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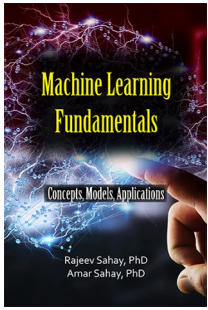
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# Big Data, Business Analytics, and Smart Technology



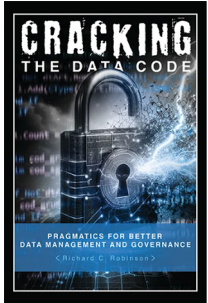
## Machine Learning Fundamentals

*Concepts, Models, and Applications*

by Rajeev Sahay and Amar Sahay

ISBN 9781637427484

This book covers machine learning (ML) fundamentals, processes, and applications that are used as industry standards. Both supervised and unsupervised learning ML models are discussed. It can serve as the main or supplementary text in any introductory data science course from any discipline, offering real-world applications and tools in all areas.



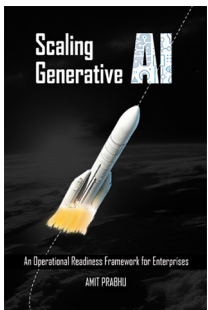
## Cracking the Data Code

*Pragmatics for Better Management and Governance*

by Richard C. Robinson

ISBN 9781637427422

If you are interested in data, and why understanding language and jargon can help you crack the data code, this book is for you. If you've had a data challenge and have struggled to find a way to understand it, the practical foundational principles inside can help you frame your problem in a different way. And in doing so, **help you crack the data code.**



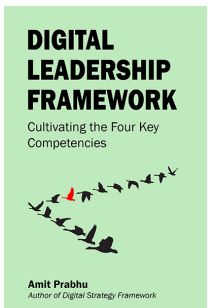
## Scaling Generative AI

*An Operational Readiness Framework for Enterprises*

by Amit Prabhu

ISBN 9781637427989

This book contains the operational readiness framework, providing step-by-step guidance to enterprises to prepare themselves for the scaled adoption of generative AI. It provides step-by-step guidance to enterprises to prepare themselves for the scaled operation of generative AI.



## 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.



## Unleashing AI

*Harnessing Artificial Intelligence for Business Success*

by Milan Frankl

ISBN 9781637428009

A comprehensive guide for business leaders, professionals, and entrepreneurs looking to understand and leverage the transformative potential of AI technologies. This is an actionable resource that equips the readers with the knowledge and strategies to harness the power of AI for competitive advantage.

# Big Data, Business Analytics, and Smart Technology



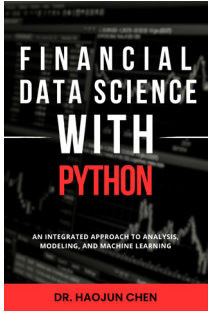
## **The Self-Coaching Sales Framework**

*How to Gain and Sustain Sales Excellence*

by Tom Cairns

ISBN 9781637428160

To survive and thrive in the business of sales today you need to know how to deliver predictable, repeatable, consistent sales results in our unpredictable, interactive, connected AI automated world. Knowing what to do and why you are doing it is important but knowing how to apply that knowledge is critical.



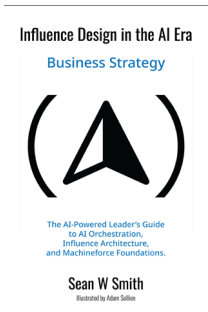
## **Financial Data Science with Python**

*An Integrated Approach to Analysis, Modeling, and Machine Learning*

by Haojun Chen

ISBN 9781637428160

This book equips readers with the tools to analyze complex financial data, build predictive models, and apply machine learning techniques to real-world financial challenges. The author covers essential topics like data structures, object-oriented programming, and key libraries such as NumPy and Pandas.



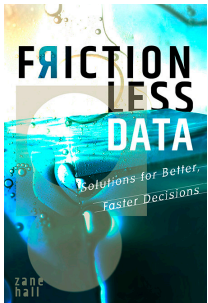
## **Influence Design in the AI Era**

*Business Strategy*

by Sean W. Smith

ISBN 9781637428146

This is a must-read for business leaders and strategists seeking to understand and capitalize on AI's transformative power. Through the lens of Influence Architecture, organizations can harness AI's capabilities to drive desired outcomes, enhance situational awareness, and gain control in the digital landscape.



## **Frictionless Data**

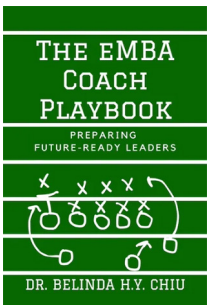
*Solutions for Better, Faster Decisions*

by Zane Hall

ISBN 9781637428207

Instead of new technology offering tired promises to make your job easier, you'll find management solutions for better, faster decisions. Unified data flowing through your company, to everyone at the same time, improving business decisions through alignment and visibility, trust and scale.

## Business Career Development



## **The eMBA Coach Playbook**

*Preparing Future-Ready Leaders*

by Belinda Chiu

ISBN 9781637427927

This is a toolkit for leaders, high-performers, and executive coaches. Create positive impact through gold-standard leadership. Skillfully navigate continuous change to unlock opportunity. Join the ranks of the future-ready, so that you can lead with a mindset of generativity and compassion.

# Business Career Development



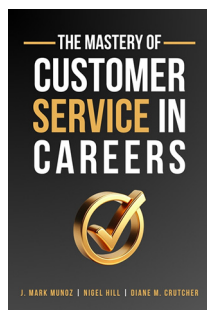
## **The Contingent Professor**

*Advice for Adjuncts*

by Robert Sanford, David Martínez

ISBN 9781637428023

A no-nonsense, insider's guide to transforming your knowledge and experience into effective, impactful teaching. This book covers everything an aspiring adjunct needs to know—from engaging students and designing insightful lessons to navigating the academic world as a part-time instructor.

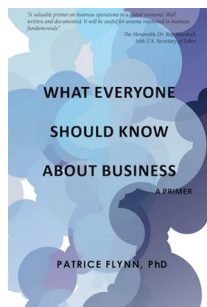


## **The Mastery of Customer Service in Careers**

by J. Mark Munoz, Nigel Hill, Diane Crutcher

ISBN 9781637428085

This book is exceptionally valuable to executives worldwide who wish to elevate their performance in customer service. Using an easy to read, relatable and engaging story as a backdrop, the book underscores the essential elements of service excellence. Each chapter includes an academically grounded and practice-oriented discussion.



## **What Everyone Should Know About Business**

*A Primer*

by Patrice Flynn

ISBN 9781637427729

Dr. Flynn presents the functional areas of business from entrepreneurship to small business development, legal structure, growth strategy, going global, finance, digitization, marketing, and management. Theory is matched with game-changing realities in today's business environment.



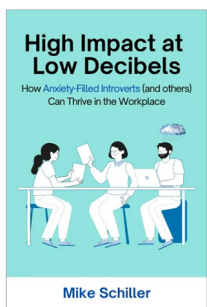
## **Classroom to Workplace**

*Land Your First Marketing Communications Job*

by Lynn Applebaum

ISBN 9781637427262

The perfect career-building handbook for those entering the marketing communications professions. It provides practical guidance and easy-to-use motivational steps to help advertising, public relations, and digital marketing students and grads chart their own path to overcome insecurities and job-hunting roadblocks, putting their best foot forward starting now.



## **High Impact at Low Decibels**

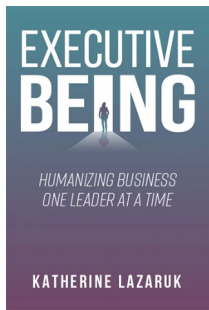
*How Anxiety-Filler Introverts (and Others) Can Thrive in the Workplace*

by Mike Schiller

ISBN 9781637427446

A practical 'how to' book showing the world's anxiety-filled introverts (and anxiety-filled extroverts too) how they can not only survive but also thrive in the workplace, as told by one of their own. In this book, you will receive a first-hand description of how to succeed in the workplace, as told by an introvert who successfully navigated that world.

## Business Career Development



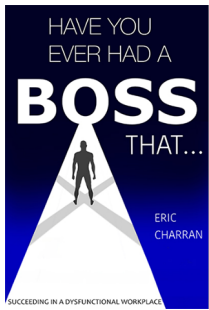
### **Executive Being**

*Humanizing Business One Leader at a Time*

by Katherine Lazaruk

ISBN 9781637427149

The business world is clamoring for authentic leadership, but you don't know what to share, what to wear or how to show up as your 'whole self' or for people bringing their 'whole selves' to work. This book has the answers. Includes seven succinct practices on how to BE a good leader.



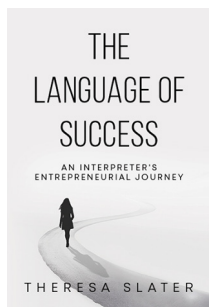
### **Have You Ever Had a Boss That...**

*Succeeding in a Dysfunctional Workplace*

by Eric Charran

ISBN 9781637427705

Actionable strategies to help you not only cope but excel in even the most dysfunctional environments. Drawing from extensive research and real-life experiences, this book explores different types of difficult managers and offers tailored advice for thriving at every career stage.



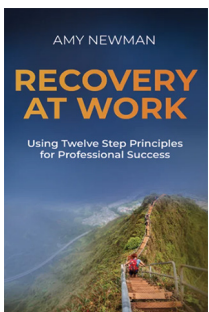
### **The Language of Success**

*An Interpreter's Entrepreneurial Journey*

by Theresa Slater

ISBN 9781637426203

From leaving home at 15 and facing daily challenges of survival, to finding those paths to nontraditional education and opportunities. This unorthodox route into the world of business and later linguistics, showcases the opportunities and 'go with your guts' intuition, that often lead to places you never dreamed of.



### **Recovery at Work**

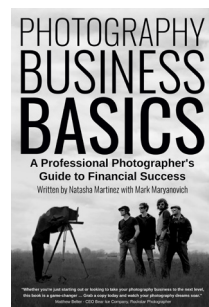
*Using Twelve Step Principles for Professional Success*

by Amy Newman

ISBN 9781637427408

The principles behind Twelve Step programs like Alcoholics Anonymous are simple but profoundly useful for restoring balance and building confidence. *Recovery at Work* provides practical examples for applying tools to overcome the stress and burnout of daily work life and to build a better career.

## FORTHCOMING - Business Career Development



### **Photography Business Basics**

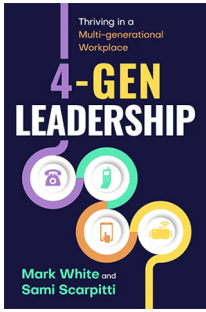
*Professional Fundamentals in 10 Short Chapters*

by Natasha Martinez, Mark Maryanovich

This is a current resource for emerging, mid-career, and experienced photographers of all specialties interested in starting or making their own freelance business the best it can be. Written with a friendly, conversational tone it offers easy to read, practical advice explained in a step-by-step direction.



# Collaborative Intelligence



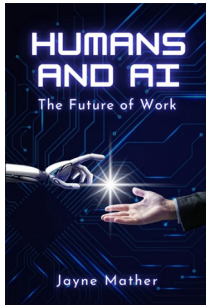
## **4-Gen Leadership**

*Thriving in a Multi-Generational Workplace*

by Mark White and Sami Scarpitti

ISBN 9781637427361

The authors have created a resource that leaders across every industry at all levels of leadership will find useful. This book helps established and emerging leaders understand the generations in their workforce and how to bridge the new generation gaps in their organizations.



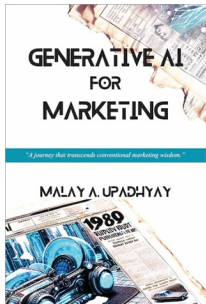
## **Humans and AI**

*The Future of Work*

by Jayne Mather

ISBN 9781637427743

Elevate your leadership and strategy with insights into organizational design, process re-engineering, and cultivating an AI-centric mindset. This book offers executives and leaders a refined roadmap to radical redesign using advanced cognitive technologies. Embrace the imperative for change and the vital role of AI and intelligent automation in modern enterprises.

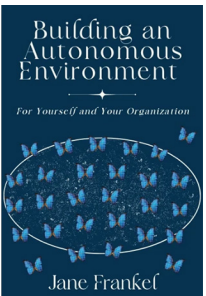


## **Generative AI for Marketing**

by Malay Upadhyay

ISBN 9781637427163

This book elucidates the evolving role and needs of Generative AI in marketing, providing a blueprint for businesses to thrive in an ever-evolving business landscape by achieving the agility and adaptability needed to sustain growth with AI. Tailored for marketers and business students alike, readers will gain a commanding set of tools to master the trifecta of foundational AI knowledge, and its applications in Marketing,



## **Building an Autonomous Environment**

*For Yourself and Your Organization*

by Jane Frankel

ISBN 9781637427767

Individuals and organizations wishing to thrive will create an environment to enable their autonomy for best decision making. This autonomy includes characteristics of agency, seeing options, and taking control of decisions, all requiring an environment to support them. Valuing and practicing autonomy is essential to thriving in the 21st century.

## Corporate Communication



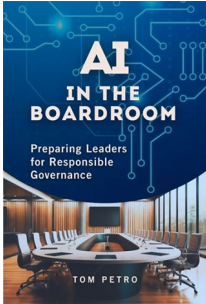
### **Corporate Relationship Management Strategy**

by Roxana D. Maiorescu

ISBN 9781637427569

The reader will explore relationship management with employees and consumers in local and international environments, in offline and online interactions, and in times of crises. Finally, the chapters represent a journey into the role that leadership styles, internal cultures, and social media play in relationship management.

## Corporate Governance



### **AI in the Boardroom**

*Preparing Leaders for Responsible Governance*

by Tom Petro

ISBN 9781637427866

Without proper governance, directors expose their organizations to costly failures. AI in the Boardroom equips leaders with the frameworks and tools to harness AI's potential responsibly, drive innovation, and avoid costly missteps. This is a must-read for directors, C-suite executives, and governance leaders committed to unlocking AI's potential.



### **Confronting the Bull Shark**

*Identifying and Preparing for Catastrophic Organizational Events*

by Edward H. Barr

ISBN 9781637427507

This handbook offers the insights that will help organizations go beyond the obvious to the events that make no sense when they happen and disrupt organizations to the core, the Bull Shark events. It does this with examples of Bull Shark events, techniques to unearth your potential Bull Sharks, and techniques to deal with them when they arise.

## Economics and Public Policy



### **The Economics of Networks and Digital Platforms**

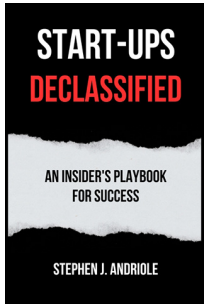
by Henrique Schneider

ISBN 9781637427682

Designed for students and professionals alike, this textbook combines theoretical foundations with practical insights, making it a valuable resource for understanding the dynamic world of digital platforms. Whether you're studying economics, business, or technology, this book provides the knowledge and tools needed to navigate and succeed in the evolving digital economy.



# Entrepreneurship and Small Business Management



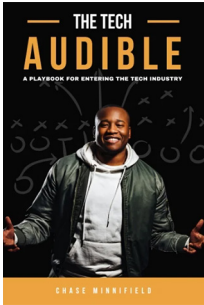
## **Start-Ups DECLASSIFIED**

*An Insider's Handbook for Success*

by Stephen J. Andriole

ISBN 9781637428047

This is a must read for entrepreneurs because it describes the real start-up process based on actual cases – not “theories” about how to create, grow or exit start-ups. The book offers lessons learned for every step of the start-up process ranging from ideation to fundraising to scaling to exiting.



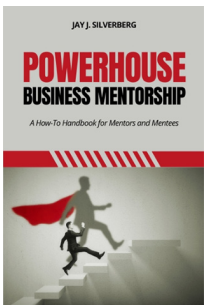
## **The Tech Audible**

*A Playbook for Entering the Tech Field*

by Chase Minnifield

ISBN 9781637427941

Chase Minnifield—former NFL player and Forbes 30 Under 30 tech entrepreneur—shares the proven methods that helped him go from professional athlete to successful tech founder. It is designed for entrepreneurs at any level, even those new to tech. No matter your starting point, this book will help you start a tech company.



## **Powerhouse Business Mentorship**

*A How-To Handbook for Mentors and Mentees*

by Jay J. Silverberg

ISBN 9781637427026

For the mentor, *Powerhouse Business Mentorship* 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.



## **Innovative Business Development**

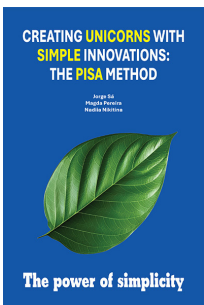
*Implementing Transformation from Within*

by Yaron Flint

ISBN 9781637427064

Integrating innovation successfully is a common challenge for businesses, but one that many struggle to overcome. This book provides not only an understanding of why this happens but actionable steps to overcome it. With practical solutions and a fresh perspective, it illustrates how to create a successful business strategy.

## FORTHCOMING - Entrepreneurship and Small Business Management



## **Creating Unicorns with Simple Innovations**

*The PISA Method*

By Jorge Sá, Magda Pereira, Nadiia Nikitina

This book was written by those entrepreneurs who achieved financial independence and changed the lives of others by solving complexity through simplicity. That is the quiet revolution underway which falls below the radar and therefore is an untold story.

# Environmental and Social Sustainability for Business Advantage

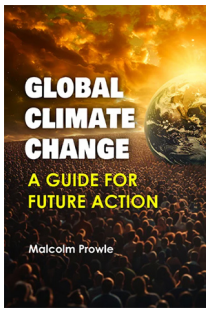


## **Improving Sustainability Through Information Governance**

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.



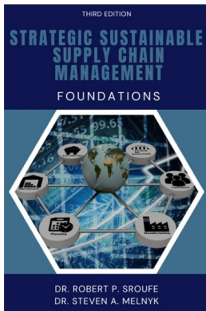
## **Global Climate Change**

*A Guide for Future Action*

by Malcolm Prowle

ISBN 9781637427248

This book is for the reader interested in having a better understanding of the nature and causes of climate change and the measures being undertaken. Global Climate Change suggests success is unlikely and to prevent catastrophe, more radical and uncomfortable actions will be needed. Many groups in society (e.g. governments, economies, businesses, public services) will need to undertake such actions to mitigate climate change and deal with its consequences. This book provides guidance about what these actions will involve.



## **Strategic Sustainable Supply Chain Management**

*Foundations*

by Robert P. Sroufe and Steven A. Melnyk

ISBN 9781637427620

This 3rd edition book provides a multi-perspective approach to strategic sustainability and value chains to allow understanding from various disciplines and professional backgrounds. Some of the key features of this first volume include a how-to guide on foundational information for strategic sustainable supply chain management (S3CM).



## **Strategic Sustainable Supply Chain Management**

*Implementation*

by Robert P. Sroufe and Steven A. Melnyk

ISBN 9781637427644

This 3rd edition book provides a multi-perspective approach to strategic sustainability and value chains to allow understanding from various disciplines and professional backgrounds. Some of the key features of this first volume include a how-to guide on foundational information for strategic sustainable supply chain management (S3CM).



## **Climate-Ready Business**

*Responsible Growth and Profitability*

by Valentina Fomenko

ISBN 9781637427903

The pressure on the private sector to act on climate change is immense – and many organizations are rising to the challenge. Yet, many companies are struggling to get their climate programs off the ground. This book is a step-by-step guide on how to develop and implement a comprehensive climate-readiness strategy.

# Finance and Financial Management



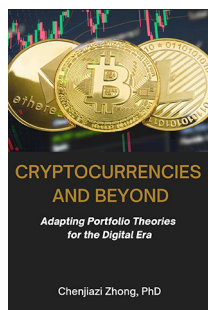
## **Reboot**

*A Business Novel About Money, Finance, and Life*

by Margaret K. Smith and Gary Smith

ISBN 9781637426241

A novel about personal finance – and life. *Reboot* tells the story of Lisa, who is recently divorces and confronted with many of the potentially intimidating finance decisions we all must make. One reviewer wrote: “Drama blends with practical money smarts. Join this captivating journey to financial stability.”



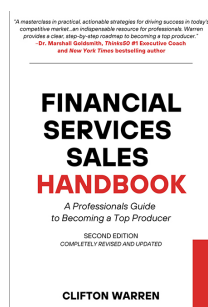
## **Cryptocurrencies and Beyond**

*Adapting Portfolio Theories for the Digital Era*

by Chenjiazi Zhong

ISBN 9781637428108

This book revisits Modern Portfolio Theory and examines how traditional principles can be adapted for portfolios that include digital assets. Taxation and evolving compliance requirements are explored. Institutional adoption and emerging trends such as ESG investing and AI's role in digital assets are also examined. One of the key strengths of this book is its focus on real-world application.



## **Financial Services Sales Handbook**

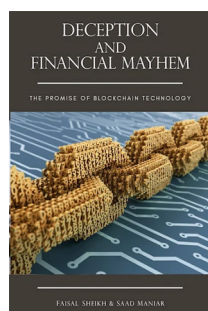
*A Professionals Guide to Becoming a Top Producer*

by Clifton T. Warren

ISBN 9781637428122

This is an essential roadmap for financial professionals. This second edition highlights the evolving landscape of financial services sales, including the rise of digital communication, virtual networking, and the importance of a client-centric approach in today's competitive market.

# Financial Accounting and Taxation



## **Deception and Financial Mayhem**

*The Promise of Blockchain Technology*

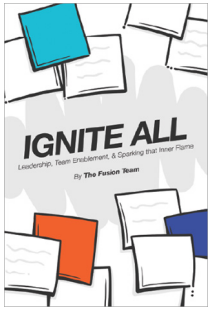
by Faisal Sheikh and Saad Maniar

ISBN 9781637427606

This book extensively discusses accounting fraud, including recent accounting scandals, and its relationship with Corporate Governance. It also explores whether the corporate psychopath accountant can be identified, modeled, and ultimately constrained. The foundational aspects of blockchain technology are covered along with its potential to prevent accounting fraud.



# Human Resource Management and Organizational Behavior



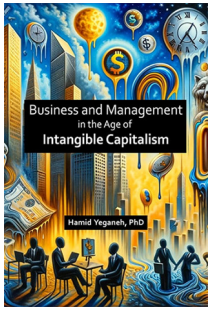
## **Ignite All**

*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. Written by a team, for teams, it distills proven best practices, methodologies, and frameworks that drive impactful change for small and large teams in the corporate workplace.

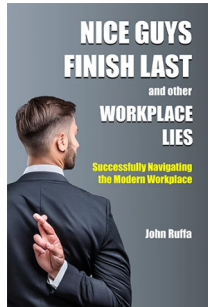


## **Business and Management in the Age of Intangible Capitalism**

by Hamid Yeganeh

ISBN 9781637427187

This book focuses on intangible assets and their repercussions for business and society. It provides insights into the evolving landscape of intangible capitalism, where wealth generation is increasingly based on invisible elements. It is a critical resource for managers, scholars, and citizens navigating the modern intangible economy.



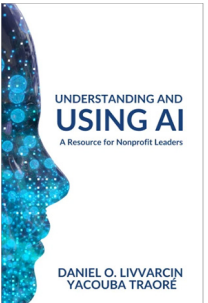
## **Nice Guys Finish Last and Other Workplace Lies**

*Successfully Navigating the Modern Workplace*

by John Ruffa

ISBN 9781637427323

This book directly identifies and exposes the lies, half-truths and misperceptions that cause havoc and disruption in the workplace, offering time-tested principles addressing workplace challenges and facilitating workplace success and advancement. It is an essential resource for today's worker.



## **Understanding and Using AI**

*A Resource for Non-profit Leaders*

by Daniel O. Livvarcin and Yacouba Traoré

ISBN 9781637427385

Embrace the future with confidence and harness the transformative power of artificial intelligence to supercharge your nonprofit's efficiency and impact. This guide is your key to navigating the evolving landscape of nonprofit management, arming you with the tools and knowledge needed to thrive in an era of innovation.



## **The Leadership Edge**

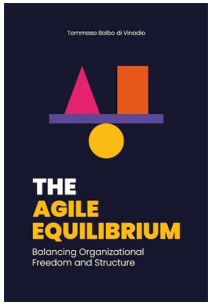
*Think, Behave, and Communicate Like a Leader*

by Michael B. Ross

ISBN 9781637427200

By developing people with the skills to put team members and customers in the best position to succeed, they ensure their own success. This book provides a framework for developing strong business leaders who can learn to develop other strong business leaders. It serves as a guide, offering insights, strategies, and practical tools.

# Human Resource Management and Organizational Behavior



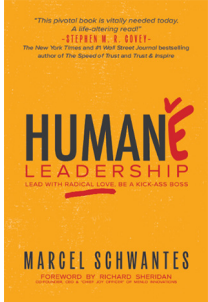
## **The Agile Equilibrium**

*Balancing Organizational Freedom and Structure*

by Tommaso Balbo di Vinadio

ISBN 9781637427545

This book demystifies the complexities of management, offering a framework that harmonizes freedom and structure—two critical elements for organizations and teams facing the rapid pace of technological change. Drawing on the latest research and the author's experience across the public, private, and academic sectors, it provides real-world examples and best practices at the organizational, team, and individual levels.



## **Humane Leadership**

*Lead with Radical Love, Be a Kick-Ass Boss*

by Marcel Schwantes

ISBN 9781637427828

The author offers a revolutionary perspective, advocating for a radical shift toward love and humanity. Drawing on personal experiences, case studies, and compelling research, he reveals how leaders can transform organizations by embracing genuine care for their employees through patience, kindness, humility, advocacy, and trustworthiness.



## **Leading Together**

*Unlocking Relational Leadership Mastery*

by Rocky Bandzeladze

ISBN 9781637427965

Grounded in rigorous academic research and practical insights, this book is a hands-on guide for leaders seeking to build engaging, high-performing cultures. The relational leadership model, highlighted in this book, moves beyond outdated leader-follower manager-subordinate dynamics, advocating for leadership as a shared process.



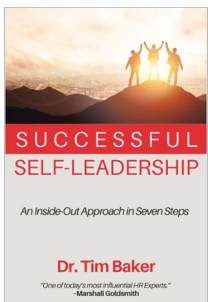
## **Achieving Productivity**

*24 Essential Skills for High-Performing Teams*

by Michael Edmondson

ISBN 9781637427880

This book introduces the concept of Essential Skills, which are critical for connecting and enhancing both hard and soft skills, promoting self-awareness, and helping individuals navigate and succeed in complex environments. It provides a pathway to develop human capital, boost employee engagement, and ensure long-term success.



## **Successful Self-Leadership**

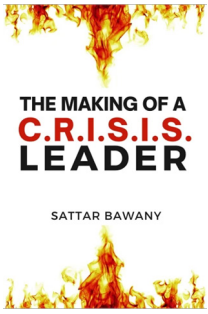
*An Inside-Out Approach in Seven Steps*

by Tim Baker

ISBN 9781637426227

This is atypical leadership guide explains seven diagnostic tools for each practice make it unique, providing practical and immediately applicable resources. It incorporates the latest research to help you unlock your potential and prepare for the journey of self-leadership, ensuring you are well-equipped to apply the knowledge in your daily life.

# Human Resource Management and Organizational Behavior

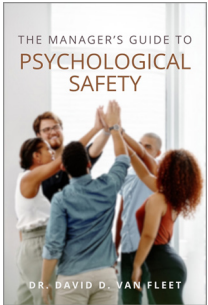


## **The Making of a C.R.I.S.I.S. Leader**

by Sattar Bawany

ISBN 9781637427842

Are You Ready for Future Crises? The right leadership is critical for organizations to navigate successfully toward resolving insurmountable challenges in any crisis event. The book aims to help leaders at all levels unlearn and relearn effective crisis leadership. It includes the best practice "C.R.I.S.I.S." Leadership Model which outlines the critical skills and competencies that leaders demonstrate during times of crisis.



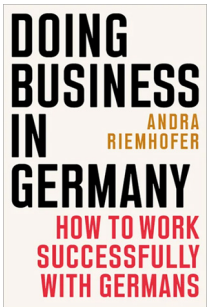
## **The Manager's Guide to Psychological Safety**

by David D. Van Fleet

ISBN 9781637428184

This is a simple and easy-to-understand way to achieve psychological safety in organizations. Psychological safety is an organizational culture where no one will be punished for asking questions, speaking their minds, reporting mistakes, and expressing concerns or proposing new ideas without being asked.

## International Business



## **Doing Business in Germany, Second Edition**

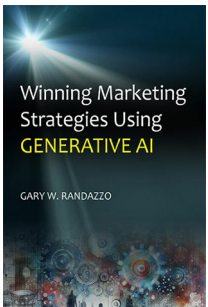
*How to Work Successfully with Germans*

by Andra Riemhofer

ISBN 9781637427668

Unlock the secrets of German business success with this essential guide for global executives and aspiring international business leaders. This is a powerful roadmap for navigating the intricacies of German business culture. The unique blend of strategic acumen and cross-cultural expertise provides readers with actionable intelligence.

## Marketing



## **Winning Marketing Strategies Using Generative AI**

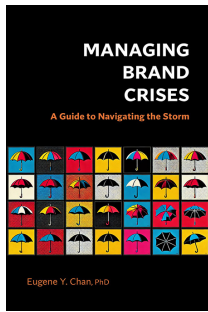
by Gary W. Randazzo

ISBN 9781637427309

Discover the future of marketing with our comprehensive guide that introduces the MVOSSSTE framework. Augmented by cutting-edge generative AI, this book offers a clear roadmap from mission to execution, empowering you to craft innovative and effective marketing strategies. Perfect for marketers eager to stay ahead of the curve, our guide transforms complex concepts into actionable insights for unparalleled success.



# Marketing



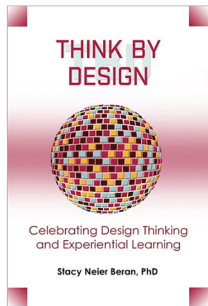
## **Managing Brand Crises**

*A Guide to Navigating the Storm*

by Eugene Y. Chan

ISBN 9781637428238

This insightful guide explores the critical skills required to anticipate potential pitfalls, respond swiftly and transparently, and rebuild consumer trust. From mastering stakeholder engagement to crafting strategies for reputation recovery, this book provides actionable steps for transforming crises into opportunities for growth and innovation.



## **Think by Design**

*Celebrating Design Thinking and Experiential Learning*

by Stacy Neier Beran

ISBN 9781637427088

Through four chapters, you'll practice design thinking in an experiential learning challenge characterized by authentic uncertainty. The challenge includes eight design thinking experiences and four retrospectives. Each chapter features a playful posture, used to activate core values.



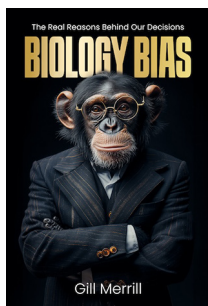
## **Patterns in Brand Monitoring**

*A Scientific Approach to Brand Protection Analysis*

by David Barnett

ISBN 9781637427521

This book considers the ways in which a scientific approach can be applied to the analysis of brand protection data, essential for filtering and prioritizing the results and yielding insights into trends and patterns in infringement activity. It illustrates how an effective analysis approach can build efficiencies into a brand protection program.



## **Biology Bias**

*The Real Reasons Behind Our Decisions*

by Gill Merrill

ISBN 9781637428061

This book gives a comprehensive understanding of the biological and physiological factors that influence our choices through the lenses of evolutionary psychology and consumer neuroscience. Readers will gain valuable insights into the hidden impulses that shape their decisions and learn how to apply this knowledge to improve marketing and business strategies.



## **AI Marketing**

*The Magic That Unites the World*

by Eliane Karsaklian

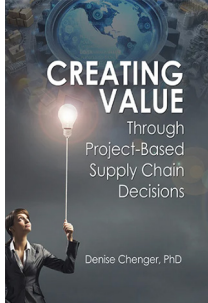
ISBN 9781637427804

This book demonstrates how brands use AI to entice customers and discusses the use of AI as a competitive advantage for marketers. Extensively documented with publications and empirical research, this book demonstrates how brands use AI to entice customers.

### Digital Consumer Behavior

*Navigating the Dynamics & Building the Demand*  
by Kyle Allison

## Portfolio and Project Management

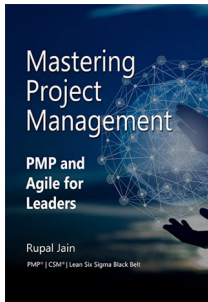


### Creating Value Through Project-Based Supply Chain Decisions

by Denise Chengler

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This book takes a novel but practical, multi-dimensional approach to making value-creating project decisions—decisions which use less resources to produce maximum value. This book is intended for project managers, supply chain professionals, and operationally focused roles for individuals having responsibility for successfully delivering projects and want to take charge of their career.



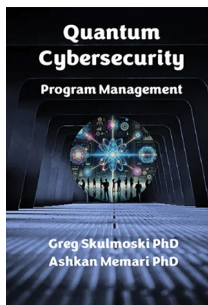
### Mastering Project Management

*PMP and Agile for Leaders*

by Rupal Jain

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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. The content is concise, and includes practical tips for addressing complex questions.



### Quantum Cybersecurity

*Program Management*

by Gregory J. Skulmoski and Ashkan Memari

ISBN 9781637427583

This book brings together best practices found in standards and frameworks in a risk-based approach to implementing a quantum program of projects. Tailored for quantum champions, IT security architects, business leaders, project managers, digital leadership, and board members, *Quantum Cybersecurity* offers actionable guidance.

# Service Systems and Innovations in Business and Society



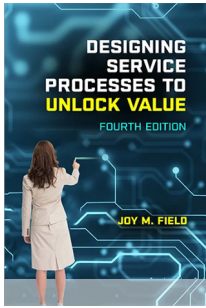
## **Transformative Strategic Thinking**

*The Art of Disciplined Business Creativity*

by Michele Simoni, Eva Panetti, Marco Ferretti

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This book introduces the Transformative Strategic Thinking (TST) toolkit, a creative thinking methodology designed for businesses to embrace change and explore new business models. The TST toolkit combines analytical tools for evaluating current business models with five transformational practices for experimenting with new ones.

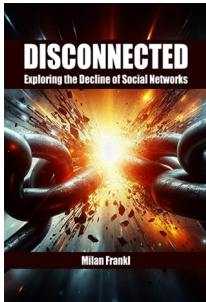


## **Designing Service Processes to Unlock Value, Fourth Edition**

by Joy M. Field

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This book was written to help you understand the opportunities (and challenges) for value creation in this dynamic environment. You will learn about approaches for designing all types of service processes, as well as the unique challenges of designing knowledge-intensive services. You will learn about approaches for designing all types of service processes, as well as the unique challenges of designing knowledge-intensive services.



## **Disconnected**

*Exploring the Decline of Social Networks*

by Mlian Frankl

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This book examines the future of social networks, highlighting their transformation from community builders to sources of misinformation and frustration. The author explores the social and cultural factors that influence social networks. Additionally, he includes case studies that highlight the real-world impacts of social networks on individuals, businesses, and society as a whole.

## **FORTHCOMING - Strategic Management**

### **The Strategy Toolbox**

by Simon Reese

## **Supply and Operations Management**



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*Survival Strategies for Turbulent Times*

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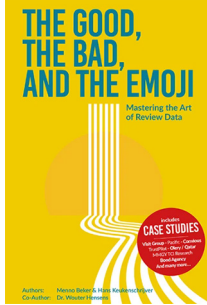


### Reengineering Purchasing

*Lessons from the Front Lines*

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