*

Natalie T. Wood, Caroline K. Muñoz | ISBN: 9781637424148

The purpose of this book is to examine the influence of Social Media Word of Mouth and provide guidance on how to operationalize its growing power.

# ECONOMICS AND PUBLIC POLICY

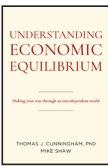


## Macroeconomics, Third Edition

David G. Tuerck | ISBN: 9781953349248

This book unites multiple theories under one methodological roof, where the choices of economic agents depend on their perceptions of constraints. It combines new classical principles, which pertain to a full-employment economy, with theories that allow for extended periods of underemployment caused by mixed signals from workers and employers.



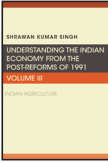


## Understanding Economic Equilibrium

*Making Your Way Through an Interdependent World*

Mike Shaw, Thomas J. Cunningham, Rosemary Cunningham | ISBN: 9781637420386

International economic agents want to maximize their returns given their efforts, resources, and opportunities. They unite in markets that allocate goods and services among competing interests. We see readily how individual markets behave; the equilibrium across all markets is difficult to recognize, but more important.



## Understanding the Indian Economy from the Post-Reforms of 1991, Volume III

*Indian Agriculture*

Shrawan Kumar Singh | ISBN: 9781953349460

This is the third volume in the series of eight such volumes. Each volume seeks to present an analysis of a specific area or sector of the Indian economy. This volume examines various aspects of India's agricultural sector.



## Developing Sustainable Energy Projects in Emerging Markets

Francis Ugboma | ISBN: 9781637421093

This book is an essential primer in the core principles of sustainable energy project development through concept, design, feasibility and reality and takes a holistic approach to the development and financing of such projects, setting out the technical, commercial and financial aspects in a straightforward and practical manner.

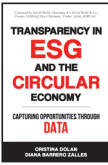


## Navigating the Boom/Bust Cycle

*An Entrepreneur's Survival Guide*

Murray Sabrin | ISBN: 9781637421192

The business cycle in the United States has been characterized booms and busts for decades. But how can corporate executives and their firms not just survive--but also thrive--when economic bubbles burst? And how can small business owners steer their companies during the business cycle so they too can thrive and survive. This book is designed to give them tools and strategies to do that.

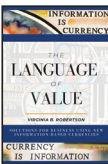


## Transparency in ESG and the Circular Economy

*Capturing Opportunities Through Data*

Cristina Dolan, Diana Barrero Zalles | ISBN: 9781637421536

The use of data to measure ESG outcomes is a young science that is increasingly critical to upholding our very lifestyle. Data clearly presents impact across the entire ESG spectrum, providing the necessary specificity for informed decision making, and ensuring the transparency and accountability, which uphold sustainability.

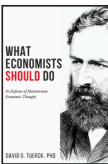


## The Language of Value

*Solutions for Business Using New Information-Based Currencies*

Virginia B. Robertson | ISBN: 9781637421796

Author and Economist Virginia B. Robertson shows how cryptocurrencies and Web3 are disrupting industries and transforming business practices globally, much like the advent of the Internet at the turn of the 21st century.



## What Economists Should Do

*In Defense of Mainstream Economic Thought*

David Tuerck | ISBN: 9781637422328

There is controversy among economists over just what it is that economists should do. The controversy is centered on the question whether what is called "neoclassical" or "mainstream" economics provides the appropriate template for performing economic analysis. Neoclassical economics is based on the principle that economic behavior is guided by "rational choice," i.e., choice based on reason rather than sentiment.

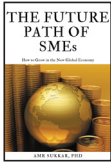


## Rebooting Local Economies

*How to Build Prosperous Communities*

Robert H. Pittman, Rhonda Phillips, Amanda Sutt | ISBN: 9781637422540

The book is based on the authors' years of experience helping communities and regions across the country and around the world create their roadmaps to prosperity with better jobs, improved public services, and enhanced amenities.



## The Future Path of SMEs

*How to Grow in the New Global Economy*

Amr Sukkar | ISBN: 9781637422816

Supports the elaboration and implementation of strategies and to foster SMEs and entrepreneurship development. It also provides the consultancy effort needed to support governments in setting targets for SME policy development and to identify strategic priorities to further improve the business environment.



## Dismantling the American Dream

*How Multinational Corporations Undermine American Prosperity*

Michael Collins | ISBN: 9781637423158

This book is not an academic treatise. It is a concise story that tells what America's multinationals did to the U.S. economy and how they did it. It is an applied and actionable book which includes many suggested solutions that function as steps the reader can take in their company.



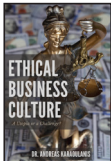
## Striding with Economic Giants

*Business and Public Policy Lessons from Nobel Laureates*

David Simpson | ISBN: 9781637424612

Drawing on publications written by the Laureates, *Striding with Economic Giants* presents the essence of their thoughts in easy-to-understand concepts for the business and academic communities. This book is perfect for business executives, public policy makers, and economics students.

# ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT



## Ethical Business Culture

*A Utopia or a Challenge?*

Andreas Karaoulanis | ISBN: 9781953349781

The major question that this book addresses is whether ethical decision making in small business is a paragon that needs to be taken into consideration? Surviving and growing is something which involves many aspects that need to be taken into consideration too



## Zero to \$10 Million

*How To Build an 8-Figure Technology Business*

Shane Brett | ISBN: 9781953349682

Zero to \$10 Million is a practical step by step guide that teaches entrepreneurs' how to build a \$10 million dollar technology business. It describes in detail how to create a great product, find a brilliant team, raise money from professional investors, and then scale the company globally.



## Time Management for Unicorns

*Time and Resource Management For System Administrators*

Giulio D'Agostino | ISBN: 9781952538827

This book presents time and resource management lessons and tips from senior system administrator Giulio D'Agostino and aims to help increase time management skills and raise questions on how to possibly improve them.



## Navigating the New Normal

*How New & Small Companies Can Succeed Despite Economic Uncertainty*

Rodd Mann | ISBN: 9781637420201

No one will forget the year 2020. The year that a pandemic shut down social, work, and public contact. There are two particular changes that have had a pronounced effect on business and finance, which this book will provide the guidance currently lacking in traditional business school texts.



## The 8 Superpowers of Successful Entrepreneurs

*From Zero to Hero: The Business Strategies Adopted by Global Icons*

Marina Nicholas | ISBN: 9781637420003

After years of extensive research, the author discovered that just eight strategies were adopted by billionaire entrepreneurs. PROBLEM—PERSEVERANCE POSITIONING—PROXIMITY—PEOPLE—PARTNER-SHIPS—PROCESS—PLANET.



## Founders, Freelancers & Rebels

*How to Thrive as an Independent Creative*

Helen Jane Campbell | ISBN: 9781953349767

This book's for you if you've stopped feeling 'hungry' for new client work, you're starting up for the first (or second or third!) time, or you've simply run out of steam. My intention is to offer a wealth of ideas and fresh perspectives to inspire you at any stage of your independent creative career.



## Dead Fish Don't Swim Upstream

*Real Life Lessons in Entrepreneurship*

Jay J. Silverberg, Bruce E. McLean | ISBN: 9781637421574

This book bridges the gap between academia and real business, to counsel by example, and to deliver timely, actionable recommendations to capitalize on opportunities, or to sidestep hidden business grenades.



## Modern Devil's Advocacy

*Disrupt Groupthink, Build Stronger Plans, and Achieve Better Results*

Robert Koshinsk | ISBN: 9781637421758

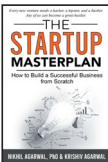
This book will show you how practically anyone from the CEO to the newly minted manager can and should think and act like a modern Devil's Advocate. If you want to learn how to constructively challenge the judgments that you and others make and achieve better outcomes, then this book is for you.



## Managing Health and Safety in a Small Business

Jacqueline Jaynes | ISBN: 9781637421956

*Managing Health and Safety in a Small Business* is an up-to-date guide, reflecting current concerns about how to identify and manage health and safety risks in a small business, with a broad focus on practical guidance wherever your business is based globally.



## The Startup Masterplan

*How to Build a Successful Business from Scratch*

Nikhil Agarwal, Krishiv Agarwal | ISBN: 9781637422021

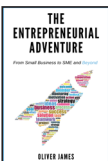
In this book, we lead you through every single step in building a start-up. The book discusses how to keep your startup running and stop it from falling into the pitfalls. We cover everything you need - from choosing your name and logo to operational methods to decision making to timing your launch.



## So, You Bought a Franchise. Now What?

David Roemer | ISBN: 9781637422717

Included are stories and advice from franchisees and operators who have built successful franchise businesses as well as business experts. Their contributions add to the practical nature of the information.

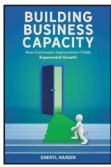


## The Entrepreneurial Adventure

*From Small Business to SME and Beyond*

Oliver James | ISBN: 9781637422793

This book is perfect for anyone looking at business and entrepreneurship. It is ideal for anyone with an interest in business and anyone who has aspirations to start their own business—outlining key principles of the entrepreneurial adventure and the business world, bringing it to life using case studies.



## Building Small Business Capacity

*How Continuous Improvement Yields Exponential Growth*

Sheryl Hardin | ISBN: 9781637422663

*Building Small Business Capacity* provides a roadmap to help entrepreneurs achieve exponential growth through constant improvement. Learn to own your business and avoid having your business own you.



## Teaching Old Dogs New Tricks

*Driving Corporate Innovation Through Start-ups, Spinoffs, and Venture Capital*

Thomas Waters | ISBN: 9781637423400

With this book, companies can monetize employee's ideas in a manner that doesn't cost a fortune or create conflicts of interest within the ranks. Not every creative expression is going to result in tens of millions of dollars in revenue—but many will create licensing opportunities that are, at the very least, essentially free money for new product development.

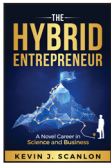


## Stuck Entrepreneurs

*Escape Routes Out of the Quicksand*

Jay J. Silverberg | ISBN: 9781637424322

*Stuck Entrepreneurs* provides inventive strategies for the quicksand-mired businessperson who asks, *what am I doing wrong? or how can I break this inertia and move my business forward?*



## The Hybrid Entrepreneur

*A Novel Career in Science and Business*

Kevin Scanlon | ISBN: 9781637424445

This book describes the management expertise, organizational skills, and vocabulary necessary to be a successful entrepreneur based on the author's academic and business career. Readers will learn how to ask the right questions to build a strong ecosystem with service providers, customers, and investors.

# ENVIRONMENTAL AND SOCIAL SUSTAINABILITY FOR BUSINESS ADVANTAGE



## Sustainability Standards and Instruments

Alan S. Gutterman | ISBN: 9781953349880

This book serves as an introduction to sustainability standards and instruments and includes chapters on initiatives of governmental and intergovernmental bodies, sectoral CSR commitments, CSR-related reporting and management standards, and securities exchanges and regulators.



## Community Engagement and Investment

Alan S. Gutterman | ISBN: 9781953349903

This book is a comprehensive guide to community engagement and investment, beginning with a survey of community-related voluntary standards and then turning to strategy and management, community engagement, community investment and reporting and communications on community-related activities.



## Handbook of Sustainable Development

*Strategies for Organizational Sustainability*

Radha R. Sharma | ISBN: 9781953349422

Provides guiding principles and diagnostic tools for transformation, generates knowledge about sustainable organizational designs, co-creating value with multiple stakeholders, managing diversity responsibly, ecopreneurship with entrepreneurial bricolage, sustainable business model, developing positive synergy, sustainability reporting and organizational transformation for sustainability which are pivotal issues to be addressed in management education and corporate world.



## Bringing Sustainability to the Ground Level

*Competing Demands in the Yellowstone River Valley*

Susan J. Gilbertz, Damon M. Hall | ISBN: 9781637421475

With the Yellowstone River Valley of Montana as its setting, this book introduces readers to sustainability issues, theory, and science. It addresses business profitability, physical environment processes, wildlife, public policies, and American Indian rights. The case sets the stage for data gathering, analyses, and decision making.



## People, Planet, Profit

*Environmentally and Socially Sustainable Business Strategies*

Kit Oung | ISBN: 9781637421819

Drawing from leadership and management practices, practical case studies, and using energy, water, raw material, waste and its associated environmental impact as examples, *People, Planet, Profit* describes the ten internal issues – five technical, two leadership, and three managerial – and solutions to these issues.



## Sustainability for Retail

*How Retail Leaders Create Environmental, Social, & Cultural Innovations*

Vilma Barr, Ken Nisch | ISBN: 9781951527907

*Sustainability for Retail* is an important international overview of the role of retail in the world-wide climate crisis. Its focus is on apparel and related retail products, from supply chain to the selling floor.



## Confronting the Storm

*Regenerating Leadership and Hope in the Age of Uncertainty*

David Ross | ISBN: 9781637422960

David provocatively argues that, to successfully deal with the storm, we *must accept that the leadership styles that have been celebrated for centuries are now an obstacle to progress*. He explores the storm-defying alternatives: key skills and traits that are now crucial for regenerating lives, livelihoods, and the planet, pointing the way to a more collaborative, innovative, successful future for leaders and organizations.

# FINANCE AND FINANCIAL MANAGEMENT



## The Non-Timing Trading System

*A Rules-Based Conservative Trading System for Small Accounts*

George O. Head | ISBN: 9781637420041

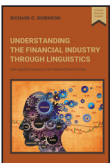
The Non-Timing Trading System is a conservative process for investing in the stock market. This book is perfect for the investors that are dissatisfied with low interest rates and want decent returns on their investment without high risk.



## Sustainable Finance and Impact Investing

Alan S. Gutterman | ISBN: 9781637420027

This book provides readers with a basic understanding of sustainable finance and impact investing including history, definitions of impact, current trends and drivers, future challenges, and an overview of the key players in the global impact ecosystem..



## Understanding the Financial Industry Through Linguistics

*How Applied Linguistics Can Prevent Financial Crisis*

Richard C. Robinson | ISBN: 9781637420584

This book is an essential read for any professional dealing with data and information challenges. The author presents a new, unique approach to broad industry issues, leveraging applied linguistics. They discuss how to break barriers that exist between language and data; the aim to make it easier for the financial industry (including regulators) to communicate - for the benefit of all investors.





## Understanding Cryptocurrencies

*Bitcoin, Ethereum, and Altcoins as an Asset Class*

Ariel Santos-Alborna | ISBN: 9781637420997

*Understanding Cryptocurrencies* is perfect for both introductory investors to the digital asset space and experienced investors seeking to gain practical insight into frameworks for understanding digital assets and valuation metrics.



## The Human Factor in Mergers, Acquisitions, and Transformational Change

Muhammad Rafique | ISBN: 9781637421451

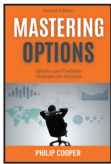
Balancing theory with practice, this book looks at the financial due diligence, cultural compatibility, and emotional sensitivity at various stages of the M&A and offers a practical process model. Business leaders, change agents, coaching and mentoring practitioners will find the rare combination of great interest.



## The Corporate Executive's Guide to General Investing

Paul Mladjenovic | ISBN: 9781637421963

Forward-thinking corporate executives badly need effective financial management and investing strategies to build a financially secure future, designed with the special needs of a corporate executive in mind.



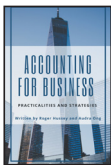
## Mastering Options

*Effective and Profitable Strategies for Investors*

Philip Cooper | ISBN: 9781637422588

Chapter by chapter, this book builds up a complete understanding of the essential building blocks of options investing, including covering key charting techniques using technical analysis tools. This book exposes the myth that investing in financial options is an impenetrable mystery.

# FINANCIAL ACCOUNTING, AUDITING, AND TAXATION



## Accounting for Business

*Practicalities and Strategies*

Roger Hussey, Audra Ong | ISBN: 9781953349927

This book is written for those who may be responsible for, or are generally interested in, the activities of organizations but do not have the knowledge to interpret the financial information that is available.



## Tax Aspects of Corporate Division

W. Eugene Seago | ISBN: 9781953349408

This book explains and illustrates each of the requirements for a nontaxable corporate division and the methods for mitigating the tax consequences when those requirements cannot be satisfied. The author also provides numerous diagrams that summarize actual transactions.



## Calling Out COVID-19

*Business Strategies for Surviving a 'Pompeii Event'*

Faisal Sheikh, Nigel Iyer, Brian Leigh | ISBN: 9781637420508

This book is written for business owners, entrepreneurs, leadership, or management teams in public or third sector and professionals who are currently dealing with the COVID-19 epidemic. It offers tools and techniques located in the economics of innovation, other frameworks such as the Fraud Triangle, and the author's extensive experience including rigorous cash management, practical fraud prevention, and detection and advice on implementing and refining corporate governance structures.

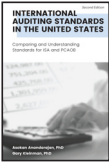


## Twenty-First Century Corporate Reporting

*Effective Use of Technology and the Internet*

Gerald Trites | ISBN: 9781637420683

Corporate reporting on the internet is changing fast because of changes in technology and stakeholder expectations. Companies are having a hard time keeping up. This book offers a roadmap to follow—a roadmap to start on now.



## International Auditing Standards in the United States

*Comparing and Understanding Standards for ISA and PCAOB*

Asokan Anandarajan, Gary Kleinman | ISBN: 9781953349323

This book is a tool that students, faculty, and practitioners can use to better understand the relationship between US PCAOB auditing standards and IFAC IAASB auditing standards.



## A Guide to the New Language of Accounting and Finance

Roger Hussey, Audra Ong | ISBN: 9781637421291

The disciplines of accounting and finance have been rapidly changing in recent years. The methods and techniques being used have created a new language for managers, students, practitioners, academics. The *Guide* focuses specifically on the terms used in accounting and finance.



## A Global View of Financial Accounting

Roger Hussey, Talal Al-Hayale | ISBN: 9781637422830

This book discusses the specific pressures and decisions that influences the changes in corporate reporting with emphasis given to the U.K., the United States and Islamic countries. We also discuss the impact of advances in technology on corporate reporting.

# HEALTHCARE MANAGEMENT



## Integrated Delivery

*Innovating Leadership for Outstanding Healthcare Outcomes*

David Stehlik | ISBN: 9781953349569

The 2020 pandemic proved past best practices too brittle for future challenges. An integrative model of leadership, synergizing the competing values and approaches of other models, is needed. This book focuses on the innovative leadership framework that can support emerging best practices in health care organizations.



## Improv to Improve Healthcare

*A System for Creative Problem-Solving*

Candy Campbell | ISBN: 9781637420928

Discover how to guide your team to creatively problem-solve, build emotional and social intelligence, increase workplace safety and employee retention, and guarantee client satisfaction with the results—don't lie *Improv to Improve Healthcare* system.



## Strategic Data Management for Successful Healthcare Outcomes

Hema Lakkaraju | ISBN: 9781637421499

It's time to discuss why strategy is important for modern healthcare data management, how strategy can create new business or upscale a business in healthcare data management, and how these tactics assist your business in gaining a competitive advantage.



## Emergency Management for Healthcare, Volume I

*Describing Emergency Management*

Norman Ferrier | ISBN: 9781637421772

This series of books focuses on highly specialized Emergency Management arrangements for healthcare facilities and organizations. It is designed to assist any healthcare executive with a body of knowledge which permits a transition into the application of emergency management planning and procedures for healthcare facilities and organizations.



## Emergency Management for Healthcare, Volume II

*Building a Program*

Norman Ferrier | ISBN: 9781637422007

This series of books focuses on highly specialized Emergency Management arrangements for healthcare facilities and organizations. It is designed to assist any healthcare executive with a body of knowledge which permits a transition into the application of emergency management planning and procedures for healthcare facilities and organizations.



## Emergency Management for Healthcare, Volume III

*Emergency Response Planning*

Norman Ferrier | ISBN: 9781637422212

This series of books focuses on highly specialized Emergency Management arrangements for healthcare facilities and organizations. It is designed to assist any healthcare executive with a body of knowledge which permits a transition into the application of emergency management planning and procedures for healthcare facilities and organizations.



## Emergency Management for Healthcare, Volume IV

*Staff Education*

Norman Ferrier | ISBN: 9781637422755

**This series of books focuses on highly specialized Emergency Management arrangements for healthcare facilities and organizations.** It is designed to assist any healthcare executive with a body of knowledge which permits a transition into the application of emergency management planning and procedures for healthcare facilities and organizations.



## Emergency Management for Healthcare, Volume V

*Writing an Emergency Plan*

Norman Ferrier | ISBN: 9781637424117

This series of books focuses on highly specialized Emergency Management arrangements for healthcare facilities and organizations. It is designed to assist any healthcare executive with a body of knowledge which permits a transition into the application of emergency management planning and procedures for healthcare facilities and organizations.



## Better Outcomes

*A Guide to Humanizing Healthcare*

Rafael E. Salazar | ISBN: 9781637423110

*Better Outcomes: A Guide for Humanizing Healthcare* outlines the 8 changes that organizations and clinicians need to commit to in order to return to the focus of healthcare to where it should be: *the patient*.



## The Finance of Health Care

*Wellness and Innovative Approaches to Employee Medical Insurance*

Murray Sabrin | ISBN: 9781637424056

*The Finance of Health Care* provides business decision makers with the information they need to match the optimal health care plan with the culture of their workforce. *This book is a must guide* for corporate executives and entrepreneurs who want to attract—and keep--the best employees in our competitive economy.

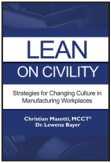


## Leaderocity

*Leading at the Speed of Now*

Richard Dool | ISBN: 9781953349361

This book explores the intersections between leadership and velocity (the speed of now) to identify key leadership competencies needed for the 21st Century. We offer a set of ten competencies that may serve as a foundation of effective leadership that emerged from our experiences, interviews with 30 leaders, and research.



## Lean on Civility

*Strategies for Changing Culture in Manufacturing Workplaces*

Christian Masotti, Lewena Bayer | ISBN: 9781952538803

The authors explain how incorporating civility can drive success in your business. As a key component of workplace training, civility can have a significant impact on workplace culture and also increase measurable outputs related to continuous improvement—including but not limited to quality, efficiency, and cost.



## Civility at Work

*How People Treatment is a Critical Success Driver for Business*

Lewena Bayer | ISBN: 9781953349804

Lew Bayer describes the business case for civility and explains how organizations can increase employee retention, performance, and overall revenue by creating a workplace culture of human kindness and civility.

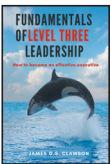


## Emotional Connection: The EmC Strategy

*How Leaders Can Unlock the Human Potential, Build Resilient Teams, and Nurture Thriving Cultures*

Lola Gershfeld, Ramin Sedehi | ISBN: 9781637420263

This book lights the way to appreciating the importance of developing the emotional language to describe, acknowledge, and address emotions in the workplace using a proven and methodical approach absent in most other EI strategies.



## Fundamentals of Level Three Leadership

*How to Become an Effective Executive*

James G.S. Clawson | ISBN: 9781637420409

For easy comprehension, this unique volume presents 140 concepts, one per short chapter each with an explanation, examples, visual diagrams, and challenging questions. Participants in 200+ three to five day seminars worldwide (US, Canada, Europe, Africa, Asia, South America and the Middle East) have been energized by these concepts and their applications to their careers and personal lives.



## Managing for Accountability

*A Business Leader's Toolbox*

Lynne Curry | ISBN: 9781637420744

This practical guide offers field-tested tools, strategies, and proven tactics for locating, developing and managing motivated, engaged, committed employees focused on performance, productivity, and results. This is must read for every leader, owner, or manager.



## Best Boss!

*The Impact of Extraordinary Leaders*

Duncan Ferguson, Toni M. Pristo, John Furcon | ISBN: 9781637420782

Distilled from accounts of individual best boss stories, research and author experience, this book unlocks the powerful secrets of best boss leadership by providing a systemic approach for leading the best boss way.

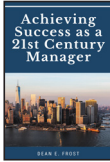


## **A.I. and Remote Working**

*A Paradigm Shift in Employment*

Tony Miller | ISBN: 9781637421215

This innovative book will guide you through A.I., how it will affect employment and existing processes, and what the employer and employee can expect in the new and rapidly changing world of work.



## **Achieving Success as a 21st Century Manager**

Dean E Frost | ISBN: 9781631573972

This book is about taking personal control of your management career by planning for your development outside of training sessions or university degree programs. Careers and organizations are changing rapidly so personalizing your own training and competency development is critical.

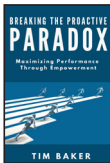


## **The Modern Trusted Advisor**

*Best Practices for High Value Executive Consultation*

Nancy MacKay, Alan Weiss | ISBN: 9781637421376

*The Modern Trusted Advisor* employs important mastery traits, such as subordinating ego, applying shared experiences, and managing emotional, mental, and intellectual health. We are entering a world of “no normal” today and leaders must inspire others daily. This is the book that prepares you to inspire those leaders.



## **Breaking the Proactive Paradox**

*Maximizing Performance Through Empowerment*

Tim Baker | ISBN: 9781637421390

This breakthrough book is for leaders who want to maximize performance through empowerment. It offers a new approach and practical strategies to energize employees to exercise their initiative when needed and be accountable for their actions.

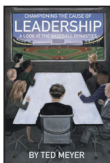


## **Embracing Ambiguity**

*A Workforce Training Plan for the Postpandemic Economy*

Michael Edmondson | ISBN: 9781637421710

Required reading for individuals from small-to-medium sized businesses, large corporations, non-profit organizations, and government offices, *Embracing Ambiguity* offers employers and employees alike a valuable resource to use as they chart a course forward in a post-pandemic marketplace.



## **Championing the Cause of Leadership**

*A Look at the Baseball Dynasties*

Ted Meyer | ISBN: 9781637421987

This book puts you into the shoes of the leaders of great baseball dynasties and demonstrates how they overcame challenges common to those in our teams and groups. Topics include managing and motivating highly talented but dysfunctional individuals, revitalizing stalled careers, understanding the practical benefits of diversity and inclusion, and inspiring individuals to achieve within the team context.

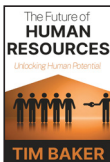


## **Change Fatigue Revisited**

*A New Framework for Leading Change*

Richard Dool, Tahsin I. Alam | ISBN: 9781637422496

This book will enable leaders to manage change in a more proactive, tailored and engaged manner to increase the likelihood of achieving the expected outcomes of the change initiatives.



## **The Future of Human Resources**

*Unlocking Human Potential*

Tim Baker | ISBN: 9781637422298

This book confronts the conventional employment practices of selecting, inducting, developing, rewarding, and exiting employees. This book is a comprehensive blueprint for HR professionals to make the necessary changes to accommodate a new mentality, especially in the post-pandemic world.





## **The Aperture for Modern CEOs**

*Aligning Purpose and Focus*

Sylvana Storey | ISBN: 9781637422380

With input from global CEOs, this book examines and assesses how CEOs affect the key activities of organizational life, and provokes and challenges their choices. It shares practical strategies on how a CEO's behavior can affect the adoption of policies that benefit employees, stakeholders and organizations.



## **Innovation Soup**

*A Recipe for Organizational Success*

Sanjay Puligadda, Don Waisanen | ISBN: 9781637423059

This is a research-based recipe for innovation! InnoQTM, built on years of rigorous innovation research, breaks it into 11 dimensions that can be measured, tracked, and improved. We share real world data and examples showing the power of the 11 dimensions and provide concrete ways to improve on them.

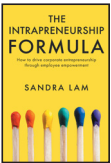


## **Navigating Conflict**

*Tools for Difficult Conversations*

Lynne Curry | ISBN: 9781637423387

The perfect reference for readers who want positive outcomes from personal, professional, and workplace challenges. Provides engrossing real-life stories; skills, strategies, and tactics that can be immediately used; and teaches exactly how to achieve the desired results in any situation.



## **The Intrapreneurship Formula**

*How to Drive Corporate Entrepreneurship Through Employee Empowerment*

Sandra Lam | ISBN: 9781637424018

This book provides a simple and actionable framework that leaders can apply to drive corporate entrepreneurship. It's a playbook with tools and tested methodologies including Design Thinking, Lean Startup, Agile, etc. –a must read for anyone working on innovation in medium- to large-size companies.



## **Improv to Improve Your Leadership Team**

*Tear Down Walls and Build Bridges*

Candy Campbell | ISBN: 9781637424285

With this book, you can QUICKLY discover how to use the principles of applied improvisational exercises from the arts to help teams effectively connect and communicate, creatively problem-solve, increase workplace safety and employee retention, and guarantee client and stakeholder satisfaction.



## **Leadership In Disruptive Times**

*Negotiating the New Balance*

Sattar Bawany | ISBN: 9781637422342

Explains leadership in a new era of radical uncertainty and disruption caused by challenges such as climate change, financial crises, terrorism, demographic changes in the labor market, health/disease risk from the pandemic, and rapid developments in innovative digital technologies and its how it impacts the workplace.

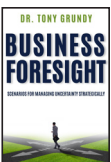


## **The Nonprofit Imagineers**

*Infuse Disney-Inspired Creativity Into Your Organization*

Ben Vorspan | ISBN: 9781637424575

*The Nonprofit Imagineers* explores how more innovation can happen at nonprofits, no matter how small the budget, how meager the staff, how tight the board oversight or how limited the time commitment. Using more than 100 real-life examples from

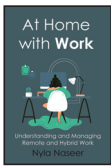


## **Business Foresight**

*Scenarios for Managing Uncertainty Strategically*

Tony Grundy | ISBN: 9781637424636

This is a practical toolkit grounded in theory. The author provides exercises to try out and includes fascinating case studies to take the reader beyond “what happened and why?” to “how the process was managed and tips for applying it for yourself.”



## At Home with Work

*Understanding and Managing Remote and Hybrid Work*

Nyla Naseer | ISBN: 9781637424599

This book explains the background of remote work: how technology and a changing society created the perfect backdrop to mass adoption of fully remote and hybrid work.

## INDUSTRY PROFILES AND STUDIES



### A Profile of the Farm Machinery Industry

*The Power to Help Farmers Feed the World*

Dawn M. Drake | ISBN: 9781953349309

This book examines farm machinery in the context of its history, corporations, outside market forces, regulations, and challenges and opportunities. The farm machinery industry, while contributing a small percentage to gross world product, is vitally important to another key sector of the economy—agriculture.

## INFORMATION SYSTEMS



### Rethinking Information Technology Asset Management

Jeremy L. Boerger | ISBN: 9781637420140

This book is intended for business leaders and IT executives who are tired of missed budget forecasts, unexpected software audit penalties, untrustworthy CMDB or Asset MDR reports, and idea that this is "just the way it is."

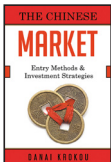


### On Becoming Agile

Daniel J. Power, Ciara Heavin | ISBN: 9781637420089

Becoming agile is an ongoing journey and the goal of this book is to explain and facilitate the journey. Agile is not about blindly moving faster, rather it is about continuous flexibility and learning. This book is targeted to advanced students and managers who are interested in learning to be agile.

## INTERNATIONAL BUSINESS



### The Chinese Market

*Entry Methods & Investment Strategies*

Danai Krokou | ISBN: 9781637420324

This book aims to assist Western businesses and entrepreneurs to understand and effectively enter the Chinese market. The book details all applicable decision-making processes to help you choose the most suitable structure based on your business scope, specific needs, and available capital when entering China.



### The Chinese e-Merging Market

*Digital China and its Social Media Landscape*

Danai Krokou | ISBN: 9781637420522

This book is a step-by-step guide to the online marketplace environment in China. It provides a detailed overview of the Chinese online market and proposes different strategies available to foreign companies.



### Trading With China

*How to Export Goods, Services, & Technology to the Chinese Market*

Danai Krokou | ISBN: 9781637421277

*Trading with China* is a concise and useful handbook to Western businesses, entrepreneurs and investors doing business with or in China. It is also a practical guide of use to anyone considering exporting goods, services and technology to the Chinese market.



## The Business of Relationships

*Creating Enterprise Success With China*

Joan Turley | ISBN: 9781637421871

This book teaches the art of creating successful, enduring relationships in China. It advocates for skills that will positively benefit your dealings in China and equips the reader with deep skills that ensure success in this relationship-centric culture.



## Global Trends and Transformations in Culture, Business, and Technology

Hamid Yeganeh | ISBN: 9781637420720

The author encompasses concepts and theories from multiple disciplines notably sociology, anthropology, business, and economics to examine major global trends and transformations of the modern world, their underlying causes, and their consequences. It is a valuable reference for business leaders, managers, students, and all those who are passionate about understanding the rapidly changing contemporary world.



## Adjusting to the New World Economy

Michael Czinkota | ISBN: 9781637421932

Professor Czinkota shares with us his practical insights into the modern world trading system and the complexities that exist within. It provides an invaluable framework for future global leaders in their endeavors to solve global trade crises and find opportunities for furthering the free flow of goods and services across borders.



## Strategic Development of Technology in China

*Breakthroughs and Trends*

Kelly Luo | ISBN: 9781637423967

This book explores the development of technology hotspots and the difficult problems encountered in easy-to-understand language and introduces the startups in the related fields.

# MANAGERIAL ACCOUNTING



## Operational Risk Management

*Organizational Controls and Incentive System Design*

Jasmin Bol, Jenna M. Blanche | ISBN: 9781637420126

To remain viable, let alone competitive, organizations must manage risks. In this book, we explore the concept of operational risk as well as the mechanisms used to diminish the impact and occurrence of risks: the organizational control system.

# MARKETING



## Customer Relationship Management

*How To Develop and Execute a CRM Strategy*

Michael Pearce | ISBN: 9781953349644

CRM first entered the business vocabulary in the early 90's; initially as a systems driven technical solution. This book can be immediately used as the primary practical reference to guide the development and implementation of a CRM strategy.



## The Business Design Cube

*Converging Markets, Society, and Customer Values to Grow Firms Competitive in Business*

Rajagopal | ISBN: 9781637420164

This book discusses the three facets of the design-cube identified as design-to-market, design-to-society, and design-to-value through theoretical foundations, design arguments, managerial analysis, and best practices of companies.



## Branding & AI

*Leveraging Technology to Generate Brand Revenue*

Chahat Aggarwal | ISBN: 9781637420805

Open the doors to the world of branding and artificial intelligence, the future of building efficient revenue! Unlike anything else out there, the book is an authentic and lucid representation of what branding is and the role it plays with artificial intelligence in the success of businesses.



## Multiply Your Business Value Through Brand & AI

Rajan Narayan | ISBN: 9781637421079

This book is ideal for entrepreneurs, investors, CEOs, and brand managers as it provides them with pathways of using AI to build brands and create value. It can be used as a textbook in courses on brand management and as a supplemental text in marketing management courses.



## Fast Fulfillment

*The Machine That Changed Retailing*

Sanchoy Das | ISBN: 9781637420768

This book provides insights and process details of how to design and build disruptive innovations, so that you are not flying blind or just throwing darts in an effort to pivot/expand to the online order fulfillment world.



## Brand Naming

*The Complete Guide to Creating a Name for Your Company, Product, or Service*

Rob Meyerson | ISBN: 9781637421550

The most complete and detailed book about naming your brand, complete with insider anecdotes, tired trends, brand origin stories, and busted myths. Whether you're naming a new company or product or just want to learn the secrets of professional word nerds, put down the thesaurus and pick up *Brand Naming*.



## Brand Vision

*The Clear Line of Sight Aligning Business Strategy and Marketing Tactics*

James Everhart | ISBN: 9781637421734

Offers simple, easily implemented tools that connect a company's marketing program to its business strategy. Its premise: rather than merely a series of aesthetic decisions on typography and graphics, marketing can be a powerful force that helps a company communicate its strategy externally and internally.



## Digital Brand Romance

*How to Create Lasting Relationships in a Digital World*

Anna Harrison | ISBN: 9781637422236

In *Digital Brand Romance*, you will learn the proprietary six-step ADORE Process that has helped brands worldwide consistently achieve conversion rates above 20%. The ADORE Process is used by some of the most innovative scale-ups, fast growth exporters and leading brands to consistently sell more, more often.



## The Big Miss

*How Organizations Overlook the Value of Emotions*

Zhecho Dobrev | ISBN: 9781637422564

In this book, Zhecho Dobrev reveals how organizations are frequently deceived by customers and fail to act on what they fail to notice—thus are missing the biggest driver of profitable customer behavior!



## Marketing of Consumer Financial Products

*Insights From Service Marketing*

Ritu Srivastava | ISBN: 9781637424308

This book uses insights from services marketing to illustrate how financial service providers should utilize service marketing concepts to provide customers with quality, satisfaction, and memorable experience.



## Project-Led Strategic Management

*Project Management Solutions to Develop and Implement Strategy*

James Marion, John Lewis, Tracey Richardson | ISBN: 9781952538896

In this book, you'll find not only a description of how use the project management framework to advance strategic management, but also a case study that illustrates the positive impact.



## Be Agile Do Agile

Vittal Anantatmula, Timothy J. Kloppenborg | ISBN: 9781953349941

To capitalize fully on the benefits of agile, one must first understand the concepts that underpin it. In this book, we first identify many concepts that various approaches advocate for agile and group them into three areas forming a simple, robust system



## Successfully Achieving Strategy Through Effective Portfolio Management

Frank R. Parth | ISBN: 9781637420843

This book provides the approach that significantly increases an organization's ability to achieve its strategy. This is not a book about developing strategy, it is a guide that will help you actually achieve the strategy the organization's leadership has developed.



## Project Management for Banks

Dan Bonner | ISBN: 9781637421116

Provides a look at the historical progression of project management processes and project management processes for bankers, heavily leaning towards project managers in U.S. banks. Examines regulatory agencies that govern U.S. banks, regulations critical to the banking system, and the technologies and management of a U.S. banking customer call center.



## The MBA Distilled for Project & Program Professionals

*Up-Level Your Skills & Career by Mastering the Best Parts of an MBA Program*

Bradley D. Clark | ISBN: 9781637421253

Certifications in project management are like birthdays: everybody has one. This practical guide is for project and program managers who want to distinguish themselves. It explains how to improve skills by incorporating relevant theory, formulas, and tools from a Master of Business Administration (MBA) curriculum.



## Lean Knowledge Management

*How NASA Implemented a Practical KM Program*

Roger Forsgren | ISBN: 9781637421338

Following three human spaceflight tragedies, NASA used Lean Knowledge Management to implement massive cultural changes. Traditional knowledge management is often dismissed as complicated or wasteful, but Lean Knowledge Management can be critical for increased efficiency and safety.



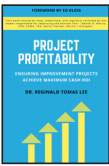
## Moving the Needle With Lean OKRs

*Setting Objectives and Key Results to Reach Your Most Ambitious Goal*

Bart den Haak | ISBN: 9781637421154

Practical and to the point, this book integrates a unique combination of structural and leadership strategies, resulting in a new approach to OKRs that conquers the hurdles experienced by most business leaders today.





## Project Profitability

*Ensuring Improvement Projects Achieve Maximum Cash ROI*

Reginald Tomas Lee | ISBN: 9781637421697

Customers of consulting organizations can use this book to keep their consultants honest when savings are promised. Consulting organizations can use this book to help document the value their solutions bring, how much of that value can be realized, and what's necessary to achieve it.

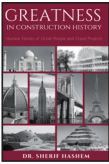


## The Inner Building Blocks

*A Novel to Apply Lean-Agile and Design Thinking for Digital Transformation*

Abhishek Rai | ISBN: 9781637422199

Agile is the ability to quickly and naturally adapt to respond to changes. This book uses a compelling storytelling approach and provocative dialogues to provide relatable context to adopt the concepts. The principles and techniques are delicately camouflaged within the underlying characters, their conversations and situations.



## Greatness in Construction History

*Human Stories of Great People and Great Projects*

Sherif Hashem | ISBN: 9781947098046

If you are into construction project management, this book is certainly for you. It includes a bulk of Agile, PMBOK Guide, and Design-Build project management lessons learned extracted right from the stories of a host of the greatest projects in human history. Enjoy!

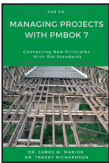


## Shields Up

*Cybersecurity Project Management*

Gregory J. Skulmoski | ISBN: 9781637422892

*Shields Up: Cybersecurity Project Management* provides an end-to-end framework tuned for cybersecurity projects. More experienced cybersecurity professionals will appreciate the innovative and lean elements of this approach. The reader is guided through the delivery, management, and optimization approach that increases the probability of cybersecurity project success.



## Managing Projects With PMBOK 7

*Connecting New Principles With Old Standards*

James Marion, Tracey Richardson | ISBN: 9781637422946

This book provides a simple explanatory guide for the layman that clarifies the 'big picture' of the PMBOK. *The Guide to the Project Management Body of Knowledge* (PMBOK), published by the Project Management Institute, provides a roadmap of performance domains designed to support project managers in all phases of project management.

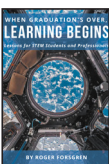


## Project Control Methods and Best Practices

*Achieving Project Success*

Yakubu Olawale | ISBN: 9781637422991

If you want to know how to reduce financial wastage and cost overrun on projects and the applied best practices to enable project success, then this book is for you.



## When Graduation's Over, Learning Begins

*Lessons for STEM Students and Professionals*

Roger Forsgren | ISBN: 9781637424360

Case studies have proven to be valuable learning tools and Roger Forsgren includes twelve compelling historical case studies that demonstrate the critical knowledge needed for STEM students as they progress through their careers.

# PUBLIC RELATIONS

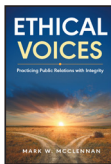


## The Untold Power

*Underrepresented Groups in Public Relations*

Melody Fisher | ISBN: 9781637422403

*The Untold Power: Underrepresented Groups in Public Relations* fills a glaring void in public relations history by chronicling the practices and scholarship contributed by members of ethnically and racially underrepresented groups.

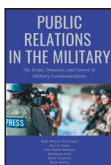


## Ethical Voices

*Practicing Public Relations With Integrity*

Mark W. McClennan | ISBN: 9781637424186

From the ethics of crisis management, to what to do when your employer lies to you, to DEI failures and the ethics of social media, this book shares the good, the bad, and the ugly with candid insight.



## Public Relations in the Military

*The Scope, Dynamic, and Future of Military Communications*

Bob Pritchard, Mari K. Eder, Kim Marks Malone | ISBN: 9781637424070

Examines the function of public relations within the U.S. military in the 21st Century. This book discusses the concept and foundations of military public affairs (relations), the changing strategic landscape in communications, operational planning and execution and the people who practice military public affairs.

# QUANTITATIVE APPROACHES TO DECISION MAKING



## Essentials of Data Science and Analytics

*Statistical Tools, Machine Learning, and R-Statistical Software Overview*

Amar Sahay | ISBN: 9781631573453

This book combines the key concepts of data science and analytics to help you gain a practical understanding of these fields.

# SELLING AND SALES FORCE MANAGEMENT

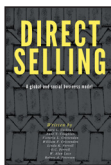


## Rain Maker Pro

*A Manager's Guide for Training Salespeople*

Clifton Warren | ISBN: 9781637420461

This book is written for managers and leaders who want to transform their professionals from doing work to effectively marketing and selling and bringing in new business.



## Direct Selling

*A Global and Social Business Model*

Victoria Crittenden, William Crittenden, Sara Cochran | ISBN: 9781637421130

Adhering to the entrepreneurial context and an historical overview of this business model's sustainability, this book gives practitioners an understanding of the breadth and depth of direct selling, and students will gain insights, particularly related to the intricacies of channel selection and design.

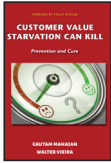


## Sales Is a Team Sport

*Aligning the Players With the Playbook*

John Fuggles | ISBN: 9781637422922

Sales is a team sport. Like all team sports, some players work on the field and some work on the sidelines. Everyone has a role in an organization. For sales professionals, this book gives guidance for collaboration and will benefit anyone who wants to enhance their role or elevate their team to greater sales success.



## Customer Value Starvation Can Kill

*Prevention and Cure*

Gautam Mahajan, Walter Vieira | ISBN: 9781952538582

The book identifies customer DNA (Do Not Annoy) factors, and suggests how to minimize complaints; ensure customer loyalty; and long term company profitability and success. Seven well-known experts on the subject like Shep Hyken have contributed to this book.



## Adoption and Adaption in Digital Business

Keith Sherringham, Bhuvan Unhelkar | ISBN: 9781637420249

Provides the hands-on of “fixing the pipes and helping people” to capacity and capability build for the crafting and shaping of the emergent behaviors needed through our aligned interest and values with the empowered emotional ownership: “I do good work, change is coming, help me with the change, and I can do more.”

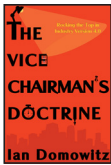


## Compassion-Driven Innovation

*12 Steps for Breakthrough Success*

Nicole Reineke, Hanna Yehuda, Debra Slapak | ISBN: 9781637421611

This book is for pathfinders—managers at all levels who seek ways to break the artificial barriers that constrain innovation and complicate “work.” Inspired by the experiences of real life trailblazers, it decodes the secrets of achieving breakthrough success at both organizational and interpersonal levels.



## The Vice Chairman's Doctrine

*Rocking the Top in Industry Version 4.0*

Ian Domowitz | ISBN: 9781637422304

Process and culture converge as competitive advantage by refashioning priorities for Industry 4.0 through unorthodox lenses in a no holds-barred treatment of influence and leverage complete with coaching, mantras, and essential tales of leadership.



## Emerging FinTech

*Understanding and Maximizing Their Benefits*

Paul Taylor | ISBN: 9781637422472

This book provides an overview of emerging technologies within Financial Services to allow firms to understand their real benefits and how to pragmatically implement them for maximum benefit.



## The Emergent Approach to Strategy

*Adaptive Design & Execution*

Peter Compo | ISBN: 9781637422151

Two causes can be blamed for chronic failures of strategic practice: an ill-defined strategy, and a planned versus adaptive view of the world. *The Emergent Approach to Strategy* digs deep into complex adaptive systems to bring a new clarity to strategy function and incorporate this understanding into practice.

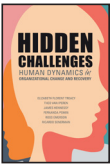


## Service in the AI Era

*Science, Logic, and Architecture Perspectives*

Jim Spohrer, Paul P. Maglio, Stephen L. Vargo | ISBN: 9781637423035

AI advances will profoundly change your daily service interactions, so this book provides readers with a necessary understanding of service, the application of resources (e.g., knowledge) for the benefit of another.

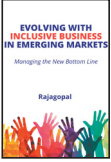


## Hidden Challenges

*Human Dynamics in Organizational Change and Recovery*

Elizabeth Florent Treacy, Fernanda Pomin, James Hennessy | ISBN: 9781637423073

Much more than purely rational-structural way of looking at change in organizations, this book contributes well researched insights into often-overlooked organizational blind spots. Employees of any size organization will gain perspectives on the biggest challenge of all: understanding human behavior in times of change.

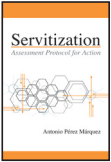


## Evolving With Inclusive Business in Emerging Markets

*Managing the New Bottom Line*

Rajagopal | ISBN: 9781637424032

This book discusses the attributes of inclusive business by engaging people (customers and stakeholders) in creating social and customer values and enhancing business growth among customer-centric companies.

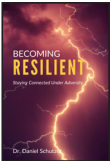


## Servitization

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This book will support directors and managers of the manufacturing industry, and be an immediately applicable tool for professionals interested in the business service innovation model, university professors and students, researchers and consultants, and anyone interested in adding value of service to your business.

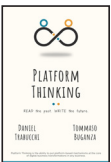


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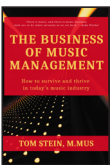
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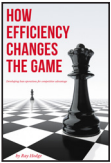


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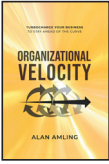


## C-O-S-T

*Cost Optimization System and Technique*

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C-O-S-T, short for Cost Optimization System and Technique, details how a company's product development teams, their supporting functions, and company leaders can optimize product costs **before** production starts and thereby maximize lifecycle profits.



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## Hospitality

*A New Dawn in Sustainability & Service*

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## Targeting the Mature Traveler

*Developing Strategies for an Emerging Market*

Jacqueline Jaynes | ISBN: 9781952538469

This book provides a profile of the mature travel market based on recent research by review sites, tour operators and agents, and national press. It identifies recent trends with potential growth in destinations, types of holiday, the criteria holidaymakers use when planning a holiday, and how the final choice is made.





## Food and Beverage Management in the Luxury Hotel Industry

Sylvain Boussard | ISBN: 9781637420102

This book is an introduction to the management of food and beverage operations within a luxury hotel environment. It provides detailed coverage of operational areas based on multiple real industry examples, allowing the reader to grasp the intricacies of the day-to-day running of outlets.



## Overtourism

*The Role of Effective Destination Management*

Helene von Magius Møgelhøj | ISBN: 9781637420607

*Overtourism* examines the increasingly important role of destination management and effective stakeholder engagement in order to maximize the economic contribution of tourism while avoiding the potential pitfalls of overtourism.



## Healthy Vines, Pure Wines

*Methods in Organic, Biodynamic, Natural, and Sustainable Viticulture*

Pamela Lanier, Jessica Nicole Hughes | ISBN: 9781637420300

*Healthy Vines, Pure Wines* serves as a guide, to share green practices in sustainable viticulture in a practical way. Including a how-to on treating vineyard issues organically, a look at how climate change is affecting viticulture, and a special focus on women in the field, this handbook maintains a forward focus.



## Astrotourism

*Star Gazers, Eclipse Chasers, and the Dark Sky Movement*

Michael Marlin | ISBN: 9781637420669

This book explores the growth of the astrotourism, identifies star seeker trends, how the stars have shaped civilizations, and the budding space tourism industry. Learn ways to develop a destination, find customers, and our relationship with the night sky. Meteor storms, eclipses, auroras, and other celestial phenomena have lured travelers for years and here the author expands the field of astrotourism with the inclusion of astronomical clocks, megaliths, and sundials, which track the movement of the stars.



## Enhancing Joy in Travel

*Removing Obstacles to Satisfaction*

Virginia Murphy-Berman | ISBN: 9781949443219

This book is a must read for those in the hospitality and travel industry (both students and professionals) and general readers who want to better understand the complexities of the psychology of travel. It will serve as an invaluable guide to all who would like to learn what it means to travel well.



## Hotel Revenue Management

*The Post-Pandemic Evolution to Revenue Strategy*

Dave Roberts | ISBN: 9781637421918

This book guides the reader from the building blocks of revenue management, to pricing science and merchandising, and to broader issues of setting objectives in support of a revenue strategy.



## How a Global Pandemic Changed the Way We Travel

Jacqueline Jaynes | ISBN: 9781637423011

This book explores how travel and tourism have been affected—both leisure and business travel—safeguards introduced to protect people and the planet, and whether this will result in permanent change to the way we travel in the future.

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