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# Big Data, Business Analytics, and Smart Technology



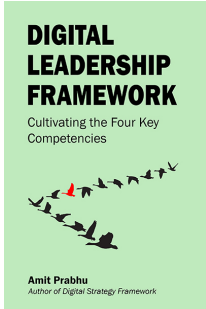
## Digital Strategy Framework

*A Practical Guide for Business Incumbents*

by Amit Prabhu

ISBN 9781637425657

This book contains a comprehensive Digital Strategy Framework for business incumbents, providing step-by-step guidance during the strategy creation and execution phases. Though anyone can read and derive benefits from this book, it is primarily for executives, strategists, transformation drivers, change agents, leaders, and managers.



## Digital Leadership Framework

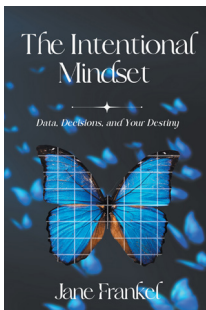
*Cultivating the Four Key Competencies*

by Amit Prabhu

ISBN 9781637425916

As per a recent study by McKinsey, 70 percent of digital transformation projects fail. The main reason for failure is a lack of digital leadership. Digital leadership includes learning new skills, connecting with people, leveraging data, and delivering results. This book contains a complete framework for digital leaders to develop these competencies.

# Business Career Development



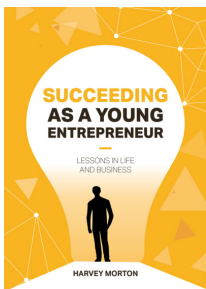
## The Intentional Mindset

*Data, Decisions, and Your Destiny*

by Jane Frankel

ISBN 9781637424896

This book contains thought-provoking insights into your decisions that drive your success. It speaks to anyone who would like to create and navigate a personal environment for individual success toward a desired destiny.



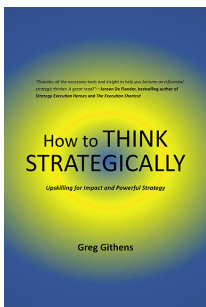
## Succeeding as a Young Entrepreneur

*Lessons in Life and Business*

by Harvey Morton

ISBN 9781637425374

Succeeding as a Young Entrepreneur describes Harvey Morton's inspirational journey from being bullied at school, told by teachers that he would never succeed, to winning his first business award when he was fourteen years old. The lessons in life and business which Harvey Morton shares in this book are an essential first step on the path to success.



## How to Think Strategically

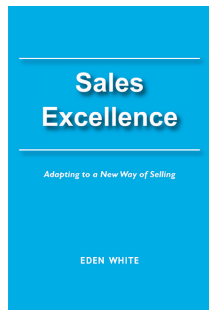
*Upskilling for Impact and Powerful Strategy*

by Greg Githens

ISBN 9781637425183

This is the ideal primer for those who want to develop their business acumen and make strategic impact. This book will help you understand what it means to "be strategic" and how to craft strategy that is effective, clever, and powerful. Overcome the excuse of "I'm too busy to be strategic." Anyone can improve their strategic thinking if they know where to focus their attention.

## Business Career Development



### **Sales Excellence**

*Adapting to a New Way of Selling*

by Eden White

ISBN 9781637425169

A book for all true salespeople who want to tackle the new global changes and enhance greater sales with less stress. Selling today has gone through profound changes in the past 3 years. This book brings together the changes to selling post pandemic and lays out the new approaches to selling under what have been difficult circumstances for all sales professionals.



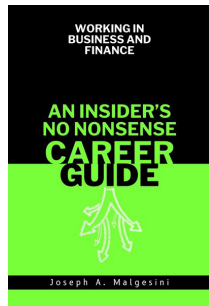
### **Make Your Internship Count**

*Find, Launch, and Embrace Your Career*

by Marti Fischer

ISBN 9781637425572

Moving from student to employee can be a scary transition. This book takes you step-by-step, from the initial decision to pursue an internship through pitching a full-time job, to make your leap into the working world easier and less stressful. This book gives you a competitive advantage and tells you what employers expect including how to meet those expectations.



### **Working in Business and Finance**

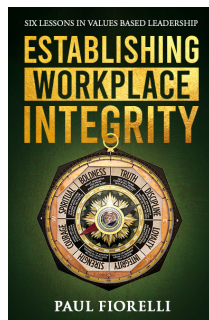
*An Insider's No Nonsense Career Guide*

by Joseph Malgesini

ISBN 9781637426128

This isn't your run-of-the-mill career guide; think of it as your secret weapon, your backstage pass to the good, the bad, and the ugly. No more tiptoeing – we spill the beans on the pay, the hours, the perks, and the not-so-glamorous parts of the journey. We've condensed insider insights into a must-have manual for students and budding professionals.

## Business Ethics and Corporate Citizenship



### **Establishing Workplace Integrity**

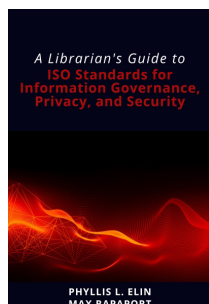
*Six Lessons in Values Based Leadership*

by Paul Fiorelli

ISBN 9781637425817

Companies like Theranos, Enron, and the Bernie L. Madoff Investment Securities Company (BLMIS) crashed and burned when their founder's used fraud, deceit, and corruption for short term goals and stock price spikes. Readers will explore the pitfalls of bad ethical practices and learn how to be Values-based Leaders.

## Business Law and Corporate Risk Management



### **A Librarian's Guide to ISO Standards for Information Governance, Privacy, and Security**

by Phyllis L. Elin and Max Rapaport

ISBN 9781637425459

This book was written to demystify critical standards related to information security, records management privacy information management for the modern librarian and archival professional. It is a curated resource for librarians, presenting core ISO standards related to information governance, data privacy, and security.



# Business Law and Corporate Risk Management



## **Stop Harming Customers**

*A Compliance Manifesto*

by David Silverman

ISBN 9781637425398

Since the year 2000, banks have been fined almost a third of a trillion dollars. Yet, every year billions more are imposed. Why? This book explains why banks break the law (it's not just the money), explains the challenges facing Compliance functions, considers that the majority of financiers don't want to do wrong, and puts forth a proposal to stop banks from harming customers.



## **Modernize Your Law Firm**

*Transform Your Law Firm for the Future*

by Lynda Artesani

ISBN 9781637425596

In today's rapidly evolving digital age, it's become crucial for law firms to modernize and adapt to stay ahead of the competition. Don't get left behind in this digital revolution – join me as I guide you through the process of modernizing your law firm and show you how to stay ahead in the fast-paced digital age.



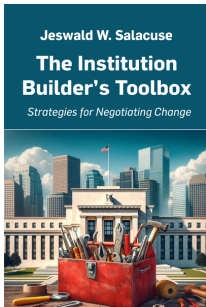
## **The Business-Minded CISO**

*Run Your Security Program Efficiently*

by Bryan Kissinger

ISBN 9781637426166

The rise of Artificial Intelligence (AI) and Machine Learning (ML) are creating new and unique challenges to corporate security leaders. This book describes the thought process and specific activities a leader should consider as they interview for the IT risk/information security leader role, with practical, tested strategies for designing your program.



## **The Institution Builder's Toolbox**

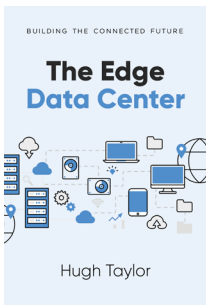
*Strategies for Negotiating Change*

by Jeswald W. Salacuse

ISBN 9781637425947

This book guides you skillfully through the challenges of institution building, from articulating the institutional vision to securing the resources to make it happen. It expertly advises readers on how to negotiate each of the seven developmental phases necessary to build a robust institution.

## Collaborative Intelligence



## **The Edge Data Center**

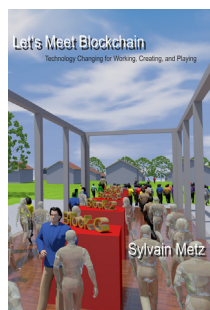
*Building the Connected Future*

by Hugh Taylor

ISBN 9781637425008

5G and related digital revolutions will require tens of thousands of edge data centers. This book tells you how they work and how to get them built. What exactly is an edge data center? This book explains what they are and how they work. It's early in the edge computing life cycle, so there's time to get prepared for what's coming.

## Collaborative Intelligence



### **Let's Meet Blockchain**

*Technology Changing for Working, Creating, and Playing*

by Sylvain Metz

ISBN 9781637425350

Blockchain promises to disrupt the way people interact with one another online, whether it's messaging, banking, keeping up with medical records, land records, booking a vacation, socializing, or voting. This book offers a peek into this new world with examples of how this technology is being used today including the legal challenges, it must overcome to be viable.



### **HR Tech Strategy**

*Revolutionizing Employee Experience Through HR-Tech Synergy*

by Marlene de Koning

ISBN 9781637425671

Dive into the pages of this book and unlock the secrets of crafting an unparalleled employee experience that transforms organizations and propels them to new heights of success. Forge the ultimate HR Tech Strategy for unrivaled effectiveness. This is not just a book; it is your ticket to becoming a pioneer in revolutionizing employee experience!



### **Lead With AI**

*Igniting Company Growth with Artificial Intelligence*

by Amir Elkabir

ISBN 9781637425893

Forget the hype, the tech buzzwords, and the mystifying charm of AI. If you're not channeling AI for business success, it's all just noise. This book is your blueprint as it goes far beyond AI's technicalities to spotlight its applications in real-world business scenarios.

## Corporate Communication



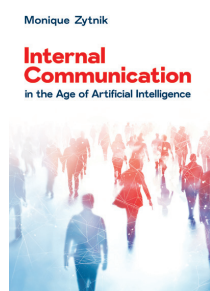
### **Ensuring Civility Online**

*Professional Etiquette in the Virtual Workplace*

by Virginia Hemby

ISBN 9781637425435

This is a practical approach with clear guidelines for managing behavior in a virtual environment. The concise content will be helpful to trainers, educators, managers, employees, students, conference planners, conference attendees, and any others attempting to navigate the virtual environment in a professional manner.



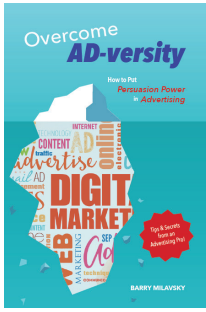
### **Internal Communication in the Age of Artificial Intelligence**

by Monique Zytnik

ISBN 9781637426043

Transformational leaders need to be exceptional communicators. Bombarded by new technology and unsure where artificial intelligence will take us? Asking yourself how this will impact communication at scale in your organization? Effective strategic internal communication will attract, engage, align, and retain your people to weather this storm of change. It will help them adopt new technologies. This book reveals a modern, multilayered approach to internal communication. It's a practical guide for business leaders and communicators, filled with global case studies, behind-the-scenes insights, and stories from industry experts.

# Digital and Social Media Marketing and Advertising



## **Overcome AD-versity**

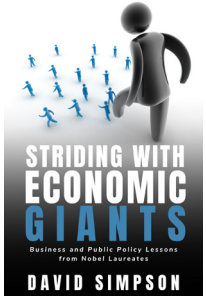
*How to Put Persuasion Power in Advertising*

by Barry Milavsky

ISBN 9781637426104

Understanding psychology is the key to creating advertising with persuasive power. This book explains ad development from inception with proven psychological techniques to improve your ads, adding power through a deeper understanding and focus on the target audience.

# Economics and Public Policy, Finance, and Financial Management



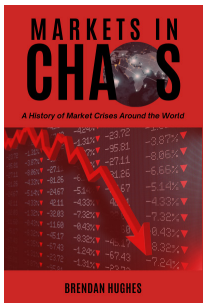
## **Striding With Economic Giants**

*Business and Public Policy Lessons From Nobel Laureates*

by David Simpson

ISBN 9781637424612

This book explores the modernization process by outlining the economics of agriculture, growth theories of economic development, and problems with growth. It spotlights contributions to the rule of law, public administration, and political science. It also highlights an understanding of human capital by tracing trends and describing health, education, minority, and labor economics.



## **Markets in Chaos**

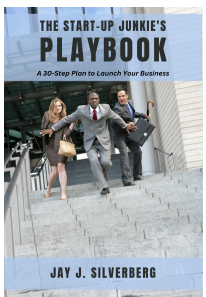
*A History of Market Crises Around the World*

by Brendan Hughes

ISBN 9781637425145

This book is useful for those seeking to learn about the history of market crises and individuals that want to learn about protection against downside risks for an investment portfolio. Readers will feel better prepared to handle the next market catastrophe. Audiences such as business school students and those that are a part of organizations such as the Chartered Financial Analyst Institute will find this book of interest.

# Entrepreneurship and Small Business Management



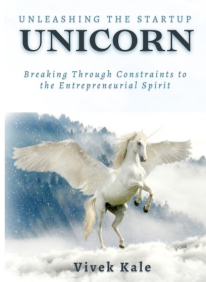
## **The Start-Up Junkie's Playbook**

*A 30-Step Plan to Launch Your Business*

by Jay J. Silverberg

ISBN 9781637425268

Planning a business needs to start somewhere. This playbook is it. The objective of this manageable and plainspoken playbook (and workbook) is to prod you toward making an informed decision about your proposed entrepreneurial undertaking or, conversely, help you realize and understand why you need to let go, walk away, and look elsewhere for opportunities.



## **Unleashing the Startup Unicorn**

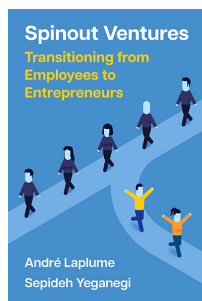
*Breaking Through Constraints to the Entrepreneurial Spirit*

by Vivek Kale

ISBN 9781637425633

To succinctly cover all aspects of a contemporary startup, this book is organized to reflect the natural grouping of competencies that are essential for entrepreneurial ventures—from conception to successful exit. To understand and analyze these competencies, the book uses an extended 9S model inspired by the pioneering McKinsey 7S model.

# Entrepreneurship and Small Business Management



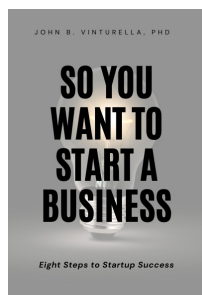
## **Spinout Ventures**

*Transitioning from Employees to Entrepreneurs*

by André Laplume and Yeganegi Sepideh

ISBN 9781637425756

This book is uniquely tailored for employees and executives in the private sector either experiencing entrepreneurial ambitions, or dealing with them in their organizations. Whether you're considering launching your own business or managing spinout ventures within your organization, this is your essential guide to the journey from employment to entrepreneurship.



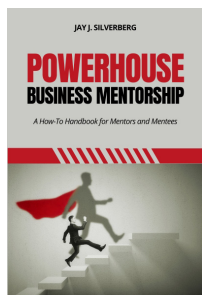
## **So You Want to Start a Business**

*Eight Steps to Startup Success*

by John B. Vinturella

ISBN 9781637425855

If you think that entrepreneurs are born and not made, it may be because you never learned the steps to starting a business. John Vinturella, who has more than forty years of experience as an entrepreneur, explores how to sharpen business skills, identify opportunities, and take an orderly approach to business planning in this guide to becoming your own boss.



## **Powerhouse Business Mentorship**

*A How-To Handbook for Mentors and Mentees*

by Jay J. Silverberg

ISBN 9781637427026

For the mentor, this book offers powerful, success-oriented techniques and proven strategies that can assure a mutually effective mentorship experience. For the mentee, this book counsels on how to choose a mentor, how to control the process and how to get the most out of the relationship.

# Environmental and Social Sustainability for Business Advantage



## **Sustainable Investing**

*An ESG Starter Kit for Everyday Investors*

by Kylelance Purcell

ISBN 9781637425107

This book is perfect for individuals looking to make their first investments in "ESG" funds, which consider the Environmental, Social, and Governance aspects of the companies they invest in, as well as their financials. It contains useful and practical guidance on how to understand your choices in the rapidly expanding world of sustainable investing.



## **Making the Connection**

*Practical Steps in ESG Management*

by Peter Sammons

ISBN 9781637425985

ESG presents a series of practical challenges and tasks to transform business performance. Organizations must now take ownership and move ahead confidently to deliver meaningful and sustainable outcomes. This book views ESG as interconnected challenges. It provides a usable and coherent 'roadmap' to make assured strides in meeting – and beating – these challenges. Uniquely, it highlights and explores the win-win opportunities within your organization's economic value chain.



# Environmental and Social Sustainability for Business Advantage

Improving Sustainability  
Through Information  
Governance



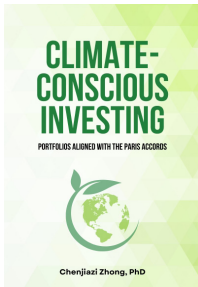
Phyllis Elin  
Max Rapaport

## Improving Sustainability Through Information Governance

by Phyllis Elin and Max Rapaport

ISBN 9781637427125

This is a comprehensive exploration of Environmental, Social, and Governance (ESG) frameworks through the lenses of people, process, and technology. Delving into the intricacies of strategic alignment, management principles, and risk management, the book emphasizes the vital connection between ESG and organizational sustainability.



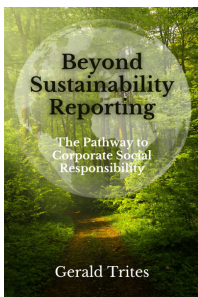
## Climate-Conscious Investing

*Portfolios Aligned with the Paris Accords*

by Chenjiayi Zhong

ISBN 9781637427002

In the face of the urgent global issue of climate change, this book, explores climate investment themes, approaches, and processes and provides insights into constructing climate-conscious portfolios. The book also reviews successful climate-conscious investment cases, evolving policy developments, and regulatory changes and offers a glimpse into future investing.



## Beyond Sustainability Reporting

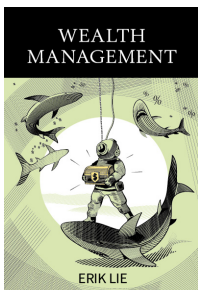
*The Pathway to Corporate Social Responsibility*

by Gerald Trites

ISBN 9781637426180

This book is a must-read for any company wanting to make a strong contribution to sustainability issues, for educators who wish to teach sustainability issues and how to manage them, and for anyone interested in knowing how companies can develop a strong and successful action-oriented program for sustainability.

# Finance and Financial Management



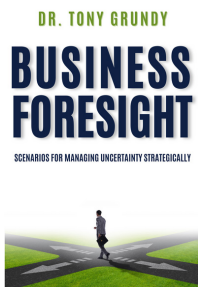
## Wealth Management

by Erik Lie

ISBN 9781637425220

This book empowers individuals with practical knowledge to manage their financial wealth from their first job until retirement and beyond. This book is useful for university courses on wealth management and for all individuals who want to secure their financial future.

# Human Resource Management and Organizational Behavior



## Business Foresight

*Scenarios for Managing Uncertainty Strategically*

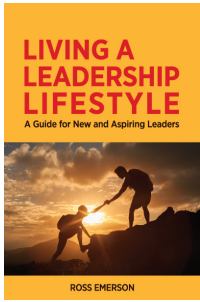
by Tony Grundy

ISBN 9781637424636

Turbulence in recent years has become unprecedentedly wicked. Uncertainty has become a dense fog becoming for business leader's public enemy number one. This book uses scenario and other methods like systems thinking to see over the horizon and to time travel to the future.



# Human Resource Management and Organizational Behavior



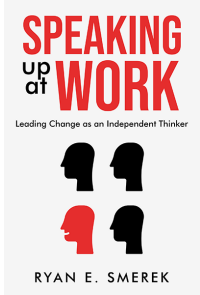
## **Living a Leadership Lifestyle**

*A Guide for New and Aspiring Leaders*

by Ross Emerson

ISBN 9781637424810

**Living a Leadership Lifestyle** is a different type of leadership book that approaches leadership from a unique perspective. Rather than focusing on specific leadership skills, this book argues that successful leadership begins by living leadership as a lifestyle and having leadership mindsets that guide decisions and behaviors daily.



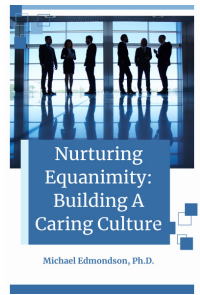
## **Speaking Up at Work**

*Leading Change as an Independent Thinker*

by Ryan E. Smerek

ISBN 9781637424797

If you have ever feared speaking up about your ideas or have done so but are frustrated by your lack of success, this book is for you. You'll learn from the stories of others who have been a "lone voice" or an "independent thinker" and their attempts at change—both successful and unsuccessful.



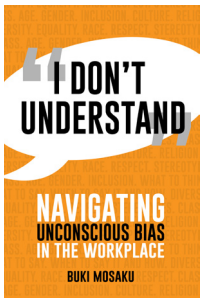
## **Nurturing Equanimity**

*Building a Caring Culture*

by Michael Edmondson

ISBN 9781637425022

This book provides a much-needed blueprint for organizations looking to create a calm, balanced, and focused environment inviting people to thrive in both their personal and professional lives. It offers employers and employees alike a valuable resource to use as they chart a course forward in a post-pandemic marketplace.



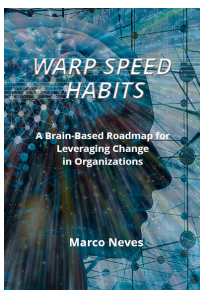
## **I Don't Understand**

*Navigating Unconscious Bias in the Workplace*

by Buki Mosaku

ISBN 9781637424872

Leading workplace-bias expert Buki Mosaku shows how unidirectional strategies for tackling unconscious bias are creating a diversity and exclusion nightmare in the corporate world! He offers a proven, practical toolkit for navigating all forms of workplace bias.



## **Warp Speed Habits**

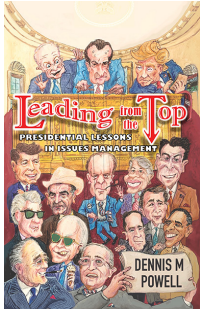
*A Brain-Based Roadmap for Leveraging Change in Organizations*

by Marco Neves

ISBN 9781637425060

For individuals, leaders, managers, or anyone who wishes to build or change habits and behaviors and acquire new competencies, this book presents a revolutionary brain-based strategic-tactical approach to creating habits and changing behaviors.

# Human Resource Management and Organizational Behavior



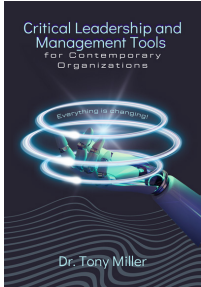
## **Leading From the Top**

*Presidential Lessons in Issues Management*

by Dennis M. Powell

ISBN 9781637425411

**Leading from the Top** is a journey through 90 years of American presidential history to glean lessons in issues management from those who dealt with the most complex issues, on the biggest stage and under the most intense scrutiny.

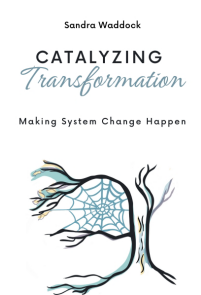


## **Critical Leadership and Management Tools for Contemporary Organizations**

by Tony Miller

ISBN 9781637425206

Managers of the past are unlikely to have the skills or personality to get the best from the new breed of super employees. In this book we will look at many issues and provide readers with the current facts, case studies from the world's leading companies, worked examples and most importantly practical advice on how to do it.



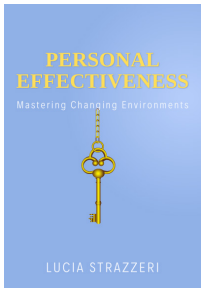
## **Catalyzing Transformation**

*Making System Change Happen*

by Sandra Waddock

ISBN 9781637425084

Here's how to make purposeful system change happen! **Catalyzing Transformation** shows the way through innovative organizing processes that anyone can use to catalyze purposeful whole system transformational change for a better world.



## **Personal Effectiveness**

*Mastering Changing Environments*

by Lucia Strazzeri

ISBN 9781637424933

How can we consistently achieve effective, desirable outcomes and results, despite the current, incessant surge in organizational chaos? ACCORD, a model comprising six essential elements that underpin personal effectiveness, is provided here to assist with developing those workplace attributes that drive sustainable success.



## **Managing Millennials**

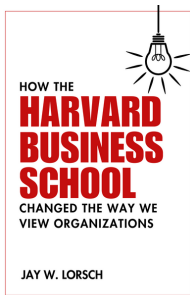
*Shaping a New Work Paradigm*

by Jacqueline Cripps

ISBN 9781637425121

This book is designed to educate readers on the current and future millennial workforce: who they are, what they want, what they need and how to get the best out of them. It offers clear cut guidance and best practice techniques for both managers and millennials as they continue to navigate the current and future landscape of work.

# Human Resource Management and Organizational Behavior

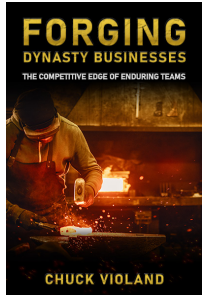


## How the Harvard Business School Changed the Way We View Organizations

by Jay W. Lorsch

ISBN 9781637425305

In this book, renowned scholar and emeritus professor Jay W. Lorsch marshals evidence, history, and insights from his more than fifty-year career at Harvard Business School to make the case for a return to the medical model—the practices of listening, observing, and testing in which the fields of human relations and organizational behavior are rooted.



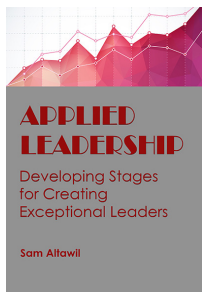
## Forging Dynasty Businesses

*The Competitive Edge of Enduring Teams*

by Chuck Violand

ISBN 9781637425244

This book is designed to help small businesses thrive in an increasingly competitive world. It provides the keys to unlock the fundamental elements of an organization that serve as the foundation for small businesses to perpetually attract and retain top talent.



## Applied Leadership

*Developing Stages for Creating Exceptional Leaders*

by Sam Altawil

ISBN 9781637425619

This is a comprehensive, self-development practical leadership book. No longer will organizations outsource costly training sessions that last for weeks or months for their staff, rather, this book will provide the necessary steps, skills, and knowledge needed at their own pace.



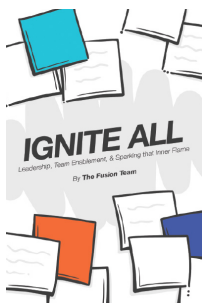
## The Negotiation Edge

*Compete, Collaborate, Compromise*

by Michael Saksa

ISBN 9781637425718

This is a two-part book that will make you a better negotiator. The first half is a negotiating tutorial complete with checklists and worksheets. The second half of the book is the author's twenty-five best and worst negotiating experiences with his insightful lessons learned with Walmart, Amazon, Target, NFL, NBA, NHL, PBS, National Geographic, BBC, Netflix, Warner Bros., Disney, Universal, Fox, Paramount, Sony, Lionsgate, Tiger Woods, Oprah Winfrey, and Martha Stewart.



## Ignite All

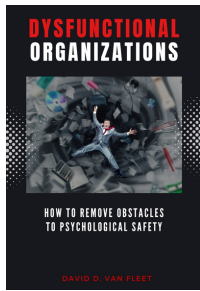
*Leadership, Team Enablement, & Sparking That Inner Flame*

by The Fusion Team

ISBN 9781637426142

Putting a team together is easy. Creating a dynamic team culture is hard. Fusion brings a new world approach to leadership, team enablement, and sparking that inner flame. In this book—written by a team, for teams—Fusion distills proven best practices, methodologies, and frameworks that drive impactful change for small and large teams in the corporate workplace by incorporating models to build thoughtful processes, form empathetic teams, and develop team members into change-makers.

# Human Resource Management and Organizational Behavior



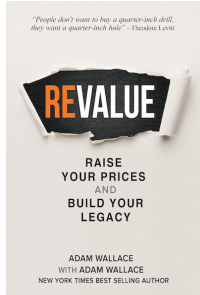
## **Dysfunctional Organizations**

*How to Remove Obstacles to Psychological Safety*

by David D. Van Fleet

ISBN 9781637426029

This book uses simple and direct words to describe forms of behavior that are obstacles to developing psychological safety. It then provides practical guidance for what can and should be done to remove those obstacles.



## **(Re)Value**

*Raise Your Prices and Build Your Legacy*

by Adam Wallace

ISBN 9781637426067

Pricing power is a simple concept, yet so many successful people overlook it, leaving money on the table. It's not about charging more; it's about discovering the only type of value your customers will pay more for. While few know how, the companies, leaders, and productive individuals embracing the lessons of Re-Valuing do it every day.

## Industry Profiles and Studies



## **A Profile of the United States Toy Industry, Third Edition**

*Serious Fun*

by Christopher Byrne

ISBN 9781637422694

This book offers an introduction to the structure, practices, and market forces that impact the toy industry in the United States, including a short history, a description of the current market landscape, product trends, emerging opportunities and threats and expectations for the future.

## International Business



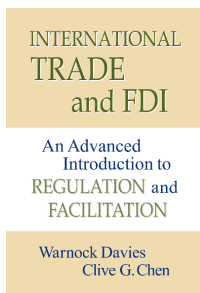
## **Dragon Suit**

*The Golden Age of Expatriate Executives In China*

by Gábor Holch

ISBN 9781637424858

Based on interviews with China-based corporate executives over five years, this book brings to life the country's swarming cities, recent economic tsunami, unstoppable middle class, endemic pollution, intermittent internet, confusing culture, and endless opportunities.



## **International Trade and FDI**

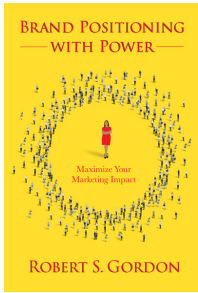
*An Advanced Introduction to Regulation and Facilitation*

by Warnock Davies and Clive G. Chen

ISBN 9781637425046

This book is for use in IMBA, MIB, LLM and other graduate programs; in university-based executive development programs; and in in-company seminars — and for use as a handbook and reference book by managers, executives, board members, consultants, and legal counsel who are engaged in the practice of international trade and/or foreign direct investment (FDI).

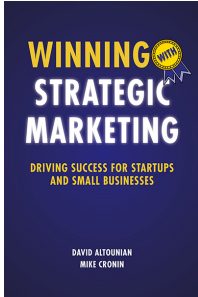
# Marketing and Sales



## **Brand Positioning With Power** *Maximize Your Marketing Impact*

by Robert S. Gordon  
ISBN 9781637425510

This book is a new take on Al Ries and Jack Trout's original positioning concept. It delivers measurable results because it is remarkably easy to use, uses a proven systematic positioning process, and leverages exciting, practical real-world examples. This is the tool you need today to take your brand from where you are to where you want to go.



## **Winning With Strategic Marketing** *Driving Success for Startups and Small Businesses*

by David Altounian  
ISBN 9781637425497

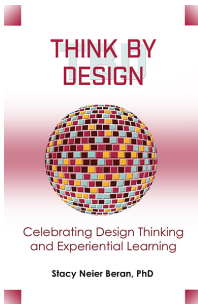
This book provides a comprehensive guide to marketing for leaders of small and midsize businesses, empowering them to expand and evolve their enterprises. It offers a framework to create a fundamental marketing plan that helps business leaders understand and thrive in a competitive environment.



## **Proximity Marketing** *Converging Community, Consciousness, and Consumption*

by Rajagopal  
ISBN 9781637425770

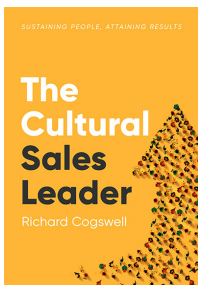
This book discusses emerging concepts and practices of proximity marketing through theoretical foundations, design arguments, and managerial analysis. It converges the business, social, crowd, and behavioral ecosystems with the proximity marketing approaches.



## **Think by Design** *Celebrating Design Thinking and Experiential Learning*

by Stacy Neier Beran  
ISBN 9781637427088

Uncertainty has an upside. With this book you'll practice a hands-on approach to combine design thinking and experiential learning in business education. Our world's biggest challenges put pressure on everyone. These challenges require us to blend how we act with how we think. This book is perfect for business educators and students in experiential, interdisciplinary collaborations. Business practitioners who want to incorporate digital whiteboards will also find the templates and checklists actionable.



## **The Cultural Sales Leader** *Sustaining People, Attaining Results*

by Richard Cogswell  
ISBN 9781637426005

This book is about sales leadership, creating a performance culture, and followership. It is about creating a vision and then building an organization and approach which will make that vision a reality. It outlines a layering process to becoming an expert in your business and identifying the key growth areas to allow you to get beyond the pure focus of your current financial year.



# Portfolio and Project Management

GREAT MEETINGS  
BUILD GREAT TEAMS  
A Guide for Project Leaders and Agilists



## **Great Meetings Build Great Teams** *A Guide for Project Leaders and Agilists*

by Rich Maltzman  
ISBN 9781637424759

Want happier, more successful project teams? This practical guide to facilitating project meetings and building cohesive teams will enable you to make your sessions more productive! This book will help you deliver project success in today's hybrid work environment.

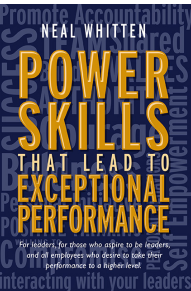
A PROJECT  
SPONSOR'S  
WARP-SPEED  
GUIDE  
IMPROVING  
PROJECT  
PERFORMANCE



## **A Project Sponsor's Warp-Speed Guide** *Improving Project Performance*

by Yogi Schulz and Jocelyn Lapointe  
ISBN 9781637424834

Are you new to the project sponsor role or want to improve? This book's practical guidance will help you successfully fulfill your role. We understand you are time-challenged. This book is concise, direct, and focuses on the most common project issues.



## **Power Skills That Lead to Exceptional Performance**

by Neal Whitten  
ISBN 9781637424988

This book is for leaders, those who aspire to be leaders, and all employees who desire to take their performance to a higher level. Do you have the Power Skills needed to achieve the level of success you desire? This book reveals those skills that promote accountability and how to think and act effectively for success.



## **The Agile Enterprise** *Applying Agile Principles to Drive Organizational Success*

by David Asch  
ISBN 9781637425473

This accessible, real-world-example-laden, and unexpectedly entertaining book, explains how to apply The Agile Manifesto's ideas company-wide. The wisdom imparted within teaches students to decompose large problems into manageable chunks, helps managers find their value among self-managing teams, and enables executives to measure and recognize success in their own Agile Enterprises.



## **The Professional Project Manager** *How We Become True Professionals*

by Carsten Laugesen  
ISBN 9781637425695

How do we become good project managers? What does it take to become a true professional? This book gives depth to these crucial questions. It explains and illustrates the experiences and professional capacities we must acquire to become good at what we do. The entry point is project management, and this entry point is used to define what in general makes us become good professionals. The world will end up having around 8 billion professionals, which means that more than 150,000 new professionals will enter the workforce every day for the next 75 years. This book is for everyone who wants to sharpen their professional skills and mental models to stay relevant.

# Portfolio and Project Management



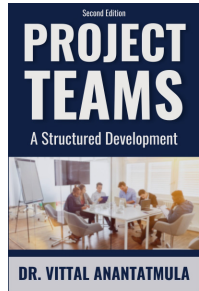
## **Tune-Up Your Small Business**

*Improve Operations, Increase Profitability*

by Raewyn Sleeman

ISBN 9781637425831

**Tune-Up Your Small Business** is the ideal guide for small business owners who want to achieve their personal and professional goals by making their businesses more successful. This book focuses on making regular, small changes that can lead to significant improvements over time. It is a step-by-step guide to developing your business steadily and effectively.



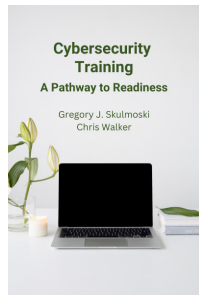
## **Project Teams, Second Edition**

*A Structured Development*

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A systematic structuring and developing project teams is critical for successful project performance and for a strong collaborative team effort. This book is for project management professionals and management in the corporate world and will also be a useful resource for academic institutions in teaching management and project management disciplines.



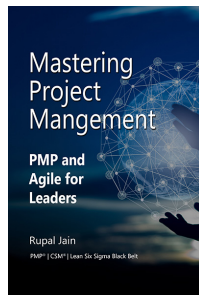
## **Cybersecurity Training**

*A Pathway to Readiness*

by Gregory J. Skulmoski

ISBN 9781637425534

Organizations face increasing cybersecurity attacks that threaten their sensitive data, systems, and existence; but there are solutions. This book prepares trainers, project managers, and IT security professionals to deliver and optimize cybersecurity training so that organizations and its people are ready to prevent and mitigate cybersecurity threats leading to more resilient organizations.



## **Mastering Project Management**

*PMP and Agile for Leaders*

by Rupal Jain

ISBN 9781637427101

Embracing a holistic approach, the book delves into essential technical and managerial processes, fostering proficiency in management and leadership skills. Moreover, it serves as a valuable guide for navigating challenging certification exams like the PMP.

# Public Relations



## **A Seat at the C-Suite Table**

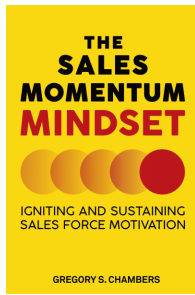
*Insights from the Leadership Journeys of African American Executives*

by Charles Wallington

ISBN 9781637425558

This is an insightful look at the leadership journeys of 30 African American male C-Suite executives. They speak candidly about how the lack of mentors, coaches, and role models impacted – but did not stop them. It includes a road map for all leaders who desire to become better mentors, coaches, sponsors, and allies for current and future underrepresented leaders.

## Selling and Sales Force Management



### **The Sales Momentum Mindset**

*Igniting and Sustaining Sales Force Motivation*

by Gregory S. Chambers

ISBN 9781637425282

Unleash your sales potential! This transformative guide is the key to unlocking sustainable sales force motivation by doing something radical: ignoring motivation. Crafted for sales professionals and managers alike, it offers a fresh perspective on sales performance, designed to ignite production and guide teams towards unprecedented growth.



### **Key Account Rock Stars**

*Raising Your Volume by Lowering Your Decibels*

by Marc Pettersson

ISBN 9781637425879

This book brings fresh new thoughts to the topic of Key Account Management. It reveals the secrets of how to successfully engage with customers and how to become organizationally savvy, plus practical tools for succeeding on the job.

## Service Systems and Innovations in Business and Society



### **The Future Is BIG**

*How Emerging Technologies are Transforming Industry and Societies*

by Uma Vanka

ISBN 9781637424919

This book will dissect how various aspects of our lives will be transformed in the years to come, with a particular focus on how to benefit from emerging technologies. This book will provide a freight of the latest tech-driven trends to equip everyone to face the future, like a one-time software upgrade.



### **Innovative Business Development**

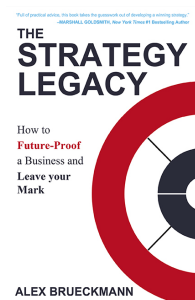
*Implementing Transformation from Within*

by Yaron Flint

ISBN 9781637427064

Integrating innovation successfully is a common challenge for businesses, but one that many struggle to overcome. Offering practical solutions and a fresh perspective, the book illustrates the correlation between innovation and business development and shows how they can complement each other to create a successful business strategy.

## Strategic Management



### **The Strategy Legacy**

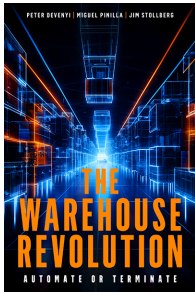
*How to Future-Proof a Business and Leave Your Mark*

by Alex Brueckmann

ISBN 9781637424964

This insightful guide provides a proven process for strategy design combined with The Nine Elements of Organizational Identity framework to align action for success. Whether you're a seasoned executive or a budding entrepreneur, this book is packed with valuable resources, practical illustrations, and humorous cartoons.

## Supply and Operations Management



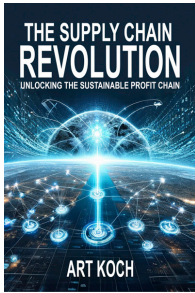
### **The Warehouse Revolution**

*Automate or Terminate*

by Peter Devenyi

ISBN 9781637425732

This book is a must-read for technologists, retailers, and investors who seek to understand the warehouse automation industry and the tradeoffs of the various technologies. It walks through an array of automation options using understandable terms and describes the history of the industry and how e-commerce catapulted warehouse automation to the forefront of supply chain operations.



### **The Supply Chain Revolution**

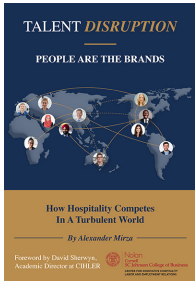
*Unlocking the Sustainable Profit Chain*

by Art Koch

ISBN 9781637426081

Does your company suffer from inventory obesity? Is the balance between your supply and demand a constant struggle? This book unveils a masterful system for any organization to build better supply chain fundamentals and overcome the evils of inventory.

## Tourism and Hospitality Management



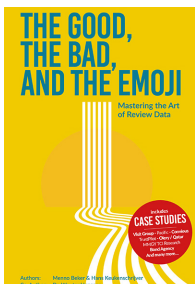
### **Talent Disruption**

*People Are The Brands*

by Alexander Mirza

ISBN 9781637425329

This book proposes a solution to the human capital challenges faced by service industries amidst unprecedented labor shortages, and technological and geopolitical shifts. It provides a detailed roadmap and tools for building a talent engine powered by AI, big data, and analytics.



### **The Good, The Bad, and The Emoji**

*Mastering the Art of Review Data*

by Menno Beker, Hans Keukenschrijver, and Wouter Hensens

ISBN 9781637427040

Drawing from over two decades of expertise, development, and real-world encounters, this is a curated and comprehensive (yet accessible) toolkit for navigating the world of customer feedback. From demystifying various review data sources to leveraging state-of-the-art AI technologies, this book empowers everybody with indispensable insights crucial for thriving in today's digital era.

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